



534-550 Cambie, Vancouver
Rezoning Application – Applicant Presentation

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Applicant Team

PC Urban Properties

PC Urban creates spaces for people to work and live across Lower Mainland and Western Canada.



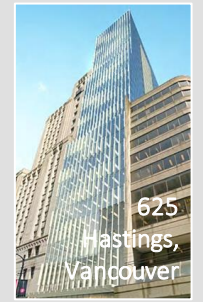
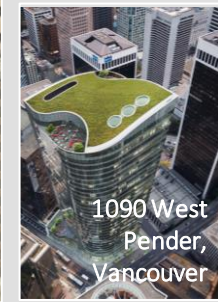
QuadReal Property Group

QuadReal Property Group is a global real estate investment, operating and development company with HQ in Vancouver.



Musson Cattell Mackey (MCM)

MCM operates a full service architectural and interior design practice from downtown Vancouver for over 50 years.



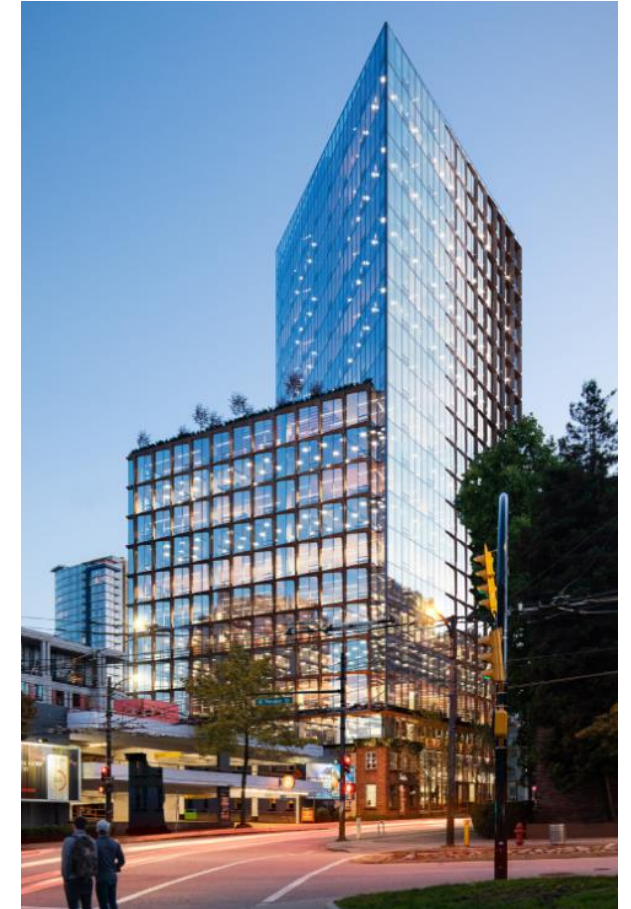
Objective

The 550 Cambie proposal is all about jobs, next to transit in the downtown core.



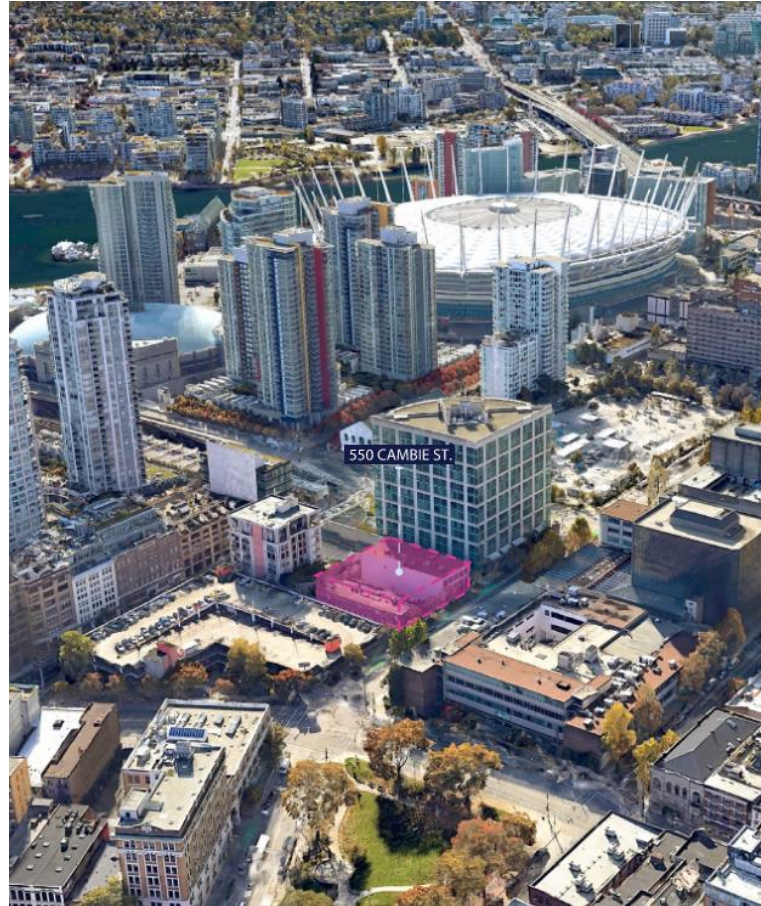
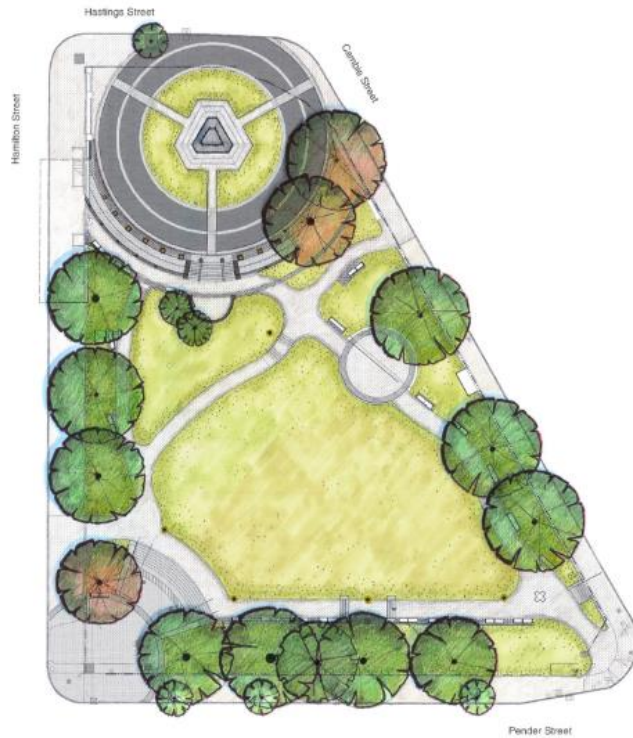
Policy Checklist

1. Downtown Official Development Plan
2. Central Area Plan
3. Central Business District Policies
4. Metropolitan Core Jobs & Economy Land Use Plan
5. Rezoning Policy for the CBD & CBD Shoulder
6. Downtown Design Guidelines
7. View Protection Guidelines
8. Heritage Policies
9. Greenest Buildings Policy
10. Transportation 2040 Plan



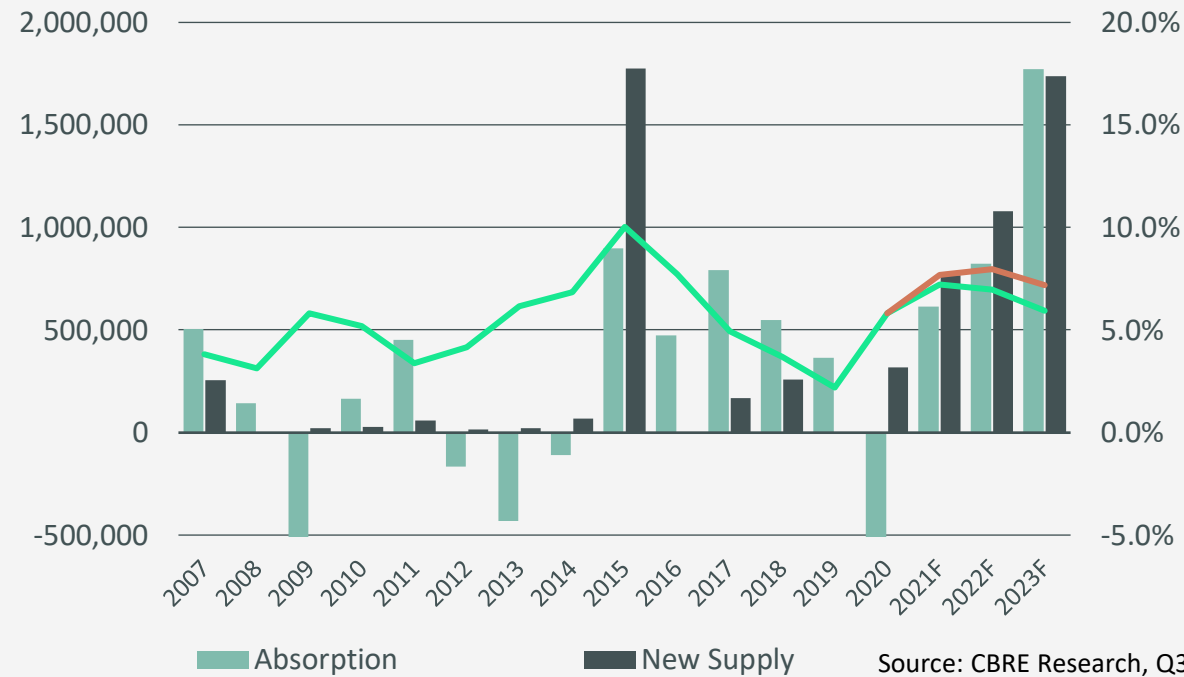
Community Engagement

Integrating into the social and historic fabric of the community.



Office Market

Undersupplied, with lowest vacancy rate and one of fastest growing tech markets in North America.



1 Vancouver, BC

TECH INDUSTRY

HOW IS THE TECH INDUSTRY PERFORMING & WHERE IS IT HEADED?

▲ 1.5M
JOBS CREATED SINCE 2010

▼ 58K
JOBS LOST IN 2020

The tech industry was indispensable in enabling continued business activity during the COVID-19 shutdown.

IT LIKELY WILL LEAD THE NEXT GROWTH CYCLE BY ACCELERATING DIGITAL TRANSFORMATION OF THE ECONOMY.

WHICH ARE THE TOP-GROWTH TECH CITIES?

+29%
VANCOUVER

Vancouver's high-tech job base grew 29% in 2019. San Francisco (27%), Austin (23%) and Seattle (22%) had the next highest job growth rates.

Innovation District

Downtown is moving south / east.

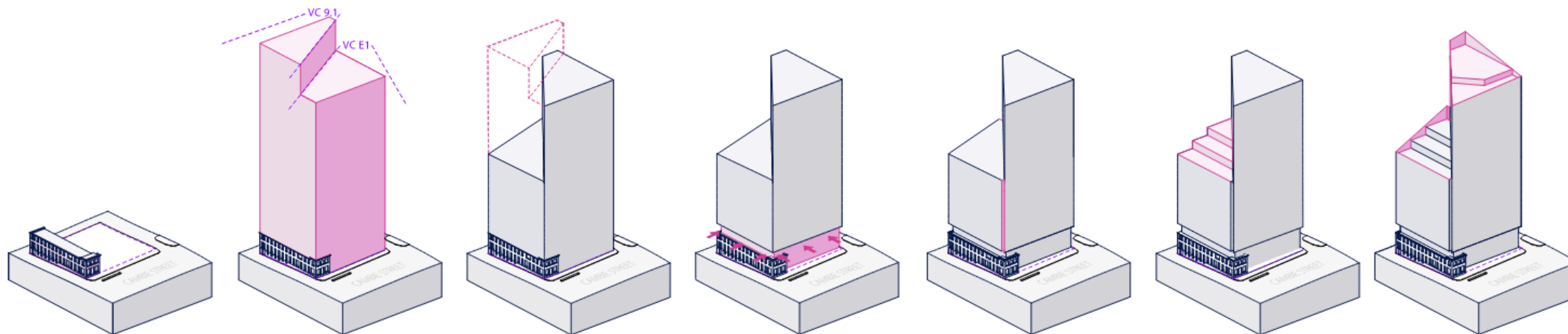
Emergence of tech-oriented innovation and cultural district.

Increasing economic diversification and resiliency.

Innovation District - Downtown South



Massing & Form



Step 1: Site

Step 2: Extrude

Step 3: Carve

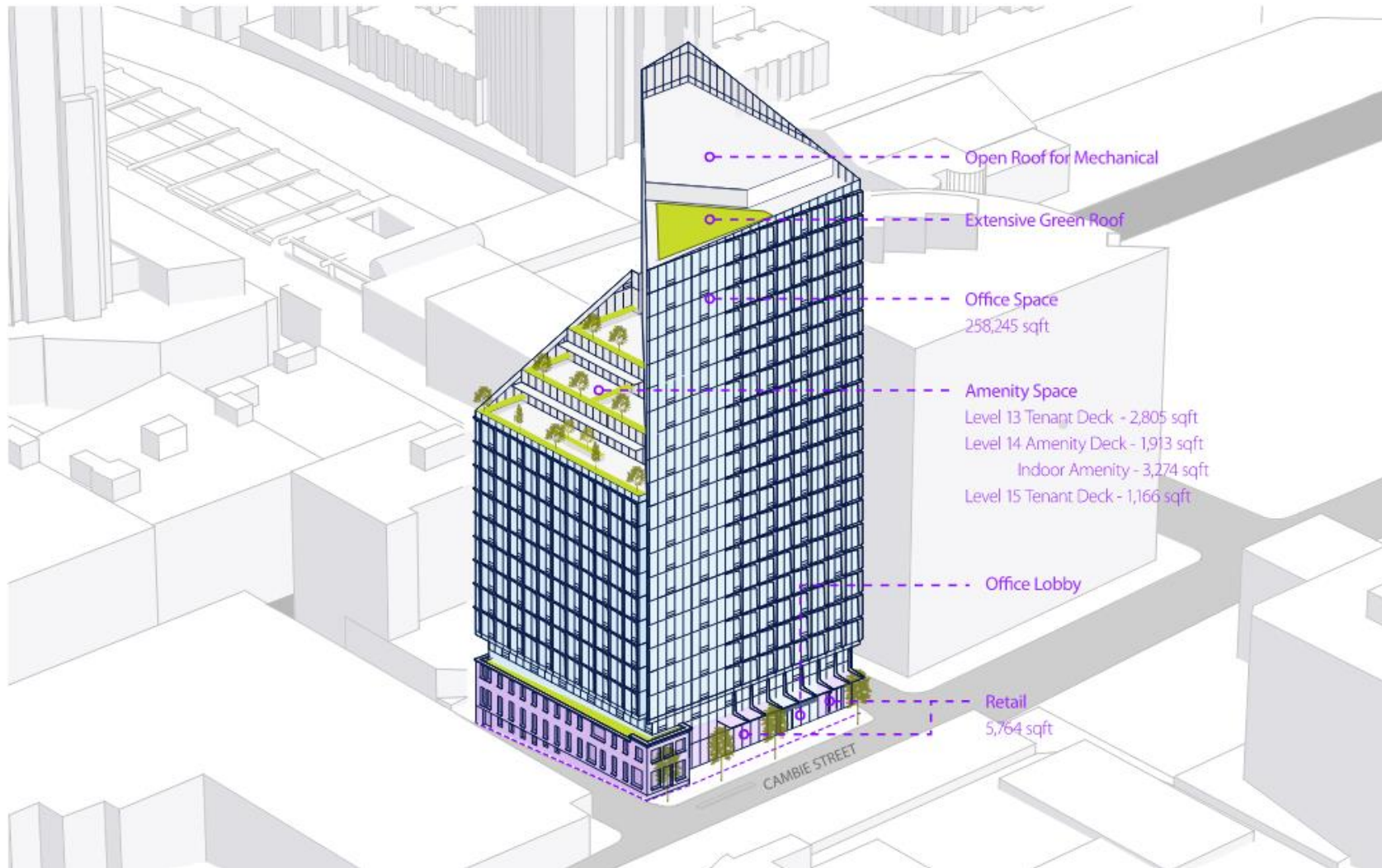
Step 4: Set back

Step 5: Articulate

Step 6: Step

Step 7: Define

Program



Public Realm



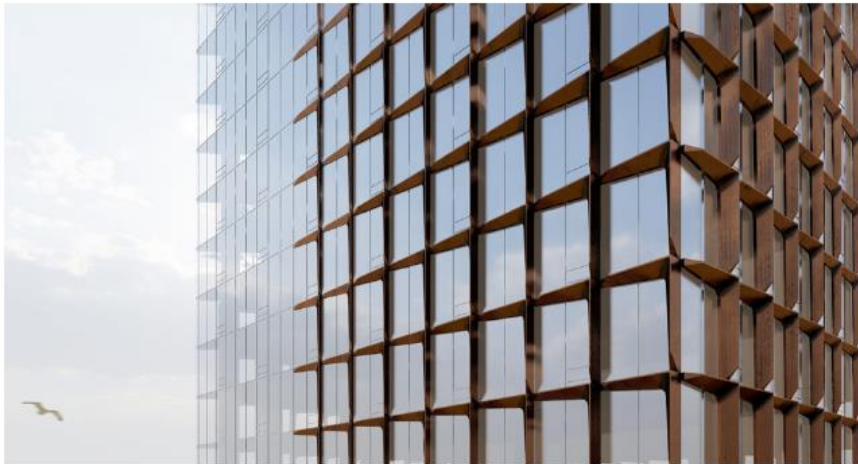
Articulation



View from Cambie looking up towards the dynamic solar shading expression



View from North Lane looking up towards the static solar shading expression



Aerial view of Southwest Corner showing the dynamic solar shading expression



Aerial showing detailed static solar shading expression

Heritage Design Response



North Lane, East Lane Corner and Cambie Street Corner Rendering

Aerial Rendering



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Thank-you



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 QuadReal

 MCM