

**BEACH AND HOWE  
VANCOUVER**



REZONING APPLICATION  
January 31st, 2012



FAIRMONT PAC. RIM, VANCOUVER, CA



WOODWARD'S, VANCOUVER, CA



CORNER TELUS DAY, VANCOUVER, CA

# westbank

WESTBANK PROJECTS CORP.  
REAL STATE DEVELOPER. VANCOUVER, BC, CANADA



VM HOUSES, COPENHAGEN, DK



8 HOUSE, COPENHAGEN, DK



SEM, SHENZHEN, CN

# BIG

BJARKE INGELS GROUP  
ARCHITECTURE. COPENHAGEN, DENMARK



GRANVILLE ISLAND, VANCOUVER, CA



CENTRO, VANCOUVER, CA



THE MARK, VANCOUVER, CA

# DIALOG™

DIALOG  
ARCHITECTURE. VANCOUVER, BC, CANADA



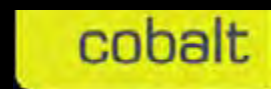
DISCOVERY GREEN, VANCOUVER, CA



FLATIRON, VANCOUVER, CA



UNIVERSITY CLUB, VANCOUVER, CA



COBALT ENGINEERING LLP  
SUSTAINABLE DESIGN. VANCOUVER, BC, CANADA



5TH & MADISON, VANCOUVER, CA



CITY HALL, RICHMOND, CA



SHANGRI-LA, VANCOUVER, CA



# PHILLIPS·FAREVAAG ·SMALLENBERG

PFS  
URBAN / LANDSCAPE DESIGN. VANCOUVER, BC, CANADA



AL FAISALIAH, RIYADH, SA



MILLENNIUM, SAN FRANCISCO, US



IBERDROLA, BILBAO, ES

# Buro Happold

BURO HAPPOLD  
CONSULTING ENGINEERS. NEW YORK, NY, USA



CONVENTION CENTRE, VANCOUVER, CA



OLYMPIC OVAL, RICHMOND, CA



WOODWARDS, VANCOUVER, CA



# Glotman·Simpson CONSULTING ENGINEERS

GLOTMAN SIMPSON  
CONSULTING ENGINEERS. VANCOUVER, BC, CANADA



SHAW TOWER, VANCOUVER, CA



RES. ON GEORGIA, VANCOUVER, CA



SHANGRI-LA, VANCOUVER, CA

# JAMES KM CHENG

JAMES K.M. CHENG ARCHITECTS INC.  
CONSULTANTING ARCHITECTS. VANCOUVER, BC, CANADA

BEACH AND HOWE. A UNIQUE PROJECT, A UNIQUE TEAM

TRANSPORTATION ENGINEERS: BUNT & ASSOCIATES

BEACH AND HOWE WILL BE PART OF A NEW PHASE IN VANCOUVER'S SHORT BUT SUCCESSFUL HISTORY OF URBAN POLICY. IT WILL MARK THE ENTRY POINT TO DOWNTOWN VANCOUVER FROM GRANVILLE BRIDGE, FORMING A GATEWAY TO THE CITY.

THE TOWER AND BASE ARE A REINVENTION OF THE LOCAL TYPOLOGY, KNOWN AS "VANCOUVERISM." IN THIS TYPOLOGY, SLENDER TOWERS ARE COUPLED WITH MIXED-USE PODIUMS AND STREET WALLS THAT DEFINE HUMAN-SCALE URBAN ENVIRONMENTS. THE AIM IS TO PRESERVE VIEW CONES THROUGH THE CITY WHILE ACTIVATING THE PEDESTRIAN STREET.

NEGOTIATING A DIFFICULT SITE TRISECTED BY THE GRANVILLE OVERPASS AND BURDENED BY SETBACKS, OUR DESIGN FOR BEACH AND HOWE SEEKS TO OPTIMIZE THE CONDITIONS FOR ITS FUTURE INHABITANTS—IN THE AIR AS WELL AS ON THE STREET. AT ITS BASE THE FOOTPRINT OF THE TOWER IS CONDITIONED BY CONCERNS FOR TWO SIGNIFICANT NEIGHBORING ELEMENTS. FIRSTLY, A 30-METER/100-FOOT SETBACK FROM THE BRIDGE ENSURES THAT NO RESIDENTS WILL HAVE WINDOWS AND BALCONIES IN THE MIDDLE OF HEAVY TRAFFIC. SECONDLY, CONCERNS FOR SUNLIGHT TO THE ADJACENT MAY & LORNE BROWN PARK LIMITS HOW FAR SOUTH WE CAN BUILD. AS A RESULT THE FOOTPRINT IS RESTRICTED TO A SMALL TRIANGLE, TINY EVEN BY VANCOUVER STANDARDS.

HOWEVER AS THE TOWER ASCENDS, IT CLEARS THE NOISE, EXHAUST, AND VISUAL INVASION OF THE BRIDGE. OUR DESIGN RECLAIMS THE LOST AREA AS THE TOWER CLEARS THE ZONE OF INFLUENCE OF THE BRIDGE, GRADUALLY CANTILEVERING OUT OVER OUR OWN SITE. THIS MOVEMENT TURNS THE INEFFICIENT TRIANGLE INTO AN OPTIMAL RECTANGULAR FLOOR PLATE. IN DOING SO, IT ALSO INCREASES THE DESIRABLE SPACES FOR LIVING AT ITS TOP, WHILE FREEING UP A NEW COMMON SPACE AT ITS BASE. THE RESULTANT SILHOUETTE RESEMBLES A CURTAIN BEING DRAWN ASIDE, WELCOMING PEOPLE AS THEY TRAVEL ACROSS THE GRANVILLE BRIDGE.

BEACH AND HOWE'S PODIUM IS A MIXED-USE URBAN VILLAGE. THE THREE TRIANGULAR BLOCKS ARE COMPOSED OF INTIMATELY-SCALED SPACES FOR WORKING, SHOPPING, AND LEISURE WHICH FACE ONTO PUBLIC PLAZAS AND PATHWAYS. THE ADDITIONAL PUBLIC SPACE ADDS TO THE EXISTING STREETS, GIVING THE NEIGHBORHOOD A VARIETY OF OPEN AND COVERED OUTDOOR SPACES OF VARIOUS SCALES. IN THIS WAY, IT RESEMBLES THE URBAN FABRIC FOUND IN HISTORICAL NEIGHBORHOODS, RATHER THAN THE BIG BOX PODIUMS IN MODERN (SUB)URBAN DEVELOPMENTS. THE ROOFS OF THE THREE BUILDINGS ARE TILTED TO PEEK OVER THE BRIDGE AND TRANSFORM A RESIDUAL OF THE CITY'S INFRASTRUCTURE INTO ONE OF THE MOST PROMINENT LOCATIONS IN THE CITY.

THE BEACH AND HOWE TOWER IS A CONTEMPORARY DESCENDANT OF THE FLATIRON BUILDING IN NEW YORK CITY, ONE OF THE CITY'S MOST IMPORTANT LANDMARKS. THE FLATIRON WAS BUILT ON A TRIANGULAR SITE LEFT OVER FROM THE INTERSECTION OF BROADWAY AND FIFTH AVENUE. THE SITE WAS CONSIDERED UNUSABLE DUE TO ITS UNCONVENTIONAL FLOOR PLATE, UNTIL A POINT WHERE ECONOMIC AND TECHNOLOGICAL FORCES (INCREASED REAL ESTATE PRICES, STEEL CONSTRUCTION AND ELEVATORS) COMBINED TO MAKE A NEW AND STRIKING ARCHITECTURE. BEACH AND HOWE TAKES THIS IDEA FURTHER – RECLAIMING THE LOST SPACES FOR LIVING AS THE TOWER ESCAPES THE NOISE AND TRAFFIC AT ITS BASE. IN THE TRADITION OF FLATIRON, BEACH AND HOWE'S ARCHITECTURE IS NOT THE RESULT OF FORMAL EXCESS OR ARCHITECTURAL IDIOSYNCRASIES, BUT RATHER A CHILD OF ITS CIRCUMSTANCES: THE TRISECTED SITE AND THE CONCERNS FOR NEIGHBORING BUILDINGS AND PARK SPACES. IT IS OUR HOPE THAT BEACH AND HOWE, IN TIME, CAN HAVE A SIMILAR REJUVENATING IMPACT ON THIS PART OF VANCOUVER.

BJARKE INGELS

BJARKE INGELS GROUP

January 23, 2012

City of Vancouver  
453 West 12th Avenue  
Vancouver, BC  
V5Y 1V4  
Attention: Mr. Brent Toderian, Director of Planning

Dear Mr. Toderian

**Re: Beach And Howe Rezoning Application**

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I write in support of this rezoning application. It is not often that we have a project in Vancouver that is truly special and unique both in terms of urban design and architecture. Vancouver has been known all over the world for its urban realm, often hailed as one of the most livable cities in the world, but often criticized for the uniformity of our towers. This proposed rezoning by Bjarke Ingels of B.I.G. is an extremely imaginative and thoughtful response to a unique site that is both next to and sandwiched in between the Granville Bridge and its ramps. It is an important gateway location into our city that deserves special consideration. The key reasons for my strongest support are as follow:

**Public Realm Treatment**

The proposed project provides a unique take on Vancouver's well-known tower/podium typology. It provides a form-specific tower combined with an equally form-specific urban village. The currently desolate voids under the Granville Bridge will be transformed into a vibrant mixed-use pedestrian environment of retail, offices, and both market and rental housing.

The existing predominantly residential neighbourhood will gain much needed amenities such as a food store, convenient services and a gym to transform it into a truly complete and balanced community.

**Skyline Treatment**

The design of the tower and the commercial blocks between the on/off ramps will provide a new and unique critique to Vancouver's typical towers. It is also a fitting response to the City's "General Policy for Higher Buildings" and request for new benchmark for architectural creativity and excellence while making a contribution to the beauty and visual power of the city's skyline.

**Sustainable Design**

The articulations of the exterior facades are responses to the various solar exposures. These passive considerations are integral to the overall sustainability concept. In addition to environmental sustainability, it also scores high both in terms of social and economic sustainability.

**Architectural Innovation**

There is no question that the architectural language developed for this project will set a new paradigm for the Vancouver tower/podium typology. Not to be undervalued is the structural innovation needed to execute this "inverted" massing concept. The project will certainly raise the bar for architectural discourse in Vancouver and no doubt will be the most unique punctuation in our skyline when completed.

As urban design consultants to this most exciting project we are privileged to witness the evolution of this project from early concept to a finely honed package that excels in all levels and equally privileged to offer our support.

Yours truly,

**JAMES K.M. CHENG ARCHITECTS INC.**



James K.M. Cheng, MAIBC, FRAIC  
Principal



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THE PROJECT WE REFER TO AS BEACH AND HOWE STARTED WITH OUR ACQUISITION OF 1480 HOWE STREET IN NOVEMBER OF 2006. THE CONCEPT FOR THE PROJECT WAS TO TAKE THE marginally USED LANDS UNDER THE GRANVILLE STREET BRIDGE AND ITS RAMPS, OWNED IN PART BY THE CITY OF VANCOUVER, OURSELVES AND OTHERS, CONSOLIDATING IT INTO ONE COMPREHENSIVE DEVELOPMENT THAT WOULD ACCOMPLISH A HOST OF OBJECTIVES FOR THE CITY.

WE HAVE BROUGHT TOGETHER THE BEST TALENT AVAILABLE IN VANCOUVER AND EUROPE TO CREATE A TRULY WORLD CLASS PROJECT THAT WILL ENRICH NOT ONLY THIS NEIGHBOURHOOD, BUT ALSO THE CITY AND ITS QUEST TO BECOME A CREATIVE, SUSTAINABLE AND AFFORDABLE CITY. THE PROJECT WILL BE THE BENCHMARK FOR CREATIVE ARCHITECTURAL FORM IN TANDEM WITH OUTSTANDING URBANISM FOR THE CITY OF VANCOUVER.

IN A SINGLE DEVELOPMENT WE ARE BUILDING SUFFICIENT CRITICAL MASS TO CREATE A COMPLETE NEIGHBOURHOOD WITH THE INCLUSION OF OFFICE AND WORK SPACES, RENTAL HOUSING, MARKET HOUSING AND RETAIL INCLUDING A GROCERY STORE, DRUG STORE, BANKING SERVICES AND RESTAURANTS ALONG WITH OTHER SERVICES SUCH AS SPORTS CLUBS, DAYCARES AND MINI-STORAGE FACILITIES.

A NEW LEED PLATINUM NEIGHBOURHOOD WILL BE CREATED THROUGH A MIX OF DIFFERENT TYPES OF USERS, TECHNOLOGIES AND DESIGN THAT ADDRESSES OUR COMMUNITIES' DESIRE FOR TRULY SUSTAINABLE DEVELOPMENTS. THIS NEW NEIGHBOURHOOD MODEL IS DISTINCT FROM ANY OTHER AS IT COMPLETELY EMBRACES THE NEIGHBOURHOOD'S UNIQUE CHARACTERISTICS BY ANIMATING THE UNDERSIDE OF THE BRIDGE AND RAMPS BY ENGAGING THE PUBLIC REALM THROUGH THE UTILIZATION OF THESE URBAN SPACES TO CREATE NEW OPTIONS INCLUDING THE POSSIBILITY OF OUTDOOR THEATRES, BEER GARDENS, AND VENUES FOR PUBLIC ART TURNING A BLIGHT IN THE CITY INTO A DYNAMIC PUBLIC PLACE.

VANCOUVER HAS A HOUSING AFFORDABILITY CHALLENGE, AND WESTBANK HAS CONSISTENTLY LOOKED FOR SOLUTIONS TO THIS CHALLENGE: AT WOODWARD'S, WE MERGED NON-MARKET AND MARKET HOUSING WITHIN ONE BUILDING; 60 W. CORDOVA EXPLORED AFFORDABLE HOUSING INITIATIVES THROUGH PARTNERSHIPS WITH HABITAT FOR HUMANITY, THE PORTLAND HOTEL SOCIETY AND VANCITY; 700 W. 8TH PROVIDED SENIOR'S CO-OP HOUSING AND 1401 COMOX WILL INJECT A MUCH-NEEDED SUPPLY OF 186 PURPOSE-BUILT RENTAL UNITS INTO THE WEST END. AT BEACH AND HOWE, AGAIN WE ARE INTRODUCING A PURPOSE-BUILT RENTAL BUILDING AS PART OF THIS COMPREHENSIVE REDEVELOPMENT. THIS BENCHMARK PROJECT WILL BRING DENSITY TO A SITE THAT IS ONE OF THE FEW UNDERDEVELOPED SITES NOT IMPACTED BY VIEW CONES AND CREATES A SUBSTANTIAL ECONOMIC GAIN FOR THE VANCOUVER TAX PAYERS. ARCHITECTURALLY, THE PROJECT WILL INTRODUCE A NEW BUILDING TYPOLOGY TO THE VANCOUVER SKYLINE AND WILL CREATE A DRAMATIC GATEWAY TO DOWNTOWN VANCOUVER THAT SPEAKS TO THE EMERGING CREATIVE ECONOMY IN THE CITY.

SOME PROJECTS TAKE TIME TO PULL TOGETHER AND FEW ARE AS COMPLEX AS BEACH AND HOWE. WE ARE THRILLED WITH OUR PROPOSAL AND LOOK FORWARD TO COMMENCING THE PROJECT AS SOON AS POSSIBLE.

IAN GILLESPIE

WESTBANK PROJECTS CORP.



# **BEACH AND HOWE. VANCOUVER REZONING APPLICATION**

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