

3.1 DESIGN RATIONALE

INTRODUCTION

Vancouver’s Broadway corridor, spanning from the University of British Columbia to Burnaby, is one the cities most important east – west connectors for both culture and infrastructure. It serves as Vancouver’s second largest employment center following the Downtown, and is supported by the Vancouver General Hospital, major educational institutions and a variety of industry innovators. Expand housing and transit infrastructure, including the Broadway Subway extension is vital to supporting this level of economic activity.

The site at 130 West Broadway three blocks east of Cambie - Broadway Skytrain Station and the future Millennium Line Station at Main Street is locally known as the former Mountain Equipment Company store.

The rental housing proposal is for two slender towers connected by a single podium, allowing for a generous elevated landscape plaza open to the public providing community life and city views.

This proposal provides an opportunity for ambitious, sustainable urbanization. Vancouver’s model of vertical urbanism from the Downtown Core is a natural choice for a transit-rich location like Broadway. The tested typology framework is dense yet walkable, tall yet not overbearing.

PROJECT VISION

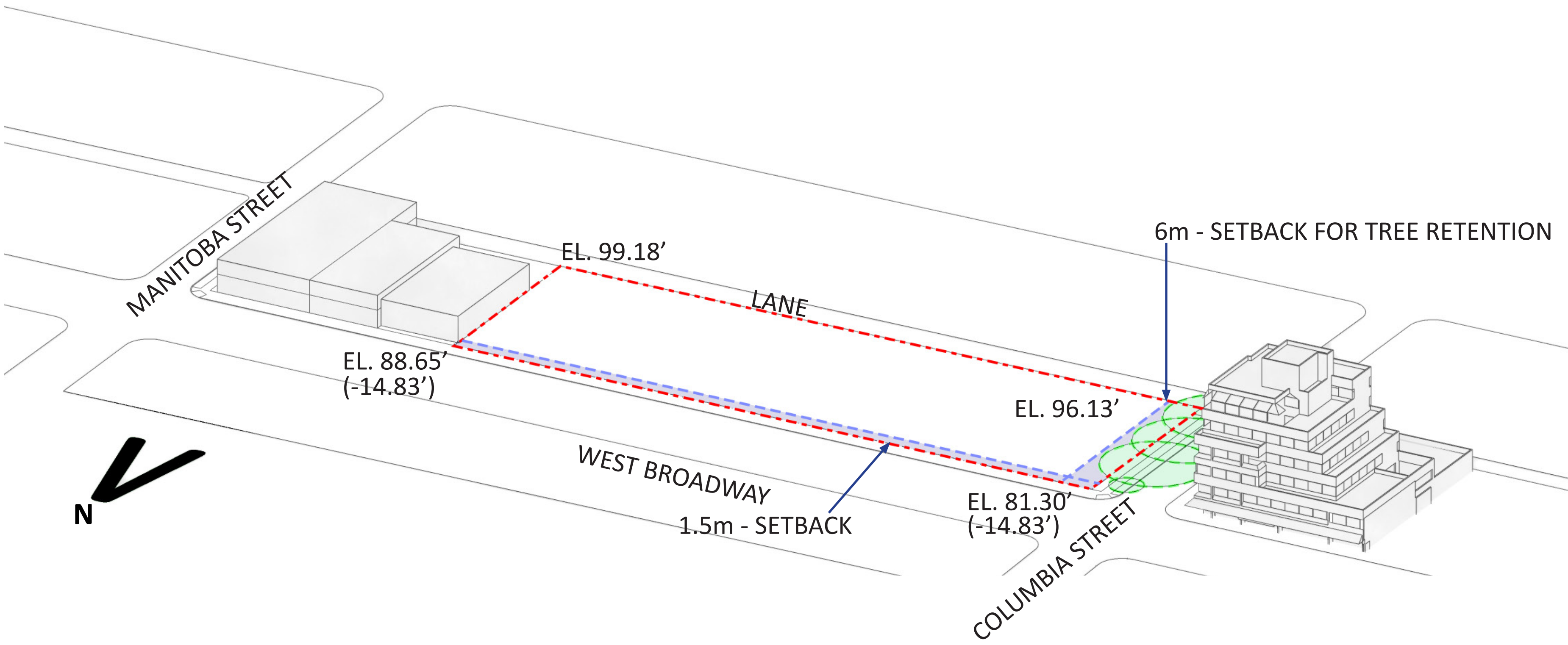
130 West Broadway transforms this prominent Mount Pleasant site into a bold expression of transit-oriented development. Located at the heart of the Broadway Plan area, it brings together density, connectivity, and public space in alignment with Vancouver’s values of sustainability, equity, and livability.

The development includes two residential towers above a shared podium that accommodates commercial uses, a childcare facility, and a privately own public space (POPS). Together, these components form a complete community node, contributing to both long-term city-building goals and neighbourhood vibrancy.

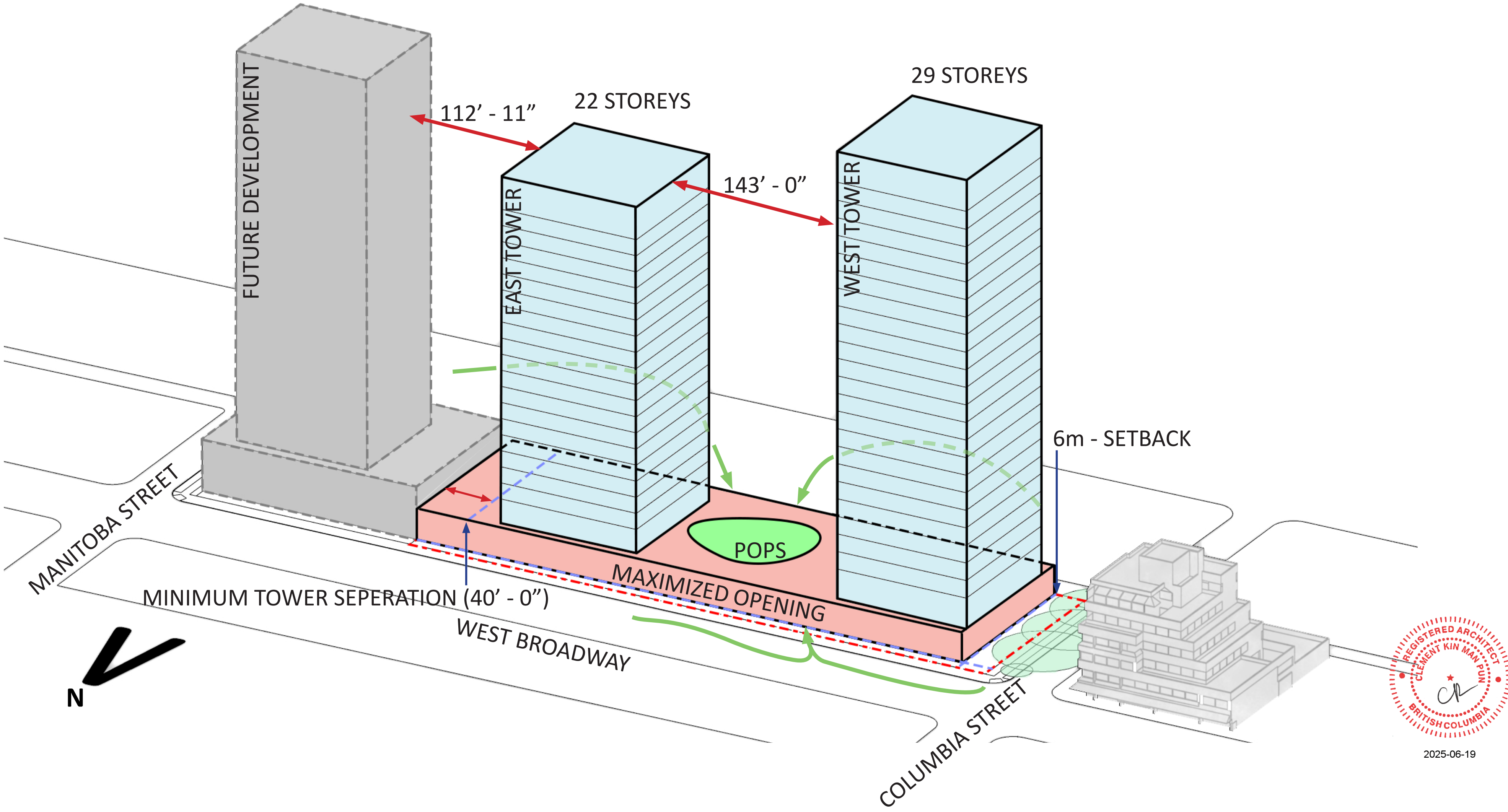
TOWER PLACEMENT STRATEGY

The two residential towers are carefully positioned above the podium to make the most of sunlight, views, and open space, while also respecting the site’s view cone constraints. This placement allows for generous separation between the buildings, creating room for public gathering, landscaping, and improved pedestrian flow through the site.

SITE



TOWER PLACEMENT STRATEGY



3.1 DESIGN RATIONALE

TOWER FORM & ARCHITECTURAL EXPRESSION

The design of the towers emphasizes clarity, contrast, and vertical rhythm. A key feature is the alternating use of white and charcoal-colored metal panels, which create strong vertical strips running from the top-level amenity floors down through the residential mass and visually anchoring into the POPS level. This continuous vertical expression gives the towers a clean, legible silhouette and reinforces a sense of height and structure, while the alternating colours breakdown the uniformity of the tower to create a more friendly, dynamic and inviting feeling.

The playful use of the vertical elements are echoed at the podium level through the use of Jade-patterned porcelain tiles, which align with the tower’s striping to create a seamless visual relationship between the base and tower. Though the materials shift in tone and texture, the alignment of these elements maintains architectural continuity across the full height of the building.

The towers present a confident and cohesive form - clearly defined, visually dynamic, and integrated with the larger massing strategy of the site.

TOWER PROGRAMMING STRATEGY

Tower 1 (West) is set back from both Broadway and Columbia, opening up the corner for a landscaped public entry. It includes access to the daycare lobby and bicycle elevators, and the upper levels offer a variety of unit types: from junior suites to larger family-oriented layouts designed to support diverse lifestyles and long-term use.

Tower 2 (East) takes on a hybrid form, combining a tower with a mid-rise wing that extends along Broadway to the eastern edge of the site. This configuration helps create a more continuous street edge while also offering efficient residential layouts and activating the public space below.

The towers reflect a thoughtful approach to livability, urban design, and community connection balancing height with openness and density with comfort.

LEGEND

RESIDENTIAL SPACE

COMMERCIAL SPACE

RESTURANT

RESTURANT OUTDOOR

CHILD CARE FACILITY

CANOPY

MECHANICAL

CHILD CARE OUTDOOR SPACE

INDOOR AMENITY SPACE

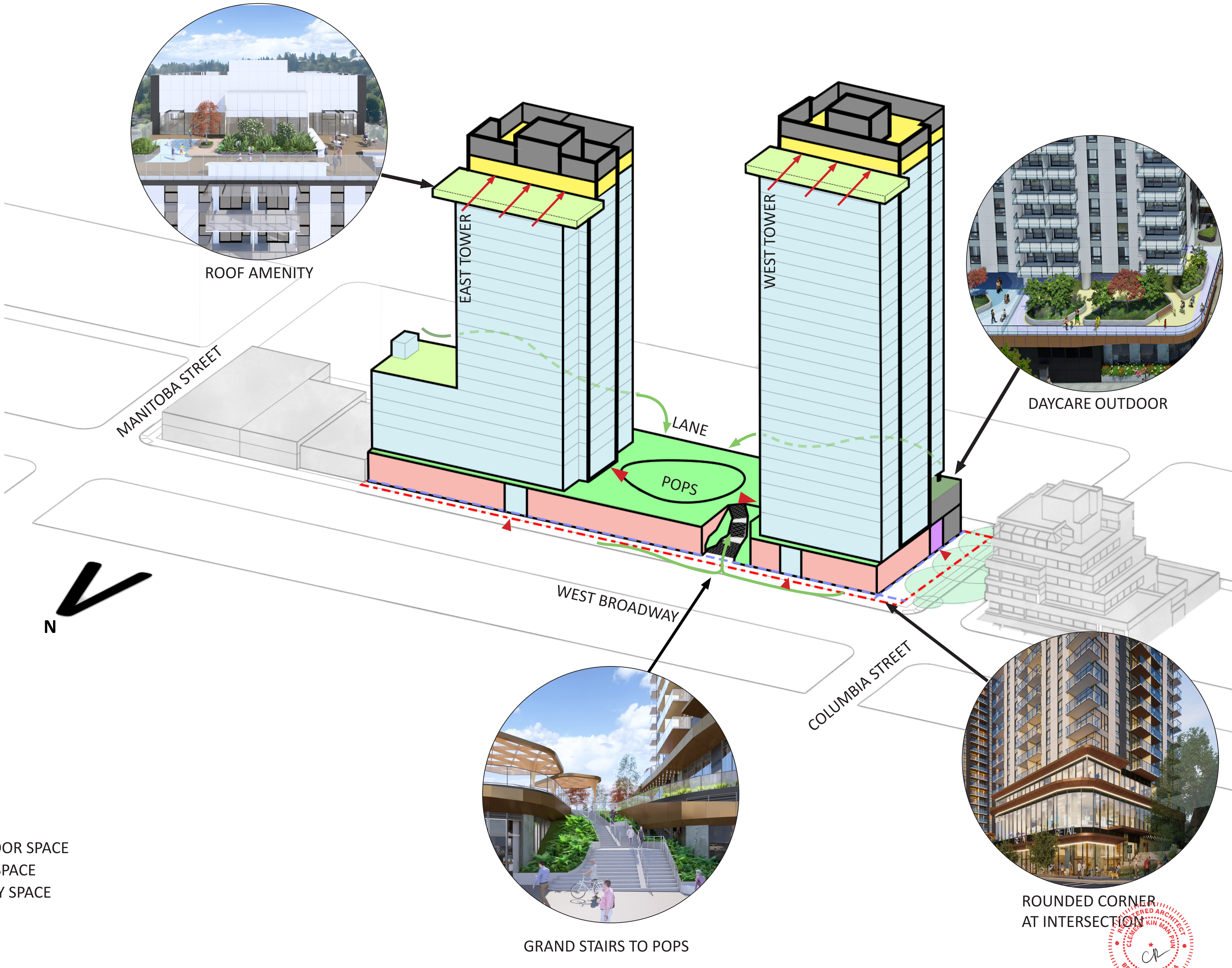
OUTDOOR AMENITY SPACE

POPS

PROPERTY LINE

ENTRY POINTS

TOWER FORM & EXPRESSION



3.1 DESIGN RATIONALE

PODIUM PROGRAMMING STRATEGY

The podium acts as a dynamic interface between the public realm and the building’s residential and commercial programs, seamlessly integrating a diverse mix of uses including retail, daycare, restaurant spaces, residential entrances, and the POPS. This supports circulation and enhances permeability across the site, fostering an inviting and activated urban experience.

Along Broadway, the podium is animated by commercial retail units and restaurant spaces designed with high visibility, generous glazing, and direct public access. The recessed and evenly distributed entrances along the street encourage walkability while creating a welcoming transition between the public and interior spaces. A grand stair and elevator offer direct access from the Broadway sidewalk to the Level 2 POPS, reinforcing connectivity.

The main entrances to the residential towers through the POPS can be accessed via stairs on Broadway, or the lane where a pick-up & drop off area has been conveniently placed between the towers. Secondary entrances to the residential towers, and the additional elevators for access to the parkade and bike storage have been conveniently placed along Broadway, Columbia and the lane.

The POPS itself is expansive in scale and rich in programmatic complexity, shaped by the site’s natural slope and its dual connections to the surrounding streets. The project is conceived as a sequence of thresholds, designed to be visually and experientially engaging. At the lane and POPS level, a blend of public and semi-public spaces fosters transparency, allowing the POPS to extend its presence into the towers. Lush greenery and thoughtful plantings soften the transition from the urban scale to the residential domain. The canopies along the residential lobbies further reinforce a spatial gradient expressed through materials, colors, and the layering of public and private spaces.

The intentional and welcoming frontage along Broadway reinforces its role as a Great Street. Combined with the POPS, it enhances urban vibrancy and fosters pedestrian engagement.

LEGEND

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ENTRY POINTS

PODIUM PROGRAM

130 WEST BROADWAY, JUNE 2025

020

3.1 DESIGN RATIONALE

PODIUM FORM & ARCHITECTURAL EXPRESSION

The podium is designed to be visually distinct yet clearly connected to the towers above. Its massing is gently articulated with rounded corners and softened edges that help break down the overall scale at street level. These curves are expressed not only in the building form but also in the detailing of the bronze-toned metal canopy system.

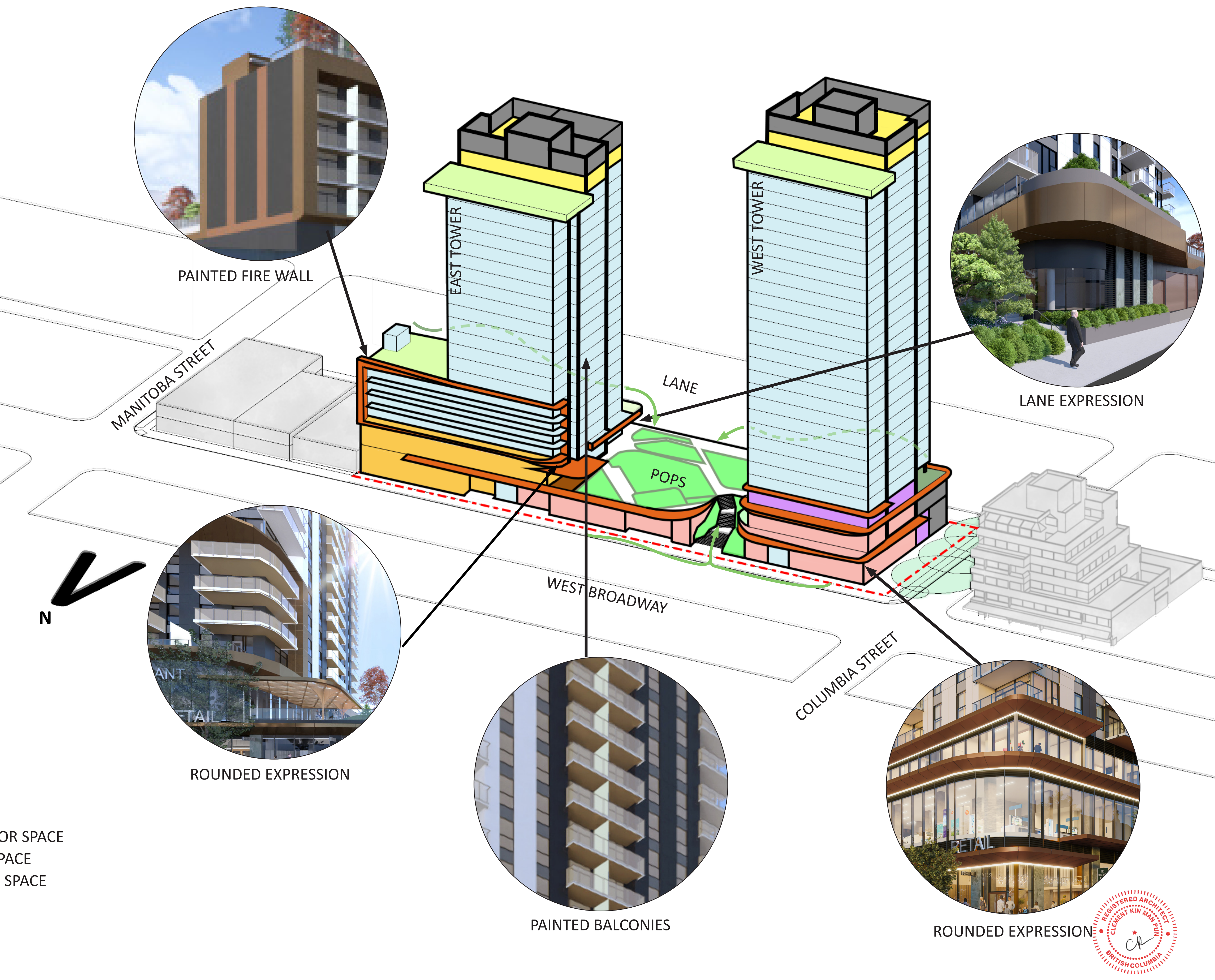
The bronze canopy system is a key architectural element, which wrapping continuously around both the Broadway, along Columbia and into the lane frontages. The canopy provides a continuous covered pedestrian friendly experience, and this continuity is only interrupted to serve as a guide into the POPS.

The podium at the lane steps down to meet grade and offers a quieter, service-oriented frontage. Despite its functional role, the lane edge is treated with the same design attention, and by bring the same curved expression from Broadway into the lane it helps soften and define the experience. Planters have been added to the podium corners to enhance vibrancy, further expanding the POPS and creating a more inviting and friendly interface. The garage doors along the lane are painted to match the bronze canopy, brightening and integrating the loading zones with the overall expression.

The bronze canopies are complimented with balconies painted a warm brown tone, which run vertically throughout the facade providing continuity between the podium and tower. This approach eliminates the need for conventional add-on canopies and instead builds shelter directly into the architecture, reinforcing the podium's expression and material coherence.

Through the combination of design elements the podium strikes a balance between elegance and functionality creating a strong street presence while providing friendly timeless architectural continuity across the site.

PODIUM FORM & EXPRESSION



- LEGEND**
- RESIDENTIAL SPACE
 - COMMERCIAL SPACE
 - RESTURANT
 - RESTURANT OUTDOOR
 - CHILD CARE FACILITY
 - CANOPY
 - MECHANICAL
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 - POPS
 - PROPERTY LINE
 - ENTRY POINTS

3.1 DESIGN RATIONALE

CONCEPTUAL MATERIAL PALETTE

The material palette was carefully selected to provide a sense of richness, contrast, and cohesion across the podium and tower. Each material plays a distinct role in defining base, body, and detail, while reinforcing a unified architectural expression from all frontages.

1. Bronze Metal Panel — Used primarily at the podium level to wrap canopies and soffits, this warm bronze tone reinforces the horizontal expression of the base and brings visual warmth to the street edge. Its curved application enhances softness and pedestrian comfort.

2. Porcelain Tile with Jade Pattern — Introduced along both Broadway and the lane, this light, high quality finish cladding material defines the ground-level frontage. It provides a durable, elegant face to the public realm.

3. Charcoal Grey Metal Panel — A key bridging element, this material is used on both the podium and towers to ground the massing and provide depth. Its dark tone offers contrast against the adjacent white and bronze finishes.

4. Painted Concrete – Brown — Balcony undersides at the podium and towers are painted in a complementary brown tone, reinforcing the warmth of the bronze canopy system and visually tying the tower massing back to the base.

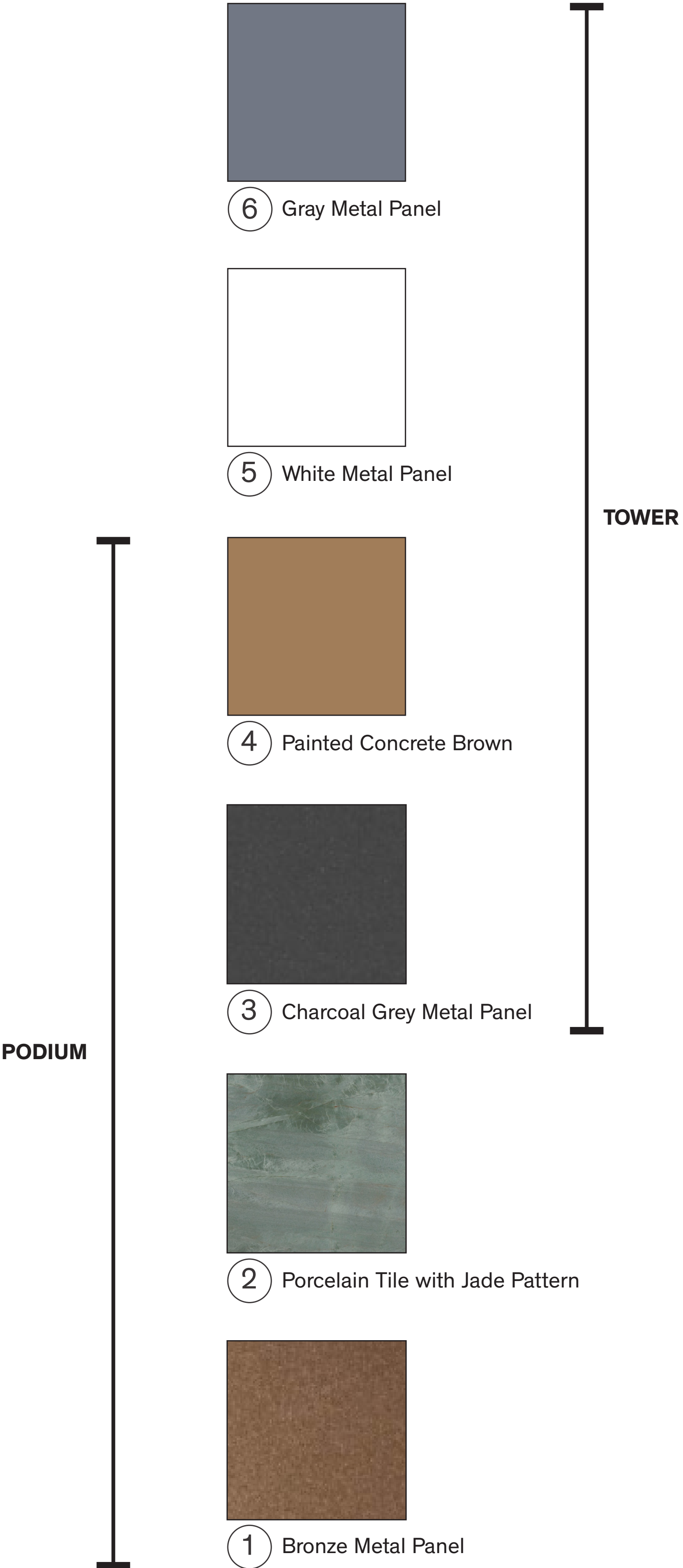
5. White Metal Panel — On the towers, these vertical bands provide contrast and brightness. They emphasize the towers’ height and rhythm, creating a clean and articulated façade composition.

6. Grey Metal Panel — A slightly lighter variation of the charcoal grey, this panel is used to add visual interest and subtle layering to the tower façades.

As a whole, the palette is designed to feel contemporary, tactile, and durable — rooted in a Vancouver context while reflecting the project’s goal of timeless urban expression.



East Tower from West Broadway



3.1 DESIGN RATIONALE

KEY ENTRY POINTS

Commercial and residential frontages have been refined to strengthen street activity, identity, and neighbourhood-scale legibility.

Throughout the site the sidewalk and entrances into the different spaces have been purposefully designed with the users in mind. Recessed entry alcoves, canopy details, and lighting used to signal transition points and tenant zones.

The commerical entrances at grade are generously glazed and rhythmically alternate between the different materials, which animating the facade and provide a friendly experience while promoting walkability. The main entrance to the residential towers are through the POPS; however, secondary lobbies on West Broadway provide a convenient means of access. The second levels of commerical units can be also be access through the POPS.

The daycare entrance on Columbia Street are sheltered under the architectural canopies protecting parents and their children from weather when accessing the daycare elevator and dedicated stroller parking.

Similarly dedicated bike entrances and elevators on Columbia Street and at the lane have been conveniently placed to provide access to end of trip facilities and lockers.

Distinct expression for each of the tenant zones created through scale, material, and signage differentiated each of the residential lobbies and commercial frontages.

These strategies combined with layering of the different programs contribute to a vibrant pedestrian environment and a clear delineation between public, semi-public, and private zones.



West Tower - POPS Access & Resident Entrance



West Tower - Retail Entrances



East Tower - Main Residential Entrance & Restaurant via POPS



West Tower - Daycare & Bike Elevator Entrances

3.1 DESIGN RATIONALE

POPS ENTRY POINTS

The POPS has been designed to be publicly accessible, safe, and welcoming, as well as to encouraging a diverse range of activity and users within the space.

The POPS can be accessed from both the north and south sides, namely Broadway and the lane. It is also linked to Columbia Street, which will be closed to vehicular traffic, enhancing pedestrian access. A wide sidewalk along Broadway, aligned with Broadway’s identity as a great street and a five-foot-wide sidewalk along the lane, ensure a seamless pedestrian experience. The rounded expression running throughout the podium along Boardway, Columbia and the lane serves as an friendly gesture inviting people into the POPS.

Access via Broadway is mainly through the Grand Stairs, the rounded canopys turn towards the stairs acting as a funnel into the POPS at level two. A commercial elevator is provided beside the stairs as alternative allowing for access for all to user on Broadway, as well as access to the commerical parking below.

Access to the POPS through the lane is provided through gentle ramps and stairs on either side on the pick-up & drop-off area. The ramps and stairs are flanked by trees, greenry and other landscape features to providing a subtle and quiet experience, as a contrast to the Grand Stairs on Broadway. These access points through the lane directly lead to the main entrances of both towers highlighted through elegant light features.

These point of access strives to create an inviting and accessible space that caters to the diverse needs and desires of the community.



Grand Stairs to POPS



POPS & West Tower Residential Entrance Access from Lane



POPS & East Tower Residential Entrance Access from Lane

2025-06-19

3.1 DESIGN RATIONALE

PUBLIC REALM & POPS

The POPS sits at the heart of the site - a generous, privately owned public space (POPS) designed to be both versatile and inviting. Elevated one level above Broadway, it connects the block and creates a unique gathering space for residents, neighbours, and visitors.

The POPS features a variety of many different amenities, including strolling paths, a flexible-use lawn, a natural play area, a stage and collaborative seating and a restaurant patio with seating that directly connects with the POPS. These elements seamlessly connect with the public realm, creating a vibrant and engaging environment.

The key features include:

- (A) Grand Stairs off Broadway, lead directly into the POPS, creating a strong visual connection and easy access from the main street level.
- (B) Potential public art area, they are serving the function of weather protection for all season use and guide people on the street up to the space, signify activity, and to placemake. The largest canopy serves as a stage for the collaborative seating.
- (C) An outdoor patio connected to the restaurant, adding activity and life to the edge of the POPS.
- (D) Generous planting areas, seeking to provide a green oasis, with over 50% of the area dedicated to planting and lawn.
- (E) A collaborative seating zone, designed to offering space to gather, watch a performance, or simply relax.
- (F) Stairs from the rear lane, ensures the space is easy to reach from all directions.
- (G) Gently sloped accessible ramps from the lane, ensuring that everyone can comfortably move through the site, no matter their level of mobility.

The POP space is meant to feel open and adaptable - a place where people can meet, play, relax, or enjoy community events. It serves as a theatre for urban life supporting both passive and active recreation pursuits in all-seasons at the heart of the developement.



Perspective View of POPs from West Broadway



2025-06-19