DESIGN RATIONALE

Massing Design Concept

While the Transit-Oriented Area (TOA) guidelines permit a maximum building height of eight storeys, this proposal takes a more grounded and sustainable approach by utilizing a six-storey wood-frame structure. This decision reflects a thoughtful balance between architectural ambition, structural pragmatism, and economic feasibility, resulting in a project that is both efficient and environmentally conscious.
In many precedent Vancouver developments, a common typology pairs mid-rise volumes along the street with townhomes facing the lane. Although this strategy maximizes unit count, it often sacrifices daylight, ventilation, and view quality, particularly for the inward-facing units on lower levels. This design consciously rethinks that formula.
By introducing an H-shaped building form, the massing not only enhances natural light but also creates meaningful view corridors to the north and south. One 2-bedroom and one 1-bedroom unit are deliberately positioned on the east and west wings with projecting living spaces that open toward these view lines. This configuration breaks up the building mass visually and adds spatial dynamism, reinforcing a more expressive and sculptural presence on the site.
The central recess of the "H" opens up to W 28th Street, forming a landscaped public plaza that acts as a generous threshold to the building. This gesture strengthens the relationship between private living and the public realm, creating a sense of belonging and welcome. At the rear, an outdoor amenity courtyard (framed by the building's wings) anchors the project's community focus, linking directly to the indoor amenity area and providing an active, social edge along the lane.

Façade Concept

The building's façade presents a contemporary and animated expression, articulated through a rhythmic interplay of vertical fins and strong horizontal balcony lines. These fins are carefully placed at the edges of balconies and vary in height; some stopping at the fourth level, while others extend above the roofline to introduce architectural variety and vertical emphasis.
This layering of elements not only enhances the building's visual interest but also contributes to a sense of movement and lightness. The fins catch and reflect light throughout the day, adding depth and changing character depending on the viewer's angle. The result is a façade that feels dynamic, refined, and responsive to its context.

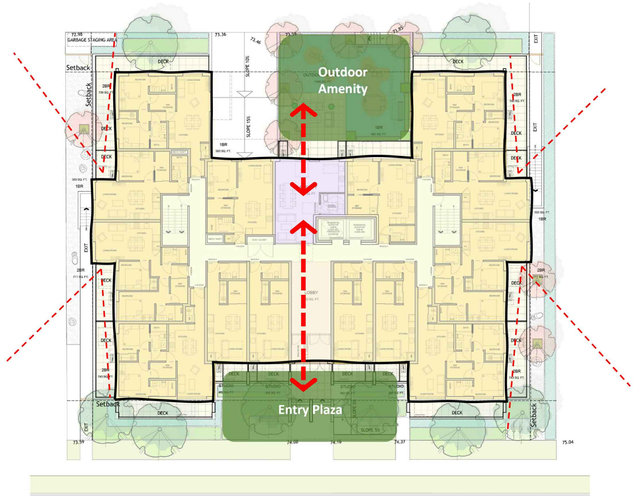
Project Overview

The proposed development is a six-storey secured rental residential building that provides 94 thoughtfully designed units. The unit mix includes:
29 studio apartments
29 one-bedroom units
36 two-bedroom units
The building's Floor Space Ratio (FSR) is 3.0, aligning with TOA framework guidelines that encourage higher-density developments near transit hubs. The total building height is 18.29 meters to the top of the residential floors and 19.51 meters to the top of the architectural fins. The development also includes one level of underground parking to minimize its impact on the streetscape and maximize usable outdoor space.

Amenity Spaces
While the project is well-supported by a range of nearby public amenities, the developer is also providing the following on-site amenity spaces exclusively for residents
Indoor Amenity Space: A 46.3 m² indoor amenity area adjacent to the main lobby on Level 1 offers a communal space for gatherings and activities.
Outdoor Amenity Space: A 133.8 m² playground amenity is located at the lane side, providing a tranquil outdoor retreat.

Landscape Design
The design prioritizes maximizing green space to create a sense of privacy and separation from neighboring properties. A diverse mix of plantings helps establish a natural buffer, enhancing both seclusion and visual interest. Strategically placed trees provide shade, contributing to a comfortable and inviting outdoor environment.
In addition to passive green space, the design also includes a children's play area that encourages interaction, recreation, and rest. This multi-functional space supports a variety of outdoor activities while reinforcing the landscape's role as a peaceful retreat and a place for connection with nature.

Summary
This project represents a forward-thinking approach to rental housing in a transit-oriented development area. By balancing density, sustainability, and design innovation, it addresses diverse housing needs while enhancing the neighborhood. The H-shaped building massing ensures that natural light and views are maximized for all units, while the broken façade strategy and architectural fins add a dynamic aesthetic to the structure. Indoor and outdoor amenities, coupled with thoughtful landscaping, foster a sense of community and well-being.
Overall, this development offers a high-quality living environment that aligns with the city's vision for sustainable growth and transit-oriented development.







Rhythm and Harmony



Outdoor Amenity

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CLIENT:

CIELLE PROPERTIES

PROJECT:

PROPOSED 6-STOREY BUILDING

ADDRESS:

717 West 28th Avenue
Vancouver, BC

ISSUE FOR:

DP SUBMISSION

ISSUE DATE:

AUGUST 2026

REVISIONS:

ISSUE:	DATE:	DESCRIPTION:

SIGN & SEAL"

2026-08-25

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SCALE:

N/A

DRAWING

DESIGN RATIONALE

DWG No:

A-002