MCM

Musson
Cattell
Mackey
Partnership

Architects
Designers
Planners

A Partnership
Of Corporations

Oceanic Plaza
1066 W Hastings St
Suite 1900
Vancouver, BC
Canada V6E 3X1

T 604. 687. 2990
F 604. 687. 1771
www.mcmparchitects.com

June 30, 2026

City of Vancouver
Development, Buildings and Licensing
453 West 12th Avenue
Vancouver, BC V5Y 1V4

Attention: Development Permit Staff

Dear Development Permit Staff:

Re: 4545 WEST 10TH AVENUE
OUR PROJECT NO. 221033
DESIGN RATIONALE

The proposed redevelopment at 4545 West 10th Avenue embodies the foundational principles of a thriving, inclusive, and sustainable urban ecosystem. It appreciates the vital interplay of diverse uses and builds upon the existing city fabric, while ensuring that the benefits of densification are equitably distributed.

SITE CONTEXT AND DESIGN RESPONSE

Situated along the bustling West 10th Avenue and nestled amidst a variety of amenities, the site possesses an intrinsic potential to serve as a microcosm of a flourishing urban life. The proposed project acknowledges this potential and seeks to make a vital contribution to the community's vibrancy, diversity, and resilience.

For the previous several decades, the site was home to a grocery store and a large surface parking lot. The grocery store vacated in 2018 and the site has been vacant since that time. By replacing the previous grocery store with a new mixed-use, retail and residential development, the proposal reinforces the neighbourhood's identity as a place for living, shopping, and leisure. The proposed mixed-use development encourages diversity in urban design. It incorporates retail and residential uses, with the retail portion enhancing the quality of street life by fronting onto West 10th Avenue. With a mixture of market and affordable rental homes, the development creates a blend of socio-economic backgrounds in a single community, promoting social cohesion. A new food store is planned, offering the neighborhhood the grocery amenity it has been missing since 2018.

The built form is designed with a sensitive transition from 22 and 20 storeys on West 10th Avenue to a mix of 2 to 7 storeys on West 9th Avenue. This nuanced approach not only respects the single-family residential character of West 9th Avenue but also aligns with the commercial vibrancy of West 10th Avenue, achieving a balance between densification and compatibility with the existing urban fabric. The increased density, particularly along the main transit route of West 10th Avenue, leverages the site's proximity to amenities and transit connectivity, offering a sustainable living environment for residents. The two towers along West 10th Avenue have been located north enhancing the human scale of the street and further contributing to the pedestrian focus of the entire project.

PUBLIC REALM AND COMMUNITY CONNECTION

A key design aspiration is the creation of high-quality public spaces that foster social interaction and community building. The 8,300 sf public plaza along West 10th Avenue provides a comfortable outdoor room for the neighbourhood . The proposed plaza will be lined on both sides by active retail (in conjunction with the existing building to the west). The plaza will connect with the existing open space on 4597 West 10th Ave, and ultimately the building face of the existing 7 storey mixed-use building. The plaza will also have access to a residential lobby for the west tower. The proposed urban plaza will promote civic engagement and neighbourhood vitality by channeling adjacent active uses and through programming done by BGO Properties (management company).

Pedestrian permeability, another design priority, is achieved through the creation of two pedestrian mews (N/S and E/W). The mews provide a convenient, mid block connection from West 10th Avenue through to West 9th Avenue, and from the Plaza to Tolmie Street. This serves to break down the urban scale of the site into more manageable, human-scale blocks, and contributes to the overall walkability of the neighbourhood.

A 3,050 sf pocket park is proposed at the north entrance to the mews along West 9th Avenue. Seating and landscaping will be organically composed to create a tranquil quiet space underneath an existing evergreen tree. The pocket park will be a counterpoint to the urban plaza along West 10th Ave, and serve as a welcoming entrance into the plaza.

MATERIALITY ON THE GROUND FLOOR

Brick is used for the first 20 feet of all buildings to establish a durable, pedestrian-scaled base throughout the development. This material choice reinforces the established retail character of West 10th Avenue while providing a softer, more residential expression along West 9th Avenue where the townhomes address the adjacent neighborhood. The use of Flemish bond at the retail frontages and raked brick bond along the residential podium introduces texture, depth, and craftsmanship, enriching the pedestrian experience and creating a clear distinction between the commercial and residential frontages.

IDENTITY OF RESIDENTIAL UNITS ON WEST 9TH AVENUE

The townhomes are designed to create a clear transition between the public sidewalk and private residences while maintaining an active and welcoming streetscape. Each unit features a private entry terrace set back approximately 12 feet from the property line, allowing generous landscape planting that enhances privacy while contributing to the residential character of the street. The raised terraces are accessed by a short flight of steps, further defining the semi-private threshold. Gates with integrated address markers establish a clear sense of identity for each home, while entry canopies and wall-mounted sconces emphasize each front door, providing weather protection, lighting, and a strong sense of arrival.

LOBBY ENTRANCES

A consistent architectural language is used for all residential lobby entrances to create a cohesive identity across the development. Wood-framed canopies, raked brick detailing, warm

material finishes, and integrated lighting combine to create entrances that are tactile, welcoming, and easily recognizable. Maintaining a consistent design vocabulary improves the legibility of the project while reinforcing the quality and character of the residential experience.

RETAIL EXPRESSION

The retail frontage along West 10th Avenue is articulated through a series of varied storefront modules that differ in width, setback, height, material expression, and canopy design. These variations create the appearance of multiple smaller retail buildings, reinforcing the fine-grain commercial character of the street. Large glazed storefronts establish an active pedestrian interface while creating a comfortable rhythm along the sidewalk. Additional elements, including decorative sconces, blade signage, and high-quality material transitions, further enrich the streetscape and contribute to a vibrant retail environment.Patio zones have been planned for the CRU's should those units be tenanted by food service providers.

TOWER CHARACTER

The two residential towers share a common architectural language while expressing distinct elevations through their orientation. The long façades are composed as simple punched-opening elevations that emphasize verticality, while the shorter façades feature a two-storey horizontal composition expressed through continuous white bands that establish a strong visual rhythm. Positioned perpendicular to one another, the towers allow these differing elevations to act as complementary counterpoints. Their restrained architectural expression contrasts with the finer grain and material richness of the podium and the tower rooftop amenity levels. Both tower rooftop amenity spaces are expressed as transparent glass pavilions with generous roof overhangs, while the elevator overruns and mechanical penthouses are clad in a copper-toned finish that provides a warm accent against the white metal panel façades.

HOUSING DIVERSITY AND AFFORDABILITY

A healthy, inclusive neighbourhood necessitates a diversity of housing options, affordable to a broad spectrum of incomes. The proposal embraces this principle by offering 451 market rental suites and 112 below-market rental suites, with 37.8% suitable for families (36% for affordable units). This mix of unit types and affordability levels aligns with the City's Moderate Income Rental Housing Pilot Project (MIRHPP), thus serving a critical gap in the local rental housing market.

SUSTAINABILITY AND RESILIENCE

The project responds to the long-term vision of a sustainable and resilient neighbourhood. The development aligns with the City's Rezoning Policy for Sustainable Large Developments and proposes multiple strategies including a highly efficient envelope, high efficiency mechanical systems, EV chargers, and on-site ride-share vehicles to ensure a minimized environmental footprint. In addition, this development leverages its proximity to major transit routes, ensuring excellent connectivity for residents while reducing car dependency. Additionally, the provision of ample bicycle parking encourages active transportation.

The redevelopment proposal for 4545 West 10th Avenue represents a thoughtful response to the site's context, the community's needs, and the broader goals of city-building. It recognizes the significance of a diverse, inclusive, and sustainable urban ecosystem and strives to enhance the social, economic, and environmental fabric of the neighbourhood.