



David Buddle and Karim Virani.

An urban resort

Monogram, an iconic new high-rise, is set to anchor a key community corner in Vancouver's downtown

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ancouver's skyline is set to get an upgrade with an artful addition at a key intersection in the downtown core. Prima Properties has unveiled its ambitious plan to transform the northwest corner of Burrard and Davie streets into a community hub with a 49-storey mixed-use tower.

But this is not just another condo development. The building, aptly named Monogram, is poised to make a unique mark in the Burrard Heights neighbourhood after spending many years as a work in progress.

"We acquired the site in the early 2000s," says David Buddle, vice president of Prima Properties. "It had had some previous commercial uses on it, and after those businesses were finished operations, we did a site remediation, and then put in a community garden."

Prima was almost ready to begin developing the site when the City of Vancouver initiated the West End Community Plan.

"We got involved in shaping the plan, and we were able to have the site designated as a higher building location than the overall zoning would allow," David says. "We all felt the site warranted a taller building, and that comes with an expectation of architectural excellence and leadership in sustainability. We were committed to putting those aspects forward."

With a target completion date of 2029, the ultra-high-rise will "provide more housing options for people in Vancouver who want to live downtown," by way of strata condos and rental units, along with community spaces and accessible ame-

nities. "It's designed to be a true gathering place, and we're excited about that," says David.

Monogram, which refers to the ability to put one's own stamp on the place, will feature 260 strata condos, ranging from junior one-bedrooms to three-bedrooms, as well as 50 rental suites.

"We want residents to think 'I can't wait to get home,'" says Karim Virani, founder of VIRANI Real Estate Advisors. "It's so much more than an apartment—it's an urban resort. And in a lot of ways, it's about being able to get your initials on this kind of living."

A UNIQUE IMPRINT

Of course, it's not just height that will set Monogram apart, David says. Designed by Merrick Architecture and featuring interiors by Ste Marie, the building will espouse a consummate Vancouver aesthetic, drawing on natural West Coast elements and elevating them with "magical movement."

"Exterior solar shades will create a pixelated mosaic on the southwest exterior of the building," David says. "The shades reposition in response to sunlight, and auto-retract when the sun sets."

The pixelated shades will not only echo the surrounding landscape and colours of sea and sky, but also provide protection against the sun's heat in the afternoon.

"Our team is very localized and passionate about the city's



natural beauty," David says. "That's where the auspices for the design came from."

RESORT-STYLE AMENITIES

Extensive market research led to an approach to amenities that is "what I would describe as resort-like," David says.

Club Monogram includes a fitness and yoga facility with change rooms and saunas, a children's play place, a lounge, a dedicated workspace, meeting rooms, a chef's kitchen and a digital theatre room available for all condo residents.

"We spent a lot of time figuring out what people want with flexible spaces," Karim says. "Not only are you buying an apartment, but a lifestyle too. And even if you're buying a one-bedroom, you

still get access to 15,000 square feet of amazing amenities—relaxing areas, private areas, spaces where you can entertain or meet your neighbours. There are some really thoughtful spaces here."

The amenities will also extend outdoors with a year-round covered pool and exterior hot tub, and an outdoor kitchen and dining area.

"Then, at The Summit, on the 49th floor, we made the decision to make the rooftop lounge available to everyone," David says. "It will be great for entertaining, catching a sunset, doing yoga, or playing pitch and putt. And we'll have an exterior set up for a theatre, too."

A few other unique features of the building include lane access and a room for Amazon and Uber deliveries.

"That way you don't have congestion in the front of the building, and still have a nice, 'loungy' lobby where people can hang out or wait for their guests," Karim says.

The best part about all these amenities? They're for condo residents on every level.

"It was very important to us to be very inclusive," Karim says. "We've done many high-rises and have seen what people treasure about living in condominiums. But we've also seen the shortfalls. People want a sense of real community."


A TRUE COMMUNITY HUB

Monogram's community orientation is what will make it truly unique. The building will feature a community daycare, as well as 15,000 square feet dedicated to office space for local non-profits and cultural organizations serving Vancouver's West End.

Similarly, ground-floor retail space on Davie Street will target community-minded businesses, benefiting residents and the surrounding community.

"Our vision with Prima has been to get the right partners in so they become almost like amenities of the building. They'll be procured tenants that enhance the experience for everyone," Karim says.

The building will ultimately help drive an overall effort to rejuvenate the West End.

"Monogram will be a gateway to the West End, and an iconic spot that people will see and appreciate from afar," Karim says. "It's going to be a landmark." 



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