

THE EDDIE

2714 DUNSMUIR AVE
CUMBERLAND, BC



The Eddie

holo-blok + ACI for;
Postmark Development Co.

Cumberland, B.C.
07-23-2021



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THE
Eddie
BUILDING



PREFACE

The Eddie is a 4-storey mixed use development located at 2714 Dunsmuir Avenue. The site is zoned Village Commercial Mixed Use (VCMU-1) and is part of the Village's Heritage Management Plan.

This report is designed to tell you the story of how the idea of the Eddie came to be, how the design celebrates the Village's rich identity, and how we intend to support the continued growth of Cumberland while responding to the heritage values.

The proposed project provides 15 residential units of mixed sizes to support a diverse range of residents. The commercial spaces are strategically designed to accommodate small local businesses and enhance the vibrancy of Cumberland's main street.

As we will illustrate in this report, the massing, materials, and urban form were prime considerations that were heavily influenced by Cumberland's past and the vision for the future. The project embodies the authenticity and ruggedness that is synonymous with the Village.

We have loved every moment of designing this project for your Village to date and hope you'll be pleased with the results.



What's in a name?

The Eddie is named after Edward King (not to be confused with King Edward), or **"Eddie"** as his friends called him. Eddie was from the small town of Lloydminster, Alberta and loved the outdoors. He was an avid sports fan and enjoyed most of his adult life living on his acreage with his wife. Eddie had a keen interest in history and always loved to learn about the roots of the people and places he encountered.

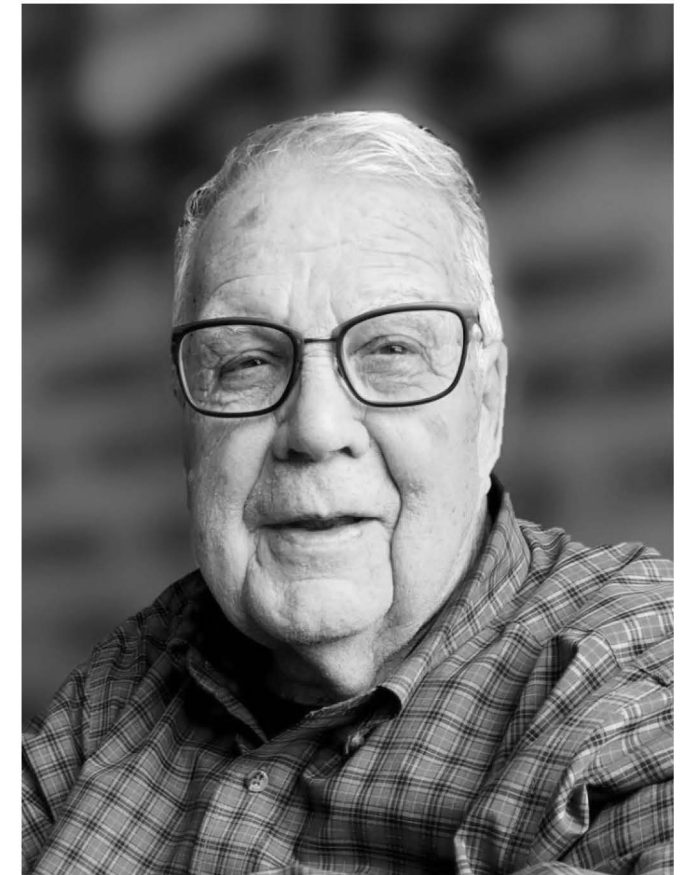
Eddie was authentic, rugged, humble, and honest. Similar to Cumberland, Eddie modesty got his start in the natural resources industry. While he was not a coal miner, Eddie worked his way up to eventually create Kings Energy Group. Eddie was always philanthropic and community minded. To this day, the company he built remains true to his values.

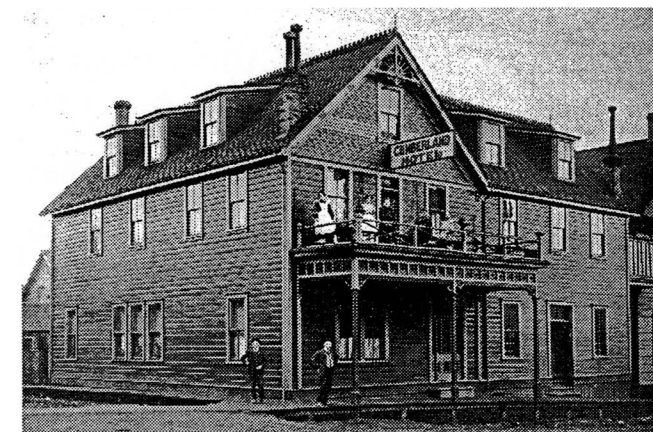
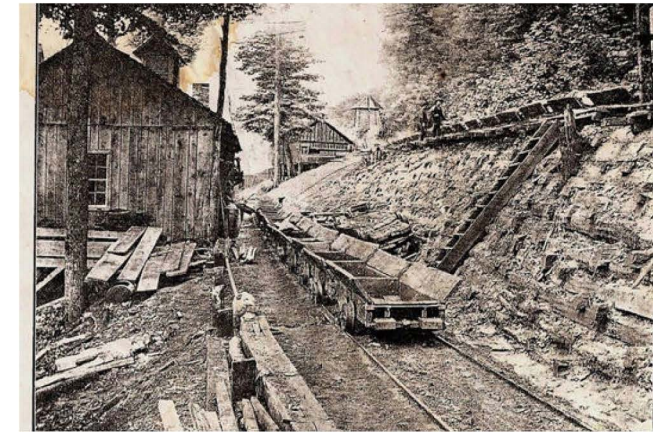


In January of this year, Eddie passed away at the age of 88. He left behind 3 children - one of which was named Darren King. Darren is one of the partners at Postmark Group - the developers of the Eddie. This project could not have been possible without everything Eddie did.

This project is dedicated to Eddie and his memory. It embodies his personality and values. It is authentic, rugged, humble, and honest. It is community oriented, designed for life outdoors, and respectful towards the Village's beginnings. The logo for the project is inspired by a notebook which was discovered posthumously where Darren found "Eddie" written in his father's handwriting. This notebook informed the logo design, which was done by local creative firm - ROAM media - from the Comox Valley.

We hope this project will tell his story and we believe that story resonates well with the Village of Cumberland.





Precedent Study

We started with history. What was Cumberland and how did it come to be what it is today? Through our research, we observed a strong influence from the coal mining industry of the late 1800s. This influence can be characterized by long pitched roof lines, varied massing, timber structures, wood textured finishing materials, and an eclectic mix of colours. Moreover, fenestration is provided in a structured and rhythmic fashion using punched windows with muntin and grille treatments.

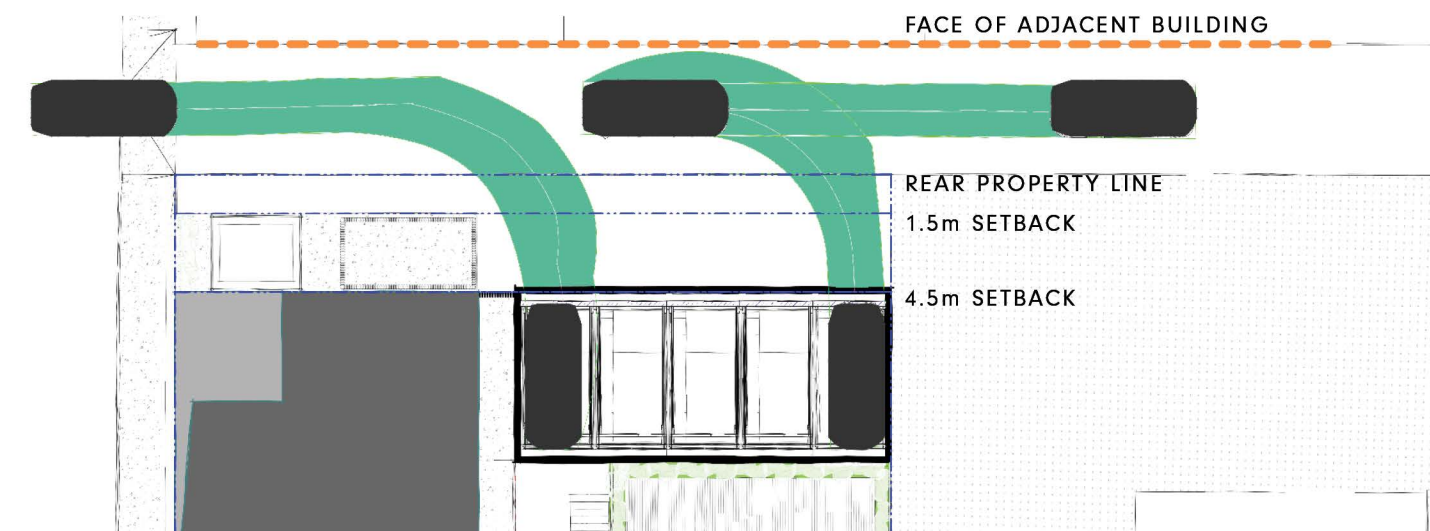
This influence is what we've still observed to this date specifically on Dunsmuir Avenue. Our proposal carries forward these ideas as we will demonstrate further throughout this report.



- PAD-MOUNT TRANSFORMER
- GARBAGE & RECYCLING
- BICYCLE PARKING
- KLAUS MULTI-PARK SYSTEM
- OUTDOOR PATIO AREA
- ACCESS TO BASEMENT BIKE AMENITY AREA
- RECESSED RESIDENTIAL ENTRANCE WITH INTEGRATED PLANTING & BICYCLE PARKING
- PLANTERS WITH INTEGRATED SEATING
- OUTDOOR PATIO AREA

Site Design

The main driving force behind the site design of the project is to promote a pedestrian friendly, accessible, vibrant, and animated historic downtown village core through the use of transparent storefronts, interior public courtyards, well-lit accessible walkways, and set back facades which activate street level activity. This later feature requires a front setback variance but was a suggestion by the Village that the proposal saw value in incorporating.

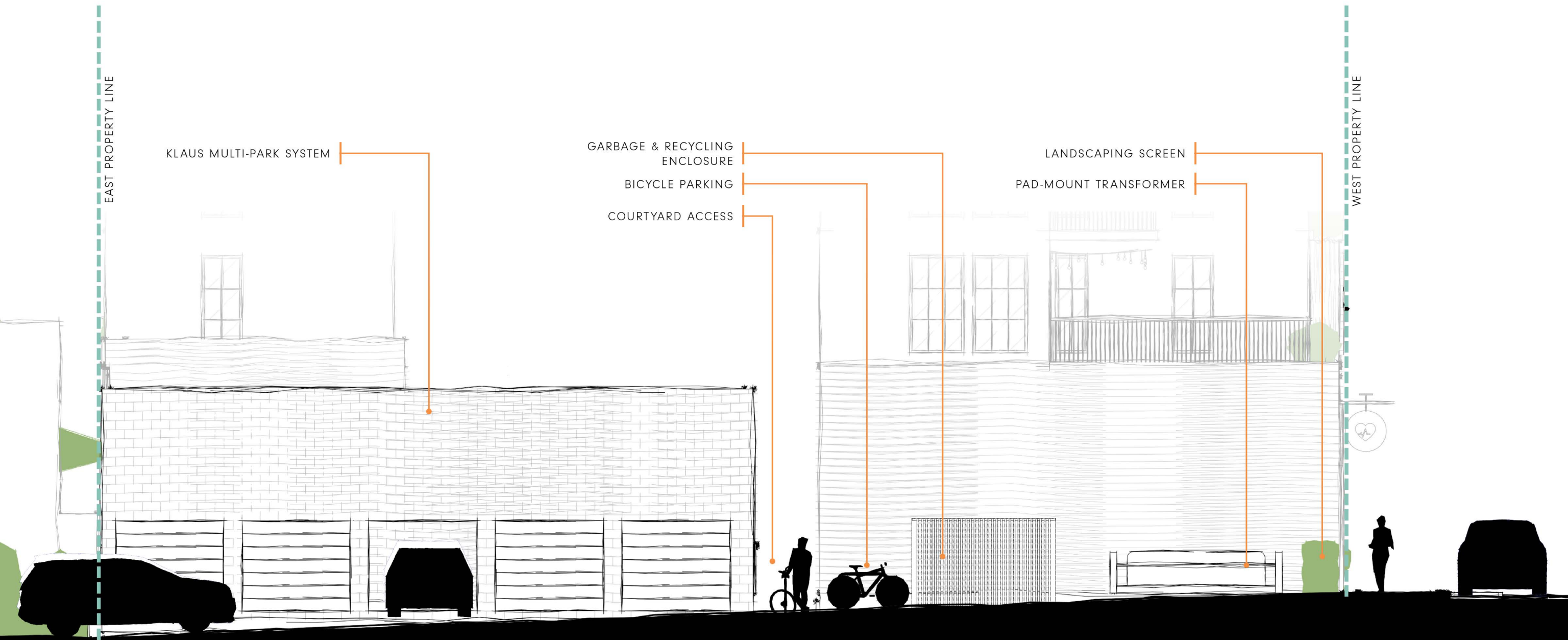


- A. OUTDOOR PATIO SPACE
- B. OPERABLE FACADE
- C. KLAUS MULTI-PARK SYSTEM
- D. BICYCLE PARKING
- E. RESIDENTIAL (15 UNITS)
- — — — — PROPERTY LINE

Vehicular traffic is diverted from the high-pedestrian areas by accommodating all on-site parking from the rear lane at the rear of the lot. No vehicle access is provided off Dunsmuir. Parking is provided using a multi-park enclosed parking lot system. This system minimizes the footprint and impact of parking stalls while still accommodating the requisite stalls needed to support the residential units. A variance is required for the commercial units but the proposal strikes a balance between the economic development of land within the parameters of the zoning bylaw.



Building Section (East / West)



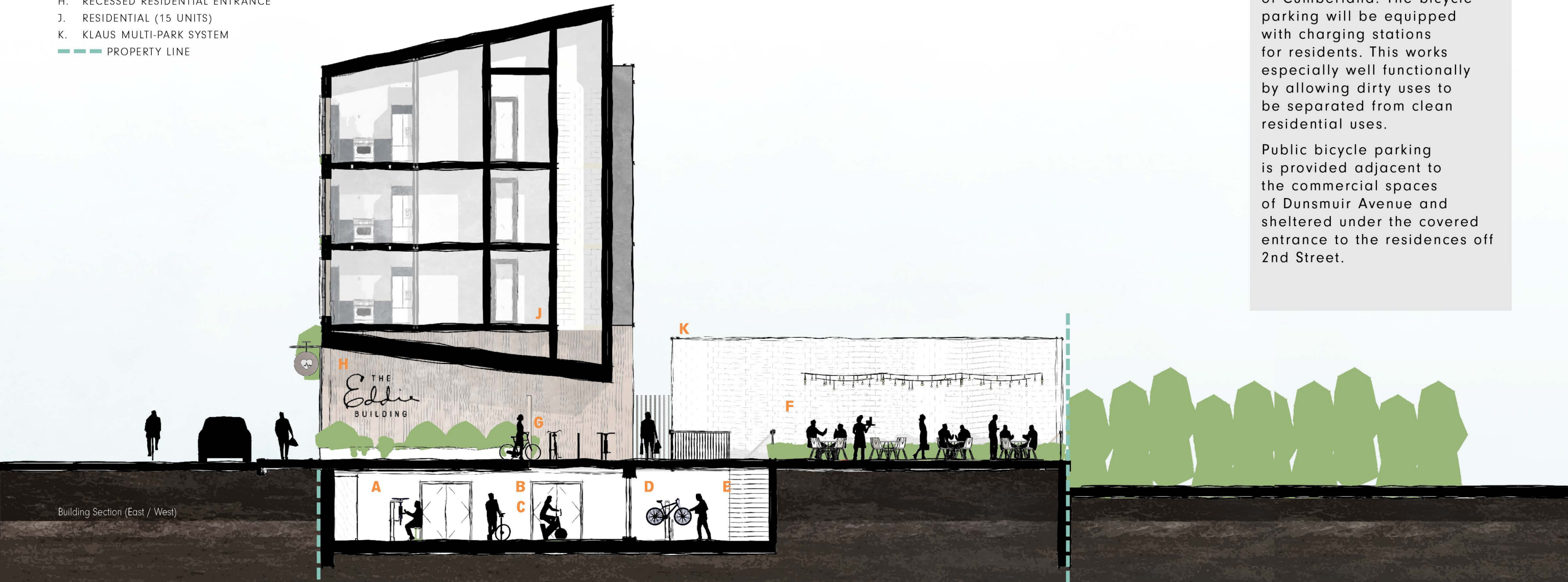


It was important to the design team to provide an asset back to the community. This is provided through a pedestrian courtyard accessible from 2nd Street. This courtyard serves as an amenity space for a commercial space slated to be a restaurant and also activates the lane side of the development. It is important for the development to engage on all three sides of the property that are not abutting another lot.

The building is oriented on the South and West property lines to maximize access to sunlight. The building is pulled away as much as practical from interior lot lines to avoid impacts to neighbouring properties and to maximize access to light for all.

▲ A recessed residential entrance off Second Street includes planters with integrated seating, electric bicycle parking, and access to the internal courtyard patio space

- A. AMENITY AREA - BIKE REPAIR
- B. ACCESS TO SECURED BIKE STORAGE
- C. AMENITY AREA - EXERCISE ROOM
- D. AMENITY AREA - BIKE WASH
- E. ACCESS TO COURTYARD
- F. OUTDOOR PATIO AREA
- G. ELECTRIC BICYCLE PARKING
- H. RECESSED RESIDENTIAL ENTRANCE
- J. RESIDENTIAL (15 UNITS)
- K. KLAUS MULTI-PARK SYSTEM
- — — — — PROPERTY LINE



Sheltered and secure private bicycle parking is provided at the basement level of the development with amenity spaces appropriate to the outdoor playground nature of Cumberland. The bicycle parking will be equipped with charging stations for residents. This works especially well functionally by allowing dirty uses to be separated from clean residential uses.

Public bicycle parking is provided adjacent to the commercial spaces of Dunsmuir Avenue and sheltered under the covered entrance to the residences off 2nd Street.

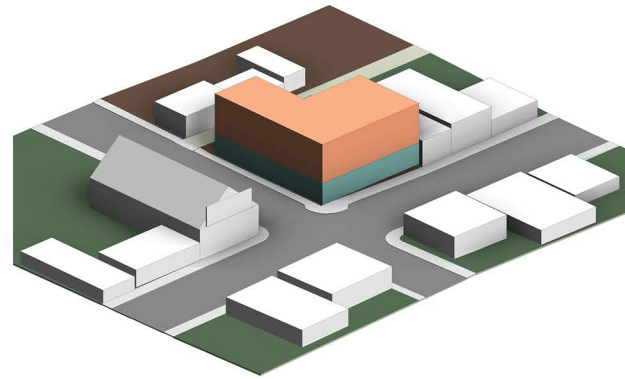
Massing & Form

As suggested from the precedent section of our report, the mass and form is heavily influenced by the history of the Village. The main mass at the corner is representative of historic coal mining structures by employing a long single sloped form that is wrapped in a wood shake-looking material. It also provides balance to the compelling sloped roof of The Big Store historic resource across 2nd Street. The main facade facing Dunsmuir then borrows the vertical vernacular found in many historic buildings which employed vertical wood siding.

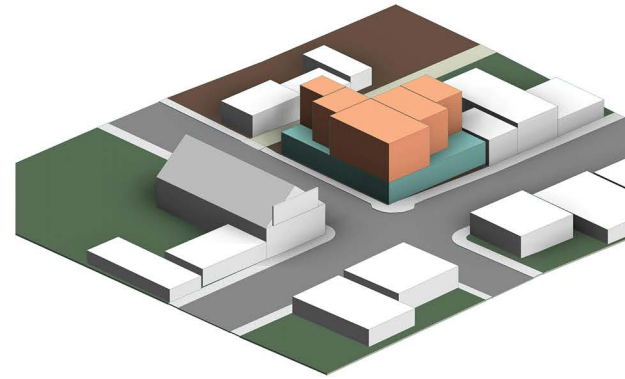
► Perspective view from the corner of Dunsmuir Ave & Second Street



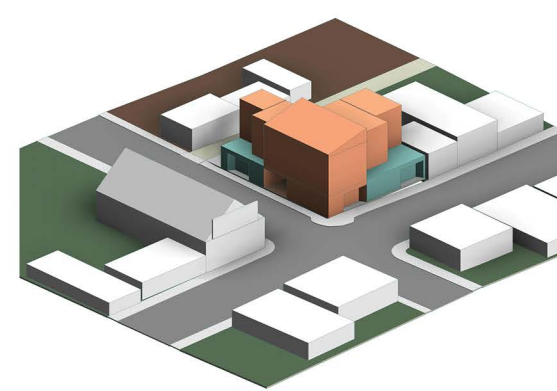
▼ A 4 Storey building mass, with maximum allowable site coverage and floor area ratio.



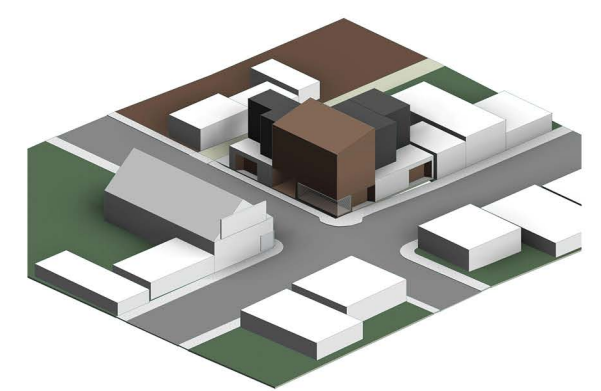
▼ The building steps away from adjacent properties.
The heaviest mass is on the corner of the intersection of Dunsmuir Avenue and 2nd Street.



▼ As the building moves away from this prominent corner, it is set back above the main level to reduce massing, and provide enhanced privacy to residents.



▼ The setback also accommodates balconies to enhance natural surveillance, and provides an amenity to residents, while highlighting the mass timber structure being utilized.



South Elevation - Streetscape



▲ ISOMETRIC VIEW - SOUTH WEST



▲ ISOMETRIC VIEW - NORTH EAST



▼ ISOMETRIC VIEW - SOUTH EAST



▼ ISOMETRIC VIEW - NORTH WEST

The main sloping mass is bookended on the East and North by a flat roof articulation common in modern day Cumberland. This variation in rooflines helps to break down the mass of the proposal so that it can contribute to the varied nature of Cumberland's main street developments. Moreover, the varied single pitch and flat roof solution lends itself to the integration of solar features when appropriate.

CPTED principles are employed through the use of natural surveillance at both the residential and commercial level through plenty of fenestration, transparent vestibules, ample lighting without contributing to glare or shadow, and multiple vantage points to the street level.

Ports of entry are clearly identifiable, well lit, and public facing. Locking gates are used in order to control access at specific times to the public courtyard.



West Elevation - Streetscape



The building mass respects the importance of the intersection at the corner of the site while breaking down as it moves away from the main intersection. The massing celebrates the corner in the same way the existing hotel had done.

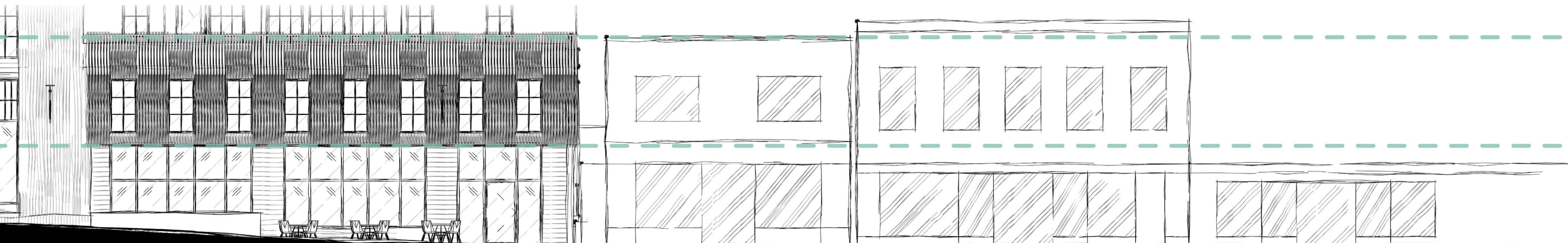
As the massing progresses away from the corner, the massing is brought back down to a pedestrian level, specifically at entrances, to enhance the pedestrian experience at a proportionately respectable scale. Recessed portions of the facade are provided as amenity areas that activate the streetscape.

▲ Recessed areas provide outdoor amenity + patio spaces along Dunsmuir Avenue

At the interior lot lines, the proposal lines up with the articulation of adjacent properties. The proposal carries cornice lines of adjacent structures into the massing of the Eddie and also emulates the entrance features of adjacent commercial developments. The proposal integrates repetitive fenestration patterns and utilizes muntin style detailing to respect the historic character of the area.



Large window openings are provided on to the street at the commercial and residential levels. Solid unbroken walls are not present. Rooftop mechanical equipment is hidden by screens that carry the massing expression of the principal building in an unassuming way. The massing is designed so that rooftop access is provided within the overall mass and not as an appendage which is tacked on.



Partial elevation along Dunsmuir Avenue



Perspective view from the corner of Dunsmuir Ave & Second Street



Materials are used that provide visual interest to bypassers using cladding and siding prevalent on dunsmuir and respectful of the historic materials of the area. Building details utilize the historical vernacular and character of the previous dunsmuir hotels but utilize new materials compatible with more stringent code requirements. This re-imagination of the traditional vernacular through the use of new materials provides for a sustainable solution that is respectful to the detailing in the area.

The materials of adjacent structures are used as inspiration for the materials on the new building masses. Horizontal cladding and language is reinforced along the development without disrupting existing views. Moreover, bright colours have been employed in the horizontal wood-like siding to contribute to Cumberland's rich and colourful streetscape.



South Elevation

Visual interest is created through texture rich materials that emulate the characteristics of traditional wooden cladding. Original materials are used to inform the use of new materials. However, combustible cladding has been replaced with non-combustible cladding for code reason.

The result is authenticity without resorting to fake or imitation elements.



▲ A. WOOD LOOK + SHINGLE CEMENTITIOUS PANEL



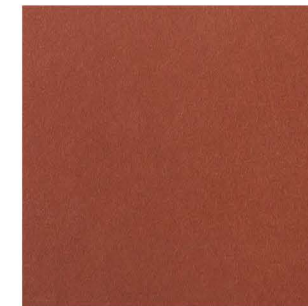
▲ B. WOOD LOOK + CHARRED CEMENTITIOUS PANEL



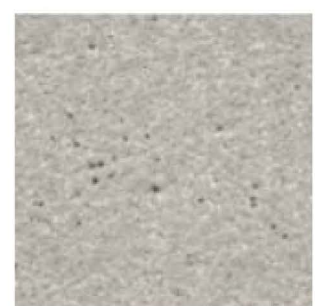
▲ C. WOOD LOOK + VERTICAL CEMENTITIOUS PANEL



▲ D. FIBRE CEMENT PANEL



▲ E. FIBRE CEMENT PANEL



▲ F. TEXTURED CEMENTITIOUS PANEL



West Elevation

