



**Urban Land
Institute**

British Columbia

Making an impact locally.
Creating a network globally.



TAP

Technical Assistance Panel

A ULI Advisory Service



Maple Ridge Downtown Redevelopment Site

District of Maple Ridge, British Columbia

June 21 – 22, 2012

The mission of the Urban Land Institute is to provide leadership in the responsible use of land and in creating and sustaining thriving communities worldwide.

The Urban Land Institute – Priorities:

- Creating resilient communities
- Understanding demand and market forces
- Connecting capital and the built environment through value
- Promoting intelligent densification and urbanization
- Integrating energy, resources, and uses sustainably

For more detail visit -

www.uli.org/LearnAboutULI/WhatWeDo/MissionandPrinciples/

The Urban Land Institute – British Columbia:



- Established in 2006. Nearly 300 members
- Connected to 30,000 members world-wide representing the entire spectrum of land use and development disciplines
- Offer unbiased and non-partisan exchange of ideas between the private and public sector
- District Council programming includes the City in 2050 series; City tours; Emerging Trends in Real Estate; YLG Peer to Peer; and Mentor Roundtables



The Urban Land Institute - Technical Assistance Panels:



- ULI's Technical Assistance Panel Program (known as "TAP") is an extension of the national ULI's Advisory Services Program.
- ULI Advisory Services Panels provide strategic advice to Host Organizations and Non-profit Organizations on complex land use and real estate development issues
- The program links TAP Hosts to the knowledge and experience of ULI and its membership
- Established in 1947, the Advisory Services Program has completed over 500 panels, in 47 states, 12 countries, and 4 continents

Thank you to the Real Estate Foundation of British Columbia for their generous support of the ULI BC TAP Program:



Mission: The Real Estate Foundation supports sustainable real estate and land use practices for the benefit of British Columbians.

Thank you to the District of Maple Ridge for hosting the first TAP in British Columbia!



District of Maple Ridge - The Challenge:

How can the District of Maple Ridge most effectively use its centrally-located, 3.04 acre site to best demonstrate the financial viability of a LEED-standard, mixed-use development in its downtown core and to accelerate further like development?

“The site is strategically located in the heart of downtown and is literally next door to all primary services provided in the downtown.”

“The total property is currently designated into 2 zones with 5 properties designated as ‘Town Centre Commercial’ and the balance of the properties designated as ‘Medium and High-rise Apartment’.”



District of Maple Ridge - TAP Panelists:

Bringing expertise in:

- *Architecture*
- *Community Planning*
- *Economic Development*
- *Real Estate Development*
- *Real Estate Marketing*
- *Sustainability*
- *Transportation Planning*
- *Urban Design*

- **TAP Chair: Jonathan Tinney**, Manager of Design Planning + Economics, AECOM
- **Eric Vance**, Principal, Eric Vance & Associates
- **Dale Mikkelsen**, Director of Development, SFU Community Trust
- **Martin Neilsen**, Principal, Dialog
- **Jamie Vann Struth**, Vann Struth Consulting Group Inc.
- **Jane Farquharson**, Principal, Bunt & Associates
- **Cliff Bowman**, President, Bowman International Real Estate Marketing Inc.
- **Jeff Brown**, Development Manager, Shape Properties

District of Maple Ridge- What We Heard:



1. Use/Design
 - Mixed-use, transparency at street level, primarily residential, importance of the laneway
2. Density
 - Challenge meeting density targets
3. Amenity
 - Affordable housing, seniors housing, rental, daycare, public art
4. Sustainability
 - Want to meet or exceed the Town Centre Development Permit Guidelines
5. Timing
 - As soon as possible
6. Return
 - Doesn't mean only financial return. Create a 'special atmosphere'

Stakeholder Discussions – What We Heard:

The perspectives of:

- *Wayne Bissky, Bissky Architecture*
- *Robert Grimm, Portrait Homes*
- *James Patillo, Grosvenor*
- *Ron Antalek, RE/MAX*

1. Concrete design challenges
 - sale prices do not support concrete
 - pre-sale challenge
 - second level of underground parking limits the density that the site can support
 - any market for concrete can be met by current proposals in process
2. Buyers not willing to pay more for green design features
3. Challenges with public/private partnerships
 - Timelines, subsidization

Stakeholder Discussions – What We Heard:

The perspectives of:

- *Wayne Bissky, Bissky Architecture*
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4. Need for high-capacity transit (in connection to the Evergreen line, in particular)
5. Streetscape improvements as incentives
 - Building on success of 224th
6. Lack of demand for multi-storey office/retail
 - Focus on supporting existing retail
7. Long absorption rates unattractive to developers
8. Putting up towers seem out of context with existing community charm

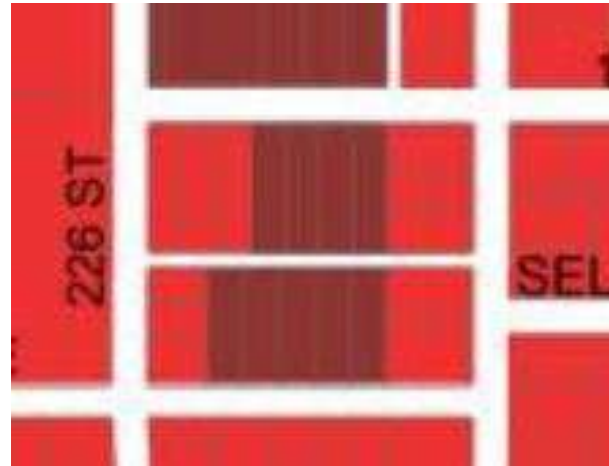
Panel Deliberation- Market Potential:

1.

Based on existing market demand and the District's desire for expediency in terms of development, what level of demand exists for the type, scale and scope of the development that the District is proposing for the site?

1. Density/Form

- 4-6 storey wood frame (limited demand above this)
- 250 to 350 units (400 to 600 residents)
- 2.35 FSR/may require OCP amendment
- Up to 400 parking stalls on one level of underground



Panel Deliberation- Market Potential:

1.

Based on existing market demand and the District's desire for expediency in terms of development, what level of demand exists for the type, scale and scope of the development that the District is proposing for the site?

2. Uses

- Mix of use predominately residential with commercial
- 2 separate parcels
- Approximately 10-12k retail along 227th – service/commercial
- Work/live in ground-level units along Selkirk

3. Demographics

- First-time buyers, seniors,
- Renters of owned condo units
- Not viewed as a family-oriented site

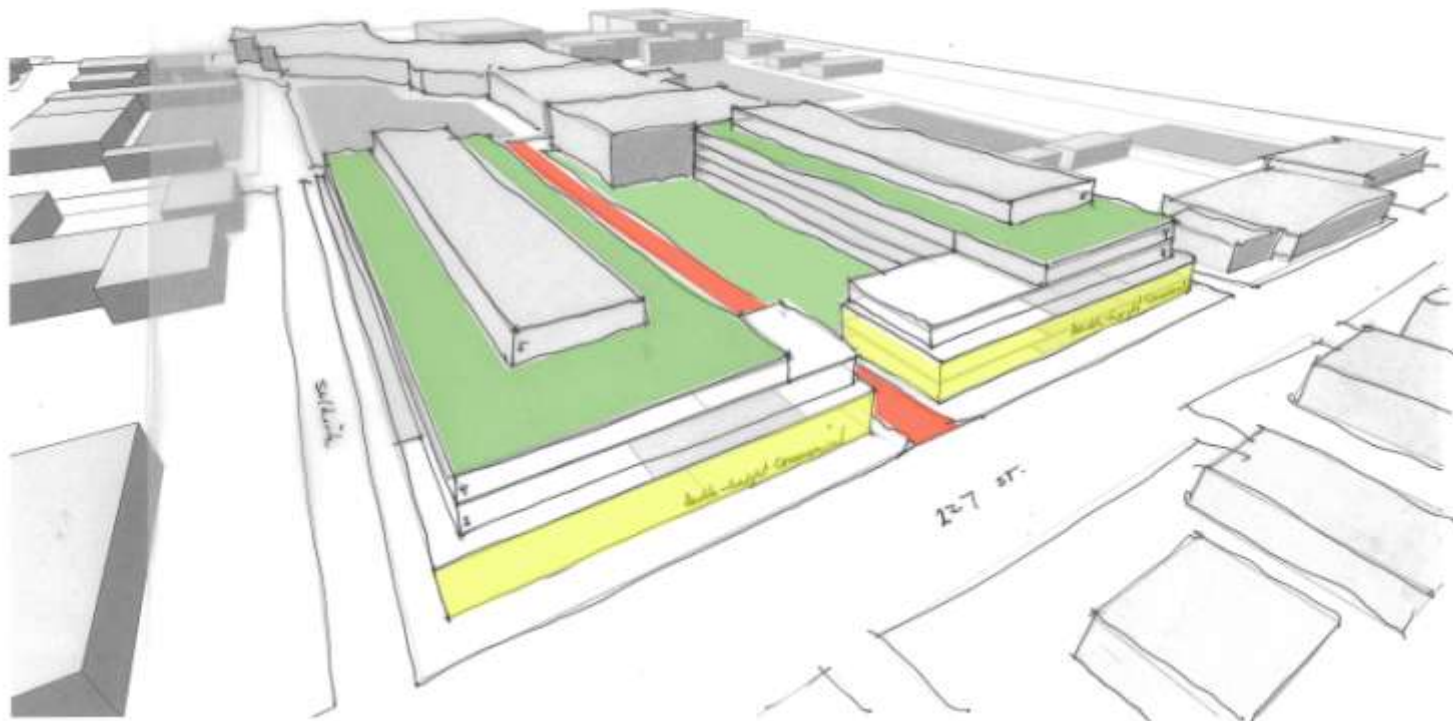
Panel Deliberation- Planning & Design:

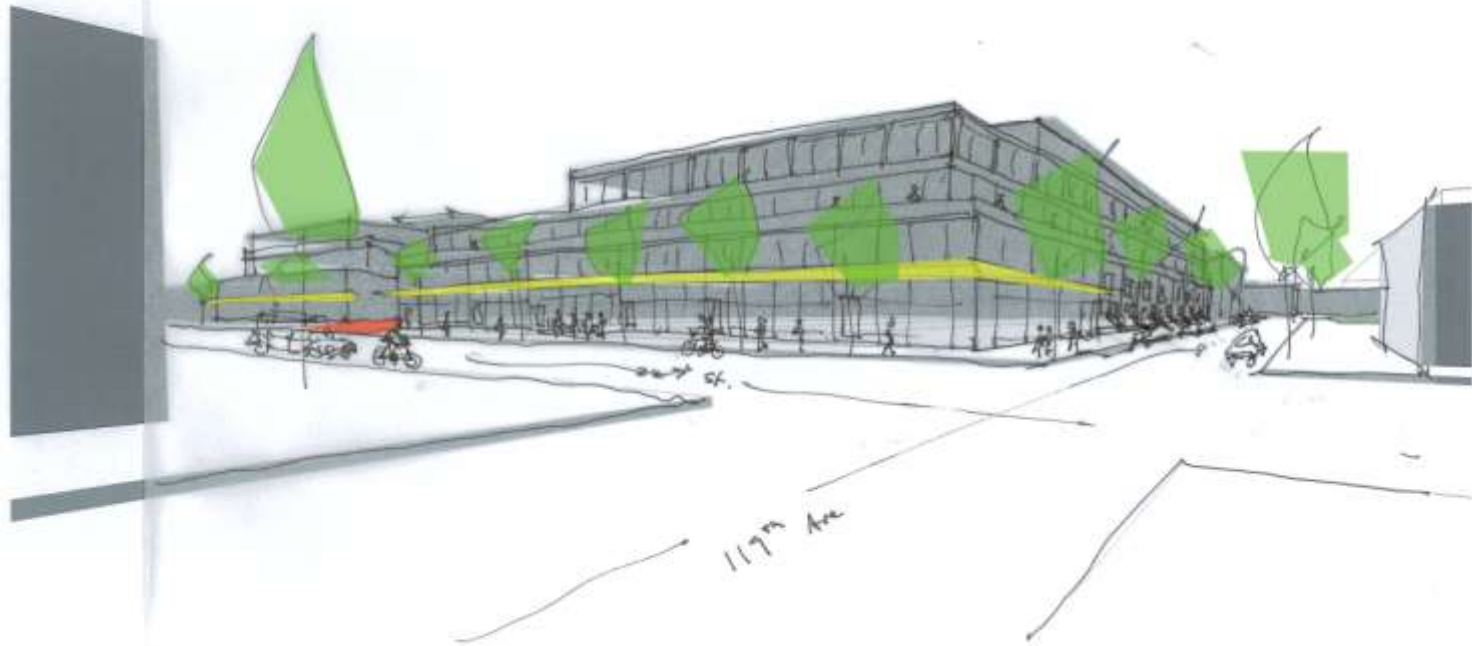
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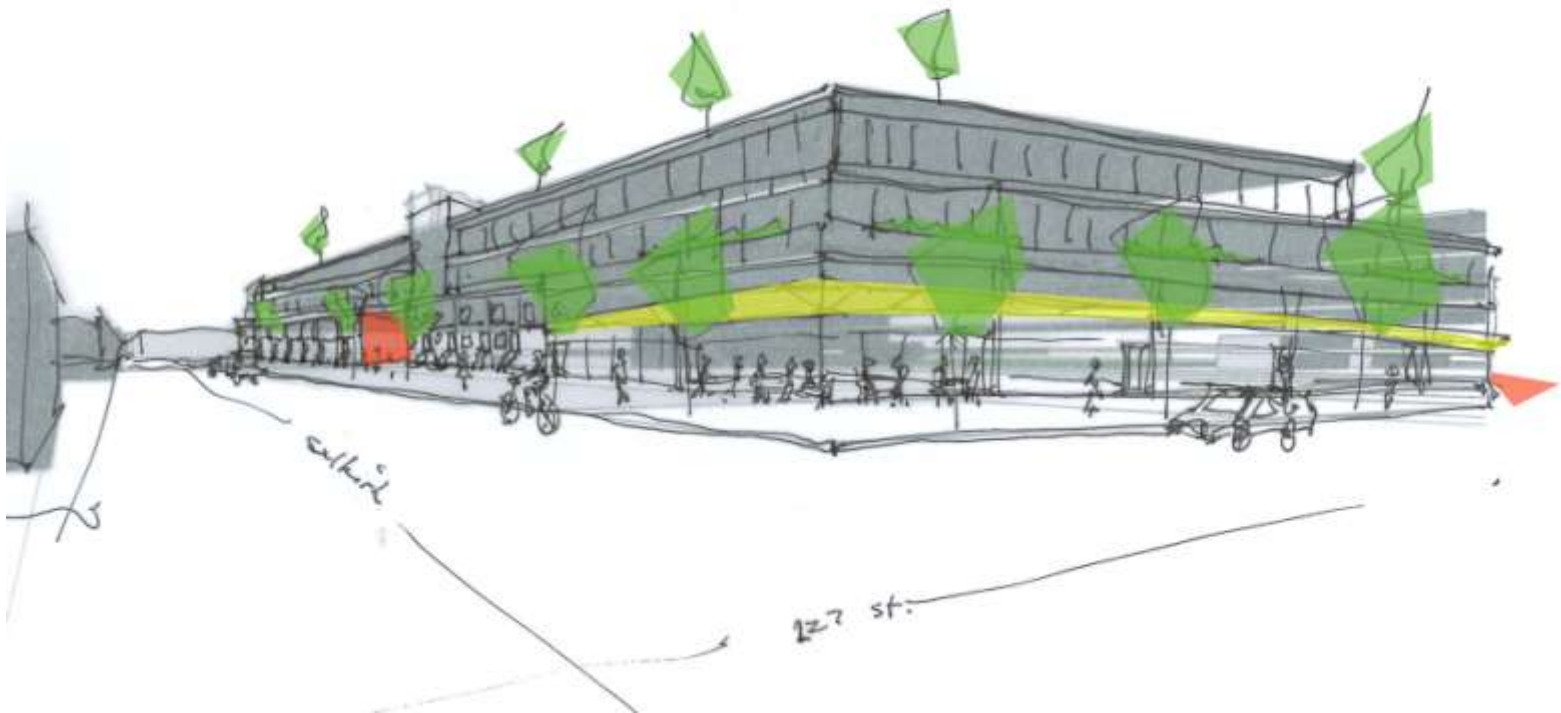
What planning and design elements should the District include in the overall site plan that would make it appealing to existing and future residential and commercial buyers and tenants?

1. High standard design guidelines for public realm, public art, and architecture as part of development proposal requirement
2. Active frontages
 - Retail/office on 227th
 - Residential lobbies and front doors on Selkirk & 119th
 - Live-work designation along Selkirk









Panel Deliberation- Planning & Design:

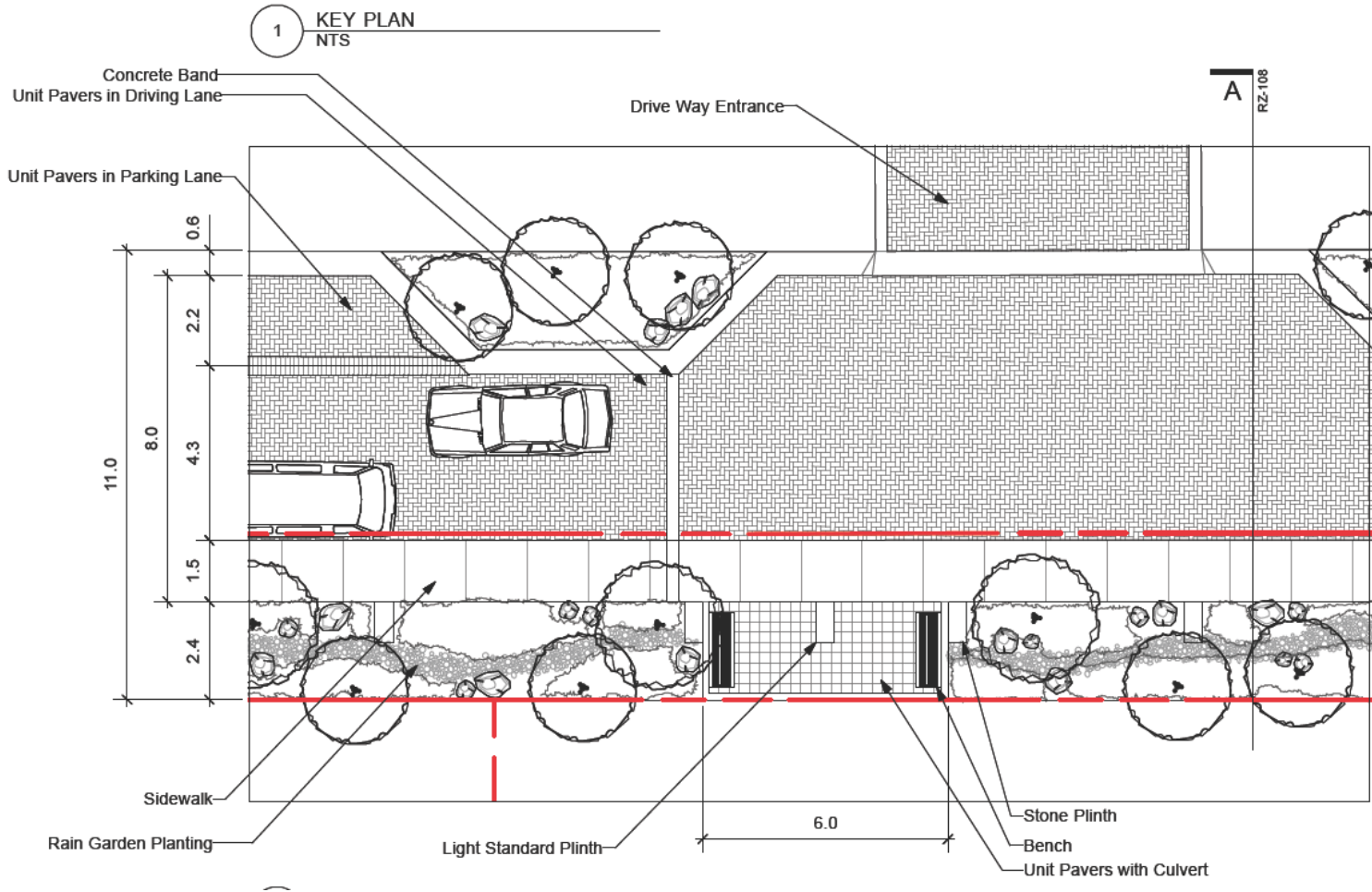
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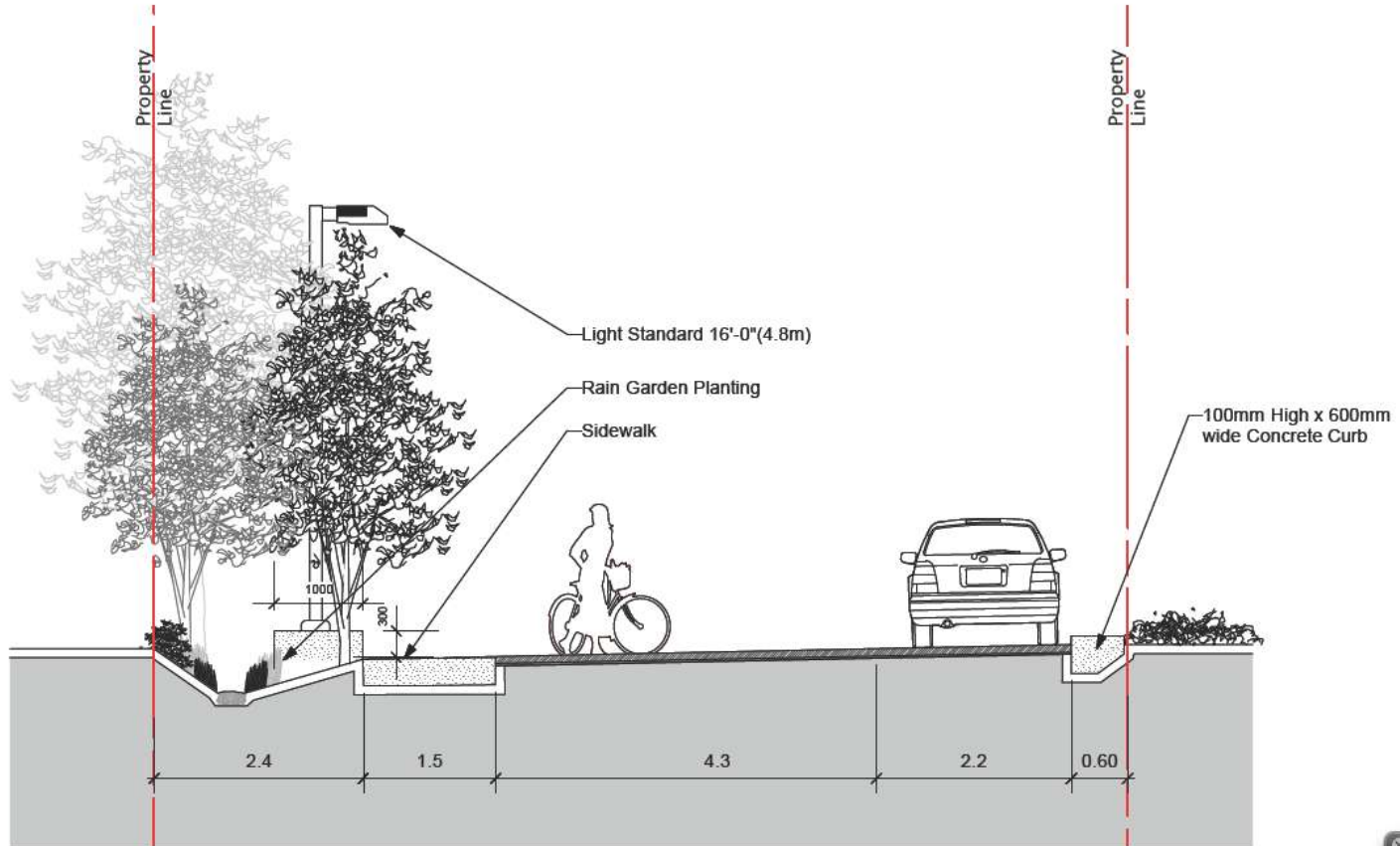
What planning and design elements should the District include in the overall site plan that would make it appealing to existing and future residential and commercial buyers and tenants?

3. Laneway treatment

- Open to the public
- Mews design 8.5m right of way (pedestrian/vehicle shared street)
- Court yard
- Units fronting with clear separation of public and private space
- Landscaping and street furniture







Julia Warl

Panel Deliberation- Planning & Design:

4.

Is the District's desire for a LEED-standard development a hindrance to planning and design and eventually sale-ability or is it a benefit?

1. Go for LEED Gold (certification subsidized by District)
 - It's obtainable!
 - Consistent with Town Centre Area Plan
 - This is the focus for the 'demonstration site': District needs to play a leadership role
 - Set minimum level of Energy Points
2. Sustainable buildings should not cost more if completed by a committed developer
3. Structure LEED certification into development approval process

Panel Deliberation- Planning & Design:

5.

Are there other practical considerations in terms of site design that the District should be considering?

1. Develop work/live policy and design guidelines
2. Private passage ways North/South through the site
 - Create a visual connection
3. Private indoor and outdoor amenity space guidelines

Panel Deliberation- Development Potential & Implementation

2.

What should/would build-out look like in terms of timelines given the existing economic climate?

1. 2-5 years build-out depending on market forces
 - For typical strata
2. Concurrent processing should be considered
3. Builder/operator ,such as a Seniors Independent Living provider, may fast-track process

Panel Deliberation- Development Potential & Implementation

6.

How should the overall development be staged in terms of construction and with respect to commercial and residential build out in order to maintain project momentum?

7.

What, if any, potential development incentives could/should be afforded to the developer to expedite construction and occupancy?

1. Project can easily be split into 2 phases (phase the buildings, not the uses)
2. Continue the Town Centre Investment Incentive program
3. 227th frontage improvement (District funded)
 - Make this a demonstration street
4. Use land proceed sales to fund the improvements of existing public realm
5. Shared residential visitor and commercial parking

Panel Deliberation- Further Considerations:



Multi-modal transportation network

1. How does this site fit into the overall retail framework for the town centre? A retail plan should be developed so new development supports existing businesses.
2. Identify policy position and plan for future redevelopment of shopping centres as these may impact site design
3. Review town centre road network in core:
 - More connectivity - extend 226th to Dewdney Trunk Road?
 - The 4 off-set intersections on 227th could cause safety and congestion problems.; site design could address this?