



Maillardville Neighbourhood Centre Update Summary



In 2008 Coquitlam City Council adopted new policies, regulations and design guidelines in response to the City's and community's ongoing efforts to foster revitalization of Maillardville's historic commercial core. The 12 month planning process that preceded the Council adoption included several phases that incorporated various technical and community engagement activities. This planning exercise resulted in amendments to the City's Zoning Bylaw, specifically the C-5 Zone, and to the Maillardville Neighbourhood Plan, as well as replacement of the existing commercial design guidelines with a new "Maillardville Neighbourhood Centre Design Guidelines."

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Context

The revitalization effort in Maillardville’s commercial core began over twenty years ago with Council’s adoption of the 1985 Maillardville Downtown Revitalization Report. The report formed the basis for the City’s first Neighbourhood Plan, adopted by Council in 1989, and, among other regulatory measures, an associated set of design guidelines, a new mixed-use commercial zone – Neighbourhood Centre (C-5) – and infrastructure improvements.

The vision for Maillardville’s Neighbourhood Centre, as described in the Maillardville Neighbourhood Plan, is that of a thriving and vibrant pedestrian-oriented Francophone urban village focused on Brunette Avenue between Lougheed Highway in the west and Marmont Street in the east.

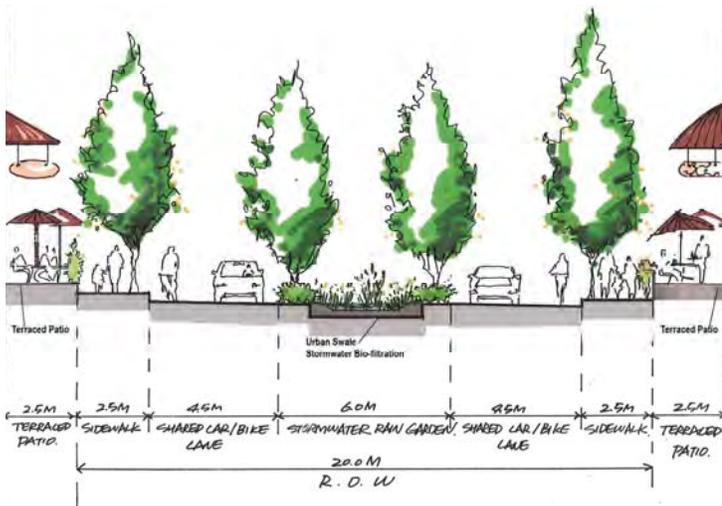
The Maillardville Neighbourhood Plan includes Council policies, which are aimed at implementing this vision by encouraging a mix of commercial, residential and civic uses that are complemented by an attractive public realm and community amenities.

Despite successful residential redevelopment and intensification in the eastern part of the neighbourhood over the last two decades, the market has not responded with significant redevelopment to Maillardville’s urban neighbourhood centre. With a few exceptions, most of the properties within the Maillardville commercial core are under utilized – containing one- and two-storey commercial buildings or are vacant. The commercial core of Maillardville faces other challenges such as parking constraints and heavy drive-through traffic volumes, inadequate pedestrian environment and amenities, and general dissatisfaction with the implementation of the design guidelines to incorporate a French-Canadian heritage character.

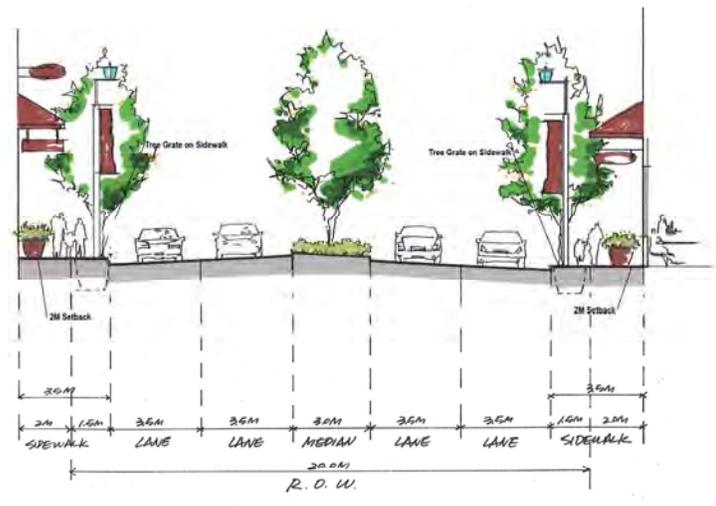
Project Phases

The Maillardville Neighbourhood Centre update began in May 2007 and involved a multi-phase process that included providing background information to inform people’s ideas for the neighbourhood centre update, developing ideas and choices through a community design charrette, and presenting choices and actions for policy and regulatory amendments.

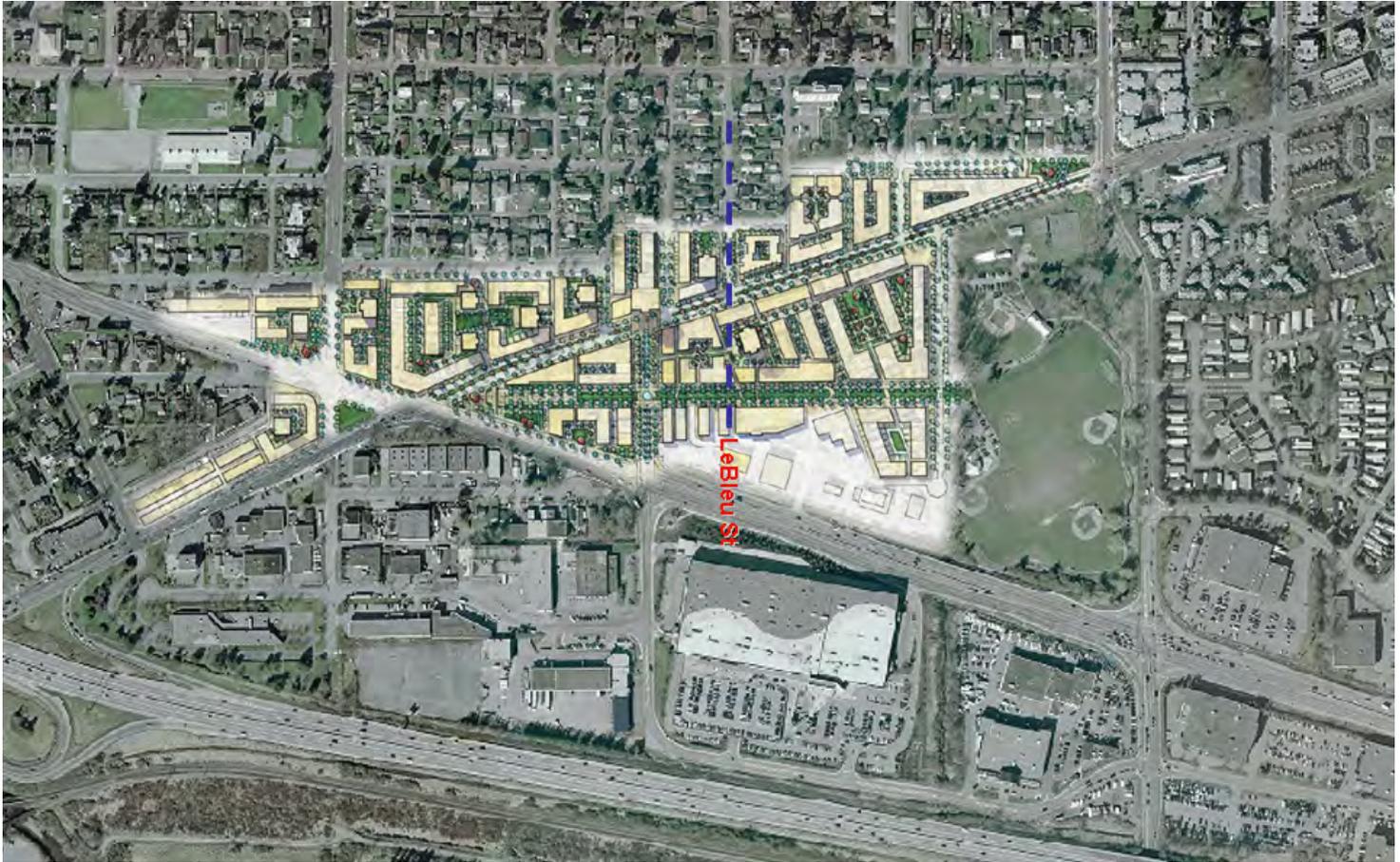
To support the update to Maillardville’s Neighbourhood Centre area, a public consultation program was conducted and included a variety of approaches and techniques to inform, consult and involve the public. This included the formation of a Project Advisory Committee (including members from the Mayor’s Task Force on Maillardville’s Commercial and Cultural Revitalization), a community design workshop and two public open houses, and a range of education and communication tools.



TYPICAL CROSS-SECTION THROUGH WOOLRIDGE



TYPICAL CROSS-SECTION THROUGH BRUNETTE AVENUE



New Neighbourhood Centre Land Use Plan

The key policy priorities and recommendations that emerged from the process included:

- a. **High-Density Mixed-Use Development.** The Plan encourages the clustering of high-density, mixed use development that combine slim point towers with street wall buildings along portions of Brunette Avenue, west of LeBleu Street.
- b. **Medium-Density Mixed-Use Development.** The Plan allows medium-density residential development along Brunette Avenue, east of LeBleu Street to provide opportunities for flexible employment living uses at-grade that could accommodate future demand for commercial uses.
- c. **Flat-Iron Buildings.** Two development sites in the Plan are identified for the potential construction of 'signature' flat-iron buildings (a three sided structure that in plan view is in the shape of an iron or a triangle) with the goal to create attractive gateway, 'signature' buildings to the Maillardville commercial Neighbourhood Centre.
- d. **Retail Focus.** A concentrated commercial at-grade area along Brunette Avenue, west of LeBleu Street, and Woolridge Street has been established.
- e. **Improving Housing Diversity.** Street-oriented residential units, such as rowhouses, townhouses, lofts and apartments are encouraged along Adair and Roderick Avenues and where appropriate, other north-south rights-of-way. These units may form the base of a taller building, but the at-grade units are to have direct, individual access to the street.
- f. **Building Height Limits.** The Plan allows for a minimum podium building height of two stories up to eight stories along public rights-of-way throughout the Commercial Neighbourhood Centre and, where applicable, slender point towers, configured so as to minimize visual obstructions.
- g. **Network of Urban Open Spaces and Gathering Places Connected by Improved Streetscapes and Public Pedestrian Pathways Through Development.** The Plan seeks to improve the quality of the public realm by creating and maintaining a network of walkable streets, pedestrian pathways, and publicly-accessible spaces, courtyards and connected pathway systems on private development.



New Design Guidelines:

Part of the update program for Maillardville's Neighbourhood Centre included the development of a set of design guidelines to create neighbourhood identity, realize livability and achieve a human scale. Key elements of the Neighbourhood Centre design guidelines include the following:

Public Realm Guidelines:

- x **Pedestrian circulation network** to encourage a system of north-south pathways and courtyards linking the neighbourhood centre to residential neighbourhoods to the north.
- x **Landscape materials** such as lavender, wrought iron details, window boxes and manicured hedges as character-defining elements to achieve a Francophone/European ambiance.
- x **Sustainable rainwater management** to integrate streetscape design with the collection, detention and remediation of rainwater and to recognize these rainwater features as a public amenity / art features.
- x **Public art** including potential locations for art as well as opportunities for embellishments of practical elements in the public realm.
- x **Street furnishings** that capture a Francophone/European expression.
- x **Signage** that promotes stores with small perpendicular-mounted signs that are directly light, have wrought iron hardware and use imagery that reflects the business.

Private Realm Guidelines:

- x **Building height and massing** that is consistent and provides a continuous streetwall along Brunette Avenue with between 2 and 8 storeys flush with the setback line. Slender tower forms are to be set back from the streetwall.
- x **Materials and character** at streetwall buildings are to express solidity with distinct recessed openings within the wall for glazing, doors and decks. Substantial cornices, both along the top of the building streetwalls and at a height of 16 to 18 feet.
- x **Courtyards** are encouraged to provide landscaped common outdoor space for residents.
- x **Parking** is to be underground and accessed via north-south side streets. Loading should also be accommodated within the parking structure.
- x **Street fronting retail** is mandatory along Brunette Avenue, west of LeBleu, and Woolridge. Design features include 16 to 18 foot ceiling heights, individual recessed retail entries level with the street, large areas of glazing in streetwall and recesses and a strongly expressed cornice line.
- x **Street fronting employment living** is encouraged along grade-level portions of Brunette Avenue, east of LeBleu, to allow flexibility for conversions between residential and commercial uses.
- x **Street fronting residential** areas are encouraged to have direct, individual access from the street with a modest, private outdoor space.
- x **Weather protection** in the form of simple, canvas awnings is encouraged, with the use of retractable versions where suitable.