

MALLARDVILLE REDEVELOPMENT COMMITTEE

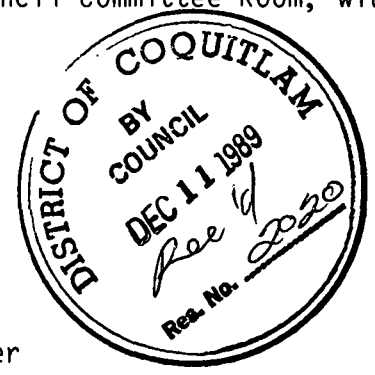
MAILLARDVILLE STEERING COMMITTEE

MINUTES

A meeting of the Maillardville Steering Committee was held on Tuesday, November 21, 1989 at 7:30 p.m. in the Council Committee Room, with the following persons present:

COMMITTEE:

- Ald. J. Kingsbury, Chairman
- Mr. R. McNary
- Mr. L. O'Loughlin
- Mr. D. Ashford
- Mr. F. Bouvier



STAFF:

Tomina de Jong, Long Range Planner

**PROPOSED BRUNETTE AVENUE GATEWAY TOWER**

T. de Jong advised members of the Committee that the original gateway plaza design including tower has now been redesigned because the area of land available to the project has been considerably reduced. She presented the coloured perspective of a new design by Pacific Landplan and made reference to former site plans.

There was considerable concern amongst the Committee members regarding the new concept and suggestions that the abbreviated design may set the tone for cheaper redevelopment in Maillardville. There were questions of details which unfortunately T. de Jong was not able to clarify.

MOVED BY DEREK ASHFORD  
SECONDED BY LIAM O'LOUGHLIN

**COUNCIL ACTION**

- 1 That the Committee recognizes the significant improvement the revitalization has achieved in the area, and that the benefits should be completed with a significant element at the Brunette/Lougheed corner as originally proposed.

The Committee is very concerned with the revised proposal, seeks a concept with a more dramatic impact, and requests more details of the revised plan and earlier plan for full comparison.

CARRIED UNANIMOUSLY

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**MAILLARDVILLE LOGO**

T. de Jong distributed copies of some sketch designs of alternate logos for the Maillardville area, logos that could eventually be used either within the gateway plaza design, on street banners or in other promotional efforts at a later date. Members recalled earlier logo designs prepared in the beginning stages of the revitalization concept as well. Members felt a contest would be appropriate to obtain fresh ideas for a logo. The contest should have an attractive prize like a trip to Disneyland, and the contest should involve the local schools as well as institutions such as Place des Arts and Place Maillardville. The question of timing of such a contest in relationship to the Festival Du Bois was raised. Fern Bouvier and Derek Ashford volunteered to look for sponsors and prizes. The consensus was the logo should be open to competition.

Ongoing Activities

Discussion of the community logo led to discussions of festivals and ongoing efforts and activities to keep the momentum alive in Maillardville. Members agreed that the timing might now be ripe to once again seek funding from senior governments having a mandate in the area of culture. Bob McNary agreed to volunteer and research funding sources.

**OFFICIAL COMMUNITY PLAN FOR MAILLARDVILLE**

Neighbourhood Centre Area and Roderick Avenue

Derek Ashford inquired as to why a multiple-family designation had not been extended into the area north of Roderick east of Blue Mountain to support the neighbourhood centre concept, an idea previously expressed by the Committee. T. de Jong responded by pointing to areas of redevelopment within and near the neighbourhood centre and to the total redevelopment potential within the plan area. Mr. Ashford reaffirmed his position:

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MOVED BY DEREK ASHFORD  
SECONDED BY LIAM O'LOUGHLIN

- 2 That the intent of revitalization is for pedestrian traffic to be encouraged, and although the plan for Maillardville increases the potential population east of Marmont Avenue, the plan does not provide higher density development west of Marmont sufficient to create or encourage pedestrian traffic to support the Maillardville business core.

CARRIED UNANIMOUSLY

Laval Square Area

There was some concern expressed as to the Low-Density Apartment designation around the Laval Square area, with members being concerned about apartment redevelopment. T. de Jong clarified the policy of the OCP, which is that no more than four units per structure would be permitted in this area. Nonetheless, members pointed to the land use designation map and the "Low-Density Apartment" title as being a misleading name which should be changed.

One and Two-Family Area

Mr. Ashford suggested that part of the special and attractive character of the older single-family area is certain irregularities or non-conformities in building siting. In particular, front setbacks are often quite individual and some small lots exist with older homes with building envelopes that would not be permitted if new construction were to replace those homes. While it was generally agreed by members this could be quite a complex issue to look into, members requested the item be recorded in the minutes asking staff to review feasibility of allowing new development to occur with the older character (building setbacks) in this regard. Mention was made of other communities where the average front setback on a block face rather than a predetermined setback is the required municipal standard.

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Park and Open Space Improvements

In reference to Schedule D of the plan, members discussed different ways in which the pedestrian/bicycle corridor might be extended. Mr. McNary spoke to anticipated improvements along Lucille Starr Drive and Seguin Drive and a loop involving those routes. Other members felt Adair Avenue was an opportunity for extending the path westerly up through the parking lot under construction, with possible looping at Allard Street and a route circling Roderick Avenue. It was mentioned perhaps the concept could connect to Rochester Park in the long term. An idea of special but modest improvements such as fitness trail nodes was discussed.

MOVED BY FERN BOUVIER  
SECONDED BY BOB MCNARY

- 3 That the Parks and Recreation Department be requested to provide a report reviewing the proposed parks and open space improvements to Maillardville, focussing on possible extensions and improvements to the proposed pedestrian-bicycle corridor.

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CARRIED UNANIMOUSLY

Revitalization Theme and Street Improvements

Members discussed the streetscape works on Brunette and expressed concern that the theme be extended along Brunette easterly. A less intensive streetscape treatment might be appropriate. T. de Jong referred to policies for portions of Adair Avenue and Laval Square boulevarding. Members of Committee were concerned that the theme tie in Brunette Avenue up to and through Laval Square and generally along Brunette. Suggestions were made of investigating cost-sharing and/or detailing conditions of development.

MOVED BY FERN BOUVIER  
SECONDED BY DEREK ASHFORD

- 4 That the Brunette Avenue street beautification be extended easterly and up to Laval Square.

CARRIED UNANIMOUSLY

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Public Hearing

Members requested the Planning Department brief make mention of the key items addressed at this meeting on the Official Community Plan, especially as to Roderick Avenue, the pedestrian/bicycle pathway, and the fourplex (low-density apartment) designation name.

**NEW BUSINESS**

Signs and Promotions

Members asked that the Land Use Committee give attention to the following suggestion: that any commercial development at the northeast corner of King Edward and Lougheed be encouraged to provide signage identifying Maillardville, and that the Municipality consider similar entryway attention be given at the Schoolhouse and Lougheed intersection.

Discussion then ensued around the possibility of a full-time promotional person being engaged by the business community (at some later date). Mr. McNary referred to a related activity and position in Kelowna. He advised he would report back to Committee members with more information on this concept.

NEXT MEETING AND AGENDA

In discussing items for the next meeting, there was some hesitation expressed as to the Committee's role, especially in terms of earlier discussion on the gateway plaza. It was generally felt that the purpose of the Steering Committee is to "steer" projects or schemes already endorsed by Council. Committee members asked T. de Jong to distribute draft terms of reference for the Committee which members would themselves like to comment on. Additional items for the next meeting, this depending on information or reports available, could also be the heritage square, the gateway plaza itself, and the pedestrian/bicycle pathway. The Chair will advise of a date accordingly.

The meeting adjourned at approximately 9:30 p.m.

TD/cr

LUC  
ATTENTION