



City of Langley Downtown Master Plan

ACKNOWLEDGEMENTS

We would like to thank all those people for their generous individual contributions and support during the City of Langley Master Planning process.

City of Langley Council

Mayor Peter Fassbender

And Councillors Jack Arnold, Teri James, Sharla Mauger, Gayle Martin, Ted Schaffer, and Terry Smith

City of Langley Staff

Francis Cheung, Chief Administrative Officer

Gerald Minchuk, Director of Development Services and Economic Development

Roy Beddow, Deputy Director of Development Services and Economic Development

And all the community members

who took part in our Workshops, Open Houses, or sent their comments to us during the
Downtown Master Planning Process

**Again, a big thank you to all those who participated and for your commitment to developing a great City.
We look forward to your active participation in implementing this Plan.**

Consulting Team

Michael von Hausen, MCIP, MLAUD, CSLA, Project Director

President, MVH Urban Planning & Design Inc.

14562 16A Avenue, Surrey, British Columbia V4A 5S1

Telephone (604) 536-3990 Fax (604) 536-3995

Website: www.mvhinc.com Email: vhausen@telus.net

In association with

Dolores Altin, Take Out Graphics Plus (Planning, Design, and Graphics)

Don Wuori, Wouri Design Consultants (Master Planning, and Landscape Architecture)

Cal Srigley, Srigley Design Consultants (Urban Design, Architectural design, and Illustrations)

Jim Smerdon, Senior Associate, Hudema Colliers International Consultants (Retail and Land Economics)

November 16th, 2007



Forward: The Future is Now for Downtown Langley

This plan is about action – strengthening our downtown over the short and longer term. While the efforts will be primarily market driven, under the direction of the City, residents will also play an active role. Our downtown is thriving and sound in its core. In addition, the edge areas need redevelopment and a clear vision for the future. The time has come.

This plan was developed in close liaison with City of Langley staff through technical meetings, a community ideas workshop and a downtown design charrette. The plan also responds to input provided by community members through open houses, and individual letter submissions.

The work has just begun. The City will take a leadership role in facilitating the further improvement of the downtown. The next steps include working closely with the development community, businesses, and residents as well as encouraging a series of pilot projects to jump-start the redevelopment process.

Langley Council and I are excited about being part of creating an outstanding downtown where people live, work, play, and learn in a thriving, safe, and diverse environment. Let us seize this opportunity, work together, and further develop our unique downtown that will inspire all of us! Langley City truly is and will continue to be “The Place to Be”!



Peter Fassbender, Mayor
City of Langley
November 2007

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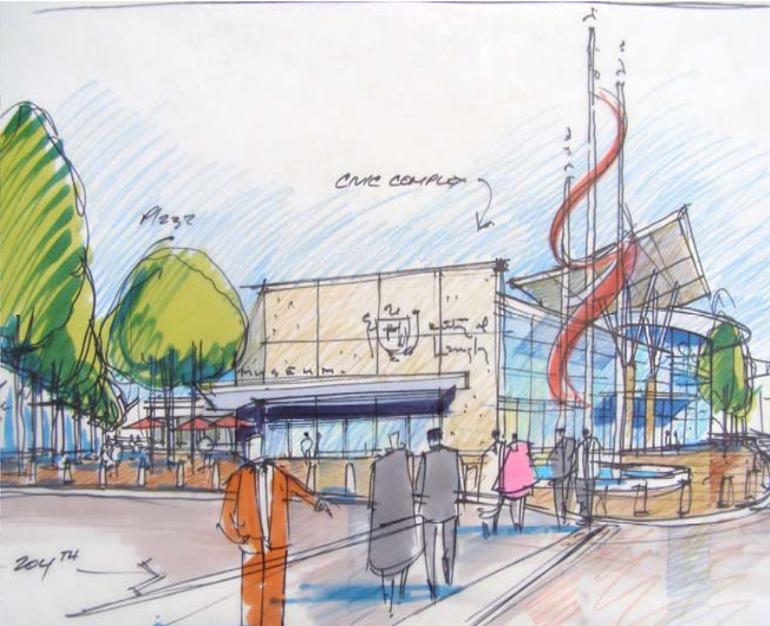
1.0 VISION, SUMMARY, AND ACTION PLAN

1.1 Vision

The future is now! Imagine an even more thriving core retail area on Fraser Highway - embracing its rich historical roots as a major shopping street and intersection of transportation and commerce in the Metro Vancouver. Langley City Centre has become a compact, exciting, and thriving mixed use neighbourhood with specialty retail supported by residential uses above and other residential uses along its edges. A new Arts and Culture Centre adjoining City Hall reinforces the renowned arts and culture specialty retail theme. A new Children's Museum and major downtown park – Festival Park have become award-winning centres for community gathering, festivals, and education. A regional transit hub along Logan Avenue showcases the new "Interurban train" that connects the City of Langley to other municipalities in Metro Vancouver. The Greyhound Bus Terminal and the Regional Bus Transit Exchange add further excitement to the transit hub. Efficient and safe transit alternatives are the preferred way to move around the City of Langley and the Region. A free local bus shuttle provides local residents a convenient connection to their home or business. The rich mix of restaurants and supporting office uses make the area a truly complete community where you can live, work, play, and learn within walking distance of your residence or place of business. Why live anywhere else? Langley City is the PLACE TO BE!



Potential West Gateway: West Section of Fraser Highway



Potential Arts and Culture Centre

1.2 SUMMARY

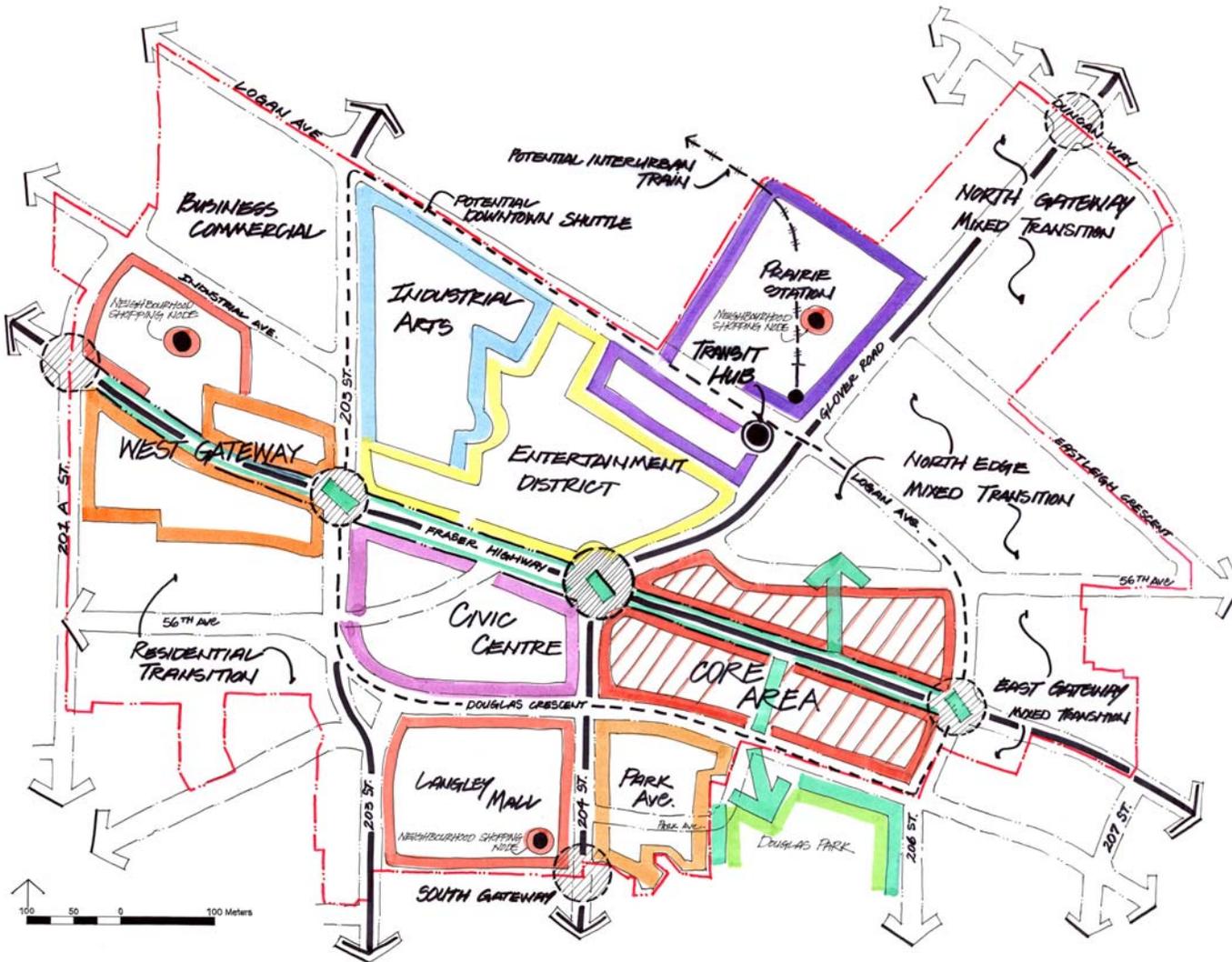
Downtown Langley has significant redevelopment potential. Redevelopment interest in the Downtown area and adjoining recent residential development are indicators that a well-directed plan that coordinates public and private infrastructure, public realm, and additional community services is needed. At the same time, the goal to retain the sense of “special place” is paramount. The market and land economics analysis indicates demand for low profile compact mixed use development, while mid to high rise development could have medium to long term potential outside the Core Area. This Plan could accelerate even the 10 year redevelopment time table as it represents a coordinated approach to community amenities and services. The challenge will be managing this transformation so that existing uses are supported while new development is encouraged that fits with the adjoining context.

The Downtown Langley “3 C” approach was developed through public workshops and open houses and builds on the Downtown’s previous successes and special qualities:

1. **Concentrate** commercial uses, residential uses, specialty uses, and arts & culture in the Downtown area;
2. **Connect** the Downtown area to the rest of the surrounding community by a comprehensive transit, pedestrian, bicycle, vehicle, and road network; and
3. **Complement** the existing character with appropriate intensification that fits and respects Langley’s Downtown unique scale while also adding significant public improvements like a new arts and culture centre, children’s museum, street improvements in the west and central Fraser Highway area and expansion of the Transit Exchange.

The most significant and exciting part of this Master Plan are the eight special design districts that embrace the future potential of the Downtown (see Concept Plan next page). A set of sustainable guiding principles will help guide the implementation of the plan along with a more detailed set of urban design principles. *The Land Use and Growth strategies* provide specific opportunities for redevelopment- each reflecting character, potential land uses, and unique development potential. It outlines the design districts, land uses, form, and density directions, in scale with existing patterns and the future capacity for redevelopment. *The Mobility strategies* are another important layer that reinforces a pedestrian-oriented community. Street tree planting, parking strategies, activity areas, pedestrian and bicycle connections, and improved transit are all part of this initiative. Design policies, guidelines, and regulations in this Plan further guide various land uses, form, massing, and landscape enhancement as part of redevelopment, and ensure high quality design and implementation.

The Downtown Master Plan will be implemented through a team effort. This Plan focuses on practical actions that are achievable in partnership with the community, businesses, and developers and various provincial and federal agencies. The City should take a leadership role in facilitating this change in liaison with the Downtown Langley Merchants Association (DLMA). The City should help facilitate a market-driven redevelopment model to attract and direct new development in the right areas depending on use, density, and character.



The Concept Plan illustrates special design districts that form outstanding opportunities in the Downtown Area.

Recommended Action List

Phase 1: Organization, Communication, and Pilot Projects (Short Term: 1 to 5 years)

Organization and Communication:

(Lead: City of Langley and Downtown Langley Merchants Association)

- Review opportunities to form a **Downtown Implementation Team (City, DLMA, and Business members)**;
- Consider acquiring the balance of the **Downtown Civic District land** for Arts and Culture Centre;
- Review the potential for creating a **Downtown Development Fund** that could be the primary city funding source for public projects ; and
- Create a **Downtown Vision Package** for potential developers.

Infrastructure, Parking and Transportation

(Lead: City of Langley)

- Complete an infrastructure assessment study to determine what upgrades are required to facilitate development; and
- Continue parking and transportation improvements in accordance with the 2004 Master Plan and earlier Downtown Transportation Plan.

Civic Street and West Gateway Street Beautification Pilot Projects on Fraser Highway:

(Lead: City of Langley and Downtown Langley Merchants Association with Province)

- Work with the DLMA, and businesses to enhance the Fraser Highway West Gateway and Civic Precinct streetscapes (see concept streetscape plans in Section 4.3) ; and
- **Develop Funding Sources:** Source Trees Canada funding and other potential funding (Rotary Clubs) to focus on greening and improving these streets in liaison with the businesses and development interests.

Policy and Design Guidelines:

(Lead: City of Langley)

- Create a **Comprehensive Downtown Development District (CDDD)** that will overlay the current C1 Zone to facilitate mixed use development that is based on providing specific uses and amenities in accordance with the provisions of this Plan (See Section 5.3 for details);
- Develop detailed **Special Design Districts Development Plans** that include land economics, building program, uses and summary guidelines as a basis to attract and evaluate development applications.
- Create **Revitalization Tax Exemption Boundaries (or other Façade improvement incentives)** to match the Downtown boundaries (see Section 6.3 for details) ;
- Complete a **Street Tree and Signage/Orientation Master Plan** for the Downtown as part of a Green Streets program that incorporates lighting, tree planting and other street furniture;
- Refine the **Green Links Plan** program for the downtown and connect it to streets and trails associated with new development as development comes on stream; and

- Review the **Official Community Plan** and amend to incorporate the Downtown Policies, Guidelines, and Regulations, or alternatively, recognize them as directly associated policies that are in force.

Phase 3: Redevelopment Begins (Medium Term: 5 years to 10 years)

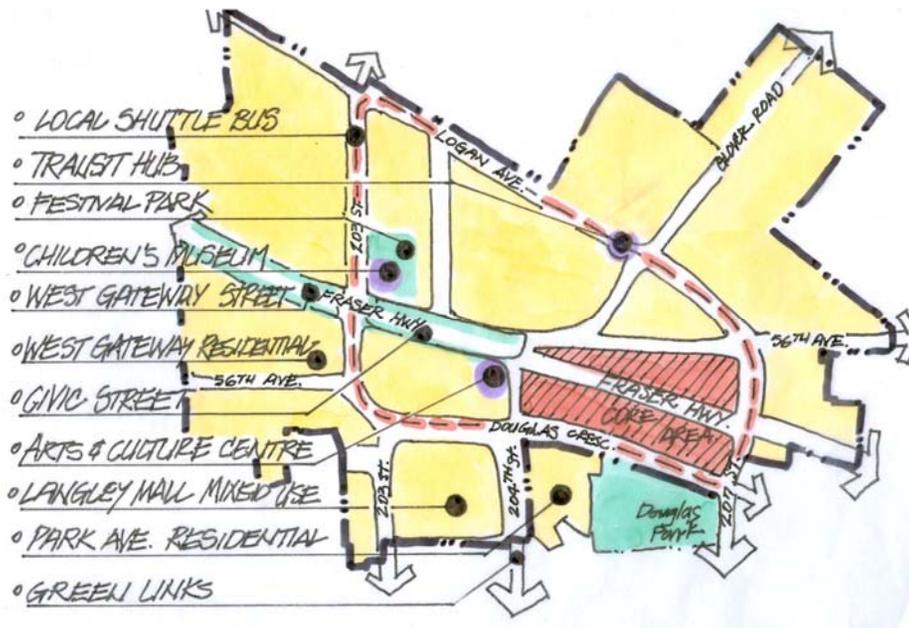
(Lead: City of Langley)

- Continue Infill redevelopment of low and medium density outside the Core Area;
- Build a parking garage (or two) in the Core Area;
- Complete the building of the Civic Precinct with a major Arts and Culture Centre along with a parking structure;
- Direct higher density residential demand outside the Downtown Core Area (e.g., Langley Mall); and
- Provide support services and amenity improvements in tandem with redevelopment.

Phase 4: Major Redevelopment (Long Term: 10 to 20 years)

(Lead: City of Langley)

- Direct higher density residential demand on the edge of the Core Area to specific sites and infill lower densities in the inner areas; and
- Provide support services and amenities in concert with the other improvements.



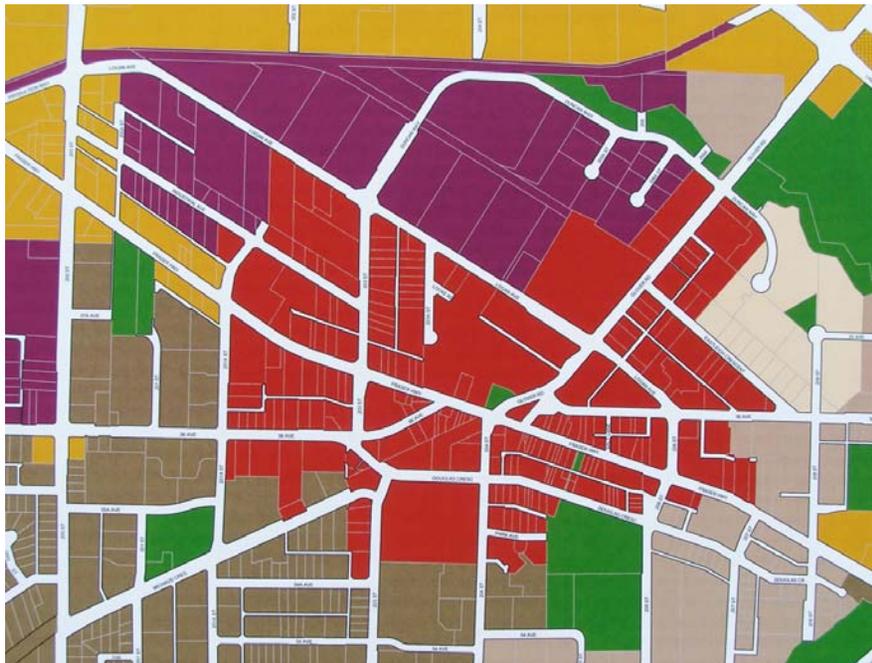
Potential Pilot Projects for Downtown Langley

2.0 INTRODUCTION

2.1 Plan Study Area and Scope

The Downtown Master Plan study area, as illustrated below in red, is the area designated as the Downtown Area within the *City of Langley Official Community Plan*. The Downtown Plan is intended to set the development strategy and urban design framework for the Downtown over the next 10 to 20 years making every effort to connect to the surrounding neighbourhoods in terms of an efficient pedestrian, bikeway, transit, and vehicular network. At the same time, the Downtown Plan will create appropriate building and landscape transitions to adjoining neighbours and contribute to adding value to the surrounding uses through specific design guidelines in the Plan, complementing those already in the Official Community Plan.

The Downtown Master Plan further recommends that a Comprehensive Downtown Development District (CDDD) be implemented that requires a mix of specific uses, a range of densities, building form, activity programs and/or amenities. The Comprehensive District also requires special amenity contributions to fund growth and the accompanying increase in special amenities.



Downtown Area (highlighted in red)

"It was in 1910, with the coming of the British Columbia Electric Railway, that a third centre developed. Where the railway crossed the Yale Road at Innes Corners, Alphonse Prefontaine built a store, the first commercial enterprise in what quickly became known as "Langley Prairie", the forerunner of the City of Langley."

*- Norman Sherritt,
in the Preface to "From Prairie to
City: A History of the City of Langley,
1999, City of Langley.*

"Located just west of the British Columbia Electric Railway station, Jack's Corner and Light Lunch afforded Interurban riders easy access to refreshments before or after their trip on the railway. Founded by John Ucik in 1930, Jack's Corner was a landmark for many a rail traveler in the 1930's and 1940's."

*- Sommer, W.F., "From
Prairie to City: A History of the City
of Langley, 1999, City of Langley*



2.2 History and Context

The City of Langley has come a long way since 1824 when the first white settlers used it as a stopping point on the portage trail between the Fraser River and Boundary Bay. Following in the footsteps of Fort Langley, located north on the Fraser River and Murrayville, located south along Yale Road, Langley outgrew those earlier settlements to become part of a major regional centre in the Fraser Valley. In 1955, it became the City of Langley but has continued to recognize its founders and rich – relatively short history in a four square mile area.

The will to physically conserve and recognize the history of Langley Prairie started in the early 1980's. The first of Downtown Langley's revitalization projects was completed in 1983 with a more comprehensively program undertaken in 1996. Previous initiatives were focused on streetscape beautification and façade improvements. At the same time, these initiatives reinforced the importance of the pedestrian orientation and strolling through the downtown with connections and resting places along the way.

The growth of the City of Langley and the Township of Langley has been exceptional over the last few decades. Between 1991 and 2001, the City of Langley's population grew by nearly 20% to 23,600 residents. At the same time, the surrounding Township of Langley and adjacent City of Surrey grew by 32% and 42%. Significant region-serving retail expansion in and around Willowbrook Shopping Centre has created one of the largest retail concentrations in the Lower Mainland of British Columbia. Despite 2006 census results showing a slight drop in population in the city from 2001 to 2006, significant growth is expected in both the City, the Township of Langley, and the City of Surrey. According to BC Stats, the provincial statistical agency, the Langley region will add almost 31,000 people from 2007 to 2017. This growth will continue to affect the Downtown area in terms of residential development, visitors, transportation, and business potential.

The expansion has also come with some headaches associated with increased traffic congestion that has affected the City of Langley. The good news is that Langley's Downtown has continued to distinguish itself as quaint and traditional outdoor shopping street area with a rich assortment of specialty stores and diverse restaurants. Outstanding work by the Business Improvement Association and the local Arts Community has kept the cultural heart alive and thriving with such outstanding seasonal events as the Langley Jazz Festival and the Community Days Parade in June, and the Arts Alive Festival in August.

Recent Efforts: Build on the strengths of the previous Downtown revitalization efforts



2.2 Plan Goals and Sustainable Principles

Goals

1. **Create a Sustainable Framework:** Ground the Downtown Master Plan in principles of sustainability that are practical and achievable in the short, medium and long term.
2. **Build on the Previous initiatives:** Expand on the work completed 1982, 1991, and 1996 in terms of downtown revitalization and enhancement.
3. **Include the Community:** Engage the community and build consensus for the Plan.
4. **Create a Clear Vision:** Define what Downtown is and could be in terms of its local importance and its role within the greater Langley community and Region;
5. **Create the Economic Basis for Future Planning:** Create a sound market and land economics basis for the Plan.
6. **Inform Other Initiatives:** The Downtown Master Plan will inform future city-wide planning as part of the Official Community Plan Design Guidelines and other related initiatives;
7. **Develop Supported and Informed Directions:** Create a clear and self-evident set of “Directions” that set a clear framework for development and programs implementation in the Downtown area;
8. **Conserve the Sense of Place:** Develop a plan that respects the special Downtown City of Langley character and enhance those unique characteristics;
9. **Think Broader and more Inclusive:** Approach the Downtown as part of the greater community surrounding Downtown;
10. **Ensure that the Recommendations are Economically Feasible:** Review directions and recommendations so that these are realistic and create an inviting context for improvement and growth; and
11. **Create a Practical and Achievable Implementation Strategy:** Deliver a set of actions that combine City resources with community commitment and partnerships in a fair and equitable manner.

Sustainable Principles

One of the key success factors for the downtown is that it will become a place where you can live, work, play, and learn as part of a complete community that is pedestrian oriented. The following sustainable guiding principles are further reinforced in the first section of the Design Guidelines in this Plan that explain in further detail some of the green and sustainable design features encouraged or required in implementation of new development or enhancements in the Downtown.

Economic

- Build on the unique strengths and successes of the Downtown
- Increase the housing opportunities in the downtown
- Expand the specialty shopping and services in the downtown
- Encourage desirable night time activities and programming

Social

- Expand and reinforce the community focus of the Downtown
- Integrate new development with existing form and character
- Encourage affordability through housing diversity
- Increase safety and security
- Program and design for 4 seasons

Environmental

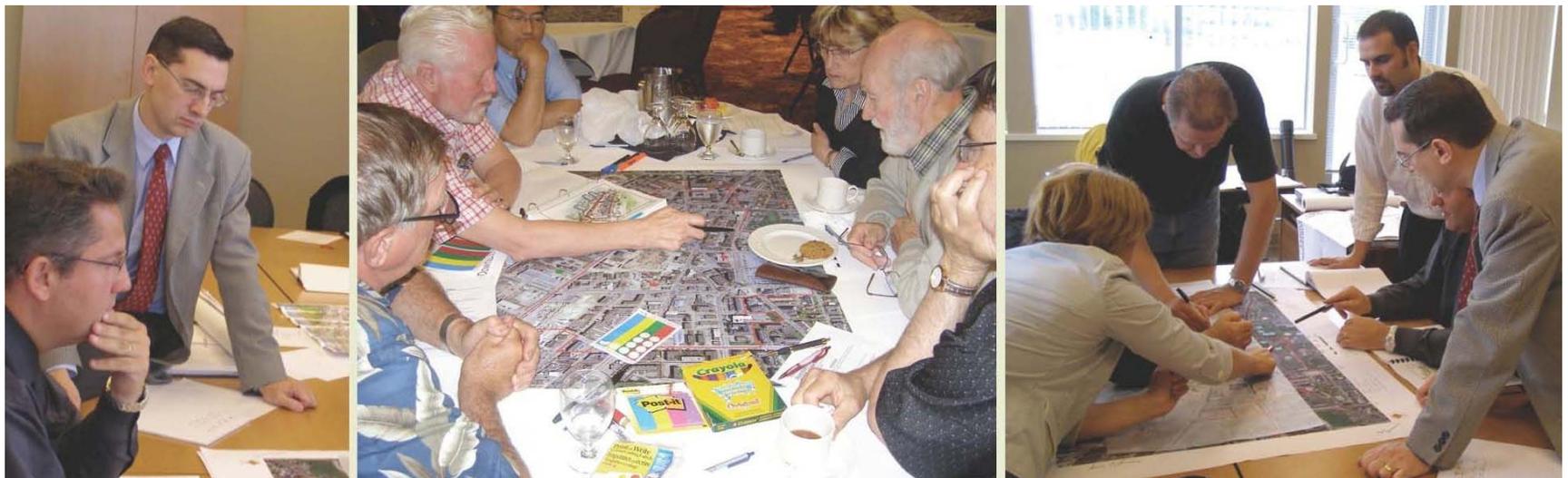
- Increase green in the Downtown area with trees, shrubs, and other vegetation that are native where feasible and use minimum water and maintenance where possible
- Increase pedestrian, bike and transit orientation
- Use environmental design best practices considering materials, waste, and solar orientation

2.4 Process

The plan process included a Public Ideas Workshop in the evening on May 24th 2007 that generated a variety of rich ideas, opportunities and constraints through some community mapping of values and associated discussions. The rich diversity of ideas are summarized in Appendix A. The Public Ideas Workshop was followed by an intensive 3-day “Design Charrette” from June 25th to 27th, where the consulting team worked closely with Staff to develop ideas, options, and alternative development strategies. A public presentation and discussion concluded the Design Charrette during the evening on June 27th. The ideas and overall Master Plan framework were very well received by Council and the public.

Over the summer, the consulting team refined the ideas through discussions and further analysis and research. This process evolved to a highly action-oriented Plan. The Plan’s focus is on actions in the short term including development promotion, incentives, and pilot projects.

The Draft Plan was then presented to Council for review in October 2007 with further refinements and a public presentation and discussion in November. The final Plan was approved in December 2007.



As a result of the public process and Design Charrette, the following innovative ideas, opportunities, and challenges emerged as a foundation for the Master Plan that follows in the next section.

- **LEADERSHIP IN RETAIL AND MIXED USE:** It is important that the City of Langley continues to enrich and attract new commercial office and retail uses as well as incorporate residential above commercial to generate an even more vibrant, attractive, and prosperous downtown;
- **CAPITALIZING ON DEVELOPMENT GAPS:** There are a number of site redevelopment opportunities in the downtown (See Special Design Districts) that provide significant opportunity for redevelopment;
- **CREATE A SOUND FOUNDATION BASED ON CREATIVE BUSINESS SENSE:** Elaborate and expand your retail strategy so that City of Langley's downtown continues to flourish and build on its past successes as a specialty retail and "one of a kind" retail experience;
- **BEGIN TO PURSUE THE ARTS AND CULTURE CENTRE IDEA:** Create an Arts and Culture program as part of the driving force behind the urban design plan;
- **THE PHYSICAL VISION:** Prospective developers need a physical vision of buildings, landscape, transit, and land use to get excited about and invest in the Downtown's potential. This physical vision has a better chance of attracting the best developers and incorporating a more sustainable pedestrian, transit, and biking orientation; and
- **FINISHING OFF THE "STRING OF PEARLS":** The new Downtown Plan will build on, enhance, and further extend the past landscape improvements and green walking and bicycle links to the Downtown so that there is an even richer and larger public realm.

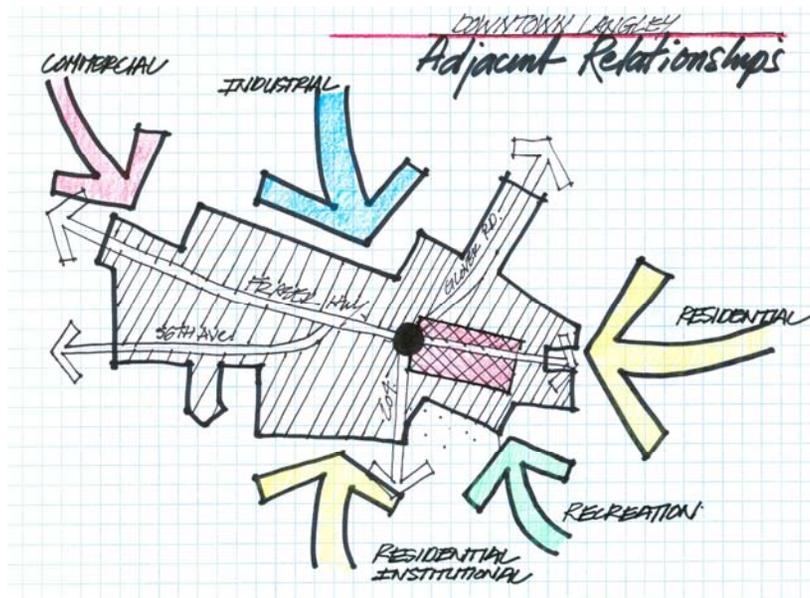
3.0 PLAN FRAMEWORK

In this section, Downtown Langley's physical, social and economic contexts are analysed in order to provide a background for the Downtown Master Plan.

3.1 Physical Analysis

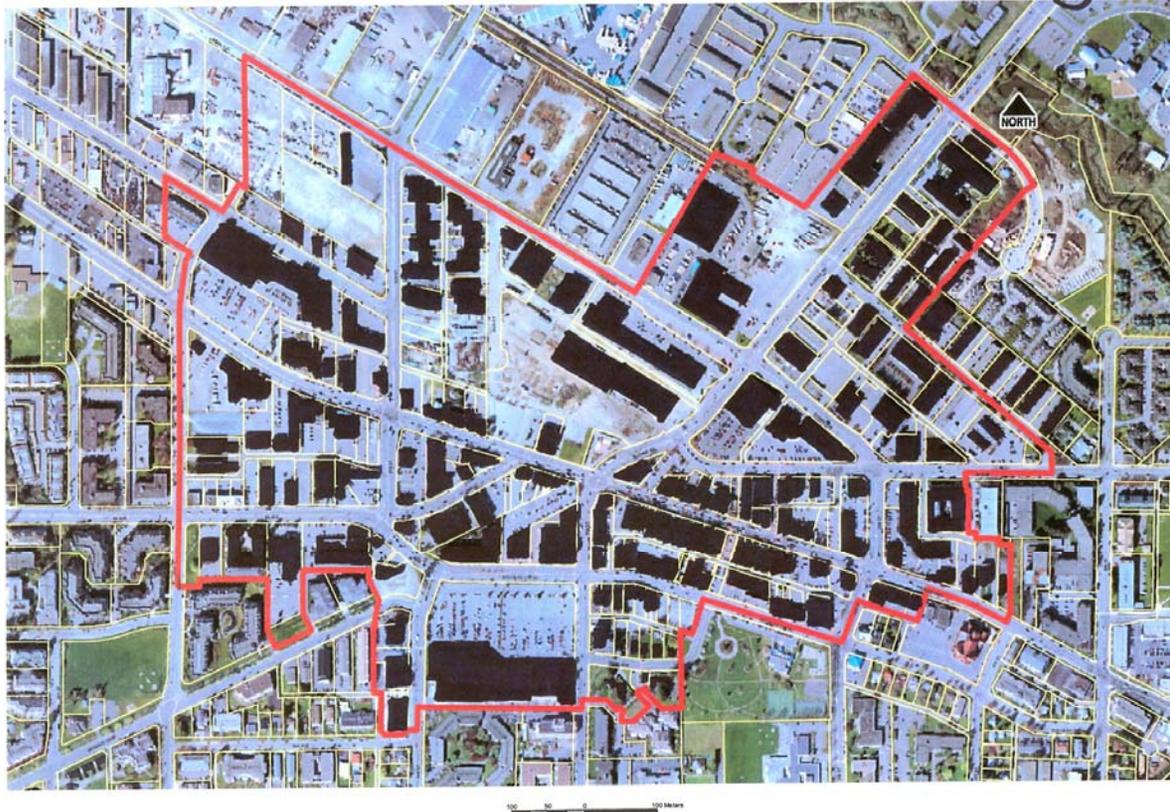
Langley's downtown includes and is surrounded by a diverse mix of land uses, including residential, commercial and industrial. Much of the land within the downtown is underutilized, providing a significant potential for redevelopment. Although parts of the downtown are successful and are recognized as such by residents, other parts have issues which must be dealt with if the area as a whole is to move forward.

Context – The Downtown is surrounded by a diverse set of land uses including industrial to the north, commercial to the west and north, residential to the east and south, and recreation/park uses to the southeast. The industrial uses to the north and the west commercial area provide the most redevelopment opportunity. The four storey residential character surrounding the south, southwest and southeast of the Downtown inform further redevelopment options and character along those edges. (see *Adjacent Relationships* below).



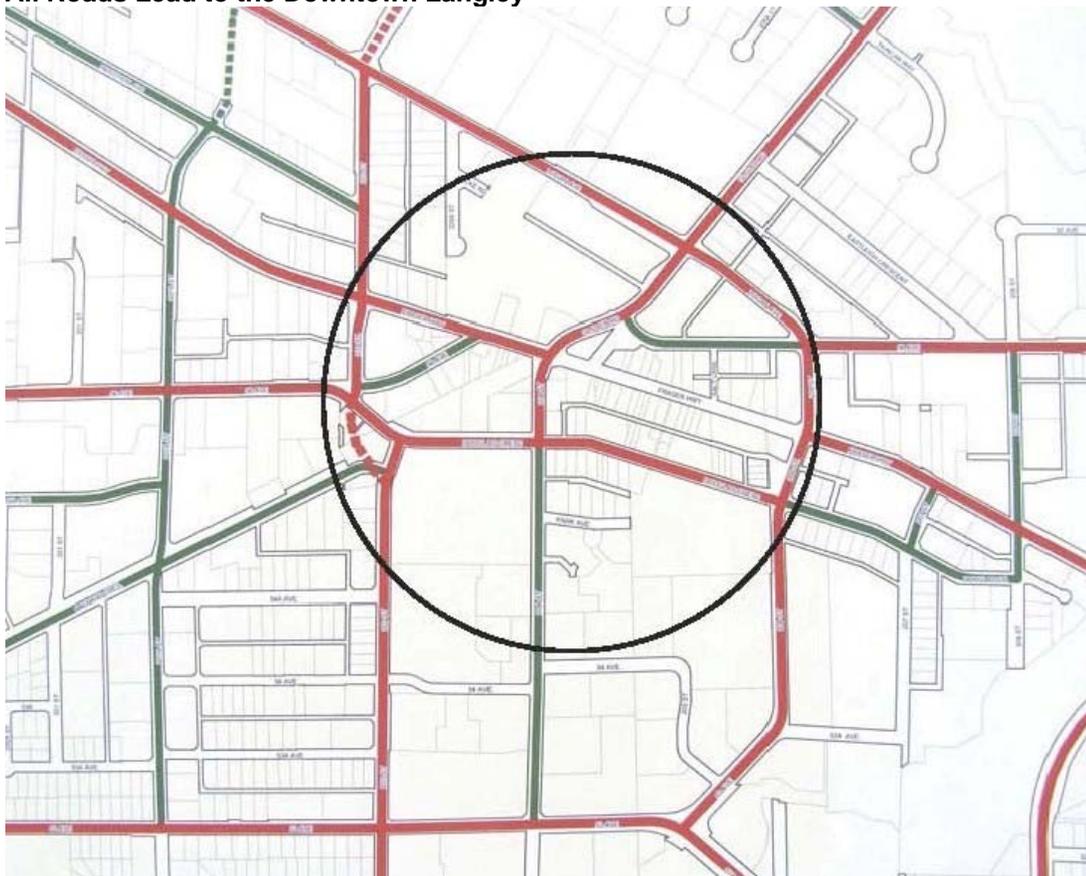
Underutilized Land Areas – The accompanying *Building Coverage* diagram below illustrates the underutilized nature of some of the lands outside the Downtown area. Much of this land is consumed by parking or by large industrial users. In some cases, these land parcels are grossly underutilized considering their proximity to Downtown and could serve more appropriate and highly desirable uses as residential and/or commercial. In some cases, more structured parking could retain convenient access and the number of parking spaces while introducing more compact mixed uses in the downtown core area.

Downtown Langley *BUILDING Coverage*

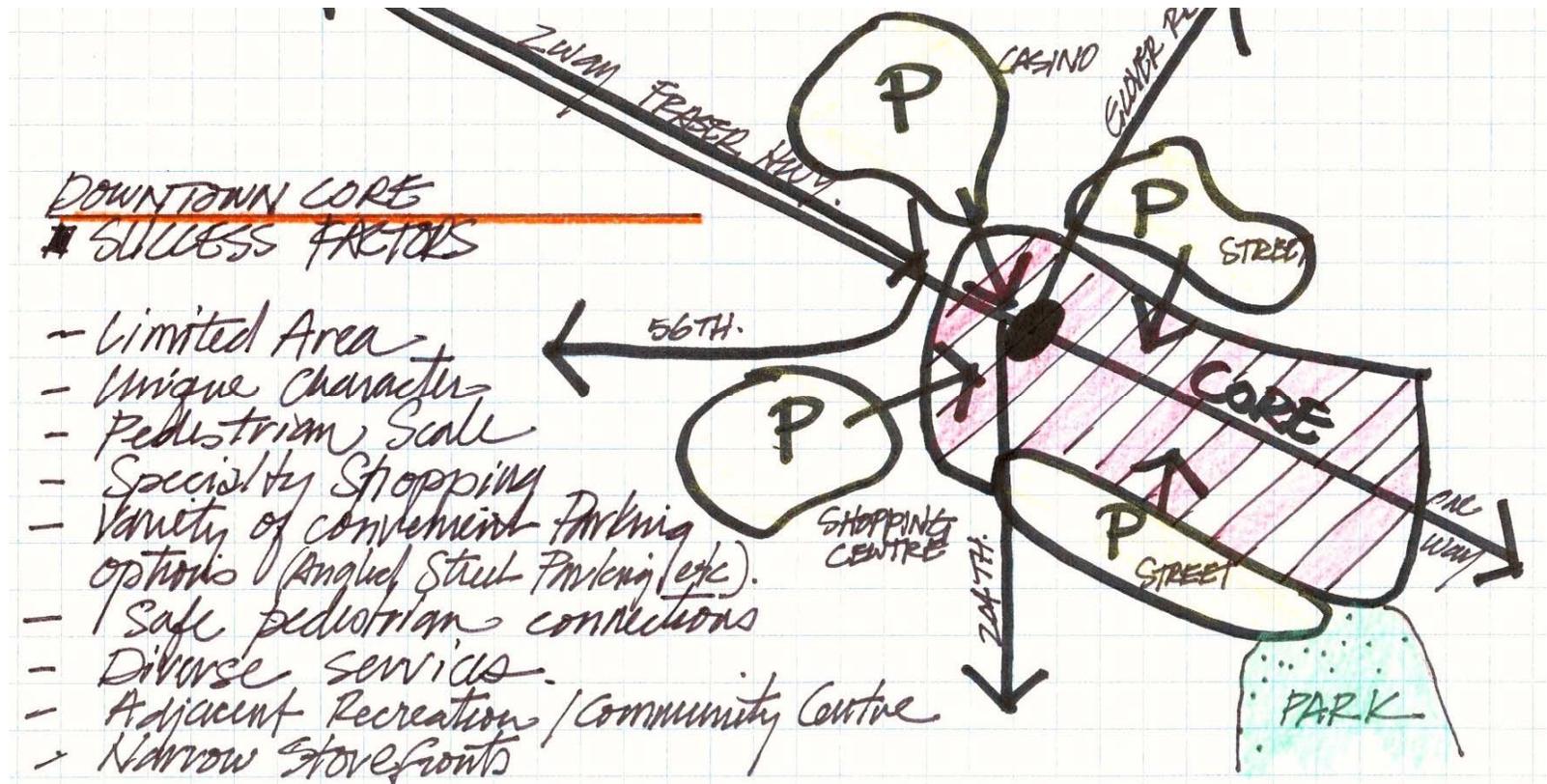


Transportation and Mobility – All roads lead to the City of Langley. The City is at the intersection of roads, rail, and transit and offers the significant opportunity to create a Transit Oriented Village that is supported by a variety of bus and light rail interurban transportation options in the medium to long term. In addition, a number of pedestrian and bikeway routes have been developed over the last decade and continue to evolve, making walking and biking easier and convenient. A major regional transit exchange is located at the corner of Glover Road and Logan Avenue along with a Greyhound Bus Station. Past transportation studies of the Downtown (1995) and The City Master Transportation Plan (2004) provide a sound basis to improve the Downtown and surrounding City in an efficient and sustainable way that focuses on a pedestrian and transit orientation especially in the Downtown.

All Roads Lead to the Downtown Langley



Success Factors of the Downtown Core – As illustrated on the *Core Functional Diagram* below specific characteristics have made the Core Retail area for Downtown Langley a continued success. These include its limited area, unique character, pedestrian scale, attractive streetscapes, specialty shopping, a variety of convenient parking options (street, lane, parking lots and structures), safe pedestrian connections, diverse services, adjacent recreation, and narrow/numerous storefronts. These characteristics informed the recommended urban design plan, policies, guidelines, and regulations.



3.2 Economic Analysis Overview

The population of the City of Langley increased by almost 5% from 1996 to 2001, gaining over 1,100 residents during that time. Statistics Canada reported that the population remained roughly constant between 2001 and 2006. (*see Appendix B: Economic Analysis for further details*)

The static population from 2001 to 2006 is contradicted by the total number of dwelling units in the City of Langley, which displayed strong growth during this period. Total number of dwellings increased from 10,343 in 2001 to 11,110 in 2006 or a 7% increase. From 1996 to 2001 the total number of dwelling units increased by 8%.

The strong increase in the number of dwelling units echoes the growth in all types of construction in the City of Langley. Institutional, industrial, commercial and residential building permit values all increased between 1996 and 2006. Building permit values can vary dramatically year to year, but the statistics display a recent increase in development as the last three years have seen the highest building permit values since 1994.

The manufacturing industry is the largest employer in the City of Langley. Proportionately, employment in the City of Langley is much higher in the areas of manufacturing / construction and retail trade / wholesale trade than in the province as a whole. The proportion of the City of Langley's labour force working in all other areas, including agriculture, business services, education and health care is less than in the province as a whole.

3.3 Residential Land Uses

Langley's downtown housing stock currently consists primarily of low-rise apartment buildings and row houses. In the future, higher density dwellings could be encouraged, contributing to other initiatives of the Downtown Master Plan by supporting local retail and service commercial establishments, office-based businesses, arts-related attractions, and transit routes.

Development Potential

If you build it, will they come? – The downtown areas of municipalities such as the City of Langley have seen increasing residential development pressure in recent years for several reasons. The erosion of housing affordability in central parts of large metropolitan areas has caused an increasing proportion of buyers to consider more peripheral locations. At the same time, the aging of the population has seen a growing number of baby boomers seeking smaller residences in well-served, central-city locations. The City of Langley has averaged almost 100 new occupied dwelling units per year in each of the last five years. The continuation of trends in housing affordability and demographic change, along with future improvements to the regional transportation infrastructure (Golden Ears Bridge, Port Mann Bridge, South of Fraser Perimeter Road) should cause the pace of residential development in the City of Langley to increase in the future. There is a solid market for new residences in downtown Langley.

What type of residential development should be allowed in the downtown? – Downtown Langley's housing stock currently consists of low-rise apartment buildings and row houses. The diverse and pedestrian-friendly Core Area offers residents easy access to municipal and commercial services, parks and public places, and regional transportation infrastructure. For a number of reasons it would be desirable for downtown residential density to increase in the future. An increased population would better support local businesses, proposed cultural facilities, and transit, contributing to the formation of a critical mass of size, economic activity and reputation in Langley's downtown. In addition, residential uses can fill in gaps in the urban fabric, connecting different land uses and occupying underutilized sites which can detract from the experience of being in and traveling through the city. For these reasons, medium- and high-density residential development should be promoted in the downtown, outside of the Core Area.

Is high density achievable? – The principles of land economics suggest that higher density developments should occur in areas of higher land value. Land values tend to be greatest at the centre of an urban area, and to decrease with distance from the centre. This effect may be moderate in the City of Langley due to its relatively small size and peripheral place within the Vancouver Census Metropolitan Area (CMA). High-density residential developments are undertaken only when demand (the buying price) exceeds construction costs.

In 2007 high-density concrete construction of 12 to 20 storeys is not considered to be financially viable within the City of Langley, given construction costs. This calculation incorporated the optimistic assumption of a \$400 per square foot sales price (based on recent high-rise sales in Surrey and Abbotsford). By comparison, medium density wood-frame developments with a concrete base / first floor are selling at prices of up to \$285 per square foot. Construction costs for wood-frame developments are much lower, and these developments are considered financially viable in the City of Langley at the current time.

Recommendations – Local population growth is expected to provide residential development pressure in downtown Langley in the short, medium and long terms. This development pressure should be harnessed and directed by the City rather than restricted, allowing the market to drive revitalization of the downtown. The market will determine whether development of high-rise residential towers will become feasible at some point in the future. In their lieu, relatively high-density residences can be constructed in the form of low- and mid-rise wood-frame buildings, which continue to be a viable and popular alternative to concrete construction in the Langley market.

Location and Phasing

In order to take full advantage of the synergies of residential and commercial development, new homes should be located with easy access to parks, retail districts, and public transit nodes. In the ideal scenario, residential intensification would occur first in close proximity to the Downtown Retail Core Area, spreading outward thereafter.

Phase 1 (Short Term: 1 to 5 years) – Residential intensification of the downtown area should be commenced as soon as possible, as increased local population will contribute to the other aspects of the Downtown Master Plan by supporting local retail and service commercial establishments, office-based businesses, arts-related attractions, and transit routes. Residential intensification can be encouraged in the short term by ensuring that all municipal bylaws are supportive of higher density infill and redevelopment projects in appropriate locations; and raising awareness of downtown Langley as a place to live (amongst both producers and consumers of housing) by preparing a Downtown Vision Package and proceeding with other aspects of this Downtown Master Plan.

Phase 2 (Medium Term: 5 to 10 years) and Phase 3 (Long Term: 10 to 20 years) – Residential intensification should be encouraged through the medium and long term. There is no shortage of opportunities for mid- to high-density residential development to be incorporated into the redevelopment of sites around the downtown area, sometimes in a mixed-use format. Certainly some high-density concrete construction would be desirable and will continue to be feasible in the long term.

Housing Diversity

Diversity of compact housing will be important in bringing more residents Downtown. There are a number of successful alternative housing forms already in or close to the Downtown Area.



3.4 Retail Land Uses

Retailing in the downtown should focus on destination specialty shops, food and convenience retailing, personal services and restaurants. The current distribution of retail should be focused into a set of three neighbourhood-serving centres and one destination “high street” located along Fraser Highway.

Development Potential

What kind of retailing should be promoted in downtown Langley? – The average Canadian spends nearly half of their annual disposable income on retail goods. These expenditures can be divided between department store type merchandise (DSTM) and food & convenience type merchandise (FCTM). People are generally willing to travel a longer distance for products and services that they purchase less frequently. Similarly, for items that are purchased more frequently, such as fresh food, newspapers, various health and beauty aids, and many services, convenience is important. Thus, while FCTM retailers, personal services and restaurants tend to draw their customers from the local market, DSTM retailers tend to cluster in large region-serving centres that attract customers from farther afield.

Downtown Langley is located just southeast of a major regional retail agglomeration which includes well over 5.3 million ft.² of commercial floor area, including centres such as Willowbrook Shopping Center, Langley Power Center, Costco, Wal-Mart, and Home Depot. With such a large concentration of retail space at its doorstep, Downtown Langley cannot compete on the same footing (i.e. selection and price). Instead, Downtown Langley can use the presence of the Willowbrook node to its advantage by distinguishing itself and emphasizing its advantages. Much as a shopping mall uses large stores to attract shoppers, who then patronize other shops and services, the Willowbrook node could act as an anchor to attract and retain shopping dollars in the area. Downtown Langley, in turn, must be complementary and non-competitive. The best way to do this is to offer a unique merchandise mix and or shopping experience. The downtown should thus focus on particular retail niches: arts and culture theme, destination specialty shops; food and convenience retail outlets such as supermarkets and corner stores; and service commercial establishments such as restaurants, video stores and hair salons.

How much retail floor space should be permitted? – As the nearby Willowbrook retail node captures the bulk of local spending on non-FCTM, as well as most incoming shopping trips from a broader trade area, downtown Langley retailing (outside of the core area) should be focused on local-serving retail and service commercial niches. Therefore, the amount of retail floor space warranted in downtown Langley is primarily a function of the downtown population.

At the current Downtown population level, expansion of retail floor area is not advisable, as it could compromise existing uses in the Core Area. The retail sector should be focused and strengthened through the redevelopment to other uses of underproductive retail spaces outside of designated districts. This would improve the productivity of existing retail space in designated areas, and set the stage for retail expansion in those areas. Eventual expansion within designated retail areas would be dependant on increased market size resulting from residential intensification in the local market and possibly an increase in potential customers visiting the area in relation to other planned activities (e.g. casino, arts & cultural attractions).

Designation of retail districts should reflect the above discussion of retail potential. FCTM retailing should be focused in a series of neighbourhood-serving centres and evenly distributed in the downtown to best serve the residential population. The Downtown Core Area, on the other hand, is currently an attractive and functionally unique area of restaurants, independent boutique retailers, arts and culture establishments

and destination household furnishings stores. It should be further molded into a destination high street which can attract a small regional trade provided it has appropriate parking, marketing, and quality of shopping experience.

How can Business be retained and attracted? – The most effective way to ensure the long-term retention and attraction of a business to the downtown area of Langley is seeing an increase in the amount of money spent locally. Three ways to increase spending are 1) increase the size of the trade area, 2) attract more spending from people within the trade area, and 3) increase the population within the trade area. Increasing the size of the trade area would require attracting people to Downtown Langley that don't already shop there, by offering a wider variety of destination products that they cannot or do not want to access near their home. Attracting more spending from people currently living in the trade area is a function of the critical mass of commercial opportunities in the downtown area relative to the local competition.

Recommendations – Retail uses in Downtown Langley should be focused into a nodal pattern of convenience retail and services, and a destination retail centre in the Core Area. Expansion should be conditional upon local population growth or success in attracting additional shopping dollars from outside of the local market. Proximity to the Willowbrook Shopping Centre node should be leveraged through the luring of long distance customers to the Core Area through marketing, shuttles, and additional parking.

McBurney Lane as one of the Retail Nodes

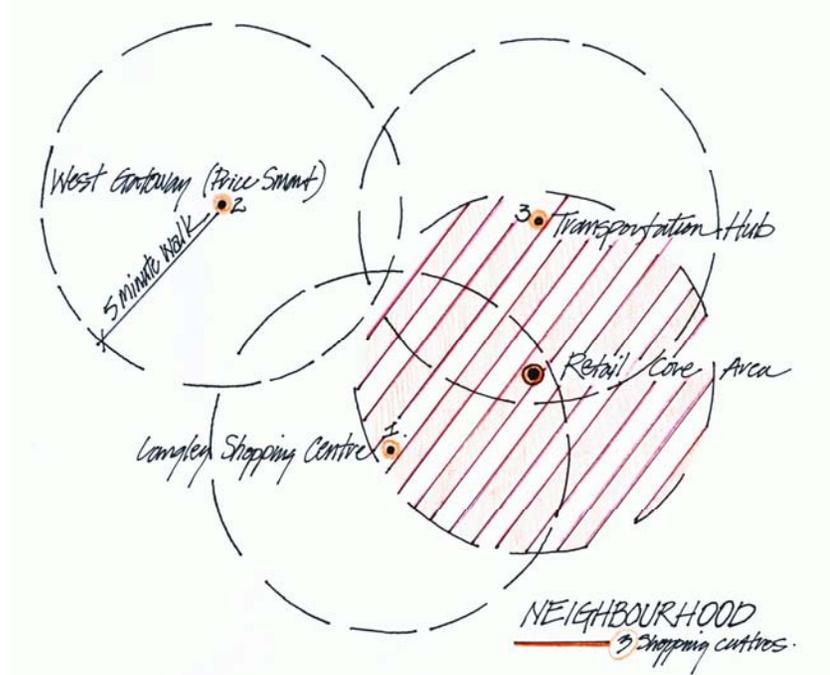


Arts and Culture Potential Theme



Location and Phasing

Neighborhood shopping centres should be distributed so as to best serve the residential population. Centres already exist in the west and the south of downtown Langley. These should be maintained. In the NE of the downtown, a third neighbourhood centre should be created from the consolidation of retail potential transferred from the redevelopment of various sites currently housing underproductive retail. The destination retail centre should be focused entirely in the Downtown Core Area, which is located along Fraser Highway between 204th Street and 206th Street.



Phase 1 (Short Term: 1 to 5 years) – In the short term, the stage should be set to promote and support future market-driven change. Focus should be on the consolidation of current retail space into the discrete distribution described above. Bylaws should be changed to allow redevelopment to other uses of underproductive retail sites in the downtown. The long-term vision for the four downtown retail nodes should be elaborated and presented to the development industry and the public.

Phase 2 (Medium Term: 5 to 10 years) – Changes in the retail sector should be monitored closely. Consolidation of downtown retail floor space into the four designated nodes should occur through redevelopment. If there is significant population growth in the local market, or if the Downtown Retail Core Area is successful in drawing additional destination shoppers, selective additions to the retail inventory may be made as appropriate within designated nodes.

Phase 3 (Long Term: 10 to 30 years) – In the long term, the approach should follow from Phase 2. By monitoring vacancy and lease rates in the four designated downtown retail nodes, selective additions to the retail inventory can be made at the appropriate time, thereby adding to the critical mass of downtown Langley without hurting existing retailers.

3.5 Office Land Uses

Large-scale office development will probably not occur in downtown Langley in the next decade under existing conditions. In the interim, small office-based services should be attracted to downtown retail areas, and appropriate land should be reserved for future potential office development.

Development Potential

Is there demand for office space in downtown Langley? – The development of a large amount of office space in downtown Langley is not currently market supported. Corporate office space tends to be distributed unevenly, usually concentrating in urban centres and at highly accessible suburban crossroads. Even with the potential for a future transit hub, downtown Langley is unlikely to be competitive with more accessible locations (such as on 200th St between 80th Ave. and Highway 1) in the attraction and retention of large office tenants.

There is, however, potential for smaller office uses to be incorporated into the retail framework described above. A variety of office-based services cater to the needs of local communities in conjunction with food and convenience retailers and restaurants. These include the offices of lawyers, doctors and dentists, notary publics, insurance agents, investment advisors and the like. Offices such as these generally occupy less accessible spaces in retail districts, including the second floor of retail-at-grade buildings in Main Street type centres. Offices such as these have the potential for inclusion in commercial nodes in Downtown Langley.

Recommendations – Development of more significant office properties in Downtown Langley may become viable in the long term after significant residential densification, improvements in accessibility, and the development of a downtown arts/cultural concentration.

Location and Phasing

Phase 1 (Short Term: 1 to 5 years) and Phase 2 (Medium Term: 5 to 10 years) – Attraction of large-scale office uses to the downtown is unlikely. However, a small number of parcels within the downtown should be reserved for potential future office development. These parcels should have good accessibility via transit and highways, but should not include lands that are ideal for retail, or mixed-use residential development, which is almost certain to occur before any office-based developments.

Phase 3 (Long Term: 10 to 20 years) – The attraction of office uses should be pursued after the population of downtown Langley has increased through intensification, and the Downtown Core Area has matured into a successful destination shopping / leisure & entertainment venue. Once the downtown has developed a widespread reputation as a place to live, work and play, and has supportive transit and other services, office uses are more likely to locate there. Office uses, in turn, will provide additional ridership for transit, customers for retail / service commercial outlets and residents for apartments and condominiums, contributing to the formation of a more complete community.

Residents Views of the Downtown

“Attitudes toward the City of Langley’s Downtown are predominantly positive, particularly when it comes to cleanliness, signage, and range of shopping. Slightly lower scores seen for parking, vibrancy, and safety.”

-IPSOS Reid Public Affairs
Report, 2007, page 20



3.6 Public Perception

Residents’ Views of the Downtown – In June 2007, a telephone survey was completed by IPSOS Reid Public Affairs that included specific questions about the Downtown. In total, 600 interviews were conducted randomly of the City of Langley residents aged 16 years or older. The margin of error (19 times out of 20) was +/- 4.0%.

The Citizens’ overall impressions of the Downtown area are favourable but there is obviously room for improvement that was exhibited in our workshops and discussions with residents. Specific areas outside the Downtown Core area have undesirable activities or are in a bad state of repair or neglect. These areas west of the core offer opportunities for enhancement or redevelopment. Affordability and inclusiveness are part of the revitalization intentions.

4.0 URBAN DESIGN PLAN

4.1 Overview and “3 C” Approach

The Downtown Langley “3 C” approach was developed to build on its previous successes and special qualities. It sets a foundation for the Urban Design Plan that follows:

- **Concentrate** commercial uses, residential uses, specialty uses, and arts & culture in the Downtown area;
- **Connect** the Downtown area to the rest of the surrounding community by a comprehensive transit, pedestrian, bicycle, vehicle, and road network; and
- **Complement** the existing character with appropriate intensification that fits and respects Langley’s Downtown unique scale while adding a new performing arts and culture centre, children’s museum, more residential mixed use development, street enhancements and an expanded Transit Hub.

This Urban Design Plan is divided into four parts:

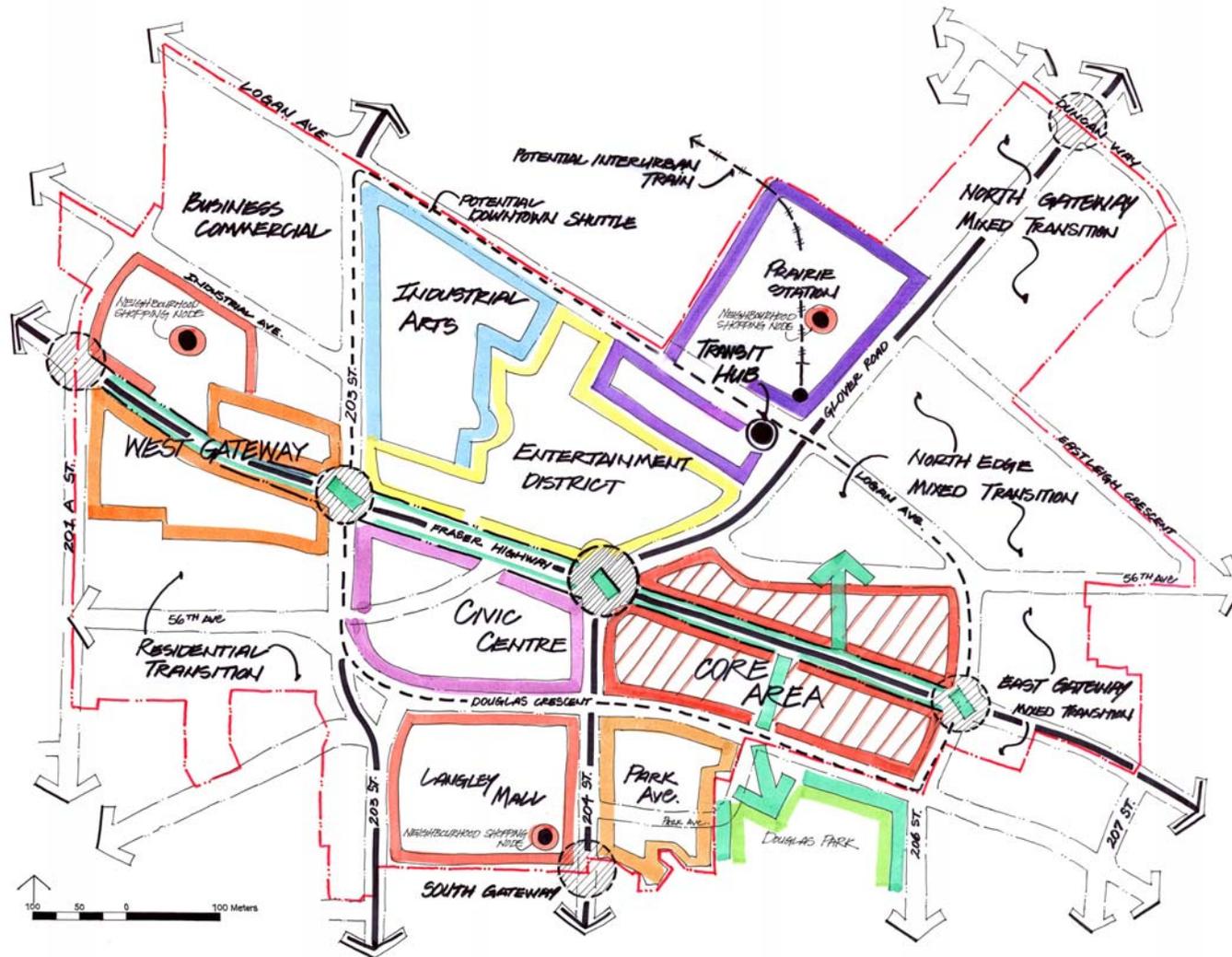
- The first part begins with **Urban Design Principles** that create clear “end” results for the plan that can be used in the future to measure its success;
- The second part explains the **Urban Design Concept Plan** that includes the major physical framework and 8 Special Design Districts;
- The third section outlines the **Mobility Plan** (transit, pedestrian, bicycle, and vehicle) or how people can move around easier; and
- The final fourth section describes the **Land Use and Growth Concept Plan** and includes types of land uses, and density provisions.

4.2 Urban Design Principles

- **Respect Existing Uses:** Support the retention of existing uses in the transformation so that they can grow and prosper in cooperation with new residential uses and support commercial uses;
- **Create a Complete Neighbourhood:** Build a compact and efficient neighbourhood where residents can live, work, shop, and play;
- **Minimize Impacts of Redevelopment:** Respect the adjoining neighbourhoods in sensitive redevelopment that contributes green space and amenities while providing appropriate built form;
- **Connect to Context:** Encourage a variety of transportation networks with reduced emphasis on the automobile (greenways, bike routes, transit, and facilities) to the adjoining areas;
- **Integrate Housing Diversity and Innovation:** Encourage the provision of a variety of housing units to provide more housing choice, while supporting new types of housing that expand the possibilities of home ownership and affordability;
- **Retain Heritage Assets:** Encourage the adaptive reuse of important heritage assets;
- **Maximize Environmental Sensitivity:** Develop a coordinated beautification and redevelopment program that inspires a “Super Natural Street” program, that focuses on bringing back nature to the City;
- **Maximize Green and the quality of Streetscape:** Improve the streetscapes, and encourage the greening of roofs and terraces of new developments, especially at the lower stories to transform the current look from gray to green;
- **Provide Safe and Social Public Places:** Encourage the development of public places along the street for neighbourhood gathering and interaction along with street oriented residential units to improve the surveillance of these areas;
- **Create Enduring Value:** Ensure that public and private investment in public infrastructure is well-planned to gain maximum value especially for public safety and amenity in the area; and
- **Invite Local Participation:** Create the sense of local ownership of the Plan by inviting participation in the creation of the public spaces and places including the suggested pilot projects.

4.3 Urban Design Concept Plan

The Urban Design Concept Plan outlines the important physical components and Special Design Districts that will shape the Downtown landscape. The following summarizes each of the key components and are illustrated in the accompanying Plan.



A. **Gateways:** There are 4 primary gateways or entrances to the Downtown area. The four gateways are as follows:

1. North Gateway: Glover Road at Douglas Way;
2. South Gateway: 204th Street just below Park Avenue;
3. West Gateway: 201 A Street at Fraser Highway; and
4. East Gateway: 207th Street at Fraser Highway.

These gateways will define the entrances and exits from the Downtown area. They symbolize entering the core area of the City and should have special definition that is recognizable. A “signature” sign on both or one side of the street, highlighted by special lighting and planting is recommended and could be part of an extension from the sidewalk into the roadway, similar to a parking or crosswalk bulge. Alternatively, the sign could be in the sidewalk area but this approach limits the definition and emphasis as a true gateway where you pass through from one place into another.

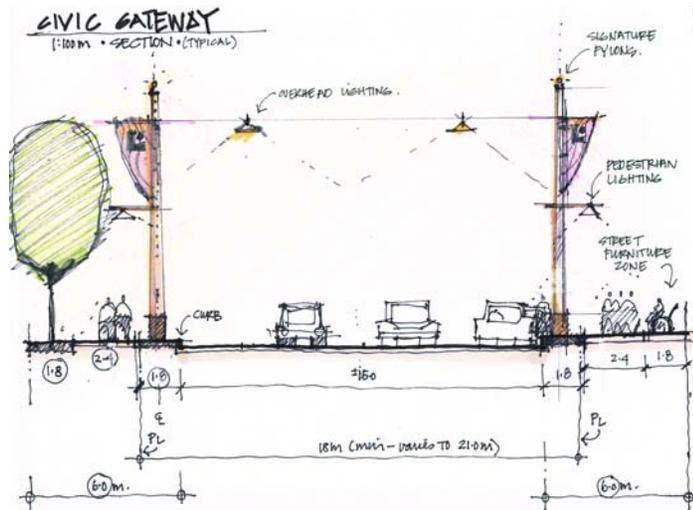
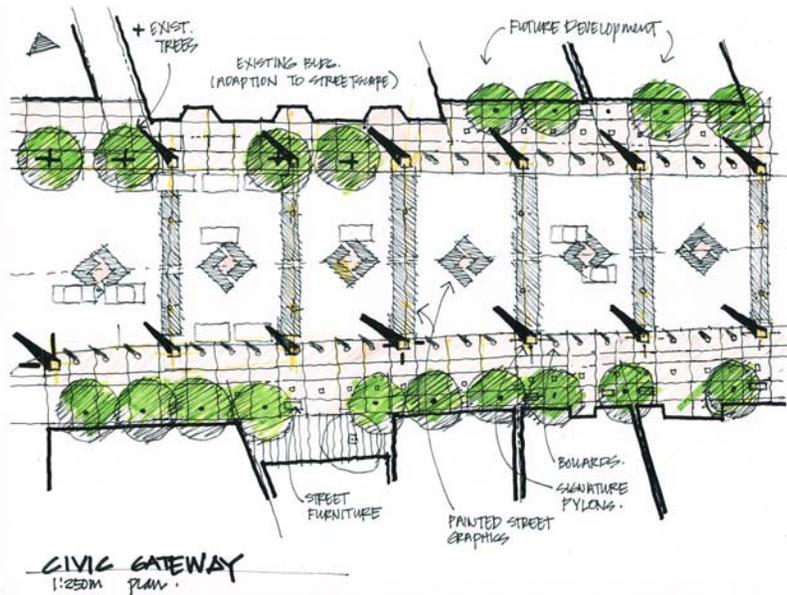
B. **Nodes:** There are 4 activity nodes proposed for the downtown that each concentrate around retail concentrations an overall arts and culture theme. In three cases, a prominent grocery store is or could be the node’s anchor, while the fourth is the existing Retail Core Area centre. The importance of the nodes is to concentrate retail and office uses in specific area to promote convenient walking distance and success as each area will have a concentration of uses that can be supported by the local population. The 4 activity nodes are:

1. Retail Core area: Centred on McBurney Lane and Fraser Highway specialty retail and adjacent offices;
2. Langley Shopping Centre: The IGA MarketPlace grocery store and associated retail/office uses;
3. West Gateway: The Price Smart grocery store and associated retail/office uses; and
4. North Transit Hub: This is a proposed new grocery store and associate retail/office uses supporting the active transit hub uses including the regional bus Transit Exchange, Greyhound Bus Terminal, and a proposed concept for an “Interurban GOTrain” that will link municipalities. A free Trolley system is also proposed and further discussed in the Mobility Plan that could transform into a Street Car loop (see Urban Design Concept Plan red dashed line) over the longer term.

C. **Corridors:** There are 5 major street corridors in the Downtown area that should be revitalized over the short to medium term.

These corridors include: 1. West, Central, and East Fraser Highway; 2. Douglas Crescent; 3. Glover Road/204th Street; 4. 203rd Street; and 5. Logan Avenue.

The challenges is that majority of these streets are classified as “Arterial” routes and therefore currently focus on the efficient movement of vehicles through and around the Downtown area. To facilitate a transition to a more pedestrian-orientated Downtown area, it is recommended that a pilot street renewal program be initiated focusing on the West and Central sections of Fraser Highway to convert those into walking boulevards using the side setbacks and street right-of-way without significantly compromising the vehicular flow. In this way, through road improvements, observation, and experimentation, the Downtown’s 5 Corridors can be improved for walking and strolling with a marked difference to surrounding street sections. These street improvements can be incorporated into the redevelopment of the West Gateway Boulevard (West section of Fraser Highway) and Civic Gateway (Central section of Fraser Highway) that are described in further detail on the following pages.

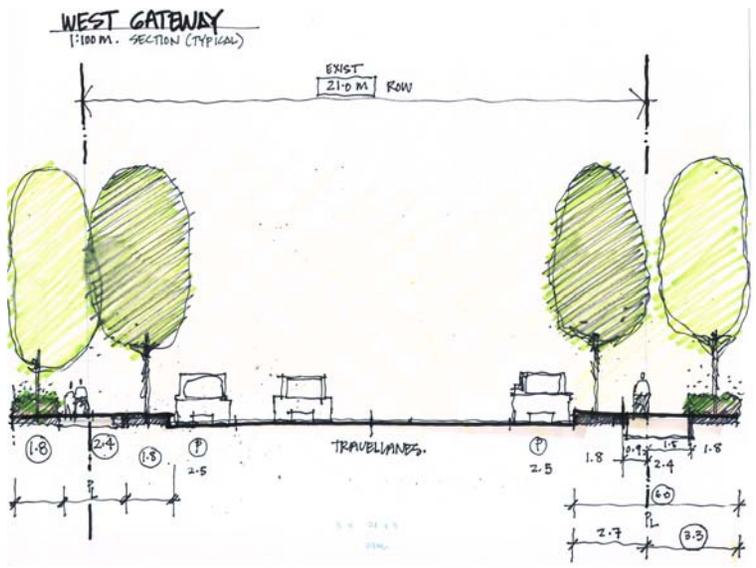
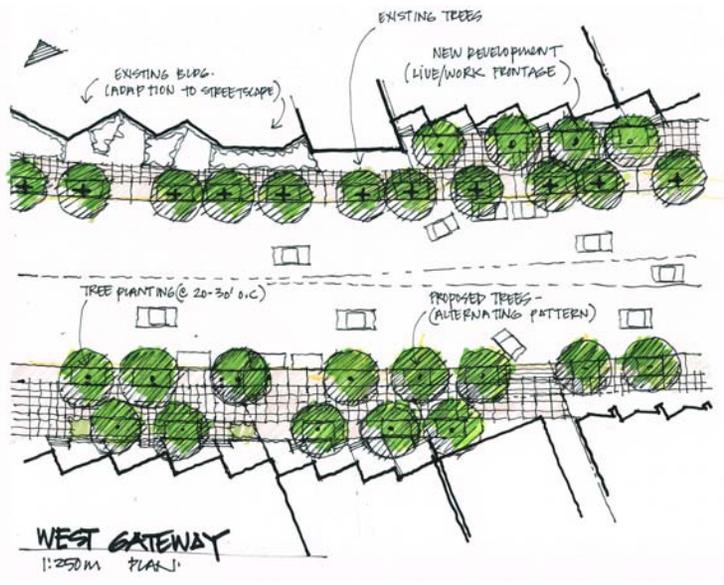


Civic Gateway along Fraser Highway: The Civic Gateway is located between 204th Street (Glover Road) on the east and 203rd Street on the West.

As part of the Civic Precinct, there is significant opportunity to redevelop this street section as a grand entrance to the Downtown Core Area and the new Arts and Culture Centre recommended for the corner of 204th Street and Fraser Highway. A generous sidewalk area of 6 meters provides ample room for street trees, street furniture, and pedestrian activities.

The memorable elements of this street section could include:

- Sculptural pylons that would incorporate banners and lighting that could extend overhead onto the street;
- Secondary pedestrian lighting could be connected to the pylons to light the sidewalks;
- Significant street trees could embellish this area on both sides of the street;
- Lower bollards could separate the street from the sidewalk activity;
- A special street furniture zone along the east side as part of the Civic Centre could increase seating in the area; and
- Special street paving or imprints in the sidewalks and the roadway could reinforce the ceremonial character of this street section.



West Gateway along Fraser Highway: This area entering the Downtown, from 201A Street to 203rd Street also offers significant enhancement potential. As an extension of the Civic Centre Gateway, this street section could be a pedestrian promenade bordered by a double row of street trees where possible. Again, a generous 6 meter sidewalk zone on each side of the street will offer a comfortable walking environment in the Downtown area.

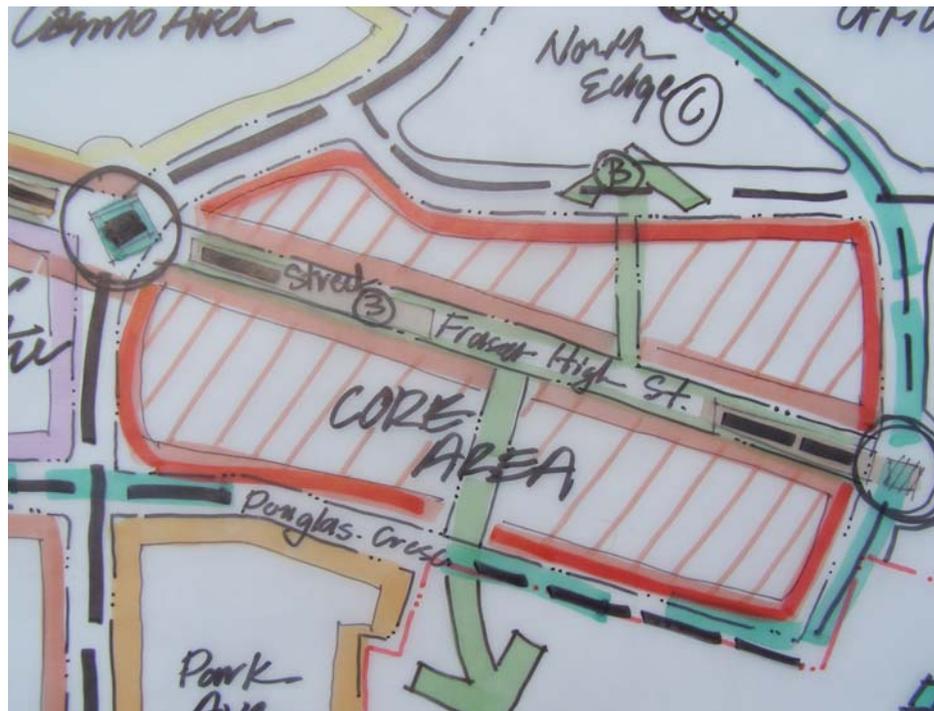
Additional trees could be added where possible in an alternating pattern to create a green street environment yet respect the limited planting space.

The overall concept is to create a framed boulevard as you enter Downtown Langley as an extension, but contrasting streetscape, to the Civic Centre area.

D. Detailed Development Plan Illustration and Design Districts:



1. **Core Area:** The Core Area between 204th and 208th Streets forms the traditional shopping main street in the City of Langley. This area could be enhanced by:
 - Mixed use low rise residential development above retail frontage to 4 stories;
 - Two parking structures could be integrated on the north and south side of the street in the longer term to provide convenient parking for residents and businesses. The concept is to increase positive activity day and night. Take advantage of all the convenient services;
 - A specialty retail and arts and culture theme will build on the successes of the past and has a unique attractions in the lower mainland complemented a rich assortment of restaurants;
 - Increase pedestrian linkages north and south;
 - Improve and update signage and streetscape as appropriate;
 - Designate staff parking areas off of Fraser Highway to maximize access for customers;
 - Introduce a McBurney Lane weekly outdoor market;
 - Retain and expand annual events; and
 - Retain angled parking along the street.



The Core



- *maintain scale & character*
- *Enhancing “McBurney Lane” - structured parking, weekly market*
- *infill with some “loft” type studios in behind*
- *Market specialty shops and “art”, maintain a diversity of multi cultural restaurants*
- *designate “staff” parking areas off the main street*
- *introduce McBurney weekly outdoor market*
- *retain successful street events such as “Arts Alive” and “Jazz and other summer festivals”*



The Core - Douglas Cres.

- *Mixed Use Infill*



2. **Civic Precinct:** The existing Civic area will expand northward adding a distinguished Arts and Culture Centre to the north end of the existing City Hall/Library complex. This expansion will strengthen the civic function through greater visibility along Fraser Highway and the concentration of facilities. A series of pedestrian outdoor plazas and gathering areas will also provide an anchor and grand introduction to the enhanced Core Area. A parking structure will be integrated into the rear area of the Arts Centre to provide convenient civic and other parking for visitors to the area. The Arts and Cultural Centre will complement and add significant dimension to the arts and culture theme of the central shopping area. The facility will also be another community facility with additional meeting rooms to support arts and cultural education and expansion. This Special Design District will include:
- A major Arts and Culture Centre (size to be determined);
 - A public parking structure to complement and expand public parking in the Downtown Area;
 - Community meeting space;
 - Outdoor and indoor space for display and special events;
 - Plazas and outdoor meeting areas for the public to enjoy Langley' Downtown;
 - Potential for a Civic Museum or Museum of Innovation; and
 - Hotel and Office uses will be encouraged along 56th Avenue west of the site between Fraser Highway and 203th Street.

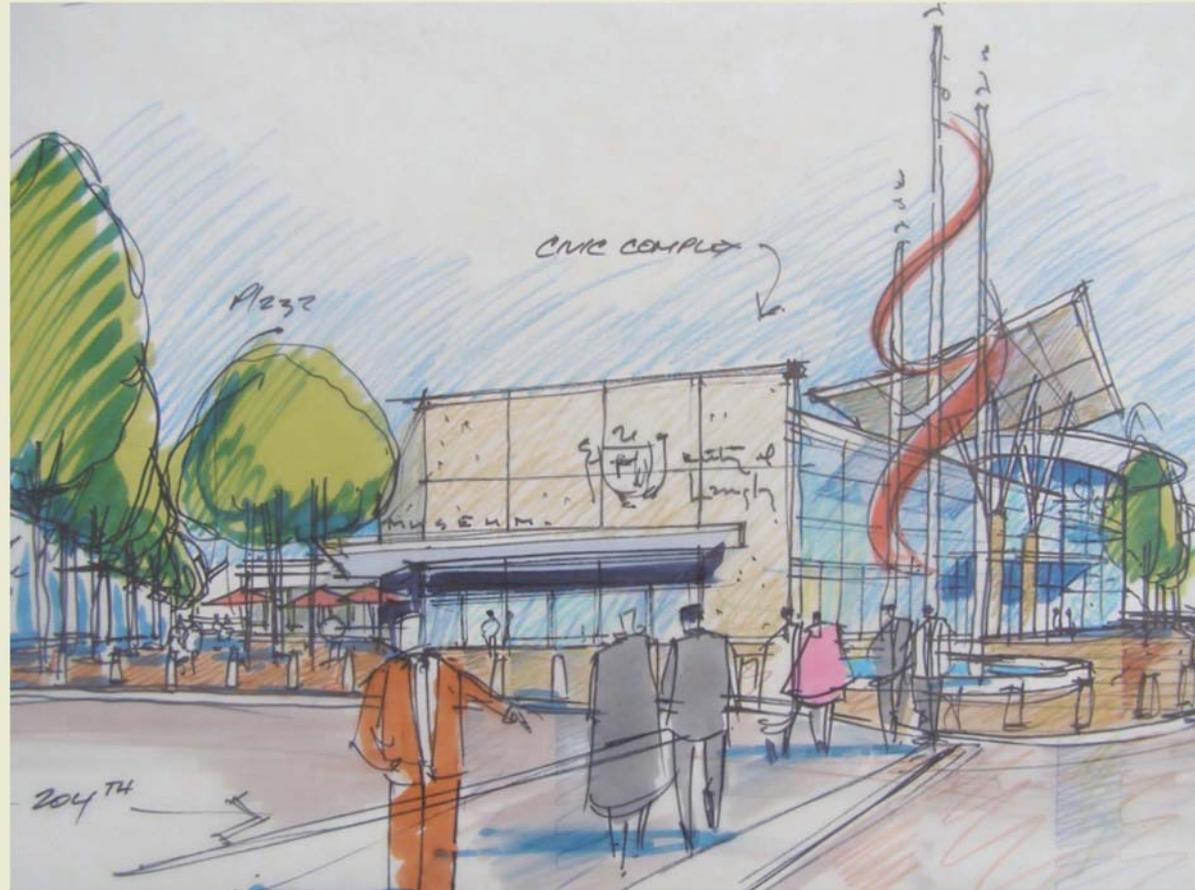
Civic Precinct: Potential view looking east along Fraser Highway



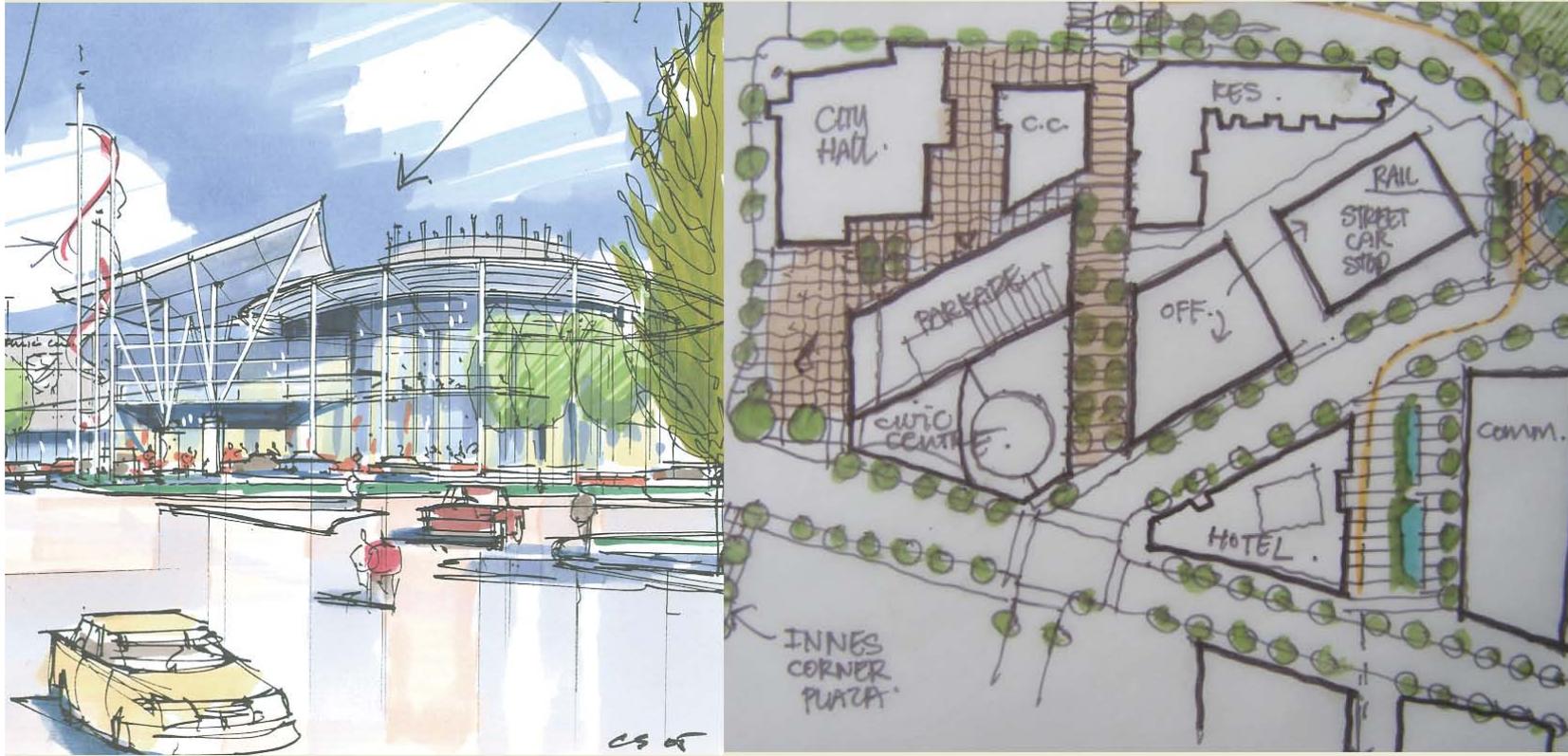


Civic Precinct

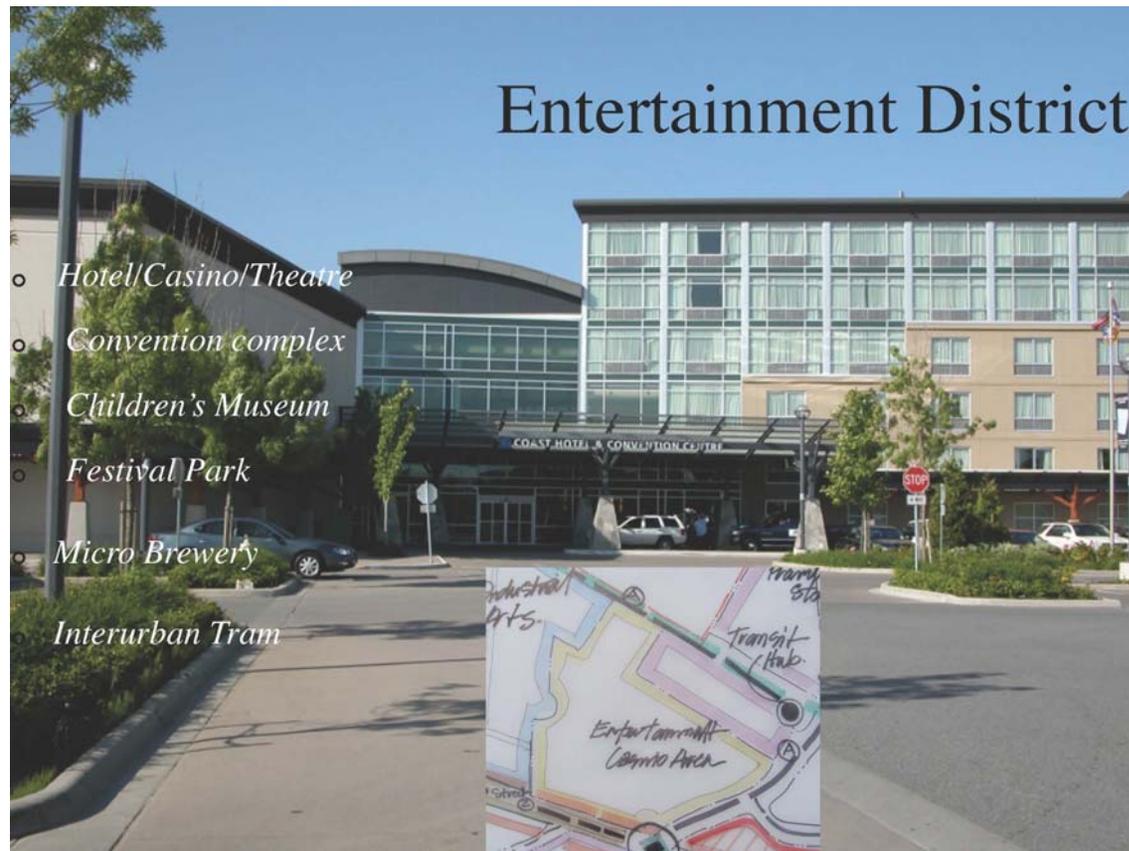
- *Arts and Cultural Centre as entry focal point and orientation for the downtown*
- *New Langley museum of "Innovation"*
- *New Parkade and easy pedestrian connection to city centre*
- *Strengthen civic function through greater visibility and concentration of facilities*



Civic Precinct



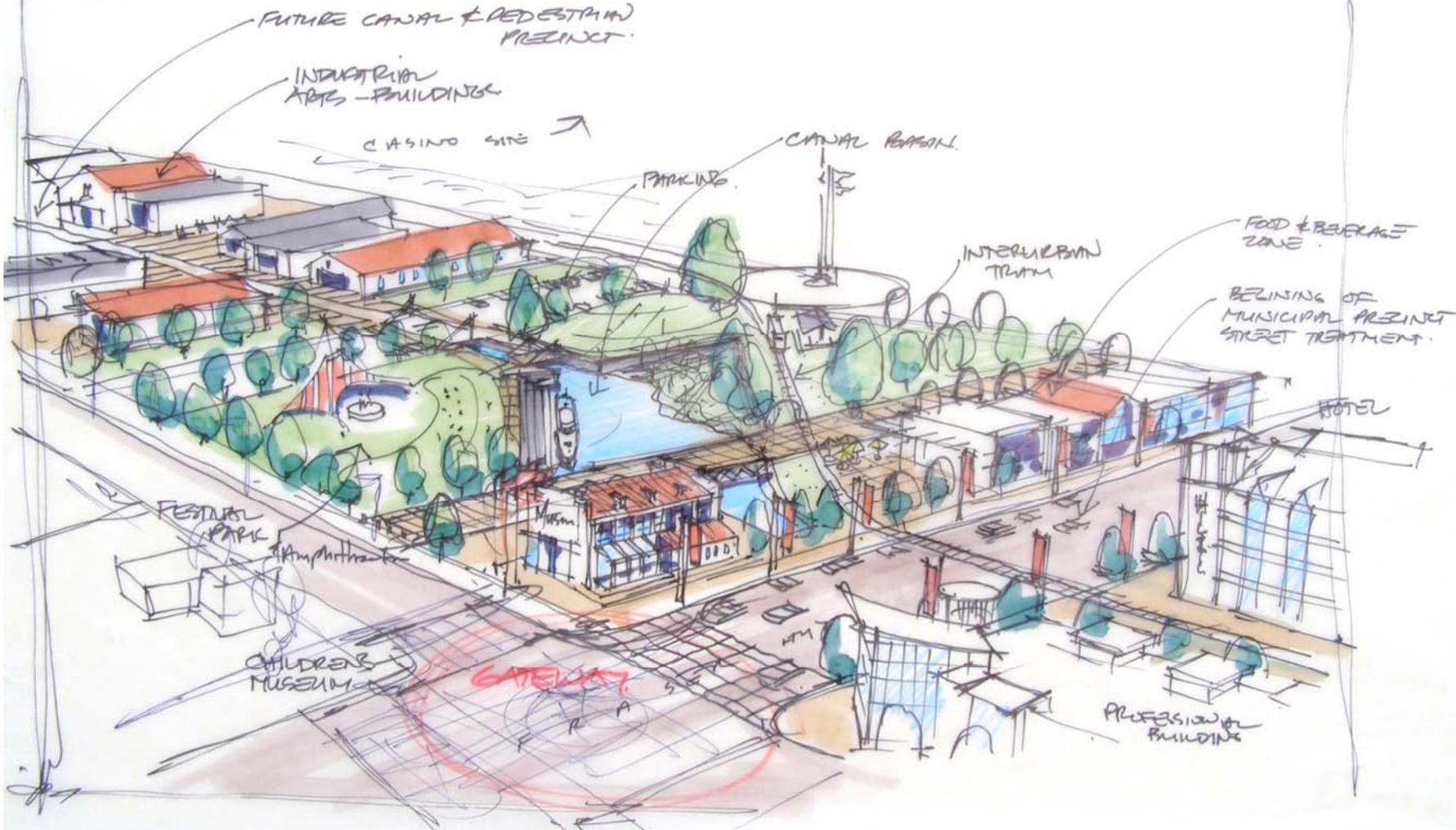
3. **Entertainment District:** The Entertainment District will be anchored by the existing Cascades Casino and the Coast Hotel & Convention Centre with their significant surface and structured parking facility. This area has potential to further fill in along Glover Road and Fraser Highway with related facilities and further structured parking to support further visitors. In addition, the major planned park and Children's Museum on the western edge with complement the more adult-oriented activities on the property to create a family oriented entertainment area in total. The area will consist of :
- Casino;
 - Convention Centre and Hotel;
 - Parking on surface and structured; and
 - Potential restaurant, brew/pub and related active uses along Glover Road and Fraser Highway.



4. **Festival Park and Industrial Arts District:** This special design district extends entertainment and community uses west of the Entertainment District and extends that character with active street front uses like restaurant, kids retail, and a possible brew pub to complement an existing use. The significant anchor use will be a Children’s Museum on a major “Festival Park” reflecting its industrial roots. An exciting and animating park program will introduce another park to the downtown to complement residential growth in the area. In addition, the area in behind could evolve into an “Granville Island” Industrial Arts District that encourages start-up and incubator businesses that fabricate and sell their products on the premises. The back lane could transform into a mews like active street that extends off of the community park. The feasibility of this theme will have to be pursued with the existing owners and gain a cooperative momentum to be realized. This special design district will include:
- A Children’s Museum including an interactive science exhibit, a walk through Langley history, and an “experience the future” exhibit;
 - A major community park – “Festival Park”- that could have an industrial adventure playground theme reflecting its roots and major outdoor amphitheatre/band shell for festivities and performances;
 - Restaurants and retail along Fraser Highway to support the kid’s theme; and
 - Behind and to the north a potential “Industrial Arts” mews type redevelopment including incubator businesses, artisans, and industrial fabricators;
 - A potential canal and canal basin as a major water feature for Festival Park and link to the Industrial Arts uses to the north; and
 - A complementary brew pub/microbrewery fronting on Fraser Highway.

GATEWAY TO MUNICIPAL ZONES

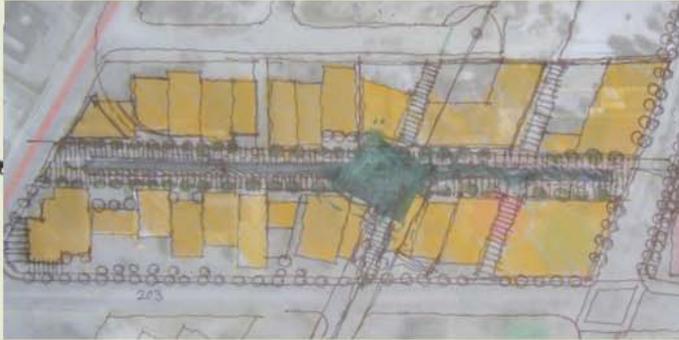
- FESTIVAL PARK
- CHILDREN'S MUSEUM
- INDUSTRIAL ARTS PRELINCT.



Festival Park potential design and activity programming



Industrial Alley



- *Childrens' museum anchor*
- *Industrial Arts & custom fabrication; artisans*
- *Stormwater canal*
- *Incubator Business*

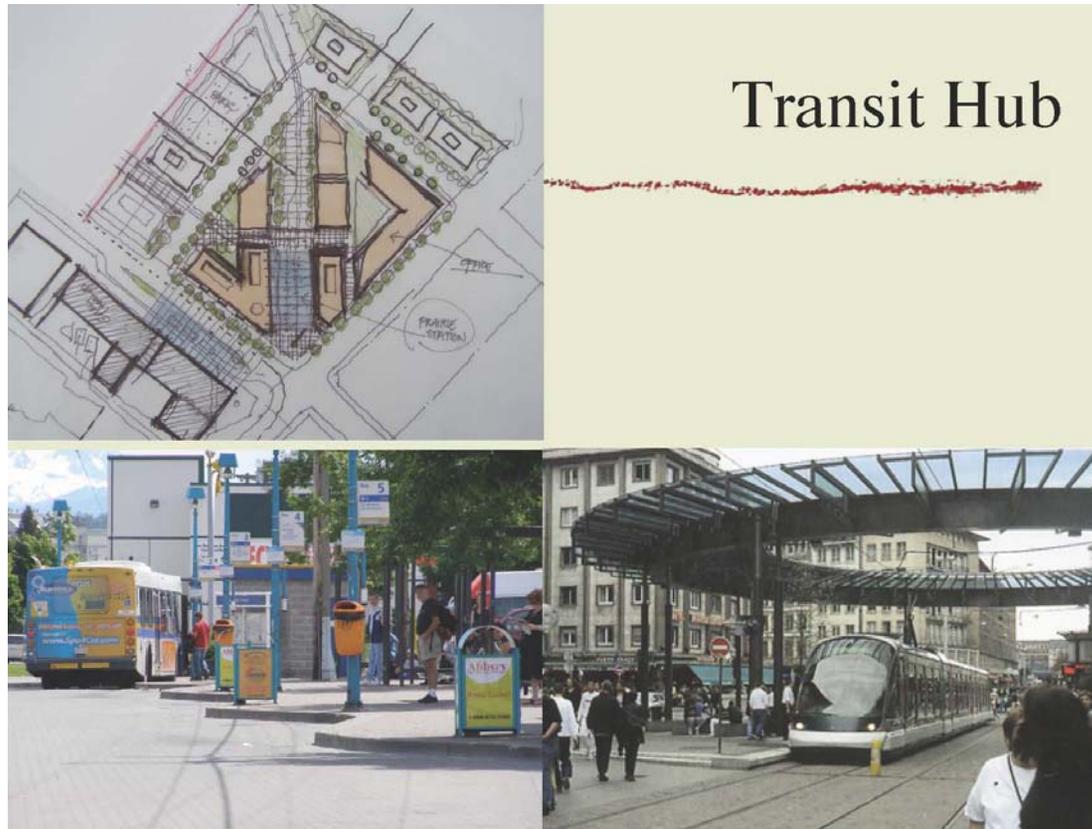


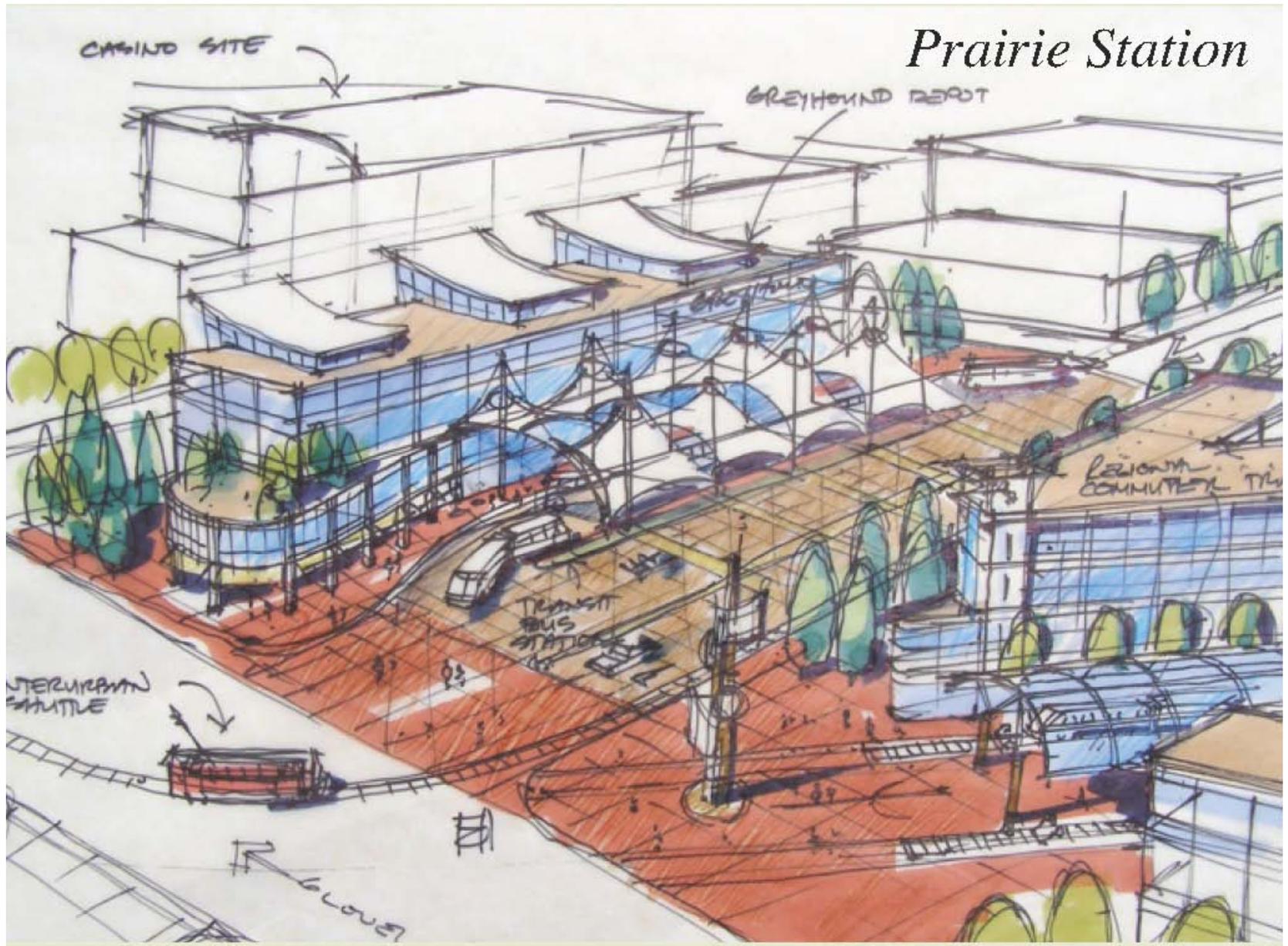
5. **West Gateway** : The West Gateway area will be an important entrance to the Downtown Area. The recently upgraded Price Smart shopping centre will act as a centre for expanded residential compact development along Fraser Highway. The 4 storey mews residential development will have street fronting units on Fraser Highway and 203 Street. A recommended 4 meter setback will permit planting a double row of trees along Fraser Highway to create a classic boulevard. Some live/work units will be permitted along the ground floor. In summary, the West Gateway special design district will include:
- 4 storey street fronting residential development;
 - Live/work permitted along the street fronts; and
 - An intimate mews-type development on the south side of Fraser Highway west of 203rd Street to encourage a compact and tightly knit community.

Potential West Gateway view looking east from 201st Street



6. **Transit Hub (Prairie Station):** This special design district centres on transportation and its history. This area has significant transportation oriented development (TOD) potential as it has the historic BC Electric Railway rail spur bisecting the site, the Greyhound Bus Terminal, and the major regional bus Transit Exchange. These three elements and their proximity to the heart of Langley and the Willowbrook Centre complex creates significant opportunities. The following could be part of the redevelopment program:
- A combination commercial (retail and office including a grocery store) to support the hub;
 - Further office and light industrial to the rear of the site;
 - A European type train station or “Gare” with a large glass enclosure that contains the interurban train;
 - Redevelop the current Rainbow Mall into a mixed use complex; and
 - Local connections to buses and a free bus shuttle loop (eventually a street car) in the Downtown area will complement the Interurban train.





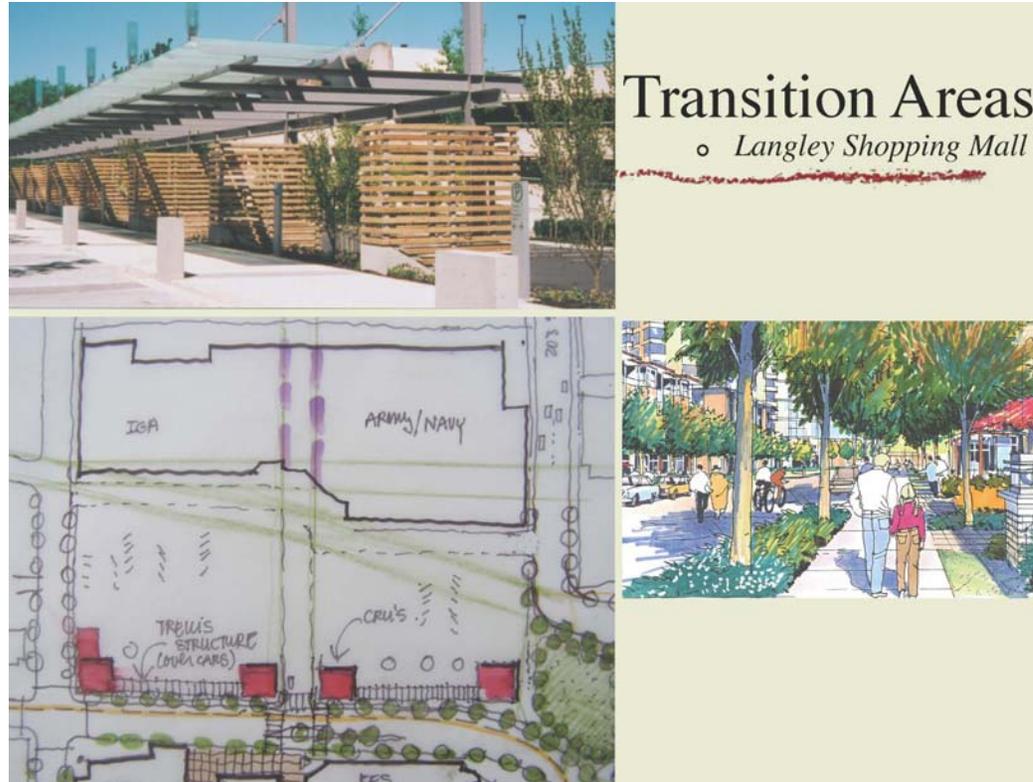
Prairie Station

7. **Park Avenue:** As reflected in the name, this special design district recommends a higher quality compact 4 storey development fronting on Douglas Park. Park Avenue would be “calmed” for local access so the development is almost an extension of the park and associated recreation activities. The development program will include:
- 4 storey residential development built in clusters with green centre courts;
 - Retail commercial or office fronting on Douglas Crescent; and
 - Retention of historic Federal Building located at the corner of Douglas Crescent and 204th Street.



8. **Langley Mall:** The IGA Market Place grocery store forms the anchor to this shopping centre and should be retained in any redevelopment proposal. Further short term redevelopment opportunities include infilling retail pads along the Douglas Crescent frontage to reinforce the street wall and use largely underutilized space. These uses could be free-standing restaurants or offices that utilize existing shopping centre parking that is rarely used on the outside edge. In the longer term, this shopping centre could be redeveloped into high-rise residential towers with retail/commercial and street fronting townhouses. In summary then, this special design district will include:
- Free-standing restaurant and office uses along Douglas Crescent;
 - Trellis structure between the Commercial Retail Units (CRU) will help create a continuous street wall; and
 - Longer term residential high-rise development with commercial and street-fronting townhomes as well as structured parking provided on site.

Potential Short Term Plan

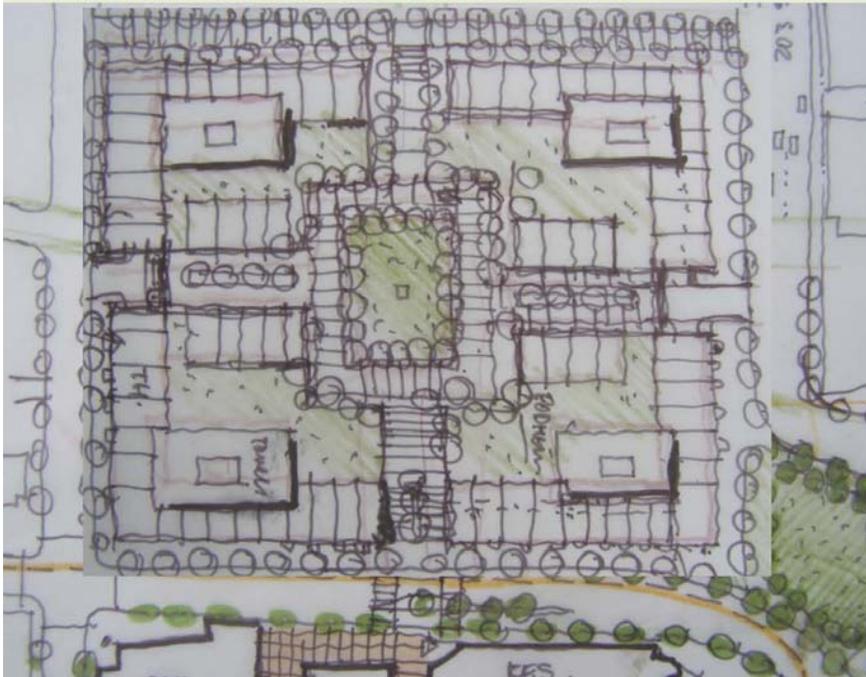


Potential Medium to Long Term Plan



Transition Areas

- o *Langley Shopping Mall*



4.4 Mobility Plan

The *Mobility Plan* builds on the 2004 Master Transportation Plan and the earlier Street revitalization plans of the 1980's and 1990's. It further helps transform the Downtown area into a more pedestrian-oriented environment that is safe and convenient, yet exciting. The *Mobility Plan* also strives to provide a transit oriented downtown area with a significant **Transit Hub** and a plan to introduce a **Free Shuttle** (bus, trolley or street car) to loop through and around the Downtown area at least during the summer months if not the whole year in the medium to long term.

The *Mobility Plan* for the Downtown area sets a leading framework that sets the following priorities for design:

1. Pedestrian
2. Bicycle
3. Transit
4. Vehicle
5. Service and Truck Access



Parking Strategies: Central to the Downtown Master Plan strategy is easy access and parking. The parking and access strategies includes:

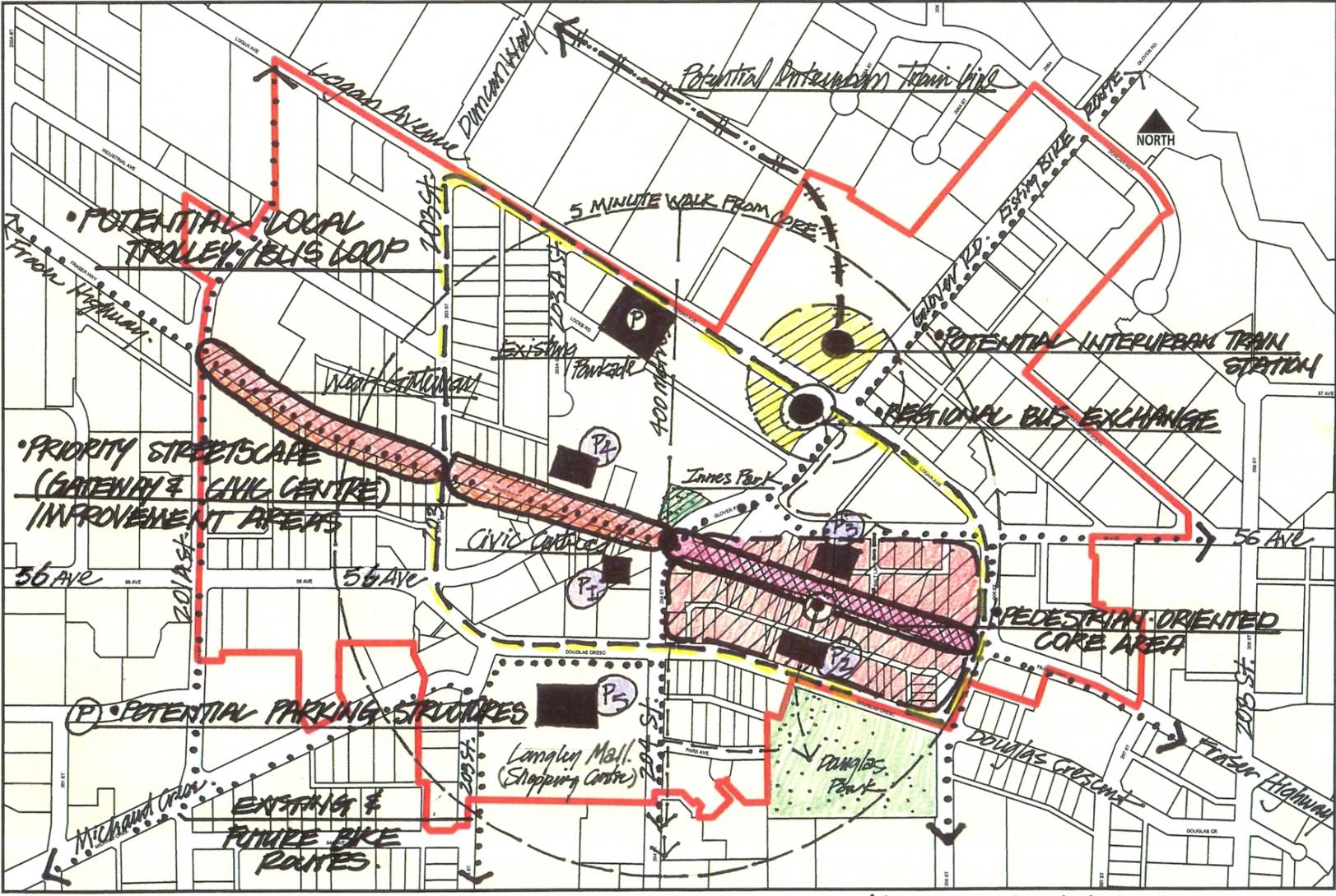
- Retaining angled parking in the Core Area;
- Encouraging businesses to designate employee parking elsewhere outside the Retail Core Area;
- Replacing parking in redevelopment on a 1:1 basis;
- Part of the parking enhancement strategy is building a number of parkades over time as part of redevelopment. A cash in lieu of parking recommendation (see implementation) allows for applicants to contribute funds to the parking structure (parkade) fund instead of providing parking on site;
- Five potential additional **parking structures** (Two potential parkades on north and south sides of the Core area as part of redevelopment; one parkade integrated into new Performing Arts and Cultural Centre in the Civic Centre area adjoining City Hall; one parkade as part of the potential redevelopment of the Langley Shopping Centre site; and one potential additional parkade in the Cascades Hotel and Casino area); and
- Continue to provide a variety of parking options (short term parking in front and behind of commercial establishments as well as larger parking lots).

Another central idea is also to better connect the Downtown area to the neighbourhoods around it through a **Green Links** program – expanding the existing lane and park connectors. This initiative will green the streetscapes and make them safe by introducing trees, lighting, banners, and activities, over the long term. This transformation is intended to further enhance the current initiatives of the Business Improvement Association and make the area more focused on walking, biking, and transit. Collectively, the physical improvements and associated increased positive activities will enhance the downtown as the pedestrian centre of Langley.

The major components of the *Mobility Plan* are as follows:

- A primary one way traffic primarily “**Pedestrian Zone**” that continues in the Core area;
- The improved **West and Central Fraser Highway** that will transform into a grand boulevard with significant tree planting along its edges (pilot projects);
- 5 or more potential **parking structures** as part of a parking replacement strategy in redevelopment;
- The **Transit Hub** that will be a mixed use area surrounding a new “Interurban train” station, the Greyhound Bus Terminal, and the Regional Bus Exchange;
- A free local **Downtown shuttle bus (Trolley)** that will loop through and around the Downtown area and could transform into a **Street Car loop** over the longer term;
- Expanding the **Bikeways and Pedestrian connectors** (see also 2004 Master Transportation Plan for details); and
- The other Downtown “Corridor” improvements recommended in the previous Urban Design Concept Plan (Douglas Crescent, 203rd Street, 204th Street, and Logan Avenue).

Downtown Langley



MOBILITY PLAN

5.0 Downtown Policies, Design Guidelines, and Regulations

5.1 Development Policies

The policies provide more substantial direction to specific aspects of the Comprehensive Downtown Development District (CDDD) in the context of other supportive policies within the Official Community Plan:

1. Urban Design

Public and private open spaces, as well as the buildings that shape them, define the character and identity of the City of Langley's Downtown. The design framework for the Downtown is important in establishing reference points that build on the strengths and "sense of place" of that neighbourhood.

Objective: Improve the overall safety, identity, and attractiveness of the area by revitalizing the streetscape, increasing pedestrian orientation, and introducing compatible building forms that reinforce the special sense of place in Downtown Langley City.

Policies

- Create a non-vehicular and safer pedestrian environment by extending the landscaping along the major streets and bordering streets and avenues, with the Specialty retail concentrated in the current Core Retail area;
- Create diversity through a mix of uses and housing types along the streets with a specific street orientation, emphasizing entrances along the street, porches, and overlooks;
- Use *Crime Prevention Through Environmental Design (CPTED)* techniques to improve the public safety including: Enforcing standards of maintenance on properties that aren't keeping their sites clean and free from graffiti; Increasing "eyes on the street" by requiring street entrances and orientation of residential and commercial units; Upgrading of sidewalks in the area and considering a "street gardening" program that improves the sense of ownership in the area; Hardening up the existing buildings and new buildings against crime by reducing places of concealment including improved landscaping, security, and fencing off specific areas; Improve the lighting in the area including pedestrian lighting and security lighting, especially in those highly traveled areas such as at.
- Design with human scale in mind by using a variety of materials, refined edge materials, transparency along the street by a variety of windows or openings, limiting building size, creating minimum distances between buildings, and limiting building heights to 3 to 4 stories along the street and step back any buildings from the building setback line;
- Use building forms to define public space (courtyards, pocket parks, plazas), and create a variety of building forms, roof pitches, and materials that interpret the City's history in contemporary interpretations;
- Reinforce the gateways, lanes, major intersections, and lookout points with landscaping, street furniture, activated pedestrian signals, and traffic-calming to emphasize the pedestrian orientation of these important nodes in the community;
- Promote building forms and heights that enhance public views and minimize intrusion on adjacent views;
- Retain and enhance public views (e.g., to Douglas Park and the surrounding Mountains); and
- Create a rich streetscape theme and emphasize the use of a coordinated public art program (e.g., building on the previous revitalization efforts in the Retail Core area) with banners, coordinated lighting, special sidewalk treatments, bench and trash receptacles, unified by a strong street tree and landscaping program.

2. Heritage Conservation

The soul of a neighborhood is found in the historical references that hark back to its roots and beginnings. Downtown Langley does not appear to have many heritage buildings but the heritage theme in its Downtown Retail Core area creates a basis for continuity in that area, while areas outside the Core could take on a more contemporary character.

Objective: Encourage the conservation of important heritage buildings and landscapes of interest as community resources to be revitalized and adaptively reused.

Policies

- Identify and complete a heritage inventory of important heritage buildings or buildings and landscapes of interest in the Downtown if necessary (The Federal Post Office is an example of an important building and a landscape feature);
- Encourage new developments to redevelop sites in keeping with the history of the area, reflecting traditional materials, colours, and forms;
- Continue to encourage the use of historical names (individuals and buildings) in the naming of public open spaces and new developments; and
- Incorporate historical references in a special wayfaring and public art program that builds on its historical roots (Portage sculpture in front of City Hall).

3. Housing and Redevelopment Strategies

The Downtown, especially some of the areas around the Core Retail area, are targeted for significant residential growth over the next 10 to 20 years. Variety, diversity, flexibility, and affordability of new housing will be encouraged as part of the Downtown Plan.

Objective: Encourage a wide variety of housing forms and tenure that maximizes quality, flexibility, and affordability.

Policies

- Direct residential densities in accordance with the Downtown Land Use and Growth Plan and the associated Special Design Districts;
- Promote a diversity of residential development that respects and supports adjacent residential and commercial uses and forms, especially during the transformation of the downtown core area from commercial uses to residential mixed use neighbourhoods;
- Encourage a variety of housing units that cater to the life-cycle from singles, young families, empty nesters, and seniors;
- Encourage home businesses in transition areas to the downtown core like the West Gateway area;
- Promote the inclusion of affordable housing, including smaller units and units that are flexible for use and design defined by Central Mortgage and Housing Corporation (CMHC) as costing occupants not more than 30% of their income;
- Create medium to high density housing in the Downtown area that is street-oriented with entrances directly facing the street with porches, overlooks, windows and other design features that highly articulate the facades and bring a friendly neighbourhood scale and comfort to the street face; and
- Ensure that housing is scaled to the street with a maximum height of 3 to 4 stories at the street edge, and adjacent properties stepped back to higher levels as necessary;

- Discourage long blocks of housing without courtyards or some break in the block pattern that creates sterility and long block faces;
- Use classic and timeless colours that are earth-tone based with simple highlights;
- Encourage the provision of private, semi-private, and public open space as components of residential developments that provide recreation and amenity on site;
- Promote and expand local lanes and “mews” as part of public access and open space systems through some of the character areas to break up the block and provide necessary pedestrian access through the blocks (e.g., McBurney Lane and the new West Gateway Area);
- Promote usable “green roofs” in the neighbourhood to increase public and private open space and improve the green overlook from adjacent developments; and
- Require developers to provide plans that show shadow impacts on adjoining properties, view analysis and impacts on adjacent owner’s views, a public realm plan that includes improvements to the streets coordinated with the City’s street tree planting program, and a green roofscape plan. In addition, require the submission of a complete set of landscape drawings for proposed developments.

4. Parks, Green Links, Bikeways, and Connections

The redevelopment of the Downtown offers the opportunity to extend existing the parks and open space system into the Downtown area over the longer term through a comprehensive green-links (pedestrian way) and bikeways program. The amount, type, location, financing or dedication, and ongoing maintenance of park and open space will be a challenge for the area as it transforms with a diverse set of community needs.

Objective: Create a parks, bikeway, pedestrian way and open space system over time that reinforces a more pedestrian orientation in the downtown with a rich green aspect to the program for all ages.

Policies (see *Mobility Plan*)

- Develop and refine the proposed Parks, bikeway and pedestrian way program in association with the current trail, bikeway, and Trans-Canada trail initiatives;
- Develop a major park in the current area north of Fraser Highway east of 203rd Street;
- Develop a street tree master plan that identifies the tree species, spacing, and requirements on the major pedestrian oriented streets;
- Encourage the provision of additional publicly accessible open space and parks along the street (e.g., courtyards, plazas such as at the corner illustrated by the existing McBurney Lane and the Casino Plaza);
- Encourage the development of green roofs, both public and private, to maximize amenity space for adjoining residences;
- Orient the park and open spaces to a sunny south orientation to create inviting spots for sitting, strolling and other recreation activity, while providing optional shade and weather protection;
- Ensure that the public and private open spaces are programmed and designed for activity that is appropriate for the location, size, and maintenance program; and
- Expand the tree planting program in association with pilot programs including Fraser Highway west of the existing Core Area.

5. Servicing, Streets, Parking and Traffic Circulation

Servicing requirements to accommodate the projected growth include sewer, roads, water, and drainage. From preliminary review, it appears that servicing capacity for sewer, water, and drainage require further study to accommodate the projected growth.

Objective: Improve the infrastructure services, pedestrian safety, and traffic function within the Downtown area by upgrading infrastructure where necessary and improving street design, parking, vehicular access, and pedestrian crossings.

Policies (See *Mobility Plan section and Transportation Master Plan 2004*)

- Examine the traffic circulation and street design improvements required for the projected new development as part of a comprehensive specific downtown traffic analysis;
- Complete new street designs for Fraser Highway (West Gateway area) and other potential pilot street beautification projects that could include: Traffic calming (bulges and central boulevard) and pedestrian activated signals; and gateway entrance designs at entrance areas; (these streets may include special bulges with appropriate landscaping, civic art, and signage).
- Develop a Downtown parking structures plan as part of the Downtown redevelopment strategy (See Urban Design Concept Plan) that is not exposed to local streets and limit access points, and if so, landscaped and designed to mimic a normal building façade;
- Create parking pockets where possible to extend the pedestrian boulevards and narrow the perception of street width (parking pockets are clusters of street parking spaces divided by extended landscaped areas with trees and shrubs in mid block or just low landscaping at intersections);
- Upgrade the sewer, water, and drainage systems in association with new development;
- Examine the feasibility of introducing a local bus system (or street car) that completes a Downtown area loop (See Mobility Plan);
- Encourage Power Smart (Energy Smart) development and associated conservation measures for new development in the area;
- Provide the necessary fiber optic utility servicing to the area to support home based businesses that require state of the art internet support services; and
- Separate local residential and truck traffic as much as possible.

6. Environment and Greening Downtown

The Downtown area redevelopment provides an opportunity to bring nature Downtown and “green” the streets as well as clean up incidences of soil contamination because of past commercial and industrial activity.

Objective: Create soil contamination cleanup requirements that are as practical as possible for redevelopment yet protect the public interests in the long term.

Policies

- Ensure that a proper site profile and associated studies are completed in conformance with provincial legislation for soil contamination;
- Encourage the creation of low maintenance naturalized landscapes that use native plants that require less watering, other maintenance and provide habitat for birds;
- Encourage the retention of existing trees and other vegetation during redevelopment if possible and as appropriate; and
- Maximize green planting areas in the public and private realm that increases natural drainage and groundwater recharge.

7. Commercial and Downtown Core Focus

Specialty retail, entertainment, pedestrian-oriented restaurants, and civic uses should be focused in the Downtown Core area.

Objective: To concentrate specialty retail and complementary entertainment, restaurant, and civic uses in a pedestrian friendly Downtown Core area.

Policies

- Reinforce the existing pedestrian-oriented shopping district (Core Area) by limiting Specialty Retail uses to that area;
- Limit other major commercial development (office and retail) to the three nodes outlined in the Urban Design Concept Plan;
- Review and consider upgrading special streetscape treatments including special street paving, signalized crosswalks, and traffic calming measures where necessary;
- Encourage commercial and residential mixed use redevelopment in the Core area (maximum 4 stories);
- Require commercial redevelopment to incorporate decorative sidewalks, appropriate street furniture and street trees. Planting plans for trees and other landscaping;
- Support the inclusion of home businesses (in some of the Special Design Districts) in combination with street-oriented residential development, not to exceed 20% of the floor area and be reserved for the ground floor;
- Require a traffic impact study for each major development application to determine appropriate measures for turning, pedestrian crosswalks, signalization, access, servicing, and parking;
- Restrict off-street parking between the street and the building with any off-street parking required in underground parking, structured parking (or cash-in-lieu contribution), or surface parking behind the building that is unobtrusive and screened from public view;
- Entertain the provision for shared parking if the applicant demonstrates justification by conducting a traffic study by a qualified engineer;
- Servicing areas for commercial uses will be limited to lanes or areas out of public view or buffered by screens or landscaping;

- Respect the existing commercial and industrial activity in the area while integrating new commercial development;
- Encourage commercial development that has multiple storefronts and that is transparent and inviting to pedestrian traffic;
- Encourage outdoor cafes and other similar uses that create pedestrian activity on the sidewalk and adjoining courtyard areas; and
- Support a safety and security awareness program to improve security for commercial properties.

8. Schools, Social Amenities, and Community Facilities

The Downtown area will add significant new residents over the next 10 to 20 years and beyond.

Objective: To provide adequate community facilities and associated social amenities in association with the residential development needs of the area.

Policies:

- Investigate the capacity and potential for increased enrollment from this area in the local schools in the longer term as residential redevelopment occurs;
- Encourage the development of other cultural facilities in the Downtown Core area (e.g., Performing Arts and Culture Centre, Children’s Museum and Park);and
- Improve pedestrian and transit linkages to the surrounding areas to take advantage of other local facilities.

9. Industrial Activity and Good Neighbour Program

Industry has been a tradition on the northwest side of the downtown area. It will continue to be there in different forms (from heavy to light industry) or transform to residential and commercial uses. During the transformation of the area, existing industrial uses should be supported. Special attention should be given to the existing and potential nuisances and associated residence complaints that could increase with residential redevelopment.

Objective: To minimize potential conflicts between existing industrial and new residential redevelopment in the area, while supporting existing industrial uses in the area.

Policies

- Create a “Good Neighbour” program that promotes clear communications between the residential groups in the area and existing industrial and commercial businesses to reduce or eliminate nuisances associated with their businesses (e.g., delivery hours and industrial truck traffic);
- Support the existing industrial uses in the area during the transition period;
- Encourage cleanup and enhancement of existing industrial properties in association with new development and the general beautification of the area, including the screening of parking and loading areas and general landscaping;
- Promote the ideas of existing industries contributing to the “Green and Safe Streets” theme in contributing naturalized landscapes and features on their properties; and
- Support a safety and security awareness program to improve security for industrial properties.

5.2 Design Guidelines

In order to achieve the Downtown Policies of the **Comprehensive Downtown Development District (CDDD)**, objectives and related design guidelines are provided. Staff shall have regard for these objectives and design guidelines to ensure that development is compact, transit-oriented, of a high quality, and integrates well with the surrounding areas or neighbourhoods. Notwithstanding any of these objectives or design guidelines, the Development Regulations will take precedence and these guidelines are intended to be complementary to the Official Community Plan Design Guidelines but add further detailed guidance.

Sustainability

Objectives

1. Consider sustainable development principles in the planning and design of the Downtown area.
2. Contribute to the socially sustainable community by providing housing for a range of household types, ages, and physical abilities.
3. Design the Downtown to facilitate walking, bicycling, and transit use.

These features should be considered in design review and encouraged in implementation:

Overall Sustainability Elements:

- The Downtown area should be walkable mixed use development area in general with opportunities to live, work, play, and learn close to home or your business.
- A mix of housing types should be provided including street oriented row housing, stacked row housing as well as low, medium, and high-rise apartments.
- Universally accessible design should be considered in the architecture of buildings and the design of open spaces, parks, and amenities.
- Where possible, buildings should be designed to include on-site alternative energy sources such as solar heat, solar electricity, and geothermal energy.
- The incorporation of features such as daylighting, recycling, reuse of water, low-water landscaping, low water fixtures, and energy-efficient lighting and materials, should be considered in building and site planning in the Downtown area to reduce the consumption of energy and materials.
- On-site infiltration of stormwater should be considered in the site planning.
- To encourage alternatives to the automobile, each development should be walkable, bicycle-friendly, and well-connected to transit and local services and should consider a car-sharing program to reduce further automobile use.

Site Environmental Strategies:

- Minimize construction disturbance by protecting areas (tree retention areas) with fencing; and
- Specify light coloured, high reflective roof materials to minimize “heat island” effect.

Stormwater:

- Use permeable pavers in parking areas where appropriate and feasible;
- Use grassed swales where appropriate; and

- Require storm management detention on site as appropriate.

Water:

- Choose drought resistant native plantings for landscaping to reduce water use;
- Mulch planting beds to a depth of 50 mm to reduce water loss;
- Use recycled water/rainwater for irrigation (e.g., rain barrel program);
- Limit the area of grass within a landscaped area to a maximum of 50%; and
- Incorporate water use reduction features in buildings and on-site (e.g., include grey water recycling system and install low-flow fixtures etc.).

Energy:

- Improve energy efficiency through design and building orientation (e.g., Energy Efficient LEED standard and south building orientation etc.);
- Include energy efficient fixtures in buildings;
- Use shade trees to shade buildings during summer months and reduce solar heat gain;
- Utilize programmable thermostats in individual living or commercial units;
- Install Energy Star or equivalent washing machines, refrigerators, and dryers;
- Use energy efficient lighting for internal and external lighting; and
- Use renewable energy features such as solar and geothermal energy.

Construction Material and Waste Reduction:

- Re-use existing building materials where possible;
- Use construction materials with recycled content where possible; and
- Ensure construction waste is recycled where feasible.

Healthy Buildings, Healthy Landscapes and Practices:

- Improve air quality by using materials that produce fewer off-gases for such elements as flooring and paint;
- Design windows so they can be opened for fresh air circulation;
- Require one secure bicycle parking space for each apartment unit;
- Install clarifiers or water/oil separators on each drain;
- Provide landscaping that includes wildlife habitat;
- Provide flexibility in design and universal accessibility of units so that occupancy can change over time (e.g., live/work units, physically challenged);
- Provide a “residents handbook” to each new resident to outline environmentally sensitive practices; and
- Include a provision for a community garden in the residential site planning.

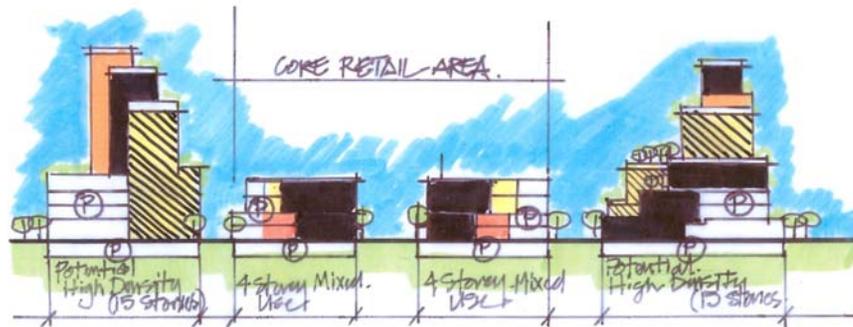
Downtown Built Form

Objectives

- a. Ensure that buildings and streetscapes are of a high quality design.
- b. Ensure that medium and high-rise buildings have relatively small floor plates to permit for increased ground level open space, maintain view corridors, and mitigate against adverse microclimatic conditions.
- c. Maximize solar penetration and avoid adverse microclimatic effects related to wind and shadowing on and off-site.
- d. Enliven the street by providing attractive streetscape treatment, active storefronts, and multiple doorways and windows.
- e. Ensure that the tallest high rise buildings are treated as signature landmark buildings with distinctive architecture.

Guidelines

1. Building Height and Massing
 - a. The development should provide a transition in building height and massing in relation to the surrounding neighbourhoods and uses with a transition to the general 4 storey norm or lower for adjoining commercial or light industrial areas.
 - b. The taller buildings should be located on the outside the Retail Core area on specific sites that have been designated (See Land Use and Growth Plan).
 - c. Floor plates of high rise buildings should be relatively small to allow for increased ground floor open space, maintain view corridors, and reduce adverse microclimatic impacts.
 - d. Buildings should be sited in such a way as to maximize solar penetration and to avoid adverse microclimatic effects on and off site related to wind and shadowing.
 - e. Perceived height and massing should be minimized through such things as building setback variations at the upper levels, building orientation, roof treatment, and the choice of exterior materials and colours.



Transition of Densities: Saddle Form of Built Densities – Medium in the Centre and Higher on the Outside Edges

2. Architectural Treatment of Buildings

- a. All building facades should use compatible and harmonious exterior finishing materials.
- b. Building colours should provide visual interest.
- c. Mechanical equipment on the roof of any building should be concealed by incorporating it within the building roof, or by screening it in a way that is consistent with the character and finishing of the building.
- d. High rise signature buildings should have distinctive architecture that includes sculpted tops.
- e. The design of rooftops visible from higher buildings should be carefully considered. Where feasible, rooftop gardens, “green roof” technology, and patios should be designed to improve rooftop use, look and sustainable function.



Attractive higher density building forms and rooftop gardens

- f. Dwellings and other elements of the development should be sited and oriented to minimize their impact on other dwellings, considering such things as daylight, sunlight, ventilation, quiet, visual privacy, and view.

3. Building Relationship to the Street

- a. To provide active and inviting streetscapes at the ground level, buildings should feature doorways, porches, and windows at ground level, as well as weather protection features such as awnings, canopies, and arcades.
- b. Larger buildings with long street fronts should be designed with detail and articulation to create an attractive streetscape.
- c. Blank walls should be avoided by wrapping active retail or residential around above grade parking structures to maintain an active and attractive streetscape.



Attractive street-oriented development

- d. Residential high rise buildings should be generally integrated with row housing, stacked row housing, or low to mid rise apartments to provide a pedestrian scaled street scale and transition.
- e. Any development low, medium, or high rise should be designed to provide an inviting and interesting street presence/entrance as well as attractive building facades facing the street.



Inviting and safe street entrance

Parks, Open Space, and Amenity Area

Objectives

- a. Provide a safe and pleasing pedestrian environment that encourages walking and biking.
- b. Create strong pedestrian and bike linkages by connecting the site to the Downtown Transit Exchange, Douglas Park, and other community amenities.
- c. Provide a variety of open spaces and amenity areas.
- d. Ensure that many of the open spaces are accessible to people who do not live or work on the site.
- e. Ensure high quality activity programming and design is incorporated into the areas.
- f. Minimize the ground surface area necessary for vehicular circulation, access, and parking to increase the area devoted to open space and recreation amenities.

Guidelines

1. Pedestrian Circulation

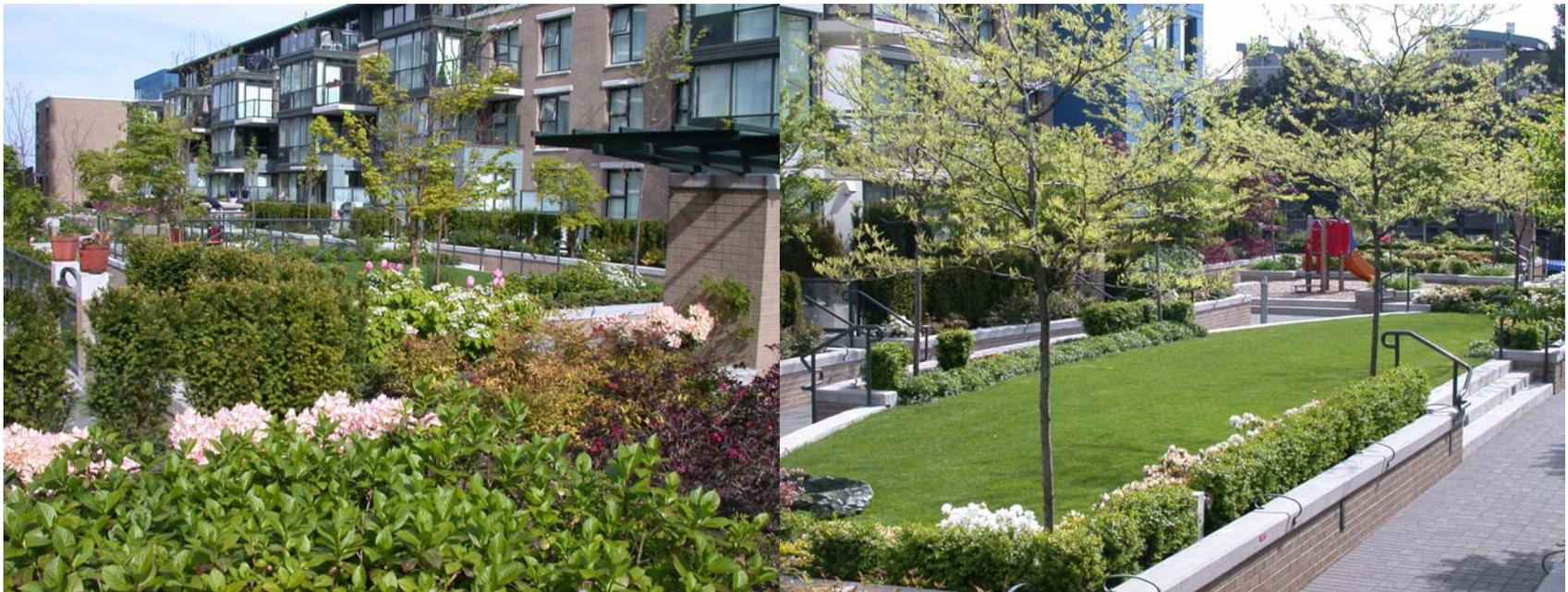
- a. Safe and attractive pedestrian linkages should be provided between various land uses within the Downtown area and surroundings neighbourhoods.
- b. The internal street system should foster connectivity from various parts of the Downtown area to the Transit Exchange and future Transit Hub area.
- c. Pedestrian linkages should include both pedestrian mews access limited to emergency and service vehicles only and sidewalks included as part of the road rights-of-ways.
- d. Crime Prevention Through Environmental Design (see also Urban Design Policy section for further details) should be considered in the design of open spaces, parks and amenity areas. The primary pedestrian spaces should be well lit and visible and should be linked in a comprehensive network where possible.



Pedestrian-oriented streets and internal development pedestrian connections

2. Open Space, Parks and Amenity Areas

- a. Development should include a variety of open spaces, amenity areas, and parks such as plazas, courtyards, pedestrian mews, greens/commons, and community gardens designed for the four seasons.
- b. Secure interior courtyards should serve as focal points for residents of a series of buildings.
- c. Open spaces should feature a high level of activity programming where appropriate as well as high quality landscape architecture to make them functional, safe, and enjoyable. These spaces should include a rich palette of planting for different seasons, abundant street furniture, and local public art.
- d. Site entrances and edges should receive special design attention to help ensure that the developments present a safe, attractive, and distinctive face to the street.
- e. Internal streets in specific developments should have tree lined boulevards and should be lit at night with pedestrian level lighting.
- f. Open spaces, amenity areas, and parks should be designed to discourage negative and criminal activities.



Development park and amenity areas

Streets, Gateways, Parking and Transit

Objectives

- a. Provide a high degree of connectivity within the site and between it, transit facilities and the Core Retail areas.
- b. Provide a safe and pleasing pedestrian environment that encourages walking and biking.
- c. Design developments for effective access and egress of automobiles, service and emergency vehicles.
- d. Provide adequate parking for new residential and commercial uses that also encourages transit use and walking.

Guidelines

1. Streets and Parking

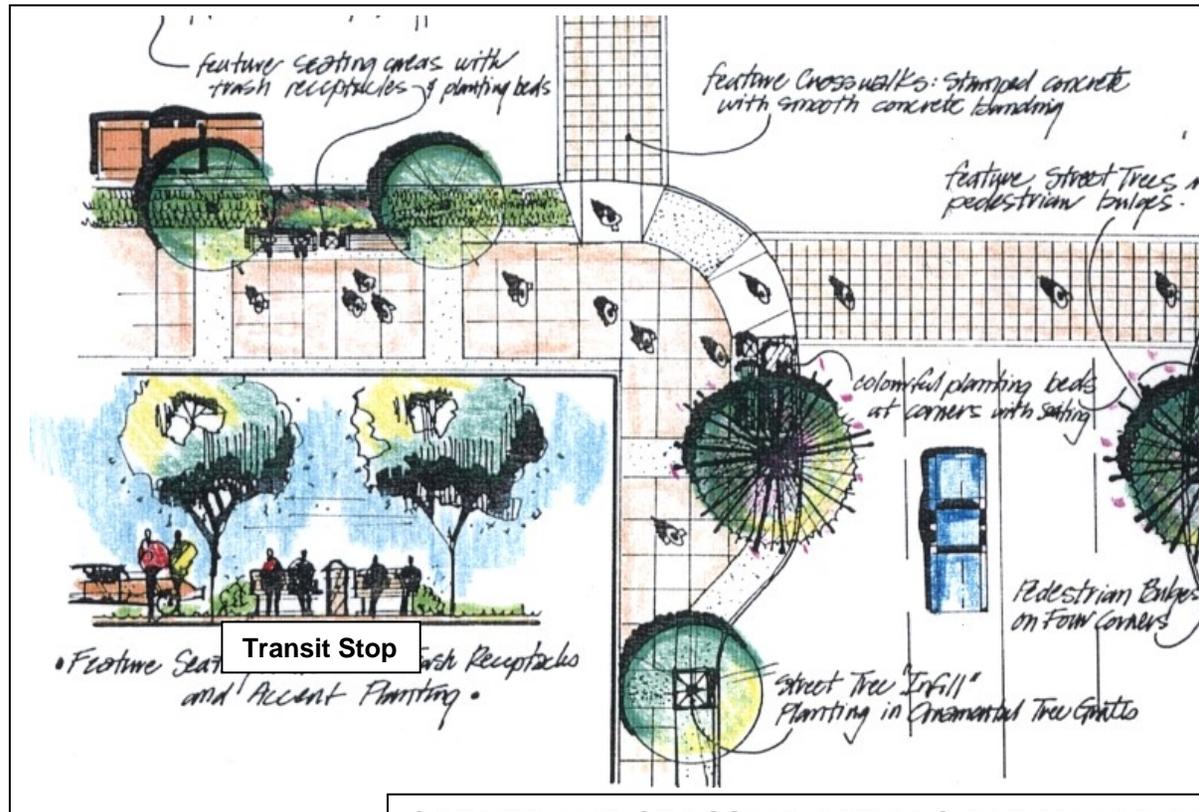
- a. Traffic-calming measures and pedestrian mews (access limited to service and emergency vehicles only) should be provided in the design of the Downtown area to create a safe and attractive pedestrian environment.
- b. Streets should be designed to accommodate bicycles and bicycle parking should be abundant and obvious (see also Master Transportation Plan).
- c. A variety of parking options –surface behind buildings, structured, underground (one floor maximum feasible), and street parking should be provided to maximize choice and convenience in the Downtown area.
- d. Short term street parking should continue to be provided.
- e. Where possible, parking should be shared by users with staggered peak hours of demand.
- f. Service and emergency response vehicles should have clear and effective access to the Downtown area.
- g. Parking, loading, and passenger drop-off areas should be easily accessible and designed to minimize pedestrian-vehicle conflicts (preferably to the side or rear of the buildings).
- h. Potential traffic impacts on adjacent roadways resulting from development should be designed for in advance and minimized where possible.

2. Integration with Transit and Future Transit Hub (Prairie Station)

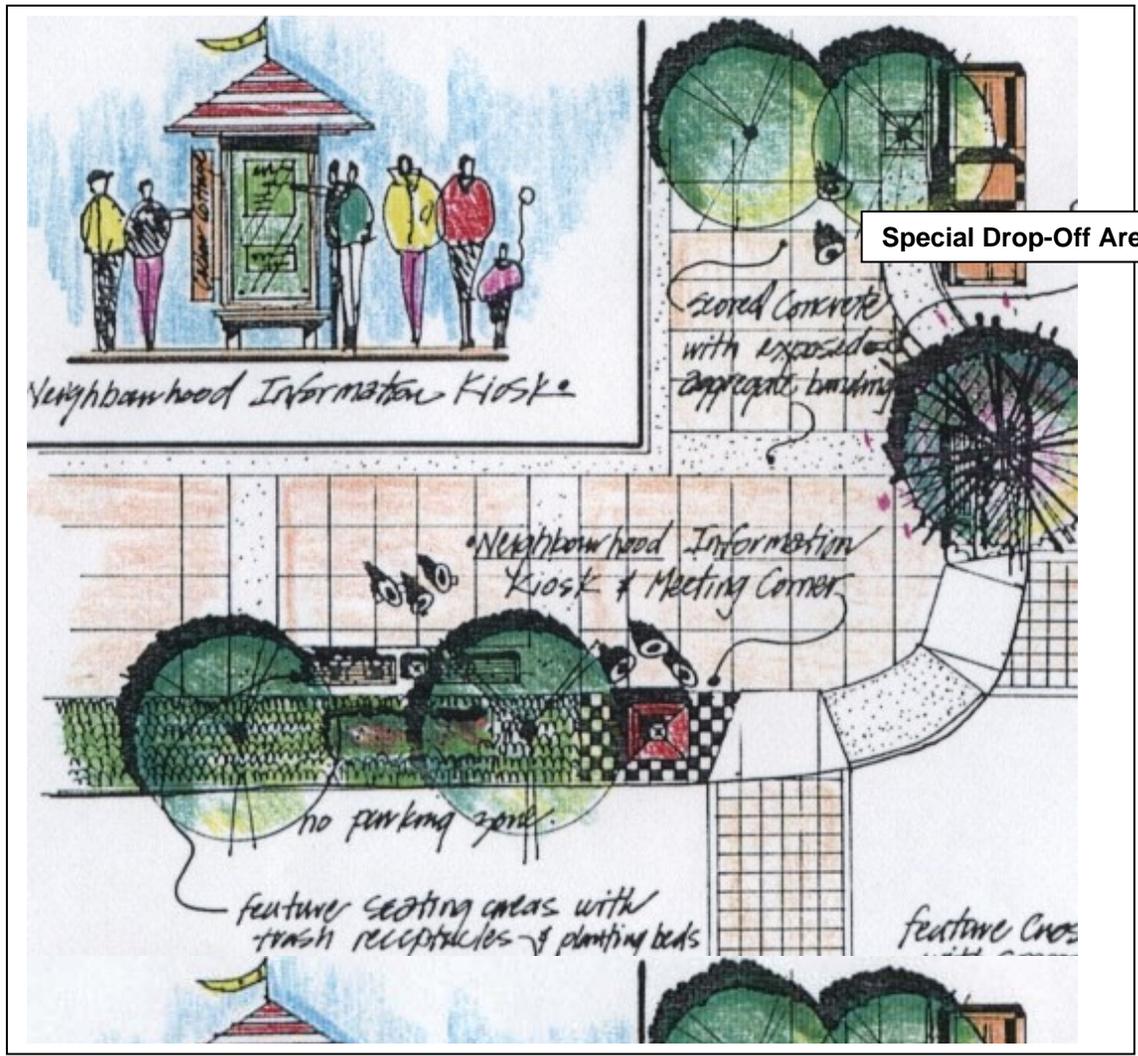
- a. Clearly defined and attractive pedestrian connections should be provided between the various parts of the Downtown area (see Urban Design Concept Plan) and adjacent neighbourhoods to provide safe and attractive access to transit, trolley, and the major Transit Hub (existing Transit Exchange).
- b. Consideration should be given to exploring opportunities to introduce an “Interurban train” to connect other municipalities in the medium to long term.

3. Gateways

- a. To define these gateways, the preferred design would be to plant evergreen trees on either side with a ground-mounted sign on the side Boulevard – “Welcome to the Downtown Langley” with background foundation planting (shrubs and accent perennial flowers). The four gateway entrances will be: There are 4 primary gateways or entrances to the Downtown area. The four gateways are as follows: North Gateway: Glover Road at Douglas Way; South Gateway: 204th Street just below Park Avenue; West Gateway: 201 A Street at Fraser Highway; and East Gateway: 207th Street at Fraser Highway.
- b. These areas will have special paving and sidewalk treatments to announce arrival at the Downtown area. A special “rumble strip” across the pavement in the roadway could also announce a decrease in speed (50km/hr) through this Towne Centre area.



CORNER AND CROSSING OPTIONS FOR MAJOR GATEWAYS



5.3 Development Regulations

These Development Regulations apply to the Comprehensive Downtown Development District (CDDD). Further detailed development plans for each of the Special Design Districts and other Transition Areas will provide site-specific details for each specific site within the Downtown area but the following regulations are to provide specific direction for site development in terms of land use, form, and density. The land uses and growth/intensity are illustrated on the accompanying diagram. Generally, the 4 storey residential character on the edge of Langley’s Downtown is expanded into the Core Area, Park Avenue, and the West Gateway areas. There could be potential for higher density on the Langley Mall site, the northern edge of the Core Area and around the Transit Hub (Prairie Station) in the longer term. (see Land Use and Growth Plan illustration)

Land Use and Growth Plan: Comprehensive Downtown Development District (CDDD)

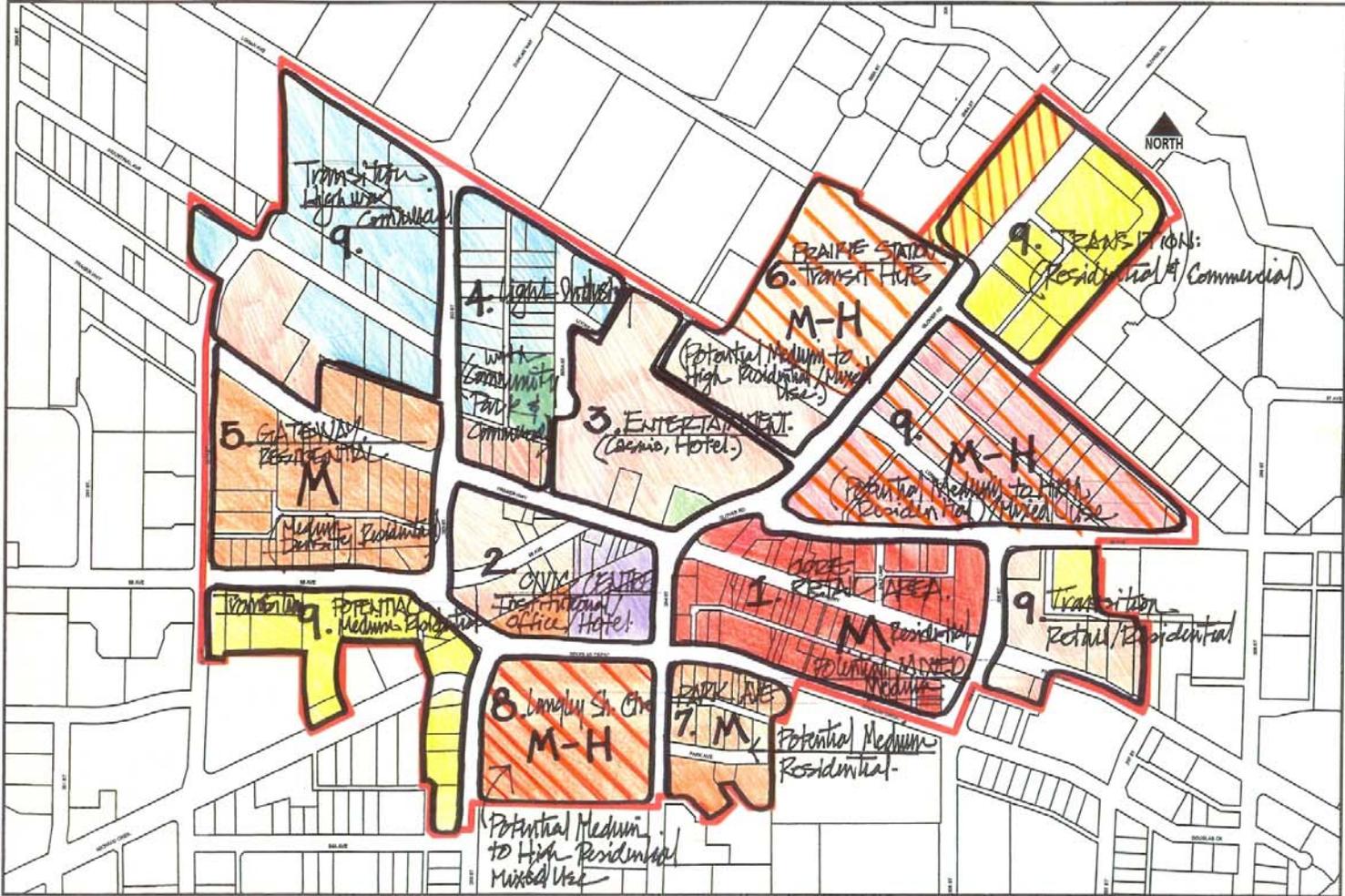
Special Design District		Character	Land Use	Residential Density
1	Core Area	Specialty retail with residential uses above following an Arts and Culture theme	Commercial and Residential	Medium- 4 storey development
2	Civic Centre	Civic, Office, and Hotel	Institutional (Public Use) and Commercial office/hotel	Only Hotel uses on western edge
3	Entertainment District	Commercial/Entertainment/Hotel	Commercial/Entertainment/Hotel	Medium long term potential
4	Festival Community Park and Industrial Arts District	Recreation/Education/Commercial/Light Industrial	Public Uses/Commercial/Light Industrial	None (provision for some Work/Live units)
5	West Gateway Boulevard	Residential	Residential	Medium
6	Transit Hub	Residential	Residential/Commercial mixed Use	Medium to *High
7	Park Avenue	Higher quality residential	Residential/Commercial only on Douglas Crescent	Medium
8	Langley Mall	Commercial short term Mid-rise to High Rise Residential in medium to long term	Short term commercial pods on Douglas Crescent Long term residential/commercial mixed use	Medium to long term potential for Medium to *High
9.	Transition Areas	Residential	Residential and Commercial	Medium (transition to adjoining neighbours) with possible higher density adjoining the northern edge of the Core Area

*** Downtown Density for Medium and High Density**

Medium: Up to 148 units/ha or 60 units/acre with a 4 storey maximum height (Current RM3 Zone)

High: Up to 247 units/hectare or 100 units/acre with a 46.0 meter maximum height determined by airport limits (Current C1 Zone) with a maximum of 15 floors and maximum.

Downtown Langley



LAND USE & GROWTH PLAN



General Regulations

- The form and character of building design and site planning shall coincide with the character of the City of Langley;
- The permitted uses include all those included in the C1 (Downtown Commercial Zone);
- A variety of Institutional uses may be permitted provided they are compatible with neighbouring uses;
- Institutional uses shall be multi-purpose if possible to maximize community benefits;
- Heights in the Core Retail Area area will be limited 4 stories;
- Conflicts with adjacent residential land uses (where applicable) shall be avoided through effective architectural design and landscaping;
- Access for the disabled shall be provided for in building and site design;
- Parking lots (referred here as parking courts) are required to have significant landscape plans to provide a safe and attractive pedestrian/automobile environment;
- A traffic impact study may be required to evaluate the developments and the associated traffic circulation improvements;
- Apply CPTED (Crime Prevention Through Environmental Design) principles;
- Mixed use buildings up to 4 stories will be encouraged with retail maintained on the ground floor in the Core Area.



Recommended mixed use building character in the Core Area

Building Form & Exterior Finishes

- Developments shall feature an attractive and unified architectural presentation with continuous weather protection where possible in the commercial areas;
- Overly abrupt façade changes between CRU's (Commercial Retail Units) shall be avoided;
- Blank building facades shall be articulated with materials or graphic definition;
- Signs shall complement the architectural design and be approved by the project architect;
- High quality exterior finishes shall be used to ensure the integrity of the building envelope and to present an attractive appearance.

Landscaping

- Landscape plans shall be prepared by a registered BC Landscape Architect;
- Landscaping shall be in accordance with BCNTA/BCSLA standards and should be equipped with an in-ground irrigation system;
- All trees shall be a minimum 6.0 cm caliper and one tree is required for every six parking spaces;
- Landscaping shall screen parking areas from adjacent streets and "soften" the overall appearance of the development;
- Landscape plans shall emphasize shade tree species in order to moderate the summer climate;
- Entrances shall be distinctive but not overstated using ground mounted signs, apron walls and rail fences complemented by generous landscaping to create emphasis;
- Lighting shall be safety focused for visibility and use non-glare and direct lighting to minimize impacts to adjoining residential properties in accordance with the existing exterior lighting impact policies;
- Pedestrian areas shall feature distinct surface treatments (concrete, brick or stone) from vehicular parking and maneuvering areas.

Crime Prevention Through Environmental Design (CPTED)

- The City may require development projects to be reviewed by a qualified CPTED consultant;
- Target hardening measures to prevent break-ins should be considered in plans;
- Unsightly bollards and window bars shall be avoided.

Specific Building Design

- New buildings shall complement existing buildings;
- Buildings shall have distinct bases, middles and tops with gabled roofs;
- Provide large windows along the building façade to create a large airy and inviting volumes with slightly recessed building entries;
- The windows shall be larger on the ground floor for the commercial uses but should not extend to the ground level;
- The construction shall use high quality materials and craftsmanship including molding and cornice detailing in wood or other appropriate materials;

- The primary materials shall be wood with some stone detailing, secondary cladding, ornamental glass, concrete and metal siding;

Signage

- Signs identify businesses or activities and shall be in keeping with the character of the area.
- New development shall ensure that signage is:
 - An integral part of building and site design and its form, material, and character complements the types of activities being advertised;
 - Wood (painted, stained, sand blasted or carved) metal (cast, painted, embossed, or enameled), fabric, or painted/etched on windows or glazed door panels;
 - Not plastic, internally illuminated, back-lit awnings/canopies, electronic or moving signs or messages, or neon;
 - Primarily oriented to pedestrians on the sidewalk except gateway boulevard signs;
 - Illuminated externally by concealed fixtures with a heritage theme;
 - In compliance with the City of Langley's Sign Bylaw and otherwise in accordance with the following:
 - Marquee (under canopy signs):
 - 2.4 m. (7.9 ft.) clearance above grade;
 - .74 m² (8.0 ft²) maximum per business;
 - 0.15 m. (0.5 ft.) maximum height of letters;
 - Fascia (awning and canopy signs):
 - 0.14 m² (1.5 ft²) maximum sign area per linear meter of building frontage;
 - Projecting Signs:
 - 3.2 m. (10.5 ft.) minimum clearance distance above grade;
 - .28m² (3 ft²) maximum sign area per linear meter of building frontage;
 - Entry Signs:
 - Ground-mounted as part of entry feature with landscaping and fence details.

Medium and High Density Residential Regulations*

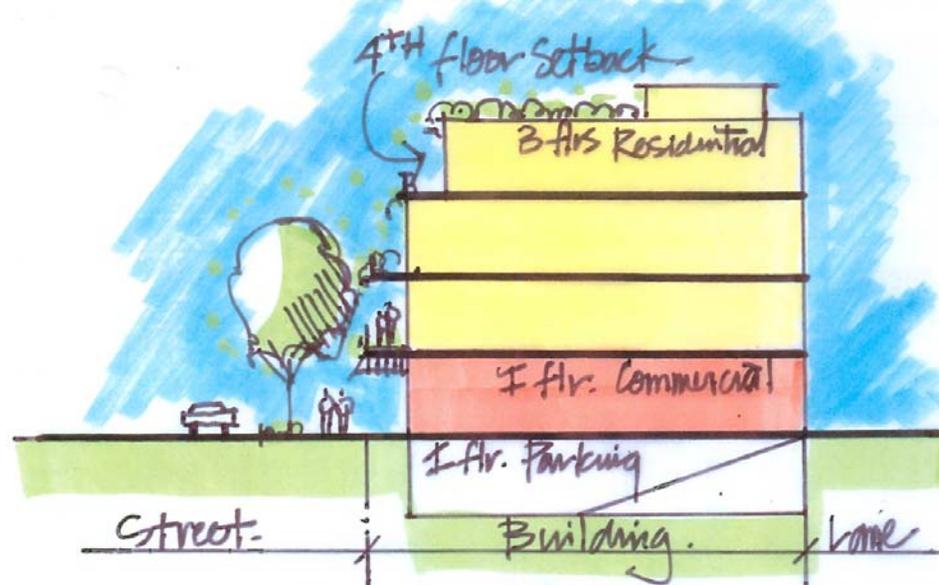
(*The Core Area, Park Avenue, the West Gateway, and Transition Areas in the Concept Plan are recommended to be limited to a 4 Storey maximum (Medium Density) but Council may consider higher density where significant open space or amenities are provided and sensitive transitions to adjoining areas are included)

Multiple Family 4 Storey development will be recommended as a basic standard in the downtown Core Area and Park Avenue Special Design Districts where the first floor is Retail with 3 stories of Retail uses above. There are opportunities for mid-rise and high rise development in the longer term (refer also to Land Use and Growth Area Concept) outside the Core Area. As described in this section, mid-rise and high rise developments (maximum of 15 stories) will only be permitted with adherence to specific regulations outlined here.

Density, Form and Character

- o The maximum density for **medium density** is 60 units per acre (150 units/hectare) in accordance with the RM3 applicable zone and not exceeding 4 stories with a setback from the street of 3 meters on the 4th floor;
- o The maximum density for **high density** is 100 units per acre (250 units/hectare) and 15 stories (46 meter/150 feet height limit) in accordance with Airport regulations.
- o Front setbacks should reflect pedestrian-oriented street presence and therefore front setbacks for townhouses may be approved at 2.0m to verandahs and 3.5m to units (6.5 ft. and 11.5 ft.), while buildings higher than 2 storeys, front yard setbacks of 4.0m (13 ft.) for the first two levels and 6 m. (20 ft.) may be approved;

Medium Density Mixed Use Form in the Core Area



- Clearly identified front entries and yards relate to the street and specific private open space for townhomes;
- Integrate new developments with surrounding land uses but buffering to lower density uses;
- Minimize conflicts with existing single family land uses in transitional areas;
- Building design and site planning shall complement adjacent multifamily residential developments;
- Access for the disabled shall be provided for in building and site design;
- Apply CPTED (Crime Prevention Through Environmental Design) principles.
- Tot lots to be provided for projects over 100 units, minimum size of 250m²;
- Green commons (local parks) to be a minimum of 20m by 20m;
- Building separation to be a minimum 6m unless otherwise approved;
- The residential developments shall have a strong street presence by extended porches, recessed entries, and ground-oriented units;



Street entry in multiple family development



Side entrance in mixed use area with parkade behind



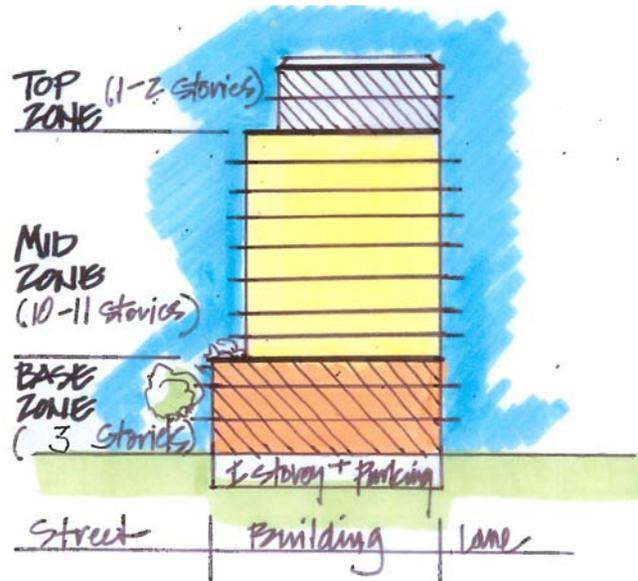
Example of stepped back top floor reduces massing of building

- Mechanical equipment on the roof of any building shall be concealed by incorporating it within the building roof, or by screening it in a way that is consistent with the character and finishing of the building;
- Parking to the sides or rear (or underground/structured) with the parking requirements following in accordance with the parking bylaw – no direct access to arterial roads will be permitted. Consolidated vehicular access in the form of frontage roads or lanes are required;
- Parking pockets on one or both sides of the street provide additional parking with visitor parking evenly distributed throughout the development.

Specific Mid Rise and High Rise Residential Requirements*

(*Relates only to Langley Mall, Transit Hub, and Transition Area north of Core Area)

- Residential towers should consist of three distinct vertical zones – the Base Zone, Mid Zone and Top Zone with regulations as follows:
 - The **Base Zone** shall be a maximum of 3 stories with a minimum setback of 3 meters at the top of the base on the sides of the building facing streets to create a strong horizontal street wall expression;
 - The **Mid-Zone** (10 – 11 stories) shall be differentiated from the Base through the use of a different architectural style and articulation of the façade and building massing but, at the same time, reinforce some of the architectural expression, details and materials below for continuity and unity. Floor plates will be generally limited to 90% of the Base Zone.
 - The **Top Zone** shall be 1 to 2 stories in height. Generally, the top zone should noticeably step back from the mid-zone to create a distinctly different top to the tower. The area should be generally 90% of the Mid-Zone and step back on the street fronts. A change in materials or architectural detailing can be used to emphasize and distinguish the Top Zone but should not dominate the building.



High Density illustration of building Form

Exterior Finishes & Building Envelope

- High quality exterior finishes should be used to ensure the integrity of the building envelope and to present an attractive appearance;
- The finishing material shall consist of glass and glazed window wall systems, brick, stone, architectural concrete, pre-cast coloured concrete, stucco panels (to a maximum of 15% of the building exterior surface areas), or pre-finished metal;
- Although stucco is not encouraged, where it is used, the applications shall be inspected and certified by a qualified independent consultant;
- Roof materials shall be “architectural grade” including ridge caps and shadow lines;



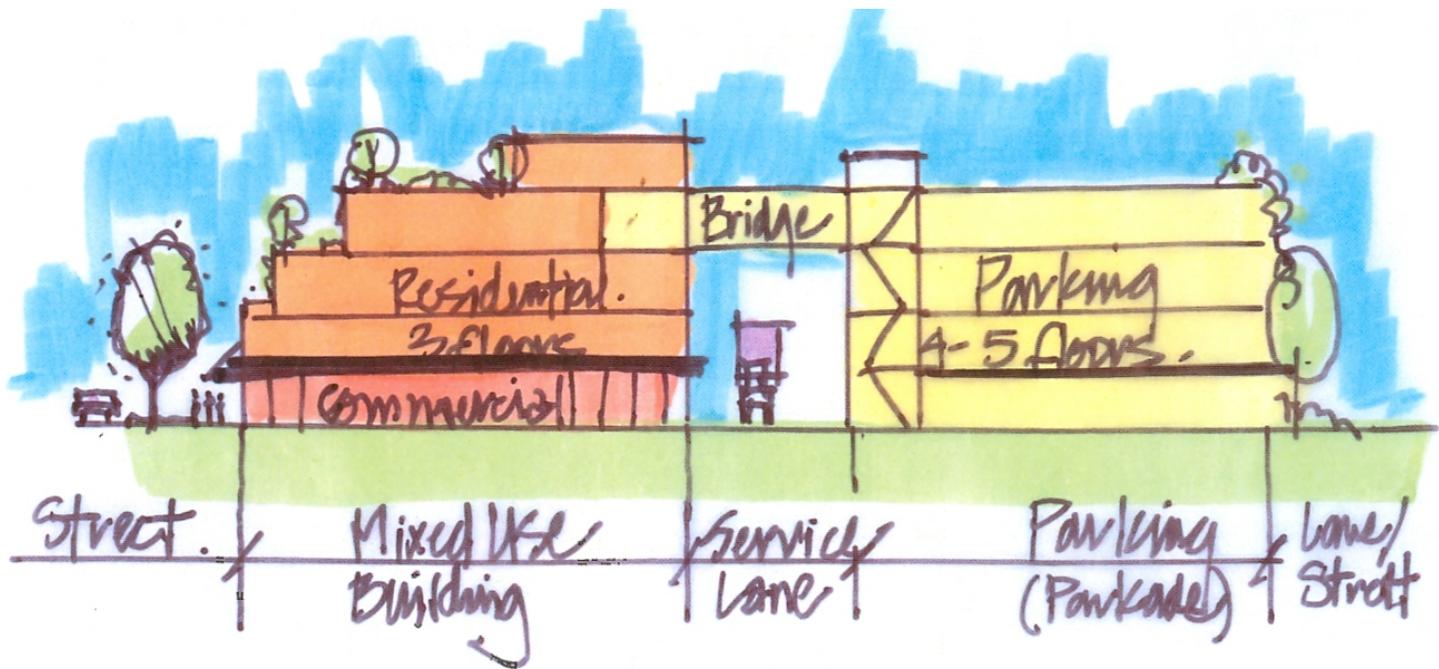
High quality exterior finishes and materials

Landscaping

- Landscape plans shall be prepared by a registered BC Landscape Architect;
- Landscaping shall be in accordance with BCNTA/BCSLA standards and equipped with an in-ground irrigation system;
- All trees shall be a minimum 6.0 cm caliper and a landscape strip of 1.5 meters is required adjoining a public road;
- Articulate entrances with appropriate low see through fencing and high quality features to provide distinction between private and public space;
- No walls are permitted adjoining streets; low fencing, not exceeding 1.3m (4 feet) are encouraged in combination with hedging and foundation planting adjoining the street to reinforce the rural theme.
- If security fencing is required in storage areas etc., then chain link may be approved (black vinyl covered) combined with hedging materials.
- Provide rich and context sensitive to enable viewing to the street and a pedestrian oriented edge with variety of materials and dimension to define public and private space;
- Clearly defined pedestrian connections are required in all residential areas.
- Provide special mini-parks and green space within the developments as common public areas to socialize and gather;
- Screen parking areas which are visible from a street, lane or adjacent residential uses;
- Retain mature trees and vegetation wherever possible;
- Parking and garbage areas should be appropriately screened preferably by evergreen vegetation;
- Incorporate a variety of hard and soft elements;
- Encourage private outdoor living space;
- Encourage courtyard and trellis work;
- All wood applications shall be pressure treated; and
- Where applicable, fencing shall be wrought iron, aluminum, or approved alternate, and retaining walls kept to a minimum height.

Mixed Use Development

- Individual commercial units shall not exceed 450 square meters (4,844 square feet) on street level;
- Horizontal stretches of uninterrupted commercial façade should be limited to 12 meters in length;
- At least 50% of the ground floor building façade shall be glazed to the exterior on street frontage sides;
- The commercial uses may be in the form of live/work spaces with the residential component visually integrated with the commercial uses;
- Parking shall be provided on the street and via access lanes to the rear of the building so that the building can be set close to the street and emphasize pedestrian orientation;
- Parking structures may have differentiated access for the residential and commercial units (e.g., 3rd or 4th floor residential connection to residential lobby at the rear of the building);



Parkade Concept Connected to Residential: Top floor is community garden/green roof.

- Lot coverage may be up to 70% with underground or structured parking to ensure street frontage continuity;
- Residences will be accessed via a separate entrance from the commercial uses, excepting the live/work situations which may combine the entries;
- Awnings and/or canopies, will provide continuous weather protection along the street front;

Appendix A: Public Process Summary of Ideas and Comments

The following is a broad assortment of ideas that emerged from the process and summarized below. We apologize in advance for any omissions and trust the following summary is reflective of the rich conversations and equally rich ideas, opportunities, and constraints that emerged from the process.

Summary of Ideas, Opportunities and Challenges

- Fraser Hwy corridor improvement opportunity
- Langley Mall high rise potential
- Develop further walking routes and bike routes to access the core area
- Hot spots 201A, prostitution, Nightclub, and Older Apartments
- Realize advantage that “Langley City centre is the hub of Fraser Valley”
- Rainbow Mall problem area and opportunity for redevelopment
- Omlenic property opportunity for redevelopment
- Mixed use opportunity on Fraser Hwy
- Potential Sundell Square, Preston Motors, Rainbow Mall improvement opportunities
- Need government grants
- Note lack of façade grants
- Encourage mixed use of retail, office and residential
- Realize that “all roads lead to Langley”
- Challenge to make problems areas positive
- More people who come the more undesirables leave
- Enhance park programming
- Create multiple centers of activity
- Provide a local shuttle bus
- Develop a “Gastown” feel
- Expand police presence
- Further redevelop McBurney Lane adjacent uses for mixed use (residential above commercial)
- Need architectural controls and design guidelines
- Create a Best Storefront Contest to improve facades and sidewalks in the core area
- Address problem apartments on 56th
- Relax building code and zoning
- West of 204th feel left out
- Excess funds looking to invest in downtown development
- Parking very essential, critical to downtown businesses

- Parkade needed in downtown core
- Central, easy access and free
- Parking strategy is critical
- Increase ease of access for parking
- Mid block pedestrians connections needed along Fraser Hwy corridor
- Diversity of access including lanes
- Astoria example to follow
- Traffic calming needed
- Debt free City of Langley recognized nationally as the place to be
- Innovative community concept far exceeds residents expectations
- Downtown core is a friendly diverse especially characteristic area, that has attractive retail offerings combined with the colorful flavourings of parade, flowers, restaurants and epitomizes the saying “City meets Country”

Unique Aspects of Langley City

- Unique shops
- Concentrated size
- Atmosphere
- Conventions and casino
- One way street
- Restaurants
- Squares in core
- Part of regional town center
- Laneways beautified
- Attractive window displays
- City and business maintain pride
- Defined downtown core

Greening Outside Public Areas:

- Reduce the amount of cement and sidewalk bricks in some areas.
- Create roadside gardens next to sidewalks on 56th Ave., Fraser Hwy. and Douglas Crescent
- Perhaps consider hedges with breaks in the hedges at each business entrance.
- This would create a green buffer between the roads and sidewalks.
- Continue with the hanging planters.
- Consider giving businesses small grants \$100-500 to do garden/container/window box projects.

Laneway/Alley Redesign:

- Consider greening of the laneway/alley area between Fraser Hwy. and Douglas Crescent
- Reduce the amount of pavement and replace with roadside gardens with small trees, bushes, plants, flowers and grass.
- Encourage businesses to see the benefits of aesthetic development.
- Encourage businesses to develop the other sides of their buildings e.g.: back or side of buildings with signage, windows, cafes and merchandise for sale.

Dedicated Downtown Garden Coordinator:

- Consider a city employee as a dedicated garden/greening coordinator.
- Could oversee the greening of the downtown area.
- Could promote gardens and greening with business owners and unit lease holders.

Recycling and Garbage Removal:

- Create a downtown plan for recycling and garbage removal?
- Curbside recycling program for plastics, paper, cardboard and other recyclable materials produced by residents and businesses.
- There is a company in Aldergrove that recycles fluorescent lights, halogen flood lights, household batteries and computer batteries, computer system backup power batteries etc..
- Encourage residents and businesses to use worm compost boxes for organic matter. The compost could be used in the downtown gardens/containers/window boxes.
- If a recycling plan was created smaller dumpsters could be used by businesses.
- Create wooden enclosures for dumpsters. This would provide a visual uniformity and security for the dumpsters.

Electricity and Telephone Transmission Lines.

- Remove above ground transmission lines and poles.
- Improve aesthetics of downtown area by putting the lines underground.
- This would decrease the chance of power disruption to residents and businesses.

Appendix B: Economic Analysis

Residential Land Economics

This section reviews the market information used in the creation of development scenarios for high- and low-density multi-family development in the City of Langley. The high-rise development scenario assumes concrete construction of between 12 and 20 storeys, while the low-rise scenario assumes wood-frame construction with a concrete first floor. Both development scenarios assume above ground parking due to soil conditions in the City of Langley.

Project Type	High-Rise	Low-Rise
Assumed # of Units	96	45
Avg. Sale Price per S.F.	\$400	\$285
Total Cost per S.F.	\$296	\$159
Total Project Value	\$30,652,877	\$10,237,582
Total Project Costs	-\$28,545,130	-\$7,161,132
Developers Profit	\$4,291,403	\$1,433,261
Land Residual	-\$1,948,163	\$1,465,982

Notes:

- ¹ Both types of development will have above ground parking
- ² Cost per s.f. includes hard and soft costs, but not financing costs
- ³ It was assumed that 75% of project costs would be financed
- ⁴ Developers profit is assumed to be 14% of total costs

The average market price per square foot for new high-rise and low-rises were based on sales data for recently built buildings in the area. The land residual value equals the total project value minus the total cost of the project including the developer's profit. Land residual can also be regarded as the price a developer would be willing to pay for the land necessary to develop the amount of units noted above. The assumptions and estimates behind each scenario are discussed in the following sections.

High Rise

Sales Values

There have been no high-rises built within the City of Langley, so to find comparable sales values other jurisdictions had to be considered. In Central Surrey, a high-rise that sold out as recently as July 2007 (D'Corize) averaged sales values of \$450 per square foot. High-rises in Central Surrey's Infinity development sold out in Spring 2006 and had average values of \$310 to \$325 per square foot.

The estimated average sale price of \$400 per square foot was based on this market information and the understanding that sales values in the City of Langley would be slightly lower than those in Central Surrey.

Construction Costs

Estimated construction costs for a high-rise in the City of Langley were based on information provided by cost consultants.

Concrete high-rise construction in the Fraser Valley was estimated to cost roughly \$210 per square foot in 2007. However, the soils in the City of Langley are not suited to the development of underground parking, and high-rise development in Langley would require additional piling compared to other areas in Metro Vancouver.

The cost of concrete high-rise construction in the City of Langley was adjusted upwards to \$250 per square foot to account for the ground conditions in the City of Langley, as well as the fact that construction costs have been increasing by at least 1% per month this year.

In addition to hard costs, provision was made for soft costs and financing costs in the pro-forma. Soft costs were estimated to total 20% of hard costs. In order to determine financing costs, it was estimated that 75% of the project would be financed at an interest rate of 6%.

The estimated cost of construction did not include site preparation.

Low Rise

Sales Values

The estimated sale prices for mid-rise buildings were based on available market data of recently sold mid-rise wood-frame condominiums in the City of Langley. Currently selling mid-rise buildings, such as the Sonnet, the Muse, Brydon Walk and Chilton Layne are selling for average values of \$250, \$287, \$274, and \$240 per square foot, respectively. Recently completed wood-frame multi-family developments such as Fairfield Lane, Brooklynd Wynd, Madison Station, Madison Place and Creekside Estates have sold at between \$210 and \$260 per square foot, on average. The final projected sales price of \$285 per square foot is currently being seen obtained for a number of developments in the City of Langley.

Construction Costs

Like the high-rise construction cost estimate, the projected costs for a wood-frame mid-rise development were based on information provided by cost consultants. Construction costs for a wood-frame multi-family development with a concrete first floor in Langley are estimated to total roughly \$130 per square foot. Soft costs, including architecture, engineering, marketing, etc., are expected to equal roughly 20% of the construction hard costs. As with the cost estimates for the high-rise scenario, it was assumed that the site was ready for development, and the cost estimates did not include site preparation.

Conclusions

The pro forma analyses for two types of residential density shows that, at current development scenarios, a high-rise project would result in a negative residual land value whereas a woodframe lowrise project would yield a positive residual land value. Effectively, current revenues and construction costs make lowrise residential development in the City of Langley economically viable, but not high-rise.

A developer may consider a high-rise development in the city under one or more of the following conditions:

- They are willing to accept a profit margin of below 7%
- They have owned the land for a long period and its cost has been written down to zero
- Revenues increase relative to costs. In our high-rise development scenario, revenues from the sale of units would need to average over \$434 per square foot in order for the project to be viable.

High-rise residential development will likely be economically viable in the city of Langley within the next decade. However, current real estate economics show that low-rise development can be undertaken with significantly less risk.

Office Market Considerations

This section is based on research into office location criteria for businesses, and from interviews with office leasing professionals from Colliers International are actively involved in the marketing of office product in this area.

The market potential for adding office space in the downtown area of the city of Langley would be based on the ability of the area to attract office based businesses. Typically, office based businesses base their location decisions on the ability to conduct their business as effectively as possible. Firms' decisions are closely related to their size, business type and whether the market they serve is local, regional or national. In addition, an increasingly important variable in office location decisions is accessibility.

The City of Langley to this point has not attracted a large office component. A small amount of local serving office tenants currently occupy space in the core area, mostly in retail space or second level offices. For the most part they cater to the needs of the local community in conjunction with food and convenience retailers and restaurants. These office uses include lawyers, doctors and dentists, notary publics, insurance agents, investment advisors, real estate agents and the like. Offices such as these can generally occupy less accessible spaces in retail districts, including the second floor of retail-at-grade buildings in Main Street type centres.

The development of a large amount of office space in downtown Langley is not believed to be currently market supported. In general, Downtown Langley is not competitive with more accessible office locations (such as on 200th St between 80th Ave. and Highway 1) in the attraction and retention of large office tenants.

Development of more significant office properties in downtown Langley may become viable in the long term after significant residential densification, improvements in accessibility, and the development of a downtown arts/cultural concentration.

Retail Market Assessment

This section summarizes the analysis of current demand for retail and service commercial land uses in the City of Langley. This represents a summary update of a report completed in 2005 titled *City of Langley Retail Trade Area Study*. This market analysis led to the retail recommendations incorporated into the Downtown Master Plan.

Methodology

This assessment considers most retail commercial and some service commercial sectors. Retail uses are defined as establishments that trade in specified goods or sets of goods. Service commercial uses considered in this analysis are those that are most closely associated with street-front retail areas and shopping centres, and include finance, real estate, insurance, restaurants, and fast food. The relevant categories of retail and service commercial include:

RETAIL AND SERVICE COMMERCIAL CATEGORIES		
SUPERMARKETS AND GROCERY	OTHER RETAIL	SEMI-DURABLE GOODS
Supermarkets and grocery	Second-hand merchandise	Book and stationery stores
Bakery product stores	Optician's shops	Florist shops
Candy and nut stores	Art galleries	Lawn and garden centres
Fruit and vegetable stores	Luggage and leather goods	Hardware stores
Meat markets	Monuments and tombstones	Paint, glass and wallpaper stores
Other specialty food stores	Pet stores	Toy and hobby stores
Liquor, beer and wine stores	Coin and stamp dealers	Gift, novelty and souvenir stores
DRUGS AND MEDICINE STORES	HOME FURNISHINGS	OTHER DURABLE GOODS
Pharmacies	Household furniture stores	Sporting goods and bicycle shops
Patent medicine and toiletries	Appliances	Musical instrument stores
	Furniture refinishing and repairs	Record and tape stores
APPAREL AND ACCESSORIES	Appliance, TV, radio and stereo stores	Jewellery stores and watch
Shoe stores	Floor covering stores	Camera and photographic supplies
Men's clothing stores	Drapery stores	
Women's clothing stores	Other household furnishings	SERVICES
Other clothing stores		Fast food
Children's clothing stores	GENERAL MERCHANDISE	Restaurant
Fur goods	Department store and general stores	Personal service
Fabric and yarn stores		

Source: Statistics Canada, Colliers-Hudema Consulting Group Limited

Retail expenditure potential is a measure of an area's ability to support retail and service establishments and, as such, is the first step in determining the total potential retail demand for any given area. The retail expenditure potential of a defined area is a product of a population's size, its income, and overall retail expenditure patterns.

The retail expenditure potential of a given population supports a quantifiable amount of retail space, called the gross warranted floor area. Expenditures are translated into warranted floor area by dividing expenditures on a given retail category by the sales per square foot standards of retailers in that category.

Trade Area: City of Langley

The City of Langley's downtown retail district is frequented predominantly by local residents. As such, the trade area for analysis of the downtown retail market is the City of Langley itself. The City had a 2006 estimated population of 27,512. Incomes were slightly lower than the provincial average, in 2001.

Retail Expenditure Potential

The City of Langley has a current estimated retail expenditure potential of \$335 million. The City trade area expenditure potential currently includes \$123 million in Department Store Type Merchandise (DSTM) expenditures and \$102 million in Food and Convenience Type Merchandise (FCTM) expenditures, including \$60 million for Supermarkets.

The following table describes the current estimated retail expenditure potential by retail sub-category in the City of Langley.

RETAIL EXPENDITURE POTENTIAL 2007	
City of Langley	
	2007
POPULATION	24,781
INCOME (PDI)	\$ 25,186
TOTAL INCOME POTENTIAL	\$624,140,480
RETAIL SALES / INCOME	48.7%
Inflow	10%
TOTAL RETAIL POTENTIAL	\$334,643,300
FOOD AND CONVENIENCE TYPE MERCHANDISE	
Supermarkets	\$ 59,587,807
Convenience and specialty food stores	\$ 6,589,691
Beer, wine and liquor stores	\$ 16,350,476
Pharmacies and personal care stores	\$ 19,122,638
TOTAL FCTM	\$ 101,650,611
DEPARTMENT STORE TYPE MERCHANDISE	
General Merchandise Stores	\$ 36,212,442
Clothing stores	\$ 14,134,400
Shoe, clothing accessories and jewellery stores	\$ 4,329,714
Home centres and hardware stores	\$ 16,603,069
Home electronics and appliance stores	\$ 11,577,292
Furniture stores	\$ 7,652,873
Home furnishings stores	\$ 5,389,714
Specialized building materials and garden stores	\$ 4,998,418
Sporting goods, hobby, music and book stores	\$ 10,752,070
Computer and software stores	\$ 1,475,475
Miscellaneous store retailers	\$ 9,589,632
TOTAL DSTM	\$ 122,715,099
AUTOMOBILE TYPE MERCHANDISE	
New car dealers	\$ 59,572,537
Used and recreational motor vehicle and parts dealers	\$ 12,700,282
Gasoline stations	\$ 38,002,226
TOTAL ATM	\$ 110,275,045
TOTAL RETAIL EXPENDITURES	\$ 334,640,755
Change in Retail Expenditures	

Source: Colliers-Hudema Consulting Group Limited - September 2007

Gross Warranted Retail Floor Area

The current retail expenditure potential generated by City of Langley residents warrants 771,000 square feet of retail and service commercial space. This gross warranted area includes 378,000 square feet of Department Store Type Merchandise (DSTM) and 193,000 square feet of Food and Convenience Type Merchandise (FCTM). Included within the FCTM space is 119,000 square feet of Supermarket space. The following table describes the gross floor area currently warranted by the Langley population, by retail sub-category.

GROSS WARRANTED RETAIL FLOOR AREA 2007			
City of Langley			
	Sales Reqm't (\$/Sq. Ft.)	Market Capture (%)	2007
FOOD AND CONVENIENCE TYPE MERCHANDISE			
Supermarkets	\$500	100%	119,176
Convenience and specialty food stores	\$450	100%	14,644
Beer, wine and liquor stores	\$800	100%	20,438
Pharmacies and personal care stores	\$500	100%	38,245
TOTAL FCTM			192,503
DEPARTMENT STORE TYPE MERCHANDISE			
General Merchandise Stores	\$220	100%	164,602
Clothing stores	\$375	100%	37,692
Shoe, clothing accessories and jewellery stores	\$615	100%	7,040
Home centres and hardware stores	\$380	100%	43,692
Home electronics and appliance stores	\$890	100%	13,008
Furniture stores	\$335	100%	22,844
Home furnishings stores	\$335	100%	16,089
Specialized building materials and garden stores	\$300	100%	16,661
Sporting goods, hobby, music and book stores	\$350	100%	30,720
Computer and software stores	\$750	100%	1,967
Miscellaneous store retailers	\$400	100%	23,974
TOTAL DSTM			378,290
TOTAL FCTM & DSTM			570,793
Service Commercial		35%	199,778
TOTAL COMMERCIAL			770,571

Source: Colliers-Hudema Consulting Group Limited - September 2007

RECOMMENDATIONS

This section provides opportunities and recommendations for guidance of the development and growth of the City of Langley's retail components. These conclusions are, for the most part, consistent with the conclusions from the 2005 trade areas study. The updated demand model suggests that these conclusions remain valid in 2007. For more detailed analysis, refer to the 2005 study.

Regional Retail Strategy - In order to stay competitive and continue to maintain or increase market size and penetration, Langley must increase its focus in the following areas:

- Ensure that City of Langley retail and commercial is known to the residents in the high growth areas in the Township north of the Willoughby Plan area;
- Coordinate City merchants to provide a Langley-wide marketing of stores and events in the City of Langley;
- With an increasing population south of the Fraser and with a well-established inventory of region-serving retail, the City is in a position to maintain and possibly increase its regional role by encouraging higher-order retail such as fashion, housewares, specialty stores, restaurants, and recreation;
- Streetfront retailing, which is present in the City of Langley, is becoming increasingly attractive for shoppers, as well as part of mixed-use higher density communities. The City of Langley could see its downtown gain a broader regional draw to its pedestrian-friendly shopping strip.

The popularity of streetfront retailing and the desire to revitalize Langley's downtown lead to the following downtown-specific recommendations.

Downtown Retail Strategy - Downtown Langley is in close proximity to a major region-serving retail agglomeration centred on Willowbrook Shopping Center. Downtown Langley retailers cannot compete against retailers in this node on selection and price. Instead, the downtown should consider the Willowbrook node as an anchor, luring shoppers who are attracted to the area by Willowbrook by offering a unique merchandise mix and shopping experience.

Distribution of Downtown Retail - Retail uses in downtown Langley should be focused into three neighbourhood-serving retail centres and a destination retail centre. The neighbourhood shopping centres should be distributed so as to best serve the residential population, and convenient shopping trips are typically less than 10 minutes from home. Existing centres in the west and the south of downtown Langley should be maintained. A third neighbourhood centre should be created in the northeast through the consolidation of retail potential transferred from the redevelopment of various underproductive retail sites.

Quantity of Downtown Retail – The Willowbrook node captures the bulk of local spending on non-food and convenience goods as well as most spending originating outside the local area. For this reason, the quantity of retail floor space warranted in downtown Langley is mainly a function of the downtown population size. There is a certain amount of underproductive retail in the downtown at the current time, and the total size of the offering should not be increased until such an increase is supported by population growth.