

ITEM	20
MANAGER'S REPORT NO.	64
COUNCIL MEETING	93/11/01

TO: CITY MANAGER 1993 OCTOBER 27

FROM: DIRECTOR PLANNING AND BUILDING OUR FILE: 15.202.4

SUBJECT: INFORMATION BROCHURE AND OPEN HOUSES  
BRENTWOOD TOWN CENTRE  
DEVELOPMENT PLAN REVIEW

PURPOSE: To advise Council regarding the information brochure being prepared and scheduled open houses on the Brentwood Town Centre Review.

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**RECOMMENDATION:**

1. THAT this report be received for information purposes.

**R E P O R T**

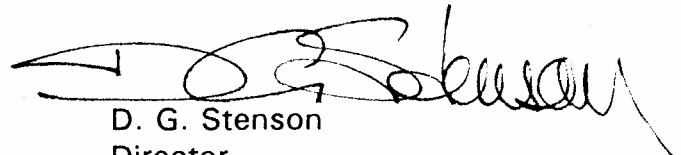
At its meeting of 1993 July 12, Council considered a report on the Brentwood Town Centre Development plan review. Council at that time authorized staff to initiate a public consultation process related to the town centre review and to pursue an application under the 1993 Planning Grant Program. We are awaiting approval of the City's grant application by the Province.

With regards to the overall town centre review process, much of the technical background information gathering has been completed. The initial public consultation process as outlined in the previous report consists of an information brochure mailed to all residents and property owners in the general area, a mall display/open house at the Brentwood Mall, and newspaper advertisements advising the public of the mall display/open house and inviting interested persons to participate in the review process.

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The text of the proposed brochure based on information in the previous report is attached for the information of Council. The brochure will also include a study area sketch, illustrative photographs/sketches and a tear-off comment portion. The dates of scheduled mall display/open houses have been arranged with the Brentwood Mall management for November 26 and 27, and are noted in the brochure. A general invitation is also included to encourage people to sign up for public workshops planned in 1994 January where members of the public will have an opportunity to present and discuss their ideas.

This is for the information of Council.



D. G. Stenson  
Director  
Planning and Building

KI:lf  
Attachment

Attachment

"LET'S HEAR YOUR IDEAS!"

**BRENTWOOD TOWN CENTRE  
DEVELOPMENT PLAN REVIEW - PHASE ONE**

**CITY OF BURNABY**

**BACKGROUND**

The City has embarked on a major review of the Brentwood Town Centre. Burnaby's Official Community Plan has chosen to organize its residential areas around four geographic sectors, each of which has a town centre. Brentwood has been designated for the north-west sector. Each town centre is intended to be the focus of higher density commercial and residential opportunities, supporting leisure and public transit facilities. In general, the Brentwood Town Centre has not developed at as great a rate as the other town centres - Metrotown, Lougheed and Edmonds. There are several factors that have contributed to the slower rate of development in this area, such as the orientation and elongated shape of the current Community Plan, the divisive effect of the Lougheed Highway, the lack of major recent constructed developments supportive of the town centre, and the lack of a major development catalyst such as SkyTrain.

The need to pursue a review of lands related to the Brentwood Town Centre has arisen out of a number of changed circumstances. Council in 1992 February confirmed the Lougheed Corridor as the preferred alignment for a light rapid transit (LRT) extension to Coquitlam. Studies have indicated that the LRT would substantially increase development potential along this Lougheed alignment with the Brentwood Town Centre being one of the prime areas for additional development. The North East Sector Transit Review Committee in its report of 1993 March supported the Lougheed Corridor for further consideration for implementation of rapid transit. The timing of the LRT is under discussion.

The Brentwood Town Centre can also play a significant role in the City's growth management strategy as is being reviewed in the updating of the Official Community Plan by accommodating some of the overall future growth in the City. Not only will a contemporary plan for the Brentwood Town Centre be an integral part of a revised Official Community Plan, but as well it will be a critical element in the City's response to metropolitan growth approaches being considered by the Greater Vancouver Regional District (GVRD).

The purpose of this document is to invite your participation in this planning process. We hope you'll read on and respond.

**BRENTWOOD TOWN CENTRE REVIEW**

The Brentwood study area encompasses an area of some 170 ha (420 acres). It is bounded by Gilmore Avenue to the west, the BNR railroad line to the south, Holdom Avenue to the east, and the existing Brentwood Park and Willingdon Heights single-family dwelling neighbourhoods to the north (see study area sketch on back page).

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The area currently contains such developments as Brentwood Mall, numerous high-rise and low-rise apartments, office buildings, numerous auto dealerships, the Loughheed Hotel and industrial buildings. Large areas of lower-intensity developments on existing industrially-zoned lands provide opportunities for major redevelopment.

To the west, south and east of the study area are existing and developing industrial/office park areas. These include the Bridge Business Park and B.C. Gas Properties to the west, and the Willingdon Business Park and the Still Creek Project to the south.

In light of changed circumstances, a more contemporary overall concept or vision is needed which will help the Brentwood Town Centre develop on the basis of a revised Council-adopted Development Plan for the area. Area residents, property owners, employers, employees, business representatives and interested developers - all are stakeholders in the area. This process depends on public input from these interested parties to ensure that a newly adopted Development Plan can be achieved with a sense of confidence, understanding and stability.

The review process can be divided into three major phases - information gathering, policy formulation and preparation of the Development Plan. The current phase outlined in this brochure is the information gathering phase.

**PHASE ONE - GATHERING INFORMATION**

One component of the first phase of the review involves contacting stakeholders in the area to obtain a clear grasp of prevailing issues, concerns and desires that could affect future choices.

Public consultation is proposed through the distribution of this information brochure, the scheduling of a mall display and open houses at the Brentwood Mall, and public participation in a workshop setting. Specific interest groups may also wish to make arrangements to meet separately with staff to contribute their viewpoints to the review.

While it is important to obtain public input from existing interest groups, the needs and rights of future residents, business people, and employees will also need to be considered and accommodated in pursuing the review process.

As a result of the phase one public consultation process, a variety of issues will be identified. It is quite likely that the issues that are identified will be interdependent in that the choices that are considered for one issue could have consequences regarding the choices available to be made with respect to other issues.

The issues raised as a result of the phase one public consultation process will need to be assessed and transformed into a set of draft policy statements describing various objectives and principles. These policies for which further public consultation will be solicited, would ultimately, if confirmed by Council, become the building blocks for the development of a revised Development Plan concept for the Brentwood Town Centre.

**ILLUSTRATIVE POLICY ISSUES**

A range of issues will need to be addressed as part of the Brentwood Town Centre review. In order to help generate thoughtful discussion about the area, illustrative examples of the range of issues that could be anticipated are suggested in the form of questions.

**a) Role of Brentwood Town Centre**

How does the Brentwood Town Centre relate to or fit within the City's four town centres?

What is its role within the north-east sector relative to the Hastings Street Village, the Kensington area, and the Montecito area?

What is its role within the Lougheed Corridor relative to the desired Light Rapid Transit route, other sub-centres along the Lougheed Highway, such as at Boundary Road and at Holdom Avenue, and the Lougheed Town Centre?

What is its role within the Willingdon Corridor relative to Metrotown, BCIT, the Trans-Canada Highway, and office parks within the Willingdon corridor?

How should the town centre relate to the Willingdon Heights and Brentwood Park neighbourhoods?

**b) Residential Development**

What is the appropriate size of the residential component for the Brentwood Town Centre in terms of number of units, increased population, and proportion of allocated land area? Is there a necessary critical residential mass required to achieve a strong sense of community and to support LRT along the Lougheed Highway corridor?

What range and type of housing densities should be accommodated such as townhouses, and low-rise and high-rise apartments?

What range and type of household formations should be accommodated such as non-family, families with children, older family formations, singles and seniors?

How should social housing issues such as rental, subsidized seniors and special needs housing be addressed?

What is the relationship of the magnitude, type and range of residential to the corresponding need for parkland, community facilities, school provisions, and infrastructure improvements?

As a larger residential component would result in a corresponding smaller industrial/office land-use component, what are the consequences of the resulting reduced employment opportunities in favour of greater residential opportunities?

**c) Commercial and Mixed-Use Development**

How can Brentwood Mall be transformed from an auto-oriented regional shopping mall into a more urbane, mixed-use development to meet the needs of this developing town centre?

Can a residential mix be introduced in the commercial core while ensuring livability and high-quality environments?

Should further retail expansion place greater emphasis on street- and pedestrian-oriented commercial and local shopping? Should auto-oriented commercial be de-emphasized?

The encouragement of some high-density office and hotel development within the town centre core is desirable. Is there a level of high-density office/hotel component that cannot be achieved due to wider market considerations related to the rest of Burnaby including Metrotown, to downtown Vancouver, and to the GVRD at large?

The continuing success of lower-scaled office park developments in the area will also affect the high-density office potential of the Brentwood Town Centre. How should these areas relate to the centre?

**d) Industrial Development**

How much of the existing industrial base and its employment potential should be protected or can a substantial portion be phased out for other more intensive uses?

While offices and residential can co-exist in reasonably close relationship to each other, how should existing industrial uses relate to the developing town centre?

The advent of warehouse-housed discount retailing is evident and will likely place further pressure on the redevelopment of industrially-designated sites in the area. Are these appropriate town centre uses and what should their relationship be to the town centre?

**e) Transportation**

The establishment of future Light Rapid Transit along the Lougheed Highway corridor is a city priority. How should development be accommodated prior to LRT coming into operation? What specific alignments and station locations need to be protected and incorporated within the plan?

What emphasis should be given to public transit use both within and outside of the town centre and improved bus routes focused on the town centre?

If the Province decides to pursue commuter rail along the BNR railroad line, what ramifications will need to be examined?

While auto orientation should not be emphasized, a workable street network is required. How best can the arterial role of the Lougheed Highway and Willingdon Avenue be accommodated?

The Lougheed Highway is a provincial highway, a commuter route. What steps need to be taken to assure that the highway is compatible with this urban town centre through which it passes?

To what extent and how should pedestrian and cycling networks and use be encouraged as primary components of the plan?

**f) Community Facilities**

With respect to community facilities (e.g.: recreation centres, library space etc.), what is the role of the Brentwood Town Centre within the north-west sector?

What is the relationship of residents and employees within and proximate to the town centre to the existing and proposed community facilities at Confederation and Kensington Parks?

What range and size of community facilities, school provisions, parkland, and public open space are needed to support the town centre development?

To what extent should the City pursue a public land assembly initiative to create a centre or focus for community services and activities?

To what extent should community facilities such as daycares, office space for community groups, and public meeting space be provided by the private sector?

**g) Quality of the Environment**

How best can the quality of the environment in the town centre be enhanced and made sustainable?

Good urban design and the provision of "humanizing" elements are considered the glue that holds the various land use components together. What is the appropriate emphasis for these issues?

What contamination and remediation measures are required with regard to existing industrial sites?

What building and development limitations are there in relation to areas with poor soil conditions and watercourses?

To what extent should the town centre incorporate CPTED (Crime Prevention Through Environmental Design) principles and create barrier-free environments?

How much emphasis should be placed on the provision of green space and the "greening" of the town centre especially related to existing industrial areas and the creation of character pedestrian precincts along the approach of, for example, Robson Street or Fourth Avenue in Vancouver.

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The City invites you to participate in the discussion...

### OPEN HOUSE

An open house has been organized so that you can familiarize yourself with the study area, background information, and some of the potential issues, constraints and opportunities. At the open house, background material will be on display and staff will be on hand to discuss your concerns and ideas. Participants will also be encouraged to fill out a short questionnaire and to provide any comments in writing.

Dates: Friday, 1993 November 26  
10:00 a.m. to 9:00 p.m.  
Saturday, 1993 November 27  
10:00 a.m. to 5:30 p.m.

Location: Brentwood Mall  
(Near Eaton's interior mall entry, main floor)

### PUBLIC WORKSHOPS

Public workshops are being organized so that you can have an opportunity to present and discuss your ideas with City staff and other members of the public. We are planning to hold these workshops in 1994 January at the Brentwood Elementary School. Each workshop will be 2 to 3 hours in duration, with one workshop planned for a weekday evening and the second for a Saturday morning. We are assembling a list of those interested in participating in a workshop and request that any interested persons provide us with your name and phone number. Drop-in participants will also be welcomed. We hope that we can obtain representative participation from all stakeholders in the area.

### FOR FURTHER INFORMATION

For more information on the Brentwood Town Centre review, please contact:

Planning and Building Department  
City of Burnaby  
4949 Canada Way  
Burnaby, B.C. V5G 1M2  
Telephone: 294-7400  
FAX: 294-7220

Monday - Friday: 8:00 a.m. - 4:45 p.m.  
Thursdays: 8:00 a.m. - 8:00 p.m.

For your convenience, a tear-off comment portion is provided, and any further written comments by mail or FAX are welcome.