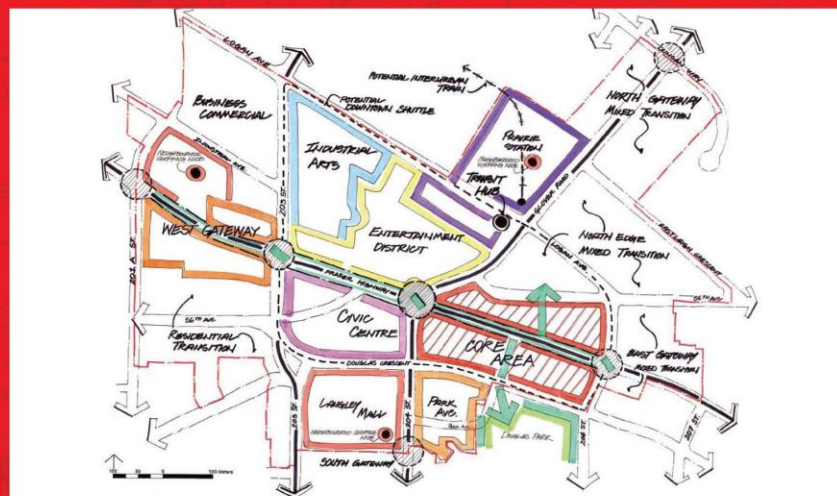


2010 Community Excellence Award
DOWNTOWN LANGLEY
MASTER PLAN

A Multi-Phased Strategy
for Economic, Physical, and Social Growth

Our Vision For The Future.



Category: Leadership & Innovation, Large Community

LAND USE AND PLANNING

Submitted by:
City of Langley, Langley, British Columbia

a) Summary

The City of Langley is proud to submit its Downtown Master Plan for consideration under UBCM's 2010 Community Excellence Awards program. The Downtown Master Plan represents a leap forward in leadership and innovation by the City of Langley and its residents, property owners and businesses. The City believes that the Plan's process, content, format and communication strategy present a model for application elsewhere in the province and the rest of the country. The Downtown Master Plan in its comprehensive approach to revitalizing the pedestrian heart of Langley demonstrates environmental excellence worthy of consideration.

b) Project Overview

The Downtown Master Plan was developed over a three year period from 2007 to 2009 by the City of Langley and its consultant team. The objective was to produce a plan that would not only guide the development of Downtown Langley over the next 20 years but would serve as a catalyst for generating investment and economic activity in the City. The approach taken was to create an exciting vision for Downtown Langley that was embraced by residents, property owners and merchants then ground the vision in reality by conducting a rigorous economic analysis and finally to promote the plan in the community and the development industry.



c) Process

The Downtown Master Plan was developed in three phases and each phase had its own interactive public consultation process. The three phases were:

1. Phase 1 – Illustrated Vision for the Future
2. Phase 2 – Urban Design and Economics
3. Phase 3 – Public Realm Plan

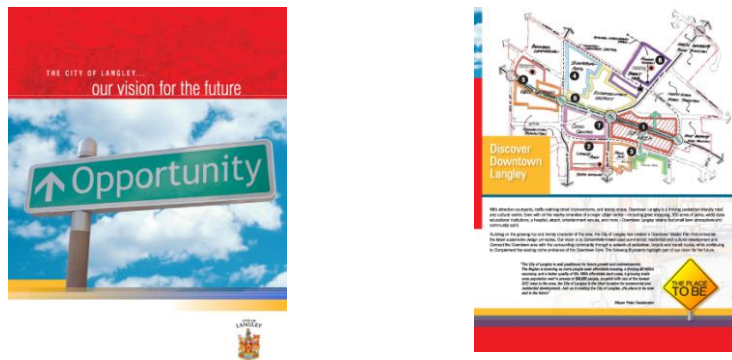
Key elements of the public consultation process were:

- Planning & Design Charrette
- Workshops
- Open Houses
- Surveys
- E-Mail Communication Network
- Website Publication of all Documents & Meeting Information
- Televised City Council Presentations

d) Product

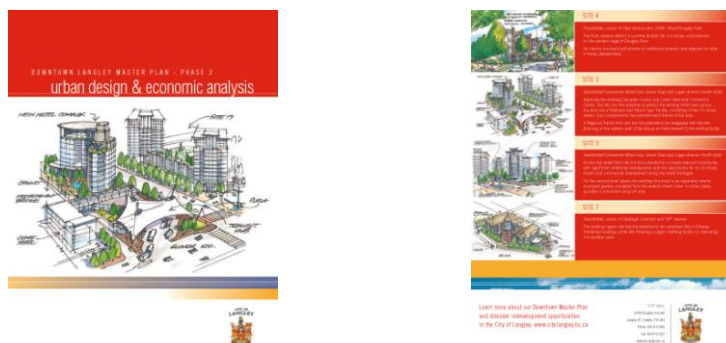
As noted, the Downtown Master Plan is a comprehensive document that was developed in three phases. The following is a brief description of each component.

Phase 1 – Illustrated Vision for the Future



Phase 1 articulates a land use and urban design vision for Downtown Langley based on eight special design character areas. This first phase establishes the future direction for Downtown Langley and includes policies and guidelines for the achievement of the vision. Sustainability principles and a commitment to environmental excellence are integrated throughout this and other components of the Downtown Master Plan.

Phase 2 – Urban Design and Economics



Phase 2 includes urban design case studies to explore the development potential of seven key sites in Downtown Langley. Each site and development concept in turn is tested and evaluated as

to its viability from an urban land economics standpoint. Phase 2 demonstrates the City's commitment to sound economic principles and realistic development plans.

Phase 3 – Public Realm Plan



Phase 3 is a plan for the public spaces in Downtown Langley including streets, plazas, sidewalks and greenways. The Public Realm Plan presents a number of streetscape and other “typologies” with coordinated design for elements such as landscaping and street furniture. Phase 3 illustrates the desired transformation of Downtown Langley “From Grey to Green” in accordance with the Downtown Master Plan’s vision of sustainability.

e) Communication Strategy

Communication with the public was a priority from the outset of the project. The goal of the communications strategy was to maximize public engagement during the development of the plan and then strategically disseminate and promote the completed plan components for optimal results. Key components of the strategy include the following:

- Stakeholder Mailouts (regular and e-mail) & Phone Calls
- Newspaper Advertisements
- High Quality Promotional Brochures for Plan Components
- High Quality Promotional Brochures for Associated Initiatives
- Business Card Sized Promotional DVD Video
- Tradeshow display booth
- Presentations to Chamber of Commerce and Merchants’ Association
- Urban Development Institute Breakfast Meetings
- Presentations to Provincial Government Ministries
- One on One Presentations by Mayor to Developers and Property Owners
- All Plans and Brochures Available for Download on City Website

f) Implementation and Action Plan

The Downtown Master Plan is all about action and the Phase 1 Executive Summary includes a realistic implementation strategy. A number of significant steps have already been taken to implement the vision of the Downtown Master Plan including:

- Economic analysis of 24 potential development sites has been completed

- Regulatory changes to allow increased residential densities and building heights have been adopted
- A Downtown Revitalization Tax Exemption Bylaw has been adopted to encourage development and investment
- Discussions with the Province and Translink on the development of a planned Transit Hub have commenced
- The City has acquired land for a planned Civic Centre site
- Presentations to groups, developers and potential partners continue on a regular basis

g) Results of Downtown Master Plan

The Downtown Master Plan has already generated a great deal of interest and activity. Some examples of this are the following:

- A \$23 million, 220-unit MF housing development was recently completed in the West Gateway area
- An \$8.3 million, 68-unit MF housing development is currently under construction in the Park Avenue area
- A recent “Open for Business” breakfast hosted by the Urban Development Institute’s Pacific Region chapter had one of the largest attendances in chapter history.
- New development projects are already in the planning stages as a direct result of the Downtown Master Plan process. As observed by Mayor Peter Fassbender:

This City of Langley Downtown Master Plan process has been so outstanding that developers are approaching us about sites and areas in the Downtown Core that have not been of interest for years. It is like the dam broke and the flood of prosperity has finally arrived!

h) Conclusion

The City of Langley Downtown Master Plan demonstrates both leadership and innovation in the area of land use and planning. The Plan provides a strong and creative vision blending high density mixed-use development, a major transit hub, an industrial arts district, greenways and unique entertainment and civic facilities such as a children’s museum. The vision is grounded in economic reality through extensive site by site pro forma analyses. Environmental sustainability is considered throughout the Plan and is evident in policies and actions to green the public realm, increase pedestrian, bicycle and transit orientation and optimize design to achieve best practices. The Plan is the product of an exhaustive public consultation campaign and its progressive vision has been promoted through a sophisticated communication strategy. In summary, the innovation of the Plan is its comprehensiveness, its attention to all aspects of sustainability, its ambitious drive for economic success and the central role of communications throughout its development and implementation. The City of Langley is proud of the Downtown Master Plan and confident that it will serve as a model for other municipalities.