

CAMPBELL RIVER WATERFRONT DESIGN CHARRETTE

SUMMARY REPORT DECEMBER 2013





Campbell River Fishing Pier © Josh McCulloch 2008

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Project Site- Downtown Campbell River

I. INTRODUCTION

In August 2013, the City of Campbell River called for proposals for a Waterfront Conceptual Charrette to consider opportunities for development on a 9.5 acre waterfront site. The product of the charrette was intended to be an integrated series of urban design principles and a preferred design concept to be used as a template to inform discussion and potential decision-making for streetscape and public realm improvements in the downtown area around the waterfront site.

The urban design program developed during the charrette will inform the development of a future comprehensive urban design concept plan and “pattern book” for the larger downtown core area. The information generated during the charrette was to become the basis for more detailed plans in the future.

The study area consists of three fee-simple parcels: one owned by the City of Campbell River and two by a private landowner. Current zoning permits commercial development on the northern parcel and public uses on the southern two parcels.

Rezoning is anticipated for development in this location, especially for mixed use, urban development concepts to be realized.

Prior to the charrette, the project team researched City plans, policies, and design guidelines for the Downtown including the Zoning By-law, Official Community Plan, Master Transportation Plan, and a series of past urban design, land use market studies and, out-comes from the series of pre-charrette open houses and precharrette efforts of the Youth Action Committee.

The team researched downtown waterfront development projects with potential relevance to the site in Campbell River and assembled presentation materials on these precedents to stimulate discussion and inspire design ideas during the charrette.

The team’s market and land use economics consultant investigated past and current real estate performance and projections to assess the potential of a range of land uses, construction approaches, and densities for the project site.



PFS Studio/Public Project Team

The Campbell River Waterfront Design Charrette was a two and a half day process with professional charrette facilitators and technical support provided by the City. A vacant storefront in the Discovery Harbour Shopping Centre, immediately north of the study site, was made available for the duration of the charrette.

Day 1 – Community Engagement – November 12th

The design team arrived in afternoon of November 12th for a meeting and site visit with City staff.

An evening event for interested members of the community (6:30 – 8:30) was held including:

- Introductions of design team and some relevant past projects.
- Overview presentation on the opportunities of downtown waterfront development.
- Break-out into three small groups for facilitated discussions on what people would envision using the site and on their preferences for design and development characteristics of the site.

- Opportunity to look at the work of all three groups pinned up on the wall as a reference during the rest of the charrette.

Day 2 – Community Charrette Day – November 13th

The first full day of charrette was structured to involve invited stakeholders in four small group sessions around understanding the site and context, linkages and connections throughout the downtown, placemaking elements, program opportunities, land use mix potential, and other issues. Each small group, facilitated by a member of the design team and developed a conceptual design option for the site.

The initial morning session brought all participants together for a series of background presentations including:

- Precedent examples from a number of waterfront developments that represent a range of building types, public realm uses, and densities that had potential relevance to Campbell River's downtown.

- Site assessment information, including a range of urban design topics, and an overview of relevant planning policy, design guidelines, and recent development initiatives (refer to Section 3).
- A review of land use market economics for a range of potential development options that could be considered for the downtown waterfront (refer to Section 4).

Participants then joined one of four small groups for a facilitated session on the development of design concepts for the site that addressed both public realm and private development ideas for the site.

In the late afternoon, the consultants organized the results of the small group sessions for presentation to and review by the public in the evening.

In the evening (6:30 – 9:00), members of the community were invited to view the results of the day's work and comment on preferences to inform Day 3's work.

II. SUMMARY OF THE PROCESS

Day 3 – Refinement of Preferred Options in Professional Charrette with Key Staff – November 14th

Based on Day 2 and comments from the larger community that evening, the design team and key professional staff of the City worked together in an intensive and focussed session to explore and refine the preferred concepts into a set of “Design Principles” and an example rendered site plan and perspective sketches.

Again in the evening (6:30 – 8:30), the engaged public and stakeholders were invited back to the storefront venue for a presentation of the results of the day’s refinement work and a preview of what would be included in the Summary Report.



SITE VIEWS



III. SITE ASSESSMENT



The project team prepared a series of maps and diagrams for use on Day 2 of the charrette to summarize an understanding of the context and factors influencing site planning.

SITE VIEWS

The study site is currently vacant and dominated by the proximity of the Island Highway. Views to the east include boats and marina facilities in the foreground and the breakwater in mid-distance. To the south and beyond the breakwater to the east are panoramic views of the channel with Quadra Island and the mountains in the distance. The waterfront location with dramatic west coast views is the key reason that the study site will be able to command higher than average development demand and prices over inland downtown sites.

CIRCULATION



- Study Site
- Greenways Loop
- Bicycle Routes
- Bus Routes
- Ferry Routes

The study site is isolated from the core of the downtown by the highway. The potential to make improvements to pedestrian crossings of the highway and consider narrowing or reducing the travel lanes in the vicinity of the development site were noted as significant opportunities for integrating the study site into the fabric of downtown.

It would be desirable for existing pedestrian and cyclist routes that currently are located along the highway to be matched with alternate routes along the waterfront where traffic noise could be avoided and views to the water and Quadra Island could be enjoyed.

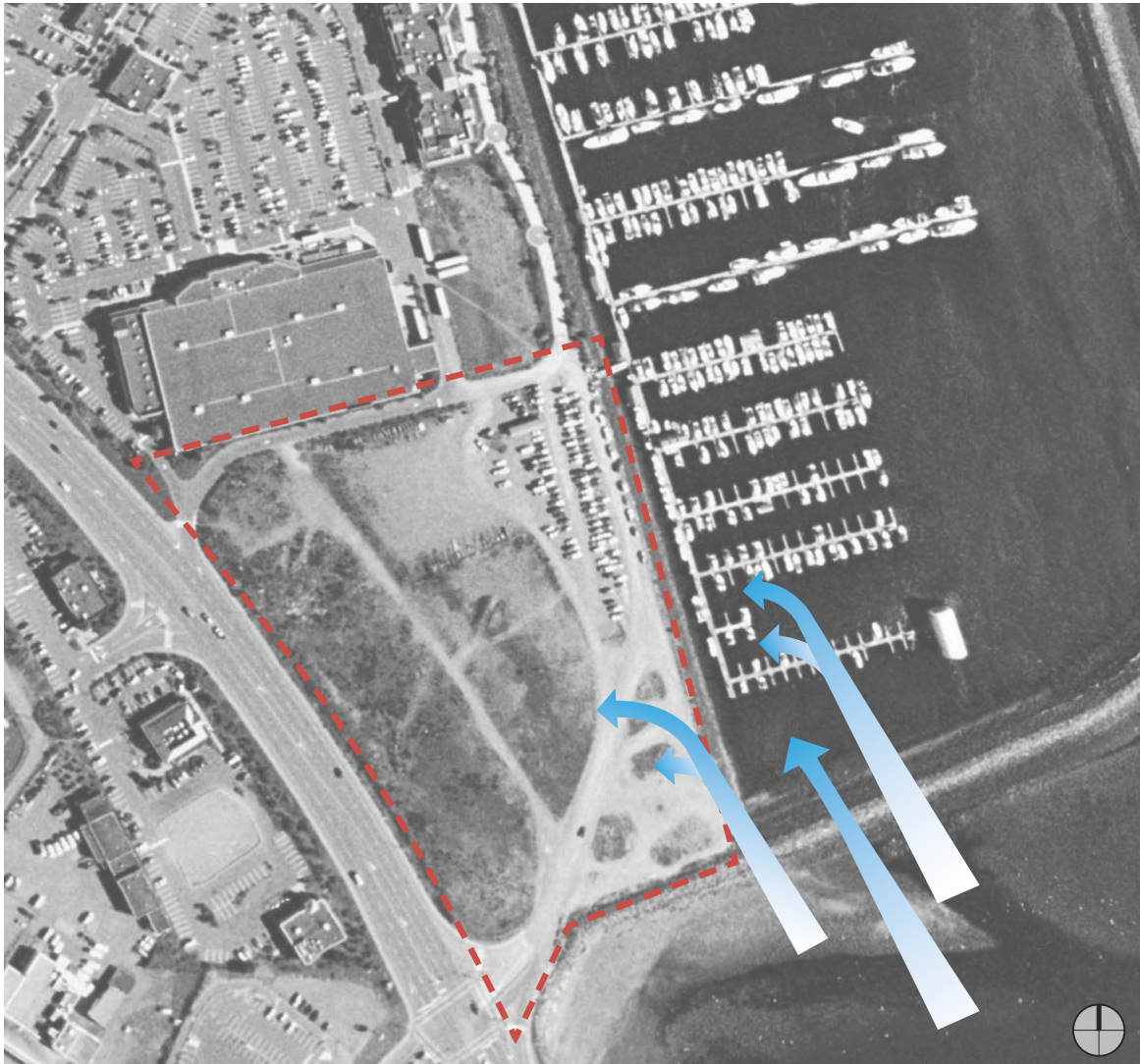
PARKS AND OPEN SPACE



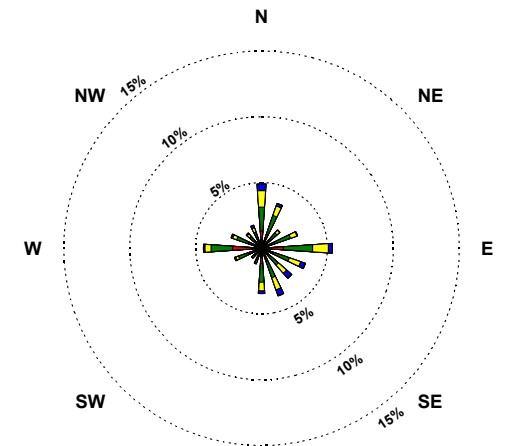
- | | |
|--|---|
| Study Site | Public Plaza |
| Existing Parks | Wei Wai Kum Nation |
| Naturalized Areas and Protected Lands | Robert V. Ostler Park |

The study site is well located to provide open space amenities for the downtown, for shoppers at the Discovery Harbour Shopping Centre, and the Wei Wai Kum Nation lands. The mix of park and open space program on the study site should complement the existing amenities of the Spirit Square and the large open landscaped qualities of Robert Ostler Park on the waterfront south of the ferry terminal.

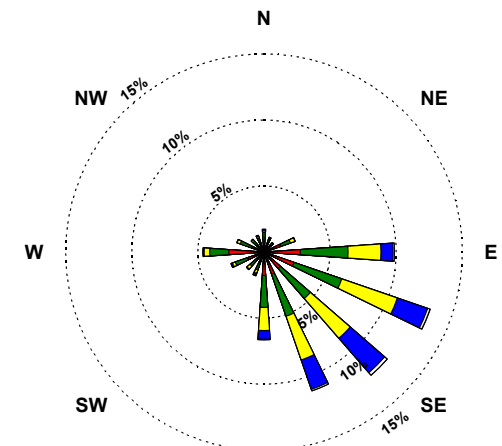
WIND



The study site is located on the waterfront where it is exposed to winds blowing down the channel. Wet winter winds are predominantly from the southeast suggesting that site design should consider screening and sheltering of year-round open spaces from that direction.



S Calm (≤ 0.5 m/s) = 52.9%

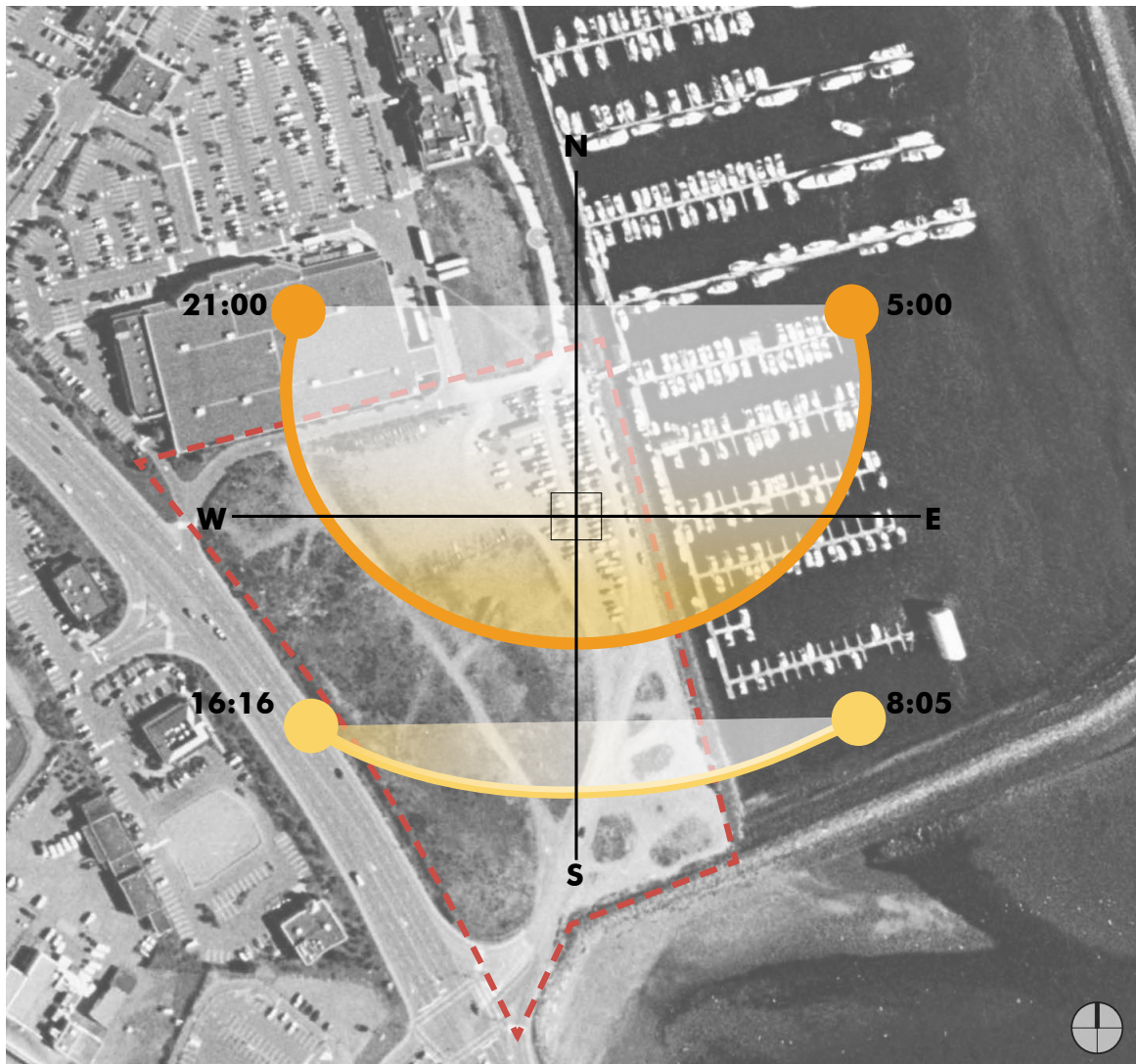


S Calm (≤ 0.5 m/s) = 24.7%

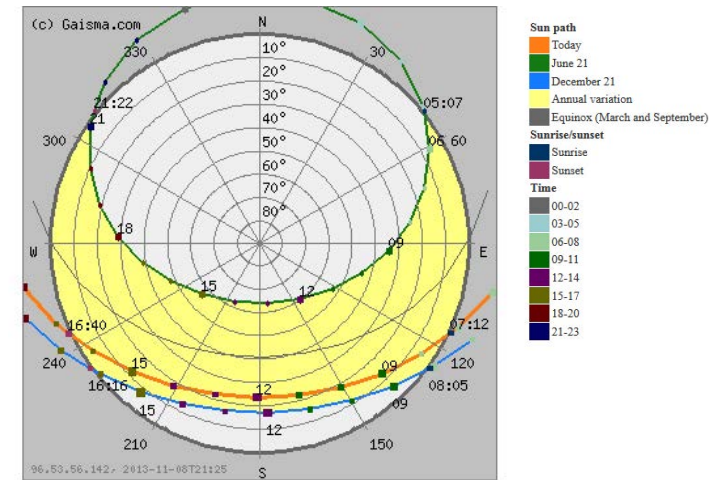
Wind rose for all hours (top) and wet hours (bottom)



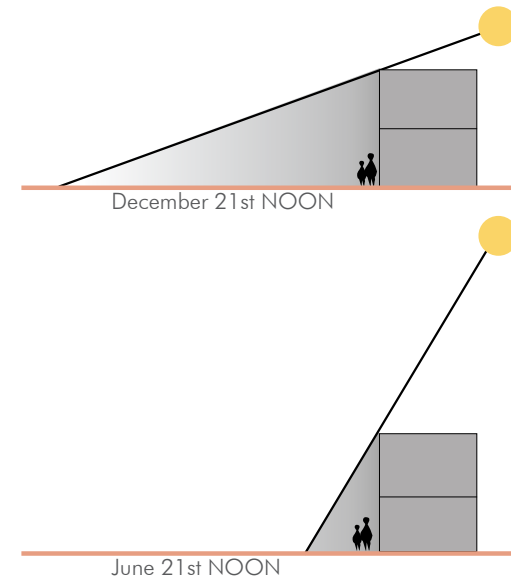
SOLAR ACCESS



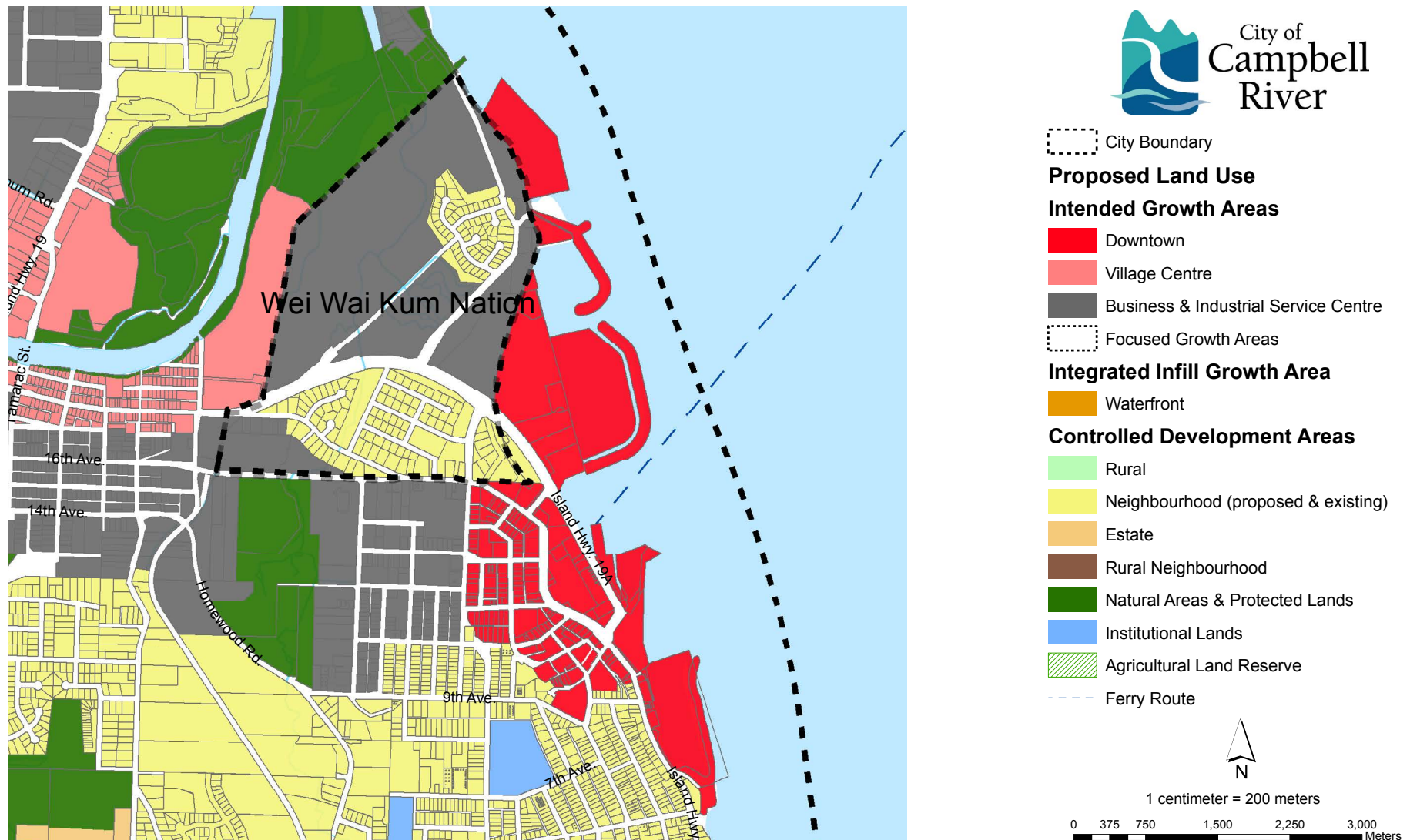
The path of solar exposure across the site is a key design consideration. Even a two storey structure casts a long shadow in the winter.



Notes: * = Daylight saving time, * = Next day.

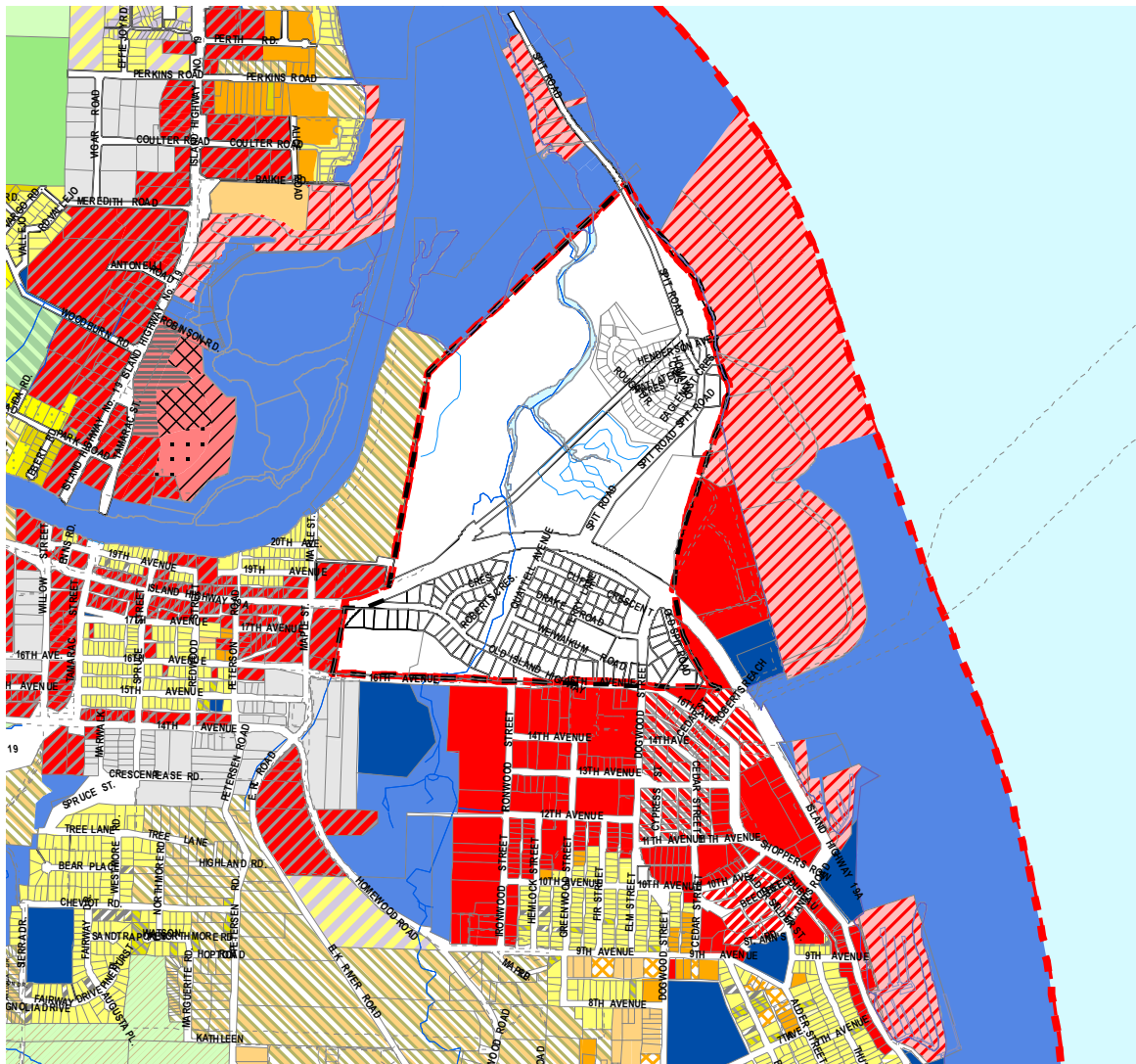


OFFICIAL COMMUNITY PLAN LAND USE



The study site is considered a part of the downtown for planning purposes, indicating an expectation for mixed use development with commercial and residential components in the development of these parcels. The OCP also has a Development Permit Area along the shoreline that will affect design and approvals for the site.

ZONING



- City Boundary
- Airport One (A-1) Zone
- Airport Two (A-2) Zone
- Commercial One (C-1) Zone
- Commercial One A (C-1A) Zone
- Commercial One B (C-1B) Zone
- Commercial One C (C-1C) Zone
- Commercial Two (C-2) Zone
- Commercial Three (C-3) Zone
- Commercial Four (C-4) Zone
- Commercial Four A (C-4A) Zone
- Commercial Four B (C-4B) Zone
- Commercial Four C (C-4C) Zone
- Commercial Four D (C-4D) Zone
- Commercial Five (C-5) Zone
- Commercial Six (C-6) Zone
- Commercial Seven (C-7) Zone
- Commercial Eight (C-8) Zone
- Industrial One (I-1) Zone
- Industrial Two (I-2) Zone
- Industrial Three (I-3) Zone
- Industrial Four (I-4) Zone
- Lakeshore Commercial (LS-C) Zone
- Lakeshore Residential (LS-R) Zone
- Manufactured Home Park (MHP) Zone
- Public Areas One (PA-1) Zone
- Public Areas Two (PA-2) Zone
- Residential One (R-1) Zone
- Residential One A (R-1A) Zone
- Residential One B (R-1B) Zone
- Residential One C (R-1C) Zone
- Residential Two (R-2) Zone
- Residential Two A (R-2A) Zone
- Residential Three (R-3) Zone
- Residential Estate One (RE-1) Zone
- Residential Multiple One (RM-1) Zone
- Residential Multiple Two (RM-2) Zone
- Residential Multiple Three (RM-3) Zone
- Residential Multiple Four (RM-4) Zone
- Rural Recreation (RR-1) Zone
- Rural One (RU-1) Zone
- Rural Two (RU-2) Zone
- Rural Three (RU-3) Zone
- Unzoned/First Nations

0 0.375 0.75 1.5 2.25 Kilometers

1:22,000

NOTE: This map is intended for general reference purposes only, and must not in any way be interpreted to be legal, nor be used to establish legal lot sizes or dimensions. Legal information or descriptions must be obtained from the City of Campbell River.
301 St. Ann's Road, Campbell River, British Columbia, Canada V9W 4C7



Schedule B: Map References
Map revised: July 23, 2013



City of Campbell River
Zoning Bylaw No. 3250

The study site is currently zoned for public areas (PA-1) on the two southern parcels and for commercial (C-1) on the north parcel, permitting development similar to the existing shopping centre to the north of the site.

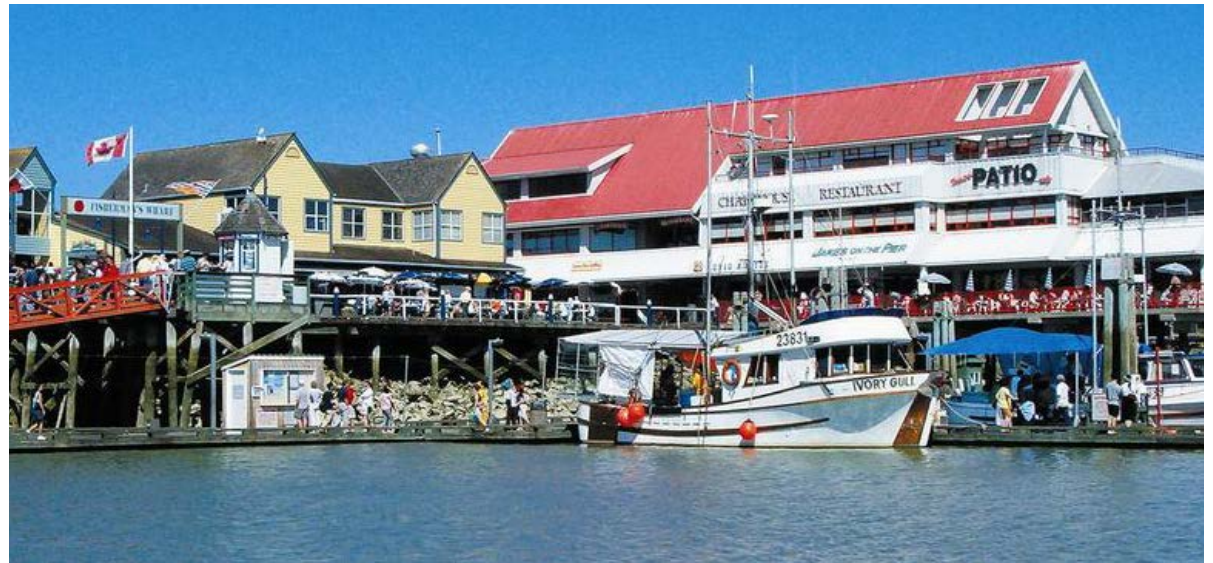
STEVESTON, RICHMOND



IV. RELEVANT PRECEDENTS



Steveston Village on the Fraser River is a community with a strong fishing industry heritage that has been reflected in both adaptive reuse of heritage buildings and in new developments. Building massing and materials and design elements in the public realm take cues from the industrial past and work with existing infrastructure including the rip rap foreshore protection that is in place along the riverfront. In some cases decks and walkways cantilever over the rip rap to bring people into a closer relationship with the water. Outdoor eating for restaurants, areas in the marina that permit public access, and orientation of uses to the south for sunlight are design strategies that are relevant to Campbell River.



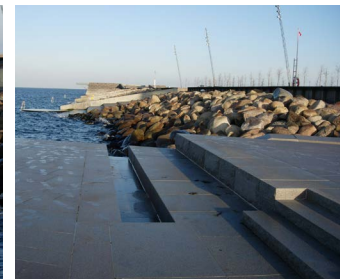
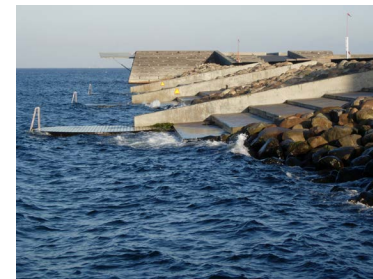
FRASER LANDS, VANCOUVER



The East Fraserlands are a brownfield redevelopment of an old industrial site on the Fraser River foreshore in the southeast corner of the City of Vancouver. Of interest to the site in Campbell River are:

- a continuous waterfront route with a series of conditions from hard surface piers and plazas to areas of naturalized ecological landscape
- building forms that terrace back from the waterfront to protect sunlight access to the waterfront open spaces
- routes that widen at the waterfront to increase outwards views.

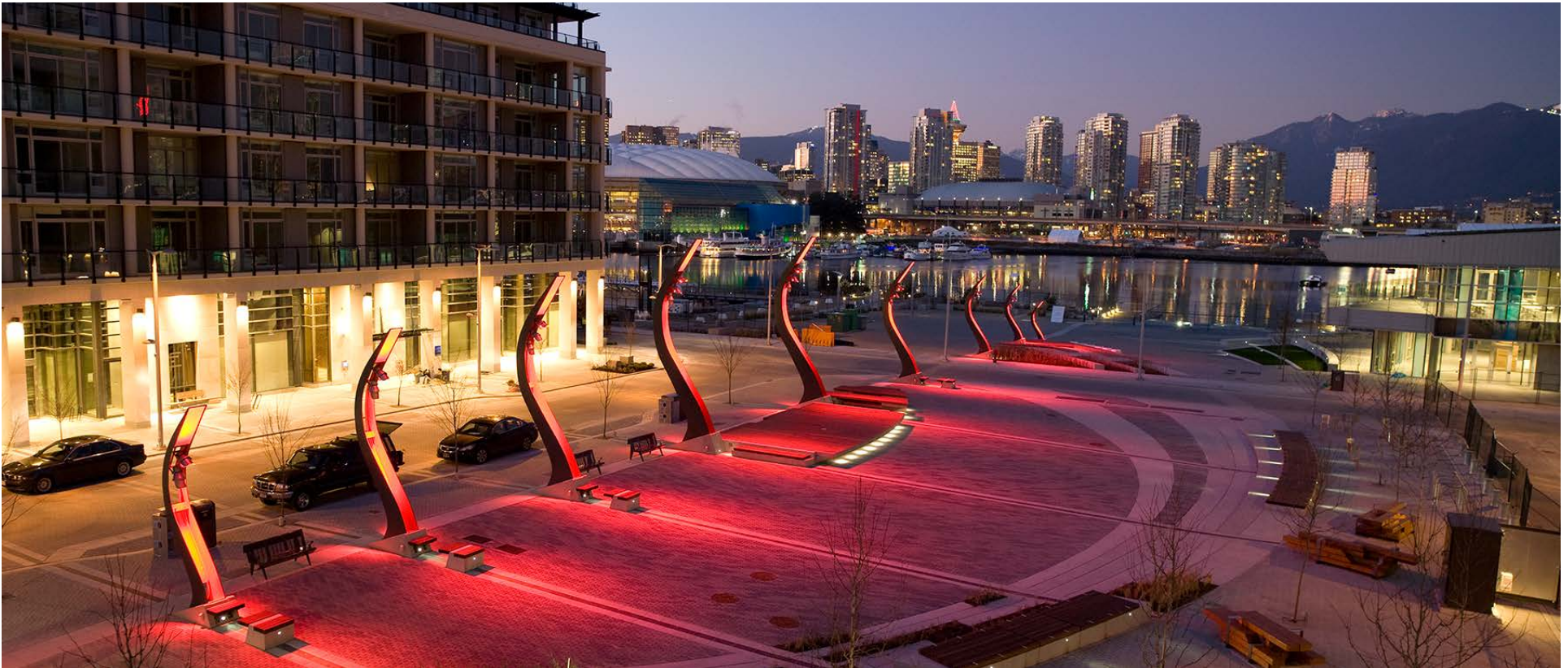
MALMO, SWEDEN



Malmo is the home of a contemporary new neighbourhood of mid-rise multiple family housing on a highly exposed northern waterfront site. Design features of interest to the Campbell River site include:

- a rip rap edge condition that is moderated in a few locations with landscape interventions that bring people near to the water
- consideration of creating internal courtyards and park spaces that are sheltered from the wind by buildings
- working with surface parking lots
- providing a mix of housing types from apartments to townhouses with varied architectural styles.

SOUTHEAST FALSE CREEK, VANCOUVER



The Olympic Village on Vancouver's Southeast False Creek waterfront broke with the podium / tower form of multi-family housing that dominates most of the city's downtown waterfront redevelopment and experiments with mid-rise housing framing the streets and public open spaces in the neighbourhood. Potentially relevant design ideas for Campbell River include:

- a riprap edge that is punctuated with special places for water access
- streets and open spaces planned for a wide range of programming
- design detailing that references the history and character of the site.

COAL HARBOUR, VANCOUVER



Coal Harbour next to Stanley Park in downtown Vancouver is much more urban and dense than Campbell River. In spite of the differences in scale, some of the precedent concepts in Coal Harbour include:

- a continuous waterfront walkway
- opportunities to access the water at public areas in marinas
- animation of the waterfront route with places to gather, food outlets with seasonal outdoor eating areas, community amenities fronting along the route, and landscaped park spaces
- stepping of buildings to facilitate sunlight access at the waterfront.

V. LAND USE MARKET ECONOMICS

Overview

The findings of the preliminary market research was an input to the charrette process for the 9.5 acre waterfront site in Downtown Campbell River. A summary of findings by Coriolis Consulting was presented at the start of Day 2 of the charrette.

Recent Trends and Outlook for Campbell River

The population of the City of Campbell River was about 32,000 as of 2012. The City's population grew at a rate of about 1.0% per year on average between 2006 and 2012.

There are a number of major projects planned in Campbell River that will have a positive influence on employment and the local economy if they proceed:

- BC Hydro has commenced with replacement of the John Hart Generating Station. The total budget for this project is approximately \$1.0 billion and the project is expected to be completed by about 2018.
- Vancouver Island Health Authority is planning a new 95 Bed hospital next to the

existing hospital in Campbell River. The \$266 million dollar project is scheduled to begin construction in 2014. Once the new hospital is built, the old hospital will be demolished.

- Quicksilver Resources has acquired the former Catalyst Paper Elk Falls Mill site and plans to convert part of the 400 acre facility into an LNG plant. The company is planning on having the plant running by 2019 pending a feasibility study and improvements to the pipeline that supplies natural gas to the site.

BC Stats forecasts that the population of the Campbell River area will grow at a pace that is similar to its historic rate of growth over the next the next decade.

Overall, population growth and employment growth in Campbell River will lead to opportunities for new residential, retail/service, and office development in the City over the next decade or so.

Recent Development in Downtown

Downtown Campbell River is the main commercial centre in the City (and the region). Downtown is

the focus of the City's office space and also includes the major shopping centres. There are a few projects underway in Downtown Campbell River that illustrate Downtown's market appeal:

1. A 55 unit 4-storey hotel is under construction in Downtown Campbell River. The hotel is expected to be a Comfort Inn.
2. Berwick Retirement Communities is constructing a 6-storey, 123 bed project senior's housing project in Downtown.
3. Seymour Pacific Developments is in the process of building a new \$15 million dollar office building in Downtown to accommodate its 250 employees.

Multifamily Residential Evaluation

The site's waterfront location makes it a very attractive site for multifamily development, so Coriolis Consulting examined the apartment market in some detail. The key points are as follows:

1. Apartment development in Campbell River averaged about 80 units per year (with an additional 10 townhouse units per year on average) between 2006 and 2013.

2. Recently, Downtown has captured a share of this demand (the senior's project under construction near the subject site).
3. The outlook for population growth in Campbell River suggests that apartment development should continue at a similar pace over the next decade or so.
4. Given its waterfront location, Coriolis Consulting thinks that the subject site could capture a significant share of the demand for new apartment units in the City. Coriolis Consulting thinks it is reasonable to anticipate demand in the range of 20 to 30 units per year on average at the subject site, depending on the level of competition from projects in the rest of the City (and other nearby communities).

To help gauge the height of apartment projects that could be considered at the site, Coriolis completed a preliminary analysis of the financial viability of woodframe apartment development and concrete apartment development at the site.

Coriolis' financial evaluation can be summarized as follows:

1. Prevailing sales prices at the higher quality woodframe apartment projects in Campbell River (along the Island Highway with water views) are in the range of about \$240 to \$250 per square foot, or roughly \$300,000 per unit assuming a 1200 square foot unit size. At this price point, woodframe apartment development is financially viable. Coriolis thinks that a woodframe apartment project at the subject site could achieve even higher sales prices (perhaps \$300 per square foot

or more given its waterfront setting), so woodframe apartment development at the subject site should be financially viable, assuming there are no extraordinary costs associated with developing a project at the site.

2. Concrete apartment construction results in significantly higher costs than woodframe construction. In order for concrete construction to be financially attractive, Coriolis estimates that the project would require an average sales price of at least \$390 per square foot (about \$470,000 per unit assuming a 1200 sq.ft. average unit size). This assumes there are no extraordinary costs associated with developing an apartment project at the site.

There are no modern concrete apartment projects in Campbell River. To put Coriolis' estimated required price point in context, Coriolis reviewed sales prices at waterfront apartment projects in Nanaimo, Parksville and Comox. Coriolis' findings indicate that unit sales prices over the past couple of years at the newer waterfront projects in these communities have averaged between \$330 per square foot and \$375 per square foot. This suggests that it will be challenging to achieve the sales price required to make concrete apartment development at the subject site financially attractive. Concrete apartment development will require a substantial premium over sales prices at the highest priced projects in Campbell River and a premium over other waterfront projects in nearby mid-Island communities.

Retail and Service Evaluation

The subject site is adjacent to the major shopping centre in the City (Discovery Harbour Centre) and it fronts on the Island Highway. This makes it a very attractive location for retail and service development. In addition, lease rates for newer retail space in Downtown are high enough to make retail and service development financially attractive for private developers (\$20 to \$25 per square foot). Therefore, retail and service space should be considered for the site.

However, Downtown currently includes pockets of retail and service vacancy and population growth will likely be modest over the next decade or so. For example, a growth rate of 1% per year would result in population growth of about 320 people per year in the City. Assuming 30 square feet of retail and service space per capita (typical for a City the size of Campbell River), this rate of population growth would generate demand for about 10,000 square feet of additional space in the entire City each year on average. Downtown would capture a portion of this.

At an overall retail and service density of 0.30 FAR, the subject site could accommodate over 100,000 square feet of retail and service space or roughly 10 years of City-wide retail demand. Therefore, there may not be sufficient demand in Downtown Campbell River to support development of the entire site for retail and service use without negatively affecting the existing retail projects in Downtown.

Office Evaluation

Lease rate for office space in Downtown Campbell River are low (good quality space can be rented for about \$10 per square foot or less) and the market is relatively small. Therefore, office development is not likely to be financially attractive to private developers. Coriolis does not recommend including a significant amount of office space in development concepts for the site.

Hotel Evaluation

The subject site's waterfront setting in the main commercial area of Campbell River makes it an attractive location for hotel development. However, Campbell River has a relatively small tourism accommodation inventory (about 800 existing rooms) and there is currently a new hotel project underway in Downtown. Coriolis has not completed a detailed analysis of the tourism market in Campbell River, but given the relatively small size of the market, it is likely optimistic to assume that the market could support a second new hotel in the short term.

Implications for Charrette Concepts

Based on its review, Coriolis Consulting suggested that:

1. Concepts for the subject site focus on multifamily residential, retail and service, or a mix of each. Given the size of the site and its overall development potential, there is clearly a market opportunity for a mix of uses at the site.
2. Mixed-use buildings with retail and service at grade could be considered. However, it will be important for the retail space to offer good exposure, convenient parking, and easy vehicular access.
3. Multifamily buildings should be 5-storeys or less to maximize marketability and minimize development risk.
4. The charrette process could consider options to include taller concrete apartment buildings, but the price point required to make this form of development financially attractive is untested in Campbell River, making it a risky form of development.
5. The cost of creating the required parking should be carefully considered as the financial viability of development will be sensitive to the overall development costs. Underground parking may not be financially viable.

VI. DESIGN PRINCIPLES

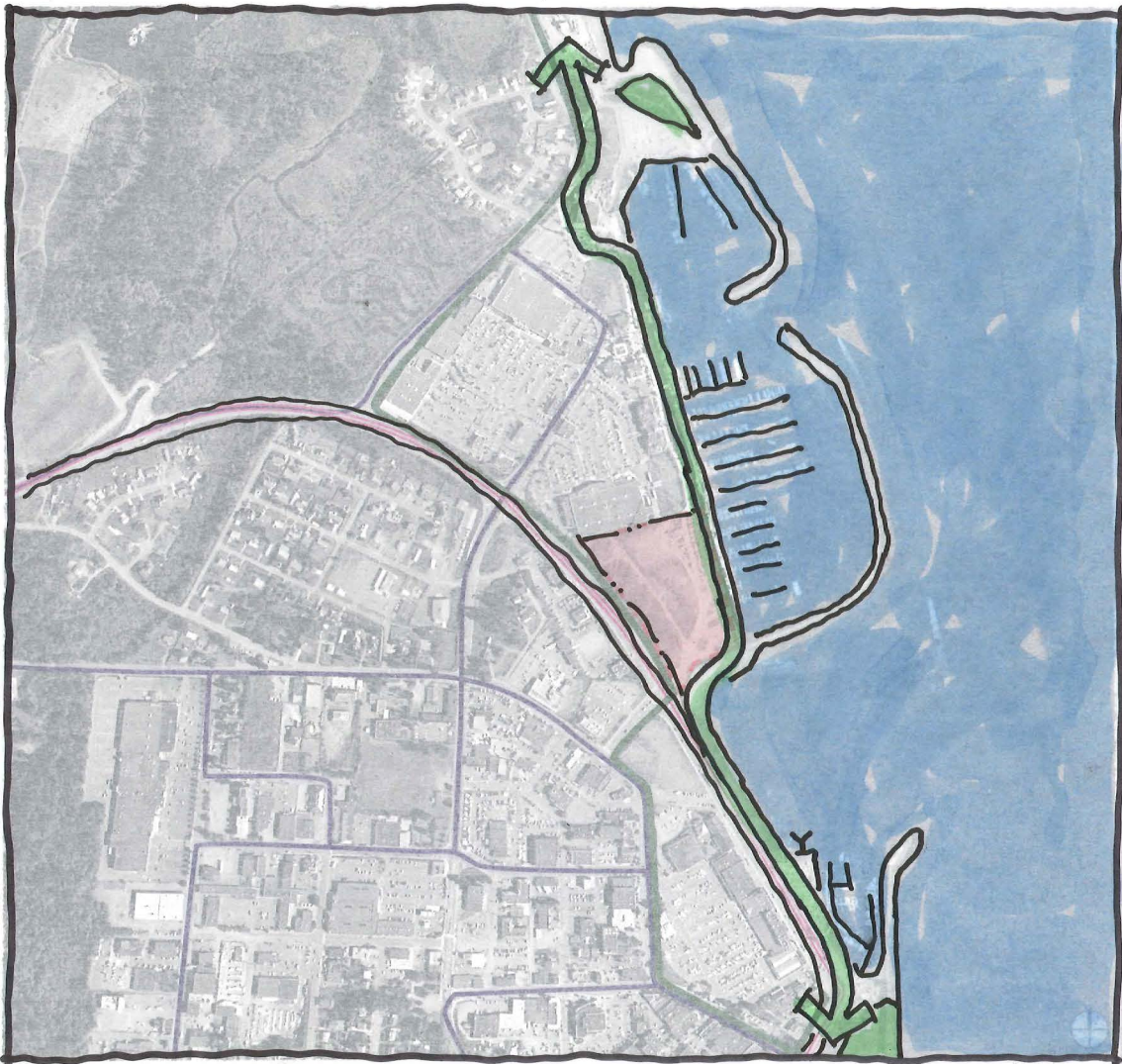
On the third day of the charrette, the consultant team reviewed the work of the four design teams and distilled eighteen design principles that were generally common to all schemes.

The following 18 Design Principles were established during the charrette:

1. Continuous Waterfront Route
2. Connections to Downtown
3. Shoppers Row Extended to the Waterfront
4. Breakwater Pier as a Public Destination
5. Island Highway Transformed into "Main Street"
6. Retail Uses Animate Pedestrian Arrival
7. South Side Becomes the Social Hub
8. Significant Public Park Space
9. Upland Space Supports the Marina
10. Marina Offers Some Public Access
11. Residential and Mixed Use Development
12. Buildings Stepped Back for Sun Access
13. Public Amenity Space
14. Public Views to the Water
15. Climate Moderated through Design
16. First Nations Identity
17. West Coast / Local Design Expression
18. Pedestrian Priority over Vehicles.



1. CONTINUOUS WATERFRONT ROUTE

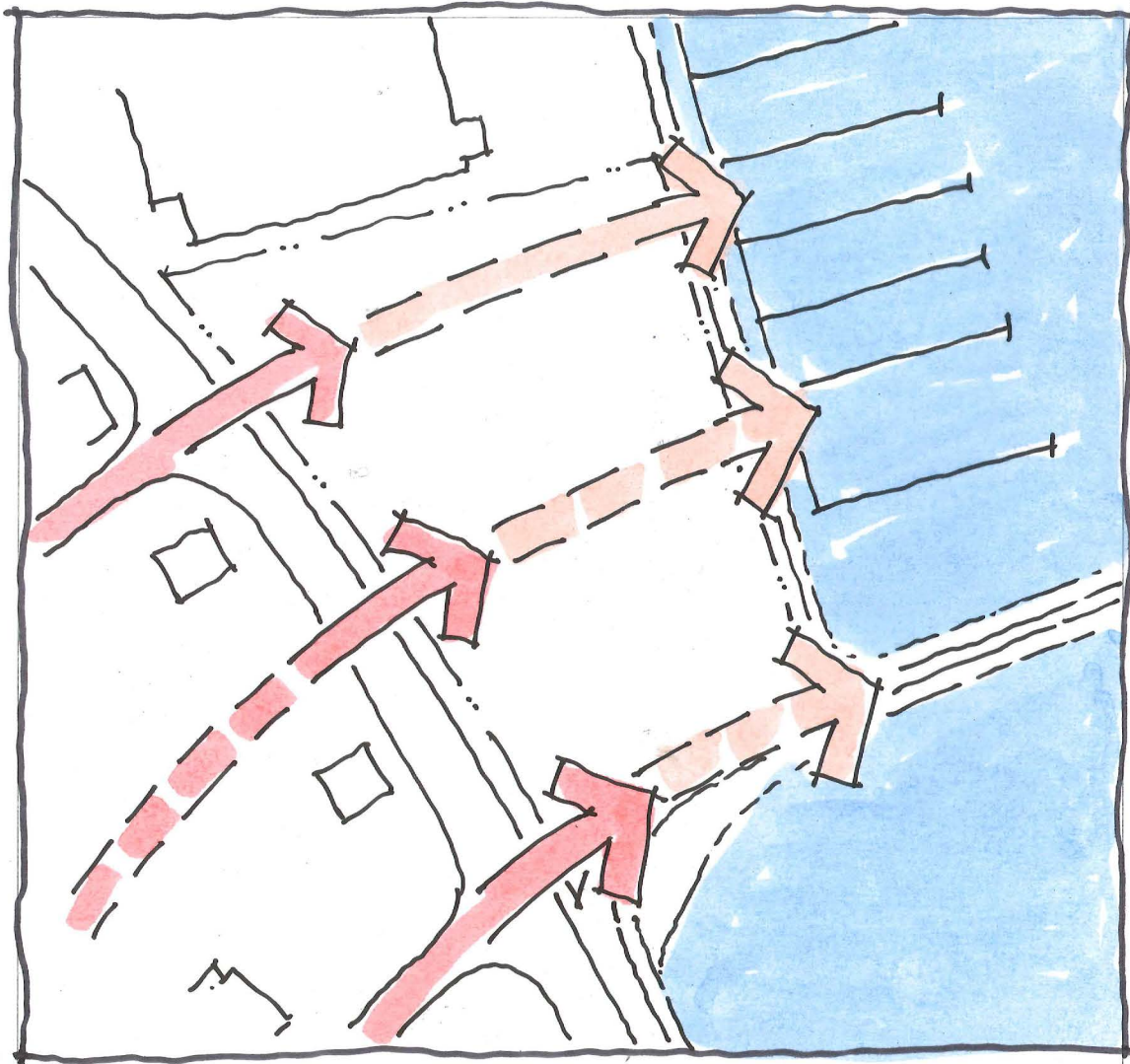


Provide a continuous connection along the waterfront, for pedestrians and cyclists, that connects to an improved boardwalk along Island Highway passing the Ferry Terminal to the south and linking with the existing route behind Discovery Harbour Shopping Centre.



Steveston Waterfront, Richmond

2. CONNECTIONS TO DOWNTOWN



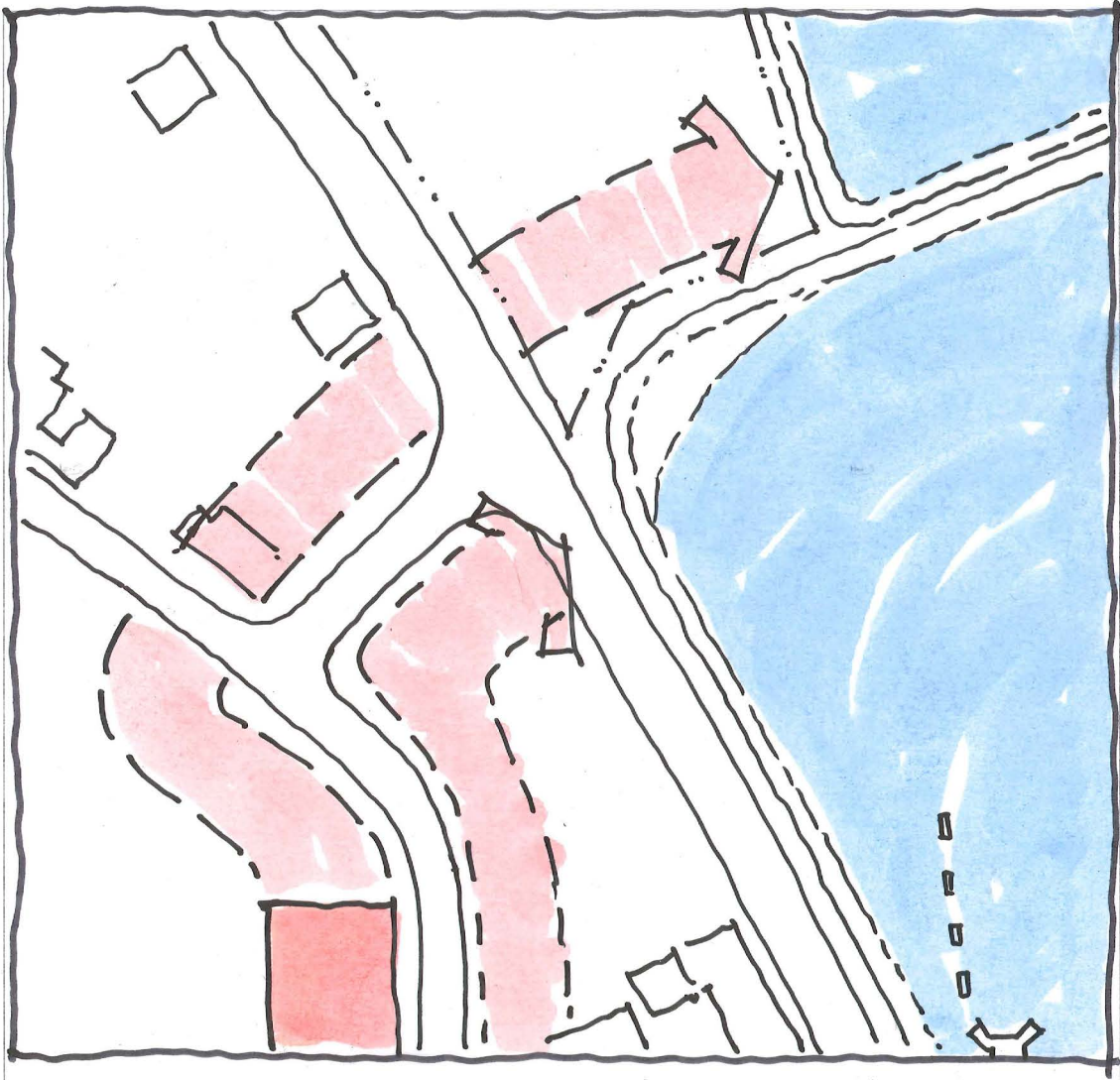
Make the new development connected into the fabric of Downtown.

Extend the Downtown to the waterfront.

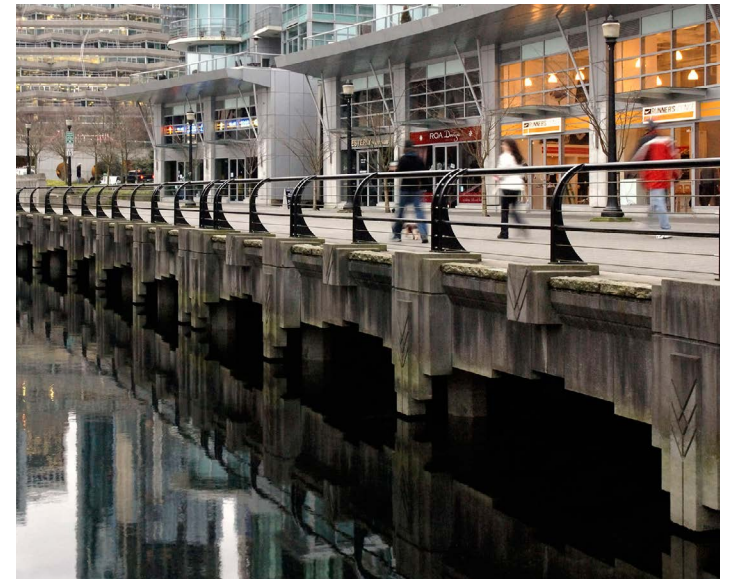


Olympic Village, False Creek, Vancouver

3. SHOPPERS ROW EXTENDED TO THE WATERFRONT

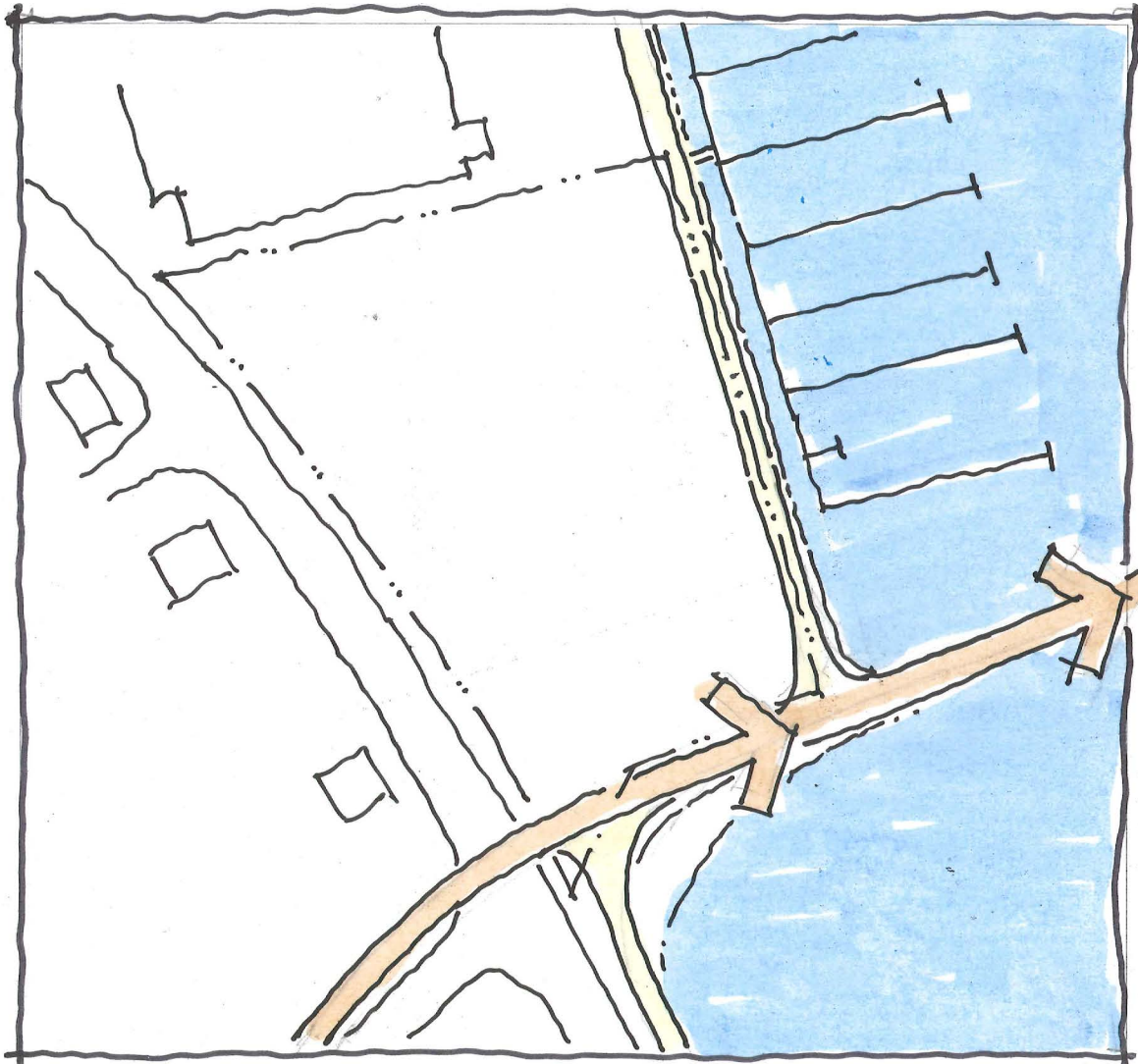


Bring the small scale intimate shopping street experience of Shoppers Row into the site.



Coal Harbour Marina Neighbourhood, Vancouver

4. BREAKWATER PIER AS A PUBLIC DESTINATION



Make improvements to the breakwater to invite people to use it to experience the waterfront.

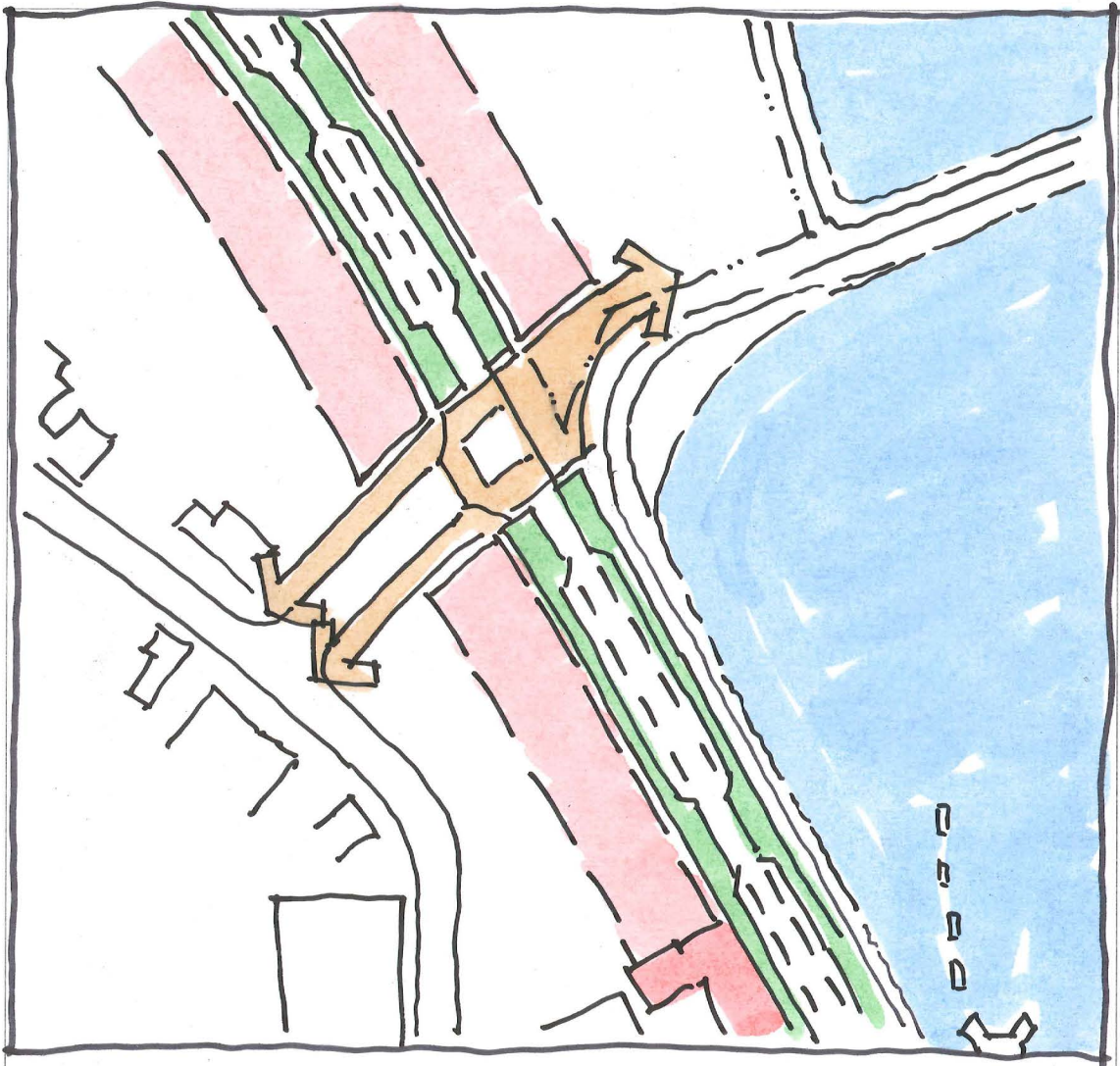
Possible improvement ideas include:

- a boardwalk
- widening the breakwater for more programming opportunities
- seating
- shelters
- food kiosk with “good coffee and cheap croissants”.



Granville Island Market, Vancouver

5. ISLAND HIGHWAY TRANSFORMED INTO “MAIN STREET”

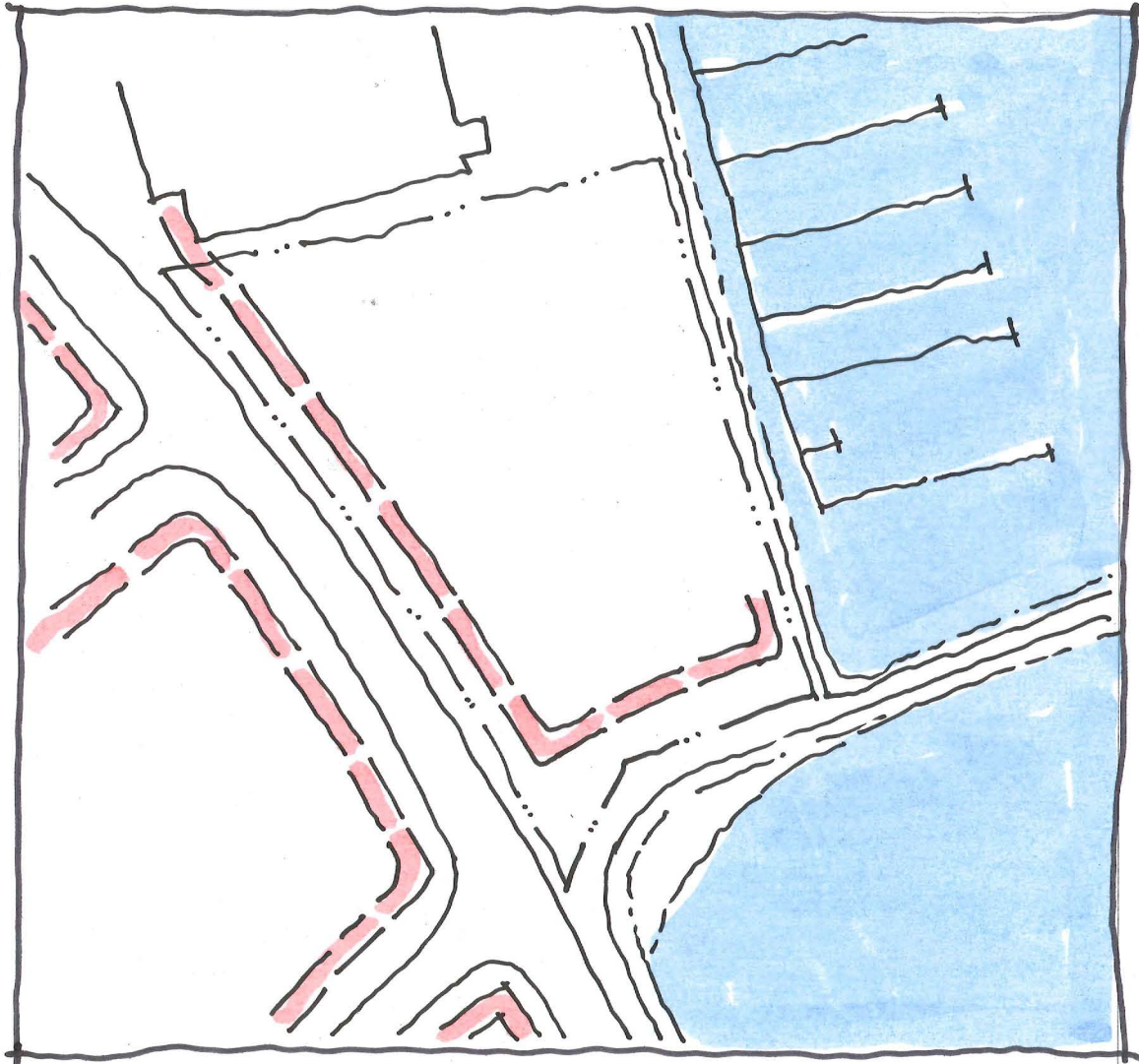


Redesign Island Highway to make it a better pedestrian environment and reduce the distance for crossings.

Possible improvement ideas include:

- remove one travel lane in each direction
- add on-street parking
- rebuild the intersection with Shoppers Row consistent with a Downtown character.

6. RETAIL USES ANIMATE PEDESTRIAN ARRIVAL

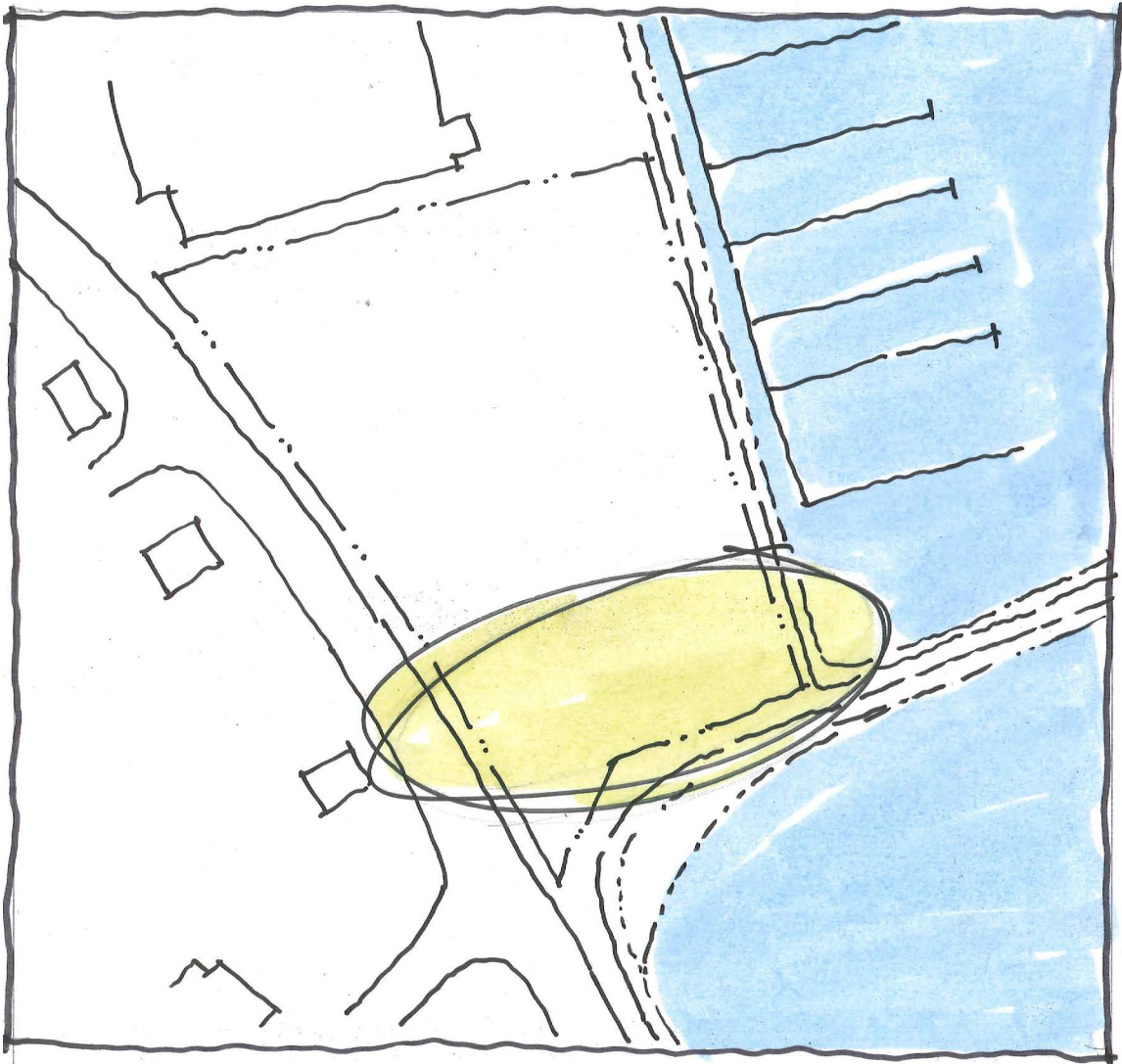


Ensure that the ground floor uses in key buildings along routes that pedestrians use to get to the site have interesting and engaging uses, especially small scale retail stores.



top: False Creek, Vancouver
bottom: Karl Johans Gate, Oslo

7. SOUTH SIDE BECOMES THE SOCIAL HUB



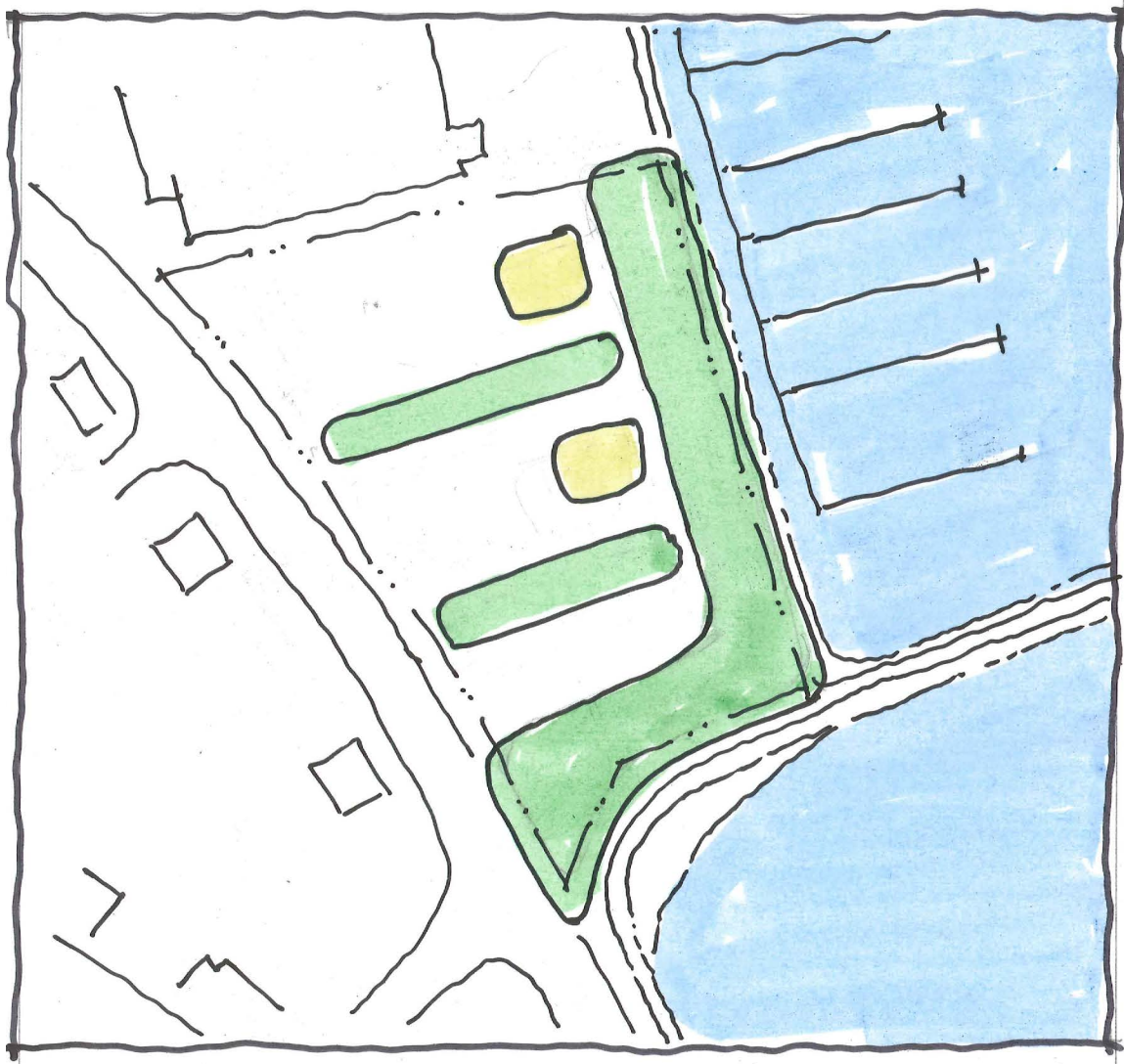
Locate the most public uses on the south side of the site to take advantage of the best views and sun exposure and to have activities that engage people using the waterfront route and walking out on the breakwater.

Give the site an iconic identity when viewed from Downtown and from the water.



Granville Island, Vancouver

8. SIGNIFICANT PUBLIC PARK SPACE



Provide generous public park space along the waterfront and next to public use buildings to engage people moving along the waterfront route with spaces and activities to be enjoyed by the public and site residents alike.

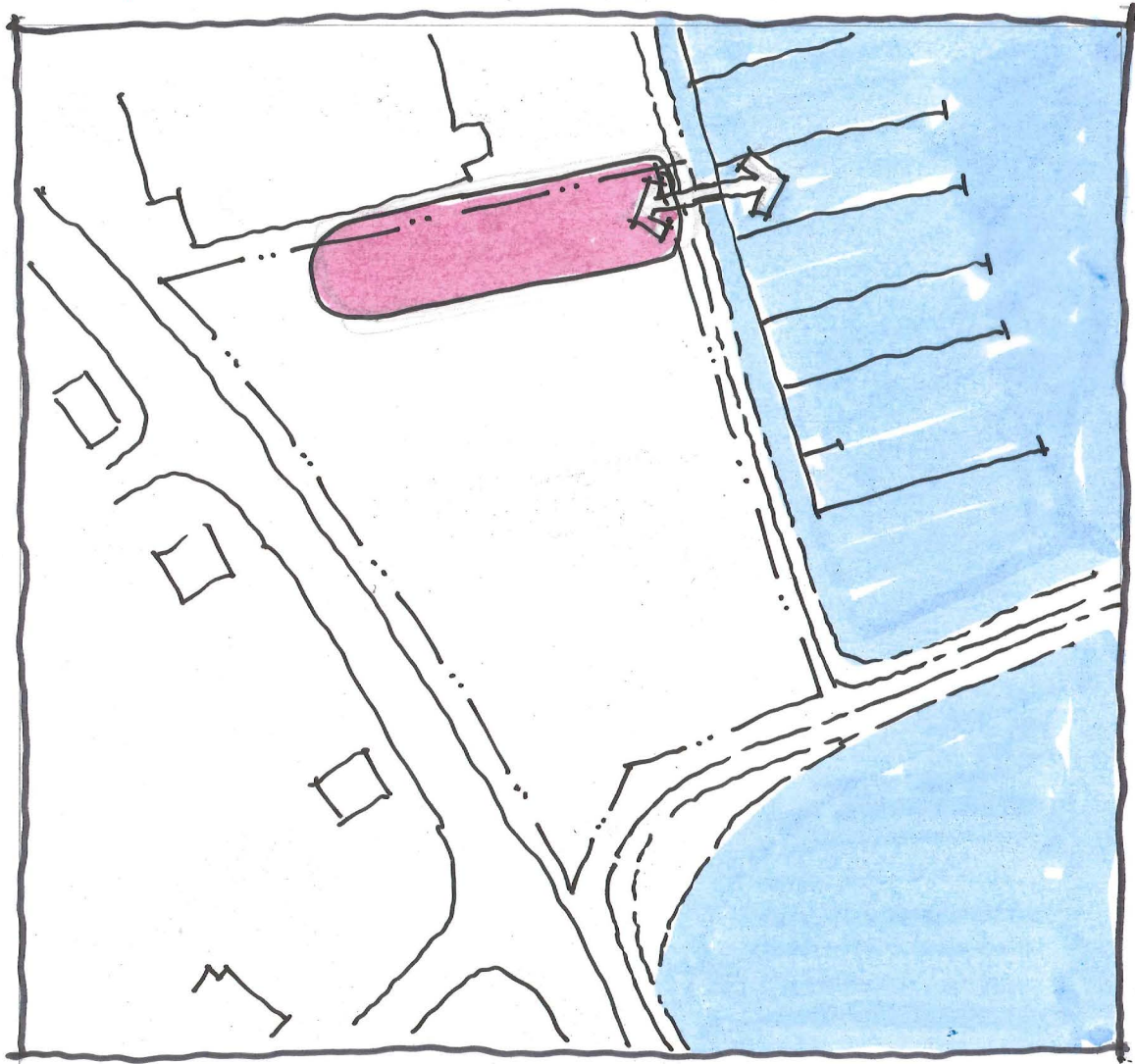
Offer views into the landscaped courtyards of residential buildings to enhance the park experience.

Protect sun access to the park.



Coal Harbour Park, Vancouver

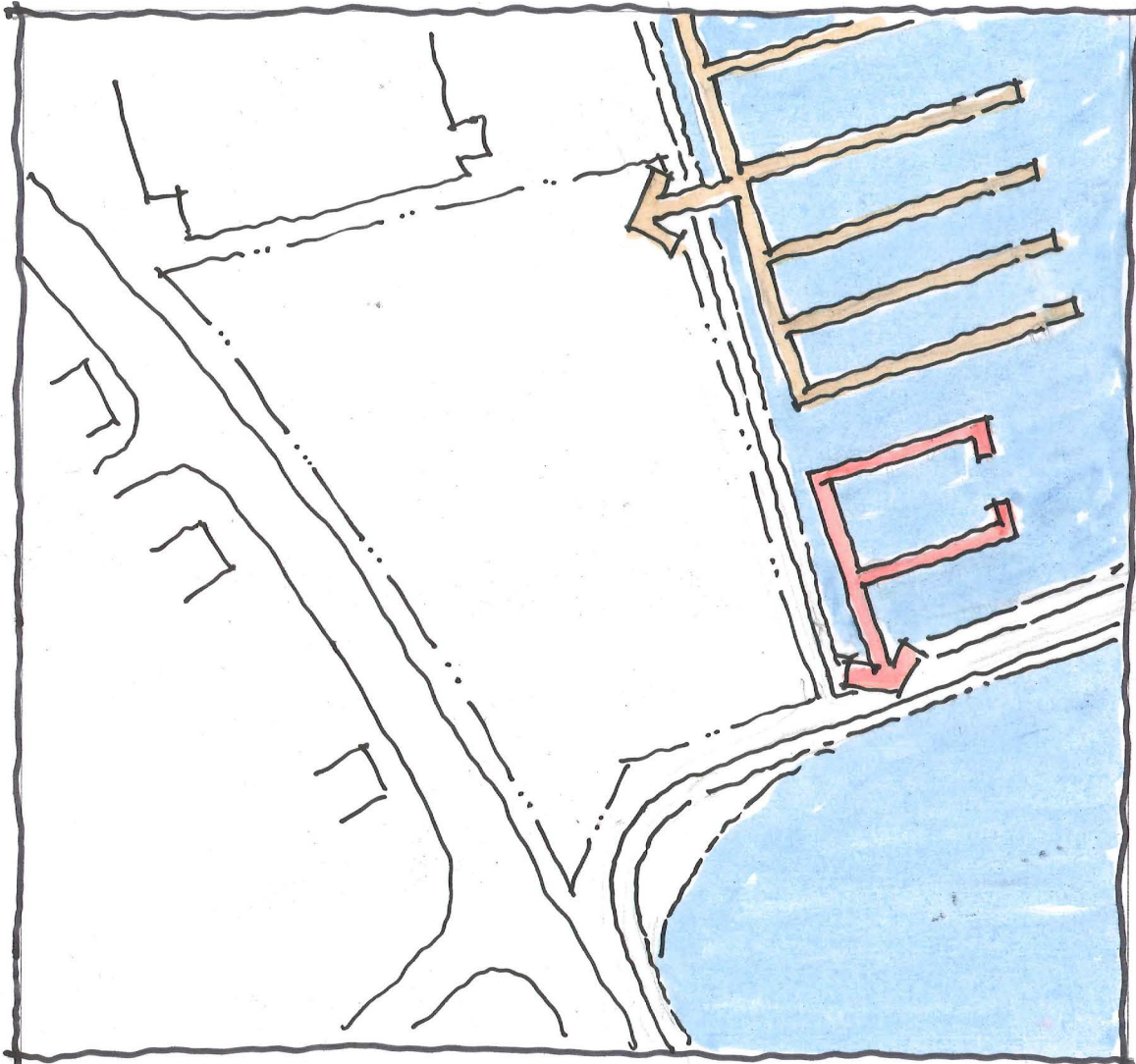
9. UPLAND SPACE SUPPORTS THE MARINA



Redesign the area along the south wall of the Target store for relocated surface parking for the Marina with:

- a more efficient layout
- a street with two way traffic and on-street parking
- a short-term drop-off and unloading area for the marina, designed as a plaza node along the waterfront route, to improve efficiency of marine access.

10. MARINA OFFERS SOME PUBLIC ACCESS

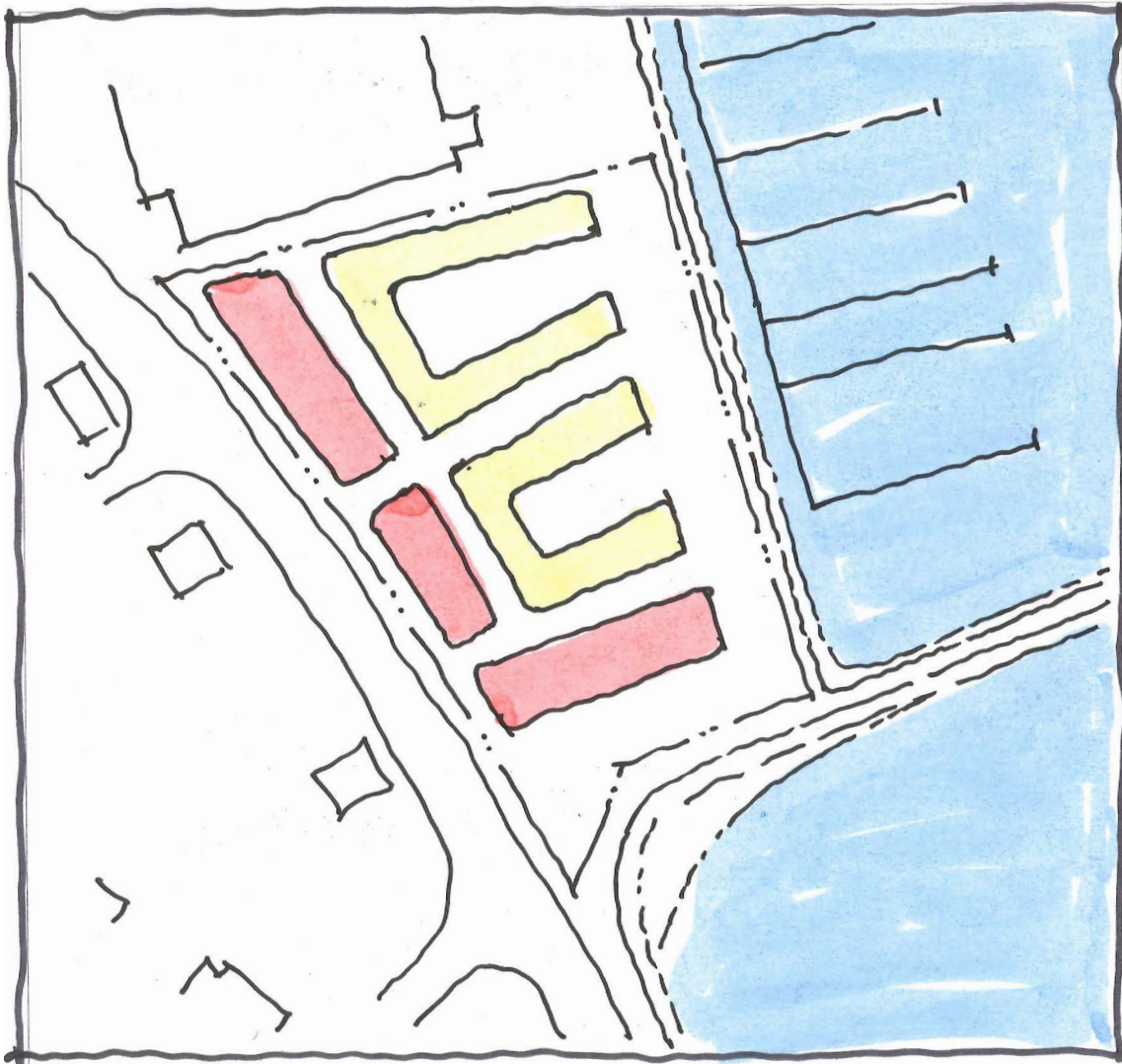


Encourage the marina to offer public access at its south end with direct connections to the waterfront route and the public park and activities along the south end of the site.



Steveston, Richmond

11. RESIDENTIAL AND MIXED USE DEVELOPMENT



Provide mixed use development with retail and services along the street where pedestrian activity will be focused.

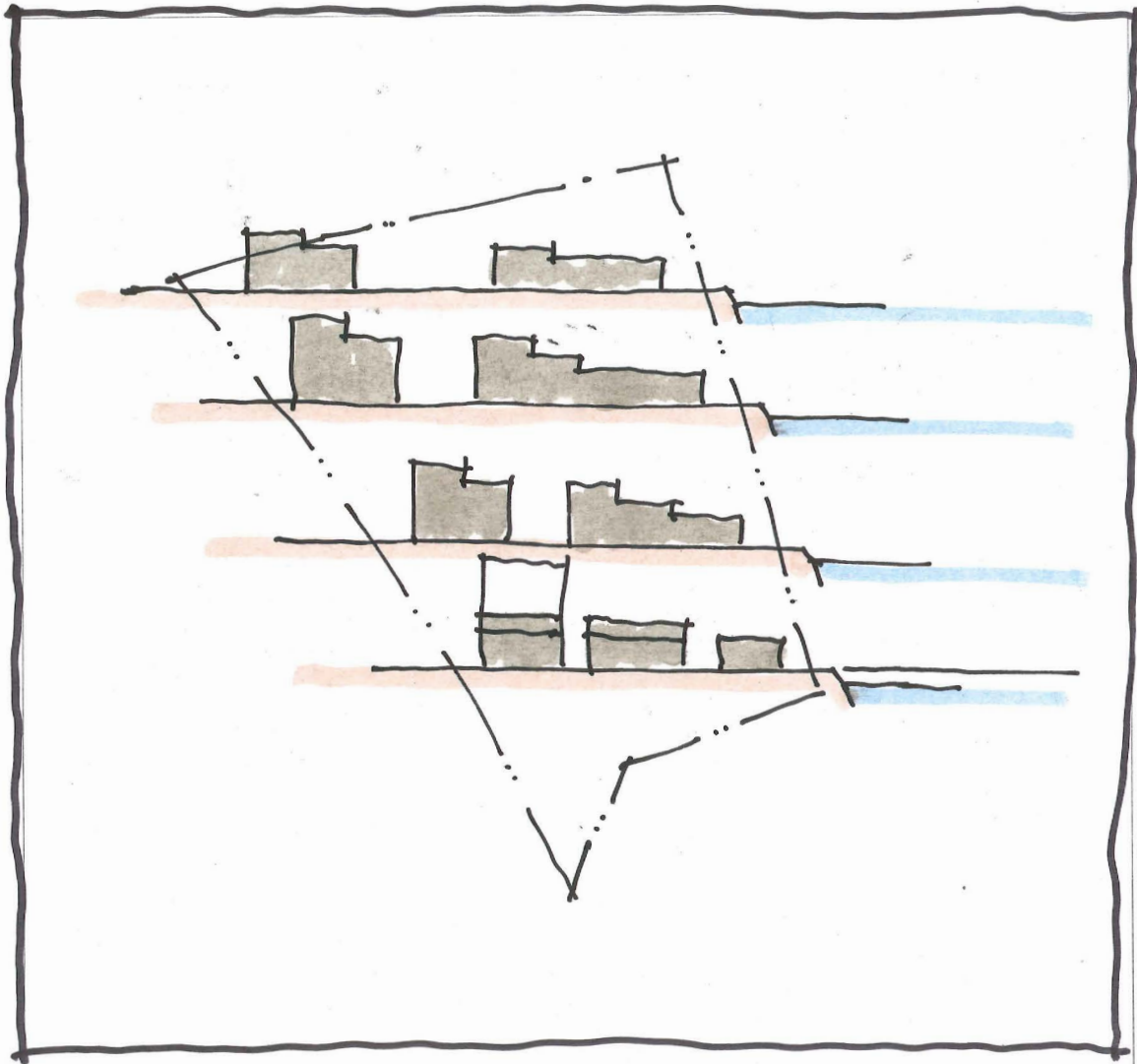
Locate residential buildings away from busy streets where living at grade will be comfortable and enhanced by landscaped courtyards.

Offer a variety of different residential units to the market.



Dockside Green, Victoria

12. BUILDINGS STEPPED BACK FOR SUN ACCESS

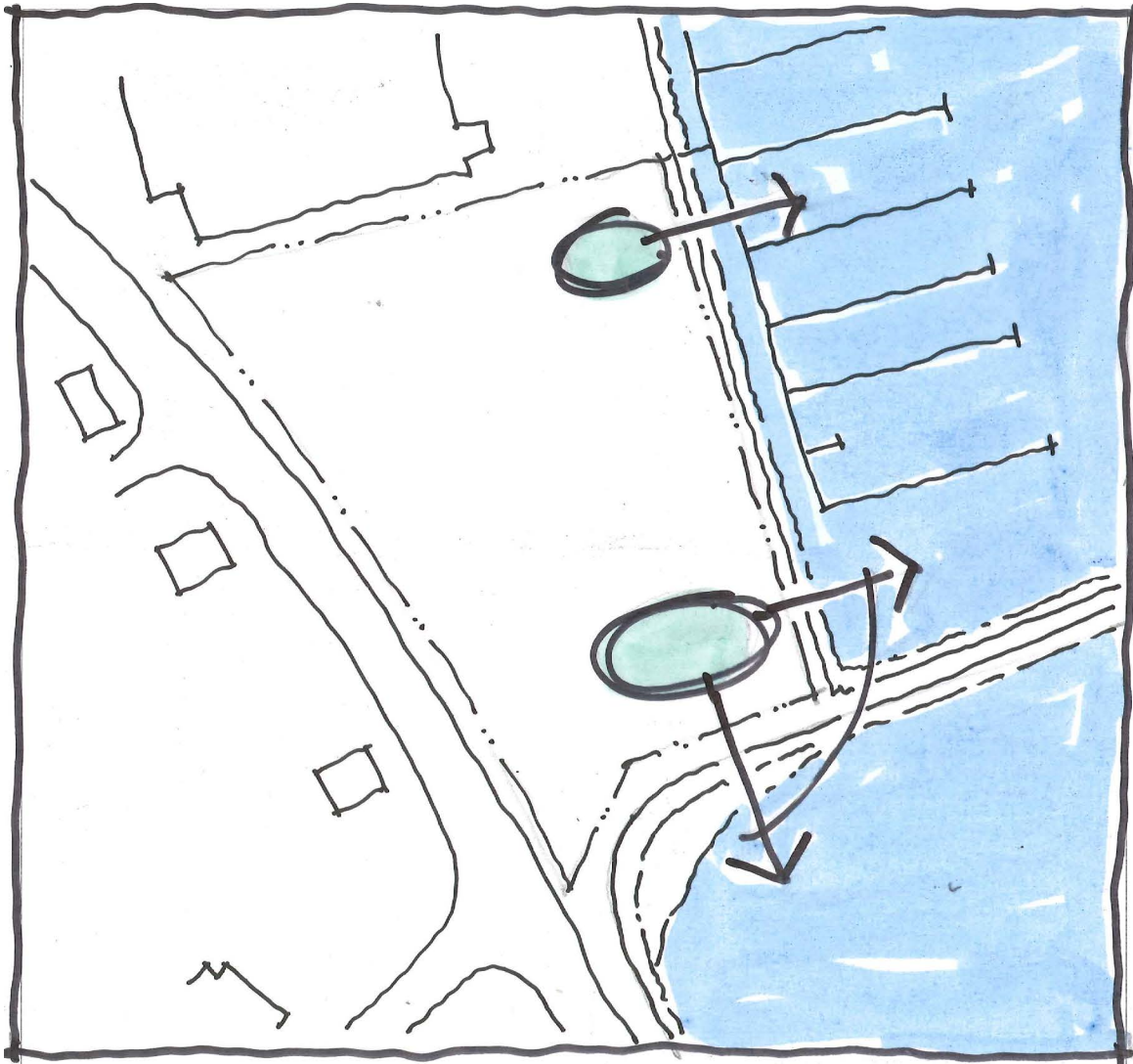


Step building heights up from low buildings at the waterfront to protect sunlight access to the waterfront route and adjacent public park.



RiverGreen, Richmond

13. PUBLIC AMENITY SPACE

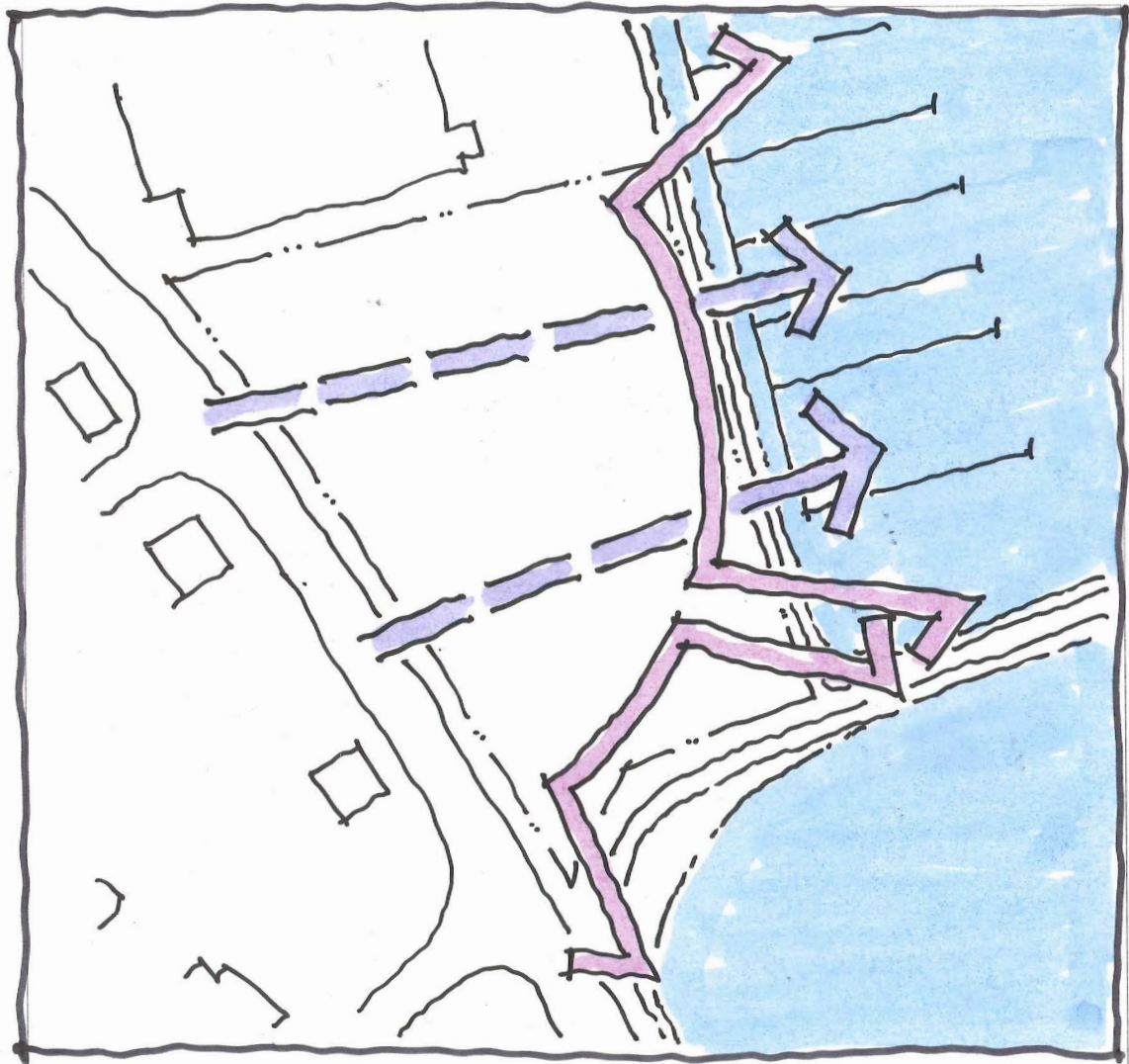


Provide indoor space for public uses at the south end next to the social hub to reinforce public activity and animate public outdoor spaces.

Ideas for potential public amenities that could locate on site include:

- community meeting space
- library
- seniors' centre
- youth activity centre
- relocated aquarium.

14. PUBLIC VIEWS TO THE WATER

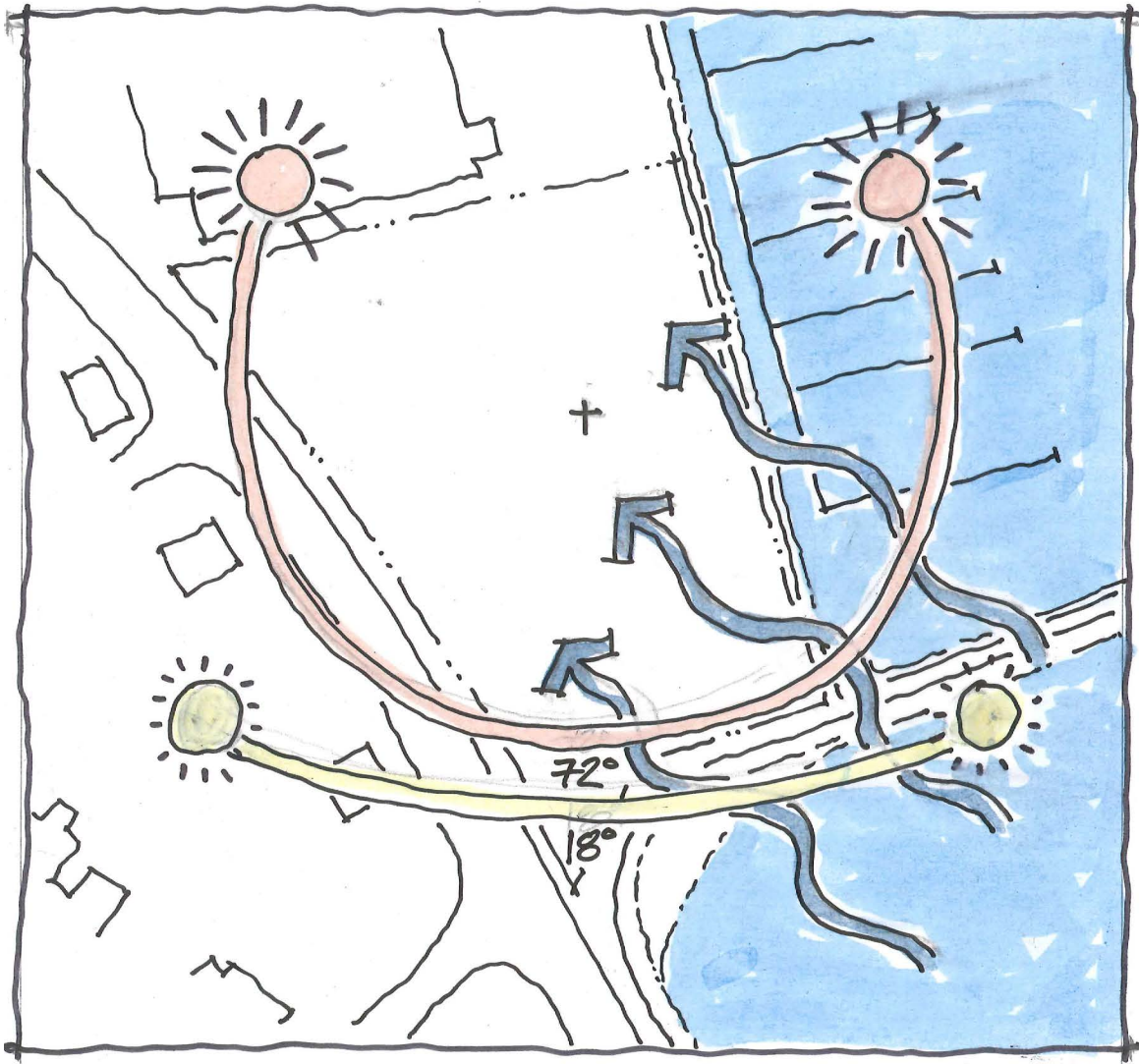


Maintain views all along the waterfront for the public.

Include view corridors through the site to the water.



15. CLIMATE MODERATED THROUGH DESIGN



Provide places that are protected from the strong southeast wind.

Orient buildings to capture the sun, especially public buildings at the south end.

Offer rain protection along pedestrian-oriented mixed use streetscapes.

Consider climate conditions during both summer and winter.



Coal Harbour, Vancouver

16. FIRST NATIONS IDENTITY



Discovery Harbour Shopping Centre, Campbell River

Feature First Nations art and culture as key elements of site identity.



Spirit Square, Campbell River

17. WEST COAST / LOCAL DESIGN EXPRESSION



Granville Island Market, Vancouver

Have design guidelines that encourage buildings to use West Coast design elements like heavy timbers, post and beam, and overhanging beams.



Klahoose Multi-Purpose Centre, Cortes Island

18. PEDESTRIAN PRIORITY OVER VEHICLES



Give pedestrians priority over vehicles with generously scaled pedestrian routes combined with traffic calming of vehicles moving on site.

Provide a mix of surface parking and structured parking, screening views into parking from public areas.



False Creek, Vancouver



Conceptual Demonstration Plan



On the third day of the charrette, a conceptual demonstration plan was created that brought together the design ideas of all four teams. Assumptions underlying the concept plan include:

1. Regulatory context - the OCP and Zoning will need to be changed.
2. Land ownership - the site has two owners, however this comprehensive design approach will promote a more integrated and innovative development concept.
3. Focus on the public realm - the charrette concept is primarily a framework for the circulation and open space elements on site.
4. Building heights - the charrette concept is not specific about heights; more design work and consultation will follow.
5. Real estate market - heights and densities, mix of tenure, and timing of development will be influenced by the market and the requirements of land owners.
6. Population growth and the local economy - both projected to grow faster than in past years.
7. Revitalization of Downtown - redevelopment and public realm improvements in the Downtown are City priorities.
8. Public consultation - future steps will have opportunities for further public involvement.

VII. DEMONSTRATION PLAN

ENLARGED PLAN - COMMUNITY BUILDINGS AT SOUTH END OF SITE



The south end of the study site is illustrated as the social hub of the development concept, taking advantage of the southern exposure and proximity to the pocket beach and the breakwater. The breakwater is envisioned as having potential for a boardwalk that would allow people to walk out for better, closer views of the waterfront. The existing beach south of the breakwater offers opportunities for better connections down to the level of the water from the site. A perched beach at the elevation of the development site could bring the beach experience into the recreational activities that enliven the south-facing public spaces: outdoor eating, cafes and restaurants, small format retail, and community uses.

Retail Continuous from Shoppers Row

Potential Community/Retail Building

Outdoor Recreation

Outdoor Seating

Continuous Waterfront Promenade

Beach Access

Public Access to Separate Marina Dock

Café/Restaurant

Boardwalk on Breakwater



Conceptual Rendering of the South-Facing Waterfront at the Proposed Community Building

ENLARGED PLAN - RESIDENTIAL NEIGHBOURHOOD



The central area of the site is conceptualized with mid-rise residential buildings that frame public open spaces and views towards the water. The park along the waterfront varies in depth, expanding to make space for a children's playground and viewing deck in this area. Buildings along Island Highway are illustrated as having retail along the streetfront for pedestrian interest with residential units above.

Reconfigured Island Highway

Mixed Use Buildings with Retail at Grade

Residential Buildings

Public Open Space

Children's Play

View Corridor to Waterfront

Parking for Community, Retail and Restaurant Users

ENLARGED PLAN - INTERFACE WITH ADJACENT MALL



The existing site serves the marina with a large unorganized surface parking lot. A key idea in the conceptual demonstration plan is to locate this parking in a paved and lined lot immediately south of the Target store. A plaza at the waterfront is proposed to permit drop-off and loading for the marina combined with public gathering and seating at the water's edge. The continuous waterfront route would cross this plaza with design cues to slow vehicles and allow pedestrians, cyclists, and boaters to mingle safely.

Potential Retail Frontage of Small Scale Stores

Public Streets

Relocated Marina Parking

Public Plaza Designed to Accomodate Marina Loading and Dropoff

Waterfront Promenade link to Existing Route

VIII. CONCLUSIONS AND NEXT STEPS



This Charrette Summary Report can be used as the basis for preparing general design guidelines for the Downtown waterfront.

These guidelines and the ideas from the charrette design explorations can be used by City staff to evaluate development proposals or rezoning applications from private landowners and or for projects that could be located on the City-owned parcel, either integrated into a comprehensive design with adjacent parcels or separately in response to private development initiatives.