



District of Maple Ridge News Release

FOR IMMEDIATE RELEASE

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Town Centre Development Lands: Update

Maple Ridge , BC: In December 2010 the District of Maple Ridge purchased three acres of property between Haney Place Mall and Valley Fair Mall south of 119 Avenue. During 2011 the 14 structures, primarily old homes, were demolished and the site was cleared of all debris.

Council has a strong vision for this site given its strategic location in the town centre close to shopping and transit. The site is zoned for high density residential and commercial as part of the Town Centre Area Plan in the Official Community Plan.

In 2012, the District hired a consultant, Gary Pooni, of Brook Pooni Associates Inc., to assist with the developer search for this strategic property. Brook Pooni Associates Inc. is a leading urban planning and land development consultancy based in Vancouver with extensive experience and contacts in the development community in the Pacific Northwest. Mr. Pooni is highly active in the development community, chaired Urban Development Institute Liaison Committees in several municipalities. He and his associates are regarded as regional experts in property development.

“In December 2010 Council made two key moves to facilitate development in the town centre. The first was the introduction of the Town Centre Investment Incentive Program and the second was the purchase of this strategic property,” said Mayor Ernie Daykin. He continued, “By any definition, the Town Centre Investment Incentive Program has exceeded our expectations. Currently, there are close to 50 projects that are either under construction or in process, with a total economic value that’s close to \$100 million.”

Mayor Daykin continued, “There has been a great deal of interest in the District lands, however the advice that we are getting is to have patience and let the private development that is currently underway be absorbed into the marketplace before more actively marketing our property. Council has a strong vision around this site, and by using this three acre property in a strategic way, we will be able to achieve our goal of having an iconic development on this site to realize the greatest value for our citizens.”

Mr. Pooni, President of Brook Pooni Associates Inc. praised Council for their stance. He noted, “This is a business savvy Council who recognize that they are sitting on three acres of prime land in a town centre that is booming. Within a five block radius of this property there are a dozen commercial and residential developments that are in process, under construction or opening in 2013. The confidence and patience of Council will result in a project that will reflect their vision for this strategic site and Maple Ridge as a whole.”

Darrell Denton, Business Retention & Expansion Officer for the District of Maple Ridge has been the key staff person on this project. Mr. Denton said, “We are in continuous dialogue with developers and open to proposals that reflect the potential of the site. In the coming weeks we will be doing some work on the property. This will include the construction of pedestrian connections along the south side of 119 Avenue to match up with the new Falcon Development on 226 Street. In addition, there will be some leveling of the site and plantings to improve the appearance for area residents.”

“I expect that we will see some movement on the property in the next 6 to 12 months,” notes Mayor Daykin. “It’s great to be in a position to be able to wait. The strong financial position of the District allows us to ensure that the investment we made in December 2010 is fully realized for our citizens.”

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