

## Attachment 2

### *Applicant's Design Rationale*



303-510 Agnes Street  
New Westminster BC V3L 0J6  
778.883.2024

May 14th, 2021

**Re: Maddock House 1941 Heritage Revitalization Agreement  
102 Seventh Avenue, New Westminster**

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## DESIGN RATIONALE

The Maddock House was designed by architect-owner Gerald Maddock as a custom Tudor Revival home with an English garden aesthetic. This style was popular at the time, reflecting a nostalgia for rural simplicity. We felt it was important to keep the heritage house in its current location, set back from Seventh Avenue, to maintain the front yard mature trees and revitalized the gardens which are such a substantial part of this home's sense of place.

The Maddock House has two principal street faces and distinct characters for its original upper and lower residences. The Seventh Avenue entrance has a quaint and discreet entrance at the ground floor. One enters through the garden and meets an undersized door surrounded by rustic half-timber work. The First Street entrance has a more direct relationship to the street and city. This entrance is closer to the street with a concrete and metal stair raising to the upper floor residence. Our approach is to maintain the more rural character of the Seventh Avenue entrance while enhancing and developing the First Street streetscape.

The subject property - a corner lot facing two streets and a lane - has significant unused density entitlements and notable heritage value. Due to the property's high heritage value and high development potential the applicant would like consideration of one dwelling unit more than what is allowed under its current zoning.

The proposed duplex entrances face First Street. Their design is a contemporary and understated interpretation of tudor revival, with a restrained colour palate and detailing. The street elevation is articulated to reduce the apparent mass of the building and add scale and visual interest to the public realm. It is complimentary and subordinate to the heritage house, per the Canadian Standards and Guidelines for conservation of historic places

The subject property is within walking distance of three levels of schooling (K-12), public parks, transportation, public amenities, shops and services and is an ideal location to add gentle infill housing – contributing to the City's Strategic Plan goals around housing and climate action.

The proposed Heritage Revitalization Agreement (HRA) for 102 Seventh Avenue will:

- Ensure long-term legal protection for the 1941 Maddock House;
- Allow the construction of two ground-oriented duplex units facing First Street;
- Preserve a rental suite in the Heritage House in line with the City's Rental Housing Initiatives;
- Increase the availability of ground-oriented family housing with a total of three (75%) 2 bedroom units and one (25%) 3 bedroom unit, exceeding the requirements of the Family Friendly Housing Policy;

- Provide a diversity of housing forms (single level and townhouse) to allow downsizing residents to age-in-place in the Glenbrook North Neighbourhood.

The proposed project is consistent with the OCP land use designation for the site and seeks a limited number of variances for form and siting.

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