

7 Commercial Use

Introduction

To be a complete community, East Fraserlands should provide for the day-to-day shopping needs of its residents. As with other communities in Vancouver, retail and community services are to be met within a “neighbourhood centre” that functions as the community's heart. The vision is for local shopping needs to be met in the form of a pedestrian-friendly 'High Street' with street-fronting shops and community facilities nearby, rather than a stand-alone mall. These policies address the nature of the shopping area.

Comments from the 2003 Open Houses

Walkable neighbourhood centre

A walkable neighbourhood commercial centre received broad support at the 2003 Open Houses. Providing local shopping opportunities and commercial services at the heart of the new community was considered to be highly desired.

The proposal for a waterfront restaurant/pub was well received by residents.

Scale and nature of retail

At the 2003 Open Houses, a retail mall with surface parking was proposed. The retail floor area was proposed at 200,000 sq ft. Some residents were concerned about the size of the retail stores and orientation towards Marine Drive.

Most people are supportive of local serving retail such as a supermarket, however opinions are mixed on whether there should be other medium sized stores like a London Drugs or Canadian Tire.

Local residents also expressed concern about economic impacts on existing commercial centres.

Some residents felt that more emphasis should be placed on job creation as part of economic sustainability.

Traffic impacts

Traffic, parking impacts and highway orientated commercial uses are the most often cited concerns of local residents.

Draft Policy Highlights

Commercial Land Use (section 2.5)

🌍 Commercial uses located within East Fraserlands should primarily provide for day-to-day shopping and service needs of nearby residents at a “neighbourhood centre” scale.

🌍 The commercial uses should be on a centrally located “High Street” with community facilities nearby so that several tasks can be accomplished in one trip and businesses can benefit from being located together.

The commercial area should include, as its major ‘anchor’, a grocery store with a maximum size of approximately 35,000 sq. ft. facing the High Street.

★ In addition to the grocery store, a neighbourhood-scale shopping area would support a range of other stores and commercial services. The total floor area could vary in size from 100,000 to 200,000 sq. ft., to be determined at the ODP phase. The review will be based on the following considerations:

- urban design,
- transportation impacts, and
- economics.

Retail and service uses which draw customers from a wide area should not be located in East Fraserlands, unless their primary function is local-serving (such as a mid-size grocery store).

The commercial uses should include a waterfront component, such as a restaurant/pub, to add interest and vitality to the riverfront.

🌍 Mixed-use developments which combine residential uses with commercial are encouraged.

🌍 A variety of small to medium-sized commercial spaces should be permitted to provide a range of employment and business opportunities for local residents and those from surrounding neighbourhoods.



🌍 A symbol of the earth marks policies that promote sustainability.

★ The red star marks policies that will be further informed by studies during the next phase - The Official Development Plan - please refer to Board 2 for more information or ask City Staff.

City of Vancouver

