

15. RETAIL / SERVICE DEVELOPMENT

ISSUES

Retail/service uses at an appropriate scale and location can provide needed goods and services for residents and workers. They will also be important in attracting a broad range of people to the waterfront, adding interest and enjoyment.

Retail development in Coal Harbour could unduly compete with nearby retail areas, reducing their economic viability and thwarting efforts to achieve retail continuity and revitalization of these areas. Alternatively, it could reinforce retail linkages and nodes in the Downtown/Waterfront (e.g., Canada Place, Sinclair Centre), and assist with the economic viability of new public facilities.

Should retail uses serve the Coal Harbour area only, adjacent areas as well, or become a regional attraction? How much retail represents this area's 'fair share' in light of limited consumer demand to be distributed throughout the inner-city?

Is this an appropriate place for 'festival' type retailing that enhances tourist interest and takes advantage of the downtown waterfront ambience? Should streetfront retail or waterfront promenade retail be included?

Should local shopping needs, such as grocery shopping, be met on-site or can the surrounding retail areas meet these needs satisfactorily?

Are marine-oriented retail and service facilities essential to a working small-boat harbour and are they valuable as a link with the area's history?

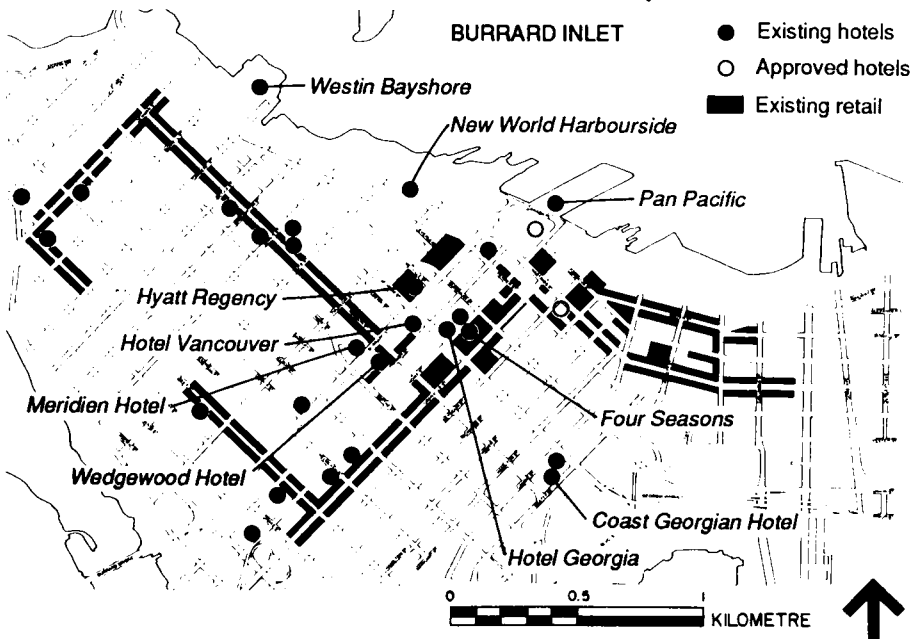


Figure 21. Retail and Hotel Uses in the Downtown Peninsula

Should connections to underground retail malls from Marathon's Waterfront Centre at the foot of Burrard Street be permitted?

What special concerns must be met to make the retail uses economically viable - location, visibility, parking etc.?

How will the various possible retail uses impact residential livability and public use of the waterfront?

FACTS

Specialty retail areas can have a critical mass at 120,000 sq. ft. as witnessed by the success of Robson Street at 142,000 sq. ft.

There are 30 sq. ft. of retail per capita in the city and 34 sq. ft. per capita in the West End. These numbers include local and regional-serving retail. West Point Grey has 22 sq. ft. per capita, with the majority of the retail being local in nature.

The socio-economic population mix, proportion of local versus non-local customers and proportion of spending done by residents in their local area all affect the amount of retail/service space supported per capita. These amounts will vary with location and design throughout the waterfront area.

Currently, due to a number of factors including accessibility and visibility, retail uses in the Canada Place Mall are not as successful as projected.

Existing retail uses in the area have been successful due to their direct service link to the working small boat harbour and factors such as ease of parking and waterfront location. These uses consist of 9 boat sales facilities, 40 boat charters, 3 restaurants/pubs, and 1 waterfront hotel.

Existing public markets in the region are as follows: Granville Island - 40,400 sq. ft.; Lonsdale Quay - 46,000 sq. ft.; Westminster Quay - 63,000 sq. ft.

PAST POLICY

BAYSHORE CD-1 (BY-LAW NO. 4065):

- Uses permitted by existing zoning include restaurants, tourist-oriented specialty shops, night club, merchandise mart, theatre, cocktail lounges and art gallery. Amounts not specified and subject to Council approval by resolution.

1979 CWD ODP:

- Retail, restaurant and other similar uses encouraged. Local-scale retail including small shops/restaurants particularly encouraged in westernmost Sub-area 1 (Cardero/Bute). No specific targets for amounts, but totals limited by FSR maximums for 'urban' uses including retail, service and hotel (total 1.0 million sq. ft. potential assuming maximum office potential is used).

POLICY

Provide retail and services adequate to serve the future residential, visitor and office populations in Coal Harbour.

Permit specialty retail development, especially of tourist/visitor interest, at the western and eastern ends of Coal Harbour in conjunction with existing hotel development and the proposed commercial area on the waterfront and assorted public facilities expected to have a broad range of appeal. At the eastern end this will reinforce the developing Canada Place/Waterfront Centre activity node.

Permit local retail at the western end of the Marathon site to serve the working small boat harbour and marinas as well as on-site and adjacent off-site residential areas.

Permit local and/or specialty retail/service uses at the western edge of the Bayshore site to continue the Denman Street retail character, along the west side of Cardero Street to provide a double-fronting retail street in conjunction with the Marathon development, and adjacent to the western marina to service the local maritime needs.

Permit limited retail/service activity related to public open space focal points.

Permit limited restaurant and entertainment activity along the promenade in locations where residential impacts are minimized and economic viability is maximized.

Discourage underground retail malls in Coal Harbour but encourage street-oriented, ground level retailing and linkages to adjacent retail areas.

Integrate retail and service outlets well into their residential or office setting.

Ensure suitable access, parking, and circulation in all retail/service areas.

DENSITY TARGETS

Bayshore Site

The amount of new local and non-local retail development should not exceed a total of 50,000 sq. ft.

Marathon Site

In the existing CWD Sub-area 1, the amount of local and non-local retail development should not exceed a total of 75,000 sq. ft.

In the existing CWD Sub-area 2, the amount of specialty or regional-oriented retail should be in the order of 150,000 sq. ft., subject to it being shown that this does not compete with other downtown areas and satisfies urban design and other functional objectives.