

8. RETAIL / SERVICE DEVELOPMENT

ISSUES

- Retail and service uses at an appropriate scale and location can provide needed goods and services and add to the interest and enjoyment of the area.
- Retail development in the basin could compete with nearby retail areas, reducing their economic viability and thwarting efforts to achieve retail continuity and revitalization of these areas.

FACTS

- 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.
- 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 basin.

PAST POLICY

- 1972-74 - local retail.
- 1981-82 - 200,000 sq.ft. retail maximum to serve local community.
- 1983 (Staff Response to B.C.Place) - up to 1 million sq.ft. of dispersed retail.
- SEGS and North Park - SEGS has retail at grade; North Park permits about 200,000 sq.ft. of retail and a 100,000 sq.ft. anchor store.

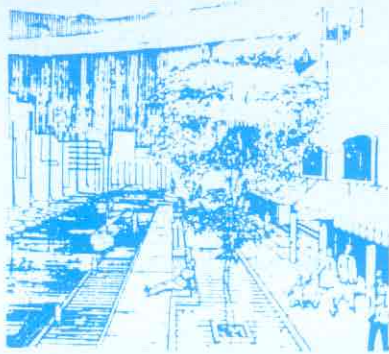
POLICY - PRINCIPLES

- Enough retail and service space should be provided, integrated into residential neighbourhoods and office areas, to serve basin residents and employees.

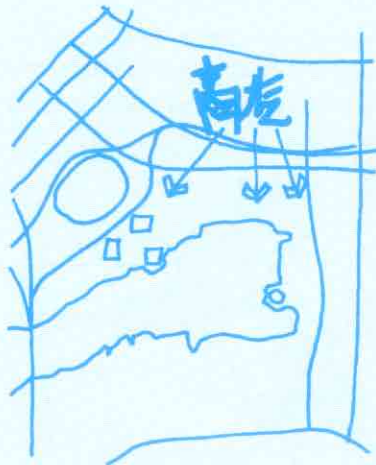


Existing retail areas

Major retail shopping centres should not be provided that would adversely impact Downtown and other shopping areas. However, enough street-oriented retail should occur to create a viable retail area which functions as a destination.



Limited additional retail and service space associated with marinas and the walkway should be permitted.



Other retail opportunities could be considered to deal with local deficiencies and extend existing land use patterns (e.g. Chinatown) where it can be demonstrated that there is a market demand for such expansion.

POLICY - SPECIFIC TARGETS

- Further market research is needed to understand the ultimate needs in relation to an overall development strategy.