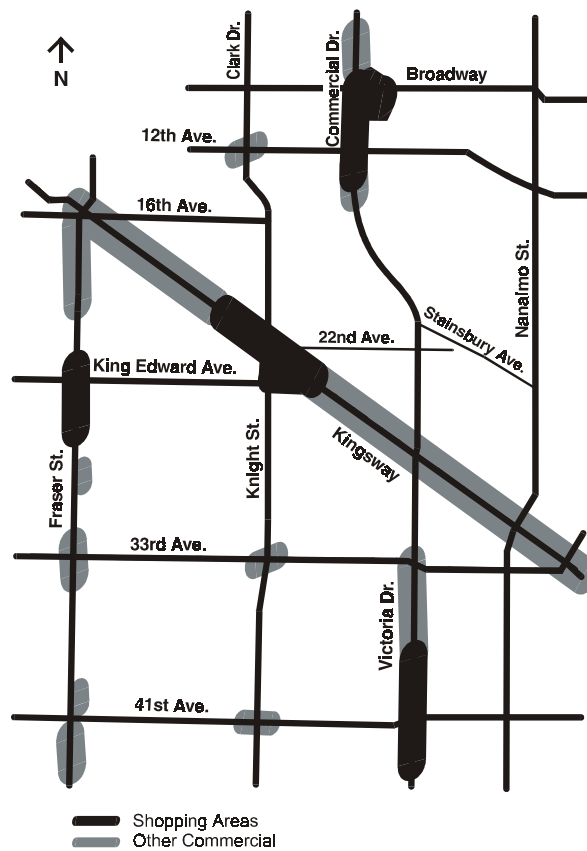




Shopping Areas

There are many blocks along Kingsway, Commercial, Victoria, and Fraser where City zoning regulations permit commercial development. This Vision singles out the key community shopping areas. For these selected shopping areas, the Vision suggests ways to create more convenient, safe, and enjoyable places for community residents to shop. There are also suggestions for how to improve the design of new developments along these streets, as new four-storey buildings gradually replace older, often smaller, existing buildings.



5. Kingsway and Knight Shopping Area

Around Kingsway and Knight is the largest cluster of neighbourhood shops along Kingsway, and the only major neighbourhood shopping area for many blocks. However, this area suffers from heavy traffic along Knight and Kingsway. There has also been very little upgrading or attention over the years, and the local Safeway moved out a few years ago. The redevelopment of the former Safeway site has been of particular concern to the community, because this is such an important location in the area. During this Vision process, a development proposal for a mall on this site was approved by the City. Community residents engaged in discussions with the developer about ways to make this development better meet community needs, for example, by including a new grocery store and a new home for the Kensington Library.



Existing area: variety of stores

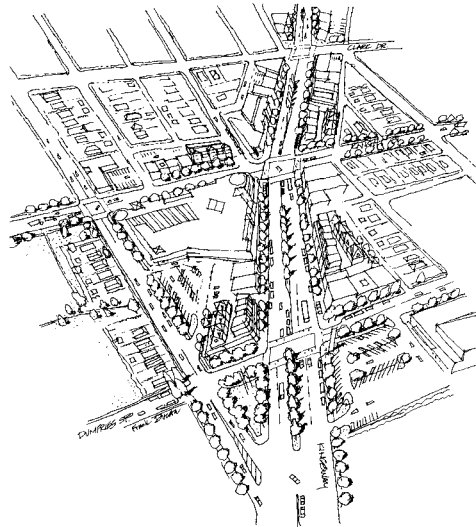


Approved Vision Directions

5.1 Major Neighbourhood Shopping Area

The Kingsway/Knight shopping area should be the major neighbourhood shopping area along Kingsway and a community heart. It should be a high priority for a wide range of improvements, to make it into a special community place along Kingsway.

Support %: 80/14/6



Kingsway & Knight - more planting, more pedestrian comforts and safety, more unique character

5.2 Pedestrian Safety Improvements and Traffic

It should be easier and safer to cross the streets, and traffic should move more slowly through this portion of Kingsway, with:

- more pedestrian street crossings
- shorter waiting times at pedestrian crossings
- and other measures for pedestrian crossing safety

Support %:80/12/8

People's ideas...

- longer crossing times at lights
- specially marked crosswalks (i.e., paving materials)
- curb bulges/sidewalk extensions
- median (concrete and planting strip in centre of street) to serve as a safe spot for pedestrians crossing

5.3 Pedestrian Comfort and Improved Appearance

The area should have a better image and improvements such as plantings, benches, and banners. There should also be better maintenance and more frequent clean up of streets and sidewalks.

Support %:83/13/4

People's ideas...

- street furniture; public art; better pedestrian lighting; more and bigger trees, more closely spaced; wider sidewalks; more garbage cans; link to Kingcrest Park; keep scenic views to mountains

5.4 Storefronts, Shops, and Services

Small local shops and services should continue to line the sidewalks — instead of developments with parking lots in the front or buildings without storefronts. A replacement for the local library should be provided. In addition, there should be a large grocery store or supermarket.

Support %:80/15/6

People's ideas...

- set maximum storefront width; require a diversity of storefronts
- encourage shops and services that are a community draw, and a mix of uses

- including stores, cafes, restaurants, and offices
- encourage displays on the sidewalk
- improve signage/identity
- fill in the edges of existing strip mall parking lots with landscaping
- reuse the old movie theatre

5.5 Former Safeway Site at Kingsway and Knight

If the recently approved development of the former Safeway site does not go ahead, future redevelopment of this site should be used as an important opportunity to contribute to the Vision directions for this area.

Support %:85/12/3

6. Broadway and Commercial Shopping Area and Transit Hub

This is an area with many problems, as well as with many opportunities:

Transit

This intersection is a key transit transfer point for SkyTrain and several buses. A second Light Rapid Transit line, the Broadway Line, is now under study by the Region and Province and will also have a station at this location. More detailed studies, including public input, are upcoming.

Shops

There are shops along Commercial, but there is not a continuous row of shops, especially on the east side, south of Broadway. Having small shops lining both sides of the street would create a stronger shopping street. A wider variety of shops and services in this area would better serve the surrounding community, as well as transit users.

Traffic

This is a busy intersection for traffic. Broadway is designated by the City as a primary arterial. Commercial, where many of the stores face, is a secondary arterial. This means it is meant to have less traffic and slower traffic.

Significant Sites

The area has two large, important sites: the northeast corner (former Scotia Bank site), and the Safeway site on the south side of Broadway. Any future redevelopment of these sites will have a major impact on this area and offers opportunities for area improvement. The northeast corner had zoning approved by the City several years ago to allow two 12-storey towers, but redevelopment has not yet occurred.

Safety

The area has a high crime rate and many safety concerns.

Approved Vision Directions

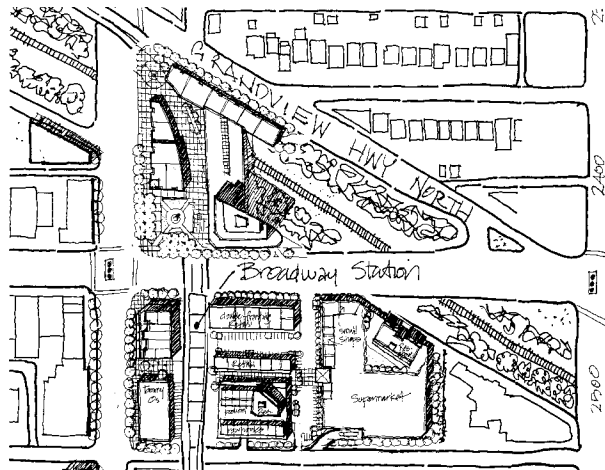
6.1 Major Neighbourhood Shopping Area and Transit Hub

The Broadway-Commercial area should be a high priority for a wide range of improvements, to make it into a people-friendly transit hub and a special community place. A comprehensive plan should be prepared before construction of a new Broadway Rapid Transit Line.

Support %:83/12/5

People's ideas...

- use public and private investment associated with the new transit line to pay for community amenities and improvements; make improvements during construction of the new line and station



Possible improvements: public plaza, shops on street frontage, better links to supermarket, more safety and comfort

6.3 Pedestrian Safety Improvements and Traffic

It should be easier and safer to cross the streets, and traffic should move more slowly through this portion of Broadway and Commercial, with

- more pedestrian street crossings
- shorter waiting times at pedestrian crossings
- other measures for pedestrian crossing safety

Support %:75/16/9

People's ideas...

- longer crossing times at lights
- specially marked crosswalks (i.e., paving materials)
- curb bulges/sidewalk extensions
- median (concrete and planting strip in centre of street) to serve as a safe spot for pedestrians crossing

6.4 Pedestrian Comfort and Improved Appearance

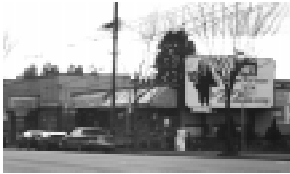
The area should have a better image, and it should be safer and more comfortable for shoppers and transit users, with changes that include:

- improvements such as plantings, benches, and banners
- better maintenance and more frequent clean-up of streets and sidewalks
- improvements for people waiting for transit, including more bus shelters and more comfortable shelters, wider sidewalks, weather protection, and improved lighting

Support %:84/12/4

People's ideas...

- plantings, street furniture, public art, better pedestrian lighting, bike racks, more garbage cans
- double-row of street trees and wider sidewalks along Commercial, with narrow roadway
- decorate SkyTrain pylons with community murals
- make left-over spaces more active and safe
- improve access to SkyTrain; remove security cage around southern stairwell at SkyTrain station
- police foot patrols



West side of Commercial: variety of stores



East side of Commercial: office building: no stores at ground level

6.5 Shopfronts, Shops, and Services

Small local shops and services should line the sidewalks on both sides of the street, especially along Commercial Drive — instead of developments with parking lots in front or buildings without storefronts. The crime prevention office should be included, with a permanent home in this area.

Support %:82/13/5

People's ideas...

Design of storefronts and types of shops:

- require a diversity of storefronts, even in large developments; set a maximum storefront width
- more local shops and small storefronts along Commercial; diversity of shops and services; coffee, newsstand
- keep supermarket
- display products outdoors; colourful awnings; improved signage
- not just stores — also cultural, recreational, entertainment activities

6.6 Northeast Corner of Broadway and Commercial (Scotia Bank site)

Redevelopment of this site should be used as an important opportunity to achieve the Vision directions for this area. A community plaza should be a special feature.

Support %:73/20/7

People's ideas...

- activities that will draw more people on evenings and weekends: cinemas, restaurants, galleries, day care, environmental centre, Vancouver Community College campus, etc
- a community plaza with fountains, seating, plantings, tables, chess, and with local shops around the edge

6.7 Safeway Site

Short-term improvements should be made to this site to make it a safer place. When the site redevelops, this should be used as an important opportunity to contribute to the Vision directions for this area.

Support %:80/17/3

People's ideas...

- remove raised planter or remove trees from raised planter, to make area more visible, and relocate trees to the curb
- add windows and/or lighting on the blank north wall
- remove hedge from around loading dock area
- improve security in the parking lot
- in any future development, create better link to Safeway from Commercial Drive

Other Vision Direction considered but not approved

6.2 Transit at Street Level

All new transit services should be at street level, rather than elevated or underground, even though this would leave less room for cars. This will increase the number of people on the street, enhancing safety and providing more customers for local shops.

Uncertain %:58/20/22*

Comments: This direction did not receive majority agreement in both surveys. However, it did receive a high number of agree votes.

7. Victoria and 41st Shopping Area

The shopping area around 41st and Victoria is the major shopping area in the southeast part of Kensington-Cedar Cottage and beyond. This shopping area extends for a few blocks on either side of 41st. There is also a smaller shopping area just to the north, around 33rd and Victoria. Added together, the two shopping areas cover several blocks. This is a challenge for the area, because shopping districts work best when they do not extend as far. One of the opportunities for the area is that Victoria does not have as much traffic, or as fast-moving traffic, as Broadway or Kingsway.

Approved Vision Directions

7.1 Major Neighbourhood Shopping Area

The shopping area along Victoria, generally from 42nd to 37th Ave. (Jones Park) should be strengthened as the major neighbourhood shopping area along Victoria and a special community place.

Support %:75/21/4

7.2 Pedestrian Safety Improvements and Traffic

It should be easier and safer to cross the streets, and traffic should move more slowly through this portion of Victoria, with

- more pedestrian street crossings
- shorter waiting times at pedestrian crossings
- and other measures to increase pedestrian crossing safety.

Support %:71/21/8

People's ideas...

- longer crossing times at lights
- specially marked crosswalks (i.e., paving materials)
- curb bulges/sidewalk extensions
- median (concrete and planting strip in centre of street) to serve as a safe spot for pedestrians crossing
- painted lines on non-signalized crossings

7.3 Pedestrian Comfort and Improved Appearance

The area should have a better image and improvements such as plantings, benches, and banners. The area should also have better maintenance and more frequent clean up of streets and sidewalks.

Support %:75/20/5

People's ideas...

- benches at south facing locations; pedestrian-level street lighting; public art; more garbage cans
- more places to plant trees (Fire Hall lawn; widened boulevards; centre boulevard)
- create an off-street "loop" along the lanes from Jones Park to the former Safeway site

Note on direction 6.2

This direction referred to transit at street level. Whether or not transit runs at street level also depends on the transit technology used. The most recent announcement from the Provincial government (summer 1998) has altered technology from conventional light rapid transit (which could run at street level) to SkyTrain (which cannot run at street level). The approved Vision directions in section 6 will be used to guide station area planning for whatever technology is built.



Victoria & 41st: variety of stores

- eliminate left-turn bay and instead widen boulevard or create centre boulevard (for trees and for crossing safety)
- place temporary cafe strips on wooden platforms in some parts of parking lane



Fraser & King Edward: variety of shops

7.4 Storefronts, Shops, and Services

Small local shops and services should continue to line the sidewalks on both sides of the streets — instead of developments with parking lots in the front or buildings without storefronts — and more community services and activities should be located here.

Support %:77/19/5

People's ideas...

- display windows; shopfronts that turn corners along streets and lanes; courtyards away from traffic
- broader range of activities: fitness facilities; cultural/recreational centres; clinics; professional offices

7.5 Former Safeway Site

Redevelopment of the former Safeway site at Victoria and 41st should be used as a major opportunity to contribute to the Vision directions for this area.

Support %:80/15/5

People's ideas...

- village centre theme; village square away from the noise and traffic; public washrooms

7.6 Smaller Shopping Area at 31st to 37th Ave.

The shopping area along Victoria, between roughly 31st and 37th, should continue as a smaller shopping area, providing some local shopping, and it should have some of the same improvements as for the area around 41st and Victoria.

Support %:76/20/4

8. Fraser and King Edward Shopping Area

Along Fraser, the major shopping area is around 41st, mainly outside of KCC.

Within KCC, there are several small shopping areas along Fraser. This Vision identifies the area around King Edward as the main shopping area on Fraser in KCC.

Approved Vision Directions

8.1 Shopping Area Around King Edward

The shopping area at Fraser and King Edward should be strengthened as a neighbourhood shopping area and special community place.

Support %: 68/24/8

8.2 Pedestrian Safety Improvements and Traffic

It should be easier and safer to cross the streets, and traffic should move more slowly through this portion of Fraser, with

- more pedestrian street crossings
- shorter waiting times at pedestrian crossings
- and other measures for pedestrian crossing safety

Support %:67/23/10

People's ideas...

Pedestrian safety:

- longer crossing times at lights
- specially marked crosswalks (i.e., paving materials)
- curb bulges/sidewalk extensions
- median (concrete and planting strip in centre of street) to serve as a safe spot for pedestrians crossing

8.3 Pedestrian Comfort and Improved Appearance

The area should have a better image and improvements such as plantings, benches, and banners. There should also be better maintenance and more frequent clean-up of streets and sidewalks.

Support %:73/20/7

People's ideas...

Improved appearance and comfort:

- plantings, street furniture, banners, and public art; more garbage cans

8.4 Storefronts, Shops, and Services

Small local shops and services should continue to line the sidewalks on both sides of the street — instead of developments with parking lots in the front or buildings without storefronts — and the vacant site at the southeast corner should be filled in with shops.

Support %: 69/25/5

People's ideas...

- diverse shops and services; more cultural/recreational centres along with shops

8.5 Smaller Shopping Area at Fraser and Kingsway

The shopping area at Fraser and Kingsway should continue as a smaller shopping area, providing some local shopping, and it should have improvements to pedestrian crossing safety.

Support %: 68/26/7

People's ideas...

- further concentrate the shops into fewer places, to make stronger shopping areas—to do this, all-residential development could be allowed in some places instead of shops

9. Other Ways to Strengthen Shopping Areas

A common challenge for shopping areas is to strengthen their economic health. Many things contribute to this. This section groups three items that were discussed during the Vision process and that apply to all the KCC shopping areas.

Parking

The shopping areas in KCC mostly have on-street parking except during rush hours. Most of the shopping areas also have additional parking at supermarkets, or on former supermarket sites. Keeping enough convenient parking for shoppers is important for shopping areas to work. People also felt that on-street parking provides a good buffer between pedestrians and traffic. However, rush hour

restrictions have been gradually expanding over the years to include more locations and more hours, as traffic has increased.

Business Associations

Business associations are formed by business and property owners in shopping areas. They can also apply to the City to become a Business Improvement Area (BIA). Through a BIA, each property owner pays into a fund that is administered by the BIA and used to promote the area. The City has a staff person to assist local business people to form associations and BIAs. Supporting business groups is a way to strengthen shopping areas.

Big Box Stores and Internal Shopping Malls

Big box stores are very large stores such as Costco and Superstore. Internal shopping malls are large clusters of stores in one development where the stores face inside instead of onto the street. Examples are Kingsgate Mall and Il Mercato at Commercial and First. Internal malls can be on one level, or several levels. Under current City zoning regulations, big box stores and shopping malls can be built on any commercial site that is large enough for them. Participants in this Vision process were concerned that their large size and inward-look would draw customers away from the local stores and public sidewalks. They felt that this would work against creating strong community shopping areas.

Approved Vision Directions

9.1 Parking in Shopping Areas

Enough parking for shoppers should be provided in a variety of ways. There should be on-street parking wherever possible. Especially along secondary arterials, on-street parking should be retained or restored (Commercial, Victoria, and Fraser). Other major parking locations (e.g., supermarkets) should be kept, or replaced when there is redevelopment.

Support %: 83/10/7



On-street parking in shopping areas

9.2 Business Associations

Business Associations and Business Improvement Areas should be encouraged, and receive help from the City, so they can develop marketing strategies, promote shopping in their area, and organize services and activities to attract shoppers.

Support %:72/20/8

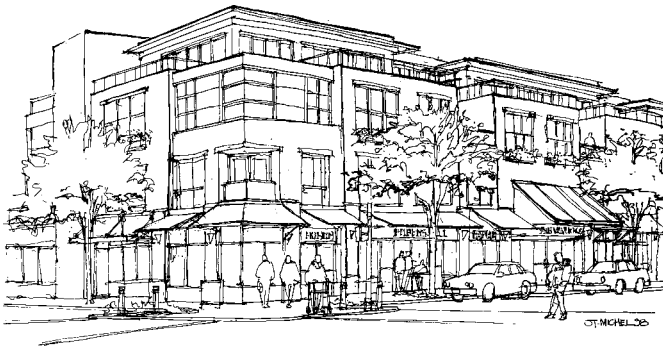
People's ideas...

- promotional ads, maps, coupons
- child-minding services/activities
- street entertainment/activities; annual Community Day; seasonal fairs or markets; busker zones
- Block Watch for businesses
- cooperative clean up between City and merchants

9.3 No Malls and Big Box

There should not be any additional big box stores or internal shopping malls allowed in KCC, or close enough to threaten the economic health of the local shopping areas.

Support %:68/17/16



Better mixed use design: upper setbacks, breaking up scale, small shops, awnings

10. Mixed Use Development

For many years, there was little development in the commercial parts of Kingsway, Fraser, Commercial and Victoria. The older one and two storey commercial buildings remained. Recently, there have been more projects with one level of commercial and three levels of apartments above. This is called mixed use development. The current zoning regulations require commercial use — retail, service or office — at street level. On upper floors, the developer has the choice of whether to have commercial or residential. Zoning also limits the height, requires setbacks from neighbours, sets maximum density, and (recently) forbids parking lots along the street in front of buildings. The zoning deals with livability of the residential development —privacy, daylight, and so forth. However, it does not deal with the character and appearance of the building.

This Vision recognizes the potential of these developments to provide housing, strengthen local shopping areas, and improve safety by adding “eyes on the street”. However, it also contains ideas to improve the new housing, reduce the impacts on neighbours, and upgrade the appearance of developments.

Approved Vision Directions

10.1 Design Improvements

The design of mixed use development should be improved:

- less bulky and imposing
- less impact on single family neighbours
- designs reviewed to be more attractive
- various architectural styles rather than any one style being required
- more planting to soften the impact on neighbours and improve common spaces

Support %:84/10/6

10.3 More Variation in Housing Form

There should be more variation in the type of housing in mixed use developments.

Support %:65/22/14

People's ideas...

- rowhouses at the rear facing the lane

Other Vision Directions considered but not approved

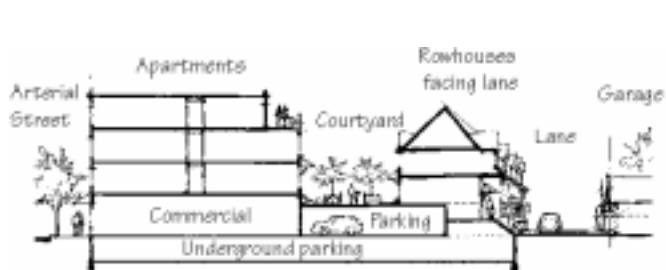
10.2 Extra Height

One or two additional storeys beyond four storeys should be considered in some cases:

- on higher points of land, to echo the land form
- in return for providing some public open space or other amenity.

Uncertain %:47/18/35

Comments: See comment after 10.4.



More variety in housing: rowhouses on rear lane

10.4 Residential at Street Level

Residential should be able to occur at street level in some locations, rather than commercial being required, as now. This should be outside the local shopping areas, where commercial at grade should continue to be required (see Sections 5 to 8). Traffic volume and noise should also be considered.

Uncertain %:57/29/14

Comments: Improvements to overall mixed use design were highly supported in direction 10.1. Directions 10.2 and 10.4 are specific possibilities for mixed use design. They did not receive majority agreement in both surveys. But they received more agree votes than disagree votes. Therefore, they remain on the table, for more investigation and public discussion, as part of implementing direction 10.1.



Recent mixed use projects: on arterials



10.5 Add More Residential/ Commercial Mixed Use

More zoning for mixed use development should be added on arterial streets where it is not now permitted. It could be similar to the four storey development already happening; or new, lower rise types could be investigated.

Uncertain %:53/25/22

Comments: With considerably more agree votes than disagree, 10.5 remains on the table, for further investigation and public discussion, while planning for housing clusters (see direction 21.4 Revised).

More Planning and Consultation Before Changes

Vision Directions 10.1 to 10.5 would involve making zoning changes. More detailed planning with the community would occur before any changes were made.



Setbacks at the rear: less impact on neighbours at rear