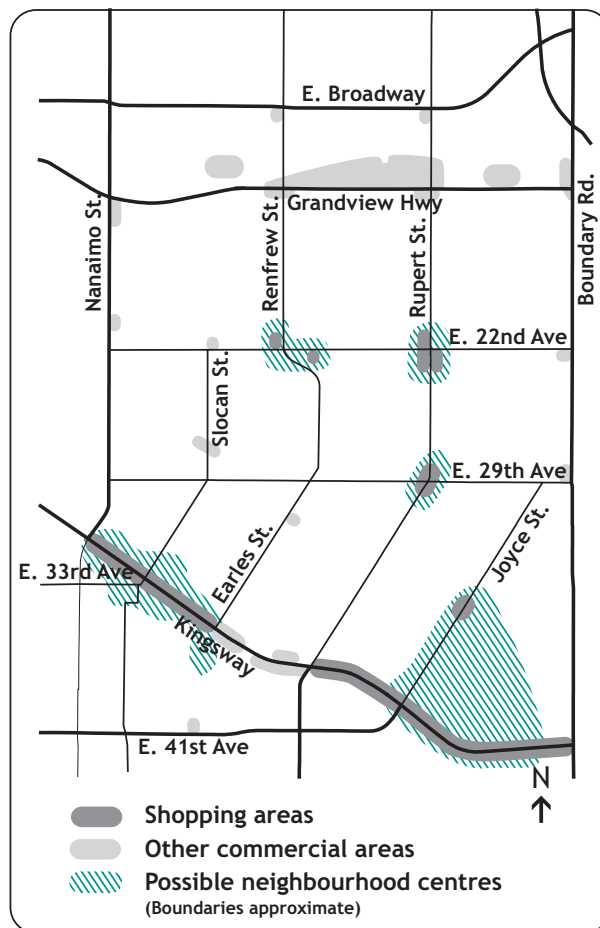




Neighbourhood Centres

Vancouver's CityPlan contains directions to develop 'neighbourhood centres' to serve as the 'heart' of a community. Neighbourhood centres are intended to be places where people can find shops, jobs, neighbourhood based services, public places that are safe and inviting, and places to meet with neighbours and join in community life. Centres may also cluster new housing for various ages and incomes. All this will help the environment by reducing the need to travel long distances from home to jobs and services.

The Vision identifies key shopping areas in Renfrew-Collingwood: Collingwood, Norquay Village, and three 'Mini-nodes'. It sets out ways to create 'neighbourhood centres' in and around these key shopping areas by adding retail, housing, and more inviting public places. It also identifies ways to make these areas more convenient, safe, comfortable, and enjoyable places to shop. There are also Directions to improve important but smaller shopping areas, control additional major malls and 'big box' stores, and support the role of business associations.



18 Kingsway/Joyce Shopping Area ('Collingwood')

Participants saw the potential to create a neighbourhood centre by joining Collingwood Village to the Kingsway shopping area with a variety of housing. They saw the 'heart' of the area along Kingsway near Joyce as an important neighbourhood shopping area. Assets include a large Safeway and London Drugs as anchors, as well as the trees, banners, and other improvements sponsored recently by the Collingwood Business Association (now a Business Improvement Area). The Vision addresses problems including Kingsway's width, traffic speed, and traffic volumes, which make it difficult to cross and unite the two sides of the street. The Victoria-Fraserview/Killarney Vision also identified this area as the heart of the shopping area and endorsed a number of Directions which are fully compatible with those in this section.

18.1 Neighbourhood Centres and Housing

Approved

Consider providing additional housing in the area located between Joyce SkyTrain Station and Kingsway. The housing should be more affordable than single family housing and designed to take advantage of the topography (e.g. provide views, streets which make slopes easier to traverse). Any redevelopment should provide more public space in the area — for lookouts, mini-parks, rest stops, seating areas next to cafes.

Percent agree 65%/69%

People's Ideas...

- need new housing types so that young people can buy, houses are not affordable now
- public open spaces should be connected to Kingsway (frontages and special pavings)
- more public space on the side streets — e.g. sidewalk bulges for sidewalk cafes
- seniors housing near Joyce SkyTrain Station (mid-rise buildings)

18.2 Important Shopping Area

Approved

The shopping area along Kingsway between Rupert and Boundary should be strengthened as a major neighbourhood shopping area and special community place, particularly the 'heart' of the shopping area between Joyce and Tyne.

Percent agree 75%/80%

People's Ideas...

- include both sides of Kingsway
- expand the BIA area to include one block west of Rupert (by the library)
- strengthen Rupert to Joyce as a core commercial area

18.3 Improve Joyce SkyTrain Station as a 'Gateway'

Approved

Improve the Joyce SkyTrain Station as a 'gateway' to the Kingsway Shopping Area, as well as to the neighbourhood generally, through improvements to station appearance, better pedestrian lighting, and better management of pedestrian routes and crossings of the street.

Percent agree 74%/78%



Collingwood shopping area

People's Ideas...

- draw residents and tourists from the station to the shopping areas nearby
- improve the grounds around the Joyce Station — lawn area is trampled — convert to a friendly, attractive plaza with a water fountain
- provide murals, pedestrian lighting, fences to funnel pedestrians, pedestrian signals synchronized with train arrivals, 'all directions' pedestrian crossings
- add basic shelter/infrastructure for temporary markets or for a water feature
- connect shopping area to the SkyTrain

18.4 Shops and Services Continuous

Approved

In the shopping area, shops and services should be continuous along the ground floor of buildings. Ground floor frontage should not be interrupted by driveways, drive-throughs, parking lots, or building fronts that are not 'pedestrian friendly'.

Percent agree 69%/70%

People's Ideas...

- encourage the retail area to be continuous from Rupert to Boundary, both sides of the street, or ensure continuous retail area in the 'heart' (Joyce to Tyne) and allow residential at grade outside the heart



Shops and services continuous

18.5 A Range of Shops and Services

Approved

There should continue to be a wide range of local-serving shops and services in the shopping area. Additional auto-oriented services (e.g. gas stations, repair shops, etc.) should be discouraged.

Percent agree 73%/69%

People's Ideas...

- provide clothing stores, better mix of stores
- permit no more vehicle oriented services, but keep what is there — good balance
- add a butcher, fish market, Bread Garden, hardware store, card store, home decor/furniture, lighting

18.6 Safeway Site

Approved

The Safeway supermarket at Kingsway and Tyne is an important anchor for the shopping area and is relatively newly built. The site should be improved to make it more of a neighbourhood focus. New 'infill' commercial uses could be added fronting Kingsway if they contribute to the Vision Directions for the shopping area.

Percent agree 67%/66%

People's Ideas...

- provide public space at Kingsway and Tyne
- create better frontage for Safeway — blank wall is ugly

18.7 Keeping Supermarket Opportunities Open

Approved

In the past, supermarket owners have closed stores and put restrictive covenants on the sites to prevent competing supermarkets or grocery stores from occupying sites. While this benefits the supermarket chain by reducing competition, it acts against having a viable shopping area. The City should act to discourage such covenants from being placed on sites.

Percent agree 74%/75%

People's Ideas...

- prevent any covenants being paced on any site, especially major sites (e.g. London Drugs and Safeway)

18.8 Pedestrian Safety

Approved

It should be easier and safer for pedestrians to cross Kingsway.

Percent agree 84%/81%

People's Ideas...

- provide 'mid-block' crossing at Kingsway and Stamford by Safeway and at Harold by London Drugs
- need crossings at Kingsway and Kerr, Kingsway and Lincoln
- provide pedestrian crossing between Boundary and Aberdeen and at Joyce/Crowley for users of Evergreen, the Policing Centre, and Collingwood Neighbourhood House
- increase pedestrian crossing time, now too short at pedestrian lights
- address the steep slope of Joyce because it discourages walking between Kingsway and Joyce Station

18.9 Control Sidewalk Merchandise

Approved

Merchandise displays on the sidewalk add interest and vitality to the street, but the amount of sidewalk they take up should be limited. They should leave enough room for pedestrians (including wheelchairs and strollers) to pass each other, and should leave more sidewalk space at bus stops and crosswalks where more people gather. The limit should be enforced.

Percent agree 74%/77%

People's Ideas...

- provide more outside areas and displays but do need to reserve room for pedestrians

18.10 Protect and Enhance Street Trees

Approved

The existing street trees contribute to the pleasant character of the street, as well as bringing visual consistency. These trees should be kept and maintained. Their impact should be enhanced by adding trees where they are missing as well as in new corner bulges on side streets.

Percent agree 79%/82%

People's Ideas...

- trees are good, just a basic question of maintenance
- need more street trees and wider sidewalks along Joyce
- need more medians and boulevards along Kingsway
- add trees where none have been planted in some blocks

18.11 Weather Protection

Approved

There should be continuous weather protection for shoppers in the form of canopies or awnings.

Percent agree 66%/68%

18.12 A More Attractive, Usable Place

Approved

In the recent past local merchants and owners, through the Collingwood Business Association (now a Business Improvement Area), have significantly improved the area's appearance with banners, colourful lightpoles, a landmark clock, and decorative pedestrian lighting. The appearance of the shopping area, especially the heart of it between Joyce and Tyne, should continue to be improved through efforts of private owners, the BIA, and the City.

Percent agree 81%/81%



Safeway site at Kingsway and Tyne

People's Ideas...

- take advantage of Kingsway's special character and topography — beautiful view northward from Kingsway
- encourage buildings which follow the slope like in San Francisco — example of Lombard Street going East-West to make it easier to walk down the slope — create special resting places
- make the street safer and more comfortable (i.e. benches, trees, lighting, and cleaner)
- have festivals and soap-box races down Joyce from Kingsway
- add benches, rest points, view-points, especially along Joyce and Kingsway
- introduce more colour — raised containers with flowers, boulevard plantings, banners, murals
- corner bulges on side streets can be mini-parks and viewpoints
- create some sort of identity for this shopping area that is different from the rest of Kingsway
- create outdoor patios and places to relax

18.13 A Cleaner Place

Approved

Sidewalks, gutters, lanes, parking lots, storefronts, garbage areas, and loading bays should be kept cleaner and maintained better by both private businesses and the City.

Percent agree 93%/93%

People's Ideas...

- provide more garbage cans, emptied more often, and more recycling
- provide better information and education regarding garbage disposal in public containers
- keep Kingsway frontage and the lanes cleaner and tidier
- use BIA and other community involvement to educate, monitor, and report on cleanliness
- encourage or require merchants to clean their store fronts and sidewalks regularly

18.14 More Convenient Parking

Approved

More convenient short-term parking, including curbside parking, should be available for customers to help keep the retail viable and reduce impacts on neighbours.

Percent agree 79%/81%

People's Ideas...

- provide parking meters for more turn-over of spaces
- improve enforcement of one hour parking time limits or add meters

19 Norquay Village

'Norquay Village' is a second key shopping area and possible future neighbourhood centre. It would include the section of Kingsway between Earles and Nanaimo. Currently this part of Kingsway has little to offer pedestrians. It has difficult pedestrian crossings and connections; a lack of basic amenities such as street trees; and there are no attractive sidewalk treatments or design features. The proposed 'heart' of the village is Norquay Park. In future, Vision participants envisioned a wider variety of stores on Kingsway and a mix of housing surrounding the park, complemented with additional community amenities and facilities.



'Norquay Village': bordering Norquay Park and Kingsway

19.1 Neighbourhood Centres and Housing

Approved

Consider creating a neighbourhood centre around Norquay Park which could include a greater variety of retail stores along Kingsway, additional housing types, complemented by additional community amenities and facilities. Housing types could include mixed use developments on Kingsway (e.g. ground floor commercial with residential above), along with a mix of apartments and townhouses in areas adjacent to Kingsway.

Percent agree 63%/64%

People's Ideas...

- provide mixed housing for different ages
- need housing for families because of high birth rate in Renfrew-Collingwood
- provide more affordable housing — perhaps housing density similar to existing multiple housing (e.g. Duchess Street)
- provide townhouse development like Duchess Street apartments, should be compatible with RS-1
- make Norquay Park more family oriented

Special Sites

The 2400 Motel and Eldorado Hotel are located on large sites on the south side of Kingsway near Nanaimo, and are part of the proposed Norquay Village Neighbourhood Centre. The existing zoning permits mostly single family homes and duplexes on these sites. Vision participants felt more housing variety should be encouraged if redevelopment of these two large sites is proposed.

19.2 The 2400 Motel and Eldorado Hotel Sites

Approved

If redevelopment of the Eldorado Hotel and/or the 2400 Motel is proposed, the City should support new, needed commercial and/or residential uses. Any consideration of such developments should include significant public consultation.

Percent agree 66%/63%

People's Ideas...

- add supermarket, small stores, doctors, dentist offices and residential mid/high-rise (preferred to existing hotel)
- locate mid/high-rise on corner (of Nanaimo and Kingsway) and associated commercial with residential above

19.3 Important Shopping Area

Approved

The shopping area along Kingsway between Nanaimo and Earles should be strengthened as a major neighbourhood shopping area and special community place.

Percent agree 70%/66%

People's Ideas...

- work with what is there (Earles Street and Norquay Park) and ensure retail continuity
- name the neighbourhood centre 'Norquay Park' or 'Norquay Village'
- develop an area where one can come and meet neighbours or live and have all the basic amenities

19.4 Shops and Services Continuous

Approved

In the shopping area, shops and services should be continuous along the ground floor of buildings. Ground floor frontage should not be interrupted by driveways, drive-throughs, parking lots, or building fronts and uses that are not 'pedestrian friendly'.

Percent agree 68%/63%

19.5 A Range of Shops and Services

Approved

There should be a wide range of local-serving shops and services in the shopping areas. Additional auto-oriented services (e.g. gas stations, auto repair) should be discouraged.

Percent agree 72%/66%



Smaller supermarket in mixed use development

People's Ideas...

- need drug stores, banks, coffee shops, deli, clothing stores, medical services, entertainment, movies
- provide more community facilities — recreation (bowling) plaza, library, public places
- add clothing, produce, household, kitchen, drug, and hardware stores
- nurture the retail by encouraging more offices and services, including cafes, theatres, health centres, fitness centres, services for seniors and immigrants, a night market; more offices mean more jobs

19.6 Adding a Supermarket

Approved

Supermarkets are important ‘anchors’ for neighbourhood shopping areas. The City, in consultation with the neighbourhood, should work with supermarket owners to identify, assemble, and rezone an adequate site for a smaller supermarket (e.g. Capers, Choices, Marketplace), in a mixed use development, with adequate parking provided.

Percent agree 73%/73%

19.7 Pedestrian Safety

Approved

It should be easier and safer for pedestrians to cross Kingsway, especially to and from Norquay Park.

Percent agree 83%/86%

People's Ideas...

- provide easy access for all ages and populations — disabled, parents, cyclists, etc
- provide better access to Norquay Park — slow down the traffic

19.8 Control Sidewalk Merchandise

Approved

Merchandise displays on the sidewalk add interest and vitality to the street, but the amount of sidewalk they take up should be limited. They should leave enough room for pedestrians (including wheelchairs and strollers) to pass each other, and should leave more sidewalk space at bus stops and crosswalks where more people gather. The limit should be enforced.

Percent agree 70%/74%

19.9 Street Trees and Sidewalk Improvements

Street trees should be planted on Kingsway and the sidewalks should be improved.

Percent agree 78%/77%

19. 10 Weather Protection

Approved

There should be continuous weather protection for shoppers in the form of canopies or awnings.

Percent agree 62%/63%

19. 11 A More Attractive Place

Approved

The appearance of the shopping area should be improved through beautification by private owners and the City.

Percent agree 80%/80%

People's Ideas...

- recognize and respond to the problem of Kingsway and seek to mitigate its impact
- storefronts should be individualized like the example of the Capers block in Kitsilano, but with some consistency in design
- provide light and air, movement, shopping, meeting, playing, area identity, and utilities
- make it attractive, provide a sense of ownership

19.12 A Cleaner Place

Approved

Sidewalks, gutters, lanes, parking lots, storefronts, garbage areas, and loading bays should be kept cleaner and maintained better by both private businesses and the City.

Percent agree 89%/91%

People's Ideas...

- allow no blank walls for graffiti at intersections, maybe add some murals



Possible improvements: more planting, more pedestrian comfort and safety

19.13 Convenient Parking

Approved

Convenient short-term parking, including curbside parking, should be available for customers to help keep the retail viable and reduce impacts on neighbours.

Percent agree 82%/84%

People's Ideas...

- provide off-street parking or diagonal parking
- use sidewalk for planting, bushes, drop-off points, benches, and bike parking
- do not remove short-term parking on Kingsway (curbside)

20 'Mini-nodes'

Participants recognized the importance of three smaller commercial areas in Renfrew-Collingwood: Rupert and 29th, Rupert and 22nd, and Renfrew and 22nd. These 'mini-nodes' could be strengthened by adding special banners, lighting, and paving to the streets connecting the nodes; allowing more people to live above shops (mixed use development); and, in some cases,

expanding their commercial area. Ground-oriented multiple-unit buildings could be allowed immediately adjacent to the 'mini-nodes'. Problems associated with too much traffic and too few parking spaces would need to be addressed. Unless otherwise noted, the following Directions apply to all three 'mini-nodes'.

20.1 Neighbourhood Centres and Housing

Approved

Consider increasing the residential options around 'mini-nodes' to help support retail activity. Create a better transition from commercial areas to residential areas.

Percent agree 59%/64%

People's Ideas...

- increase housing in areas around 29th and Rupert, 22nd and Rupert, and 22nd and Renfrew
- put ground level housing (townhouses) along 28th and Price, stepping-up along Rupert
- provide mixed housing for different ages
- retail portion could be first storey, residential portion three storeys with cornice and top floor setback
- the northwest side of 22nd and Rupert should provide a transition to single family residential
- have four storey mixed use development — more appropriate scale for the streets
- keep to a low scale on street edge with higher forms set back

20.2 Create 'Renfrew Heights' Shopping Area

Approved

Create an expanded shopping area and special community place at 22nd and Renfrew: 'Renfrew Heights'. Allow some limited expansion of the commercial area for mixed use development (retail on ground floor with three storeys of housing above), and add more ground-oriented multiple-unit residential buildings adjacent to the commercial area to support local businesses.

Percent agree 63%/65%

People's Ideas...

- this location is already a 'heart' of the community — community centre, park, library, and seniors home
- natural to extend this into a shopping area as there are already lots of residents using facilities in this location

20.3 Important Shopping Areas on Rupert

Approved

The shopping areas at Rupert and 22nd and Rupert and 29th should be strengthened as neighbourhood shopping areas and special community places. Allow mixed use development (retail on ground floor with three storeys of housing above) within the commercial area, permit limited expansion of the commercial area, and add more ground-oriented multiple-unit residential buildings adjacent to the commercial area to support local businesses.

Percent agree 62/62%

People's Ideas...

- increase the size of the commercial zone on southwest corner of Rupert and 29th (then put lane through and make access for underground parking)
- on west side of 29th and Rupert, right-of-way could allow for further increase in commercial zone for better use and development
- make a bold move because the commercial areas are struggling and could become more vital
- build on the success of existing businesses at 22nd and Rupert
- increase the size of the commercial zone on south side of 29th and Rupert so that it can be better developed
- hold community festivals and multicultural events
- make transit more convenient; add more bike racks
- add Chinese features like flowers, art, Asian style buildings

20.4 Provide Attractive Links between the 'Mini-nodes'

Approved

Create attractive connections between the 'mini-nodes' with banners, medians, and street trees, and ensure consistency in design of the 'mini-nodes'. Ensure adequate transit services to and between the 'mini-nodes'

Percent agree 59%/60%

People's Ideas...

- ensure nodes all have similar design and look: paving, plants
- link the Three Links Senior Care to nodes at 29th and Rupert and 22nd and Rupert
- connect Renfrew Park Community Centre with Renfrew Ravine Park
- provide consistency in zoning (apply same zoning to the three nodal areas)



Rupert and 22nd shopping area

20.5 Shops and Services Continuous

Approved

In the shopping areas, shops and services should be continuous along the ground floor of buildings. Ground floor frontage should not be interrupted by driveways, drive-throughs, parking lots, or building fronts and uses that are not 'pedestrian friendly'.

Percent agree 63%/60%

People's Ideas...

- take advantage of views
- should not be oriented to the car — unique opportunity to make it pedestrian friendly
- don't permit parking lots at front, or on side on corners — keep parking at the rear or underground
- keep retail continuity, and possibly extend retail area

20.6 A Range of Shops and Services

Approved

There should continue to be a wide range of local-serving shops and services in the shopping areas. Additional auto-oriented services (e.g. gas stations, auto repair) should be discouraged. Local-serving retail should be introduced at 22nd and Renfrew.

Percent agree 67%/68%

People's Ideas...

- encourage doctors' offices, bakery, barber shops, travel agents, post office, medical offices, restaurants, butchers, banks, etc.
- introduce viable locally serving retail at 22nd and Renfrew; add services for seniors (for residents of Three Links Seniors Home) such as bank and doctor's office
- more restaurants with places to sit outside

20.7 Adding a Supermarket

Approved

Supermarkets are important 'anchors' for neighbourhood shopping areas. The City, in consultation with the neighbourhood, should work with supermarket owners to identify, assemble, and rezone an adequate site for a conventional size supermarket in a mixed use development, with adequate parking provided.

Percent agree 60%/61%

People's Ideas...

- encourage medium size market at 22nd and Rupert
- need another grocery store in this area

20.8 Pedestrian Safety

Approved

It should be easier and safer for pedestrians to cross streets within the shopping areas.

Percent agree 83%/84%

People's Ideas...

- provide pedestrian lighting
- provide local traffic calming — study street design
- make pedestrian friendly with street trees, medians with trees, and lanes
- restrict cars to fewer lanes — use extra for buses, extended sidewalks, median refuge, bike lanes, more landscaping buffer for sidewalks and homes
- narrow the street (pavement) width by using bulges, adding a centre median, keeping on-street parking
- build islands, corner bulges, narrow street to slow down traffic on 22nd (Renfrew to Boundary)



Pedestrian safety when crossing arterials

20.9 Control Sidewalk Merchandise

Approved

Merchandise displays on the sidewalk add vitality and interest to the streets, but the amount of sidewalk they take up should be limited. They should leave enough room for pedestrians (including wheelchairs and strollers) to pass each other, and should leave more sidewalk space at bus stops and crosswalks where more people gather. The limit should be enforced.

Percent agree 70%/72%

People's Ideas...

- keep fruit and vegetable displays
- get rid of the 'sandwich' boards on the sidewalks — they are unsafe and unsightly

20.10 Protect and Enhance Street Trees

Approved

The existing street trees contribute to the pleasant character of the streets, as well as bringing visual consistency. These trees should be kept and maintained. Their impact should be enhanced by adding trees where they are missing as well as in new corner bulges and on side streets.

Percent agree 77%/77%

People's Ideas...

- complete trees on the flanking streets and extend medians with street trees
- add trees and planting (also at 27th and Slocan)
- make pedestrian friendly with medians, street trees, and lanes

20.11 Weather Protection

Approved

There should be continuous weather protection for shoppers in the form of canopies or awnings.

Percent agree 62%/63%

People's Ideas...

- build shops out to the streets with awnings at 22nd and Rupert
- ensure awnings remain attractive and clean

20.12 A More Attractive Place

Approved

The appearance of the shopping areas should be improved through beautification by private owners and the City.

Percent agree 80%/79%

People's Ideas...

- put a median with trees down Rupert
- the curve of Rupert is an opportunity for landscaping
- narrow the pavement
- take advantage of right-of-ways to put in greenways
- announce shopping areas with banners, lighting, paving, more Chinese features, creative waste baskets

- area needs paving, bike racks, signage, banners, and benches
- make pedestrian friendly with street trees, medians, and lanes
- landscape existing parking areas
- give 22nd and Rupert its own character, not the same as Kingsway or other small retail nodes (e.g. use high visual impact planting like in Dundarave)
- add pebble mosaics across roadway

20.13 A Cleaner Place

Approved

Sidewalks, gutters, lanes, parking lots, storefronts, garbage areas, and loading bays should be kept cleaner and maintained better by both private businesses and the City.

Percent agree 91%/91%

People's Ideas...

- clean-up store fronts at 22nd and Rupert — too much garbage on the street
- put dumpsters in the lane so they are less visible
- need more garbage bins on the street for litter
- clean the sidewalk, awnings, and signs more frequently

20.14 Convenient Parking

Approved

Convenient short-term parking, including curbside parking, should be available for customers to help keep the retail viable and reduce impacts on neighbours.

Percent agree 77%/84%

People's Ideas...

- provide street parking in commercial edges
- need to provide adequate parking (maybe underground)
- make the lane at 22nd and Rupert one-way and create some parking spots

21 'Big Box' Stores and Shopping Malls

Shopping malls are clusters of stores in one development where the stores face inside instead of onto a public street. Malls come in various sizes from quite small to very large and they may be on one or several levels. Under current zoning, internal malls can theoretically locate anywhere in the C-2 zoning that lines the city's arterial streets

There are also different types and sizes of 'big box' store. Some are very large, and sell a wide range of goods. Some specialize in particular types of goods, and are smaller. The large 'big box' stores have sought large, cheap, industrially zoned sites. The City has permitted some 'big box' stores (usually through rezonings), but has recently adopted policies that restrict these rezonings to parts of the Grandview Highway and the Marine Drive front-ages. If the 'big box' stores are to sell food or clothing, a retail impact study is required. Some smaller specialty 'big box' stores have recently fit into existing C-zoned blocks along major streets.

Participants in the Vision process, while acknowledging that existing malls and 'big box' stores provide shopping choices for consumers, were concerned that additional projects would work against providing strong neighbourhood shopping in Collingwood, 'Norquay Village', and the three 'mini-nodes'.



'Big box' retail: Real Canadian Superstore

21.1 Additional Major Malls or 'Big Box' Stores

Approved

Additional major shopping malls, and 'big box' stores which sell groceries, clothing, and other daily needs, should not be permitted to locate where they will harm the economic health of the shopping areas at Kingsway/Joyce, 'Norquay Village', and the three 'mini-nodes'.

Percent agree 58%/59%

21.2 Specialty 'Big Box' Stores

Approved

Some smaller specialty 'big box' outlets (e.g. electronics, toys, pets) might act as positive anchors or attractions if they are located in Renfrew-Collingwood's existing shopping areas. They should be considered if they are designed to fit properly.

Percent agree 56%/61%

People's Ideas...

- promote design like London Drugs in Kerrisdale — pedestrian friendly, underground parking, and court yards
- allow only if they fit into streetscape

Planning for Grandview Boundary Industrial Area, including Still Creek

The Grandview Boundary Industrial Area (GBIA) is generally bounded by Grandview Highway, Boundary, Broadway/Loughheed, and Slocan. In July 2002, City Council adopted the GBIA Plan and the Still Creek Enhancement Plan. The directions contained in the documents call for:

- accommodating a variety of mostly industrial uses including a transition to new uses, such as film studios and high-tech offices near the new SkyTrain Stations, and 'big box' stores (large format retail stores) on Grandview Highway
- attracting local convenience shops and services to the new SkyTrain Stations to enliven the station areas
- enhancing Still Creek, designing public space into developments on large sites, and providing a network of greenways to link destinations inside and outside the area

22 Business Associations or Business Improvement Areas



Improvements at Kingsway and Joyce

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 commercial property owner pays into a fund that is administered by the BIA and used to benefit the shopping area through promotion, beautification, etc. The City has a staff person to assist in forming associations and BIAs. Collingwood became a BIA in 2001.

22.1 Business Associations or BIAs

Approved

Business Associations and BIAs should be encouraged, with organizational assistance from the City. They should be involved, together with residents, in promoting shopping in their areas and organizing services and activities to attract shoppers.

Percent agree 63%/63%

People's Ideas...

- yes and promote with planning to improve shopping areas
- BIA should partner with community to hold festivals
- encourage the BIA to get businesses to work together to improve the area



Banners help to beautify neighbourhood shopping areas