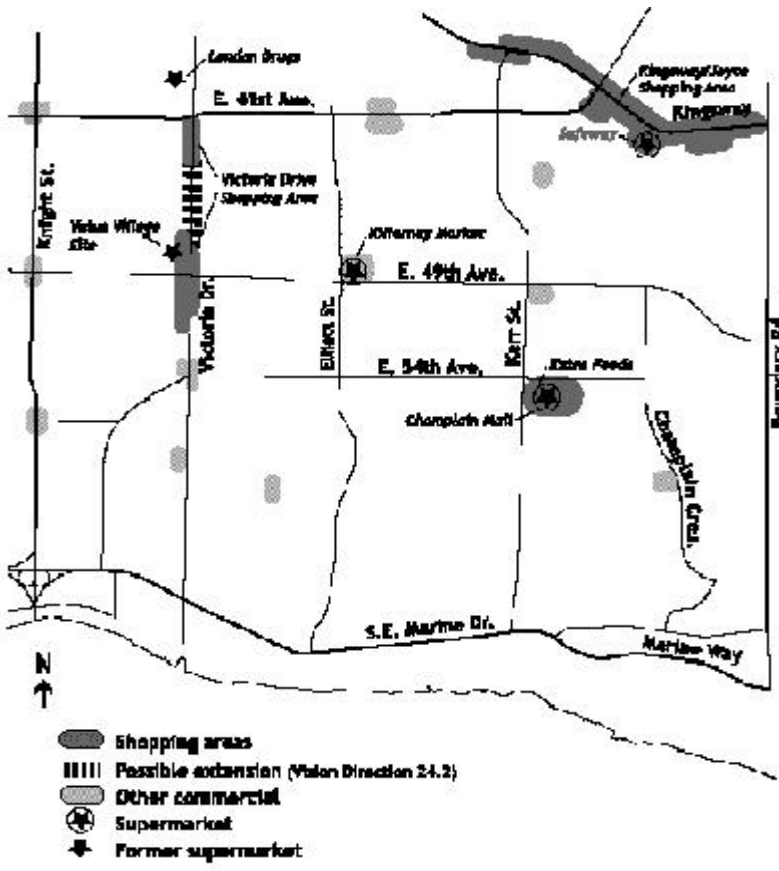




Shopping Areas

The Vision identifies the key community shopping areas in VFK as Victoria Drive, Kingsway/Joyce, and Champlain Mall. For these areas, the Vision sets out ways to make these areas more convenient, safe, comfortable, and enjoyable places to shop. It also has Directions about controlling additional major malls and 'big box' stores; the role of business associations; the design of the new four storey mixed-use buildings along shopping streets; and encouraging convenience retail in the Fraserlands area.



24 Victoria Drive Shopping Area

Victoria Drive has two main shopping areas with the northern one extending from 41st to 44th and the southern one stretching between 47th and 50th. There is a good variety of stores, but no supermarket. The Vision addresses various problems and opportunities including litter; difficult pedestrian crossings and connections; a lack of basic amenities such as street trees; and a lack of attractive sidewalk treatments and design features.



Victoria Drive shopping area

24.1 Important Shopping Areas

Approved

The two main shopping areas on Victoria Drive — 41st to 44th and 47th to 50th — should be strengthened as major neighbourhood shopping areas and special community places.

Percent agree 77%/78%

24.2 Expanding the Shopping Area

Approved

The shopping areas should expand into the blocks between 44th and 47th, through extending the commercial/mixed use zoning, eventually linking the two existing shopping areas.

Percent agree 59%/62%

24.3 Pedestrian Linkage between the Two Shopping Areas

Approved

Even if the shopping areas are not expanded, an attractive pedestrian link should be created along Victoria between the two shopping areas using planting, paving, banners, etc. in order to encourage pedestrians to use both shopping areas.

Percent agree 67%/67%

24.4 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 70%/66%

24.5 A Range of Shops and Services

Approved

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

Percent agree 75%/73%

People's Ideas...

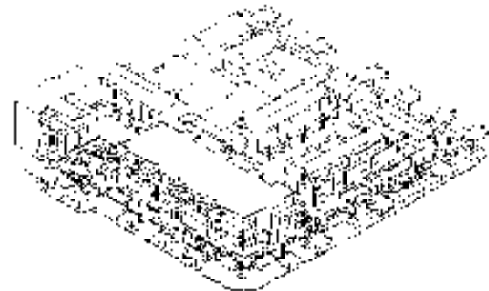
- encourage more offices and services, including cafes, theatres, health centres, fitness centres, services for seniors and immigrants, a night market
- encourage merchants to keep up with changing customer needs and desires
- explore ways the City and landlords could make new retail space more affordable to local shops and services and/or retain older, low rent space
- encourage residents to support local shops and services by using them

24.6 Adding a Supermarket

Approved

Supermarkets are important 'anchors' for neighbourhood shopping areas. In the past, there were two supermarkets, one at 41st and one near 49th — both have moved out. 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 73%/74%



Residential over new supermarket

People's Ideas...

- use the old supermarket site (Value Village)
- consider assembling land across the lane behind the commercial frontage to create a big enough site

24.7 Pedestrian Safety

Approved

It should be easier and safer for pedestrians to cross the arterials. The intersection of Victoria with 41st and 42nd, the misaligned 43rd/44th crossing of Victoria, and the Victoria/49th intersection all have problems with illegal turns, jaywalking, and other unsafe crossing procedures which should be improved.

Percent agree 89%/89%

People's Ideas...

- develop proper intersection plans for problem areas, realignments
- provide median strips, pedestrian signals, corner bulges to shorten the crossing
- shorten pedestrian waiting times

24.8 Pedestrian Linkage through Long Block

Approved

There are no avenues between 41st and 43rd on the west side of Victoria, creating a very long block. Pedestrian links should be created through the block from the lanes and parking located in the rear.

Percent agree 64%/68%

24.9 Control Sidewalk Merchandise

Approved

Merchandise displays on the sidewalk are a good thing, 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 80%/80%

People's Ideas...

- mark boundary of sidewalk displays with a line — easy for merchants and pedestrians to see if legal

24.10 Street Trees and Sidewalk Improvements

Approved

Street trees should be planted on Victoria Drive and the sidewalks should be improved.

Percent agree 77%/75%

24.11 Weather Protection

Approved

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

Percent agree 65%/68%

People's Ideas...

- develop a theme for the awnings on Victoria
- ensure awnings leave adequate headroom for pedestrians
- restrict the amount of sidewalk that awnings can cover



Possible improvements: more planting, more pedestrian comfort and safety

24.12 A More Attractive Place

Approved

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

Percent agree 80%/83%

People's Ideas...

- add outdoor patios and places to relax; benches; attractive plantings in bulges, mini-parks, and/or along the curb; banners, flags, murals, public art, sculpture; a distinctive entry sign or landmark; special lighting; bike racks (perhaps attached to lamp posts); public notice boards, directory to the area, bilingual signage; special paving; drinking fountains

24.13 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 95%/95%

People's Ideas...

- add more sidewalk trash cans, emptied more often
- encourage or require merchants to clean their store fronts and sidewalks regularly
- provide more education/information on what to do with trash

24.14 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 89%/89%

People's Ideas...

- enforce parking time limits better
- maintain curbside parking on Victoria
- review the parking situation, including: turnover in curbside parking and parking available in private developments
- if necessary, build shared public parking (e.g. within a development or under Tecumseh School ground)

24.15 Development of the Value Village Site

Approved

Redevelopment of the Value Village site, if it occurs, should be used as a major opportunity to contribute to the Vision Directions for the area.

Percent agree 74%/75%

25 Kingsway/Joyce Shopping Area ('Collingwood')

The Vision participants saw the Collingwood part of Kingsway, and especially the 'heart' of the area between Joyce and Tyne, as an important neighbourhood shopping area. Assets include a large Safeway and a London Drugs as anchors, as well as the trees, banners, and other improvements sponsored recently by the business association. Problems include Kingsway's width, traffic speed, and traffic volumes, which make crossing and uniting the two sides of the street difficult.

25.1 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.

Percent agree 77%/77%

25.2 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 73%/73%



Kingsway shopping area ("Collingwood")



Local shops and services

25.3 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%/72%

People's Ideas...

- consider a farmers' market
- encourage merchants to keep up with changing customer needs and desires
- explore ways the City and landlords could make new retail space more affordable to local shops and services and/or retain older, low rent space
- encourage residents to support local shops and services by using them

25.4 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%/67%

People's Ideas...

- add trees and landscaping, canopies for weather protection along Kingsway, better store orientation and displays facing Kingsway
- keep and improve existing berm on Kingsway side of Safeway site — turn into a usable gathering place (chess boards, etc.)
- enhance Safeway wall with mural

25.5 Keeping Supermarket Opportunities Open

Approved

In the past, supermarket owners have often 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 prevent such covenants from being placed on sites.

Percent agree 74%/70%

25.6 Pedestrian Safety

Approved

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

Percent agree 83%/86%

People's Ideas...

- shorten pedestrian waiting times; add pedestrian signals
- build corner bulges to shorten the crossing, make pedestrians more visible, and let drivers know they're in a shopping area
- consider median refuge areas

25.7 Control Sidewalk Merchandise

Approved

Merchandise displays on the sidewalk are a good thing, 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 80%/78%

25.8 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 and on side streets.

Percent agree 80%/82%



Safeway site at Kingsway and Tyne

25.9 Weather Protection

Approved

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

Percent agree 63%/67%

People's Ideas...

- ensure canopies are high enough to provide headroom for pedestrians
- develop a unified canopy theme which can be varied by merchants

25.10 A More Attractive, Usable Space

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 79%/77%

People's Ideas...

- create outdoor patios and places to relax
- add benches; attractive plantings in bulges, mini-parks, medians, and/or along the curb; murals, public art, sculpture; bike racks; public notice boards, directory to the area; drinking fountains

25.11 A Cleaner Place

Approved

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

Percent agree 93%/92%

People's Ideas...

- provide more sidewalk trash cans, emptied more often
- encourage or require merchants to clean their store fronts and sidewalks regularly
- provide more education/information on what to do with trash

25.12 Convenient Parking

Approved

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

Percent agree 85%/89%

People's Ideas...

- enforce parking time limits better or add meters
- reintroduce curbside parking on Kingsway during rush hours
- review the parking situation, including: turnover in curbside parking, available parking in private developments
- if necessary, build shared parking (e.g. within a mixed use development or under Carleton School ground)

25.13 Future Development of the Safeway or London Drugs Sites

Approved

Any significant future redevelopment proposed for the Safeway or London Drug sites on Kingsway, or other large sites, should contribute to the Vision Directions for that area. The City should consult the community prior to processing any development permit or rezoning application on these sites.

Percent agree 83%/83%

26 Champlain Mall

Champlain Mall was built in the early '70s as a conventional medium-sized internal shopping mall with a supermarket and department store as anchors. Recently the retail was downsized and concentrated on the western third of the site with the eastern portion redeveloped for residential use. The commercial site now houses a supermarket, drug store, food court, an expanded Vancouver Public Library branch, medical/dental offices and other shops and services. While there is unlikely to be a significant increase in the demand for retail space on the mall site in the near future, the Vision sets key Directions for the longer term, and for any improvements that might occur in the short term.



Champlain Mall

26.1 Main Shopping Place

Approved

Champlain Mall and the adjacent gas station site should continue to be the main location for local retail and services in the Champlain area. Extension of commercial across 54th or Kerr should not be considered.

Percent agree 79%/78%

26.2 Supermarket to Stay

Approved

The supermarket is an important anchor for Champlain Mall. The City and community should do whatever is possible to ensure it remains viable; and inclusion of a supermarket should be a condition of any future redevelopment.

Percent agree 91%/92%

26.3 A Range of Shops and Services

Approved

A range of local-serving shops and services should continue to be located in the mall.

Percent agree 93%/93%

People's Ideas...

- encourage green grocer, craft store, flower shop, farmers' market, cafes
- encourage merchants to keep up with changing customer needs and desires
- explore ways the City and mall operator could make new retail space more affordable to local shops and services
- consider lower taxes on locally-oriented retail
- encourage residents to support local shops and services by using them

26.4 Library to Stay

Approved

The public library should remain in the mall, and improvements to the design of the new library courtyard should be considered.

- add covered seating, benches, chess board tables

Percent agree 92%/91%

26.5 Safer Pedestrian Access

Approved

It should be easier and safer for pedestrians to cross Kerr to the Mall at 55th and 56th. There should be adequate sidewalk width and lighting on the walkways through the parking lot.

Percent agree 87%/88%

People's Ideas...

- add pedestrian signals, curb bulges on Kerr to shorten the crossing distance

26.6 Weather Protection

Approved

The new mall buildings include some overhangs and canopies. In any future development, consideration should be given to more weather protection both on the buildings and along the main walkways in the parking lots.

Percent agree 76%/77%

26.7 Monitor Traffic

Approved

Traffic circulation should be monitored and conflicts with pedestrian movements addressed.

Percent agree 82%/82%

26.8 Cleanliness

Approved

The mall and surroundings should be kept clean through provision of enough trash cans, regular emptying, and litter pickup.

Percent agree 95%/95%

26.9 Future Changes to the Mall

Approved

If any more additions or changes to the mall are proposed, the development should contribute to the Vision Directions for the area, including those in this section.

Zoning

The Zoning and Development Bylaw is the main way that the City controls new development. The City is divided into a number of different zoning districts, labelled by letters and numbers (e.g. RS-1, C-2). Each type of district, or 'zone', has regulations that control what kind of activities ('uses') may take place (e.g. various kinds of office, retail, dwelling, manufacturing). Zones also have regulations that control the maximum height of buildings, the position of buildings on the lot ('yards and setbacks'), the amount of total development ('floorspace' or 'density'), the amount of parking required, and other quantitative aspects. Beyond these regulations, some zones also have design review, based on written design guidelines. (See Section 13 for more information on design review in single family areas)

The City should consult the community prior to processing any significant development permit or rezoning application.

In addition:

- the architecture and signage should be attractive, and in character with the neighbourhood
- if surface parking remains, there should be trees and hedging along the site edges
- if parking is underground, additional green space at grade should be added
- there should be gathering places for people to sit and relax and chat (e.g. indoor seating, covered outdoor seating, etc.)
- there should be continuous awnings or canopies on key walkways in the parking lot and around the buildings.

Percent agree 87%/84%

26.10 Gas Station Site Redevelopment

Approved

If redevelopment of the gas station at Kerr and 54th is proposed, the community should be involved in the planning and review of uses, form, design, landscaping, pedestrian linkages, traffic impacts, and parking.

Percent agree 77%/74%

People's Ideas...

- emphasize local-serving retail; park space; plaza at the corner; good pedestrian linkages to the mall; shops lining covered walkway or galleria

27 Fraserlands Retail

The Fraserlands plan includes sites for convenience retail along the west side of Kerr from Marine to the waterfront. This land is currently designated for one storey of retail plus one storey of residential. These sites have been put on the market by the City (the landowner) several times, but there has been no interest from retail developers. Possible reasons include the out-of-the-way location which can serve only the small number of Fraserlands residents; and the overall low density of the permitted development.

27.1 Incentive for Retail Development

Approved

In the short term, the City should review the development potential of the sites bordering the west side of Kerr to see if additional housing density would encourage a developer to build some convenience retail (and lease it at a low rate if necessary) on these sites. The Fraserlands community should be involved in the review and in any resulting zoning change.

Percent agree 66%/66%

People's Ideas...

- consider allowing buildings up to 4 storeys; terrace buildings down the slope
- allow commercial to extend around the corner onto Kent side
- encourage outdoor space for a café near the foot of Kerr; ensure designs compatible with neighbours

27.2 Short-term Improvements on the East Side of Kerr

Approved

Since redevelopment of the industrial lands east of Kerr Street will not occur in the short term, the City should work with Weyerhaeuser to improve the appearance of their lands along the east side of Kerr Street.

Percent agree 73%/74%

27.3 Longer-term Retail

Approved

In the longer term, if the industrial lands east of Kerr redevelop for housing, appropriate retail should be provided. A retail study should be included early in any area planning. The retail should be designed to serve the whole Fraserlands area, but not the broader community. If retail is built on the west side of Kerr as planned (see 27.1), then at least some of the new retail should be located on the east side of Kerr to create a double-sided retail street.

Percent agree 64%/64%

28 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 and 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. Others 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 Grandview Highway and the Marine Drive frontage between Yukon and Chester. If the 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 areas 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 keeping strong neighbourhood shopping on Victoria Drive, Kingsway/Joyce, and in Champlain Mall.

28.1 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 Victoria or Kingsway shopping areas or Champlain Mall.

Percent agree 66%/60%

28.2 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 VFK's existing shopping areas. They should be considered if they are designed to fit properly.

Percent agree 59%/62%

People's Ideas...

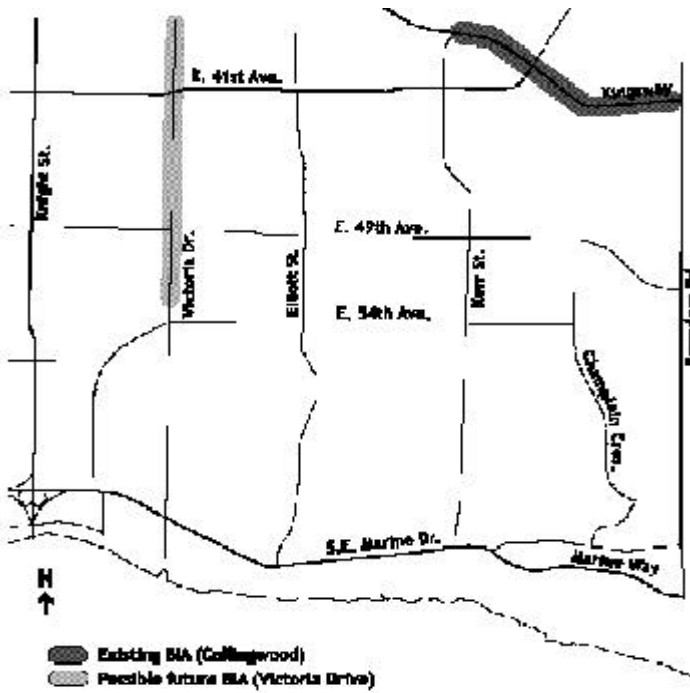
- locate the big outlet mainly on the upper level, with small retail outlets on the street level (e.g. Future Shop on West Broadway); provide parking underground not in lot in front of store
- consider a theater complex with underground parking if the Victoria retail is extended south toward 49th



Big box retail: Real Canadian Superstore

29 Business Associations or Business Improvement Areas

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



C-2 Zoning Review Underway

In response to similar concerns from various communities City Council has already approved a review of the C-2 zoning to determine what, if any, changes should be made. The review, now underway, includes public consultation and is expected to result in zoning revisions in 2002.



Recent mixed use projects on arterial streets

to benefit the shopping area through promotion, crime prevention, beautification, etc. In VFK there is the Collingwood BIA, and the Victoria Drive Business Association is considering BIA status.

29.1 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 70%/68%

People's Ideas...

- help encourage new retailers; help merchants understand consumer needs; cooperate in clean-up, maintenance, anti-graffiti, and security; organize special events and festivals; undertake beautification

30 Mixed Use Development

In the C-2 zoning Victoria, Kingsway and other arterials city-wide, a number of four storey projects have been built with ground floor commercial and three storeys of residential above. This is called mixed use development. Current C-2 zoning regulations and guidelines govern uses, limit density and height, require certain setbacks, and require parking to be at the rear or underground. The guidelines also deal with some aspects of livability – privacy, daylight and so forth – but do not address character and appearance. Vision participants supported the housing that these mixed use projects provide, but had some concerns over their design.

30.1 Design Improvements

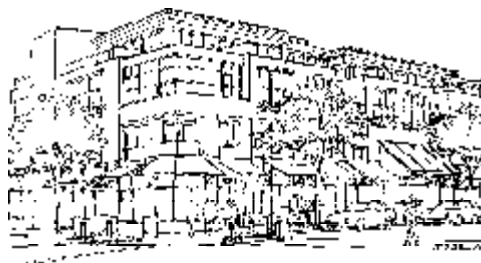
Approved

The design of mixed use development should be improved.

Percent agree 76%/74%

People's Ideas...

- make less bulky and boxy looking from the street
- reduce impact on single family (or other) neighbours
- add more planting in setbacks, on building terraces, in common spaces
- encourage more attractive design but still allow a variety of architectural styles
- require higher quality materials with greater sense of permanence



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

