

From: **"Mochrie, Paul" <Paul.Mochrie@vancouver.ca>**
To: **"Direct to Mayor and Council - DL"**
Date: 8/15/2023 5:16:03 PM
Subject: Memo - Cambie Corridor Commercial Demand Study
Attachments: Memo to Mayor & Council - Memo - Cambie Corridor Commercial Demand Study.pdf

Dear Mayor and Council,

Please find attached a memorandum providing an update on a commercial demand study getting underway for the Cambie Corridor that staff anticipate will be completed this fall (2023).

The key points:

- Council has raised concerns about the extent of local-serving commercial opportunities and potential demand in the Cambie Corridor
- Staff are undertaking a study that examines existing and future commercial space within the Cambie Corridor
- Information and conclusions of the analysis and recommendations on next steps should be completed in the fall

If you have any questions please follow up with Theresa O'Donnell at Theresa.O'Donnell@vancouver.ca.

Best,
Paul

Paul Mochrie (he/him)
City Manager
City of Vancouver
paul.mochrie@vancouver.ca



The City of Vancouver acknowledges that it is situated on the unceded traditional territories of the xʷməθkʷəy̓əm (Musqueam), Skwxwú7mesh (Squamish), and səlilwətał (Tsleil-Waututh) Nations.

MEMORANDUM

August 9, 2023

TO: Mayor and Council

CC: Paul Mochrie, City Manager
Armin Amrolia, Deputy City Manager
Karen Levitt, Deputy City Manager
Maria Pontikis, Chief Communications Officer, CEC
Rosemary Hagiwara, Acting City Clerk
Teresa Jong, Administration Services Manager, City Manager's Office
Mellisa Morphy, Director of Policy, Mayor's Office
Trevor Ford, Interim Chief of Staff, Mayor's Office

FROM: Theresa O'Donnell
General Manager, Planning, Urban Design and Sustainability

SUBJECT: Cambie Corridor Commercial Demand Study

RTS #: N/A

This memo responds to questions from Council during multiple public hearings on properties within the Cambie Corridor concerning the potential opportunities for additional commercial space in the northern section of the Cambie Corridor. This memo provides Mayor and Council with a proposed project scope and timing of a commercial demand and land use study, emerging directions, and any plan amendments that might be necessary for implementation.

Background

There are currently several well-established commercial nodes in the northern section of Cambie Corridor, i.e. Cambie Village and King Edward Mall. There are also future, planned retail areas that may be under construction or not yet developed, such as the new expanded Oakridge Centre, the Heather Lands or at the intersection of 33rd Avenue at Heather Street, which will create a neighbourhood-serving commercial node (see Map in Appendix A).

All of these locations, both existing and planned, will provide significant shopping opportunities for residents in nearby neighbourhoods. Nevertheless, there are a number of gaps in the land use plan that warrant explanation and a refresh in the analysis.

Extensive consultation was conducted with local businesses during development of the Cambie Corridor Plan in 2011. The guidance provided sought to reinforce the existing residential

character of the King Edward and Queen Elizabeth neighbourhoods and limit ground-floor commercial. The rationale at the time was to protect the economic viability of the existing Cambie Village, particularly after its difficult struggles with viability during construction of the Canada Line. The development industry also provided feedback that the provision of limited space retail or commercial units in small strata developments would not financial feasible given the additional cost of construction. Finally, there was a plan objective to strengthen the differing neighbourhood characters along the corridor.

Therefore, the perceived gap in commercial space between King Edward Avenue and 33rd Avenue is an intentional decision and outcome of the planning objectives and Council decisions during development of the plan.

Commercial Demand Study

In response to Council's concerns, staff will undertake a commercial demand study for the northern section of Cambie Corridor, from approximately King Edward Avenue to 33rd Avenue. The study will refresh the economic assumptions and examine the existing and future commercial space in the area. It will also assess whether there is an anticipated mismatch of the increased density and the existing and future commercial space. Should this analysis determine that there is a gap between the supply and demand for commercial space, future policy work will be necessary to revisit plan changes necessary to meet future needs without compromising the viability of existing establishments. This work should be completed in the fall and staff will provide the analysis and recommendations for further study at that time.

PDS will brief Council on its Four Year Work Plan in September, including next steps for Vancouver Plan implementation. PDS will then present a Four Year Work Plan report in October, followed by a more detailed Vancouver Plan Phasing Plan report in November that will prioritize the opportunities to both update existing land use plans, as well as initiate new land use plans. The Cambie Corridor will be included in that analysis and Council will have the opportunity to consider the order of policy work to best reflect Council priorities.

Please direct any questions to theresa.o'donnell@vancouver.ca.



Theresa O'Donnell
General Manager, Planning, Urban Design and Sustainability
604.673.8434 | theresa.o'donnell@vancouver.ca

Appendix A – Existing and Future Commercial Nodes – Cambie Corridor

