

Attachment #2

Background Information

Policy and Regulations Summary

Official Community Plan

Land Use Designation

The subject site is designated (QC) Queensborough Commercial in the Queensborough Community Plan (QCP), Schedule D to the Official Community Plan (OCP). The land use designation is described, in part, as follows:

Purpose: To allow retail, service and office commercial uses at ground level and may include commercial or office above the ground level.

Principal Forms and Uses: Retail, service and office commercial uses.

The proposal is consistent with the QCP land use designation.

Development Permit Area

The subject site is located within the QA2 Queensborough Commercial Development Permit Area (DPA), which aligns with the current land use designation. As no new development is proposed at this time, a Development Permit application has not been submitted. Should the applicant wish to propose new construction at a later date, a Development Permit application would be required and would be evaluated against the QA2 DPA design guidelines, which can be accessed via:

[https://www.newwestcity.ca/database/files/library/QCP_DPA_A2_Commercial_\(Consolidated_June_2020\).pdf](https://www.newwestcity.ca/database/files/library/QCP_DPA_A2_Commercial_(Consolidated_June_2020).pdf)

Retail Strategy – Summary of Commercial Use Categories

The City's Retail Strategy provides direction on the existing and optimal mix of various commercial uses within the City. The Retail Strategy found Queensborough to be heavily weighted towards comparison retail given the presence of large-format commercial centres such as Queensborough Landing. The Retail Strategy also notes that Queensborough is underserved with local-serving convenience retail, restaurant food and beverage, and service commercial uses, while comparison retail is slightly over the optimal proportion (see Attachment 2). Arts, culture, entertainment and recreation is within the optimal proportion.

The Retail Strategy's category definitions for the uses proposed to be added to the C-10 zone are as follows:

Commercial Use Category	Definition	Proposed New Uses
Service Commercial	All types of personal, professional, health, financial and other consumer services.	<ul style="list-style-type: none"> • Animal boarding • Car washing establishments • Commercial schools • Delivery and express facilities • Trade schools
Arts, Culture, Entertainment, and Recreation	Theatres, gyms, fitness, yoga, billiards, bowling, martial arts and other like recreation.	<ul style="list-style-type: none"> • Amusement arcade
Comparison Retail	<p>These constitute higher order goods which are purchased less frequently than convenience goods, and for which consumers are likely to do comparison shopping. Comparison goods include apparel, appliances, electronics, books, toys, music, hardware and jewelry. The proportion of higher order goods and services in a shopping area will increase at higher levels of the retail hierarchy (i.e., a downtown typically has a higher proportion of comparison retail than a neighbourhood-serving retail street).</p>	<ul style="list-style-type: none"> • Second hand stores
Restaurant, Food, and Beverage	Full-service restaurants, limited service eating places, drinking places.	<ul style="list-style-type: none"> • Food and beverage manufacturing, which must include a lounge endorsement area or a café/restaurant.
Convenience Retail	<p>These constitute lower order goods and services which are purchased frequently. They are often the predominant business in most neighbourhood-oriented local shopping areas and tend to decrease as a proportion of total as one moves up the retail hierarchy. Typically, convenience goods consist of grocery stores, convenience stores, pharmacies, banks, and general services.</p>	<ul style="list-style-type: none"> • Convenience retail uses are already permitted in the C-10 zone, under the categories “retail stores” and “banks”.

Retail Strategy – Optimal Proportion of Commercial Categories

The Retail Strategy (p. 34) provides direction on the desired shifts in commercial mix in Queensborough, as outlined in the following table:

Broad Category	Current Proportion (% of Mix)	Optimal Proportion (% of Mix)
Arts, Culture, Entertainment, and Recreation	13%	13-15%
Comparison Retail	56%	50-55%
Convenience Retail	3%	10%
Restaurant Food & Beverage	9%	10-12%
Service Commercial	6%	8-10%
Vacancy	12%	4-6%