

Appendix C. Commercial Lands Policy Directions

Note: Policy directions are numbered in the same way they are presented in *Appendix E – New Official Plan Policy Summary*.

MIXED USE INTENSIFICATION AREA POLICY DIRECTIONS

- 8.1 Consolidate two major land use designation categories contained in the current Official Plan, being “Major Retail Areas” and “Mixed Use Activity Areas,” and establish a new hierarchy of “Mixed Use Intensification Areas” composed of the following:
1. Urban Centres, comprised of the Downtown Urban Centre and Uptown Urban Centre;
 2. Mobility Hubs; and
 3. Mixed Use Nodes and Intensification Corridors, comprised of: Mixed Use Commercial Centre designation; Neighbourhood Centre designation; Local Centre designation; Employment Commercial Centre designation; Urban Corridor designation; and Urban Corridor-Employment designation.

Refer to Schedule C, Land Use Plan – Urban Area, for the identification of mixed use intensification areas and corresponding land use designation.

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- 8.2 Establish general objectives and policies for “Urban Centres” and “Mixed Use Nodes and Intensification Corridors,” which describe the type of place, built form and function that the City intends to achieve in “Mixed Use Intensification Areas.”

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- 8.3 Expand and clarify the policies in the current Official Plan for evaluation of proposals to re-designate lands to any Mixed Use designation. Expand and clarify the existing site design and development policies for any new or expanding Mixed Use Area proposals.

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- 8.4 Establish site design factors to be used for reviewing development proposals in Urban Centres and Mixed Use Nodes and Intensification Corridors, designed to promote a transit-supportive and pedestrian-oriented environment and to ensure compatibility of uses.
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DOWNTOWN URBAN CENTRE COMMERCIAL LANDS POLICY DIRECTIONS

- 8.5 Introduce a new Downtown Commercial and Office Street Schedule to indicate the location of streets where commercial retail, service commercial and-or office uses will be either required or permitted at street level in the Downtown Urban Centre.
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- 8.6 Introduce a commercial at-grade policy framework under the general policies for the Downtown Urban Centre that describes commercial retail, service commercial and office permissions in the downtown, in accordance with Schedule F1: Downtown Commercial and Office Streets.
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- 8.7 Add a policy to promote walking and cycling as a means of active transportation in the downtown, ensuring design to support animation of the street and a vibrant mix of uses.
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- 8.8 Require proponents of new development along streets identified in the new Downtown Commercial and Office Street schedule to design the building(s) first storey to be greater in height to support land use adaptability over time (e.g. to accommodate a change from residential to office or retail.)
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- 8.9 Establish the ‘Elgin Promenade’ in mapping and introduce permission for commercial retail, service commercial or office uses at street level along the promenade in accordance with new commercial at-grade policies.
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MIXED USE COMMERCIAL CENTRE POLICY DIRECTIONS

- 8.20 Permit a range of uses in the “Mixed Use Commercial Centre” designation, including retail and service commercial; office, residential; entertainment, recreation and community uses.
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- 8.21 Establish a site area limit for a Mixed Use Commercial Centre area or node.
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- 8.22 Permit a range of heights and densities, supporting a minimum building height of two (2) storeys, and permitting a maximum building height of twelve (12) storeys.
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- 8.23 Encourage the transition of these areas to a more intensive, mixed use, pedestrian and transit oriented character.
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- 8.24 Add site design and development factors to be considered in reviewing proposals for new small scale motor vehicle dealerships in “Mixed Use Commercial Centre” designations.
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- 8.25 Establish a site area limit for a Mixed Use Commercial Centre area or node.
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8.26	Recognize various site-specific Official Plan permissions formerly applying to existing “Regional Commercial” designated properties, which are now in the new “Mixed Use Commercial Centre” designation.
NEIGHBOURHOOD CENTRE POLICY DIRECTIONS	
8.27	Permit a range of uses in the “Neighbourhood Centre” designation, including retail and service commercial; residential; office, entertainment, recreation and community uses.
8.28	Establish a site area limit for a Neighbourhood Centre area or node.
8.29	Require a minimum building height of two (2) storeys, and permit a maximum building height of six (6) storeys and a maximum floor area ratio of 2.5:1 within the “Neighbourhood Centre” designation.
8.30	Add policy which permits Council consideration of greater floor area ratio and building height through a site-specific zoning by-law amendment in select Neighbourhood Centres, subject to fulfillment of certain compatibility and design criteria.
8.31	Introduce total maximum floor area for retail and service commercial establishments within the “Neighbourhood Centre” designation, except for supermarket/grocery store uses.
8.32	Introduce total maximum floor area at-grade for individual establishments to contribute to a vibrant, active and walkable built environment.
8.33	Support the continued function of these areas to provide the day to day and weekly retail needs of residents of surrounding neighbourhoods, while encouraging the intensification of under-utilized lands and buildings.
8.34	Recognize various site-specific Official Plan permissions formerly applying to existing “Neighbourhood Commercial” and “Community Commercial” designated properties, which are now in the new “Neighbourhood Centre” designation.
LOCAL CENTRE POLICY DIRECTIONS	
8.35	Permit a range of uses in the “Local Centre” designation, including retail and service commercial, office and residential in the upper storeys of commercial buildings and community uses.
8.36	Establish a site area limit for a Local Centre area.

8.37	Introduce at-grade and total maximum floor areas for retail and service commercial uses, including supermarkets, within the “Local Centre” designation
8.38	Require a minimum building height of two (2) storeys and permit a maximum building height of four (4) storeys within the “Local Centre” designation..
8.39	Limit the size of individual retail and service commercial establishments, except for supermarket/grocery store uses.
8.40	Support the continued function of these areas to provide the day to day and weekly retail needs of residents of the local neighbourhoods, while encouraging the re-development of under-utilized lands and buildings.
8.41	Recognize various site-specific Official Plan permissions formerly applying to existing “Neighbourhood Commercial” designated properties which are now in the new “Local Centre” designation, including special provisions for the Orchard Community.

EMPLOYMENT COMMERCIAL CENTRE POLICY DIRECTIONS

8.42	Permit a range of uses in the “Employment Commercial Centre” designation, including industrial, office, limited range of retail and service commercial, entertainment and recreational uses.
8.43	Establish limited retail permissions in these areas and the policy that no additional lands be added to this designation.
8.44	Add entertainment and recreational uses to the permitted uses in “Employment Commercial” designations, subject to floor area restrictions.
8.45	Add policy which permits Council consideration of greater floor area ratios in “Employment Commercial” areas through site-specific zoning by-law amendments, subject to fulfillment of certain compatibility and design criteria.
8.46	Continue to recognize various limited site-specific permissions in the “Employment Commercial” designation.

URBAN CORRIDOR POLICY DIRECTIONS

8.47	Permit a range of uses in the “Urban Corridor” designation, including retail and service commercial, offices, entertainment, recreation, community and residential uses with the exception of single and semi-detached dwellings.
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8.48	Require that development of sites designated “Urban Corridor” contain a minimum of two permitted uses, except as follows: Permit a minimum of one permitted use along Fairview Street except on sites located at the intersection of Fairview Street with a major arterial street, or in mobility hubs.
8.49	Introduce total maximum floor area for retail and service commercial establishments within the “Urban Corridor” designation, except for supermarket/grocery store uses.
8.50	Introduce total maximum floor area at-grade for individual establishments to contribute to a vibrant, active and walkable built environment.
8.51	Require a minimum building height of two (2) storeys, and permit a maximum building height of six (6) storeys and a maximum floor area ratio of 2.0:1 within the “Urban Corridor” designation.
8.52	Add policy which permits Council consideration of greater floor area ratio and building height in the “Urban Corridor” designation through a site-specific zoning by-law amendment, subject to fulfillment of certain locational, compatibility and design criteria.
8.53	Add site design and development factors to be considered in reviewing proposals for expanding existing motor vehicle dealerships and new small scale motor vehicle dealerships in “Urban Corridor” designations.
8.54	Recognize various site-specific Official Plan permissions formerly applying to existing properties in the “Mixed Use Corridor-General”, “Mixed Use Corridor-Commercial Corridor” and Community Commercial designations which are now within the new “Urban Corridor” designation, with respect to maximum retail floor area, floor area ratio and building height.

URBAN CORRIDOR – EMPLOYMENT POLICY DIRECTIONS

- 8.55 Permit a range of uses in the “Urban Corridor - Employment” designation, including industrial uses, offices, a limited range of retail and service commercial uses serving employment areas, entertainment, recreation, and community uses, but not permit residential or other sensitive uses.
- 8.56 Permit a maximum floor area ratio of 2.0:1 and a maximum building height of six (6) storeys within the “Urban Corridor-Employment” designation, except for industrial uses which are permitted to a maximum building height of two (2) storeys.
- 8.57 Add policy which permits Council consideration of greater floor area ratios and building heights in the “Urban Corridor-Employment” designation through site-specific zoning by-law amendments, subject to fulfillment of certain locational, compatibility and design criteria. A maximum of eleven (11) storeys may be considered where the corridor intersects with arterial streets or in mobility hubs.
- 8.58 Add site design and development factors to be considered in reviewing proposals for expanding existing motor vehicle dealerships or new small scale motor vehicle dealerships in “Urban Corridor-Employment” designations.
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COMMERCIAL USES IN RESIDENTIAL NEIGHBOURHOOD AREAS POLICY DIRECTIONS

- 8.68 Introduce policies allowing for consideration of limited retail and service commercial uses in Residential Medium and Residential High Density designations, subject to the following criteria:
- a. The property is located in an identified Intensification Area;
 - b. the property is adjacent to an arterial street;
 - c. the total commercial area does not exceed 200 sq m in a Residential-Medium designation and 300 sq m in a Residential-High designation;
 - d. the commercial use is located at grade in a building containing residential uses;
 - e. the commercial use is designed to ensure compatibility and sufficient off-street parking; and
 - f. a restriction on commercial uses in residential development that does not achieve a minimum density target.
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SPECIFIC USE POLICY DIRECTIONS

MOTOR VEHICLE DEALERSHIPS IN MIXED USE NODES AND INTENSIFICATION CORRIDORS

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| 8.69 | Retain existing permission for motor vehicle dealerships in Mixed Use Commercial Centre, Employment Commercial Centre, Urban Corridor and Urban Corridor - Employment lands |
| 8.70 | Prohibit the development of new large-scale motor vehicle dealerships; however, continue to permit existing large-scale motor vehicle dealerships. |
| 8.71 | Establish site design factors to be used for reviewing development proposals considering the expansion or redevelopment of existing motor-vehicle dealerships or new small-scale motor vehicle dealerships in order to achieve a more compact form and urban streetscape. |
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