

CITY OF VANCOUVER

POLICY REPORT DEVELOPMENT AND BUILDING

Report Date: March 31, 2005 Author: Lynda Challis Phone No.: 604.873.7135

RTS No.: 05004 CC File No.: 5306

Meeting Date: April 12, 2005

TO: Vancouver City Council

FROM: Director of Current Planning, in consultation with Director of City Plans

SUBJECT: CD-1 Rezoning - 26 SW Marine Drive (Canadian Tire)

RECOMMENDATION

- A. THAT the application by Kasian Architecture, Interior Design and Planning to rezone 26 SW Marine Drive (Lot A, Except Part in Reference Plan 6793, North Part of Block 11, District Lot 322, Plan 8878, N.W.D.) from I-2 Industrial District and RS-1 One-family Dwelling District to CD-1 Comprehensive Development District to permit highway oriented retail development, be referred to a Public Hearing, together with:
 - (i) plans received January 24, 2005;
 - (ii) draft CD-1 By-law provisions, generally as presented in Appendix A; and
 - (iii) the recommendation of the Director of Current Planning to approve, subject to conditions contained in Appendix C.

FURTHER THAT the Director of Legal Services be instructed to prepare the necessary CD-1 By-law, including a limit on clothing sales generally in accordance with Appendix A for consideration at the Public Hearing, including a consequential amendment to the Sign By-law to establish regulations for this CD-1 in accordance with Schedule "B" (M-2);

B. THAT the Director of Current Planning be instructed to make application to amend Schedule C of the Zoning and Development By-law No. 3575 to establish a landscape setback for the site, generally in accordance with Appendix B;

FURTHER THAT the Director of Legal Services be instructed to prepare the necessary amending by-law;

AND FURTHER THAT the application and by-law be referred to the same Public Hearing as required for Recommendation A; and

- C. THAT Council add the building at 26 SW Marine Drive to the Vancouver Heritage Register in the "A" category;
- D. THAT the Director of Legal Services be instructed to prepare a Heritage Designation By-law for consideration at the same Public Hearing, should the rezoning be approved, to:
 - (i) designate as municipally protected heritage property the front masonry façade of the historic Chrysler Building at 26 SW Marine Drive for the full width of the building and the corresponding masonry façade along Ontario Street for a length of approximately 11.4 m (37.4 ft.);
 - (ii) designate as municipally protected heritage property the open lawn in front of the historic facade for the full width along 26 SW Marine Drive and to a depth to the heritage facade.

GENERAL MANAGER'S COMMENTS

The General Manager of Community Services RECOMMENDS approval of A, B, C and D.

COUNCIL POLICY

Relevant Council policies for this site include:

- In April 1991, Council reaffirmed the Heritage Policies and Guidelines to protect buildings, landscape resources, streetscapes and archaeological sites of heritage significance.
- In March 1995, Council adopted the Industrial Lands Policies intended to retain most of the City's existing industrial land for industrial and city-serving activities. Council requested staff to investigate mixed retail/industrial zones along limited areas of Grandview Highway and Marine Drive.
- In June 1995, Council adopted CityPlan which provides for the development and reinforcing of neighbourhood centres, a diverse economy, and jobs close to home.
- In May 2001, Council adopted the Highway Oriented Retail (HOR) Rezoning Policies and Guidelines: Marine Drive Industrial Area.
- In January 2002, Council adopted the Sunset and Victoria-Fraserview/Killarney Community Visions which specify that big box stores selling groceries, clothing and other daily needs should not be permitted to locate where they will harm the economic health of local shopping areas.

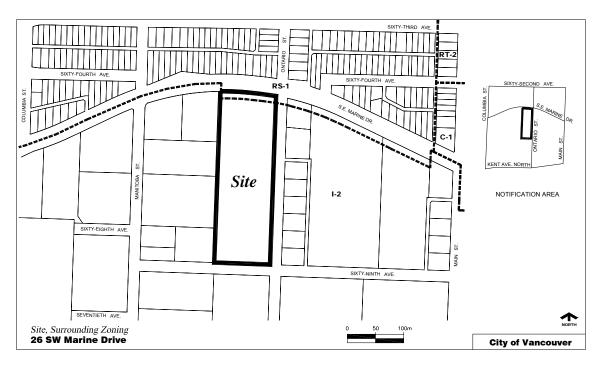
• In July 2002, Council amended the Highway Oriented Retail (HOR) Rezoning Policies and Guidelines: Marine Drive Industrial Area to remove sale of food (e.g. grocery store) as a potential retail use.

PURPOSE AND SUMMARY

This report assesses an application to permit highway oriented retail uses on the site shown on the map below.

The application generally conforms to Council's HOR policies and guidelines for Marine Drive; although it proposes additional retail floor area. In exchange for the added retail area, the application proposes to retain a portion of the former Chrysler Building which is listed as an "A" on the City's Recent Landmark Inventory and preserve the large front lawn along Marine Drive. Because the proposal includes the sale of clothing, a retail impact study was undertaken, as required by the HOR policy, to assess the potential impacts on neighbourhood shopping areas. The consultant's study found that clothing sales impacts on neighbourhood shopping areas within the trade area would not be significant; however, the potential clothing store space could absorb the trade area's demand until 2013. Therefore the Director of Current Planning recommends limiting the amount of floor area for clothing sales.

Map 1: Site and Surrounding Zoning



Staff recommend that the application to rezone the site to CD-1 be referred to a Public Hearing, with a recommendation that it be approved, subject to conditions. Consequential amendments are proposed for the Sign By-law and the Zoning and Development By-law to establish a landscape setback requirement. Addition to the Vancouver Heritage Register and heritage designation of the landmark building are also recommended.

DISCUSSION

Background: In 1995, prior to approval of CityPlan and the Industrial Land Strategy, concerns were raised about demands on the city's limited supply of industrial and service lands from large non-industrial users. These included a variety of high traffic uses such as big box retail, regional churches, institutional, and entertainment-sports facilities. At the same time, through the CityPlan process, residents voiced the desire to create and maintain vibrant local neighbourhood shopping centers. In 1995 Council approved the notion of establishing a "city of neighbourhoods". Council also approved the Industrial Land Strategy to maintain land for a variety of industrial and service uses. As part of the Industrial Land Strategy, Council agreed to very limited opportunities for "highway oriented activities" along Grandview Highway and South East Marine Drive. In part these frontages were selected to reflect the existing land uses. Council asked staff to prepare zoning and policies for these frontages to provide limited opportunities for big box and other high traffic uses.

In May 2001, Council approved policies and guidelines for HOR rezonings along the south side of Marine Drive between Main and Yukon Streets following a planning study that included local property owners, businesses and residents. The intent of the HOR policy is to provide limited opportunity for large format retail uses. In September 2001, the City received the first application under the new policy - a rezoning application for a Wal-Mart store at 86 SE Marine Drive/101 E. 69th Avenue - which is still undergoing staff review after being on hold for some time. The rezoning application for 26 SW Marine Drive is the second application in this HOR area.

Use: The application proposes retail and service uses, including automotive services. The principal retail occupant would be a Canadian Tire store. Other potential tenants include a Marks Work Wearhouse, four other anchor-type tenants and three restaurants. The proposed retail uses all exceed the minimum store size [929 m² (10,000 sq. ft.)] required by the HOR rezoning policy for the Marine Drive Industrial Area.

Retail Impact Study: The proposal includes clothing sales and the Marine Drive policies require a retail study to determine the impact of this type of sales on existing and future clothing retailing in neighbourhood shopping areas and shopping centres within the development's trade area.

A retail impact study was undertaken by a team of consultants retained and managed by the City but paid for by the applicant (see Appendix E - Executive Summary). The study identified the trade area for the proposed development as extending between University Endowment Lands (to the west), the Fraser River (to the south), Kerr Street (to the east) and 29th Avenue (to the north) (see map in Appendix D). The trade area includes six neighbourhood shopping areas that are identified in Community Visions, and established neighbourhood shopping areas in Marpole and Kerrisdale. The Oakridge shopping centre is also located in the trade area. The study found that the impact of clothing-related sales on neighbourhood shopping areas in the trade area would be minimal, as most of the impact will be felt by competing clothing stores in Oakridge shopping centre. However the impact is not considered a concern due to the exceptional performance of the apparel stores at Oakridge. The study also found that a significant portion of sales losses will accrue to department stores. The Fields store on Fraser Street is at risk but the study concludes that its closure should not have a significant impact on the marketing appeal of the Fraser Street shopping area.

The study looked at two scenarios of future demand for clothing store space in the trade area based on different amounts of clothing store space that could potentially be located on Canadian Tire and Wal-Mart sites (see Appendix D). The study found that the trade area could support 2 975 m² (32,000 sq. ft.) of new clothing store space by 2007/2008, and 5 760 m² (62,000 sq. ft.) by 2012/2013.

Staff note that the addition of 5 760 m ² (62,000 sq. ft.) of new clothing store space in the HOR area would likely saturate the market and therefore limit the potential for additional clothing store space in neighbourhood shopping areas until 2013. To provide some market opportunity for clothing retailers to locate in neighbourhood shopping areas over the next few years, staff recommend limiting clothing store space on the Canadian Tire site under the CD-1 By-law to 2 045 m² (22,000 sq. ft.).

Density: The Marine Drive policies recommend an overall maximum density of 3.00 FSR for mixed use development which includes a maximum density of 0.60 floor space ratio (FSR) for highway oriented retail use and up to 2.40 FSR for industrial and some service type uses. The application proposes an overall density of 1.62 FSR (including the parking structure) and a density of 0.79 FSR for the highway oriented retail uses. The increase in retail density is proposed to compensate for the cost of retaining a portion of the Chrysler Building and the site constraints of preserving the front lawn. Staff support the additional density which will help achieve the important public benefit of preserving a structure of historic significance and its formal front lawn.

The retail floor area of each retail unit exceeds the minimum store size of 929 m² (10,000 sq. ft.) as required by the Marine Drive policies and will be controlled as a condition of the use in the CD-1 by-law (Appendix A).

Height: The Marine Drive policies and guidelines recommend a maximum height of 12.2 m (40 ft.) for stand-alone retail development and up to 18.3 m (60 ft.) for mixed-use projects where increased height assists in providing usable public open space at grade and residential views are not impacted. The proposed development does not exceed the maximum height limit of 18.3 m (60 ft.) and for the majority of the site, the height is well below the maximum. Staff support the proposed height which will help preserve the heritage façade in situ, retain the lawn as pubic open space and will not impact residential views.

The policy also limits building height to 9.2 m (30 ft.) within a depth of 9.2 m (30 ft.) from the required landscape setback along Marine Drive. Because of the deep front lawn, the proposed development is setback approximately 58.5 m (190 ft.) from Marine Drive. Although the reduced height is not required along the front of the building, the upper storey has been set back 9.2 m (30 ft.) to respect the scale of the Chrysler Building's façade.

Landscape Setbacks: The Zoning and Development By-law requires a landscape setback of 12.1 m (40 ft.) for properties fronting on Marine Drive. Presently the landscape setback is regulated by the 12.2 m (40 ft.) deep strip of RS-1 zoning along the Marine Drive frontage. The retention of the site's existing front lawn [approximately 5 760 m² (62,000 sq. ft.) of open space] would result in a visual landscape setback depth of about 58.5 m (190 ft.). Staff recommend an amendment to Schedule C of the Zoning and Development By-law to establish the lawn area as a landscape setback, making it subject to the By-law's restrictions on structures, parking, manoeuvring and signage that normally apply to these setbacks.

Form of Development: The application proposes a site plan that places the principal retail buildings along the south side of the site (69th Avenue) and towards the north side of the site (Marine Drive) with a two-level parking structure in the centre. Smaller commercial units are also located along Ontario Street. Pedestrian and vehicle circulation is focussed internally, as are the site's loading facilities. The north building incorporates the front façade [61.6 m (200 ft.)] and a portion of the east side [21.3 m (70 ft.)] of the former Chrysler Building and the new addition to the building is designed to respect the landmark building. The landscaping is also intended to maintain the historic formality of the lawn and retain public views of the building façade. A bicycle rest area is proposed near the northeast corner of the building in response to the site's location along the Ontario Bikeway.

The Marine Drive policies and guidelines encourage development that improves and enhances the public realm through high quality architectural building expression, careful site planning, public and private landscaping, and appropriate vehicular and pedestrian circulation. In this case, the design is also expected to respond to the heritage building. The Urban Design Panel unanimously supported the proposal. Their recommended improvements are reflected in the proposed conditions of design development which focus on:

- clearly distinguishing between the new development and the rehabilitated building;
- improving the development's architectural expression to achieve a simpler industrial character and using materials that ensure a high quality built form;
- achieving a streetwall like character along Ontario Street by maximizing active uses, revealing pedestrian movement and de-emphasizing automobile parking and access;
- clearly announcing building entries and related on-site circulation;
- providing screening for loading activities and utility functions that is integral to the overall building expression and quality;
- ensuring that weather protection is functional and fits within the industrial context;
- providing a signage package that enhances the heritage setting on the north portion of the site and acknowledges Ontario Street as the primary entry corridor for pedestrians, cyclists and automobiles;
- providing a simple, understated lighting package that enhances the heritage setting and acknowledges Ontario Street as the primary entry corridor;
- greening public and private space; and
- providing sustainable features which include water management, natural lighting and energy conservation.

With respect to sustainable building and site features, the application includes a bio-filtration pond for water storage and treatment, interior daylighting, energy efficient mechanical systems, and water conserving systems for irrigation, etc. Appendix C items (xiii) and (xiv) identify additional proposed conditions of approval, as outlined in the HOR policy and City sustainability policies, to enhance site and building sustainability.

The proposed design development conditions will help ensure that the proposal meets the objectives of the Marine Drive policies and guidelines.

Heritage Value: The former Chrysler Parts Distribution Centre was constructed in 1956 by noted local architects McCarter and Nairne in association with William R. Souter and Associates of Hamilton Ontario. The building reflects a late Art Moderne/ International style of modernism, typified by industrial buildings of that era. The balanced front façade and

deep landscaped setback reflect the importance of Chrysler in Canada's auto industry and shows a preference to present a conservative style of modernism in their buildings and site development at that time.

The simple expanse of lawn has as much to do with the heritage value of the site as the buildings architecture. The open lawn effectively acts as a stage set to the formal building face. It is doubtful that the front sidewalk was ever used to access the building, however, the effect is reflective of how the company saw themselves within the market place and their desire to create a "head office" appearance. In addition, culturally the site is significant as an early example of development along Marine Drive.

The Recent Landmarks Inventory was generated from a Council request in the early 1990's to record buildings constructed after 1940 that may have historic merit. Buildings identified on the Inventory are considered eligible for inclusion onto the Vancouver Heritage Register. To date, staff has added these buildings on a case by case basis as the sites come up for redevelopment and a retention proposal is supported by the owners. The Chrysler Building has been evaluated as meriting an "A" on the Vancouver Heritage Register, and is proposed to be added in that category. The rating comes from the building's architectural importance, cultural associations and the site's landscaping. (See Building Evaluation and Statement of Significance in Appendix F)

Vancouver Heritage Commission: The project was presented to the Vancouver Heritage Commission on two occasions, with the last meeting January 31, 2005. The Commission unanimously supported the proposal with comments/suggestions that have been incorporated into the rezoning conditions. The bulk of the comments were in relation to the following areas:

- distinguishing between the historic façade and the new building through the use of compatible but distinct materials and colour;
- using consistent design details throughout the complex and moving towards the appearance of a single building;
- redesigning the front lawn, including more naturalistic greenway on Ontario Street and a bio-filtration pond as a sustainable feature; and
- maintaining the visual prominence of the historic façade on Marine Drive.

Traffic and Parking: The Marine Drive policies and guidelines stipulate that a Parking and Traffic Study should accompany a rezoning application for HOR. The study submitted with this application concluded that retail use of the site would require road capacity improvements at the intersection of Marine Drive and Ontario Street. Mitigation measures are recommended by the General Manager of Engineering Services as prior to enactment conditions (see Appendix C). They include a westbound left-turn lane and upgraded traffic/pedestrian/cyclist signal at Marine Drive and Ontario Street, improvements at the Marine Drive and Main Street intersection to serve increased traffic volumes, and provision of traffic calming measures to protect against shortcutting on 64th Avenue west to Main Street. Conditions are also proposed to ensure that Ontario Street between Marine Drive and 69th Avenue conforms to the City's Greenways and Bikeways standards.

The application proposes 608 parking spaces. The Marine Drive policies and guidelines recommend that retail parking requirements should be based on the Parking By-law requirements for grocery stores, although a lower requirement may also be considered. The grocery store parking standard would require 835 parking spaces; however, the General

Manager of Engineering Services supports the proposed parking and recommends that the lower retail parking requirement apply and that the applicant provide a Transportation Demand Management Plan to encourage employees and customers to travel by means other than the private automobile. The proposed parking is also supported by Planning staff because the reduced parking area helps contribute to retaining the heritage façade in situ and preservation of the lawn.

FINANCIAL IMPLICATIONS

There are no financial implications.

CONCLUSION

Staff support the proposed rezoning which generally meets the criteria for rezoning sites along this part of Marine Drive to CD-1 for highway oriented retail use. In addition, the proposal will help improve and preserve a landmark structure and its formal front lawn. The Director of Current Planning recommends that the application along with the consequential amendments be referred to a Public Hearing and be approved, subject to the proposed conditions of approval. Subject to approval of the rezoning, the Director of Current Planning also recommends an amendment to require a deeper landscape setback along Marine Drive and heritage designation of the Chrysler Building and its front lawn.

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DRAFT CD-1 BY-LAW PROVISIONS

Note: A By-law will be prepared generally in accordance with the provisions listed below, subject to change and refinement prior to posting.

Definition

• For the purpose of this by-law, "Retail (clothing)" means a use where more than 50% of the floor area is used for the sale of clothing or shoes.

Use

- Cultural and Recreational Uses, limited to:
 - Artist Studio
 - Park or Playground
- Dwelling Uses, limited to:
 - Dwelling Unit for a caretaker or watchman or other person similarly employed, if such dwelling unit is considered to be essential to the operation of the business or establishment
 - Residential Unit associated with and forming an integral part of an artist studio
- Manufacturing Uses, limited to:
 - Bakery Products Manufacturing
 - Batteries Manufacturing
 - Brewing or Distilling
 - Chemicals or Chemical products Manufacturing Class B
 - Clothing Manufacturing
 - Dairy Products Manufacturing
 - Electrical Products or Appliance Manufacturing
 - Food or Beverage Products Manufacturing Class B
 - Furniture or Fixtures Manufacturing
 - Ice Manufacturing
 - Jewellery Manufacturing
 - Leather Products Manufacturing
 - Machinery or Equipment Manufacturing
 - Metal Products Manufacturing Class B
 - Miscellaneous Products Manufacturing Class B
 - Motor Vehicle Parts Manufacturing
 - Non-metallic Mineral Products Manufacturing Class B
 - Paper Manufacturing
 - Paper Products Manufacturing
 - Plastic Products Manufacturing
 - Printing and Publishing
 - Rubber Products Manufacturing
 - Shoes or Boots Manufacturing
 - Software Manufacturing

- Textiles or Knit Goods Manufacturing
- Tobacco Products Manufacturing
- Transportation Equipment Manufacturing
- Wood Products Manufacturing Class B
- Office Uses, limited to:
 - General Office, except for offices of accountants, lawyers, notaries public, and real estate, advertising, insurance, travel and ticket agencies
- Retail Uses, limited to:
 - Adult Retail Store
 - Furniture or Appliance Store
 - Gasoline Station Full Serve
 - Gasoline Station Split Island
 - Liquor Store
 - Pawnshop
 - Retail Store
 - Secondhand Store
 - Vehicle Dealer
- Service Uses, limited to:
 - Animal Clinic
 - Auction Hall
 - Catering Establishment
 - Laboratory
 - Laundry or Cleaning Plant
 - Motor Vehicle Repair Shop
 - Motor Vehicle Wash
 - Photofinishing or Photography Laboratory
 - Photofinishing or Photography Studio
 - Print Shop
 - Production or Rehearsal Studio
 - Restaurant
 - Repair Shop Class A
 - Repair Shop Class B
 - School Vocational or Trade
 - Sign Painting Shop
 - Work Shop
- Transportation and Storage Uses, limited to:
 - Cold Storage Plant
 - Packaging Plant
 - Storage Warehouse
 - Storage Yard
 - Taxicab or Limousine Station
 - Truck Terminal or Courier Depot
 - Weighing or Inspection Station
 - Works Yard

- Utility and Communication Uses, limited to:
 - Public Utility
 - Radiocommunication Station
 - Recycling Depot
- Wholesale Uses, limited to:
 - Bulk Fuel Depot
 - Cardlock Fuel Station
 - Junk Yard or Shop
 - Wholesaling Class A
 - Wholesaling Class B
- Accessory Uses customarily ancillary to the above uses, including accessory office, except that the total area of all accessory uses must not be greater than 33½ percent of the gross floor area of principal and accessory uses combined, and a wall must separate the floor area in accessory uses accessible to the general public from the floor area in other uses.

Condition of Use

• Minimum size for a retail store must be 929 m² (10,000 sq. ft.)

Density

- Maximum floor space ratio of 1.62 FSR for all uses based on calculation provisions of the I-2 District Schedule.
- Maximum floor space ratio of 0.79 FSR for retail uses based on calculation provisions of the I-2 District Schedule.
- General office use not to exceed the greater of 235 m² or 33¹/₃ percent of gross floor area
- Retail (clothing) use not to exceed 2 045 m² (22,000 sq. ft.) of gross floor area.

Height

A maximum height of 18.3 m (60 ft.).

Parking and Loading

 Per Parking By-law, including the exemption, relaxation and shared-use reduction provisions, except that a minimum of 608 parking spaces be provided.

DRAFT AMENDMENTS TO SCHEDULE C OF ZONING AND DEVELOPMENT BY-LAW NO. 3575 - LANDSCAPE SETBACK

Note: An amending by-law will be prepared generally in accordance with the provisions listed below, subject to change and refinement prior to posting.

Schedule C

• add "Marine Drive, south side, from Ontario Street westerly for a distance of 98.834 m" to column titled Street, Lane or Other Area and "58.5 m" to column titled Depth of Setback.

PROPOSED CONDITIONS OF APPROVAL

Note: Recommended approved conditions will be prepared generally in accordance with the draft conditions listed below, subject to change and refinement prior to finalization of the agenda for the Public Hearing.

- (a) That the proposed form of development be approved by Council in principle, generally as prepared by Kasian Architecture, Interior Design and Planning, and stamped "Received City Planning Department", January 24, 2005, provided that the Director of Planning may allow minor alterations to this form of development when approving the detailed scheme of development as outlined in (b) below.
- (b) That, prior to approval by Council of the form of development, the applicant shall obtain approval of a development application by the Director of Planning, who shall have particular regard to the following:

DESIGN DEVELOPMENT

(i) design development to clearly distinguish new development from the rehabilitated heritage building;

Note to applicant: This can be achieved by creating a contrast between new and old through the use of contempory building systems that express the prevailing industrial context. Overall massing and detailed aspects of exterior walls/fenestration should be derived, yet, distinguished, from the existing building's architectural qualities with respect to form, scale, horizontal proportioning and detailing.

(ii) design development to reduce the overall scale impacts of the proposed development;

Note to applicant: This can be achieved by reducing height and a greater emphasis on horizontal proportioning. Further design development to architectural expression to reduce the extent of blank wall and achieve a simpler, lighter industrial character is also required. Opportunities to maximize clerestory glazing should be pursued.

(iii) design development to more clearly announce building entries and related onsite circulation systems;

Note to applicant: A greater reliance on good design, and less reliance on wayfinding systems, is required.

(iv) design development to achieve a more streetwall like character for the Ontario Street frontage while managing the scale of the overall development;

Note to applicant: A development strategy that maximizes and expresses active uses, reveals pedestrian/patron movement through maximum clear glazing and de-emphasizes automobile parking and access is required. Confirmation of outdoor display expectations, and related design considerations is required.

(v) provision of a conceptual signage package that confirms signage types and locations in compliance with the Vancouver Sign By-law;

Note to applicant: The signage concept should be developed for site, building and tenancy considerations and should be expressed in a simple, understated manner. The signage concept should enhance the heritage setting on the northerly portion of the site while acknowledging the importance of the Ontario Street corridor for pedestrians, cyclists as well as visitors by automobile. Minimal reliance on wayfinding systems is required.

(vi) provision of a conceptual lighting package that confirms lighting types and locations;

Note to applicant: The lighting concept should be developed for site, building and tenancy considerations and should be expressed in a simple, understated manner. The lighting concept should enhance the heritage setting on the northerly portion of the site through special lighting of the heritage building, while acknowledging the importance of the Ontario Street corridor for pedestrians, cyclists as well as visitors by automobile.

(vii) design development to properly screen loading activities and utility functions;

Note to applicant: The architectural strategy for screening should be integral to the overall building expression and quality.

- (viii) confirmation of proposed materials, including glazing and screening systems, to ensure a high quality built form response in an industrial context;
- (ix) design development to confirm the location and design of weather protection systems to ensure functionality and visual quality in an industrial context;
- (x) design development to the open front lawn along marine drive to provide for a comprehensive landscape plan that incorporates the bio-filtration system, bikeway along Ontario, signage (if proposed in this area) and the remaining portions of the open lawn.

Note to Applicant: The open lawn area can be redesigned; however it should support the historic use of this space as a framing element for the historic façade.

GREENWAYS/BIKEWAYS

(xi) reconfiguration of the plaza to intersect with the sidewalk and pond;

(xii) design development to include changes and improvements consistent with City greenway/bikeway standards and acceptable to the Director of Planning, in consultation with the General Manager of Engineering Services;

SUSTAINABILITY

- (xiii) design development to take into consideration environmental and sustainable objectives as outlined in the HOR policy, as well as sustainability and greenhouse gas reduction objectives as identified in current civic policy:
- (xiv) design development to include and/or consider:
 - (a) for building systems:
 - (1) pursue energy performance standards that exceed existing city baseline of ASHRAE 90.1 2001 to ensure significant energy use reduction;
 - ensure that building orientation and exposure of facades maximises solar exposure and natural ventilation opportunities;
 - (3) achieve reduced greenhouse gas (GHG) emissions through improved building systems; and
 - (4) maximise daylight and views for interior space through the use of clerestory windows, skylights, etc.
 - (b) for whole site systems:
 - (1) implement an extensive green roof strategy for as much of the non-parking roof surface as possible to achieve an increase in site habitat value, and assist in stormwater management and energy efficiency; where extensive green roofs are not possible, use high reflective roofing materials to reduce heat island;
 - (2) minimize the amount of stormwater leaving the site, and maximize amount of water treated in the bio-filtration pond; ensure that stormwater management system is designed to significantly reduce peak flows; and
 - (3) explore opportunities for management of site water into landscape elements such as swales, ponds, or vegetative buffers.
 - (c) for potable water management:
 - (1) explore planting opportunities that encourage hardy, robust local species and reduce reliance on irrigation systems; if irrigation systems are necessary, use only drip irrigation systems or systems using recycled site stormwater; and
 - (2) select only ultra-low-flow fixtures, dual flush toilets and preferably waterless urinals; explore opportunities to redirect reclaimed and bio-filtered water.
 - (d) for building materials management:
 - ensure a minimum diversion of 50% of construction waste materials, with a goal of 80% or better;

- (2) wherever possible, choose construction and finishing materials which have recycled or reclaimed content, are locally processed, or rapidly renewable; and
- (3) maximize use of finishing materials that are low in Volatile Organic Chemicals (VOC's), contain no added urea formaldehyde resins and meet the maximum "green" environmental standards.

CRIME PREVENTION THROUGH ENVIRONMENTAL DESIGN (CPTED)

- (xv) design development to take into consideration the principles of CPTED (Crime Prevention Through Environmental Design) having particular regard for reducing opportunities for graffiti on exposed party walls on the internal property line; and
- (xvi) provision of a comprehensive security report by a licensed security professional for securing or patrolling parking areas for both business and non-business hours.

AGREEMENTS

(c) That, prior to enactment of the CD-1 By-law, the registered owner shall, at no cost to the City:

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- (i) make suitable arrangements, to the satisfaction of the General Manager of Engineering Services, for:
 - (a) provision of independent public utility services (Hydro, Telus, Cable) with all services to be underground from the closest existing suitable service point. All services and in particular electrical transformers to accommodate a primary service must be located on private property. The development site is not to rely on secondary voltage from the existing overhead network. Any alterations to the existing underground/overhead utility network to accommodate the development will require review and approval by the Utilities Management Branch. Early contact with the Utilities Management Branch is encouraged; and
 - (b) confirmation that the hydro pole and guy wires located at the westerly end of the site on 69th Avenue can be relocated or removed to allow for the proposed driveways is required. Written confirmation from BC Hydro and confirmation from the City's Utilities Management Branch is required.
- (ii) make arrangements to the satisfaction of the General Manager of Engineering Services and Director of Legal Services for:
 - (a) clarification of all non-financial charges on title. Provision of a charge summary clearly indicating the impact of the charge on the development proposal is required;

- (b) dedication of a 1.3 m by 1.5 m corner cut off the northeast corner of the site for road purposes;
- (c) provision of a right of way to allow public access and use of the "bike plaza";
- (d) upgrading of the storm and sanitary mains to provide adequate service to the site;
- (e) upgrading of the City water mains to provide adequate water service for the site;

Note to applicant: The current application does not provide enough detail to determine the extent of water system upgrading. Fire flow demand details are required to determine specifics of system upgrading.

- (f) provision of traffic calming measures, temporary and/or permanent, as may be required within 2 years of final occupancy to protect against shortcutting on 64th Avenue west of Main Street, 100% funded by the applicant. Subject to City Council approval;
- (g) provision of a raised median/left turn bay to serve westbound Marine Drive vehicles turning south onto Ontario Street (up to 100% funded by the applicant, with latecomer provisions allowing a potential reduction of this share to a minimum of 50%);
- (h) improvements to the west leg of the Marine Drive/Main Street intersection, including related signalization changes, to serve increased vehicle volumes (either a lengthening of the left turn bay or addition of a second eastbound left turn lane on Marine Drive is expected), 50% funded by the applicant;
- (i) provision of an upgraded traffic/pedestrian/cyclist signal (semi-actuated) at Marine and Ontario, 100% funded by the applicant;

Note to applicant: The improvements to the Marine and Main intersection, raised median on Marine Drive and signal at Ontario and Marine Drive (items (f), (g), (h), and (i) above) shall endure at the option of the General Manager of Engineering Services, subject to approval by City Council, until 10 years are elapsed from the date of final occupancy of the site;

- provision of a Transportation Demand Management Plan to encourage among employees and customers travel by means other than the private automobile, and particularly the single-occupant private automobile;
- (k) improvements to Ontario Street from Marine Drive to 69th Avenue, in conformance with Greenways/Bikeways standards and are to include the following:
 - provision of 6' wide broomed finished sidewalk with sawcut expansion joints on the west side of Ontario Street adjacent the site,
 - provision of additional and upgraded "Greenways" lamp standards on Ontario Street adjacent the site, and
 - provision of street trees on Ontario Street adjacent the site where space permits;

- (I) provision of curb and gutter and pavement to centerline on 69th Avenue adjacent the site;
- (m) provision of 5' wide broomed finished concrete sidewalk on 69th Avenue adjacent the site;
- (n) provision of street trees on 69th Avenue adjacent the site where space permits; and
- (o) provision of infill street trees on Marine Drive adjacent the site, where space permits.

HERITAGE

(iii) execute an agreement satisfactory to the Director of Legal Services and the Director of Planning, to protect the historic façade from vandalism during the construction process and complete the conservation work to the heritage façade and the open lawn on Marine Drive, in a timely manner.

PUBLIC ART

(iv) execute an agreement satisfactory to the Director of Cultural Affairs and the Director of Legal Services for the provision of public art in accordance with the City's Public Art Policy, such agreement to provide for security in a form and amount satisfactory to the aforesaid officials; and provide a preliminary public art plan to the satisfaction of the Director of Cultural Affairs;

Note to applicant: The "Public Art Policy and Guidelines" set out all Public Art Program requirements, including details of the preliminary public art plan referred to above. To discuss your application or any questions on the Guidelines, please call Bryan Newson, program manager, at 604-871-6002.

SOILS

- (v) obtain and submit to the City copies of all soils studies and the consequential Remediation Plan, approved by the Ministry of Environment. Enter into or cause to be entered into agreements satisfactory to the Director of Legal Services, providing for the remediation of any contaminated soils on the site in accordance with a Remediation Plan approved by the Ministry of Environment and acceptable to the City, providing security satisfactory to the Director of Legal Services for the completion of remediation and indemnifying the City and the Approving Officer against any liability or costs which may be incurred as a result of the presence of contaminated soils on the site; and
- (vi) execute an Indemnity Agreement, satisfactory to the Director of Legal Services, providing for security to the satisfaction of the Director of Legal Services, protecting the City and Approving Officer from all liability or damages arising out of or related to the presence of contaminated soils on the lands comprising the subject site, howsoever occurring, arising during the period commencing immediately following the Public Hearing until such time as the Ministry of Environment issues an approval, in a form satisfactory to the Director of Legal Services and the General Manager of Engineering Services, certifying that the subject site, including all roads, utility corridors and open spaces contained

therein, have been remediated to Provincial Standards as defined in such approval.

Where the Director of Legal Services deems appropriate, the preceding agreements are to be drawn, not only as personal covenants of the property owner, but also as Covenants pursuant to Section 219 of the Land Title Act.

Such agreements are to be registered in the appropriate Land Title Office, with priority over such other liens, charges and encumbrances effecting the subject site, as is considered advisable by the Director of Legal Services, and otherwise to the satisfaction of the Director of Legal Services prior to enactment of the by-law; provided, however, the Director of Legal Services may, in her sole discretion and on terms she considers advisable, accept tendering of the preceding agreements for registration in the appropriate Land Title Office, to the satisfaction of the Director of Legal Services, prior to enactment of the by-law

The preceding agreements shall provide security to the City including indemnities, warranties, equitable charges, letters of credit and withholding of permits, as deemed necessary by and in a form satisfactory to the Director of Legal Services.

The timing of all required payments shall be determined by the appropriate City official having responsibility for each particular agreement, who may consult other City officials and City Council.

ADDITIONAL INFORMATION

Site, Surrounding Zoning and Development: This 29 767 m² (320,418 sq. ft.) site is comprised of one parcel with a frontage of 96.0 m (315 ft.) along the south side of Marine Drive. The level site is presently developed with a one-storey, 8 120 m² (87,400 sq. ft.) building which has been occupied by warehouse/office uses. The building was built in 1956 for the Chrysler Corporation's offices and warehouse.

South, east and west of the site is zoned I-2 (Industrial) and developed with primarily warehouse, office and light industrial uses. North of the site is zoned RS-1 (One-family Dwelling) and is developed with one-family dwellings.

Proposed Development: The application proposes a mixed use development which would contain retail and service uses, including a 12 443 m² (133,940 sq. ft.) Canadian Tire Store and 11 707 m² (126,020 sq. ft.) of other retail space. A 2-storey Canadian Tire store and a Marks Work Wearhouse would be located at the south end of the site. The building at the north end would include three other retailers. In the centre of the site, linking the buildings would be a 2-storey parking structure for 608 vehicles. Two smaller buildings fronting onto Ontario Street would include restaurant and retail uses. Vehicle access to the site occurs from Ontario Street and loading enters from 69th Avenue and Marine Drive along the west side of the site.

The proposal also includes sustainable design features such as clerestory windows and skylights to daylight upper level retail areas, the capture and use of stormwater, planting and roofing materials to minimize cooling loads, and a bio-filtration pond to improve water quality. A bike plaza is also proposed near the bio-filtration pond towards the northeast corner of the development.

Retail Impact Study: In accordance with the HOR rezoning policies, the applicant paid for a retail impact study which was directed and managed by City staff. In February 2005, the City hired a consultant team to undertake the study based on terms of reference developed by staff. The consultant team consisted of Lewis Silberberg (Commercial Marketing) and Paul Ardagh (Development Consulting Group).

(a) Methodology

The consultants' methodology utilized both quantitative and qualitative analyses to assess potential impacts on neighbourhood shopping area. Their research included

- a full inventory of all stores in neighbourhood shopping areas and shopping centres in the trade area; and
- quantitative analyses of retail supply and demand for stores selling clothing.

(b) Analysis

The trade area was determined based on the configuration of the local road network, the size of the proposed development, the drawing power of its anchors, and the size and location of

competing commercial developments. The results indicated that the trade area boundaries would extend between 29th Avenue and 54th Avenue in the north to the Fraser River in the south and from Kerr Street in the east to the University Endowment Lands in the west.

University
Endowment
Lands

STH AVE

ST

Map 2: Trade Area of Proposed Retail Development

An inventory was taken of ten neighbourhood shopping areas and shopping centres located in the general vicinity of the site and found 28 055 m² (302,000 sq. ft.) of clothing store space.

The proposed development includes 6 970 m² (75,000 sq. ft.) of retail space without definite tenants, so the consultants considered 2 scenarios for the impact on the trade area of potential clothing sales on the site. Scenario A includes a Marks Work Wearhouse [1 115 m² (12,000 sq. ft.)] and 929 m² (10,000 sq. ft.) of other clothing sales and Scenario B includes a Marks Work Wearhouse and 3 715 m² (40,000 sq. ft.) of other clothing sales. The consultant's analysis also takes into consideration the 929 m² (10,000 sq. ft.) of potential clothing store space in the rezoning application for 86 SE Marine Drive (Wal-Mart).

The consultants observed that

• in Scenario A, there is capacity for 2 695 m² (29,000 sq. ft.) of new clothing store space warranted in the trade area up to 2006 and a total of 5 760 m² (62,000 sq. ft.) of new clothing store space warranted in the trade area up to 2021. The analysis indicates that the trade area will be able to support the Marks Work Wearhouse store

- plus 929 m^2 (10,000 sq. ft.) on the subject site and 929 m^2 (10,000 sq. ft.) on the Wal-Mart site by 2007/2008;
- in Scenario B, there is capacity for 4 275 m² (46,000 sq. ft.) of new clothing store space warranted in the trade area up to 2006 and a total of 7 340 m² (79,000 sq. ft.) of new clothing store space warranted in the trade area up to 2021. The analysis indicates that the trade area will be able to support the Marks Work Wearhouse store plus 3 715 m² (40,000 sq. ft.) on the subject site and 929 m² (10,000 sq. ft.) on the Wal-Mart site by 2012/2013;
- almost all of the proposal's impact on clothing sales in the trade area would be felt by competing stores in Oakridge; however, the impact is not significant because of the exceptional sales performance of apparel stores at Oakridge;
- a large portion of the sales loss will accrue to department stores, and clothing stores outside the trade area; and
- of the 17 large apparel stores in the trade area, 16 will be virtually immune to competition, with the one exception being the Fields store on Fraser Street.
 However, closure of Fields would not significantly impact the marketing appeal of the Fraser Street shopping area.

The consultant's findings that the trade area can accommodate more clothing retail space under Scenario B can be explained by noting that, as the retail floor area grows in the trade area, more customers within the trade area will shop within the area because of the increased shopping opportunities.

The consultant's executive summary is attached as Appendix E. The full impact study is on file in the Planning Department.

Public Input: A notification letter was sent to 363 nearby property owners on November 4, 2004 and rezoning information signs were posted on the site on November 5, 2004. Three phone calls requested additional information. A public open house on February 1, 2005 was attended by over 50 residents and business owners/operators and 26 comment forms were submitted. Seventeen (65%) of the forms indicated support for the proposal, seven (27%) indicated non-support and two (8%) were neutral. Those who supported the proposal commented that it would improve the area, decrease driving to suburban stores and create jobs. For those who didn't support the proposal, the issues were opposition to "big box" type development and concern about increased traffic on Marine Drive.

Public Art: The City's Public Art Program requires all major new private developments seeking a rezoning from industrial to commercial/residential use where the increase in floor space is 15 000 m² (161,463 sq. ft.) or greater to allocate funds to public art to be sited in publicly accessible areas. The value of the public art based on a formula of \$10.23 per m² (\$0.95 per sq. ft.) of area contributing to the total FSR (floor space ratio). Based on the floor space information provided in the application, the public art budget would therefore be \$494,988.78.

Comments of the General Manager of Engineering Services: The General Manager of Engineering Services has no objection to the proposed rezoning, provided that the applicant complies with conditions as shown in Appendix C.

Urban Design Panel Comments: The Urban Design Panel reviewed this proposal on two occasions. On November 24, 2004, the proposal was not supported due to concerns about the form of development, the proposal's response to the heritage building, and use of the front lawn. On January 19, 2005, the current, revised proposal was reviewed by the Panel who supported the use, density and form of development and offered their consensus on key aspects needing improvement. The Chair noted the following key issues arising from the Panel's commentary:

- Design development to strengthen and clarify the architectural character and authenticity of the expression;
- Design development to the north landscape and bio-filtration pond to ensure functionality, giving consideration to the potential for a simpler, more formal language reflecting both the heritage building and including consideration of pedestrian desire lines;
- Enhance and emphasize vertical connections between parking levels including consideration of both way-finding and addition of natural light to the lower level;
- Enhance the Ontario street ground plane to emphasize pedestrian quality, greenway links, planting quality and way-finding;
- Provide an integrated signage strategy that is respectful of the simplicity of both the heritage building and the new building, particularly on the Marine Drive façade."

The Panel also offered this related commentary:

"The Panel unanimously supported this revised submission. There were no concerns about the proposed use and density.

The Panel found the form of development considerably improved and was satisfied the project is now moving in the right direction. It is much simpler and the industrial language works well. Panel members liked the warehouse character as a backdrop to the heritage building but with some concerns expressed that the Chrysler building still seems a very inert building. Concerns remained about the relationship of the heritage structure to the new building with respect to connection details and suggestions were offered to make it engage more. There was a recommendation to ensure that the overall architectural expression takes precedence over the commercial uses on the site.

The Panel supported the massing and the bicycle hub at the northeast corner and thought it would work well. A number of concerns were expressed about the proposed bio-filtration pond. Some Panel members questioned whether it would be successful because they tend to dry out and pumping water would contradict the goal of sustainability. It was also noted that the natural landscape expression around the pond seems counter to the very formal aspect of the lawn. The heavy vegetation and shrubs may also work against the goal of maintaining the vista across the lawn. It was suggested a simpler, more urban approach might be better. Instead of the bio-filtration pond, there was a suggestion to consider a green roof, even partial, which might be easier to achieve than the pond. Given the size of the building, a green roof would also help to bring down its scale and would be more reflective of the simple heritage green lawn.

The Panel supported the preservation of the simplicity and clarity of the lawn. It was suggested the circulation in the open space needed more work, with a recommendation to consider respecting some diagonal desire lines.

The Panel found the Ontario Street elevation much improved. It has much greater clarity and the trellis is an interesting solution. It was stressed, however, that the detailing will be critical in terms of the amount of transparency it has and whether there should be variable heights. Further design development was recommended to ensure this façade more accurately reflects the uses behind it, which would also help with way-finding. One Panel member questioned whether the trellis element was warranted between major building masses, suggesting a more distinct break between primary building masses might offer greater visibility to the parking areas above as well as help to clarify the expression of the different components on the site. Some concerns were expressed that way-finding might be confusing. Greater attention at the development application stage was recommended to strengthen way-finding and to make the arrival and movement to the upper levels a more positive pedestrian experience. In general, there is need for greater consideration at the ground plane.

With respect to signage, the Panel liked that the signage will be contained within the overall frame of the building rather than protrude. It was also suggested the signage seen driving east along Marine Drive should be similarly sensitively handled. Signage will be an important consideration at the development application stage.

With respect to the driveway crossings on Ontario Street, it was recommended that priority be given to pedestrians rather than vehicles. Likewise, the circulation in both levels of the parking lot should ensure pedestrian priority, possibly with a central north-south spine through the centre. There was also a recommendation to consider skylights in the upper parking level rather than trees, to allow light down to the lower level, noting that trees in upper parking decks are seldom successful. It was strongly suggested that everything be done to get some daylight into the lower level parking to create a more pleasant environment and improve security.

With respect to the Ontario Street greenway, it was noted there is opportunity to increase the setback (a least three meters) from the CRUs and garden centre to offer more than a typical streetscape and create more of a greenway, making it a bold statement rather than a narrow boulevard. It was noted the second row of trees currently will have insufficient room to produce a full canopy but with a greater setback at least one of the rows could be quite large specimens.

With respect to the north façade, it was stressed that night lighting will be an important consideration at the next stage of design development."

Vancouver Heritage Commission Comments: The Vancouver Heritage Commission reviewed and supported this proposal on two occasions. At the second review, on January 31, 2005, the Commission unanimously resolved:

"THAT the Vancouver Heritage Commission (VHC) supports the project at 26 SW Marine Drive as presented at the January 31, 2005 meeting with the following to be noted:

- support of the detailed response to the Chrysler Building and site as itemized at the January 31, 2005 VHC meeting including the following:
 - use of a datum line and set back for clerestory windows;
 - use of metal panels and change in colour for both symmetry and contrast;
 - integration of design details to the whole complex and the move to a single building;
 - two zone redesign of front lawn including more naturalistic greenway on Ontario Street;
 - encourage use of a bio-filtration pond as a sustainable feature;
 - contemporary forms which assist frame historic façade; and
 - request for increased FSR to .79 for retail in exchange for designation of the original Chrysler building façade;

FURTHER THAT the VHC believes it is important that there be no use of signage or visual obstructions on the glazing or in the interior on the north-east corner of the building so as to see through to the original building façade."

Environmental Implications: The proposal includes sustainability features, such as on-site water storage and treatment to reduce stormwater run-off, clerestory windows to allow daylight into upper level retail units, and roof treatment to reduce cooling requirements.

Social Implications: There are no major positive or negative social implications to this proposal. There are no implications with respect to the Vancouver Children's Policy or Statement of Children's Entitlements.

Comments of the Applicant: The applicant has been provided with a copy of this report and has provided the following comments:

"We have reviewed the report and are in agreement with the majority of the recommendations. However, the applicant has not had an opportunity to review the market study and may wish to address the recommended clothing limitation at the public hearing.

The applicant team has spent over a year working with staff, the advisory design panel and the heritage commission to develop the best response for the Marine Drive HOR area. The resulting proposal provides for a high quality urban form of development including a high level of architectural resolution with consideration to integration of the Chrysler facade. The proposal received the unanimous support of urban design panel and the heritage commission.

In addition to delivering an architectural response consistent with the goals and expectations of the HOR guidelines, significant site amenities have been incorporated. The team is especially pleased to be providing for the preservation of the landmark Chrysler building facade and its integration into the development. The proposal also incorporates considerable effort to work with staff and advisory boards in recognizing and appropriately integrating the lawn and the vista of the façade. Further site amenities include a bio-filtration pond, a bike hub resting area along the Ontario Street bikeway, various improvements to respond to traffic management, and the incorporation of sustainable design principles. These principles include

consideration of indoor air quality, energy efficient design, water use reduction and water treatment.

Canadian Tire looks forward to the opportunity to improve upon their existing involvement in the immediate neighbourhood by providing a new updated retail opportunity for residents. They are also pleased to be integrating sustainable design principles and heritage preservation as part of their commitment to the City of Vancouver."

RETAIL IMPACT STUDY: 26 SW MARINE DRIVE PROJECT: VANCOUVER, BRITISH COLUMBIA (Prepared by Commercial Marketing Inc. and Development Consulting Group Ltd.)

EXECUTIVE SUMMARY

Development Consulting Group and Commercial Marketing have been retained by the City of Vancouver Planning Department to prepare an impact study for a proposed highway oriented retail development located at 26 Southwest Marine Drive in the City of Vancouver. The purpose of this study is to determine the impact that this project will have on existing clothing stores located in a number of neighbourhoods in the City of Vancouver.

The principal findings of this report are summarized in point form below.

- 1. According to a site plan provided by the developer, the project will have a total store area of approximately 262,000 sq. ft. Anchor tenants for the project include a 134,000 sq. ft. Canadian Tire store, a 39,000 sq. ft. Best Buy consumer electronics store and a 12,000 sq. ft. Marks Work Wearhouse clothing store. Based on discussions with the developer, it has been assumed that these three anchor tenants will open in the fall of 2006.
- 2. An inventory of ten neighbourhood shopping precincts located in the general vicinity of the subject site was undertaken by the consultants. These ten neighbourhood shopping precincts contain 302,000 sq. ft. of clothing store space.
- 3. The trade area for the proposed project extends from 29th Avenue in the north to the Fraser River in the south and from Kerr Street in the east to the University Endowment Lands in the west (refer to the trade area map following page 8 of this report). The boundaries of the trade area reflect the location of existing and proposed Canadian Tire, Best Buy and Marks Work Wearhouse stores in Vancouver, Richmond and Burnaby.
- 4. The trade area population is projected to increase from 120,500 in 2006 to 127,600 in 2021.
- 5. Per capita incomes levels in the trade are virtually identical to the average for the City of Vancouver and slightly above the average for the Vancouver Census Metropolitan Area.
- 6. Under scenario A, the highway oriented retail project planned for the subject site will include a Marks Work Wearhouse store and 10,000 sq. ft. of other clothing store space. In this case, the amount of new clothing store space warranted in the trade area is projected to increase from 29,000 sq. ft. in 2006 to 62,000 sq. ft. in 2021. The results of the market analysis indicate that the trade area will be able to support the Marks Work Wearhouse store plus 10,000 sq. ft. of other clothing store space proposed for the subject site plus 10,000 sq. ft. of other clothing store space in the Walmart project by 2007 or 2008.
- 7. Under scenario B, the highway oriented retail project planned for the subject site will include a Marks Work Wearhouse store and 40,000 sq. ft. of other clothing store space. In this case, the amount of new clothing store space warranted in the trade area is projected to increase from 46,000 sq. ft. in 2006 to 79,000 sq. ft. in 2021. The results of the market analysis indicate that the trade area will be able to support the Marks Work Wearhouse store

plus 40,000 sq. ft. of other clothing store space proposed for the subject site plus 10,000 sq. ft. of other clothing store space in the Walmart project by 2012 or 2013.

- 8. For the purposes of the analysis, impact is defined as the difference between what sales are projected to be at an existing store and what they were prior to the opening date of a new competitor such as Marks Work Wearhouse without adjustment for inflation.
- 9. The sales volume for the 12,000 sq. ft. Marks Work Wearhouse store is projected to increase from between \$3.0-\$3.6 million in 2007 (the first full year of operation) to between \$3.6-\$4.2 million in 2008 and to increase by 3% per annum thereafter.
- 10. In 2008, sales losses for clothing stores in the trade area attributable to Marks Work Wearhouse are projected at between \$1.3-\$1.5 million; the remainder of sales losses will accrue mostly to department stores such as Zellers and The Bay at Oakridge and to clothing stores located outside the trade area. After 2008, the impact of the proposed Marks Work Wearhouse store begins to decline due to a combination of population growth in the trade area and increasing per capita apparel store expenditures. By 2010, impacts on competing clothing stores in the trade area are projected to disappear entirely.
- 11. Almost all of the trade area impacts (between \$1.3-\$1.4 million in 2008) will be felt by competing clothing stores at Oakridge. The average productivity factor for apparel stores at Oakridge is expected to exceed \$700 per sq ft. in 2005. Given this exceptional performance, the maximum projected impact of between \$1.3-\$1.4 million in 2008 (between 1-2% of total apparel sales) should not be a concern for any competing clothing store at Oakridge.
- 12. In 2008, sales losses for clothing stores in the trade area attributable to the other clothing stores in the highway oriented retail project planned for the subject site are projected at between \$1.2-\$4.9 million. Once again, a significant portion of sales losses will accrue to department stores such as Sears, The Bay, Zellers and Walmart at nearby malls and to clothing stores located outside the trade area. After 2008, the impact of the proposed other clothing stores begins to decline once again due to a combination of population growth in the trade area and increasing per capita apparel store expenditures. By 2010, impacts on competing clothing stores in the trade area are projected to disappear entirely.
- 13. The inventory presented in Section 3.4 of this report identified a total of 17 large apparel stores in the trade area. Of this total, eight are located at Oakridge, two are located in Kerrisdale, four are ethnic stores in the Punjabi Market area of Main Street, two are thrift stores and one is a family apparel store on Fraser Street. By virtue of their location and/or merchandising mix, 16 of these 17 large apparel stores will be virtually immune to competition from the highway oriented retail project proposed for the subject site. The one obvious exception is the 6,000 sq. ft. Fields store on Fraser Street.
- 14. The combined impact of Marks Work Wearhouse plus up to 40,000 sq. ft. of other clothing store space at the subject site and Walmart plus another 10,000 sq. ft. of other clothing store space may well be enough to depress the sales volume of Fields to below the breakeven point. If so, the company could decide to close this store either immediately or upon expiry of the lease. In our opinion, the closure of the Fields store on Fraser Street would not have any significant impact on the marketing appeal of this shopping precinct.

BUILDING EVALUATION AND STATEMENT OF SIGNIFICANCE

STATEMENT OF SIGNIFICANCE (Prepared by Robert Lemon Architect Inc.)

"CHRYSLER CANADA PARTS DISTRIBUTION CENTRE 26 SW Marine Drive, Vancouver

HERITAGE VALUE ASSESSMENT revised 2 November 2004

Historic Place Description

The former Chrysler Canada Parts Distribution Centre is a very large single storey industrial warehouse building fronted by an office wing set far back from a major arterial road in south Vancouver near the Fraser River. It is designed in a late Art Moderne / International style of modernism and dates from 1955-56. It was identified in the City of Vancouver Recent Landmarks survey but is not listed on the Vancouver Heritage Register.

Heritage Value

The former Chrysler Canada Parts Distribution Centre is an important aspect of Vancouver's industrial history and represents a post WW2 expression of modern architecture in the southern part of the city. Surrounded by highway oriented retail, car dealerships, industrial operations, fast food restaurants and gas stations, the building represents one of the last phases in the evolution of the Fraser River's transition from forest to farmland at the turn of the 20th century, gradually becoming industrial in use with numerous sawmills and steel plants by mid century. To the north of Marine Drive, a mix of small scale residential dwelling and apartment buildings are part of the what was once the eastern edge of Marpole.

The deep setback and broad front lawn of the building presents a strong presence to SW Marine Drive and enhances its visibility and prominence. The setback, symmetry and formal, yet restrained, modernism of the building and siting speaks to importance of Chrylser as an industrial entity, one of the Big Three automakers in North America. With this, their western regional office and parts distribution warehouse, the desire to create an impressive, yet conservative, presence in the community is evident. The front door is on axis with the long sidewalk from Marine Drive and the doorway is emphasized by being set in a stone surround and being centred in a projecting frontispiece. This strong presence was further highlighted by the giant scale of the 3'6" high stainless steel "CHRYSLER" letters above the main entrance (now removed). Mature street trees frame the site and contribute to the corporate formality of the site.

The building's architecture is a conservative modernist composition of strong horizontality and linearity rendered in brick with stone trim. With its streamlined modernism, it is related more to the late Art Moderne style than the more structurally expressive international style. A single band of strip windows of aluminium with stone trim and a strong central projecting frontispiece with stone surrounds mark the powerful north facade facing the large lawn north of the building.

There is a deft hand in the design of the transition from the sobriety of broad brick mass of the office section to the vast warehouse block to the rear, with its crisp delineation of clear upper clerestory glazing - relating to the steel truss structure of this wing - and its brick base.

Designed as the parts plant and regional offices for Chrysler Corporation of Canada (later Chrysler Canada Corp. and now Daimler Chrysler), the architect was William R. Souter and Associates, Architects of Hamilton, Ontario with associated architects McCarter Nairne & Partners of Vancouver. Souter's firm had a long history in Hamilton, designing schools, churches banks and large residences including several buildings at McMaster University and the General Motors Assembly Plant in Oshawa (1927). While the contribution of each firm to the building design is uncertain, McCarter Nairne & Partners were one of Vancouver's notable and profilic architectural firms whose Vancouver General Post Office on West Georgia Street (1953-58) is contemporary with the Chrysler building. An expansion of the warehouse section at the Chrysler building was designed in 1965 by Giffels Associates Consulting Engineers of Toronto and Windsor Ontario.

Post Script

While no direct connection has been established, there is a striking similarity of the office wing of this building to the office wing of the Canadian Timken Ltd. Plant in St. Thomas Ontario of a decade earlier (1946, Prack and Prack Architects of Hamilton). The similarity shows a preference of corporate offices of the automobile industry for a conservative style of modernism and suggests that Souter's Hamilton practice lead the design of this west coast building.

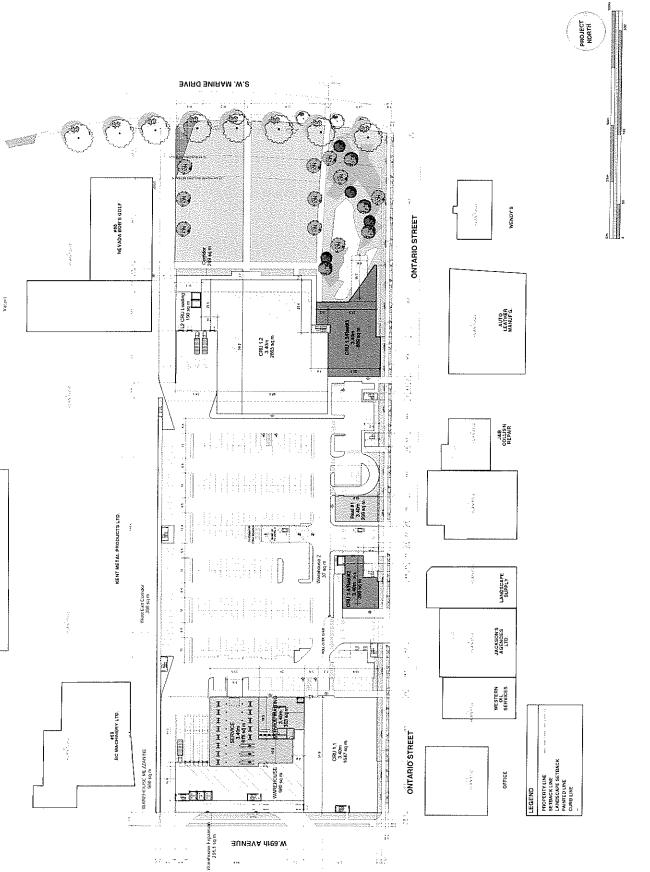
Character Defining Elements

- Broad front lawn and deep set back from Marine Drive
- Mature street trees
- Axial alignment of sidewalk, front door and facade frontispiece
- Long low linear single storey expression
- Brick wall cladding with stone trim and detailing
- Former stainless steel CHRYSLER sign (removed)
- Aluminium windows in long horizontal banding
- Clerestory glazing along east and west elevation

References

- Original architectural drawings, 1955 and 1965
- Daimler Chrysler Canada Inc.
- Luxton, Donald, Building the West, Vancouver Talonbooks, 2003
- Macdonald, Bruce, Vancouver at Visual History. Vancouver: Talonbooks, 1992
- Ontario Association of Architects register listing of Wm. Russell Souter (1893-1971)
- City of Vancouver Recent Landmarks files
- Canadian Timken Ltd.

ROBERT LEMON ARCHITECT INC."



K A S I A N

RZ-06 Main Level Plan

Jan. 19, 2005

SW Marine Dr., Vancouver BC

Commercial Development Canadian Tire





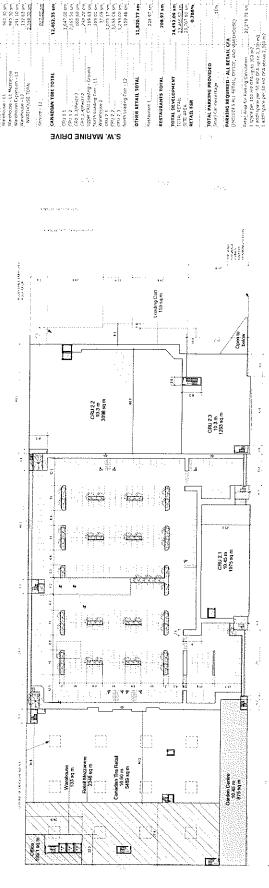


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RZ-07 Top Level Plan Jan. 19, 2005

SW Marine Dr., Vancouver BC

Commercial Development Canadian Tire



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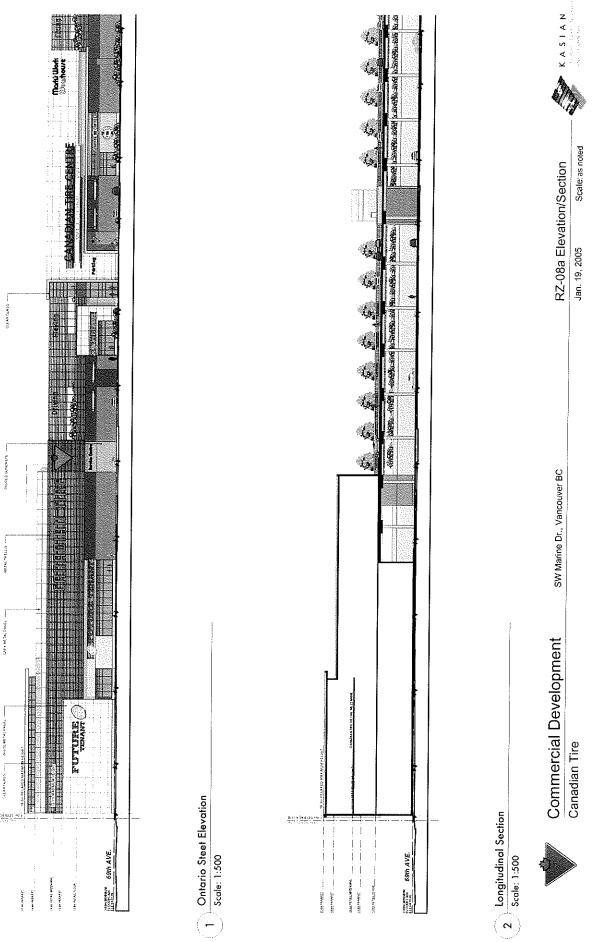
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PROJECT DATA SUHHARY

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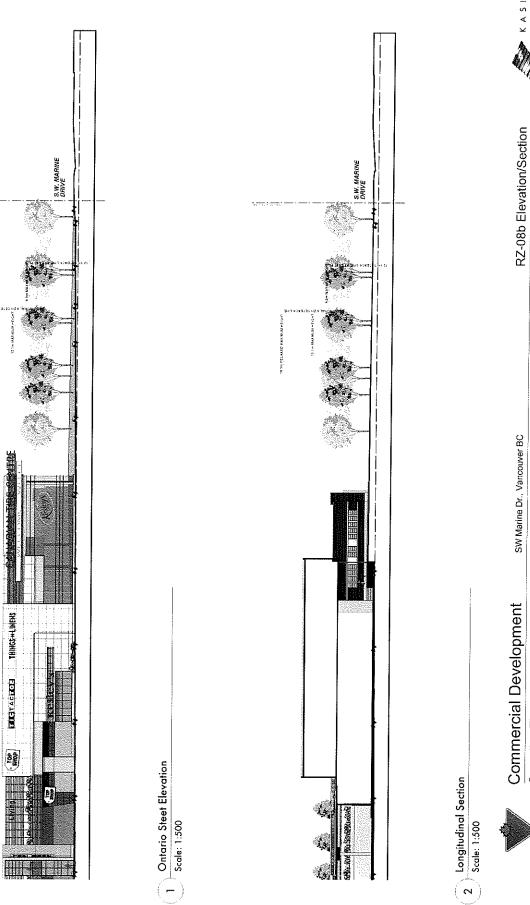
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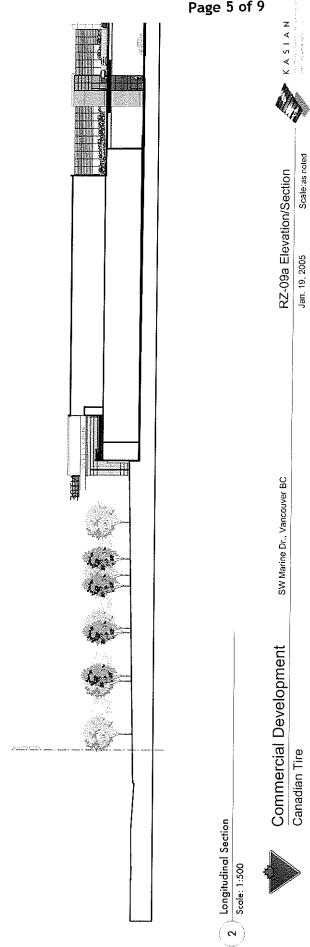


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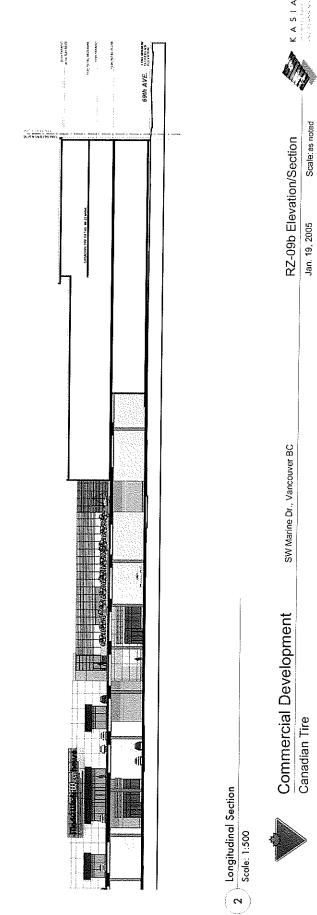
Jan. 19, 2005

Canadian Tire



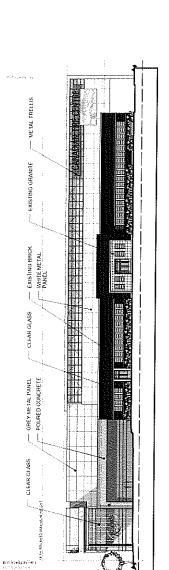


West Elevation Scale: 1.500

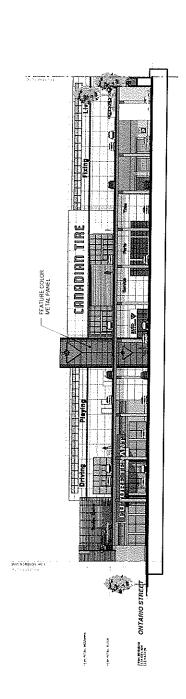


West Elevation Scale: 1:500





SW Marine Elevation Scale: 1:500



Short Section Scale: 1:500



Commercial Development Canadian Tire

SW Marine Dr., Vancouver BC

RZ-10 Elevation/Section Jan. 19, 2005

Scale: as noted



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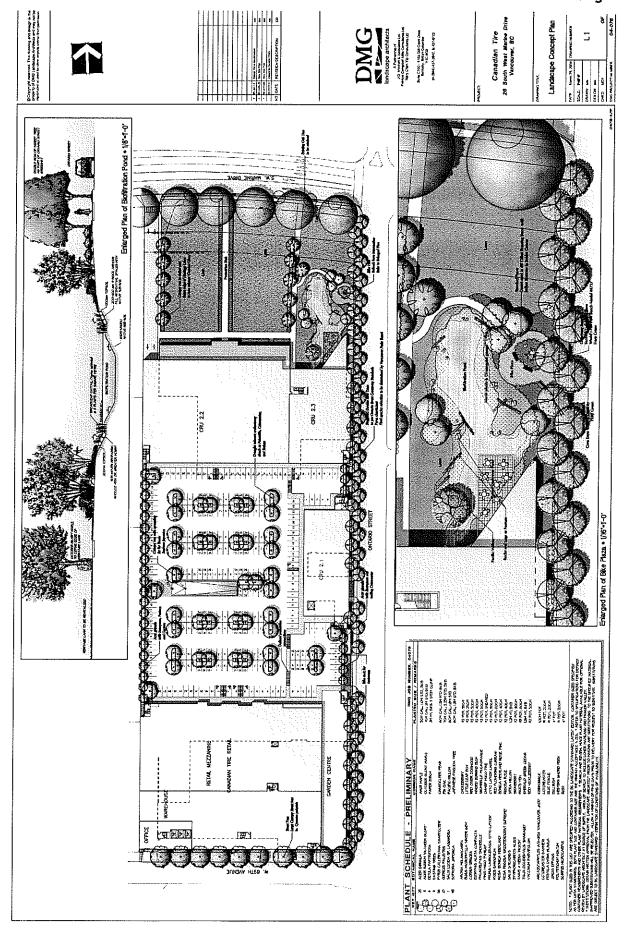
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Commercial Development Canadian Tire

SW Marine Dr., Vancouver BC

RZ-11 Elevation/Section Jan. 19, 2005

Scale: as noted



APPLICANT, PROPERTY, AND DEVELOPMENT PROPOSAL INFORMATION

APPLICANT AND PROPERTY INFORMATION

Street Address	26 SW Marine Drive (Canadian Tire)		
Legal Description	Lot A, Except part in Ref. Plan 6793, N Pt of Block 11, DL 322, Plan 8878, N.W.D.		
Applicant/Architect	Kasian Architecture, Interior Design and Planning.		
Property Owner	Canadian Tire		

SITE STATISTICS

	GROSS	DEDICATIONS	NET
SITE AREA	29 768 m² (320,430 sq. ft.)	0.975 m² (10 sq. ft.)	29 767.025 m² (320,420 sq. ft.)

DEVELOPMENT STATISTICS

	DEVELOPMENT PERMITTED UNDER EXISTING ZONING	PROPOSED DEVELOPMENT	RECOMMENDED DEVELOPMENT (if different than proposed)
ZONING	I-2 & RS-1	CD-1	
USES	Manufacturing, Service, Transportation and Storage, Utility and Communication, and Wholesale; Accessory Retail limited to 1 000m ² (10,765 sq. ft.)	Manufacturing, Service, Transportation and Storage, Utility and Communication, Wholesale, Retail (Minimum size of 929 m ² [10,000 sq. ft.]) and Accessory Uses	
MAX. FLOOR SPACE RATIO	3.00 FSR	1.62 FSR, except Retail limited to 0.79 FSR Retail (clothing) limited to 2 045 m ² (22,000 sq. ft.)	
MAXIMUM HEIGHT	18.3 m (60 ft.) (outright) 30.5 m (100 ft.) (conditional)	18.3 m (60 ft.)	
PARKING SPACES	Per Parking By-law	Per Parking By-law, minimum 608 parking spaces	
LANDSCAPED SETBACKS	RS-1 = 12.1 m (40 ft.) along Marine Drive	58.5 m (190 ft.) along Marine Drive	

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