

4.2 Commercial Areas

The intent of the commercial area guidelines is to encourage street-oriented commercial, and mixed-use commercial development of appropriate densities and forms so as to meet the needs of the residents of East Clayton and surrounding communities. In the case of specialty commercial, due to its location and subdivision pattern, street-oriented development is not possible. However, the guidelines provide direction for the development of specialty commercial buildings that convey a village-like character and that support pedestrian activity. The guidelines conform to the seven sustainable planning principles outlined in Section 1.3.1 of this report, with a special emphasis on the following two principles.

Principle No. 1

Conserve land and energy by designing compact walkable neighbourhoods. This will encourage pedestrian activities where basic services (e.g., schools, parks, transit, shops, etc.) are within a five- to six- minute walk of their homes.

Principle No. 2

Provide different dwelling types (a mix of housing types, including a broad range of densities from single-family homes to apartment buildings) in the same neighbourhood and even on the same street.

Objectives

- to encourage development that is compatible with and serves adjacent residential uses;
- to increase housing options for a variety of income levels and family types by providing residential units over main floor commercial areas;
- to use lanes to provide access to parking and to create a continuous building frontage;
- to encourage walking and cycling to local destinations and, thereby, reduce dependence on the automobile;
- to include on-street parking, street trees, infiltration devices, and sidewalks;
- to encourage building design that emphasizes the pedestrian realm through the use of compressed front setbacks, pedestrian weather protection, and human-scale detailing;
- to accommodate economic development and to increase the number of local jobs for people who live in East Clayton;
- to provide basic commercial services within walking distance of all homes; and
- to enhance public safety through the application of crime prevention through environmental design (CPTED) principles.

1. Main Street Mixed-Use Commercial /Residential

The intent of this area is to encourage the development of street-oriented commercial uses that are compatible with upper-storey residential units. Mixed-use commercial areas are intended to accentuate nodes of activity where high levels of pedestrian traffic are expected to occur and where the most intense development is expected to take place. At-grade retail/commercial uses with residential units on upper storeys are to be designed to create an appealing, pedestrian-friendly streetscape that is compatible with surrounding residential uses. The primary mixed-use commercial area (Main Street) is proposed at the intersection of 188th Street and 72nd Avenue and serves as a central commercial locale for the entire Clayton community. A second mixed-use area is proposed at the corner of 196th Street and Fraser Highway.

The Main Street mixed-use commercial/residential area is proposed at the corner of 72nd Avenue and 188th Street. Mixed-use commercial buildings have a maximum height of four storeys, and a lot coverage of up to 80 percent to ensure a near continuous street frontage. Large surface parking lots are not permitted. Short-term parking for commercial tenants and patrons will be provided in on-street angled parking areas, in underground structures, or in parking areas accessed via the rear lane.

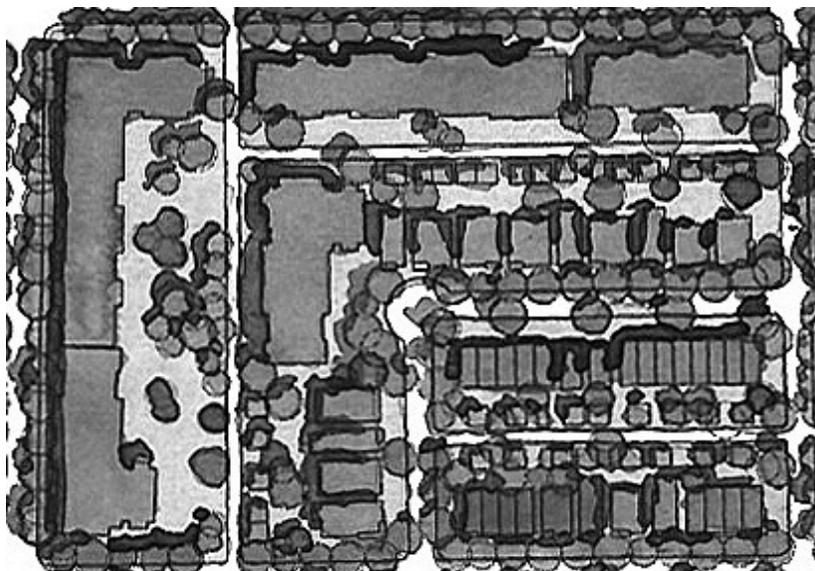
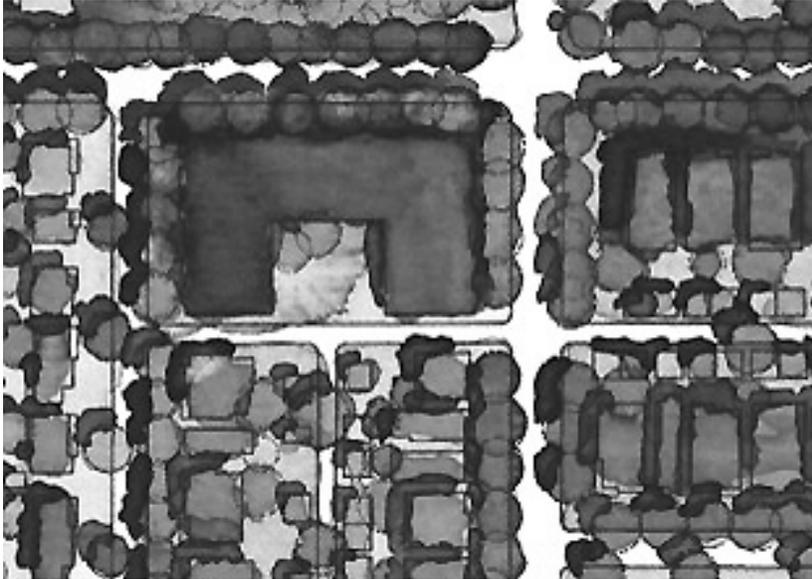


Image of a mixed-use commercial/residential street. The streetscape is comprised of similarly scaled buildings, street trees, covered sidewalks, and on-street parking.



2. Neighbourhood Commercial

The intent of this area is to provide for retail and service development that features small-scale commercial enterprises and services (such as neighbourhood grocery or convenience stores) that cater to the everyday needs of local residents. Proposed at five locations throughout the community, neighbourhood commercial areas are to be situated so that residents of East Clayton are within at least a 400-metre (5-minute) walking distance from one of them.



A total of 1 hectare (2.49 acres) of neighbourhood commercial is proposed in five locations throughout East Clayton. Front setbacks are between zero and 2 metres (6.6 feet) in order to ensure a strong pedestrian orientation. Parking lots along building fronts are not permitted; rather, parking will be accommodated on the street, in underground structures, or in parking areas accessed via the rear lane or side street.



Neighbourhood commercial nodes accommodate small-scale, street-oriented commercial uses (e.g., a local grocery store, cafe, or office) that respond to residents' daily needs. The massing and form of these buildings incorporates elements of the surrounding residential character.

3. Specialty Commercial

This use will accommodate a range of goods and services, commercial activities, and personal services (such as restaurants, specialty shops and services, bistros and cafes) that require a centralized location. Unlike other commercial zones that support residential uses, the specialty commercial area is envisioned as a centre of commercial activity for the larger neighbourhood and surrounding communities. The nature of its location and parcel structure precludes direct street orientation, as is seen in neighbourhood commercial and mixed-use Main Street commercial uses; however, small-scale building footprints, human-scale detailing, and parcelized parking areas ensures a pedestrian-oriented environment that is compatible with surrounding residential uses and that is easy to access from the residential areas by bike or on foot.

A total of 3.24 hectares (8.27 acres) along the north side of Fraser Highway is allocated for specialty commercial use. The area will serve both the local and surrounding communities with a mix of commercial uses. The built form will reflect the scale and character of surrounding residential buildings. Large parking surfaces will not be permitted; instead, smaller parcels of parking will be divided among each building. A 15-metre (50 feet) landscaped buffer is required along Fraser Highway.



Image of a specialty commercial area. Arcaded buildings provide weather protection for pedestrians and create a "village-centre" atmosphere. Small parking areas are grouped between buildings and are planted generously with trees.



4.2.1 Relation of Buildings to Streets – Building Footprint Standards

4.2.1.1 Building Coverage

Achieving the various performance objectives related to green infrastructure and drainage requires minimizing the amount of impervious surface area consequent to buildings and other built surfaces on each lot. At the same time, creating pedestrian-friendly streets (in the case of Neighbourhood Commercial and Mixed-use Commercial areas) requires minimizing front setbacks and maximizing the street frontage of buildings.

- The total maximum building coverage permitted for Main Street mixed-use commercial lots is 80 percent.
- The total maximum permitted building coverage for Neighbourhood Commercial is 50 percent.
- The total maximum building coverage permitted for the Specialty Commercial area is 50 percent.

4.2.1.2 Building Height

- Buildings in Main Street mixed-use commercial areas shall not exceed a height of 4 storeys.
- Buildings in Neighbourhood Commercial areas shall not exceed a height of 3 storeys.
- Buildings in the Specialty Commercial area shall not exceed a height of 3 storeys.

4.2.2.3 Parking and Garages

- On-street parking is a convenience for people visiting commercial establishments for a short time. It can also improve the pedestrian realm at the street edge by providing a buffer to moving traffic. In Neighbourhood Commercial and Mixed-use Commercial areas, the amount of adjacent on-street parking shall be maximized and may be counted towards the parking requirement. Diagonal parking will be allowed in these areas.
- Off-street parking in large open parking lots can detract from the flow of pedestrian activity and can jeopardize the level of architectural continuity along a mixed-use commercial street. This being the case, other than street parking, all surface parking

Landscaped medians, planters, street trees, and awnings create a pleasant envelope for the pedestrian. Parking is provided on the street and/or in lane-accessed parking areas.

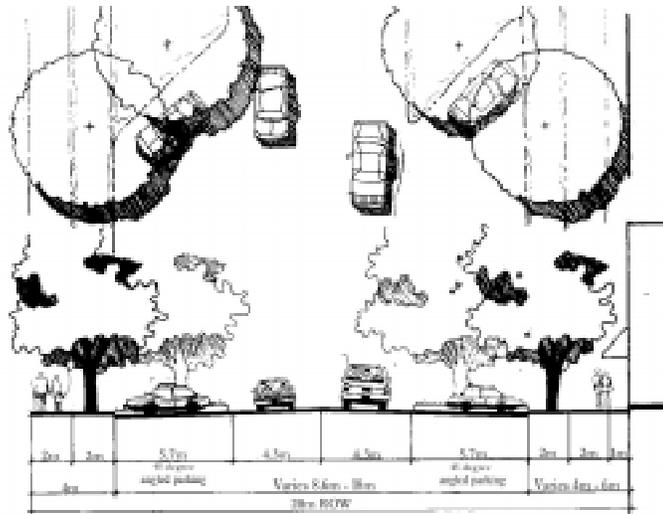


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in Neighbourhood Commercial and Mixed-use areas is to be accessed from rear lanes or side streets and be designed in such a way as to avoid potential conflict with pedestrian activity.

- The visual impact of service areas and vehicular parking ramps is to be minimised through proper treatment (such as enclosure, screening, high quality finishes, sensitive lighting, and landscaping).
- Where it can be demonstrated that a mix of uses creates staggered peak periods of parking demand, parking areas can be shared among adjacent uses.
- In the Specialty Commercial area, surface parking areas are to be separated from pedestrian walkways and sidewalks by landscaped medians and be planted with shade trees at an approximate ratio of one tree per five spaces. (Tree species with a canopy large enough to cover, at tree maturity, a minimum of 50 percent of each parking surface shall be chosen by the Parks Department.)
- Trees should be set into permeable areas and protected by bollards or tree guards.
- The use of permeable surfaces, or other equally effective means of treating stormwater on all parking areas is required in order to reduce surface runoff.

Cross section and plan view of the proposed 72nd Avenue Main Street. The cross section features a two-way travel lane angled on-street parking, street trees, wide sidewalks and pedestrian weather protection. Rear and underground parking areas, service areas, and vehicular parking ramps are accessed via lanes on all blocks.



4.2.2.4 Front Setbacks and Building Orientation

- With the exception of specialty commercial buildings, all mixed-use commercial buildings shall have front setbacks between zero and 2 metres (6.6 feet) and should incorporate sufficient retail continuity to maintain a viable pedestrian-oriented commercial street.
- With the exception of specialty commercial buildings, all commercial buildings are to have their primary façades address public streets. Shop windows, awnings, canopies, and signage are to enliven the public realm and create an engaging walking environment.
- Commercial buildings on corner lots should include architectural detailing that addresses both streets.
- Outdoor extensions of cafes and restaurants are encouraged where the context is appropriate.

4.2.2.5 Primary Entries

- The entrances of all commercial buildings are to be visible and immediately accessible from the public street. Pedestrian entries should be clearly expressed and be recessed or framed by a sheltering element such as an awning, arcade or portico. In order to provide a continuous walking path and to be high enough to ensure light penetration, arcades should be a minimum of 1.8 metres (6 feet) in width. They should also be well lit at night.
- Commercial building entries should be recessed no more than 2 metres (6 feet) into the principal façade.
- Individual commercial unit entries should be located on the street (and not in a common vestibule).
- Internal public circulation systems, such as shopping malls, are discouraged.
- Residential entries and lobbies are to be separate from commercial entries. The former should have a residential character that distinguishes them from the latter.
- Residential lobbies are to be visible from the street, and their main entries should front onto the street.



Note the separate entry court and stairways to residential units on upper floor units.

4.2.2.6 Pedestrian Access and Bicycle Circulation

- The orientation of the Main Street commercial mixed-use area is distinct from that of other commercial areas. Elements such as angled on-street parking, wide sidewalks, and landscaped boulevards featuring infiltration devices, will contribute to a pedestrian-oriented, village-centre character that favours pedestrian and bicycle movement. For standards and guidelines specific to the bikeways, refer to Section 5.3 of this report.
- Adequate bicycle parking facilities should be provided and are to be accessible from the sidewalk.

4.2.3 Built Form and Materials

4.2.3.1 Massing and Roof Form

- Mixed-use commercial buildings are to be compatible in form and scale with surrounding lower-density residential buildings, especially on lots adjacent to residential areas.
- Changes in massing should relate to the building's structural systems and reflect its interior arrangement of spaces.
- Building configuration and massing are to maximize sun access by terracing the upper levels on the south side.

4.2.3.2 Building Finishes

- Building materials are to reflect the regional heritage, climate, and landscape, and their construction should display a high level of craft. Cladding, particularly on the lower levels, is to be sturdy and appropriate to commercial establishments.

4.2.3.3 Massing and Roof Form

- On upper-storey residential portions in mixed-use and neighbourhood commercial areas, the largest group of windows (or those belonging to the primary living spaces within the building) should be of appropriate residential scale.
- The relationship between the street and ground-floor commercial uses is to be emphasized with display windows, awnings, and/or canopies.

4.2.3.4 Canopies and Signage

- Street-level commercial, office, and retail activities should feature pedestrian weather protection (in the form of awnings or architectural overhangs extending a minimum width of 1.8 metres [6 feet]).
- All weather protection elements are to be designed to facilitate a continuous, architecturally integrated building frontage.
- It is recommended that canopies have a minimum slope of 30 degrees (35 to 45 degree is preferred).
- Fascia signs and window signs are encouraged.
- Sign size, location and information thereon is to be designed and oriented to pedestrians and is to relate to the scale and character of the commercial area.

Angled awnings provide weather protection and identify individual storefronts. Signage should be consistent with a "village centre" character. The image on the far left shows signage incorporated under the awning. The image on the near left shows wooden fascia signs above each commercial entry.



- Materials used for signs should reflect the surrounding character and be compatible to materials used in adjacent buildings.

4.2.4 Environmental Design

4.2.4.1 Noise

- Noise disturbance to residential units as a result of mixed-use commercial components (such as parking, loading exhaust fans, and restaurant entertainment) is to be minimized. Methods to help reduce the level of noise disturbance include: orienting bedrooms away from noise sources, allowing windows to be closed by choice, enclosing balconies, and using sound deadening construction materials and techniques.

4.2.4.2 Crime Prevention Through Environmental Design

- A high level of safety and a sense of security are important aspects of liveability. Commercial development should provide appropriate safety and natural surveillance measures (such as proper lighting, visual access and security), as per CPTED principles.
 - Residential units above commercial ground-floor units are to instill a feeling of security by providing “eyes on the street.”
 - Public, private, and semi-private areas are to be clearly defined. Public and semi-private spaces are to be designed so as to maximize surveillance.
 - Buildings are to provide maximum opportunity for surveillance of sidewalks, entries, circulation routes, semi-private areas, children’s play areas and parking entrances.
 - Any recessed entries and/or blind corners are to be avoided. It should be possible to see stairwells and halls. Servicing, amenity, and storage rooms are to be grouped together in a visible locale for easy surveillance.
 - Residential lighting in mixed-use commercial areas is to ensure the clear visibility (day and night) of access routes and landscaped areas without excessive lighting levels or glare.
 - Adequate, pedestrian-oriented lighting is to be provided on all streets and in lanes.