OFFICIAL PLAN REVIEW – COMMERCIAL STRATEGY STUDY
CITY-WIDE STRATEGIC RECOMMENDATIONS

BURLINGTON AUTO DEALERS PRESENTATION
OCTOBER 18, 2013
Stakeholder Meeting Overview

- Introduction
- Commercial Market Supply & Demand Analysis (urbanMetrics inc.)
- Questions and Comments – Market Conclusions
- Commercial Policy & Design Recommendations (The Planning Partnership)
- Questions and Answers – Recommendations
- Next Steps
Introduction
Purpose of Phase 1 Studies

- Determine Future Commercial Facilities Required.
Purpose of Phase 2-3 Studies

- Formulate Strategic Commercial Policy and Design Recommendations
- Provide Generic Urban Design guidelines for Development, Redevelopment and Revitalization of Commercial Lands (Excluding Downtown)
Purpose of Stakeholder Meetings

- To solicit feedback from the business community as it relates to:
  - Identifying areas of concern and opportunities; and,
  - Identifying potential policies and actions.

- To provide participants with an opportunity to provide feedback on our preliminary research findings, policy directions and design recommendations.
Commercial Market Supply & Demand Analysis
10.6 million square feet of retail and services space

On per resident basis, higher than most GTA municipalities

Growth in retail and services space has outpaced population growth in past 10 years

But vacancy rate of 5% still indicative of balanced market

Above average space related to higher incomes and strategic location of City
Commercial Market Characteristics

- Projected Population Growth to 2031: 12,600
- Population Growth in and Near UGC: 7,000
- % of Burlington Non-Food $ Made in Burlington: 85%
- % Inflow into Burlington from Other Municipalities: 30%
Required Future Commercial Space

- **352,428 sq ft** – Uncommitted Demand
- **190,500 sq ft** – Downtown (Urban Growth Centre)
- **~160,000 sq ft** – Elsewhere in Burlington

Space should support new growth in:

- Urban Growth Corridors;
- Mixed Use Areas; and,
- Local Serving Commercial Areas.
Supply of Future Commercial Lands and Intensification Opportunities will Satisfy Demand to 2031

No Need to Designate Additional Commercial Land Other than to Support Intensification or Underserved Local Areas

Conversion of Employment Lands to Support Future Retail Development is Not Required
Commercial Policy & Design Recommendations
Burlington’s land use policies for commercial uses already:

- Promote higher quality urban design
- Promote alternatives to car-oriented development formats
- Signal a transition to a mixed use approach to commercial land use planning that is based on the intensification framework
- Include policies to guide the transformation of traditional commercial areas
Summary of Recommendations

1. A revised commercial hierarchy
2. Fine-grained dispersion of commercial uses
3. Restricting the scale and concentration of retail development
4. Incentives
5. Restricting auto-oriented land uses
6. Car parking supply
7. Parking lot design
8. Bicycle parking supply
9. Urban design guidelines
### 1. The Proposed Commercial/Mixed Use Hierarchy

<table>
<thead>
<tr>
<th>Proposed Designation</th>
<th>Existing Designation</th>
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<tbody>
<tr>
<td>Urban Core</td>
<td>Downtown Mixed Use Centre</td>
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<tr>
<td>Urban Centre</td>
<td>Uptown Mixed Use Centre</td>
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<td></td>
<td>Regional Commercial</td>
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<td>Community Commercial</td>
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<tr>
<td>Urban Corridor</td>
<td>Mixed Use Corridor - Commercial</td>
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<td>Mixed Use Corridor - General</td>
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<td>Mixed Use Corridor - Employment</td>
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<td>Neighbourhood Centre</td>
<td>Community Commercial</td>
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<td>Neighbourhood Commercial</td>
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<td>Neighbourhood Corridor</td>
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<td>Neighbourhood Node</td>
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Additional designation of commercial interest:
- Employment Commercial
Built Form Precedents

Urban Core

Urban Centre

Urban Corridor

Neighbourhood Centres and Corridors

Neighbourhood Node

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5. Restricting Auto-oriented Land Uses

By their very form and function, auto-oriented land uses such as drive-throughs, car washes, car dealerships, detract from the walkability of places

Recommendations:

- Prohibit specified auto-oriented land uses in intensification areas and other important nodes and corridors
CITY OF BURLINGTON INTENSIFICATION STUDY

Legend

- Places to Grow Built Boundary*
- Places to Grow Settlement Area
- Urban Growth Corridor
- Urban Growth Centre
- Arterial Cores/Regional Malls
- Major Transit Station Area
- Pre-owned Dealerships
- New Car Dealerships

*Built Boundary for the Growth Plan for the Greater Golden Horseshoe, 2006
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6. Car Parking Supply

Reduced car parking requirements can minimize the negative impact of parking on walkability and the design of commercial areas.

Recommendations:

- Allow developers to apply for reduced parking standards in exchange for TDM measures in all commercial and mixed use areas.
- Determine whether the use of maximum parking standards would be useful in any areas.
7. Parking Lot Design

The impact of surface parking lots on walkability and the quality of a place can be mitigated through a number of design strategies, which can be required or encouraged by a municipality.

Recommendations:

- Extend existing density incentives for providing underground parking to all commercial and mixed use areas.

- Strengthen the preference for locating parking at the side and rear of buildings by changing the wording from “should” to “shall”, and extend the requirement to all commercial and mixed use areas.

- Prohibit parking adjacent to intersections in all commercial and mixed use areas.
9. Urban Design Guidelines

Urban design policies and guidelines provide additional guidance for development within the public and private realm.

Recommendations:

- Develop policies that encourage transitions in scale and intensity between high, medium and low density areas

- Develop stronger policies for parking lot design in support of creating safe and walkable commercial and mixed use areas
Issues Raised
Key Discussion Issues

- Intensification and potential implication to dealerships.
- Protection of existing land use permissions.
- Comparison of vehicle dealership uses with employment and commercial land uses.
- New versus pre-owned dealerships.
- Urban design objectives and vehicle storage.
- Site accessibility and visibility.
- Definition of “auto-oriented” uses.
Automobile Dealer Questions
1. Are you satisfied that your dealerships are where they need to be now?

2. How have locational considerations for dealerships changed over the past decade?

3. Are you facing any issues in terms of your current locations?

4. Are there issues related to the current definitions of motor vehicle dealership in the OP?

5. How do you see the auto dealership market changing in Burlington over the next five years (e.g. new competition, relocations, contractions, etc.). Next 20 years?
5. Are there any locations in the City that you would ideally want to relocate to in the future?

6. Over the next 20 years, if streets such as Fairview, Plains Road and Brant Street were to develop into higher density mixed use transit and pedestrian corridors, how would that impact your businesses?

7. What design suggestions would you have to make your dealerships better support a pedestrian and transit corridor?

8. Would the designation of an auto mall node in Burlington be appropriate? Where would be the best location for it? Would you consider relocating there?
Summary and Concluding Remarks