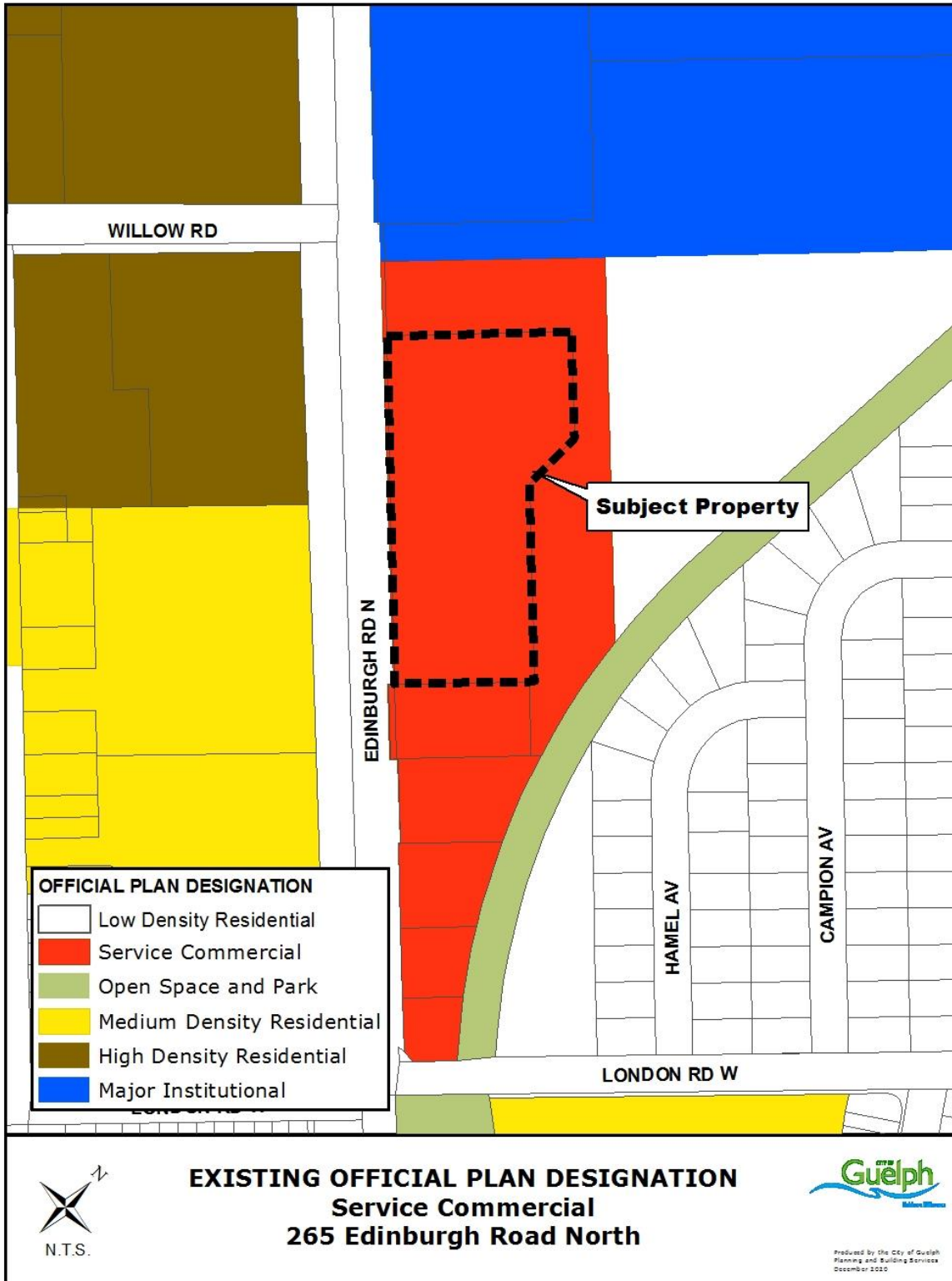


Attachment 3 – Existing Official Plan Land Use Designation Map and Policies



Attachment 3 (continued) – Existing Official Plan Land Use Designation Map and Policies

9.4.5 Service Commercial

Objectives

- a) To ensure an adequate supply of service commercial uses throughout the city at appropriate locations.
- b) To concentrate highway-oriented and service commercial uses within well-defined designated areas, generally along arterial roads.
- c) To discourage the creation of new strip service commercial development.
- d) To promote a high standard of building and landscape design for service commercial uses and to ensure that pedestrian and vehicular circulation do not conflict.

Policies

1. The Service Commercial designation on Schedule 2 of this Plan is intended to provide a location for highway-oriented and service commercial uses that do not normally locate within Downtown because of site area or highway exposure needs and which may include commercial uses of an intensive nature that can conflict with residential land uses.
2. To promote continued commercial viability of Downtown and planned Mixed-use and Commercial areas; the City will limit the range of retail commercial uses that may locate within the Service Commercial designation.
3. Development proposals within Service Commercial designations will be considered only in instances, where adequate vehicular access, off-street parking and all municipal services can be provided.
4. In some circumstances development may not necessarily be provided with direct access to arterial roads. The City shall encourage integration between adjacent service commercial uses in terms of entrances to public streets, internal access roads, common parking areas, grading, open space, stormwater management systems and municipal infrastructure provision where feasible.
5. The City will require the aesthetic character of site and building design to conform to the Urban Design policies of this Plan and applicable guidelines and will incorporate measures into the approval of Zoning By-laws and Site Plans to ensure conformity.
6. This Plan will promote the retention of service commercial uses within the well-defined areas as identified on Schedule 2 by:
 - i. discouraging the further establishment of new commercial strips and the conversion of lands, located outside of those areas designated Service Commercial on Schedule 2 to commercial use; and
 - ii. promoting the retention of Service Commercial designations along only one side of arterial roads in the city.

Attachment 3 (continued) – Existing Official Plan Land Use Designation Map and Policies

7. Where service commercial uses are adjacent to designated residential areas, design mechanisms, including those outlined in the Urban Design policies of this Plan shall be applied to reduce potential incompatibilities. These design mechanisms may be specified in the implementing Zoning By-law and Site Plans and may include building location, buffering, screening and landscaping requirements. Permitted Uses
8. The following uses may be permitted within the Service Commercial designation subject to the applicable provisions of this Plan:
 - i. service commercial uses; and
 - ii. complementary uses such as small-scale offices, convenience uses, institutional and commercial recreation or entertainment uses. 9. Complementary uses may be permitted provided they do not interfere with the overall form, function and development of the specific area for service commercial purposes.