



# City of Vancouver *Land Use and Development Policies and Guidelines*

Planning, Urban Design and Sustainability Department

453 West 12th Avenue, Vancouver, BC V5Y 1V4 | tel: 3-1-1, outside Vancouver 604.873.7000 | fax: 604.873.7100  
website: vancouver.ca | email: [planning@vancouver.ca](mailto:planning@vancouver.ca) | app: VanConnect

## **LARGE FORMAT AREA (LFA) REZONING POLICIES AND GUIDELINES: MARINE DRIVE INDUSTRIAL AREA**

*[Originally titled "Highway Oriented Retail (HOR) Rezoning Policies and Guidelines: Marine Drive Industrial Area" (amended July 17, 2006)]*

*Adopted by City Council on May 10, 2001  
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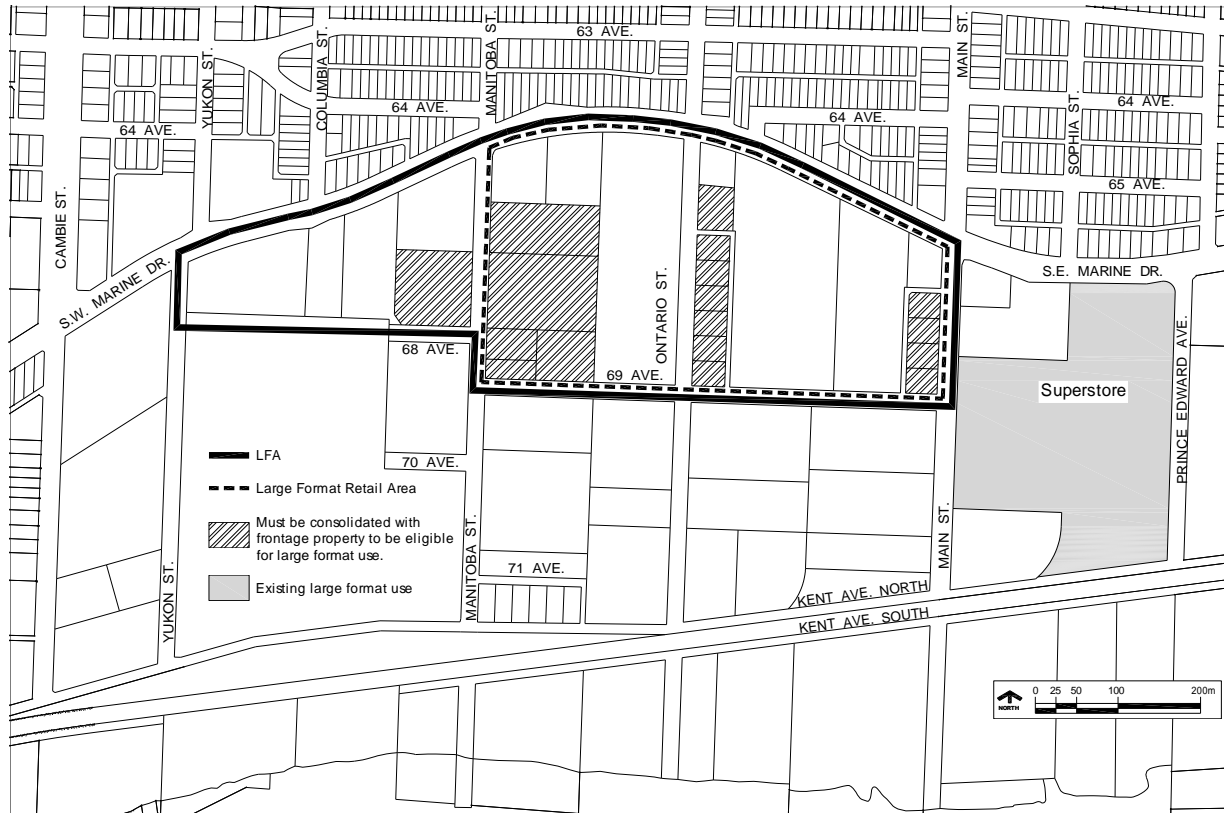
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**Note:** These guidelines are organized under standard headings. As a consequence, there are gaps in the numbering sequence where no guidelines apply.

## 1.0 Application and Intent

The following rezoning policies and guidelines apply to a portion of the Marine Drive Industrial Area, between Yukon Street and Main Street, as shown in the map below. The guidelines are to be used in conjunction with the I-2 District Schedule of the Zoning and Development by-law. Large format retail uses will only be considered on sites fronting onto Marine Drive between Manitoba Street and Main Street. The hatched areas on the map west of Main Street may be developed for large format non-industrial uses (institutional, cultural and recreational uses and retail uses, east of Manitoba Street) if they are consolidated with frontage properties. The shaded areas east of Main Street are already developed as large format retail.

Figure 1. Large Format Area



The policies and guidelines are to assist applicants in preparing, and staff and Council in assessing site specific rezoning applications for large format uses. The guidelines reflect City Council's desire to establish a high level of design quality in both the public realm and architectural design of developments in this visible location. Particular emphasis is to be placed on the amenity of publicly accessible open space and the quality of landscape and building materials and detailing to meet this objective, noting that the form of development must receive Council approval.

## **2.0 General Design Considerations**

### **2.1 Area Character**

The area has a traditional industrial character with few visual or pedestrian amenities and lacks a coherent identity or image. Warehouse buildings surrounded by parking dominate the landscape and green space is generally lacking. New developments should improve and enhance the quality of the public realm and help create a distinct and coherent area image through careful site planning, high-quality architectural building expression, public and private landscaping, and appropriate vehicular and pedestrian circulation, as set out in this document. The policies and guidelines also seek to foster sustainable contemporary architecture, including green roofs and passive systems, and visual interest while properly managing building scale.

### **2.2 Street Character**

Creating a more attractive and interesting pedestrian-oriented street character and enhanced public realm are a priority. All large format use sites must have frontage onto Marine Drive. New buildings should locate close to the street rather than setback behind surface parking, in order to create a more urban feeling. Windows at grade are essential to enhance the pedestrian experience and provide transparency for casual surveillance. Small public open spaces linked to Greenways and bikeways should be created at strategic points on large development sites to allow meeting and resting places for employees and pedestrians. Street trees should be planted extensively throughout the area in keeping with Section 8. Trees serve to create a more pleasant pedestrian environment, but also introduce a unifying theme through coordination of tree species, placement and other landscape features.

### **2.3 Character of Sites Near Station Area**

The westernmost sites in the Large Format Area (LFA) will be within a five minute walk of the Canada Line Station at Cambie Street and S.W. Marine Drive. Development on these sites should include obvious, safe, convenient and pleasant pedestrian spaces and routes to the station. These sites may be more intensely used than other sites in the area.

### **2.4 Character of Development Near 69th Avenue**

LFA activities and uses extending to 69th Avenue should compliment the adjacent industrial uses (e.g., loading, storage, warehousing).

### **2.5 Weather Protection**

- (a) Main building entries should provide generous weather protection that is designed to be an integral feature of the building's architectural character.
- (b) All commercial, institutional, cultural and recreational frontages along Marine Drive should provide full weather protection.
- (c) Canopy and/or awning systems detailing should consider integrated signage, lighting and display systems.
- (d) Canopy and awning systems depth should be maximized to provide greater weather protection, as well as reduce the scale impact of larger buildings.
- (e) Weather protection elements on overhangs may be considered in required yards and landscaped setbacks.
- (f) Larger sites that are developed with more than one building should provide a weather protected walkway system to connect building entries within the site, and coordinated with pedestrian systems on adjacent sites where possible.
- (g) Bridge/walkway systems with weather protection are encouraged for upper-floor connections between buildings on the same parcel.

### **2.6 Vehicular Access**

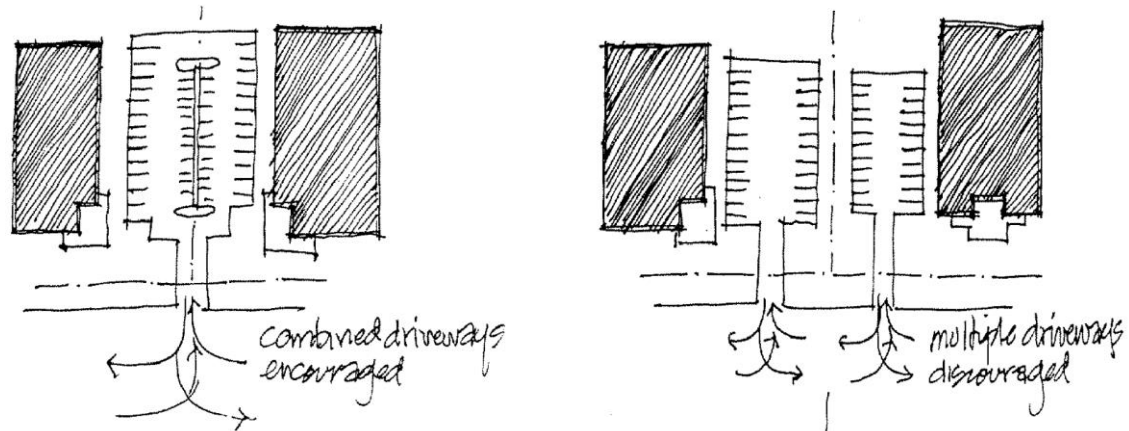
Traffic resulting from new developments should not adversely impact nearby industrial operations, residential areas, pedestrian/bicycle networks or Marine Drive which is an important corridor for transportation, goods movement and other traffic.

- (a) A traffic and parking analysis will be required (paid for by the applicant) for rezonings to forecast traffic impacts and identify mitigation strategies. The study should examine the potential impacts on the adjacent street system, including local streets. The City may require safety improvements for vehicular traffic (e.g. left turn bays or traffic signals) as well as

enhanced vehicle, pedestrian, and bicycle facilities and the creation of safe links between residential areas to the north and recreational paths along the water. Traffic mitigation strategies may require the development and implementation of a Transportation Demand Management Plan to promote walking, cycling and transit.

- (b) Direct access onto Marine Drive should be minimized through the use of shared accesses, enhanced internal circulation, and access from side streets.
- (c) Shared driveways to abutting properties should be provided where possible as illustrated below to reduce crossings, maximize safety, minimize impervious surfaces, and increase the landscaped buffer bordering the properties. The city standard crossing width should not be increased.

Figure 2. Vehicular Access and Parking



### 3.0 Uses

#### 3.1 Rezoning Policies

##### 3.1.1 Large Format Retail Rezoning

Council will consider applications for site specific rezoning to CD-1 (Comprehensive Development District), for the purpose of large scale retail uses on sites fronting onto Marine Drive between Manitoba Street and Main Street. These uses will be permitted in addition to those currently allowed in the I-2 district schedule. The minimum size of retail store will be 929 m<sup>2</sup> (10,000 sq. ft.).

Where possible, applications should involve the reuse of existing buildings and the preservation of character defining features and landscapes. Since existing buildings may not be located at the landscaped setback/build to line, or may exceed the desired maximum building width or depth, there may be a need to retain a flexible approach to the application of relevant guidelines.

Panhandle sites are generally not supported for rezoning.

##### 3.1.2 Large Format Retail Uses and Impact on Neighbourhood Centres

The type of retail uses suited to the LFA are those not normally found or appropriate in a neighbourhood centre. Neighbourhood centres, usually developed from existing shopping areas, are the “heart” of a neighbourhood. It is here that people find shops, jobs, neighbourhood-based services, public places that are safe and inviting, and a place to meet neighbours and join in community life. Examples of types of retail that would be better accommodated in the LFA include:

- retail which requires large sites by nature of the product (e.g., large display areas needed, bulky items such as furniture retail, home improvement stores);
- retail that generally requires the use of a car;
- retail that serves a wide catchment area; and

- retail that does not sell goods that are or can be conveniently available in neighbourhood centres or other commercial areas.

The proposed use should not undermine the role of nearby neighbourhood centres by drawing customers away from local stores. Food and clothing, retail often form the basis of local shopping areas and it is probable that large scale retailers selling these products will find themselves at odds with City policy. Therefore food retail is no longer considered as a potential use and clothing retail may not be successful.

All types of retail use, except the sale of food (i.e. grocery store), will be considered. However, retail uses including clothing will require a retail impact analysis to be paid for by the applicant. Staff will set the terms of reference and hire an independent consultant. The extent of the trade area to be examined will depend on the proposed use. The study should demonstrate how the proposed development will affect retail competition in the determined trade area. Projects are preferred which are likely to permanently increase the number and variety of competing retail businesses in the area. Applications which reduce competition or which could lead to store closures in the trade area are discouraged.

### 3.1.3 Institutional, Cultural and Recreational Uses

Institutional, cultural and recreational uses may also be considered, via rezoning to CD-1, in the Marine Drive LFA to take advantage of the arterial access and to preserve the balance on non-LFA lands either for industrial or local-serving uses.

Institutional, cultural and recreational uses such as schools (elementary, secondary, university, college, business, arts or self-improvement), churches, theatres, billiard halls, bingo halls, bowling alleys, casinos, clubs, halls, fitness centres, rinks and swimming pools could be considered.

While many of these uses could be accommodated in Neighbourhood Centres and would benefit from proximity to neighbourhood residents, some may be more appropriate for the LFAs because they:

- require large sites which are difficult to find or assemble in and near Neighbourhood Centres;
- serve a large area and therefore would benefit from better access from arterial roads; and
- are unsuitable for Neighbourhood Centres (e.g. casinos, bingo halls, theatres, etc.).

The institutional, cultural and recreational uses may also be considered as part of a rezoning application for a mixed-use development.

## **4.0 Guidelines Pertaining to the Regulations of the Zoning and Development By-Law (and Parking By-Law)**

### **4.1 Topography: Adjustments to Grade**

4.1.1 Any significant alterations of existing grade should support convenient pedestrian access to property, reflect the natural slope of the land and help visually integrate building massing into the landscape.

### **4.2 Height**

- For stand-alone large format retail developments and institutional, cultural and recreational uses, a height of 12.2 m (40 ft.) is recommended.
- For mixed use projects a height of up to 18.3 m (60 ft.) may be considered where view impact studies demonstrate reduced impact to nearby residential properties and where increased height also assists in providing usable open space at grade.
- Notwithstanding section 4.3(a), a building's height should not exceed 9.2 m (30 ft.) to a depth of 9.2 m (30 ft.) from the required landscaped setback for sites bordering Marine Drive.

### **4.3 Setbacks and Side Yards**

- A 12.1 m (40 ft.) landscape setback currently exists for I-2 zoned properties fronting on Marine Drive between Cambie and Crompton Streets. The same setback requirement should be maintained for the LFA net of any property requirements for road improvements.

- (b) The setback should be free of parking and manoeuvring areas, signs and product display. Vehicular and pedestrian access will be permitted on the setback.
- (c) In order to ensure pedestrian interest and orientation to Marine Drive, buildings should be located at the landscaped setback line for a minimum of 50 percent of the Marine Drive dimension of the lot.
- (d) An exterior side yard setback of 1.0 m (3 ft.) should be observed for all sites adjacent to a street.

#### 4.4 Floor Space Ratio

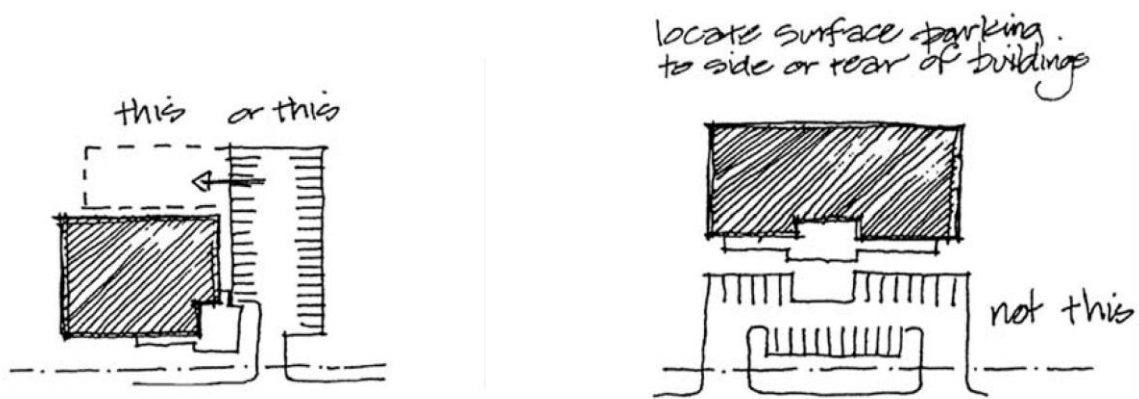
- (a) The FSR for retail uses should not exceed 0.6. The minimum retail floor area is 929 m<sup>2</sup> (10,000 sq. ft.) for a single-tenant store.
- (b) When incorporated in a mixed use building (i.e., retail space up to 0.6 FSR and additional uses permitted in the I-2 district schedule up to 2.4 FSR), a total FSR of 3.0 is allowable subject to:
  - (i) Site size and configuration, achieving landscape and open space guidelines, and overall quality of site and architectural development.
  - (ii) Contributions to maximizing on-site stormwater retention.
  - (iii) Adequate internal vehicular circulation and underground parking.
  - (iv) Achieving a sensitive relationship to nearby residential areas.
  - (v) Contribution to pedestrian and/or cycling amenities and systems.
- (c) Institutional, cultural and recreational uses should not exceed an FSR of 1.0.

#### 4.5 Off-Street Parking and Loading

##### 4.5.1 Off-Street Parking Requirements

- (a) Excessive parking is discouraged and parking standards provided should recognize and encourage transit use.
- (b) Parking requirements should be consistent with the Parking By-law requirement for Grocery Stores, Institutional Uses or Cultural and Recreational Uses, whichever is applicable. Where the retail use is for furniture, or similar types of retail, the parking standard for office and retail uses may apply. Applicants are encouraged to include suitable means for securing bicycles and to provide designated parking for car pools, van pools, car co-ops and high efficiency hybrid or alternate fuel vehicles.
- (c) No parking or manoeuvring will be permitted in the landscaped setback.
- (d) Surface parking facilities should be located to the rear or beside buildings as shown in Figure 3.
- (e) Parking lots are a major source of run-off. Careful design of parking, loading and drive aisles should occur to strictly minimize hard surfacing on the site while managing storm water discharge on site.

Figure 3. Parking Location



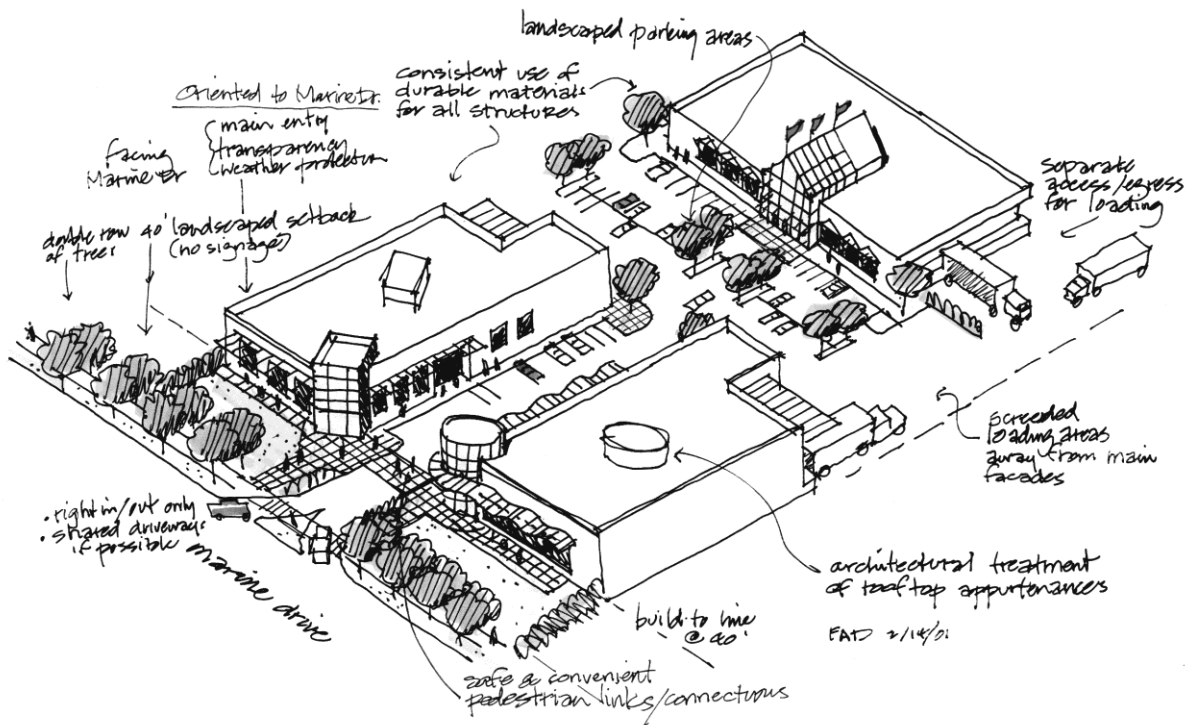
#### 4.5.2 Landscaping and Screening of Parking and Loading Facilities

- A layered landscape treatment should be provided to screen parking and loading areas while providing strategic visual access to signs, entries and access areas.
- Safety and security are important factors in the layout, size and characteristics of plant material and earth-berming that affect visual access throughout the site.
- Security fences should be well designed and accompanied by appropriate hedging or other plant material that minimizes its visual impact and takes into account Crime Prevention Through Environmental Design (CPTED) principles.

#### 4.5.3 Loading and Outdoor Storage Areas

- Loading areas should be located to the rear of the property away from pedestrian/cycling systems and/or corridors and not be visible from Marine Drive.
- Loading area access should be from side streets, streets abutting the south end of deeper properties, or lanes wherever possible.
- Outdoor storage areas should be limited to the rear yard areas, screened from streets and main entrances.
- Screening should include fencing, plantings and earth berms that filter undesirable views.

Figure 4. Landscaping and Screening



#### 4.6 Building Massing

- Neither the width nor depth of an individual building should exceed 61.0 m (200 ft.).
- Additional width or depth may be considered where the proposal demonstrates visual interest.
- Where the need for longer, wider buildings can be demonstrated, consideration should be given to facade articulations, and connections by transparent bridges and walkways on the upper floors.
- Larger sites and larger buildings can accommodate a variety of building forms and massing options.

#### 4.7 External Design

- Generic “big box” building designs that exhibit little facade interest and transparency to the street should be avoided.



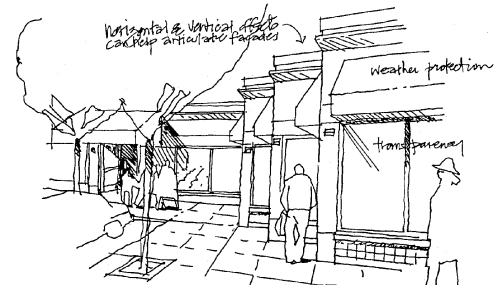
## 5 Architectural Components

### 5.1 Windows

Views into building activities should be provided, especially at grade levels; accordingly, use of non-transparent, mirrored or highly reflective glass is discouraged.

**Figure 5. Transparency and Fenestration:**

High clearance warehouse-type spaces should have windows at the upper storey of the facade.



**Figure 6. Comfort and Interest at Grade Level**

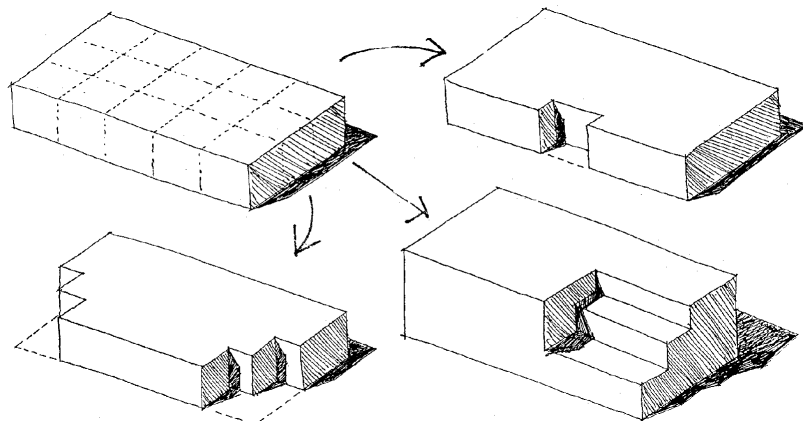
### 5.2 Main Entries to Street

- Multiple building entries are encouraged, in order to provide convenient access from Marine Drive, flanking streets and parking facilities. At least one main building entry is required to be oriented to and directly accessible from Marine Drive.
- Main building entries should be clearly identifiable, visible, transparent and accessible from the street.
- Pedestrian interest and comfort at entries should be provided through specifically designed seating, signage, lighting and features that signal the building's use.
- Non-retail uses should have separate and distinct entries.

### 5.3 Building Articulation

- Building articulation can be achieved utilizing glazing, canopy and shading systems, as well as exposed structural components.
- Feature banding or other articulation strategies are required to break up perceived wall height and assist in achieving horizontal proportioning of building form.
- Highly visible circulation and building systems are encouraged.
- Vertical service elements, such as stair and elevator shafts, that are located to the perimeter of the building, may be used to assist in articulation, as well as express their function.
- Rooftop mechanical systems, elevator penthouses and other appurtenances should be integrated into the form of the building and screened from view.

**Figure 7. Building Articulation**





*Architectural Characteristics*

#### **5.4 Exterior Walls and Finishing**

- (a) Exterior building design should reflect the industrial character of the precinct by utilizing appropriate, durable materials.
- (b) Exterior materials that are encouraged include:
  - contemporary metal cladding systems;
  - heavy timber structural elements;
  - glass and steel;
  - architectural concrete or brick.
- (c) The use of building materials made of recycled materials and produced locally is encouraged.
- (d) Roofs visible from residences on the north side of Marine Drive and adjacent areas should be architecturally treated and/or landscaped as “green roofs”.
- (e) Exterior colours should enhance the building form and corporate colours/branding should be clearly subordinate, generally deferring to the industrial precinct character.

#### **5.5 Lighting**

- (a) Street, building, entry path and parking area lighting should be integrated into site design.
- (b) For exterior lighting, incandescent and other white light sources are encouraged, while sodium vapour light sources are discouraged.
- (c) Exterior lights should be oriented away from nearby residential properties, with cut-off shields to minimize light.

#### **5.6 Signs**

Signage size, placement and character should take into consideration both the overlook potential from residential areas north of Marine Drive as well as the intended parkway character of Marine Drive itself. Marine Drive LFA CD-1s will be assigned the C-1 district sign provisions. In addition:

- (a) No signs will be permitted in the Marine Drive landscaped setback area.
- (b) Billboard signs and mobile signs should not be located on the site.
- (c) Internally, illuminated backlit sign boxes are discouraged.
- (d) Corporate signage should be subordinate to the design of the building and architecturally integrated with the development.



*Signage*

## 6 Open Space and Greenways

### 6.1 Public Open Space

- (a) Given the large amount of hard surfacing in the area, new public space should minimize further hard surfacing and maximize “soft” and green landscaping.
- (b) Landscaping elements and public art which reflect the industrial history of the site or area are encouraged.
- (c) Direct public connections through sites should be provided where appropriate taking into account CPTED.
- (d) Public space should connect to future Greenways and other public routes to create a network of linked spaces.
- (e) The Ontario Street bike route designation should be reflected in the streetscape design, where applicable. New developments should minimize impacts on the bike route and applications should include mitigation measures to address any potential impacts on the bikeway.

### 6.2 Semi-Private Open Space

Social semi-private open space is desirable for employees and should be provided wherever possible. It could be located at grade or on the rooftop as part of a landscaped rooftop garden and should maximize sun exposure.



Public Art in Open Space



Public Art reflecting Industrial History



Semi-private Open Space



Public Open Spaces connected by Greenways

## 7 Public Realm Landscaping and Streetscape

### 7.1 General Provisions

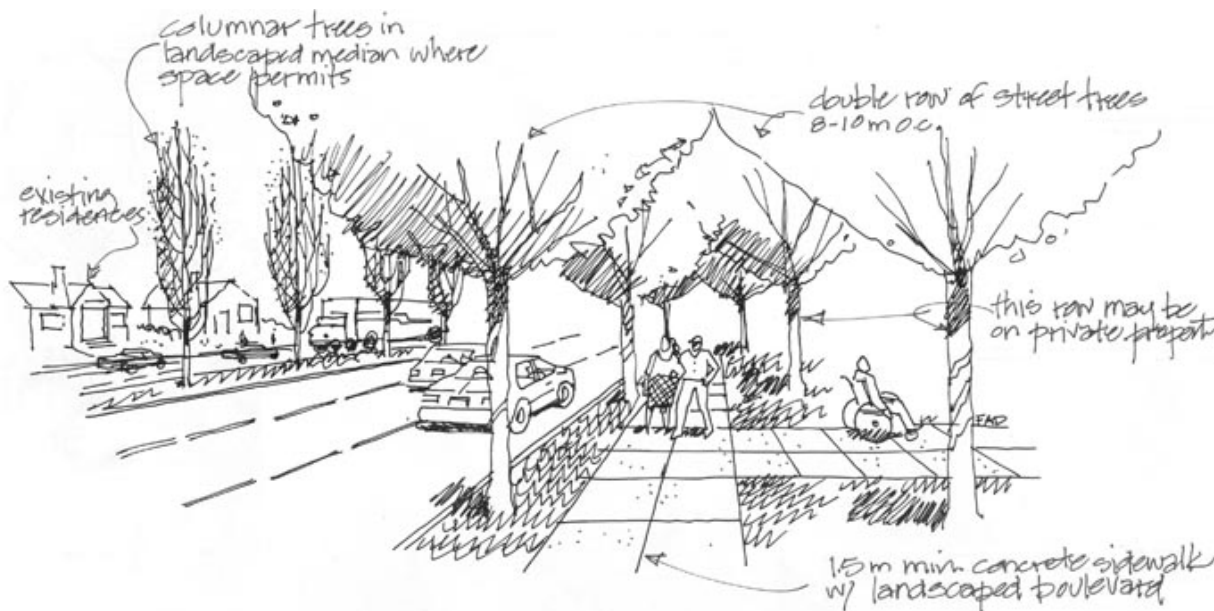
- (a) Continuous sidewalks should be provided for the site's full street frontages to encourage pedestrian use.
- (b) The treatment of the required landscape setback should form part of the landscape plan accompanying the rezoning application. The landscape setback provides a good opportunity for public art and historical references.
- (c) Crime Prevention Through Environmental Design (CPTED) principles should be followed.
  - (i) Maximize opportunities for natural surveillance;
  - (ii) Provide unobstructed and transparent sightlines to exits and destinations;
  - (iii) Foster territoriality and a sense of ownership;
  - (iv) No hiding places; and
  - (v) Lighting of public places.
- (d) Landscape design should provide for views into buildings, as well as special features such as opportunities to sit, view or take part in walking or active recreation, particularly along the site's frontage.
- (e) Appropriate secondary direct and indirect landscape lighting and building lighting should be provided and not spill over onto adjacent sites or generate glare.

### 7.2 Public Realm Landscaping and Street Trees

#### 7.2.1 Public Realm and Streetscape on Marine Drive

- (a) A landscaped boulevard and sidewalk with a double row of street trees is considered suitable for this major thoroughfare.
- (b) One row of street trees should be located in the boulevard, and the second row located behind the sidewalk.
- (c) Preferred spacing of trees is 8 to 10 m (26 to 33 ft.), taking into consideration building entries and driveways.
- (d) Space limitations may result in the second row of trees to be located within the landscaped setback.
- (e) Landscape treatment of corner sites should contribute to the pedestrian amenity of these intersections by providing feature landscaping, seating areas and, where possible, public art.

Figure 8. Public Realm on Marine Drive



## 7.2.2 Public Realm and Streetscape on North-South Streets

A variety of conditions exist on the north-south streets in the LFA (Yukon, Manitoba, Ontario, Main and Prince Edward). Some have sidewalks, others do not. While some properties have existing street trees, they are not necessarily located the same distance from the curb. Accordingly, the guidelines should be applied in a fashion that encourages both continuity of treatment and retention of existing street trees. The introduction of a continuous sidewalk should also accommodate existing street tree locations, with adequate pervious surface area at the base of trees.

- (a) A minimum 1.0 m (3 ft.) landscaped boulevard is encouraged, with spacing of street trees from 8 to 10 m (26 to 33 ft.) apart.
- (b) A standard 1.5 m (5 ft.) concrete sidewalk is required.
- (c) A second row of street trees is encouraged, in a staggered pattern with the boulevard trees, and with similar spacing.
- (d) Low feature plant material should be located in the required landscape setback.
- (e) Surface parking lots should be set back a minimum of 1.2 m (4 ft.) from the property line and screened with either a hedge or low wall at a minimum height of 1.0 m (3 ft.).

**Figure 10. Public Realm on North-South Streets**

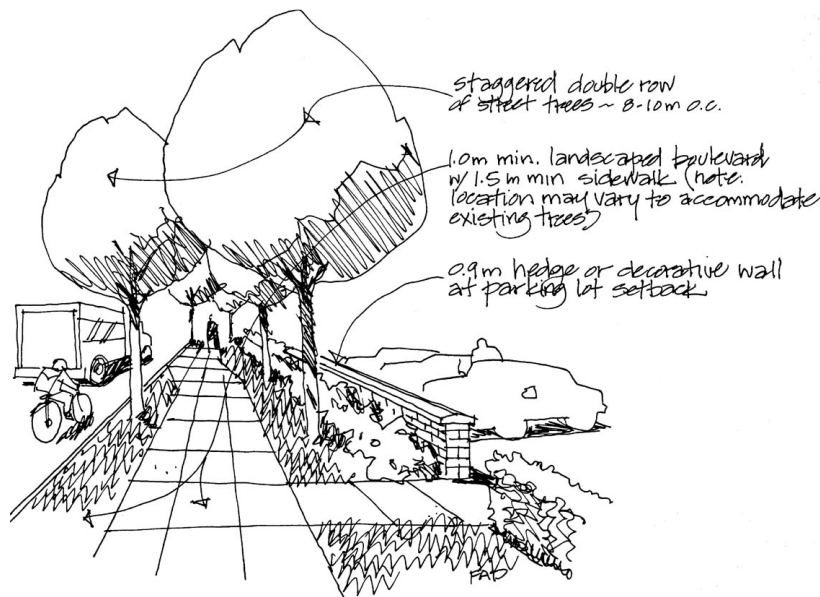
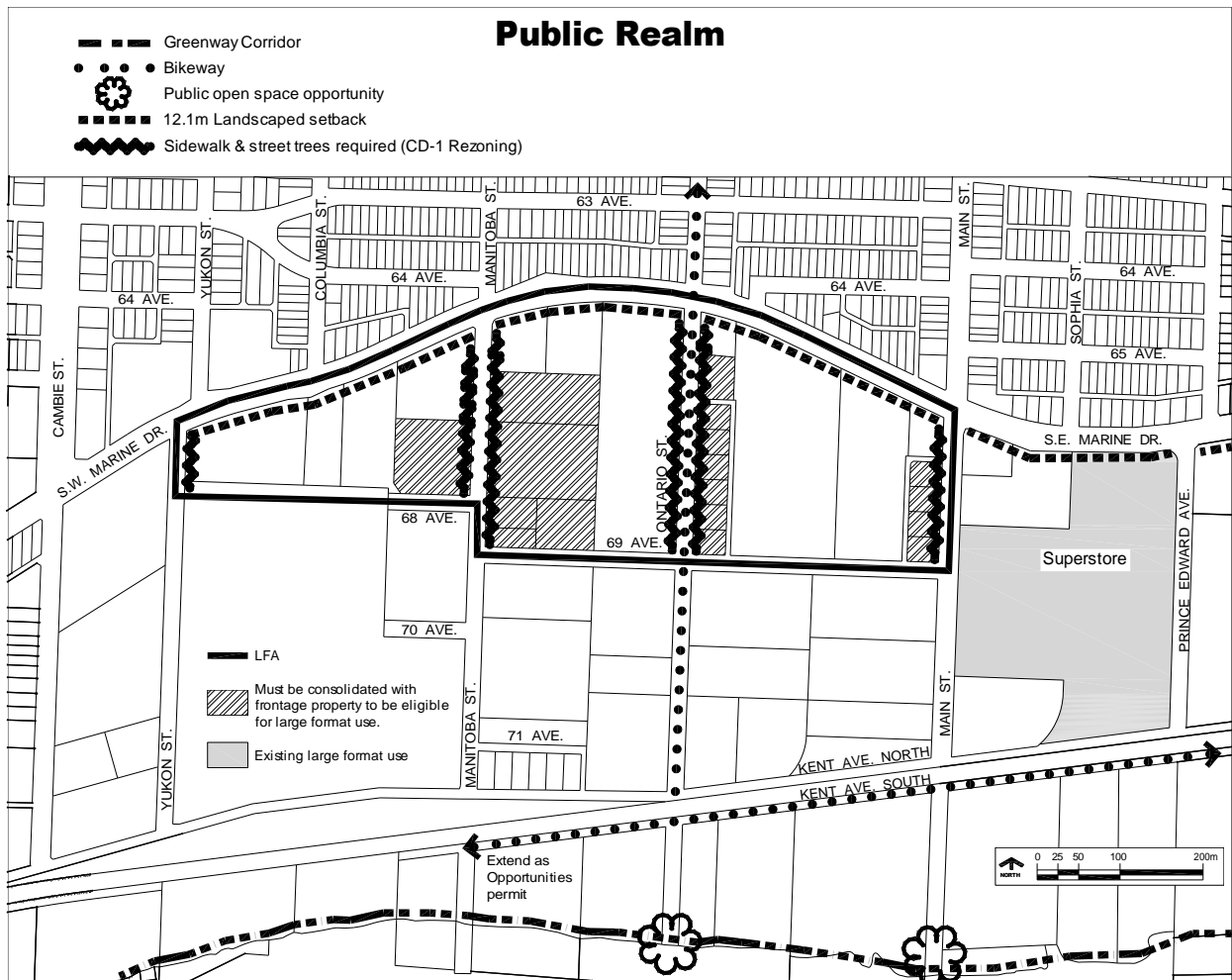
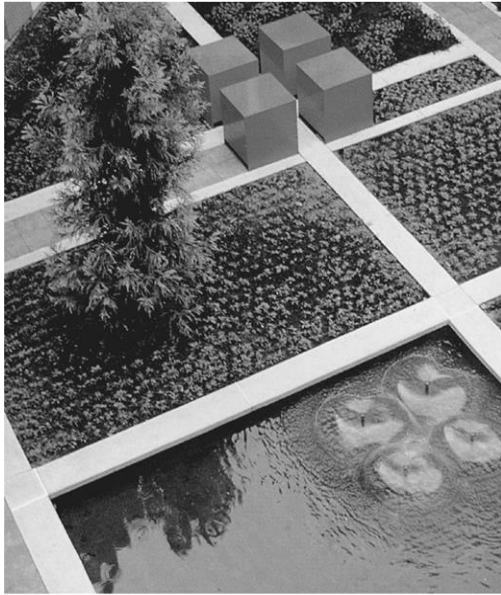


Figure 10. Public Realm Marine Drive LFA







*Public Realm and Streetscape*

## **8 Environmental Considerations**

Applicants are encouraged to incorporate sustainable features into new buildings and/or to meet LEED green building guidelines.

### **8.1 Trees and Vegetation: Retention, Relocation and Replacement**

- (a) Existing trees and vegetation should be retained where possible and incorporated into site planning. New trees should be added wherever possible.
- (b) Groups of trees should be retained to protect against potential isolated tree hazard situations and preserve the associated understorey vegetation for minimum disturbance of existing conditions.
- (c) If tree retention is not possible, as a second alternative, the trees should be relocated to other parts of the site. If relocation is not possible, trees should be replaced with appropriate species.
- (d) A variety of native trees and vegetation should be provided to minimize maintenance, water use and integrate the planting design into the traditional landscape character.
- (e) Existing planting patterns and connections to adjoining properties should be extended and reinforced.

### **8.2 Water: Surface and Groundwater Protection**

- (a) Storm water runoff from building roofs and parking lots should be managed on site as much as possible to reduce impacts on area infrastructure and address environmental factors. Permeable surfaces should be maximized to reduce stormwater runoff and recharge groundwater in the following priority order: first grass, then gravel on sand and, third, paving stone on sand. Roofs should be landscaped as 'green roofs'.
- (b) Consider providing on-site stormwater storage by incorporating ponds or similar recreational/amenity features that have dual functions.
- (c) Oil interceptors and/or other treatment works should be installed to treat (filter and reduce) surface runoff from parking lots.
- (d) Grey water should be recycled on site for irrigation purposes to reduce water use, waste water and runoff.

### **8.3 Soils: Retention, Cleansing and Replacement**

- (a) Topsoil should be retained to provide a rich basis for site planting and landscape development.
- (b) Soil quality should be improved where necessary by remediation on site or addition of new soil.
- (c) Contaminated soils should be replaced with quality soils to enhance plant growth and water quality.
- (d) Sites and development proposals shall meet Provincial requirements where existing soils are polluted or otherwise toxic.

### **8.4 Air Quality and Transportation: Proximity and Land Use**

- (a) Walking and bicycling should be encouraged by linking development to adjacent bikeways, greenways and other pathways and by providing secure bike storage areas and employee change facilities with showers.
- (b) Convenient, safe and accessible pedestrian and bicycle connections should be provided to major bus routes and the Canada Line station.

### **8.5 Energy: Conservation and Efficiency**

- (a) Buildings should be oriented to maximize solar orientation, taking into consideration building placement and planting design.
- (b) Building materials, systems and construction methods should be used to conserve energy and reduce long-term operating costs.

### **8.6 Solid Waste: Reuse and Recycle**

- (a) A solid waste disposal and recycling area should be designated for each building. This area should be of sufficient size to meet the needs of the proposed development and should be at ground level to facilitate container emptying.
- (b) A comprehensive waste management plan is encouraged among land owners that can provide recycling and reuse in close proximity by different industrial or retail uses.

## 9 Public Benefits and Infrastructure

- (a) Service and amenity contributions such as road, traffic management, roadway upgrading, utility upgrading, and the provision of open space will be negotiated on a site-by-site basis.
- (b) The City-wide DCL Policy will apply to new development and additions to existing development in the Marine Drive LFA. In some rezoning applications, the Community Amenity Contributions- Through Rezoning policy will apply. The money will be used for infrastructure and public amenities throughout the city once Council approves spending criteria.

