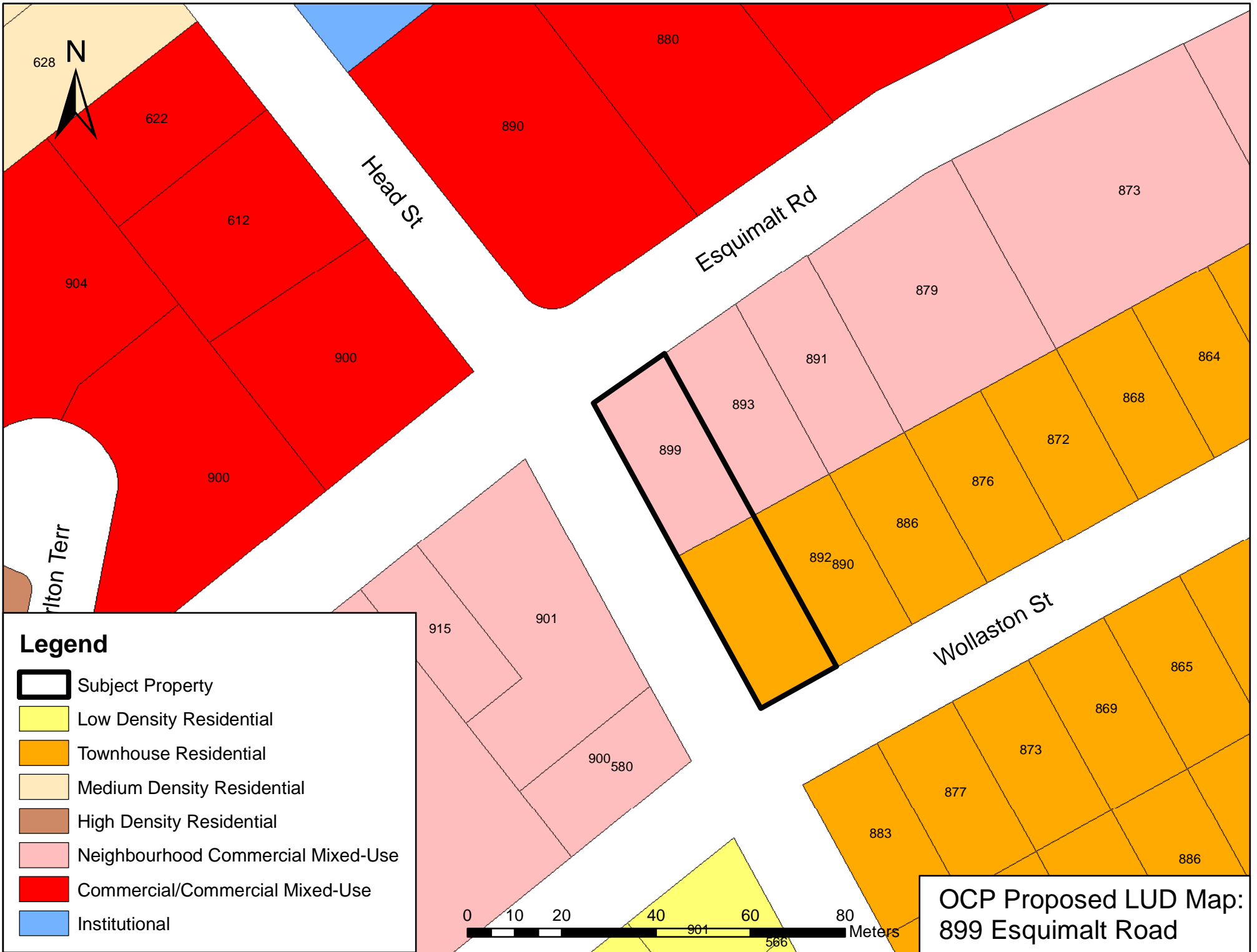




Subject Property Map:
899 Esquimalt Road





6

COMMERCIAL & COMMERCIAL MIXED-USE LAND USE



6.1 General

The neighbourhood commercial mixed use and Commercial/Commercial Mixed-use Areas are designated on the “Present and Proposed Land Use Designation Maps” (Schedules “A” and “B”).

OBJECTIVE: Esquimalt is a complete community where commercial enterprises serve the needs of area residents, local businesses, and visitors.

Policy

Encourage a mix of uses in the commercial/commercial mixed-use areas.

Policy

Exclusive commercial development is appropriate in commercial/commercial mixed-use areas.

Policy

All commercial/commercial mixed-use areas are designated Development Permit Areas, in order to ensure that future development and infill contributes positively to the visual and aesthetic character of its site, setting and surrounding properties.

Policy

Lands outside the Commercial/Commercial Mixed-use designation on the “Proposed Land Use Designation Map” should not be considered for commercial zoning unless the following criteria are met:

1. The project is desirable to the community and cannot be appropriately located within established commercial areas;
2. The density and scale of the project is sensitive to the prevailing character of surrounding lands;
3. The project, through its exterior finishes enhances the aesthetics of the neighbourhood;
4. The project’s parking requirements can be satisfied on-site; and
5. The project’s parking requirements should not unduly affect neighbouring land uses.

Policy

In commercial mixed-use areas, buildings with a floor area ratio of up to 3.0 for the residential portion of the building may be acceptable.

Policy:

Consider, where appropriate, development proposals with densities greater than those set out in the OCP through density bonus of floor-space provided that the additional density results in the provision of community amenities deemed appropriate by Council for the benefit of the community.

Policy

Recognize, for the purposes of density bonuses, “amenities” may include but are not limited to:

1. Privately-owned, publicly-accessible open space;
2. Public art;
3. Contributions towards the enhancement of public recreation facilities;
4. Contributions towards street and boulevard enhancements, including street furniture and decorative lighting;
5. Building to a higher step of the BC Energy Step Code than required under the Building Bylaw;
6. Group daycare and respite facilities for children and adults;
7. Preservation of heritage structures, features or assets;
8. Affordable housing units;
9. Special needs housing units;
10. Community gardens;
11. Enhanced green family play space for residents;
12. Public space improvements supporting and surrounding transit stations; and
13. Other as may be appropriate to the development proposal or surrounding community as deemed appropriate by Council.

Policy

The majority of the frontage for commercial mixed-use buildings at the ground floor, should be commercial.

Policy

On corner sites, the ground floor commercial use in mixed-use buildings should wrap around the corner.

Policy

In commercial/commercial mixed-use developments, parking should be located behind or under the building.

Policy

The installation of electric vehicle charging infrastructure in commercial/commercial mixed-use developments is encouraged.

Policy

Encourage the provision of amenities such as mini parks/plazas, street furniture, public art and decorative lighting on private lands in all commercial areas.

Policy

To encourage the use of bicycles, provision should be made in all commercial/commercial mixed-use developments for bicycle parking for employees and visitors.

6.2 Revitalization

OBJECTIVE: To encourage growth through revitalization and redevelopment of commercial areas.

Policy

Encourage public and private sector initiatives to improve streetscapes and accessibility for pedestrians and cyclists to all commercial areas.

Policy

Design and install entrance signage at key street locations, including entrances to Esquimalt.

6.3 Esquimalt Town Centre

OBJECTIVE: To foster the creation of an Esquimalt Town Centre that successfully integrates commercial, institutional and residential activity.

Policy

Esquimalt Town Centre is located along Esquimalt Road, between Constance Avenue and Joffre Street.

Policy

Esquimalt Town Centre will continue to be the principal commercial area within Esquimalt.

Policy

Encourage a range of retail stores, services, professional offices, community services, recreation, institutional, educational, and arts / cultural uses that encourage activity throughout the day and evening.

Policy

Encourage high quality development that supports and reinforces Esquimalt Town Centre as the main commercial, civic and recreational service centre. Designs are encouraged which incorporate a pedestrian orientation and include such features as sidewalk cafes, attractive landscaping, public art and other amenities.

Policy

Encourage high density mixed-use commercial/residential complexes in Esquimalt Town Centre.



Policy

Esquimalt Town Centre should continue to provide opportunities for Esquimalt's young people, including places for activities and programs.

Policy

Support the development of a transit hub and supporting infrastructure in the Esquimalt Town Centre.

Policy

Improvements to the Esquimalt Road frontage within Esquimalt Town Centre should encourage pedestrian use and facilitate connections to nearby public facilities and open spaces.

Policy

Create a clearly defined, well-landscaped, and well-lit pedestrian network throughout the Esquimalt Town Centre.

6.4 Neighbourhood Commercial Mixed-Use

OBJECTIVE: To encourage the development of a series of neighbourhood commercial mixed-use nodes throughout Esquimalt that will primarily serve the daily needs of the surrounding neighbourhood but may also include destination uses.

Policy

The Neighbourhood Commercial Mixed-Use areas are shown on the "Present and Proposed Land Use Designation Maps" (Schedules "A" and "B").

Policy

In areas designated as Neighbourhood Commercial Mixed-Use on the "Present and Proposed Land Use Designation Maps" consider proposals with a height up to six storeys and a Floor Area Ratio of up to 1.5 for the residential portion.

Policy

In areas designated as Neighbourhood Commercial Mixed-Use on the “Present and Proposed Land Use Designation Maps,” developments containing exclusively residential uses may be acceptable.

Policy

Encourage retail outlets that sell healthy fresh foods.

Policy

In areas designated as “Neighbourhood Commercial Mixed-Use” on the “Present and Proposed Land Use Designation Maps” a building height of up to six storeys and a Floor Area Ratio of up to 2.0 is acceptable when the use of the building is exclusively residential.

Policy

Notwithstanding Schedule “H,” commercial development guidelines apply to the commercial portions of the building and multi-family residential development permit guidelines apply to the residential portion of the building.

Policy

Consider, where appropriate, development proposals with densities greater than those set out in the OCP through density bonus of floor-space provided that the additional density results in the provision of community amenities deemed appropriate by Council for the benefit of the community.

Policy

For the purposes of density bonuses, “amenities” may include but are not limited to:

1. Privately-owned, publicly-accessible open space;
2. Public art;
3. Contributions towards the enhancement of public recreation facilities;
4. Contributions towards street and boulevard enhancements, including street furniture and decorative lighting;
5. Building to a higher step of the BC Energy Step Code than required under the Building Bylaw;
6. Group daycare and respite facilities for children and adults;
7. Preservation of heritage structures, features or assets;
8. Affordable housing units;
9. Special needs housing units;
10. Community gardens;
11. Enhanced green family play space for residents;
12. Public space improvements supporting and surrounding transit stations; and
13. Other as may be appropriate to the development proposal or surrounded community as deemed appropriate by Council.

6.4.1 Head Street and Esquimalt Road

OBJECTIVE: To create a vibrant commercial mixed-use node centred around the intersection of Esquimalt Road and Head Street.

Policy

Esquimalt's secondary commercial area is located along Esquimalt Road at Head Street.

Policy

Encourage redevelopment in the Head Street/Esquimalt Road Neighbourhood Commercial Mixed-use Area.

Policy

Redevelopment should occur at a neighbourhood scale.

6.4.2 West Bay

West Bay is a thriving, attractive and walkable harbour front neighbourhood. Its unique identity and sense of place is shaped by the natural and human history of its marine environment. A diverse mix of local, pedestrian-oriented shops, businesses and housing, together with active and attractive streets, harbour front recreation, and sunny open spaces with strong connections to the harbour, make this a truly livable neighbourhood and a popular destination for locals and visitors. The built, historical and natural environments are sensitively integrated to ensure a healthy shoreline and up-land ecology.

Policy

Encourage the West Bay commercial area be oriented to pedestrians and boat traffic.

Policy

Notwithstanding other policies set out in this OCP, maximum heights in Neighbourhood Commercial/Neighbourhood Commercial Mixed-Use land use designated areas in West Bay are limited to those heights identified in the West Bay development permit area.



6.4.3 Tillicum Road/Craigflower Road

OBJECTIVE: To encourage the development of new services that meet the needs of the residents of the Panhandle, Gorge Vale Golf Course and the area east of Tillicum Road.

Policy

As the nearby residential areas intensify and population grows, redevelopment of this commercial area is encouraged as a mix of small shops and services, potentially with residential above.

6.4.4 Mixed-Use: English Inn

The English Inn consists of a 1.8-hectare parcel of land as shown on the “Present and Proposed Land Use Designation Maps” (Schedules “A” and “B”). The English Inn Mixed-Use land use designation is a variation of the Commercial/Commercial Mixed-Use designation intended to achieve heritage protection of the significant features and trees on the property and the main building.

OBJECTIVE: To create a vibrant mixed use development that integrates within the existing neighbourhood.

Policy

The English Inn Mixed-Use designation permits and encourages a mixture of commercial (tourist accommodation), residential and institutional uses (congregate care senior citizens apartments and similar), but it also allows the possibility of only residential uses.

Policy

Subdivision, covenants and variances to parking and zoning regulations may be considered to further facilitate protection and maintenance of the main Maclure House building concomitant with redevelopment of the remainder of the property.

Policy:

Given the land contours and existing trees and vegetation, the uses in the main heritage building itself may require some parking spaces to be provided on adjacent lands if/when the original parcel is subdivided.