

Potential Focus Area for Growth:

Along Corridors

Focusing new growth, in the form of new residential and commercial buildings of 4+ storeys, along key corridors in the plan area has many benefits, including:

1. New residents along these corridors will help support existing businesses, keeping them viable, and attracting new business as well.
2. Many of these corridors are transit and cycling routes. Allowing more homes along these corridors means more people can choose to use transit, cycling or walking to get around.
3. New businesses that locate along these corridors provide additional amenities for existing residents. With more shops and services to choose from, local residents will not have to travel across the city to access as many services as they currently do.

Focusing new growth along Corridors (such as 26 avenue and 45 street, in addition to the already established corridors of 17 Avenue and 37 Street) connects to and builds on the following core values:

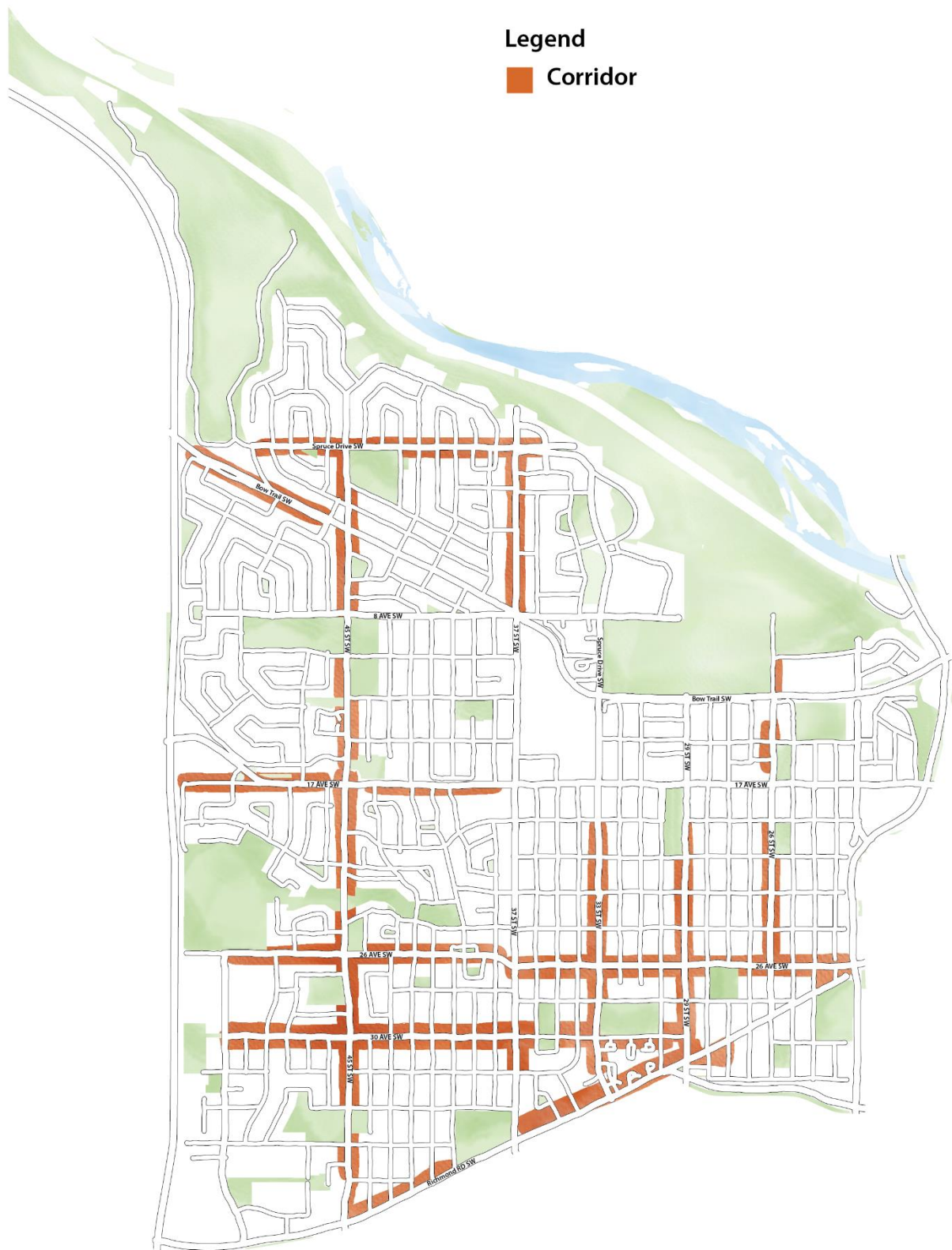
Promote a greater diversity of commercial amenities and support local businesses particularly within Main Streets, Activity Centres and transit station areas.

Provide safe, comfortable, connected, and accessible year-round mobility options including improved pathways and cyclist and pedestrian infrastructure throughout the Plan area, particularly within Main Streets, Activity Centres and transit station areas.

Promote a greater diversity of commercial amenities and support local businesses particularly within Main Streets, Activity Centres and transit station areas.

Support the development of high quality and diverse housing types throughout the Plan area to meet equitable socio-economic and demographic needs close to key services and amenities.

MAP 3: Along Corridors – outlining potential focus areas for moderate to large-scale buildings



In addition to being informed by the core values above, this theme is also informed by the *Municipal Development Plan*, where one of the Key Directions for Land Use and Mobility is to “Direct land use change within a framework of nodes and corridors.” The following are some of the policies *Municipal Development Plan* that speak to how residential development is used to mutually support local businesses around main streets and similar commercial corridors:

3.5.1(c) Redevelopment should support the revitalization of local communities by adding population and a mix of commercial and service uses.

3.5.2 (c) Maintain and expand, where warranted by increased population, local commercial development that provides retail and service uses in close proximity to residents, especially in the highest density locations.

Additionally, public feedback from phase 1 reinforced the importance of development along corridors. Community comments such as:

“Love the few good restaurants in the area. would love some more locally owned shops”

“we need zoning changes to allow higher density and business in neighborhoods”

“Mixed business/residential buildings would be better suited to busy streets such as 26th ave and 37th street than infill duplexes. Main level business, upper level apartment units.”