

1.1 Commercial

1.1.1 Planning Objectives

1.1.1.1 Provide for the Orderly Growth and Distribution of Commercial Areas

The City will ensure that there is an appropriate distribution of commercial areas provided throughout the City and that future growth occurs in an orderly manner.

1.1.1.2 To Provide a Range of Commercial Uses

The City will ensure that the land use policies reflect an appropriate range of commercial uses.

1.1.1.3 Support the City's Existing Commercial Hierarchy

Welland's commercial hierarchy is comprised of a series of commercial nodes and corridors, varying in size, form, location and use. The policies of this Plan are intended to support and enhance the City's existing commercial hierarchy.

1.1.1.4 Carefully Balance the Supply of Commercial Space with the Demand for Commercial Goods and Services

The City will ensure that there is a sufficient supply of commercial land to meet projected market demand for commercial goods and services within the City's trade area.

1.1.1.5 Support Existing Areas and Designations

In an effort to make an efficient use of designated lands and reduce vacancy rates, the City will promote existing designations and vacant land development by ensuring that these areas are built-out before any major expansion to existing designated areas occurs.

1.1.1.6 Promote Opportunities for Intensification and Redevelopment

The City will promote opportunities for intensification and redevelopment on commercially designated lands located within the built up area of the City.

1.1.1.7 Develop Attractive, Accessible and Pedestrian Friendly Spaces

The City will ensure that all new development is designed in an attractive manner, which is accessible to all and provides for the needs of pedestrians and all other modes of applicable transport.

1.1.1.8 Minimize Potential Negative Impacts

New commercial developments will be planned to minimize the potential negative impacts on adjacent land uses and transportation infrastructure.

1.1.2 Policies

1.1.2.1 Commercial Hierarchy

The City of Welland's commercial hierarchy is comprised of a distinct set of nodes and corridors. The policies of this Plan are discussed in terms of these six distinctive nodes and corridors, which are:

- i. The Downtown;
- ii. Regional Shopping Node;
- iii. Eastern Approach;
- iv. Community Commercial Nodes;
 - a. South Pelham Market Plaza;
 - b. Northtown Shopping Centre;
 - c. Welland Plaza;
 - d. Rose City Plaza; and,
 - e. Lincoln Centre.
- v. Community Commercial Corridors;
 - a. Prince Charles Drive South;
 - b. Prince Charles Drive North;
 - c. Riverside Drive;
 - d. King Street North and South;
 - e. Southworth Street; and,
 - f. East Main Street.
- vi. Neighbourhood Commercial Nodes.

The policies identified in sections 1.1.2 apply to the areas identified on Schedule A.

1.1.2.2 The Downtown

The Downtown is where specialized commercial and service uses are focused. A mixed used node, it functions as the cultural, community and administrative centre of the City. Combined with recreational and residential uses it is the most diverse area of the City.

1.1.2.3 Regional Shopping Node

1.1.2.3.A Planned Function

The Regional Shopping Node is intended to serve as the regional focus of commercial activity, providing retail commercial services, entertainment and business offices for residents within the City and those in the adjacent municipalities.

1.1.2.3.B Permitted Uses

This area allows for both enclosed and stand alone structures. Permitted uses include a movie theatre and other entertainment type uses, a full range of retail, office, and service commercial uses, including anchor stores such as supermarkets, department stores, apparel, home furnishing, drug and cosmetic, and other general merchandise stores, smaller scale specialty retail stores, business and professional offices, hotels, motels and personal services,

1.1.2.3.C Scale

The Regional Node should be planned to accommodate approximately 500,000 square feet of enclosed commercial space within the Seaway Mall and an additional 750,000 square feet of commercial space surrounding the Mall along Niagara Street for a total of approximately 1.2 million square feet of gross floor area commercial space.

1.1.2.3.D Design

The Regional Shopping Node should be planned to reflect its importance as the principal focus of commercial activity in the City. It is to be a transit-friendly setting. The node should be pedestrian friendly, barrier-free and accessible in its entirety. There should be ample parking spaces to accommodate all vehicular traffic and patrons. Building facades, landscaping and site planning in general should complement one another to achieve balanced and an aesthetically satisfying built environment.

1.1.2.4 Eastern Approach

1.1.2.4.A Planned Function

The Eastern Approach is intended to serve as a sub-regional focus of retail and service activity in the City in an unenclosed shopping centre with generally large scale free-standing facilities.

1.1.2.4.B Permitted Uses

Permitted uses are limited to one department store, an auto supply store and home improvement store. Business offices, personal service establishments, banks, restaurants, fast food outlets and other complimentary uses are permitted, provided that the minimum gross floor area for each non-department store DSTM unit is 4,000 square feet.

The maximum amount of non-department store DSTM permitted within the Eastern Approach is 20,000 square feet.

1.1.2.4.C Scale

The Eastern Approach will be planned to provide for a total of up 392,900 square feet of commercial uses, comprised of the following:

- i. One 132,550 square foot department store;
- ii. One 101,000 square foot home and auto supply store;
- iii. One 124,500 square foot home improvement store (including 50,700 square feet of storage, 17,500 square feet for a garden centre and 56,300 square feet for a home improvement store); and,
- iv. 20,000 square foot non-department store DSTM;
- v. 15,000 square foot of complementary service type uses.

1.1.2.4.D Minimum Floor Size

The minimum floor size for commercial retail units and complementary service type uses is 4,000 square feet.

1.1.2.4.E Design

The Eastern Approach should be planned with careful consideration for all aspects of urban design. The buildings should provide a strong street edge and a distinct sense of place. The node should be user-friendly, barrier-free and accessible. The Eastern Approach should be accessible to transit users.

1.1.2.5 Community Commercial Node

1.1.2.5.A Planned Function

Community Commercial Nodes are intended to serve as local foci of retail activity at sites distributed across the City to serve community commercial functions with free-standing commercial uses and small plazas on larger lots that are generally anchored by supermarket facilities or a large retailer. Community Commercial Nodes will serve the needs of local residents in living in areas within relative close proximity to the Node.

1.1.2.5.B Permitted Uses

Community Commercial Nodes should be planned to accommodate a full range of retail, office, and service commercial uses, including a supermarket or a general merchandise anchor store and a diversified mixture of basic shopping facilities, specialty retail, business and professional offices, and personal services. Community Shopping Nodes are generally anchored by supermarket or a general merchandiser.

1.1.2.5.C Scale

Community Commercial Nodes should be planned to accommodate up to 185,000 square feet of commercial space.

1.1.2.5.D Design

Community Shopping Nodes should be designed as focal points for adjacent neighborhoods. They should be pedestrian friendly and include pedestrian access to adjacent neighbourhoods. Community Shopping Nodes should also be accessible to transit and should supply an adequate amount of parking facilities.

1.1.2.6 Community Commercial Corridor

1.1.2.6.A Planned Function

Commercial Corridors are intended to serve as a focus of retail activity along major access corridors to serve a local commercial function with free-standing commercial uses and small plazas generally on relatively small lots.

1.1.2.6.B Permitted Uses

Commercial Corridors permit uses to serve the travelling public with a range of retail, office, and service commercial uses, excluding a supermarket anchor, but including a diversified mixture of specialty retail, specialty food, business and professional offices, personal services, places of worship, automotive commercial uses (excluding motor vehicle body shops and wreckers), hotels / motels, places of entertainment, restaurants, private and commercial schools, and private recreational facilities (banquet halls and private clubs).

1.1.2.6.C Design

Community commercial corridors are to be planned bearing in mind activities that generate vehicular traffic. These corridors are to be safe, pedestrian friendly and transit oriented. Drive-throughs are to be located in such a way that they will not constitute any hazard or nuisance to neighbours. Land uses that have tendencies to generate larger traffic volumes should have adequate parking facilities and good effective traffic planning to ameliorate traffic congestion and related hazards.

1.1.2.7 Neighbourhood Commercial

1.1.2.7.A Planned Function

Neighbourhood Commercial areas are intended to provide for daily or weekly convenience shopping and service needs of nearby residents.

1.1.2.7.B Permitted Uses

Permitted uses within Neighbourhood Commercial areas include small retail stores, small food stores, small pharmacies, personal services, financial institutions, service-oriented office uses (such as insurance, real estate, medical/ dental offices, travel services), small restaurants which are intended to draw residents of the surrounding neighbourhood(s). Residential units are permitted above commercial uses within these buildings.

1.1.2.7.C Location Criteria

Neighbourhood Commercial areas are not shown on Schedule A of this Amendment. Neighbourhood Commercial areas are permitted within the City's residential areas, provided that they are located at the intersections of arterial and/or collector roads and fit within the context of the surrounding land uses.

1.1.2.7.D Scale

Neighbourhood Commercial areas should fit within the context of the surrounding neighbourhood. Individual areas should not exceed 20,000 square feet of gross floor area.

1.1.3 Other Policies

1.1.3.1 Infill and Intensification Development

Infilling and intensification is encouraged throughout the City's existing built up commercial areas. Infilling on existing commercial areas should address:

- i. The need for additional parking located wherever possible at the rear of the building(s);
- ii. Land use compatibility;
- iii. Accessibility;
- iv. The potential for additional traffic;
- v. The need for a unified and cohesive design of the overall site by locating new development at the street front; and,
- vi. The maximum size requirements identified in this Plan.

1.1.3.2 Major Applications

Market Impact Studies and Peer Reviews are required for all major applications including expansions and redevelopment proposals. The City reserves the right to determine what constitutes a major application based on a series of qualitative and quantitative criteria. Generally major applications are defined as any application greater than 30,000 square feet. However, size alone should not be considered the sole factor in determining what constitutes a major application. Applications proposing less than 30,000 square feet may still be considered a “major application” within the context of any one of the following:

- i. The need for the proposed use;
- ii. Location, size and scale of the proposed development;
- iii. Potential for compatibility issues;
- iv. Potential market impacts;
- v. The potential for negative impacts on the natural environment;
- vi. The adequacy of the existing transportation infrastructure, including pedestrian and cycling infrastructure, serving the proposed use; or,
- vii. The adequacy of the existing water and waste water infrastructure and other municipal services.

1.1.3.3 Market Impact Studies and Peer Reviews

Market Impact Studies and Peer Reviews shall document the impact of the proposed application on the City’s existing commercial hierarchy and include a supply-demand analysis which identifies the City’s existing supply of commercial areas, the demand for commercial services and is related to the population growth assumptions found within the Official Plan. The cost of Market Impact Studies and Peer Reviews will be borne by the applicant/owner.

1.1.3.4 Proposed Amendments

When considering proposed amendments to designate additional commercial areas, the City, shall consider:

- i. How the proposed amendment implements the Objectives set forth in this Plan;
- ii. The need for the proposed use;
- iii. Location, size and scale of the proposed development;
- iv. Potential for compatibility issues;
- v. Potential market impacts;
- vi. The potential for negative impacts on the natural environment
- vii. The adequacy of the existing transportation infrastructure, including pedestrian and cycling infrastructure, serving the proposed use; and,
- viii. The adequacy of the existing water and waste water infrastructure and other municipal services.

1.1.3.5 Zoning By-Law

The City’s Zoning By-Law will be amended to reflect the policies of this Plan.

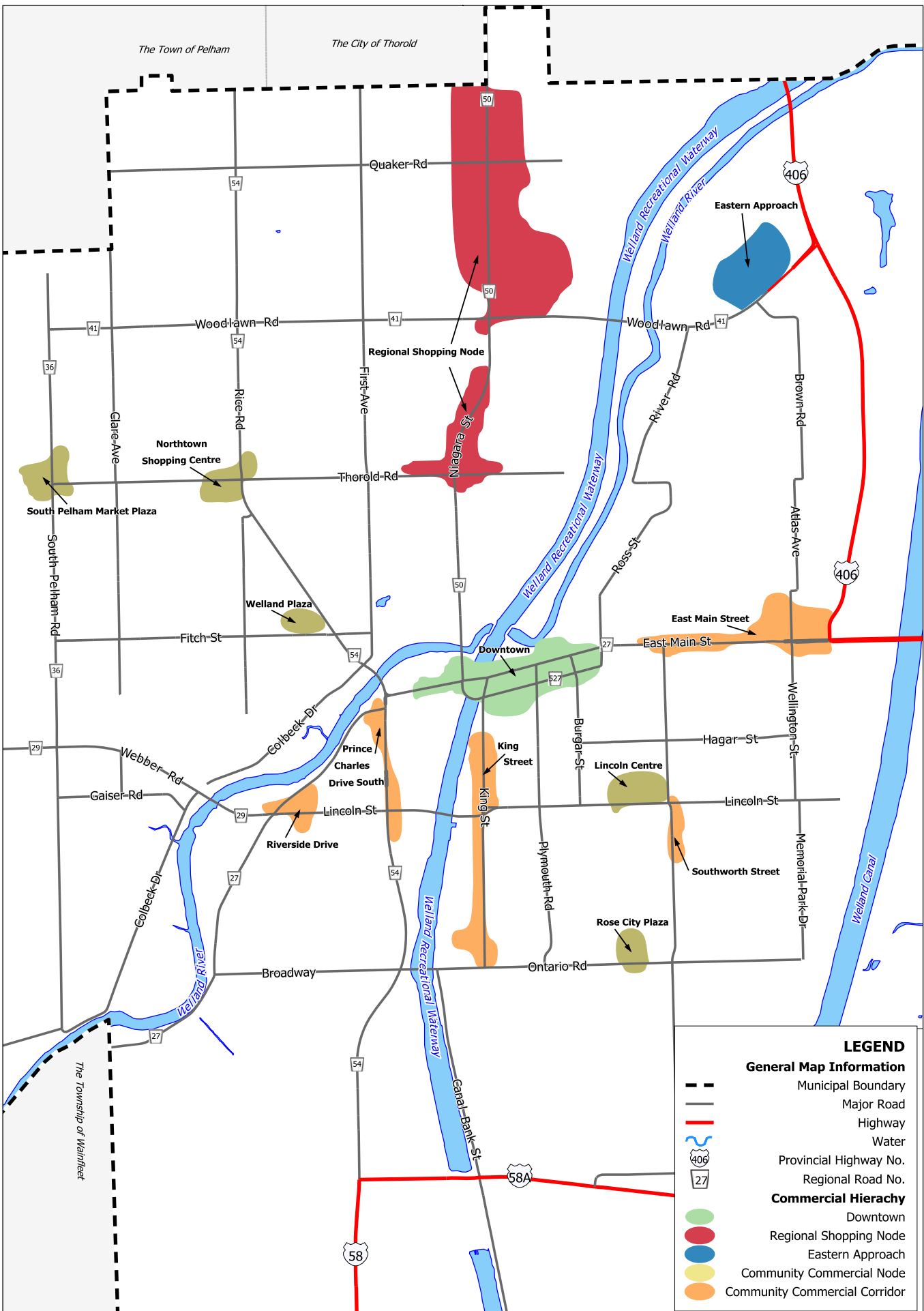
1.1.3.6 Site Plan Control

All development within the City’s commercial areas is subject to site plan control.

1.1.3.7 Gross Floor Area

Within the land use designations of this Plan the term “gross floor area” refers to the total floor area within a building, excluding utility areas, stairwell, washrooms and corridors.

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LEGEND

General Map Information

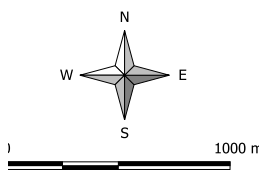
- Municipal Boundary
- Major Road
- Highway
- Water
- Provincial Highway No.
- Regional Road No.

Commercial Hierarchy

- Downtown
- Regional Shopping Node
- Eastern Approach
- Community Commercial Node
- Community Commercial Corridor



**SCHEDULE "A"
Commercial Hierarchy**



City of Welland
Planning & Development Services

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