SUBJECT: Hamilton Commercial Strategy (PED07055) (City Wide)

RECOMMENDATION:

(a) That the Hamilton Commercial Strategy, prepared by Sorenson Gravely Lowes Planning Associates Inc. and Robin Dee & Associates, 2006, be received and released to agencies, stakeholders and the general public for consultation and comment.

(b) That following the public consultation process, a summary of the input received and implementation options be brought forward for consideration by Committee and Council.

Lee Ann Coveyduck
General Manager
Planning and Economic Development Department

EXECUTIVE SUMMARY:

The City is preparing a new Official Plan (OP). As part of this process, a new approach to commercial land use policy is being developed. The goal is to develop an approach that is consistent, up-to-date, comprehensive and defensible.

There is a need to harmonize commercial land use policies across the City to reflect current commercial trends and community needs. The OPs of the former local municipalities have distinct and unique approaches to commercial planning and to varying degrees are now out-of-date.
A new policy regime is intended to enable the City to be more proactive when dealing with commercial development applications. There is concern that major new retail commercial applications could have significant impacts on the viability of existing commercial areas, maintaining sufficient industrial and residential land supply, and could even undermine the City's ability to achieve the approved GRIDS growth strategy.

Amalgamation, GRIDS and changes to provincial legislation have provided the City with the opportunity to review commercial policies in a comprehensive manner. To provide necessary background information for discussion, the Hamilton Commercial Strategy, was prepared. The document is a high level comprehensive planning study to inform and direct the development of a new approach to commercial land use planning for the City. It takes into account past practices, reflects current and upcoming retail commercial trends, inventories existing and vacant commercial lands across the City, estimates land supply requirements to 2031, reviews commercial policy options and provides a recommended approach to move Hamilton's commercial policy regime towards an urban structure, decision-making system. Consideration of the GRIDS Nodes and Corridors strategy was paramount to the development of the study. The strategy recommends an urban structure approach to future retail service decisions focused on mixed use nodes and corridors building on strategically located existing and future commercial areas.

The findings of the strategy will be shared with the public during two public open houses. It will also be the subject of workshops and information centres with key commercial sector stakeholders. Input gathered through the open houses and workshops will assist in the identification and resolution of issues and ensure that any proposed policies will reflect commercial planning needs and objectives in Hamilton. These future policies will be developed in conjunction with industrial and residential intensification policies for the new OP.

**BACKGROUND:**

GRIDS and the development of the new OP has provided the City with the opportunity to identify and evaluate potential options for distributing future retail space and take a more proactive approach to the future location and distribution of commercial land use.

The OPs of the former municipalities set out various approaches to commercial land use policies that were not always complementary, nor consistently implemented. In many cases the policies were not updated to reflect emerging market trends in recent decades. In many ways, the former municipalities competed for commercial land use. This competition was based on the desire to attract assessment dollars, increase employment opportunities, and expand services to their communities. The result was growing pressure to approve commercial land use in areas of the City not previously considered appropriate, such as industrial business parks.

Over time, Hamilton's industrial land supply was eroded as commercial land uses and the associated land speculation were permitted in existing industrial parks. In part, this
The development of a city-wide commercial land use policy review that reflects current commercial conditions is essential. This trend was a result of some old industrial districts or zones that permitted retail commercial uses as or right. More recently, there are concerns that without a clear commercial policy to direct and evaluate new applications, residential areas critical to achieving residential growth policy requirements may also be at risk.

The need for new commercial planning policy is evident. To assist the development of a city-wide commercial land use policy review that reflects current commercial conditions in Hamilton, emerging trends and supply requirements for future populations, a comprehensive commercial strategy/background report was prepared.

The Hamilton Commercial Strategy was prepared in three separate but interrelated modules. Module One is a "think piece" on trends in the commercial industry. Module Two is a look at the characteristics of the retail industry in Hamilton. Module Three entails a review and analysis of future opportunities for capturing positive changes in the trends identified in Module One. The Module Three Report also discusses the planning mechanisms that the City could use to guide commercial development while achieving its strategic infrastructure and land use objectives. It also evaluates alternatives for distributing future retail space.

**ANALYSIS/RATIONALE:**

**Module 1 - Trends Report**

The Module 1 report:
- Explores the current and future trends patterns of retail service, need and location criteria of the retail industry in North America, Ontario and Hamilton;
- Identifies the effect socio-demographic characteristics can have on these trends;
- Explores the role commercial areas play in mixed use intensification, and the opportunities for such development in Hamilton; and,
- Identifies the influence retail development has on community travel patterns and the ability to link commercial development with transportation and transit infrastructure.

The trends identified by this module are summarized in Appendix A to Report PED07055. From the trends identified, it is clear that future retail projects and proactive commercial policies are no longer as segmented as the commercial planning formats of the past.

**Module 2 - Commercial Inventory**

The Module Two Report:
- Describes the characteristics of the existing retail industry in Hamilton;
- Identifies the implications of further population growth on this industry, inventories vacant and occupied retail/service space and vacant commercial designated lands; and,
- Includes a high level retail market analysis using the entire City of Hamilton as the study area.
As part of the market analysis, retail/service space and per capita expenditures were reviewed based on Food Store Related Merchandise, Department Store Type Merchandise, Liquor/Beer/Wine Stores, Home Improvement Related Stores, Automotive Parts and Accessory Stores, and Selected Services (e.g., eating/drinking, personal service, finance/insurance/real estate). The City currently has a commercial inventory of 17.9 million square feet (1.7 million square metres) of which approximately 1.4 million square feet (130,000 square metres) is vacant. This inventory is not evenly distributed across the various communities in the City.

In 2006, the total demand for commercial space indicates there is a need for over 663,000 square feet (61,600 square metres) to be developed. By 2031, the total demand for new commercial space is approximately 6.65 million square feet (618,000 square metres). Assuming average development coverage of 25% of lot area, additional retail/service space will occupy a conservative estimate of over 615 acres (249 hectares) of land.

<table>
<thead>
<tr>
<th>Retail Category</th>
<th>2006 sq. m. (sq. ft.)</th>
<th>2011 sq. m. (sq. ft.)</th>
<th>2016 sq. m. (sq. ft.)</th>
<th>2021 sq. m. (sq. ft.)</th>
<th>2026 sq. m. (sq. ft.)</th>
<th>2031 sq. m. (sq. ft.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food Stores</td>
<td>6,500 (69,970)</td>
<td>17,671 (190,208)</td>
<td>28,786 (309,849)</td>
<td>47,559 (511,918)</td>
<td>60,672 (653,068)</td>
<td>77,020 (829,033)</td>
</tr>
<tr>
<td>DSTM</td>
<td>29,322 (315,615)</td>
<td>83,912 (903,219)</td>
<td>126,997 (1,366,979)</td>
<td>187,410 (2,017,263)</td>
<td>232,495 (2,502,558)</td>
<td>283,177 (3,048,093)</td>
</tr>
<tr>
<td>Other Retail</td>
<td>15,493 (166,770)</td>
<td>31,332 (337,256)</td>
<td>46,985 (505,741)</td>
<td>68,584 (738,231)</td>
<td>84,904 (913,894)</td>
<td>103,605 (1,115,199)</td>
</tr>
<tr>
<td>Total Retail</td>
<td>51,315 (552,356)</td>
<td>132,915 (1,430,683)</td>
<td>202,767 (2,182,570)</td>
<td>303,552 (3,267,411)</td>
<td>378,071 (4,069,519)</td>
<td>463,802 (4,992,325)</td>
</tr>
<tr>
<td>Service Category</td>
<td>10,244 (110,267)</td>
<td>27,288 (293,723)</td>
<td>47,164 (507,670)</td>
<td>91,893 (989,125)</td>
<td>117,866 (1,268,696)</td>
<td>154,605 (1,664,156)</td>
</tr>
</tbody>
</table>

The City has already committed through previous commercial planning approvals 138 hectares (341 acres) which are currently vacant. Up to 1.9 million square feet or 227,387 square metres of retail space could be accommodated on these vacant lands. This is approximately triple the amount of area which 2006 market conditions warrant.

In addition, the analysis included a review of eight commercial planning applications that were current at the time of the study. Assuming these applications are all approved and
developed by 2031, they would supply approximately 2.4 million square feet (227,000 square metres) of retail space.

Based on the amount of land that has been preapproved for commercial development (1.9 million square feet) and the amount of land that was in process when the study was conducted (2.4 million square feet), The City only has the opportunity to direct the development of an additional 2.45 million square feet or approximately one third of its future unbuilt retail space needs by new OP policies.

Module 3 - Planning Mechanisms

The Module Three Report

• discusses planning mechanisms and options that the City could use to guide commercial development while achieving its strategic infrastructure and land use objectives;
• evaluates options for distributing retail space considering the growth options from the GRIDS process, the relationship to the current retail space distribution and potential issues arising from these options; and,
• Recommends a preferred approach to commercial land use policy for future discussion.

Recommended Approach/Preferred Option

The recommended commercial planning approach for Hamilton is a nodes and corridor, or "Urban Structure Approach". This approach relies heavily on the market trends to define the planned function of an area. Put another way, rather than focus on retail uses in a particular site or centre the planning policy objective would be to focus on a broader node. The market function approach is important to ensure a proper distribution of retail space to fit the City's urban structure and minimize impacts on existing retail areas including main streets. As well, within a node other important elements to the urban structure are key to the planned function of the node (e.g., institutional and residential uses). These elements should be planned for and encouraged in the context of retail commercial developments including entertainment, culture, religious, recreation, government administration and employment uses.

The proposed Urban Structure approach is broken down into four node designations and two corridor designations as well as a designation for local convenience commercial sites:

• Downtown/Regional Node;
• Sub-Regional Node;
• District Node;
• Neighbourhood Nodes;
• Main Streets (Mixed Use Corridors);
• Arterial Ribbons; and,
• Convenience Commercial.

Each of the designations is described in Appendix B of Report PED07055 with associated location specific Hamilton examples.
Relationship to GRIDS
The Commercial Strategy considered planning of retail areas in the context of other strategic growth policy decisions in the municipality including, but not limited to sustainability, infrastructure utilization, road capacity, transit initiatives, minimizing commuting and maintaining and creating mixed use corridors.

The Commercial Strategy's recommended Urban Structure approach, works hand in hand with the preferred GRIDS nodes and corridors strategy. Future commercial policies must reflect and complement GRIDS planning objectives.

Relationship to Residential Intensification
The introduction of residential land uses/residential intensification has the potential to transform older, single use commercial development geared to the automobile into street-related retail environments. Mixed use development (the combination of residential and commercial land use) can intensify existing development, bring a sense of place and pedestrian identity where none exists today.

The retail/commercial sector has a significant role to play in the creation of mixed use areas by facilitating the intensification, by contributing the secondary use, and by creating the street related activity that makes the project and its community more successful.

Relationship to Industrial Land Use
An objective of the overall Official Plan program is to ensure the protection of key employment lands. Clear and defensible commercial strategy and strong industrial policy combine with recent provincial policy to enable the City to ensure only those retail commercial uses that augment industrial land uses in business parks and industrial areas will develop in the future.

Issues
The following issues will be addressed throughout the remainder of the commercial policy update process:

Current Planning and Land Use Supply Issues

- Existing Industrial zones that permit retail commercial uses as of right in Industrial/Employment Areas (e.g., J- KK zones).

- Continued redesignation and rezoning of Industrial/Employment lands for retail commercial purposes.

- Potential for high or medium density residential lands to be redesignated for commercial purposes to support preferred locations for commercial nodes and corridors.

- The potential for lands outside of the identified nodes and corridors to be developed for commercial uses and the potential redesignation of currently vacant commercial lands located outside of the preferred nodes and corridors.
• Retail oversupply - small lots. Many small retail commercial lots scattered throughout the City have lost their retail function or cannot sustain retail commercial uses in the long term.

• Retail undersupply - large lot. There is an undersupply of large lots coupled with the fact that many of the existing larger sites are not well located to support a nodes and corridor urban structure or to sustain viable commercial services.

Issues that must be addressed to inform the development of a new commercial policy include:

• Identifying Arterial Ribbons - auto-oriented corridors or part thereof that are to be predominantly commercial (e.g., auto malls).

• Dealing with areas of transition - older, commercial corridors that should transition from mixed use to high or medium density residential.

• Determining the appropriate mix of commercial and other land uses in the various nodes and corridors.

• Encouraging redevelopment/and lot assembly along corridors and in existing nodes to be more conducive to/attractive for modern commercial development.

• Identifying the retail/service uses that are compatible with employment areas while not undermining with the functions of commercial nodes and corridors.

• Consider creating new boundaries for secondary plan areas. New planning districts that are centred on corridors rather than using the corridors as boundaries to larger community planning areas.

Next Steps
Two open houses are scheduled on February 5 and 7, 2007. The purpose of these meetings will be to share the results of the Hamilton Commercial Strategy with the public and to initiate dialogue. The open houses will also cover industrial land use issues and related zoning reform issues.

Following the open houses, a series of presentations and workshops targeted to interested stakeholders will also be held over the spring.

The information gathered at the public information centres and workshops will assist in the identification and resolution of issues and contribute to the development of a new approach to commercial land use policy that reflects Hamilton's specific conditions and circumstances.

ALTERNATIVES FOR CONSIDERATION: N/A.

FINANCIAL/STAFFING/LEGAL IMPLICATIONS:
There are no financial, staffing or legal implications.

**POLICIES AFFECTING PROPOSAL:**

The existing commercial policies found in the Official Plans of the former local municipalities and the former Region of Hamilton-Wentworth have been considered.

**RELEVANT CONSULTATION:**

As part of the development of the Hamilton Commercial Strategy, appropriate internal Department and Divisions were consulted including the City Manager's Office, Public Works, Economic Development, Downtown Renewal, and Development and Real Estate. In addition, information from the Commercial Strategy was presented to the GRIDS Technical Steering Committee, a multi-stakeholder, City-wide committee. The information was provided to assist in their decision making.

Once this study has been received by Committee, the report will be shared with the public, appropriate agencies and interested parties.

**CITY STRATEGIC COMMITMENT:**

By evaluating the “Triple Bottom Line”, (community, environment, economic implications) we can make choices that create value across all three bottom lines, moving us closer to our vision for a sustainable community, and Provincial interests.

- **Community Well-Being is enhanced.** ☑ Yes ☐ No
  A new commercial approach will encourage mixed use development that will lead to vibrant neighbourhoods and improved accessibility to services for all. Increased local commercial activity will encourage active transportation (walking, transit, bicycling) which will contribute to improving public health.

- **Environmental Well-Being is enhanced.** ☑ Yes ☐ No
  New commercial policies with industrial and residential intensification policies will work hand in hand to ensure efficient use of infrastructure and intensification, reducing the requirements for urban boundary expansion consistent with the GRIDS approved growth management strategy and urban structure.

- **Economic Well-Being is enhanced.** ☑ Yes ☐ No
  The Commercial Urban Structure approach recommended by the Hamilton Commercial Strategy in many ways emulates the GRIDS approved growth management strategy. A new commercial approach combined with a residential intensification strategy and strong industrial policy will protect core industrial lands and encourage efficient use of existing infrastructure and intensification of developed land base. These factors will enhance the economic well-being of the City and economies of the City as a corporation. Further, the improvements to quality of life will improve the attractiveness of the City to business and future employees alike.

**Does the option you are recommending create value across all three bottom lines?**

- ☑ Yes ☐ No

The development of new approach towards commercial land use with proper regard for infrastructure and broader strategic urban structure consistent with GRIDS will contribute to creating value across all three bottom lines.
Do the options you are recommending make Hamilton a City of choice for high performance public servants?  

☑ Yes  ☐ No

The development of clear, strategic and defensible commercial planning policies will contribute to making the City a choice for high performance public servants.

:MS

Attachs. (2)
Retail Trends -
Summary Excerpt from Module 1

Value and Trading-Up
Discount department stores continue to be successful/longevity, at the same time, shoppers are willing to ‘trade-up’ on certain items paging significantly more money for an item that provides a sense of pleasure or prestige.

Time Poor Shopper
Busy lives result in less time for shopping trips and less time spent in malls. Convenience is critical.

Experience of Shopping
The focus of the baby boom generation is shifting to quality, services and experience. While this generation are time poor shoppers, these shoppers are also seeking an experience and are in pursuit of leisure and entertainment amidst their busy lives. Lifestyle retailers and restaurants/cafes are catering to this trend.

From Single Purpose to Multi-Purpose Shopping Trips
It is more convenient for time-starved shoppers to do several things at once when shopping. Increasing fuel costs may increase the trend to multi-purpose shopping trips.

Department Stores
The emergence of specialty stores, the break down of loyalty, the trend to value pricing and the emergence of category killers has lead to the decline of department stores. Discount department stores will continue to do well, however, mid-range department stores dependent on mall locations will have little opportunity for expansion.

Discounters are Here to Stay
Despite the robust economy of the last decade, consumers continue to patronize discount retailers. Discount department stores, big box category killers, warehouse membership clubs and dollar stores are all doing exceptionally well. To continue to expand discounters are now looking to central urban locations with different building designs and layouts (e.g., underground parking).

Specialty Stores/Category Killers Strong Retail Formats
With the dearth of mall construction over the last decade, specialty stores have had limited opportunities to expand in their traditional locations. As a result, some are increasing in size and locating in power centres. Some national specialty retailers are looking to locations on traditional main streets or lifestyle centres. Power centres and Lifestyle centres are being subjected to and responding to increased pressure to introduce accommodate these smaller specialty stores. Lifestyle centres are providing specialty stores with opportunities to location and for new store expansion.
Similar to specialty stores, category killers are increasing in size to expand the depth of products while at the same time developing smaller store modules geared to urban centres and main streets.

**Groceries going Upmarket and Down**
Most supermarket chains are catering to both the value market and the higher income market by offering two formats geared to separate segments of the market. Many are attempting to shift from a chore shopping venue to a discretionary location by offering a broader range of products and a greater depth of fresh foods, baked goods, and gourmet items. In a similar trend, higher end formats are increasingly catering to the time poor shopper by offering a growing selection of prepared foods. Specialty grocers offering substantial prepared fresh food lines are increasing in affluent areas of larger cities. This trend will likely increase substantially.

**Urban Retail**
Reflecting a trend of in-migration to urban centres where young professionals and empty-nester baby boomers prefer downtown neighbourhoods, inner cities are now projected to account for at least 40% of total increase in purchase power over the next 40 years. Retailers are adjusting their layout and merchandise formulae to exploit this new demand.

**Individualist Store Facades**
Externalized storefronts in a traditional design style are beginning to take precedence over the physically unattractive, almost warehouse looking facades of the mid 20th century. Malls are now forced to adjust to the new reality of the outside phenomenon with individualized storefronts facing the exterior of the mall. Many national chains are seeking to cater their store fronts to the local character moving away from the standard branding of storefronts.

**Shoppertainment**
Catering to the time shopper seeking a leisure experience, many large retail areas are combining entertainment and shopping venues.

**Resort Shopping**
Today's time poor shoppers spend less time shopping, but on vacation, they do not have to live by the clock. They have time to stroll in and out of stores, consider what they want to buy, and try on clothes; a luxury that many harried shoppers skip in their daily lives. Resorts, airports and tourist destinations are recognizing this trend and catering to the time rich tourist.
Regional Malls Continue to be Key Shopping Destinations
There are a limited number of new enclosed malls being proposed in North America. The enclosed regional mall has faced the strongest competition from the power centres which appeal to the value shopper and the time poor mission shopper. Despite this trend, regional malls continue to successful retail locations.

To remain competitive regional malls will continue to evolve. For example, Regional malls will internal changes to cater to the time poor shopper by clustering like tenants, move away from the sameness that characterized regional malls of the 1980's and 1990's, and include of entertainment venues, community spaces and one-of-a-kind retailers. These actions will differentiate the mall from its competition and increase shopper dwell time in the mall.

Small community scale indoor malls face a different prospect. Many of these malls cannot remain viable as indoor locations and compete with power centres. Many are de-malling and converting to either an open-air plaza or to a power centre format.

Power Centres
Power Centres are the fastest growing retail format in Canada. Value shopping and time poor shoppers are fueling this growth. Although the growth has been dramatic, power centres rarely approach the size of the regional mall with most similar in size to a community scale shopping centre. However, in some locations, the development multiple power centres on adjacent properties together approach the level of regional significance.

While original power centres featured discount outlets drawing from a wide market area, today's power centres have a wider range of merchandise.

Power centres must address two challenges. The first is the desire for smaller floor plate retailers by traditions fashion retailers and lifestyle oriented retailers for new non-mall locations, and second the desire of shoppers for greater variety and a more enticing entertaining shopping experience. These challenges have lead to the development of lifestyle centres in the United States. In Canada, this broadening of power centres will raise significant policy concerns since original planning approvals were often based on the very differentiations that would now be eliminated or reduced.

Main Streets are Back
Increasingly, many consumers prefer shopping outdoors, weather permitting. People seem to prefer a more natural environments and the unique shopping experience that accompanies those environments. This trend has led to the creation of new formats, such as the mixed use town centers and lifestyle centers.

In the booming 80's the North American industry was absorbing up to 50 enclosed malls per year. That has trickled to a handful today offset by lifestyle centers with over 30 planned to open in the US this year.
Developers are now recognizing this trend and building new non-enclosed lifestyle centres, adding a “tail” (an outdoor main street component) to existing malls or by externalizing them by putting stores directly fronting the parking. The open-air lifestyle format is particularly promising as a way to bring in the mission shoppers and to give the discretionary, window shoppers new opportunities.

From Single Use to Mixed Use
In a mixed use development, retail is the single most important element because it is the only use that has universal appeal amongst all the demand elements. Centres only become true town centers by adding residential space, offices and hotels.

In addition, residential space provides a “captive” market for the retail components of a mixed-use project; residents also contribute to the overall vitality of a project simply by being present - particularly at off retail hours.

Even though it is more expensive to build mixed-use developments, they consistently outperform standard suburban real estate projects in many ways including office and retail rates, and onsite and adjacent property values. The increased premiums are not limited to the retail component of mixed-use projects. Rental rates for apartments tend to surpass local averages as well.

Blurring the Lines
From its 50’s inception to the early 80’s, the commercial industry basically perfected three rigid shopping center types – the strip plaza/neighborhood plaza, the community plaza or mall and the regional mall. In the 80’s and 90’s the power centre was added as a fourth centre and in the past 10 years a fifth centre, the lifestyle centre, has gained prominence.

Now the lines are blurring between these formats. Regional malls are adding box stores as out parcels on their sites. Other regional malls are adding lifestyle ‘tails’ to their existing malls. Community malls are being de-malled into power centres or lifestyle centres. Community plazas are adding out parcels and becoming akin to power centres, while power centres are incorporating plaza components offering locations for small convenience stores typical of neighbourhood and community plazas. Neighborhood centers are adding national fashion stores. Power centres are adding full price stores. In the United States, developers are combining lifestyle formats with power centre formats creating ‘hybrid’ developments that attract both the middle-income customer segment and upscale clientele.

It is clear that the next generation retail projects are no longer as formulaic or segmented as the original formats of the past.

<table>
<thead>
<tr>
<th>Proposed Commercial Designation</th>
<th>Gross Leasable Commercial Floor Space - retail and service</th>
<th>Description/characteristics</th>
<th>Location</th>
</tr>
</thead>
</table>
| Regional/Downtown Node         | More than 100,000 sq. m. or 1,000,000 sq. ft.            | Pre-eminent node with broadest mix of uses  
Any unique one of a kind facility  
Major government / business / professional offices  
Increased residential population Build on strong entertainment sector  
Retail focus should be on main street retail and improving comfort and ambience of that retail environment                                                                                                                                                                                                                                 | Downtown                       |
| Sub-Regional Node              | More than 100,000 sq. m. or 1,000,000 sq. ft.            | Broad range of retail and service commercial uses  
Part of the City and surrounding community  
Broad range of other uses (entertainment, recreation, institutional, service and high density residential)  
 Truly mixed use nodes, but not all buildings must be mixed  
Exclusive residential should be located adjacent to exclusively commercial buildings/areas                                                                                                                                                                                                                                 | Limeridge Mall Area  
Eastgate Square Area           |
| District Node                  | 25,000 to 100,000 sq. m. or 250,000 to 1,000,000 sq. ft. | Provide a range of retail, service, entertainment, recreational, medical office, and service office uses to a large portion of the municipality  
Broad range of retail and service uses including large district serving stores such as department stores, superstores, warehouse membership clubs, home improvement centres  
When determining retail space, should consider the need to balance the distribution of function particularly food shopping among the main streets and the neighbourhood nodes  
Mixed use encouraged  
Higher density residential within short radius of the centre except for district nodes existing or proposed within employment areas  
Portion of the retail space should be street oriented with street                                                                                                                                                                                                                                           | Centre Mall area  
Mountain Plaza Mall area  
Duffs corners  
Meadowlands Highways 5 and 6   |
parking, however, not all retail should be oriented to the street.
Large box store should not be required to front on the street.
Numerous small facades preferred

| Neighbourhood Node | 25,000 sq. m. or 250,000 sq ft. | Day-to-day and weekly shopping needs and services.
Generally and serve a neighbourhood function (e.g., university plaza).
Highly visible and accessible locations.
Could contain a significant main street component or lifestyle element.
Avoid sites at corner of two arterials as they are not integrated with the neighbourhood and will be primarily drive-to sites.
Sites at the entrance to one or more neighbourhoods are preferred (corner of arterial and collector road).
| University Plaza |

| Main Streets (Mixed Use Corridors) | To be determined by detailed market opportunity study. | To serve largely a neighbourhood function to meet both the daily and weekly shopping needs of the neighbourhood but also as a gathering spot.
May serve more of a community or district shopping function due to the presence of some specialized destination retail stores (e.g., East Hamilton Radio, or a specific theme or an image or attraction that draws shoppers from a larger area.
Predominantly a mixed use Centre with retail oriented to the street.
Residential intensification and mixed use infill should be strongly encouraged.
Not all buildings need to be mixed. Single use buildings also permitted.
Residential intensification and infill is critical to viability and can assist to reduce oversupply of commercial.
Residential buildings strategically located to protect the integrity of the commercial function (vibrancy of retail avenue can be severely compromised by a block of sole residential or non-retail ground floor uses).
Sole residential on side streets or at periphery of main street.
Detailed market opportunity study recommended for main streets with oversupply of retail (determine how much retail can be | All BIAS |
| **Arterial Ribbons** | Generally serve a district function  
Large scale, land extensive, destination users, including home improvement centres, auto/recreational vehicle sales, furniture stores, home décor banquet halls and garden centres  
Exclude department stores food stores, warehouse membership clubs and other large DSTM retailers  
Contains uses serving the drive-by trade (fast food restaurants, service stations, hotels, motels)  
Similar designation as Extended Commercial designation in former City of Hamilton OP or Highway Commercial designation in other OPs  
Not intended for residential or mixed use purposes (due to auto-dominated nature)  
Over long term may be candidate for redevelopment for residential and mixed use purposes which may transform the arterial ribbon into a more main street character | Portions of  
Upper James  
Lower Centennial  
Parway  
Portions of Queenston Road  
Portions of Barton Street |
| **Convenience Commercial** | Should not exceed 1,000 sq. m. or 10,000 sq. ft. | Determined based on local need |
| **Retail in Employment Areas** | Considered as part of industrial land use review. | Considered as part of industrial land use review. |