

Development Permit Area C3 – Beach Commercial

<p>Category:</p>	<p>A – Natural Environment F – Commercial</p>
<p>Area:</p>	<p>Development Permit Area No. C3, as shown on map ‘Schedule No. 2.3’, includes the commercial area located on the Island Highway 19A at Memorial Avenue. Map ‘Schedule 2.4’ shows an area of Aquatic Habitat Greenway on a part of this Development Permit Area.</p>
<p>Justification:</p>	<p>These commercial properties are at the intersection of the Island Highway 19A and Memorial Avenue. The location has been identified as an important visual focal point for the beach area.</p> <p>The area serves as a gateway to the Town and as one of two ‘Anchor Points’ to the beach area. Moreover, it is anticipated that the need for traffic control of the intersection will require careful management of both vehicular and pedestrian traffic.</p>
<p>Guidelines:</p>	<p>Development Permits in this area shall be consistent with the following general guidelines:</p> <ol style="list-style-type: none"> 1. The scale and setback of buildings shall not detract from the broad view of the beach. Designs shall generally complement the views of the beach, ocean and mountains rather than trying to compete with them for attention. 2. The shape of buildings and general layout of the site shall be geared towards supporting the recreational aspects of the beach rather than high intensity strip-commercial traffic. 3. Developments shall recognize the importance of pedestrian, bicycle and other casual traffic. Designs should be supportive of such uses and not hinder them. 4. An Aquatic Habitat Greenway Corridor shall be maintained on the frontage of the site along Memorial Avenue to accommodate relocation, and partial day-lighting, of Beach Creek in cooperation with the Town. Development shall be subject to the Ecological Greenway Development Permit Guidelines in this Bylaw.