

## REPORT TO CHIEF ADMINISTRATIVE OFFICER

**Date:** March 1, 2011

**Memo To:** Daniel Sailland, Chief Administrative Officer

**Memo From:** Caroline Lamont, Manager of Development Services

**Subject:** Pemberton Commercial Analysis  
G.P. Rollo & Associates, Land Economists

---

### RECOMMENDATION

**THAT** Council receive the report entitled *Pemberton Commercial Analysis (January 2010)* and make available the report to any interested stakeholders.

### PURPOSE

To present the report entitled Pemberton Commercial Analysis for Council and the community's information.

### BACKGROUND

As part of the Village's 2020 work program Council allocated funds to undertake a Commercial Analysis to assist in the preparation of a new Zoning Bylaw. In the fall of 2010, the Village put out a Request for Proposals. The successful consultant was G.P. Rollo & Associates.

The intent of the study is to understand the amount of commercial space that the Village can reasonably support and in what locations. This would assist in the future designation and zoning of lands in the new Official Community Plan and Zoning Bylaw.

### KEY FINDINGS

The following is an overview of the report's key findings:

- Pemberton is currently over serviced with commercial space by approximately 11,500 square feet
- Need to add approximately 77,000 square feet of retail space over the next 25 years (up to 120,000 square feet for high growth)
- 82% of zoned commercial space is outside the downtown core
- The Village needs to determine whether they want to focus commercial activities in the downtown (consistent with the Enhancement initiatives) or support new commercial markets along the highway.
- The existing inventory of commercial space in Pemberton is 122,550 square feet
- The appropriate supply of built commercial space in 2010 it was projected as 93,702 square feet (low), 111,046 square feet (base) and 134,296 square feet (high)

**Report to Council**  
*Pemberton Commercial Analysis*

March 1, 2011

- In 2035 it is forecasted as 167,512 square feet (low), 198,520 square feet (base), 240,082 square feet (high)
- Village of Pemberton has more than enough commercially zoned land to last the next 30 years of growth.
- Town Centre has room for an additional 148,000 square feet of buildable commercial space
- Highway 99 & Portage Road have an additional 413,000 square feet
- To encourage commercial development downtown the Village should consider slightly relaxing parking requirements and permit Residential for future development on Portage

## **DISCUSSION**

Council discussed the report at their February 1, 2011 Committee of the Whole and posed a few questions for the consultants. The following provides a response to Council's queries:

**Trade Area Population vs. Population** – The Trade Area boundaries did not correspond with the municipal boundary, so the number will not exactly correspond. The consultant is currently reviewing why the trade area and population numbers do not correspond (which results in a much smaller Trade Area by +-1000 people).

**Businesses Interviewed** – The consultants spoke to several businesses in and out of downtown, while the most helpful were the owner of the Pharmacy, and the Manager / Owner of the supermarket.

**Wye Lands and Prospect Street Redevelopment** – The Wye lands have been reduced in size and the lands on the west side of Prospect Street (between Aster and Birch) have been added to the area. The amount of potential floor space evens out with the loss of the Wye lands and the addition of the Prospect Street lands.

**Lil'wat's Land Use Plans for Commercial Space** The Lil'wat Plans were not part of the terms of reference for the study. Staff, however, has recently reviewed the Community Land Use Plan and note the following:

- The establishment of a viable commercial centre on IR#10 in addition to the existing gas station and post office. The plan indicates that "a commercial centre will be developed at the corner of Main Street and Lillooet Lake Road
- Xito'lacw indicates some future ventures such as a restaurant, coffee shop, etc

## **BUDGET IMPLICATIONS**

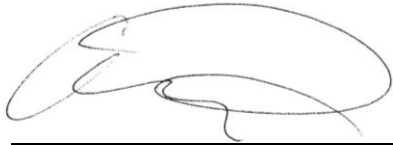
This deliverable was part of the 2010 Development Services capital budget.

**Report to Council**  
*Pemberton Commercial Analysis*

March 1, 2011

**NEXT STEPS**

Council receives the report makes it available for community and/or stakeholder input. Once the report is finalized it is intended to inform the OCP, Zoning Bylaw as well as the Downtown Enhancement Plan.



---

Caroline Lamont  
Manager of Development Services

**CHIEF ADMINISTRATIVE OFFICER REVIEW**

---

Chief Administrative Officer

***Appendix A: Pemberton Commercial Analysis – G.P. Rollo and Associates***