

PLANNING DEPARTMENT

February 3, 1965.

Lower Mainland Regional Planning Board,  
426 Columbia Street,  
New Westminster, B. C.

Attention: Mr. V.J. Parker.

Dear Sir:

Proposed Regional Shopping Centre, North Road and Lougheed.

The Municipal Council has received an application to develop 31 acres at the intersection of North Road and the Lougheed Highway for a Regional Shopping Centre. (300,000 sq. ft. of floor area, including a major department store).

You will recall that late last year, we discussed the feasibility of such a Centre and the locational possibilities.

I would appreciate receiving any comment you may wish to make on the Regional suitability of this proposal, particularly in respect to its relationship to the development of the South East slopes of Burnaby Mountain (Simon Fraser Townsite Plan).

We are committed to report to the Municipal Council early in March, and it would therefore help us if we had your thoughts on the Regional aspects as soon as possible, and at the latest before the end of February.

I hope you can assist us in this matter.

Yours very truly,



A. L. Parr,  
PLANNING DIRECTOR.

ALP:ej

February, 1965. A.

COMMENTS OF DEPARTMENT STORE COMPANY  
CONCERNING THE RELATIVE MERITS  
OF THE NORTH ROAD AND UNIVERSITY TOWNSITE LOCATIONS

"It is felt that the North Road site is preferable to a location within the Simon Fraser townsite for a number of reasons -

1. It is better located with respect to existing and foreseen major shopping concentrations such as Brentwood Shopping Centre, Simpsons-Sears - Burnaby, Woodward's - New Westminster, and the Guildford Garden Shopping Centre to be built in Surrey.
2. Economic conflict with existing major department store locations in Burnaby is kept to an absolute minimum.  
  
It is the better opportunity for immediate development, which is desirable from our point of view.
3. It enjoys good visibility and access from the Trans-Canada Highway.
4. It would appear that the terrain in the Simon Fraser townsite would create additional development costs as well as making it exceedingly difficult to develop a well integrated shopping complex.
5. It would appear that the major portions of new residential growth will occur to the east of the Simon Fraser university site, and this would favor a location on the North Road axis.

6. The opportunity to draw customers from Coquitlam, Port Moody, and Port Coquitlam is improved, while the draw from the municipalities of Pitt Meadows and Maple Ridge should be considerably better."