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PROJECT PLANNING ASSOCIATES LIMITED

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February 17, 1965

Mr. A.L. Parr
Planning Director
The Corporation of the District of Burnaby
Municipal Hall
4545 E. Grandview-Douglas Highway
BURNABY 2, B.C.

Dear Sir,

We are in receipt of your letter of February 3, 1965 requesting basic information related to the feasibility, practicability and staging of the town centre at the Simon Fraser Townsite.

Attached you will find a summary of a market analysis based on information of "Sales Management" published June 10, 1964, which indicates, taking into account present competitive shopping areas, a sales potential expressed in sales flow areas of

Sq.ft. 102,600	at a population of the townsite of 15,000 persons
Sq.ft. 181,000	at a population of the townsite of 25,000 persons
Sq.ft. 401,200	at a population of the townsite of 40,000 persons

Attached you will also find a summary of components within the town centre as shown on the plan.

In "Population and Housing Requirements" it is stated that the total development can be brought to realization within 10-15 years.

We wish to inform you at this time that we are aware of the re-zoning application brought before Council to re-zone an area of about 37 acres on Government and North Road and wish to state herewith our observations.

In the report and plan prepared by us a very serious endeavour was made to plan the study area for the best use within the Municipality considered in the Metro-

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politan and community development context.

The opportunity afforded to the Municipality by the founding of the Simon Fraser University, to create a well-balanced townsite in conjunction with industry and research industry complementing the University and at the same time providing the University with housing and commercial, social and cultural establishments, is indeed unique, and afforded only once.

In analyzing the physical build-up of the Municipality, it is found that at no location is there an identifiable community structure. The Simon Fraser Townsite would represent the first opportunity to establish a recognizable and identifiable component within the Municipality.

Based on the growth rate and the attractiveness of the townsite area, the townsite can be developed within ten to fifteen years but only if plans as proposed are followed. It is of paramount importance that no measures undertaken in this period will jeopardize the development of the townsite, specifically those which could jeopardize the development of the town centre.

It is apparent that the site on Government and North Road has a potential to be developed as a shopping centre of some size and character.

But as in the case of the town centre a potential for a shopping centre will develop only over a number of years, that means, this proposed shopping centre also will have to be built in stages. A major department store as stated of 200,000 square feet certainly will not be feasible in the next few years. On the other hand, with a start in the Simon Fraser Townsite a start on the town centre can be made, to grow in proportion to the growth of the total townsite. It is therefore a wrong conclusion to think of a complete shopping centre on Government Road within two years and a complete shopping centre at the townsite within say ten years.

Analyzing the site at Government and North Roads, it is apparent that the effect of such a centre can only be

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detrimental to the overall traffic pattern of the Municipality. Major shopping within the Municipality is already concentrated on major routes in the Municipality and thereby not contributing to the most effective solution of traffic and communications. The proposed shopping centre only can aggravate this situation.

The Simon Fraser Townsite on the other hand is conceived in an overall traffic plan which in no way will detrimentally affect traffic within the Municipality.

In respect to housing it has to be stated that the only way to provide the widest range of housing, i.e. various densities, most effectively and most attractively can be achieved in a planned community. But a planned community is only feasible if the townsite contains a liveable and comprehensive town centre, i.e. there are slight chances to create the townsite as planned if the economic base for a townsite is not available, which will be the case if the shopping centre at Government Road is approved and built.

In summary, it can be stated that even if the shopping centre as proposed on Government Road might increase the assessment base for the Municipality over a short term, in the final analysis the loss of assessment, which will occur by not proceeding with the townsite in total and that includes the town centre, will wipe out all short-term benefits to be gained from the proposed shopping centre at Government and North Roads.

From a planning point of view the impediment of the townsite as planned would be the most serious setback in the orderly growth of the Municipality. The Municipality would deprive itself of the most significant component in its total structure and a second chance to create an outstanding townsite will never occur again.

In the light of the foregoing we thoroughly express our sincere hope that the statesmen of the Municipality choose to retain the concept of the Simon Fraser Townsite as we have proposed.

Yours very truly,



Macklin L. Hancock
President

MLH:jag
Enclosures

POPULATION AND HOUSING REQUIREMENTS

From findings established on population trend and forecasts, proposed by the Lower Mainland Regional Planning Department, a yearly growth rate of 2.5% can be assumed conservatively bringing the population of Burnaby to about 164,000 by 1981.

Based on a household of 3.5 persons, a yearly increment of about 1,000 dwelling units will be required to meet the housing needs for new forming households.

Assuming a housing stock of about 30,000 dwellings, an additional housing demand of 250 to 300 dwelling units will be necessary for easing up of double households and replacement of obsolete housing stock. That means that the housing demand per year can be assumed to be between 1,200 to 1,500 dwelling units. Based on a total population of 40,000 for the Simon Fraser Townsite and on a family coefficient of 3.5 persons per household and taking into account the housing requirements of Burnaby the following appears:

The existing build-up of Burnaby, the strategic location and physical qualities of Simon Fraser Townsite indicate that the townsite could easily capture between 60 and 75 percent of the housing potential which means the construction of the total townsite could be accomplished within a span of twelve to fifteen years.

MARKET ANALYSIS FOR TOWN CENTRE

1. From "Sales Management", June 10, 1964
2. Vancouver S.M. Population Est. 12/31/63 - 970,500 persons
3. Retail Sales by Categories

<u>Category</u>	<u>Retail Sales Total</u>	<u>Retail Sales Per Capita</u>
Food	\$ 264,696,000	\$ 272.00
Drinking and Eating	39,539,000	41.50
General Merchandise	225,832,000	232.00
Apparel	66,014,000	68.00
Furniture, Household Appliances	41,828,000	43.00
Lumber, Building Hardware	25,733,000	26.80
Drugs	35,298,000	36.40
	<u>\$ 698,940,000</u>	<u>\$ 719.70</u>

4. Computation of retail sales per capita and sales areas for town centre for various stages for population of 15,000 and 25,000 persons

<u>Category</u>	<u>Sales/ Capita</u>	<u>Share for Town Centre</u>		<u>Sales/ Sq.ft.</u>	<u>Sales in Sq.ft. Area</u>
		<u>Per Cent</u>	<u>Amount</u>		
Food	\$272.00	80	\$217.60	\$80.00	26.40 sq.ft.
Drinking & Eating	41.50	60	24.90	70.00	3.40 sq.ft.
General Merchandise	232.00	50	116.00	60.00	19.30 sq.ft.
Apparel	68.00	60	40.80	60.00	6.80 sq.ft.
Furniture, Household Appliances	43.00	50	21.50	50.00	4.30 sq.ft.
Lumber, Building Hardware	26.80	60	16.08	40.00	4.00 sq.ft.
Drugs	36.40	80	29.12	70.00	4.20 sq.ft.

Retail Sales Area for population of 15,000 persons and 25,000 persons

		<u>15,000</u>		<u>25,000</u>
Food	Sq.ft.	39,600	Sq.ft.	76,000
Eating and Drinking		5,100		8,500
General Merchandise		28,950		48,250
Apparel		10,200		17,000
Furniture and Household Appliances		6,450		10,750
Lumber & Hardware		6,000		10,000
Drugs		6,300		10,500
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	Sq.ft.	102,600	Sq.ft.	181,000

5. Computation of Retail Sales per Capita and Sales Areas for Town Centre for Population of 40,000 Persons

<u>Category</u>	<u>Sales/</u> <u>Capita</u>	<u>Share For</u> <u>Town Centre</u>		<u>Sales /</u> <u>Sq. Ft.</u>	<u>Sales In</u> <u>Sq. Ft. Area</u>
		<u>Per</u> <u>Cent</u>	<u>Amount</u>		
Food	\$272.00	90	\$244.80	\$80.00	30.6 sq. ft.
Eating & Drinking	41.50	80	37.20	70.00	5.3 sq. ft.
General Merchandise	232.00	80	185.60	60.00	39.3 sq. ft.
Apparel	68.00	80	54.40	60.00	9.1 sq. ft.
Furniture, Household Appliances	43.00	75	32.25	50.00	6.4 sq. ft.
Lumber, Hardware	26.80	75	20.10	40.00	5.0 sq. ft.
Drugs	36.40	90	32.76	70.00	4.6 sq. ft.

This computation as varied from that in (4) takes into consideration the Department Store and its correspondent greater attraction of the Centre.

Retail Sales Areas for Population of 40,000

Food	Sq. Ft.	122,000
Eating and Drinking		21,400
General Merchandise		157,400
Apparel		36,400
Furniture, Household Appliances		25,600
Lumber, Hardware		20,000
Drugs		18,400
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	Sq. Ft.	401,200

Proposed Town Centre as shown on Master Plan

2 Supermarkets (Food)	Sq. Ft.	65,000
1 Department Store		65,000
Retail Areas General		280,000
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	Sq. Ft.	410,000

i.e. the total sales area as shown on the Plan is based on the calculations stated under Sections 4 and 5.

In addition to the strictly retail sales area on the Plan further indicated are

Theatre with Sq. Ft.	25,000
Hotel with Sq. Ft.	23,000
Office Structure with Sq. Ft.	50,000
Curling Rink, etc. with Sq. Ft.	45,000