

# ***Place La Rue Neighbourhood Area Structure Plan***

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Office Consolidation December 2005

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*Prepared by:*

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**Bylaw 7597 was adopted by Council in October 1984. In December 2005, this document was consolidated by virtue of the incorporation of the following bylaws:**

- Bylaw 7597*    Approved October 9, 1984 (to adopt Place La Rue Neighbourhood Area Structure Plan)
- Bylaw 7964*    Approved September 10, 1985 (to incorporate several new land parcels created as a result of road registrations, and to reflect planned final transportation alignments and DC2 (Site Specific Development Control) Provisions which had been previously approved within the plan area.)
- Bylaw 8850*    Approved May 24, 1988 (to address increased traffic volumes and increased pressure for commercial development within the plan area)
- Bylaw 10688*   Approved April 18, 1994 (to revise the Plan's development concept in the context of recent changes in Municipal Policy and current trends in commercial development)
- Bylaw 11438*   Approved March 10, 1997 (to delete the requirement for 99B Avenue between 179 Street and approximately 174 Street)
- Bylaw 12261*   Approved March 14, 2000 (to remove clause 4.3.1)

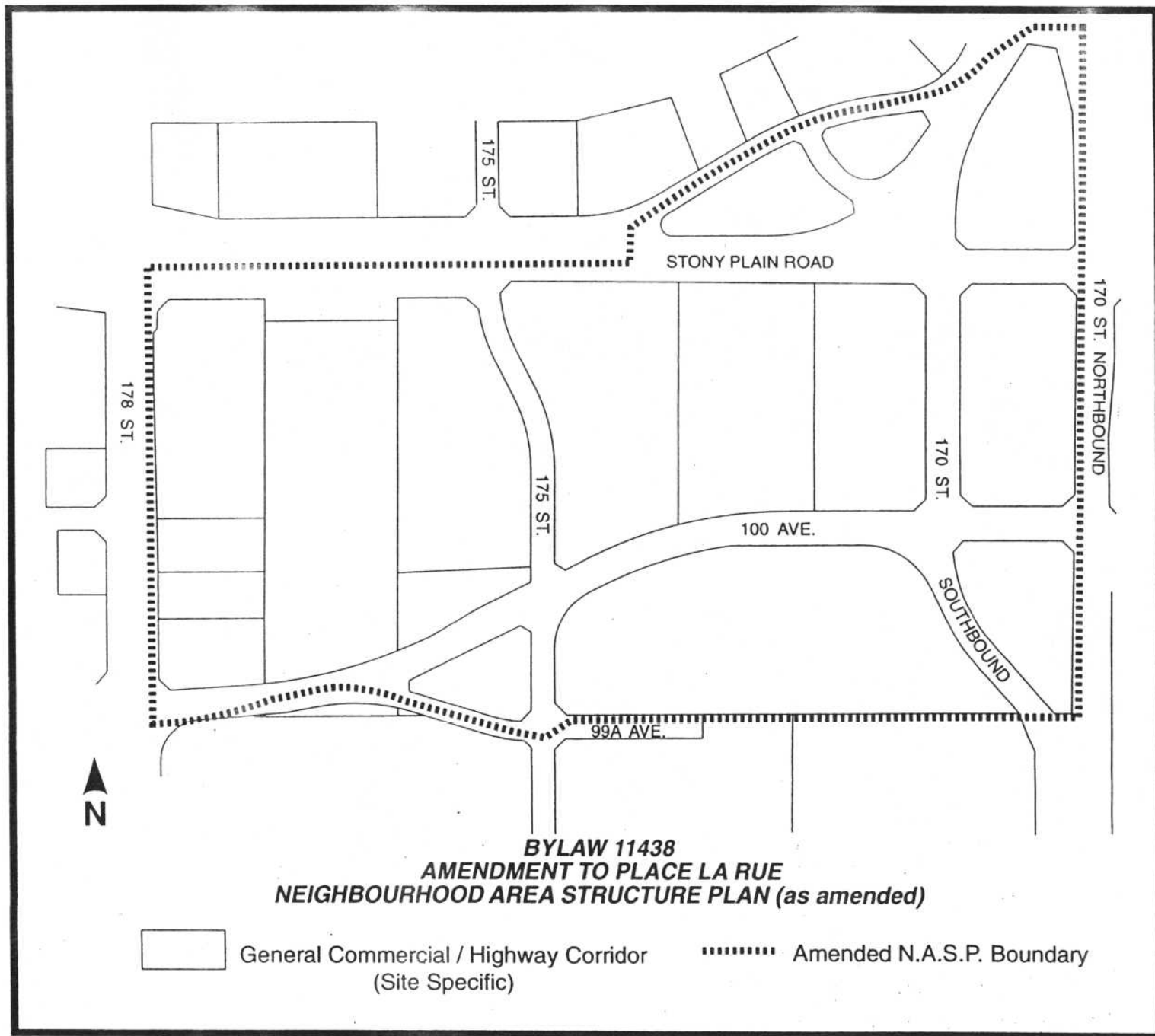
**Editor's Note:**

This is an office consolidation edition of the Place La Rue Neighbourhood Area Structure Plan, Bylaw 7597, as approved by City Council on October 9, 1984.

For the sake of clarity, new maps and a standardized format were utilized in this Plan. All names of City departments have been standardized to reflect their present titles. Private owners' names have been removed in accordance with the Freedom of Information and Protection of Privacy Act. Furthermore, all reasonable attempts were made to accurately reflect the original Bylaws. All text changes are noted in the right margin and are italicized where applicable.

This office consolidation is intended for convenience only. In case of uncertainty, the reader is advised to consult the original Bylaws, available at the office of the City Clerk.

City of Edmonton  
Planning and Development Department



**PLACE LA RUE**  
NEIGHBOURHOOD AREA STRUCTURE PLAN AMENDMENT

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## 1.0 INTRODUCTION

### 1.1 History

The Place La Rue Neighbourhood Area Structure Plan (NASP) was adopted in October 1984 under Bylaw No. 7597. Its purpose was to identify a preferred alignment for 100th Avenue and 170 Street and to provide a development concept for this major entrance route to the City.

Following its adoption, the Place La Rue NASP was amended twice in four years to reflect a rapidly changing physical and commercial context.

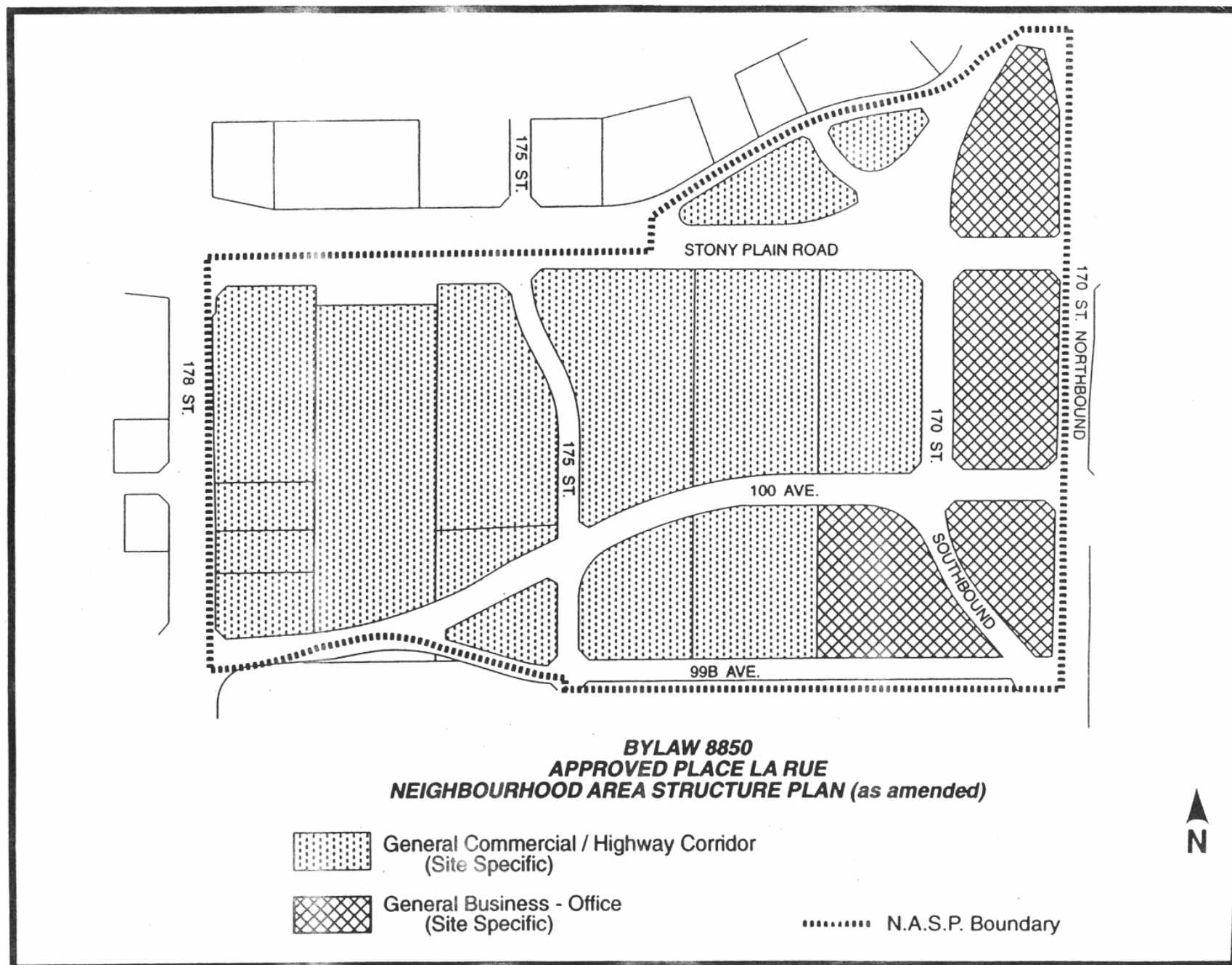
The Plan was first amended in September 1985 under Bylaw No. 7964 to incorporate "several new land parcels created as a result of road registrations, and to reflect planned final transportation alignments and *DC2 (Site Specific Development Control) Provisions* which had been previously approved within the plan area.

Amended by Editor

The 1985 amendment to the Place La Rue NASP confirmed, then current, General Municipal Plan (GMP) (Bylaw No. 6000) policies restricting commercial development along major entrances to the City and went further by limiting the gross floor area of general retail and warehouse sales uses to 1,000 m<sup>2</sup> and 2,500 m<sup>2</sup>, respectively on the basis that the floor areas of these uses must be limited to ensure that the plan area was developed primarily as a highway commercial corridor. To implement these policies, the Place La Rue NASP includes a schedule which indicates specific development "Areas", the maximum Floor Area Ratios which may be developed on these areas, and the maximum gross floor areas for specific uses within these areas.

In May 1988 the Plan was amended again under Bylaw No. 8850 (See Map 1) to address increased traffic volumes and increased pressure for commercial development within the Plan area. Under this amendment the highway corridor designation for parcels in the western portion of the Plan area was replaced by a general commercial/highway corridor designation, and additional commercial uses, site planning and architectural guidelines were incorporated for specific sites and uses. In recognition of area's rising profile as a major commercial corridor the maximum gross floor area for general retail and warehouse sales uses were increased to 2,500 m<sup>2</sup> and 5,000 m<sup>2</sup>, respectively.

Editor's Note – This map establishes the historical context of the Place La Rue Neighbourhood Area Structure Plan. The approved map from Bylaw 8850 was replaced by Bylaws 10688 and 11438; for the current Development Concept Map refer to page 4.



## 1.2 Proposed Amendments

The amendment proposes to revise the Plan's development concept in the context of recent changes in Municipal Policy and current trends in commercial development (see Map 2) specifically, the amendment proposes to:

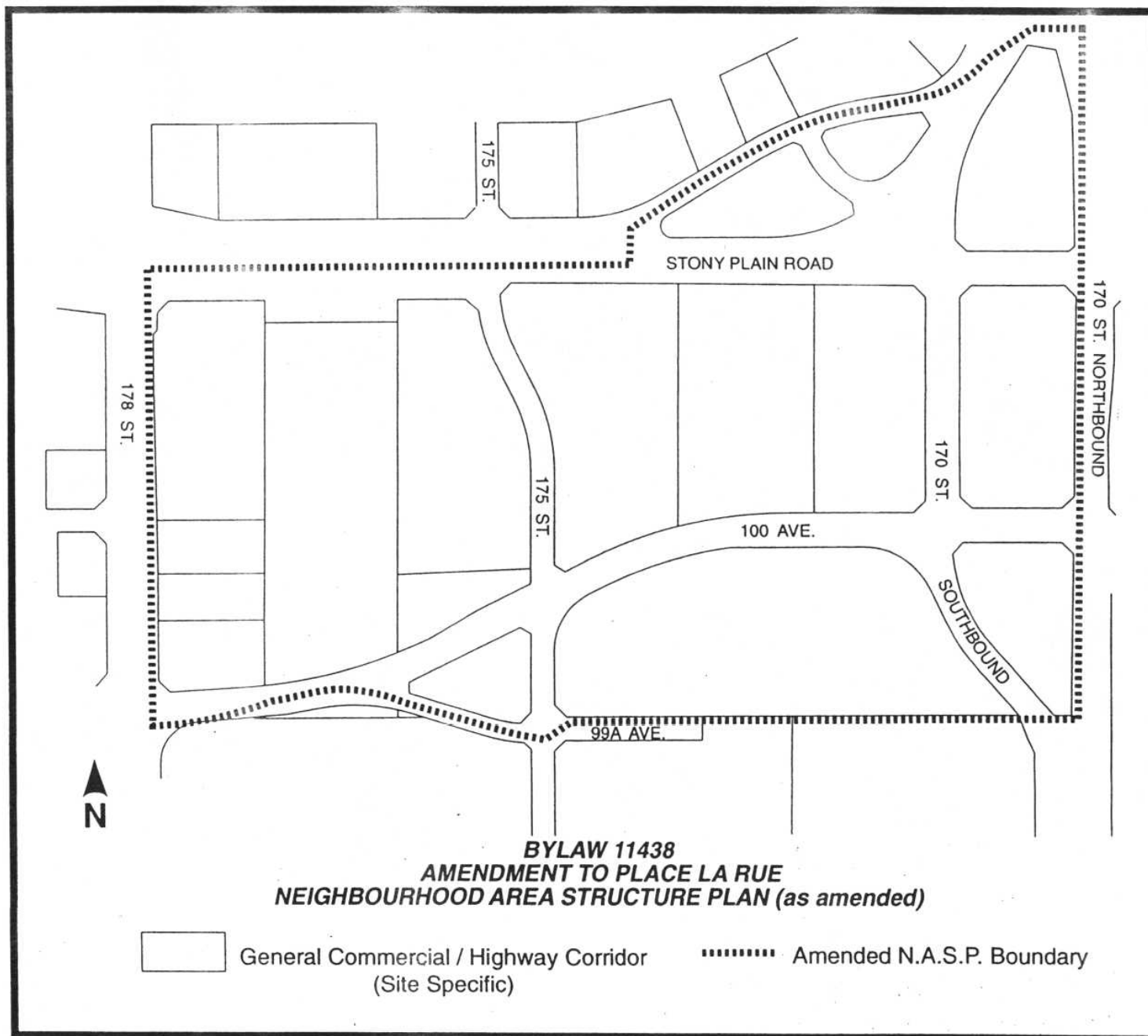
- i) designate the entire Plan area as being suitable for development with general commercial/highway corridor uses;
- ii) combine two subareas (subareas 4 and 7);
- iii) eliminate the maximum gross floor areas for specific uses within the various subareas identified in the Plan;
- iv) eliminate specific development guidelines (i.e., setbacks, landscaping and building appearance) which have become redundant with the adoption of the Major Commercial Corridor Statutory Plan Overlay; and
- v) add general retail stores and minor and major alcohol sales to the use opportunity guidelines for selected subareas.

The Plan's development areas and guidelines regarding maximum floor area ratios for these areas are shown on Map 3.

## 1.3 Purpose of Amendments

The purpose of the Place La Rue Neighbourhood Area Structure Plan (as amended) is to provide a framework for the future development of this strategically located area and to ensure the orderly and efficient use of the Plan area in terms of providing adequate quality services and businesses to serve the travelling public, incorporating greater flexibility in commercial land use opportunities, retaining the efficient free flow function of the arterial roadway network and ensuring high quality development along a major entrance to the City. The revised development concept for the Place La Rue NASP will:

- i) be more reflective of the policies contained within the most recent GMP;
- ii) respond to recent trends in commercial development along major arterials with their significant locational advantages; and
- iii) recognize the MCC Statutory Plan Overlay as the most appropriate policy instrument in guiding development along this major entrance to the City.





## 2.0 SITE CONTEXT

### 2.1 Location and Setting

The Place La Rue NASP is located between 170 Street Northbound and 178 Street and south of Stony Plain Road to the northern boundary of the Terra Rosa Neighbourhood Structure Plan (99A Avenue right-of-way). The area west of the Place La Rue Plan area is largely undeveloped. To the north of the Plan area are the mixed commercial and industrial uses located in the Cascade Industrial Park. To the east is the Westlawn Neighbourhood, the northern portion of which is an older mixed commercial and light industrial area. South of the Plan area is the partially developed Terra Rosa Neighbourhood, the Neighbourhood Structure Plan of which provides that commercial/business/light industrial uses be developed abutting the boundary of the Place La Rue NASP. Further south, with frontage along 170 Street, are several large freestanding and linked commercial businesses which include a *large retail store, a grocery store, and a home improvement store.*

Bylaw 11438  
March 10, 1997

Amended by Editor

### 2.2 Opportunity and Development

The majority of parcels located within the Plan area have been districted as direct control sites and which typically include general commercial and highway corridor use opportunities.

While the majority of the lands contained within the Plan boundary are undeveloped, the area as a whole is emerging as a major commercial corridor which includes a super-grocery, motel development, major and minor eating and drinking establishments, gas bars and general retail.

### 2.3 Policy Context

The GMP (Bylaw No. 6000) in place at the time the Place La Rue NASP was originally adopted (1984) and last amended (1988) provided that major entrance routes to the City be developed as attractive commercial areas, that they not include regional shopping centres or retail establishments having a gross floor area greater than 5,000 m<sup>2</sup> and that entrance routes be developed with a high standard of landscaping and buffering to create the best possible impression to the travelling public. The prohibition of regional shopping centres and retail

establishments having a gross floor area greater than 5,000 m<sup>2</sup> along major entrance routes to the City addressed a concern that these developments might reduce the viability of Town Centres and employment nodes provided for elsewhere in the GMP (Bylaw No. 6000).

In 1990, Bylaw No. 6000 was repealed by Bylaw No. 9076 through which Council adopted a new, considerably less prescriptive GMP. The new GMP (Bylaw No. 9076) shifted away from the comprehensive approach adopted under the former GMP (Bylaw No. 6000) to an approach which focused on key issues of greatest impact on the future. Rather than restrict development along major entrances to the City, the new GMP recognized that a new form of development, the Major Commercial Corridor, had emerged.

Pursuant to Objective 3.C. of the GMP (Bylaw No. 9076) to provide for major retail concentrations with large scale retail facilities along selected arterial roadways, Council amended the City of Edmonton *Zoning* Bylaw to adopt the Major Commercial Corridor (MCC) Statutory Plan Overlay. The purpose of the MCC Overlay is to establish development criteria to ensure that development along Major Commercial Corridors is visually attractive and that due consideration is given to pedestrian and traffic safety. The 100th Avenue Corridor, a portion of which is included within the boundaries of the Place La Rue NASP is subject to the MCC Overlay regulations.

Amended by Editor

### 3.0 EXPECTED IMPACTS

#### 3.1 Land Use

The revised development concept for the Place La Rue NASP will provide the opportunity for the area to develop fully as a major commercial corridor. While the elimination of the maximum gross floor areas for specific uses will permit the development of large freestanding commercial facilities, the retention of maximum floor area ratios will limit the overall extent of development on a particular site.

The guidelines regarding appropriate uses for the various areas identified in the Plan will also remain in place. These guidelines will be referred to when a particular site is *zoned* or *rezoned*. The guidelines prohibiting enclosed climate controlled mall development and traffic studies will also remain in place.

Amended by Editor

#### 3.2. Transportation and Utilities

The *Transportation and Streets Department* will continue to review *rezoning* and development applications for sites within the Plan area and advise as to points of access and the effect of proposed land uses on the capacity of the transportation network. Guidelines contained within the Plan and the existing *DC2 Provisions* allow the Development Officer, in consultation with the City Engineer, to limit the scale of high traffic generation land uses if the proposed uses will have a detrimental impact on the adjacent roadways. These guidelines and regulations are included to ensure that development on sites within Place La Rue and the traffic generated by them does not exceed the capacity of the adjacent roadways.

Amended by Editor

Amended by Editor

There is no expected impact to the provision of utilities as a result of the proposed amendment. However, the various utility departments and agencies will have the opportunity to provide comments and recommendations at the redistricting and development permit stage to ensure that their individual requirements are met.

## **4.0 DEVELOPMENT CONCEPT**

### **4.1 Development Objectives**

Based upon the site location and setting, the transportation network and the objectives of the General Municipal Plan, the following development objectives have been identified:

- a) to establish a land use concept that recognizes the Place La Rue area as a major commercial corridor capable of supporting a broad range of highway corridor and general commercial use opportunities;
- b) to maintain the integrity of the highway commercial function of Stony Plain Road to the west of 178 Street and the Stony Plain Road strip commercial function east of 170 Street;
- c) to ensure a high standard of landscaping, site planning and built form in the Plan area; and
- d) to ensure that development within the Plan is compatible with the efficient functioning of the transportation network.

### **4.2 Development Concept**

The development concept for the Place La Rue Neighbourhood Area Structure Plan, as amended, proposes general commercial/highway corridor uses for the entire plan area.

The development concept land use designations and limitations regarding gross floor areas for specific use opportunities contained within the approved Place La Rue NASP are not reflective of policies contained within the recently adopted GMP (Bylaw 9076) or recent trends in commercial development along major arterials.

The finalization of the roadway system within the Place La Rue NASP has created an area comprised of relatively large parcels with good to excellent access and high visibility. This in turn, has created an increased commercial development opportunity and corresponding increased demand for commercial development such that the Place La Rue area has emerged as a major commercial corridor capable of accommodating a relatively broad range of commercial uses.

**GMP (Bylaw No. 9076) Policy 3.C.1. states,**

"Provide for major retail concentrations with one or more large scale retail facilities which develop along arterial corridors."

The proposed amendment is consistent with GMP Policy 3.C.1. in that it will remove the limitations regarding allowable gross floor areas and permit the Place La Rue NASP to fully develop as a major commercial corridor.

The development regulations adopted under the MCC Statutory Plan Overlay will ensure that lands located within the Place La Rue NASP are developed in an attractive manner (i.e., setbacks, landscaping and building appearance) and that due consideration is given to pedestrian and traffic safety.

Subareas 4 and 7 will be merged (into subarea 4) in recognition of the fact that the lands within these areas will be developed as a consolidated site under one owner.

General retail stores will be added to the use opportunity guidelines for subarea 7 in recognition of the existing opportunity to develop this use under the area's existing *DC2 Provision*.

Amended by Editor

Minor and Major Alcohol Sales is being added to the use opportunity guidelines for those subareas where the subarea includes the opportunity for general retail uses. This change acknowledges City Council's direction in part, that alcohol sales be added to sites that have an existing opportunity for general retail uses and that are located within a major commercial corridor.

#### 4.3 Land Use and Development Guidelines

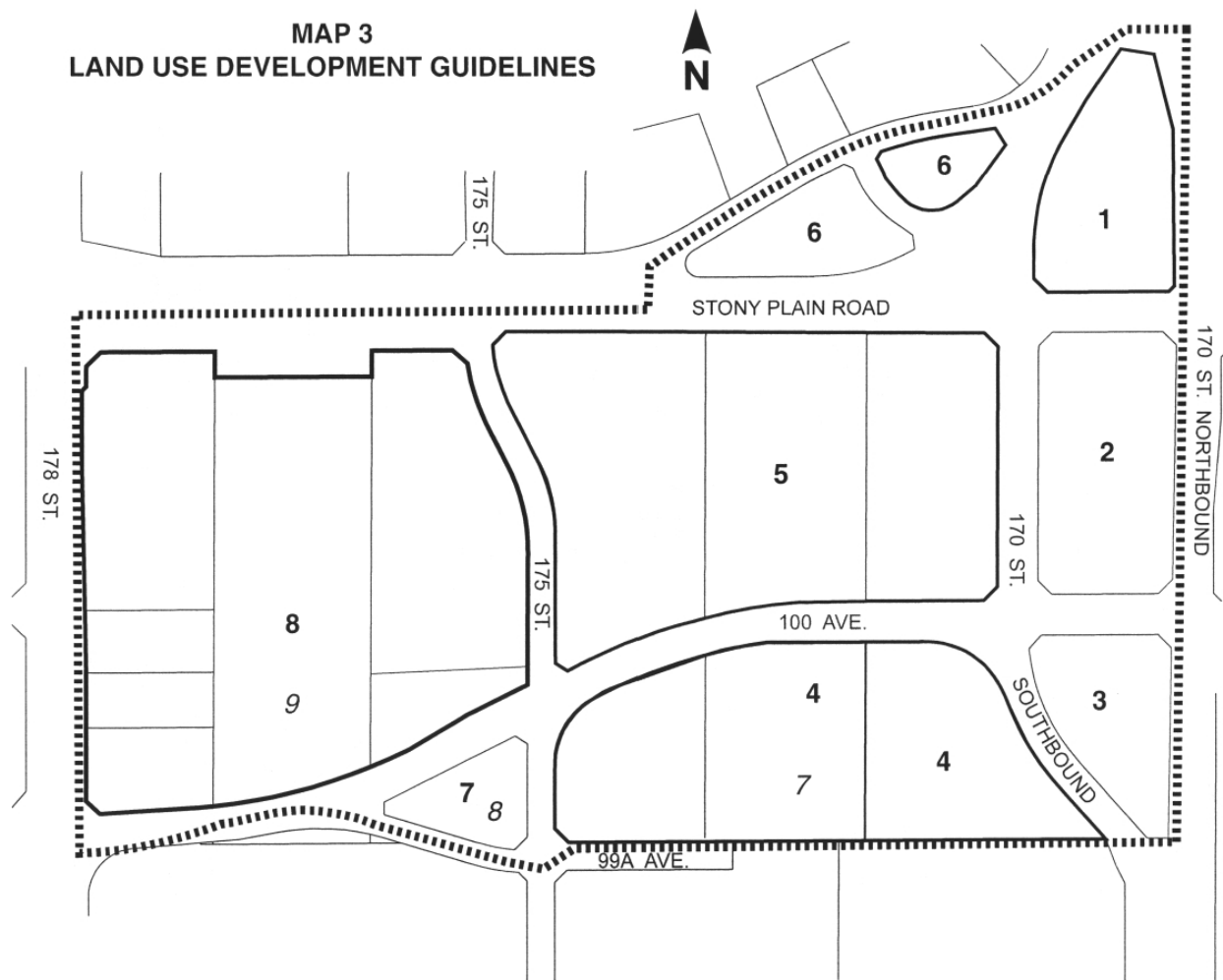
The following guidelines will apply to all sites located within the Place La Rue NASP:

1. *(Section Deleted)*
2. To ensure the ability of the transportation network to accommodate uses of a high traffic generation nature, the Development Officer, upon the advice of the City Engineer may limit the gross floor area or seating capacity for certain uses and require the developer to enter into an agreement to pay for roadway modification costs to provide access to the development.

Bylaw 12261  
March 14, 2000

3. The above noted development guidelines, maximum floor area ratios for the various subareas shown on Map 3 and the use opportunities for the various subareas included in Appendix A are to be implemented through site specific districting.

**MAP 3  
LAND USE DEVELOPMENT GUIDELINES**



AREA	SITE AREA (in ha)	F.A.R.*	F.A.R.**	MAX. HEIGHT*	MAX. HEIGHT**
1	1.41	1.0	1.5	10m/2 STOREY	14m/4 STOREY
2	1.45	1.0	1.5	10m/2 STOREY	21m/6 STOREY
3	1.13	1.0	1.0	10m/2 STOREY	10m/2 STOREY
4	4.69	1.0	1.0	10m/2 STOREY	10m/3 STOREY
5	7.0	.60	.60	10m/2 STOREY	10m/3 STOREY
6	1.42	1.0	1.0	10m/2 STOREY	10m/3 STOREY
7	.50	1.0	1.0	10m/2 STOREY	10m/2 STOREY
8	9.65	1.0	1.0	10m/2 STOREY	12M/3 STOREY

**NOTE:**

Areas 4 & 7 combined to create Area 4  
Areas 8 & 9 renumbered to Areas 7 & 8 respectively

\* Floor area ratio for all uses, excluding professional, financial and office support services.

\*\* For uses including professional, financial and office support services.

Amended by Bylaw 11438, March 10, 1997

## **APPENDIX A**



## **Appendix A.1      Area 1**

### **1.0      Uses**

Automotive and Equipment Repair Shops;  
Automotive and Minor Recreational Vehicle Sales and Rentals;  
Broadcasting and Motion Picture Studios;  
Business Support Services; Commercial Schools;  
Convenience Retail Stores; Convenience Vehicle Rentals; Custom Manufacturing; Drive-in Food Services;  
Equipment Rentals; provided that all equipment and goods for rent are contained within an enclosed building;  
Gas Bars;  
General Retail Stores;  
Green Houses and Plant Nurseries;  
Health Services;  
Hotels;  
Household Repair Services;  
Indoor Participant Recreation Services;  
Minor and Major Alcohol Sales;  
Minor and Major Amusement Establishments;  
Minor and Major Eating and Drinking Establishments;  
Minor and Major Service Stations; Minor Veterinary Services; Motels;  
Personal Service Shops; Private Clubs;  
Professional, Financial and Office Support Services;  
Rapid Drive-through Vehicle Services;  
Second Hand Stores;  
Spectator Entertainment Establishments; and  
Warehouse Sales

### **2.0      Development Guidelines**

- 2.1      The maximum floor area ratio shall be 1.0 except that the maximum F.A.R. for Professional, Financial and Office Support Services shall be 1.5.
- 2.2      The maximum building height shall neither exceed 10 m nor two storeys, except that the maximum height of a hotel shall be 30 m and the maximum height for Professional, Financial and Office Support Services shall neither exceed 14 m nor four storeys.

## **Appendix A.2        Area 2**

### **1.0        Uses**

Automotive and Equipment Repair Shops;  
Automotive and Minor Recreational Vehicle Sales and Rentals;  
Broadcasting and Motion Picture Studios;  
Business Support Services; Commercial Schools;  
Convenience Retail Stores; Convenience Vehicle Rentals; Custom Manufacturing; Drive-in Food Services;  
Equipment Rentals; provided that all equipment and goods for rent are contained within an enclosed building;  
Gas Bars;  
General Retail Stores;  
Green Houses and Plant Nurseries;  
Health Services;  
Household Repair Services;  
Indoor Participant Recreation Services;  
Minor and Major Alcohol Sales;  
Minor and Major Amusement Establishments;  
Minor and Major Eating and Drinking Establishments;  
Minor and Major Service Stations; Minor Veterinary Services; Motels;  
Personal Service Shops; Private Clubs;  
Professional, Financial and Office Support Services;  
Rapid Drive-through Vehicle Services;  
Second Hand Stores;  
Spectator Entertainment Establishments; and  
Warehouse Sales

### **2.0        Development Guidelines**

- 2.1        The maximum floor area ratio shall be 1.0 except that the maximum F.A.R. for Professional, Financial and Office Support Services shall be 2.0.
- 2.2        The maximum building height shall neither exceed 10 m nor two storeys, except that the maximum height for a hotel shall be 30 m and the maximum height for Professional, Financial and Office Support Services shall neither exceed six storeys or 21 m.

## **Appendix A.3        Area 3**

### **1.0     Uses**

Automotive and Equipment Repair Shops;  
Automotive and Minor Recreational Vehicle Sales and Rentals;  
Broadcasting and Motion Picture Studios;  
Business Support Services; Commercial Schools;  
Convenience Retail Stores; Convenience Vehicle Rentals; Custom Manufacturing; Drive-in Food Services;  
Equipment Rentals; provided that all equipment and goods for rent are contained within an enclosed building;  
Gas Bars;  
General Retail Stores;  
Green Houses and Plant Nurseries;  
Health Services;  
Hotels;  
Household Repair Services;  
Indoor Participant Recreation Services;  
Minor and Major Alcohol Sales;  
Minor and Major Amusement Establishments;  
Minor and Major Eating and Drinking Establishments;  
Minor and Major Service Stations; Minor Veterinary Services; Motels;  
Personal Service Shops; Private Clubs;  
Professional, Financial and Office Support Services;  
Rapid Drive-through Vehicle Services;  
Second Hand Stores;  
Spectator Entertainment Establishments; and  
Warehouse Sales

### **2.0     Development Guidelines**

- 2.1     The maximum floor area ratio shall be 1.0.
- 2.2     The maximum building height shall neither exceed 10 m nor two storeys.

## **Appendix A.4        Areas 4 and 8**

### **1.0        Uses**

Auctioneering Establishments, provided that all goods to be auctioned are displayed and stored within an enclosed building;  
Automotive and Equipment Repair Shops;  
Automotive and Minor Recreational Vehicle Sales and Rentals;  
Broadcasting and Motion Picture Studios;  
Business Support Services; Commercial Schools;  
Convenience Retail Stores; Convenience Vehicle Rentals; Cremation and Internment Services;  
Custom Manufacturing; Drive-in Food Services;  
Equipment Rentals; provided that all equipment and goods for rent are contained within an enclosed building;  
Gas Bars;  
General Retail Stores;  
Green Houses and Plant Nurseries;  
Health Services;  
Hotels;  
Household Repair Services;  
Indoor Participant Recreation Services;  
Minor and Major Alcohol Sales;  
Minor and Major Amusement Establishments;  
Minor and Major Eating and Drinking Establishments;  
Minor and Major Service Stations;  
Minor Veterinary Services; Motels;  
Outdoor Participant Recreation Services, which shall be limited to tennis courts or miniature golf and developed as part of an Indoor participant Recreation Service,  
Hotel or motel development; Personal Service Shops; Private Clubs;  
Professional, Financial and Office Support Services;  
Rapid Drive-through Vehicle Services;  
Second Hand Stores;  
Spectator Entertainment Establishments; and  
Warehouse Sales

### **2.0        Development Guidelines**

- 2.1        The maximum floor area ratio shall be 1.0.
- 2.2        The maximum building height shall neither exceed 10 m nor two storeys, except that the maximum height of a hotel shall be 30 m and the maximum height for Professional, Financial and Office Support Services shall neither exceed ten m nor two storeys for Area 4 and 12 m nor three storeys for Area 8.

## **Appendix A.5      Area 5**

### **1.0      Uses**

Automotive and Equipment Repair Shops;  
Automotive and Minor Recreational Vehicle Sales and Rentals; Business Support Services;  
Convenience Retail Stores;  
Convenience Vehicle Rentals;  
Daytime Child Care Services;  
Drive-in Food Services;  
Equipment Rentals; provided that all equipment and goods for rent are contained within an enclosed building;  
Gas Bars;  
General Retail Stores;  
Green Houses and Plant Nurseries;  
Health Services;  
Hotels;  
Household Repair Services, provided all repairs and all appliances or equipment being held for repair are contained within an enclosed building; Indoor Participant Recreation Services;  
Minor and Major Alcohol Sales;  
Minor and Major Eating and Drinking Establishments; Minor and Major Service Stations;  
Minor Veterinary Services;  
Motels;  
Personal Service Shops;  
Private Clubs;  
Professional, Financial and Office Support Services;  
Rapid Drive-through Vehicle Services;  
Spectator Entertainment Establishments;  
Super Groceteria; and  
Warehouse Sales

### **2.0      Development Guidelines**

- 2.1      The maximum floor area ratio shall be 0.60.
- 2.2      The maximum building height shall neither exceed 10 m nor two storeys, except that the maximum height for a hotel shall be 30 m and the maximum height for Professional, Financial and Office Support Services shall neither exceed 10 m nor three storeys.

## **Appendix A.6          Area 6**

### **1.0      Uses**

Auctioneering Establishments, provided all goods to be auctioned are displayed and stored within an enclosed building;  
Automotive and Equipment Repair Shops;  
Automotive and Minor Recreational Vehicle Sales and Rentals;  
Broadcasting and Motion Picture Studios; Business Support Services;  
Convenience Retail Stores;  
Convenience Vehicle Rentals;  
Drive-in Food Services;  
Equipment Rentals; provided that all equipment and goods for rent are contained within an enclosed building;  
Gas Bars;  
Green Houses and Plant Nurseries; Health Services;  
Household Repair Services;  
Limited Contractor Services;  
Minor and Major Amusement Establishments;  
Minor and Major Eating and Drinking Establishments;  
Minor and Major Service Stations; Minor Veterinary Services;  
Mobile Food Catering Services;  
Motels;  
Personal Service Shops;  
Private Clubs;  
Professional, Financial and Office Support Services;  
Rapid Drive-through Vehicle Services; Second Hand Stores; and  
Warehouse Sales

### **2.0      Development Guidelines**

- 2.1      The maximum floor area ratio shall be 1.0.
- 2.2      The maximum building height shall neither exceed 10 m nor two storeys, except that the maximum height for Professional, Financial and Office Support Services shall neither exceed ten m nor three storeys.

## **Appendix A.7      Area 7**

### **1.0      Uses**

Auctioneering Establishments, provided all goods to be auctioned are displayed and stored within an enclosed building;  
Automotive and Equipment Repair Shops;  
Automotive and Minor Recreational Vehicle Sales and Rentals;  
Broadcasting and Motion Picture Studios;  
Business Support Services; Convenience Retail Stores; Convenience Vehicle Rentals; Drive-in Food Services;  
Equipment Rentals; provided that all equipment and goods for rent are contained within an enclosed building;  
Gas Bars;  
General Retail Stores;  
Green Houses and Plant Nurseries;  
Health Services;  
Household Repair Services; Limited Contractor Services; Minor and Major Alcohol Sales;  
Minor and Major Amusement Establishments;  
Minor and Major Eating and Drinking Establishments;  
Minor and Major Service Stations;  
Minor Veterinary Services; Mobile Food Catering Services; Motels;  
Personal Service Shops; Private Clubs;  
Professional, Financial and Office Support Services;  
Rapid Drive-through Vehicle Services;  
Second Hand Stores; and Warehouse Sales

### **2.0      Development Guidelines**

- 2.1      The maximum floor area ratio shall be 1.0.
- 2.2      The maximum building height shall neither exceed 10 m nor two storeys.