

Discretionary Use – 2660 E Star Lite Street

Date	May 8, 2026
To	Deborah Bryden, Development Officer
From	Planning & Development Services
Item #	PL202600125

BACKGROUND

Section 1D.1.2(2) of *The Regina Zoning Bylaw, 2019* (Zoning Bylaw) specifies that all applications for Discretionary Use approval are delegated to the Development Officer, except those applications that meet specified criteria, which warrant City Council review.

The criteria that warrant City Council review are deemed not to apply; therefore, this application is delegated to the Development Officer.

APPLICATION

Colliers (Applicant), on behalf of Olympic Real Estate Development (SK) Corporation (Landowner), proposes to convert an existing building (Subject Building), located at 2660 E Star Lite Street (Subject Property), to a car dealership (Proposed Development).

The Proposed Development will involve the conversion of the existing building, which has a 2383m² floor area, into the following complementary land uses:

- 1,719m² Retail Showroom (*Retail Trade, Motor Vehicle Light*)
- 664m² Service Shop (*Service Trade Motor Vehicle – Light*)

The Subject Property is zoned MLM – Mixed Large Market Zone (MLM Zone), which requires that *Retail Trade, Motor Vehicle Light*, exceeding 1,000m², be reviewed through the Discretionary Use procedure.

The Subject Building was constructed in 2005 and forms part of the Quance Street commercial centre, which includes various retail and service uses. The properties abutting the Subject Property are also owned by the Landowner, including the parcel directly south, which also operates as a car dealership (Olympic Super Centre).

The Subject Property borders other commercial development to the west and south, and Victoria Avenue and Star Lite Street to the north and west, respectively.

ASSESSMENT

Administration's assessment of this application has been undertaken in accordance with the criteria set forth in Section 1E3.5 of the Zoning Bylaw as follows:

Consistency with the vision, goals and policies of the Official Community Plan.

The Proposed Development represents an “adaptive re-use” of an existing building that is currently vacant; therefore, it supports OCP objectives relating to efficient and economically sustainable servicing (Section B, Goal 2).

Consistency with the objectives and policies of any applicable special study or policy document for the site, area or neighbourhood with emphasis on:

- (i) **land use;**
- (ii) **intensity of development; and**
- (iii) **impact on public facilities, infrastructure or services.**

No neighbourhood plan, concept plan, or special study or policy document applies.

Consistency with regulations of the Zoning Bylaw.

The Proposed Development is limited within an existing building which conforms to the Zoning Bylaw. There are no changes to the building footprint, façade, or height associated with this discretionary use application.

Potential adverse impacts or nuisances affecting:

- (i) **nearby land, development, land uses, or properties;**
- (ii) **neighbourhood character;**
- (iii) **the environment;**
- (iv) **traffic;**
- (v) **a public right-of-way; and**
- (vi) **any other matter(s) affecting public health and safety.**

The Subject Property forms part of a commercial centre located within the Victoria Avenue Urban Corridor; therefore, is compatible with surrounding land use.

Per OCP – Part A; Section D5; Policy 7.17, Urban Corridors, and Urban Centres, are deemed to be appropriate locations for “large-format” retail development.

Further, the Proposed Development replaces, within an existing building, one type of *Retail Trade* use with another (*Retail Trade, Shop to Retail Trade, Motor Vehicle – Light*).

While no alteration to the building exterior is proposed, the Proponent would be entitled to utilize the parking area for retail (motor vehicle) display purposes. This outdoor use would be located on the south side of the Subject Building and would be contiguous with the outdoor display area of the adjacent car dealership, which is also owned by the Landowner. The Subject Property forms part of a commercial centre, which is bound by collector and arterial roadways. The overall area is retail-oriented with significant traffic flows, and the Proposed Development will not significantly add to, or impact, traffic volumes.

No adverse impacts are anticipated regarding health and safety or the environment.

COMMUNICATION

The public has been notified about the application as required by The Public Notice Policy Bylaw by way of:

- Sign posting on the Subject Property.
- Notice letter sent to assessed property owners within 75 metres of Subject Property.
- Notice letter posted on the City's website.

The following is a summary of comments submitted, and Administration's response.

Public Review Summary		
Response	#	Issues Identified
<i>Completely opposed</i>	1	• Too much <i>Retail Trade, Motor Vehicle Light</i> land use.
<i>Other</i>	0	
<i>I support this proposal</i>	0	
Total	1	

Issue: Retail Trade, Motor Vehicle Light

The Zoning Bylaw does not limit the overall amount (floor area; hectare area, etc.) of this land use type at a particular location; however, proposed buildings, which include more than 1,000m² of floor area, must be reviewed through the Discretionary Use procedure, considering the criteria outlined in this report.

The Proposed Development has been reviewed and is deemed to be suitable for the Subject Property location, considering, policy, land use compatibility, traffic, etc.

SUMMARY

The Proposed Development complies with all criteria for Discretionary Use approval in the Zoning Bylaw, aligns with applicable policy and regulations, and is deemed suitable for the location, as an adaptive re-use of an existing building.

RECOMMENDATION


The application for a proposed Discretionary Use for *Retail Trade, Motor Vehicle – Light*, located at 2660 E Star Lite Street, being Block DD, Plan 101580982, be APPROVED, subject to the following standards and conditions:

1. The development shall be generally consistent with the plans attached to this report as Appendix B.
2. Except as otherwise specified in this approval, the development shall comply with all applicable standards and regulations of *The Regina Zoning Bylaw, 2019*.
3. Subject to the above conditions, authorize the Development Officer to issue a development permit with respect to the application.

Respectfully Submitted,



Manager, City Planning



Director, Planning & Development Services

DECISION OF DEVELOPMENT OFFICER

As recommended in this report, this application is:

- APPROVED
 DENIED



May 8, 2026

Deborah Bryden, Deputy City Manager
City Planning & Community Services
(Development Officer)

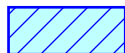
Dated

Report prepared by: Tyson Selinger, City Planner I

Attachments:
Appendix A-1: Location
Appendix A-2: Zoning
Appendix B: Site Plan



Subject Property



Subject Unit

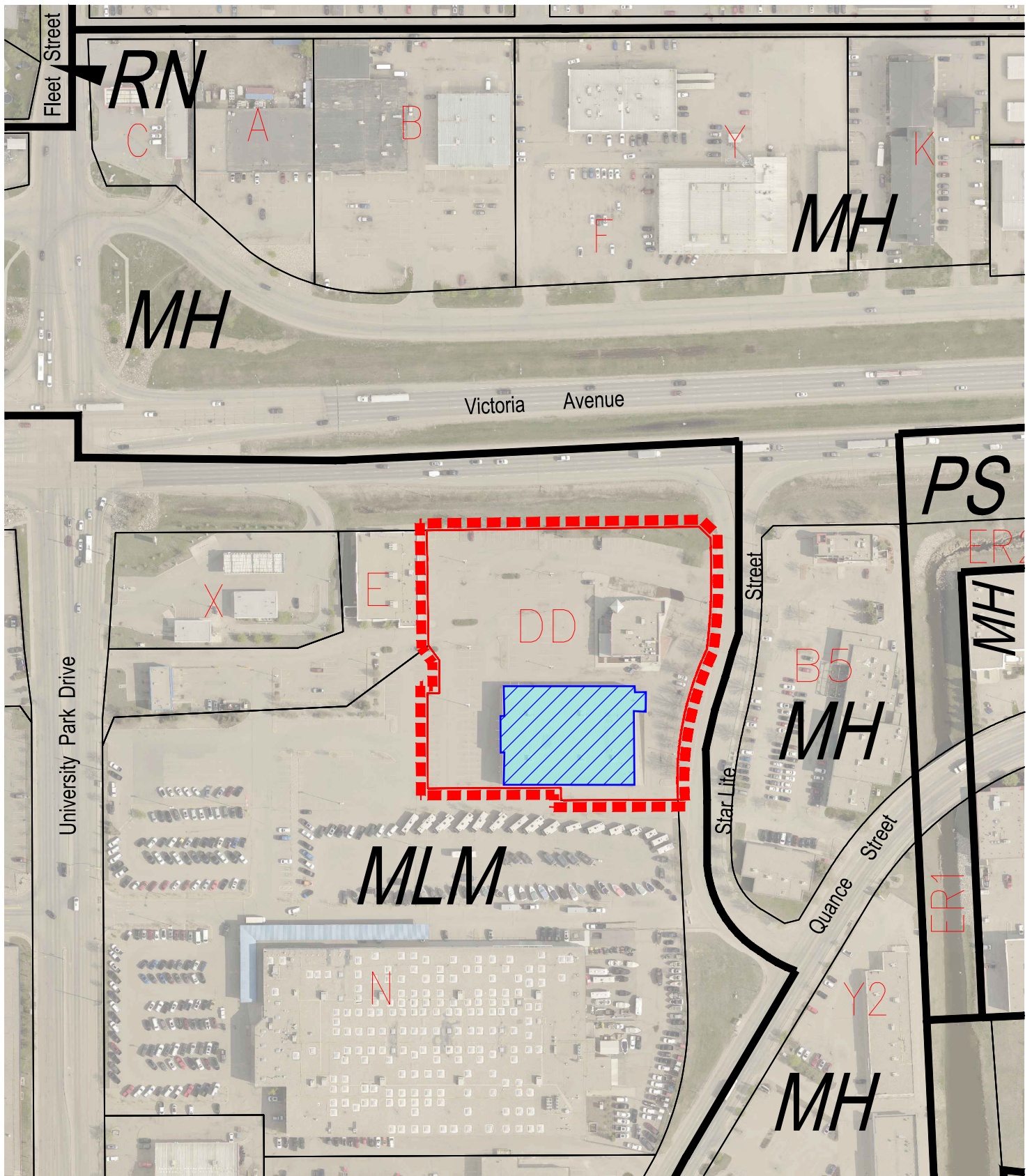
Date of Photography: 2024



Project PL202600125

Civic Address/Subdivision

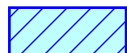
2660 E Star Lite Street



Date of Photography : 2024



Subject Property



Subject Unit



