

VISION MANDATE:

A strong economy is a “core value” integral to the growth of Richmond and its downtown and will help to:

- **“Build Community”:** Balance jobs and population, taking into account skills, education, and access to housing;
- **“Build Green”:** Minimize sprawl with compact, transit-oriented development that does more with less land;
- **“Build Economic Vitality”:** Provide a diverse job base that supports all of Richmond’s economic sectors;
- **“Build a Legacy”:** Protect valuable employment lands with long-term strategies aimed at adaptability.

2.2 Jobs & Business

ISSUE:

Richmond has a healthy and diverse economy, and leads the region in its ratio of jobs to working residents. This is strongly related to Richmond’s ability to distinguish itself in the region as a:

- multi-modal “gateway” and transportation “hub”;
- fishing port and agricultural producer;
- leader in high-technology industry;
- Asian business and cultural centre;
- high-amenity, urbanizing community;
- 2010 Olympic and Paralympic Winter Games venue city.

City Centre job growth will be closely related to its ability to support and enhance Richmond’s unique position, together with opportunities related to population growth and the area’s transition to a mature, urban community.

This is similar to anticipated trends across the region, which forecast a decline in manufacturing and primary industries and growth in population-serving businesses (e.g., retail, government, finance, health, education, communication, and construction), transportation, distribution (including airport uses), knowledge-based business, and tourism.

In addition, multiple-family housing is expected to see continued strong growth. While this will support job growth, it will also mean increasing land values and continued pressure on employment lands to convert to residential uses. This could make both business and housing less affordable, especially in existing and urbanizing centres.

| Population | 2006 City Centre Employment | | | 2100 Projected City Centre Employment Demand | | | |
|----------------------|-----------------------------|--|---------------------|--|---|---------------------------------|----------------------|
| | Jobs | Floor Area* millions | Zoned Land Area | Jobs | Floor Area ¹ millions | Required Land Area ¹ | Proposed Land Supply |
| | 40,000 | | | 120,000 | | | |
| Industry | 4,100 | 0.2 m ² (1.9 ft ²) | 132 ha (327 ac.) | 5,400-7,200 | 0.3 m ² (2.7 ft ²) | 85 ha (210 ac.) | 90 ha (223 ac.) |
| Commercial | 20,000 | 0.4 m ² (4.8 ft ²) | 183 ha (453 ac.) | 51,800-71,300 | 1.2 m ² (13.1 ft ²) | 122 ha (302 ac.) | 145 ha (358 ac.) |
| Public Sector | 6,600 | 0.2 m ² (1.8 ft ²) | 39 ha (95 ac.) | 13,900-16,400 | 0.4 m ² (4.1 ft ²) | 37 ha (92 ac.) | 39 ha (95 ac.) |
| TOTAL | 30,700 | 0.8 m ² (8.5 ft ²) | 354 ha (875 ac.) | Target 80,000 ² | 1.9 m ² (20.0 ft ²) | 244 ha (604 ac.) | 274 ha (676 ac.) |

¹ Based on floor area per employee estimates and typical development densities by job sector.

² The “target” of 80,000 jobs is intended to provide a guide to assist in planning, economic development, and related decision-making processes. The actual number of jobs and related floor area, etc. may vary depending on changing market conditions and the success of the strategies employed.

OBJECTIVE:

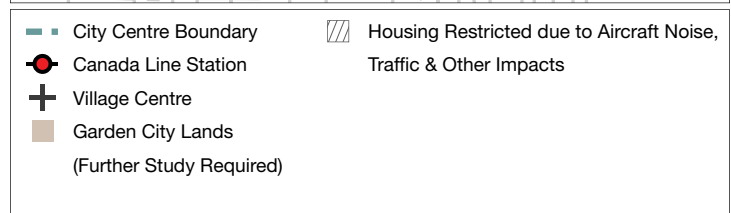
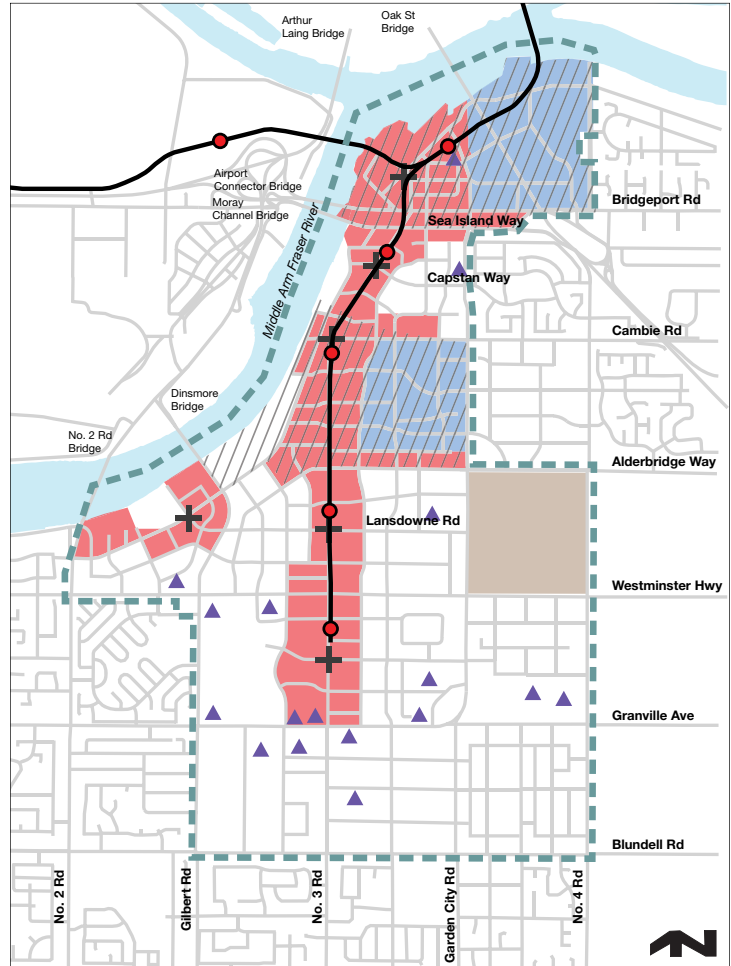
Provide a framework that enhances the City Centre as the focus of a vibrant “**Aerotropolis Community**” – a business centre with a strong identity, international perspective, and a sustainable, “triple bottom line” approach to economic development that builds on Richmond’s existing strengths and natural advantages as a:

- “**Gateway**” - regional, national & international;
- **Business & corporate hub** supporting Richmond’s transportation, distribution, agriculture, fishing & tourism industries;
- **Focus for creative industries** – **knowledge-based companies, education & research** – together with arts and culture;
- **Asian business & cultural centre**;
- “**Complete community**” where people can live, work, play & learn.

Balancing Employment Land Demand & Supply

Over the long-term (50+ years), the demand for employment land in Richmond is projected to be 1,685 ha (4,164 ac.). This is consistent with the amount of employment land designated within the City Centre, plus the current amount of zoned employment land outside the City Centre (exclusive of airport operations).

Jobs & Business Concept Map



| Area | Land Use |
|------|---|
| | Industrial Reserve <ul style="list-style-type: none"> • Predominant uses include processing, distribution, and repair (PDR), progressive sectors (e.g., knowledge-based industries), and emerging technologies. |
| | Public Sector Uses <ul style="list-style-type: none"> • Uses include government, post-secondary education, schools, hospitals, and similar uses. |
| | Key Mixed-Use Areas & Commercial Reserve <ul style="list-style-type: none"> • Includes both commercial-only areas (where housing is restricted due to aircraft noise, traffic, and other impacts) and mixed-use areas. • Commercial uses outside the “Key Mixed-Use Areas & Commercial Reserve” will typically be more dispersed and make up a relatively small percentage of total floor space. |

| POLICIES | |
|---|--|
| 2.2.1 Industry | |
| a) | Guarantee an Adequate Long-Term Land Supply Designate lands as an "Industrial Reserve", including existing industrial lands in Bridgeport Village's "Van Horne" area and additional land in Aberdeen Village, to ensure that it is well served by highway, airport, port, and transit access. Industrial Reserves are intended to be long-term designations. |
| b) | Minimize Encroachment & Land Speculation Situating industry where Richmond policy restricts new housing (due to aircraft noise), limit the amount of new non-industrial uses in industrial areas to a maximum of 50% of total floor area, and encourage increased bylaw compliance. |
| c) | Support Gradual Change Allow industry to gradually densify at the pace of changing market demands, technologies, etc. |
| d) | Manage Transition Undertake strategic interventions (e.g., City partnerships with business) that minimize the premature displacement of existing City Centre industry and help to open up new industrial lands in a timely and cost-effective manner, including: <ul style="list-style-type: none"> • where future public use is required, maintain active industrial use in the interim period; • where future industrial land is currently developed with non-industrial uses, encourage large-scale developments and/or business initiatives that will act as catalysts for their conversion to new industrial development. |
| 2.2.2 Public Sector | |
| a) | Encourage the Retention of Existing Public Sector Lands Designate existing public sector lands for retention for public uses. |
| b) | Enhance the Long-Term Viability of Public Sector Uses with Opportunities for Mixed-Use Development Provide for complementary uses on public sector lands (e.g., enable development flexibility on designated public sector sites to achieve community benefits). |
| c) | Enhance Connectivity Establish a network of linkages that will help to facilitate multi-site, public sector developments and strengthen the connectivity between related uses, including greenways, linear parks, bike routes, local transit services, and a pedestrian bridge across Moray Channel to the BCIT campus and airport. |
| d) | Encourage Efficient Development Encourage the co-location of facilities, sharing of facilities, and related strategies to help achieve the cost-effective use of public sector resources and services. |
| 2.2.3 Commercial | |
| a) | Encourage High-Quality, Urban Office, Hospitality & Retail Sector Development, Viability & a Commercial Reserve Take advantage of the City Centre's proposed transit-oriented, urban/riverfront villages to establish a lively and visually appealing network of distinct, yet complementary, commercial and mixed-use precincts that provide for location-specific opportunities to meet the special needs of office (i.e., large floorplate buildings), urban retail, hospitality, and related uses in both commercial-only and mixed-use developments. Designate some of these areas as "Commercial Reserve" which is intended to be a long term designation. |
| b) | Create an Unparalleled Amenity Package Take special advantage of the Canada Line, the Richmond Oval, riverfront park and other amenities (e.g., a pedestrian bridge across Moray Channel to the airport), housing growth (including affordable housing), and a "triple bottom line" approach to community development to attract tourism, "creative", and knowledge-based businesses, and their employees. |
| c) | Buffer Land Prices Locate significant commercial opportunities, especially office, where new housing is restricted due to aircraft noise. |
| d) | Encourage a Vibrant Retail Environment Encourage the City Centre's continued role as an important city-serving and regional retail centre via: <ul style="list-style-type: none"> • the designation of ample, well-located lands for urban retail and reduced automobile-oriented commercial uses; • a network of Pedestrian-Oriented Retail Precincts providing a focus for the City Centre's retail activities; • minimum recommended commercial retail unit sizes aimed at enhancing retail flexibility and viability. |
| 2.2.4 City Centre Identity & Incentives for Growth | |
| a) | Build In Development Incentives Pursue strategic City initiatives and partnerships with business and other agencies where this will provide a catalyst for office development, urban industrial uses, and other uses offering significant, long-term, "triple bottom line" benefits (e.g., realignment of River Road, Middle Arm Park, cultural facilities, bonus density at village centres). |
| b) | Support the Positive "Branding" of the City Centre Encourage a strong image, desirable reputation, and positive recognition for the City Centre and its six villages by: <ul style="list-style-type: none"> • working with business, the community, tourism, and others to prepare and implement a comprehensive "branding" strategy that builds on the area's special advantages, "gateway" position, Richmond Oval, and Canada Line; • recognizing the importance of a "brand" and the features that can contribute to its success (e.g., high-quality, compact urban form and amenities, progressive forms of development, and unique employers) as key principles guiding City investment and the availability of private development incentives (e.g., additional density in village centre locations). |
| c) | Support Increased Opportunities for "Flexible Work": Home-Based Business & Live/Work Dwellings Encourage "flexible work" in dwellings throughout the City Centre's mixed-use areas; discourage strata restrictions on such uses; and, support "incubators" and projects aimed at supporting specific sectors and niche markets (e.g., artists). |

2.2.1 Industry

Industry is a key component of a diverse and viable urban centre, providing services and jobs that support both downtown and broader community objectives. Industry includes:

- **processing, distribution, and repair (PDR) industries** that directly serve downtown commercial and public sector businesses and residents;
- **progressive sectors** (e.g., knowledge-based industries) that prefer urban locations that better meet the needs of their workers and help to reduce their “environmental footprints”;
- **emerging and new technologies** that can readily adapt to denser, more urban building types and ways of doing business.

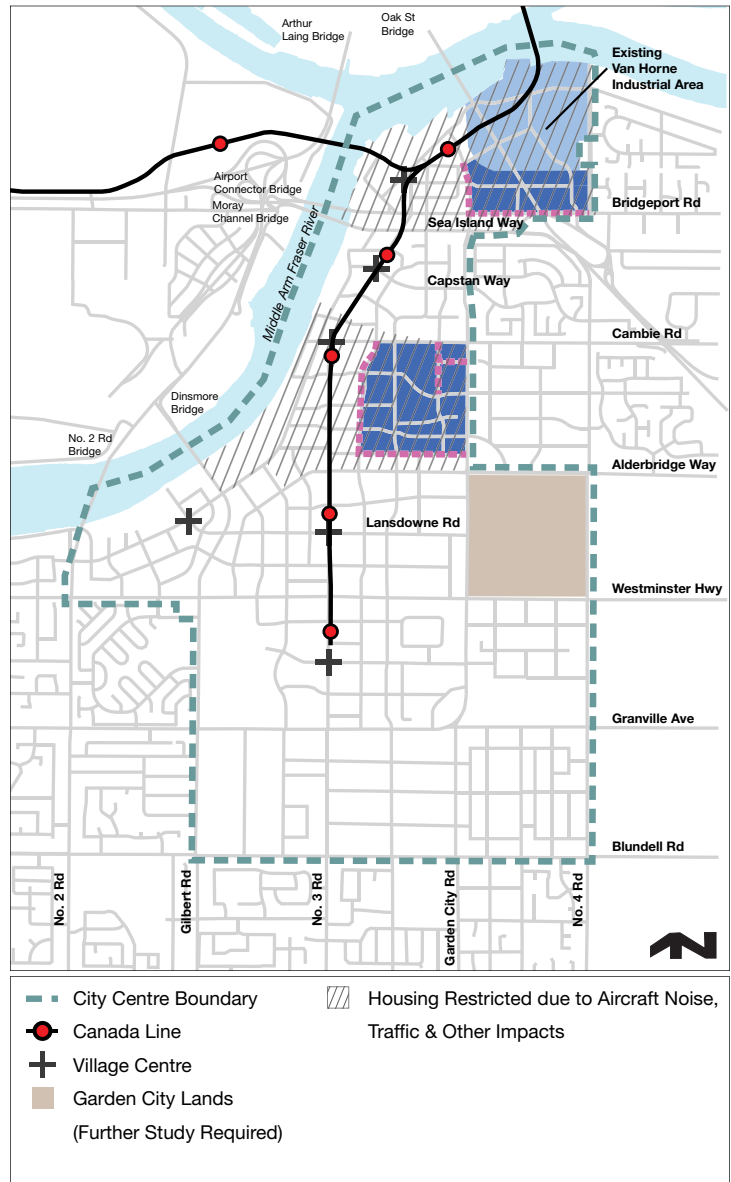
Challenge/Opportunity

Rising land costs, spurred on by residential and commercial demand, are pricing industry out of Metro Vancouver’s urban centres; however, growing numbers of light industrial businesses and workers are becoming dissatisfied with remote, car-dependent locations and are seeking cost-effective, urban alternatives offering better proximity to amenities, transit, and housing.

Proposed Strategy

The establishment of a 90 ha (223 ac. est.) “Industrial Reserve” intended to supply and protect industrial lands from competing uses and support their gradual densification and adaptation to changing market conditions.

Designated “Industrial Reserve” Areas Map



| Area | Predominant Uses | Maximum Density Floor Area Ratio (FAR) | Approximate Richmond Zoning District Equivalents |
|------|---------------------------------|--|--|
| | Light Industry | 1.2 | “Light Industrial District (I2)” |
| | Light Industry & Office | 1.2, provided that non-industrial uses do not exceed 50% of total floor area (excluding parking) and retail uses are limited to specified street frontages*. | “Business Park Industrial District (I3)” |
| | Light Industry, Office & Retail | | “Limited Industrial Retail District (I4)” |

* Additional density permitted under some conditions.

2.2.2 Public Sector

The City Centre is a focus for Richmond’s public sector jobs (42%) (e.g., government, schools), and the demand for public sector services can be expected to increase with population.

Public sector agencies control significant land in the City Centre (e.g., 39 ha/95 ac., exclusive of City-owned recreation and open space). As such, significant service growth may be accommodated through the redevelopment and densification of these existing lands. In some cases, however, those lands may:

- not be well located;
- be unavailable due to existing public sector operations; or
- be sold for/developed with non-public sector uses as a means to fund public sector needs.

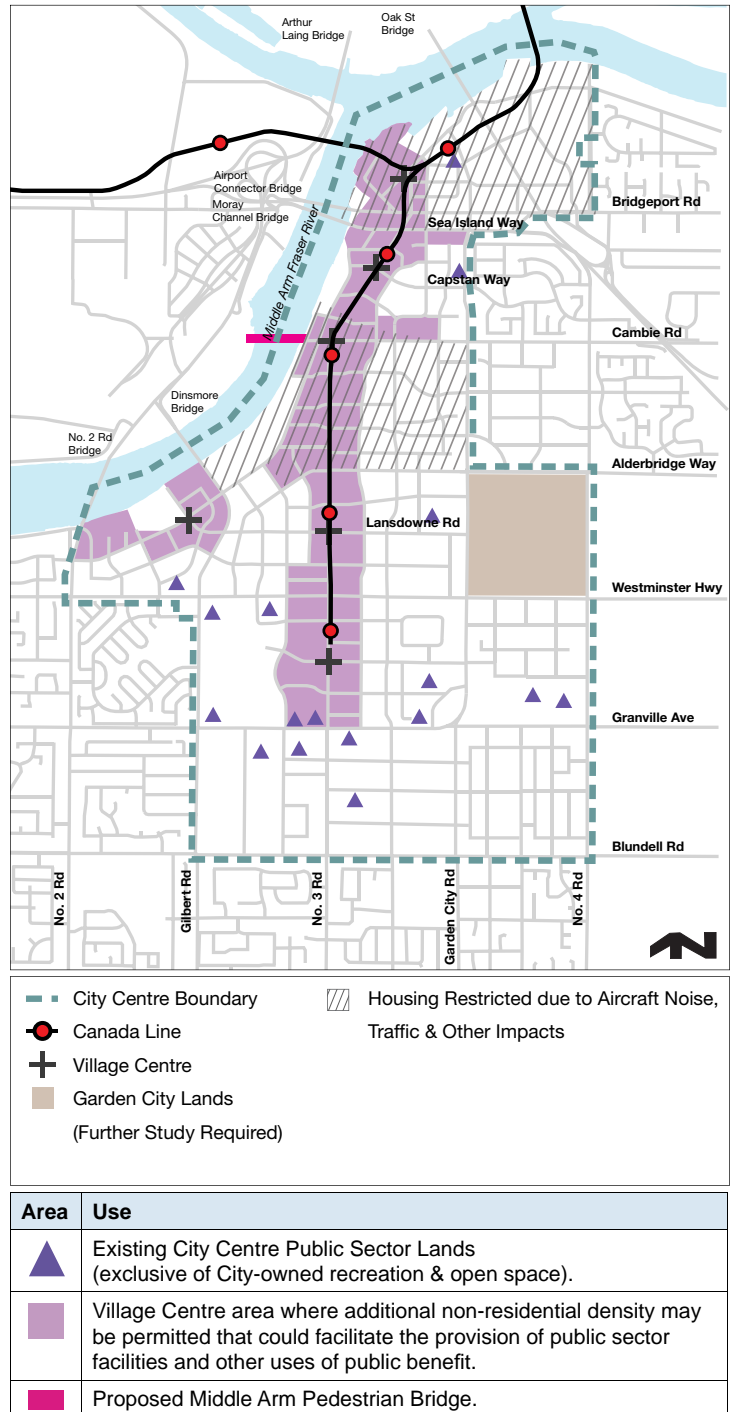
Challenge/Opportunity

Rising land costs will make it difficult for publicly funded agencies and institutions to afford new City Centre land. By the same token, however, the densification of the City Centre could also mean a strong market for the sale of any surplus public sector lands and new opportunities for public/private partnerships, the co-location of public sector uses in multi-tenant buildings, and leasehold space.

Proposed Strategy

A flexible approach that provides for enhanced linkages and bonus density to help accommodate public sector uses on existing or new public sector lands or where they are co-located as part of public/public or public/private developments.

Public Sector Uses Map



2.2.3 Commercial

Richmond’s City Centre has a strong base of retail, restaurant, hotel, office, entertainment, and related uses. As the City Centre grows, its commercial jobs are projected to more than double and adopt a more urban form.

New City Centre retail and hotel uses are already densifying and contributing to more pedestrian-friendly, transit-oriented streetscapes and amenities. However, office (which is key to the City Centre’s densification and economic health) still favours the large floorplate, low-rise buildings and lower costs typical of suburban business parks.

Challenge/Opportunity

Businesses and their employees are beginning to look for cost-effective, high-amenity alternatives to remote business parks. The City Centre is well positioned to take advantage of this trend by building on its unique “gateway” and riverfront advantages, strong retail sector, housing growth, and the Canada Line and Richmond Oval.

Proposed Strategy

The establishment of a 145 ha (358 ac.) Commercial Reserve will be positioned to build on the City Centre’s traditional No. 3 Road spine, and take advantage of the Canada Line, riverfront amenities, airport noise-related restrictions on housing.

This will be complemented by high-density mixed-use areas situated near transit and the river.

Key Commercial Areas Map



2.2.3(a) Encourage “Office-Friendly” Development Opportunities

With the construction of the Canada Line and Richmond Oval, plans for high-quality riverfront and housing development, and Richmond’s proximity to the airport and border – together with a shortage of office land in Vancouver’s core – the City Centre is well positioned to become the region’s next major office node.

To achieve this, Richmond must:

- attract major national and international tenants (which in turn will attract other tenants);
- distinguish itself from other regional town centres and the status quo of small tenancies and office park developments.

Challenge/Opportunity

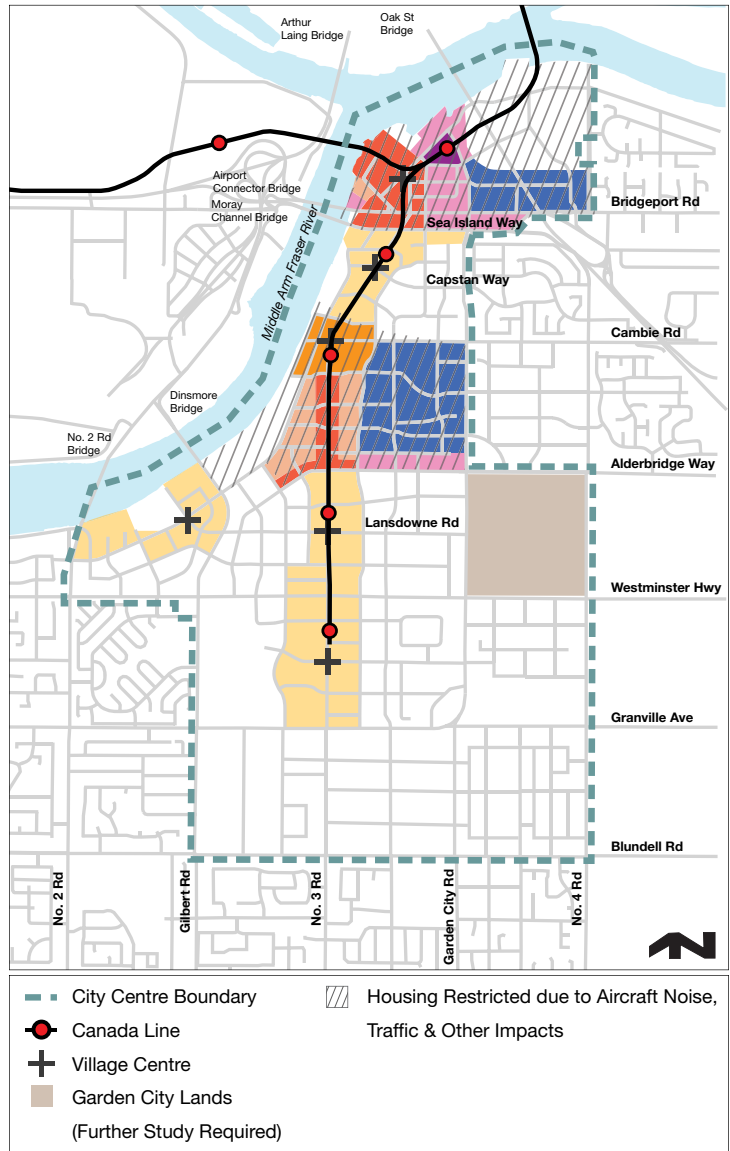
The City Centre’s growing suite of amenities and Vancouver’s current land shortage are not enough to make the City Centre a magnet for major office tenants.

Major tenants require flexible, “office-friendly” development opportunities, including high-rise, large-floorplate buildings – but this is contrary to typical “pedestrian-friendly” development objectives for small-floorplate “point towers”.

Proposed Strategy

Encourage major office tenants to locate in the “Commercial Reserve”, where larger floorplate, high- and mid-rise buildings can best be designed in a way that will balance “office-friendly” and “pedestrian-friendly” objectives.

Key Office-Friendly Areas Map



| Area | Designation | Maximum Permitted Density | Typical Maximum Building Height | Maximum Floorplate Above 25 m (82 ft.)* |
|------|---|---|---------------------------------|--|
| | Commercial Reserve | 3 FAR | 35-45 m (115-148 ft.) | 1,800 m ² (19,376 ft ²) |
| | | Transit Station Site - To be determined | 45 m (148 ft.) | |
| | | 3 FAR | 35 m (115 ft.) | 650 m ² (6,997 ft ²) |
| | | 2 FAR | 25 m (82 ft.) | |
| | Industrial Reserve - Limited Commercial | 1.2 FAR, up to 50% office | 25 m (82 ft.) | N/A |
| | Mixed-Use (Village Centre Bonus Area) | 2-3 FAR, plus Non-Residential 1 FAR Bonus | 45 m (148 ft.) | 650 m ² (6,997 ft ²) |

* No floorplate size limit for portions of non-residential buildings that do not exceed a height of 25 m (82 ft.).

Office-Friendly Checklist

1. Large, Flexible Site

Large blocks are subdivided by publicly-accessible streets and open spaces secured via legal agreement (not dedication) in order to provide pedestrian-friendly circulation and amenities, while maintaining development flexibility and density.

2. High-Density

Density bonussing, to a maximum of 3 floor area ratio (FAR), is permitted exclusively for office uses developed near No. 3 Road on sites measuring 4,000 m² (1 ac.) or larger.

3. High-Rise

Building heights of 35-45 m (115-148 ft.) are permitted in prominent locations near No. 3 Road, the Canada Line, and in a limited number of waterfront locations (e.g., at No. 3 Road and Cambie Road).

4. Larger Floorplates

Office floorplates are permitted to be:

- for portions of buildings above 25 m (82 ft.): One or more towers are permitted, provided that their combined floorplate area does not exceed 21% of the net development site area to a maximum of 1,800 m² (19,376 ft²);
- elsewhere: Unlimited.

5. Urban Streetscapes

Developments are encouraged to incorporate urban streetscape features, including:

- buildings close to the sidewalk;
- articulated streetwalls (e.g., punched windows);
- parking concealed from view (e.g., below finished grade or within the building).

6. Pedestrian-Oriented Retail

Pedestrian-oriented retail uses are encouraged at grade along most public street and open space frontages.

7. Green Building Design

LEED Silver required typically.



2.2.3(d) Pedestrian-Oriented Retail Precincts

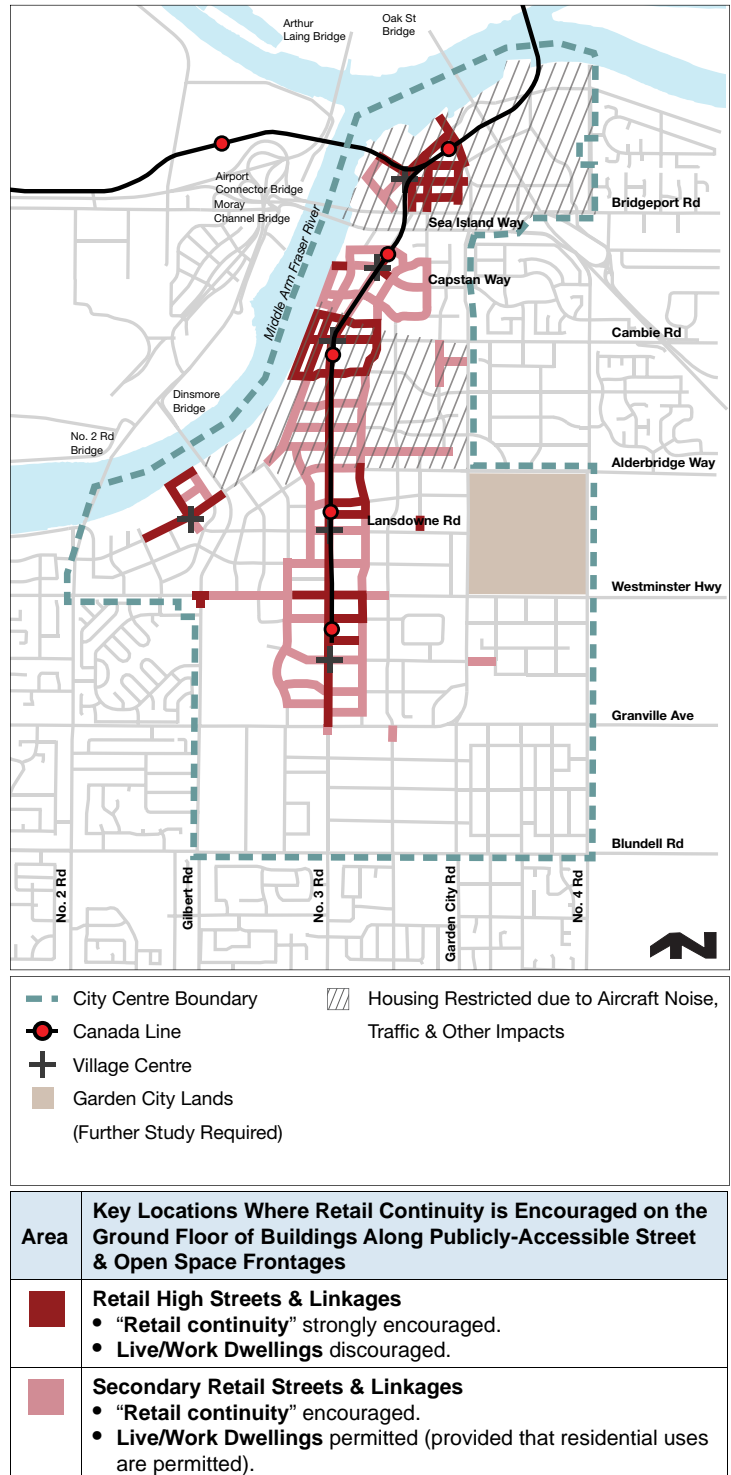
Lively, urban retail areas require “**retail continuity**”: the continuity of a substantial amount of ground floor frontages that are attractive, pedestrian-oriented, rich in detail, and engaging – in other words, frontages that encourage people to walk and linger, and include:

- a diversity of activities (e.g., shops and restaurants);
- a high degree of transparency enabling interaction between activities inside the building and the fronting sidewalk or open space (e.g., display windows and views into shop interiors);
- small unit frontages, typically no more than 10 m (33 ft.) wide, each with its own entry;
- multi-tenant building entries, hotels, and large commercial units with ground floor frontage widths of no more than 10 m (33 ft.), unless special measures are employed to maintain retail continuity;
- office and similar uses situated above the ground floor;
- pedestrian weather protection;
- pedestrian-oriented and scaled signage and lighting;
- public art, seating, and other public amenities;
- quality, durable materials and construction.

In addition, a successful retail area requires commercial units that can accommodate and adapt to the needs of a variety of businesses over time. To help achieve this, **commercial retail units should have a depth of:**

- **typical** - 18 m (59 ft.) or more;
- **minimum** - 9 m (30 ft.).

Pedestrian-Oriented Retail Precincts Map



2.2.4(c) Flexible Work

Flexible work is growing fast. Flexible work refers to a wide range of work styles that differ from conventional “9-to-5” full-time jobs with regard to:

- **Location** - Working on the move, from home, or from telecentres and satellite offices;
- **Time** - Non-standard or flexible hours, job-share;
- **Contract** - Part-time, temporary, casual, self-employed.

What are the benefits?

Flexible work is about working in the best location, at the best time, and in the best way to get the job done.

For the employee, this can mean a better work-life balance, reduced commute time, cost, and stress, and more entrepreneurial/self-employed work options.

For the employer, it means a greater ability to adapt to fluctuating demand and unconventional hours, retain employees, and make the most efficient use of facilities.

Importantly, with swelling numbers of baby-boomers, flexible approaches to both work and retirement may be necessary to relieve some of the challenges of our “aging” society.

Challenges

- Airport noise-related limitations on dwellings in some areas.
- Current City land use restrictions.
- Multiple-family strata bylaw limitations on working from home.

Proposed Strategy

Expand on Richmond’s current “Home Occupation” option with two new City Centre “flexible work” options.

Proposed City Centre Flexible Work Types

A. Home Occupation (Current Richmond-wide option)

An occupation or profession carried out by an occupant for consideration, which:

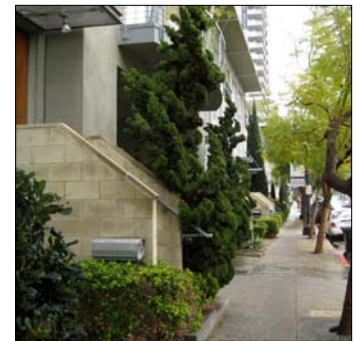
- is conducted within a dwelling and is accessory to its residential use;
- is limited to office, child care, crafts, and teaching;
- from the exterior of the building, does not present any significant indication that the unit is being used for non-residential purposes.



B. Home-Based Business Dwelling (New)

An occupation or profession carried out by an occupant for consideration, which like “Home Occupation”, is conducted within a dwelling, is accessory to its residential use, and exhibits little on the building exterior to indicate its presence, but:

- provides for a broader range of uses (e.g., studio for artist, dance, radio, television, or recording);
- is situated at-grade fronting a public street or in a purpose-built “flexible work” building.



C. Live/Work Dwelling (New)

An occupation or profession carried out by an occupant and up to one non-resident employee for consideration, which:

- is conducted in a mixed commercial/residential unit, the commercial portion of which is clearly designated (e.g., typically at-grade with living space above);
- from the building exterior, presents an attractive mixed-use image (e.g., retail display windows at-grade with residential above);
- is situated at-grade fronting a public street or in a purpose-built “flexible work” building.



| | Flexible Work Options | | |
|---|--|--|--|
| | A. Home Occupation | B. City Centre Home-Based Business Dwelling (New) | C. City Centre Live/Work Dwelling (New) |
| Principle Use of Unit | <ul style="list-style-type: none"> Residential <i>Work activities are ancillary to the unit's function as a dwelling.</i> | | <ul style="list-style-type: none"> Mixed commercial/residential use. |
| Permitted Business Uses | <ul style="list-style-type: none"> The following uses are permitted, provided that, building code, licensing, and other pertinent regulations are satisfied: <ol style="list-style-type: none"> crafts & teaching, including the retail sale of goods produced on-site; residential registered office; residential business office; childcare, limited to 10 children. | <ul style="list-style-type: none"> As per Home Occupation, together with studio for artist, dance, radio, television, or recording, provided that: <ol style="list-style-type: none"> the maximum number of clients is limited to 3 clients per unit at any one time; retail display and sales are limited to goods produced and advertised on the premises. | <ul style="list-style-type: none"> As per Home Occupation and Home-Based Business Dwelling, EXCEPT that there is no limit on the number of clients. |
| Permitted Employees | <ul style="list-style-type: none"> Residents of the dwelling. | | <ul style="list-style-type: none"> Residents of the unit. Up to 1 non-resident employee. |
| Minimum Parking | <ul style="list-style-type: none"> As per the applicable residential use. | | <ul style="list-style-type: none"> As per the applicable residential use, plus 0.5 spaces per unit to be designated and located as visitor parking or as directed by the City. |
| Unit Location in City Centre | <ul style="list-style-type: none"> Wherever residential use is permitted, EXCEPT at grade fronting onto public streets and open spaces designated as Pedestrian-Oriented Retail Precincts. | | <ul style="list-style-type: none"> Wherever residential use is permitted, EXCEPT "Retail High Streets". |
| Unit Location in the Building | <ul style="list-style-type: none"> No restrictions. | <ul style="list-style-type: none"> All ground floor, street-fronting units with private exterior entrances. Additional units are eligible where they can be entered by the public without passing through a shared corridor or lobby, or where all units sharing a corridor or lobby are purpose-built Home-Based Business or Live/Work Dwellings. | |
| Unit Size, Excluding Parking & Private Outdoor Space | Not specified. | | <ul style="list-style-type: none"> Combined commercial/residential area: 93 m² (1,001 ft²) minimum. Area demised exclusively for commercial use: <ol style="list-style-type: none"> minimum: 30 m² (323 ft²); maximum: 2/3 of the total area of the unit. |
| Outdoor Business Activities | <ul style="list-style-type: none"> Outdoor childcare play space. Permanent or temporary display of artworks. | | <ul style="list-style-type: none"> Outdoor childcare play space. Permanent or temporary display of artworks and goods produced on the premises. |
| Outdoor Storage | Not permitted. | | |
| Maximum Disturbance | <ul style="list-style-type: none"> No greater hazard or nuisance than what can reasonably be expected as a result of residential and non-residential activities permitted elsewhere in the general vicinity of the unit. | | |
| Preferred Character | <ul style="list-style-type: none"> An urban, residential character that incorporates architectural and landscape features designed to enhance the visual interest and public amenity of the streetscape (e.g., stoops, bay windows, display gardens, decorative garden walls and fences, seating). | | <ul style="list-style-type: none"> A mixed-use character with retail display windows and individual shop entries at grade and residential features above (e.g., balconies). |
| Permitted Signage | <ul style="list-style-type: none"> One unilluminated name plate not exceeding 0.1 m² (1.08 ft²) in area placed within or flat against the main front wall of the unit or an entry feature (e.g., gate, garden wall, steps, or fence). | | <ul style="list-style-type: none"> As per the applicable commercial use. |
| Legal Agreements | <ul style="list-style-type: none"> Not applicable. | | <ul style="list-style-type: none"> Identification of each unit's commercial floor area. |