



## 2.4 COMMERCIAL

### ISSUE:

Richmond's base of commercial activity is varied, and includes office, hotel, retail and personal service, commercial entertainment, and home-based business. Airport activity is noted in a separate section. The concentration of commercial uses in the City Centre and along the Bridgeport-Knight Street corridor is expected to continue, and to provide, along with the airport, the major portion of such employment in the City. When considering policy for commercial activity, the following are some key issues:

- Overlap with industrial policy (see policies in 2.3 Industry) due to blurred distinctions between office and advanced-technology industrial activity, and between wholesale and retail;
- Directing the pattern and type of hotel development with relation to surrounding uses to achieve urban design, business development, and other planning objectives;
- Achieving adequate neighbourhood retail services through the type and distribution of shopping centres outside the City Centre;
- Responding to the desire of Richmond residents for main streets with shops and services;
- Reviewing the combined impact on the future of tourism;
- The resulting implications for travel patterns.

### OBJECTIVE 1:

**Reinforce the City Centre as Richmond's "Downtown" Professional and Service Centre.**

### POLICIES:

- a) Develop the distinctive high-density core area of the City Centre as a premier business district with a high-quality image and vibrant arts, culture and entertainment facilities;
- b) Provide the necessary traffic and transit connections to establish the City Centre as a primary destination for Richmond businesses and households, the airport, downtown Vancouver, and other Greater Vancouver town centres;
- c) Continue to promote No. 3 Road as the "spine" of the City Centre for rapid transit and, through civic beautification, as Richmond's "front door";
- d) Showcase landmark buildings such as the Richmond City Hall within the City Centre's business district;



- e) Support office use in satellite locations outside the City Centre to provide business and household convenience services.

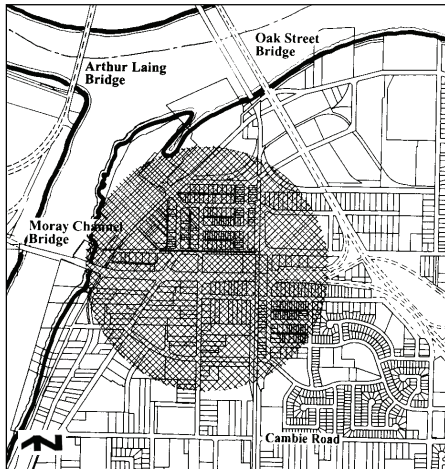
## **OBJECTIVE 2:**

**Strengthen tourism through the synergistic location of visitor accommodation and supporting services.**

## **POLICIES:**

- a) Concentrate hotels and commercial entertainment services in the City Centre so that visitors can take advantage of downtown services and amenities and thereby increase pedestrian activity;
- b) Create a special visitor and entertainment district at the northern end of the City Centre and West Bridgeport by:
  - Clustering hotel development to take advantage of riverfront views and major transportation routes;
  - “Knitting together” the emerging concentration of hotels with pedestrian-friendly facilities, and supporting businesses and services;
  - Enhancing the gateway function of this district through civic beautification;
- c) Ensure that visitor accommodation and commercial entertainment facilities elsewhere in Richmond appropriately support local land use objectives and are compatible with surrounding development;
- d) Encourage a trade and convention facility which takes advantage of the market opportunity created by the proximity of the airport and highway connections, and which enhances the local hotel and tourism facilities.

## **North City Centre and West Bridgeport**





### OBJECTIVE 3:

**Maintain a hierarchy of retail and personal service locations to meet community-wide and neighbourhood needs.**

### POLICIES:

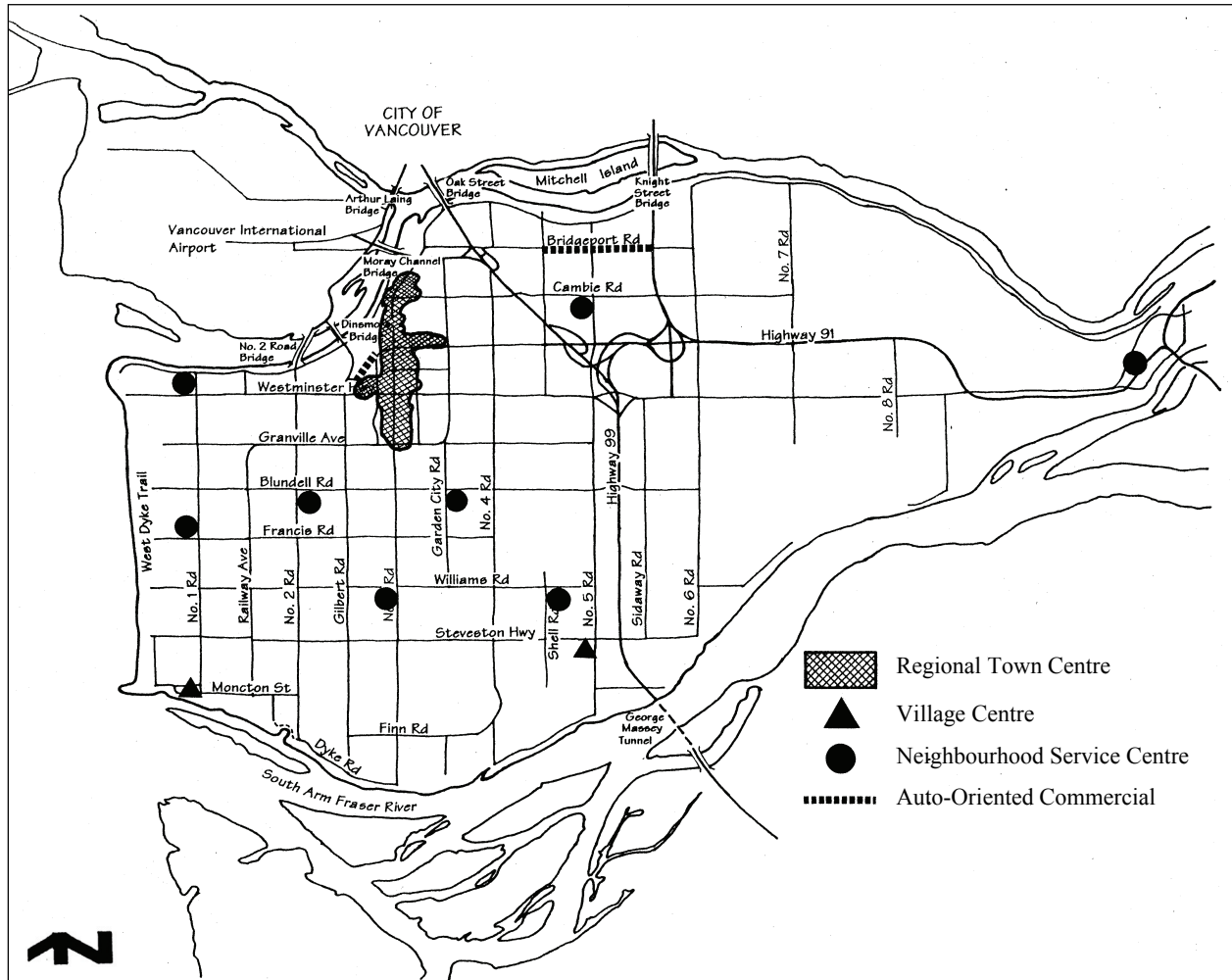
- a) Reinforce the Regional Town Centre role of the City Centre by continuing to support:
  - The regional shopping centres and their integration into the mixed-use, pedestrian-friendly character of the downtown;
  - The specialty retail and personal service districts which cater to Richmond’s diverse population and contribute to the City Centre’s tourist appeal;
  - Uses which meet the daily shopping and personal service needs of the significant resident and worker populations;
- b) Foster a “village” character for those neighbourhood retail districts outside the City Centre which also serve a visitor function due to their historic or locational attributes (e.g. Steveston, Ironwood);
- c) Enhance neighbourhood shopping centres by:
  - Supporting their development and use as neighbourhood service centres by encouraging neighbourhood services and amenities to cluster in their vicinity;
  - Improving the pedestrian, bike, wheelchair and scooter-friendliness of these centres, to achieve a “main street” gathering place for the surrounding neighbourhood;
- d) Encourage the development of small, pedestrian-friendly, streetfront convenience and personal service facilities on major roads to complement neighbourhood service centres and meet the needs of surrounding residents;
- e) Limit strip retail and large warehouse-style “big box” retail to locations identified for auto-oriented commercial use, paying special attention to design and traffic circulation;
- f) Permit Temporary Commercial Use Permits in those areas designated “Commercial”, “Neighbourhood Service Centre”, “Local Commercial”, “Business and Industry”, “Limited Mixed Use”, “Mixed Use” and “Airport” where deemed appropriate by Council and subject to conditions suitable to the proposed use and surrounding area.

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1999/05/17





### Commercial Service Hierarchy





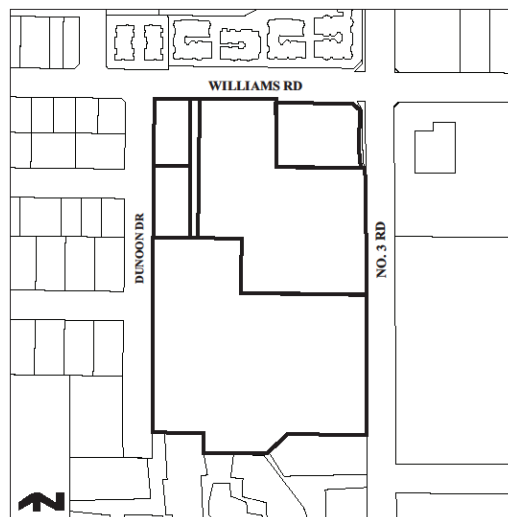
Bylaw 8579  
2010/05/17

**OBJECTIVE 4: Broadmoor Neighbourhood Service (Shopping) Centre**

**To establish for the Broadmoor Neighbourhood Service (Shopping) Centre, policies to guide its long-term redevelopment.**

**POLICIES:**

- a) General:
  - The redevelopment of the Broadmoor Neighbourhood Service Centre is to be consistent with the OCP policies and Development Permit (DP) Guidelines. The Council approved “Broadmoor Neighbourhood Service Centre Master Plan” dated April 7, 2010 has been prepared to guide Centre redevelopment. The OCP policies and DP Guidelines shall prevail, in the event of a conflict.
- b) Precedence:
  - If there is a conflict with respect to a land use designation between the OCP Generalized Land Use Map and the more specific maps referred to in this section, the more specific map designations referred to in this section shall take precedence, with the exceptions of sites designated Conservation Area or Environmentally Sensitive Areas (ESA) in which case the readers should check Schedule 1 as they take precedence over this section.
- c) Broadmoor Neighbourhood Service Centre Area:





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- d) Vision:
  - The long-term Broadmoor Neighbourhood Service Centre Vision is: “A vibrant, accessible and sustainable mixed use hub where people will be able to live, work and meet their daily needs.”
- e) Flexibility:
  - Over the anticipated 30 year redevelopment period, as the Shopping Centre redevelops, owners clarify their proposals, more specific technical studies are completed and requirements become better known, Council may modify the OCP policies and DP Guidelines, and Master Plan, as necessary.
- f) Mix and Range of Land Uses:
  - Generally, the mix of land uses will be 60% residential with a variety of housing types and 40% commercial (e.g., retail and office).
  - The Broadmoor Neighbourhood Service Centre land uses are to be as per the OCP Definitions (e.g., Neighbourhood Service Centres).
- g) Density:
  - Base: The base density will be 0.5 Floor Area Ratio (FAR).
  - Maximum Density: The maximum overall density will be 1.5 FAR and minor density variations across the site may be allowed, subject to Council approval.
- h) Building Height:
  - Generally, the maximum building height of the redeveloped Broadmoor Neighbourhood Service Centre will not exceed 6 storeys (e.g., 24.3 m [80 ft.]) and the whole Centre area is not to be redeveloped to 6 storeys (e.g., 6 storeys along the arterials, lower elsewhere).
- i) Sustainability:
  - Broadmoor Neighbourhood Service Centre redevelopment is to incorporate sustainability features (e.g., Leadership in Energy and Environmental Design).
- j) Development Permit Guidelines:
  - Shopping Centre redevelopment is to be consistent with the OCP Development Permit Guidelines.



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k) City Infrastructure:

- The infrastructure to support the redevelopment of the Centre shall be as per City requirements and technical studies.

l) Financing Infrastructure:

- The financing of Centre infrastructure is to be primarily by developers in a variety of ways including Development Cost Charges (DCCs) (for roads, water, sanitary, drainage, parks) and other mechanisms (e.g., service agreements, latecomer charges, phased development agreements).

m) Financing Community Amenities:

- The financing of Centre community amenities (e.g., affordable housing, child care, community planning services, community beautification - above and beyond the City's standard servicing agreement requirements) is to be primarily by developers, through density bonusing, phased development agreements and other means
- Density Bonusing: (additional density above the base 0.5 FAR) may be allowed where developers:
  - meet the Council approved Affordable Housing Strategy requirements, and
  - provide as per the approved Neighbourhood Service Centre Master Plan, a Broadmoor Community Amenity Contribution (e.g., \$2.00 per buildable square foot) which is to be allocated as follows: \$1.00 for child care and \$0.75 for community beautification;
  - Phased Development Agreements and other mechanisms (e.g., voluntary contributions) may be used to obtain funds for community planning services (e.g., \$0.25 per buildable square foot);
  - The provision of public art is encouraged, voluntary and where a voluntary contribution is provided, it is to be at \$0.60 per buildable square foot;
- Other amenities, as may be determined by Council.