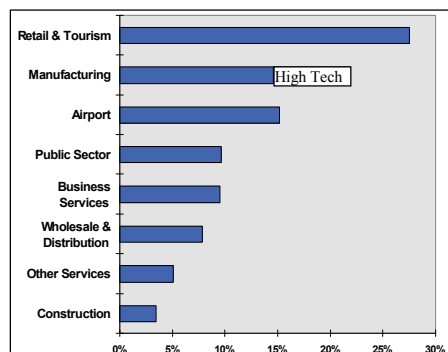




2.0 JOBS & BUSINESS

Agriculture Airport Industry Commercial

Richmond Jobs by Sector
2021



Richmond’s vibrant economy and strong prospects makes it a significant regional employer. By 2021, Richmond is projected to have 10.7% of the region’s jobs and 7% of the region’s population.

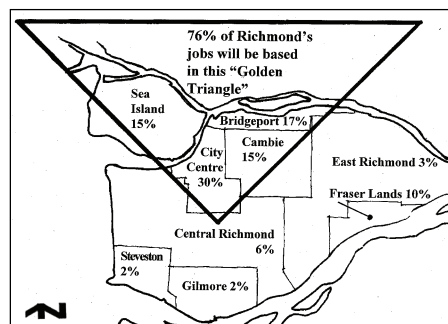
Richmond has unique economic conditions, including the presence of Vancouver International Airport (an economic generator expected to account for 21% of Richmond workers directly on Sea Island and in support jobs in the rest of the City); a strong and diverse base of economic activities; a strategic location between the metropolitan core of Vancouver to the north and the United States to the south; major transportation facilities; and a well-educated labour force and quality of life.

Guiding Principles

Richmond’s jobs and business objectives and policies are based on three guiding principles:

- To encourage job-intensive businesses;
- To foster a diverse economic base by building on the city’s existing strengths and natural advantages;
- To support traditional activities of fishing and farming, particularly the protection and productive use of agricultural land (which makes up 49% of the land base).

Location of Richmond Jobs,
2021



Plan Implications

Achieving the City’s jobs and business objectives will require supportive and complementary objectives in the rest of the plan. Key among these will be improved connections to places of work, particularly transit service to reduce automobile dependence and traffic congestion, and to promote a healthy environment and lifestyle; and housing policies which aim to match housing supply with the requirements of the work force, particularly entry-level priced housing for young, working households.



2.1 AGRICULTURE

ISSUE:

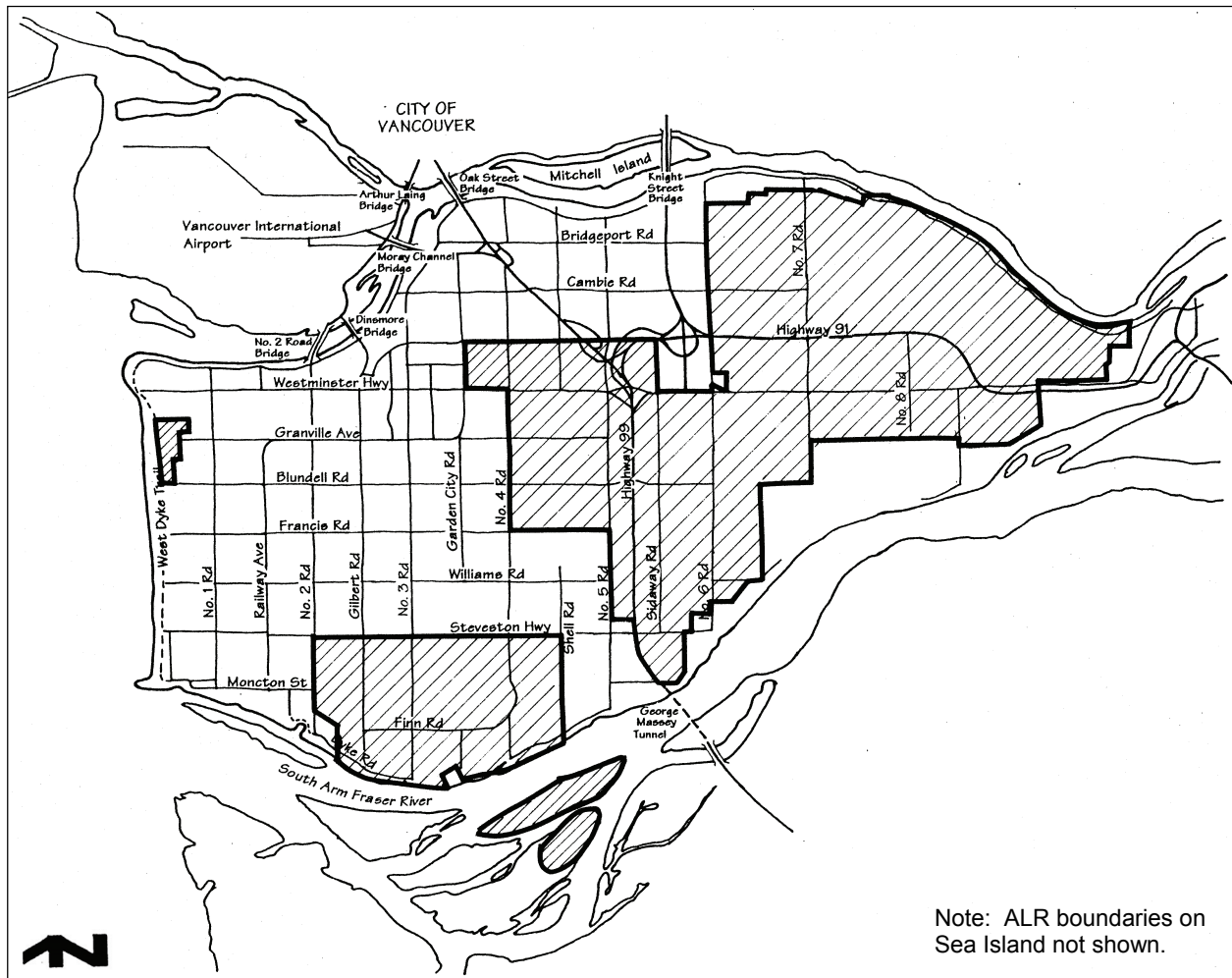
The City recognizes the importance of agriculture as a food source, an environmental resource, a heritage asset (see 5.0 Heritage), and an important contributor to the local economy.

The protection of farmland is a well-established priority in Richmond's agricultural land strategy. However, this does not guarantee that farming will occur or be maintained, as there is continuing pressure to convert Richmond's farm lands to other uses. The primary sources of this pressure include rapid urban growth; increases in absentee land ownership and land values; and limited understanding by the urban public about the economic importance and needs of agriculture.

The City is committed to protecting the supply of agricultural lands and to ensuring the viability of farm operations.

To many members of the public, some of the protected farmlands appear to be underutilized or not farmed at all. In order to justify the continuing protection of farmland, proactive strategies are needed to increase the productive use of these lands.

Agricultural Land Reserve Boundaries





Richmond is a top producer of cranberries and blueberries.



Harvesting cranberries

Some of the reasons for the low productivity of farmland include:

- Obstacles to farming operation (e.g., inadequate drainage/irrigation, aerial spraying restrictions, conflicts between non-farm and farm vehicular traffic, theft/vandalism);
- Unresolved boundary conflicts between rural and urban land uses;
- Aging of the agricultural work force and the possibility that they may not be replaced.

The Provincial Government recently adopted legislative amendments that provide new tools for local governments to respond to many of these challenges.

OBJECTIVE 1:

Continue to protect all farmlands in the Agricultural Land Reserve.

POLICIES:

- a) Support the Agricultural Land Commission in its efforts to maintain the integrity of the Agricultural Land Reserve and its existing boundaries, for both soil bound and non-soil bound agriculture (e.g., green houses);
- b) Support the Greater Vancouver Regional District's Green Zone strategy as it applies to farmland;
- c) Increase public awareness of the importance of agriculture in Richmond.

OBJECTIVE 2:

Maintain and enhance agricultural viability and productivity in Richmond.

POLICIES:

General

- a) Support farm activities which follow normal farm practices and which do not create health hazards to people or the environment;
- b) Work with the Provincial Agricultural Land Commission and the Ministry of Agriculture to identify and implement policies and programs aimed at improving farming viability;



- c) Ensure that all City bylaws, e.g. OCP, Zoning, Noise Control, which affect farmland and farm operations are:
 - Consistent with the Agricultural Land Commission Act, Procedure Regulations and General Orders;
 - Consistent with the standards in the Ministry of Agriculture, Fisheries and Food's "Guide for Bylaw Development in Farming Areas";
- d) Establish programs to increase public awareness of farming practices and products;

Urban/Rural Boundary

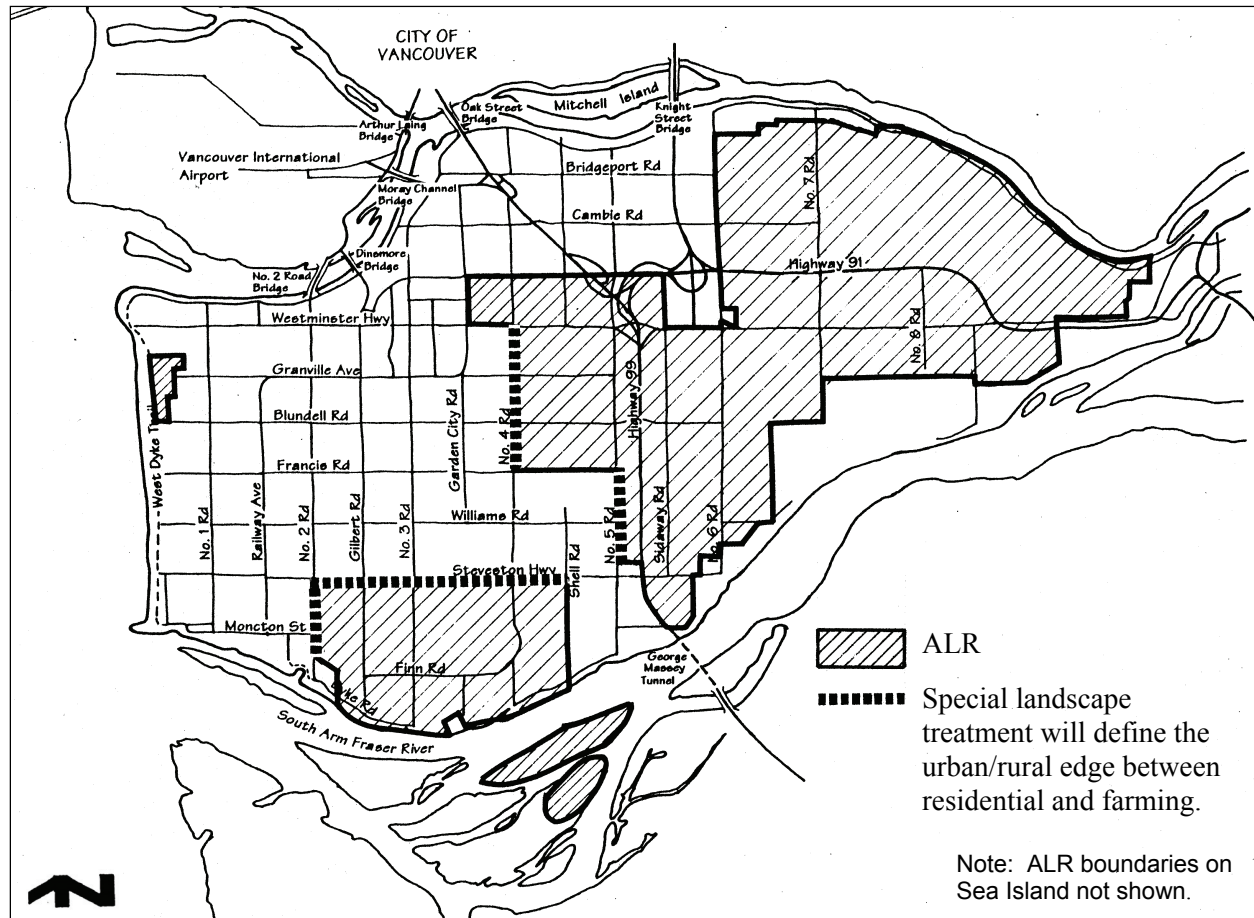
- e) Establish effective buffers along the urban/rural boundary.

There are two types of buffers to consider:

 - Buffers for the purpose of defining the urban/rural edge (e.g., along the major roads abutting the McLennan and Gilmore agricultural areas);
 - Buffers for the protection of farm viability (e.g., along the property lines of those undeveloped industrial sites abutting the East Richmond agricultural area);
- f) Encourage adjacent land uses that are compatible with farm uses and ensure that their impacts on farmlands, e.g. water runoff, will be minimized;
- g) Work with farmers and the recreational community to ensure that recreational areas and activities adjacent to or within the ALR are compatible with farm uses;
- h) Designate all parcels adjoining or reasonably adjacent (within 30m (98.4 ft.)) to the edge of the ALR as Development Permit Areas for the purpose of protecting farming (development permits are not required for construction of single-family dwellings);



Residential Edges to be Buffered



Within the ALR

- i) Limit the subdivision of farmland and investigate ways to encourage the consolidation of lots in the ALR, for example in the McLennan agricultural area;
- j) Discourage, wherever possible, major roads through the ALR;
- k) Design recreation corridors through agricultural lands to minimize disruption and other impacts on agricultural activity.
- l) Continue to assist farmers in securing an adequate supply of irrigation water and drainage improvements, by developing the necessary systems to meet the needs of the farming community;



Specifically:

- Focus on implementing recommended irrigation and drainage works (ARDSA Study, March 1992) for the south half of the East Richmond agricultural area (roughly between Highway 99, North Arm of Fraser River, No. 9 Road, and Highway 91);
- Undertake a study of the feasibility and costs of providing irrigation and drainage improvements for the Gilmore and McLennan agricultural areas;
- m) Improve access routes for the purpose of farming;
- n) Consider incentives to encourage productive farm use of agricultural land;

Bylaw 8074
2006/07/17



Seasonal Farm Labour Accommodation

- o) Seasonal farm labour accommodation is a method of improving agricultural viability in Richmond, where it complies with the objectives, policies and regulations in the OCP, Agricultural Viability Strategy, Zoning & Development Bylaw, Building Bylaw and the provisions identified by Council and Agricultural Land Commission Act;
- p) Seasonal farm labour accommodation, as an additional residential use, may be considered so long as the accommodation is accessory to the principal agricultural purpose and helps to support a farm operation in the Agricultural Land Reserve;
- q) Seasonal farm labour accommodation can only be permitted through the processing and Council approval of a site-specific rezoning application. If approval is granted, the use of seasonal farm labour accommodation buildings will be required to meet all regulations contained in the City's Zoning & Development Bylaw, Building Regulation Bylaw and conditions identified in the rezoning application;
- r) New buildings to be situated on agricultural land for the purpose of seasonal farm labour accommodation must take the form of "manufactured dwellings", which are designed in such a manner to be transported to and from a site and contain the necessary living, cooking, sanitary and sleeping facilities for use by seasonal farm labour;



Bylaw 8074
2006/07/17

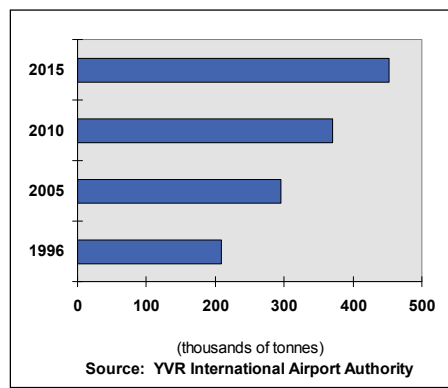


- s) For agriculturally designated lots that contain two or more single-family dwellings, the occupation of one of the existing single-family residential dwellings for the purpose of seasonal farm labour accommodation can be considered, as long as all the requirements identified in the Zoning & Development Bylaw and Building Bylaw are followed;
- t) Buildings used for seasonal farm labour accommodation cannot be used as permanent non-farm residences, under any circumstances, as it would be contrary to the City's OCP and Agricultural Viability Strategy as well as provisions contained in the Agricultural Land Commission Act;
- u) The area of land on which a building used for seasonal farm labour accommodation is placed cannot be subdivided;
- v) Legal documentation is required as part of each rezoning application to confirm the use of a structure, dates of occupation, composition of farm operation and additional conditions of City consent;
- w) Seasonal farm labour accommodation buildings must be removed and land reinstated to its original condition by the property owner if they are no longer required for the purpose of accommodating seasonal farm labour on an annual, seasonal basis or are no longer in compliance with the regulations contained in the Zoning & Development Bylaw and Building Regulation Bylaw.

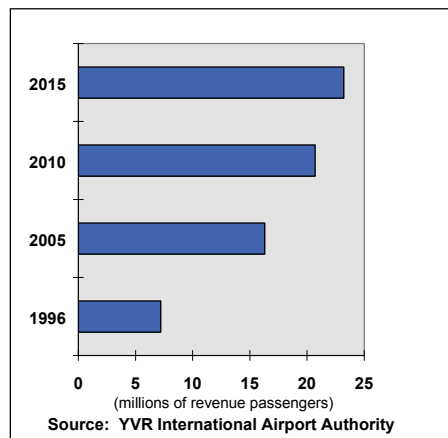


2.2 AIRPORT

Projected Cargo Growth 1996 – 2015 (Major Schedule and Charter Services)



Projected Passenger Growth 1996-2015



ISSUE:

The Vancouver International Airport, located on Sea Island, is a significant economic generator, with direct and spin-off benefits for the local, regional, and provincial economy. Its role as Canada’s Pacific Rim gateway is recognized in the 1996 Airport Master Plan adopted by the Vancouver International Airport Authority to guide the significant growth expected to continue well into the 21st century. In 1994, an accord was signed between the City of Richmond and the Vancouver International Airport Authority. This accord recognizes the multi-jurisdictional nature of airport operations, involving both national and local concerns. For Richmond, key planning issues arising from airport operations include (references to other policy sections are noted below):

- Adequate transportation links (highway, transit, bridge) and management to meet the significant flow of passenger, freight, and commuter travel, and to reduce traffic and associated environmental impacts (see 4.0 Transportation, and 5.0 Natural & Human Environment);
- Ensuring compatible land use on Sea and Lulu Islands to achieve mutual benefit between airport operations and the local community (see 2.3 Industry);
- Managing the impact of aircraft noise on residents and workers (see 5.0 Natural & Human Environment);
- Conserving the natural areas on Sea Island and enhancing their habitat and recreation potential through the Sea Island Parks and Recreation Plan (see 5.0 Natural & Human Environment);
- Reliance on areas outside Richmond to fully meet the housing needs generated by airport employment due to Richmond’s finite population capacity (in 1997, 23% of airport workers lived in Richmond).

OBJECTIVE 1:

Support The Economic Development Vision Of The Airport Master Plan.

POLICIES:

- a) Continue to co-ordinate and consult on airport land use development and servicing through the Accord signed between the City of Richmond and the Vancouver International Airport Authority;



The Vancouver International Airport Strategic Vision “The North Star” has the following goals:

- *Extensive international air services to four continents;*
- *North American gateway of choice;*
- *Major North American intermodal freight distribution centre;*
- *International gateway to Supernatural B.C.;*
- *“Number One” traveller rating in North America and “Top Three” in the world.*

- b) Encourage co-ordinated planning between provincial and regional agencies and the Vancouver International Airport Authority to fully meet the transportation and housing needs generated by the airport throughout the region.



2.3 INDUSTRY

The City of Richmond is committed to the principle of creating a diverse and sustainable economic base.

In 1996, office based businesses comprised 36 % of the total number of businesses in all Industrial zones and accounted for about 29 % of all industrial jobs. Similarly, in keeping with national and provincial trends, the number of home based businesses have likely increased in Richmond, although no data is yet available on their number.

ISSUE:

Since the 1960s, Richmond has been very successful in attracting industry. Richmond will continue to be attractive for industry because of its skilled labour force; good amenities; and close proximity to Vancouver, U.B.C., the U.S. border, and the airport.

Definition of Industry

In the 1990s, there is increased competition for industry from other communities in the Lower Mainland, and internationally. Increased land prices, combined with the fact that more workers have taken up residence in communities to the east, has resulted in some industry (i.e., traditional manufacturing and distribution) either by-passing Richmond or relocating to these other communities.

As well, the nature of industry in Richmond has changed. Advanced technology and other office-based businesses now form a significant proportion of the industrial employment base. However, traditional manufacturing, distribution, and water-oriented industrial activities still comprise, and will continue to comprise, a very significant part of the local economy.

The City's industrial land use policies and zoning regulations must adapt to fully reflect the emergence and needs of the advanced technology and office-based businesses. In order that Richmond can continue to attract and retain these types of businesses, changes to industrial land use policies and regulations should be investigated and considered.

OBJECTIVE 1:

Continue to reinforce Richmond as one of the major industrial employment centres in the Lower Mainland and a predominant location for airport-serving business.

POLICIES:

Land Supply

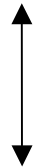
- a) Protect and augment the supply of industrial land by ensuring that there is an adequate amount of zoned and serviced sites to meet present and future needs;



This may be achieved by:

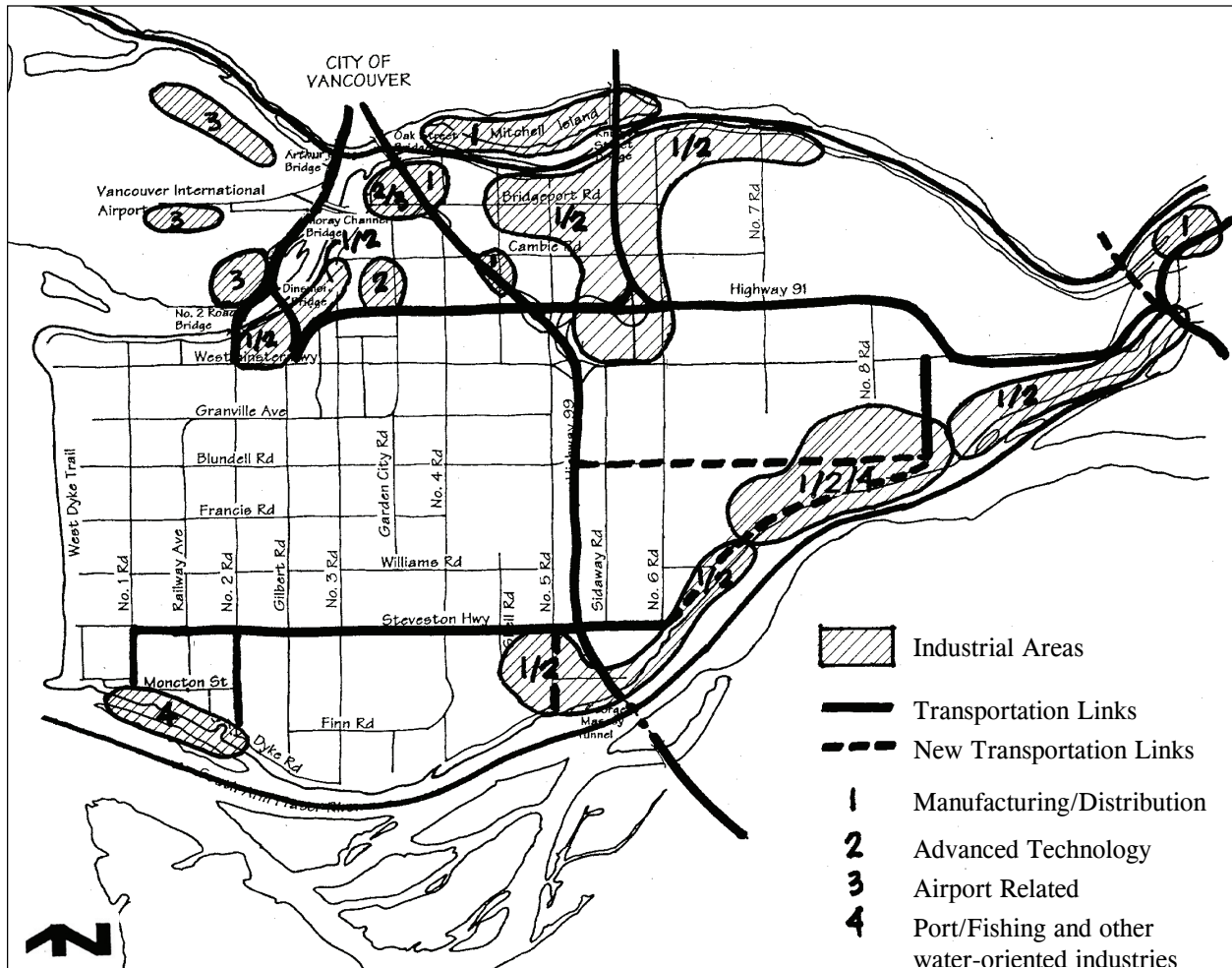
- Retaining for industry land which is presently zoned and designated for such use with the implicit agreement of Council;
- Retaining appropriate waterfront sites for fishing, log storage and processing, and port activities;
- Reserving other areas which are appropriate for future industrial activity, either by designating them for industry in the OCP or by zoning them for such use;

Bylaw 7104
1999/05/17



- b) Permit Temporary Industrial Use Permits in those areas designated as “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;

Major Industrial Areas and Transportation Links





Utilities and Transportation

Bylaw 7104
1999/05/17

- c) In partnership with other public sector agencies and the private sector, provide and/or enhance services (e.g., utilities and transportation) to zoned and designated industrial lands in a timely manner and in accordance with the City's budgetary capability.

This may be achieved by:

- Identifying and managing present and future utility servicing needs e.g. roads, water, storm and sanitary sewers and costs, consistent with the City's Capital Plan;
- Ensuring that both City and regional transportation planning for roads and transit supports the City's industrial land strategy, and facilitates and encourages the use of transit to key employment areas;
- Ensuring that both the City and regional transportation planning for roads, rail, and water facilitates the efficient movement of goods for industrial purposes;
- Protecting, enhancing, and facilitating major transportation corridors serving industrial areas e.g. highways, roads, rail, watercourses.

OBJECTIVE 2:

Reinforce Richmond as a preeminent location for advanced-technology or knowledge-based businesses.

POLICIES:

Independent Offices

- a) Expand the number of industrial sites in which independent offices are permitted, in order to accommodate office-based businesses e.g. software development, research, brokers, contractors. This may be achieved by rezoning strategically located industrial sites;

Innovation

- b) Seek, and implement where appropriate and feasible, innovative ways of developing/ redeveloping industrial land, in order to facilitate such features as mixed uses, higher building densities, amenities, etc. This may be achieved by undertaking a study focused on examining the factors needed to attract, develop, and regulate advanced-technology businesses for the next generation of industrial land development.



OBJECTIVE 3:

Balance industrial development with environmental protection.

POLICIES:

- a) Ensure that industrial land uses will preserve and enhance air, water, and soil quality, and the natural environment for fish and wildlife by continuing to:
 - Support the efforts of the federal and provincial environmental agencies to improve the water quality of the Fraser River;
 - Support the Fraser River Estuary Management Program in their efforts to preserve the marsh areas, and fish and wildlife habitats along the Fraser River;
 - Monitor the discharge of effluent into inland watercourses, e.g. sloughs.



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.

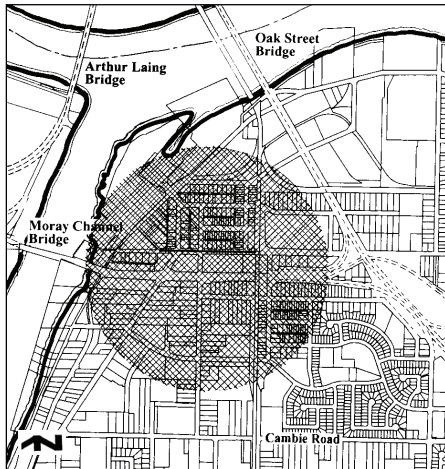
OBJECTIVE 2:

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:

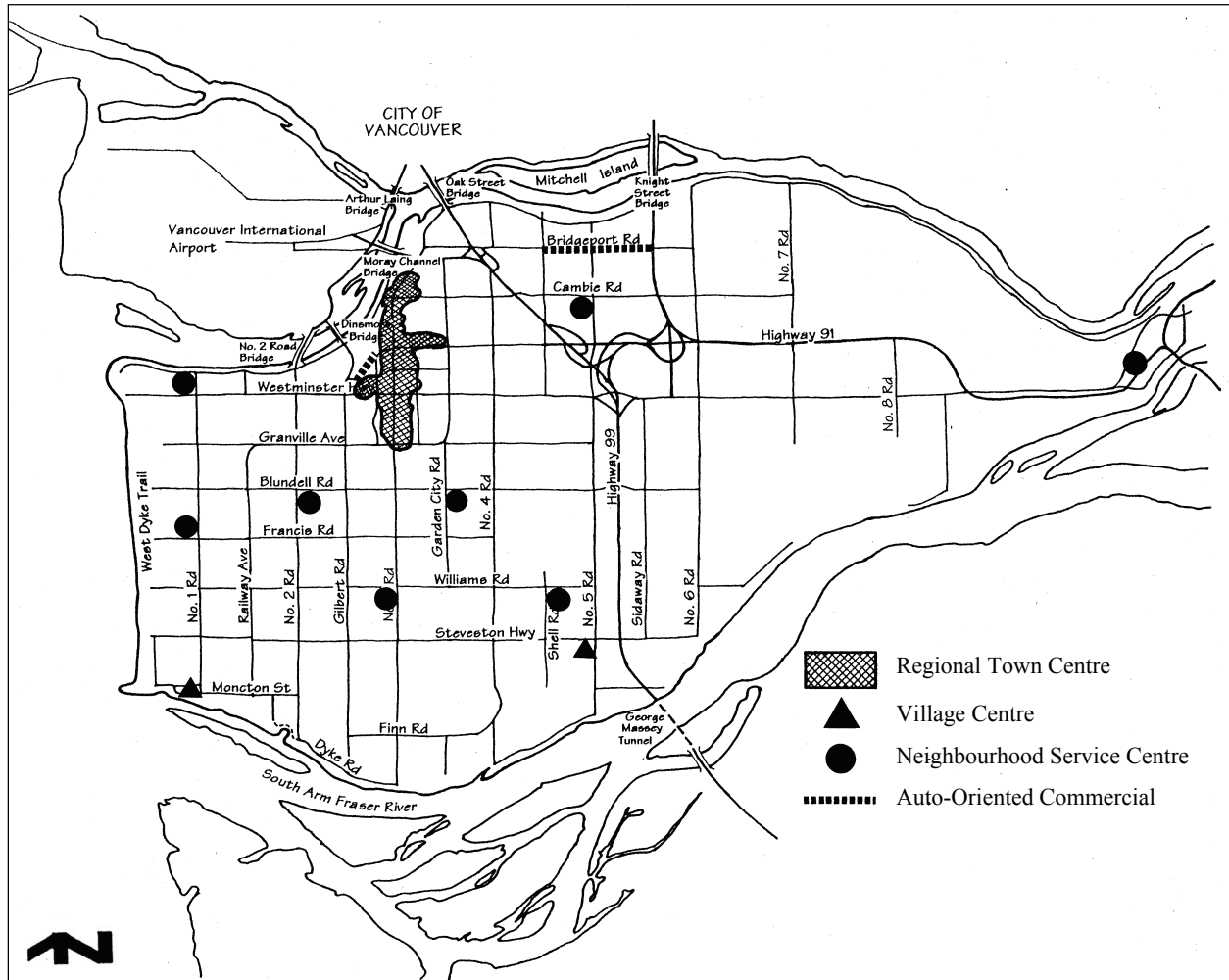
- a) Reinforce the Regional Town Centre role of the City Centre by continuing to support:
 - The regional shopping centres and their integration into the mixed-use, pedestrian-friendly character of the downtown;
 - The specialty retail and personal service districts which cater to Richmond’s diverse 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.

Bylaw 7104
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:

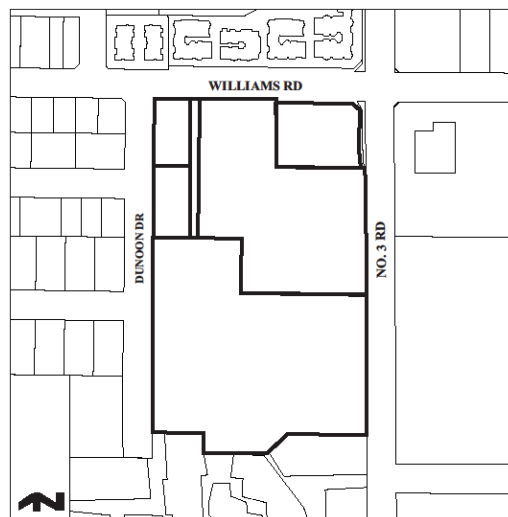
a) General:

- 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:





Bylaw 8579
2010/05/17

- ▲
- 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.
- ▼



Bylaw 8579
2010/05/17

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.