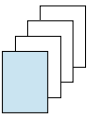


# B. Jobs & Business



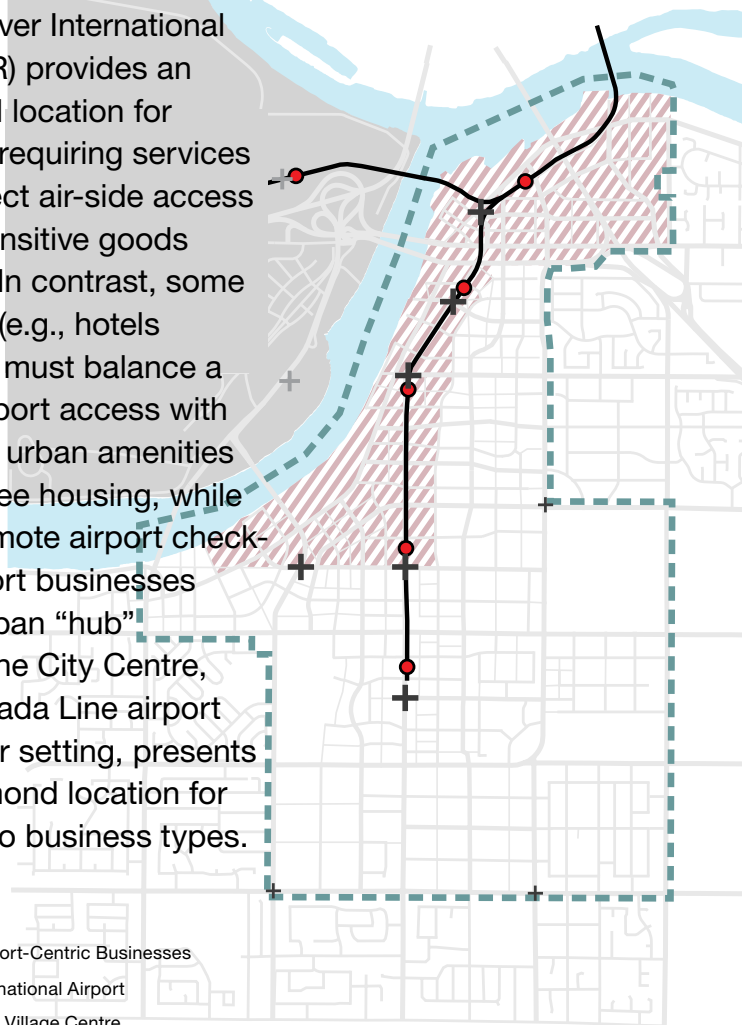
Objective: Provide a framework for the City Centre as a key part of Richmond's growth as an "aerotropolis community" – a world-class business centre that builds on Richmond's "gateway" location.

International airports are emerging as important magnets for commercial development, whereby mixed-use developments, combined with office, retail, visitor services, entertainment, and rapid transit, are being strategically located to effectively create "airport cities" out of what were once merely "city airports".

## Airport-Centric Business

The Vancouver International Airport (YVR) provides an unparalleled location for businesses requiring services such as direct air-side access and time-sensitive goods movement. In contrast, some businesses (e.g., hotels and offices) must balance a need for airport access with proximity to urban amenities and employee housing, while uses like remote airport check-ins are airport businesses requiring urban "hub" locations. The City Centre, with its Canada Line airport link and river setting, presents a key Richmond location for the latter two business types.

- City Centre Airport-Centric Businesses
- Vancouver International Airport
- Proposed Major Village Centre
- Proposed Minor Village Centre
- Potential Village Centre

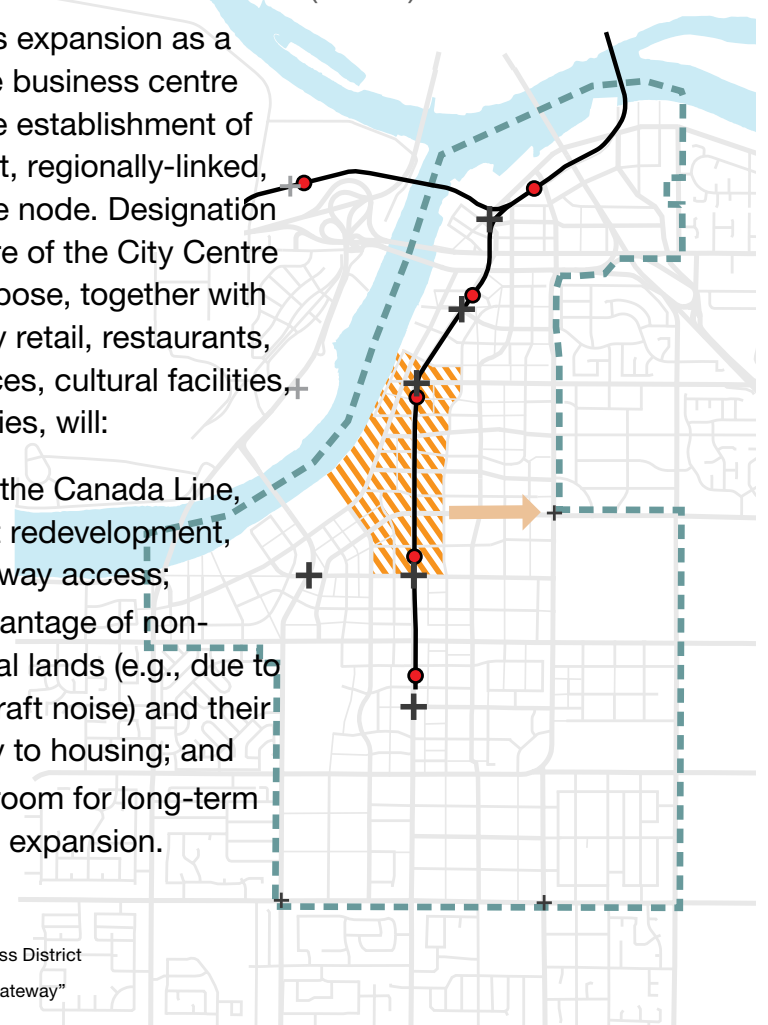


## Central Business District (CBD)

Richmond's expansion as a competitive business centre requires the establishment of a prominent, regionally-linked, urban office node. Designation of the centre of the City Centre for this purpose, together with high-quality retail, restaurants, public spaces, cultural facilities, and amenities, will:

- Build on the Canada Line, riverfront redevelopment, and highway access;
- Take advantage of non-residential lands (e.g., due to high aircraft noise) and their proximity to housing; and
- Provide room for long-term business expansion.

- Central Business District
- "Alderbridge Gateway"



## A Place for Industry

The CCAP calls for the long-term retention of industrial lands in the City Centre to maintain the diversity and proportion of jobs in the downtown and across the city. Planning for these land cost-sensitive uses takes advantage of the downtown's high aircraft-noise areas to create two key industrial zones.

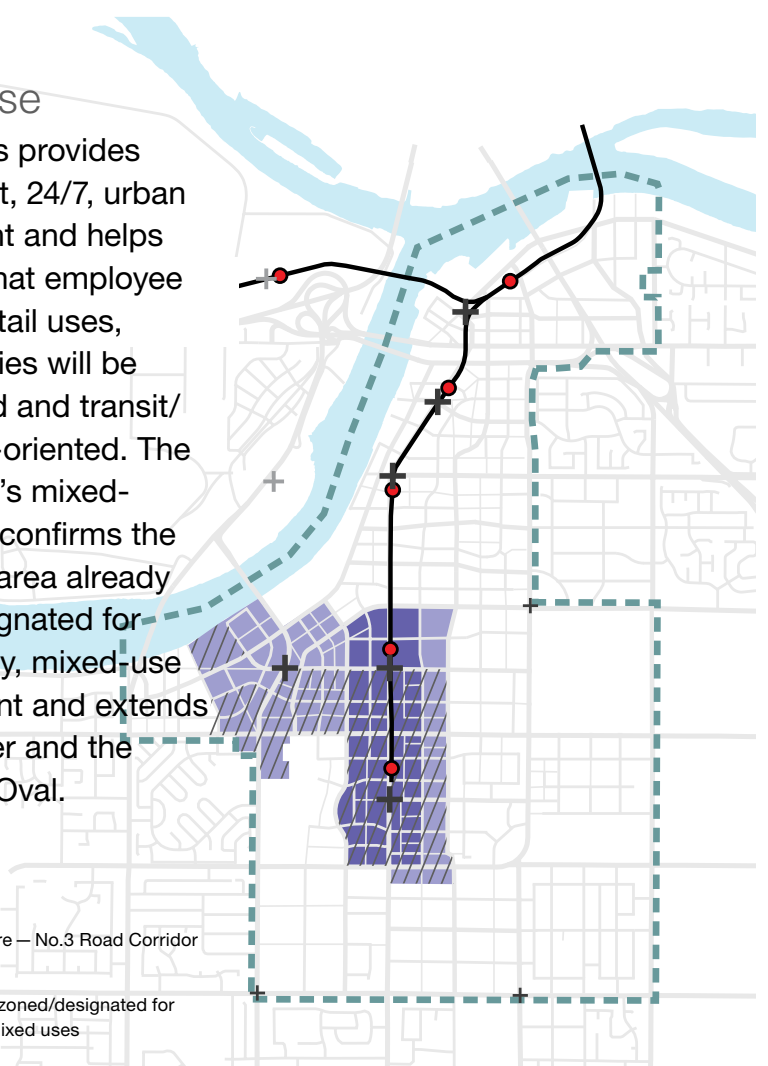
- Trade & Exhibition Centre
- Light Industry & Port Related Uses
- Urban Business Park – Primarily office, light industry and commercial support uses (e.g., print shops, research and development, etc.)



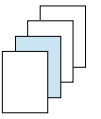
## Mixed-Use

Mixing uses provides for a vibrant, 24/7, urban environment and helps to ensure that employee housing, retail uses, and amenities will be well located and transit/pedestrian-oriented. The City Centre's mixed-use core reconfirms the downtown area already zoned/designated for high-density, mixed-use development and extends it to the river and the Richmond Oval.

- Mixed-Use Core – No.3 Road Corridor
- Mixed-Use
- Area currently zoned/designated for high-density mixed uses



# B. Jobs & Business



The City Centre's range of jobs and business opportunities, proposed amenities, and access to YVR and the Canada Line sets Richmond's downtown apart from any other business centre in the region.

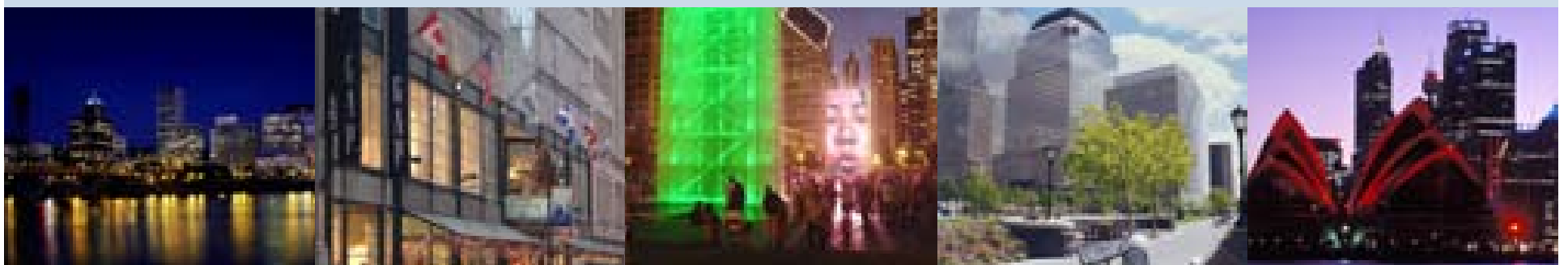
## Airport-Centric Businesses

A mix of high-quality, urban uses in the City Centre will complement YVR objectives for airport growth.



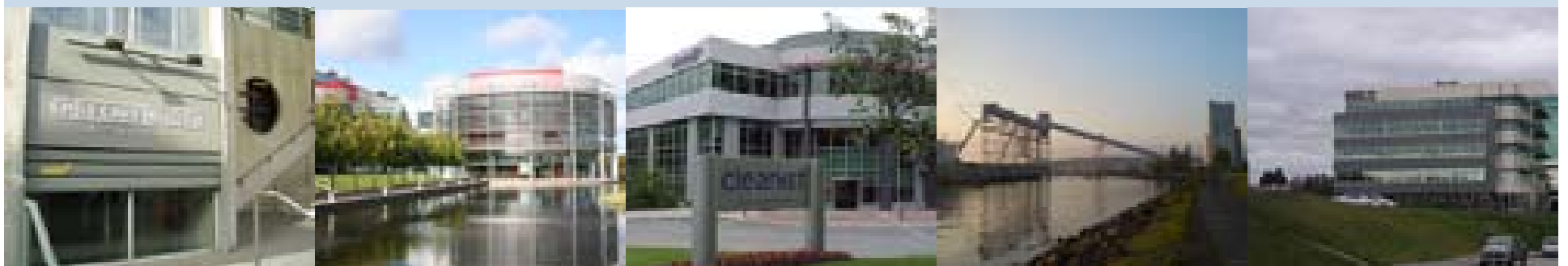
## Central Business District (CBD)

Richmond's CBD will stretch between the Aberdeen and Lansdowne Canada Line stations, providing it with exceptional access, river views across a major riverfront park, and access to a broad range of recreational and cultural amenities.



## A Place for Industry

The Aircraft Noise Zone, with its prohibition on housing in a significant portion of the downtown, will help ensure a long-term supply of industrial/urban business park lands within the City Centre.

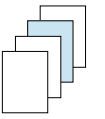


## Mixed-Use

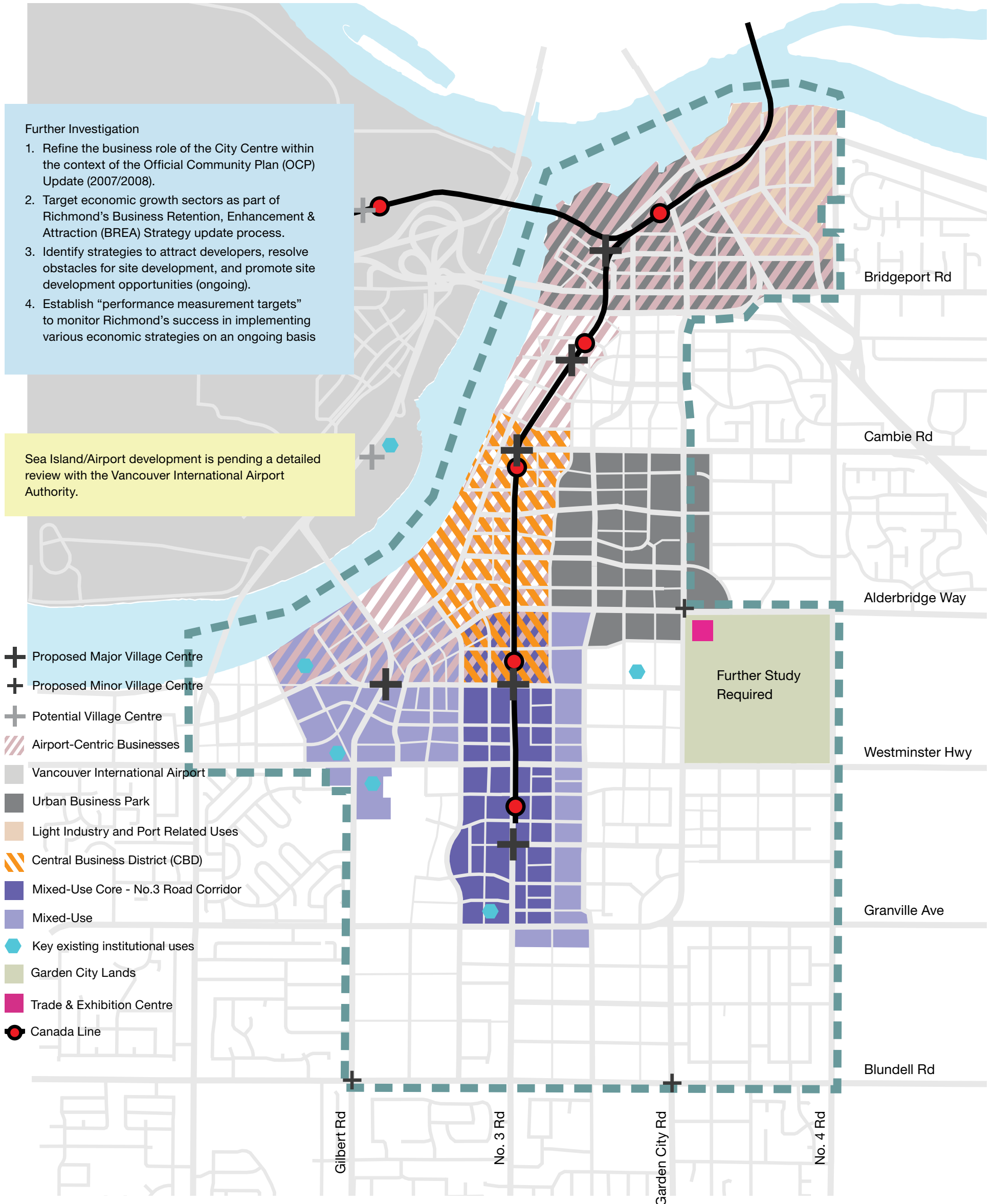
A range of high-quality, convenient, and affordable housing options and amenities make the downtown attractive to airport workers and others, and will support its success as a business centre.



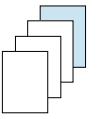
# B. Jobs & Business



The proposed framework promotes four key strategies that combine to create a dynamic and distinctive mix of business opportunities tailored to take maximum advantage of the downtown's inherent characteristics.

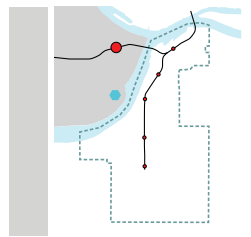


# B. Jobs & Business



The following provides more information regarding the framework's four key strategies.

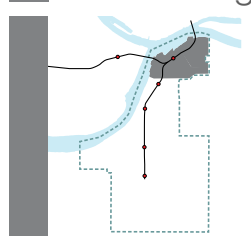
- YVR Priority**



**Direction** >> Encourage the Vancouver International Airport Authority (VIAA) to locate airport-related uses that complement the City Centre in and around the BCIT campus and YVR's easternmost Canada Line station (Templeton).

**Rationale** >> VIAA is considering allowing non-airport uses to locate on Sea Island near the Middle Arm of the Fraser River.

>> Future stages of the CCAP planning process should strive to discourage undesirable competition between VIAA and the City Centre, which could result in less land for airport-related uses on Sea Island and increased non-airport traffic on existing bridges.
  
- West Bridgeport & Van Horne: "Industrial Reserve"**



**Direction** >> Designate this area for light industrial and port-related uses, together with a limited amount of entertainment, hotel, artists non-residential studios, and complementary activities.

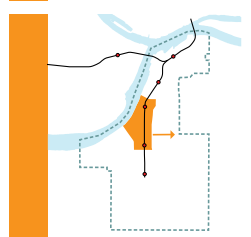
**Demand** >> +/-338,000 m2 (3.6 million ft2) of industrial space

>> Densities can be expected to slowly increase (as per trends in Vancouver and Toronto) from current levels of less than 0.4 floor area ratio (FAR) to 1.0+ FAR, which will significantly reduce industrial land demand and make it possible to accommodate a range of complementary uses.

**Rationale** >> Residential restrictions stemming from high aircraft noise, an existing industrial base, and proximity to the airport, port, and highways make this area well positioned for industry and its gradual transition from land-intensive activities (e.g., warehousing) to higher-employment generating, urban-industrial uses.

>> This strategy envisions, among other things, the establishment of a primarily industrial environment enhanced by:

  - > The limited introduction of uses/features contributing to a higher amenity business environment (e.g., retail, restaurant, and entertainment west of Sexsmith Road);
  - > Business diversity provided by artists' non-residential studio spaces in converted and purpose-built buildings, incubator uses, etc.; and
  - > A large-scale, unique "anchor" development on the riverfront at the terminus of No. 3 Road that would act as a catalyst for nearby businesses (e.g., international showmart, major high-tech corporate campus, or a post-secondary institution).
  
- "Central Business District (CBD)" Floor Space**



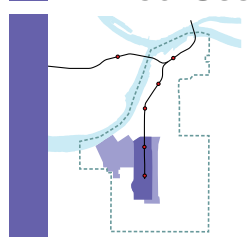
**Direction** >> Designate the "Central Business District (CBD)", including the "Alderbridge Gateway", as Richmond's regional business focus.

**Demand** >> +/-1 million m2 (11 million ft2) of retail, office, hotel, and public sector floor space.

>> Over time, densities can be expected to average +/-1.5 floor area ratio (FAR) overall, with higher densities near Canada Line stations and other strategic locations.

**Rationale** >> This area, bounded by Lansdowne Road, Hazelbridge Way, Cambie Road, Minoru Boulevard, and the river, together with the "Alderbridge Gateway" strip, is a significant regional commercial centre.

>> Development of 2 Canada Line stations, proposed riverfront and cultural amenities, plus restrictions on housing across much of this area due to high aircraft noise make it a highly attractive office/retail area – especially for larger tenants.
  
- Mixed-Use Core - No.3 Road Corridor**

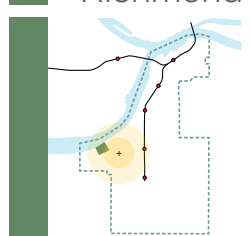


**Direction** >> Designate the focus of the downtown's "Mixed-Use" area (e.g., mixed residential/commercial) as the "Mixed-Use Core - No. 3 Road Corridor" and support its growth as a regional, mixed-use business centre with an emphasis on retail commercial uses.

**Demand** >> +/-372,000 m2 (4 million ft2) of retail, office, hotel, and public sector floor space in mixed use, high-density, high-rise developments

**Rationale** >> This area, bounded by Alderbridge Way, Cooney Road, Granville Avenue, and Minoru Boulevard, is the heart of the downtown's mixed-use area and the location of rapidly growing mixed-use development, 2 Canada Line stations, and 2 major existing malls representing +/-130,000 m2 (1.4 million ft2) of retail uses.

>> Steps should be taken to increase the area's capacity and ensure that business growth and well-designed commercial space is not impaired by residential demand.
  
- Richmond Oval: "Destination" Commercial Focus**

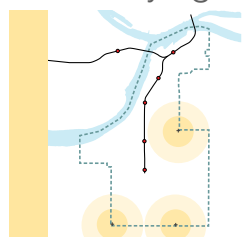


**Direction** >> Designate the "Olympic Gateway" village as a significant recreation and retail node.

**Demand** >> +/-46,450 m2 (500,000 ft2) of commercial, largely in the form of hotel and street-oriented space at the bases of mixed-use towers

**Rationale** >> Plans for the area surrounding the Richmond Oval call for its establishment as a destination attraction and important recreational and tourism focus for Richmond.

>> The proposed scale of commercial development will facilitate this without undermining the City Centre's primary business focus along No. 3 Road.
  
- Outlying "Minor" Villages: Local Commercial Focus**



**Direction** >> Typically limit employment in villages situated along the perimeter of the City Centre to local-serving retail and service commercial uses.

**Demand** >> A maximum of 4,600 - 23,200 m2 (50,000 - 250,000 ft2) of business uses in each village

**Rationale** >> Success of the City Centre as a competitive, urban-business centre requires that:

  - > Commercial uses are primarily concentrated near the Canada Line and riverfront; and
  - > Perimeter, bus-link villages are focused on serving the day-to-day needs of their local residents (e.g., +/-12,000 residents per village).