



CITY OF RICHMOND

REPORT TO COMMITTEE

TO: Planning Committee  
FROM: Alan Clark  
Manager, Zoning  
RE: Zoning and Development Bylaw 5300  
Amendment Bylaw 7218

TO Council MAR. 26 / 01  
TO PLANNING - MARCH 20, 2001  
DATE: March 7, 2001  
FILE:  
8060 - 20 - 7218

STAFF RECOMMENDATION

That Bylaw 7218, which amends Zoning and Development Bylaw 5300 as it relates to the sale of outdoor plants and supplies as an accessory use to Household Furnishings and Appliances, be introduced and given first reading.

Alan Clark  
Manager, Zoning

Att.

FOR ORIGINATING DIVISION USE ONLY		
<b>ROUTED TO:</b>	<b>CONCURRENCE</b>	<b>CONCURRENCE OF GENERAL MANAGER</b>
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STAFF REPORT

ORIGIN

The Richmond Zoning and Development Bylaw 5300, Schedule 274. Limited Industrial Retail District (I4), permits Retail Sale of Building Materials, and Retail Sale of Household Furnishings and Appliances, but does not permit the sale of outdoor plants and supplies.

The Home Depot has made application to the City of Richmond for a text amendment to the Zoning and Development Bylaw to permit the retail sale of garden plants and landscaping supplies as an accessory use to the Retail Sale of Building Materials, and Retail Sale of Household Furnishings and Appliances. This report addresses the issue.

FINDINGS OF FACT

In the early 1990s, so-called "Warehouse" stores of all descriptions were relatively unknown quantities in Richmond. Their potential impact was of considerable concern to many types of established businesses.

When the owner of the Home Depot site requested permission to develop a major home improvement warehouse store in 1994, the City commissioned an economic impact study. That study concluded – as subsequent facts have borne out – that although such a store would have an immediate impact on small local retailers, most of these competitors would recover over time as the market continued to grow and they adapted to new market conditions.

The study thus determined that a major home-improvement "warehouse" would not cause excessive damage to existing hardware and other similar businesses and would therefore be appropriate in a zone that already permitted a wide range of "home – related" retail uses – from IKEA to The Lighting Warehouse and Merit Kitchens.

Unfortunately for the Home Depot, until its arrival in the I4 zone, garden centres had never been contemplated in the City of Richmond under the same roof with other home-improvement merchandise. They were perceived as a traditional use, mainly associated with nursery production in the Agricultural Land Reserve. The I4 zoning bylaw simply makes no mention of garden centres as a permitted use.

Home Depot purchased the site and built its Richmond store, including a 25,000 square foot garden centre, under the impression that the zoning permitted the sale of garden plants and supplies as a "home-related" retail use.

Having built and opened its garden centre, the Home Depot attempted to resolve the restrictive interpretation of the bylaw in court, but the Supreme Court of BC confirmed that the current zoning in fact does not permit such merchandise.

Since 1996, the Richmond Home Depot store has operated the garden centre on a restricted basis, stocking only those garden-related products that the City deems to be either construction materials or garden supplies for indoor use. More than 500 distinct products for the garden use that are available at all other Home Depot stores in the lower mainland are thus unavailable to Richmond gardeners through the Richmond Home Depot store.

ANALYSIS

Are traditional garden centres, roadside stands, and nurseries threatened by mass merchandisers in general, or Home Depot in particular?

Gardening is the top-rated hobby in North America, and BC gardeners spend more per household each year on gardening products than most gardeners in Europe, including Britain, Holland, and Germany. BC's gardeners are ranked among the keenest in the world in their annual garden spending – up to \$346 – an increase of 18 per cent over the past four or five years, or 86 per cent since 1992. Projecting this number in Richmond yields an annual expenditure today of \$17,620,050.

As might be expected, the dramatic growth in consumer interest has not only resulted in the expansion and evolution of the traditional retail garden centre, but has also prompted a wide range of mass-merchandising chains in Richmond, Safeway, Save-On Foods, I.G.A., Zellers, Costco, Home Hardware, London Drugs, Canadian Tire, Super Store, and The Bay, to enter this market, which was traditionally served by specialty nurseries and garden centres. With such growth, Richmond's I4 zoning limitation on the sale of garden plants and supplies has become an inconvenience and disadvantage to many Richmond gardeners while no longer protecting nurseries or garden centre elsewhere in Richmond.

The entry of Home Depot and other mass merchandisers into the gardening marketplace over the past decade has apparently not displaced traditional nurseries and garden centres, which have proliferated with the gardening boom. In fact, given forecasted growth in the market, there should be sufficient incremental demand over the next five to ten years to support growth in existing establishments as well as absorb the sale of outdoor plant products at Home Depot.

Some Richmond businesses already benefit from Home Depot's participation in the retailing of garden plants at its other stores in the Lower Mainland. A Richmond grower – TSC Nurseries – is currently the largest single supplier of garden plants to the entire Lower Mainland chain of Home Depot stores, including products actually grown by other Richmond growers. Some of the other twenty nine Richmond based suppliers to Home Depot, such as CCI Industries which manufactures Landscape Brick, would likely benefit from the spin-off effects of permitting retail sales of garden plants and supplies at the Richmond store.

Staff are recommending that it would now be appropriate to amend the Limited Industrial Retail District (I4) to add the "Retail Sales of Garden Plants and Landscaping Supplies" as an accessory use to the Retail sale of Household Furnishings and Appliances. The accessory use being clearly incidental to that of the principal use of the building.

#### FINANCIAL IMPACT

None.

#### CONCLUSION

With the rapid evolution and expansion of the home gardening market place over the past five years, Richmond's I4 zoning limitation on the sale of garden plants and supplies has become an inconvenience to Richmond gardeners who arrive expecting the same selection and pricing of garden plants and supplies that are carried and advertised at all other Home Depot stores in the Lower Mainland. But they find that they must make separate trips to purchase such goods

March 7, 2001

- 4 -

elsewhere – either in Richmond, - or, mostly, at other Home Depot stores outside Richmond to take advantage of the advertised goods and prices.

Staff are recommending that it would now be appropriate to amend Zoning and Development Bylaw 5300, Schedule 274. Limited Industrial Retail District (I4), to permit the Retail sale of garden plants and landscaping supplies as an accessory use to the Retail Sale of Household Furnishings and Appliances.



Alan Clark  
Manager, Zoning

AJC:ajc

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DATE: 03/02/01 *dm*

To: *F. jr, Zoning*  
*dm*

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February 27, 2001

Planning Committee  
City of Richmond  
6911 No. 3 Road  
Richmond, B.C.  
V6Y 2C1

Fax: 278-5139

Attention: Councilor Brodie and the Planning Committee

Dear Sirs/Madams:

**Re: Home Depot Rezoning Application**

I support the proposal to allow Home Depot and others to sell garden plants in the I4 zone. As a taxpayer, I think Richmond is probably missing out on some extra tax revenue if gardeners looking for Home Depot discounts on plants have to travel outside Richmond to get them.

Yours truly,

*胡喜謀*

Kar Mou Woo  
4600 Garry Street  
Richmond, B.C. V7E 2V3  
Tel. 351-6622





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February 27, 2001

Planning Committee  
City of Richmond  
6911 No. 3 Road  
Richmond, B.C.  
V6Y 2C1

Fax: 278-5139

Attention: Councilor Brodie and the Planning Committee

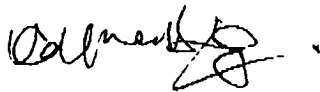
Dear Sirs/Madams:

**Re: Home Depot Rezoning Application**

I am a resident of Richmond and a customer of the Home Depot store on Bridgeport Road. I was surprised to find that the current zoning bylaw does not permit this store to sell garden plants in its garden centre section.

This makes no sense to me. Everyone from Costco to Safeway and London Drugs sells garden plants in Richmond these days, why stop Home Depot? It's just an inconvenience to me, because I have to drive outside Richmond to another Home Depot store to get their prices.

Yours truly,



Joanna Ko  
22260 McLean Avenue  
Richmond, B.C. V6V 2P3  
Tel. 522-7083











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March 1, 2001

Planning Committee  
City of Richmond  
6911 No. 3 Road  
Richmond, B.C.  
V6Y 2C1

Fax: 278-5139

Attention: Members of the Planning Committee

Dear Sirs/Madams:

**Re: Home Depot Rezoning Application**

I am a resident of Richmond and a customer of the Home Depot store on Bridgeport Road. I was surprised to find that the current zoning bylaw does not permit this store to sell garden plants in its garden centre section.

This makes no sense to me. Everyone from Costco to Safeway and London Drugs sells garden plants in Richmond these days, why stop Home Depot? It's just an inconvenience to me, because I have to drive outside Richmond to another Home Depot store to get their prices.

Yours truly,



David Lo  
10548 Yarmish Drive  
Richmond, B.C. V7E 5E7  
Tel. 275-5645



**Lois and Jeff Jenken**  
 11219 Daniels Road  
 Richmond, B.C. V6X 1M5  
 Home & Fax Phone 1-604-207-1041  
 Email [jjenken@home.com](mailto:jjenken@home.com)

*To. Manager,  
 Zoning for  
 inclusion with  
 application to  
 Planning Committee*

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January 08, 2001

Planning Committee  
 City of Richmond  
 6911 No. 3 Road  
 Richmond, British Columbia  
 V6Y 2C1

**PHOTOCOPIED  
 & DISTRIBUTED**  
 DATE: *Jan 17/01 RS*

**ACTING CITY CLERK**

Members of the Planning Committee

We are writing to express our opinions as Richmond residents and avid gardeners about the proposal to permit the sale of garden plants and supplies in the 14 zone along Bridgeport Road.

We are customers of the Home Depot store on Bridgeport Road as they are only 10 minutes away and we use them for most of our home improvement needs. We find they host many workshops and children's activities which is excellent for the community. We were surprised when we went there to get some grass seed and fertilizer to find that the current zoning bylaw does not permit this store to sell garden plants or garden supplies in its garden centre section. We ended up going to Home Depot in Surrey to obtain these goods as we knew the specific brand we wanted was carried by them.

This makes no sense to us. Everyone from Costco to Safeway and London Drugs sells garden plants in Richmond these days so why stop Home Depot or other home improvement stores? We find it very inconvenient as we have to drive outside Richmond to another Home Depot store to get their prices. Richmond is losing out in tax revenue besides the boost to their local economy.

We believe that the current zoning restriction that prevents home improvement stores like the Richmond Home Depot from selling garden plants, etc. is anti-competitive and bad for the consumer. We should have as much choice as possible where we buy our bedding plants and hanging baskets so that this competition proves to be good for the consumer. A garden centre is a more logical extension of home improvement than for example grocery, drug or department stores so it makes no sense to stop these businesses from selling plants if they want to.

We find Home Depot staff to be extremely knowledgeable in all other areas as well as the indoor plants area and feel that our outdoor gardening questions would be answered promptly and with expertise. They stand behind their products with a store guarantee which we believe is as good or better than other present garden vendors.

In conclusion, we as tax payers urge the planning committee to approve this application.

Yours truly,  
*Lois Jenken* *Jeff Jenken*  
 Lois Jenken & Jeff Jenken









**PHOTOCOPIED  
& DISTRIBUTED**  
DATE: *March 10, 2001*

To: Manager, Zoning  
for appropriate action  
CITY CLERK

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February 22, 2001

6680 Gibbons Drive  
Richmond, BC  
V7C 2E1

Planning Committee  
City of Richmond  
6911 No. 3 Road  
Richmond, BC  
Canada V6Y 2C1

Attn: Members of the Planning Committee

Dear Sir,

**Re: Home Depot Applying for Selling Outdoor Plants**

We are residents of Richmond for over 12 years. We would like to support Home Depot to supply outdoor plants to residents in Richmond. By allowing them to do this, it provides us competitive prices as well as convenience when we shop in Home Depot. I do not support restriction in area 14. Hope our city can consider their application.

Thanks for your attention.

Yours truly,

*Kari Leoganda*  
Kari Leoganda





**PHOTOCOPIED  
& DISTRIBUTED**  
DATE: Mar 05/01 RB

To: Manager, Zoning  
for appropriate action

ACTING CITY CLERK

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February 27, 2001

Planning Committee  
City of Richmond  
6911 No. 3 Road  
Richmond, B.C.  
V6Y 2C1

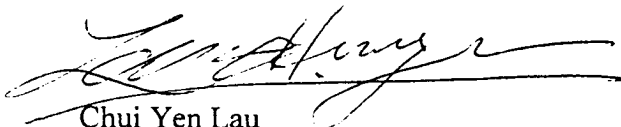
Attention: Councilor Brodie and the Planning Committee

Dear Sirs/Madams:

**Re: Home Depot Rezoning Application**

I support the zoning proposal to permit stores like the Home Depot on Bridgeport Road to sell outdoor plants. It is inconvenient and costly to Richmond gardeners who must travel outside Richmond to get the discounts on garden supplies that Home Depot offers everywhere else in the Lower Mainland.

Yours truly,



Chui Yen Lau  
10051 Hollycroft Gate  
Richmond, B.C.  
Tel. 241-0395





**Mrs. Sheila M. Gow**

**Tel: (604) 274-6510**

**7631 Steveston Hwy. #110  
Richmond, British Columbia  
Canada V7A 4L7**

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January 28, 2001

Chairman  
Planning Committee  
City of Richmond  
691' 1 No. 3 Road  
Richmond, BC  
V6Y 2C1

Dear Sir:

I have been a resident of Richmond for some 20 years and am an ardent gardener, having won first place in the 1999 Richmond Landscape & Garden Contest (Community Garden - Allotment Plots).

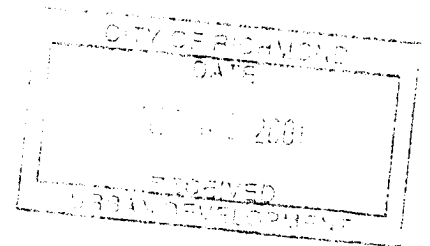
I am writing to express my disappointment that Home Depot on Bridgeport Road is not permitted to sell garden plants because the current zoning bylaw does not permit this.

I am at a loss to understand why this should be so, in view of the fact that Safeway, Save-On Foods & Drugs, London Drugs, Costco, etc. are permitted to sell annuals and perennials. There is already healthy competition; surely Home Depot joining the list can do no harm.

I support a proposal to allow Home Depot to sell garden plants. Why should I have to seek out a Home Depot store outside Richmond to benefit from their discount?

Yours sincerely,

*Sheila M. Gow*



Pamela Gibson  
#41 - 8491 Ryan Road  
Richmond, B.C.  
V7A 2E8

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March 1, 2001

To: Manager, Zoning  
for appropriate  
action

Planning Committee  
City of Richmond  
6911 No. 3 Road  
Richmond, B.C.  
V6Y 2C1

**PHOTOCOPIED  
& DISTRIBUTED**  
DATE: Mar 6 2001

CITY CLERK

ATTN: Councilor Brodie,  
Chairman of the Committee

Dear Councilor Brodie:

SUBJECT: Home Depot, Richmond  
Proposal to Sell Outdoor Plants

I believe that the Richmond Home Depot store should be allowed to sell outdoor plants. Since Richmond consumers can purchase outdoor plants from other large chains such as Safeway, Canadian Tire, and Save-On-Foods, it is unfair that Home Depot is restricted from doing the same.

Preventing Richmond residents from purchasing our outdoor plants at the Richmond Home Depot store does not force us to buy from local nurseries. It only causes us to spend extra time and expense driving to a neighbouring community to purchase reasonably priced plants from the Home Depot there. The Richmond consumer is not benefiting from this restriction, and neither are the Richmond nurseries. The old proverb "You can lead a horse to water, but you can't make him drink" certainly applies in this instance.

I understand that Home Depot stores purchases their bedding plants from local nurseries. If the Richmond Home Depot store were allowed to sell outdoor plants, the Richmond nurseries would benefit by supplying Home Depot with bedding plants. In my opinion, that would be a "win-win" situation.

I ask that the Planning Committee reconsider, and remove the restrictions that have been placed on the Home Depot in Richmond. Competition is a good thing, from which both consumers and businesses benefit.

Sincerely,

Pamela Gibson





















Home Depot Canada  
426 Ellesmere Rd. • Scarborough, Ontario • M1R 4E7

B/L 7218

January 22, 2001

**CITY OF RICHMOND**

Urban Development Division  
6911 No. 3 Rd., Richmond, BC  
V6Y 2C1

Attention: Mr. Alan Clark, Zoning Manager

Dear Mr. Clark:

Home Depot Canada hereby applies to the City of Richmond to amend the I4 zoning by law by adding the following language to item 4 in the list of permitted uses:

“INCLUDING GARDEN PLANTS AND LANDSCAPING SUPPLIES AS AN ACCESSORY USE”

**Reasons for the Application**


With the growth of the home gardening market place over the past five years, Richmond’s I4 zoning limitation on the sale of garden plants and supplies has become an inconvenience and disadvantage to many Richmond gardeners while no longer protecting traditional nurseries or garden centres elsewhere in Richmond. Every Spring in particular, thousands of Richmond Home Depot’s customers are confused and disappointed to find these products unavailable. More than 200 complaints about this situation have been logged at the store on a single weekend.

The enclosed information is appended to assist your review of this application.

In order to expedite the process, I have authorized Andrew Pottinger, our community relations consultant in Richmond, to assist you with all day-to-day matters concerning the application.

Yours truly,

**HOME DEPOT CANADA**

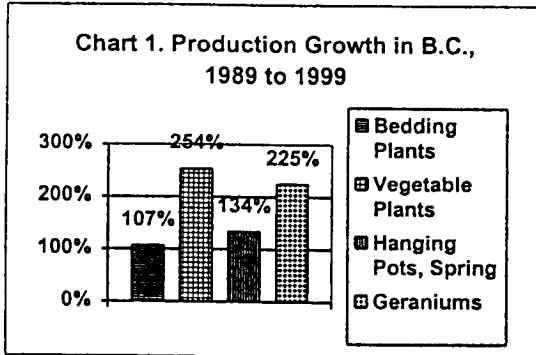
  
Neil Robinson  
Real Estate Manager

Enclosure

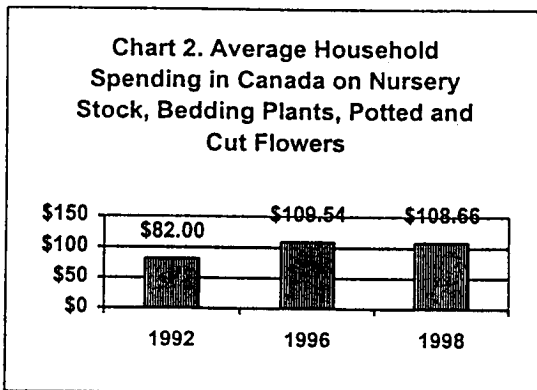


# DATA RELATED TO THE HOME DEPOT APPLICATION

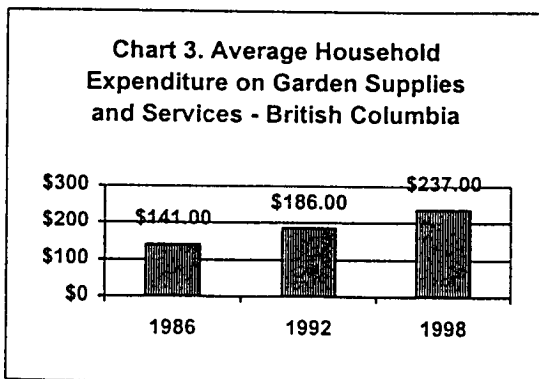
1. As the following statistics illustrate, by any measure, the gardening business is experiencing a major expansion. (Also see Appendixes 1 and 2)



Source: Urban Futures Institute

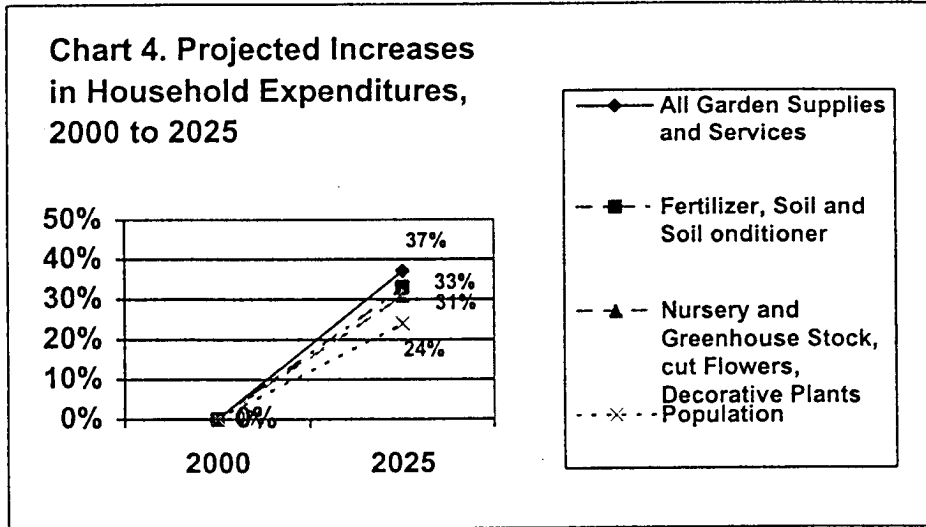


Source: Urban Futures Institute (constant 1992 dollars)



Source: Statistics Canada (not adjusted for inflation)

2. Demographic growth in the largest consumer group for garden supplies and services will underpin continued growth in this market at a rate faster than the underlying growth in the population. (See Appendix 1)



Source: Urban Futures Institute

3. The growth in consumer gardening has prompted a wide range of mass-merchandising chains to enter this market, which was traditionally served by specialty nurseries and garden centres.

**Table 1. Chain Stores Selling Garden Plants and Supplies in Richmond - May 2000**

	Trees And Shrubs	Vegetable and Fruit plants	Bedding Plants	Lawn Seed	Outdoor Plant Seeds	Bulbs	Weed Control	Fertilizer
Safeway	X	X	X			X		
Save-On Foods/Overwaitea	X		X	X			X	X
I.G.A		X	X				X	X
Zellers	X			X	X			X
Costco	X		X	X	X		X	X
Home Hardware	X	X	X	X	X	X	X	X
London Drugs		X			X			X
Canadian Tire	X	X	X	X			X	X

Source: Appendix 3 - NOVA Quality Training - Mystery Shop Report

4. As a mass merchandiser of all materials relating to home construction and home improvement, garden plants and supplies are integral components of the merchandise mix at all of the Home Depot stores in the Lower Mainland except Richmond.

Table 2. Home Depot Stores with Garden Centres in the Lower Mainland

Location	Opened	Garden Centre
Surrey	1993	Yes
Burnaby	1994	Yes
Coquitlam	1995	Yes
South Surrey	1995	Yes
Richmond	1996	No
Vancouver	1996	Yes
Langley	1997	Yes

5. The entry of Home Depot and other mass merchandisers into the gardening marketplace over the past decade has apparently not displaced traditional nurseries and garden centres, which have proliferated with the gardening boom.

Table 3. Impact of Mass Merchandising on Specialty Garden Centres and Nurseries 1995 - 2000

	1995	2000
Home Depot Stores in the Lower Mainland	2	7
Nurseries and Garden Centres in the Lower Mainland		
• Richmond	5	11
• Other	48	84
• Total	53	95

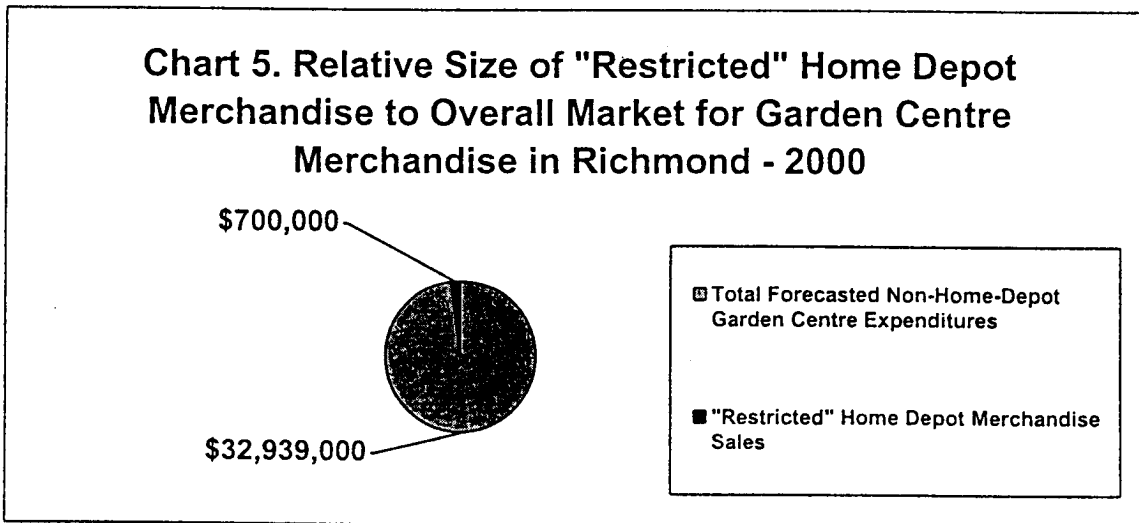
Source: Dominion Directory Yellow Pages

6. Specialty garden centres have survived the new competition provided by mass merchandisers partly because these merchants retail a relatively limited range of products.

**Table 4. Typical Home Depot Garden Centre Merchandise Prohibited in Richmond I-4 Zone**

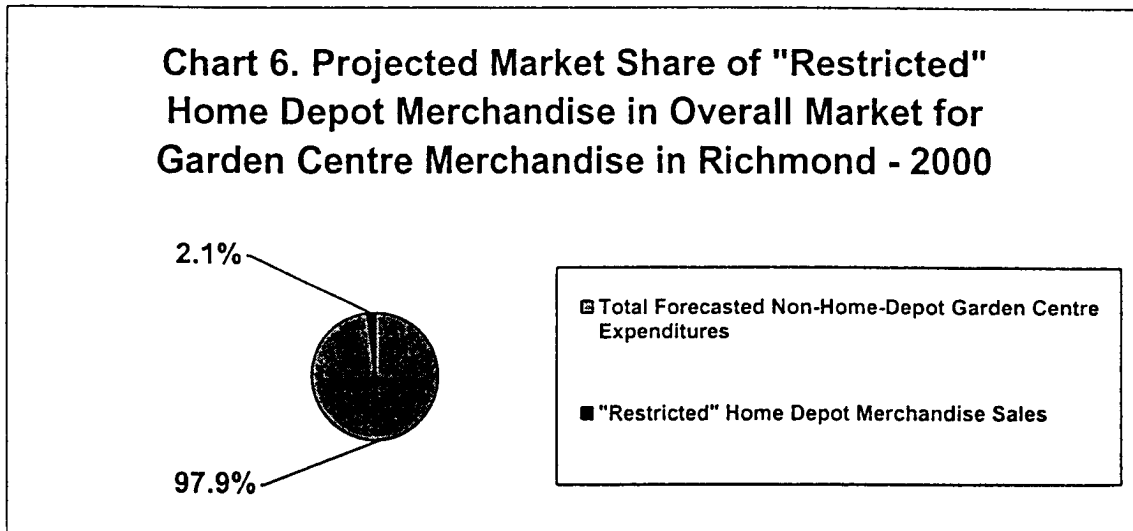
Category	Number of products
Spring Bulbs	138
Fall Bulbs	171
Shrubs/Landscape	233
Total	542

7. The market for these products has now grown so much and is so broadly served that the addition of currently "restricted" products at the Richmond Home Depot should result in minimal negative impacts on existing retail operations that offer the same or similar merchandise.



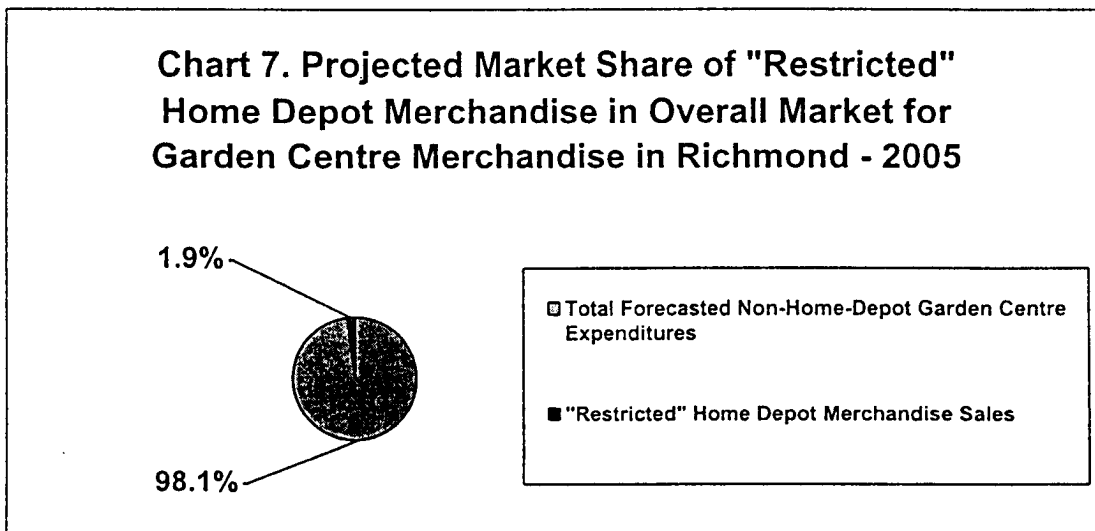
Source: Urbanics Consultants Ltd. , Appendix 4



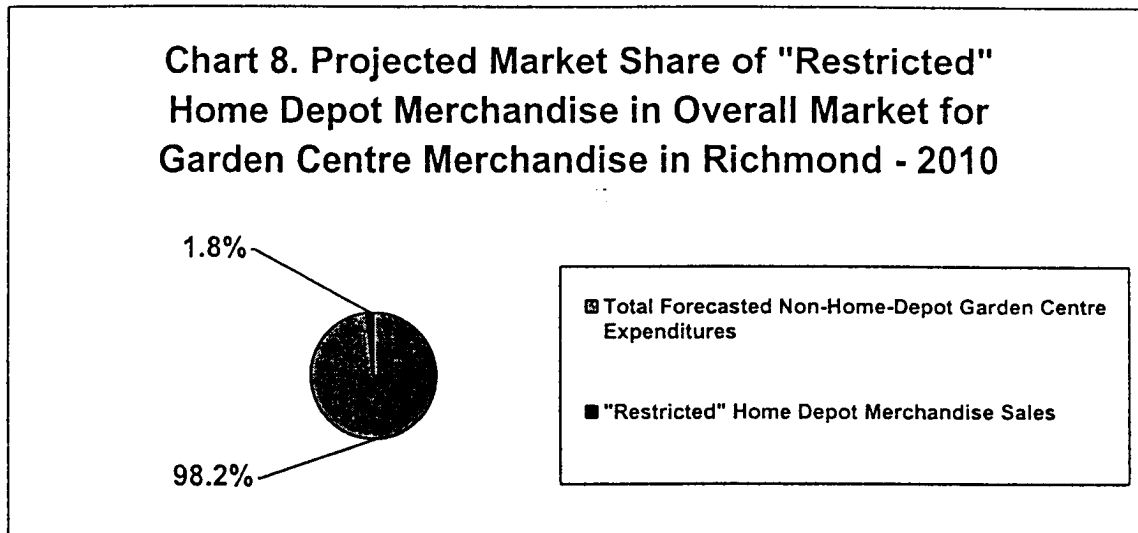


Source: Urbanics Consultants Ltd., Appendix 4

8. In fact, given forecasted growth in the market, there should be sufficient incremental demand over the next five to ten years to support growth in existing establishments as well as absorb the sale of outdoor plant products at Home Depot.



Source: Urbanics Consultants Ltd. , Appendix 4



Source: Urbanics Consultants Ltd., Appendix 4

9. Some Richmond businesses already benefit from Home Depot's participation in the retailing of garden plants at its other stores in the Lower Mainland. A Richmond grower - TSC Nurseries - is currently the largest single supplier of garden plants to the entire Lower Mainland chain of Home Depot stores.

Table 5. Current Lower Mainland Home Depot Outdoor Plant Suppliers

Supplier Name	Location	Products Supplied
TSC Nurseries	Richmond	214
Rainbow	Chilliwack	153
Burnaby Lake	Surrey	118
Canadian Valley	Aldergrove	39
Pan America	Surrey	35
Clearview	Aldergrove	18
In Line	Chilliwack	9

A number of other Richmond-based Home Depot suppliers – such as CCI Industries which manufactures Landscape Brick - would also benefit from the spin-off effects of permitting retail sales of garden plants and supplies at the Richmond store.

10. Since its opening, the Richmond Home Depot store has established itself as a major contributor to the local economy.

**Table 6. Richmond Home Depot - Key Facts**

Opened	1996
Total Floor Area	120,000 sq.ft.
garden centre floor area	20,000 sq.ft.
customer visits per year	1 million
employees	230
Richmond residents	115
annual payroll	\$6 million
annual property taxes	\$400,000

**Table 7. Current Lower Mainland Home Depot Suppliers with Richmond Operations**

Andrew Sheret	12160 Vickers
Bardell Construction	8480 Odlin Crescent
Canwest	2105 - 21000 Westminster Hwy
CCI Industries Inc	Gate 2, S. Foot Nelson
Coast Masonry Div, CC	P.O.Box 94580
Coastal Saw	4611 #6 Road
D G Industries	108-2691 Viscount
Don Dickey Supplies Ltd.	8611 Beckwith Rd.
Einarson Quality CRP	47-2960 Steveston Hwy
Excel Lighting	13611 Maycrest Way
First Class Carpet	9451 Granville Ave
Frigidaire	8720 Ryan Rd.
Giantech Plastic Pro.	130-12851 Clarke Pl.
Goodfellow Inc.	13500 Verdun Place
KF Kelly & Son	3291 Wardmore Place
Lafarge Canada Inc.	P.O.Box 94650
OFR Northwest Mower	11620 Twigg Place
OFR Oshawa Intl Ent.	103-11121 Horseshoe Way
Paragon Surfacing Ltd.	120-5920 #2 Rd
Phoenix Nursery	18071 Westminster Hwy
Prepac Manufacturing	4751 Vanguard
Recon Frigidaire	8720 Ryan Rd
Richetti Marble	22100 Wilson Ave
Rose Carpet	7660 #4 Road
Saltchuck Supply Ltd.	P.O. Box 63049
Samcody Assembly Ltd.	120A 12820 Clarke Pl.
Tony Foley	122-7751 Minoru Blvd
TSC Nursery Sales Ltd.	18071 Westminster Hwy
SBC Firemaster Ltd.	P.O. Box 63049

The company is a member of the Richmond Chamber of Commerce and the Richmond Asia Pacific Business Association.

The Richmond Home Depot was also voted "Best Home Improvement Store" by readers of the Richmond News in 2000.

**11. In line with its corporate mandate to give back to the communities in which the company does business, the Richmond Home Depot store has also established a track record as a positive corporate citizen.**

Sample Community Non-Profit Organizations Supported by Richmond Home Depot

- Richmond Caring Place
- Richmond Chinese Community Society
- Richmond Chinese Cultural Centre
- Richmond Community Garden Society
- Richmond Foundation
- Richmond Garden Contest
- Richmond Gateway Theater
- Richmond Mandarin Lions Club
- Richmond Nature Park and Cranberry Festival
- Richmond Public Library
- Richmond Salmon Festival
- Richmond Salvation Army
- Richmond Seniors Golden Garden
- SUCCESS Richmond

## APPENDIXES

1. David Baxter, "Garden business greens up as population grows grey", Business in Vancouver, Issue 565
2. Steve Whysall, "Dirt Crazy: Gardening clubs are turning away applicants, nurseries are besieged by buyers. How did yard work become B.C.'s favourite pastime?" The Vancouver Sun, 14 April, 2000
3. NOVA Quality Research, Richmond Garden Mystery Shop Report, May 2000
4. URBANICS CONSULTANTS, Home Depot Garden Centre Market Impact Assessment, December 2000
5. Richmond Chamber of Commerce, "Hats Off to this Chamber Member", Business Report, August 2000



## Search Results

### ISSUE 565: Comment

Trends that count

David Baxter

## Garden business greens up as population grows grey

Consumer behaviour patterns will ensure that the future holds blooming opportunities and blossoming markets for retailers of gardening products and services, and for the nurseries and greenhouses that supply them.

Household spending on garden supplies and services displays a strong age-related pattern and involves a large percentage of Canadian households. The large percentage means that it is not merely a niche (lifestyle) market, and the age-related (life-cycle) pattern means that changes in the age composition of the population will significantly affect the market. Assuming constant current dollars and spending patterns, Canadian household spending on garden supplies and services of \$2.6 billion per year will increase 16 per cent to more than \$3 billion by the end of the decade and 31 per cent to more than \$3.4 billion by 2020.

At the same time, the country's population is projected to increase by only 10 per cent and 19 per cent, respectively. Household spending on gardening commodities will increase much faster than the population because the age groups that spend most on gardening supplies and services are the ones that will increase most rapidly over the next two decades.

The average household in Canada in 1998 spent \$221 on garden supplies and services, with three-quarters of households reporting such spending. Gardening commodities are not big items for younger households: only 48 per cent of householders in the 15 to 24 age group report such spending and the average annual expenditure for the age group is only \$67, less than a third of the \$221 overall average. As householders age, the importance of lavender and lobelias increases rapidly, reaching a peak average annual spending of \$268 per household -- involving 80 per cent of households -- in the 55 to 64 age group. This age group will increase by 24 per cent over the next decade, and 88 per cent over the next two decades, primarily as a result of the aging of the war babies and post-war baby boomers.

The single largest component of household spending on gardening supplies and services is on plants and flowers, including nursery and greenhouse stock, cut flowers and decorative plants (currently a \$2.4-billion-a-year market). Two-thirds of households report spending on plants and flowers, ranging from a low of only 42 per cent of the householders in the 15 to 24 age group to a high of 71 per cent in the 55 to 64 age group.

While the 55 to 64 age group has the highest participation rate, it does not have the highest average spending. That occurs in the 45 to 54 age group, whose average annual spending of \$144 is 22 per cent above the overall average of \$118 per year. Given this younger peak in spending, and assuming constant dollars and expenditure patterns, this sector of the market will increase by 15 per cent over this decade and by 28 per cent over the next two decades. The same pattern will be followed in household spending on fertilizers, soil and soil conditioners, currently a \$330-million-a-year industry. It will grow by 28 per cent to \$425 million over the next two decades.

The slowest projected growth will be in sales of pesticides, which is more of a niche market, involving only 24 per cent of Canada households and average annual expenditures of only \$8 per household. Spending on

pesticides peaks in the 35 to 44 age group, with an average of \$11 per year spent and 29 per cent of the households reporting such spending.

Within the broad expenditure category of gardening supplies and services is the single category of household spending on horticultural services, snow and waste removal (includes only household direct spending, not municipal or building services paid for in taxes, condo fees or rent). This is also a niche market, with only 22 per cent of households spending on these services.

The thorny issue of invasive competition blighting otherwise rosy business plans will ensure that the market will weed out the less hardy varieties, but nonetheless market growth will provide a fertile landscape. \*

\* David Baxter is executive director of The Urban Futures Institute, whose publications on demographics can be accessed at [www.landcentre.ubc.ca](http://www.landcentre.ubc.ca). His column appears monthly.

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# DIRT crazy

FRIDAY  
FEATURE

Gardening clubs are turning away applicants, nurseries are besieged by buyers. How did yard work become B.C.'s favourite pastime?



MARK van MANEN/Vancouver Sun

**BLOSSOMING BUSINESS:** Margret Barker (front) and her staff — Jennifer Bailey (left), Don Skonberg and Melissa Hunter (right) at the new Mandeville Garden Centre location at Park Royal get ready for the grand opening with a variety of potting plants.

STEVE WHYSALL  
SUN GARDENING COLUMNIST

**A** gardening boom in B.C. is bringing inflated prices for plant products, creating a shortage of some stock and resulting in B.C.'s hardcore horticulturalists having to go on to waiting lists to join garden clubs.

Gardening is the top-rated hobby in North America and B.C. gardeners spend more per household each year on gardening products than most gardeners in Europe, including Britain, Holland and Germany.

Gardeners in the United States spend twice as much as British Columbians on

garden items each year — \$632 — but this province's gardeners are ranked among the keenest in the world in their annual garden spending — up to \$346 — according to a new survey by the *Washington Post*.

A Statistics Canada survey put gardening ahead of gourmet cooking, bicycling, golf, camping, dancing, tennis, ice skating, sailing, exercise at fitness centres, curling, woodwork, snowboarding or downhill skiing.

The gardening boom is creating greater demand for top-quality B.C. plant material. Millions of plants, mostly grown at a couple of dozen key nurseries, are now exported to the U.S. as well as to the Prairie provinces and central Canada.

Demand is so great that some nurseries

are running out of stock of commonplace plants.

Pitt Meadows nursery owner Casey Van Volten says there is such fierce demand from all over North America for his fields of Emerald cedar that he is running out of stock and can charge retail rather than wholesale prices.

"Unfortunately, we're now running into the problem of keeping up with demand," he says. "The gardening boom has started to create a shortage of things such as wisteria, Japanese maples, fragrant viburnums and cedars. There is also a lot of demand for big specimens of hardy boxwood now that more people want to make gardens with nice formal lines."

SEE GARDENING, A16

**"We worry that people may get fed up of waiting  
and end up losing interest in gardening  
altogether."**

Lorna Herchenson, B.C. Council of Garden Clubs

In April, Van Volten's nursery ships at least four to six semi-trailers of plant product a day to other parts of North America, many to Ontario. A 10-metre trailer contains up to 7,000 plants and Van Volten's nursery uses a conveyor-belt system to speed loading and get plants to market in peak condition.

The plant business has been so good for Heritage Perennials of Abbotsford, the largest growers of perennials in Canada, famous for its signature blue pots, that the nursery has expanded its operation into the United States with a new nursery in Maryland.

**JOIN THE CLUB  
— IF YOU CAN**

The popularity of gardening is also clearly reflected in the dramatic growth in the number of garden clubs in B.C. — and in the difficulty finding clubs whose meeting space can accommodate the burgeoning ranks of gardeners.

There are now 105 clubs registered with the B.C. Council of Garden Clubs — 15 more than in 1995 — with a total membership of more than 10,000. Some of the biggest clubs, such as Maple Ridge and South Surrey, have more than 300 members.

Some clubs are so full they are forced to turn people away because of lack of space at meetings, says Lorna Herchenson, the council's secretary.

"It is a disappointing fact, but waiting lists are now the norm because clubs simply can't accommodate all the people who want to join," she says.

"It is not a good problem to have. We worry that people may get fed up of waiting and end up losing interest in gardening altogether.

"So we have to find a way to accommodate everyone. The obvious answer is that we need to start more clubs. After all, you only need half a dozen people to get things rolling."

An active member herself in a couple of clubs, Herchenson says the biggest and fastest-growing groups are still the ones with a diverse and general gardening agenda. But specialty clubs devoted to a specific area of study such as dahlias, orchids, or roses, are still enjoy-

ing a steady increase in membership.

Meanwhile, some B.C. garden centres are also expanding to meet the increased demand, despite the fact that the provincial economy is in the doldrums.

Burnaby's Mandeville Garden Centre will take its first bold step over to the North Shore when it opens up a new store in West Vancouver next week on the Park Royal shopping centre site.

The Mandeville Colour Yard will cover more than 1,100 square metres and aims to provide a diverse range of plant material, including many specialty perennial and exotic hardy palm trees from California.

But part of the store's main focus will be to meet the needs of the thousands of "balcony gardeners" who live in highrises next to Park Royal.

The GardenWorks chain has also expanded this year, opening a new store in the Walnut Grove area as well as taking over the former Capilano Nursery in North Vancouver.

Since success in the garden centre business is very much dependent on cheerful, spring weather, many store owners are relieved that after a series of years of rainy, lacklustre springs, this April has so far been sunny and bright — excellent gardening weather. Business surprisingly was booming in February, although March was too chilly and kept a lot of gardeners indoors.

The gardening boom has also produced a surprising new competitor for garden centres — community plant sales.

These were relatively small affairs at one time, but over the last few years they have become major events, generating significant revenues.

For instance, the popular annual plant sale at VanDusen

Botanical Gardens, which will again be held later this month, now attracts more than 10,000 people and sells upwards of 30,000 plants.

The University of B.C. Botanical Garden also boasts a very profitable perennial plant sales as well as a native plant sale, both of which attract thousands of gardeners.

**FROM HOBBY  
TO LIFESTYLE**

Add to these large scale events the scores of sales by garden clubs, schools, and community groups — which now all want a piece of the gardening business — and it is easy to see why garden centres feel more and more challenged to provide top quality material and an expanded range of services. Ironically, garden clubs, schools and

**FAMILY AFFAIR:** Graeme Taschuk, 3, gets a high fly from dad Ian at annual Van Dusen plant sale, attended by thousands of gardening enthusiasts.

charity groups also often go cap-in-hand to garden centres to ask for donations of free plant material they can sell at their sales to raise money.

Private garden tours are another blooming aspect of the immense popularity of gardening.

Interest in touring gardens is now so great that the organizers of tours — mostly garden clubs — do not want the event publicized in order to keep attendance down to a manageable number and to minimize parking and traffic problems.

A keen observer of garden trends, Judi Rechenmacher of Greenleaf Products, says: "Gardening is becoming more a lifestyle than a hobby."

We are way past the days of lawns with a few trees and shrubs beyond decks, she says.

"Homeowners are fashioning their gardens into extensions of their homes. A planned space can add significant value and be low maintenance in our busy world. The homeowner has a retreat, a place to nurture and enjoy the outdoors with the convenience of home."



NOVA

# *Home Depot*

*Richmond Garden  
Mystery Shop*

*May 2000*

**NOVA**  
QUALITY TRAINING

2nd Floor, 1622 W. 7th Ave.  
Vancouver, BC V6J 1S5  
Tel: (604) 734-2330

## Richmond Garden Mystery Shop Report

Prepared for The Home Depot

### Overview

Nova Quality Research Ltd. was retained in May 2000 to conduct mystery shops in retail outlets in the City of Richmond. The objective of the research was to determine which major retail outlets other than garden centres were carrying garden supplies and what range of products was available.

### Nova's Qualifications

Nova Quality Research Ltd. is a market research company headquartered in Vancouver, B.C. Nova has been in business since 1988 and adheres to the ethical and professional guidelines outlined by the Professional Market Research Society of which Nova is a member. Nova has conducted mystery shopping for a large number of clients including Telus, B.C. Lottery Corporation, Canadian Tire, and the City of Vancouver.

### Methodology

Nova designed a matrix of major retail stores in the Richmond area and a list of typical garden centre products:

- Trees and shrubs
- Hedge plants and baskets
- Vegetable and fruit plants
- Bedding plants
- Lawn seed and other plant seeds
- Bulbs, tubers, roots, rhizomes, corms, and cuttings
- Weed control products
- Organic or chemical fertilizers, peat moss, etc.

A Nova employee under the direction of Valerie Jenkinson, Nova's President, phoned each of the locations and inquired if they carried garden products. A copy of the phone script is attached (appendix A).

The stores that indicated that they did not carry garden items were removed from the matrix. Nova's employee then visited each of the remaining locations and made note of the items on the matrix carried by the stores.

Copies of the matrix are attached (appendix B).

Phone calls were made on May 9<sup>th</sup>. In-person visits were conducted on May 11<sup>th</sup>, 2000.

### Conclusion

Although only one shop was conducted per chain (e.g. Safeway) it is normal for chain stores to stock the same items throughout the chain. It is therefore likely that all stores in that chain carry the same items as the ones we shopped.

## Appendix A

May 5, 2000

### Richmond Gardening Mystery Shop

#### *Script for telephone interviewer*

(change the wording as desired to collect the required information)

Hi, can you tell me if you sell bedding plants? (YES / NO)

And do you have other garden supplies like fertilizer and lawn seed? (YES / NO)

<<If NO then ask>>

Do you sell any garden supplies at all? (YES / NO)

<<Note: If you think you have reached a central office (not the Richmond location) then confirm that these products are available at the Richmond location.>>

## Appendix B

### Richmond Garden Mystery Shop - Telephone

Store	Sells garden supplies? (notes)
Safeway	Yes
Save On Foods / Overwaita	Yes
I.G.A.	Yes
Wal Mart	No (no Richmond location)
Zellers	Yes
Sears	No (no garden centre)
The Bay	No (not until next month)
Real Canadian Superstore	no Richmond location
Costco	Yes
T&T Supermarket	No
Revy	No (no Richmond location)
SuperValu	No (no Richmond location)
Home Hardware	Yes
IRLY Bird	Yes
London Drugs	Yes
Canadian Tire	(unable to contact Richmond location)
Kmart	No (no Richmond location)

# Richmond Garden Mystery Shop - In Person

	trees & shrubs	hedge plants	vegetable & fruit plants	bedding plants	lawn seed	outdoor plant seeds	bulbs	weed control	fertilizer
Safeway	X		X	X	O		X		O
Save On Foods / Overwaitea	X			X	X			X	X
I.G.A.			X	X	O	O		X	X
Zellers	X	O		O	X	X			X
Costco	X			X	X	X		X	X
Home Hardware	X	O	X	X	X	X	X	X	X
IRLY Bird					X				O
London Drugs			X			X			X
Canadian Tire	X		X	X	X			X	X

X

= The item was found in the store.

O

= It was indicated over the phone that the item was available. The item was not found at the store.

**HOME DEPOT GARDEN CENTRE  
MARKET IMPACT ASSESSMENT**

**RICHMOND, B.C.**

**URBANICS CONSULTANTS LTD.**

# HOME DEPOT GARDEN CENTRE MARKET IMPACT ASSESSMENT

Richmond, B.C.

Prepared for:  
Home Depot Canada  
The Barkley Gazeley Communications Group Inc.

December, 2000

Prepared by:  
*Urbanics Consultants Ltd.*



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## 1.0 INTRODUCTION

This market study has been undertaken, on behalf of Home Depot Canada, to assess what the impact would be of amending the City of Richmond's by-law I-4 which would allow for the sale of garden plants and landscaping supplies. More specifically, this study serves to identify the present and future size of the "Garden Centre" industry in Richmond, its general growth characteristics, and to see what the relationship of the sale of garden plants and related supplies, at the existing Home Depot facility situated in the general vicinity of Sweden Way and Bridgeport Road, would have on similar existing and future establishments in Richmond.

The study first reviews the general trends of the Garden Centre industry in Canada and BC; the study includes a review of Richmond's retail trade area; there is a discussion of the derivation of appropriate per household expenditures in the Garden Centre industry; following which, various market shares, both present and future, are outlined as related to the effect of amending the City of Richmond's I-4 zoning by-law on Garden Centre related operations for the Richmond Home Depot facility.

## 2.0 GARDEN CENTRE OPERATIONS

While discussed in a broader context in other accompanying materials, before setting out the market demand for the proposed Home Depot Garden Centre in Richmond, it is appropriate to reinforce some of the market-related operational characteristics of such a facility. These can be generally summarized as follows:

- The evolution of a currently typical Home Depot Garden Centre is rooted in the synergy that Garden Centre products or stock items represent in relation to other Home Depot merchandise departments. Landscaping and other garden-related improvement activities are a natural extension of an “home improvement” activity whether it be of an indoor or outdoor orientation.
- New format stores, in some cases referred to as “big boxes”, are constantly looking at ways and means of satisfying customers’ needs in respect to a one-stop shopping experience, particularly if the desired product or service is deemed to be a natural extension of their primary trip purpose.
- Garden centre-type operations have become not only a natural and expected retailing function of all home improvement retailers, but that of many other allied retailers be they in the hardware (Home Hardware, for example), automotive/hardware (Canadian Tire), or outdoor furniture/furnishings operations.

Also as reviewed in accompanying documents (which also bear on the consultant’s forecast of market demand), are the changing dynamics of gardening, landscaping, and other consumer trends affecting the sales of these and allied products. While this trend has been conspicuous on a national basis, there are a number of reasons why the expansion of retail expenditures in this field has been even more pronounced in British Columbia. Collectively these changes, affecting the determination of present and future average household or per capita expenditures, include:

- Changing demographics, particularly the impact of an aging population and the propensity for older people to become more involved in gardening and related pursuits.
- The impact of expanding leisure time on gardening and related activities.
- Rising average household and per capita incomes and the attendant propensity to engage in either indoor or outdoor gardening.
- The propensity for more gardening activity as related to higher levels of education.
- In British Columbia and the Lower Mainland in particular, the climatic conditions that favorably support a longer season of gardening activity.
- Expanded supply-side dynamics including an ever broader range of distribution “vehicles” including: wholesalers, retailers, landscape services, etc., as well as the ever expanding promotional and marketing activities associated therewith.

These and related market dynamics are reflected in the consultant’s following market analysis.

### 3.0 MARKET OVERVIEW/DEMAND

The consultant has had many years of experience in analyzing the demand for home improvement centres including the more recent, "big box" variety. The consultant has also been involved in extensive retail studies for the Richmond area and is thus quite familiar with Richmond's trade area characteristics particularly for large, traffic-generating retail projects and large single-purpose retailing enterprises, such as a Home Depot. Indeed, the reader should be aware of the fact that Urbanics was involved in preparing a market impact assessment for the City of Richmond in 1994 in respect to the possible accommodation of a large Home Improvement Centre-type facility in Richmond.

#### 3.1 TRADE AREA RATIONALE

While there have been significant changes in respect to both the demand and supply characteristics of the Richmond retailing market, Richmond continues to be a strong net "importer" of retail expenditures. This reflects not only its unique position, particularly in relation to other municipalities south of the Fraser River, but also the combined impact/influence of its large retailing projects as well as the concentration of large "new format" retailers particularly along the Bridgeport corridor. In the result, for large projects and large retailing interests, such as a Home Depot facility, the City of Richmond enjoys significant "inflow" of retailing customers from such areas as: Delta to the south; the southern environs of the City of Vancouver; as well as other portions of the western part of the Greater Vancouver Regional District. In this context, the City of Richmond represents only the "primary zone" of the City's trade area. The degree of sales, emanating from the City of Richmond, in relation to external or secondary zone influences, will vary depending on the size and character of the retailing establishment(s) in Richmond as well as in relation to the size, location, and general attraction of competing influences in outlying areas.

The Richmond-based IKEA store, for example, being currently the only one in the Lower Mainland (soon to be expanded with a unit in Coquitlam) enjoys such a substantial degree of support from customers from outside Richmond that its primary zone (i.e. Richmond) derived sales represent less than 40% of its total operations.

In the case of Home Depot, with branch operations in Vancouver, Burnaby, Surrey (2), and elsewhere, the degree of "inflow" from secondary zone markets will, of course be significantly less than the experience offered by the IKEA example. Conservatively, we would estimate that Home Depot's sales, emanating from Richmond, or its primary zone, would currently represent approximately 70% of its total sales with the balance of 30% coming principally from south Vancouver, Delta (mostly Ladner/Tsawwassen), and to a lesser extent, from southwest Burnaby.

### 3.2 TRADE AREA POPULATION

The City of Richmond's current, 2000, population level, as provided by the City's Planning Department (predicated, in part, on the 1996 census) is estimated to be 160,200.

Based on the City's various forecasts, we anticipate that the City's population over the study period will generally reflect the following:

<b>TABLE 1</b>	
<b>City of Richmond</b>	
<b>Population Forecast</b>	
<u>Year</u>	<u>Population</u>
2000	160,200
2005	172,000
2010	185,000
2020	210,000

These are deemed to be relatively realistic, if not somewhat conservative, forecasts for the City of Richmond over the next 20 years, reflecting an average annual increase of approximately 1.62%.

### 3.3 HOUSEHOLD EXPENDITURES

There are a number of methodologies that can be employed in deriving the total demand for much of the products which are merchandised in a Home Depot Garden Centre. Notwithstanding the seasonal/climatic impacts on merchandise mix, the derivation of present and future demand for Garden Centre-related products can best be derived by calculating the product of population increases and increases in average household expenditures in garden supplies/services as well as lawn and garden-related tools.

There are two primary sources for the computation of either per capita or per household average expenditures for the type of merchandise traditionally found in a Home Depot Garden Centre. Both sources are derived from Statistics Canada; one being from reported retail trade data and the second derived from family/household expenditure surveys. Of the two, and for this particular analysis, the latter is deemed to be more appropriate/accurate given that:

- The family/household expenditure surveys (FAM/EX) provides information that is more current, and
- Its "basket" of expenditures is deemed to be more closely relevant to the "basket" of merchandise sold in Garden Centres.

**TABLE 3  
LAWN & GARDEN-RELATED EXPENDITURE ESTIMATES  
B.C. DATA  
BASED ON STATISTICS CANADA FAMILYHOUSEHOLD EXPENDITURE SURVEYS**

YEAR OF SURVEY	(actual B.C.) 1992	(actual B.C.) 1996	(actual B.C.) 1998	Avg. annual Expend. Growth (1992 to 1998)	Projected 2000 figures (at hist. Rate)	Projected 2010 figures (at 3% per annum)
<b>AVG. HOUSEHOLD EXPENDITURES (B.C.)</b>						
Garden supplies and services	\$186	\$251	\$237		\$261	\$350
Lawn and garden-related tools	\$47	\$43	\$51		\$56	\$75
<b>Total Related Expenditures</b>	<b>\$233</b>	<b>\$294</b>	<b>\$288</b>		<b>\$317</b>	<b>\$426</b>
<b>AVG. PER CAPITA EXPENDITURES (B.C.)</b>						
Garden supplies and services	\$69	\$96	\$95		\$105	\$141
Lawn and garden-related tools	\$18	\$16	\$20		\$23	\$30
<b>Total Related Expenditures</b>	<b>\$87</b>	<b>\$113</b>	<b>\$116</b>	<b>4.9%</b>	<b>\$127</b>	<b>\$171</b>
<b>AVERAGE HOUSEHOLD SIZE:</b>						
1992	2.68					
1996	2.61					
1998	2.49					
					using 1998 avg. h.h. size	using 1998 avg. h.h. size

Note: Figures may not add up precisely due to rounding.

Accordingly, and as reflected in accompanying Tables #2 and #3, average household expenditures and average per capita expenditures using FAM/EX data have been recorded for both Canada and British Columbia for the years 1992, 1996, and 1998.

Not surprising, given the observations noted in Section 2, historical average annual growth rates for these expenditures in British Columbia, which approximate 4.9%, far exceed the average annual growth rates, of approximately 3.4%, for Canada as a whole.

In order to derive the comparable average household expenditure for the City of Richmond, it has been necessary to adjust the BC expenditure average by comparing average household incomes for the two areas. This is reflected in Table 4 which serves to illustrate that, based on 1996 census data, the City of Richmond enjoys an average household income of approximately \$53,900 or, on an indexed basis, a rate of 106.4 as compared to the base level of 100 for BC.

### 3.4 RICHMOND GARDEN CENTRE DEMAND FORECAST

As noted on Table 5, a forecast has been undertaken of the City of Richmond's Lawn & Garden Centre demand, net of anticipated "inflows", based on the following variables and assumptions:

- The City of Richmond's population forecast for the study period extending out to the year 2020.
- Deriving forecasts of probable household sizes by adjusting the City of Richmond's current average household size to reflect a slight contraction in the average household size during the study period.
- Adjusting the British Columbia average household expenditure in lawn and garden-related expenditures to reflect:
  - ◊ The difference in income levels as outlined in Table 4.
  - ◊ The higher propensity for expenditures in Richmond, compared to the average circumstance in British Columbia, due to: higher levels of education; higher average age; longer growing season; and related market influences.
- Finally, given that the FAM/EX Household Survey does not provide for the full range of products found in a traditional Garden Centre (i.e. lawn/garden furnishings, patio equipment, garden ornaments, ancillary garden building materials, fountain/waterworks, etc.), the base expenditure data has been "grossed up" by 25%.

In the result, and as noted in Table 5, current Lawn & Garden Centre total expenditures derived from the residents of the City of Richmond are estimated to increase from a current level of approximately \$23.5 million to a level of nearly \$28.5 million in the year 2005 and to over \$34 million by the year 2010.

Again it is important to emphasize that these expenditure forecasts relate only to sales derived from the residents of Richmond and do not reflect the total demand for Lawn & Garden Centres in Richmond as a consequence of those expenditures made by residents in Richmond's secondary trade area, particularly by those residents situated in Richmond's abutting municipalities. While the degree of "inflow" is likely to contract during the course of the study period, particularly as new competing retail establishments are developed in outlying areas (most notably in Delta), also as reflected in Table 5, "inflow" estimates starting at 30% in the year 2000 but gradually declining to a level of 22.5% by the year 2010, has also been calculated.

In the result, the estimate of current total demand for lawn and garden operations in Richmond approximate \$33.6 million while, by the year 2005, the total demand is estimated to approximate \$39.2 million. With contracting "inflow" sales, by the year 2010, total demand is anticipated to approximate \$46 million.



## 4.0 HOME DEPOT GARDEN CENTRE

An existing Richmond by-law restricts the Richmond Home Depot facility from selling outdoor plants, flowers, and related products. Based on other Home Depot operations, it is estimated that the annual sales related to these "restricted" products could approach a level of some \$700,000. While the demand analysis for Richmond Lawn & Garden Centre-related expenditures/demand, does not allow for an accurate disaggregation of indoor vs. outdoor plant and related expenditures, nevertheless, and as reflected on Table 6, the market share required to support the proposed incremental sales of Home Depot-related "outdoor" flowers and plants merchandise, would currently only amount to approximately 2.1% ( $\$700,000 \div \$33,639,000$ ) of total demand. Indeed, as the market expands, this same market share will diminish even further such that by the year 2005, the percentage of sales anticipated to be realized by Home Depot for the sale of currently restricted products, would decline to a level of 1.9%.

While these market shares are obviously relatively small and serve to reflect not only the substantial size of the market but also the minimal negative impact that the sale of so-called "restricted" products would have on total Richmond-based Garden Centre operations, it is additionally important to appreciate that the anticipated average annual growth in Lawn & Garden Centre expenditures will result in the circumstance where the average annual increase in such expenditures will exceed the value of sales that would be realized by Home Depot in outdoor plants, flowers and related products. More specifically, the average annual residual demand for Lawn & Garden Centre operations over the next five years will approximate \$1.30 million. While this amount is for more than the sales of purely "restricted" products, the majority of this residual annual increase is deemed to be for the sale of products of the so-called "restricted" orientation.

In the result, and given the relatively small market shares involved, it is the consultant's opinion that not only is the size of the market quite substantial, but the expected annual average growth rates are so significant that the removal of the current Home Depot-related by-law restriction should result in minimal negative impacts on existing retailing operations that offer the same or similar merchandise. Indeed, with forecasted growth, there should be sufficient incremental demand to support growth in existing establishments (including the sale of outdoor plant products at Home Depot) as well as to support the accommodation of new competing facilities in Richmond.

# Business Report

August 2000

WE'RE ON THE NET!

<https://www.chamber.richmond.bc.ca>

## CALENDAR OF EVENTS

### WEDNESDAY, AUGUST 9

**NEW & PROSPECTIVE MEMBER ORIENTATION - 4:30 - 6:30 PM**  
An ideal opportunity for new members and businesses thinking of joining the Richmond Chamber of Commerce to learn how the Chamber can work for your business.

New member packages will be distributed. Located at the Chamber office #180 - 6880 No. 3 Road from 4:30 - 6:30 pm. There is no charge for this information session. RSVP 278 - 2822

### TUESDAY, AUGUST 22

**MILESTONE'S PATIO PARTY**  
200 - 6861 No. 3 Road  
Great Networking, Great Refreshments & Great Fun. 4:30 - 6:00 p.m. RSVP to Milestone's at 278 - 4111

### TUESDAY, SEPTEMBER 19

**REGULAR MONTHLY LUNCHEON**  
Keynote Speaker to be announced  
Best Western Richmond Inn,  
7561 Westminister Hwy.  
11:30 am - 1:30 pm, RSVP 278 - 2822.  
Members \$22.00 Guests & Future Members and those not reserved \$28.00

### WEDNESDAY, OCTOBER 4

**WOMEN'S A.M.**  
Launch of a new an exciting breakfast meeting. Co-Sponsored by the The Review, The Royal Bank and the Richmond Chamber of Commerce. Hilton Vancouver Airport.  
Great Speakers & Great Networking.  
7:30 - 8:00 a.m.  
RSVP 278 - 2822

### Tuesday, October 17

**REGULAR MONTHLY LUNCHEON**  
Keynote Speaker to be announced  
Best Western Richmond Inn,  
7561 Westminister Hwy.  
11:30 am - 1:30 pm, RSVP 278 - 2822.  
Members \$22.00 Guests & Future Members and those not reserved \$28.00

### TUESDAY, NOVEMBER 21

**ANNUAL AWARDS OF EXCELLENCE DINNER**  
Co-Hosted by the City of Richmond & The Richmond Chamber of Commerce  
Delta Pacific Resort & Conference Centre  
10261 St. Edwards Drive  
8:00 - 10:00 p.m., RSVP 278 - 2822.

Please contact the Richmond Chamber of Commerce 278 - 2822 for reservations  
160 - 6880 No. 3 Road, Richmond, B.C. V6N 3P8  
Phone: 278-2822 Fax: 278-2872

## WHAT'S ON INSIDE

- Pg 2 New Members
- Pg 2 Feature Profile
- Pg 3 Business Briefs
- Pg 3 President's Report
- Pg 4 Business Briefs

## Hats Off to this Chamber Member: Team Depot Puts Community at the Heart of its Business



Team Depot volunteers Brian Hernandez, Louie Couto, Glenn Gretsinger and Andrew McFarlan take a break from building a backyard patio for the Richmond Salvation Army

Since opening its doors at Sweden Way and Bridgeport Road in the Spring of 1996, The Home Depot has established a firm foothold as one of Richmond's largest and most successful retail operations.

The economic statistics are impressive: 120,000 square feet of retail space; 40,000 products in stock; 25,000 customers served every week; 230 full and part-time employees.

But behind the business numbers is another story. In just a few short years, The Home Depot has gained just as big a share of the community's heart as it has of the market place.

If you were part of this summer's Salmon Festival and Canada Day Parade, you would have seen two Home Depot contributions - the spectacular prize-winning dragon float for the Richmond Chinese Community Society, and a beautifully decorated playhouse assembled and donated as the grand raffle prize to the Salmon Festival itself. Home Depot has donated this grand prize playhouse to the Salmon Festival for the past three years.

Richmond Home Depot store manager Jeff Hastings explains some of the philosophy behind his company's emphasis on good corporate citizenship by saying, "it takes more than donations to help communities prosper. Volunteering, caring for the environment and taking a leadership position are also essential in making good things happen. Our associates (employees) thrive on helping people in Richmond, and happily, the do-it-yourself business lends itself to helping people in many ways."

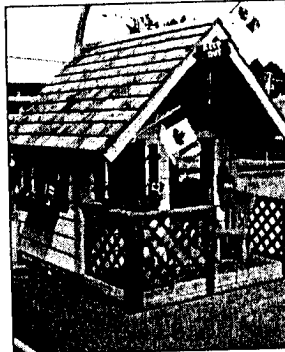
The month of June, for example, saw Richmond Home Depot staff volunteering as part of the store's "Team Depot" community service program, demonstrating their masonry skills by building a barbecue patio for the Salvation Army's Community luncheon program. Now clients can enjoy an outdoor free lunch in the back yard without trampling the grass or tracking dirt from the garden through the church afterwards.

This Team Depot volunteer program began in 1992 as a way to link company priorities, associates and community needs. In donating their people-power, says Hastings, these volunteers can also teach valuable do-it-yourself and leadership skills. At Richmond Nature Park's annual

Cranberry Festival, for example, Team Depot teaches children to swing hammers and build bird-house kits that they can take home with them.

Drive along River Road underneath the Number 2 Road bridge and you'll see a picturesque

*The Richmond Home Depot has donated a grand prize playhouse to the Salmon Festival for the last three years.*



picket fence fronting the City of Richmond's community garden. The individual pickets were painted by youngsters at last year's Milefest and permanently installed by Team Depot volunteers last December.

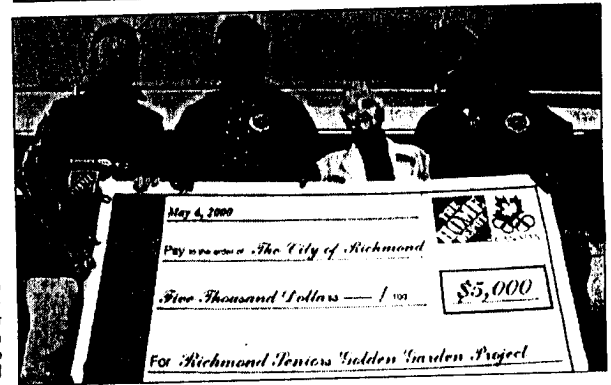
According to Home Depot founder and CEO Arthur Blank, local commitment to community contribution is part of a company wide culture. "As a company," he explains, "we know that leadership comes from within, but can only happen if we "walk the talk." We also know that as the world's largest home improvement retailer, we have a social responsibility to move the needle. And, because of our size, we have an enormous ability to effect change by doing the right thing."

Because one of The Home Depot's community contribution priorities is the environment, the company is active all over North America in civic beautification programs. And Richmond is no exception. This fall you'll see a brand new garden created in Minoru Park for the City's Senior's Advisory Committee and dedicated to the United Nations Year of the Older Person. It will be developed by the City of Richmond's Parks and Community Services Department with \$5,000 of construction materials paid for by Home Depot.

Other key community services supported include the Richmond Public Library and SUC-CESS, where Home Depot staged extremely well-received do-it-yourself seminars in both English and Cantonese, and the Gateway Theatre, where Home Depot is in the first rank of corporate donors.

None of these initiatives is massive in scale or high profile, but each one makes a difference in a small way to hundreds of residents and contributes to the overall quality of community life. "It's a win-win for us," says Hastings, "It makes us feel good, it makes our customers feel good about us. And that's just good business, because people like to do business with companies they respect."

*Richmond Home Depot's Andrew Pottinger (left) presented a cheque for \$5,000 to Mayor Halcy Brandt, Councillor Derek Dang and Aileen Cormack from City of Richmond Senior's Advisory Committee last May to fund creation of a commemorative garden in Minoru Park*





**CITY OF RICHMOND  
CITY CLERK'S OFFICE**

**MEMORANDUM**

**TO:** Planning Committee  
**FROM:** David Weber  
Manager, Legislative Services

*To Council - MARCH 26, 2001*  
**DATE:** March 16, 2001  
**FILE:** 8060-20 - 7218

**RE: Correspondence Relating to Zoning Amendment Bylaw 7218 (Application by Home Depot to Permit Sale of Garden Plants and Landscaping Supplies, etc.)**

---

Attached are 27 letters in support of Zoning Amendment Bylaw 7218 that were received by the City Clerk's Office after the staff report to Planning Committee was submitted by the Manager, Zoning for the March 20, 2001 agenda.

The total number of letters received on this issue is 49: 25 attached to this memo and 22 attached to the staff report on the Planning Committee agenda.

A handwritten signature in cursive script that reads "David Weber".

David Weber  
Manager, Legislative Services

DW:dw  
Att. 25  
pc: Alan Clark, Manager, Zoning



**PHOTOCOPIED  
& DISTRIBUTED**  
DATE: 03/12/01 *Jw*

To: Manager, Zoning  
for appropriate action

ACTING CITY CLERK

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March 6, 2001

Planning Committee  
City of Richmond  
6911 No. 3 Road  
Richmond, B.C.  
V6Y 2C1

R201-115063

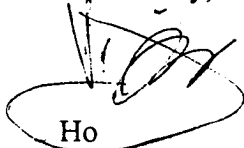
Attention: Members of the Planning Committee

Dear Sirs/Madams:

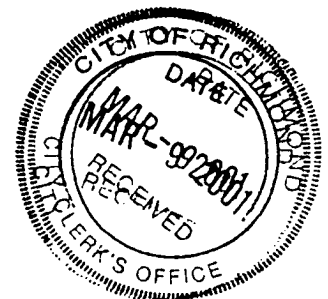
**Re: Home Depot Rezoning Application**

I support the proposal to allow Home Depot and others to sell garden plants in the I4 zone. As a taxpayer, I think Richmond is probably missing out on some extra tax revenue if gardeners looking for Home Depot discounts on plants have to travel outside Richmond to get them.

Yours truly,



Ho  
15 - 6245 Sheridan Road  
Richmond, B.C. V7E 4W6  
Tel. 272-2677





# Richmond Community & Family Services Centre

8280 Gilbert Road • Richmond • BC • V7C 3W7

Tel: (604) 277-2424 • Fax: (604) 277-2443

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March 6, 2001

**PHOTOCOPIED  
& DISTRIBUTED**  
DATE: 03/12/01 *LD*

*To: Manager, Zoning  
for appropriate action*

ACTING CITY CLERK

R2 01-115063

City Of Richmond  
Planning Committee  
6911 NO. 3 Road  
Richmond, BC  
V6Y 2C1

## Re: Home Depot Richmond

I understand that the Richmond Home Depot is applying to the City for a rezoning approval.

I am not in a position to comment on the merits of the rezoning itself, but I would like to ensure that the City is aware of Home Depot's excellent record as a good corporate citizen in Richmond.

We operate a free lunch program every Wednesday from 12:30 pm to 1:30 pm for individuals and families in our community on low income. In order to expand the usable space for this program, we asked Home Depot to help us build a small cement patio off our lunch room which clients could enjoy in good weather.

Home Depot really came through for us. Several of the Store's staff volunteered their weekend to build the patio, and the store donated all the materials - including soil and bedding plants that they had to bring in from their Vancouver store.

If our experience is anything to judge by, Home Depot is doing a great job of living up to its corporate responsibilities in this community.

Yours sincerely,

Kam Tang  
Director, Community & Family Services

Russ Holland  
Pastor, Richmond Community Church



"Let us not become weary in doing good... As we have opportunity, let us do good to all people..." Galatians 6:9



Kay Carline  
6751 No. 5 Road,  
Richmond, B.C.  
Canada V6Y 1W1

To: ~~Manager, Zoning~~  
for Planning Committee

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CITY CLERK

Planning Committee,  
City of Richmond  
6911 No. 3 Road,  
Richmond, B.C.

PHOTOCOPIED  
& DISTRIBUTED  
DATE: Mar 13/01 RL

01-115063

Attn; Councilor Brodie,  
Chairman of the Committee

Dear Sir;

I fully support Home Depots proposal to sell outdoor plants and believe that the restriction makes no sense. Home Depot is being singled out while other supermarkets such as Costco, Canadian Tire and Save-on-foods have no problems selling outdoor plants. I am not very happy that Home Depot cannot sell spring bedding plants or any other outside material. Why should there be one rule for those stores and another for Home Depot?

Home Depot is close to my home, therefore, convenient for shopping. Also, their prices are within my budget. I was surprised to find that the current zoning bylaw does not permit the Richmond Home Depot store to sell garden plants in its garden centre section.

Yours Truly,  
Kay Carline

Kc/c 





To: Manager, Zoning  
for appropriate action

PHOTOCOPIED  
& DISTRIBUTED  
DATE: Mar 12/01 *sl*

CLERK

March 8, 2001

Fax: 278-5139

Planning Committee  
City of Richmond  
6911 No. 3 Road  
Richmond, B.C.  
V6Y 2C1

Attention: Members of the Planning Committee

Dear Sirs/Madams:

**Re: Home Depot Rezoning Application**

I am writing to express my opinion as a Richmond resident and gardener about the proposal to permit the sale of garden plants and supplies in the I4 zone along Bridgeport Road.

I support this proposal because the garden business is booming these days. The prices at the specialty stores have gone sky high for many items. These stores hardly need protection these days - they need more competition.

Yours truly,

*Jackson Chang*  
Jackson Chang  
8780 Pigott Road  
Richmond, B.C. V7A 2C4  
Tel. 276-8171





To: Managers Zoning  
for appropriate action

PHOTOCOPIED  
& DISTRIBUTED  
DATE: Mar 12/01 *RS*

ADMINISTRATIVE CLERK

March 8, 2001

Planning Committee  
City of Richmond  
6911 No. 3 Road  
Richmond, B.C.  
V6Y 2C1

Fax: 278-5139

Attention: Members of the Planning Committee

Dear Sirs/Madams:

**Re: Home Depot Rezoning Application**

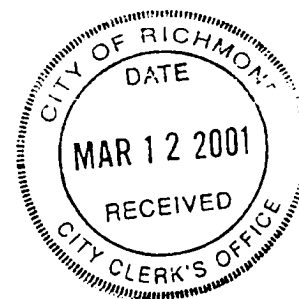
I am a resident of Richmond and a customer of the Home Depot store on Bridgeport Road. I was surprised to find that the current zoning bylaw does not permit this store to sell garden plants in its garden centre section.

This makes no sense to me. Everyone from Costco to Safeway and London Drugs sells garden plants in Richmond these days, why stop Home Depot? It's just an inconvenience to me, because I have to drive outside Richmond to another Home Depot store to get their prices.

Yours truly,

*Rosa Wang*

Rosa Wang  
8780 Pigott Road  
Richmond, B.C. V7A 2C4  
Tel. 276-8171



March 7, 2001

To: Manager, Zoning  
for appropriate action

Planning Committee  
City of Richmond  
6911 No. 3 Road  
Richmond, B.C.  
V6Y 2C1

Fax: 278-5139

ACTING CITY CLERK

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DATE: Mar 12/01 KJ

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01-115063

Attention: Members of the Planning Committee

Dear Sirs/Madams:

Re: Home Depot Rezoning Application

I and a lot of my friends and neighbours shop at Home Depot and know the people who work there. Many of them live in Richmond too. I understand that Home Depot also buys its plants locally. If they were allowed to sell plants at the Richmond store, they would probably buy more from local Richmond nurseries.

I urge the planning committee to approve this application.

Yours truly,

Nancy Kam  
7711 Langton Road  
Richmond, B.C. V7C 4B4  
Tel. 272-7268

CITY OF RICHMOND  
DATE  
MAR 12 2001  
RECEIVED  
CITY CLERK'S OFFICE













To: Manager, Zoning  
for appropriate action

ACTING CITY CLERK

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March 5, 2001

PHOTOCOPIED  
& DISTRIBUTED  
DATE: Mar 12/01 RJ

Fax: 278-5139

Planning Committee  
City of Richmond  
6911 No. 3 Road  
Richmond, B.C.  
V6Y 2C1

01-115063

Attention: Councillor Brodie and the Planning Committee

Dear Sirs/Madams:

**Re: Home Depot Rezoning Application**

I and a lot of my friends and neighbours shop at Home Depot and know the people who work there. Many of them live in Richmond too. I understand that Home Depot also buys its plants locally. If they were allowed to sell plants at the Richmond store, they would probably buy more from local Richmond nurseries.

I urge the planning committee to approve this application.

Yours truly,

Christina Tse  
5711 Emerald Place  
Richmond, B.C. V7C 5E3  
Tel. 275-8022



To: Manager, Zoning  
for appropriate action  
ACTION CLERK

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PHOTOCOPIED  
& DISTRIBUTED  
DATE: Mar 12/01 RL

March 5, 2001

Fax: 278-5139

Planning Committee  
City of Richmond  
6911 No. 3 Road  
Richmond, B.C.  
V6Y 2C1

01-115063

Attention: Councilor Brodie and the Planning Committee

Dear Sirs/Madams:

**Re: Home Depot Rezoning Application**

I am writing to support the proposal to permit the Home Depot and other home improvement stores in the I4 zone to sell garden plants.

I understand that some of the smaller stores may fear this move. But it seems to me that dozens of independent specialty garden-centres around in the Lower Mainland have survived and even expanded since the other Home Depot stores opened.

Yours truly,



William Tse  
5711 Emerald Place  
Richmond, B.C. V7C 5E3  
Tel. 275-8022



PHOTOCOPIED  
& DISTRIBUTED  
DATE: MAR 13 2001

To: Manager, Zoning  
for Planning Committee  
ACTING CITY CLERK  
402-6088 MINORU BLVD.  
RICHMOND, B.C.  
MARCH 12, 2001

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PLANNING COMMITTEE  
CITY OF RICHMOND  
6911 NO. 3 ROAD  
RICHMOND, B.C.

RECEIVED  
MAR 21 2001  
CITY OF RICHMOND  
INFO. CENTRE

wrong date

01-115063

DEAR COUNCILOR BRODIE,  
CHAIRMAN OF THE COMMITTEE.

I HAVE BEEN A FLOWER GARDENER AND VEGETABLE GARDENER SINCE OUR FAMILY MOVED TO RICHMOND IN 1972, SINCE RETIRING AND MOVING INTO AN APARTMENT IN 1997 I AM NOW A BALCONY GARDENER.

I AM STILL AN AVID GARDENER (MOSTLY FLOWERS) AND I AM A MEMBER OF THE RICHMOND GARDEN CLUB.

I AM IN FAVOR OF HOME DEPOT'S PROPOSAL TO SELL OUTDOOR PLANTS BECAUSE THEY SHOULD HAVE THE SAME OPPORTUNITIES AS OTHER BIG BOXES AND SUPERMARKETS SUCH AS COSTCO, CANADIAN TIRE AND SAVE-ON-FOODS.

COMPETITION IS GOOD FOR RICHMOND GARDENERS.

YOURS TRULY,  
M. J. Laryna

CITY OF RICHMOND  
DATE  
MAR 13 2001  
RECEIVED  
CITY CLERK'S OFFICE

To: Manager, Zoning  
for Planning Committee

John & Wilma Poirier  
6380 Chatsworth Rd  
Richmond, BC, V7C 3S3

ACTING CITY CLERK

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DATE: Mar 13/01 RD

01-115063

March 10, 2001

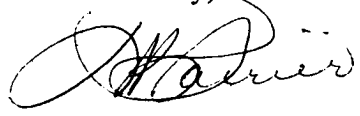
Planning Committee  
City of Richmond  
6911 No 3 Rd  
Richmond, BC, V6Y 2C1

Dear Sir or Madam:

I cannot understand why Home Depot is not allowed to sell plants when just up No 6 Rd. there are quite a few places that do. It appears to me that there is a double standard here. Also, I have bought plants at Costco so why not Home Depot.

I do not say that I will buy all my plants at Home Depot because I have used the same garden shop for years, but I am saying that I do not agree with your (?) zoning and think that it is very unfair.

Yours truly,



Mrs. Wilma Poirier  
277-5802







To: Planning Committee  
 March 20, 2001  
 Item 7 (Bylaw 7218)  
 ACTING CITY CLERK

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March 6, 2001

Planning Committee  
 City of Richmond  
 6911 No. 3 Road  
 Richmond, B.C.  
 V6Y 2C1

Attention: Members of the Planning Committee

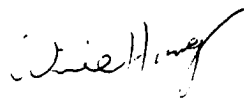
Dear Sirs/Madams:

**Re: Home Depot Rezoning Application**

I support the zoning proposal to permit stores like the Home Depot on Bridgeport Road to sell outdoor plants. It is inconvenient and costly to Richmond gardeners who must travel outside Richmond to get the discounts on garden supplies that Home Depot offers everywhere else in the Lower Mainland.

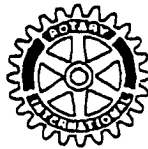
Yours truly,

Winnie Poon  
 3555 McKay Drive  
 Richmond, B.C. V6X 3R7  
 Tel. 278-8623







To: Planning Committee  
March 20, 2001  
Item #7 (Bylaw 1218)

Richmond Sunset Rotary Club

March 7, 2001

To Whom It May Concern:

Re: Home Depot Richmond Store

The Richmond Sunset Rotary Club has had the good fortune of receiving the support of Home Depot through its Richmond store in our community service efforts.

Through their donation of goods, which we were able to make available as raffle prizes, Home Depot has contributed to the success of our fundraising events.

Their local management and staff have gone out of their way to be of assistance and we sincerely appreciate their continued support.

Yours truly,

Wally Philips  
President

WP/MRL/tl



Unit 250, 3833 Odlin Crescent, Richmond, BC, Canada V6X 3Z7 Tel: (604) 214-8833 Fax: (604) 214-8844



To: Planning Committee  
March 20, 2001  
Item 7 (Bylaw 7218)

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01-115063

(By Fax 278-5139)

March 14, 2001

The Planning Committee  
City Council  
City of Richmond


Dear Councilors

**Re: Rezoning Application from Home Depot**

I am surprised to hear that Home Depot in Richmond is not allowed to sell certain garden plants and gardening materials under the current by-law. No wonder why I have not been able to buy home improvement and gardening materials at the same time at Home Depot. It may be argued that Home Dept should only sell home improvement materials and not gardening things in order not to compete unfairly with other shops selling only gardening materials. However, given the fact that stores like Home Hardware, Canadian Tire, Costco and Safeway are selling such things already, I therefore cannot see any reason why Home Depot is not allowed to do the same.

I am therefore writing to support Home Depot's application for rezoning, thereby allowing Home Depot to be able to make available for its clients a complete range of gardening materials. I believe the community at large will welcome this.

Yours truly,

  
(Patrick Kwong)  
12471 Harrison Ave, Richmond





To: Planning Committee  
March 20, 2001  
Item 7 (Bylaw 7218)

ACTING CITY CLERK

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R2 01-115063

March 7, 2001

Planning Committee  
City of Richmond  
6911 No. 3 Road  
Richmond, B.C.  
V6Y 2C1

Attention: Councilor Brodie and the Planning Committee

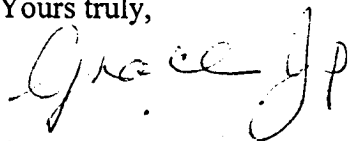
Dear Sirs/Madams:

**Re: Home Depot Rezoning Application**

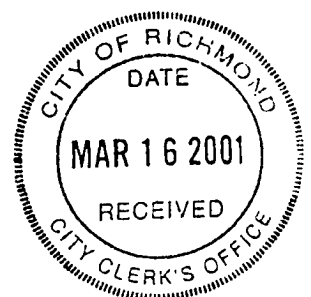
As a Richmond resident and taxpayer, I believe that the current zoning restriction that prevents home improvement stores like the Richmond Home Depot from selling garden plants, etc. is anti-competitive and bad for the consumer.

Competition is good for the consumer. We should have as much choice as possible where we buy our bedding plants and hanging baskets.

Yours truly,



Grace Ip  
10159 Bryson Drive  
Richmond, B.C. V6X 3S5  
Tel. 279-0589





**CITY OF RICHMOND**  
CITY CLERK'S OFFICE

**MEMORANDUM**

**TO:** Planning Committee  
**FROM:** David Weber  
Manager, Legislative Services  
**DATE:** March 20, 2001  
**FILE:** 8060-20-7218  
**RE:** **Additional Correspondence Relating to Zoning Amendment Bylaw 7218**  
**(Application by Home Depot to Permit Sale of Garden Plants, etc.)**

---

Since the Planning agenda packages were distributed on Friday, March 16th, the following correspondence has been received pertaining to Zoning Amendment Bylaw 7218:

- 5 letters in support of Zoning Amendment Bylaw 7218 (54 received to date), and
- 18 letters (submitted by Home Depot) attesting to Home Depot's corporate contribution to various community-based projects.

A handwritten signature in cursive script that reads "David Weber".

David Weber  
Manager, Legislative Services

DW:dw

Att.

pc: Alan Clark, Manager, Zoning

Planning Committee  
City of Richmond  
6911 No. 3 Road  
Richmond, British Columbia  
V6Y 2C1 Canada

Mr. Chairman and Councillors,

I am the assistant Buyer of Live Goods with Home Depot's buying office for the Western Canada Region.

I assist in the purchase of all indoor/outdoor plants, seeds and indoor/outdoor pots for more than 23 Western Canada Home Depot stores.

Before joining Home Depot in 1993 I managed in retail garden centers and also assisted in the wholesale grower industry in annuals/ floral and shrub landscaping, which included Grootendorst Flowerland right here in Richmond.

I confirm that the Richmond Home Depot store is prevented by the current by-law from retailing approximately 500 outdoor plant and garden supply products that we sell at all of our other stores in the Lower Mainland.

I want to explain Home Depot's competitive position in the gardening market place and show why our participation is less of a direct threat to small growers and nursery operators than it may appear at first glance.

1. We buy and sell large volumes of a modest selection of the most commonly purchased items in this category.
2. Our typical customers are not expert or specialized gardeners. They are do-it-yourself, home improvers looking to improve their gardens for the first time. They enjoy the challenge of doing things for themselves, often for the first time.
3. Home Depot does not, therefore, compete for most of the garden centre or nursery customers. Garden Centres and nurseries offer ten times the variety of products that we do.
4. Home Depot ultimately creates new customers for these specialized stores. Once they gain some experience in their gardens and want to try something out of the ordinary, many of our customers will have to visit a full-line garden centre to find the



selection they want, even if they continue to bargain hunt at Home Depot for the core products we sell.

5. Roadside stands compete for a different plant-buying customer than either Home Depot or the specialized garden centre. This is the impulse customer, who stops as he or she drives by in order to pick up some bedding plants at the same time as they buy fruit or vegetable produce.
6. Our most direct or comparable competitors are the other mass merchandise chains, which also offer large volumes of a limited range of core products at discount prices. These outlets, from Safeway to Costco, have entered the market in force in the last five to ten years, without driving specialized nurseries, garden centres or roadside stands out of business. In fact many or most of these are selling more plants and garden supplies than before.
7. With the exception of end-of-season close out sales, Home Depot never retails plants and garden supplies below cost. We simply provide the cost-conscious consumer with the best prices we can deliver through large volumes of a limited range of core products and narrow profit margins.
8. Home Depot purchases garden plants and supplies in large volumes for the best possible prices. At present, BC's Lower mainland growers are the most competitive suppliers of most of our core products. We purchase 100% of our garden plants and supplies from Lower Mainland growers. Our single largest grower and wholesale supplier for a number of years has been TSC Nurseries of Richmond, which also wholesales products to us from other Richmond growers such as Grootendorst.
9. In order to ensure that we offer maximum opportunity to local growers who are prepared to compete on price and meet our product specifications, I recently invited expressions of interest from more than 40 smaller Richmond-based growers. I received replies from four growers. Three of these do not grow product in the sizes we retail. We are exploring ways for the fourth to supply us via TSC, to help them meet our vendor requirements.

I hope this information assists the Planning Committee and Council in their understanding of the retail horticultural marketplace.

Yours truly,

Mary Flint

## TSC NURSERY SALES LIMITED

18071 WESTMINSTER HIGHWAY, RICHMOND, BRITISH COLUMBIA, V3C 5Y1  
PHONE # (604) 214-4575 FAX # (604) 273-0497

PLANNING COMMITTEE OF COUNCIL  
CITY OF RICHMOND  
6911 No. 3 Road,  
Richmond, British Columbia,  
V6Y 2C1

### COUNCILLOR BRODIE AND OTHER MEMBERS OF THE PLANNING COMMITTEE

I am writing to support the zoning application brought forth by the Richmond Home Depot for permission to retail garden plants and supplies in the I4 zone.

My wife Carol and I are directors and operate a wholesale nursery, TSC Nursery Sales Limited, at 18071 Westminister Highway in Richmond. We are a major grower and wholesaler of landscaping shrubs, ground covers and trees. We also are the largest single supplier of these products to the Home Depot chain in the Lower Mainland and Vancouver Island, and we feel that the exclusion of the Richmond store is not warranted.

We have been in the same location for 30 years, starting as a one man operation in 1971 growing to its present size of employing 60 full time and seasonal people (many of whom are Richmond residents). Our nursery is located at the corner of No. 8 Road and Westminister Highway on 25 acres of land and produces over 600,000 units of nursery material at this location, we also ship 100,000 units from other local growers.

We grow all types of ground cover - Ivy, Periwinkle, St. John's Wort, Cotoneasters, Pachysandra etc. Broadleaf evergreens such as Rhododendrons, Azalea, Pieris, and Camellia. Other shrubs produced on site are Potentilla, Hydrangea and Roses. All of these items are presently for sale at all of the Home Depot stores except Richmond.

In addition to the items produced solely at TSC we are also able to buy from other Richmond Nurseries such as Grootendorst Flowerland with Junipers, Mugo pine etc and Ray Lang at H & R Nursery with Azaleas, Holly and Laurels. This aids us in our supply of these items to the Home Depot and ensures that the community as a whole benefits.

Our business has grown with the Home Depot with the rapid expansion of the do-it-yourself trend and the gardening boom itself. This has enabled us to increase our production and quality knowing we have a partnership which will continue to grow as the Home Depot expands.

MAR. 16. 2001 3:34PM TSC

NO. 933 P. 3

The restriction on Home Depot in Richmond has definitely been costly to us and the growers we represent. Conversely, allowing Home Depot to sell these products in Richmond, like it does elsewhere, will strengthen the local business community.

Permitting us to sell to the Home Depot in our own community will, in effect, make our business more prosperous enabling us to continue hiring Richmond residents, paying Richmond property and business taxes and water levies.

At present we cannot see that Home Depots' entrance into the Richmond garden market will take away from the smaller retail Nurseries. The retail Nurseries have their own market niche based upon specialized knowledge and experience. Home Depot, instead, will compete the other "big box" companies such as Costco, Canadian Tire etc.

We feel that the consumer will benefit from Home Depot being in the market place in that Richmond residents are now having to leave their own community to shop where they want.

Sincerely,

Don Wilson









*ATTN.*  
*ALLEN CLARK*

**KATHLEEN McNEELY PARENT ADVISORY COUNCIL**  
12440 Woodhead Road, Richmond, B.C. V7C 2K6  
(604) 668-6250 Fax: (604) 668-6255

March 12, 2001

Mr. Andrew Pottinger  
Community Relations Manager  
The Home Depot Canada  
Store 7043 - 2700 Sweden Way  
Richmond, B.C.  
V6V 1K1

Dear Mr. Pottinger,

On behalf of the students, staff and parents of Kathleen McNeely Elementary School, we would like to thank Home Depot for its generous donation of the Fiesta Grill Outdoor Propane BBQ which was used as a prize in our fundraising raffle. We appreciate your willingness to be a part of our school fundraising activities.

Thank you for your support.

Sincerely,

*Beverly Percival-Smith*  
Beverly Percival-Smith  
P.A.C. Vice President

*Sue Haibeck*  
Sue Haibeck  
Principal

*Louise Foreman*  
Louise Foreman  
Vice Principal

BPS:yf

2001 11:55 FAX 604 241 2

HLS LAW



11851 Westminster Hwy. Richmond, B.C. V6X 1B4 Tel: (604) 279-7015 Fax (604) 279-9358

March 19, 2001

Home Depot of Canada  
Store # 7043  
2700 Sweden Way  
Richmond, BC V6V 1K1

Dear Sirs:

Re: Community Service

We are pleased to document for your general public relations use, a brief history of support which the Home Depot Richmond has afforded the Richmond Nature Park Society in respect of its Cranberry Harvest Festival. The Cranberry Harvest Festival is held each year in October, to coincide with the Thanksgiving long weekend. This festival is our largest fund-raiser at which we sell fresh cranberries (what else !?!). The event is well attended by dignitaries and the public alike.

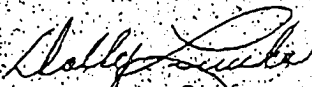
An integral component of the festival is our bird feeder and birdhouse-making workshop, which we conduct in the picnic area with the assistance of Team Depot volunteers from the Richmond store.

For each of the past three or four years, your store has facilitated the workshop by donating the essential elements of the workshop: materials, tools and volunteers. At the October, 2000 festival, the Society charged a modest sum for each birdhouse built, thereby raising valuable funds for the Society's programs, thanks to the support of Home Depot Richmond.

We look forward to the continued support of Home Depot Richmond of this annual event and remain,

Yours truly,

RICHMOND NATURE PARK SOCIETY

Per   
Dolly Lewko, Chairperson,  
Cranberry Harvest Festival Committee





11851 Westminster Hwy. Richmond, B.C. V6X 1B4 Tel: (604) 273-7015 Fax (604) 279-9358

The Barkley Gazeley Communications Group  
Andrew Pottinger  
Suite 707, 1281 West Georgia Street  
Vancouver, B.C.  
V6E 3J7

October 14, 1999

Dear Andrew

On behalf of the Richmond Nature Park Society, I would like to extend a warm thank you for helping us celebrate another successful Cranberry Harvest Festival on October 9.

This popular community event, proudly in its eighth year, is made possible with the help of generous sponsors and many enthusiastic, dedicated volunteers. The festival provided the Richmond Nature Park a wonderful opportunity to celebrate Canada's cranberry harvest and invites visitors to learn about the unique bog ecology that makes Richmond so special.

Through the dedication and commitment of individuals like yourself, we are able to continue hosting this event each year. Again, we send our thanks for a job well done... we could not have done it without you!

Warmest regards,

Michele McIsaac  
Cranberry Harvest Festival

October 19, 2000

Jeff Hastings, Manager  
The Home Depot  
2700 Sweden Way  
Richmond, BC  
V6V 2W8

100 - 7700 Minoru Gate  
Richmond  
British Columbia  
Canada V6Y 1R9

Tel: (604) 231-6422  
Fax: (604) 273-0459

[www.rpl.richmond.bc.ca](http://www.rpl.richmond.bc.ca)

Dear Mr. Hastings:

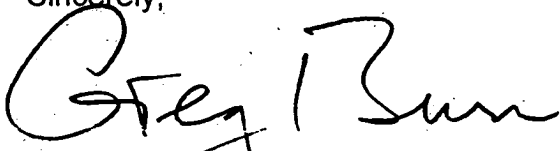
On behalf of the Richmond Public Library, we would like to extend our sincere thanks and appreciation for the donation of 18 copies of the Home Depot publications.

Over 80% of Richmond's 160,000 residents are active users of the Library, having made over 1.3 million visits to our branches in 1999. Given the popularity of Richmond Public Library's collections and services, gifts such as yours will truly benefit the entire community.

We are very pleased with the success of this partnership and we appreciate your ongoing support and interest of the Library.

Attached please find the official tax receipt.

Sincerely,



Greg Buss  
Chief Librarian

c.c. Mr. Andrew Pottinger  
The Barkley Gazeley Communications Group  
Suite 707, 1281 West Georgia Street  
Vancouver, BC  
V6E 3J7



## City of Richmond

6911 No.3 Road, Richmond, BC V6Y 2C1

Telephone (604) 276-4000

www.city.richmond.bc.ca

December 18, 2000

File:

**Parks, Recreation & Cultural  
Services**  
5599 Lynas Lane, Richmond, B.C.  
V7C 5B2  
Telephone: (604) 244-1208  
Fax: (604) 244-1242

Andrew Pottinger  
Home Depot  
C/O The Barkley Gazeley Communications Group Inc.  
Suite 707-1281 W. Georgia Street  
Vancouver, BC  
V6E 3J7

Dear Andrew,

**Re: Seniors Garden Sponsorship**

A sincere thank you for your generous contribution towards the City of Richmond's Minoru Seniors Garden. In commemoration of the United Nations International Year of Older Persons, this garden was made possible with the help of the Seniors Advisory Council and various sponsors like yourself.

Although a lengthy process, it was well worth the wait! Without your financial assistance the garden would not have become a reality. Enclosed please find newspaper clippings of the garden and its official opening. The City of Richmond thanks you wholeheartedly for your donation. If you require further information, please contact the Parks Department at 244-1208.

Yours truly,

Heather Mander  
*Temp. Volunteer Coordinator*

HM:hm

Att. 2

pc: Mike Redpath, Manager, Parks Administration and Programs

**RICHMOND**  
*Island City, by Nature*

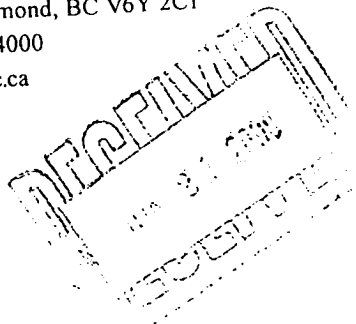


**City of Richmond**

6911 No. 3 Road, Richmond, BC V6Y 2C1  
Telephone (604) 276-4000  
www.city.richmond.bc.ca

*See a no item is.  
original to follow by me  
with regular  
expense bill.*

June 19, 2000  
File: 1076-01



**Finance & Corporate Services**  
Fax: (604) 276-4162  
Admin. 276-4219    Accounts Receivable 276-4217  
Payroll 276-4137    Purchasing 276-4097  
Tax 276-4145

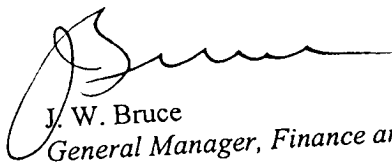
Home Depot Canada  
c/o The Barkley Gazeley Group  
Attn: Andrew Pottinger, Ph.D., APR, Senior Consultant  
Suite 707 – 1281 West Georgia Street  
Vancouver BC V6E 3J7

Dear Sir:

On behalf of the City of Richmond, I would like to thank you for your donation of \$5,000.00 on May 15, 2000, (Receipt No. 02-0087031) towards the City of Richmond's Seniors Advisory Committee's Golden Gardens Project.

Your support is greatly appreciated.

Yours truly,



J. W. Bruce  
General Manager, Finance and Corporate Services

JWB:gin  
FN-05-04  
Enc.  
pc:

列治文華人社區協會  
Richmond Chinese Community Society

July 10, 2000

The Home Depot Canada  
2700 Sweden Way  
Richmond, B.C.  
V6V 1K1

Attn: Mr. Jeff Hastings (Manager)

Dear Jeff:

**Re: 2000 Steveston Salmon Festival Parade**

We would like to express our sincere thanks to you for your sponsorship in this year's Steveston Salmon Festival Parade on Canada Day, (Saturday) July 1, 2000.

This celebration event was very successful which has attracted thousands of people from different ethnic backgrounds and culture to celebrate together. Also we have received many positive and encouraging comments from the general public. It is obvious that the event cannot be successful without your commitment.

R.C.C.S. is a Richmond based community organization committed to promote the spirit of community services amongst Richmond's Chinese community and to encourage them to participate in various activities for the betterment of Richmond. Your sponsorship has allowed us to do so.

We look forward to your continues support for our future community activities. Please find enclosed some photos which were taken during the parade.

Yours sincerely,



Kenneth Leung  
Chair, 2000 Salmon Festival Committee

c.c. Mr. Andrew Pottinger - The Barkley Gazeley Group





列 治 文 加 華 獅 子 會  
**RICHMOND MANDARIN LIONS CLUB**

140 - 8380 LANSDOWNE ROAD  
BOX NO. 322, RICHMOND, B.C. V6X 1B9

May 18, 2000

Mr. Cliff Cheng  
Chinese Informedia Consulting Group Inc.  
Suite 917, 470 Granville Street  
Vancouver, BC  
V6C 1V5

Dear Mr. Cheng,

RE: "LIONS JOURNAL FOR SIGHT WALK" EVENT

"Lions Journal For Sight Walk" Event was successfully finished on Sunday May 7, 2000.  
We had a great number of walkers participating this Event.

We want to take this opportunity to thank again for your participation. Without your full support and participation, our Event cannot be so bright and successful.

Your greatest support is much appreciated.

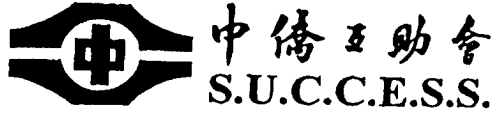
Yours truly,

A handwritten signature in black ink, appearing to be 'Helen Quan', written over a horizontal line.

Helen Quan  
The President

A handwritten signature in black ink, appearing to be 'Greg Sun', written over a horizontal line.

Greg Sun  
Event Committee Chairman



United Chinese Community Enrichment Services Society

Honorary Patron: The Honourable Garde B. Gardom, Q.C. Lieutenant-Governor of British Columbia  
 Patrons: The Honourable David C. Lam, C.V.O., C.M., K.St.J., LL. D., D.H.L., D.Mil. Sc., D.H.  
 Mr. Daniel T.T. Chan, B.Sc.  
 Mr. Douglas Jung, C.M., O.B.C., C.D., B.A., LL.B.



中僑社會服務中心

May 19, 2000

Chinese InforMedia Consulting Group Inc.  
 #917-470 Granville St.  
 Richmond, BC  
 V6C 1V5

Attention: Mr. Cliff Cheng

Dear Mr. Cheng,

Re: Thank you for Grand Prize from Home Depot

On behalf of Maple Mandarin Group – S.U.C.C.E.S.S. Richmond Office, I would like to thank Home Depot for sponsoring us the grand prize-lawn mower for our lucky draw on our Chinese New Year Party held on February 04, 2000. This grand prize has created a climax in our party.

There were 160 members and their families joining our event that night.

We thank you for your liason with Home Depot and look forward for the continuous support from Home Depot.

Sincerely yours,

Angel Kwok  
 Program Settlement Officer  
 Richmond Office

Reply to:

- 28 W. Pender Street  
Vancouver, B.C. V6B 1R6  
Tel : (604) 684 - 1628  
Fax : (604) 408 - 7236
- #501 - 1788 West Broadway  
Vancouver, B.C. V6J 1Y1  
Tel : (604) 732 - 3278  
Fax : (604) 732 - 9818
- 5540 Cambie Street  
Vancouver, B.C. V5Z 3A2  
Tel : (604) 323 - 0901  
Fax : (604) 323 - 0902
- #114 Westwood Mall  
3000 Lougheed Hwy.  
Coquitlam, B.C. V3B 1C5  
Tel : (604) 941 - 8892  
Fax : (604) 941 - 8297
- #100 - 5021 Kingsway  
Burnaby, B.C. V5H 4A5  
Tel : (604) 438 - 2100  
Fax : (604) 438 - 9100
- 5836 Fraser Street  
Vancouver, B.C. V5W 2Z5  
Tel : (604) 324 - 1900  
Fax : (604) 324 - 1955
- #2A - 555 North Road  
Coquitlam, B.C. V3J 1N8  
Tel : (604) 936 - 5900  
Fax : (604) 936 - 7280
- #220 - 7000 Minoru Blvd.  
Richmond, B.C. V6Y 3Z5  
Tel : (604) 279 - 7180  
Fax : (604) 279 - 7183
- C.A.M.N.  
#280 - 8191 Westminster Hwy.  
Richmond, B.C. V6X 1A7  
Tel : (604) 270 - 0077  
Fax : (604) 270 - 6008
- A3 The Boardwalk Plaza  
10160 - 152nd Street  
Surrey, B.C. V3R 9W3  
Tel : (604) 588 - 6869  
Fax : (604) 588 - 6823



列 治 文 加 華 獅 子 會  
**RICHMOND MANDARIN LIONS CLUB**

140 - 8380 LANSDOWNE ROAD  
BOX NO. 322, RICHMOND, B.C. V6X 1B9

May 18, 2000

Mr. Andrew Pottinger  
Senior Consultant  
The Barkley Gazeley Communications Group Inc.  
Suite 707, 1281 West Georgia Street  
Vancouver, BC  
V6E 3J7

Dear Mr. Pottinger,

RE: "LIONS JOURNAL FOR SIGHT WALK" EVENT

"Lions Journal For Sight Walk" Event was successfully finished on Sunday May 7, 2000.  
We had a great number of walkers participating this Event.

We want to take this opportunity to thank again for your participation. Without your full support and participation, our Event cannot be so bright and successful.

Your greatest support is much appreciated.

Yours truly,

A handwritten signature in black ink, appearing to read 'Helen Quan', written over a horizontal line.

Helen Quan  
The President

A handwritten signature in black ink, appearing to read 'Greg Sun', written over a horizontal line.

Greg Sun  
Event Committee Chairman



  
GATEWAY THEATRE  
RICHMOND'S CENTRE  
FOR THE PERFORMING ARTS

February 18, 2000

Jeff Hastings  
General Manager  
The Home Depot  
2700 Sweden Way  
Richmond, BC V6B 1K1

Dear Jeff,

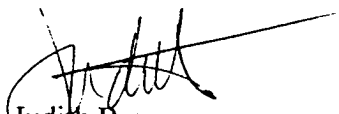
I have the great pleasure of contacting you today to say *Thank You for your support* in two different ways!

My first *thank you* takes the form of written public acknowledgment, through placement of your company name, on our Corporate Honour Roll on page 10 of the enclosed program for 999, *A Saga*. We are most proud of this new play by Vancouver playwright David King, and of staging the world premiere; please call me for tickets any time if you have not yet seen—or would like to see again—the show. It is on stage until February 26.

I would like to extend an invitation to you to please be my guest at our Final Competition, on Friday March 3<sup>rd</sup>, at 7:00 pm, and allow me to *thank you* in person. It would be my pleasure to put a set of two tickets aside for you, should you be able to attend this event. If so, please RSVP to me by Tuesday February 29.

Your financial support helps us bring our community the best in live professional theatre and theatre education; please accept our gratitude for your choice of Gateway Theatre as an organization with which you choose to partner.

Sincerely,

  
Judith Brennan  
Manager of Development

*It was great to see you  
and Shannon at Appreciation  
Night - thanks for coming!*

cc: Andrew Pottinger, The Barkley Gazeley Group

105

  
**GATEWAY THEATRE**  
RICHMOND'S CENTRE  
FOR THE PERFORMING ARTS

January 14, 2000

Jeff Hastings  
General Manager  
The Home Depot  
2700 Sweden Way  
Richmond, BC V6B 1K1

Dear Jeff,

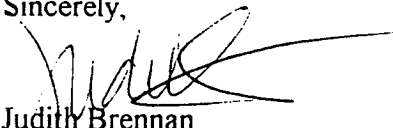
It is my great pleasure to thank you and your company. Your financial commitment to Gateway Theatre is instrumental in bringing enjoyment to many members of our community.

*The Wizard of Oz*, Gateway's second production of the 1999/2000 performing season and community musical this year, broke audience attendance records and ticket revenue expectations. It also broke estimates for production expenses. That's why your sponsorship commitment to Gateway Theatre is so important to our community.

Without your financial support 42 amateur cast members, ranging upwards from as young as 6 years of age (and three amateur dog performers!), would not have fulfilled their dreams of rehearsing with a professional production team, or performing on a professional stage. Without your financial support 10,653 audience members—adults and children, family and friends—would not have experienced the enjoyment of live theatre, the “magic of Oz”, or the pride of watching their loved ones on stage. Without your financial support none of this would have happened, because Gateway Theatre simply cannot mount a production as large as *The Wizard of Oz* alone.

I enclose a copy of the program. Due to the date of your donation, recognition for your company is not featured in this program, but will be featured in the programs for *999*, *A Saga* and *Forever Plaid*. I thank you, again, on behalf of Richmond Gateway Theatre Society for your support of Gateway Theatre.

Sincerely,

  
Judith Brennan  
Manager of Development

cc: Andrew Pottinger, The Barkley Gazeley Group

106

6500 Gilbert Road, Richmond, British Columbia, Canada V7C 3V4

Administration: (604) 270-6500 Fax: (604) 270-9406 Box Office: (604) 270-1812

[www.city.richmond.bc.ca/services/gateway.htm](http://www.city.richmond.bc.ca/services/gateway.htm)

Owned by The City of Richmond and operated by the Richmond Gateway Theatre Society

# WINDERMERE SECONDARY SCHOOL

3155 East 27th Avenue  
Vancouver, B.C. V5R 1P8

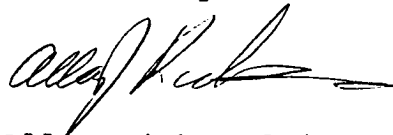
Telephone: (604) 434-0231 • Fax: (604) 434-3950

December 04, 1998

To whom it may concern:

On behalf of the students at Windermere Secondary School, I would like to thank the people at Home Depot ( Richmond Branch ) for donating the PINE to the school. It is greatly appreciated since the school budget has been cut to the bone. Thanks again.

Yours truly



Allan Richmond ( Teacher )



溫哥華華人消費協會  
Chinese Consumers' Association of Vancouver

Unit C - 181 West Broadway, Vancouver, B.C. Canada V5Y 1P4

Tel: (604) 632-0118 Fax: (604) 632-0178

Website: www.ccaav.com

September 28, 1999

Mr. Angus MacDonald  
Home Depot  
2700 Sweden Way  
Richmond, B.C.  
V6V 1K1

Dear Mr. MacDonald:

Re: The "Perfect Home" Show

On behalf of our Board of Directors, I would like to sincerely thank you for your company's support to make our Show such a success on July 24 and 25 at Aberdeen Center.

We have received many positive feedback and comments about the exhibition, information sessions and product demonstrations. Without your company's contribution, we can never achieve the high level of attendance for this event. Again, your support is greatly appreciated.

I am certain that our good working relationship will soon result in another home safety event for the Chinese community. Wish you all the best in your business operation.

Yours truly,

  
Mimi Chan (Ms.)  
President



## Richmond Community & Family Services Centre

8280 Gilbert Road • Richmond • BC • V7C 3W7

Tel: (604) 277-2424 • Fax: (604) 277-2443

March 6, 2001

City Of Richmond  
Planning Committee  
6911 N0. 3 Road  
Richmond, BC  
V6Y 2C1

### Re: Home Depot Richmond

I understand that the Richmond Home Depot is applying to the City for a rezoning approval.

I am not in a position to comment on the merits of the rezoning itself, but I would like to ensure that the City is aware of Home Depot's excellent record as a good corporate citizen in Richmond.

We operate a free lunch program every Wednesday from 12:30 pm to 1:30 pm for individuals and families in our community on low income. In order to expand the usable space for this program, we asked Home Depot to help us build a small cement patio off our lunch room which clients could enjoy in good weather.

Home Depot really came through for us. Several of the Store's staff volunteered their weekend to build the patio, and the store donated all the materials – including soil and bedding plants that they had to bring in from their Vancouver store.

If our experience is anything to judge by, Home Depot is doing a great job of living up to its corporate responsibilities in this community.

Yours sincerely,

A handwritten signature in black ink that reads "Kam Tang".

Kam Tang  
Director, Community & Family Services

A handwritten signature in black ink that reads "Russ Holland".

Russ Holland  
Pastor, Richmond Community Church.

"Let us not become weary in doing good... As we have opportunity, let us do good to all people..." Galatians 6:9-10

March 14, 2001

Planning Committee  
City of Richmond  
6911 No. 3 Road  
Richmond, BC  
V6Y 2C1

To Whom it may concern,

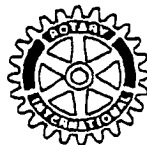
I am writing to request that Home Depot be permitted to sell outdoor plants and fertilizers in Richmond. In previous years, I have had to make several trips to the Burnaby Home Depot outlet to buy soil, manure and plants. It was an inconvenience for me to have to drive to an outlet outside of Richmond because of the restrictions imposed by the Richmond City Council.

Home Depot is physically removed from most garden centres and will not pose a threat to the roadside farm-stands. There are many other stores/outlets within closer proximities that are permitted to sell garden supplies. Home Depot offers quality products and a wide selection of bedding plants, and should be permitted to serve the Richmond community.

Please re-consider the request that Home Depot be allowed to sell outdoor plants. I am confident that many gardeners in Richmond feel the same way.

A handwritten signature in black ink, appearing to read "Susan Poon". The signature is fluid and cursive, with a large initial "S" and a long, sweeping underline.

Susan Poon  
10820 Whistler Court  
Richmond, BC  
V7E 4C7



To: Planning Committee  
March 20, 2001  
Item 2 (Bylaw 1218)

Richmond Sunset Rotary Club

March 7, 2001

To Whom It May Concern:

Re: Home Depot Richmond Store

The Richmond Sunset Rotary Club has had the good fortune of receiving the support of Home Depot through its Richmond store in our community service efforts.

Through their donation of goods, which we were able to make available as raffle prizes, Home Depot has contributed to the success of our fundraising events.

Their local management and staff have gone out of their way to be of assistance and we sincerely appreciate their continued support.

Yours truly,

Wally Philips  
President

WP/MRL/tl



Unit 250, 8833 Odlin Crescent, Richmond, BC, Canada V6X 3Z7 Tel: (604) 214-8833 Fax: (604) 214-8844

列治文華人社區協會  
Richmond Chinese Community Society

March 15, 2001

To: Planning Committee  
March 20, 2001  
Bylaw 7218

	INT
JRM	
✓ DW	DW
KY	
AS	
DB	
SF	

City of Richmond  
Planning Committee  
6911 No. 3 Road  
Richmond, B.C.  
V6Y 2C1

ACTING CITY CLERK

B/L 7218

Re: Richmond Home Depot

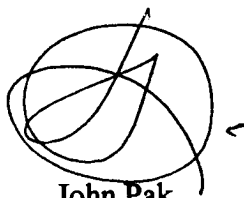
Dear Chairman of the Committee,

This letter is to confirm Richmond Home Depot's sustained assistance to Richmond Chinese Community Society (RCCS).

This assistance has taken the form of construction materials for the society's Canada Day float and prizes for fundraising activities, plus partnership initiatives such as the free gardening seminars to RCCS's members.

These contributions from Home Depot have been received and appreciated by RCCS's members. The ongoing voluntary corporate participation like this helps the society play an important role in the community.

Yours truly,



John Pak  
President







March 20, 2001

Planning Committee  
City of Richmond  
6911 No. 3 Road  
Richmond, B.C.  
Canada V6Y 2C1

Attn: Councilor Brodie and the Planning Committee

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B/L 7218

Dear Councilors of Richmond,

We understand Richmond Home Depot store has made an application to the Planning Committee to amend a zoning by law so that the 14 zone in Richmond will be allowed to sell garden plants and landscaping supplies.

I am writing on behalf of CX Club (North America) to inform you that Richmond Home Depot has been a very good corporate citizen in our community. On behalf of Richmond Home Depot, Mr. Cliff Cheng has donated 20 pots of plants in our annual dinner of 2001.

We would also like to support the application by Richmond Home Depot because it conforms to our belief for competition and that it benefits the consumers. We are pleased to submit this letter to you for your consideration of the application.

Yours truly,  
CX Club (North America)

*David Lo*  
David Lo  
President

Cc. Cliff Cheng, Richmond Home Depot



10548 Yarmish Drive, Richmond, B.C. V7E 5E7 Tel: (604) 275 - 5640

3 P.M.



**CHINESE CULTURAL CENTRE OF GREATER VANCOUVER 大溫哥華中華文化中心**

Vancouver Office: 50 East Pender Street, Vancouver, B.C., Canada V6A 3V6 Tel: (604) 687-0729 Fax: (604) 687-6260  
Richmond Office: 860 - 4400 Hazelbridge Way, Richmond, B.C., Canada V6X 3R8 Tel: (604) 278-0873 Fax: (604) 278-3339  
E-mail: ccchq@intergate.bc.ca Website: www.cccvan.com

19 March 2001

Planning Committee

City of Richmond

6911 No. 3 Road

Richmond, B.C.

V6Y 2C1

Attn.: Councilor Brodie and the Planning Committee

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B/L 7218

Dear Councilors of Richmond,

We understand that the Richmond Home Depot store has made an application to the Planning Committee to amend a zoning by law so that the 14 zone in Richmond will be allowed to sell garden plants and landscaping supplies.

I am writing on behalf of the Chinese Cultural Centre of Greater Vancouver - Richmond Office to inform you that the Richmond Home Depot has been a very good corporate citizen in our community. On behalf of the Richmond Home Depot, Mr. Cliff Cheng has donated 15 pots of poinsettia for the women's club Xmas party in December 2000 & a cordless drill/driver kit for the 10<sup>th</sup> anniversary dinner of 2001. Mr. Cliff has also attended those programs.

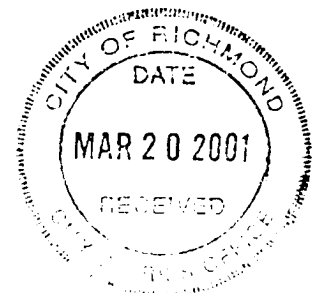
We would also like to endorse the application by the Richmond Home Depot, as their support for our community was greatly appreciated. We submit this letter to you for your consideration of the application.

Yours truly,

Aliana Pong

Richmond Office Coordinator

cc. Cliff Cheng, Richmond Home Depot







March 19, 2001

Office:  
South Foot Nelson Road  
Richmond, British Columbia

Mailing Address:  
PO Box 94580  
Richmond, British Columbia  
V6Y 2V6

Ph: (604) 270-8411  
Fax: (604) 270-8473  
Toll Free: 1-800-556-9733

Planning Committee of Richmond  
City of Richmond  
6911 No. 3 Road

Chairman of the Committee

*B/L 7218*

We are writing in support of Home Depot's application to change the zoning restriction currently imposed in the I-4 zone, preventing them from selling outdoor plants and supplies.

CCI-Coast is a manufacturer of concrete products for consumer and commercial markets across British Columbia. We have been located in Richmond for six years and we employ on a full time basis 11 selling/shipping and administration staff and 25 to 30 plant workers through Teamsters local 213. Our primary product line is the Allan Block concrete segmental retaining wall system, however we also manufacture traditional concrete masonry products, erosion control products (Tri-Lock) and concrete veneer products (Novabrik).

We currently supply all of the Home Depot stores in the Lower Mainland with our Allan Block products and concrete masonry products. Prior to selling Home Depot, CCI-Coast had established a strong network of independent retailers to distribute our products and we were concerned about the impact Home Depot would have on our existing customer base.

We found that Home Depot increased the awareness of our products and increased the number of consumers actively pursuing home renovation projects – particularly the “do-it-yourself” individual. The result was that our existing customers experienced increase traffic flow and a greater demand for our products.

As a local Richmond business, we firmly believe in free enterprise and competition as a benefit to both the consumer and the retailer. It is our understanding that Home Depot currently buys plants locally and if allowed to sell outdoor plants and supplies at the Richmond store, would increase their purchases of these products from local Richmond growers.

We also understand that other major distribution chains like Safeway and Costco are permitted to sell outdoor plants and supplies in the Richmond market with no apparent negative impact on local growers. Further, we do not understand why the I-4 zoning bylaw considers the sale of indoor plants an extension of home improvement while outdoor plants are excluded.

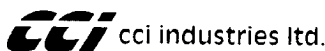
We strongly urge the council to amend this inconsistent and outdated bylaw.

Yours truly

Norman Duplessis  
CCI-Coast

*received at Planning  
Comm. mtg of March 20/01  
4:10 pm.*

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Head Office  
Ph: 750-447-2122  
Fax: 750-447-1128



Vancouver BC  
Ph: 604-270-8411  
Fax: 604-270-8473



Edmonton AB  
Ph: 780-447-2122  
Fax: 780-447-1426

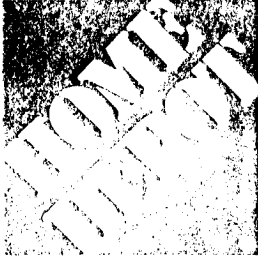


Calgary AB  
Ph: 403-279-8810  
Fax: 403-279-5177



Winnipeg MB  
Ph: 204-453-8335  
Fax: 204-453-5205

The  
**“Beauty of  
DURABILITY”**



Planning Committee  
City of Richmond  
6911 No. 3 Road  
Richmond, British Columbia  
V6Y 2C1 Canada

Mr. Chairman and Councillors,

I am the assistant Buyer of Live Goods with Home Depot's buying office for the Western Canada Region.

I assist in the purchase of all indoor/outdoor plants, seeds and indoor/outdoor pots for more than 23 Western Canada Home Depot stores.

Before joining Home Depot in 1993 I managed in retail garden centers and also assisted in the wholesale grower industry in annuals/ floral and shrub landscaping, which included Grootendorst Flowerland right here in Richmond.

I confirm that the Richmond Home Depot store is prevented by the current by-law from retailing approximately 500 outdoor plant and garden supply products that we sell at all of our other stores in the Lower Mainland.

I want to explain Home Depot's competitive position in the gardening market place and show why our participation is less of a direct threat to small growers and nursery operators than it may appear at first glance.

1. We buy and sell large volumes of a modest selection of the most commonly purchased items in this category.
2. Our typical customers are not expert or specialized gardeners. They are do-it-yourself, home improvers looking to improve their gardens for the first time. They enjoy the challenge of doing things for themselves, often for the first time.
3. Home Depot does not, therefore, compete for most of the garden centre or nursery customers. Garden Centres and nurseries offer ten times the variety of products that we do.
4. Home Depot ultimately creates new customers for these specialized stores. Once they gain some experience in their gardens and want to try something out of the ordinary, many of our customers will have to visit a full-line garden centre to find the

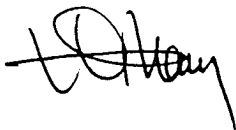


selection they want, even if they continue to bargain hunt at Home Depot for the core products we sell.

5. Roadside stands compete for a different plant-buying customer than either Home Depot or the specialized garden centre. This is the impulse customer, who stops as he or she drives by in order to pick up some bedding plants at the same time as they buy fruit or vegetable produce.
6. Our most direct or comparable competitors are the other mass merchandise chains, which also offer large volumes of a limited range of core products at discount prices. These outlets, from Safeway to Costco, have entered the market in force in the last five to ten years, without driving specialized nurseries, garden centres or roadside stands out of business. In fact many or most of these are selling more plants and garden supplies than before.
7. With the exception of end-of-season close out sales, Home Depot never retails plants and garden supplies below cost. We simply provide the cost-conscious consumer with the best prices we can deliver through large volumes of a limited range of core products and narrow profit margins.
8. Home Depot purchases garden plants and supplies in large volumes for the best possible prices. At present, BC's Lower mainland growers are the most competitive suppliers of most of our core products. We purchase 100% of our garden plants and supplies from Lower Mainland growers. Our single largest grower and wholesale supplier for a number of years has been TSC Nurseries of Richmond, which also wholesales products to us from other Richmond growers such as Grootendorst.
9. In order to ensure that we offer maximum opportunity to local growers who are prepared to compete on price and meet our product specifications, I recently invited expressions of interest from more than 40 smaller Richmond-based growers. I received replies from four growers. Three of these do not grow product in the sizes we retail. We are exploring ways for the fourth to supply us via TSC, to help them meet our vendor requirements.

I hope this information assists the Planning Committee and Council in their understanding of the retail horticultural marketplace.

Yours truly,



Mary Flint