



To: Planning Committee
From: Wayne Craig
Director of Development
Date: March 17, 2014
File: RZ 13-633927
Re: **Application by Onni Development (Imperial Landing) Corp. for a Zoning Text Amendment at 4020, 4080, 4100, 4180, 4280 and 4300 Bayview Street (formerly 4300 Bayview Street) to amend the Steveston Maritime Mixed Use (ZMU12) zone and the Steveston Maritime (ZC21) zone**

Staff Recommendation

1. That Official Community Plan Bylaw 7100, Amendment Bylaw 9062, to repeal and replace the land use definition of “Maritime Mixed Use” by adding a range of commercial uses in Appendix 1 (Definitions) to Schedule 2.4 of Official Community Plan Bylaw 7100 (Steveston Area Plan), be introduced and given first reading.
2. That Bylaw 9062, having been considered in conjunction with:
 - the City’s Financial Plan and Capital Program; and
 - the Greater Vancouver Regional District Solid Waste and Liquid Waste Management Plans;

is hereby found to be consistent with said program and plans, in accordance with Section 882(3)(a) of the Local Government Act.

3. That Bylaw 9062, having been considered in accordance with OCP Bylaw Preparation Consultation Policy 5043, is hereby found not to require further consultation.


4. That Richmond Zoning Bylaw 8500, Amendment Bylaw 9063, to:

- a) Amend "Steveston Maritime Mixed Use (ZMU12)" by widening the range of permitted commercial uses; and
- b) Amend "Steveston Maritime (ZC21)" by widening the range of permitted commercial uses on 4020, 4080, 4100, 4180, 4280 and 4300 Bayview Street;

be introduced and given first reading,


 Wayne Craig
 Director of Development

SB:blg
Att.

REPORT CONCURRENCE		
ROUTED TO:	CONCURRENCE	CONCURRENCE OF GENERAL MANAGER
Policy Planning	<input checked="" type="checkbox"/>	
Transportation	<input checked="" type="checkbox"/>	
Community Services	<input checked="" type="checkbox"/>	

Staff Report

Origin

Onni Development (Imperial Landing) has applied to the City of Richmond to amend the “Steveston Maritime Mixed Use (ZMU12)” zone and the “Steveston Maritime (ZC21)” zone to permit additional commercial uses in the non-residential spaces of each of the six (6) existing buildings on the subject site at 4020, 4080, 4100, 4180, 4280 and 4300 Bayview Street (Attachment A).

A staff report was reviewed by Planning Committee at the meeting of November 19, 2013 (Attachment B), and the application was referred back to staff. In response to the referral, the applicant revised the proposal to remove “Indoor Recreation” from the list of requested permitted uses. The applicant has also agreed to revised rezoning considerations, which include allocation of the proposed \$1,500,000 community amenity contribution to a new ‘Steveston Community Amenity’ provision account and to provide greater clarity regarding pay parking, merchant validation, assigned parking and enforcement of restrictions regarding commercial loading hours of operation (Attachment C).

The applicant retained services of additional consultants and additional services from their consultant real estate advisor and consultant transportation engineer to provide information on: service demand and the desire for new services of area residents; existing and future demand for services within Steveston and Steveston Village; and management of parking and truck loading.

Background

The following referral motion was carried at the November 19, 2013 Planning Committee meeting:

“That the Application by Onni Development (Imperial Landing) Corp. for a Zoning Text Amendment at 4020, 4080, 4100, 4180, 4280 and 4300 Bayview Street (formerly 4300 Bayview Street) to amend Steveston Maritime Mixed Use (ZMU12) and Steveston Maritime (ZC21) be referred back to staff and that staff undertake the following:

- (1) attend the scheduled meeting between the applicant and the Steveston Merchants Association as an observer and provide an update to the Committee;*
- (2) conduct a study and analysis regarding (i) the types and number of mixed maritime and commercial uses that are needed in the area through consultation with the residents, business owners, and business and community organizations in Steveston, (ii) potential implications of specific uses on City facilities and existing businesses in the area, (iii) the suitable proportion and location of mixed maritime and commercial uses on the subject site including the suggestion to confine the commercial use area only in spaces between Easthope Avenue and No. 1 Road, (iv) transportation related items including potential parking fees and truck parking restrictions; (v) the future developments and expected increase in commercial use spaces in the area, and*

- (vi) how the \$1,500,000 voluntary community amenity contribution by the applicant would be allocated to different uses in Steveston;*
- (3) study the possibility of the applicant providing a rental space for a City library on the space allotted for commercial use, having the same size and lease rate as the City library at Ironwood, as a requirement for the subject rezoning application;*
- (4) study the possible location of a maritime museum on the subject site on the space allotted for mixed maritime use; and*
- (5) provide updates to Committee on the marina development.”*

This staff report addresses the referral by: providing a summary of proposed revisions regarding requested commercial land uses, community amenity contribution, parking and loading; providing information regarding commercial land use and parking studies and public consultation undertaken by the applicant; providing staff updates regarding library, maritime museum and marina potential in front of the subject site; and presenting the Official Community Plan (OCP) amendment bylaw and zoning text amendment bylaw for introduction and first reading.

Findings of Fact

Please refer to the original staff report dated November 4, 2013 (Attachment B) for information pertaining to the site and surrounding development, pre-Planning Committee public input and responses, as well as staff comments on the proposal, OCP amendment, zoning amendment, extending commercial uses east of No. 1 Road, transportation, heritage and the original rezoning considerations.

Public Input

Significant public input was received regarding the proposal and discussed in the original staff report (Attachment B). After the original staff report was written, the City received an additional twelve pieces of correspondence from the public, both in support and not in support of the proposal (Attachment D). Most of the concerns raised by the public were included and discussed in the original staff report. The new correspondence does include a new concern regarding ‘no parking’ signs that were posted along Bayview Street. The concern was reviewed by Transportation staff, who advised the writer that the signs were installed on a temporary basis during construction and were removed in late 2013.

Analysis

This analysis section will discuss each of the referral made by Planning Committee at their November 19, 2013 meeting.

Meeting with Steveston Merchants Association and Business and Community Organizations in Steveston

In their referral back to staff, Planning Committee asked staff to attend the scheduled meeting between the applicant and the Steveston Merchants Association as an observer and provide an update to the Committee.

In response to the referral, staff attended the meeting as an observer. Onni hosted a meeting with business owners and community organizations in Steveston, including the Steveston Merchants Association and the Steveston 20/20 group, on the evening of November 26, 2013 in the Steveston Community Centre. Onni's development team included development and leasing staff, development consultant, Mr. Danny Leung, consultant real estate advisor, Mr. Peter Hume, of Hume Consulting Corporation, and consultant transportation engineer, Mr. Floris van Weelderen, of MMM Group. The development team provided presentations regarding retail analysis, transportation planning, leasing, and development, to an audience of approximately 28 people and there were discussions arising out of audience questions.

Consultant real estate advisor, Mr. Peter Hume, of Hume Consulting Corporation, reviewed his *Imperial Landing Preliminary Retail Analysis* dated September 2013. Consultant transportation engineer, Mr. Floris van Weelderen, of MMM Group, reviewed his Transportation Impact Study dated October, 2013. The findings of both these reports were reviewed in the previous Staff Report (Attachment B). Mr. John Middleton, from Onni's leasing group, provided a brief presentation, including:

- Rents would be comparable to other leasable commercial space in the village with a range of \$20 to \$40 per square foot; with lower rents for larger tenant spaces.
- Onni is looking for a tenant mix that would complement and not compete with the village.
- Onni contacted their existing industrial tenants and none were interested in leasing space. None could see operating industrial uses in this residential neighbourhood.
- Onni has received interest from a dentist office for 1,200 ft² of the 6,000 ft² ground floor area in 4020 Bayview Street (Building 1). The ground floor of this building could potentially be separated into four (4) separate commercial units.
- Onni has received interest from Nesters; for the entire 16,000 ft² ground floor area in 4080 Bayview Street (Building 2) and three (3) daycare providers for the 5,800 ft² second floor area.
- Onni had not entered into discussions regarding the 1,700 ft² floor area in the single-storey 4100 Bayview Street (Building 3). The building could potentially be separated into two (2) separate commercial units.
- Onni has received interest from TD Canada Trust for the entire 6,400 ft² ground floor area in 4180 Bayview Street (Building 4).
- Onni had received interest from a national fitness operator regarding the entire 13,780 ft² ground floor area in 4280 Bayview Street (Building 5). The ground floor of this building

could potentially be separated into nine (9) separate commercial units. [Subsequent to the meeting, Onni decided not to request indoor recreation as an additional use.]

- Onni had not entered into discussions regarding the 8,900 ft² ground floor area in 4300 Bayview Street (Building 6). The ground floor of this building could potentially be separated into four (4) separate commercial units.

Audience comments included:

- A query whether an adjacent City marina changed the economic advice. In response, Mr. Peter Hume advised that local serving uses are the focus to generate sustainable activity throughout the year. He advised that marine related uses do create a unique character, but tend to be destination, occasional, seasonal, and do not tend to generate a lot of economic activity.
- A query whether a market like Granville Island Market would work. In response, Mr. Peter Hume advised that it was successful, was management intensive, and run by CMHC; with low rents, and was not a private enterprise. Bridgeport Market did not work in Richmond.
- A query whether there was another community similar to Steveston. In response, Mr. Peter Hume advised that every community is unique, but governed by similar rules based on his experience. He advised that uses that work and create success cater to day-to-day needs of the local community.
- A query whether Onni was open to the Steveston Merchants Association proposal of providing 25% Mixed Maritime Uses, 50% Office space and 25% retail space. In response, Onni advised that it was difficult to commit to this arrangement when the public response they have received supports the rezoning proposal.
- Concern was raised regarding new businesses outside of the village core taking away business from the businesses inside the village core and that a grocery store would compete with approximately 20-30 shops and draw business away from the village core. In response, Mr. Peter Hume did not agree, and his experience is that the businesses are complementary and there is an existing need for additional retail space in Steveston.
- Comments from separate speakers that there was no need for a second grocery store and that the community does want a second grocery store.
- Concern that there was mistrust with Onni and that the property should not be rezoned.
- Concerns regarding the reliability of the statistics.
- Concern regarding parking, including parking demand, availability of parking spaces in the village, pay parking, underground parking being undesirable, and there being a paid parking structure across the street that sits empty.
- Concern regarding having vacant space in the buildings.
- There was a desire for a referendum or survey administered by the City of the businesses and residents in the Steveston Village.

The purpose of the meeting described above was for Onni to consult with business owners, and business and community organizations in Steveston. In addition, consultant, Mr. Danny Leung, has been meeting on an ongoing basis with members of the Steveston Merchants Association, members of the Steveston 20/20, and individual business owners. Most recently, Mr. Leung and Mr. Hume met with the Steveston 20/20 on March 24, 2014 at the Britannia Heritage Shipyard's Murakami Boathouse. Staff did not attend the meeting, but the applicant has provided a summary of the meeting. Mr. Leung advises that at the meeting Mr. Hume reviewed his findings and they advised that: Onni would be willing to lease space within the development to the City for a library; a fitness centre was no longer a proposed use, two hour free parking would be provided to customers with merchant validation and parking fees would not exceed the market rate of pay parking areas in Steveston. Mr. Leung also advised that he would provide copies of the new consultant reports when they were finalized and was doing so.

Steveston Area Resident Telephone Survey

In their referral back to staff, Planning Committee asked for study and analysis of the types and number of mixed maritime and commercial uses that are needed in the area through consultation with the residents, business owners, and business and community organizations in Steveston.

In response to the referral – and in addition to hosting the meeting as described above – the applicant engaged a consulting firm to reach out to Steveston residents, or residents in area outlined as the Steveston Planning Area in the Steveston Area Plan (Attachment E). On behalf of the applicant, the consulting firm, Mustel Group Market Research, conducted telephone interviews to consult with Steveston Area residents and prepared a summary report, *Steveston Village Retail Survey, Imperial Landing*, dated January, 2014 (Attachment F).

Mustel conducted telephone interviews with 201 residents in the Steveston Planning Area between January 13 and 20, 2014. The summary of resident responses indicated that:

- Only 12% of residents reported doing the majority of their grocery shopping in Steveston Village.
- For residents who shop outside Steveston for groceries, more than 80% do so at least once a week and 67% reported combining their trips to purchase other goods and services. Most commonly for drug store needs (77%). A smaller range of 20% to 40% for banking, coffee shops, eating out, liquor and professional services.
- On average, 63% of expenditures are spent on everyday needs outside of Steveston.
- When asked what was missing from Steveston Village, 41% of residents identified a large grocery store. A smaller range of 5% to 11% identified produce stores, restaurants, clothing stores, cafes and pharmacies.
- When asked if they would like to see a grocery store at Imperial Landing, 38% said yes, 30% said no and 28% said maybe.
- If a grocery store were located at Imperial Landing, 64% of residents reported they would be somewhat likely or very likely to shop there. 34% reported they would be not very likely or not at all likely to shop there.

- When asked how likely they would shop at or use a list of stores or services if they were available at Imperial Landing, 82% of residents reported very likely or somewhat likely for restaurant, 77% for bakery/deli, 67% for cafe, 55% for liquor store. In opposition, residents reported not very likely or not at all likely to shop at or use: 93% for daycare; 80% for hair salon; 76% for maritime uses; 75% for medical offices; 62% for bank; and 61% for pharmacy.
- When asked for suggestions of other stores or services for Imperial Landing, 49% of residents did not have any suggestions, 21% suggested a restaurant, and a smaller range of 5% to 7% suggested a cafe, clothing store, recreational facility, bank, pharmacy and medical offices.
- When asked if they would be more likely to do more of their shopping at Imperial Landing instead of going elsewhere if a grocery store, bank and other personal and professional services were provided, 38% of residents responded yes, 27% responded no and 34% responded maybe.
- The survey results support the Hume retail analysis in indicating that allowing additional commercial space that cater to the day to day needs of area residents, such as a grocery store, could result in bringing additional spending into the Steveston Planning Area.

Extending the Commercial Uses East of No. 1 Road

In their referral back to staff, Planning Committee asked for study and analysis of:

- Potential implications of specific uses on existing businesses in the area.
- The suitable proportion and location of mixed maritime and commercial uses on the subject site, including the suggestion to confine the commercial use area only in spaces between Easthope Avenue and No. 1 Road.
- Future developments and expected increase in commercial space in the area.

In response to the referral and on behalf of the applicant, the consulting firm, Colliers International Consulting, prepared an Economic Analysis, *Steveston Village Economic Analysis, Imperial Landing Rezoning – Commercial Impacts*, dated February 24, 2014 (Attachment G). In summary, the Colliers report advises that:

- The revised *Imperial Landing Retail Analysis* report prepared by Hume Consulting Corporation, dated December 2013 (Attachment H) was reviewed in terms of report methodology, assumptions, input data, and compatibility between the technical analysis and the conclusions drawn. Colliers advised that they agreed with Hume's conclusions regarding commercial floor area demand and forecasted demand, that the existing population in the Steveston Planning Area generates significantly more demand for commercial floor area than is currently supplied in Steveston, that there is more than enough existing demand in Steveston to support the proposed commercial floor area on the Imperial Landing site, and that the demand for commercial floor area will likely increase further over time.

- The trade area demand, or Warranted floor area for 2013 from the Hume report was referenced, including:

	Floor Area Demand (ft ²)
Convenience Retail	239,797
Specialty Retail	584,320
Restaurant & Tavern	203,391
Services	256,870
Auto Parts & Accessories	30,844
Total Warranted Floor Area	1,315,192

The Services category includes businesses that are thought of as office uses such as financial, real estate, insurance, medical services, etc., but does not include professional services such as architects, lawyers, etc. as the table is primarily based on household spending.

- Horseshoe Bay and Ladner Village were reviewed as a benchmark analysis to determine the market conditions and the range of uses that could potentially also be viable in Steveston. Colliers was not able to isolate marine activity as a demand generator for specific land uses due to differences between the locations including population and competitive commercial uses. They did advise that there appeared to be no growth in maritime-related business activity in these two comparison communities.
- An inventory was compiled of all office, maritime and other commercial/service uses in the Steveston Village Heritage Conservation Area. This includes privately owned lands and lands owned by the Federal Government, the Steveston Harbour Authority and the City. There is a total of 285,000 ft² of commercial floor area within the village; with the largest component (27% or 77,410 ft²) being food and beverages services. There is a total of 26,000 ft² of office floor area within the village; with the majority provided at the second floor level above at-grade retail. There is a total of 16,000 ft² of maritime commercial floor area within the village.
- Even with the addition of a new proposed 16,000 ft² grocery store, only 25% of the trade area demand for supermarkets would be met. Supermarkets are included under convenience retail and the trade area demand accounts for 118,148 ft² of the 239,767 ft² convenience retail demand.

Colliers advises that service office space and professional office space was included in the inventory compiled for the Steveston Village Heritage Conservation Area, but office space was not included in the demand for additional space. The reason for this is that in their experience, office demand modelling, sub-regional, neighbourhood or site-specific analysis of office demand is rarely reliable.

Colliers does not recommend restricting the proportion or location of commercial, mixed maritime or office uses on the subject site, with the limitation that any uses should be appropriate for a mixed-use development. Colliers advises that restrictions are not necessary to protect existing businesses in the village based on the trade area demand being generated and the limited scale of the Imperial Landing development (approximately 58,500 ft²).

Colliers advises that if the zoning for the subject site remains restricted to Mixed Maritime Uses, it is expected that the Imperial Landing commercial space would remain largely vacant, and if new qualifying Mixed Maritime Use businesses could be attracted to the site from elsewhere it would create competition for the existing Mixed Maritime Use businesses in the Steveston area, with potential loss of business.

Colliers expects that redevelopment in Steveston Village would continue to occur whether the subject rezoning application is approved or not. Colliers advises that significant vacancy is usually a deterrent to redevelopment, but small sites can redevelop even in the current high vacancy condition by securing pre-leases and pre-sales before development occurs. Colliers advised that, as long as the Imperial Landing commercial space remains vacant, it is unlikely that new commercial projects would be proposed on other sites in Steveston village unless the owners first secured tenants. This may no longer be a factor when at least a large proportion of the Imperial Landing vacant space is filled.

There will soon be additional commercial space in mixed use projects in Steveston Village and expected future mixed use development. Approximately 7,600 ft² of new commercial space is under construction at the corner of 3rd Avenue and Bayview Street and the City has received a rezoning application that includes a request for approximately 3,500 ft² more commercial space at the corner of 3rd Avenue and Chatham Street. In addition, there is significant development potential in Steveston Village, with a number of vacant lots and additional density available under the Steveston Area Plan policies and Steveston Village Conservation Strategy.

Implications of Additional Commercial Uses on City Facilities

In their referral back to staff, Planning Committee asked for study and analysis of the potential implications of specific uses on City facilities.

In response to concerns raised regarding the proximity of potential recreational uses to the Steveston Community Centre, the applicant is no longer requesting “Indoor Recreation” as an additional use in the “Steveston Maritime Mixed Use (ZMU12)” zone or the “Steveston Maritime (ZC21)” zone.

All other aspects of the proposed amendments to the “Steveston Maritime Mixed Use (ZMU12)” zone and the “Steveston Maritime (ZC21)” zone as presented in the November, 2013 Staff report are still included in the proposal. The revised zoning text amendment bylaw is provided along with this Staff report for Council consideration.

Transportation

In their referral back to staff, Planning Committee asked for study and analysis of transportation related items; including potential parking fees and truck parking restrictions regarding commercial loading.

In response to the referral and on behalf of the applicant, the consulting firm, MMM Group Limited, reviewed issues of proposed pay parking and the enforcement of restricted hours of operation for commercial loading and submitted a revised Transportation Impact Study, dated February, 2014.

Revisions to the proposal were made by the applicant to include the following recommendations:

- Pay parking in the commercial parking areas is proposed to encourage parking turnover.
- Free commercial customer parking for the first two (2) hours; with merchant validation in all businesses in the development to encourage customer parking on the site.
- Longer term parking pricing that does not exceed the market rate of pay parking areas in Steveston to encourage customer parking on the site. The applicant proposes to provide further discounted parking rates for employees of all businesses in the development.
- Parking pricing may be reviewed and adjusted on an annual basis to ensure objectives are being achieved.
- A maximum of 16 of the 189 commercial parking spaces on weekdays only between the hours of 8:30am to 6pm may be assigned for specific businesses. All other commercial parking spaces will be shared in the commercial parking area in order to maximize efficiency and availability of parking spaces for customers on the subject site.
- Including performance wording (damages and remedy for a breach of agreement) in the proposed loading bay legal agreement to identify fine amounts and a ticketing process in order to clarify how commercial loading hours of operation restrictions would be enforced.

The proposed rezoning considerations have been amended to require legal agreements which will: secure free commercial customer parking for a two (2) hour period; provide for merchant validation; ensure that pay parking rates do not exceed the market rate of pay parking in Steveston; limit assignment of parking spaces; secure a right-of-way over the commercial parking areas; and provide for enforcement of commercial loading hours of operation restrictions (Attachment C).

Amenity Contribution

In their referral back to staff, Planning Committee asked for study and analysis of how the \$1,500,000 voluntary community amenity contribution by the applicant could be allocated to different uses in Steveston.

The applicant continues to propose a community amenity cash contribution in the amount of \$1,500,000. In response to the referral, staff recommend that the proposed contribution be deposited into a new 'Steveston Community Amenity' provision account, for Council to use at its discretion. Previously, the contribution was proposed to be deposited in the City-wide leisure facilities fund. Creation of the new account would clarify that this contribution is intended to be allocated within, or to support the Steveston area (Attachment E). The attached rezoning considerations have been revised accordingly (Attachment C).

The amenity contribution would be available for Council to use at its discretion. Before the funds could be spent, Community Services staff would prepare a staff report with analysis and recommendations for Council consideration and approval.

Richmond Public Library

In their referral back to staff, Planning Committee asked staff to study the possibility of the applicant providing a rental space for a City library on the space allotted for commercial use; having the same size and lease rate as the City library at Ironwood, as a requirement for the subject rezoning application.

In response to the referral, Community Services staff provided the following information:

- The Ironwood branch location is approximately 12,500 ft² distributed over two (2) floors. The current lease rate at Ironwood is \$20/ft² and is only applied to 4,500 ft² of common space. The remaining 8,000 ft² is provided rent-free.
- Onni has advised City staff that they would be willing to lease space within the development to the City at approximately \$25/ft² applied to the total gross leasable area of the desired unit.
- While the Library Board has interest in relocating the Steveston library branch to the Onni Bayview property, there is no desire to pursue a lease space that would be of roughly equivalent size to the existing library space located within the Steveston Community Centre.
- The Library Board has expressed interest in the approximate 14,000 ft² space in the ground floor of 4280 Bayview Street (Building 5), however, the Library Board has not identified a funding source for the required operating budget impact (OBI) and interior renovations that would be required to fit out the space.
- Without a clearly identified funding source, the potential relocation of the Steveston library branch to the Onni site is outside the scope of this rezoning application.

Maritime Museum

In their referral back to staff, Planning Committee asked staff to study the possibility of locating a maritime museum on the subject site on the space allotted for mixed maritime use.

In response to the referral, Community Services staff have reviewed the site and locating a museum on the subject site is not recommended for the following two reasons:

- Visitor feedback in recent surveys has indicated that maritime heritage is most enjoyed and valued when experienced in an authentic environment consisting of historic buildings and landscape and direct access to the water is available. The Onni development is not a historic environment and does not lend itself to this desired sense of authenticity.
- The current space available in the Onni mixed maritime use area totals 60,000 ft² distributed over several buildings. No one available building is large enough to support a museum (minimum recommended size for a community museum is 20,000 ft² to make it practically feasible) and the configuration of several buildings would not lead to efficient or effective operations for a maritime museum.

Marina

In their referral back to staff, Planning Committee asked staff to provide updates to Committee on marina development including the City-owned waterfront property in front of the subject site.

In response to the referral, Community Services staff provided the following information:

- New floats were moved to the City's pier at Imperial Landing (located at the south end of English Avenue) in December of 2011 in support of the Council-approved Waterfront Strategy. Approvals were received from PortMetro Vancouver, the Fraser River Estuary Management Program (FREMP), and Transport Canada.
- The pier at Imperial Landing features approximately 600 feet of floats, supports casual recreational use, day moorage in Steveston for pleasure craft, as well as programmable space for Tall Ships, Ships to Shore, and other water based activities on the river. The floats are also available to be re-positioned to Garry Point during major events that require moorage for vessels with deep drafts.
- Operator, Kaymaran Adventure Tours, has been successfully offering commercial kayak programs (tours and lessons) from the Imperial Landing location since July of 2012.
- Council was provided an update memo in March of 2013, advising that the day moorage and Recreational Kayaking programs have been successful and would be continued.

Financial Impact or Economic Impact

The proposal would provide \$1,500,000 to the City's new Steveston Community Amenity provision account, \$136,206 to the City's Road Works DCC projects account, and \$605 to the City's Storm Drainage DCC projects account.

Conclusion

In response to Planning Committee's referral and working with staff, the applicant provided for additional neighbourhood consultation, economic analysis, transportation analysis, and is no longer requesting that indoor recreation be permitted on the subject site. Staff reviewed financial options for the proposed community amenity contribution, the possibility of locating a library and maritime museum on the subject site, as well as providing an update on water based activity in front of the site.

Onni Development (Imperial Landing) Corp. is requesting that the City allow a wider range of uses on their Maritime Mixed Use (MMU) site for improved economic viability and to enhance the community with uses to serve resident's needs. While the proposal can be considered under the City's 2041 OCP, an amendment to the Steveston Area Plan is required to address the additional uses requested by the applicant. It should be noted that the site design is not affected by the proposed land use change within the buildings. The proposed roadway improvements to enhance pedestrian and cyclist safety would assist in making Steveston a walking, cycling and rolling community. The proposed revised parking agreement would secure short term free parking with merchant validation, parking fees in line with rates in the village, and limited

assignment of parking spaces to address parking concerns. The proposed revised restrictions on commercial loading hours of operation would limit potential disruption and clarify the enforcement process. The proposed creation of a new Steveston Community Amenity provision account would clarify Council's intention to allocate the proposed community amenity contribution to support the Steveston area.

The revised list of rezoning considerations is included as Attachment C, which has been agreed to by the applicant (signed concurrence on file).

On this basis, staff recommend that Official Community Plan Bylaw 7100, Amendment Bylaw 9062; and Richmond Zoning Bylaw 8500, Amendment Bylaw 9063 be introduced and given first reading.

Sara Badyal

Sara Badyal
Planner 2
(604-276-4282)



Terry Crowe
Manager, Policy Planning
(604-276-4139)

SB:blg

Attachment A: Location Map

Attachment B: Report to Committee dated November 4, 2013

Attachment C: Rezoning Considerations

Attachment D: Public Correspondence (received after November 4, 2013)

Attachment E: Steveston Planning Area Map

Attachment F: *Steveston Village Retail Survey, Imperial Landing*, prepared by Mustel Group Market Research and dated January, 2014

Attachment G: *Steveston Village Economic Analysis, Imperial Landing Rezoning – Commercial Impacts*, prepared by Colliers International Consulting and dated February 24, 2014

Attachment H: *Imperial Landing Retail Analysis*, prepared by Hume Consulting Corporation and dated December 2013



City of
Richmond



RZ 14-633927

Original Date: 03/18/14

Revision Date:

Note: Dimensions are in METRES



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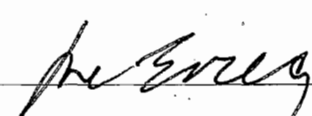
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 - The Greater Vancouver Regional District Solid Waste and Liquid Waste Management Plans;is hereby deemed to be consistent with said program and plans, in accordance with Section 882(3)(a) of the Local Government Act.
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2041 Official Community Plan

The 2041 Official Community Plan designates the subject site as “Mixed Use”. No amendment is necessary.

Proposed 2041 OCP Steveston Area Plan Text Amendment

The Official Community Plan designates the subject site as “Maritime Mixed Use” (MMU) (**Attachment 3**). The application includes a proposed amendment to the Official Community Plan (OCP) Bylaw 7100 Schedule 2.4 Steveston Area Plan to change the land use definition of “Maritime Mixed Use” (MMU) by retaining all existing Maritime Mixed Use (MMU) uses and adding a range of non-maritime related uses (e.g. commercial, retail, service). The intent of the proposed area plan text amendment is to better serve the needs of residents.

Proposed Zoning Text Amendments

The application proposes to amend the “Steveston Maritime Mixed Use (ZMU12)” zone and the “Steveston Maritime (ZC21)” zone to allow additional uses in the non-residential areas of the six (6) existing buildings on the subject site. These new proposed uses, along with the existing permitted Maritime Mixed Use (MMU), would be located in spaces located on the ground floor of all six (6) existing buildings on the subject site and on the second floor of the 4080 Bayview Street building on the subject site.

Findings of Fact

The Site

The proposed development site is in the Maritime Mixed Use (MMU) area of the former BC Packers site. Site construction and landscaping (permitted by DP 08-414809) are nearly finished by Onni Development (Imperial Landing) Corp. for a development including:

- Four (4) three-storey mixed use buildings with two (2) levels of apartment housing over ground level MMU space located in buildings addressed 4020, 4180, 4280 and 4300 Bayview Street.
- One (1) two-storey MMU building west of Easthope Avenue located in the building addressed 4080 Bayview Street.
- One (1) one-storey MMU building east of Easthope Avenue in the building addressed 4100 Bayview Street.
- A total of 52 residential apartment units and 5,542 m² (59,648 ft²) of non-residential MMU space.

- Two (2) underground parking structures located east and west of Easthope Avenue.
- Public plaza space in rights-of-way at the South ends of No. 1 Road and Easthope Avenue that is pedestrian-oriented.
- Public plaza space in rights-of-way at the South ends of English Avenue and Ewen Avenue that include public parking, controlled vehicle access to the dike, outdoor performance space and pedestrian-oriented areas.

A Development Application Data Sheet providing details about the development is included as **Attachment 4**. Diagrammatic site plan and floor plans are enclosed for reference as **Attachment 5**.

Project Description

- General

The proposal would amend the range of commercial (e.g. retail, service) uses to achieve what the developer advises is a more economically viable range of compatible land Maritime Mixed Use (MMU) area commercial uses and public amenities which are beneficial to Steveston (See Analysis section below).

The existing Maritime Mixed Use (MMU) land uses include the service and repair of boats and marine equipment, custom workshops, enclosed storage facilities, fish auction and off-loading, laundry, drycleaning, light industrial, maritime educational facilities, offices and parking.

The proposed additional land uses include: convenience, general and secondhand retail; financial, business support, household repair and massage services; restaurant; minor health service (e.g. medical, dental, acupuncture, counselling and massage services); indoor recreation; commercial education; child care; library and exhibit; animal grooming and veterinary service.

The proposal includes retaining all existing Maritime Mixed Use (MMU) permitted uses and adding retail and service uses in the following areas of the six (6) buildings constructed on the site: the four (4) three-storey mixed use buildings at the ground floor level only (4020, 4180, 4280 and 4300 Bayview Street); the two-storey non-residential building west of Easthope Avenue (4080 Bayview Street), and the one-storey non-residential building east of Easthope Avenue (4100 Bayview Street) (**Attachment 5**).

- Proposal Highlights

- The total density remains unchanged from before this proposed zoning text amendment.
- The distribution of residential and non-residential areas remains unchanged from before this proposed zoning text amendment.
- Two (2) common underground, tanked parking structures are constructed on the site, and provide adequate on-site parking for the proposed uses.
- The open spaces and pedestrian passages on the site remain unchanged from before this proposed zoning text amendment.

- The public spaces on the site at the ends of No. 1 Road, Easthope Avenue, English Avenue, and Ewen Avenue, remain unchanged from before this proposed zoning text amendment.

- Public Parking

Public parking spaces are provided on the site in surface parking lots located in public-rights-of-passage (PROP) right-of-ways (ROW) on the subject site, aligned with the south ends of English Avenue and Ewen Avenue.

Surrounding Development

The site is the last development parcel of the former BC Packers site developed by Omni as part of their Imperial Landing development. It is in the “B.C. Packers” waterfront neighbourhood and surrounding land uses are as follows:

- To the northwest, across Bayview Street at the corner of No. 1 Road, is a three-storey mixed use building with commercial at grade and residential units above at 4111 Bayview Street (permitted under DP 03-230077), zoned “Steveston Commercial (ZMU11)” with a permitted density of 1.6 floor area ratio (FAR) and a maximum building height of 12 m.
- To the north, across Bayview Street are seven (7) multi-family buildings. Between No. 1 Road and Easthope Avenue are two (2) four storey residential apartment buildings at 4211 and 4233 Bayview Street (permitted under DP 03 230076), zoned “Low Rise Apartment (ZLR12) – Steveston (BC Packers)”, with a permitted density of 1.5 FAR and a maximum building height of 15 m. Between Easthope Avenue and Bayview Street, are five (5) three-storey townhouse buildings at 12333 English Avenue, 12300 English Avenue and 4311 Bayview Street, zoned “Town Housing (ZT41) – Bayview Street/English Avenue (Steveston)” with a permitted density of 0.7 FAR and a maximum building height of 12 m.
- To the east, is Phoenix Pond and its surrounding public open space; including the City dike, walkway, observation tower and pedestrian bridge, zoned “School and Institutional Use (SI)”.
- To the south, is the City dike with walkway zoned “School and Institutional Use (SI)”, and further south is a City-owned “Maritime Mixed Use” (MMU) waterfront lot with development potential, zoned “Steveston Maritime (ZC21)” with a permitted density of 0.8 FAR and a maximum building height of 12 m. The proposal will not change the uses permitted on this site.
- To the west, at the south end of No. 1 Road, is a public plaza, entry to the BC Packers public dike walkway, dock, and pump station with observation deck. The dock extends out into the Fraser River and maritime development extends westward along the river’s edge. Across the No. 1 Road plaza, is the Federally/Provincially-owned one-storey Department of Fisheries and Oceans office, zoned “Light Industrial (IL)” with a permitted density of 1.0 FAR.

Consultation with School District No. 38 (Richmond)

This application was not referred to School District No. 38 (Richmond) because it does not include additional residential units.

Public Input

Development signs have been posted on the subject site as notification of the intent to rezone this property and the statutory Public Hearing will provide the community with an additional opportunity to comment on the application.

Onni's public consultation regarding this proposal has involved two (2) separate open house meetings held on-site on July 11, 2013 and July 13, 2013. A summary report prepared by the developer, was submitted to the City, including copies of the sign-in sheets (**Attachment 7**). The open house meetings were advertised in the Richmond Review and the Richmond News and invitations were mailed to 1935 residences and 252 businesses in the surrounding neighbourhood. At the meetings, information about the proposed uses, non-residential areas of the site, parking and truck loading, as well as road network improvements were presented. For both open house meetings, a total of 329 people signed the attendance sheets and 208 feedback forms and form letters were submitted. The feedback forms and form letters represent 176 Richmond households, with 139 households (79%) in support of the proposal, 26 households (15%) not in support of the proposal and 11 households (6%) unsure.

Maps prepared by staff are attached to this report showing household locations for public input submitted to Onni during the open houses, public correspondence submitted by Onni to the City, and public correspondence submitted directly to the City (**Attachment 8**).

The City has received a significant amount of correspondence from the public regarding the subject site over the years. Regarding the proposal to add new commercial uses into the existing development, the City received emails and letters representing 131 Richmond households, with 99 households (76%) in support of the proposal and 32 households (24%) not in support of the proposal. The following have been included in this report (**Attachment 9**) for Council consideration:

- Letters and emails submitted to the City before the buildings were constructed and outside of any City development application process in response to meetings facilitated by the developer in the Byng elementary school gymnasium on February 23, 2012 and February 25, 2012; and
- Letters and emails submitted to the City after the subject zoning text amendment application was received, from March 27, 2013 up to the time of writing this staff report.

In summary, the majority of respondents supported the proposal regarding the subject zoning text amendment. A mix of concern and support were expressed by the public regarding the potential of a wide range of commercial land uses. The correspondence includes the following concerns raised by the public relating to land use, safety and transportation (staff comments are included in *'bold italics'*):

- A desire for the following community amenities – Affordable Housing, community centre space, community police station, library space, marine museum, arts performance space, public art, visitor information centre and public washrooms. *The proposal does not include adding new residential units to the existing 52 apartments on the subject site, so the proposal does not include Affordable Housing units or a voluntary contribution towards Affordable Housing. However, the developer is currently renting out the apartments, which supports a spectrum of housing options in the City. The developer has agreed to provide a voluntary contribution of \$1,500,000 toward the City's Leisure Facilities Fund, for Council to use at its discretion.*
- Concern regarding the impact of new commercial space on the economic viability of Steveston Village. *The developer has submitted a retail analysis report, prepared by Hume Consulting Corporation, addressing this concern and indicating that the proposal should support the economic viability of Steveston Village, and should not have a negative impact. Please see the 'Extending the Commercial Uses East of No. 1 Road' section of this staff report.*
- Concern regarding the viability of the current MMU land uses and potential vacant stores. *This concern is shared by the developer and is the rationale for the developer's request to widen the range of permitted commercial uses on the subject site.*
- Safety concerns regarding the ground conditions and changes in ground level on the site. *The subject site is still under construction and is required to provide all markings, guard rails and handrails required by the BC Building Code.*
- A desire for free parking. *The developer has not yet determined whether a fee would be charged for commercial parking spaces on this site. As part of the ongoing management of commercial units, Onni would review parking usage and what if any fees should be charged. City controlled public parking is provided in the surface parking areas aligned with the South ends of English Avenue and Ewen Avenue in City rights-of-way.*
- A desire for parking for people with disabilities. *Disabled parking spaces are provided in accordance with the City's zoning bylaw in the underground parking structures. In addition, there are disabled parking spaces in the surface public parking areas on the subject site at the south ends of English Avenue and Ewen Avenue.*
- A desire for bicycle parking. *The developer has agreed to install additional bicycle parking racks outside of the proposed commercial units as a condition of the zoning text amendment.*

- A desire for higher frequency transit service. *This request has been brought to the attention of Translink.*
- Transportation Related Concerns: increased parking demand; narrow street width, increased traffic and traffic mitigation; and truck traffic impact on residential streets, safety, noise and timing. *The developer has submitted a Traffic Impact Study, addressing these concerns and indicating that the proposal supports the expected parking demand, and that with identified improvements, the surrounding road network can support the proposal. Please see the "Vehicle Access, Parking and Truck Delivery" section of this staff report.*
- Concerns relating to commercial operations, such as the amount of garbage, hours of operation and safety and security. *The development includes secure interior garbage and recycling storage areas for the residents and for the business operators inside the buildings and parking structures. The hours of operation are not yet known, but commercial truck delivery hours of operation are proposed to be limited. Please see the "Vehicle Access, Parking and Truck Delivery" section of this staff report.*
- Concerns relating to the architectural form and character of the existing development, including provision of views and open space, and the impact of signage. *The proposal does not include any new construction. However, any new businesses would be required to apply for and obtain a sign permit before installing any business signage.*
- A desire to restrict all residential uses to the portion of the site east of Easthope Avenue, to restrict all commercial uses to the portion of the site west of Easthope Avenue, to demolish the 4100 Bayview Street building and increase public open space as previously proposed by the developer as part of an older rezoning application (RZ 04-287989). *The older rezoning application was withdrawn by the developer and instead the current development was constructed (permitted by DP 08-414809), which includes built non-residential spaces throughout the site.*
- Concern regarding the proximity of a possible child care facility to convenient drop-off/pick up parking. *Onni has received interest to lease a portion of the second floor of the 4080 Bayview Street building for a child care facility. The development does provide the required parking and elevator access from the parking level up to the second floor. Before a child care facility can be established, an operator is first required to meet provincial requirements and obtain a community care facilities license from the Vancouver Coastal Health authority.*
- Clarity regarding the required provision of indoor amenity space for residents. *As part of the approved Development Permit, Onni was required to register a legal agreement on title to secure indoor amenity space for the use of the residents living on the subject site. This indoor amenity room is located on the second floor of the 4080 Bayview Street building.*

Staff Comments

Based on staff's review of the subject application, including the developer's Transportation Impact Study (TIS), staff are supportive of the subject zoning text amendment, provided that the developer fully satisfies the considerations of the zoning text amendment (**Attachment 6**).

Analysis

1. Reasons for the Proposal

The developer has provided the following justification of the proposal:

- The subject site is the last phase of Onni's redevelopment of the former BC Packers site.
- Onni considered ways to make the current OCP/Steveston Area Plan and zoning designations viable.
- Viability was not achieved because most "Maritime Mixed Use" land uses need to be related to the commercial fishing industry and economical uses have not been found;
- After several years, Onni is now proposing a revised range of what they advise will be viable uses while still retaining all uses in the existing "Maritime Mixed Use" definition.
- The proposed range of land uses still allows for all original uses in the ZMU12 and ZC21 zones.

2. Proposed Uses and Layout

To achieve viability, the applicant is requesting that a range of commercial land uses be allowed in addition to retaining all existing Maritime Mixed Use (MMU) uses in the existing non-residential spaces located on the ground floor of all six (6) existing buildings on the site, and on the second floor of the 4080 Bayview Street building.

The developer advises that this proposal is beneficial because it supports the viability of the village and provides community amenities.

3. 2041 Official Community Plan

The site is designated "Mixed Use" in the City of Richmond 2041 OCP Land Use Map, which provides for residential, commercial, industrial, office and institutional uses. Marina uses, waterborne housing and limited commercial uses, facilities and services are permitted on the waterfront, in which case the retail sales are limited to boats, boating supplies and equipment, and related facilities and services for pleasure boating and the general public. The proposal is consistent with the 2041 OCP, as it aims at achieving a more viable village waterfront (e.g. a more viable range of uses, continued public access along the waterfront, public parking and area character).

4. Current and Proposed OCP Steveston Area Plan Bylaws

The site is designated “Maritime Mixed Use” in the Steveston Area Plan (Schedule 2.4 to OCP Bylaw 7100). As the proposal does not comply with the current area plan “Maritime Mixed Use” land use definition, an amendment is required to enable a wider range of commercial uses in the “Maritime Mixed Use” (MMU) area.

“Maritime Mixed Use” is currently defined in the Steveston Area Plan as “an area set aside to support the maritime economy, with an emphasis on uses which support primarily the commercial fishing fleet, including:

- i) Custom Workshops
 - Enclosed Storage Facilities
 - Fish Auction and Off-loading
 - Laundry and Drycleaning
 - Light Industrial
 - Maritime Educational Facilities
 - Moorage
 - Offices
 - Other Services Related to Maritime Uses
 - Parking
 - Service and Repair of Boats and Marine Equipment
- ii) Retail uses are accommodated as accessory uses in the Maritime Mixed Use Area, between Phoenix Pond and No. 1 Road.
- iii) Between Phoenix Pond and No. 1 Road, residential uses are accommodated above grade and only over the dry land portions of the Maritime Mixed Use area as a secondary use. In addition, residential uses are to be situated so as to minimize potential conflicts with other uses.”

The developer has requested that the OCP/Steveston Area Plan definition of Maritime Mixed Use be changed to:

- Retain all existing uses including maritime related uses.
- Permit additional neighbourhood commercial uses in the “Maritime Mixed Use” area, between Phoenix Pond and No. 1 Road.

With the proposed “Maritime Mixed Use” definition text amendment, the proposal is regarded as being consistent with the Steveston Area Plan neighbourhood vision. The neighbourhood vision envisions development would: support a “homeport” for the commercial fishing fleet; provide a place where people can live, work and play; ensure public access along the waterfront; enable residents and visitors to shop and enjoy the heritage, recreation, commercial fishing fleet, private moorage where appropriate, natural amenities and waterfront activities; cater to local residents and visitors through a diversity of mutually compatible land uses providing opportunities for

employment, shelter, commerce, community services, recreation, tourism and entertainment; provide safe and comfortable pedestrian and vehicular circulation while providing ready access throughout the area and especially to the water's edge; sensitively link and buffer nodes of activity with strong connections to the foreshore; and manage urban development.

5. Current and Proposed Zoning Bylaws

Existing Zoning

The site is currently zoned:

- “Steveston Maritime Mixed Use (ZMU12)” (formerly “Comprehensive Development District (CD/104)”) at the east and west ends of the site.
- “Steveston Maritime (ZC21)” (formerly “Comprehensive Development District (CD/105)”) in the middle.

This zoning was put in place under rezoning application RZ 98-153805, which was adopted in 2001.

The current zoning permits only:

- “Maritime Mixed Use” that supports local fishing industries which Onni advises has proven to not adequately be economically viable.
- Residential dwelling units at the east and west ends of the site, limited to 40 dwelling units and 62.5% of the building floor area.

Proposed Zoning Amendments

The “Steveston Maritime Mixed Use (ZMU12)” zone applies only to portions of the subject site, therefore the proposed changes will not apply to any other property in Richmond. The “Steveston Maritime (ZC21)” applies to a portion of the subject site and the City owned water lot located to the south. The proposed changes would not affect the City's water lot. Zoning text amendments are proposed to both zones to allow a wider range of non-residential uses on the subject site.

To accommodate the developers proposal, “Steveston Maritime Mixed Use (ZMU12)” and “Steveston Maritime (ZC21)” are proposed to be amended to:

- Include conventional commercial uses in both zones that are intended to accommodate the shopping, personal service, business, entertainment, recreational, community facility and service needs of area residents.
- Retain all of the Maritime Mixed Uses permitted in the existing “Steveston Maritime Mixed Use (ZMU12)” zone.
- Retain all of the Maritime Mixed Uses permitted in the existing “Steveston Maritime (ZC21)” zone.
- Limit the proposed new uses in the “Steveston Maritime (ZC21)” zone to the subject site only.

Staff worked with Onni to reduce the number of additional land uses. Staff requested indoor recreation not be included given the proximity to Steveston Community Centre. After consideration, Onni is requesting the addition of indoor recreation use to accommodate the type of recreation facility they may be able to secure, which they feel would provide services complementary to those currently provided in the neighbourhood.

6. Extending the Commercial Uses East of No. 1 Road

In 1997-1998, when the OCP/Steveston Area Plan was prepared, Village entrepreneurs did not want non-maritime related uses (e.g. pure commercial) to extend east of No. 1 Road, as there were concerns that such uses and their location outside the village may weaken the economic viability of the village.

This approach can now be reviewed because:

- The existing limited Maritime Mixed Use (MMU) uses have proven not to be economically viable.
- There has been an increase in Steveston's population which appears able to support both existing and new commercial uses and services.

Staff requested that Onni meet with the Steveston Merchants Association to review the proposal. Onni has been in contact with the association for a number of months and a meeting has been scheduled for late November. Staff will provide Council with an update of information arising from the meeting.

On behalf of the applicant, Hume Consulting Corporation submitted *Imperial Landing Preliminary Retail Analysis*, dated September 2013. This retail analysis report supports the proposal, indicating that:

- The 5,536 m² (or approximately 59,500 ft²) of Maritime Mixed Use and commercial space is small relative to the amount of retail floor area warranted by local and visitor demand, as modelled by the consultant.
- The proposed addition of an additional approximate 1,440 m² (15,500 ft²) grocery store is expected to help keep local shoppers from leaving Steveston to shop at other shopping centres anchored by a large format grocery store.
- A successful retail component on the subject site is expected to help retain more shopping trips within the community, helping to generate spin-off shopping trips to other nearby businesses within Steveston Village.
- Steveston Village includes a large number of businesses. It is unlikely that the proposed 10-12 businesses on the subject site will have a significant impact on existing businesses in Steveston.
- Many of the proposed businesses will be complementary to the existing business mix in Steveston Village.
- The strong market interest by prominent retailers and service providers indicates that the subject site is an attractive and viable location and will be sustainable.

7. Vehicle Access, Parking and Truck Delivery

The existing zoning and building design permits large trucks to access the site. A number of off-site improvements were provided to address anticipated traffic volumes to the site. Given the proposed change in use, additional off-site improvements are being provided to enhance pedestrian and cycling safety and Transportation Impact Study findings as identified below.

The elongated development site has four (4) vehicle accesses from Bayview Street, providing access to the development underground parking structures, truck loading bays, public parking areas, and controlled vehicle access to the City dike.

On behalf of the applicant, the consulting engineering firm MMM Group Limited prepared a Transportation Impact Study, dated October 2013. Transportation staff have reviewed the study and accept the findings that the existing parking and loading facilities, in combination with the proposed road network improvements and truck traffic restrictions, can accommodate the proposed addition of new commercial uses on the subject site. The study identifies that parking is provided on the site as follows:

- A total of 270 spaces are provided in two (2) parking structures on the site, including 81 spaces for the use of residents, 17 spaces for visitors and 172 spaces for the non-residential Maritime Mixed Use and commercial uses on the site.
- The parking supply exceeds the zoning bylaw requirement and will meet the parking demand of the existing uses permitted on the site, as well as the proposed commercial uses.

In addition, a total of 35 public parking spaces are provided on the site in public rights-of-ways aligned with the south ends of English Avenue and Ewen Avenue.

The developer has agreed to enter into a legal agreement to manage truck traffic as a consideration of zoning text amendment. The proposed legal agreement will identify that:

- Large delivery trucks are prohibited from accessing or entering the site, including tractor-trailer WB-17 size trucks.
- Truck delivery hours of operation for non-residential uses are limited to 7:00 am to 5:00 pm, Monday through Friday; 8:00 am to 5:00 pm on Saturday; and 9:00 am to noon on Sunday.
- Truck activity on the site is required to comply with the City's Noise Regulation Bylaw.

To address the future potential impact of truck traffic, the developer has agreed to provide a Letter of Credit security in the amount of \$15,000 as a consideration of zoning text amendment. The security would be held by the City for 18 months to allow for future traffic calming and truck activity mitigation that may be required after the commercial area is occupied.

A Servicing Agreement is a consideration of the zoning text amendment and will include design and construction of road improvements to address the proposed increased traffic on Bayview Street as a result of the development. Works include, but may not be limited to:

- Upgrading the No. 1 Road and Bayview Street intersection by raising this intersection and adding a bollard treatment similar to the No. 1 Road and Moncton Street intersection and installing decorative crosswalk surface treatment.
- Upgrading the crosswalks along Bayview Street:
 - a) At the two (2) midblock crosswalks between No. 1 Road and Moncton Street, providing raised crosswalks.
 - b) At the three (3) crosswalks at the Easthope Avenue traffic circle, removing a 1.5 m section of the granite cobble pavers from each end of the crosswalk (near curbs), replacing with an extension of the existing square concrete panels and installing decorative crosswalk surface treatment. This will create a 1.5 m wide smooth path at either end of the crosswalks for cyclists.
 - c) At the six (6) crosswalks at English Avenue and Ewen Avenue, removing the raised granite pavers and installing decorative crosswalk surface treatment to provide consistency between the crossings on Bayview Street.
- Installing 30 kph posted speed limit signs on Bayview Street from No. 1 Road to Moncton Street, Easthope Avenue, English Avenue and Ewen Avenue.
- Add “sharrows” pavement markings to identify that Bayview Street is shared by vehicles and bicycles from No. 1 Road to Moncton Street in both directions.

8. Heritage

Heritage and archaeological considerations of the site were completed with the original rezoning (RZ 98-153805). These included providing the City with interpretive materials, industrial artifacts and commemorative retention or allusion to former cannery and support facilities. Some bottles and shells post settlement (not First Nations) materials were also retrieved and are presently in the Richmond Museum collection.

The application was not referred to the City’s Heritage Advisory Committee the proposal does not include any new construction and the subject site is located outside of the Steveston Village Heritage Conservation Area.

9. Environmentally Sensitive Areas

There are no Environmentally Sensitive Area (ESA) concerns with the proposed development, as the site does not extend into the foreshore area waterfront or associated riparian vegetation. ESA concerns for the uplands were addressed in the original BC Packers Development Permit (permitted under DP 98-153807) to protect the river edge ESA.

10. Community Benefits

The benefits of the proposal identified by the developer include:

- Roadway improvements, and additional bike racks to enhance walking and cycling.
- Registration of a legal agreement to ensure parking garage entry gates remain open during business hours, providing commercial customers and residential visitors with access to parking on the site.
- Truck traffic restrictions to prohibit large delivery trucks from accessing or entering the site, and to limit truck delivery hours of operation for non-residential uses.
- Traffic calming and truck activity mitigation Letter of Credit security.
- Voluntary community amenity contribution in the amount of \$1,500,000 towards the City's Leisure Facilities fund to be allocated at the discretion of Council.
- Voluntary Development Cost Charge contribution in the amount of \$136,206 to go towards development of Road Works DCC projects for the conversion of Maritime Mixed Use space to commercial space.
- Voluntary Development Cost Charge contribution in the amount of \$605 to go towards development of Storm Drainage DCC projects for the conversion of Maritime Mixed Use space to commercial space.
- The development design and total density remain unchanged from before this proposed zoning text amendment. The construction of the buildings and open spaces is nearing completion.
- View corridors, pedestrian passage and vehicle passage linking the BC Packers neighbourhood with the public dike walkway remain unchanged from before this proposed zoning text amendment.
- Publicly accessible open space along the south edge of the proposed residential buildings adjacent to the public dike walkway remain unchanged from before this proposed zoning text amendment.
- Public plazas at the south end of No. 1 Road and Easthope Avenue, and public parking at the south end of English Avenue and Ewen Avenue remain unchanged from before this proposed zoning text amendment.

Financial Impact or Economic Impact

None.

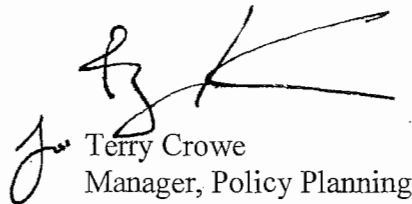
Conclusion

Onni Development (Imperial Landing) Corp. is requesting that the City allow a wider range of uses on their Maritime Mixed Use (MMU) site for improved economic viability and to enhance the community with uses to serve resident's needs. While the proposal can be considered under the City's 2041 OCP, an amendment to the Steveston Area Plan is required to address the additional uses being requested by the applicant. It should be noted that the site design is not affected by the land use change within the buildings and responds to the architectural form and character, vision and objectives set out in the Steveston Area Plan. The roadway improvements to enhance pedestrian and cyclist safety will assist in making Steveston a walking and cycling community.

On this basis, staff recommend that Official Community Plan Bylaw 7100, Amendment Bylaw 9062; and Richmond Zoning Bylaw 8500, Amendment Bylaw 9063 be introduced and given first reading.



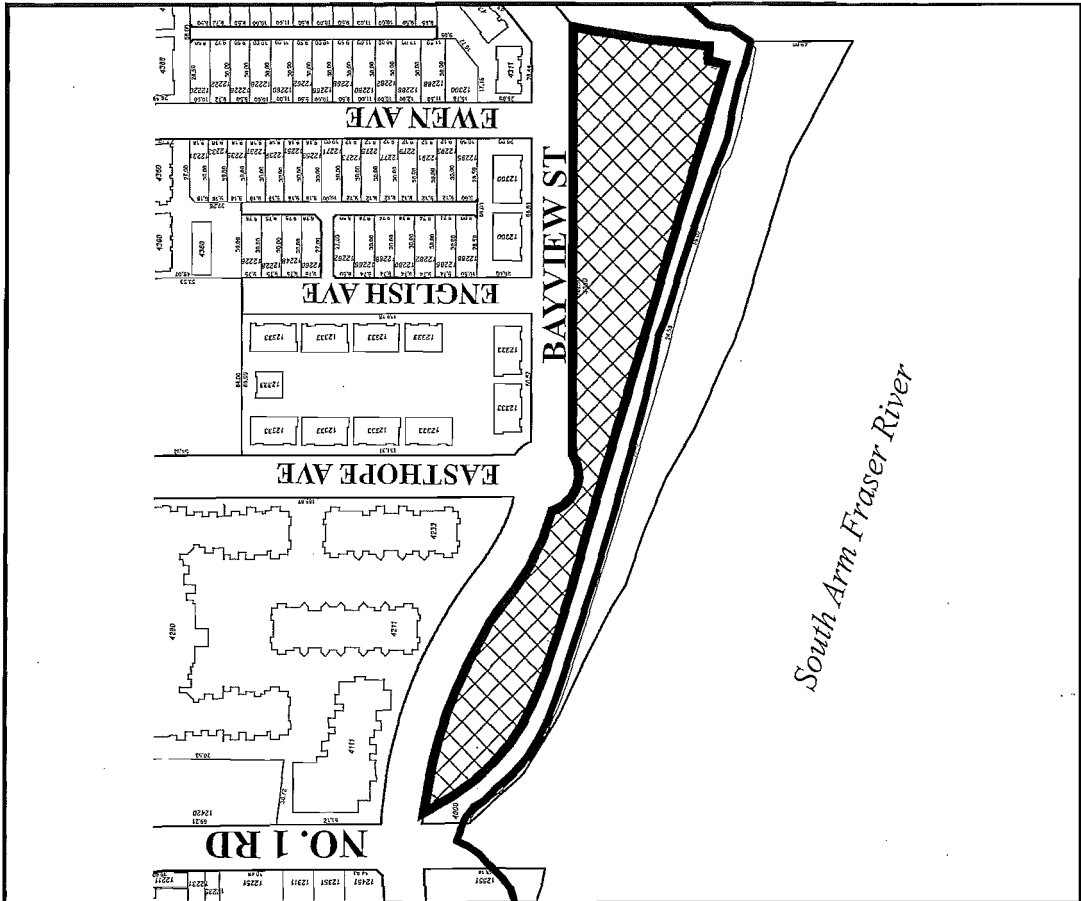
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Planner 2



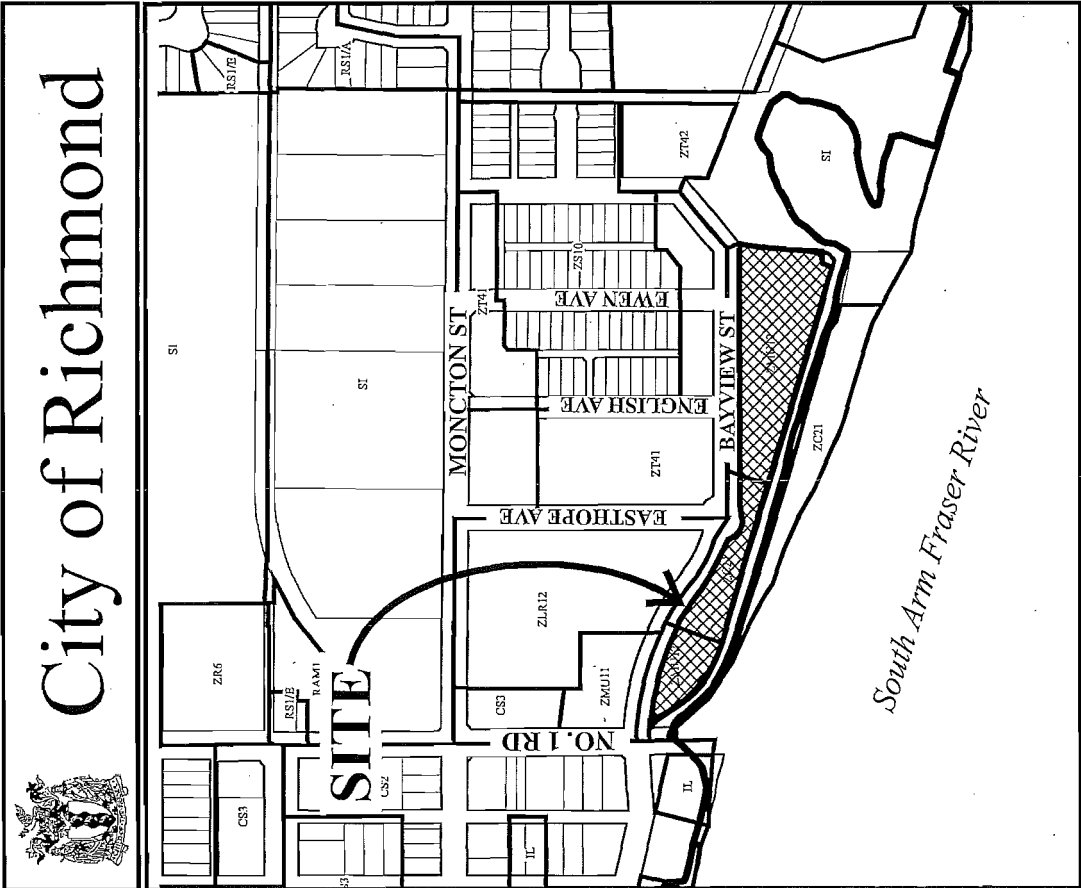
Terry Crowe
Manager, Policy Planning

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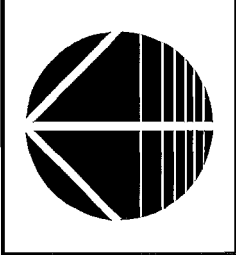
- Attachment 1: Location Map
- Attachment 2: Aerial Photo
- Attachment 3: BC Packers Land Use Map (Steveston Area Plan)
- Attachment 4: Development Application Data Sheet
- Attachment 5: Diagrammatic Site Plans and Floor Plans
- Attachment 6: Zoning Text Amendment Considerations
- Attachment 7: Public Open House Summary Report
- Attachment 8: Public Input Maps
- Attachment 9: Public Correspondence



Original Date: 04/08/13
 Revision Date:
 Note: Dimensions are in METRES



RZ 13-633927



City of Richmond



**SUBJECT
PROPERTY**

South Arm Fraser River



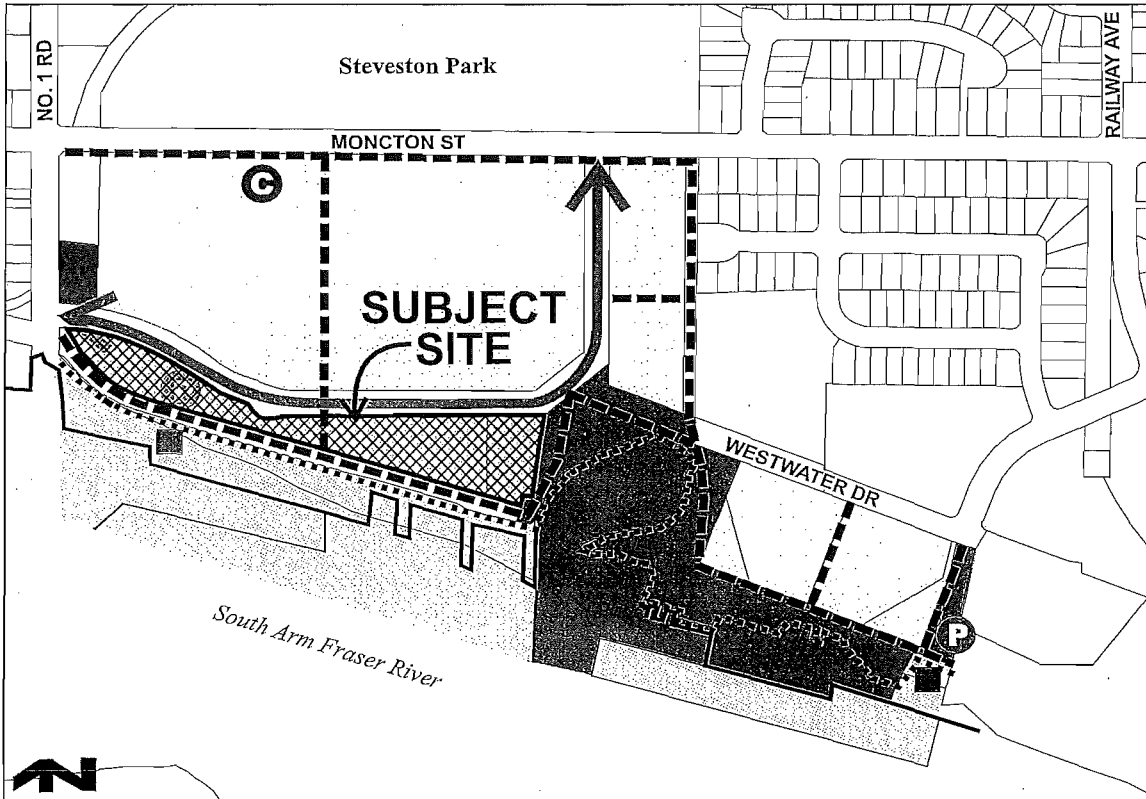
RZ 13-633927












Original Date: 04/08/13

Amended Date:

Note: Dimensions are in METRES

BC Packers Land Use Map



	Residential		Unrestricted Continuous Public Access □		Heritage Potential
	Maritime Mixed Use		Public Road		Community Mixed Use
	Commercial		Approximate Shoreline		Parking associated with Maritime Mixed Uses & Limited Public Parking
	Public Open Space		Approximate Line of Buildings and/or Structures		

□ Note: The trail should be located on the water side of any structures which extend over the water.



RZ 13-633927

Attachment 4

Address: 4020, 4080, 4100, 4180, 4280 and 4300 Bayview Street (formerly 4300 Bayview Street)

Applicant: Onni Development (Imperial Landing) Corp.

Planning Area(s): BC Packers Waterfront Neighbourhood (Steveston Area Plan)

	Existing	Proposed																								
Owner:	Onni Development (Imperial Landing) Corp.	No change																								
Site Size (m²):	14,042.7 m ²	No change																								
Land Uses:	Mixed use	Mixed use																								
OCP Land Use Designation:	Maritime Mixed Use Parking associated with Maritime Mixed Use & Limited Public Parking	No change																								
Zoning:	Steveston Maritime Mixed Use (ZMU12) & Steveston Maritime (ZC21)	Amended Steveston Maritime Mixed Use (ZMU12) & Amended Steveston Maritime (ZC21)																								
Number of Units:	<table border="1"> <thead> <tr> <th>Building</th> <th>Dwelling units</th> <th>MMU</th> </tr> </thead> <tbody> <tr> <td>4020 Bayview St</td> <td>12</td> <td>631.2 m²</td> </tr> <tr> <td>4080 Bayview St</td> <td>0</td> <td>2,125.1 m²</td> </tr> <tr> <td>4100 Bayview St</td> <td>0</td> <td>165.5 m²</td> </tr> <tr> <td>4180 Bayview St</td> <td>7</td> <td>559.9 m²</td> </tr> <tr> <td>4280 Bayview St</td> <td>22</td> <td>1,278.8 m²</td> </tr> <tr> <td>4300 Bayview St</td> <td>11</td> <td>867.9 m²</td> </tr> <tr> <td>Total</td> <td>52</td> <td>5,536 m²</td> </tr> </tbody> </table>	Building	Dwelling units	MMU	4020 Bayview St	12	631.2 m ²	4080 Bayview St	0	2,125.1 m ²	4100 Bayview St	0	165.5 m ²	4180 Bayview St	7	559.9 m ²	4280 Bayview St	22	1,278.8 m ²	4300 Bayview St	11	867.9 m ²	Total	52	5,536 m²	No change
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4280 Bayview St	22	1,278.8 m ²																								
4300 Bayview St	11	867.9 m ²																								
Total	52	5,536 m²																								

	Bylaw Requirement	Existing	New Variance
Floor Area Ratio	Max. 0.8	0.8	None permitted
Lot Coverage – Building	Max. 60%	39.7%	None
Building Setback	Min. 1 m	0 m Min. to ROW 1 m Min. to property line by approved DP	None
Height (m)	Max. 12 m & three-storey	12 m Max. & three-storey	None
Off-street Parking Spaces: Maritime Mixed Use & Commercial Resident Visitor (Accessible) Total	172 78 11 (6) 261	172 (1.6 ac.) 81 17 (7) 270	None
Public Parking Spaces	Limited	35 by approved DP	None
Small Car Parking Spaces	Max 50%	15% (39 spaces)	None
Amenity Space – Indoor	Min. 100 m ²	Located in second floor of 4080 Bayview St. Building	None
Amenity Space – Outdoor	Min. 312 m ²	1,295 m ²	None

4300 BAYVIEW STREET - PARKING

PLN - 173

PARKING (BUILDING 1):

REQUIREMENTS	50 SPACES (MAXIMUM)
PROVIDED	50 SPACES (MAXIMUM)
SECURE REQUIREMENTS FOR PARKING	50 SPACES (MAXIMUM)
MAINTENANCE USE PARKING	50 SPACES (MAXIMUM)
TOTAL	50 SPACES (MAXIMUM)

NOTE: ACCESSIBLE PARKING SPACES IS PROVIDED (1 SPACE REQUIRED (MIN. 1%))

PARKING (BUILDING 2):

REQUIREMENTS	50 SPACES (MAXIMUM)
PROVIDED	50 SPACES (MAXIMUM)
SECURE REQUIREMENTS FOR PARKING	50 SPACES (MAXIMUM)
MAINTENANCE USE PARKING	50 SPACES (MAXIMUM)
TOTAL	50 SPACES (MAXIMUM)

NOTE: ACCESSIBLE PARKING SPACES IS PROVIDED (1 SPACE REQUIRED (MIN. 1%))

PARKING (BUILDING 3):

REQUIREMENTS	50 SPACES (MAXIMUM)
PROVIDED	50 SPACES (MAXIMUM)
SECURE REQUIREMENTS FOR PARKING	50 SPACES (MAXIMUM)
MAINTENANCE USE PARKING	50 SPACES (MAXIMUM)
TOTAL	50 SPACES (MAXIMUM)

NOTE: ACCESSIBLE PARKING SPACES IS PROVIDED (1 SPACE REQUIRED (MIN. 1%))

PARKING (BUILDING 4):

REQUIREMENTS	50 SPACES (MAXIMUM)
PROVIDED	50 SPACES (MAXIMUM)
SECURE REQUIREMENTS FOR PARKING	50 SPACES (MAXIMUM)
MAINTENANCE USE PARKING	50 SPACES (MAXIMUM)
TOTAL	50 SPACES (MAXIMUM)

NOTE: ACCESSIBLE PARKING SPACES IS PROVIDED (1 SPACE REQUIRED (MIN. 1%))

PARKING (BUILDING 5):

REQUIREMENTS	50 SPACES (MAXIMUM)
PROVIDED	50 SPACES (MAXIMUM)
SECURE REQUIREMENTS FOR PARKING	50 SPACES (MAXIMUM)
MAINTENANCE USE PARKING	50 SPACES (MAXIMUM)
TOTAL	50 SPACES (MAXIMUM)

NOTE: ACCESSIBLE PARKING SPACES IS PROVIDED (1 SPACE REQUIRED (MIN. 1%))

PARKING (BUILDING 6):

REQUIREMENTS	50 SPACES (MAXIMUM)
PROVIDED	50 SPACES (MAXIMUM)
SECURE REQUIREMENTS FOR PARKING	50 SPACES (MAXIMUM)
MAINTENANCE USE PARKING	50 SPACES (MAXIMUM)
TOTAL	50 SPACES (MAXIMUM)

NOTE: ACCESSIBLE PARKING SPACES IS PROVIDED (1 SPACE REQUIRED (MIN. 1%))

PUBLIC PARKING:

REQUIREMENTS	50 SPACES (MAXIMUM)
PROVIDED	50 SPACES (MAXIMUM)
SECURE REQUIREMENTS FOR PARKING	50 SPACES (MAXIMUM)
MAINTENANCE USE PARKING	50 SPACES (MAXIMUM)
TOTAL	50 SPACES (MAXIMUM)

NOTE: ACCESSIBLE PARKING SPACES IS PROVIDED (1 SPACE REQUIRED (MIN. 1%))

STREET PARKING:

REQUIREMENTS	50 SPACES (MAXIMUM)
PROVIDED	50 SPACES (MAXIMUM)
SECURE REQUIREMENTS FOR PARKING	50 SPACES (MAXIMUM)
MAINTENANCE USE PARKING	50 SPACES (MAXIMUM)
TOTAL	50 SPACES (MAXIMUM)

NOTE: ACCESSIBLE PARKING SPACES IS PROVIDED (1 SPACE REQUIRED (MIN. 1%))

TOTAL PARKING:

REQUIREMENTS	50 SPACES (MAXIMUM)
PROVIDED	50 SPACES (MAXIMUM)
SECURE REQUIREMENTS FOR PARKING	50 SPACES (MAXIMUM)
MAINTENANCE USE PARKING	50 SPACES (MAXIMUM)
TOTAL	50 SPACES (MAXIMUM)

NOTE: ACCESSIBLE PARKING SPACES IS PROVIDED (1 SPACE REQUIRED (MIN. 1%))

OVERALL PROJECT U/G PARKING PLAN

SCALE: 1/8" = 1'-0"

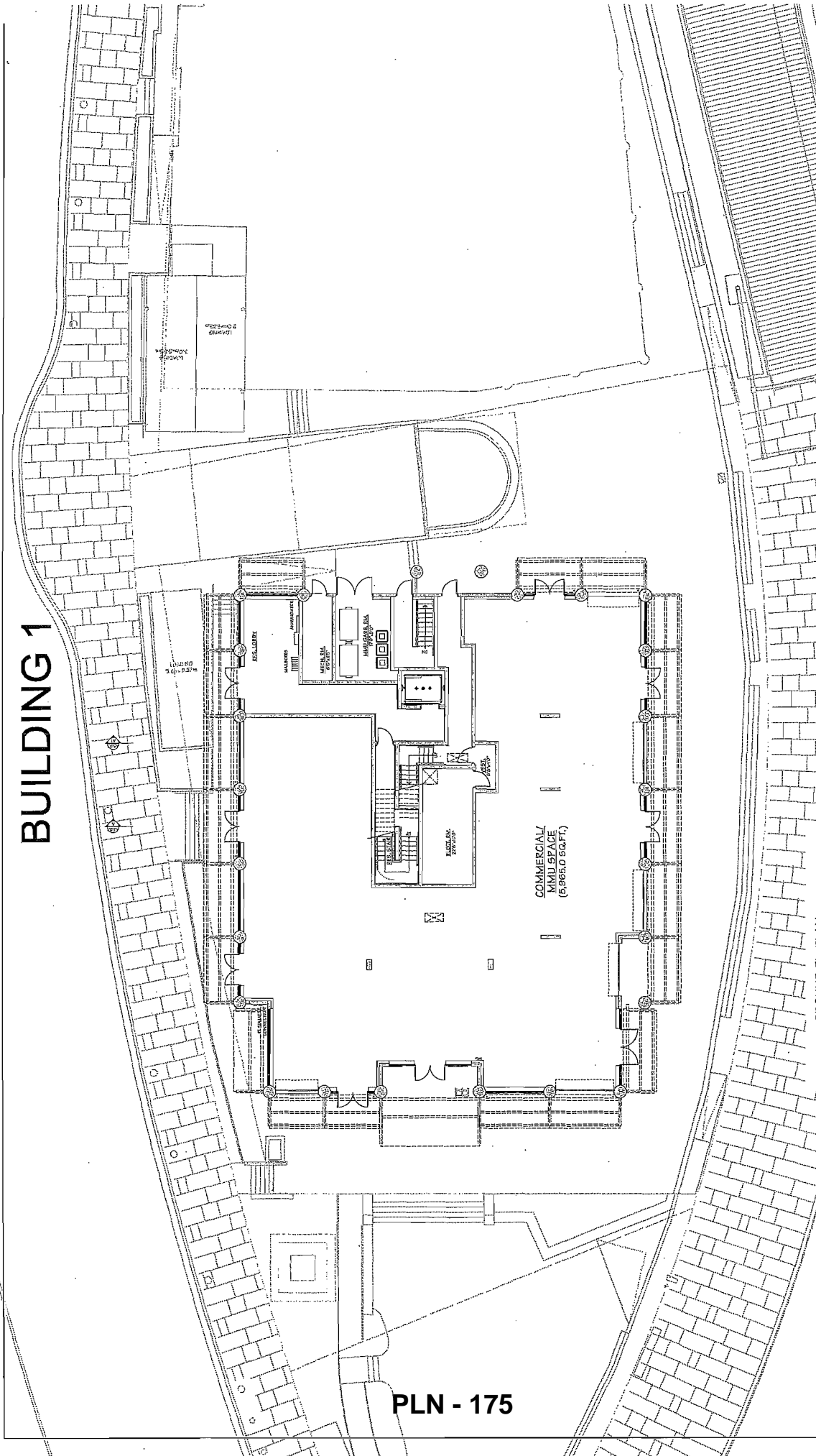


NO.	DATE	REVISIONS

DATE: 10/01/2019
 TIME: 10:00 AM
 DRAWN BY: J. HARRIS
 CHECKED BY: J. HARRIS
 PROJECT: IMPERIAL LANDING MIXED-USE DEVELOPMENT
 SHEET NO.: A1.1
 SCALE: 1/8" = 1'-0"

YAMAMOTO ARCHITECTURE INC.
 4300 BAYVIEW ST., SUITE 100
 COSTA MESA, CALIFORNIA 92626
 TEL: 714.440.1100
 WWW.YAMAMOTOARCHITECTURE.COM

BUILDING 1



PLN - 175

GROUND FL. PLAN
SCALE: 1/8" = 1'-0"

FLOOR AREA: 7940.0 SQ.FT. (EXCLUDING MECH./ELEC. ROOMS)
MECH./ELEC. ROOM AREA: 286.9 SQ.FT.
GROUND FLOOR SPREADER: INPTA 13-1899



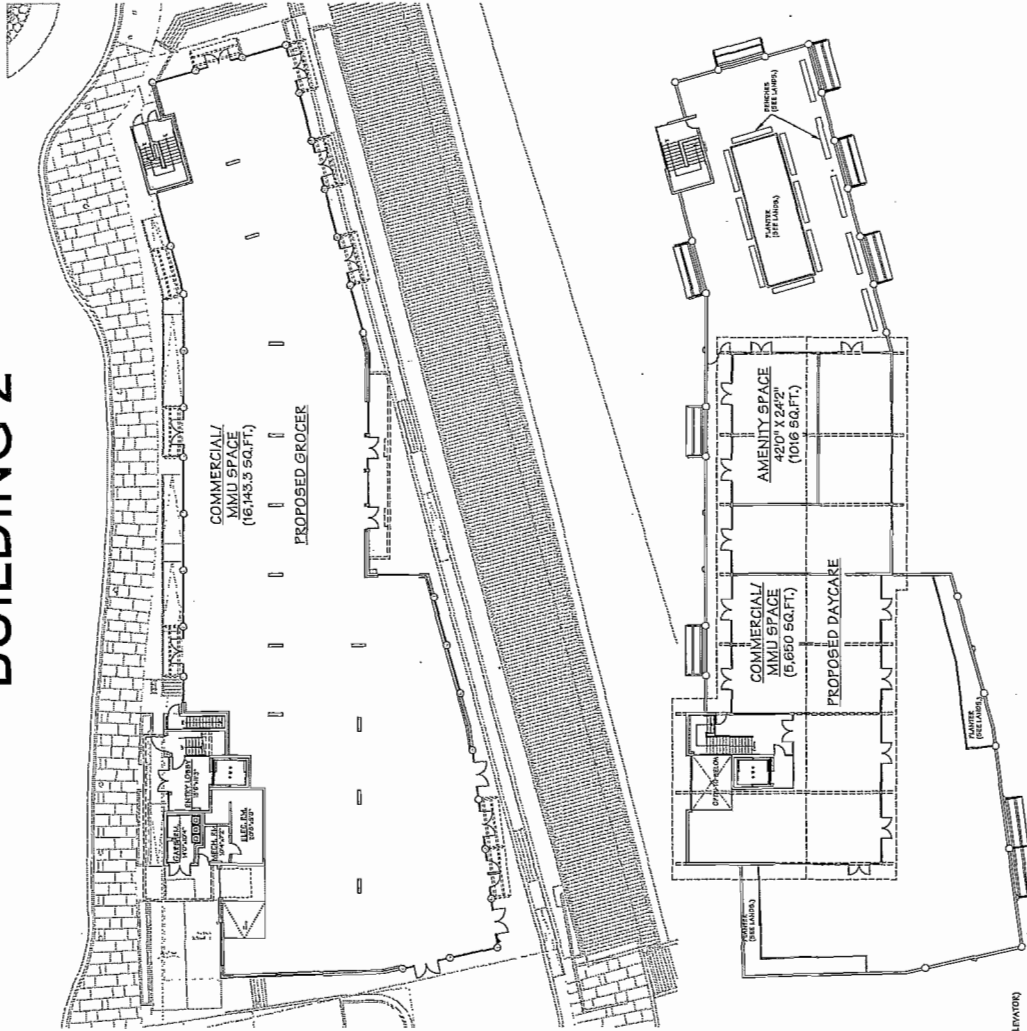
NO.	DATE	REVISIONS

Yamamoto
Architecture Inc.

PROJECT	IMPERIAL LANDING MIXED-USE DEVELOPMENT
DRAWING TITLE	BUILDING NO.1 GROUND & SECOND FL. PLAN
SCALE	1/8" = 1'-0"
DATE	08/13/2010
DRAWN BY	
CHECKED	
SHEET NO.	A2.1.1
TOTAL SHEETS	018

1000 MARKET ST.
HOUSTON, TX

BUILDING 2



GROUND FL. PLAN

SCALE: 1/8" = 1'-0"

ALL DIMENSIONS ARE IN FEET, INCLUDING MECH/ELEC ROOMS
 MECH/ELEC ROOM AREA: 1410 SQ.FT.
 NON-COMPOSITE CONSTRUCTION



PLN - 176

SECOND FL. PLAN (W/ ROOF PLAN)

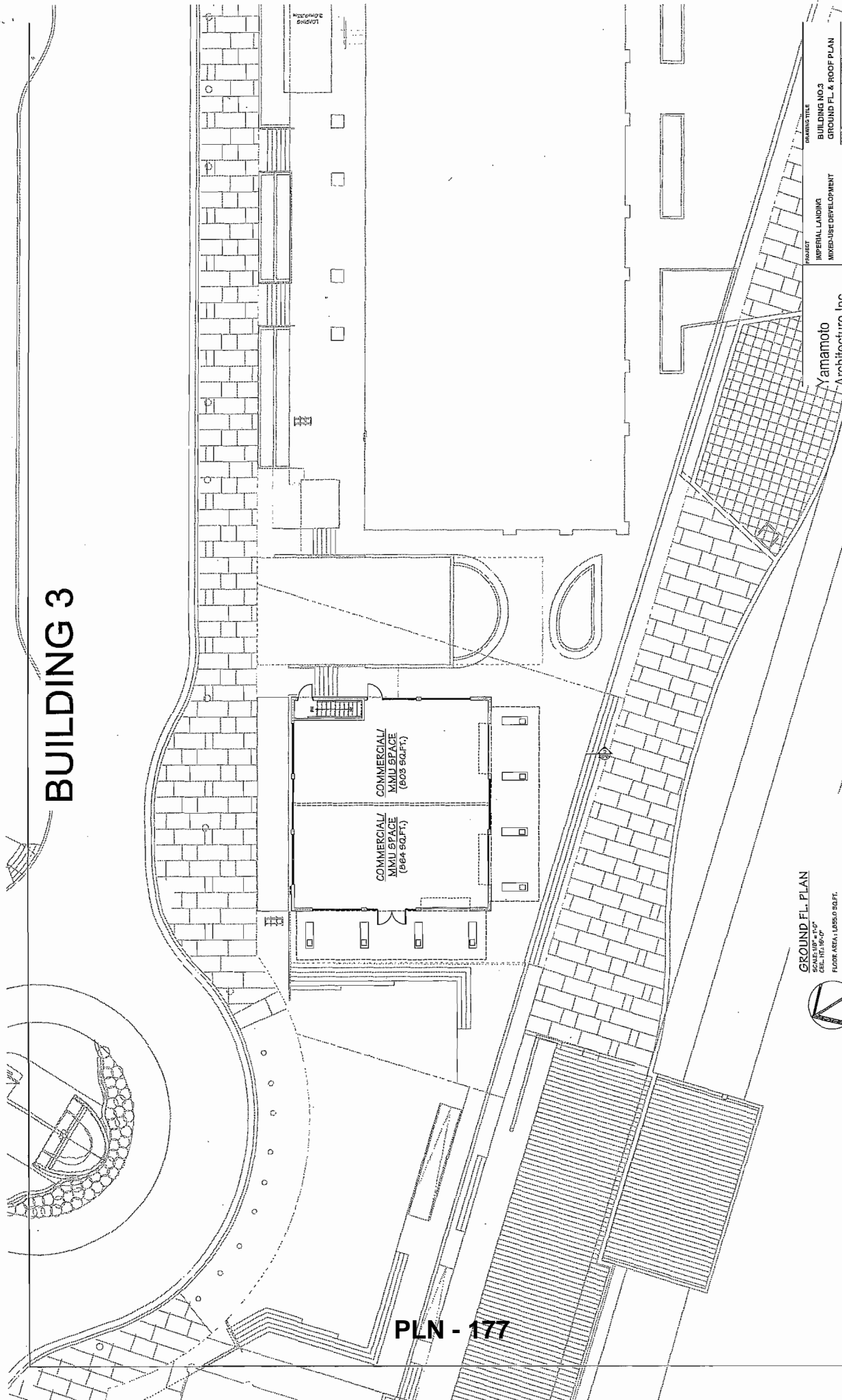
SCALE: 1/8" = 1'-0"

ALL DIMENSIONS ARE IN FEET, INCLUDING MECH/ELEC ROOMS
 MECH/ELEC ROOM AREA: 1410 SQ.FT.
 NON-COMPOSITE CONSTRUCTION



PROJECT		DRAWING TITLE	
IMPERIAL LANDING MIXED-USE DEVELOPMENT		BUILDING NO.2	
NO.	DATE	SCALE	DATE
001	10/13/17	1/8" = 1'-0"	10/13/17
PROJECT		DRAWING NO.	
Yamamoto Architecture Inc.		A2.2.1	
PROJECT		PROJECT NO.	
408 BAYVIEW ST. HOUSTON, TEXAS		1719	
DESIGNER		CHECKER	
YAMAMOTO ARCHITECTURE INC.		YAMAMOTO ARCHITECTURE INC.	

BUILDING 3



PLN - 177

GROUND FL. PLAN
 SCALE: 1/8" = 1'-0"
 FLOOR AREA: 1,855.0 SQ. FT.
 GROUND FLOOR SPRINKLER: NFPA 15-1033

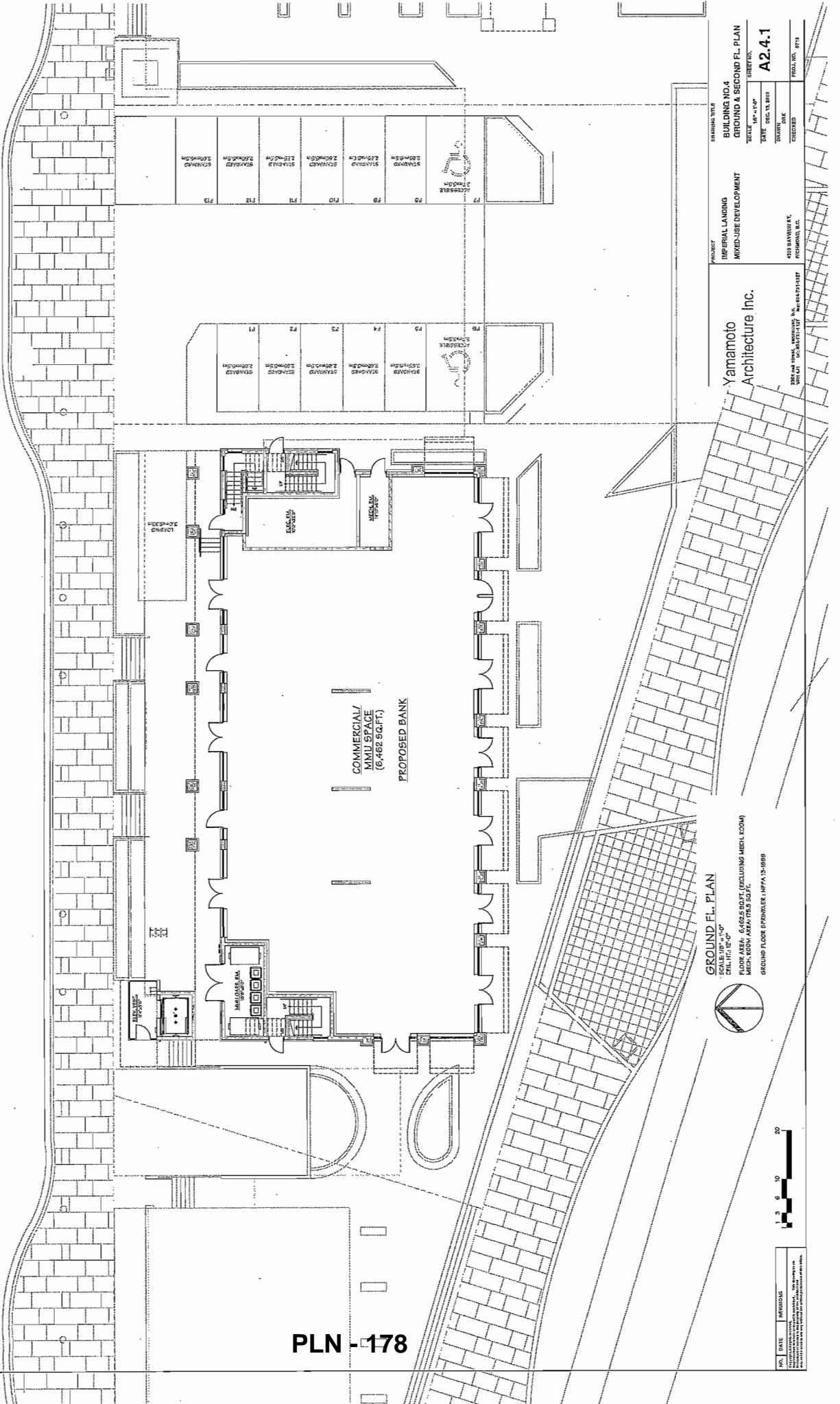


NO.	DATE	REVISIONS

Yamamoto Architecture Inc.
 2258 AIR SHAK, WOODBRIDGE, B.C.
 V3H 4J1 TEL: 604.831.1127 FAX: 604.831.1297

PROJECT		DRAWING TITLE	
IMPERIAL LANDING	BUILDING NO.3	GROUND FL. & ROOF PLAN	
MIXED-USE DEVELOPMENT	TEXTILE	DATE: MAR. 3, 2019	SHEET NO.: A2-3.1
4305 BAYVIEW ST.	4305 BAYVIEW ST.	DRAWN BY: MJK	CHECKED BY: [blank]
RICHMOND, B.C.	RICHMOND, B.C.		FIG. NO.: 0719

BUILDING 4

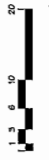


PLN -178

PROJECT		DRAWING TITLE	
IMPERIAL LANDING MIXED-USE DEVELOPMENT		BUILDING NO. 4 GROUND & SECOND FL. PLAN	
PROJECT NO. 10000000000000000000		SHEET NO.	
DATE: DEC. 15, 2010		A2.4.1	
DRAWN BY: [Name]		CHECKED: [Name]	
DESIGNED BY: [Name]		PROJECT NO. 10000000000000000000	
ARCHITECT: YAMAMOTO ARCHITECTURE INC. 10000000000000000000		PROJECT NO. 10000000000000000000	

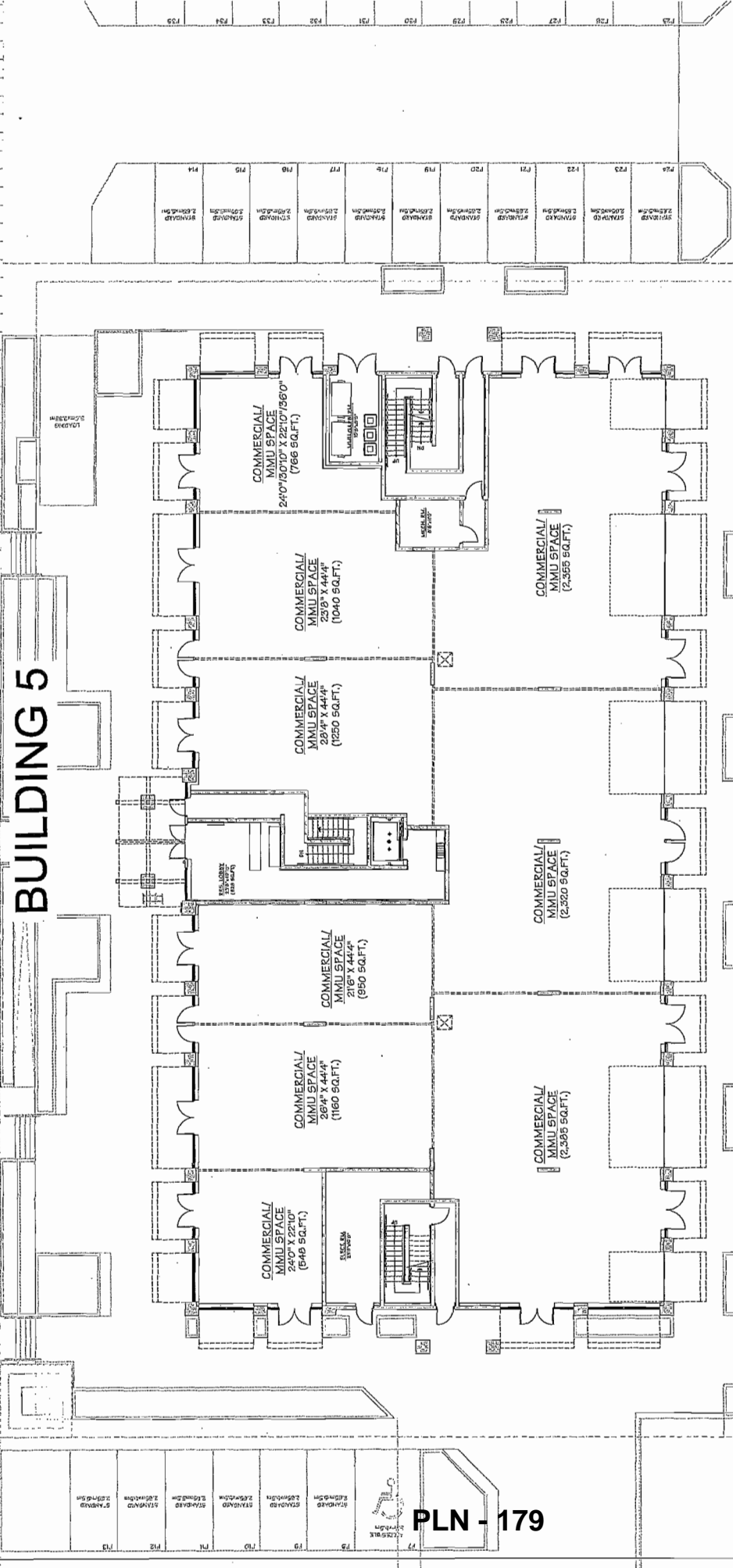
Yamamoto Architecture Inc.
 10000000000000000000
 10000000000000000000

GROUND FL. PLAN
 SCALE: 1/8" = 1'-0"
 CELL: 1/4" = 1'-0"
 FLOOR AREA: 6,462 SQ.FT. (INCLUDING MECH. ROOM)
 MECH. ROOM AREA: 175.5 SQ.FT.
 GROUND FLOOR SPRINKLER: NFPA 13-1899



NO.	DATE	REVISIONS

BUILDING 5



PLN - 179

DRAWING TITLE		BUILDING NO.5 GROUND FL. PLAN	
PROJECT		IMPERIAL LANDING MIXED-USE DEVELOPMENT	
SCALE		1/4" = 1'-0"	
DATE		DEC. 18, 2010	
DRAWN BY		DKR	
CHECKED		A2.5.1	
PROJECT NO.		4328 BAYVIEW ST. ROCKINGHAM, N.C.	
PROJECT NO.		1719	

GROUND FL. PLAN
 SCALE: 1/4" = 1'-0"
 CELL: 1/4" = 1'-0"
 FLOOR AREA: 14,800.0 SQ.FT. (INCLUDING MECHANICAL ROOM)
 GROUND FLOOR SPRINKLER: NFPA 13-1999

DATE	12/18/10
DESIGNER	YAMAMOTO ARCHITECTURE INC.
PROJECT NO.	1719
PROJECT NAME	IMPERIAL LANDING MIXED-USE DEVELOPMENT
PROJECT ADDRESS	4328 BAYVIEW ST., ROCKINGHAM, N.C.
PROJECT PHONE	919.441.1111
PROJECT FAX	919.441.1112
PROJECT EMAIL	YAMAMOTO@YAMAMOTOARCH.COM
PROJECT WEBSITE	WWW.YAMAMOTOARCH.COM



Zoning Text Amendment Considerations

Development Applications Division
6911 No. 3 Road, Richmond, BC V6Y 2C1

Address: 4020 Bayview Street

File No.: RZ 13-633927

Prior to final adoption of Richmond Zoning Bylaw 8500, Amendment Bylaw 9063, the developer is required to complete the following:

1. Final Adoption of OCP Amendment Bylaw 9062.
2. Registration of a legal agreement on Title to: prohibit large delivery trucks from accessing or entering the site, including WB-17 size (Maximum SU-9 delivery truck size); and to restrict truck delivery hours of operation for non-residential uses to 7:00 am to 5:00 pm, Monday through Friday; 8:00 am to 5:00 pm on Saturday; and 9:00 am to noon on Sunday.
3. Registration of a legal agreement on Title to: ensure parking garage entry gates remain open during business hours.
4. Install an additional 8 (eight) Class 2 bike storage spaces (e.g. exterior bike racks) on-site to meet the Zoning bylaw requirements for the additional commercial uses.
5. City acceptance of the developer's offer to voluntarily contribute \$1,500,000 towards the City's Leisure Facilities Reserve Fund (Account 7721-80-000-00000-0000).
6. City acceptance of the developer's offer to voluntarily contribute \$136,206 to go towards development of Road Works DCC projects (Account 7301-80-000-78020-0000).
7. City acceptance of the developer's offer to voluntarily contribute \$605 to go towards development of Storm Drainage DCC projects (Account 7311-80-000-78020-0000).
8. City acceptance of a Letter of Credit security in the amount of \$15,000 to allow for future traffic calming and truck activity mitigation that may be required after the commercial area is occupied. The letter of credit will be held by the City for a period of 18 months after the commercial area is occupied.
9. Enter into a Servicing Agreement* for the design and construction of road improvements to address the proposed increased traffic on Bayview Street as a result of the development. Works include, but may not be limited to:
 - a) Upgrade the No. 1 Road and Bayview Street intersection by raising this intersection and adding bollards similar to No. 1 Road and Moncton Street. As well, install decorative crosswalk surface treatment on all three (3) legs of the intersection, using Duratherm material or equivalent.
 - b) Upgrade crosswalks along Bayview Street:
 - (1) At the two (2) midblock crosswalks between No. 1 Road and Moncton Street, provide raised crosswalks.
 - (2) At the three (3) crosswalks at the Easthope Avenue traffic circle, remove a 1.5 m section of the cobble pavers from each end of the crosswalk (near curbs) and replace with an extension of the existing square concrete panels. This will create a 1.5 m wide smooth path at either end of the crosswalks for cyclists. Add a narrow band of the same decorative pavement surface treatment as a border along both sides of each crosswalk to provide consistency between the crossings on Bayview Street.
 - (3) At the six (6) crosswalks at English Avenue and Ewen Avenue, remove all of the raised granite pavers and replace with decorative crosswalk pavement surface treatment, such as Duratherm material, or equivalent.
 - c) Fabricate and install 30 kph posted speed limit signs on Bayview Street to No. 1 Road, Easthope Avenue, English Avenue, and Ewen Avenue.
 - d) Add pavement marking "sharrows" for bikes on Bayview Street from No. 1 Road to Moncton Street in both directions.

Note:

- * This requires a separate application.
- Where the Director of Development deems appropriate, the preceding agreements are to be drawn not only as personal covenants of the property owner but also as covenants pursuant to Section 219 of the Land Title Act.

All agreements to be registered in the Land Title Office shall have priority over all such liens, charges and encumbrances as is considered advisable by the Director of Development. All agreements to be registered in the Land Title Office shall, unless the Director of Development determines otherwise, be fully registered in the Land Title Office prior to enactment of the appropriate bylaw.

The preceding agreements shall provide security to the City including indemnities, warranties, equitable/rent charges, Letters of Credit and withholding permits, as deemed necessary or advisable by the Director of Development. All agreements shall be in a form and content satisfactory to the Director of Development.

- Additional legal agreements, as determined via the subject development's Servicing Agreement(s) and/or Development Permit(s), and/or Building Permit(s) to the satisfaction of the Director of Engineering may be required including, but not limited to, site investigation, testing, monitoring, site preparation, de-watering, drilling, underpinning, anchoring, shoring, piling, pre-loading, ground densification or other activities that may result in settlement, displacement, subsidence, damage or nuisance to City and private utility infrastructure.

Signed

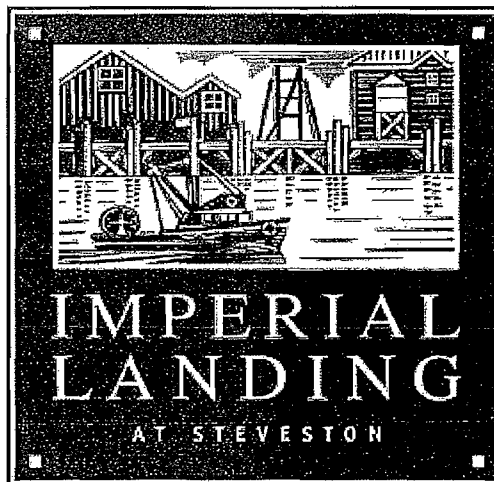
Date

SUMMARY REPORT

4300 Bayview St. Rezoning Application

Steveston Public Open House

Held On July 11 & 13, 2013



*It should be noted that the sign in sheets and all of the feedback forms were submitted to the City of Richmond on July 19th, 2013 in digital and hardcopy format.

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Appendix A – Public Consultation Process and Advertisements	P. 1 – 5
Appendix B – Poster Boards and Handouts	P. 6 – 17
Appendix C – Public Consultation Summary/Results	P. 23 – 30

Appendix A – Public Consultation Process and Advertisements

Imperial Landing – 4300 Bayview Street Rezoning -- Public Consultation Process

Open Houses – End of May/Beginning of June

- 2 public open houses to be held in building 5 at Imperial Landing
- Wednesday Evening 6:30 – 8:30
- Saturday Afternoon 12:30 – 2:30

Newspaper Advertisements – twice a week for 2 weeks leading up to the open houses

- Richmond News – twice a week for 2 weeks
- Richmond Review – twice a week for 2 weeks

Letter Mail Out – mailed out 2-3 weeks prior to open house

- LC301, LC327, LC328, LC329
- 1935 residences, 252 businesses

Signage

- 2 Signs posted on site specifically advertising the open house dates

Web Site – updates will occur consistently

- www.waterfrontrezoning.com

PUBLIC INFORMATION MEETING Imperial Landing – Steveston, B.C.

The Onni Group is nearing completion of construction for the final phase of "The Village" at Imperial Landing, located at 4300 Bayview Street, which consists of six low-rise mixed-use buildings. The existing zoning restricts commercial uses to those that are limited to the maritime industry including industrial and manufacturing. The Onni Group has submitted a rezoning application to the City requesting additional community-based commercial/retail uses.

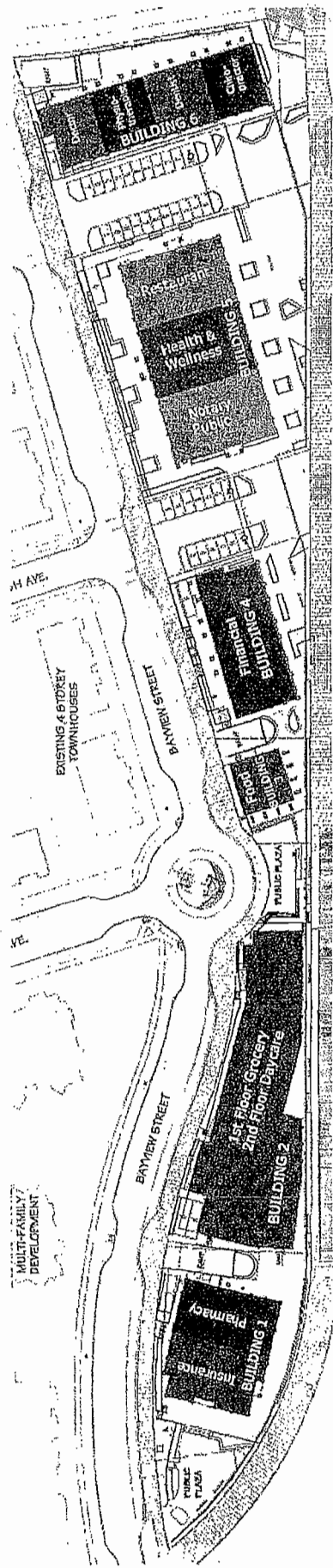
Date & Time: Thursday, July 11, 2013 from 6:30PM – 9:00PM
Saturday, July 13, 2013 from 12:00PM – 2:30PM

Location: Building 5 at Imperial Landing
4280 Bayview Street, Richmond

Contact: Brendan Yee at byee@onni.com or 604-602-7711.
Visit our website www.waterfrontrezoning.com

Please join us at the scheduled open houses listed above. We would like your feedback on what types of commercial/retail uses you feel are appropriate for the community. Onni representatives and our consultant team will be on-hand to answer any questions regarding the proposal and to gather community feedback.

Public Open House Notice



*Please note that these are examples only

Background: The Onni Group is nearing completion of construction for the final phase of "The Village" at Imperial Landing, located at 4300 Bayview Street, which consists of six low-rise mixed-use buildings. The existing zoning restricts commercial uses to those that are limited to the maritime industry including industrial and manufacturing. The Onni Group has submitted a rezoning application to the City requesting additional community-based commercial/retail uses.

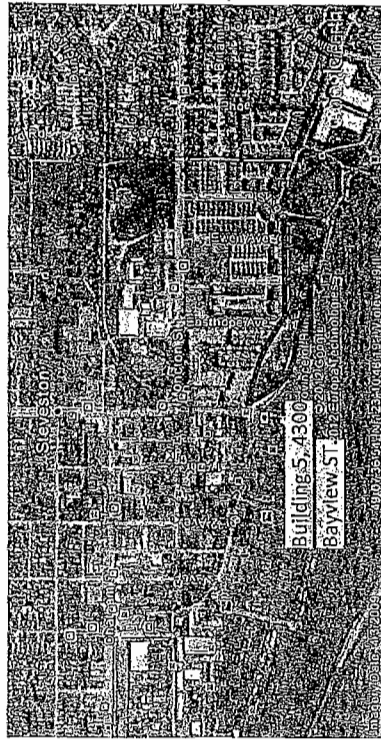
Please join us at the scheduled open houses listed below. We would like your feedback on what types of commercial/retail uses you feel are appropriate for the community. Onni representatives and our consultant team will be on-hand to answer any questions regarding the proposal and to gather community feedback.

- Date & Time:**
- a) Thursday, July 11, 2013 from 6:30P.M. – 9:00P.M.
 - b) Saturday, July 13, 2013 from 12:00P.M. – 2:30P.M.

Location: Building 5, 4280 Bayview St., Richmond

Please contact Brendan Yee with any questions or concerns regarding the open house at byee@onni.com or 604-602-7711

Tell us what you think! Visit www.waterfrontrezoning.com



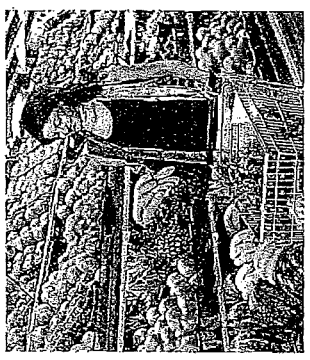
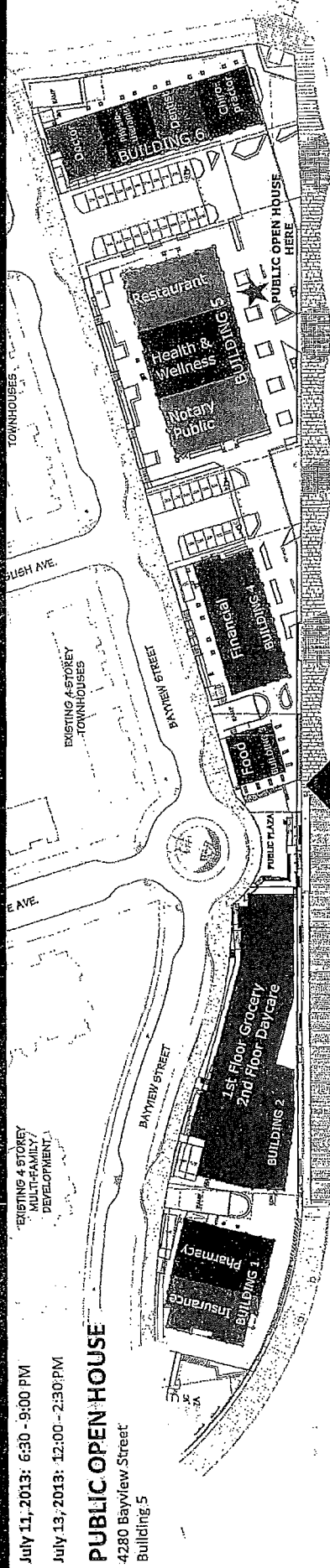


THE VILLAGE AT IMPERIAL LANDING PROPOSED REZONING

July 11, 2013: 6:30 - 9:00 PM

July 13, 2013: 12:00 - 2:30 PM

PUBLIC OPEN HOUSE
4280 BayView Street
Building 5



UNDER EXISTING USES



UNDER PROPOSED USES

INDUSTRIAL OR RETAIL

Onni Group is constructing the final phase of "The Village" at Imperial Landing, which will include six low-rise mixed-use buildings. The project will include 60,000 square feet of commercial space. The existing zoning restricts commercial uses to those that are limited to the maritime industry including industrial and manufacturing. Onni Group is proposing to revise the text of the existing zoning to permit community-based commercial/retail uses. **Please note the uses above are only examples of potential tenants permitted under new zoning.*

TELL US WHAT YOU THINK
www.waterfrontrezoneing.com
or contact Brendan Yee at bye@onni.com or 604.602.7711

Appendix B – Poster Boards and Handouts

Feedback Form

Thank you for attending! Please tell us what you think.

Thank you for attending the Imperial Landing public consultation session. This meeting is being held as part of our rezoning process to gather the community's feedback in regards to adding additional commercial uses to the zoning. It is Onni's goal to create a community where residents can live, work, and play.

Please tell us about yourself:

Name: _____

Address: _____

E-mail (optional): _____

Phone (optional): _____

Would you like to be contacted with further updates? YES NO

Do you support the rezoning? YES NO

Would you like general retail, office and service based tenants? YES NO

What retail, commercial or services do you think should be considered at Imperial Landing?

What do you think is missing from this community?

Thank you for your feedback!

This form can be dropped in the secure box, submitted directly to the City of Richmond, or e-mailed to Brendan Yee at byee@onni.com. For further information please visit www.waterfrontrezoning.com or call 604-602-7711

THE VILLAGE AT IMPERIAL LANDING POTENTIAL RETAIL PLAN

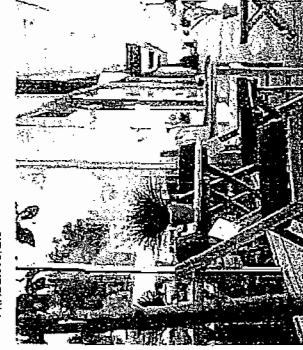
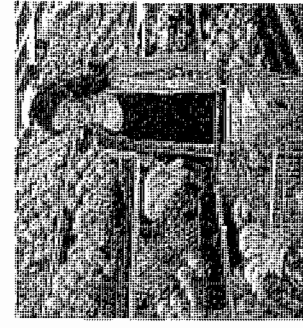
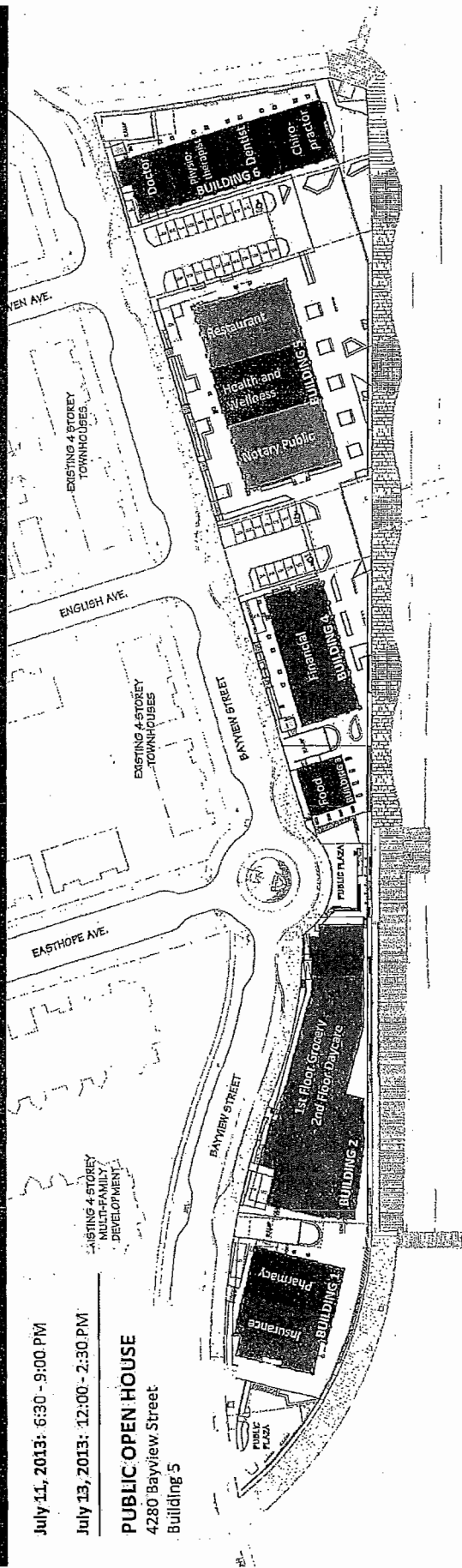


July 11, 2013: 6:30 - 9:00 PM

July 13, 2013: 12:00 - 2:30 PM

PUBLIC OPEN HOUSE

4280 Bayview Street
 Building 5

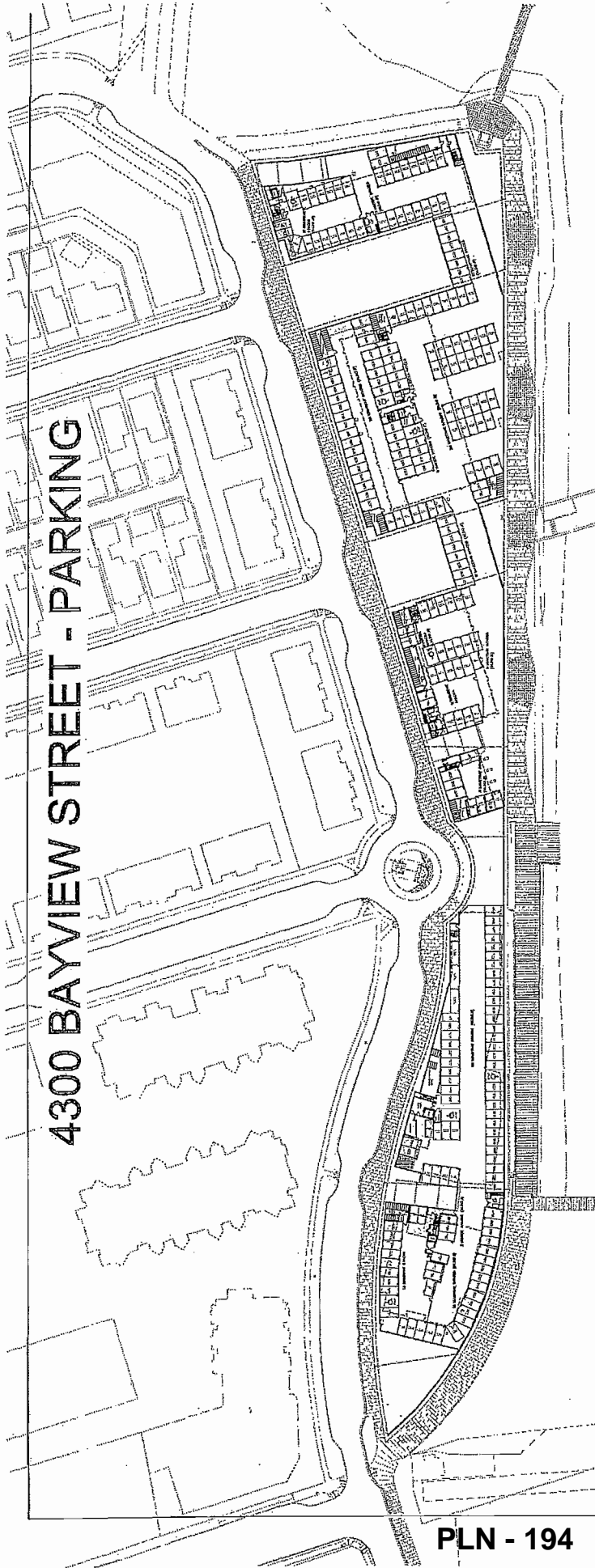


- Proposed Permitted uses: (requiring text amendment to zoning)
- Retail, convenience
 - Restaurant
 - Office
 - Education
 - Health service, minor
 - Service, financial

(See Steveston Commercial, ZMU1.1 zone for more proposed uses)

For more information and feedback opportunities, please visit www.waterfrontrezoning.com or contact Brendan Yee at bye@onni.com / 604.602.7711.

4300 BAYVIEW STREET - PARKING



PARKING (BUILDING 1):

REQUIREMENTS	100 SPACES (MINIMUM)	100 SPACES (MAXIMUM)
PROVIDER	100 SPACES (REQUIRED)	100 SPACES (MAXIMUM)
NOTES	NOTE: ACCESSIBLE PARKING SPACES AS PROVIDED BY SPACE REQUIRED (PLAN 101)	

PARKING (BUILDING 2):

REQUIREMENTS	60 SPACES (MINIMUM)	60 SPACES (MAXIMUM)
PROVIDER	60 SPACES (REQUIRED)	60 SPACES (MAXIMUM)
NOTES	NOTE: ACCESSIBLE PARKING SPACES AS PROVIDED BY SPACE REQUIRED (PLAN 101)	

PARKING (BUILDING 3):

REQUIREMENTS	60 SPACES (MINIMUM)	60 SPACES (MAXIMUM)
PROVIDER	60 SPACES (REQUIRED)	60 SPACES (MAXIMUM)
NOTES	NOTE: ACCESSIBLE PARKING SPACES AS PROVIDED BY SPACE REQUIRED (PLAN 101)	

PARKING (BUILDING 4):

REQUIREMENTS	100 SPACES (MINIMUM)	100 SPACES (MAXIMUM)
PROVIDER	100 SPACES (REQUIRED)	100 SPACES (MAXIMUM)
NOTES	NOTE: ACCESSIBLE PARKING SPACES AS PROVIDED BY SPACE REQUIRED (PLAN 101)	

PARKING (BUILDING 5):

REQUIREMENTS	20 SPACES (MINIMUM)	20 SPACES (MAXIMUM)
PROVIDER	20 SPACES (REQUIRED)	20 SPACES (MAXIMUM)
NOTES	NOTE: ACCESSIBLE PARKING SPACES AS PROVIDED BY SPACE REQUIRED (PLAN 101)	

PARKING (BUILDING 6):

REQUIREMENTS	20 SPACES (MINIMUM)	20 SPACES (MAXIMUM)
PROVIDER	20 SPACES (REQUIRED)	20 SPACES (MAXIMUM)
NOTES	NOTE: ACCESSIBLE PARKING SPACES AS PROVIDED BY SPACE REQUIRED (PLAN 101)	

PUBLIC PARKING:

PROVIDER	10 SPACES (REQUIRED)	10 SPACES (MAXIMUM)
NOTES	NOTE: ACCESSIBLE PARKING SPACES AS PROVIDED BY SPACE REQUIRED (PLAN 101)	

STREET PARKING:

PROVIDER	10 SPACES (REQUIRED)	10 SPACES (MAXIMUM)
NOTES	NOTE: ACCESSIBLE PARKING SPACES AS PROVIDED BY SPACE REQUIRED (PLAN 101)	

TOTAL PARKING:

PROVIDER	100 SPACES (REQUIRED)	100 SPACES (MAXIMUM)
NOTES	NOTE: ACCESSIBLE PARKING SPACES AS PROVIDED BY SPACE REQUIRED (PLAN 101)	

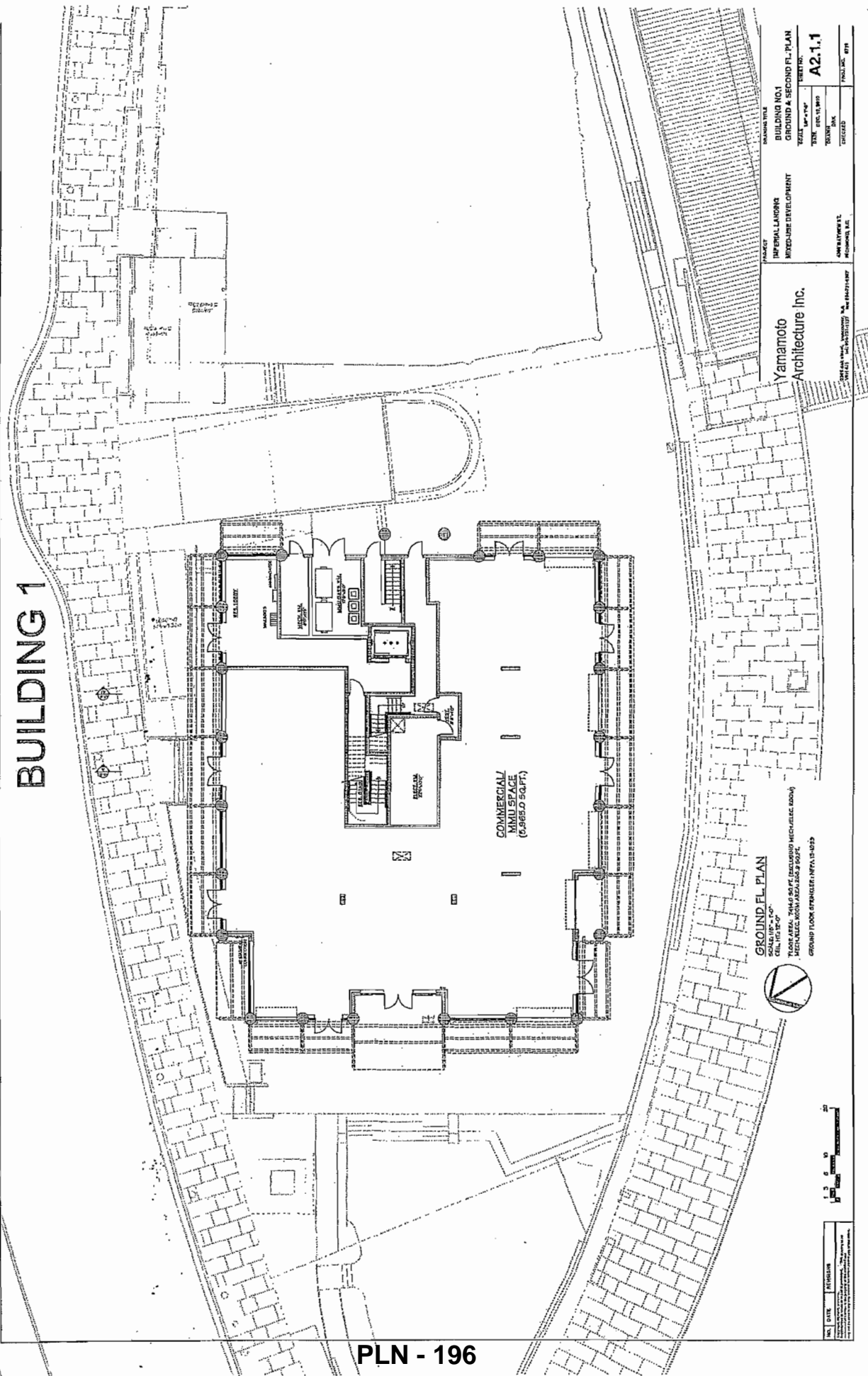
OVERALL PROJECT
UG/PARKING PLAN
SCALE: 1/8" = 1'-0"

DATE	12/15/2010
PROJECT	4300 BAYVIEW STREET - PARKING
SCALE	1/8" = 1'-0"
PROJECT	4300 BAYVIEW STREET - PARKING
SCALE	1/8" = 1'-0"
PROJECT	4300 BAYVIEW STREET - PARKING
SCALE	1/8" = 1'-0"

Yamamoto Architecture Inc.
1000 N. W. 10th Street, Suite 100
Fort Lauderdale, FL 33304
TEL: 954.575.1111
WWW.YAMAMOTOARCH.COM

PARKING PLAN
SCALE: 1/8" = 1'-0"
DATE: JAN 12, 2011
PROJECT: 4300 BAYVIEW STREET - PARKING
DRAWN BY: J. YAMAMOTO
CHECKED BY: J. YAMAMOTO
PROJECT NO.: 1000000000

BUILDING 1



COMMERCIAL/
MILLSFACE
(6,985.0 SQ. FT.)

GROUND FL. PLAN
SCALE: 1/8" = 1'-0"
DATE: 10/15/10

THIS AREA SHALL BE EXCLUDED FROM THE MECHANICAL ROOM.
MECH. ROOM WITH A/C UNIT & DUCT.
GROUND FLOOR STRONGELECT. INTA. IS 4023

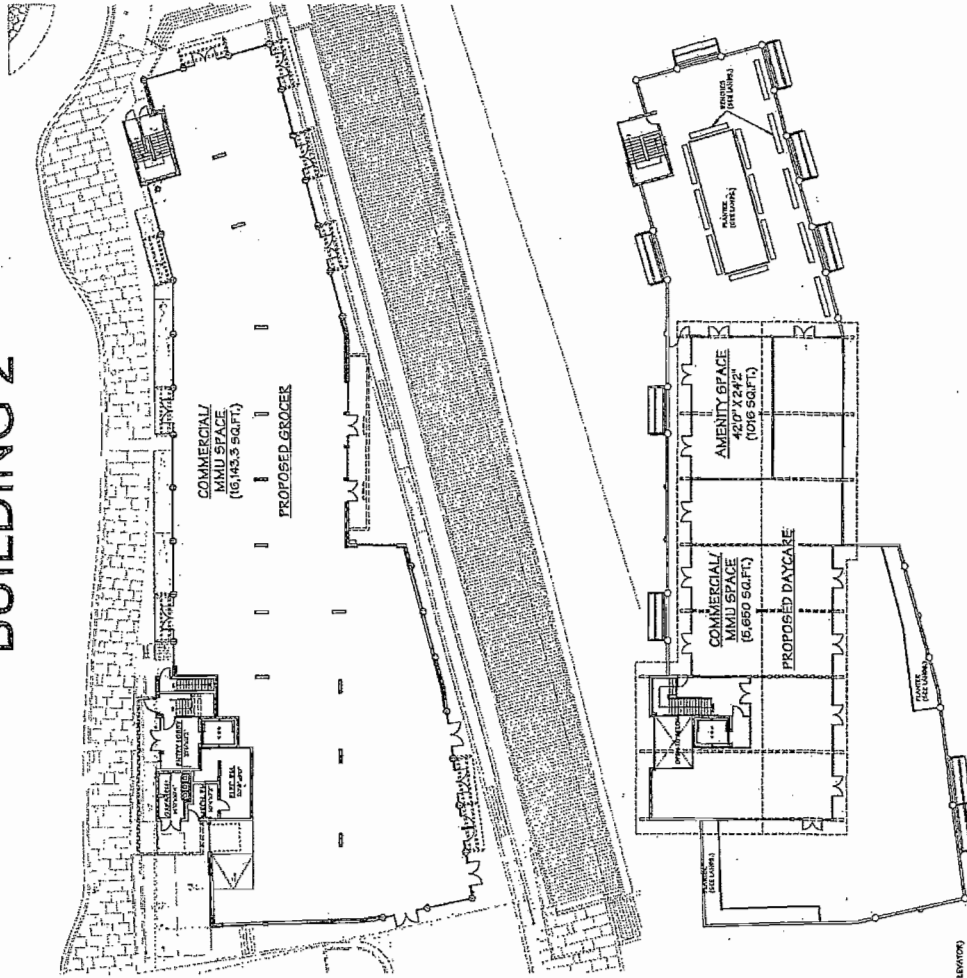


NO.	DATE	REVISION

Yamamoto Architecture Inc.
 1000 W. 10th Street, Suite 100
 Anchorage, Alaska 99501
 Phone: (907) 562-1111
 Fax: (907) 562-1112
 Email: info@yamamotoarch.com

PROJECT: IMPERIAL LANDING INDUSTRIAL DEVELOPMENT
BUILDING NO. 1
GROUND & SECOND FL. PLAN
DATE: 10/15/10
SCALE: 1/8" = 1'-0"
PROJECT NO.: A2.1.1
DESIGNED BY: [Name]
CHECKED BY: [Name]
PROJECT NO.: 078

BUILDING 2

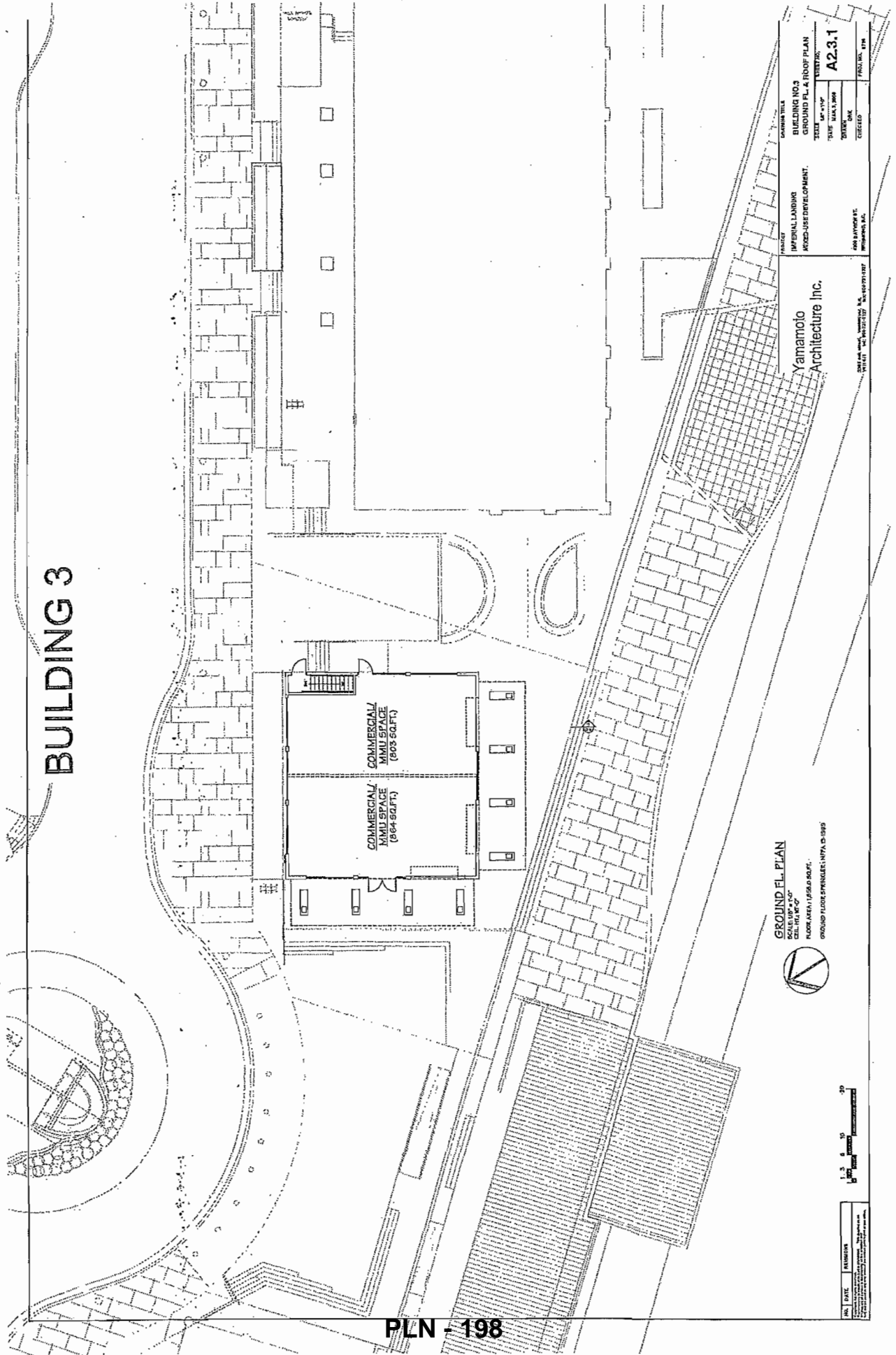


GROUND FL. PLAN
 SCALE: 1/8" = 1'-0"
 FLOOR AREA: 16,143.3 SQ.FT. (EXCLUDING MECH. ELEC. ROOMS)
 MECH. ELEC. ROOM AREA: 5410 SQ.FT.
 GROUND FLOOR SPRINKLER: NFPA 13-1039
 NON-SUBMISSIBLE CONSTRUCTION

SECOND FL. PLAN (W/ ROOF PLAN)
 SCALE: 1/8" = 1'-0"
 FLOOR AREA: 8,709.9 SQ.FT. (INCLUDING STAIRS, AMENITY (EXCLUDING STAIRS, ELEVATORS), STAIRS, ELEVATOR AND MECH. ROOMS)
 SECOND FLOOR SPRINKLER: NFPA 13-1039
 *MINIMUM OCCUPANT LOAD: 1400 PERSONS

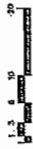
PROJECT IMPERIAL LANDING MODULAR DEVELOPMENT	PLANNING DATE	BUILDING NO.2
	TITLE	REVISION
	DATE	NOV. 3, 2009
	DESIGNED BY	A.2.2.1
Yamamoto Architecture Inc.		DATE OF ISSUE: 11/03/09
2000 VAN NUYS BLVD., SUITE 100, VAN NUYS, CA 91411		PROJECT NO. 010

BUILDING 3



PLN - 198

GROUND FL. PLAN
 SCALE: 1/8" = 1'-0"
 FLOOR AREA: 1758.0 SQ.FT.
 GROUND FLOOR SPANNER: NPA 03/05/05



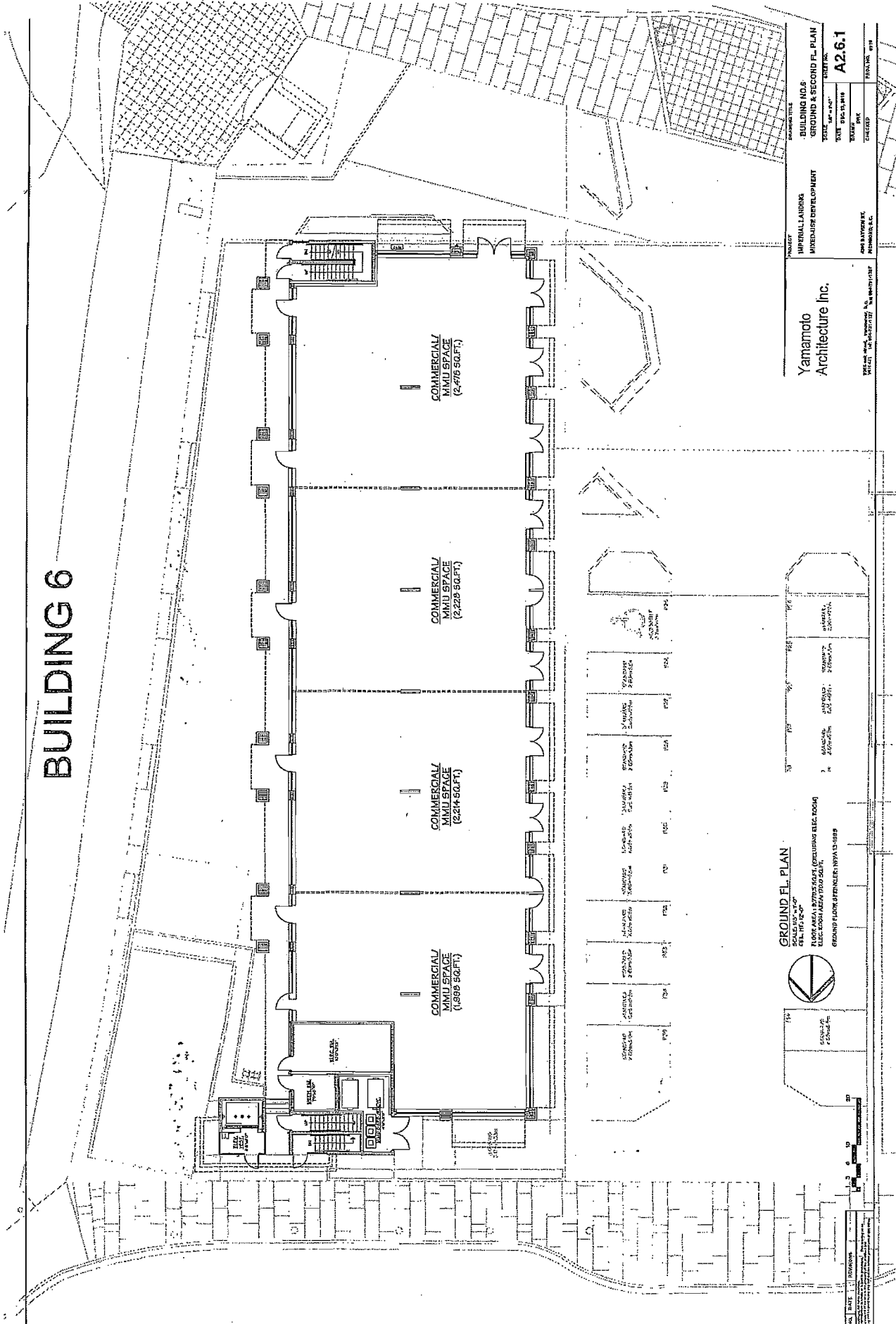
NO.	DATE	REVISION

OWNER TITLE	BUILDING NO.3
PROJECT	GROUND FL. & ROOF PLAN
IMPERIAL LANDING	DATE: 04/11/05
APPROX. USE DEVELOPMENT	SCALE: 1/8" = 1'-0"
	NO. 1
	NO. 2
	NO. 3
	NO. 4
	NO. 5
	NO. 6
	NO. 7
	NO. 8
	NO. 9
	NO. 10
	NO. 11
	NO. 12
	NO. 13
	NO. 14
	NO. 15
	NO. 16
	NO. 17
	NO. 18
	NO. 19
	NO. 20
	NO. 21
	NO. 22
	NO. 23
	NO. 24
	NO. 25
	NO. 26
	NO. 27
	NO. 28
	NO. 29
	NO. 30
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	NO. 67
	NO. 68
	NO. 69
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	NO. 79
	NO. 80
	NO. 81
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	NO. 83
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	NO. 87
	NO. 88
	NO. 89
	NO. 90
	NO. 91
	NO. 92
	NO. 93
	NO. 94
	NO. 95
	NO. 96
	NO. 97
	NO. 98
	NO. 99
	NO. 100

Yamamoto
 Architecture Inc.

1000 W. 10TH AVENUE, SUITE 100
 DENVER, CO 80202
 TEL: 303.733.1111
 FAX: 303.733.1112

BUILDING 6



GROUND EL. PLAN



SCALE: 1/8" = 1'-0"
 BASED ON 2015 AS-BUILT SURVEY
 ELEC. ROOM AREA 1700 SQ. FT.
 GROUND FLOOR AFFIDAVIT: 10/14/13 10:00 AM

1	MECHANICAL ROOM	2	RESTROOM
2	ELECTRICAL ROOM	3	STAIRS
3	PLUMBING ROOM	4	ELEVATOR
4	ACCESSIBLE RESTROOM		

Yamamoto
 Architecture Inc.

PROJECT: IMPERIAL LAUNDRY
 MIXED-USE DEVELOPMENT
 BUILDING NO. 6
 GROUND & SECOND FL. PLAN
 DATE: 10/14/13
 SHEET NO.: A2.6.1
 DRAWN BY: [Name]
 CHECKED BY: [Name]

YAMAMOTO ARCHITECTURE INC.
 1000 W. 10TH AVENUE, SUITE 100
 DENVER, CO 80202
 PHONE: 303.733.1111
 FAX: 303.733.1112
 WWW.YAMAMOTOARCHITECTURE.COM



THE VILLAGE AT IMPERIAL LANDING PARKING SYNOPSIS

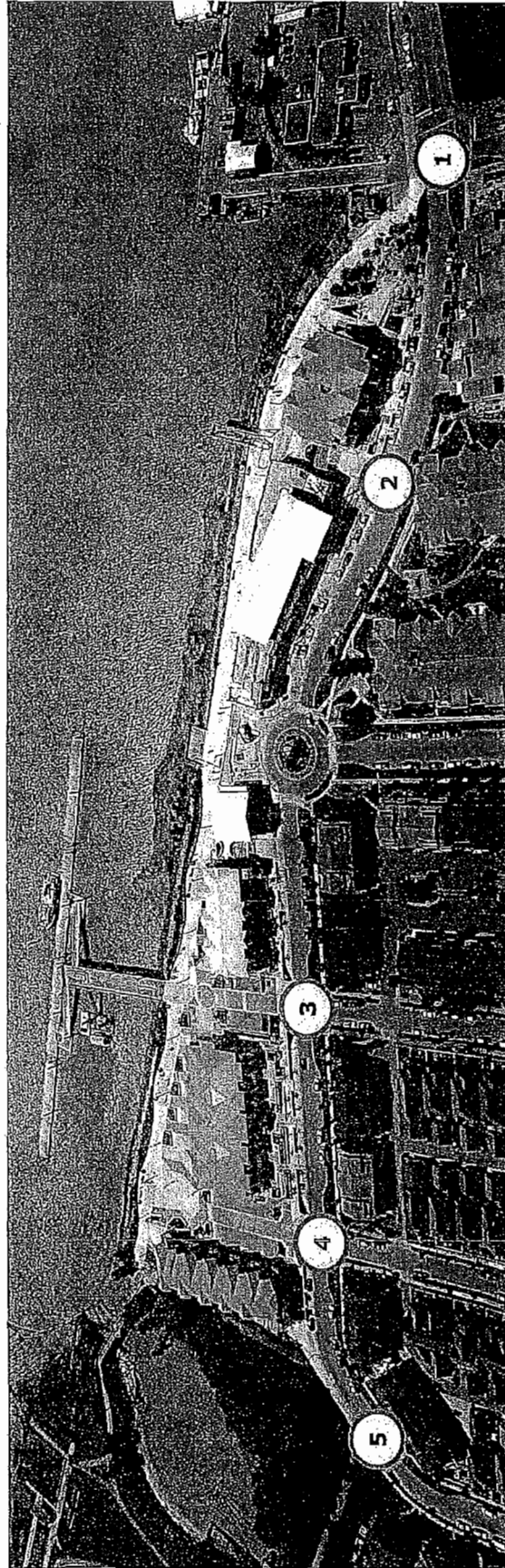
The table below is a parking synopsis executed to the best knowledge of Onni representing some tenants with contingent deals in place and other possible tenants, estimated to allow for an accurate representation. The table is meant to serve as an unbiased example representing a variety of tenants with different uses and parking demands, which could make up our tenant mix.

Building/Potential Commercial Use	Commercial Area (sq.ft.)	Zoning Requirement	Required Stalls	Provided Stalls
Building 1 General Retail/ Personal Services/Office	6,794	3 stalls per 1,076.39 SF	19	19
Building 2 Ground Floor (Grocery)	16,143.00	See Above	45	70
Building 2 2nd Level (Daycare)*	5,654.00	0.75 stalls per employee + 1 stall per 10 kids	9	
Building 3 Restaurant	1,781.00	8 stalls per 1,076.39 SF	13	
Building 4 Bank	6,027.70	3 stalls per 1,076.39 SF	17	17
Building 5 Indoor Recreation	13,765	2 spaces per 1,076.39 SF	26	39
Building 6 General Retail/Office	9,342.10	3 stalls per 1,076.39 SF	26	27
Brunswick Development	8,833.00	See Above	25	60
TOTAL	59,507		180	232

* Daycare based on 50 kids & 5 staff



THE VILLAGE AT IMPERIAL LANDING OFF-SITE IMPROVEMENTS



1. No. 1 Road & Bayview intersection upgrades
2. Crosswalk upgrade between Easthope Ave. & No. 1 Road
3. Crosswalk upgrade at English Ave.
4. Crosswalk upgrade at Ewen Ave.
5. Crosswalk upgrade at the east end of Bayview Street



THE VILLAGE AT IMPERIAL LANDING COMMUNITY BENEFITS

Voluntary Community Donation

- A cash contribution of \$1.5 million will be made to the City of Richmond to be used at Council's discretion

Infrastructure Upgrades

- **No. 1 Rd. & Bayview Street Intersection**

The intersection will be raised and bollards will be added, similarly to the No. 1 Rd. & Moncton Intersection

The 3 crosswalks will feature decorative surface treatment

- **Bayview Street**

All granite pavers on all crosswalks along Bayview St. will be removed and replaced accordingly

- The crosswalk between Easthope Ave. & No. 1 Rd. and the crosswalk at the east end of Bayview St. will be replaced with raised crosswalks.
- At the English Ave. and Ewen Ave. intersections the granite pavers will be replaced with a decorative crosswalk surface treatment

Traffic Mitigation Measures

- The 30 Km/Hr speed limit will be extended on Bayview St. to No. 1 Rd. as well as the Internal streets in English Ave., Easthope Ave., and Ewen Ave.
- Pavement marking "sharrows" will be added to direct bicycle traffic along Bayview St.

Loading and Parking Covenants

- A covenant will be registered on title to restrict the hours of loading vehicles to within the noise bylaw
- The size of delivery truck will be restricted and WB-17 truck and trailer (64' long) will be prohibited
- All trucks will turn off refrigeration units and engines to reduce noise while they are loading
- All residential visitor parking stalls will be shared with the commercial space

THE VILLAGE AT IMPERIAL LANDING PROPOSED REZONING



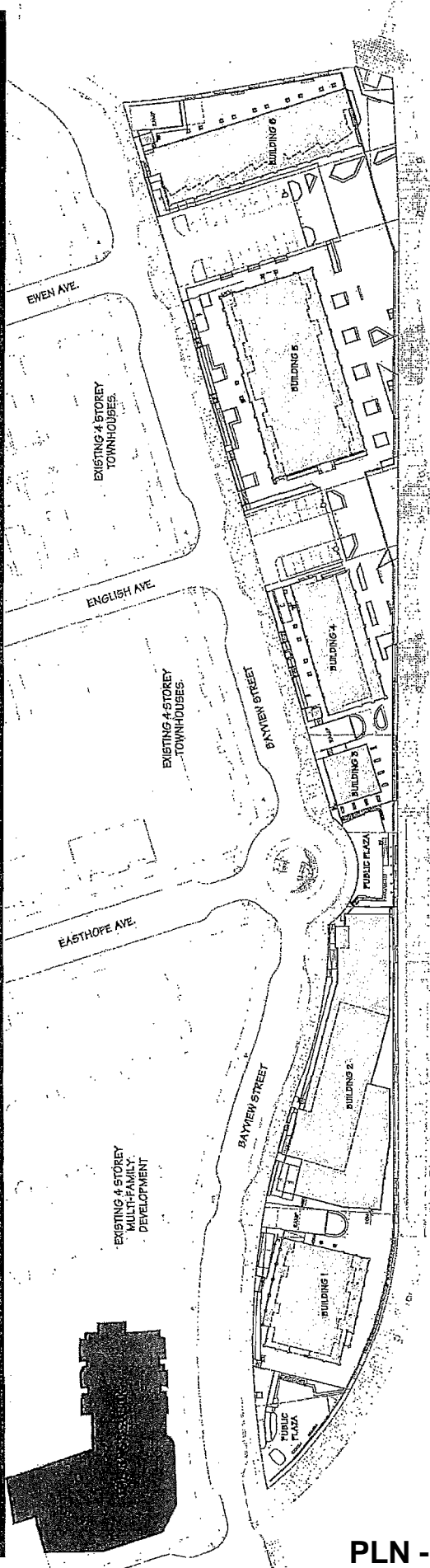
Current Zoning – ZC21 (Steveston Maritime) & ZMU12 (Steveston Maritime Mixed Use)

- Education
- Industrial, general
- Manufacturing, custom indoor
- Marina
- Maritime mixed-use
- Office
- Parking, non-accessory
- Housing, apartment
- Maritime
- Personal service

Rezoning Application Proposed Uses

- Amusement Centre
- Animal Daycare
- Animal Grooming
- Child Care
- Education, commercial
- Health Service, minor
- Library and exhibit
- Marine sales and rentals
- Marine sales and repair
- Maritime
- Maritime mixed use
- Office
- Recreation, indoor
- Restaurant
- Retail, convenience
- Retail, general
- Retail, secondhand
- Service, financial
- Service, business support
- Service, household repair
- Service, massage
- Service, personal
- Veterinary service

"THE VILLAGE" - PARKING SUMMARY FOR COMMERCIAL USE



Commercial Parking:

- Provided underground commercial parking at "The Village"
- Requirement for parking, based on current Mixed Maritime zoning (3 stalls per 1,076.39 sq. ft.)
- Requirement for parking, based on proposed General Retail zoning, (3 stalls per 1,076.39 sq. ft.)
 - Commercial parking surplus

172 stalls
167 stalls
167 stalls
5 stalls

Additional Parking:

- Adjacent Onni Development "The Brunswick", 4111 Bayview Street, surplus

35 stalls *

Total Parking Surplus

40 stalls

Total Parking Stalls Available for Onni Development (3.74 stalls per 1,076.39 sq. ft.)

207 stalls

New Additional Community Parking:

- New Public on-site surface parking
- New street parking on Bayview Street

35 stalls
25 stalls

New Total Additional Community Parking Available

60 stalls

* At "The Brunswick", zoning by the City of Richmond required 25 stalls, Onni provided 60 stalls.

** In addition to the parking noted above, there are 98 (17 visitor stalls) residential stalls, for 52 dwelling units, located in the underground parkades.

Appendix C – Public Consultation Summary/Results

July 19th, 2013

It should also be noted that in the supportive PDF's there are also letters of support in addition to the feedback forms. The letters are addressed to Mayor and Council, and we want to ensure they are included in the report. Moreover, as I refine our data base I will be sure to separate out the letters of support from the feedback forms so that there is no overlapping.



July 23rd, 2013

Hi Wayne,

I have summarized the public consultation sessions below. Please see attached for the summarized data base.

- The open houses were held in Building 5 at 4280 Bayview Street, Richmond. Half of the building was curtained off and poster boards were set up on display around the room
- Approx. 2,000 mail outs were sent to residents and businesses in the surrounding area
- 4 newspaper advertisements in each the Richmond Review and Richmond News were published on June 28, July 3, July 5 and July 10.
- In addition to the City rezoning application signs, 2 signs advertising the open houses were posted on site.
- The open houses were held on July 11th from 6:30 - 9:00 and July 13th from 12:00 - 2:30. Catering was done by Tapanade Bistro, Bean and Bean Coffee, Starbucks and Outpost Mini Donuts – All of which are local Steveston businesses.
- In total we had 18 poster boards, which have all been sent to the City for their records
- At the first open house 165 people signed in and at the second 164 people signed in. This gives us a combined attendance of 329 people over the course of the 2 open houses
- Feedback has been broken into 3 categories: Supportive, Not Supportive, and Unsure or Unclear. Feedback was classified as unsure/unclear if it specifically stated unsure, or if the respondent indicated they did not support the rezoning but they did want particular retailers. We felt it was unfair to classify these responses as either yes or no since they ultimately fell into more of a grey area response
- Some people choose to support numerous pieces of feedback that included a feedback form as well as a letter addressed to Mayor & Council. Duplicates were not counted during the total feedback calculation. Both positive and negative responses had people who submitted duplicate methods of feedback and I have denoted it with a ** beside the person's name.
- The total results showed that overall 78% percent of attendees were in favor of the rezoning

If you have any questions on the format or calculations, please feel free to contact me.

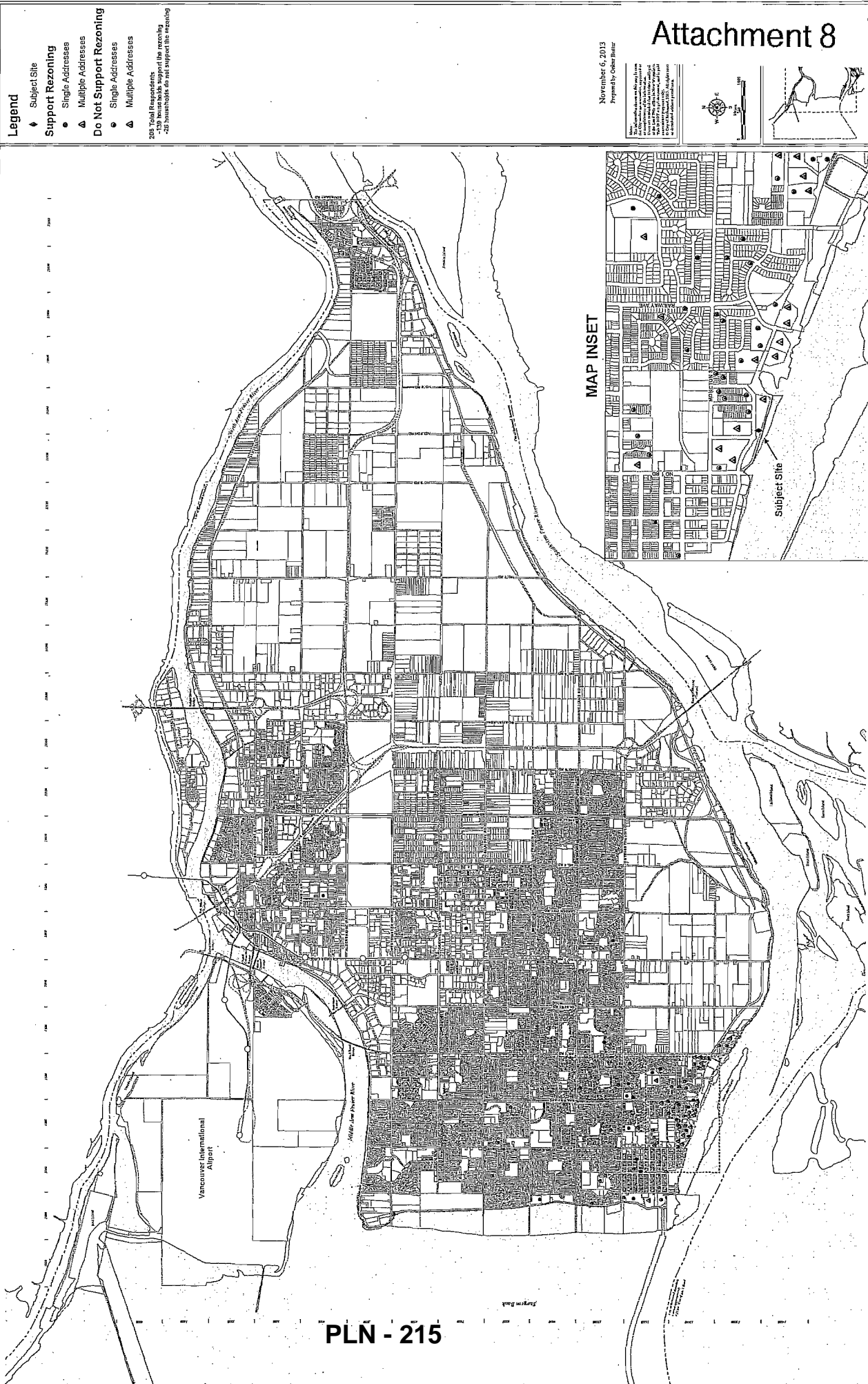


Imperial Landing Public Consultation Feedback Form Summary									
At the first open house 165 people signed in and at the second 164 people signed in.									
Feedback has been broken into 3 categories: Supportive, Not-Supportive, and Unsure or Unclear									
Feedback was classified as unsure/unclear if it specifically stated unsure, or if the respondent indicated they did not support the rezoning but they did want particular retailers.									
Imperial Landing Public Consultation Feedback Form Summary									
Date	Attendance	Letters of Support.	Supportive	Negative	Unsure/Contradictory	Total Feedback (Not counting doubles)	Total Positive Feedback		
11-Jul-13	165 people	46	79	13	15	107	74%		
13-Jul-13	164 people	49	69	10	4	83	83%		
TOTAL	329 People	95	148	23	19	190	78%		
* Denotes that a letter addressed to the City was submitted									
** Denotes that a letter and a feedback form was submitted to the City. Total feedback above will not count double submissions.									
DATE	NAME	ADDRESS	E-MAIL	PHONE	CONTACT WITH UPDATES	SUPPORT (Y/N/U)	Letters to the City		
11-Jul-13	Keith Ingram	111-4600 West Water dr.		604-908-3324	N/A	Yes	*		
11-Jul-13	Denise Jaffe	11-12333 English ave.			N/A	Yes	*		
11-Jul-13	Rong (Richard) Zhang	3-6-12931 Railway Dr.			N/A	Yes	*		
11-Jul-13	Jeff Jones	7-12333 English ave.	jeffynne@shaw.ca	604-241-4153	Yes	Yes	**		
11-Jul-13	Sheldon Jaffe	11-12333 English ave.			N/A	Yes	*		
11-Jul-13	Vera Gammert	409-5700 Andrews Rd.	gammertv@telus.net	604-644-7330	N/A	Yes	*		
11-Jul-13	Robert Lewis	5177 Hollycroft Dr.		604-702-7920	N/A	Yes	*		
11-Jul-13	Vibeke Lewis	5177 Hollycroft Dr.		604-241-9976	Yes	Yes	**		
11-Jul-13	Kathryn Mannas	404-5800 Andrews Rd.		604-241-4604	N/A	Yes	*		
11-Jul-13	Brent Brown	43-5999 Andrews Rd.		604-241-4153	Yes	Yes	**		
11-Jul-13	Kathy Jones	7-12333 English ave.			N/A	Yes	*		
11-Jul-13	Ka Chun Lau	3871 Springthorne cres.		604-271-0604	N/A	Yes	*		
11-Jul-13	Linda Lum	206-5600 Andrews rd.			N/A	Yes	*		
11-Jul-13	Tammie Wessels	12291 Alliance Dr.	tammiewessels@telus.net		Yes	Yes	*		
11-Jul-13	Ian Finlay	11220 Galleon court			N/A	Yes	*		
11-Jul-13	Jules Foblos	309-4280 Bayview st.		778-387-4188	N/A	Yes	*		
11-Jul-13	Xiaolan Chen	4991 Branscombe G.			N/A	Yes	*		
11-Jul-13	Priscilla Bollo	52-11291 7th ave.	priscil@telus.net	604-274-2100	Yes	Yes	**		
11-Jul-13	Michael Lee	6251 Spender Dr.			N/A	Yes	*		
11-Jul-13	Don Grant	218-3451 Springfield Dr.	dhgrant21@gmail.com		Yes	Yes	**		
11-Jul-13	Rhonda Barish	4820 Moncton St.			N/A	Yes	*		
11-Jul-13	Erlinda Bell	43-5999 Andrews Rd.		604-271-4604	N/A	Yes	*		
11-Jul-13	Baibala Ekpayer	828-4280 Moncton St.			N/A	Yes	*		
11-Jul-13	Janice Defreitas	102-5800 Andrews Rd.			N/A	Yes	*		
11-Jul-13	Derek Henriques	207-4280 Moncton St.			no	Yes	**		
11-Jul-13	Betty Hattuo	4297 Heranitage dr.			N/A	Yes	*		
11-Jul-13	Ernesto Bollo	52-11291 7th ave.		604-274-2100	Yes	Yes	**		
11-Jul-13	Gair McIntosh	8171 Dalemore Rd.		604-277-2390	N/A	Yes	*		

13-Jul-13	Vytas Abromaitis	4468 Moncton st.	vkabromaitis@gmail.com	604-274-1909	yes	yes	**
13-Jul-13	Shella Price	10741 Hollymount Dr.		604-277-2845	yes	yes	*
13-Jul-13	Bob P.	10741 Hollymount Dr.		604-277-2845		yes	*
13-Jul-13	Helen Pettipiece	5811 Sandpiper crt.		604-341-7997		yes	*
13-Jul-13	B.D murphy	28-12880 Railway ave			no	yes	**
13-Jul-13	Clara Kelly	5700 andrews rd.				yes	*
13-Jul-13	Michael Carey	4477 Gerrad Place.		604-275-0143	no	yes	**
13-Jul-13	Charles Haws	305 westwater dr.	cwhaws@shaw.ca	604-271-6469	yes	yes	**
13-Jul-13	Joan Haws	305-4600 Westwater dr.	cwhaws@shaw.ca	604-271-6469	yes	yes	**
13-Jul-13	Jamie stewart	48-11491 7th ave.		604-962-6016		yes	**
13-Jul-13	Yūiko Pasut	12228 Ewen ave	pasut.yukiko@gmail.com	604-271-8131	yes	yes	**
13-Jul-13	Ken Battersby	45-11771 King Fisher dr.				yes	**
13-Jul-13	William J. Weigand	223-4500 West water dr.		604-271-3272	yes	yes	**
13-Jul-13	John karlsson	421-5600 Andrews rd.		604-272-3702		yes	**
13-Jul-13	Craig Hambleton	11100 Railway ave.			no	yes	**
13-Jul-13	Suzanne McKinlay	115-4600 Westwater dr.		604-241-8220		yes	*
13-Jul-13	Graeme Bone	407-9288 Odlin rd				yes	*
13-Jul-13	Jerrine Weigand	223-4500 West water dr.		604-271-3272	yes	yes	**
13-Jul-13	John Ritchie	11360 2nd ave.				yes	*
13-Jul-13	Nancy Stone	335- 4280 moncton st.		604-272-5299	yes	yes	**
13-Jul-13	Sharie K. Reagan	206-5700 Andrews rd.		604-241-2033	yes	yes	**
13-Jul-13	Shelley Morris	106-4233 bayview st.		604-231-9708		yes	*
13-Jul-13	Peter Ho	3111 broadway st.			yes	yes	**
13-Jul-13	Kelly Koclut	408-4211 Bayview st.			yes	yes	**
13-Jul-13	Barbora barnett	40-11551 King fisher dr.				yes	*
13-Jul-13	Millan Patel	8271 Coldfall crt.				yes	*
13-Jul-13	Jon Moss	4-6333 Princess ave.				yes	*
13-Jul-13	Edita Whipple	406-4233 bayview st.	edita.whipple@gmail.com	604-270-3421	yes	yes	**
13-Jul-13	Beverley Unsworth	412-4233 Bayview st.				yes	*
13-Jul-13	Leo Tardoli	4395 Bayview st.	mayleo@telus.net	604-272-4513	yes	yes	**
13-Jul-13	Angela Tsang	301-13251 Princess st.				yes	*
13-Jul-13	Donna Carrey	4477 Gerrad Place.			no	yes	**
13-Jul-13	Barbara Jackson	324-4500 westwater dr.		604-271-1519	yes	yes	**
13-Jul-13	William Bone	4880 Dunccliffe rd.	bonewj@gmail.com	604-314-4846	yes	yes	**
13-Jul-13	Andrew W. Bone	4880 Dunccliffe rd.	abone2010@gmail.com	778-995-4151	yes	yes	**
13-Jul-13	Sarah Bianchini	12086 ospley dr.			no	yes	**
13-Jul-13	Edwin Tsang	301-13201 Princess st		604-537-6471		yes	*
13-Jul-13	Xiaoxia Huang	746 Alderside rd.		604-525-8839		yes	*
13-Jul-13	Frank Barac	10620 Reynolds dr.				yes	*
13-Jul-13	Joyce Barac	10620 Reynolds dr.				yes	*
13-Jul-13	Shelley Lyons	30-5999 Andrews rd.				yes	*
13-Jul-13	Bruce Briggs	417-4600 West waterdr.	brucebriggs@shaw.ca	604-272-2621	yes	yes	*
13-Jul-13	Gary McDerimid	6488 Juniper dr.	gary.mcderimid@outlook.com	604-214-5946	yes	yes	*
13-Jul-13	Florence Lin	6500 Yents ave.			no	yes	*
13-Jul-13	Chelsea Nilause	#42 - 12331 Phoenix Drive	chelseanilause@gmail.com	604-275-2529	yes	yes	*

13-Jul-13	Carla Vassilopoulos	4805 7A Ave	carlav@dcnet.com			yes	yes	
13-Jul-13	Lucy Kent	909 - 12911 Railway Ave	lucydanny@shaw.ca			yes	yes	**
13-Jul-13	Greg Halsey-Brandt	706-8560 General Currie Rd				no	yes	
13-Jul-13	carlie holland	12294 Imperial Dr				no	yes	
13-Jul-13	Fran Barnes	Gary St					yes	
13-Jul-13	Gail Nichols	130 - 12931 Railway Ave	iang@telus.net		604-447-0774	yes	yes	
13-Jul-13	Ann-Marie Biggar	10471 Springhill Cr.				yes	yes	
13-Jul-13	Miriam Mann	#37 - 2960 Steveston Highway	miriammann2004@yahoo.ca			yes	yes	
13-Jul-13	Ms. P Nimmo	11460 4th Ave, Steveston	andy_penny@hotmail.com			yes	yes	
13-Jul-13	Rick Duff	133 - 12875 Railway	2rickduff@gmail.com		604-812-9805	yes	yes	
13-Jul-13	Fred Sveinson	4655 Britannia	fsveinson@shaw.ca			yes	yes	
13-Jul-13	Sandy Sveinson	4655 Britannia	ssveinson@shaw.ca			yes	yes	
13-Jul-13	E. Perez	8371 Rosehill				no	yes	
13-Jul-13	Valerie Stene	12931 Railway				yes	yes	
13-Jul-13	Carole Utting	8571 Myron Court				no	yes	
13-Jul-13	Margot Spronk	#51 - 12331, Phoenix Dr.	mspronk@shaw.ca			yes	yes	
13-Jul-13	Mary Nasho	4233 Bayview				no	unsure	**
13-Jul-13	Ed Whitby	Local			604-834-2343	yes	unsure	
13-Jul-13	Anne Cameron	3691 Broadway St.	annecameron@hotmail.com			yes	unsure	
13-Jul-13	Hazel Absolom	12011 Greenland Dr.	hazelbill@gmail.com			yes	unsure	
13-Jul-13	Elvera Johnson	12880 Railway				no	no	
13-Jul-13	Kane					no	no	
13-Jul-13	N Dickinson	12931 Railway				no	no	
13-Jul-13						no	no	
13-Jul-13	Lynda Brar	5999 Andrews				no	no	
13-Jul-13	Georgina Harrop	4111 Bayview				yes	no	
13-Jul-13	Kate Covell	6233 London Rd				no	no	
13-Jul-13	Pat Montgomery	2400 Westminster	montypat@hotmail.com			yes	no	
13-Jul-13	Brian Lowe	6233 London Rd				no	no	
13-Jul-13	DB Franklin	12931 Railway				yes	no	
23-Jul-13	Annette Wagner	4111 Bayview	nansnnettes6@gmail.com		604-271-6914	Yes	Unsure	
23-Jul-13	No Name	No Address					No	

4020 Bayview Street Open House Feedback

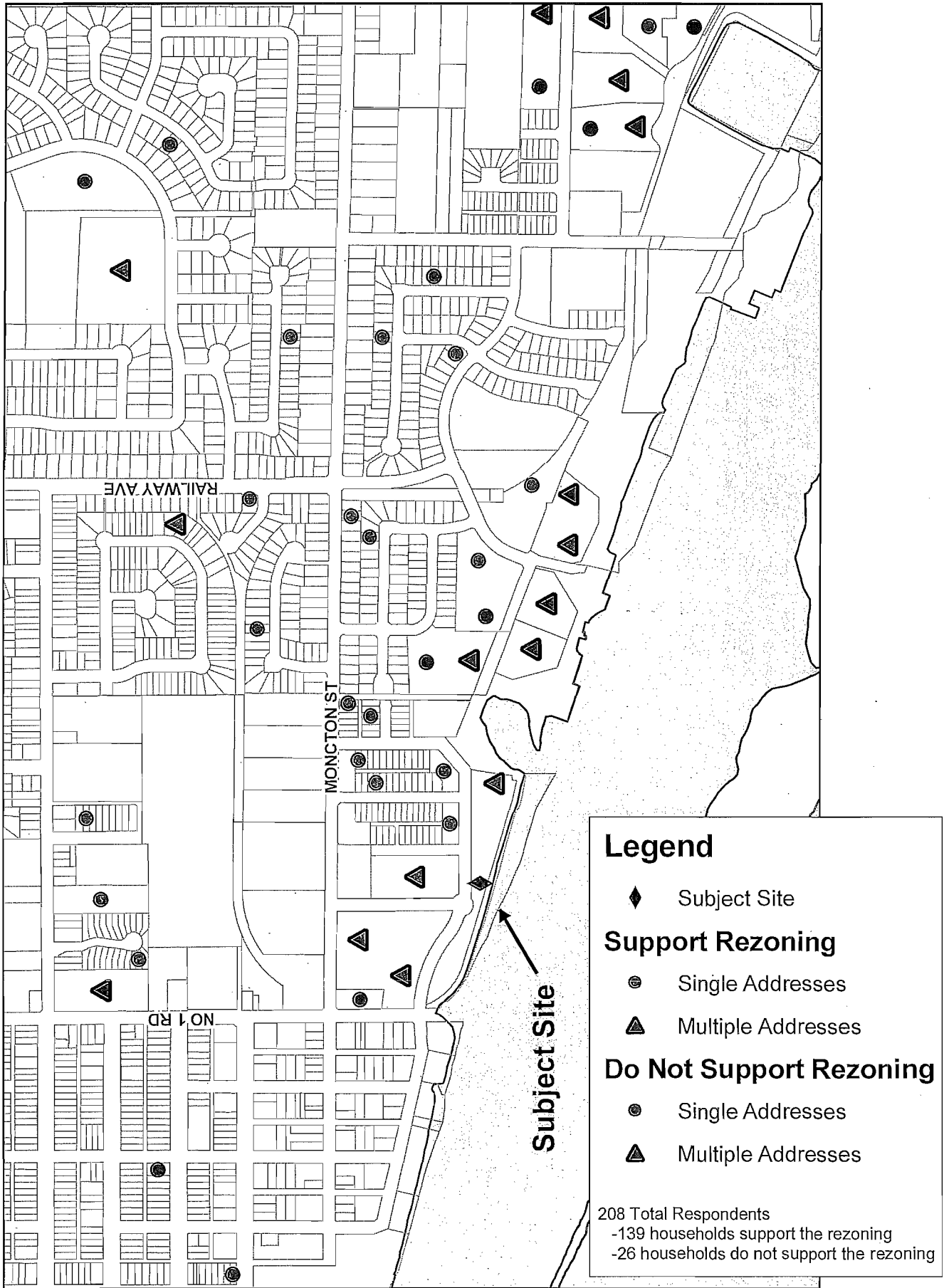


- Legend**
- ◆ Subject Site
 - Support Rezoning
 - Single Addresses
 - ▲ Multiple Addresses
 - Do Not Support Rezoning
 - Single Addresses
 - ▲ Multiple Addresses
- 201 Total Resubmittals
 - 139 houses do not support the rezoning
 - 28 households do not support the rezoning

November 6, 2013
 Prepared by: Cedar Butler

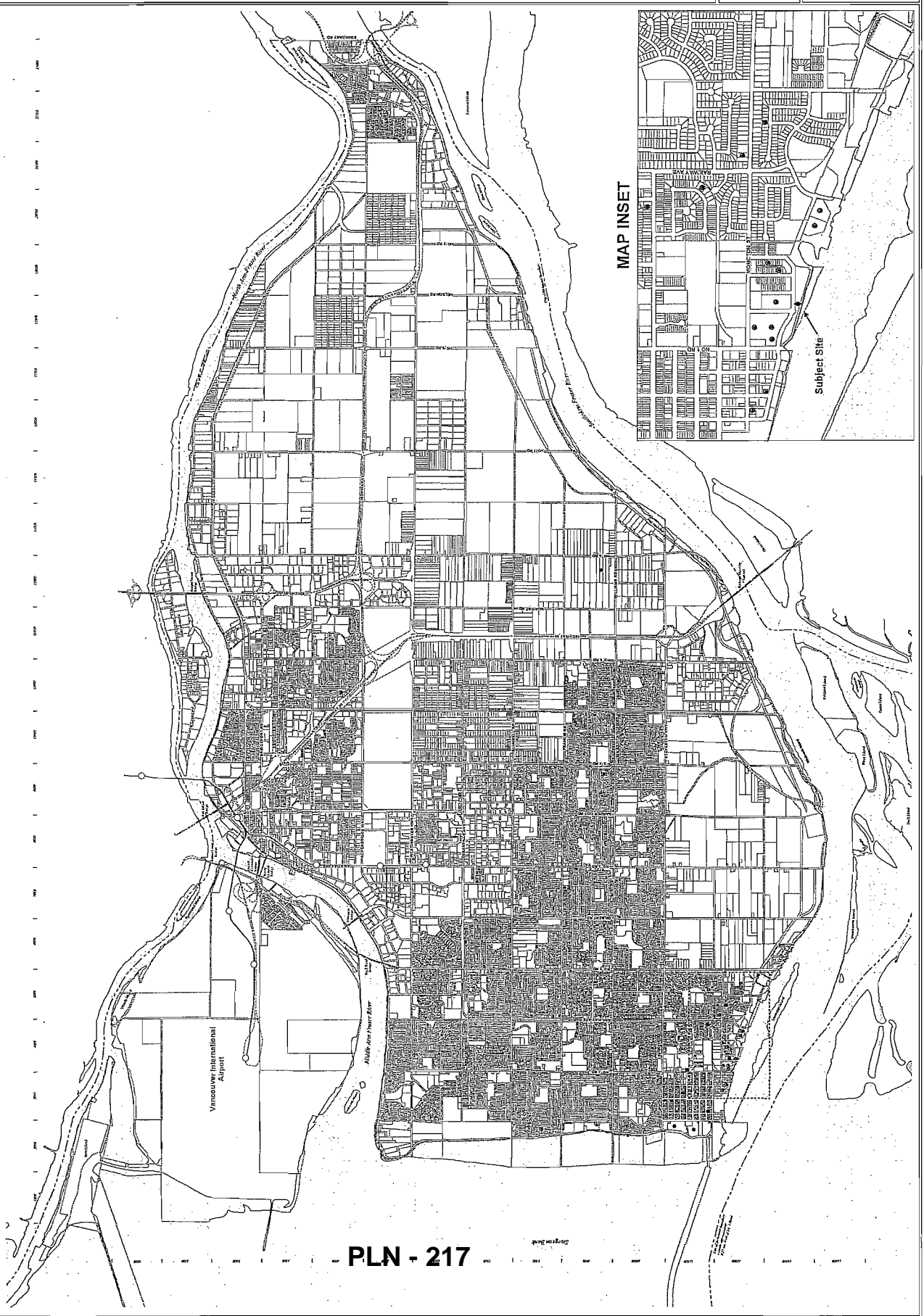
Map prepared by Cedar Butler & Associates Inc. for the City of Richmond. The map is for informational purposes only and does not constitute a legal document. The City of Richmond is not responsible for any errors or omissions on this map. All rights reserved.

4020 Bayview Street Open House Feedback Map Inset





4020 Bayview Street: Public Correspondence Submitted to ONNI

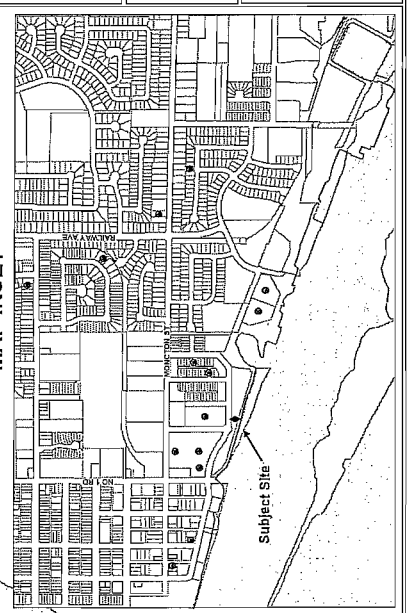


Legend

- ◆ Subject Site
- Support Rezoning
- Sample Address

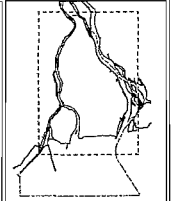
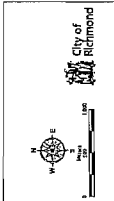
105 Total Respondents
 - 97 households support the rezoning
 - 4 households do not support the rezoning

MAP INSET

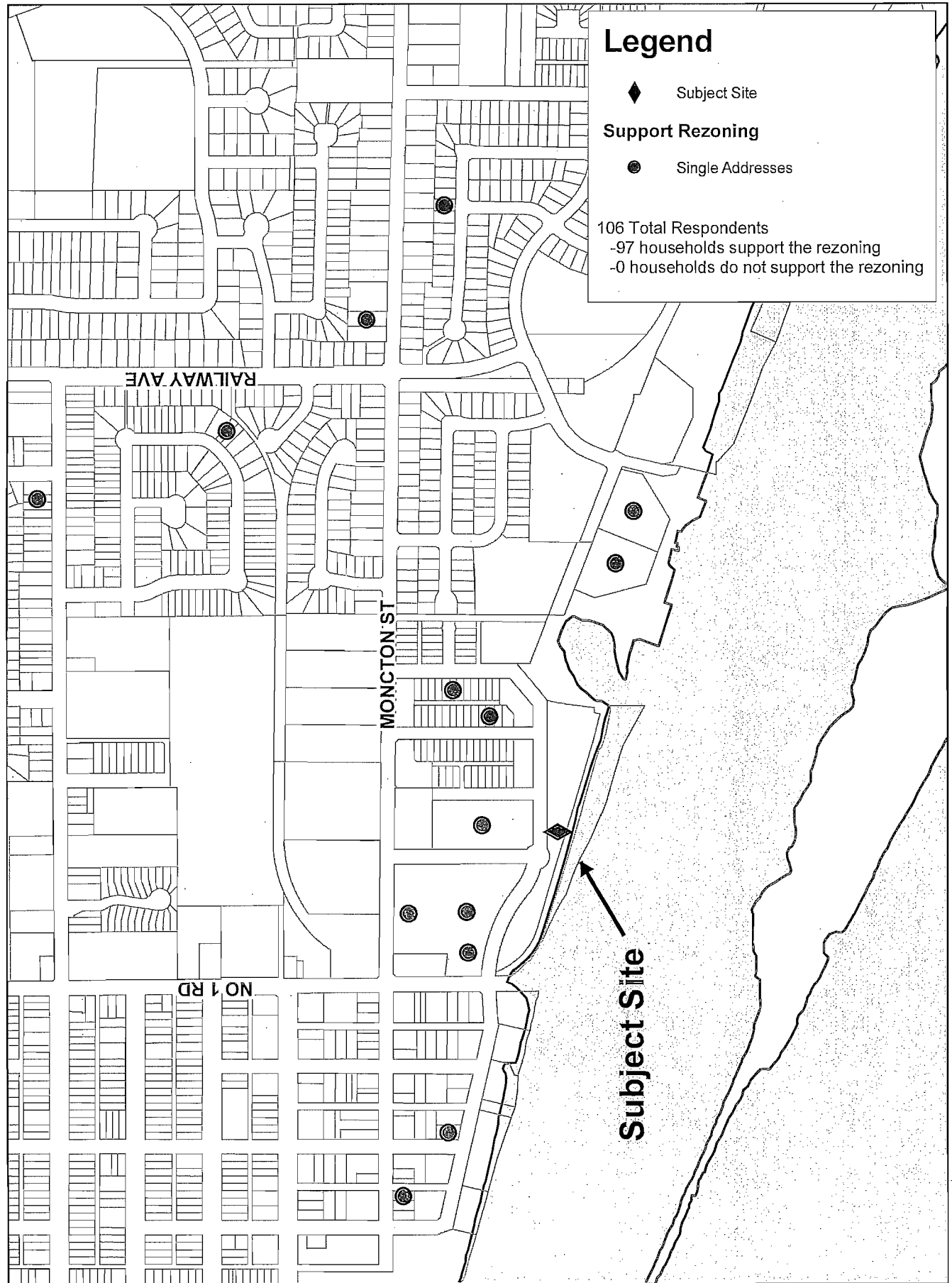


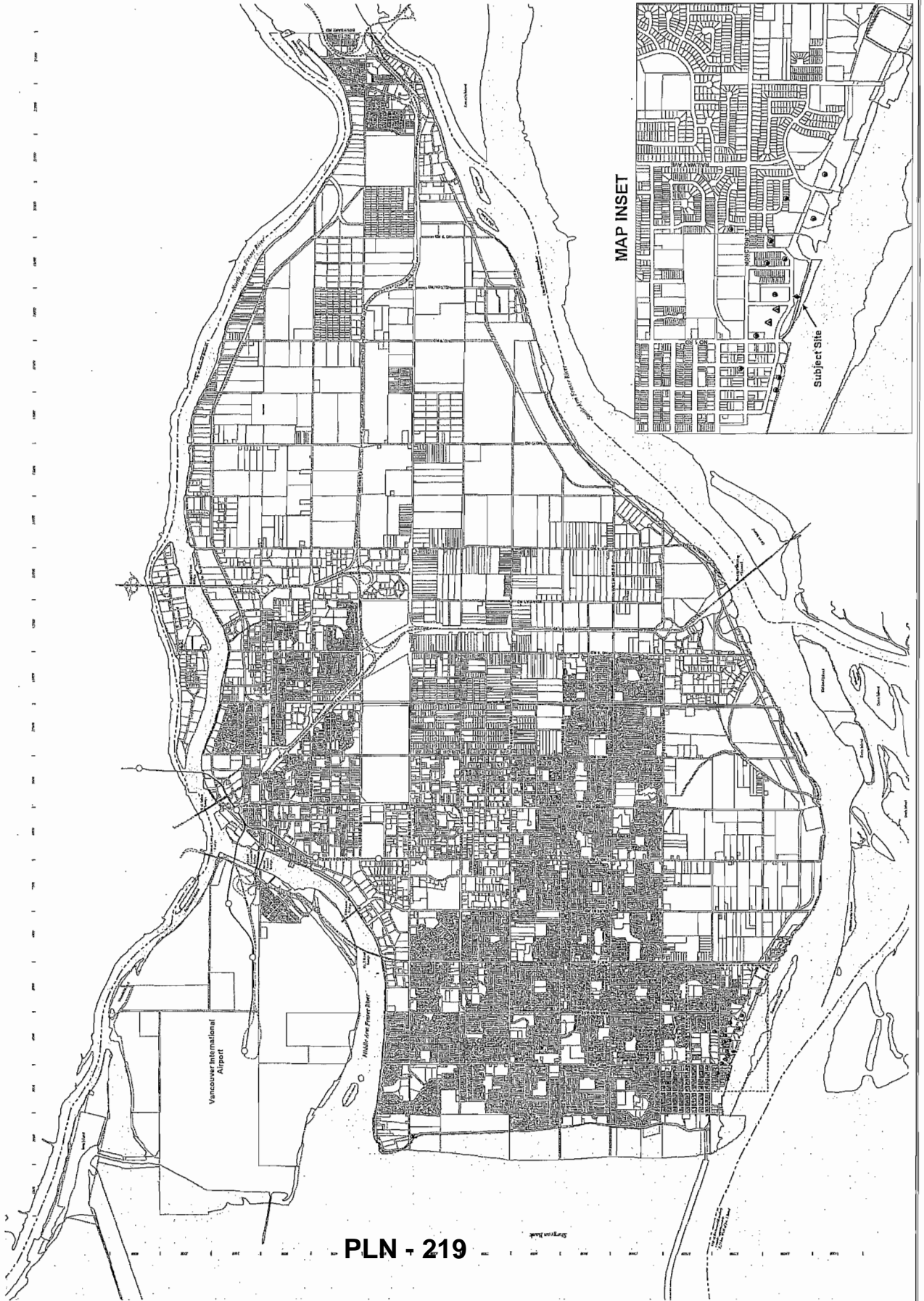
November 6, 2013
 Prepared by: Colton Baker

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4020 Bayview Street - Public Correspondence Submitted to ONNI Map Inset



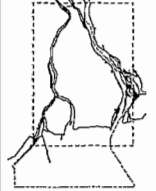


- Legend**
- ◆ Subject Site
 - ◆ Support Rezoning
 - Single Addresses
 - Do Not Support Rezoning
 - Single Addresses
 - ▲ Multiple Addresses

40 Total Responses
14 Support the rezoning
26 Responses do not support the rezoning

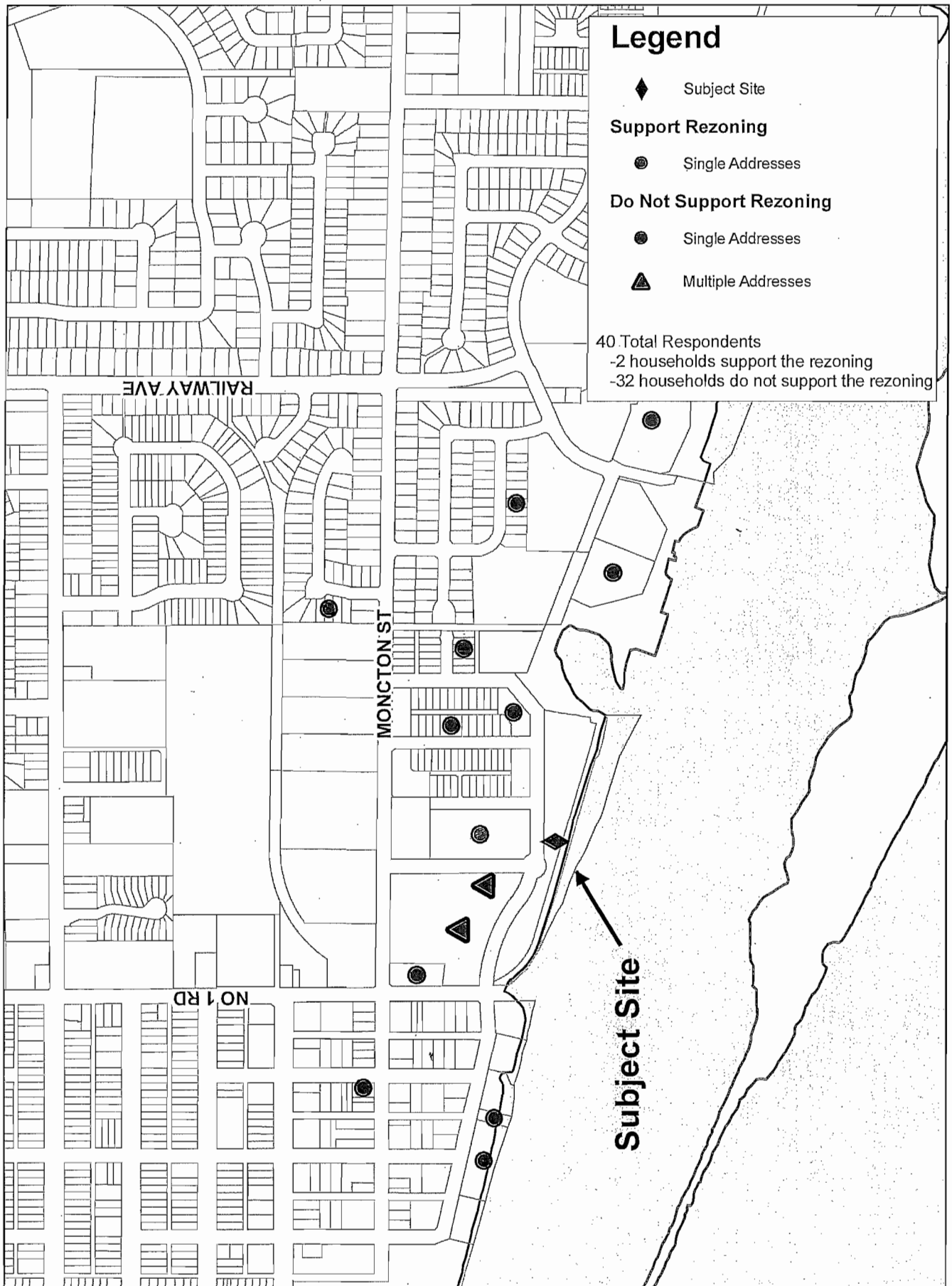
November 6, 2013
Prepared by Urban Binary

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Public Correspondence

4020 Bayview Street - Public Correspondence Submitted to the City Map Inset





Address: 4020, 4080, 4100, 4180, 4280 and 4300 Bayview Street

File No.: RZ 13-633927

Prior to final adoption of Richmond Zoning Bylaw 8500, Amendment Bylaw 9063, the developer is required to complete the following:

1. Final Adoption of OCP Amendment Bylaw 9062.
2. Registration of a legal agreement on Title to: prohibit large delivery trucks of size WB-17 or larger from accessing or entering the site at any given time; and to restrict truck delivery hours of operation for non- residential uses by trucks of maximum SU-9 in size to 7:00 am to 5:00 pm, Monday through Friday; 8:00 am to 5:00 pm on Saturday; and 9:00 am to noon on Sunday. Remedies will include, but without limitation, performance wording to establish a fine amount of \$200 adjusted by CPI annually from the year of rezoning approval per of the restrictions in the agreement payable by the owner.
3. Parking Agreement to be registered on title that will include:
 - a) the following covenants:
 - i. parking garage entry gates are to remain open during business hours of any commercial use on the lands.
 - ii. a maximum of 16 of the total 189 commercial spaces may be assigned to specific businesses. Further the assignment can be on weekdays only, between the hours of 8:30 A.M. and 6:00 P.M. The balance of the parking spaces must be unassigned and available by the use of any commercial client or visitor to a residential unit on the site.
 - iii. free parking for the first two hours of a vehicle parked on site must be provided, which may be provided through a merchant validation for the businesses operating on the site.
 - iv. pay parking rates are not to exceed the market rate for pay parking in Steveston Village. The pay parking rate may be reviewed and adjusted on an annual basis by the City taking into consideration similar pay parking rates in Steveston Village.
 - b) a statutory right-of-way from the curb on Bayview Street, extending into the parking structure, over an area coincident with the full extent of the underground parking area. The statutory right-of-way will permit the City, City officials and contractors to be on and have access to and egress from the parkade for the purposes of assuring/monitoring compliance with the parking covenant described in 3(a) above. Further, the statutory right-of-way will permit the City the right to remove or disable any gate that does not comply with the terms of the parking covenant described in 3(a) above.
4. Install an additional 8 (eight) Class 2 bike storage spaces (e.g. exterior bike racks) on-site to meet the Zoning bylaw requirements for the additional commercial uses.
5. City acceptance of the developer's offer to voluntarily contribute \$1,500,000 towards the Steveston Community Amenity provision account.
6. City acceptance of the developer's offer to voluntarily contribute \$136,206 to go towards development of Road Works DCC projects (Account 7301-80-000-78020-0000).
7. City acceptance of the developer's offer to voluntarily contribute \$605 to go towards development of Storm Drainage DCC projects (Account 7311-80-000-78020-0000).
8. City acceptance of a Letter of Credit security in the amount of \$15,000 to allow for future traffic calming and truck activity mitigation that may be required after the commercial area is occupied. The Letter of Credit will be held by the City for a period of 18 months after the commercial area is occupied.
9. Enter into a Servicing Agreement* for the design and construction of road improvements to address the proposed increased traffic on Bayview Street as a result of the development. Works include, but may not be limited to:
 - a) Upgrade the No. 1 Road and Bayview Street intersection by raising this intersection and adding bollards similar to No. 1 Road and Moncton Street. As well, install decorative crosswalk surface treatment on all three (3) legs of the intersection, using Duratherm material or equivalent.

b) Upgrade crosswalks along Bayview Street:

- (1) At the two (2) midblock crosswalks between No. 1 Road and Moncton Street, provide raised crosswalks.
- (2) At the three (3) crosswalks at the Easthope Avenue traffic circle, remove a 1.5 m section of the cobble pavers from each end of the crosswalk (near curbs) and replace with an extension of the existing square concrete panels. This will create a 1.5 m wide smooth path at either end of the crosswalks for cyclists. Add a narrow band of the same decorative pavement surface treatment as a border along both sides of each crosswalk to provide consistency between the crossings on Bayview Street.
- (3) At the six (6) crosswalks at English Avenue and Ewen Avenue, remove all of the raised granite pavers and replace with decorative crosswalk pavement surface treatment, such as Duratherm material, or equivalent.

c) Fabricate and install 30 kph posted speed limit signs on Bayview Street from No. 1 Road to Moncton Street, Easthope Avenue, English Avenue, and Ewen Avenue.

d) Add pavement marking “sharrows” for bikes on Bayview Street from No. 1 Road to Moncton Street in both directions.

Note:

- * This requires a separate application.
- Where the Director of Development deems appropriate, the preceding agreements are to be drawn not only as personal covenants of the property owner but also as covenants pursuant to Section 219 of the Land Title Act.

All agreements to be registered in the Land Title Office shall have priority over all such liens, charges and encumbrances as is considered advisable by the Director of Development. All agreements to be registered in the Land Title Office shall, unless the Director of Development determines otherwise, be fully registered in the Land Title Office prior to enactment of the appropriate bylaw.

The preceding agreements shall provide security to the City including indemnities, warranties, equitable/rent charges, letters of credit and withholding permits, as deemed necessary or advisable by the Director of Development. All agreements shall be in a form and content satisfactory to the Director of Development.

- Additional legal agreements, as determined via the subject development's Servicing Agreement(s) and/or Development Permit(s), and/or Building Permit(s) to the satisfaction of the Director of Engineering may be required including, but not limited to, site investigation, testing, monitoring, site preparation, de-watering, drilling, underpinning, anchoring, shoring, piling, pre-loading, ground densification or other activities that may result in settlement, displacement, subsidence, damage or nuisance to City and private utility infrastructure.
- Applicants for all City Permits are required to comply at all times with the conditions of the Provincial *Wildlife Act* and Federal *Migratory Birds Convention Act*, which contain prohibitions on the removal or disturbance of both birds and their nests. Issuance of Municipal permits does not give an individual authority to contravene these legislations. The City of Richmond recommends that where significant trees or vegetation exists on site, the services of a Qualified Environmental Professional (QEP) be secured to perform a survey and ensure that development activities are in compliance with all relevant legislation.

Signed

Date

Public Correspondence

From: russell ruttan [<mailto:russman@telus.net>]
Sent: Friday, 15 November 2013 5:00 PM
To: MayorandCouncillors
Subject: Imperial Landing rezoning (please don't)

Greetings Mayor and Council

I am quite sure you are all aware of the latest ONNI's latest application scheme to rezone Imperial Landing and wiggle out of it's prior agreements with the City of Richmond.

I do hope council will stand firm on it's original agreement with ONNI, if you start backsliding on your agreements with developers like Onni, the citizens of Richmond may bite back.

I also think a great many citizens will be disappointed that Richmond council caved in to ONNI's marketing machine.

Stand firm please, Onni needs to learn to live up to it's agreements. Not make an agreement to get what it wants, (the 2001 Packers site development, (the law suits are currently clogging up our courts) and plan all along to press for rezoning when it suits Onni, treating the bargaining process like a chump, and the people of Richmond as backs to walk on the way to the bank.

What supermarket will open up against Super grocer? None, because they can not compete here, that is why none have bothered so far. We have 4 Pharmacies at least, numerous coffee shops and tourist trap type stores with t shirts and ice creme...do we need another ice creme place?

It is plain this is only about Onni's bottom line, they do not care about Richmond or it's people.

We do not need more t shirt, coffee and ice cream shops in Steveston, we need to build and sustain our maritime environment, for now and for the future, wether pleasure craft or the fishing industry.

Stand firm council, Onni agreed to terms regarding development of the whole Steveston Packers site including Imperial Landing already. Do not let Onni manipulate council and the citizens of Steveston any longer.

Why do you think Onni has decided to lease the properties now? Because they could not get the towers through when they tried. They will try again in future years, waiting for an opportune council who will agree to developing the properties as Onni sees fit.

In closing, a question. Why is Richmond hell bent on development?

I understand a greater tax base, however one would expect with those extra taxes coming in, we citizens of Richmond could expect our taxes to go down, instead, despite all the development at break neck speed I see on a daily basis, what we see are yearly tax increases, and condo towers sprouting up like mushrooms. I don't like it one bit, not one bit...

Best Regards

Russ Ruttan
Steveston BC

Badyal, Sara

From: Brendan Yee [byee@onni.com]
Sent: Thursday, 21 November 2013 09:23 AM
To: Badyal, Sara
Subject: FW: Imperial Landing: Feedback [#39]

From: Wufoo [mailto:no-reply@wufoo.com]
Sent: Wednesday, November 20, 2013 2:51 PM
To: Brendan Yee
Subject: Imperial Landing: Feedback [#39]

Please tell us your feedback on why you do or do not support additional community based resources for Imperial Landing *

The new village at imperial landing is fantastic. However the proposed commercial tenants are very disappointing. For a waterfront location the commercial spaces should be socialhubs like restaurants and cafes, not financial institutions grocers and professionals. In my opinion this would be a waste of location. Make the retail spaces locations people and familiae can enjoy a day and night out make steveston an exciting place to socialise Not a boring plaza. Thank you

Name * hanaa awad
Email * hanaa_awad@hotmail.com
Phone Number 7788892137
City richmond

Badyal, Sara

From: Brendan Yee [byee@onni.com]
Sent: Thursday, 21 November 2013 04:30 PM
To: Badyal, Sara
Subject: FW: Imperial Landing: Feedback [#40]

From: Wufoo [mailto:no-reply@wufoo.com]
Sent: Thursday, November 21, 2013 3:21 PM
To: Brendan Yee
Subject: Imperial Landing: Feedback [#40]

Please tell us your feedback on why you do or do not support additional community based resources for Imperial Landing *

I would support additional cafes and restaurants on the buses walk looking at the water..
But I do not support that area to be solely a shopping area

Name * Heather A

Email * heather.awad@live.ca

From: Rupert Whiting [<mailto:rupertwhiting@gmail.com>]
Sent: Thursday, 21 November 2013 5:50 PM
To: MayorandCouncillors
Subject: Please do not allow Onni to win in Steveston

Dear Council Members,

Please, please do not bend to the plans of Onni on the waterfront at Steveston. This would set a precedent for business winning over principles. They have routinely ignored the wishes of the locals and have proceeded with a project that has no business plan without forcing the changes required. You are all probably fully aware of Onni's well-known sharp business practices with contractors and this whole affair speaks to a equal disregard for the opinions and needs of the community. Please, please do not let bullies win.

Lastly I would ask that the council actively investigate the financial affairs of anybody seeking to vote for the proposal. It would be entirely in character of this business to seek to influence the decision with the only asset that they value, namely money.

I appreciate your time and efforts on behalf of the community and hope that you will jointly resist what will undoubtedly be severe pressure to allow that property to be used for purposes for which it was not initially approved. It would be a travesty if that were to occur.

Kind regards

Rupert Whiting
Business Consultant
RupertWhiting@gmail.com
Cell: (604) 339-5369

From: Sharon Renneberg [<mailto:renneberg@telus.net>]
Sent: Sunday, 24 November 2013 1:39 PM
To: Zoning; MayorandCouncillors
Subject: Rezone RZ 13633927 Onni Imperial Landing

Dear Sirs:

I wish to express my opposition to the repeated rezoning requests from Onni Development to eliminate the Mixed Maritime Use requirement for the commercial portion of Imperial Landing.

All of Richmond has lost the opportunity to have full access to this real estate as a park. Regretfully I understand that we cannot undo that. Please do not make a bad situation worse. I see from reviewing archived Council minutes that Onni have been before City Council on July 17, 2007 and May 27, 2009. On July 17, 2007, it is recorded, the "the applicant has stated that the Mixed Maritime Use (MMU) is not economically feasible on the site" and later " the applicant proposes a grocery store at street level on the west end of the site with a restaurant planned for the second of the two stories". They have since, without any approval, gone ahead and constructed exactly that. You can be sure that the two storey building that is currently offered to have a daycare on the second storey will be an unsuccessful operation and Onni will pursue the original planned restaurant use. The proposal to house Nester's grocery in the ground floor would be disastrous. The street loading zones already on Bayview create a zig zag of through traffic and bicycles daily, add a backing up grocery delivery truck to the mix and there will be casualties.

At the meeting of May 27, 2009 it is recorded that "Mr. Jarvis stated that he fully understood the City's definition of MMU". How is it possible and what kind of message would Council be sending to developers, that is OK to build what you wish regardless of the zoning and then continue to hold info sessions and come before council with increasingly sized "goodwill contributions" until the zoning is changed to enhance the developer's bottom line? Yes, Steveston may warrant another grocery store but not on the waterfront for heaven's sake.

The current independent Steveston merchants have created a responsible, caring community. Please support them and the residents by allowing them to continue to grow and thrive without the threat of big chain stores being invited by Onni to slash the local businesses. Kudos to Councillors Steves and Au for recognizing that.

Yours truly,
Sharon Renneberg
307 – 4211 Bayview St
Richmond

Badyal, Sara

From: Brendan Yee [byee@onni.com]
Sent: Monday, 25 November 2013 10:58 AM
To: Badyal, Sara
Subject: FW: Imperial Landing: I Support [#79]

From: Wufoo [mailto:no-reply@wufoo.com]
Sent: Sunday, November 24, 2013 12:14 PM
To: Brendan Yee
Subject: Imperial Landing: I Support [#79]

Please tell us your feedback on why you support the proposed retail uses for Imperial Landing *

My wife and I are looking forward to renting in this great community in February and have been here numerous times.

The boardwalk is a great asset

This is only a win win situation for every one

We have been to one open house and they answered all our questions

Thank you

Name *

Will Brunskill

Email *

willbrunskill@shaw.ca

Phone Number

604-408-8500

City

Vancouver

From: Bill Armerding [mailto:bill_armerding@telus.net]
Sent: Wednesday, 27 November 2013 9:10 AM
To: MayorandCouncillors
Subject: I don't trust Onni and you should not let them win at our expense

Dear Sirs and Madams,

I did not realize there was a meeting with Onni but would urge you to discount anything they say and listen to neighbors directly rather than to what Onni or their consultants say.

They made a very bad business decision to go ahead and build without a viable development plan and purpose. Now they have a white elephant and we have an eyesore. I hope you will ask for interested neighbors and business leaders to work with the city to find acceptable uses for these buildings, whether they are profitable for Onni or not. They have had their hands in our pockets all along and their response has been to inconvenience us and try to trick us ever since.

William H. (Bill) Armerding
12071 Hayashi Court, Richmond, BC CANADA V7E 5W2
Tel: 604-241-0487 Email: Bill_Armerding@telus.net

From: Rupert Whiting [<mailto:notification+oochrpgz@facebookmail.com>]
Sent: November 27, 2013 8:55 AM
To: Hayashi Peeps
Subject: Re: [Hayashi Peeps] For those of you unable to attend last night's...

Rupert Whiting [commented on his post in Hayashi Peeps.](#)



Rupert Whiting

8:55am Nov 27

Hi Bill, 100% agree. The email is MayorandCouncillors@richmond.ca. I know because I wrote last week. If I may suggest that you make the title very descriptive as I have no expectation that they get rad just that the email subject lines build a sense of public attitude. For instance I called mine "Please don't let Onni win." If that's all they read I got my message across.

Comment History



Bill Armerding

8:25am Nov 27

Rupert,

I did not even know about the meeting. I would be glad to chat about alternatives to following up. Do you have a list of the email addresses for our city council and mayor?

I think that Onni should not be trusted – they have abused us ever since they started. And what kind of organization would build a white elephant that they could not economically use before getting approval for changes. It is their fault it is sitting empty and we should not be forced to take their solutions to their problems.

Let me know when we can talk and where I can get more information. Thanks.

William H. (Bill) Armerding
12071 Hayashi Court, Richmond, BC CANADA V7E 5W2
Tel: 604-241-0487 Email: Bill_Armerding@telus.net

Original Post



Rupert Whiting

8:12am Nov 27

For those of you unable to attend last night's Onni public meeting (well advertised I know) here is a letter that I just wrote to the Richmond News. BTW I don't know your opinion of the rezoning and I want to be clear that I am objecting every bit as

much to the manner of the attempt as I am to actual (inevitable) rezoning itself. I would LOVE to know of your opinion on this matter as Onni are under the impression that 75% of locals are 100% behind the rezoning. That's not jiving with what I am hearing. I may be wrong.

Dear Sir,

I was very struck by the number of total contradictions in the many Onni statements arising from last night's public meeting. On one had they claim to only want to bring businesses to the area that residents want. Then they highlight 3 of the 4 most likely tenants that would be signing up as soon as any rezoning were approved.; A bank, a restaurant and a dentist. As an 8 year Steveston resident I can honestly say that I have never once felt a lack of any of those in my community.

Their retail needs analysis included such "facts" as there are 400+ merchants in Steveston and that the combined disposal income of Steveston Residents is in the region of \$400M per year. The consultant was unclear on the boundaries he had used to define Steveston but it appears that he conveniently extended his reach as far as Gilbert and Williams Roads. Regardless of the inaccuracies of the definition of a Steveston resident he went on to make analysis based on the assumption that 100% of that spend would be captured in Steveston if Onni were allowed to rezone. And to compound the lack of creditability of his analysis he took ZERO account of tourist dollars. Yet we were expected to take his "educated" analysis and predictions of positive community benefit at face value. Frankly I felt dirty just listening to the man.

Onni were also happy to hide behind "it's the way that everyone does it" when I challenged the equally egregiously misleading traffic data that their consultant felt it worth attempting to present. I found that amusing as "doing what everyone else would have done" in the rest of this situation would have resulted in a vastly different outcome than the white elephant that now sits on our shoreline.

There were words of compromise and conciliation, mainly from the local merchants seeking not to be left holding the baby of a concrete laughing stock in their community and Onni made the appropriate bleeding heart "we're just like you" statements but there were no winners last night. Just a deepening of distrust of the real (and very visible) agenda backing every Onni move. It's all about the money and hang the community that it infects (sic).

Regards

Rupert Whiting



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Badyal, Sara

From: Brendan Yee [byee@onni.com]
Sent: Wednesday, 27 November 2013 06:21 PM
To: Badyal, Sara
Subject: FW: Imperial Landing: I Support [#80]

From: Wufoo [mailto:no-reply@wufoo.com]
Sent: Monday, November 25, 2013 10:47 PM
To: Brendan Yee
Subject: Imperial Landing: I Support [#80]

Please tell us your feedback on why you support the proposed retail uses for Imperial Landing *

I am waiting from April for nice place to have a coffee on new waterfront in Steveston! Why can't we have it? Water front is for people to enjoy and unwind not for few. It is a public place/ Plages beaches waterfront are always public places - give us what belongs to us.

Name * IRINA BELYANINA
Email * IB@SENDITSIMPLE.COM
City RICHMOND

From: Frymire Ange [ange-frymire@shaw.ca]
Sent: November 29, 2013 3:05 PM
To: Shapiro, David
Cc: Townsend, Ted; DeCrom, Ted; Dhaliwal, Bill; Stewart, Tom; Dias, Ben
Subject: Acquiring Parking Restrictiobs, 12300 Block English Ave

Hello, all. I trust that, if you are not a decision-maker in regards to the context of this email, you will forward to someone who can act upon our concerns. Please also cc me, so that I am in the know as to whom I should be contacting.

My husband - Jesse Fleming - and I live in the 8-townhouse complex across from the new low-rise mall/condo development constructed by Onni (see address in my auto signature below).represent our strata as president and we have some questions. I have been in touch with the City of Richmond a number of times in regards to parking to discuss some of the challenges experienced since the Richmond Council approved the controversial project to proceed.

I've provided some context below so that you understand the full scope of our request and disappointment in how the City of Richmond has handled parking issues to date.

A. Development Questions

1. The mall has been under construction for over 2 years and seems to be 90% complete. Please advise us with a completion date on when construction will be completed.
2. The storefronts of the multiple buildings spanning the four-plus blocks of the shopping centre are still vacant. Why?
3. a) What is the zoning for the centre?
b) When was this zoning obtained?
c) How was this zoning obtained?
4. a) Did community consultation occur to change this zoning? My husband & I are not aware of any invitation to participate in such discussion.
b) If yes, what were the final numbers from residents for approval/non-approval?
c) If no, why was voter approval not secured?
5. a) Does zoning match the requirements that potential business owners require to lease that waterfront space?
b) If not, why not?
c) If not, when is the anticipated finalization for completing rezoning?

B. Parking Challenges

Although the civic address of our development is on English Avenue, all 8 townhouses' front doors face Bayview. Please allow to provide you with some context needed to review the next question:

- * Since construction began, residents have been plagued with parking problems, as construction workers began using the parking spots in front of our townhouse to park their cars and trucks.
- * Over the past two years, non-resident parking (tourists, fishers, renters and guests of the rentals above the shopping centre) has increased substantially, resulting in the parking spots in front of our townhouse being filled to capacity, particularly on weekends.
- * It appears that a massive underground parking lot was built under the centre, but does not appear to be in use.
- * The City of Richmond seemed to be aware of these interruptions and erected No Parking signs, without consultation to the residents, who were the complainants resulting in such an action. These signs were most questionable in their intention, as parking was restricted to a maximum of three hours per day or cars would be towed. The signage was inconsistent with equitable placement, as they were placed on the south side of Bayview from Easthope to Ewen and on the west side of Bayview from Moncton to where Bayview curves to then run parallel to the waterfront. This last area was actually punishing residents for parking in front of their own homes.

These parking abnormalities and inconsistent practices have increased the ire of many residents and there will be an increased shortage of front-of-house parking once the shopping centre is opened.

6. As a result of the some of the more irritating parking challenges identified above, we are inquiring on parking restrictions for Bayview between Ewan and English on the north side of Bayview, similar to parking restrictions in other Metro Vancouver municipalities that protect the rights of residents to have parking available to residents only, so that non-residents will need to park in approved designated parking spots only or in the parking lots a few blocks away.

Please advise us by email on what is required for the City to establish resident-parking only for Bayview between Ewen and English on the north side of Bayview.

If approval of this request requires a presentation to Council, please advise us on the protocol, procedures and expectations for this, as well.

Kind regards, Ange

Contact Information:

Professor Ange Frymire Fleming

FCPRS

APR MBA

Fellow, CPRS College of Fellows

KPU (Kwantlen Polytechnic University)

President, Vocal Point Communications

UNIT 4 - 12300 English Avenue, Richmond, British Columbia CANADA V7E 6T1

Vocal Point:

778.297.3743 Cell: 778.689.ANGE (2643) ange-frymire@shaw.ca

SKYPE: afrymire

AWARDS:

2012 ACE/SIFE International John Dobson Fellow

2012 CPRS College of Fellows (FCPRS)

2011 CPRS

Canadian Mentor of the Year

2010 Winner of CN Emery LeBlanc Award (Highest Membership Growth for Canadian CPRS Societies Under 75 Members) for CPRS-VI

Canadian Public Relations Society

www.cprs.ca

Badyal, Sara

From: Badyal, Sara
Sent: Wednesday, 08 January 2014 11:43 AM
To: Badyal, Sara
Subject: 4020 Bayview St - Onni Rezoning application

From: Wufoo [<mailto:no-reply@wufoo.com>]
Sent: Thursday, January 02, 2014 1:12 PM
To: Brendan Yee
Subject: Imperial Landing: I Support [#81]

Please tell us your feedback on why you support the proposed retail uses for Imperial Landing *

I live in Steveston and think that the community would greatly benefit from commercial zoning that allows key services such as grocery stores and fitness facilities to be built.

Name *

lindsay thompson

Email *

geoffmcallister@gmail.com

Badyal, Sara

From: Badyal, Sara
Sent: Wednesday, 29 January 2014 04:44 PM
To: Badyal, Sara
Subject: 4020 Bayview St - Rezoning Application

From: Brendan Yee [<mailto:byee@onni.com>]
Sent: Monday, 27 January 2014 11:08 AM
To: Badyal, Sara
Subject: FW: Imperial Landing: I Support [#82]

Please tell us your feedback on why you support the proposed retail uses for Imperial Landing *

I have just written an article for the Richmond News encouraging movement on rejoining. While I don't agree with all of your proposals, I do believe that the original zoning was wrong and mismanaged.

Name * Gudrun Heckerott
Email * g.heckerott@gmail.com
Phone Number 6043291363
City Richmond

Badyal, Sara

From: Brendan Yee [byee@onni.com]
Sent: Thursday, 06 February 2014 10:43 AM
To: Badyal, Sara
Subject: FW: Imperial Landing: I Support [#83]

Hi Sara, please see below.

From: Wufoo [mailto:no-reply@wufoo.com]
Sent: Thursday, February 06, 2014 10:00 AM
To: Brendan Yee
Subject: Imperial Landing: I Support [#83]

Please tell us your feedback on why you support the proposed retail uses for Imperial Landing *

If the City of Richmond wants to be green and get us out of our cars, they need to provide the services that we need in our neighborhood. Our current grocery store is terrible and there are no gym facilities so I have to get in my car and drive when I would much rather walk or bike. I have also heard that the city is trying to get a library added to the space which makes no sense. Look to the future and invest money in eBooks and readers not bigger libraries! As for parking, it seems to be reasonable. There will never be enough parking for every vehicle that wants to come to Steveston on a sunny summer afternoon and park within a block of where they want to go. That is the same with any other community that has a seasonal increase in visitors. It is time to stop the back and forth and get some businesses in those spaces that everyone can benefit from, not just a few boats. The last thing we need is a bunch of going out of business signs because the maritime use wasn't feasible.

Name c martin

*

Email cmartin@live.ca

*

City Steveston

From: User [<mailto:robertsgallery@telus.net>]

Sent: Tuesday, 25 February 2014 21:38

To: MayorandCouncillors

Subject: Onni development rezoning

"A change in zoning would potentially create up to a dozen potential competitors to Steveston Village merchants.

But a consultant hired by the developer found the proposal "should support the economic viability of Steveston Village, and should not have a negative impact," according to staff."

I am a business owner in Steveston and I DO believe that rezoning of the Maritime Mixed use will have a negative impact on existing businesses that vie for the limited local and tourist dollar.

Businesses in Steveston must rely on local support during the "off-season" just to pay the rent - opening the Onni site to retail zoning will dilute the retail in Steveston and force hard goods businesses to close. I know that I will have to close my business - if competition increases for local shopper and tourist dollars. There is not enough traffic - both local and tourist to think that an increase in retail space would not have negative effects on existing businesses! Maybe if the skytrain made it's way to Steveston - then the increase in visitors would warrant additional retail.

One developer in the US had to provide direct shuttle buss service for 5 years to their development site as a condition for rezoning.

I do not think a "build it and they will come" philosophy is appropriate in this case. Provide a way and/or means to bring people into the area before additional retail space is considered.

That is called planning.

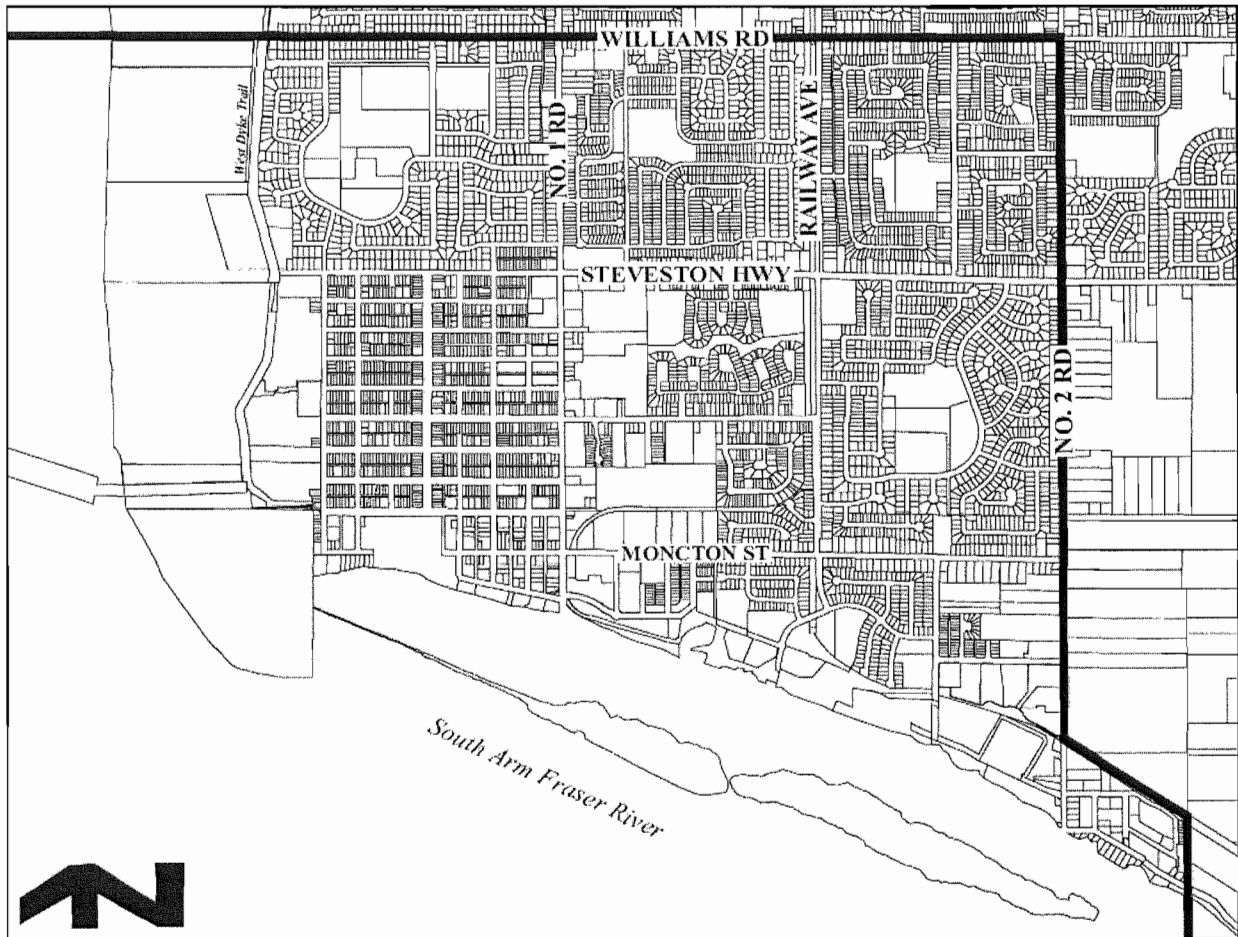
Thank you.

Jan Drake

Roberts Gallery & Gifts

PS - the area was zoned maritime mixed use at the time of the permit application - Onni was aware of the zoning during the design phase - but included main floor retail - ?

Steveston Planning Area



January 2014

Steveston Village Retail Survey Imperial Landing



MUSTEL GROUP
MARKET RESEARCH



▶ Introduction

Research Objectives

Market research was conducted on behalf of Imperial Landing to support its rezoning application at Imperial Landing. The research was designed to determine:

- the convenience retail and service usage patterns of Steveston Planning area residents;
- the extent of retail leakage from the Steveston area; and
- community demand and needs in terms of convenience retail stores and services.

Methodology

- 201 interviews conducted via a telephone survey with a random sample of Steveston Planning Area residents, 18 years of age and over;
- Specific steps were taken to ensure the final sample would be representative of the community at-large, including:
 - Random selection of households contacted from an up-to-date listing of all households in the planning area;
 - Random selection of the individual interviewed within the household;
 - Up to 6 calls to the selected household/individual to minimize potential bias due to non-response;
 - Matching the sample (gender, age) to the most recent Statistics Canada data for the Village.
- Margin of error: +/-7.0% at the 95% level of confidence;
- Interviewing conducted January 13-20, 2014;
- Questionnaire used appended;
- Detailed computer tabulations available under separate cover.

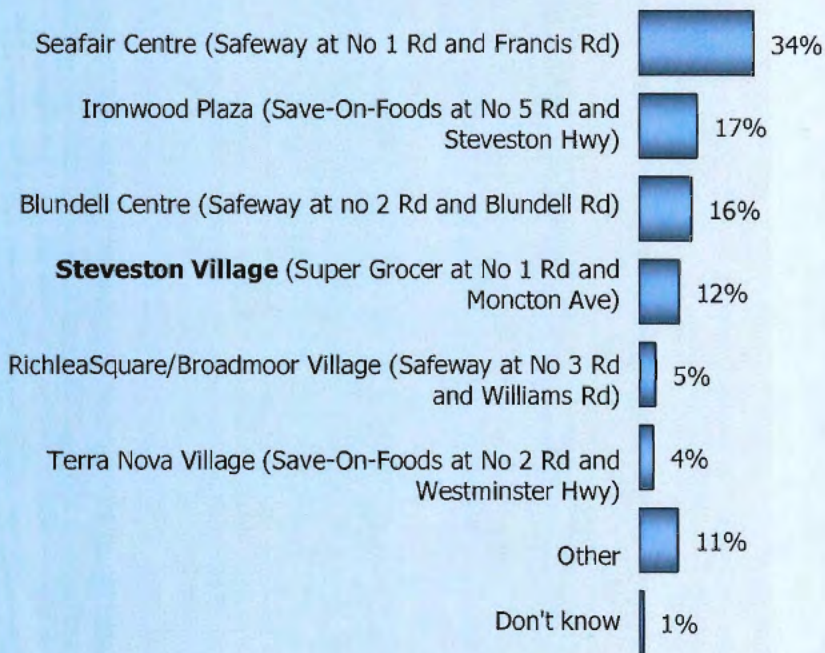


Executive Overview

- Currently only 12% of Steveston Planning Area residents do the majority of their grocery shopping in the Village.
- Over eight-in-ten of those who shop outside Steveston for groceries does so at least once a week, with almost half shopping outside the community three or more times per week.
- Furthermore, the majority combine their trips with purchase of other goods and services. The most common goods/services are drug store type needs, followed by banking, café/coffee shops, eating out, liquor purchases and professional services.
- On average, residents estimate that they spend approximately two-thirds (64%) of their expenditures on everyday needs outside of Steveston.
- There is strong interest in another grocery store or supermarket in Steveston Village. The suggestion is made unprompted in the survey, and when asked how likely they would be to shop at a grocery store located at Imperial Landing, 66% of all residents report they would be 'very' or 'somewhat' likely to shop at the store.
- Other suggestions for Imperial Landing (and the community in general) include: restaurant or café, clothing stores, and a bank. There is also considerable interest in a liquor store.
- Interest in marine uses at Imperial Landing is very limited (20% very or somewhat likely to use).
- A total of 38% report they would do more of their shopping in the Steveston Planning Area, and another 34% may do more, if a supermarket, bank and other personal and professional services were provided at Imperial Landing. (Note until the specific tenants are known, some residents cannot be certain.)
- Only 27% report that such tenants at Imperial Landing would be unlikely to impact their current shopping patterns.



Primary Grocery Store

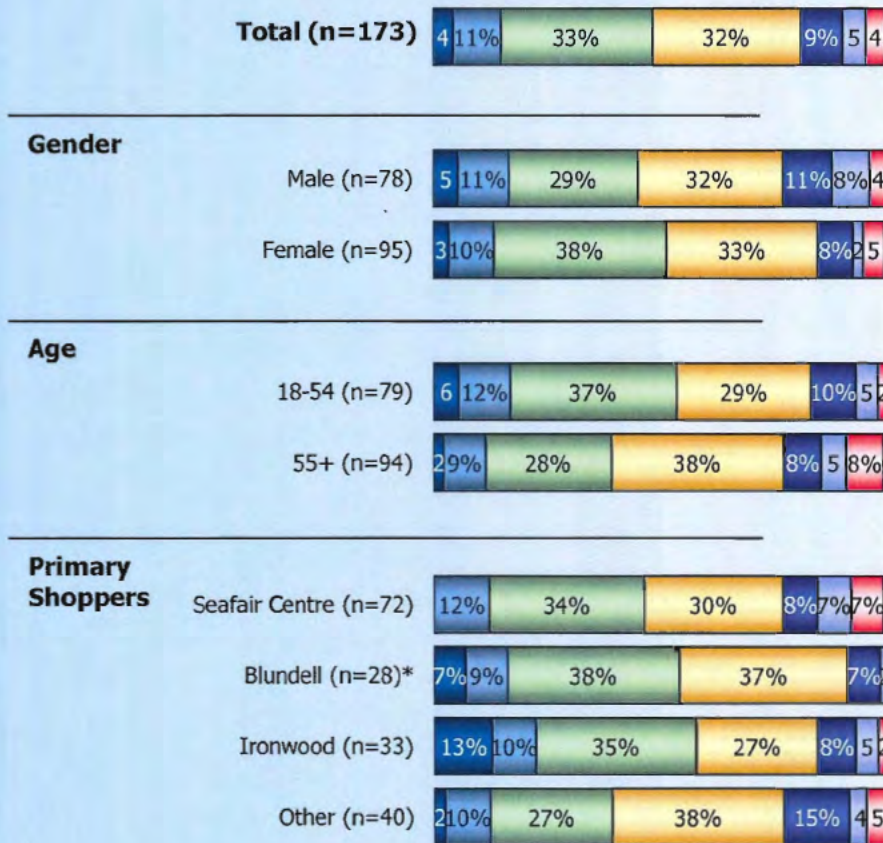


- Currently only 12% of Steveston residents do the majority of their grocery shopping in the Village.
- The Safeway at Seafair Village is the most popular store, followed by Save-on-Foods at Ironwood and Safeway at Blundell Centre.

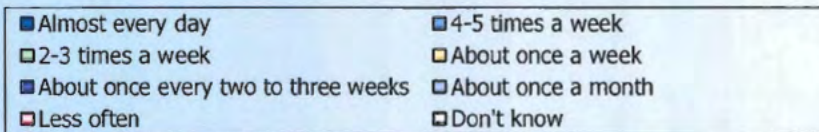
Base: Total (n=201)

Q.1) What store or shopping centre do you currently go to do the majority of your grocery shopping?

Frequency of Shopping Outside Steveston



- Over eight-in-ten of those who shop outside Steveston for groceries does so at least once a week, with almost half shopping outside the community three or more times per week.
- Women and those under 55 years of age are slightly more inclined to shop outside the community.



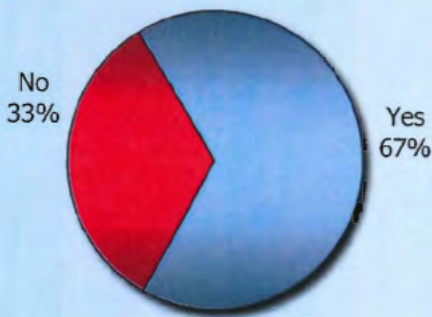
Base: Total shop outside Steveston for groceries

* Caution: small base size

Q.2) How often do you shop outside Steveston for groceries?

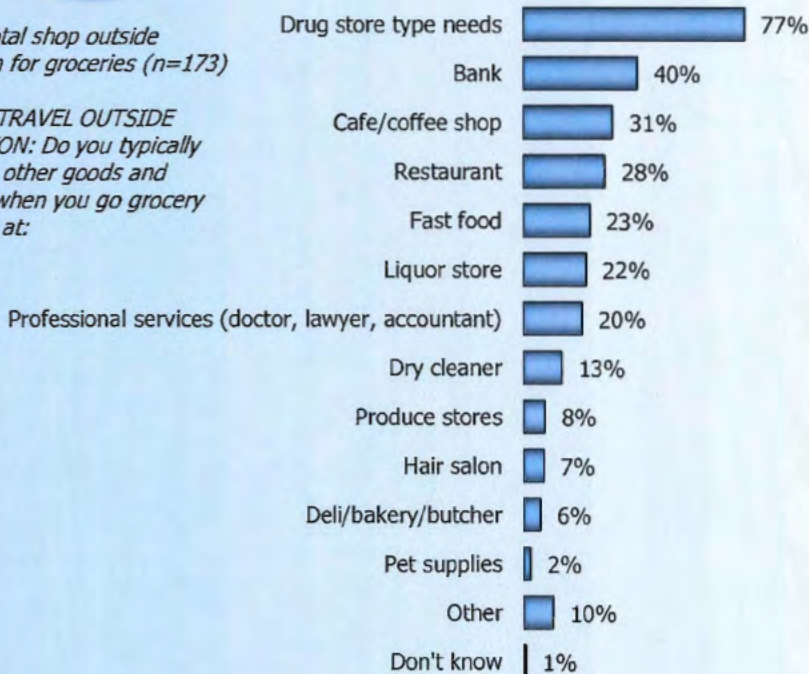


Purchase of Other Goods and Services when Shopping Outside Steveston



Base: Total shop outside Steveston for groceries (n=173)

Q.3a) IF TRAVEL OUTSIDE STEVESTON: Do you typically purchase other goods and services when you go grocery shopping at:



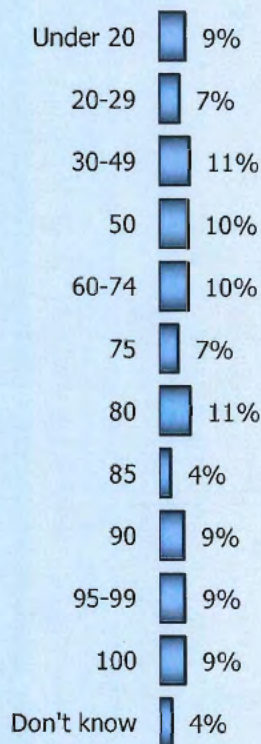
Base: Total shop outside Steveston for groceries (n=114)

Q.3b) What other types of goods and services do you use when shopping at:

- The majority of those who shop for groceries outside Steveston also combine their trips with purchase of other goods and services.
- The most common goods/services are drug store type needs, followed by banking, café/coffee shops, eating out, liquor purchases and professional services.



Percentage of Expenditures Spent Outside of Steveston



Average = 63.6%

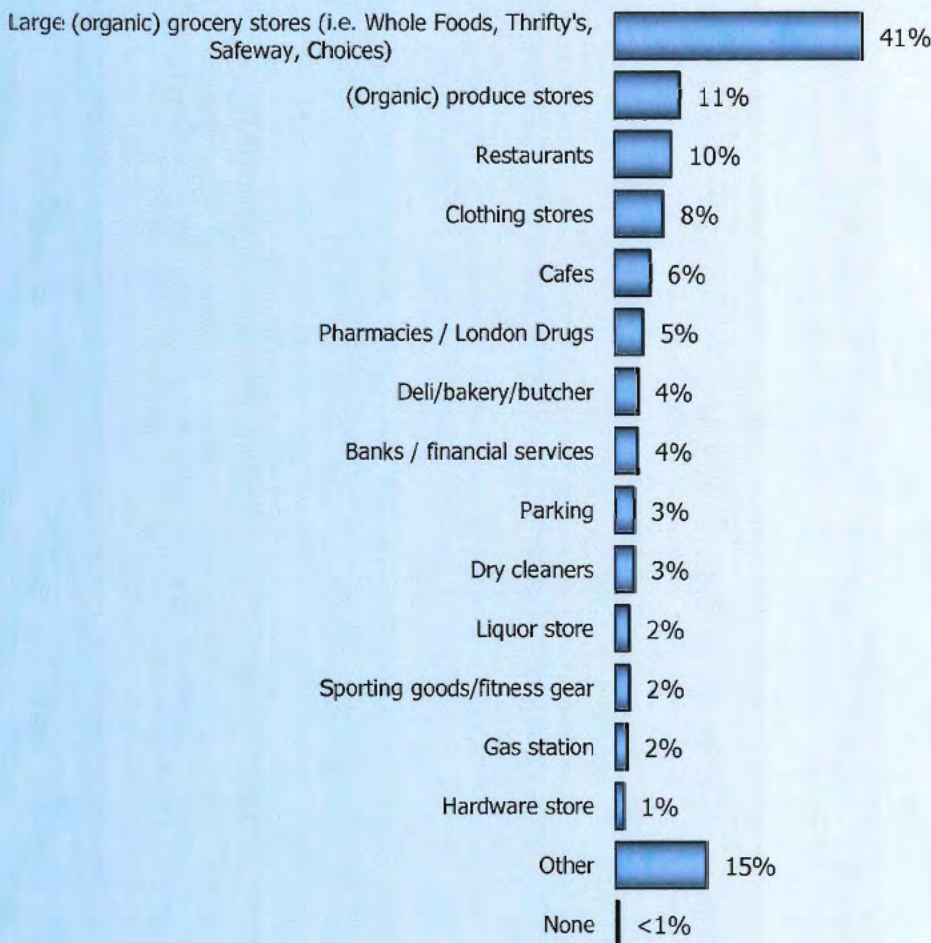
- On average, residents spend approximately 64% of their expenditures on everyday needs outside of Steveston, with those shopping at Blundell Centre and Ironwood making over 70% of their expenditures elsewhere.

Base: Total (n=201)

Q.4) Thinking about what you spend in a typical month on everyday needs such as groceries, drugstore/pharmacy purchases, dry-cleaning, hair salon, and personal services, approximately what percentage of your total expenditures would you say you make outside of Steveston Village?



Stores and Services Missing from Steveston Village (unprompted)



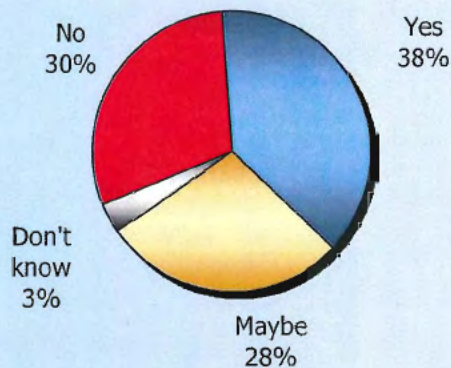
- Prior to testing interest in specific retailers, residents were asked (unprompted) what types of stores and services they feel are missing from Steveston Village. The most common response is a 'large' grocery store (particularly among those shopping for groceries elsewhere).
- Other suggestions include produce stores, restaurants, clothing stores and cafes.

Base: Total (n=201)

Q.5) What types of stores and services do you feel are missing from Steveston Village?



Demand for Supermarket at Imperial Landing



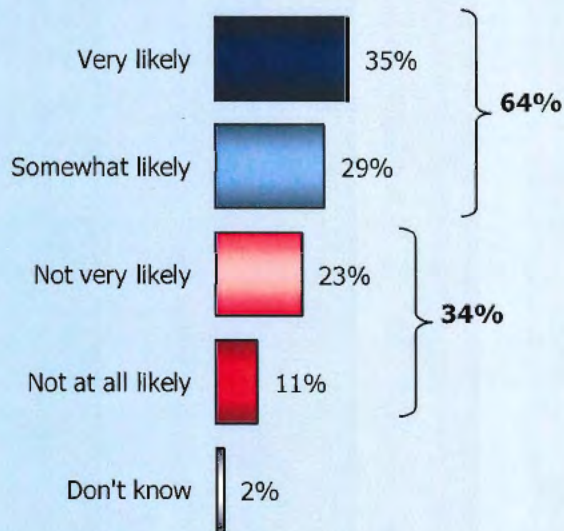
- When asked if they would like to see a supermarket at Imperial Landing, two-thirds (66%) respond 'yes' or 'maybe'. Uncertainty is likely due to residents being unaware of which grocery store would occupy the space.

Base: Total (n=201)

Q.6) Would you like to see a supermarket at Imperial Landing at 4020 Bayview Street, which is at the base of Easthope Avenue where the roundabout is?



Likelihood of Shopping at Imperial Landing Supermarket



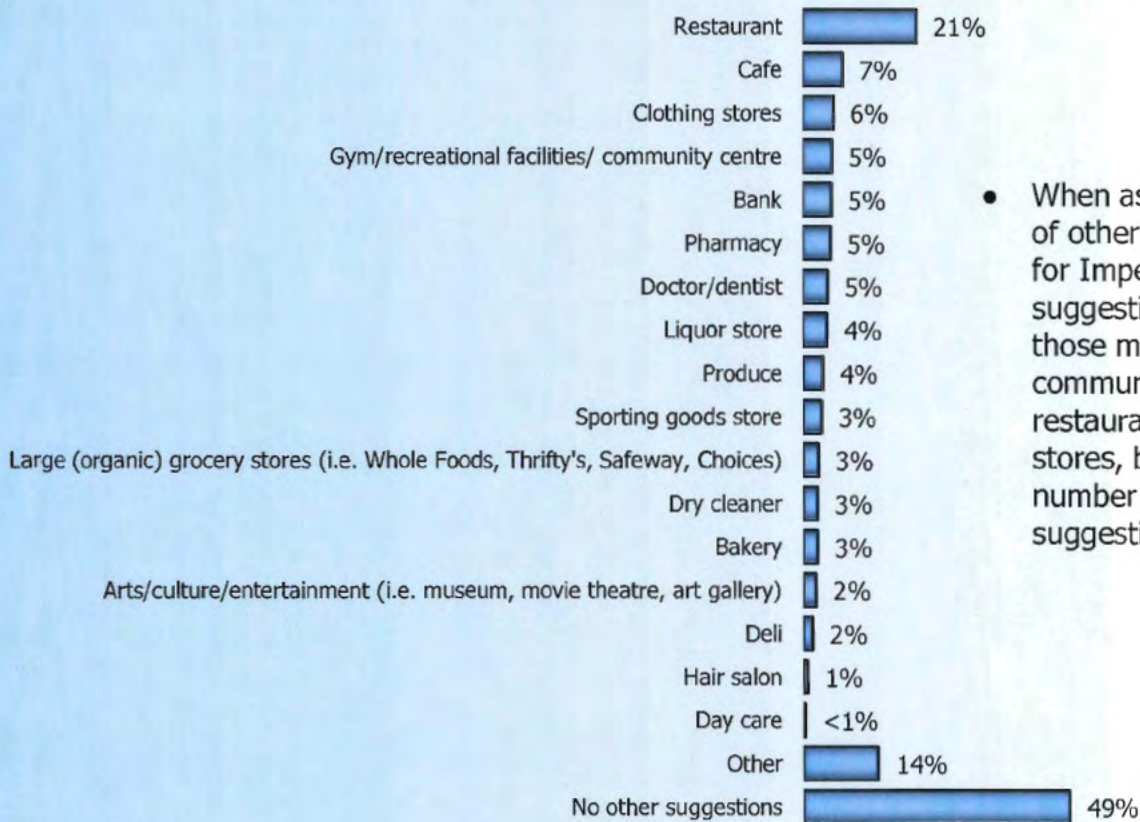
- Furthermore, when asked how likely they would be to shop at a grocery store located at Imperial Landing, two-thirds of the population respond that they would be 'very' or 'somewhat' likely to shop at the store.
- Interest increases to approximately seven-in-ten among female residents, and those under the age of 55 years (the groups most inclined to shop outside the community).

Base: Total (n=201)

Q.7) If a new supermarket were located at Imperial Landing at 4020 Bayview Street, how likely is it that you would shop there? IF MENTIONS PARKING ISSUES: Free parking would be provided.



Suggestions for Other Stores/Services at Imperial Landing (unprompted)



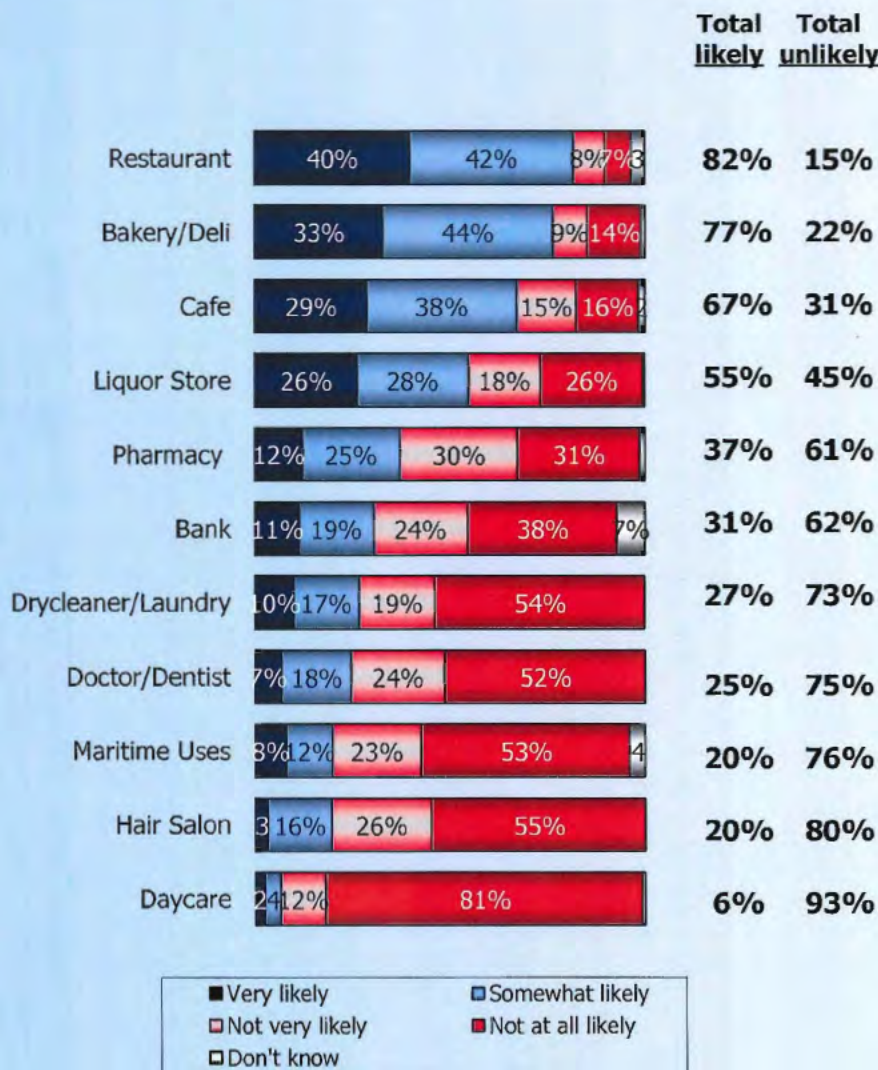
- When asked for suggestions of other stores or services for Imperial Landing, suggestions are similar to those made for the community in general: restaurant or café, clothing stores, bank, as well as a number of other suggestions.

Base: Total (n=201)

Q.8) What other types of stores and services would you like to see at Imperial Landing with or without a supermarket located there?



Likelihood of Using Specific Stores/Services if at Imperial Landing



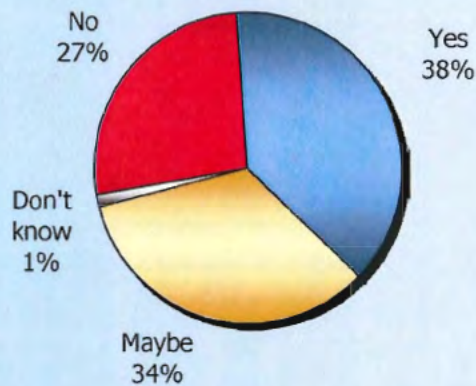
- Interest was also measured in specific retail uses at Imperial Landing. Interest is highest (over half indicating that they would be 'very' or 'somewhat' likely to shop or use) for:
 - a restaurant (82% 'very/somewhat' likely)
 - bakery or deli (77%)
 - café (67%)
 - liquor store (55%)
- Interest is more limited for other uses such as a bank and pharmacy (which were suggested in the survey as in need in Steveston) but perhaps due to the fact that the actual tenant/company was not specified and usage is contingent on this information.
- Furthermore, note that interest in maritime uses at Imperial Landing is very limited (20% very or somewhat likely to use).

Base: Total (n=201)

Q.9) How likely would you be to shop or use the following types of stores or services if available at Imperial Landing?



Likelihood of Doing More Shopping in Area with Imperial Landing Retail Additions



Base: Total (n=201)

Q.10) If a supermarket, bank, and other personal and professional services were provided at Imperial Landing, would you be more likely to do more of your shopping there instead of going elsewhere? IF MENTIONS PARKING ISSUES: Free parking would be provided.

- A total of 38% would be likely to do more of their shopping in the area, and another 34% may do so, if a supermarket, bank and other personal and professional services were provided at Imperial Landing.
- Again, until the tenants are known, some residents cannot be certain. But note that only 27% report that such tenants at Imperial Landing would be unlikely to impact their current shopping patterns.



Demographic Profile

	<u>Total</u> (201) %
Gender	
Male	47
Female	53
Age	
18 to 44	43
45 to 54	20
55 to 64	20
65 or better	17
Stage of Life	
Single	16
Young couple, no children	2
New family, with young children	14
Established (single or two-parent) family	29
Established couple, empty nester/no children or adult children at home	15
Retired	24
Don't know	1



MUSTEL GROUP
MARKET RESEARCH

Questionnaire



Steveston Retail Survey FINAL

Hello, I'm ___ of Mustel Group Market Research, a professional research firm. We are conducting a brief survey regarding the retail and service needs of Steveston residents. The survey is being conducted on behalf of a rezoning application to provide neighborhood input to the city. Please be assured we are not selling or soliciting anything and all responses are kept strictly confidential.

May I please to speak to the person in this household, who is 18 years of age or over and whose birthday comes next?

Persuaders—only if needed:

- This is strictly an opinion survey; we are not selling or soliciting anything.
 - Your number was selected at random for participation in this research.
 - All responses are strictly confidential and anonymous; your identity is never revealed to anyone else, including the client.
 - The survey averages about 5 to 6 minutes.
 - The research is being conducted on behalf of rezoning applicant that is working closely with city staff on the survey.
-

A. GENDER [OBSERVE & RECORD]

MALE

FEMALE

1. What store or shopping centre do you currently go to do the majority of your grocery shopping? (INTERVIEWER NOTE: SHOPPING CENTRES 2 TO 7 ARE OUTSIDE STEVESTON.)

Steveston Village (Super Grocer at No 1 Rd and Moncton Ave)

Seafair Centre (Safeway at No 1 Rd and Francis Rd)

Terra Nova Village (Save-On-Foods at No 2 Rd and Westminster Hwy)

Blundell Centre (Safeway at No 2 Rd and Blundell Rd)

RichleaSquare/Broadmoor Village (Safeway at No 3 Rd and Williams Rd)

Ironwood Plaza (Safe-On-Foods at No 5 Rd and Steveston Hwy)

Garden City Shopping Centre (IGA at Garden City Rd and Blundell Rd)

Other (specify) _____

2. IF TRAVEL OUTSIDE STEVESTON: How often do you shop outside Steveston for groceries?
READ SCALE (THIS CAN BE ANYWHERE, NOT JUST AT LOCATION SHOP AT MOST OFTEN FOR GROCERIES.)

Almost every day

4-5 times a week

2-3 times a week

About once a week

About once every two to three weeks

About once a month

Less often



Steveston Retail Survey
FINAL

- 3a. IF TRAVEL OUTSIDE STEVESTON: Do you typically purchase other goods and services when you go grocery shopping at (LIST RESPONSE IN Q.1)?
Yes/No
- b. IF YES: What other types of goods and services do you use when shopping at (LIST RESPONSE IN Q.1)?
- Drug store type needs
 - Bank
 - Café/coffee shop
 - Restaurant
 - Fast food
 - Dry cleaner
 - Hair salon
 - Professional services (doctor, lawyer, accountant)
 - Other (specify) _____
4. Thinking about what you spend in a typical month on everyday needs such as groceries, drugstore/pharmacy purchases, dry-cleaning, hair salon, and personal services, approximately what percentage of your total expenditures would you say you make outside of Steveston Village?
IF RESPOND DON'T KNOW: Please provide your best estimate. ____%
5. What types of stores and services do you feel are missing from Steveston Village?
6. Would you like to see a supermarket at Imperial Landing at 4020 Bayview Street, which is at the base of Easthope Avenue where the roundabout is?
Yes
No
Maybe
7. If a new supermarket were located at Imperial Landing at 4020 Bayview Street, how likely is it that you would shop there? IF MENTIONS PARKING ISSUES: Free parking would be provided.
- Very Likely
 - Somewhat likely
 - Not Very Likely
 - Not at all likely
8. What other types of stores and services would you like to see at Imperial Landing with or without a supermarket located there? DO NOT READ LIST (Pre-coded list: bank, cafe, restaurant, deli, produce, dry cleaner, hair salon, day care, doctor/dentist, pharmacy, Other)



Steveston Retail Survey FINAL

9. How likely would you be to shop or use the following types of stores or services if available at Imperial Landing? IF MENTIONS PARKING ISSUES: Free parking would be provided.
- Bank
 - Pharmacy
 - Maritime Uses
 - Hair Salon
 - Restaurant
 - Cafe
 - Bakery/Deli
 - Doctor/Dentist
 - Liquor Store
 - Daycare
 - Drycleaner/Laundry
10. If a supermarket, bank, and other personal and professional services were provided at Imperial Landing, would you be more likely to do more of your shopping there instead of going elsewhere? IF MENTIONS PARKING ISSUES: Free parking would be provided.
- Yes
No
Maybe

Demographics

And, I have just a few more questions for classification purposes..

A. Into which of the following age categories do you fall?

- 18 to 24 years
- 25 to 34 years
- 35 to 44 years
- 45 to 54 years
- 55 to 64 years
- 65 or better

B. Which one of the following descriptions best describes the stage of life at which you perceive your household? **READ.**

- Single
- Young couple, no children
- New family, with young children
- Established (single or two-parent) family
- Established couple, empty nester/no children or adult children at home
- Or Retired

C. Postal Code

Thank you. That completes our survey.



Steveston Village Economic Analysis

Imperial Landing Rezoning - Commercial Impacts

March 24, 2014

PREPARED BY: Colliers International Consulting



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Introduction

Colliers International Consultants was hired to carry out an analysis of the current land use economy in Steveston Village to determine the potential impacts on the village's businesses if the Onni Group's Imperial Landing site at 4020 Bayview is allowed to rezone from the current Mixed Maritime Use (ZMU12) to a broader commercial zone to allow for a supermarket, bank, and other uses.

Scope of Work

- Review the Hume Consulting report and provide analysis and commentary regarding the report's methodology, level of detail, assumptions and input data, the reliability of the results, and the compatibility between the technical analysis and the conclusions drawn.
- Inventory retail, office, service commercial, food and beverage services, industrial, and institutional space within the Steveston Village Heritage Conservation Area.
- Conduct a *benchmark* analysis of other waterfront commercial areas in the Lower Mainland and establish a comparable dataset to determine the market conditions and the range of uses that could potentially also be viable in Steveston. Horseshoe Bay and Ladner Village were used for this analysis.
- Prepare a summary report to synthesize the analysis of the Steveston village inventory, the benchmark analysis, and detailed commentary on the potential impacts and benefits that different uses at the subject site could have on the existing businesses in Steveston village.
- Commentary and/or analysis on the following topics:
 - Commercial space in the Village at full build out including City and Harbour Authority Lands.
 - How would the proposed impact the rate/timeframe of redevelopment with the Village



Review of Hume Consulting Report

Peter Hume was informed that Colliers Consulting was undertaking a review of his company's report and was helpful in this process. On February 7, 2014 Colliers was provided a final report titled *Imperial Landing Retail Analysis* by Hume Consulting Incorporated, dated December 2013, which is the version used for our review.

Rather than undertake a line-by-line critique of the report, in the interest of efficiency, Colliers has looked primarily at the methodology used in the retail demand analysis, and conclusions drawn based on that methodology. The goal from Colliers' perspective was to either validate or dismiss the report's demand modelling to determine if it was useful for the impacts analyses in this report.

The Review

Hume Consulting:

A retail demand model has been created to determine the size of total retail and service demand generated by Steveston residents as well as the total warranted retail and service floor area, by major retail category.

Colliers Says:

Colliers uses the same approach, using population, incomes, and Provincial retail sales to calculate retail expenditures and retail floor area demand. This technique is considered industry-standard.

Hume Consulting:

Estimates the 2013 population of Steveston to be 25,854 persons based on the 2011 Canada Census and a 1% historical growth rate. 15,700 are estimated to be south of Steveston Highway.

Colliers Says:

Pcensus software with Environics Analytics' 2013 demographic estimates yields a 2013 population of 26,104, with 16,209 south of Steveston Highway. The Hume report's estimates are sufficiently close to our estimates, and are more conservative.

Hume Consulting:

Hume's retail demand model uses BC Statistics data to estimate Steveston resident per capita disposable income (PDI) at \$36,928, 25% above the BC average.

Colliers Says:

Colliers' calculates PDI differently. Although the PDI estimate using Colliers' model is higher than Hume's (\$37,395) the Hume report's value is acceptably close to our estimate, and is more conservative.



Hume Consulting:

To arrive at a warranted floor area by retail category, Hume divides categorical spending by a sales/sf productivity factor. For instance, the total Supermarket spending generated by the population is divided by \$650/sf to get total supportable floor area.

Colliers Says:

Colliers uses the same industry-standard methodology to derive supportable floor area from trade area spending; however, the productivity factors used by Hume in some categories differ from Colliers. For instance, the Hume report uses a Sales/SF of \$600 in the Health and Personal Care Stores Category. Colliers typically uses a Sales/SF of \$700, which would yield 14% smaller floor area demand for this category. The differences in productivity estimates between Hume and Colliers are minor in the Food and Convenience categories, but are more significant in the other retail categories, where Colliers would use higher rates which will yield lower floor area demand estimates.

Hume Consulting:

Steveston's trade area population could currently support up to 118,000 sf supermarket floor area, yet only 12,500 sf of space (Super Grocer) is located in the community, thus 80-90% of expenditures are occurring outside the community.

Colliers Says:

According to the City's business license database and the Colliers inventory, the Super Grocer is a total of 10,000 square feet. If the Super Grocer is achieving sales per square foot on par with competitive supermarkets, then 91.5% of trade area spending is flowing to competitors outside of Steveston Village.

The Hume Report also indicates there is a further 7319 sf of demand for Specialty Food Retail. According to Colliers' inventory there is actually 16,420 sf of floor area in this category, including fish shops, bakeries, specialty imported food stores, candy stores, and fruit and vegetable stands. In all likelihood, except for the candy stores, at least some of the business inventory in the specialty food category is supported by the relative lack of supermarket supply in the Village. The Hume report shows that residents of the trade area support over 125,000 sf of business floor area in the combined supermarket and specialty food categories, yet there is only 26,420 sf of supply, which amounts to 21% of trade area demand supplied in Steveston Village.

Hume Consulting:

The retail model indicates that a significant amount of retail and service floor area can be supported by Steveston's population. Additional floor area is supported by expenditures from visitors and tourists. The report claims that over 1.3 million sf of retail and service commercial floor area is supported by the trade area population, and that an additional 20-25% demand in Steveston, amounting to between 263,000 sf and 329,000 sf comes from visitors and tourists.



Colliers Says:

Colliers suggests that due to low productivity estimates, Hume report's findings that over 1.3 million square feet of floor area is supported by the Steveston Trade Area's population is somewhat higher than Colliers can support. Further, these are gross values¹, and demand from visitors and tourists should either be a rate much lower than 20% to 25%, or it should be calculated on a net market capture demand value. This over-estimation of the retail and service commercial demand from tourists and visitors is not used again in the report, so it does not affect the conclusions or the report's analysis, but there should be no expectations that visitors to Steveston generate spending or demand for that level of floor area.

Summary

The retail model indicates that a significant amount of retail and service floor area can be supported by Steveston's population of approximately 25,854 persons plus additional floor area that is supported by expenditures from visitors and tourists. The ±58,000 square feet of retail and service floor area proposed at Imperial Landing represents only a small fragment of total warranted floor area.

Based on Colliers Consultants' review of the Hume report, we found:

- It references an industry-standard approach, albeit simplified in terms of the trade area(s).
- Some inputs (population, disposable income) are more conservative and would yield lower expenditure totals; while other inputs (sales per square foot) range from slightly to significantly lower than what Colliers might use.

Overall, we feel that in the Food and Convenience Retail category most relevant to this analysis, the differences balance out and yield demand totals similar to what Colliers would find.

In the Specialty Retail categories, Colliers would conclude that trade area demand for retail floorspace is lower than what is represented in the Hume report, but neither this category, nor the total retail demand using Specialty Retail demand as part of the sum, factor into the conclusions of the Hume report or this report.

Inflow visitor demand estimates are overestimated, but do not factor into the analysis, as the specific development is intended for local convenience commercial oriented towards a trade area resident customer base. Colliers agrees with the Hume report's fundamental finding that there is a significant amount of retail floor area warranted by the local Steveston population alone, with additional demand coming from regional visitors and tourists.

¹ Gross retail demand refers to all retail supported by a population, irrespective of where the retail is located. Steveston residents spend money at retailers in Steveston, elsewhere in Richmond, and in other jurisdictions. Net demand, the amount that could be supported in Steveston Village or in any other specific location, is calculated by applying capture rates to the gross spending or gross floor area. Net demand is not calculated in the Hume Report.

Commercial Space Inventory

In January and February 2014, Colliers conducted an inventory of commercial floor area in the Steveston Heritage Village Core (shown in the map below). The Colliers inventory was subsequently merged with a detailed business license database provided by the City which included business names, floor area, and civic address. In cases where the Colliers and City databases had different business names or uses, the Colliers inventory was assumed to be more current. In all cases where data was available, the business sizes from the City's database were used.

Steveston Village Heritage Conservation Area Map



Source: City of Richmond

The following table shows the result of the inventory work. The categories generally follow the North American Industry Classification System (NAICS) which, for the retail sub-categories (shown below as the top 13 categories) match the demand model categories in the Hume Report. In total, there is over 285,000 sf of commercial floor area in Steveston Village.

Steveston Village Core Commercial Space Inventory (sf)	
Supermarket	10,000
Beer, Wine, Liquor	3,230
Specialty Food Stores	16,420
Health & Personal Care Stores	4,942
Clothing Stores	5,668
Shoes and Access Stores	2,552
Electronics & Appliances	5,000
Sporting Goods, Books & Music	7,624
Building Materials & Garden	8,800
Home Furnishings	2,103
General Merchandise	13,100
Auto Parts & Accessories	4,080
Other Retail	21,108
Entertainment & Culture	1,200
Health Services	26,619
Service Commercial	29,549
Food & Beverage Service	77,410
Personal Service	20,472
Professional Office	25,559
Grand Total	285,436

Colliers International, 2014

Retail

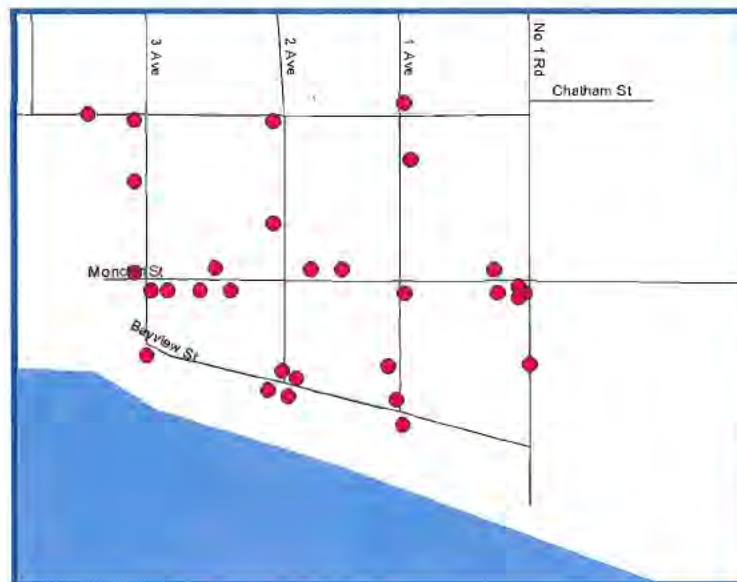
All retail uses total almost 105,000 sf. The largest category is "Other Retail", a miscellaneous retail category which in Steveston consists primarily of florists, office supplies, gift stores and pet supplies, comprising 21,000 sf of floor area in Steveston Village. The Specialty Food Stores category, which includes a broad range of retail types, but usually a narrow spectrum of goods within each, is the second largest retail category and totals 16,420 sf. In total, Food and Convenience retail totals approximately 34,500 sf in Steveston Village.

The map below shows the distribution of Specialty Food retail throughout Steveston Village. Only discrete addresses are shown and thus multiple retail units under the same address appear as one dot on the map.



Food & Beverage

The largest single category in terms of floor space in Steveston Village is Food and Beverage Services, which includes restaurants, pubs, coffee shops, etc. With 77,410 sf in total, F&B is more than double the size of any other category, and represents 27% of the total commercial supply in the Village core. The average size of a Food and Beverage Services tenant in Steveston is 1500 sf, smaller than a typical full-service restaurant and indicative of the broad mix of full-service restaurants, quick-service restaurants (QSR) and coffee shops in the Village.

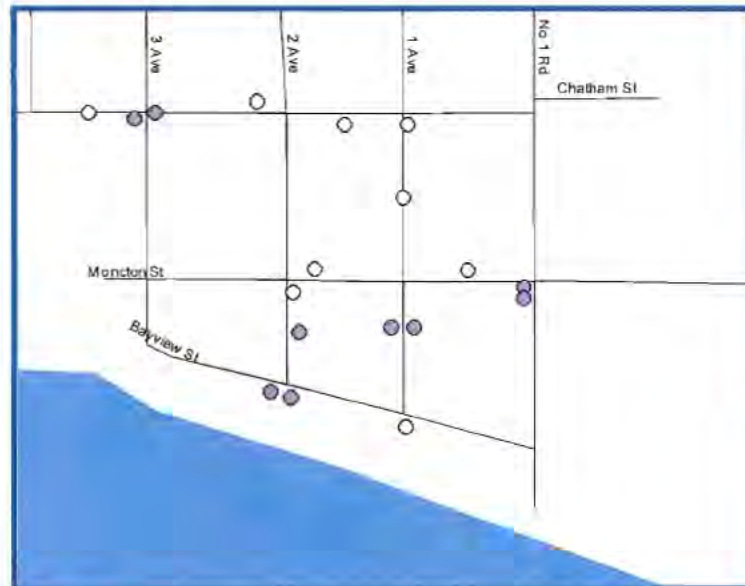


Office

According to the City of Richmond Zoning Bylaw 8500, *Office* means a facility that provides professional, management, administrative, consulting or monetary services in an office setting, including research and development, which includes offices of lawyers, accountants, travel agents, real estate and insurance firms, planners, clerical and secretarial agencies, but excludes the servicing and repair of goods, the sale of goods to the customer on the site, the manufacture or handling of product and a medical marijuana (sic) research and development facility.

Based on this definition of "office", there is approximately 26,000 sf of office space within Steveston Village including accountants, real estate firms, lawyers and financial services firms. Colliers has classified these uses as "Professional Office" in our commercial space inventory. The majority of these uses are located on the second storey of buildings throughout the Village above retail uses at grade. Second story offices typically locate on the second story of buildings in retail-primary areas because rents are cheaper and office uses do not require the street-level exposure or loading advantages that many retail uses require.

As the map above shows, there are no discernable "clusters" with office uses spread out relatively evenly in the Village. According to the City of Richmond's definition and Colliers' inventory, office uses account for 9% of total commercial space in Steveston Village with boutique professional services firms comprising the majority of tenants.



Other Non-Retail Commercial

In addition to office uses there are also Service Commercial and Health Services uses in the Village which account for 27,000 sf and 30,000 sf of non-retail commercial space respectively. Service Commercial uses range from banks and credit unions to fitness studios and private learning centres. RBC and Coast Capital savings, with approximately 2,900 and 5,600 sf of floor area respectively, comprise the majority of Service Commercial space in Steveston Village. Service Commercial space accounts for 10% of Steveston Village's total commercial floor area.

Health Services include doctors' and dentists' offices in addition to physiotherapy, Registered Massage Therapy (RMT) and other health-related uses. The largest concentration of these uses within Steveston Village is within the Steveston Medical Centre, a standalone office building on the north perimeter of the Village at 3811 Chatham Street. Health Services comprises 9% of total floor area in the Village.

Maritime Uses

According to the City of Richmond's Zoning Bylaw, *Maritime* means uses which are part of the marine economy, with an emphasis on uses which support primarily the commercial fishing fleet and other services related to the maritime industry. Under this definition there are several Maritime uses Steveston Village: Nikka Industries Ltd., Pacific Net and Twine Ltd., Steveston Marine and Hardware Ltd., Dixon Industries, Steveston Marine Services, PM Marine Diesel Ltd. Collectively, these retailers comprise over 16,000 sf of floor area or 6% of total floor area in Steveston Village. Nikka Industries, Pacific Net



and Twine and Steveston Marine and Hardware are general merchandise retailers specializing in equipment, clothing, hardware and electronics for the fishing or marine industry and account for 13,000 sf of retail floor area, while Dixon Industries, Steveston Marine Systems and PM Marine are services for the marine industry.

Maritime Mixed-Use Benchmark Analysis

Introduction

Colliers has conducted an analysis of two “special waterfront” areas – Horseshoe Bay in West Vancouver and Ladner Village in Delta. These two waterfront areas were selected for their similarities to Steveston in scale and context and were vetted with City of Richmond Planning staff. Colliers analyzed the areas to determine if they have a comparable zoning designation to Steveston Maritime Mixed Use. Further, Colliers determined what Maritime uses, using the City of Richmond Zoning Bylaw definition, exist within these areas and if the uses were market driven or protected with special policies or regulations.

Horseshoe Bay, West Vancouver

West Vancouver Official Community Plan

The District of West Vancouver OCP contains the following policies regarding the retention of marine commercial uses in the District:

- Recognize the local and regional importance of marine and resort commercial areas.
 - Conserve existing marine commercial areas for the shelter and maintenance of small marine craft, recognizing that in certain circumstances there is a need for these uses to be compatible with adjacent recreational uses such as swimming beaches.
 - Provide for limited ancillary and secondary marine related commercial uses at marinas.
 - Recognize the need for improved pedestrian connections for ferry passengers to support local businesses in Horseshoe Bay.
 - Upgrade and maintain or expand the amount of public berthing space in Horseshoe Bay.

Marine Zoning

There are three Marine Zones within the City of West Vancouver zoning bylaw: M1 – Marine Zone 1, M2 – Marine Zone 2 and M3 – Marine Zone 3. The M1 Zone permits floats, wharves, piers and walkways and is intended primarily for floating structures on the water and the mooring of boats. The M2 Zone is intended for yacht club facilities with additional permitted uses including floats, caretaker’s residences and accessory buildings excluding commercial boat building/repair. The M3 Zone; however, is more comparable to Steveston’s Maritime Mixed Use Zone and permits a variety of marine-related commercial uses. The chart below compares the permitted uses in West Vancouver’s M3 Zone to the Steveston Maritime Mixed Use Zone.

District of West Vancouver M3 – Marine Zone 3	Steveston Maritime Mixed Use (ZMU12)
<p>Permitted Uses</p> <ul style="list-style-type: none"> a) accessory buildings and uses b) boat hoists and launching ramps c) boat rental operations d) cottage brewery e) dwelling f) ferry terminal g) floating boat shelters h) marina land facilities which may include: <ul style="list-style-type: none"> (1) boat building and maintenance and repair within a building (2) coffee shop or restaurant (3) offices (4) outboard and inboard engine repairs within a building (5) storage within a building (6) store or sales room for the sale or rental of boats, engines, or marine supplies including foods and sporting goods i) marina mooring facilities including docks, wharves, piers and floats j) marine fuel sales k) parking lot l) water taxi moorage and dispatch 	<p>Permitted Uses</p> <ul style="list-style-type: none"> • Education • Housing, apartment • Manufacturing, custom indoor • Maritime (uses supporting the marine economy) • Office • Parking, non-accessory • Personal service <p>Secondary Uses</p> <ul style="list-style-type: none"> • Boarding and lodging • Community care facility, minor • Home business

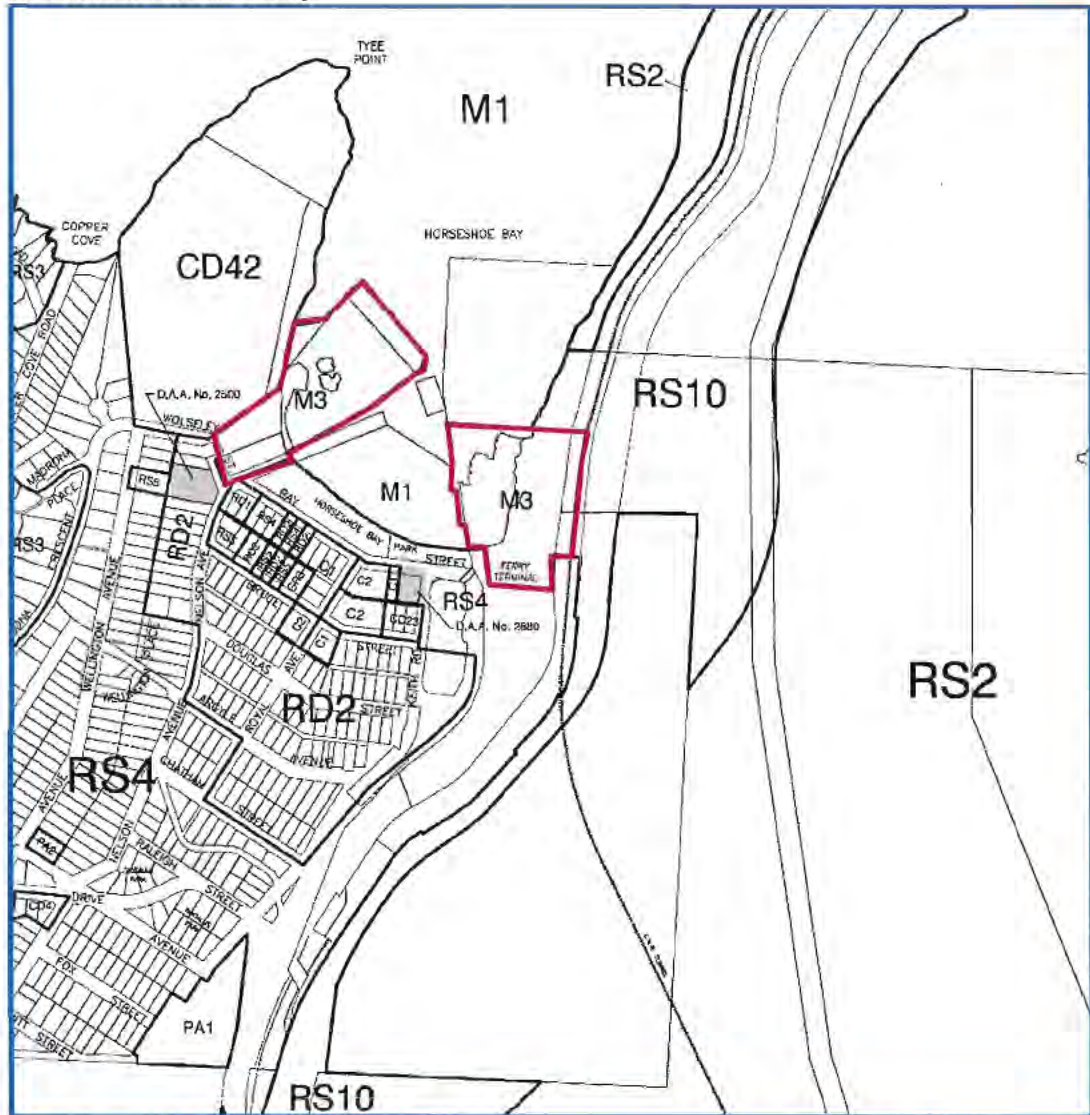
In addition to a variety of marine-related uses, the Marine Zone 3 in West Vancouver also allows for cottage brewery, coffee shop and restaurant uses.

Horseshoe Bay Village

Horseshoe Bay Village is a waterfront commercial and residential village located to the west of the Horseshoe Bay Ferry Terminal. Commercial uses in the Village are predominantly Food & Beverage Services, Other Retail, Professional Office and Health Services. The majority of office uses are located on the second storey of buildings above at-grade retail. Like Steveston Village, there is no major grocery or drug store anchor in Horseshoe Bay Village with the closest being Safeway at Caufeild Village Shopping Centre approximately 5.2 kilometers away.

There are two M3 Zones within Horseshoe Bay outlined in red on the map below. Outside of these M3 zones there are no uses in Horseshoe Bay that would qualify as Maritime uses under the City of Richmond Zoning Bylaw.

M3 Zones in Horseshoe Bay



Source: District of West Vancouver

The Horseshoe Bay Ferry Terminal is the sole use within the east M3 zone. Commercial uses in the western zone include:

- Haruna Sales and Service Ltd
- Mercury Launch and Tug
- Dale Ferris Catering
- The Boathouse Restaurant

Haruna Sales and Service Ltd.



Haruna Sales and Service Ltd. is a boating retail and repair store providing an array of marine hardware and accessories and services including mechanical and maintenance.

Murcury Launch and Tug



Murcury Launch and Tug is a marine transportation company providing tug, barge and water taxi services from Horseshoe Bay to destinations throughout Howe Sound.

Dale Ferris Catering



Dale Ferris Catering is an event planning and catering company with kitchen facilities located in Horseshoe Bay.

The Boathouse Restaurant

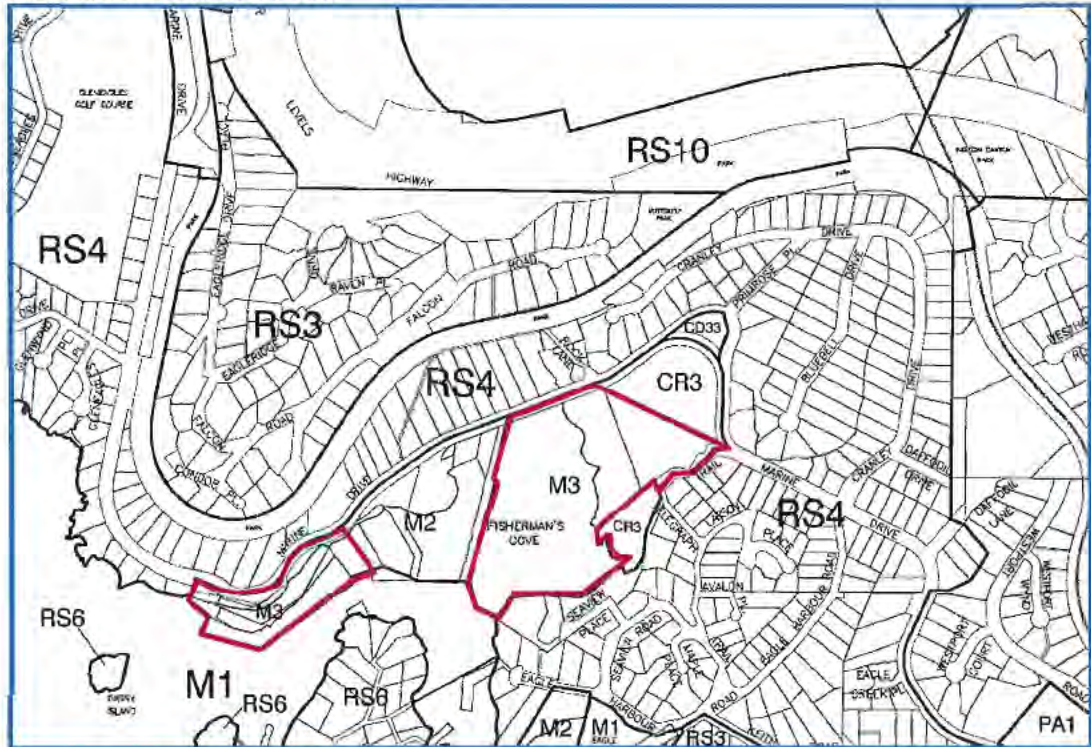


The Boathouse Restaurant is a Vancouver-based seafood with six waterfront locations in the Lower Mainland.

Fisherman's Cove

While Horseshoe Bay Village is the focus of this analysis, there are also two M3 zones within Fisherman's Cove, south of Horseshoe Bay. The map below shows the M3 zones outlined in red.

M3 Zones in Fisherman's Cove



Source: District of West Vancouver

Uses within the M3 zones include:

- Race Rocks Yacht Services (Western M3 Zone)
- Thunderbird Marina (Eastern M3 Zone)

Race Rocks Yacht Services

Race Rocks Yacht Services is a full service boatyard providing boat repair and maintenance, boat accessory sales, custom modifications and millwork and short and long term boat storage.

Thunderbird Marina



Thunderbird Marina is a full-services marina offering moorage, storage, haul-out facilities, yacht sales, maintenance/repairs and marine-related retail.

Discussion

Uses within West Vancouver's M3 zones include marina, boat services, boat repair, and food services uses, in addition to the Horseshoe Bay Ferry Terminal. Outside of Horseshoe Bay in Fisherman's Cove, Thunderbird Marina and Race Rocks Yacht Services serve West Vancouver's large recreational boating community. Within Horseshoe Bay, Haruna Sales and Service Ltd and Mercury Launch and Tug would be considered Maritime uses by the City of Richmond; however, these are the only such uses within Horseshoe Bay. Haruna also has another larger location in East Vancouver.

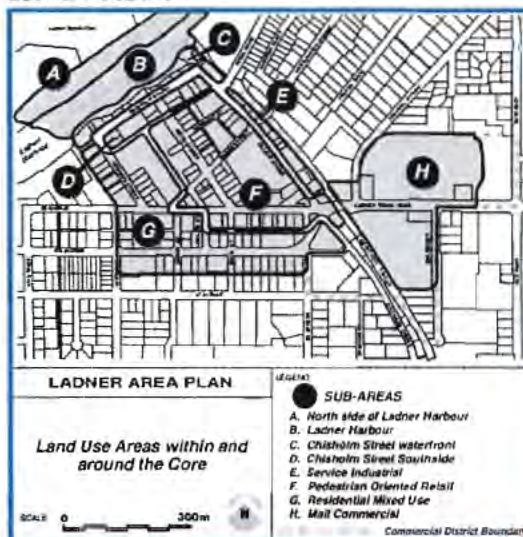
According to store management, Haruna's customers come from throughout the North Shore and as far away as Squamish. Although the store is situated within an M3 zone, its business is market driven and not reliant on special policies or regulations. Similarly, Mercury Launch and Tug has existed in Horseshoe Bay since 1948 and its services appear to be market driven. The limited presence of Marine uses within Horseshoe Bay and the presence of Food and Beverage services uses within the Horseshoe Bay M3 zone indicates that there is likely not significant market demand for Maritime uses above and beyond those currently present.

Downtown Ladner (The Corporation of Delta)

Overview

The Ladner Village Core in Delta, shown in the map below, was deemed to be a comparable commercial area to Steveston Village based on its waterfront location, size and historical use as a working waterfront with ties to the commercial fishing industry. However, there are some distinct contextual differences between Ladner Village and Steveston. Two grocery-anchored retail centres – Ladner Centre and Trenant Park Square – located in sub-area H in the map above and filled in red in the map below – are located in close proximity to the Village Core. Ladner Centre is anchored by a Save-On-Foods and government liquor store and Trenant Park Square by a Safeway and London Drugs. Thus, across Elliott St/Aurthur Dr from the Ladner Village there is a substantial supply of convenience retail – two major grocery chains, a drug store chain and a government liquor store – none of which are present in Steveston. The presence of two grocery-anchored centres immediately adjacent to the Ladner Village curbs the outflow of retail spending outside the community and negates any pressure to develop a grocery store within the Ladner Village. Further, it maintains a stronger local service and retail business base by reducing spending outflow to other commercial areas.

Ladner Area Plan



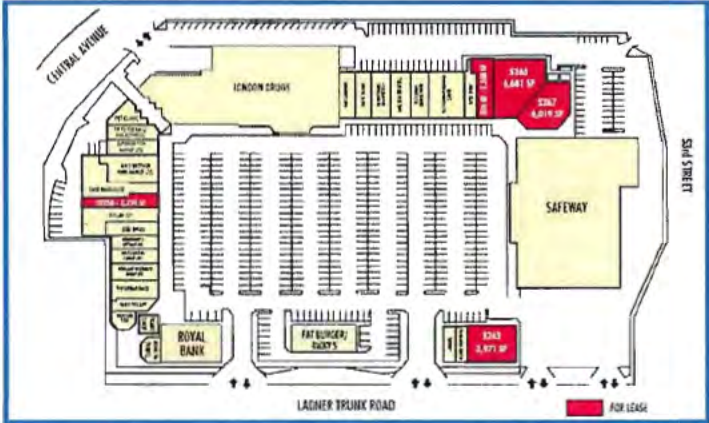
Source: Corporation of Delta

Ladner Future Land Use Plan



Source: Corporation of Delta

Trenant Park Square



Source: CBRE

Ladner Centre



Source: Dorset Realty Group

Furthermore, while the Ladner Village Core is comprised of mix of retail and office uses in a quaint pedestrian-friendly core, the Village has not achieved the same extent of waterfront linkage or tourist volumes that Steveston has. Unlike Steveston Village which has thrived as a vibrant community and visitor attraction with strong water linkages, Ladner's waterfront has struggled to attract investment after marine-oriented light industrial uses declined. In 2009, to develop a vision, planning principles, design concepts and an implementation strategy for the Ladner Waterfront area, Delta Council initiated *The Downtown Ladner Waterfront Revitalization Study* in 2009. The goal is to initiate the redevelopment of the Downtown Ladner Waterfront area to achieve a vibrant, people-oriented environment, with strong linkages to the waterfront, reflecting and celebrating the historical roots of the community. While the visioning exercise has resulted in several actions including increases in allowable building height and the creation of a development permit area and design guidelines, this discussion concentrates on the land use designation amendments that have been implemented by Delta Council.

Mixed-Use (Ladner Waterfront) 3 (MU(LW)3) Zoning

On May 31, 2013 Delta Council adopted an Official Community Plan amendment which created a new zoning designation designed to facilitate development and broaden the range of allowable uses in the Ladner Waterfront. The maps below show the affected area.

Ladner Waterfront Zoning Map



Source: City of Delta



The Mixed-Use (Ladner Waterfront) 3 designation allows for pedestrian-oriented retail commercial, recreation, public, service commercial and marine-oriented light industrial uses. Office and residential uses are permitted above the ground floor. Prior to the OCP Amendment, only general commercial, marine-oriented light industrial and service commercial uses were allowed. The following chart compares the Mixed-Use Ladner Waterfront OCP designation to the ZMU12 zoning in Steveston.



Permitted Uses

MU(LW)3 Waterfront	Designation: Mixed-Use Ladner	Steveston Maritime Mixed Uses (ZMU12)
Permitted Uses <ul style="list-style-type: none"> • Pedestrian-oriented retail commercial • Recreation • Public • Service commercial • Marine-oriented light industrial 		Permitted Uses <ul style="list-style-type: none"> • Education • Housing, apartment • Manufacturing, custom indoor • Maritime (uses supporting the marine economy) • Office • Parking, non-accessory • Personal service
		Secondary Uses <ul style="list-style-type: none"> • Boarding and lodging • Community care facility, minor • Home business

Discussion

Although similar in its historic ties to the commercial fishing industry, the Ladner waterfront has not developed into a vibrant, mixed-use waterfront village with a strong visitor experience in the same manner that Steveston has. Recognizing the need to allow broader uses along the waterfront in order to facilitate revitalization, the Corporation of Delta approved an OCP amendment allowing retail-commercial uses.

Although the OCP amendment was adopted too recently to evaluate its efficacy in waterfront revitalization, it is worth noting that Massey’s Marine Supply, a store situated on the Ladner waterfront specializing in products to serve the commercial fishing and recreational boating industries and thus considered a Maritime use per the City of Richmond, recently closed its retail store. The owner is selling his business because it is no longer viable and has cited the decline in both the commercial fishing industry and recreational boating as the reason for the closure.

Massey's Marine Supply



The Ladner Village Core is designated as mixed-use by the OCP and does not protect marine-oriented uses with any special policies or regulations. Thus, other Maritime uses that exist in Ladner Village are not protected by special policies or regulations.

Impacts Analysis

This section synthesizes the analysis and research from the report to determine if there is potential for impacts on the existing businesses operating in Steveston Village. The following table, adapted from the Hume report, is used as the areas for specified and unspecified tenancies in the Imperial Landing project.

Proposed Tenant Type	Size (sf)
Dentist	1,200
Dry Cleaner / Laundry	860
Restaurant	3,000
Food and Convenience Retail (excl. alcohol)	16,000
Bank (TD Bank)	6,462
Maritime Related Uses	8,900
To Be Determined (2nd Floor)	5,650
To Be Determined (Ground Floor)	16,480
Total	58,552

The commercial inventory described earlier in this report shows that there is 104,000 sf of retail uses currently located in Steveston village. The Hume report analyzed the population, both current and projected, in the Steveston neighborhood and showed that gross demand from Steveston residents totals over 1.3 million sf which includes approximately 240,000 sf of convenience retail, 584,000 sf of specialty retail, and over 203,000 sf of food and beverage services (Appendix 1).

The table below shows the proposed retail floor area being considered in a rezoned Imperial Landing. At 16,000 sf the supermarket would bring the Food and Convenience retail total floor area in Steveston Village to 47,362 sf. According to the Hume report, there was 191,285 sf of demand for this retail category (net of liquor stores) in 2013, meaning that even with the new supermarket, Steveston Village would only serve 25% of the trade area demand.

Proposed Tenant Type	Size (sf)	Current Steveston Village Supply	2013 Trade Area Demand
Food and Convenience Retail (excl. alcohol)	16,000	31,362	191,285

Convenience retailers must be competitive with respect to merchandise, store hours, service levels, locational characteristics, visibility as well as parking and other accessibility considerations. Simply looking at the floor area addition relative to demand would suggest that ample demand exists for the proposed supermarket, and that, all other things being equal, the incumbent businesses in this retail category should not suffer sales declines due to any oversupply of retail floor area. Further, if the supermarket (16,000 sf), and the additional 16,480 sf of ground level space currently not specified for a particular use was all leased to food and convenience retailers, it would represent 33% of 2013 trade

area demand. So, while it is unlikely that Imperial Landing will see 32,480 sf of its 58,000 sf commercial area leased for food and convenience retail, it could do so without creating an over-supply in the market based on 2013 demand. By 2018 there will be almost 20,000 sf of additional demand through market growth, according to the Hume report, which will bring additional spending potential to all businesses in this category.

Build Out Capacity

Colliers was asked to estimate the commercial floor area that could be accommodated within the village at full buildout (including city-owned and Harbour Authority lands. For this analysis we have assumed that "full buildout" means that all lands will have a building, and that developed densities on currently undeveloped sites would be to the OCP-permitted densities. We have assumed that the existing buildings would maintain their current uses, regardless of current density. *This is a hypothetical exercise, and does not imply that the OCP use is the highest and best use.*

The following map from the city's online GIS system shows city-owned lands in purple and federally owned (Harbour Authority) lands in yellow. The red outline shows the Steveston Village Heritage Core Area. The purple city-owned sites located in the Village cover 1836 square meters and are currently used for free surface parking. The Steveston Harbour Authority lands to the west outside of the village are zoned light industrial (IL) and are currently used for the Gulf of Georgia Cannery federal historic site and Steveston Harbour functions.



Harbour Authority and other underutilized and vacant Lands:

1. 3540 Bayview Street – 2,161sm (23,260 sf) Current use is surface parking. OCP land use is Neighbourhood Service Centre (NSC). Density: 1.6 FAR
2. 3771 & 3971 Bayview and 12451 No. 1 Road – 2,780sm (29,924 sf) Current use is surface parking. OCP land use is Neighbourhood Service Centre (NSC). Density: 1.6 FAR
3. 3711 Bayview – 1,468sm (15,801 sf) Current use is predominantly surface parking. OCP land use is Neighbourhood Service Centre (NSC). Density: 1.6 FAR



4. 3880 Bayview – 2361sm (25,414 sf) Current use is vacant. OCP land use is Neighbourhood Service Centre (NSC). Density: 1.6 FAR

Considering all of the vacant or predominantly vacant lands in the Village, they represent a combined 10,600 square meters (114,097 square feet) of land, and all have a maximum FAR of 1.6 according to the Steveston Village Land Use Density and Building Height Map. The maximum floor area that could be developed on these sites would be 182,555 square feet over 3 floors. Net of the 2500 sf currently on the 3711 Bayview property, the potential for additional floor area based on the OCP is 180,055 square feet. Retail and commercial uses typically occupy ground level, of which there is potential for approximately 60,000 sf additional in the Village.

The inventory of the Village in an earlier section showed that there is currently 285,436 sf of commercial floor area in the Village. At buildout, the Village would likely accommodate a total of 345,500 sf.

Impact of Imperial Landing on City and Harbour Authority Lands

If the rezoning application is successful on the Imperial Landing site, there would be minimal impacts on the development timing of these properties. Currently, with 58,000 sf of vacant commercial floor area (representing 16.9% of total supply) in the Imperial Landing project, there is very little likelihood of new commercial projects being proposed in Steveston without tenants secured prior to construction.

The commercial inventory described earlier in this report shows that there is 104,000 sf of retail uses currently located in Steveston village. If the Imperial Landing rezoning is approved, and if all 58,000 sf is occupied by retail uses, the resulting 162,000 sf of retail floor area in the village would still represent a small fraction of total demand generated in the trade area. Furthermore, the Hume report projects that over the 2013 to 2023 time frame, Convenience retail, F&B and Services will see demand growth of 15,405 sf *per year*. Steveston Village is undersupplied with convenience retail and service commercial relative to its trade area demand, and with population growth and limited potential for commercial growth the village will be undersupplied with commercial floor area for the foreseeable future.



Conclusions

- Colliers conducted a peer review of Hume Consulting's *Imperial Landing Retail Analysis* report and concluded that the report used an industry-standard methodology and overall, in the Food and Convenience Retail category most relevant to this analysis, the input differences between what Hume used and what Colliers would employ balance out and yield demand totals similar to what Colliers would find. Colliers agrees with the fundamental finding from the Hume report that the Steveston population generates significantly more demand for retail and commercial floor area than what is supplied locally.
- Colliers conducted an inventory of commercial uses in Steveston Village and with data provided by the City of Richmond, identified 285,000 sf of commercial floor area within the Village. In terms of total floor area, the single largest retail category represented in the Village is Food and Beverage Services with 77,410 sf in total, representing 27% of the total commercial supply in the Village core.
- Based on the City of Richmond Zoning Bylaw's definition of "office", there is approximately 26,000 sf of office space within Steveston Village including accountants, real estate firms, lawyers and financial services firms. The majority of office space in the Village is located in 2nd storey locations above at-grade retail.
- Based on the City of Richmond's definition of "Maritime" uses, there is 16,000 sf of Maritime floor area in Steveston representing 6% of total floor area.
- Colliers has conducted an analysis of two "special waterfront" areas – Horseshoe Bay in West Vancouver and Ladner Village in Delta. Within Horseshoe Bay the limited presence of Marine uses and the presence of Food and Beverage services uses within the Horseshoe Bay Marine Zone 3 (M3) indicate that there is likely not significant market demand for Maritime uses above and beyond the limited uses currently present.
- The Corporation of Delta recently approved an OCP amendment which broadened the range of uses allowed on the Ladner Village waterfront. While a well-known marine supply store located on the waterfront recently closed due to declines the commercial fishing industry, there are other Marine uses within Ladner Village. However, these uses are market driven and not protected by special policies or regulations.
- Colliers' analysis of Ladner, Horseshoe Bay and Steveston Village showed that differences in resident population, competitive commercial areas, geography, and economic activity unrelated to Maritime uses create challenges in isolating Marine activity as a demand generator for specific land uses. The benchmark review did show, however, that there appears to be no growth in Maritime-related business activity.



- At 16,000 sf, the proposed supermarket at Imperial Landing would bring the Food and Convenience retail total floor area in Steveston Village to 47,362 sf. According to the Hume report, there was 191,285 sf of demand for this retail category (net of liquor stores) in 2013, meaning that even with the new supermarket, Steveston Village would only serve 25% of the trade area demand.
- Even in the unlikely event that an additional 16,480 sf of commercial space in Imperial Landing not specified for a specific use leased for food and convenience retail, it could do so without creating an over-supply in the market based on 2013 demand. By 2018 there will be almost 20,000 sf of additional demand through market growth, according to the Hume report, which will bring additional spending potential to all businesses in this category.

Appendix 1

Hume Consulting Corporation Commercial/Retail Demand Forecast Steveston Neighborhood

TOTAL WARRANTED RETAIL & SERVICE FLOOR AREA			2013	2018	2023	2028	2033
			Warranted Floor Area (Sq. Ft.)				
CONVENIENCE RETAIL	Sales/SF	Capture					
Supermarkets	650	100.0%	118,148	136,445	144,022	159,012	175,562
Convenience Stores	250	100.0%	16,425	18,135	20,022	22,100	24,407
Specialty Food Stores	750	100.0%	7,319	8,080	8,921	9,850	10,876
Beer, Wine, Liquor	500	100.0%	48,482	53,528	59,099	65,250	72,042
Health & Personal Care Stores	600	100.0%	49,383	54,534	60,210	66,476	73,395
Sub-total			239,767	264,722	292,274	322,694	356,281
SPECIALTY RETAIL							
General Merchandise Stores	300	100.0%	165,938	183,269	202,277	234,723	246,575
Clothing Stores	275	100.0%	73,063	80,608	89,064	103,349	108,568
Shoe and Access. Stores	300	100.0%	20,088	22,179	24,487	28,415	29,850
Furniture	250	100.0%	31,731	35,034	38,680	44,884	47,151
Home Furnishings	250	100.0%	23,153	25,563	28,224	32,751	34,405
Sporting Goods, Books, Music	250	100.0%	48,580	53,636	59,210	68,717	72,167
Building Materials & Garden	200	100.0%	113,379	131,804	145,522	169,884	177,391
Electronics & Appliances	275	100.0%	55,765	61,569	67,977	78,880	82,804
Other Retail	275	100.0%	46,623	51,475	56,833	65,649	69,279
Sub-total			584,320	645,137	712,283	826,533	868,269
RESTAURANT & TAVERN	250	100.0%	203,391	213,766	248,176	274,140	302,822
SERVICES* @ 15% of Retail Area			256,870	280,906	313,183	355,842	381,843
AUTO PARTS & ACCESSORIES	300	100.0%	30,844	34,055	37,598	41,513	45,833
TOTAL WARRANTED FLOOR AREA			1,215,192	1,418,588	1,603,516	1,820,723	1,955,048

*An additional 25% of warranted floor area is added to account for the personal, professional, financial, and medical services typically comprising the floor area in neighbourhood and community oriented shopping areas.
Warranted floor area for automotive sales and services has not been included in the retail model.

**IMPERIAL LANDING
RETAIL ANALYSIS**



Submitted To:
ONNI GROUP

Submitted By:
HUME CONSULTING CORPORATION

DECEMBER 2013

PLN - 290

R213-633927

FEB 7 / 14

REPORT SYNOPSIS

The market analysis has revealed that that local residents of Steveston are under-served in terms of retail goods and services relative to the level of demand generated by its nearly 26,000 residents. The proposed Imperial Landing development represents only a small fragment of the retail and service floor area that could be supported by market demand.

In particular, Steveston lacks a convenience-oriented shopping destination where they can readily find a popular supermarket, drugstore, banks, and personal/professional services. These type of shopping facilities are currently located outside of Steveston including Seafair Centre, Terra Nova Village, Blundell Centre, Richlea Square/Broadmoor Village, and Ironwood Plaza. As a result, the majority of the available retail expenditures generated by Steveston residents are flowing outside the community to these other nearby shopping centres. This exodus of expenditures has a negative impact on Steveston businesses.

The Imperial Landing development offers a prime opportunity to create a concentration of retail goods and services that focus on serving local community needs thereby retaining shopping trips within the community. A new Nester's supermarket will be the prime anchor draw to the development and will draw other popular stores and services not currently available in Steveston. It is expected that the vast majority of sales for any new stores at this development will come from the reduction in the expenditures that are currently out-flowing to other nearby shopping centres rather than taking sales from Steveston businesses.

The Imperial Landing development will not only help to retain shopping expenditures within the community but it will also help to activate the important waterfront area. This type of mixed use development will contribute to the widely accepted planning goals of creating complete communities that are safe, walkable, vibrant, and sustainable. The rezoning application supports both maritime related uses and more conventional convenience retail uses.

The details of the retail analysis and key findings are described within the body of the report.

IMPERIAL LANDING: RETAIL ASSESSMENT

1.0 PROJECT UNDERSTANDING

The Onni Group is currently completing the development of the Imperial Landing waterfront site. The development is comprised of six low rise residential buildings with approximately 58,000 square feet of space for commercial uses comprised of ±52,000 square feet at grade and ±6,000 square feet of 2nd floor space. The Onni Group has submitted a rezoning application that proposes additional commercial uses to the existing zoning. The current commercial zoning guidelines are Steveston Maritime Mixed Use (ZMU12) and Maritime Commercial (ZC21). The rezoning application at 4300 Bayview Street would allow for a broader range of local-oriented retail goods and services while maintaining the Maritime uses that the site is currently zoned for.

More specifically, **Figure 1** illustrates the types of retail uses allowed under the current zoning and the additional types of retail that is being requested under the rezoning application (highlighted in orange).

FIGURE 1 Existing and Requested Zoning

ZC21 & ZMU12 Primary Uses	Requested	Proposed
	Animal Grooming	Animal Grooming
	Child Care	Child Care
Education (limited)	Education (limited)	Education (limited)
	Education, commercial	Education, commercial
	Health Service, minor	Health Service, minor
Housing, Apartment (E/W and limited)	Housing, Apartment (E/W and limited)	Housing, Apartment (E/W and limited)
Industrial, General (limited)	Industrial, General (limited)	Industrial, General (limited)
	Library and exhibit	Library and exhibit
Manufacturing, Custom Indoor (limited)	Manufacturing, Custom Indoor (limited)	Manufacturing, Custom Indoor (limited)
Marina	Marina	Marina
Maritime (E/W)	Maritime	Maritime
Maritime mixed use	Maritime mixed use	Maritime mixed use
Office (limited)	Office	Office
Parking, Non accessory		
	Recreation, indoor	Recreation, indoor
	Restaurant	Restaurant
	Retail, convenience	Retail, convenience
	Retail, general	Retail, general
	Retail, secondhand	Retail, secondhand
	Service, financial	Service, financial
	Service, business support	Service, business support
	Service, household repair	Service, household repair
	Service, massage	Service, massage
Service, personal (E/W and limited)	Service, personal	Service, personal
	Veterinary service	Veterinary service
Existing Secondary Uses	Requested	Proposed
Boarding and lodging (E/W)	Boarding and lodging	Boarding and lodging
Community care facility, minor (E/W)	Community care facility, minor	Community care facility, minor
Home business (E/W)	Home business	Home business

Hume Consulting has been asked to provide a market analysis to: assesses the Steveston retail market and shopping patterns; examine the suitability and sustainability of commercial under the existing zoning; examine the suitability and sustainability of commercial uses under the proposed zoning.

2.0 RETAIL DEMAND & WARRANTED RETAIL FLOOR AREA

A retail demand model has been created to determine the size of total retail and service demand generated by Steveston residents as well as the total warranted retail and service floor area, by major retail category. **Figure 2** illustrates the boundaries for Steveston as defined by the City of Richmond - Williams Road to the north, No.2 Road to the east, the Fraser River to the south, and the Strait of Georgia to the west.

FIGURE 2 Steveston Boundaries



The model focuses on demand generated by local Steveston residents only as the types of retail goods and services that will be offered at Imperial Landing will primarily target local area residents within Steveston. It is recognized that the Steveston Village and waterfront area also draws thousands of visits from outside the community that generates significant demand/support for retail goods and services, which are not included in the retail model.

The retail model will help place the scale and type of retail development proposed at Imperial Landing in context with the overall level of market demand. The scale of total demand when compared to the amount of retail floor area contained within Steveston will provide some indication of the potential "outflow" of shopping trips and expenditures to other areas in Richmond and beyond.

Population and Incomes

Total retail expenditure estimates for Steveston are based on its population size and personal disposable income levels. As personal disposal income levels are only available at the provincial level, estimates for Steveston have been based on a comparison of provincial median household income levels with Steveston's median household income levels.

The City of Richmond has estimated that the 2011 population of Steveston was 25,345 persons based on the 2011 Canada Census. Based on a historical growth rate of approximately one

percent per year the 2013 population is estimated at 25,854 persons. An estimated 15,700 Steveston residents (62%) live south of Steveston Highway.

BC Stats data states that Per Capita Household Disposable Income in BC was \$28,395 (2011). After a review of Median Household income levels in Steveston as compared to the provincial level, it is conservatively estimated that Per Capita Household Disposable Income levels in Steveston are 25% higher than the Provincial level or \$36,928 (2013). In British Columbia, 45%-47% of personal disposable income per capita is spent on retail goods.

Total Retail Sales and Warranted Retail Floor Area

Statistics Canada tracks retail sales for each Province on a monthly basis, by major retail category. With estimates of Steveston's population and disposable income levels per capita, total retail sales and warranted retail floor area can be determined.

Based on Steveston's population and income levels over the 2013-2033 period, the total retail expenditure potential (including restaurant/tavern expenditures but excluding automotive sales and service expenditures) is \$344.9 million in 2013, rising to \$394.7 million by 2018, to \$452.1 million by 2023, and to \$595.2 million by 2033.

Figure 3 illustrates the total retail and service floor area, by major retail category, that can be supported by the expenditures of Steveston residents. The break-out of warranted floor area is based on Statistics Canada's monthly statistics regarding retail expenditures patterns in British Columbia.

FIGURE 3 Total Retail & Service Floor Area

TOTAL WARRANTED RETAIL & SERVICE FLOOR AREA			2013	2018	2023	2028	2033
			Warranted Floor Area (Sq. Ft.)				
CONVENIENCE RETAIL	Sales/SF	Capture					
Supermarkets	850	100.0%	118,148	130,845	164,023	189,212	178,882
Convenience Stores	250	100.0%	16,425	18,138	20,922	23,106	34,407
Specialty Food Stores	750	100.0%	7,319	8,080	9,521	8,850	10,875
Beer, Wine, Liquor	500	100.0%	48,462	63,628	59,266	65,263	72,642
Health & Personal Care Stores	600	100.0%	40,393	54,534	60,210	66,476	73,885
Sub-total			234,747	284,722	292,274	322,884	356,291
SPECIALTY RETAIL							
General Merchandise Stores	300	100.0%	165,938	183,299	202,277	224,723	248,075
Clothing Stores	275	100.0%	73,063	80,668	89,064	103,949	108,580
Shoe and Access. Stores	300	100.0%	20,088	22,175	24,487	28,416	29,850
Furniture	250	100.0%	31,731	35,054	38,680	44,884	47,121
Home Furnishings	250	100.0%	23,153	25,562	28,224	32,751	34,408
Sporting Goods, Books, Music	250	100.0%	48,580	53,608	59,218	68,717	72,187
Building Materials & Garden	200	100.0%	119,379	131,804	145,522	168,884	177,391
Electronics & Appliances	275	100.0%	55,765	61,560	67,977	78,880	82,064
Other Retail	275	100.0%	46,623	51,475	56,833	65,949	69,279
Sub-total			984,320	1,045,137	1,112,283	1,226,533	1,288,280
RESTAURANT & TAVERN	250	100.0%	203,381	217,796	248,178	274,140	302,822
SERVICES* @ 25% of Retail Area			256,870	289,936	312,181	355,842	381,643
AUTO PARTS & ACCESSORIES	300	100.0%	30,844	34,888	37,896	41,513	45,833
TOTAL WARRANTED FLOOR AREA			1,215,182	1,418,436	1,602,819	1,820,723	1,960,048

*An additional 25% of warranted floor area is added to account for the personal, professional, financial, and medical services typically comprising the floor area in neighborhood and community oriented shopping areas.
Warranted floor area for automotive sales and services has not been included in the retail model.

As illustrated, the local Steveston population currently supports an estimated 1.3 million square feet of retail and service floor area (excluding automotive sales). This total includes 118,000 square feet of Supermarket floor area, 48,500 square feet of Wine/Liquor store floor area, almost 50,000 square feet of Health and Personal Care stores (i.e., drugstore and pharmacy); over 200,000 square feet of Restaurant and Tavern floor area; and almost 257,000 square feet of Service floor area (including personal, professional, and financial services). The total warranted retail and service floor area in Steveston will grow by nearly 640,000 square feet over the next 20 years as population and income grows.

These total sales and warranted floor area estimates do not include the significant demand generated by regional visitors and tourists to Steveston which likely amounts to at least 20-25 percent more in retail sales and warranted floor area. This represents an additional 263,000 to 329,000 square feet of additional warranted floor area.

A visual survey of Steveston indicates that the scale of retail goods and services currently available within the community is well below the total warranted floor area. This indicates that a significant portion of retail expenditures generated by Steveston residents are being spent elsewhere within Richmond or beyond. Of course, not all of the retail expenditure potential can be captured locally. Some shopping trips will naturally occur to other areas of Richmond and beyond, particularly for General Merchandise, Specialty Retail, Automotive sales and service, etc. However, the retail model does help illustrate that a significant amount of additional retail floor area could be supported in the community if the sales "outflow" were reduced.

For example, the Steveston population could currently support up to 118,000 square of supermarket floor area, yet there is only one small independent grocery store comprising approximately 12,500 square feet located within the community (Super Grocer). This indicates that 80%-90% of Steveston's supermarket expenditures are occurring outside of the community. Similarly, nearly 50,000 square feet of drugstore/pharmacy space could be supported, but there are only three small pharmacies and no major drugstores (i.e., Shopper Drug Mart, London Drugs) within Steveston. While there are a significant number of restaurants/taverns in Steveston Village it appears that the market could support additional facilities within the 200,000 square feet of warranted floor area.

Synopsis and Retail Implications

The retail model indicates that a significant amount of retail and service floor area can be supported by Steveston's population of approximately 25,854 persons plus the additional floor area that is supported by expenditures from visitors and tourists. The ±58,000 square feet of retail and service floor area proposed at Imperial Landing represents only a small fragment of total warranted floor area in Steveston.

A visual survey of Steveston indicates that the amount of retail and service floor area in the area is well below the levels that could be supported. Most notably, the lack or undersupply of

major local-serving retail anchors such as a popular supermarket chain, major drugstore, some major banks, and government liquor store, suggests that many Steveston residents currently travel outside their neighbourhood to find the types of stores and services that satisfy their regular day-to-day needs.

Retail surveys and studies over many years have confirmed that with today's busy lifestyles, once local residents leave their local neighbourhood area to shop for key goods and services such as a supermarket, drugstore, and/or bank, they tend to do most of their other shopping at or near that same location. This regular exodus of shopping trips is likely having a significant impact on local businesses within Steveston.

3.0 COMPETITIVE RETAIL REVIEW & ASSESSMENT

In order to assess the suitability and impact of proposed retail uses at Imperial Landing, it is important to review the competitive retail market. A competitive review will help determine likely shopping patterns by Steveston residents as well as identify potential voids or gaps in Steveston's merchandising mix that could be served, in part, by Imperial Landing. **Figure 4** illustrates the location of shopping centres or precincts that focus on serving day-to-day convenience shopping needs and are within a convenient driving/walking distance of the Imperial Landing site.

FIGURE 4 Convenience Shopping Competition



Steveston Village

The 2013 Steveston Villager Business Directory provides a detailed listing of businesses within the Steveston Village precinct. **Figure 5** provides a summary of the approximate number of retail, restaurant, and service (personal, financial, and professional) type businesses listed in the Business Directory.

It is evident from the business directory listings that there are a wide range of stores and services available within Steveston. Steveston Village is a unique historic commercial area spread out over several blocks. The business mix is comprised mostly of small independent operators rather than businesses that are part of a regional or national chain although an increasing number of well-known retail/business chains are being attracted to the area.

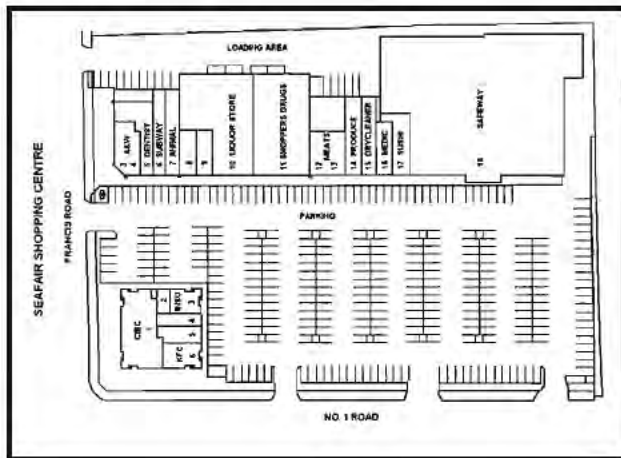
FIGURE 5 Steveston Village Business Summary

Business Type	#	Business Type	#	Business Type	#
Antiques & Collectibles	2	Home, Office Decorating	6	Coffee & Espresso Shops	6
Appliances & Rentals	3	Jewellers	2	Casual Dining	17
Artists/Art Gallery, Framing & Supplies	7	Ladies, Men's Clothing & Shoes	12	Chinese/Asian Restaurants	2
Books, Stamps, & Stationery	4	Lawyers & Notaries	6	East Indian Restaurants	2
Children's Toys & Clothing	6	Marine & Hardware Stores	2	Fine Dining	4
Chiropractic & Physio Services	3	Liquor Stores	1	Greek Restaurants	2
Consignment & Thrift Stores	7	Medical & Related Services	13	Italian Restaurants	8
Dental Services	7	Pharmacies & Labs	4	Japanese Restaurants	5
Financial Services	13	Pet Services & Supplies	6	Mexican Restaurants	1
Flowers & Gardening	3	Photography	4	Pubs, Bistro's, Wine Bars	8
Furniture & Home Decor	10	Professional Services	17	Organic Food Products	1
Giftware	12	Real Estate Services	20	Seafood, Fish & Chips	7
Hairdressers & Barbers	18	Convenience Stores & Grocery	6	Services With Food & Beverages	14
Holistic, Health, Wellness, & Fitness	32	Bakeries & Confectioneries	12	Web/Computer/Internet Services	10
	127		111		87

Source: Summary based on Steveston Villager Business Directory 2013

With a wide range of local serving goods and services, Steveston Village does play a role in serving the day-to-day needs of local area residents. Steveston Village also includes many businesses that target regional visitors and tourists. It appears that the historic waterfront character and wide variety of restaurants, cafes, and specialty shops serve as strong draw to the area for visitors. Due to the strong orientation towards regional visitors and tourists, shopping traffic levels appear to vary quite widely with significantly higher shopping traffic during the pleasant weather months and weekends.

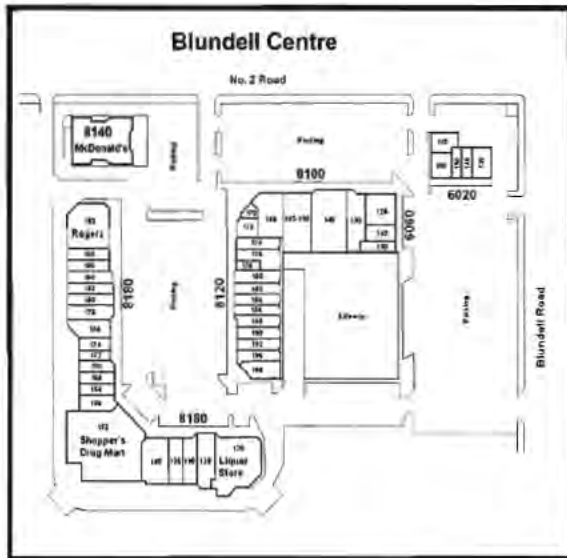
Seafair Centre



Safeway	Produce Store	Drycleaner
Shoppers Drug Mart	Gourmet Meats	Dentist
BC Liquor Store	KFC	Subway
CIBC	Autoplan Insurance	Pet Supplies
Sushi	Little Caesar's Pizza	Hair Salon
Medical Centre	A&W	Shoe Repair
Veterinarian	Mixes & Cigarettes	

Seafair Centre is located at the northwest corner of No. 1 Road and Francis (just outside Steveston's northern boundary) and is the closest local convenience type shopping centre to Imperial Landing with a driving distance of 2.9 kilometres or 4-6 minute driving time. Seafair has a leasable area of ±70,000 square feet and is comprised of approximately 20 retail and service tenants and is anchored by a Safeway supermarket of approximately 29,000 square feet. Other key tenants include Shoppers Drug Mart, BC Liquor Store, and CIBC. A small selection of personal services and fast food outlets are also available.

Blundell Centre



Safeway	Sushi Han Restaurant	Current Fashions
Shoppers Drug Mart	Auto Plan	First Choice Vacuums
TD Canada Trust	Seafair Jewellers	Osaka Today
BMO	Star Pets	Subway
McDonald's	Mobilicity	Bell Mobility
Starbucks	The Eye Station	Dental Clinic
Kin's Market	Amroni's Gourmet Meats	Silk Cuts Clothing
Cobs Bread	Thai Kitchen	Blundell Florist
Liquor Town	Easy Care Cleaners	Oriental Take-Out
Loonie Town	Foot Solutions	Return-It
UPS Store	Bernard Callebaut Chocolates	Famous Nails
Ed's Linens's	Fast Photo	Hair Masters
OZ Barbers	Round Table Pizza	Optometry
Medical Clinic	Bellisima Fashion	

Blundell Centre is located at the southeast corner of No. 2 Road and Blundell. This local convenience type shopping centre is a driving distance of 4.5 kilometres from Imperial Landing or 7-9 minute driving time. Blundell Centre has a leasable area of ±82,000 square feet and is comprised of approximately 41 tenants and is anchored by a Safeway supermarket of approximately 28,000 square feet. Other key tenants include Shoppers Drug Mart, Liquor Town, BMO, TD Canada Trust, McDonald's, and Kin's Market. A good selection of personal services, professional services, and fast food/restaurant services are also available.

Terra Nova Village



Save-On-Foods	Legends Liquor Store	TN Barber
RBC Royal Bank	Jugo Juice	TN Cleaners
Starbuck's	Hallmark	Quiznos
Bosley's Pet Foods	Color Me Mine	TN Health Centre
Dollar Giant	Flight Centre	Hair Masters
Dairy Queen	Pisces Fish & Chips	Younger Nail Salon
Imperial City Bistro	Pizza Hut	Central Agencies
Dear Animal Hospital	Hananoki Japanese Rest.	Church's Chicken

Terra Nova Village is located at the northwest corner of No. 1 Road and Westminster Highway. This local convenience type shopping centre is a driving distance of 5.3 kilometres from Imperial Landing or 8-10 minute driving time. Terra Nova Village has a leasable area of 72,000 square feet and is comprised of approximately 24 tenants and is anchored by a Save-On-Foods supermarket of approximately 26,000 square feet. Other key tenants include RBC, Starbuck's, Bosley's, and Dollar Giant. A good selection of personal services, and fast food/restaurant services are also available.

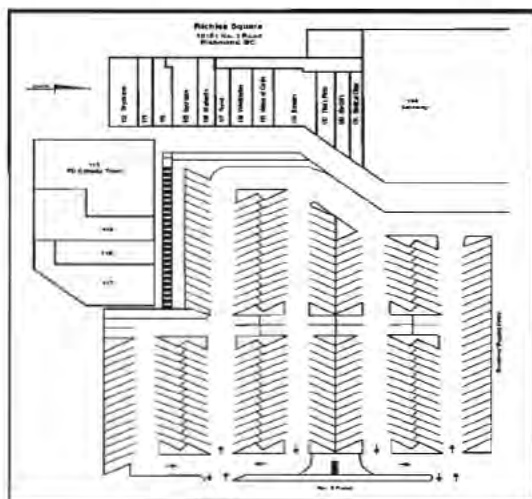
Ironwood Plaza



Save-On-Foods	Brown's Social House	Drycleaner
London Drugs	Reitman's	Ironwood Medical
BC Liquor Store	Bosley's Pet Foods	Quizno's
Scotia Bank	Danny's Wun Tun House	Great Clips
McDonald's	General Nutrition	Booster Juice
Coast Capital Savings	Game Stop	Ironwood Dental
Ironwood Public Library	Loonie Town	Chiropractor
Starbucks	Insurance	Eyewear Etc
Running Room	Pearle Vision	ICBC
Flight Centre	Ice Level Sports	Apex Commercial
Boston Pizza	Marble Slab	Thyme Maternity
VQA Wines	Nail Salon	Current Fashion
Dania Down Quilts	Dentist	Kisha Poppo

Ironwood Plaza is located at the southwest corner of Steveston Highway and No. 5 Road. This local convenience type shopping centre is a driving distance of 6.8 kilometres from Imperial Landing or 9-11 minute driving time. Ironwood Plaza has a leasable area of ±150,000 square feet and is comprised of approximately 40 tenants and is anchored by a Save-On-Foods supermarket of approximately 33,000 square feet. Other key tenants include London Drugs, BC Liquor Store, Public Library, Scotia Bank, Coast Capital, McDonald's, and Starbucks. A good selection of personal services and fast food/restaurant services are also available.

Richlea Square & Broadmoor Village



Broadmoor Village		
Shoppers Drug Mart	Pioneer Pub	Restaurant
Kin's Market	Pioneer Liquor Store	Bakery
Royal Bank	KFC	Dry Cleaners
Coast Capital	Subway	Nail Salon
Petro Canada	Fresh Slice Pizza	Tailor
Richlea Square		
Safeway	Veterinarian	Pizza
Pharmasave	Dry Cleaner	Cards
TD Canada Trust	Hair Cuts	Insurance
Starbucks	Medical Clinic	
Banners Restaurant	Travel Agency	

Richlea Square and Broadmoor Village are adjacent shopping centres located on No.3 Road just to the south of Williams Road. These centres are located approximately 5.0 kilometres from Imperial Landing or an 8-10 minute driving time. Richlea Square has a leasable area of ±70,000 square feet and Broadmoor Village has a leasable area of ±24,000 square feet. Combined, these shopping centres offer approximately 30 tenants providing a range of convenience-oriented goods and services. Key tenants include Safeway, Royal Bank, TD Canada Trust, Coast Capital, Pharmasave, Petro Canada, and Kin's Market.

Competitive Synopsis & Implications

There are no supermarket anchored, convenience-oriented shopping centres located within the community of Steveston. However, there are five such shopping centres within a relatively easy driving time of the Steveston neighbourhood and located along major roads frequented by local residents. **Combined, these shopping centres comprise approximately ±468,000 square feet of**

leasable retail and service floor area and offer a total of ±155 tenancies. Given the popularity and customer loyalty generated by the major supermarket chains combined with the one-stop shopping convenience offered at each of these five shopping centres, it can be expected that a significant portion of Steveston residents currently shop outside of their community to satisfy most of their essential day-to-day shopping needs.

The merchandising mix in each of these shopping centres illustrates the typical composition of retail goods and services that attract shoppers on a regular basis. A supermarket, banks, drugstore, and/or liquor store are typically the key anchor stores. Personal and medical services are also an important component of the merchandising mix as well as cafes, restaurants, and fast food facilities. The other key aspect of these competitive shopping centres is the convenience they offer - a shopper can satisfy most or all of their essential shopping and service needs in one location.

Steveston Village is the primary commercial centre within Steveston. Steveston Village plays an important local service role within the community but also targets a larger regional shopper drawn to this historic area with its quaint fishing village character. It offers a variety of goods and services mostly comprised of local independent operators. Many of the stores, restaurants, and businesses in the Steveston Village are focussed on serving visitors from outside the local neighbourhood.

While Steveston Village does offer a small, independent grocery store and three pharmacies, there are no major convenience-type anchor tenants such as a popular supermarket chain or major drugstore (i.e., Shoppers Drug Mart, London Drugs), and only one major financial institution is present in Steveston Village. There are very few regional or national chains that are popular with shoppers. The spread-out nature of Steveston Village does not lend itself to the type of convenience-oriented shopping sought by most shoppers with busy lifestyles.

Given the strong competition in the region, the spread out nature of retail goods and services in Steveston Village, the lack of popular major convenience tenants and the retail focus on visitors, it is likely that most Steveston residents will continue to satisfy all or most of their regular day-to-day shopping needs outside of the community. **Steveston needs a concentration of popular, local serving goods and services in order to retain locally generated, day-to-day shopping trips within the community.**

4.0 ASSESSMENT OF PROPOSED RETAIL ADDITIONS

This section of the report reviews the types of retail uses being proposed at Imperial Landing and places them in the context of the Steveston community, Steveston Village, and the widely accepted planning principles of creating complete communities that are liveable, vibrant, walkable, and sustainable.

Zoning Considerations

Current Zoning

Under the current zoning guidelines, the types of retail and service uses that can be accommodated at Imperial Landing are quite restricted. The allowable uses under the current zoning guidelines are:

Steveston Maritime Mixed-Use (ZMU12)

- Education
- Housing, apartment
- Manufacturing, Custom Indoor
- Maritime
- Office
- Parking, Non-accessory
- Service, Personal
- Secondary Uses*
- Boarding and lodging
- Community care facility, minor
- Home business

Steveston Maritime (ZC21)

- education (limited)
- industrial, general (limited)
- manufacturing, custom indoor
- marina
- maritime mixed use
- office (limited)
- parking, non-accessory

Generally, the current zoning guidelines primarily allow for a variety of uses, primarily oriented to the maritime related uses, that may include; small scale, indoor manufacturing; boat mooring, boat repair services, businesses that support commercial fishing, and limited industrial uses. The zoning would also allow for the manufacture of hand-made items such as jewellery, toys, and musical instruments. Some office, home business, and educational uses would also be permitted under the current zoning but must be related to the marine or maritime industry.

Overall, the zoning guidelines appear to be primarily based on a desire to create/reinforce a historic maritime theme for Steveston. The current zoning guidelines do not appear to consider the retail and service needs in the area or the market demand for such space. Also, the feasibility and sustainability of such uses and their compatibility with residential uses above or nearby do not appear to have been fully considered. As most local residents would be unlikely to utilize maritime-type uses on a regular basis, it is unlikely that a focus on these types of uses would contribute significantly to a more complete, vibrant, walkable, and sustainable neighbourhood. If these commercial spaces cannot be filled or are not viable, the resulting

vacancy and tenant turnover would diminish the identity, character, and value of the Imperial Landing area. High vacancy rates and/or tenant turnover would also send a bad message to prospective new businesses considering the Steveston Village area as a possible location.

Requested Additions Under Rezoning

The rezoning application retains all of the Permitted Uses under the current zoning guidelines but also seeks to broaden the allowable retail and service uses. The additional types of uses requested under the rezoning application are (alphabetically):

- Animal Grooming
- Child Care
- Education, commercial
- Health Service, minor
- Library and Exhibit
- Office
- Recreation, indoor
- Restaurant
- Retail, convenience
- Retail, general
- Retail, second hand
- Service, financial
- Service, business support
- Service, household repair
- Service, massage
- Service, personal
- Veterinary service

The types of additional uses being requested would allow for a greater variety of goods and services targeting the regular day-to-day shopping needs of local area residents. These uses are more reflective of market needs, are more likely to be leased, and more likely to be economically sustainable. There are many examples of modern mixed-use retail precincts in Metro Vancouver that have created very vibrant and desirable places to live due to their mix of stores and services that effectively serve the local area population.

While there could be some duplication of tenant types that are currently located in Steveston Village, the relatively small scale of the Imperial Landing development and the small number of tenancies that will comprise it should have little impact on other businesses. These types of additions would help to eliminate the need for many residents in the immediate area to drive to other convenience type shopping centres (i.e., Ironwood Plaza, Blundell Centre, Seafair Centre, Terra Nova Village, Richlea Square/Broadmoor Village). **Most of the sales for these planned stores will likely come from expenditures that are currently going to these other shopping centres. The retention of shopping trips could provide important spin-off traffic and sales to other businesses in Steveston Village.**

Specific Tenancies Being Investigated

Onni Group has tested the retail market to determine if there is interest in leasing commercial space at Imperial Landing. The additional uses listed in the rezoning application are reflective of the types of retail and service uses that have expressed interest in this location. Onni has reported that they have actively pursued commercial tenants that would comply with the

current zoning, but have not had any success finding such tenants. The specific types of retailers that have expressed interest in the Imperial Landing location are summarized below:

FIGURE 6 Planned Tenant Mix

	Available Space*	Proposed Tenant Type	Tenant Size*
Building 1	6,060	Dentist	1,200
		To Be Determined	1,000
		Dry Cleaner/Laundry	860
		Restaurant	3,000
Building 2			
1st Flr	16,000	Supermarket (Nesters)	16,000
2nd Flr	5,650	To Be Determined	5,650
Building 3	1,700	To Be Determined	1,700
Building 4	6,462	Bank (TD Bank)	6,462
Building 5	13,780	To Be Determined	13,780
Building 6	8,900	To Be Determined ¹	8,900
TOTAL	58,552		58,552

*Sizes are approximate

¹ A termination clause could be registered on all leases in Building 6 to allow for a change to maritime related uses if the planned marina is built.

The total commercial floor area and total number of tenants (an estimated 10-15 tenancies) is small relative to market demand, in comparison to the number of businesses located in Steveston Village, and the scale of convenience-oriented shopping centres in the area. The total commercial floor area is ±58,000 square feet comprised of approximately 52,000 square feet at ground level and 6,000 square feet of 2nd floor space. Four tenants have confirmed their interest in Imperial Landing including a 16,000 square foot Nester's Market and a 6,500 square foot TD Bank.

Supermarket - The proposed Nesters supermarket would be an efficient urban-sized full service store operated by one of BC's leading grocery store operators. The availability of a modern full service supermarket would provide an essential service to this medium density community that is currently missing. Many respondents from the previous open houses expressed the desire for a supermarket in their neighbourhood.

Bank - a major bank (TD Bank), not currently located within Steveston, has indicated interest in Imperial Landing. As consumers have specific loyalties to particular banks, the addition of a new major bank at Imperial Landing will reduce the trips to other shopping centres for the purposes of banking.

Other Potential Uses - while no other uses have yet been confirmed, interest has been expressed by a variety of businesses including: restaurants, fast food operators, cafes, personal services, professional services, fitness centre, and daycare operator.

The developer has indicated that it would consider inserting a termination clause in all leases in Building 6 which would allow the developer to switch to maritime related uses if the planned marina is built and there was resulting demand for maritime related uses. It is likely that a significant notice period for termination (e.g. 36 months) would be required in order to attract tenants in the near term. This approach would ensure that vacancies could be avoided in the short to medium term and maritime uses could be accommodated in the future if tenant interest and demand related to a new marina emerges. Of course, any near term tenancies that service the marine industry would not be terminated.

Tenants would require a minimum of 36 month's notice and if the existing tenants service the Marine industry in any capacity then their leases will not be terminated.

Synopsis

Given today's busy lifestyles and the resulting time limitations that are available to complete essential tasks such as convenience shopping, most shoppers are drawn to well-located, well-anchored shopping centres or retail precincts where they can meet all or most of their shopping and service needs in one location. The availability of essential retail goods and services close to home is generally preferred by shoppers. Currently, with the limited selection of popular convenience stores and services close to home, many residents of the Imperial Landing area and Steveston as a whole are drawn outside the community to Ironwood Plaza, Blundell Centre, Seafair Centre, and/or Terra Nova Village to do most of their regular convenience shopping.

The requested retail additions are clearly intended to focus on better serving the day-to-day needs of residents at Imperial Landing and the surrounding area. Imperial Landing's plan to provide additional convenience-oriented goods and services close to home should help to reduce the need for area residents to drive to other shopping centres located outside of Steveston.

The Imperial Landing area is a modern medium density neighbourhood, distinct from the historic maritime character of the historic Steveston Village area. The proposed commercial component for Imperial Landing is appropriate to the character and needs of a modern medium density neighbourhood and complementary to the Steveston Village character. The types of retail and services tenancies being targeted should help to create a vibrant, interesting, and walkable retail environment that adds to the liveability of Imperial Landing and the surrounding area. The retention of shoppers within the community should provide some spin-off benefits to Steveston Village businesses as well.

The overall amount of commercial floor area and number of tenancies is relatively small relative to Steveston Village and the popular neighbourhood shopping centres that outside of

Steveston. The 5 key tenancies proposed at Imperial Landing comprise more than three-quarters of the total available floor area. All five of these key tenancies are highly suited to serving the shopping and services needs of a modern, medium density, mixed-use neighbourhood. The small number of additional tenancies (approximately 5-7 additional tenancies) will add to the interest and draw at Imperial Landing but are not expected to have a significant impact on Steveston Village. The majority of retail sales for the proposed retail and service facilities are expected to come from a reduced outflow of expenditures to shopping centres located outside of the Steveston community.

5.0 CONCLUSIONS

Hume Consulting has arrived at the following key conclusions based on a review and analysis of Steveston's retail market and the proposed retail additions at Imperial Landing:

- Steveston is deficient in some of the types of convenience-oriented shopping facilities that satisfy the needs of the community.
- While Steveston Village is a quaint shopping precinct, it is spread out and lacks many of the most popular stores and services sought by shoppers.
- The ±58,000 square of retail and service floor area proposed at Imperial Landing is very small relative to the amount of retail floor area warranted by local and visitor demand.
- Some of the accepted planning principles for modern, medium to high density neighbourhoods is to create safe, vibrant, walkable, complete, and sustainable communities. The types of retail and service facilities being proposed for Imperial Landing will help to achieve these goals.
- Due to the undersupply of supermarket facilities in Steveston relative to demand, the proposed addition of a ±16,000 square foot urban-style Nesters supermarket, will help to curtail the exodus of local shoppers to other shopping centres anchored by a supermarket.
- Given the large number of businesses located in Steveston Village including multiple restaurants, cafes, hair salons, specialty stores, and professional services, and the current significant outflow of sales to other shopping centres in the region, it is unlikely that the 10-15 businesses planned for Imperial Landing will have a significant impact on existing businesses in Steveston.
- Most of the sales needed to support the proposed retail facilities at Imperial Landing will come from a reduction or transference of sales that are currently going Ironwood Plaza, Blundell Centre, Seafair Centre, and Terra Nova Village.
- A successful retail component at Imperial Landing will help retain more shopping trips within the community thereby helping to generate spin-off traffic and sales to other nearby businesses within Steveston Village.
- Many of the businesses being proposed at Imperial Landing will be complementary to the existing business mix in Steveston Village, will help to fill some key gaps or deficiencies in the current selection of goods and services.

- The strong market interest by prominent retailers and service operators indicates that Imperial Landing is an attractive and viable location for the types of uses being sought indicating that the retail and service space being proposed will be sustainable.

ADDENDUM

TELEPHONE SURVEY FINDINGS

After the completion of this report (December 2013), a Telephone Survey was conducted by the Mustel Group (in January 2014) at the request of the City of Richmond. The random telephone survey obtained responses from a total of 201 Steveston residents. A series of questions were asked regarding their current shopping patterns, convenience-oriented retail spending, their views regarding possible tenancies at Imperial Landing, and their potential interest and usage of Imperial Landing.

Hume Consulting has reviewed the Telephone Survey data completed by the Mustel Group. The results of the telephone survey help to confirm the findings and conclusions in the retail report. The key findings of the telephone survey are summarized as follows:

1. What store or shopping centre do you currently go to do the majority of your grocery shopping?

- Currently 87.1% of Steveston residents are doing the majority of their grocery shopping outside of Steveston. "Other" grocery shopping locations may include Real Canadian Superstore, Costco, Osaka, T&T Supermarket, etc.
- Only, 11.8% of Steveston residents do the majority of their grocery shopping within Steveston at Super Grocer, Steveston's only supermarket.
- Seafair Centre draws the largest proportion of visits (34.0%), followed by Ironwood Plaza (17.3%) and Blundell Centre (15.5%). All of these grocery stores are located along major roads in the region and are within a 10-12 minute driving time of Imperial Landing.
- The survey findings are consistent with the retail report that stated that the majority of Steveston residents expenditures for essential goods and services are flowing outside of the local market.

Shopping Centre/Store Where Majority of Shopping Done	
Seafair Centre (Safeway)	34.0%
Ironwood Plaza (Safe-On-Foods)	17.3%
Blundell Centre (Safeway)	15.5%
Steveston Village (Super Grocer)	11.8%
Richlea Centre (Safeway)	4.8%
Terra Nova Village (Save-On-Foods)	4.1%
Other	11.4%

2. How often do you shop outside Steveston for groceries? (of those that do the majority of their grocery shopping outside of Steveston)

- Approximately 76.5% of Steveston residents surveyed shop outside of Steveston for groceries at least once per week.
- 33.4% of residents surveyed shopped outside of Steveston for groceries 2-3 times per week with 10.7% shopping outside Steveston 4-5 times per week.
- The survey findings illustrate that shopping trips for essential goods such as groceries are occurring on a frequent basis.

Frequency	
2-3 Times Per Week	33.4%
About Once Per Week	32.4%
4-5 Times Per Week	10.7%
Once Every 2-3 Weeks	9.3%
About Once Per Month	5.0%
Almost Every Day	4.4%
Less Than Once Per Month	4.3%

3a. Do you typically purchase other goods and services when you go grocery shopping at (the grocery store/shopping centre shopped at most often).

- The shopping centres most frequented by Steveston residents offer a fairly wide range of goods and services in addition to the grocery store anchor.
- Of the 87.1% of Steveston residents that do the majority of their grocery shopping outside of Steveston, 66.7% purchase other goods and services while at these shopping centres.
- This data is consistent with the retail report findings that stated that once a shopper leaves the local Steveston market to purchase essential day-to-day items such as groceries, they will purchase other goods and services at the same location.

Shop For Other Goods & Services When Grocery Shopping	
Yes	66.7%
No	33.3%

3b. What other types of goods and services do you use when shopping at (the grocery store/shopping centre shopped at most often)?

- The survey illustrates that the types of goods and services typically purchased by Steveston residents while shopping outside the community for groceries.
- The percentage totals add up to more than 100% indicating that many shoppers utilize more than one store or service when shopping at their preferred grocery store/shopping centre.
- 76.9% of those surveyed made purchases at a drugstore where their preferred grocery store is located. Today's drugstores offer a wide range merchandise and services including a pharmacy, cosmetics, health and beauty items, cards, household items, snack foods, etc.
- Many shoppers also use/make purchases at other stores including banks, cafes, restaurants, fast food, liquor stores, professional services (e.g. doctor, dentist, accountant, lawyer), etc.

Non-grocery Goods & Services Shopped For	
Drugstore	76.9%
Bank	39.5%
Cafe/Coffee Shop	31.2%
Restaurant	28.4%
Fast Food	23.1%
Liquor Store	21.8%
Professional Services	20.4%
Drycleaner	13.3%
Produce Store	7.5%
Hair Salon	7.1%
Deli/Baker/Butcher	5.8%
Pet Supplies	2.4%
Other	10.2%

4. Thinking about what you spend in a typical month on everyday needs such as groceries, drugstore/pharmacy purchases, dry-cleaning, hair salon, and personal services, approximately what percentage of your total expenditures would you say you make outside of Steveston village?

- Nearly 60% of Steveston residents surveyed indicated that they spend between 75%-100% of their annual expenditures for basic day-to-day goods and services outside of Steveston with another 20.2% of respondents spending 50%-74% of their total budget outside of Steveston.

Proportion of "Everyday Needs" Expenditures Made Outside of Steveston	
Under 20%	9.3%
20-49%	18.0%
50-74%	20.2%
75%-90%	30.4%
90-100%	26.5%
Don't Know	4.2%

- This data helps illustrate the tremendous exodus of expenditures from Steveston. Conversely, it helps illustrate the retail opportunity that exists at Imperial Landing if it offers the types of goods and services that satisfy both local needs (that are currently being met outside of Steveston) as well as uses that are generate interest and activity for the pedestrian traffic along the development's waterfront side.

5. What types of stores and services do you feel are missing from Steveston village?

- 40.7% of those surveyed cited a large grocery store as missing from Steveston Village. This was, by far, the most significant deficiency cited.
- Other notable gaps or deficiencies cited by respondents included produce stores, restaurants, clothing stores, and cafes.
- While there do not appear to be any major gaps in the merchandising mix identified (other than a large grocery store), it is clear that Steveston Village fails to satisfy the basic day-to-day needs of local residents as illustrated by the large exodus of shopping trips and expenditures.

Large Grocery Store	40.7%
Produce Stores	10.9%
Restaurants	9.5%
Clothing Stores	8.1%
Cafes	6.0%
Pharmacies	4.8%
Delj, Bakery, Butchers	3.9%
Banks, Financial Services	3.8%
Parking	3.2%
Drycleaners	3.2%
Liquor Store	2.4%
Sporting Goods/Fitness Gear	2.4%
Gas Station	2.0%
Hardware Store	1.4%
Other	15.1%
Nothing	0.4%

6. Would you like to see a supermarket at Imperial Landing at 4020 Bayview Street, which is at the base of Easthope Avenue where the roundabout is?

- 66.6% of survey respondents from throughout Steveston indicated that Yes or Maybe to a new supermarket at Imperial Landing with only 30.1% indicating they would not like to see a supermarket there.
- The support for a possible grocery store at Imperial Landing is significant considering that a considerable portion of respondents to the randomized telephone survey likely live a substantial distance away from the site and may be more conveniently located relative to other shopping centres such as Seafair Centre or Blundell Centre.

Yes	38.2%
No	30.1%
Maybe	28.4%
Don't Know	3.4%

7. If a new supermarket were located at imperial landing at 4020 Bayview Street, how likely is it that you would shop there?

- A total of 64.0% of survey respondents indicated that they would be very likely or somewhat likely to shop at Imperial Landing if there was a new supermarket located there.
- Again, the high proportion of respondents indicating that they be very or somewhat likely to shop at Imperial Landing based on the addition of a supermarket alone is significant especially considering that a large portion of respondents to the randomized telephone survey likely live a substantial distance away from the site and may be more conveniently located relative to other shopping centres such as Seafair Centre or Blundell Centre.

Very Likely	35.2%
Somewhat Likely	28.8%
Not Very Likely	22.8%
Not At All Likely	11.1%

8. What other types of stores and services would you like to see at Imperial Landing with or without a supermarket located there?

- When asked what other types of stores or services they would like to see at Imperial Landing, restaurant, cafe, clothing stores, gym/recreation facility, bank, and pharmacy were the most popular suggestions.
- 49.1% of respondents offered no other suggestions.
- The overall response to this question was weak which is fairly typical of open-ended questions that ask survey respondents to make suggestions.

Restaurant	20.9%
Cafe	7.3%
Clothing Stores	5.6%
Gym/Rec. Facility/Comm. Ctre.	5.3%
Bank	5.2%
Pharmacy	5.0%
Doctor/Dentist	4.5%
Liquor	4.4%
Produce	3.6%
Sporting Goods	3.4%
Large Grocery Store	2.8%
Drycleaner	2.6%
Bakery	2.6%
Deli	1.7%
Hair Salon	0.8%
Daycare	0.3%
Other	13.8%
No Other Suggestions	49.1%

9. How likely would you be to shop or use the following types of stores or services if available at Imperial Landing?

- While survey respondents did not provide a strong response to the open-ended question regarding the other types of stores and services they would like to see at Imperial Landing (Question No. 8 above), a much stronger response rate was generated when given a list of possible tenant types at Imperial Landing.

	Very/Somewhat Likely	Not Likely
Restaurant	81.9%	14.9%
Bakery/Deli	76.6%	22.3%
Cafe	67.3%	31.0%
Liquor Store	54.8%	44.6%
Pharmacy	37.3%	67.3%
Bank	30.5%	62.3%
Drycleaner/Laundry	26.9%	73.1%
Doctor/Dentist	24.8%	75.2%
Maritime Uses	19.8%	76.3%
Hair Salon	19.6%	80.4%
Daycare	6.4%	92.9%

- 81.9% of survey respondents indicated that they would be very or somewhat likely to use a Restaurant located at Imperial Landing.
- Other types of uses that respondents were very or somewhat likely to shop at or use included: bakery/deli (76.6%); cafe (67.3%); liquor store (54.8%); pharmacy (37.3%); bank (30.5%); and drycleaner/laundry (26.9%).
- Daycare, hair salon, and maritime uses were the least likely types of stores to be used.

10. If a supermarket, bank, and other personal and professional services were provided at Imperial Landing, would you be more likely to do more of your shopping there instead of going elsewhere?

- 72.1% of survey respondents from throughout Steveston indicated that they would definitely or possibly do more of their shopping at Imperial Landing instead of going to other shopping centres located outside of Steveston.
- The responses indicate that there would likely be strong demand for stores offering the essential goods and services that are needed by Steveston residents. These types of goods and services would help to ensure a vibrant and sustainable retail precinct on a year around basis.
- Complementary stores and services that serve both local area residents and visitors (e.g. cafe, restaurant, juice bar, deli, bakery, fine chocolate/fudge) would add to the draw and vibrancy of the waterfront area.

More Likely to Shop At Imperial Landing Than Going Elsewhere	
Yes	38.3%
No	26.6%
Maybe	33.8%
Don't Know	1.3%

CONCLUSIONS

The findings of the telephone survey support the overall findings and recommendations presented in Imperial Landing Retail Analysis report. In particular, the telephone survey helps verify that the vast majority of the available shopping dollars for day-to-day shopping needs are currently flowing out of Steveston to other grocery store anchored shopping centres. The majority of these trips are occurring one or more times per week. As the retail report indicates and the survey results verify, shoppers also shop at or use a variety of other stores and services while shopping at their favourite grocery store anchored shopping centre.

The survey data illustrates the tremendous loss of shopping dollars from the Steveston community that could support local businesses. The survey also confirms that adoption of the proposed retail plan for Imperial Landing (including a grocery store and other stores and services would be used by Steveston residents) would help keep Steveston residents from shopping outside of Steveston. In other words, the sales needed to support the stores/businesses at Imperial Landing would largely come from the reduced outflow of expenditures rather the businesses in Steveston Village. Retaining shopping trips within Steveston at Imperial Landing (as well as attracting new shoppers/visitors) will provide a potential benefit to all businesses in the village area.

The survey also indicates a strong desire for the types of goods and services that would complement a grocery store and would be ideally suited to this prime waterfront location and busy boardwalk promenade. The possible inclusion of tenants such as a restaurant, cafe, juice bar, deli, bakery,

international news/magazines, fine chocolate would serve both the local area population as well as visitors to the waterfront.

Overall, a retail concept that blends the types of uses that serve the regular day-to-day needs of local area residents as well as visitors to the Steveston Village and the waterfront promenade will help to create a retail precinct that is busy/vibrant on a year around basis, useable by all, and is sustainable.



**Richmond Official Community Plan Bylaw 7100
Amendment Bylaw 9062 (RZ 13-633927)
4020, 4080, 4100, 4180, 4280 and 4300 Bayview Street**

The Council of the City of Richmond, in open meeting assembled, enacts as follows:

1. Richmond Official Community Plan Bylaw 7100 is amended by repealing and replacing the existing “Maritime Mixed Use” land use in Appendix 1 (Definitions) to Schedule 2.4 thereof with the following:

“Maritime Mixed Use means an area set aside to support the maritime economy, with an emphasis on uses which support primarily the commercial fishing fleet, including:

- i) Custom Workshops;
Enclosed Storage Facilities;
Fish Auction and Off-loading;
Laundry and Drycleaning;
Light Industrial;
Maritime Educational Facilities;
Moorage;
Offices;
Other Services Related to Maritime Uses;
Parking;
Service and Repair of Boats and Marine Equipment.
- ii) General retail and service uses are accommodated as additional uses in the Maritime Mixed Use Area, between Phoenix Pond and No. 1 Road.
- iii) Between Phoenix Pond and No. 1 Road, residential uses are accommodated above grade and only over the dry land portions of the Maritime Mixed Use area as a secondary use. In addition, residential uses are to be situated so as to minimize potential conflicts with other uses.”

2. This Bylaw may be cited as "Richmond Official Community Plan Bylaw 7100, Amendment Bylaw 9062".

FIRST READING

PUBLIC HEARING

SECOND READING

THIRD READING

OTHER CONDITIONS SATISFIED

ADOPTED

CITY OF RICHMOND
APPROVED by <i>BL</i>
APPROVED by Manager or Solicitor <i>MC</i>

MAYOR

CORPORATE OFFICER



**Richmond Zoning Bylaw 8500
Amendment Bylaw 9063 (RZ 13-633927)
4020, 4080, 4100, 4180, 4280 and 4300 Bayview Street**

The Council of the City of Richmond, in open meeting assembled, enacts as follows:

1. Richmond Zoning Bylaw 8500, as amended, is further amended:
 - (a) by inserting the following into subsection 20.12.2 (Permitted Uses):
 - “• **Animal Grooming**
 - **Child Care**
 - **Education, commercial**
 - **Health Service, minor**
 - **Library and exhibit**
 - **Restaurant**
 - **Retail, convenience**
 - **Retail, general**
 - **Retail, secondhand**
 - **Service, financial**
 - **Service, business support**
 - **Service, household repair**
 - **Service, massage**
 - **Veterinary service”**
 - (b) by deleting subsection 20.12.11 (Other Regulations) and substituting the following:
 - “1. An **apartment housing building** is a **permitted use** in this **zone** only if there is no **habitable space** on the **building’s** ground floor.
 2. The following **secondary uses** shall be located only in **apartment housing**:
 - a) **boarding and lodging**;
 - b) **community care facility, minor**; and
 - c) **home business**.

3. In addition to the regulations listed above, the General Development Regulations in Section 4.0 and the Specific Use Regulations in Section 5.0 apply.”

(c) by inserting the following into subsection 22.21.2 (Permitted Uses):

“• **Animal Grooming**

- **Child Care**
- **Education, commercial**
- **Health Service, minor**
- **Library and exhibit**
- **Restaurant**
- **Retail, convenience**
- **Retail, general**
- **Retail, secondhand**
- **Service, financial**
- **Service, business support**
- **Service, household repair**
- **Service, massage**
- **Service, personal**
- **Veterinary service”**

(d) by deleting subsection 22.21.11 (Other Regulations) and substituting the following:

“1. The following permitted **uses** in this **zone** shall be restricted to **maritime** or commercial fishing related **uses** only on the site located at P.I.D. 025-077-929, LOT H SECTION 11 BLOCK 3 NORTH RANGE 7 WEST NEW WESTMINSTER DISTRICT PLAN LMP 49897:

- a) **industrial, general;**
- b) **manufacturing, custom indoor;**
- c) **office; and**
- d) **parking, non-accessory.**

2. The following permitted **uses** in this **zone** are not permitted on the **site** located at P.I.D. 025-077-929, LOT H SECTION 11 BLOCK 3 NORTH RANGE 7 WEST NEW WESTMINSTER DISTRICT PLAN LMP 49897:

- **Animal Grooming**
- **Child Care**

- Education, commercial
- Health Service, minor
- Library and exhibit
- Restaurant
- Retail, convenience
- Retail, general
- Retail, secondhand
- Service, financial
- Service, business support
- Service, household repair
- Service, massage
- Service, personal
- Veterinary service

3. In addition to the regulations listed above, the General Development Regulations in Section 4.0 and the Specific Use Regulations in Section 5.0 apply.”

2. This Bylaw may be cited as “**Richmond Zoning Bylaw 8500, Amendment Bylaw 9063**”.

FIRST READING

PUBLIC HEARING

SECOND READING

THIRD READING

OTHER CONDITIONS SATISFIED

ADOPTED



MAYOR

CORPORATE OFFICER