

Schedule 7 to the Minutes of the
Public Hearing meeting of
Richmond City Council held on
Monday, October 16, 2017.

Kurian, Sarah

From: Ann Phelps <ann@dragonboatbc.ca>
Sent: Monday, 17 July 2017 08:55
To: Mayor and Councillors; Badyal, Sara
Subject: Letter of support for Imperial Landing rezoning
Attachments: Letter of support - Onni 2.pdf

To Public Hearing
Date: <u>Oct 16, 2017</u>
Item # <u>9</u>
Re: <u>Bylaw 9062</u>
<u>Bylaw 9063</u>

Hello, Please see attached a letter of support for General Purposes Committee regarding Onni rezoning of Imperial Landing.

Ann

Regards,

Ann Phelps
General Manager

Canadian International Dragon Boat Festival Society

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Join us in celebrating the Concord Pacific Vancouver Dragon Boat Festival on June 23-25, 2017 and the Steveston Dragon Boat Festival on August 26th, 2017

www.dragonboatbc.com
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Mayor and Council
City of Richmond
6911 No. 3 Road
Richmond BC V6Y 2C1
Canada

July 17, 2017

Re: Onni Development / Imperial Landing

Dear Mayor and Council,

As the City of Richmond's elected leaders prepare to initiate an enhanced development plan for the Imperial Landing site in Steveston, on behalf of the Board of Directors of the Canadian International Dragon Boat Festival we wish to encourage you to take every opportunity to fully utilize this unique asset. For generations, Steveston has been a place where cultural, commercial and recreational activities converged, and it now has the potential to become a major destination for residents and visitors alike.

We have operated the Steveston Dragon Boat Festival for the past eight years with the assistance of Onni. We also use one of the spaces to repair and rebuild some of our boats, often opening the doors to the general public who walk the river walk, and welcoming them into the space. We love interacting with the community and visitors when we are in the space and are told that visitors enjoy seeing some activity during their walks. The most frequent comments that we hear from local visitors and the out of town paddlers and supporters include "Why are these stores still empty?" and "As there are no hotels, we prefer to race for the one day, and stay in Vancouver for the weekend".

The lack of convenient accommodation limits the Dragon Boat Festival to a one-day event, and the local retailers and restaurants miss out on a large portion of the average \$980 per paddler (based on 2015 survey) each visiting paddler spends.

Redevelopment of the site through private and commercial development, especially a boutique hotel, could bring new employment and revitalized economic activity throughout the area. As well, enhanced services and public access to the Fraser River will also visitors to observe this treasure for generations to come. First Nations history, European settlement, and industrial development could all be potential elements of a compelling story centred around the Fraser River walkway immediately in front of the Imperial Landing site.

We strongly support the continued efforts to activate the site with cultural spaces, restaurants, quality retail outlets, and other spaces that would further activate the site and enhance the visitor experience, while adding much needed services to the neighbourhood. Creating a common vision for the Imperial Landing site and turning that vision into a realize requires strong partnerships between the community, the government and the developer and we are confident that Onni will be a strong community partner in the future development of Imperial Landing. We look forward to seeing this singular opportunity for Steveston and the City of Richmond being taken full advantage of.

Yours truly,



Ann Phelps
General Manager/ED
Canadian International Dragon Boat Festival Society