



Commercial & Industrial Strategy

Economic Advisory Commission

September 18, 2014



Commercial & Industrial Strategy



- Is a practical tool kit to achieve previously adopted goals and objectives:
 - attract employment
 - create opportunities
 - determine suitable locations for new businesses
 - understand financial and development realities, and
 - review policies and regulations to industrial and commercial development

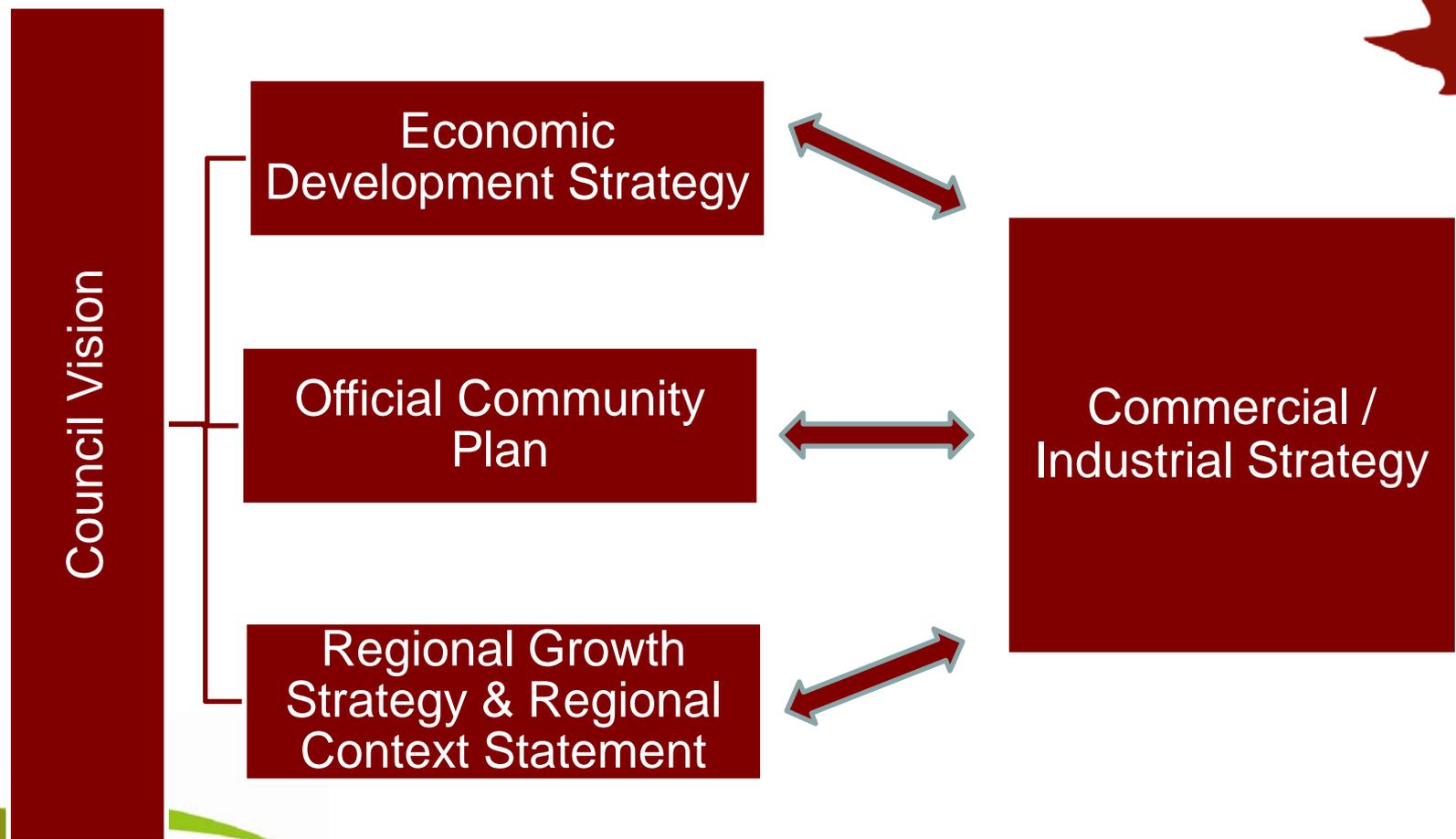


Background

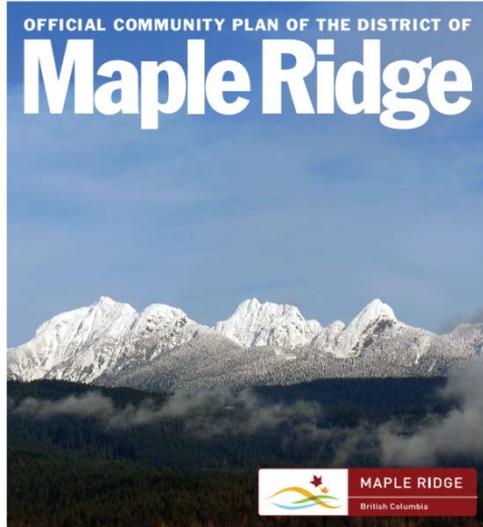


- Council endorsed the process for undertaking the Strategy in Feb 2012
- Draft Strategy presented in November 2012
- Council discussions –
 - February 2012
 - July 9, 2012
 - November 26, 2012
 - March 4, 2013
 - September 9, 2013
 - December 2, 2013
 - January 20, 2013
 - March 3, 2014
 - June 9, 2014
 - July 21, 2014
 - August 25, 2014





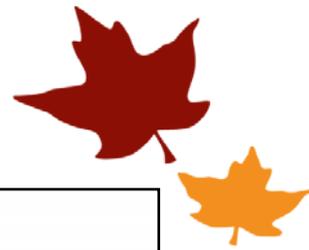
Official Community Plan



The District will strive to protect its Community Values into the future, as it becomes more vibrant and prosperous, offering residents a **strong local economy**, stable and special neighbourhoods, thoughtful development, a diversity of agriculture, and respect for the built and natural environment.

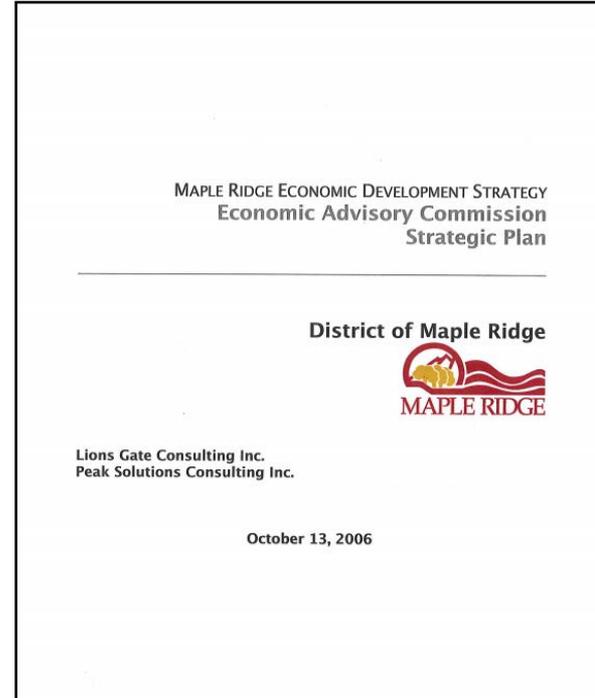


Economic Development Strategy



Goals:

- *Employment Lands: work with the Planning Department to identify additional employment lands as outlined in the Official Community Plan*
- *Downtown: Promote implementation of the Town Centre Concept Plan*
- *Business Development & attraction: act upon advantages in Niche sectors such as home based; tourism; business enterprises*



Regional Growth Strategy/ Regional Context Statement



Support a Sustainable Economy

- promote land development patterns that support a diverse regional economy and employment close to where people live
- protect supply of industrial land
- Protect supply of agricultural land and promote agricultural viability with an emphasis on food production

Regional Context Statement:

- notes Commercial Industrial Strategy is underway and will support a greater mix of employment-based land uses within the municipality.



Special thanks to:



Strategic Economic Initiatives Department

- instrumental in the development of the Strategy
- Involved as part of the staff team working on the Strategy
- Assisted with and participated in all Stakeholder and Focus Group meetings
- Served as a “sounding board” during Strategy Development
- Reviewed draft to ensure consistent with City’s economic goals
- Provide a linkage between the Strategy and people coming through the door.

Economic Advisory Commission:

- Invited to all focus group meetings
- Draft Strategy presented on two occasions
- Commercial & Industrial Strategy is aligned with Economic Development Strategy and reaffirms the goals within the Economic Development Strategy



Strategy - Public Process



- Stakeholder and Focus Group meetings, Open House and 2 online questionnaires
- 2 Stakeholder meetings; 3 Focus Groups, 1 Open House
- Additional Focus Group meeting at the request of Albion Industrial Area land owners
- EAC members, local Realtors and Industry professionals, land owners & the public were invited to participate
- Numerous discussions with Council



Strategy – Key Messages



- Well positioned in Region for future opportunities
- We are doing relatively well in terms of providing jobs for residents
- Sufficient land area in Town Centre for projected office space demands
- Sufficient commercial land supply (particularly with Albion Flats)
- Need approximately 200 acres of additional industrial lands by 2040
- Significant amount of under-utilized or vacant lands
- Expand home-based business regulations
- Maintain existing commercial and industrial designated lands



GP Rollo Recommended Strategies



Employment:

- Support Economic Development Office, business retention, and development of educational facilities
- Maple Ridge can expect job growth
- Extend Town Centre Incentives beyond 2013
- Promote expanded home occupation opportunities (urban and rural)
- Promote executive business center
- Promote northern industrial sites as “affordable” industrial land



GP Rollo Recommended Strategies



Home Occupation

- Opportunities to boost local employment by supporting home based businesses
- Review regulations for their appropriateness in the current context
- Potential in rural and urban areas for increased home occupation uses should be reviewed
- Promote as home-based business friendly



GP Rollo Recommended Strategies



Retail:

Town Centre:

- No need to designate more commercial
- Support redevelopment of Haney Place Mall
- Focus on differentiating the Town Centre
- Animate Public Spaces around Memorial Peace Park
- Restaurants encouraged at 224th/McIntosh and food carts area a good use

West Maple Ridge:

- Encourage urbanization of existing plazas
- Large format retail should be on Lougheed Highway & not be permitted in Industrial zones



GP Rollo Recommended Strategies



Retail:

Core East:

- Retail in Albion Flats may redirect some spending and square footage potential of Town Centre (Thrifty Foods and Target now anchors) but impacts can be mitigated
- Consider expansion of retail space at:
 - East side 240th Street, north of 112th Ave
 - South west corner of Dewdney Trunk Road & 240th Street

Silver Valley/North/East

- Retain all commercial space in Silver Valley
- The east has sufficient commercial land to evolve



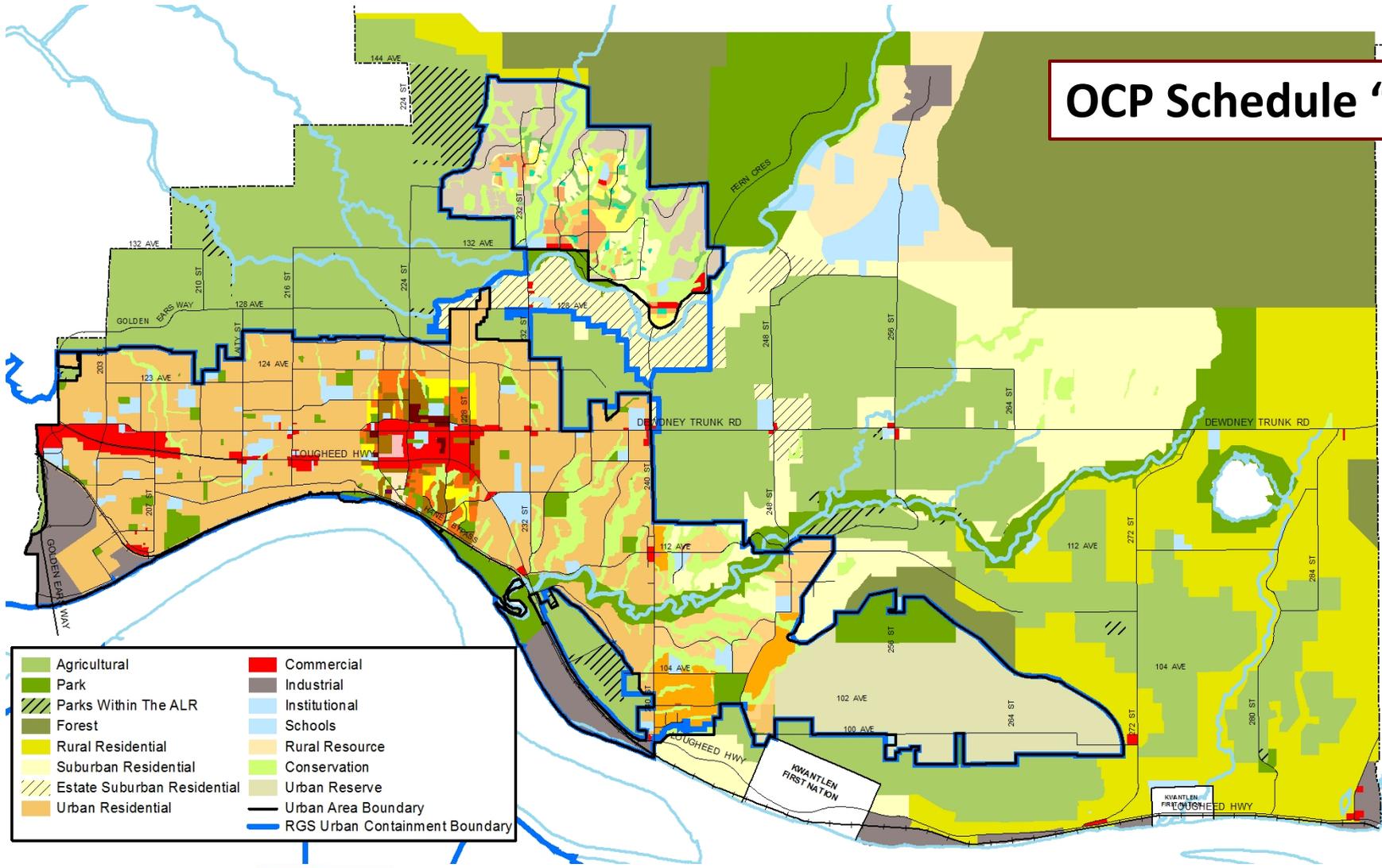
GP Rollo Recommended Strategies



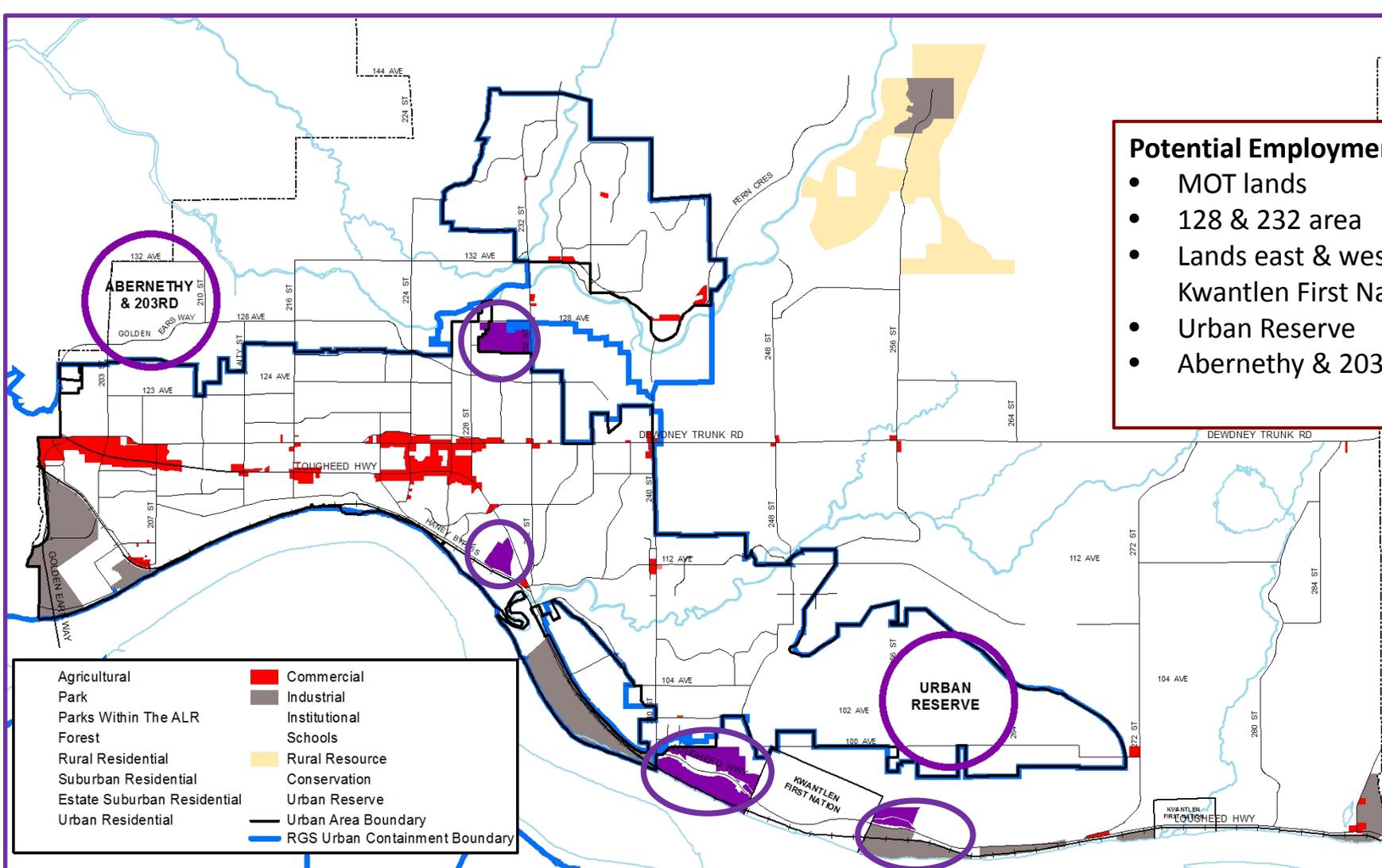
Industrial:

- Incentives for redevelopment of Albion Industrial Park
- Consider additional employment uses in the Albion Flats, including light industrial & office
- Restrict non-industrial uses from industrial areas
- Retain existing industrial lands
- Create new Zone to encompass light industrial uses adjacent to residential areas
- Re-designate additional lands for employment

OCP Schedule "B"



- | | |
|-----------------------------|--------------------------------|
| Agricultural | Commercial |
| Park | Industrial |
| Parks Within The ALR | Institutional |
| Forest | Schools |
| Rural Residential | Rural Resource |
| Suburban Residential | Conservation |
| Estate Suburban Residential | Urban Reserve |
| Urban Residential | Urban Area Boundary |
| | RGS Urban Containment Boundary |



- Potential Employment Lands:**
- MOT lands
 - 128 & 232 area
 - Lands east & west of Kwantlen First Nation
 - Urban Reserve
 - Abernethy & 203

Agricultural	Commercial
Park	Industrial
Parks Within The ALR	Institutional
Forest	Schools
Rural Residential	Rural Resource
Suburban Residential	Conservation
Estate Suburban Residential	Urban Reserve
Urban Residential	Urban Area Boundary
	RGS Urban Containment Boundary

Immediate Term = "now" to the 2 year time horizon					
Issue	Council Resolution	A: Priority, Pacing, & Timing	B: Reporting, Business Planning, & Budget	C: Staff Complement	D Strategic Alignment
Ministry of Transportation lands	<ul style="list-style-type: none"> That staff be directed to obtain a more detailed site analysis to determine feasibility as employment generating lands, or applicant undertakes this work. 	Immediate or Short term Private Sector interests in developing this property may prompt applicants to prepare feasibility studies in advance of implementation plan completion. This initiative is supportable.	Initial estimate provided by consultant for all potential employment generating lands in the range of \$45,000 to \$50,000. If feasibility study provided by applicant, costs will be assumed by applicant and application to be considered on its own merits. This budget request will form part of the Planning Department Business Planning considerations.	Departmental Lead: Planning, Departmental Support: Strategic Economic initiatives.	Depending on outcome of feasibility study, may support the identification of more employment generating lands.
128th and 232nd lands	Same as above.	Same as above.	Same as above.	Same as above.	Same as above.
Commercial Node at 248th Street and Dewdney Trunk Road	Create a commercial node at 248 th and DTR,	Immediate (application in process)	Same as above.	Departmental Lead: Planning, With support from Strategic Economic Initiatives.	Supports the strategic options of the Strategy.
Albion Industrial Area	Direct staff to work with land owners in Albion Industrial Area Create an incentive program that considers infrastructure, lot consolidation, and mitigation of existing conditions	Immediate	2015 Business Planning Cycle	Department Lead: Strategic Economic Initiatives Department	Supports the strategic options of the Strategy.
Expanding Live/work opportunities	Review regulations for home occupations.	Immediate	2015 Business Planning Cycle	Departmental Lead: Planning,	Supports the strategic options of the Strategy.
Short Term= between 2 to 4 years					
Issue	Council Resolution	A: Priority, Pacing, & Timing	B: Reporting, Business Planning, & Budget	C: Staff Complement	D Strategic Alignment
Lougheed Highway East and West of Kwantlen First Nations land	Same as above.	Short term	Same as above.	Departmental Lead: Planning, Departmental Support: Strategic Economic initiatives.	Same as above.
Medium Term = between 5 to 10 years					
Issue	Council Resolution	A: Priority, Pacing, & Timing	B: Reporting, Business Planning, & Budget	C: Staff Complement	D Strategic Alignment
Long Term = over 10 years.					
Issue	Council Resolution	A: Priority, Pacing, & Timing	B: Reporting, Business Planning, & Budget	C: Staff Complement	D Strategic Alignment
Urban Reserve	That staff be directed to obtain a more detailed site analysis to determine feasibility as employment generating lands.	Long term or component of Area Plan Timing may shift based on milestones and triggers. Short term slope analysis conducted indicating potential sites may be available.	Timing dependent on OCP policy. Costs estimates to be included in Area Planning budget.	Departmental Lead: Planning, Departmental Support: Strategic Economic initiatives.	Depending on outcome of feasibility study, may support the identification of more employment generating lands.
Abernethy & 203rd. ALR & RGS	That this site be considered as a long term venture once other options are explored	Long term	n/a	Departmental Lead: Planning, Departmental Support: Strategic Economic initiatives.	May support the identification of more employment generating lands.



Next Steps



- Council endorsed the Strategy on August 25, 2014
- Priority will be given to the items previously identified by Council
- Final Implementation Plan to be prepared
- All comments/suggestions regarding priorities are welcomed

