

Employment



Chapter 6

Employment Generating Opportunities

Agricultural Opportunities

Commercial Opportunities

Industrial Opportunities

Additional Employment Generating Opportunities

6.1 EMPLOYMENT GENERATING OPPORTUNITIES

ISSUES

- Maple Ridge intends to increase the number of jobs available within the City, recognizing that local employment has positive impacts on the economy, commute trip distances, the environment, and an individual's quality of life.
- It is a City and regional priority to meet the needs of a growing community, to improve the balance of jobs to housing, and to encourage local investment. However, the City cannot do this alone, and will work with Regional and Provincial agencies to advance local employment opportunities.
- The diversification of the property tax assessment and employment base into a balanced residential, commercial, industrial, and agricultural strategy is a priority for the City. However at the same time, there is a recognition that economic development is a complex issue that requires a comprehensive approach to ensure that activities “fit” within the community context.
- There is also a need to link economic strategies with the priorities and values of the community as an important consideration in defining directions.

PRINCIPLES

The following principles reflect the shared community values of Maple Ridge residents and provide a framework for the employment policies in the Official Community Plan:

Principle 12

Collaboration with other authorities, including but not limited to the ALC and Metro Vancouver, is essential to ensuring that municipal objectives can be met.

Principle 17

Maple Ridge views the promotion of economic development (jobs) as being very important to developing a balanced community – one that is not a dormitory suburb.

Principle 18

Economic development is a complex issue that requires a comprehensive approach, addressing transportation, housing, the downtown, marketing, incentives and policy.

Principle 19

There is value in identifying new lands for commercial and industrial uses to secure locations for future employment that will help to create a balanced community. Citizens prefer locations where commercial and industrial activities “fit” within the community context.

Principle 20

The community has a preference for economic development that includes clean, high pay, low environmental impact, and manufacturing and high tech industries. The community also supports alternative employment generators.

Principle 21

Home-based businesses are recognized as beneficial to the community.

Principle 22

Initiatives such as providing more shopping opportunities and emphasizing smaller stores, local merchants and better use of existing areas (no strip malls, concentrate in commercial nodes, etc.) are supported because they are central to achieving a balanced community.

OBJECTIVES

- To support, maintain and market the community to current and potential employers.
- To increase the jobs to housing ratio and improve opportunities for residents to live and work in the same community.
- To encourage community consultation and discussion on economic goals.

POLICIES

6 - 1 Maple Ridge will:

- a) undertake an ongoing review of the Municipal economic development strategy;
- b) identify goals and objectives to enhance investment and business opportunities within the community;
- c) investigate appropriate forms of incentives to stimulate local business initiatives;
- d) work cooperatively with the Diversified, Thriving Economy Advisory Committee to foster employment generation within the community; and
- e) pursue clean, high pay, low environmental impact, manufacturing and high tech industries.

6 - 2 Maple Ridge will support and facilitate opportunities for local job creation, and identify and promote local strengths to a global market.

6 - 3 Maple Ridge encourages private and public sector businesses and residents to purchase locally and will promote the diversification of the range of goods and services available in the community for that purpose.

6 - 4 Maple Ridge will conduct a commercial and industrial lands strategy as a part of a comprehensive review of the Urban Area Boundary. The identification of new employment generating lands such as commercial or industrial areas outside of the Urban Area Boundary, prior to a comprehensive review of the Urban Area Boundary will be considered premature. The strategy will be developed in cooperation with Provincial and Regional agencies, including Metro Vancouver and the Agricultural Land Commission.

6.2 AGRICULTURAL OPPORTUNITIES

BACKGROUND

Agricultural land is a major land use within the City of Maple Ridge. The Agricultural Land Commission Act, enacted in 1972, established the Agricultural Land Reserve. It should be noted that a significant amount of the City's actively farmed land is outside of the Agricultural Land Reserve.

Agricultural land is a key component of the Metro Vancouver Regional Growth Strategy and provides many benefits of local and regional significance. As an economic generator, it contributes to a more complete community.

Maple Ridge's agricultural sector is a vital component of the community's rural character and of the local economy. The gross farm receipts per net hectare of farmed land are high compared to other agricultural communities in the region. Maple Ridge's agricultural sector is highly diverse, both in the range of products produced and in the scale of farming operations.

The value of agriculture is consistently recognized and supported within the community. Support for agriculture and retaining rural character and lifestyles for certain areas was expressed in public surveys, workshops held with farmers and rural residents, and in community visioning sessions. In addition, residents have identified that agriculture is valued because it reflects the history of the community and also for the environmental contribution it makes in the community. The environmental benefits include the provision of habitat and a food source for wildlife, wildlife corridors, and the provision of capacity for flood protection. The proximity of a large and diverse urban population creates marketing opportunities for local agriculture and food processing. Consumers are becoming more aware about issues related to food quality and security, and public health and safety.

The historic rural residential zoning applied to farmland in Maple Ridge has contributed to smaller agricultural parcels that have a range of opportunities and constraints associated with them. Small lot agriculture is well suited to meet local demand with innovative niche market products. Economic development strategies that tap into this opportunity can contribute to the overall vibrancy of the community.

Supporting agriculture while responding to growth requires a coordinated approach, involving the protection of the land base and community support to create viable conditions for successful farming operations. To create these supportive conditions, specific measures have been identified to retain farming businesses and encourage new farmers to the area. In addition to economic development strategies, the implementation of Development Permit Areas can support farming and minimize conflicts, especially in situations where agricultural uses are adjacent to residential uses.

PRINCIPLES

The following principles reflect the shared community values of Maple Ridge residents and provide a framework for the agricultural policies in the Official Community Plan:

Principle 1

Protection of agricultural lands is considered a strong element of protecting environmental values.

Principle 2

Agriculture is an important part of the community's character and economy. Citizens value methods to enhance and protect a diversity of agriculture in Maple Ridge.

Principle 3

A comprehensive assessment of the ALR is important to ensure compatibility between municipal objectives and the objectives of the Metro Vancouver and the ALC.

Principle 4

The community recognizes that components of the built and natural environments contribute to the character of Maple Ridge and sense of community, and in turn, 'placemaking'.

Principle 5

Building a unique community character is critical to ensuring that Maple Ridge does not succumb to pressure and becomes like "everywhere else." It requires strong political and community commitment and attention to a variety of aspects (landscapes, built form, heritage, mix of uses, urban design, services, etc.).

Principle 12

Collaboration with other authorities, including but not limited to the ALC and Metro Vancouver, is essential to ensuring that municipal objectives can be met.

Principle 24

The community recognizes the environmental contribution made by lands within the ALR (also see Principle 1).

6.2.1 ECONOMIC DEVELOPMENT STRATEGY

ISSUES

Past information indicates declines in:

- The amount of farmland under active cultivation.
- The number of farm operators, which raises concerns about the loss of the skills and the knowledge base necessary for farming.
- The investment in fixed farm assets such as buildings, which indicates a reluctance among farmers to make long term investments in their business.

OBJECTIVES

- To protect agriculture as a viable contributor to local employment and to the regional economy.
- To promote agricultural as a viable contributor to food self-sufficiency and food-security.
- To promote agricultural opportunities and support for agriculture.
- To protect the agricultural land base by concentrating growth to within the urban area boundary.
- To promote and support forms of urban agriculture, such as community gardening.

POLICIES

6 - 5 Maple Ridge will collaborate with other agencies, such as the Agricultural Land Commission, the Ministry of Agriculture and Food, and Metro Vancouver to promote and foster agriculture.

6 - 6 Maple Ridge will implement the Maple Ridge Agricultural Plan in a manner that:

- a) maintains an inventory of local agricultural products and agricultural land use;
- b) develops and maintains a database of farm businesses and operators;
- c) promotes leasing opportunities of agricultural land;
- d) promotes agricultural heritage initiatives;
- e) identifies appropriate land uses within agricultural areas and at the rural/urban interface;
- f) promotes urban agriculture;
- g) recognizes the positive role that agricultural lands have on the environment;
- h) identifies a variety of mechanisms to assist farm operators and to protect agricultural lands, including but not limited to the creation of trusts, endowments, and life-leases;
- i) includes an assessment of the agricultural land base; and
- j) develop Development Permit Area Guidelines to direct non-agricultural development at the urban-rural interface.

6 - 7 Maple Ridge will promote sustainable agriculture and consider the inclusion of the following in its Economic Development Strategy:

- a) increasing public awareness of farming values and practices;
- b) emphasizing the local and regional importance of agriculture;
- c) emphasizing the importance of preserving and supporting access to locally grown food;
- d) encouraging farmers to implement Environmental Farm Plans; and

e) emphasizing the importance of agricultural land on the City's social economic and environmental values.

6 - 8 Maple Ridge will work cooperatively with senior levels of government and other agencies to promote agricultural business opportunities by:

- a) aligning land use bylaws to permit supportive non-farm uses such as agro-tourism, bed and breakfasts, and on-farm sales;
- b) assisting agricultural landowners to identify and develop agricultural opportunities (e.g. value added, agri-tourism, bed and breakfast, recreation);
- c) identifying and encouraging access by agricultural landowners to agricultural programs;
- d) promoting the demand for, and sale of, local agricultural products within the community (e.g. farmer's market, on-farm marketing, City food and plant material procurement policies); and
- e) developing a small lot agricultural initiative tailored to Maple Ridge conditions.

6.2.2 SUSTAINABLE AGRICULTURE

ISSUE

- Although virtually all of the Agricultural Land Reserve in Maple Ridge is designated for Agriculture in the OCP, most of the existing zoning is for rural or suburban residential uses, which predates the establishment of the Agricultural Land Reserve. As a result, this historic zoning has increased the rural residential uses in the Agricultural Land Reserve and may contribute to a perception that agriculture is not actually the primary use of land in the Agricultural Land Reserve.

OBJECTIVE

- To maintain the agricultural land base in Maple Ridge and promote conditions for sustainable agriculture.
- To foster the role that agriculture has on the environment.

POLICIES

6 - 9 Maple Ridge supports the policies and regulations of the Agricultural Land Commission Act and the Farm Practices Protection Act in its land uses and will review its bylaws affecting farmland and farm operations for consistency with these provincial acts, regulations, and guidelines.

6 - 10 Maple Ridge will strive to maintain its agricultural land base through the following mechanisms:

- a) supporting the Metro Vancouver Regional Growth Strategy, which includes designated agricultural land;
- b) respecting the integrity of the urban area boundary by establishing a distinct separation between rural

and urban designated areas;

c) designating all lands outside of the Urban Area Boundary that are within the Agricultural Land Reserve as Agriculture in the Official Community Plan. Non-farm uses approved by the Agricultural Land Commission and the City will be permitted on all land designated Agricultural; and

d) striving for a balance between farming activity and conservation lands.

6 - 11 Maple Ridge will review policies and regulations to support and encourage small lot agriculture.

6 - 12 Maple Ridge will protect the productivity of its agricultural land by:

a) adopting a guiding principle of “positive benefit to agriculture” when making land use decisions that could affect the agricultural land base, with favourable recognition of initiatives including but not limited to supportive non-farm uses, infrastructure improvements for farmland, or the inclusion of land elsewhere in the Agricultural Land Reserve;

b) requiring agricultural impact assessments and Groundwater Impact Assessment of non-farm development and infrastructure projects and identifying measures to off-set impacts on agricultural capability;

c) preserving larger farm units and areas by using appropriate buffers such as roads, topographic features, watercourses, ditching, fencing, or gradually reduced residential densities on properties adjacent to agricultural land;

d) discouraging the subdivision of agricultural land into smaller parcels, except where positive benefits to agriculture can be demonstrated;

e) reinforcing the concept that the Agricultural Land Reserve is intended for agricultural use by increasing the minimum lot size for Agricultural Land Reserve properties that are zoned Rural Residential; and

f) encouraging the amalgamation of smaller parcels of farmland into larger, more cohesive parcels.

6 - 13 As part of the Agricultural Planning process, Development Permit Area Guidelines for the protection of farming will be developed to:

a) reduce impacts on farmland and maintain compatibility between farm and non-farm uses;

b) guide the form and character of future adjacent non-farm development; and

c) place conditions on title to inform non-farming rural residents of normal incidents encountered when living in an active agricultural area (e.g. noise, odours, crop spraying, traffic).

6 - 14 Existing and proposed parks in the Agricultural Land Reserve are identified as “Parks in the ALR” on Schedule B of the Official Community Plan. The City of Maple Ridge acknowledges that any proposed parks within the Agricultural Land Reserve would require the approval of the Agricultural Land Commission, and is committed to working in consultation with the Commission to advance these community services.

6.2.3 ALBION FLATS

ISSUES

- The Albion Flats is an area of Regional and Provincial interest. It is mostly within the Agricultural Land Reserve, and is identified as Agriculture in the Regional Growth Strategy, the long range plan for Metro Vancouver. This area is therefore within municipal, Regional, and Provincial jurisdictions. For these reasons, the area is currently considered unavailable for urban development and is outside the Urban Area Boundary.
- The area is also strategically located adjacent to the Provincial Highway network. It is within the floodplain of the Fraser River, and is associated with high ecological values. For these reasons, a number of diverse interests have noted that this area is well suited for a variety of purposes, such as agricultural, commercial, industrial, or recreational uses.

OBJECTIVE

- To collaborate with other jurisdictions to determine the role of the Albion Flats in meeting community, Regional, and Provincial goals.

POLICIES

6 - 15 Maple Ridge will work with Metro Vancouver, the Greater Vancouver Sewerage and Drainage District (GVS&DD) and the Agricultural Land Commission (ALC) to determine the future of the Albion Flats in conjunction with community, Regional, and Provincial goals.

6 - 16 Prior to Council giving consideration to a change in land use, an extension of municipal services, or an amendment to the Urban Area Boundary, Maple Ridge will:

- a) develop and implement a Comprehensive Strategy as outlined in Section 11.1.3; and
- b) collaborate with Regional and Provincial authorities to complete a comparative analysis to review land use, social, economic, and environmental goals.

6.3 COMMERCIAL OPPORTUNITIES

6.3.1 COMMERCIAL STRATEGY

ISSUES

- Maple Ridge faces challenges regarding commercial business opportunities due to its relatively small population, location within the Region, transportation constraints, and competition from nearby municipalities.
- Many Maple Ridge residents commute to work in other municipalities and shop outside of the community on their way home from work. This commuting pattern may provide an opportunity to establish new commercial businesses on the western edge of the community.
- Over the coming years, the demand for commercial development opportunities will greatly expand due to the Golden Ears Bridge, Pitt River Bridge improvements, transit investments, the increase in population, and the recognition by retailers of viable business opportunities in Maple Ridge. The location of future commercial lands is a complex issue that must be addressed in a comprehensive manner to ensure that the resulting development is reflective of community goals, and “fits” with the character of the community.
- The commercial centres and nodes in the community are interconnected and form part of an integrated system that needs to continue to be developed and fostered. Area residents identified the need to link centres and neighbourhoods with a transportation network that includes transit, trails, bikeways, and pedestrian corridors.

PRINCIPLES

The following principles reflect the shared community values of Maple Ridge residents and provide a framework for the commercial policies in the Official Community Plan:

Principle 12

Collaboration with other authorities, including but not limited to the ALC and Metro Vancouver, is essential to ensuring that municipal objectives can be met.

Principle 16

The Downtown is a very important part of Maple Ridge and would benefit from a variety of planning and design activities that improve its role as a key community node.

Principle 19

There is value in identifying new lands for commercial and industrial uses to secure locations for future employment that will help to create a balanced community. Citizens prefer locations where commercial and industrial activities “fit” within the community context.

Principle 20

The community has a preference for economic development that includes clean, high pay, low environmental

impact, and manufacturing and high tech industries. The community also supports alternative employment generators.

Principle 22

Initiatives such as providing more shopping opportunities and emphasizing smaller stores, local merchants and better use of existing areas (no strip malls, concentrate in commercial nodes, etc.) are supported because they are central to achieving a balanced community.

Principle 30

Achieving a balanced community requires that commercial and industrial land development keep pace with residential development.

Principle 34

An integrated system of centres or nodes is supported as an important framework for community development.

OBJECTIVES

- To ensure that Maple Ridge has an adequate supply of commercial land to meet present and future requirements.
- To create a large and diverse commercial sector that provides a wide selection of goods and services for residents of Maple Ridge.
- To expand employment opportunities, diversify the Maple Ridge economy, generate additional investment, and to increase property tax revenues.
- To create a more “complete community” by providing for a range of commercial opportunities throughout the municipality.

POLICIES

6 - 17 Maple Ridge will address immediate market demands for commercial lands by examining policies and regulations for commercial areas and will address the long term need for additional commercial lands as part of a comprehensive review of the Urban Area Boundary.

6 - 18 Maple Ridge will work with the business community, investors and the public to encourage more compact forms of commercial development and to explore mechanisms that improve the urban environment and “fit” with the surrounding neighbourhood.

6 - 19 All commercial developments will be subject to Development Permit Area Guidelines.

6 - 20 Commercial Centres and Nodes form part of an integrated system and development applications within such areas, and Area Plans will require suitable linkages to other commercial centres and nodes, and residential neighbourhoods. Linkages include an adequate transportation system which considers transit, trails, bikeways, pedestrian corridors, and roadways.

6 - 21 Maple Ridge will update the economic development strategy to stimulate and enhance the emergence of the Town Centre as a vibrant and livable area. The City will explore mechanisms to encourage the continued development of the Town Centre and work with the Economic Development Department to achieve this goal.

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6 - 22 Outside of the existing Urban Area Boundary, commercial uses, other than Village Commercial Node, Rural Commercial, and Historic Commercial, are not supportable and will be considered premature prior to the development and implementation of a comprehensive strategy as outlined in Section 11.1.3. In the long term, prior to considering large scale commercial development outside the existing Urban Area Boundary, the City will, at a time deemed appropriate by the City, determine specific success criteria for the Town Centre based on, but not limited to, the following suggested guidelines:

- a) number of housing units constructed;
- b) amount of commercial development; and
- c) the vibrancy of the Town Centre as outlined by criteria.

6.3.2 COMMERCIAL DESIGNATIONS

The Commercial land use designation is a key component of achieving a compact community. Within the Commercial designation, there are six commercial categories, the components of which are highlighted in this chapter:

- a) General Commercial
- b) Community Commercial Node

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- c) Village Commercial Node
- d) Neighbourhood Commercial
- e) Rural Commercial
- f) Historic Commercial

6.3.3 deleted by Bylaw 6610-2008

6.3.4 GENERAL COMMERCIAL

ISSUES

- The majority of vacant and under-utilized commercial lands within the City are found in the Town Centre and along the Lougheed Highway.
- The Lougheed Highway has evolved in a linear pattern with a mixture of service commercial and other retail development. Over time, the distinction between traditional highway commercial and community commercial uses has become blurred. In addition, the range of uses permitted in these areas has not kept pace with current market trends.
- The spread of commercial development is expected to continue along Lougheed Highway and will increase over time. Potential negative impacts on the quality of the urban environment may occur if not planned properly.

OBJECTIVE

- To respond to emerging market trends and shopping preferences of Maple Ridge residents, and to permit greater flexibility in the range of permitted commercial uses.

POLICIES

6 - 23 General Commercial are lands designated Commercial on Schedule B of the Official Community Plan that are:

- a) located on the Lougheed Highway, west and east of the Town Centre;
- b) located on Dewdney Trunk Road, west of the Town Centre, but excludes property within a Community Commercial Node identified on Figure 3;
- c) located on Dewdney Trunk Road, east of the Town Centre and west of 230 Street;
- d) Lougheed Highway and 116 Avenue; and
- e) located west of 207 Street in the vicinity of the intersections between Dewdney Trunk Road and Lougheed Highway.

6 - 24 Maple Ridge will review bylaws and regulations aligning with the General Commercial land use designation to respond to market demand and differentiate those uses from retail uses typically found in the Town Centre.

6 - 25 Maple Ridge supports the development of centres that accommodate the automobile, active transportation, pedestrian, and transit services and will integrate into the character of the area. Rezoning applications for the purpose of a service station or car wash use, that adjoin a lot or property designated Urban Residential in the Official Community Plan, preference will be given where:

- a) located on a site having direct access onto a Major Road as illustrated on Figure 4;

- b) a car wash use is to be located a minimum of 800 metres from any existing car wash use, however two car wash uses, each one sited on a different corner lot at the same intersection of a Major Road, may be permitted if both such car wash uses are located a minimum of 800 metres from any other car wash use;
- c) a service station use is to be located a minimum of 800 metres from any existing service station use, however two service station uses, each one sited on a different corner lot at the same intersection of a Major Road, may be permitted if both such service station uses are located a minimum of 800 metres from any other service station use;
- d) the distance between uses is to be calculated by measuring the distance between the boundary of each site nearest the other at a point that such boundaries intersect the fronting highway.

6.3.5 COMMUNITY COMMERCIAL NODE

ISSUES

- Population growth in eastern Maple Ridge and in existing developed areas along the western portion of Dewdney Trunk Road will create a need for Community Commercial Nodes outside the Town Centre.
- Community Commercial Nodes are comprised of commercial or mixed use developments and typically serve several neighbourhoods; provide a wider range of services; and also serve as a focus for the community. Commercial space within the Community Commercial Nodes are typically less than 7,000 m² in area, however may expand up to 9,290 m² over the long-term.

OBJECTIVE

- To facilitate Community Commercial Nodes that serve as a retail and community focus centres for emerging residential neighbourhoods.

POLICIES

6 - 26 Maple Ridge will promote the development of Community Commercial Nodes to serve the commercial needs of emerging neighbourhoods.

6 - 27 The Community Commercial Nodes are located within the urban area boundary and are identified on Figure 2. The nodes are centred at the intersections of Dewdney Trunk Road and 240 Street, 232 Street, and 216 Street, with residential developments interspersed between.

6 - 28 Total commercial space within each Community Commercial Node is typically less than 7,000 m² although it is recognized that over time they may expand up to 9,290 m² in area.

6 - 29 Commercial and Mixed Use Developments within an identified Community Node must be designed to be compatible with the surrounding area and will be evaluated against the following:

- a) adherence to additional design criteria as detailed in the Section 8 Development Permit Area Guidelines section of the Official Community Plan;
- b) required commercial use or mixed use component along the street frontage, within 100 metres from the intersection;

- c) continuity of commercial or mixed use from the intersection; and
- d) the ability of the existing infrastructure to support the new development.

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6.3.6 VILLAGE COMMERCIAL NODE

ISSUES

- Population growth in east Maple Ridge and in existing developed areas may create a need for Village Commercial Nodes outside of the Urban Area Boundary.
- Village Commercial Nodes are comprised of commercial developments that typically serve more than one neighbourhood and provide a range of daily convenience shopping and limited community retail opportunities. Commercial space within the Village Commercial Node is typically less than 2,400 m² in area.
- Properties designated Commercial at the intersection of 248 Street and Dewdney Trunk Road is within the Metro Vancouver Fraser Sewerage Area and for that reason is suitable for village commercial development.

OBJECTIVE

- To facilitate Village Commercial Nodes at key locations throughout the City to provide a mix of daily convenience shopping and limited community retail opportunities.

POLICIES

6-30 Maple Ridge will encourage the development of Village Commercial Nodes that serve a variety of daily convenience and commercial shopping needs within close proximity to established and/or emerging neighbourhoods.

6-31 The Village Commercial Node is located outside the Urban Area Boundary but is within the Metro Vancouver Fraser Sewer Area. Similar properties located at other key intersections may also be suitable for Village Commercial development.

6-32 The establishment of Village Commercial Nodes will serve as an intermediary scale between the Community Commercial Nodes and Neighbourhood Commercial Centres and incorporates limited components of each category. As such, they are typically less than 2,400 m² in area.

6-33 Commercial developments proposed as part of a Village Commercial Node will be considered subject to satisfying Zoning Bylaw and Parking Bylaw requirements, site access, traffic, must be designed to be compatible with the surrounding area and will be evaluated against the following:

- a) adherence to additional design criteria as detailed in the Section 8 Development Permit Area Guidelines section of the Official Community Plan;
- b) commercial building(s) along the street frontage, within 25 metres of an intersection; and
- c) the ability of the existing infrastructure to support the new development.

6.3.7 NEIGHBOURHOOD COMMERCIAL CENTRES

ISSUES

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- Population growth in eastern Maple Ridge may create a need for Neighbourhood Commercial Centres. Neighbourhood Commercial Centres will be located within the Urban Area Boundary, and examples include properties designated Commercial at 112 Avenue and 240 Street, and the intersection of the Haney Bypass and Lougheed Highway.
- Neighbourhood Commercial Centres are small retail centres that cater to the daily convenience shopping and service needs of a local neighbourhood and provide a limited range of services. The Centres are typically less than 929 m² in area.
- The property designated on the south side of the Lougheed Highway between 116 Avenue and the Haney Bypass/Kanaka Way is suitable for development as a neighbourhood commercial centre with rental housing.

OBJECTIVE

- To facilitate Neighbourhood Commercial Centres that provide daily convenience shopping to serve residents.

POLICIES

- 6 - 34** Maple Ridge will encourage the development of Neighbourhood Commercial Centres within walking distance of neighbourhoods to service the daily convenience shopping and service needs of residents in the local neighbourhood.
- 6 - 35** Neighbourhood Commercial Centres will be considered subject to satisfying Parking Bylaw and Zoning Bylaw requirements, traffic, access, site design, and compatibility with adjacent land uses.
- 6 - 36** Total commercial space in a Neighbourhood Commercial centre is typically less than 930 m² in area.
- 6 - 37** Neighbourhood Commercial Centres are to be located within the Urban Area Boundary. However property designated Commercial outside the urban area boundary, that is within the Metro Vancouver Fraser Sewerage Area, is suitable for neighbourhood commercial development.

6.3.8 RURAL COMMERCIAL

ISSUE

- Rural Commercial centres cater to the daily convenience shopping and service needs of a rural population and provide a limited range of services. Rural Commercial retail centres are typically less than 93 m²

in area. Community serving outdoor recreational facilities are also appropriate in the rural area.

OBJECTIVE

- To facilitate Rural Commercial centres that serve rural areas outside the Urban Area Boundary.

POLICIES

6 - 38 Maple Ridge will encourage the development of Rural Commercial centres outside the Urban Area Boundary to serve the rural population.

6 - 39 Rural Commercial Centres and outdoor commercial recreation facilities will be considered subject to satisfying Parking and Loading Bylaw and Zoning Bylaw requirements, traffic, access, site design, and compatibility with adjacent land uses.

6.3.9 HISTORIC COMMERCIAL

ISSUES

- Historic Commercial centres are the commercial hearts of the historic communities that formed the City of Maple Ridge. The size of these centres is dependent on the size of the historic commercial centre, although limited expansion may be supportable in compliance with Official Community Plan policies and compatibility with surrounding land uses.
- The Historic Commercial Centres are located in Hammond, Port Haney, Yennadon, Albion, Whonnock, Webster's Corners, and Ruskin. For information on the historic commercial pattern in the area refer to the City of Maple Ridge Heritage Discussion Paper 2003, and the book Maple Ridge, History of Settlement, 1972.

OBJECTIVE

- To facilitate commercial centres that serve as a historic focus for existing historic community neighbourhoods.

POLICIES

6 - 40 Total commercial space in a Rural Commercial centre is typically less than 93 m² in area. Outdoor commercial recreational facilities may exceed 93 m² in area.

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6 - 41 Historic Commercial centres are identified on Figure 2 and include the historic commercial areas of Hammond, Yennadon, Webster's Corners, Albion, Port Haney, Whonnock and Ruskin.

6 - 42 Maple Ridge will support limited commercial development in Historic Commercial centres to provide for the commercial needs of the adjacent population. The Historic Centres generally reflect the historic commercial footprint of the area. Limited infill or expansion of a Historic Commercial centre may be supported if the development is sensitive to the historic character of the centre, and is compatible in use and form with the

surrounding area. Specific land uses and policies to guide long range planning and development for Hammond and Port Haney are within their respective Area Plans, the Hammond Area Plan and the Town Centre Area Plan, which are imbedded in the Official Community Plan in Chapter 10, Area Planning.

6 - 43 Historic Commercial centres located within the Urban Area Boundary may provide a range of residential and commercial uses. Historic Commercial centres located outside of the Urban Area Boundary are intended to provide small scale convenience shopping and a limited range of services to residents.

6.4 INDUSTRIAL OPPORTUNITIES

BACKGROUND

Land available for industrial development in Maple Ridge is contained in six industrial areas: Northern Maple Ridge, Southwest, Central, Albion, Whonnock, and Ruskin.

Traditional industrial activity in Maple Ridge has been resource extraction and manufacturing based. The current market demand for industrial land is for light industrial uses.

Due to projected population growth, the shift of industrial development eastward in the region, and the Golden Ears Bridge, Maple Ridge is now poised to realize greater growth and diversification of its industrial base.

PRINCIPLES

The following principles reflect the shared community values of Maple Ridge residents and provide a framework for the Industrial policies in the Official Community Plan:

Principle 12

Collaboration with other authorities, including but not limited to the ALC and Metro Vancouver, is essential to ensuring that municipal objectives can be met.

Principle 19

There is value in identifying new lands for commercial and industrial uses to secure locations for future employment that will help to create a balanced community. Citizens prefer locations where commercial and industrial activities “fit” within the community context.

Principle 20

The community has a preference for economic development that includes clean, high pay, low environmental impact, and manufacturing and high tech industries. The community also supports alternative employment generators.

Principle 30

Achieving a balanced community requires that commercial and industrial land development keep pace with residential development.

6.4.1 INDUSTRIAL LAND ISSUES

ISSUES

- The supply of marketable and competitive industrial lands for the light industrial market in Maple Ridge is limited, and more is required to meet growing future demand.
- Locally and regionally, Maple Ridge is known to have rich gravel deposits. However, the extraction of this commodity needs to be balanced with environmental, stormwater management, and traffic safety requirements.
- Figure 3 Major Public Utilities identifies the general location of potential gravel resources.
- To accommodate the long term demand for industrial lands, Maple Ridge needs to create additional industrial areas. However this is a complex matter that must be considered in a comprehensive manner to ensure that future industrial activity “fits” within the community context, and is consistent with Provincial, Regional and Community goals.
- Identifying additional suitable employment lands is a priority for the City of Maple Ridge. The City prefers land that is relatively flat, serviceable by municipal services, and is strategically located near or accessible by a major transportation corridor.

OBJECTIVES

- To create a larger and more diverse industrial sector that offers greater employment opportunities for residents, generates additional investment, enhances local businesses, and creates a larger property tax base to pay for municipal services and amenities.
- To create a more “complete community” by providing a range of industrial opportunities throughout the municipality.
- To encourage industrial development that meets the community’s aspirations for quality of environment, character and sense of place, and compatibility with other Maple Ridge land uses.
- To ensure that the policies, zoning, regulations, and supply of industrial land are favourable and adequate to attract industry to Maple Ridge.
- To preserve capacity for future employment uses, including local investment and job creation opportunities.

POLICIES

6 - 44 The Industrial land use designation is a key component of achieving a compact community. Within the Industrial designation, there are three industrial categories, the components of which are highlighted in this chapter:

- a) Business Park Industrial – lands that are located in the Maple Meadows Industrial Park and Albion Industrial Area. The Business Parks provide for a range of industrial uses and services, with an emphasis on landscaping and design.

b) Employment Park Industrial – lands that are located in the Yennadon Lands Employment Park. Employment Park Industrial provides for a range of employment uses close to where people live while reducing possible negative impacts on existing surrounding neighbourhoods.

c) General Industrial – lands that are located throughout the community and provide for a range of services and general industrial uses.

6 - 45 The identification of additional employment generating lands is a priority for the City. Maple Ridge will evaluate locations for a large blocks of additional employment generating land to support the growth of the employment sector in the future. Location parameters for suitable industrial land may include, but is not limited to:

- a) land that is relatively flat;
- b) land that is conducive to industrial development;
- c) land that is contiguous to a full range of municipal services; and
- d) land that is strategically located near the regional transportation network.

6 - 46 Maple Ridge will consider industrial development within the Urban Area Boundary providing that the following compatibility criteria can be satisfied:

- a) land is contiguous to a full range of municipal services;
- b) land is strategically located on, or near a Major Road Corridor and the transportation network can support the development;
- c) the proposed development is compatible with the surrounding area;
- d) the use is consistent with the Economic Development Strategy; and
- e) extraction of identified gravel reserves from sites before development, as applicable.

6 - 47 Maple Ridge will review bylaws and regulations to align with market demand.

6 - 48 Maple Ridge will implement strategies to accommodate industrial growth that is compatible with other land uses in the City.

Policies 6-49 through 6-50 deleted by Bylaw 8087-2026.

6.4.2 EMPLOYMENT PARK

ISSUES

- The City's Commercial & Industrial Strategy recommends planning for the additional supply of employment land in order to best satisfy future demand in an increasingly competitive region.

- The Yennadon Lands are identified as a potential location for future employment use in the City's Commercial & Industrial Strategy. The impetus in identifying the Yennadon Lands for employment use was largely due to the lands being generally flat and underutilized, with the potential for urban level servicing, and located on arterial and collector roadways.

OBJECTIVE

- The aim of the Yennadon Lands Employment Park is to create a more “complete community” by providing a range of employment opportunities where local residents and future business owners can live, work and play within a five to ten minute walk or bicycle ride of their residence.
- In the past, industrial and commercial areas have not always been good neighbours as they have brought consequences such as noise, visual impacts, and undesirable traffic to local areas. Therefore, the design of the employment area will be limited to business activities inside the building to eliminate nuisance noise, odour, and other negative impacts.
- The Yennadon Lands Employment Park is in the north central part of the City of Maple Ridge. It is located on the south edge of 128 Avenue and the west edge of 232 Street. As it is bordered by residential land uses on the south and west edges, the Commercial & Industrial Strategy recommends development with a key focus on restricting heights, while also encouraging building forms and uses that are in keeping with the surrounding residential context.

POLICIES

6 - 51 Maple Ridge will designate Employment Parks in areas where there is an opportunity to increase job densities. The intent for high density Employment Parks is to encourage the right type and size of employment facilities that will help increase job opportunities close to home, as new and mature local businesses to locate closer to where their employees live.

6 - 52 Maple Ridge will direct development in a sensitive and scaled manner so that the Employment Park is compatible with the adjoining residential neighbourhood.

6 - 53 An Employment Park will have an appropriate mix and size of employment uses to generate suitable levels of job creation, while still affording a sensitive transition to the surrounding uses.

6 - 54 Maple Ridge has designated the Yennadon Lands, generally located south of 128 Avenue and west of 232 Street, for an Employment Park use. The Yennadon Lands serve growing industries, that include the technology sector, light manufacturing companies, and professional offices, all of which offer a high employment density.

6 - 55 The Yennadon Lands Employment Park development notes that:

- a) The eastern portion of the Yennadon Lands Employment Park may have larger and more conventional light industrial buildings;
- b) Maple Ridge will require a minimum lot consolidation of 75,000 m² for employment park development on the eastern portion of the Yennadon Lands;
- c) The western portion of the Yennadon Lands Employment Park will have a building form that is similar to that of a single-detached residential dwelling height and massing with generous landscape retention and

reduced parking, where possible;

d) Maple Ridge will require a minimum lot consolidation of 35,000 m² for employment park development on the western portion of the Yennadon Lands; and

e) Development must align with the Yennadon Lands Employment Park Development Permit Area Guidelines found in Chapter 8 of the City's Official Community Plan.

6 - 56 All industrial developments will be subject to Development Permit Area Guidelines.

6 - 57 Maple Ridge will consider additional opportunities for Business Park development within the Urban Area Boundary providing that the following compatibility criteria can be satisfied:

a) land is contiguous to a full range of municipal services;

b) land is strategically located on, or near a Major Road Corridor and the transportation network can support the development;

c) the proposed development is compatible with surrounding development; and

d) the development is consistent with the Economic Development Strategy.

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Section 6.4.3 Industrial Reserve, including policies 6-58 through 6-65 deleted by Bylaw 8087-2026.

6.5 ADDITIONAL EMPLOYMENT GENERATING OPPORTUNITIES

6.5.1 TOURISM

ISSUES

- Tourism in Maple Ridge must compete with more established tourist commercial activities in other municipalities, but the sector has excellent opportunities to expand by emphasizing the City’s outdoor resources.
- Maple Ridge has excellent outdoor resources such as Golden Ears Provincial Park, the UBC Research forest, lakes, rivers, streams, and trails for walking and equestrian activities.

PRINCIPLES

The following community principles support the Tourism policies of the Official Community Plan:

Principle 17

Maple Ridge views the promotion of economic development (jobs) as being very important to developing a balanced community – one that is not a dormitory suburb.

Principle 20

The community has a preference for economic development that includes clean, high pay, low environmental impact, and manufacturing and high tech industries. The community also supports alternative employment generators.

OBJECTIVE

- To support and promote the tourist commercial sector in Maple Ridge.

POLICIES

6 - 66 Maple Ridge will continue to promote its outdoor resources as a theme for the tourist commercial sector.

6 - 67 Maple Ridge will actively promote and market the outdoor resource theme by:

- a) supporting and strengthening businesses that cater to tourists;
- b) supporting businesses involved with outdoor recreational activities and physical fitness; and
- c) facilitating growth in the eco-tourism, cycling and equestrian industry.

6 - 68 Maple Ridge will promote agricultural tourism opportunities by:

- a) aligning land use bylaws to permit supportive non-farm uses such as agro-tourism, bed and breakfasts, and on-farm sales; and
- b) assisting agricultural landowners to identify and develop agricultural opportunities (e.g. value added, agri-tourism, bed and breakfast, recreation).

6.5.2 HOME BASED BUSINESSES

ISSUES

- Home based businesses are a growing sector in Maple Ridge. They are substantial generators of income and have many positive impacts on the local economy. Balanced with the positive economic benefits, however, are potential impacts on neighbourhoods such as visual appearance, noxious noise/light/smells, increased traffic, hazardous materials, and presence of employees.

PRINCIPLE

The following principle reflects the shared community values of Maple Ridge residents and provides a framework for the Home Based Business policies in the Official Community Plan:

Principle 21

Home-based businesses are recognized as beneficial to the community.

OBJECTIVE

- To support home-based businesses as significant generators of new jobs while minimizing the adverse impacts on neighbourhoods.

POLICY

6 - 69 Maple Ridge will support home based businesses as important contributors to the local economy, and will facilitate the growth of this sector by reviewing the Zoning Bylaw to incorporate regulations that support and promote home-based businesses, and by adopting performance based criteria that minimizes the impacts of home based businesses on its surroundings.

6.5.3 LARGE FORMAT RETAIL

ISSUES

The nature of retail shopping has changed due to consumer preference for large format retail stores that offer convenience and competitive pricing, as well as growth of online shopping and e-commerce. Large format retail stores tend to concentrate in “power centres” that require large sites with ample parking outside town centre

areas. Such power centres, if not properly located, may create competition for Town Centre retailers and can cause considerable traffic congestion and adverse impacts on the quality of the urban environment.

PRINCIPLES

The following principles reflect the shared community values of Maple Ridge residents and provide a framework for the Large Format Retail policies in the Official Community Plan:

Principle 5

Building a unique community character is critical to ensuring that Maple Ridge does not succumb to pressure and becomes like ‘everywhere else.’ It requires strong political and community commitment and attention to a variety of aspects (landscapes, built form, heritage, mix of uses, urban design, services, etc.).

Principle 8

Unique and enjoyable communities and places are created through community improvements, quality design, less obtrusive signage, pedestrian friendly environments, accessibility and viewsapes.

Principle 16

The Downtown is a very important part of Maple Ridge and would benefit from a variety of planning and design activities that improve its role as a key community node.

Principle 17

Maple Ridge views the promotion of economic development (jobs) as being very important to developing a balanced community – one that is not a dormitory suburb.

Principle 18

Economic development is a complex issue that requires a comprehensive approach, addressing transportation, housing, the downtown, marketing, incentives and policy.

Principle 19

There is value in identifying new lands for commercial and industrial uses to secure locations for future employment that will help to create a balanced community. Citizens prefer locations where commercial and industrial activities “fit” within the community context.

Principle 20

The community has a preference for economic development that includes clean, high pay, low environmental impact, and manufacturing and high tech industries. The community also supports alternative employment generators.

Principle 22

Initiatives such as providing more shopping opportunities and emphasizing smaller stores, local merchants and

better use of existing areas (no strip malls, concentrate in commercial nodes, etc.) are supported because they are central to achieving a balanced community.

OBJECTIVE

- To provide an opportunity for large format retail outlets to meet consumer needs for Maple Ridge residents.

POLICIES

6 - 70 Maple Ridge will support large format retail outlets in the Town Centre or in the General Commercial areas along the Lougheed Highway.

6 - 71 To ensure the highest quality urban environment, the City will require that large format retail centres comply with Commercial Development Permit Area Guidelines that improve the visual impact of the centres, such as building design, site planning, landscaping, transportation / traffic circulation, and other components that may impact surrounding communities.

6.5.4 FOREST

ISSUES

- The forestry sector has traditionally played a large role in the Maple Ridge economy. While this role has declined in recent years a large number of forest sector businesses, including logging, sawmills, shake and shingle mills, and millwork companies successfully operate in the community. The prevalence of forest within the City has also supported education, training and research at the Malcolm Knapp University of British Columbia Research Forest and B.C.I.T. Woodlot.
- There are many international and national factors that influence forestry operations in the community, including international competition and US softwood lumber duties. These factors have prompted a shift to value added operations, such as the use of non-traditional wood species; custom milling; and secondary manufacturing such as finger jointing and moldings.
- Other lands in the City are designated Forest for the protection of ecological diversity and integrity of forested lands.

PRINCIPLES

The following principles reflect the shared community values of Maple Ridge residents and provide a framework for the Forest policies in the Official Community Plan:

Principle 6

The community recognizes the need to foster the history of Maple Ridge and enhance historic areas.

Principle 17

Maple Ridge views the promotion of economic development (jobs) as being very important to developing a balanced community – one that is not a dormitory suburb.

Principle 20

The community has a preference for economic development that includes clean, high pay, low environmental impact, and manufacturing and high tech industries. The community also supports alternative employment generators.

Principle 23

The community values the protection of environmentally sensitive areas including, water (for its intrinsic value, habitat and aquifer recharge), areas of natural beauty, forests, etc.

OBJECTIVES

- To recognize that the forest sector is a significant generator of employment in the City, and to support the enhancement and transition of wood processing industries to value added products.
- To recognize the benefits of forest resource education and training, and to support the Malcolm Knapp University of British Columbia Research Forest and the B.C.I.T. Woodlot.
- To recognize the ecological diversity and integrity of forested lands in the City.

POLICIES

6 - 72 Maple Ridge will encourage the enhancement and transition of the wood processing industry to value added products, and will explore options for providing infrastructure for industrial areas.

6 - 73 Economic benefits from forest resources can be achieved by supporting education research and training. Maple Ridge supports the Malcolm Knapp University of British Columbia Research Forest and the B.C.I.T. Woodlot, and designates them for “Forest” purposes.

6 - 74 To protect ecological diversity and the integrity of forested lands, Maple Ridge will retain parts of the northern slope of Thornhill as Forest. Innovative development proposals that protect unique site characteristics, ecologically sensitive areas, or amenities on lands designated Forest and within private ownership, may be considered for a density bonus. The value of the density bonus will be at Council’s discretion, in return for the development providing an identified community benefit.

6.5.5 POST-SECONDARY EDUCATION INSTITUTIONS

ISSUES

Maple Ridge residents have limited post-secondary educational facilities available within the community and are travelling, or relocating to other communities to further their educational needs. Given the success of existing research and training facilities such as the Justice Institute of BC, Malcolm Knapp, BCIT, and Sprott Shaw and the infrastructure and amenities within the community it is recognized that there is an opportunity to

establish more post-secondary facilities.

PRINCIPLES

The following principles reflect the shared community values of Maple Ridge residents and provide a framework for the Post Secondary Educational Institutions policies in the Official Community Plan:

Principle 15

Citizens favour efforts to pursue the establishment of a post-secondary institution in Maple Ridge to provide more local opportunities.

Principle 17

Maple Ridge views the promotion of economic development (jobs) as being very important to developing a balanced community – one that is not a dormitory suburb.

Principle 18

Economic development is a complex issue that requires a comprehensive approach, addressing transportation, housing, the downtown, marketing, incentives and policy.

Principle 20

The community has a preference for economic development that includes clean, high pay, low environmental impact, and manufacturing and high tech industries. The community also supports alternative employment generators.

OBJECTIVES

- To promote a more complete community that provides a wider range of educational opportunities and jobs for residents of Maple Ridge.

POLICY

6 - 75 Maple Ridge will pursue the establishment of further post-secondary institutions in Maple Ridge to provide educational and employment opportunities for residents.