

4900 Island Highway Rezoning application

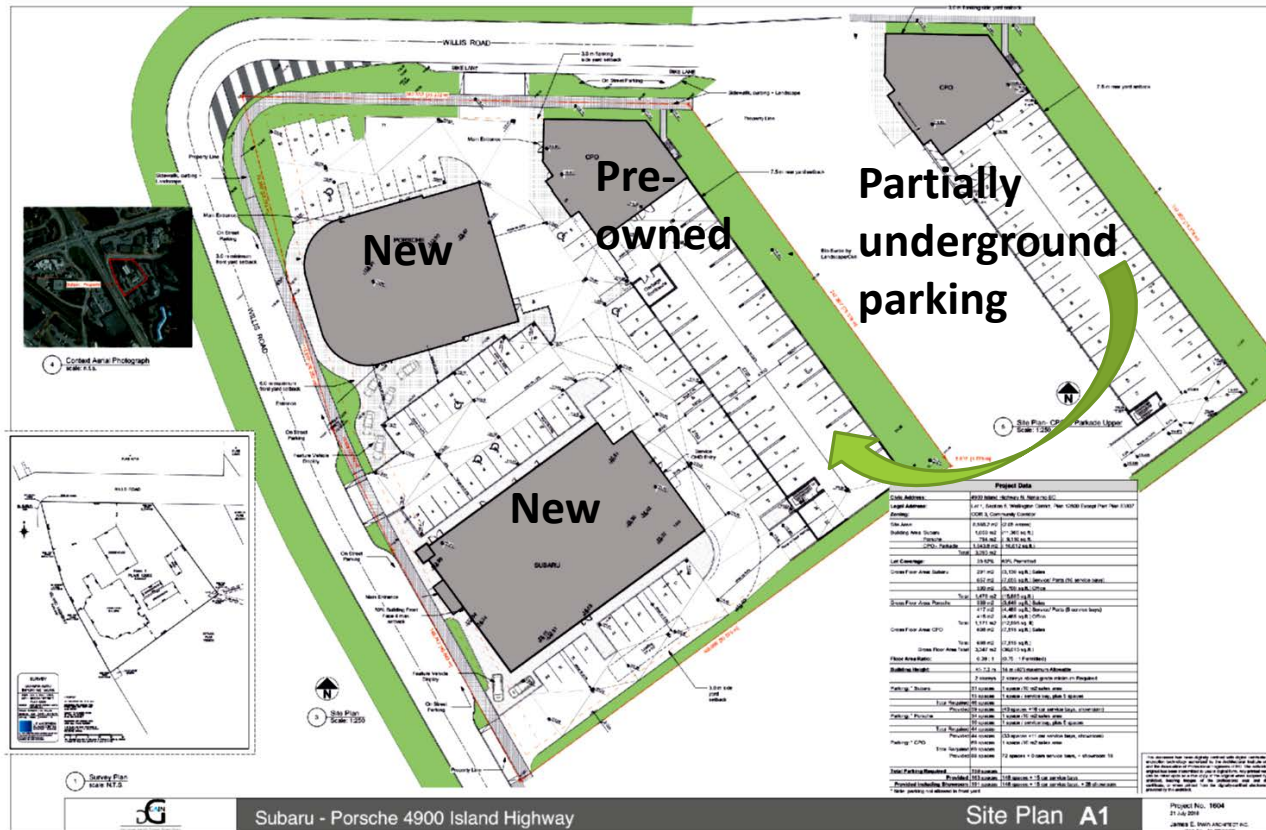
AND THE FUTURE OF NANAIMO'S REGIONAL ECONOMIC BACKBONE

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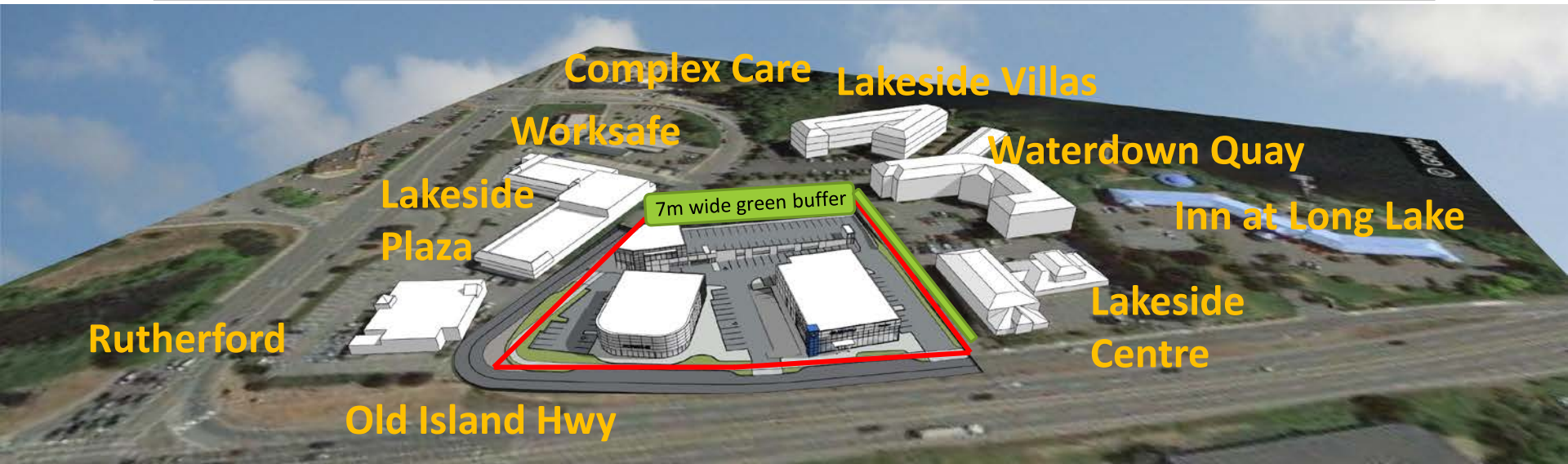
The Proposal

Auto dealerships:

- Two new auto dealerships
- One quality Pre-owned showroom
- Structured parking
- New road improvements and landscaping



3-d site model



Why are we having this discussion now?

The City has no clear economic development and employment lands policy.

The question tonight:

To strengthen the
economic backbone
of Nanaimo

OR

To weaken the
economic future of
the City and push
businesses out

**How do we view the employment
lands along the Island Highway?**

Views of the Island Highway

THE CENTRAL ECONOMIC CORRIDOR OF THE CITY?

OR

AN UGLY BLIGHT TO BE CHANGED?



The transportation, land use, economy typology

REGIONAL ECONOMY

- **Economy**
 - Regional economies of scale and assoc companies and jobs
 - Destination (non-daily) shopping
 - Non-residential friendly businesses
- **Land use**
 - Commercial / industrial land supports economies of scale serving the region
 - Today and for future growth
- **Transportation**
 - Auto-oriented
 - Too far for majority to walk/cycle
 - To large a catchment to serve with transit

THE NEIGHBOURHOOD ECONOMY

- **Economy**
 - Local (accessed daily/weekly) commercial goods and services
 - Smaller companies – low pay unless white collar
- **Land use**
 - Higher intensity, mixed use (condo-friendly)
- **Transportation**
 - Small catchments
 - Pedestrian and cycling
 - Transit

The transportation reality of Nanaimo's future and the Island highway

2014 (TODAY)

- Pedestrian 8.5%
- Cycling 1%
- Transit 2.5%
- Automobile 88%
- Trip length 14km

- Supporting non-auto modes is excellent policy
- Future vehicles will be green (ZEV)

2041 PROJECTED TARGETS

- Pedestrian 12%
- Cycling 4%
- Transit 8%
- **Automobile 76%**
- Trip length 10km

- The regional economy will remain auto-oriented -75% of trips
- Thoughtful city planning addresses both reality (76%) and change (24%)

A future crisis of employment lands in Nanaimo

GROWING DEMAND FOR COMMERCIAL / INDUSTRIAL LAND

- Employment lands/density must expand with population growth
 - Jobs
 - Services
- Nanaimo needs to protect and increase its employment lands
- Regional oriented businesses need highway visibility / access



LIQUIDATING EMPLOYMENT LANDS FOR CONDOS ALONG ITS REGIONAL SERVING CORRIDOR

- Reduced land for employment and business growth
- Increased land values causing tax stress on existing businesses
- New employment growth must occur elsewhere (= sprawl)

A choice for the rest of Nanaimo's future:

Residential lands do not convert back to employment lands due to land value

How do we interpret the OCP Centre/Corridor designation?

PRO REGIONAL EMPLOYMENT

- “Commercial services in mixed use developments will be encouraged to concentrate along Corridors...”
- “Development in Corridors will be characterized by a mix of residential, commercial, professional, and service uses, with residential developed at medium to high level densities.”
- “Uses within the Commercial Centres include small scale local shopping providing for the day to day needs of local residents (Commercial Centres - Neighbourhood) and city-wide shopping that meets the needs of a larger trade area (Commercial Centres - City).”
- “Opportunities to increase the mix and intensity of uses along Corridors will be supported through development and redevelopment opportunities.”

CONVERTING EMPLOYMENT LANDS TO CONDOS

- “Corridors shall be the future focus of mid to high residential densities that recognize a human scale and pedestrian oriented form of development.”

How do we interpret the COR3 zone?

PRO REGIONAL EMPLOYMENT

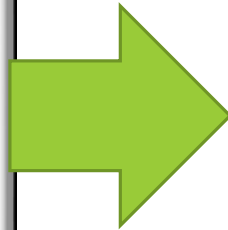
- This zone provides for a wide range of uses intended to meet the day to day needs of the surrounding community.
 - Surrounding includes region
- 44 allowable uses including many regional uses.
- Includes the majority of the entire auto dealership sector for the city
- COR3 interpreted in Madill rezoning as including stand alone auto dealerships.

CONVERTING EMPLOYMENT LANDS TO CONDOS

- Automobile sales, service, and rental use is not a “permitted use” in the Corridor zones, but is recognized in Section 9.2.3 of the Zoning Bylaw as being “permitted on a site-specific basis” for a number of existing properties in the city.
- Rezoning to allow new automobile sales, service and rental sites are supported by OCP policy, but only in the Shenton Road and Boban industrial areas.

Policy for AND against

- OCP policy and zoning can be interpreted as for or against this proposal.
- The OCP needs updating to reflect current realities and future potential.



- Site specific interpretation of policy is key

Conclusion on policy interpretation

- **Anti-auto dealership attitude is clear:**

- “The OCP clarifies the community’s vision to see the auto-oriented corridors of the city evolve into more “efficient and sustainable forms of development”.”
- The auto dealerships were all included in the COR3 zone for the purpose of grandfathering them out.



- **Is it this Council’s policy to send these important companies and the families associated with them out of the City?**

GAIN Group's auto dealership versus an hypothetical condo project

Comparisons:

1. Balancing land uses in the centre
2. Increasing active transportation
3. Environmental protection
4. Healthy community planning
5. Impacts on Wills Rd businesses
6. Impacts on Wills Rd residential
7. Protecting industrial lands
8. Jobs
9. Securing employment lands
10. Moderating business taxes
11. Supporting housing affordability
12. Keeping growth compact and within the city

1. Balancing land uses in a commercial centre

GAIN'S AUTO DEALERSHIP

- **Increases employment density**
 - 10-fold over previous use
- **Increases employment diversity**

AN HYPOTHETICAL CONDO BLDG

- **Increase in residential density.**
- **A decrease in employment density or diversity in a , mixed-use, commercial area**

2. Increasing active transportation

GAIN'S AUTO DEALERSHIP

- Invests in sidewalks, bike lanes and transit stop upgrades along Wills Rd.
- Provides jobs along transit lines = some increase in ridership.
- Increases # of workers during the day to access nearby services (restaurants, shopping)

AN HYPOTHETICAL CONDO BLDG

- Would likely upgrade Wills Rd infrastructure.
- Provides bedrooms along a transit line = some increase in ridership.
- Increases # residents within walking distance of local services – more evening walking.

3. Environmental protection

GAIN'S AUTO DEALERSHIP

- **Significant increase in impermeable surfaces**
- **Stormwater runoff matches a forested site.**

AN HYPOTHETICAL CONDO BLDG

- **Hard surface for parking/building will be same as for auto dealership**
- **Stormwater runoff would meet same standards**

4. Healthy community planning

GAIN'S AUTO DEALERSHIP

- Increases density and diversity of jobs for surrounding residential
- Investing in active transportation infrastructure
- Keeps residential away from noise/pollution of highway

AN HYPOTHETICAL CONDO BLDG

- Increases overall housing density of the area
- Does not increase land use diversity.
- Locates housing immediately adjacent noise and pollution of provincial highway

5. Impact on Wills Rd businesses

GAIN'S AUTO DEALERSHIP

- Increased customers during the day from dealership workers and dealership clients
- Limited impact on parking or loading
- Increase in “brand reputation” of Wills Rd

AN HYPOTHETICAL CONDO BLDG

- Increased residents = evening customers for restaurants.
- Increased parking challenges

6. Impact on Wills Rd residential

GAIN'S AUTO DEALERSHIP

- New “eyes on Wills Rd” for safety
- Has minimal impact on Wills Rd residential:
- No night operations
 - Vs other COR3 uses
- No outdoor public address system
- No flags / inflatable characters
- Night lighting carefully managed
- Moderate building height
- Significant green buffer to residential

AN HYPOTHETICAL CONDO BLDG

- New eyes on Wills Rd for safety
- Condo building will block southerly views and sun
- 4-6 storeys allowed (w underground pkg) will provide significant privacy overlook of Waterdown Quay and Lakeside Villas.
- Parking challenges
- Increased noise after work hours

7. Protecting industrial lands

GAIN'S AUTO DEALERSHIP

- Locates higher-value uses (luxury auto retail) outside of industrial areas.
- Does not drive up land values.
- Does not drive out existing industrial businesses.

AN HYPOTHETICAL CONDO BLDG

- Converts commercial land to residential land.
- Forces luxury auto retail into lower value industrial areas.
- Displaces existing businesses to edge/outside the city
- Increases tax pressure on existing industrial businesses

8. Providing employment

GAIN'S AUTO DEALERSHIP

- Provides \$millions in investment
- Provides significant jobs for construction
- Provides 70 customers (employees) for other local businesses (Hazbeens, Dama Sushi, etc...)
- Provides est 70 living wage – to high wage jobs in the future.

AN HYPOTHETICAL CONDO BLDG

- Provides construction jobs and investment
- Provides residential customers for Wills Rd businesses
- Provides a few strata property management / maintenance jobs afterward.

9. Protecting employment lands

GAIN'S AUTO DEALERSHIP

- Keeps regional-servicing commercial uses along the provincial/regional highway, reinforcing this backbone a the regional commercial corridor.

AN HYPOTHETICAL CONDO BLDG

- Liquidates employment lands for condos irrevocably.

10. Moderating business taxes

GAIN'S AUTO DEALERSHIP

- **Maintains commercial uses on commercial land, mitigating rapid increases in land value in the area.**

AN HYPOTHETICAL CONDO BLDG

- **Will push land value up for the entire Wills Rd area – increasing business taxes for all surrounding businesses.**

11. Supporting housing affordability

GAIN'S AUTO DEALERSHIP

- **Affordability = housing to wage ratio**
- **Provides est 70 living wage jobs, including many high-paying jobs, to support families paying today's housing costs.**

AN HYPOTHETICAL CONDO BLDG

- **New construction is never truly affordable unless publicly subsidized.**
- **Liquidates employment lands pushing employment to the edges requiring more costly commuting.**

12. Keeping growth compact and in the city boundaries

GAIN'S AUTO DEALERSHIP

- Keeps jobs within the city's employment corridor and centres.
- Increases employment density to support increased housing density within the same area.
 - 600 new units coming = hundreds of new jobs needed
- Decreases the commuting distance
- Does not push industrial uses to the edge / outside the city

AN HYPOTHETICAL CONDO BLDG

- Increases housing density but decreases the employment density / balance.
- It pushes jobs and services out to the edge / out of the City.
- Impacts commuting and shopping travel distances.
- Increases pressure to service edge areas.

Summary: Because of the site specific characteristics...

**GAIN'S AUTO DEALERSHIP IS
GOOD FOR THE CITY ON THIS SITE**

- A real project from a well managed and successful company
- Responding to Nanaimo's growth in a responsible manner.
- Supported by its neighbours,
- Enhancing the City's employment lands
- Strengthening Nanaimo's economy today and tomorrow.

**AN HYPOTHETICAL CONDO BLDG IS
BAD FOR THE CITY ON THIS SITE**

- An "hypothetical" project
- It undermines Nanaimo's housing / job balance in this centre
- It undermines incomes needed for housing affordability
- It creates urban sprawl
- It undermines the City's current and future economic backbone by pushing companies and development to the edge or outside the City.

The question tonight:

**Do we want to liquidate
employment lands for condos?**

**Strengthen the
economic backbone
of Nanaimo retaining
jobs and investment**

OR

**Weaken the economic
future of the City and
push businesses out**