

Fraser River Waterfront Revitalization Initiative:

A Regional Economic Recovery Strategy



PURPOSE
DRIVEN
DEVELOPMENT

Anita Huberman
Chief Executive Officer
Surrey Board of Trade

Carla Guerrero
CEO & Founder
Purpose Driven Development





Carla Guerrera

Founder & CEO, Purpose Driven Development & Planning



- Globally recognized real estate development professional combining the fields of real estate development and urban planning
- Delivered over \$1 B of complex real estate development across Canada's top markets over the past 20 years.
- Appointed to Thames Estuary Growth Board, UK's largest growth opportunity focused on the revitalization along the Thames River with a £1.5bn investment and recovery post-Brexit and post-Covid
- Lead in delivering globally award-winning revitalization projects in Canada



Anita Huberman

Chief Executive Officer, Surrey Board of Trade



- Chief Executive Officer with a demonstrated history of working in the civic, business & social organization industry

Fraser River Waterfront Revitalization Initiative

Large-scale revitalization strategy in partnership with municipalities, senior governments, industry, business community, and key decision-makers to achieve a new standard of economic vitality and livability.

- Attract, recruit and retain workforce talent
- Address affordable housing
- Create efficient transit-oriented communities
- Create vibrant Innovation District hub
- Connect communities along waterfront
- New social, community and cultural destinations along waterfront
- Develop new amenities (such as daycares, community centres) to support families and the workforce
- Create opportunities for education, training and diversity in workforce development
- Build capacity for skilled labour and innovation in the workforce



Benefits of Waterfront Revitalization

Social Equity & Inclusion

- Re-connect communities to the waterfront through access and placemaking
- Parks, green spaces and pedestrian oriented public spaces

Environmental Protection & Climate Protection

- Create transit first communities with live, work, play neighbourhoods
- Design climate-positive communities that emphasize green growth and reduce greenhouse gas emissions from urban travel

Economic Development & Recovery

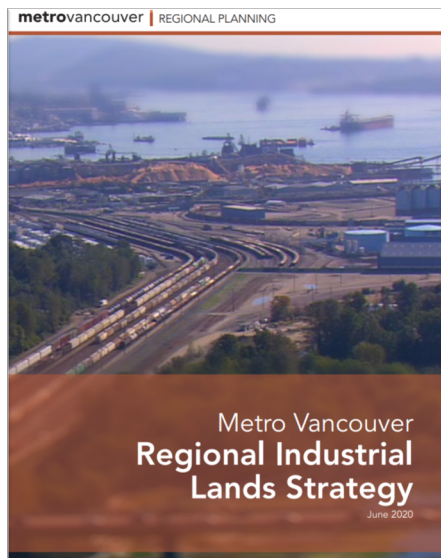
- Tax revenues, permitting revenues
- Increase in land value and land capture that can be reinvested back to the city and community priorities
- New sources of municipal revenue



Fraser River Waterfront Revitalization Can Help Achieve Metro Vancouver Policy Priorities

- Supporting the region's economy and economic recovery and prosperity
- Protect the region's valuable natural environment
- Ecological health and supporting land use and transportation patterns to adapt to climate change
- Complete communities with affordable and diverse housing, close to employment and amenities
- Integrating land use and transportation planning to improve movement and reduce ghgs

- **Focus only on underutilized lands along the Fraser River to promote and expand on the goals and priorities of Metro Vancouver and local municipalities to balance growth**
- Focus on protection of industrial lands through this initiative, not converting industrial lands





Partnerships and Alignment For Revitalization and Economic Recovery

- Develop partnerships with First Nations, private sector, tourism, education, healthcare, industry, municipal and regional governments
- **OUR GOAL: To bring all together and align in one direction on the Fraser River Revitalization Strategy to successfully advance this regional initiative to achieve key revitalization priorities and economic recovery**

Supporters Involved To Date

City of Surrey

City of New Westminster

City of Maple Ridge

Greater Langley Chamber of Commerce

Abbotsford Chamber of Commerce

The Board of Directors (SBOT)

Fraser Surrey Docks

International and Industry Trade Team



**Kick off
Meeting Held in
June, 2019**



WHY NOW?

Revitalization Leverages Economic Growth and Recovery

- For every **\$1** public sector invested, there is **\$18 to \$31** private sector investment for revitalization initiatives
- For every **1 acre of land revitalized, 9 new jobs are created on average**
- Enhanced land value
- Increased tax base
- Unlocked development opportunities and private sector economic bolstering
- Significant social, environmental and community benefits



WE'RE IN A GOOD PLACE. JOIN US.

Thames Estuary Growth Initiative (London, UK)



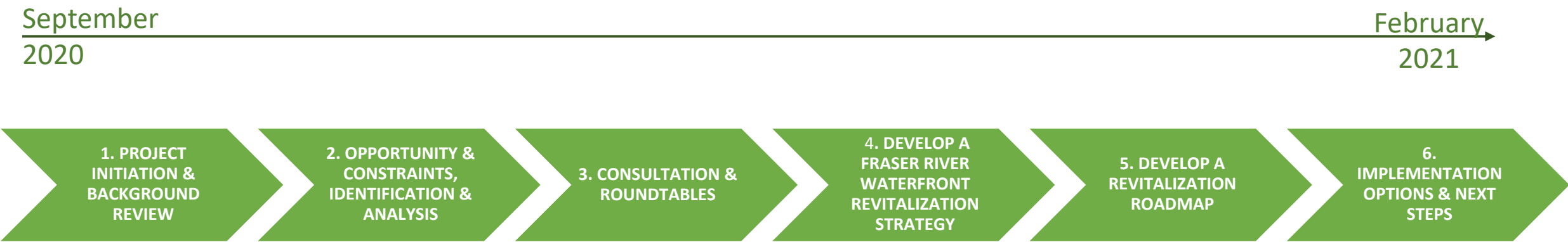
- Collaboration between 17 local municipalities, Port Authority, and industry located along the Thames River and backed by a £1.5bn investment by the UK government
- Vision: to transform the Thames Estuary into a hub for creative and cultural industries and bring job growth and trade capacity back to benefit London
- Goals: drive sustainable, economic growth; regenerate infrastructure; and improve transport and connectivity
- 10 new ports along the Thames and utilize the River as a key transportation corridor



Thames Estuary Growth Board: Clear Vision, Strategy and Implementation Plan

- **Productive places:** support the sustained growth of the Thames Estuary high value, healthy wage sectors, achieving up to 1.3 million new jobs by 2050.
- **Connected places:** improved connections between and within cities, towns, villages and industries for people or goods.
- **Thriving places:** the growing communities which will be home to 4.3 million people by 2035, will pride themselves on their rich cultural and economic activity.
- **Affordable places:** a further 1 million high-quality homes, balanced to suit the affordable needs of the community, will be provided by 2050.
- **Adaptable places:** infrastructure investment will be integrated and multifunctional, maximizing the benefits to people, places, and ecology.
- **Deliverable places:** the Thames Estuary will complete what it has started; delivering the homes and the balanced jobs it has planned, at the required scale and pace. This will be achieved through robust, locally-led governance structures, which build on existing partnerships and bring together, as needed, the area's local authorities.

Fraser River Waterfront Revitalization: Process & Timeline





What We Are Requesting:

1. Metro Vancouver Representation in Working Group
2. Budget to Deliver Fraser River Waterfront Revitalization Strategy and Roadmap
\$250,000 - \$300,000

DELIVERABLES TO BE ACHIEVED

- Vision for Fraser River Waterfront Revitalization
- Established Working Group –
 - Municipalities, First Nations, Business & Industry
- Fraser River Waterfront Revitalization Strategy
- Fraser River Waterfront Revitalization Roadmap