



Economic Development

What does the existing OCP say?

- Aims to focus commercial growth within the Urban Area with emphasis on the Downtown, Neighbourhood Centres and Neighbourhood Corridors.
- Supports municipal incentives (e.g. tax exemptions and building façade programs) to encourage economic development Downtown.
- Supports Business Improvement Areas in the development and maintenance of commercial areas.
- Promotes collaboration between institutions to ensure education programs meet the changing needs of the labour force.
- Includes transportation and infrastructure policies to ensure people, materials, energy and communication move efficiently throughout our community.
- Seeks to protect farmland as an economic generator by buffering it from urban development.
- Includes the following business districts: Regional Commercial, Service Commercial, Commercial Recreation, Community Facility, Light Industrial, Medium Industrial and Heavy Industrial.

What We Heard

- More flexible land use designations are needed for businesses to thrive here.
- Existing land use designations do not align well with emerging businesses and new technologies.
- Growth and development should be focused Downtown to generate momentum and reinvestment.
- You would like to see more mixed-use developments (retail, office, residential) across the city.

Proposed Policy Direction

- Streamline the number of business districts to provide greater flexibility for all businesses.
- Revisit mixed-use development policies to include community uses e.g., daycares, community centres, libraries, art galleries etc.
- Include policies to support economic development opportunities within the Transit-Oriented Area.
- Include policies to support new technologies and emerging businesses e.g. green energy and logistics.
- Recognize the importance of the Prince George Airport to the city as a logistics centre.
- Promote economic development opportunities with Lheidli T'enneh First Nation.

Level of Support for the Proposed Policy Direction: (place a sticky dot in one box below)

Strongly Support	Support	Neutral	Oppose	Strongly Oppose