



# NEWSLETTER #1

**Step 1: Understanding Yesterday and Today**

## Metropolitan Core Jobs & Economy Land Use Plan

### Highlights

- The City of Vancouver is engaged in a major study to ensure that we have land to accommodate future job growth and economic activity in the Metro Core.
- This Newsletter provides important background information on the Metro Core economy, as the first step in this study.
- In future Newsletters, we will provide information on growth projections, land use issues, and options for zoning changes, and we will provide opportunities for your input.



### LAND FOR CONTINUED JOB GROWTH?

The City is working on a major review of land use needs in the Metro Core over the next 25 years. The goal is to ensure that there is enough land supply - and transportation capacity - for future job growth.

The need to undertake this study arose from the successes and challenges of the 1991 *Central Area Plan*, which has guided land use for the past 15 years. The purposes of the *Central Area Plan* land use framework were two-fold:

- A more lively and livable Downtown; and
- A better balance of housing, jobs, and transportation - by having more people live close to jobs, and by concentrating jobs where they will be well-served by transit.

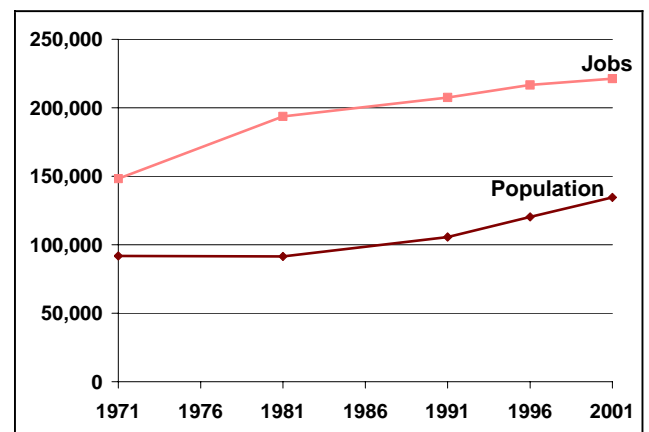
Since approval of the Plan, there have been many successes:

- Population has grown, even faster than anticipated, in residential and mixed use areas designated in the Plan.
- Jobs have also continued to grow, especially in areas designated for commercial and industrial/service development.
- Most Metro Core residents work in the Metro Core, and there are more trips but fewer vehicles entering the Central Business District (CBD).

However, as residential development has become so successful, there has been pressure to develop residential in areas designated for employment growth.

Keeping the Plan on track for the past 15 years has required policy adjustments by City Council to ensure that using land for new residential development will not create a shortage of land for future job growth.

Most recently, in 2004, City Council adopted an Interim Policy to limit new residential development in and adjacent to the CBD. This moratorium will be in place at least until the *Metro Core Jobs and Economy Land Use Plan* determines long term land use needs in the context of the whole Metro Core.



**Metro Core jobs and population have been growing to create less of a gap between jobs and population.**

## LOOKING BACK... TO LOOK AHEAD

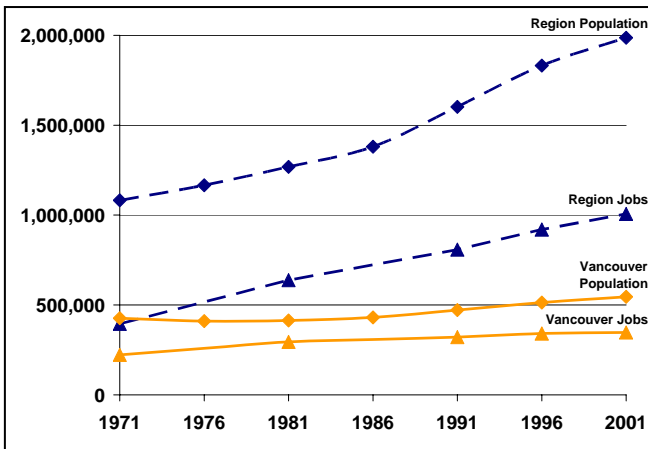
To plan for future land use, we need a common base of understanding about where we are today and how we got here. This has been the purpose of the first step of the *Metro Core Jobs and Economy Land Use Plan*, "Understanding Yesterday and Today."

Detailed research has provided new information and new understanding of the economy of the Metro Core.

The rest of this Newsletter is a summary of the findings of Step 1, organized into three key themes. (For Information Sheets containing the detailed data, see [www.vancouver.ca/corejobsresearch](http://www.vancouver.ca/corejobsresearch) )

### 1. THE METRO CORE PLAYS A KEY ECONOMIC ROLE IN A GROWING REGION

The Greater Vancouver region is fast-growing. Jobs and population have been growing in the suburbs, in the city, and in the Metro Core.

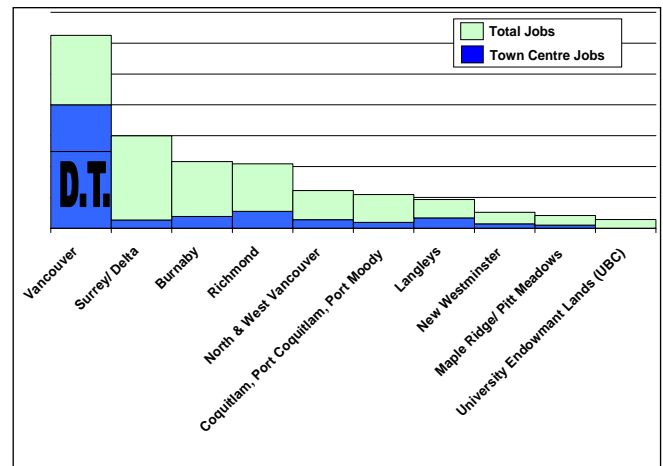


**Jobs grow alongside population in the Greater Vancouver region and in the City of Vancouver. The City is a smaller part of the region than 30 years ago.**

Population growth has been faster in the suburbs than in the city, and so, too, has job growth, because many jobs directly serve residents (e.g., shops, schools). Still, the city has 65 jobs for every 100 residents, while the rest of the region has 45.

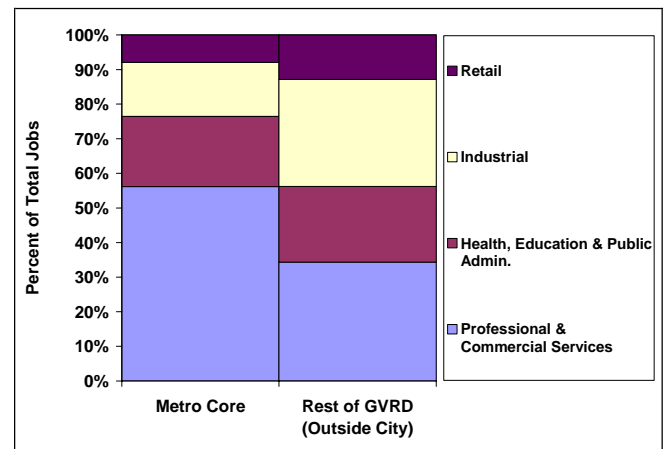
The Metro Core itself, with over 200,000 jobs, has remained the major concentration of jobs in the region. It is also the dominant office location in the region. More than half the region's office space is located on the Downtown Peninsula.

The Metro Core plays a major role in the city too. Although the Metro Core has only one-quarter of city population, it has two-thirds of jobs in the city.



**The Metro Core remains the biggest job concentration in the Greater Vancouver region.**

The Metro Core also has a distinctive economic profile in the region. Within the Metro Core more than half of jobs are in professional and commercial services. In the rest of the region, only one-third of jobs are in this group.



**The Metro Core has a distinctive economic make-up compared to the rest of the region – a much higher percent of Metro Core jobs are in professional and commercial services.**

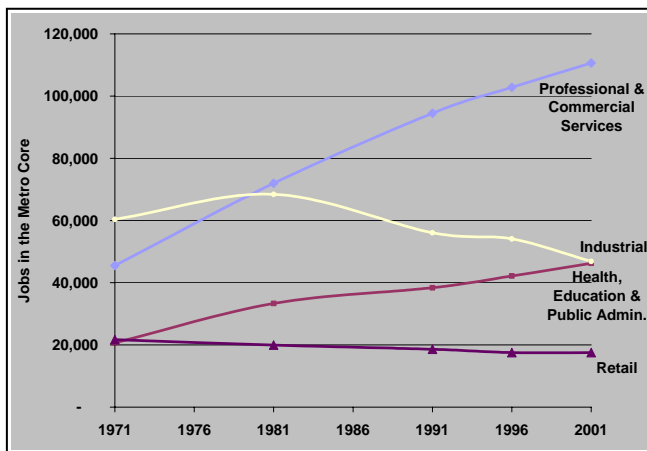
Also, when all the professional and commercial jobs in the region are added together, a high share are located in the Metro Core. This includes law, computer systems design, software publishing, finance, hotels, and motion picture and video.

## 2. THE METRO CORE ECONOMY IS GROWING, DIVERSE, AND CHANGING

While the number of jobs has grown overall in the Metro Core over the past 30 years, the economic structure has been changing and different economic sectors have fared differently:

### (a) Professional and Commercial Services

Most of the job growth has been in professional and commercial services. Most jobs are now in this group. Three of the sectors within this group are the largest individual sectors in the Metro Core today: professional/scientific/ technical (which includes, for example, law and computer systems design); finance; and hotels and restaurants.



**Professional and commercial services have been the fastest growing sectors in the Metro Core.**

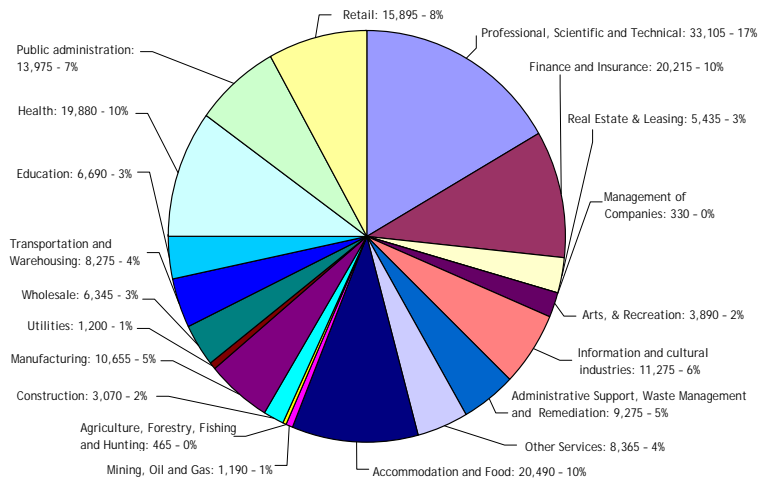
(b) Health, Education, and Public Administration  
Jobs in the health, education, and public administration group have also grown. Health is one of the largest individual sectors today. Public administration is also a significant employer. Education is small but fast growing.

### (c) Retail

Retail jobs decreased from 1971 to 1996 and then levelled off. Losses were largely due to losses in Downtown department stores. Jobs actually increased in street-level retail, like clothing stores and shoe stores.

### (d) Industrial

The number of industrial jobs also declined (e.g., manufacturing, transportation/railroads, wholesale). However, there are still many industrial jobs. For example, there are over 10,000 jobs in manufacturing, primarily in industrial areas outside the Downtown Peninsula; and within manufacturing, jobs have even increased in some types of activities.

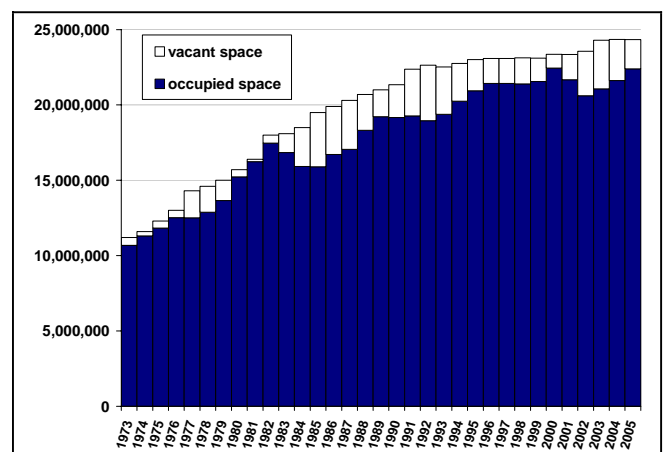


**Metro Core jobs are in a diverse range of economic sectors.**

While over half of Metro Core jobs are now in professional and commercial services (right side of pie chart), jobs also represent a diversity of economic activity. Using Statistics Canada's current 22 economic sectors, jobs are in sectors as wide-ranging as professional/scientific/technical; hotels; finance; arts; health; manufacturing; information; education; retail.

## 3. ALL METRO CORE AREAS HAVE DISTINCT JOB CLUSTERS, ARE ALSO DIVERSE, AND ARE GROWING AND ADAPTING TO CHANGE

Downtown has the most jobs of the three Metro Core sub-areas (see map, next page): 140,000 jobs, over 60% of all Metro Core jobs. As professional and commercial service jobs have grown, so too, has office space that houses many of these jobs.



**Growth in professional and commercial services jobs has led to growth in office space Downtown.**

Office development has been built in cycles as major new buildings have come on stream periodically in response to situations of high occupancy (low vacancy rates) and increasing rents.

Most recently, since 2000, nearly 2 million square feet of office has been built Downtown -- in the traditional CBD, and in Yaletown (which was once a warehouse area).



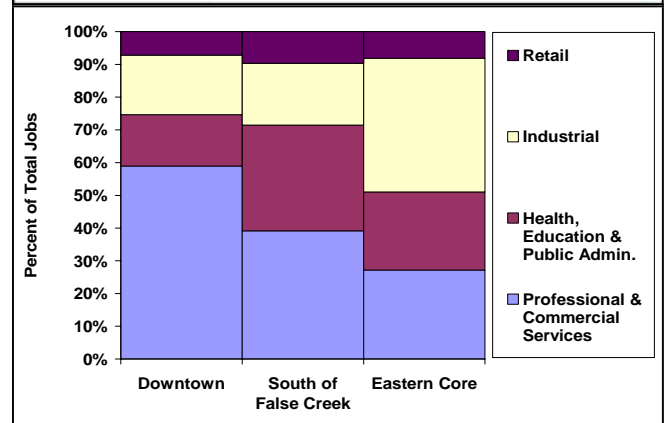
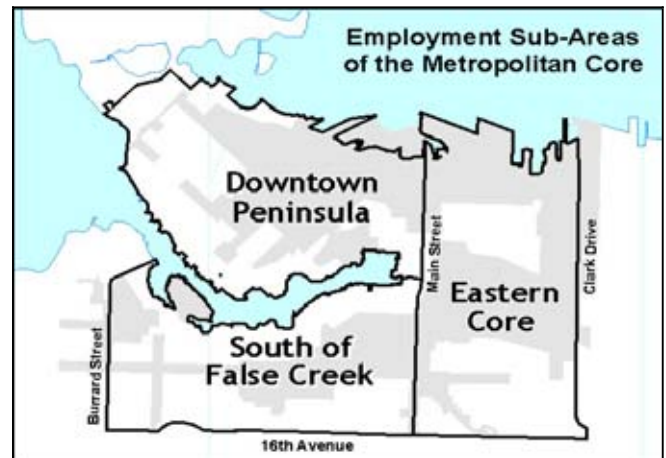
***This new office houses accounting and other business services, along with a computer games company head office which moved Downtown from Burnaby.***

***Tenants in this new Yaletown office include the federal government, a software company which moved here from the North Shore, and a forestry company headquarters.***



While Downtown has the most jobs and its main cluster is professional and commercial services, each of the other Metro Core sub-areas has its own distinctive job cluster: health and city government in South of False Creek; and industrial in the Eastern Core. Along with these clusters, each area is also diverse in its job make-up.

In all sub-areas, professional and commercial services jobs have grown, resulting in a mix of activities, such as audio-video alongside manufacturing in industrial areas.



***Each of the three Metro Core sub-areas is distinctive, and diverse, in its job make up.***

### WHAT'S NEXT?

Step 1 has provided the ground work by showing how past trends over 30 years have influenced where we are today. Step 2 is underway to look at future scenarios for job growth and land supply over the next 25 years. This step will also look at transportation capacity. This work will determine whether there are issues to be addressed through zoning changes and/or transportation infrastructure.

Stay tuned for future newsletters and Open Houses which will outline the findings and emerging issues for your comments. Staff are also available to meet with business and community groups. An Advisory Group from business, development, real estate, and transportation also meets to provide input.

### Sources / Contacts

Data sources: (a) Population and jobs in the region, city and Metro Core: from Statistics Canada Census, 2001; (b) Jobs in other municipalities and town centres: from GVRD, 2001; (c) Downtown office space: from City of Vancouver and Colliers, 2005.

This Newsletter was published by the City of Vancouver as part of the Metropolitan Core Jobs and Economy Land Use Plan. For further information, please e-mail [corejobs@vancouver.ca](mailto:corejobs@vancouver.ca) or visit the website [www.vancouver.ca/corejobs](http://www.vancouver.ca/corejobs)