

Metropolitan Core Jobs & Economy Land Use Plan

Highlights

- The purpose of the Metro Core Study is to ensure that there is enough development capacity to accommodate future job growth and economic activity in the Metro Core.
- The Study is now at a major milestone. We have concluded that we face a potential shortfall in job space capacity in the future. To address the shortfall, new policy directions for the Metro Core have been drafted in a discussion paper "Issues and Directions Report" (www.vancouver.ca/corejobsstep3report).
- The Report identifies overall policy directions and specific sub-area roles and policy directions which will be further developed in the final step in the study - developing a draft Metro Core Land Use Plan.
- This Newsletter provides a summary of the "Issues & Directions Report" and provides details on upcoming Council decisions and opportunities for public input into the Metro Core Study.



STAKEHOLDERS ARE ENCOURAGED TO REVIEW THIS NEWSLETTER AND THE DRAFT "ISSUES AND DIRECTIONS REPORT" AND PROVIDE SUBMISSIONS TO STAFF BY JUNE 22ND FOR INCLUSION WITH A REPORT TO CITY COUNCIL IN JULY (COREJOBS@VANCOUVER.CA). STAKEHOLDERS WILL BE NOTIFIED OF THE COUNCIL MEETING DATE AND WILL HAVE AN OPPORTUNITY TO SPEAK.

Study Overview: Enough Land for Jobs?

The Metropolitan Core Jobs and Economy Land Use Plan is 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. This study was initiated to ensure that the successful development of new housing over the last several years will continue to be balanced with space to accommodate new jobs.

Metropolitan Core Jobs & Economy Land Use Plan

- Step 1: Understanding Yesterday & Today
- Step 2: Projecting the Future
- **Step 3: Issues & Directions**
- Step 4: Draft Metro Core Land Use Plan

This Newsletter reports on Step 3 and introduces Step 4. Newsletters #1 (June 06) and #2 (Jan 07) reported on Steps 1 and 2 and are available on our website.

Step 1: Understanding Yesterday & Today
Step 1, completed in Spring 2006, looked at the Metro Core economy today and at the trends over the past 30 years. Two key highlights are:

- The Metro Core plays a key economic role in a growing region.
- The number of jobs in the Metro Core has been growing; jobs are diverse across economic sectors and changing to reflect broader economic trends.

Detailed information on Step One findings can be found at: www.vancouver.ca/corejobsresearch

Step 2: Projecting the Future

Step 2, completed in Winter 2007, looked into the future. Key findings are:

- Projections show continued and diverse job growth in the Metro Core.
- Current zoning in the Core can accommodate much of this job growth.
- In the longer term, demand for job space could exceed what current zoning could supply.
- There are a number of ways to change zoning to ensure there is enough supply in the future.

Detailed information on Step 2 findings can be found at www.vancouver.ca/corejobsstep2report

Step 3: Issues and Directions

Step 2 demonstrated the need to increase the capacity for job space through changes to detailed regulations and guidelines. The policy directions that are proposed in the Step 3 “Issues and Directions Report” outline these changes and set the stage for more detailed work. These proposed policy directions are for discussion and public consultation - they have not yet been considered by City Council.

The proposed policy directions reflect feedback received from stakeholders and an analysis of opportunities and challenges in each area. If approved by Council, these directions will be further refined in Step 4 into detailed policy options that are consistent with Council-approved policy.

This Newsletter contains a summary of the proposed overall policy directions in the “Issues and Directions Report” (see text box on the right). The map on page 3 illustrates area specific roles and policy directions.

A Vision for the Metro Core

There is substantial policy at the city and regional level that sets out a clear vision for the Metro Core (Central Area Plan, Livable Region Strategic Plan, Vancouver’s Economic Development Principles, CityPlan, etc.) This policy context affirms the Metro Core’s role as the region’s “downtown” with the following characteristics and roles:

- Business and cultural centre of the region
- Diverse economy
- Sustainable
- Competitive
- Jobs close to home for city residents
- Alive downtown where people live, play and work
- Where transportation favours transit and walking

The proposed policy directions seek to affirm and enhance this role for the Metro Core by ensuring that there is adequate job space for future economic growth and vitality. While this study is specifically a land use plan, there are other City initiatives that address issues related to future job growth and economic vitality in the Metro Core. These include:

- Property Tax Policy Review Commission
- EcoDensity (generally outside the Metro Core)
- Waterfront to False Creek Flats Rail Study
- Port Development (through the Port of Vancouver)
- VEDC - Economic Strategy
- Parking Study
- Future Travel Demand Modelling and Analysis
- City’s Affordable Housing Strategy

Proposed Overall Policy Directions*

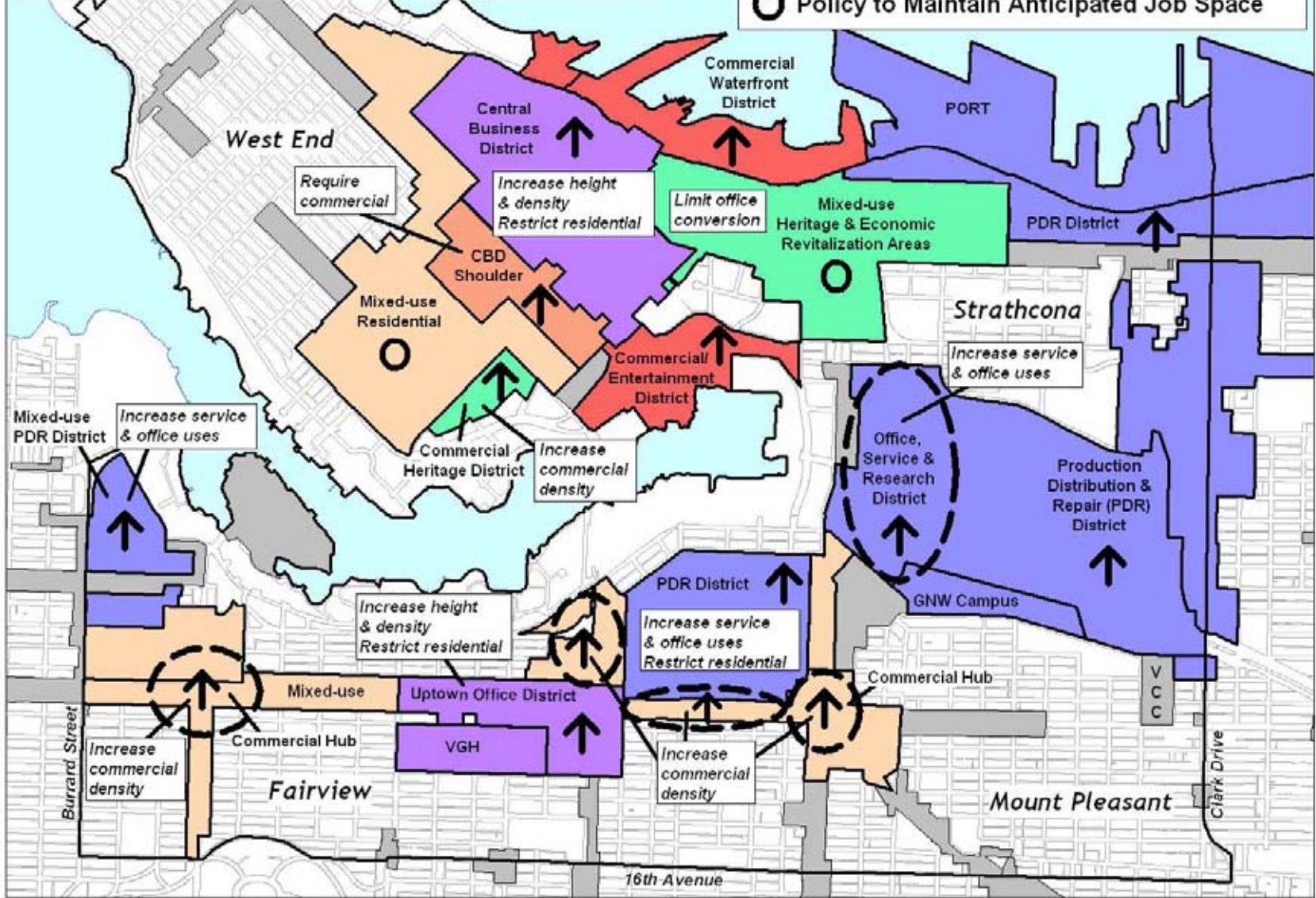
The following overall policy directions work in tandem with the policy directions and roles proposed for each of the individual job areas in the Metro Core. **These directions will require changes to zoning or rezoning policy in the individual areas as shown on the map on page 3.**

1. Affirm the Metro Core’s role as the major employment and cultural centre in the region and ensure adequate job space for future job growth.
2. Ensure a diversity of job space.
3. Support sustainable transportation objectives by focussing job growth in areas well-served by public transit, and by maintaining a balance between jobs and housing.
4. Develop parking strategies and standards that support: sustainable transportation modes; visitor and customer needs; and re-use of buildings.
5. Confirm the Central Business District (CBD) extension areas as part of the CBD.
6. In the CBD and Uptown, the priority is increased job space. Market residential development should not be permitted - except in limited situations to achieve other City objectives such as heritage revitalization or affordable housing.
7. In some areas outside the CBD and Uptown, pursue opportunities for mixed residential/commercial buildings only when job space is increased beyond the anticipated commercial capacity on the site.
8. Provide a variety of opportunities for support services, including hotels, to continue to locate close to and within the CBD, and within the emerging office districts in the Broadway corridor.
9. Confirm industrial areas for production, distribution and repair and increase job density.
10. Throughout the Metro Core, discourage conversions of significant existing office space to residential use. Develop appropriate policy regarding conversion of existing hotel space.
11. Investigate live-work as an opportunity for flexible and diverse job space in areas where job space is not the primary consideration.

* The proposed policy directions are intended to be complementary to other City objectives around affordable housing, cultural amenities, heritage preservation, and any associated density bonusing. Any increases to densities and heights may not be outright but could be conditional based on City objectives.

Metro Core Proposed Future Roles & Policy Directions

- ↑ Policy to Increase Job Space
- Policy to Maintain Anticipated Job Space



From Directions to a Draft Plan

The proposed policy directions will be tested and further refined into detailed policy options. In Step 4, they will become a draft Metro Core Jobs and Economy Land Use Plan for public consultation and Council deliberation.

The proposed directions will need to be evaluated for their effectiveness in creating additional job space while meeting other City objectives. Some of these policy directions will be pursued directly through the Metro Core Land Use Plan, others will be pursued in collaboration with other planning programs. They will also be considered in light of modelling underway in the study to evaluate transportation, transit, and parking issues.

Although further refinement and testing is required to get to the detailed policy options in Step 4, the Metro Core team has done some preliminary calculations and is confident that the implementation of these policy directions will provide enough job space capacity in the zoning to meet the City's job space demands for the next 25 years. The policy directions also create a diversity of job space by providing opportunities to meet some of the demand for commercial and office development in areas outside of the central business district and the downtown peninsula.

What's Next?

Project stakeholders are encouraged you to review the full "Issues and Directions Report" and make written submissions to staff. Comments received by June 22, 2007 will be included with a report to Council Committee in July.

The "Issues and Directions Report" is available at: www.vancouver.ca/corejobsstep3report

Written submissions should be sent to corejobs@vancouver.ca by June 22, 2007.

All members of the project stakeholder list will receive notification of the exact date and timing for the Council report when the Committee schedule is confirmed. Further instruction on how to sign up to speak at the meeting will be provided at this time.

The Table of Contents from the Step 3 "Issues and Directions Report" is provided for reference in the text box on the right.

"Issues and Directions Report" Table of Contents

- 1.0 Introduction and Overview
- 2.0 Metro Core: Overall Policy Directions
- 3.0 Metro Core: Job Area Roles and Policy Directions
 - 3.1 Job Areas Under Review Directly in the Metro Core Jobs and Economy Land Use Plan
 - Central Business District
 - Central Business District Extension Areas
 - Central Business District Shoulder Area
 - Yaletown
 - Mount Pleasant Production, Distribution and Repair (PDR) Area
 - Burrard Slopes PDR Area
 - Broadway Corridor Choice-of-Use Areas
 - Broadway Uptown Office District
 - 3.2 Job Areas Under Review in Other Planning Programs in Collaboration with the Metro Core Jobs and Economy Land Use Plan
 - North East False Creek Area
 - Central Waterfront and Hub Area
 - Eastern Downtown Heritage Areas (Gastown, Chinatown and Victory Square)
 - Downtown Eastside Oppenheimer District
 - 2nd Avenue Canada Line Station
 - Main St: 2nd to 7th Avenue
 - Powell Street/Clark Drive PDR Area
 - False Creek Flats Office, Service and Research and PDR Area
- 4.0 Next Steps

The "Issues and Directions Report" is available at: www.vancouver.ca/corejobsstep3report

Sources / Contacts

This Newsletter was published by the City of Vancouver. Copies of the full Step 3 "Issues and Directions Report" are available at www.vancouver.ca/corejobsstep3report. For further information, please e-mail corejobs@vancouver.ca or visit the website www.vancouver.ca/corejobs.