

City of Vancouver



Metropolitan Core  
Jobs and Economy  
Land Use Plan

Step 1  
Understanding Yesterday & Today

City of Vancouver

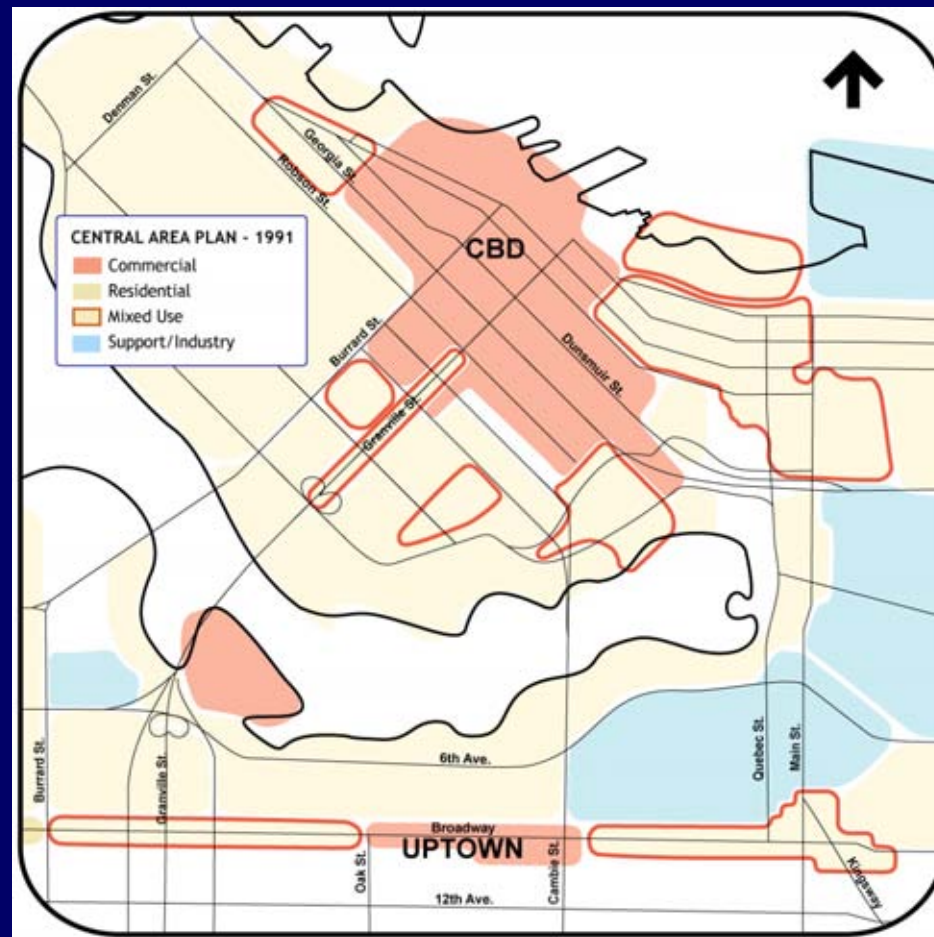
Metro Core Jobs/Economy Land Use Plan

# Background and Context

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Metro Core Jobs/Economy Land Use Plan

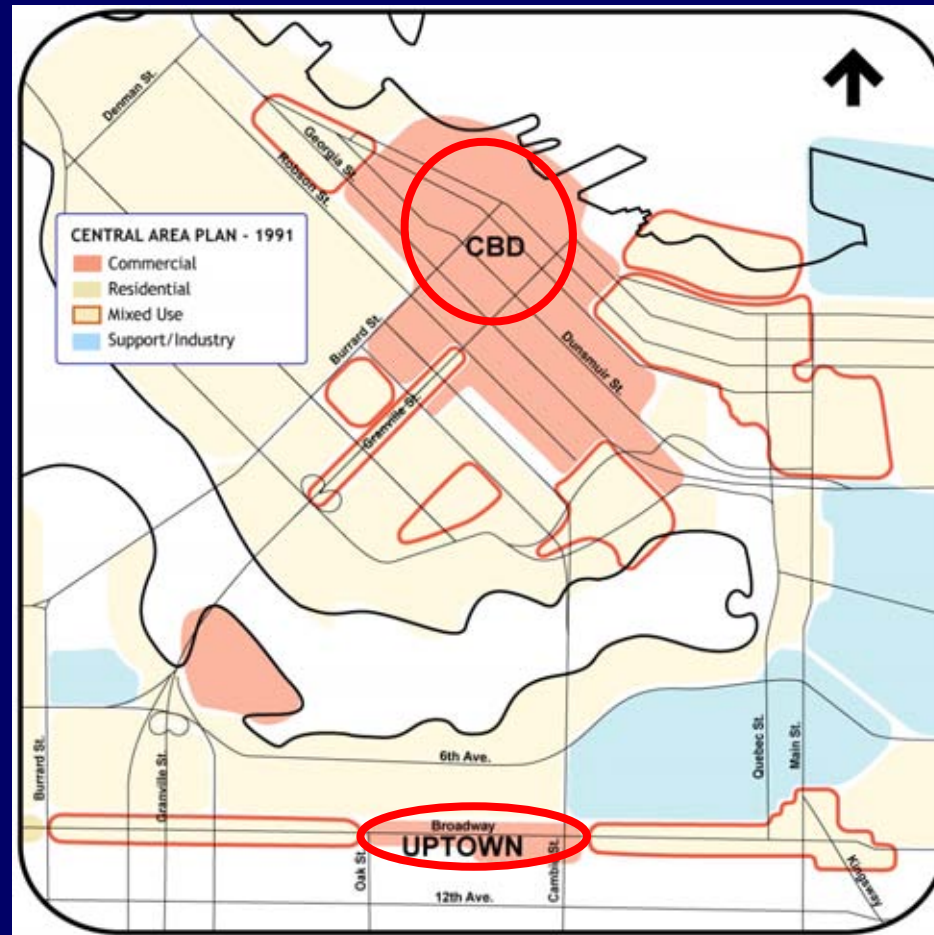
# Central Area Plan provided for balanced growth in jobs and housing



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Metro Core Jobs/Economy Land Use Plan

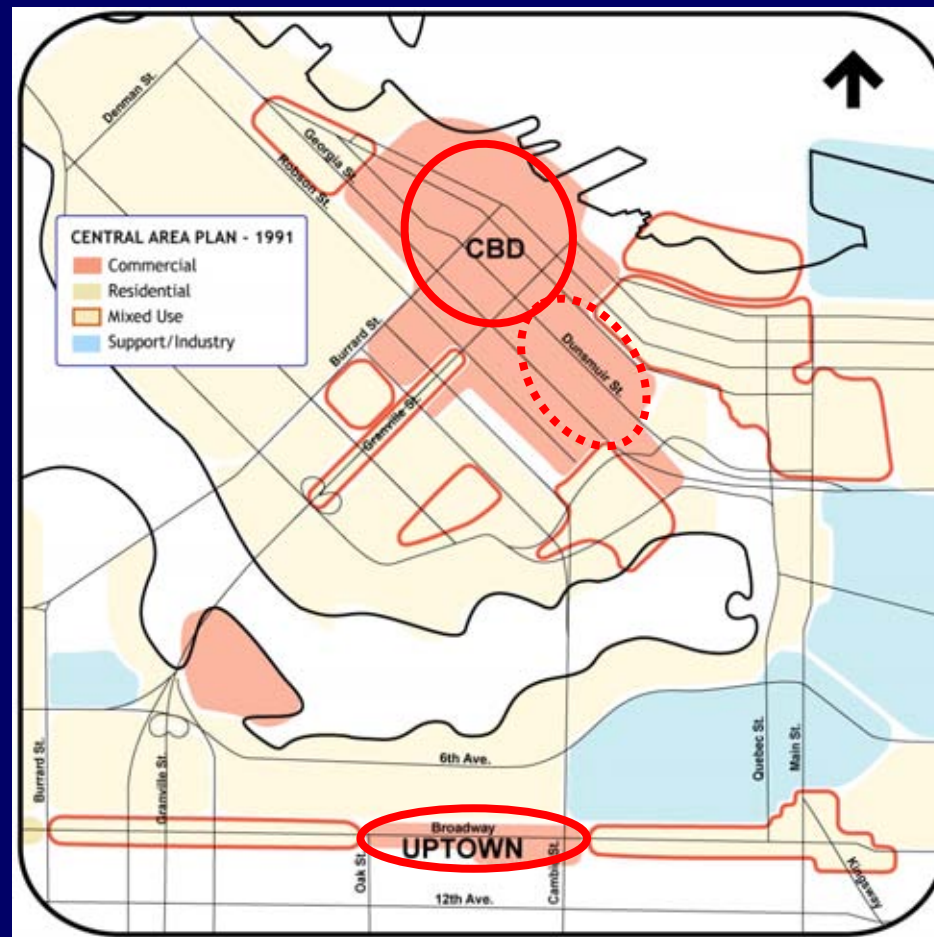
# Central Area Plan provided for balanced growth in jobs and housing



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# Central Area Plan provided for balanced growth in jobs and housing



## Successes and challenges along the way

### Housing

- ✓ New growth

### Jobs

- ✓ Continued growth

### Transportation

- ✓ Most employed Core residents work in Core
- ✓ More trips, but fewer vehicles to CBD
- Enough land and transportation capacity for future job growth?

## City policies to stay on track

- 1995: Industrial Lands Strategy
- 1997: CBD 20-Year Land Supply Policy
- 2002: Downtown Transportation Plan
- 2004: Downtown District Interim Policies
- Now: Jobs/Economy Land Use Plan

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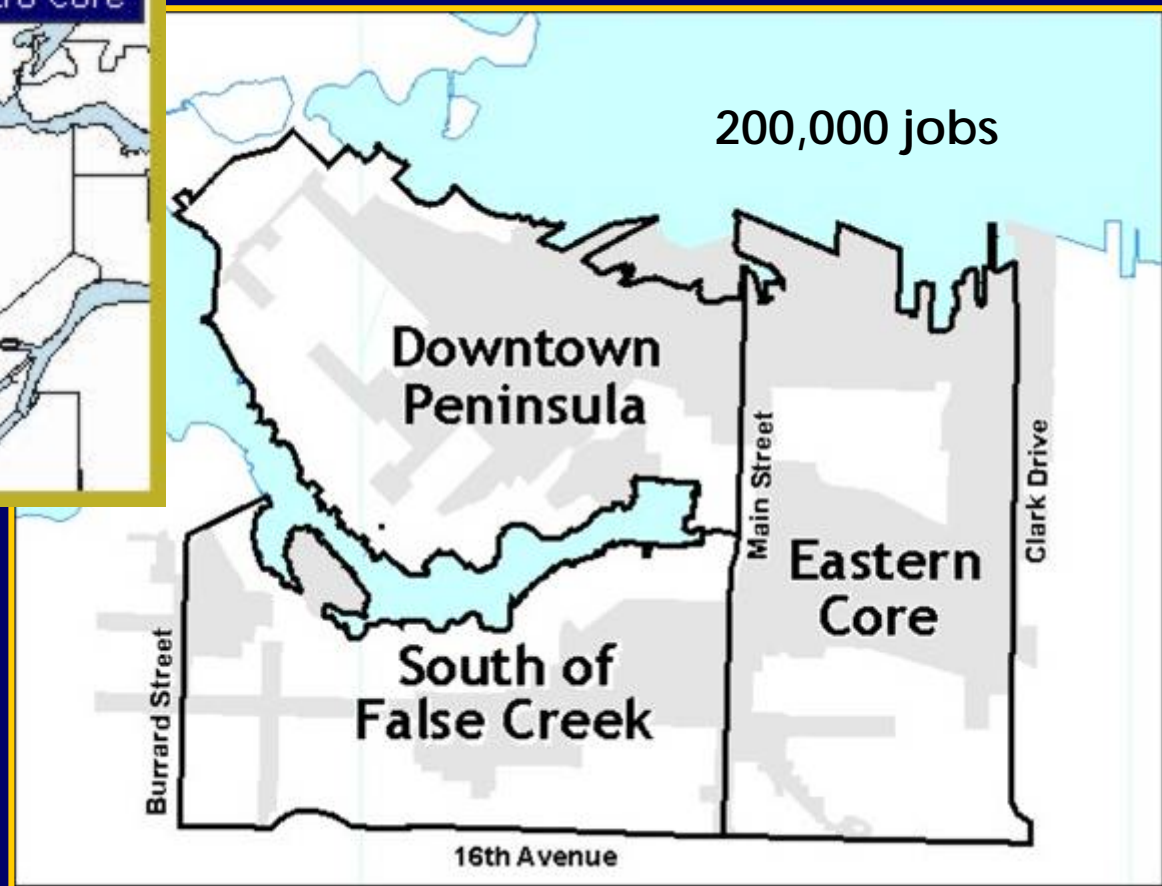
Metro Core Jobs/Economy Land Use Plan

**Findings**  
**Step One**  
**Understanding**  
**Yesterday and Today**

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# Study Area: The Metro Core



## Step 1 Purposes

- Understand Metro Core economy
- Provide base for future projections
  - ◆ Land use and transportation needed to serve future economy?
- Product: Information Sheets

## What we learned

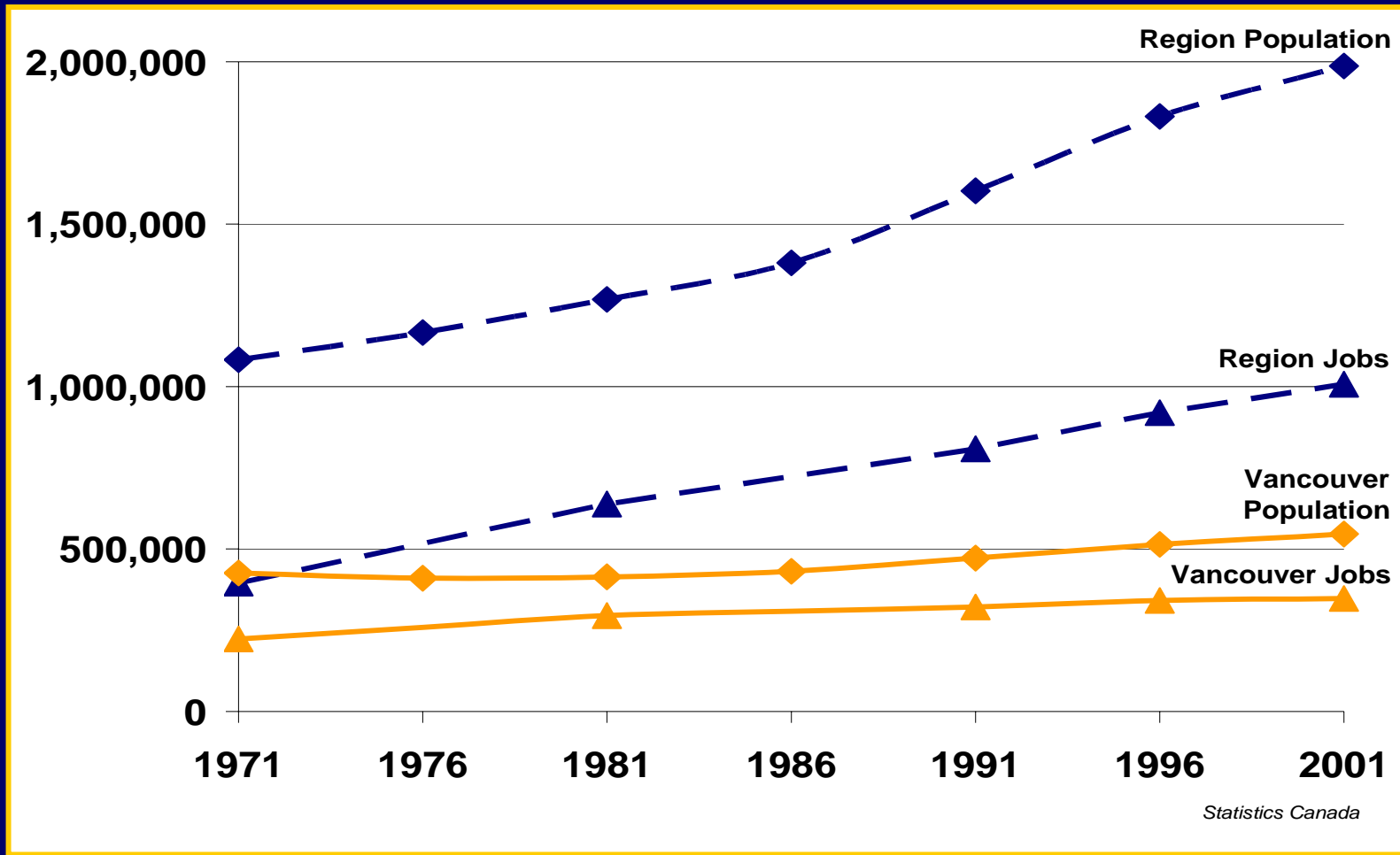
1. The Metro Core plays a key economic role in a growing region.
2. The Metro Core economy is growing, diverse, and changing.
3. All Metro Core areas have distinct job clusters, are diverse, and are growing and adapting to change.

1. The Metro Core plays a key economic role in a growing region.

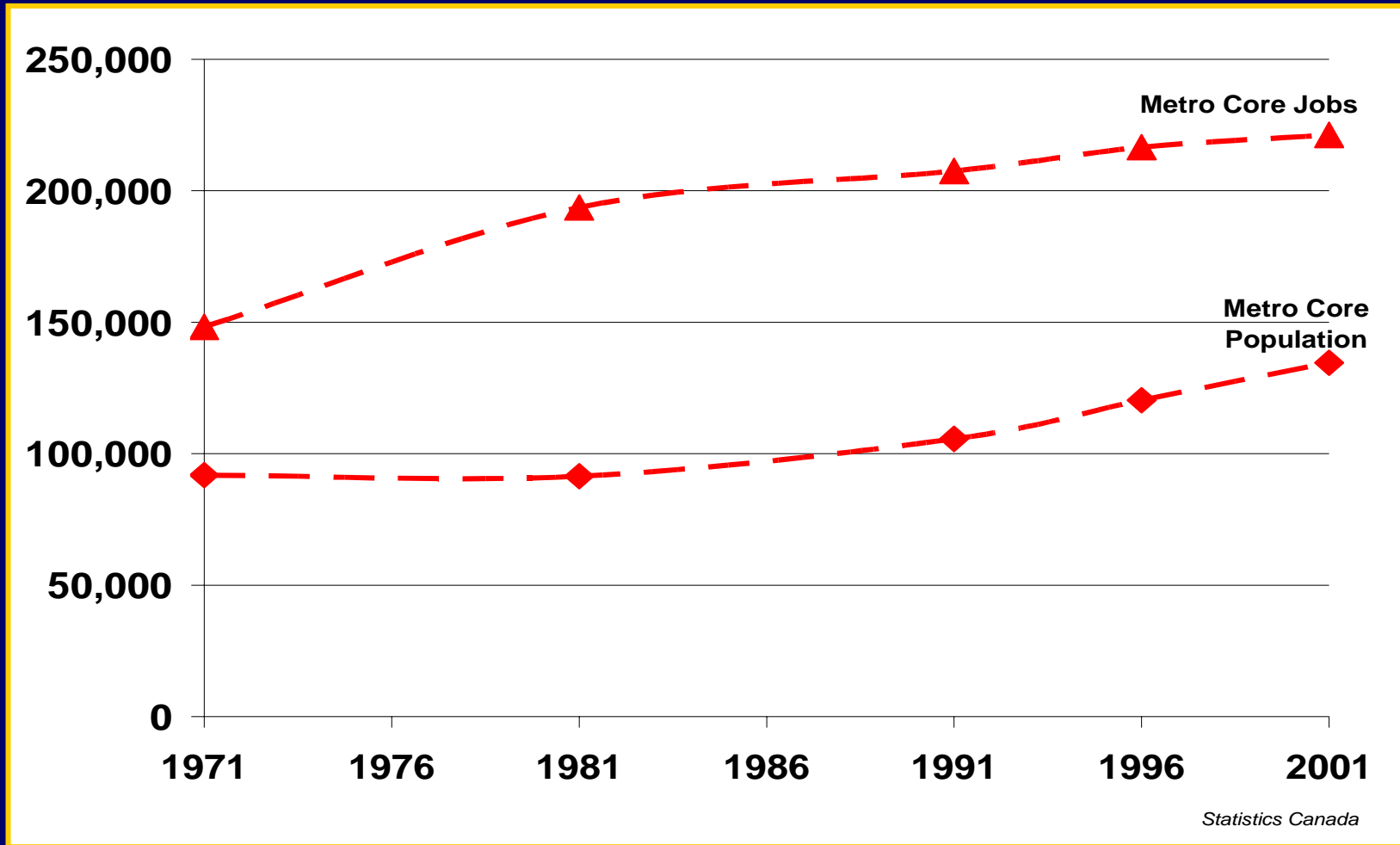
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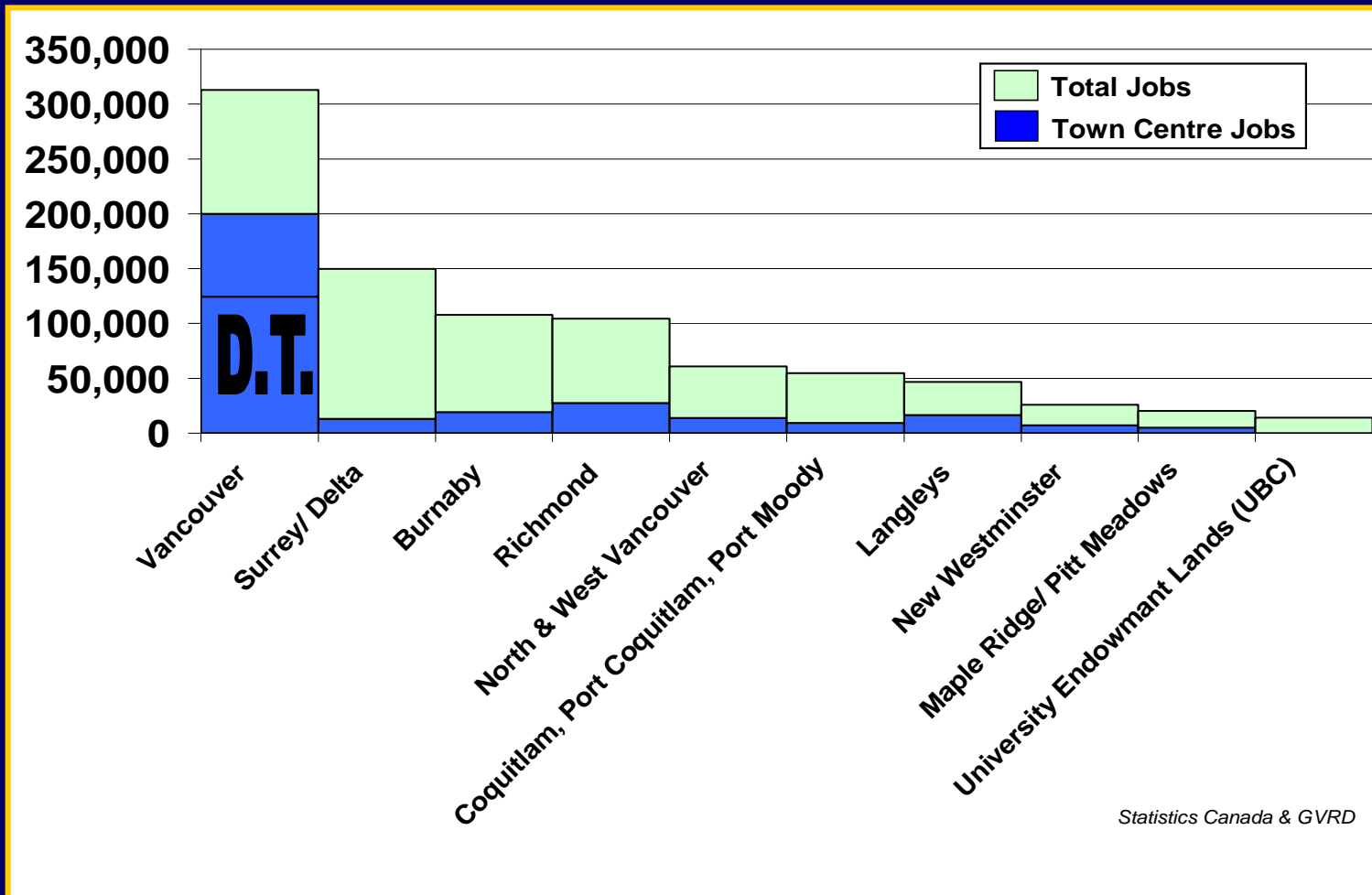
## Jobs have been growing with population in the city and region



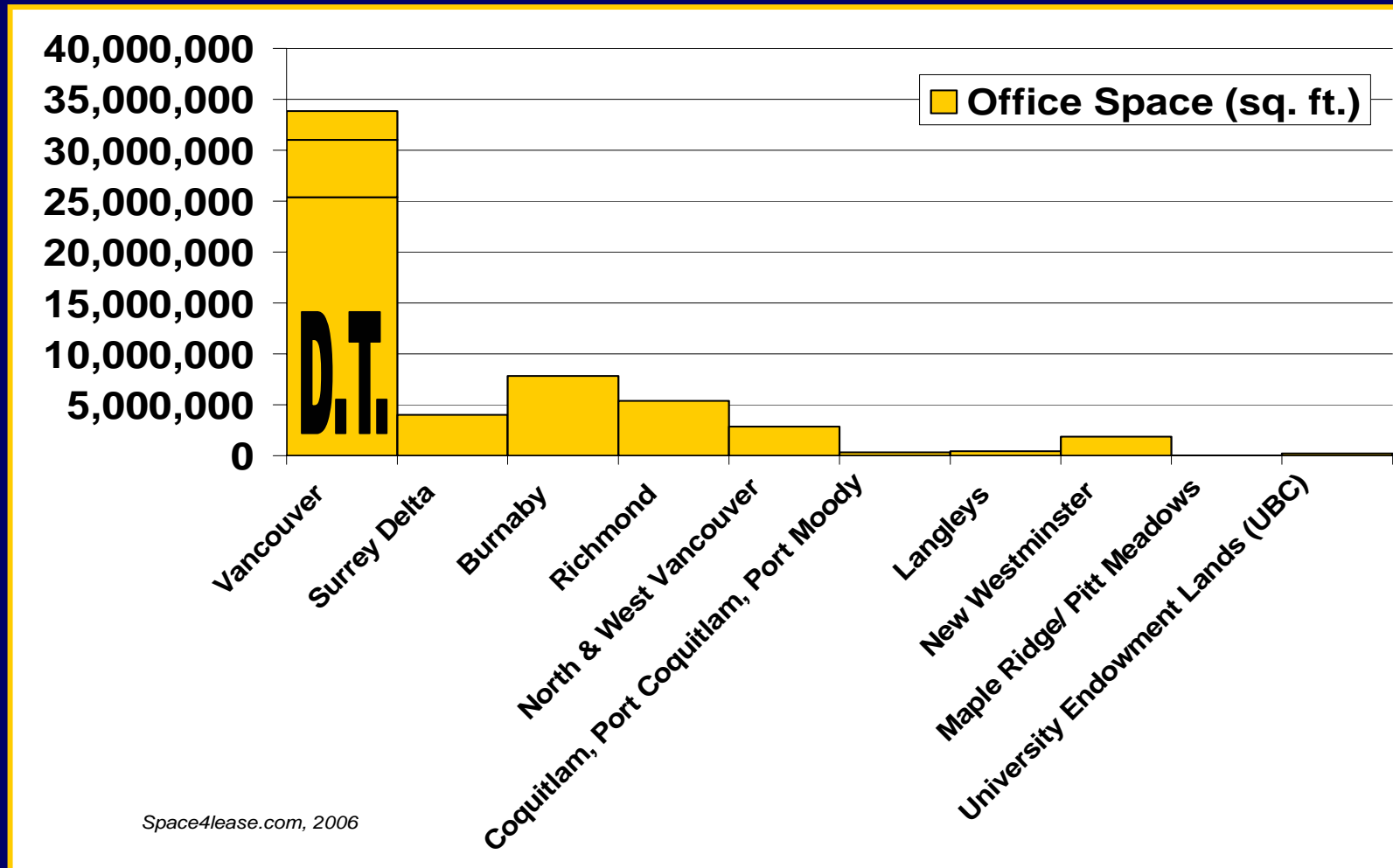
# Jobs and population have also been growing in Metro Core



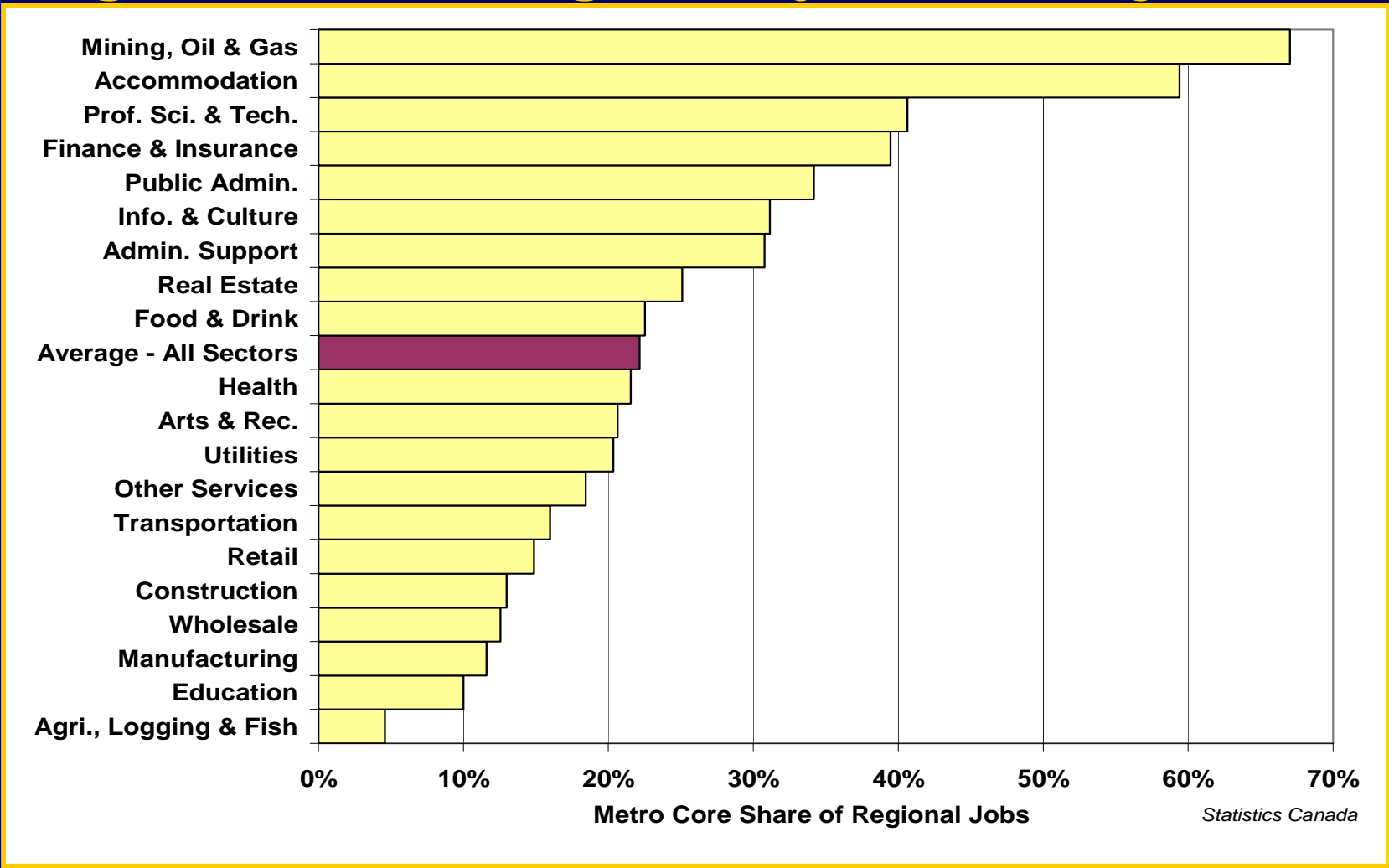
# Metro Core is the biggest job concentration in the region



# Metro Core is the dominant office location



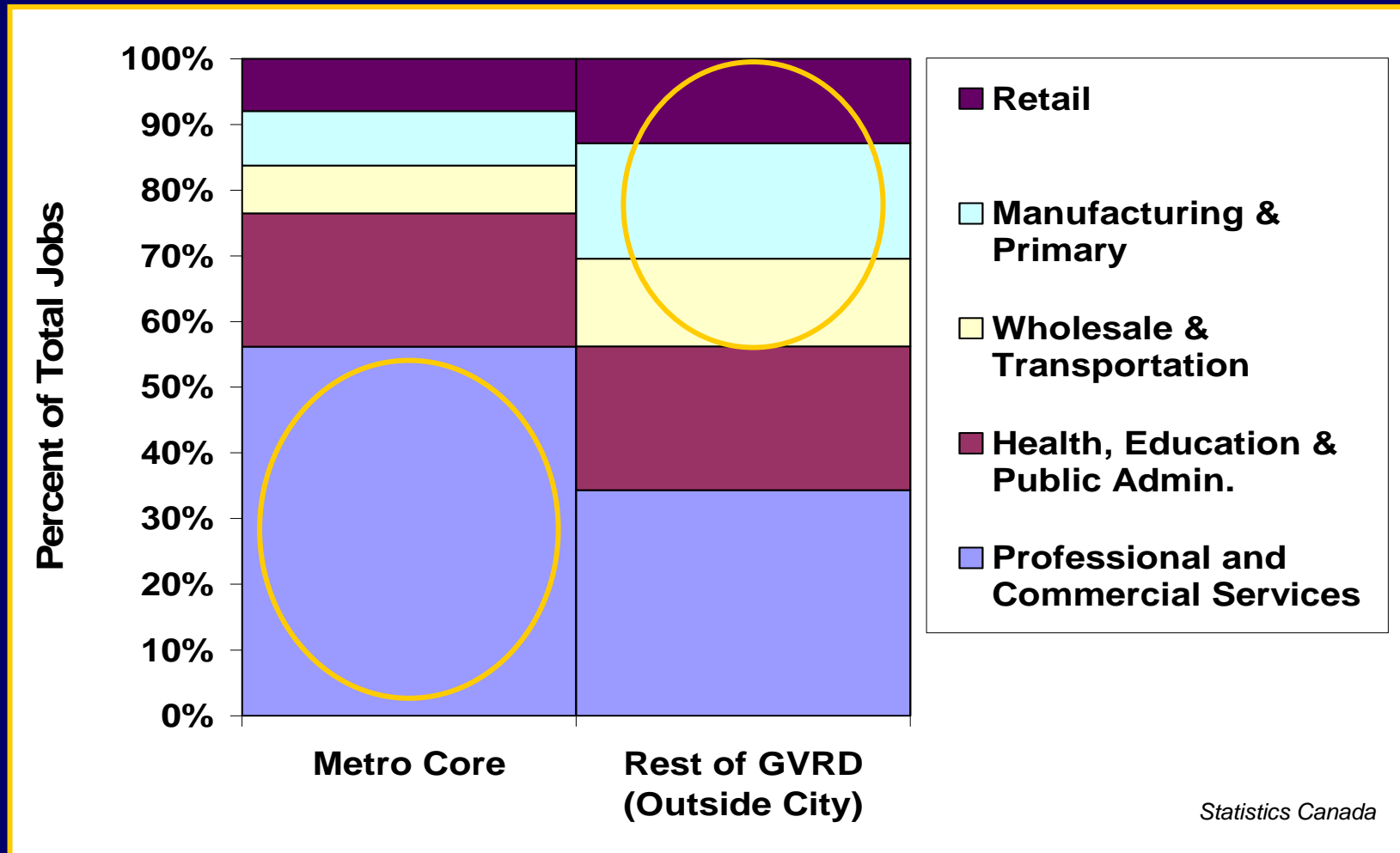
# Metro Core has a major role in region - high share of regional jobs in key sectors



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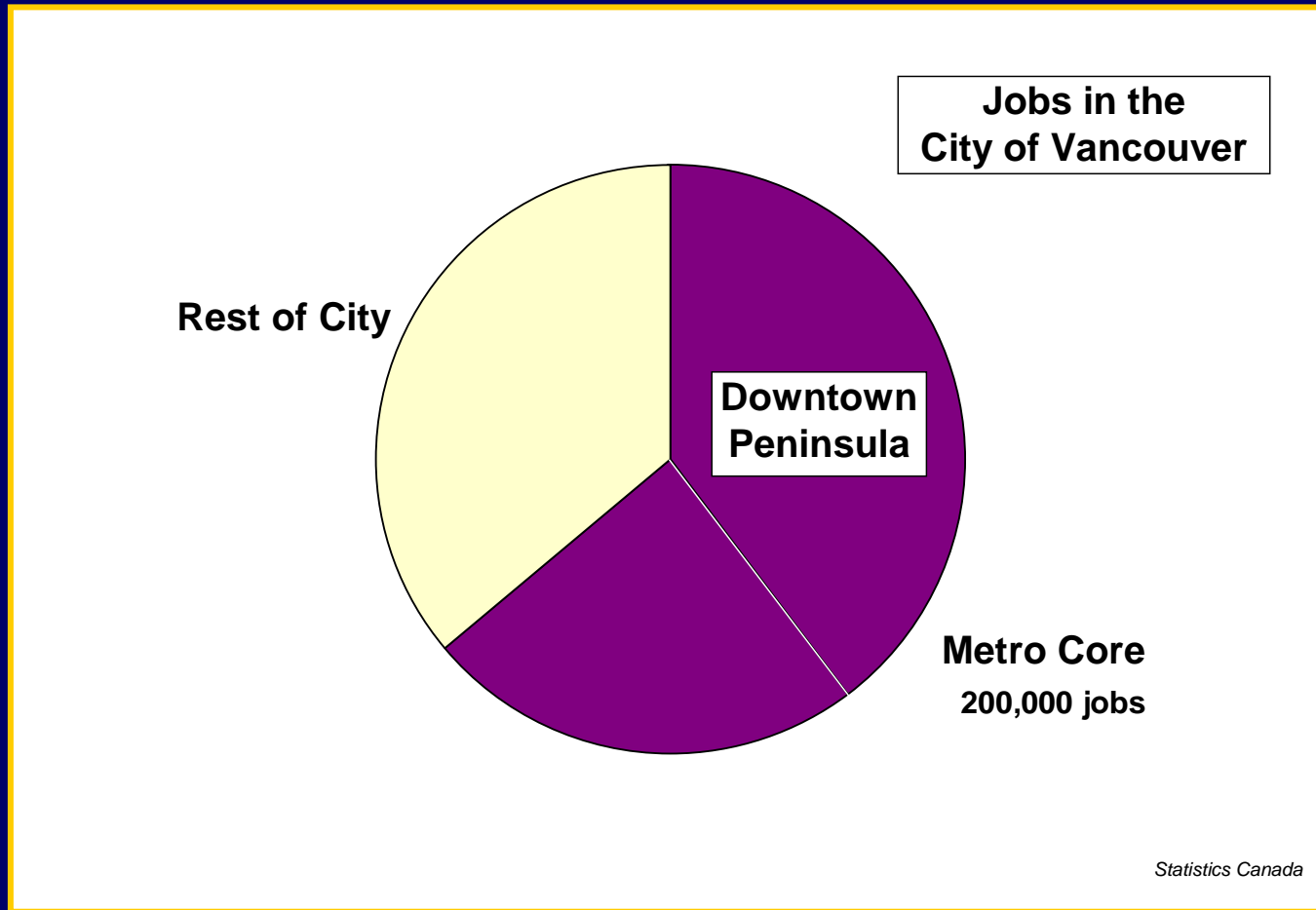
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## Metro Core job make up is different from suburbs

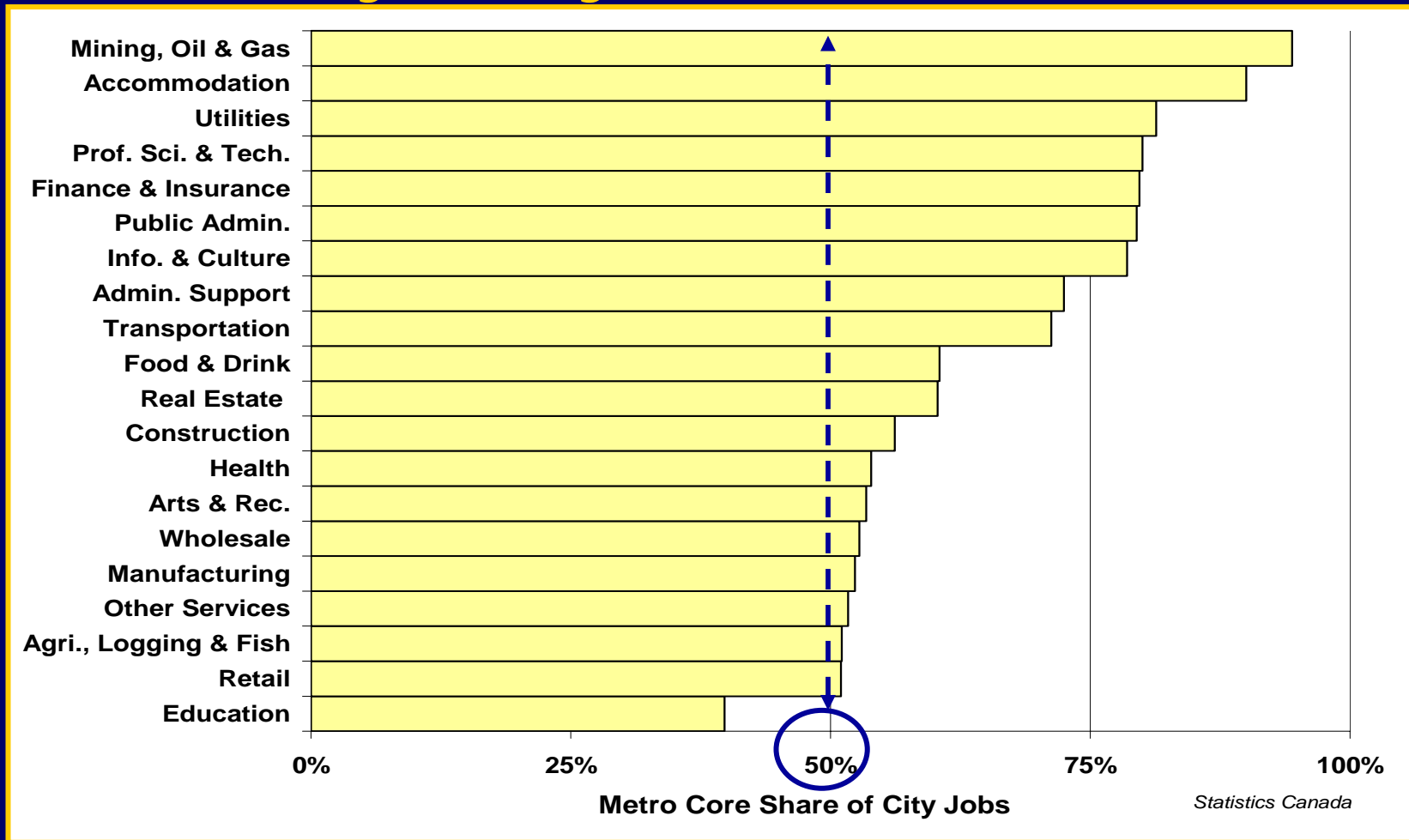


Statistics Canada

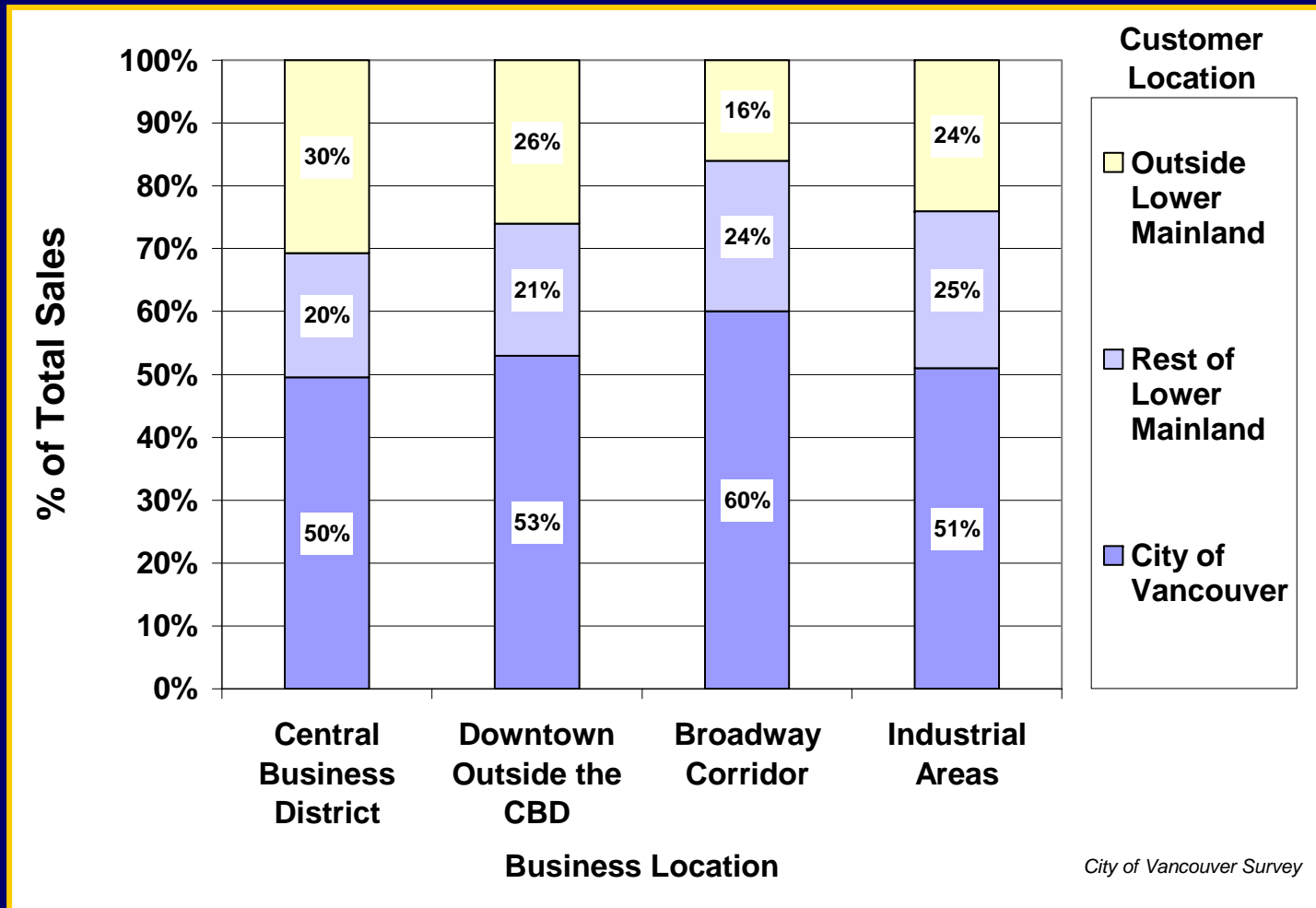
# Metro Core is also key for city jobs – 1/4 city population and 2/3 city jobs



# Metro Core jobs are ½ or more of city jobs in nearly every economic sector



# Metro Core businesses serve customers in city, region, and beyond



## **Metro Core locations meet business needs**

*“Are you aware of another location in the city or region that would meet your needs?”*

66% - No other location

28% - Elsewhere in Core or City

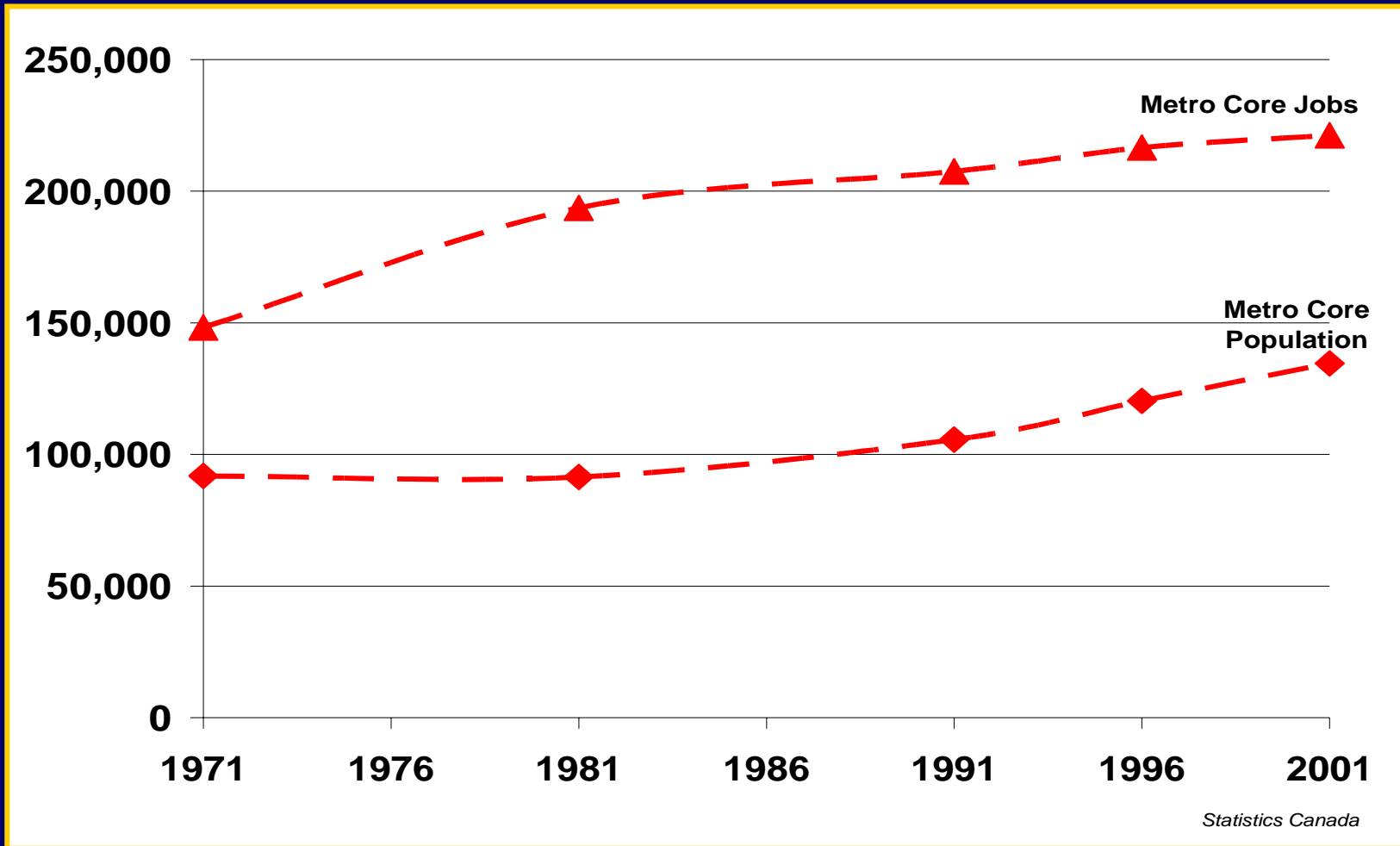
6% - Outside City

## ***Summary* – Metro Core plays a key economic role in growing region**

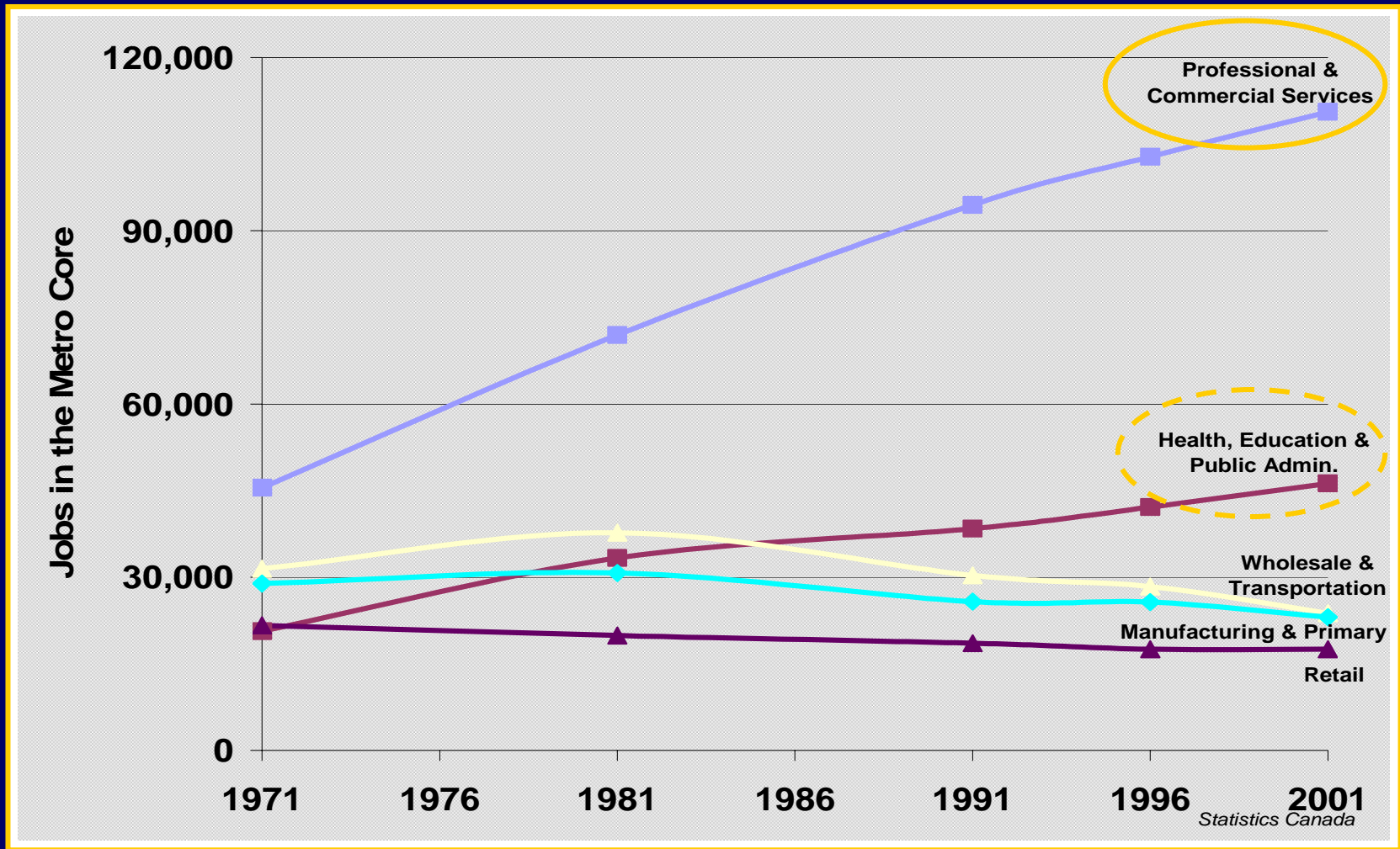
- Population growth alongside job growth
- Dominant regional concentration
- High share region's key economic sectors
- Major city role

2. The Metro Core economy is growing, diverse, and changing.

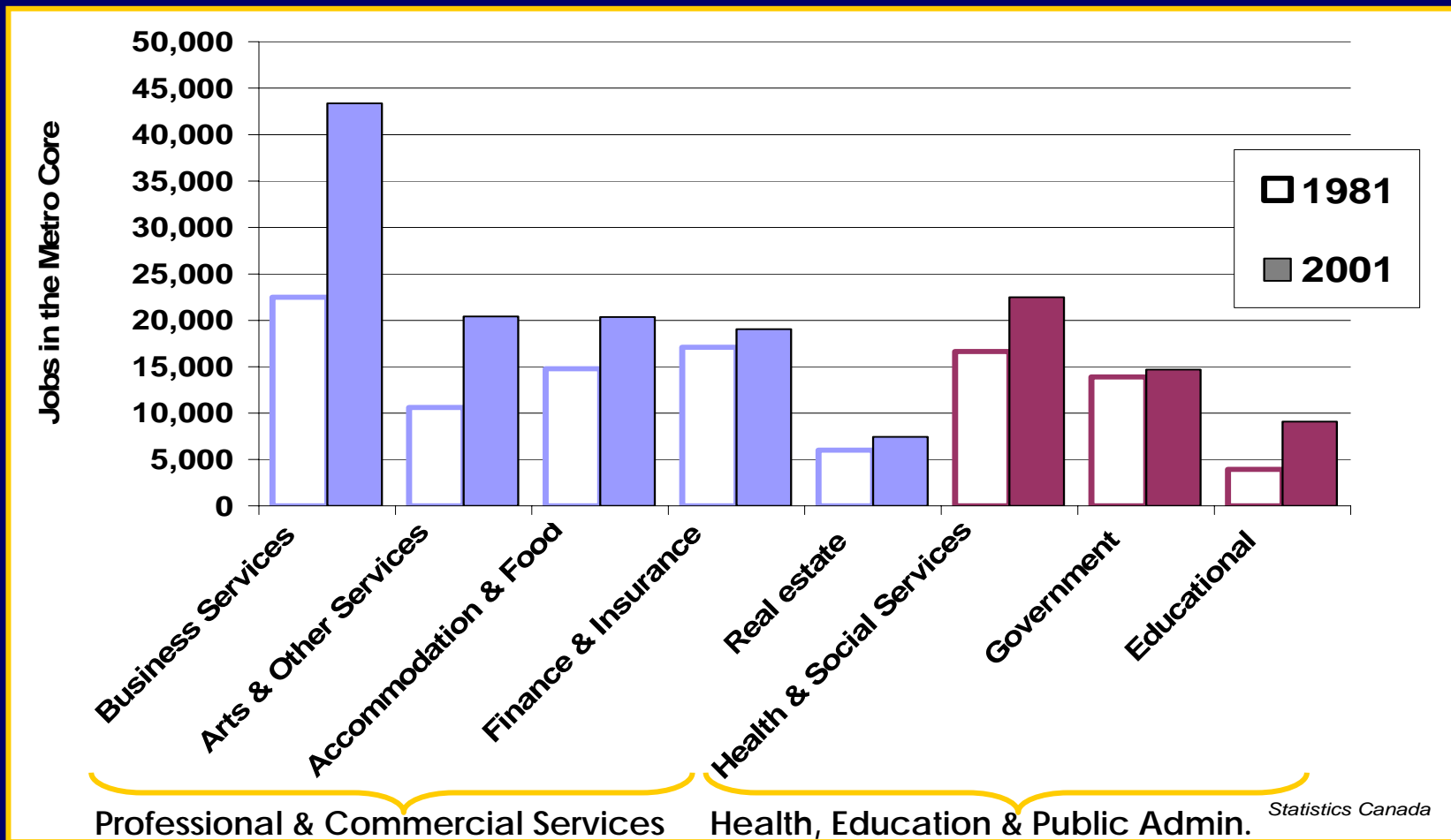
# Jobs and population have grown in Metro Core



# Metro Core job growth has been mainly Professional & Commercial Services



# The growing sectors are diverse

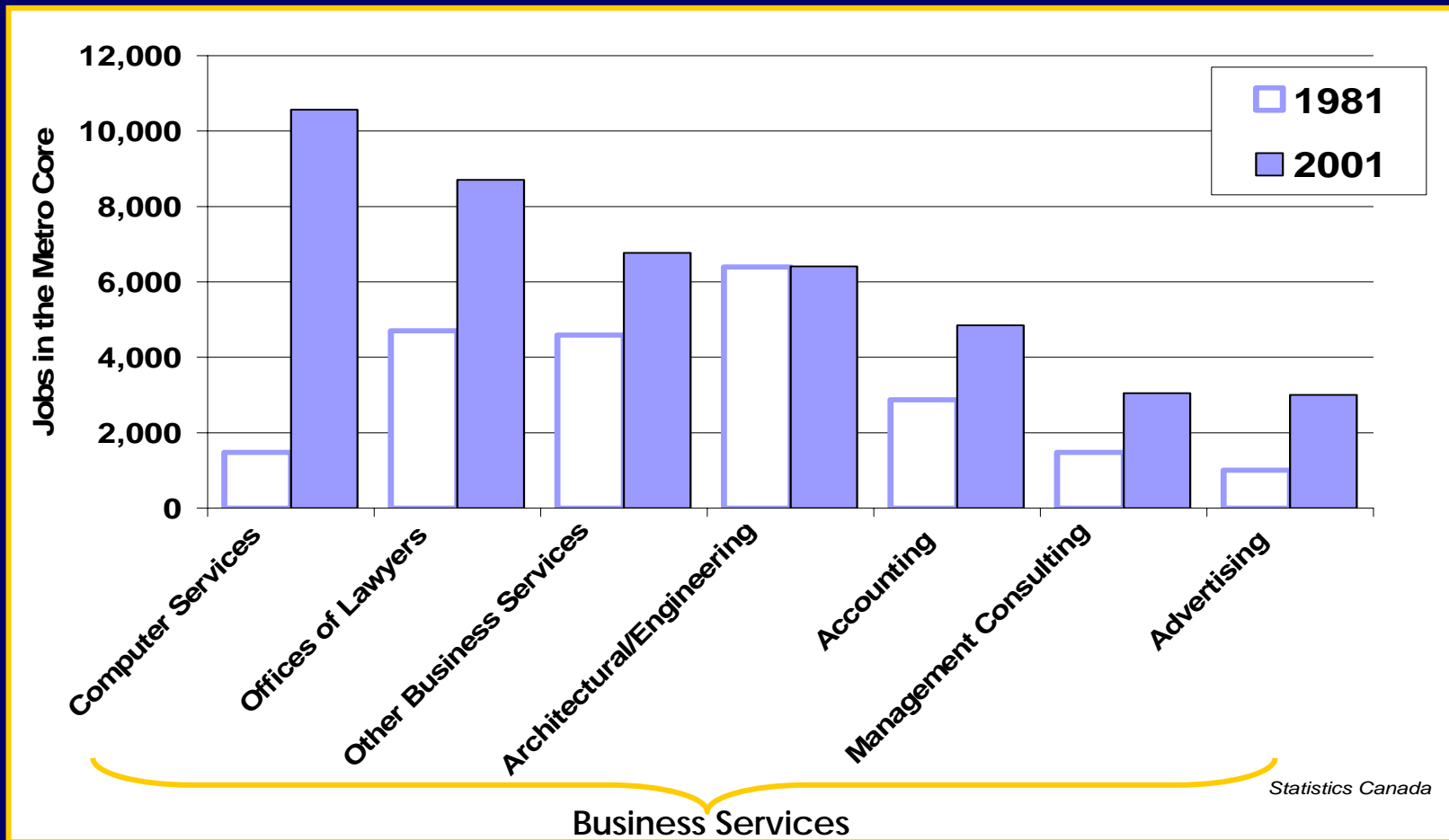


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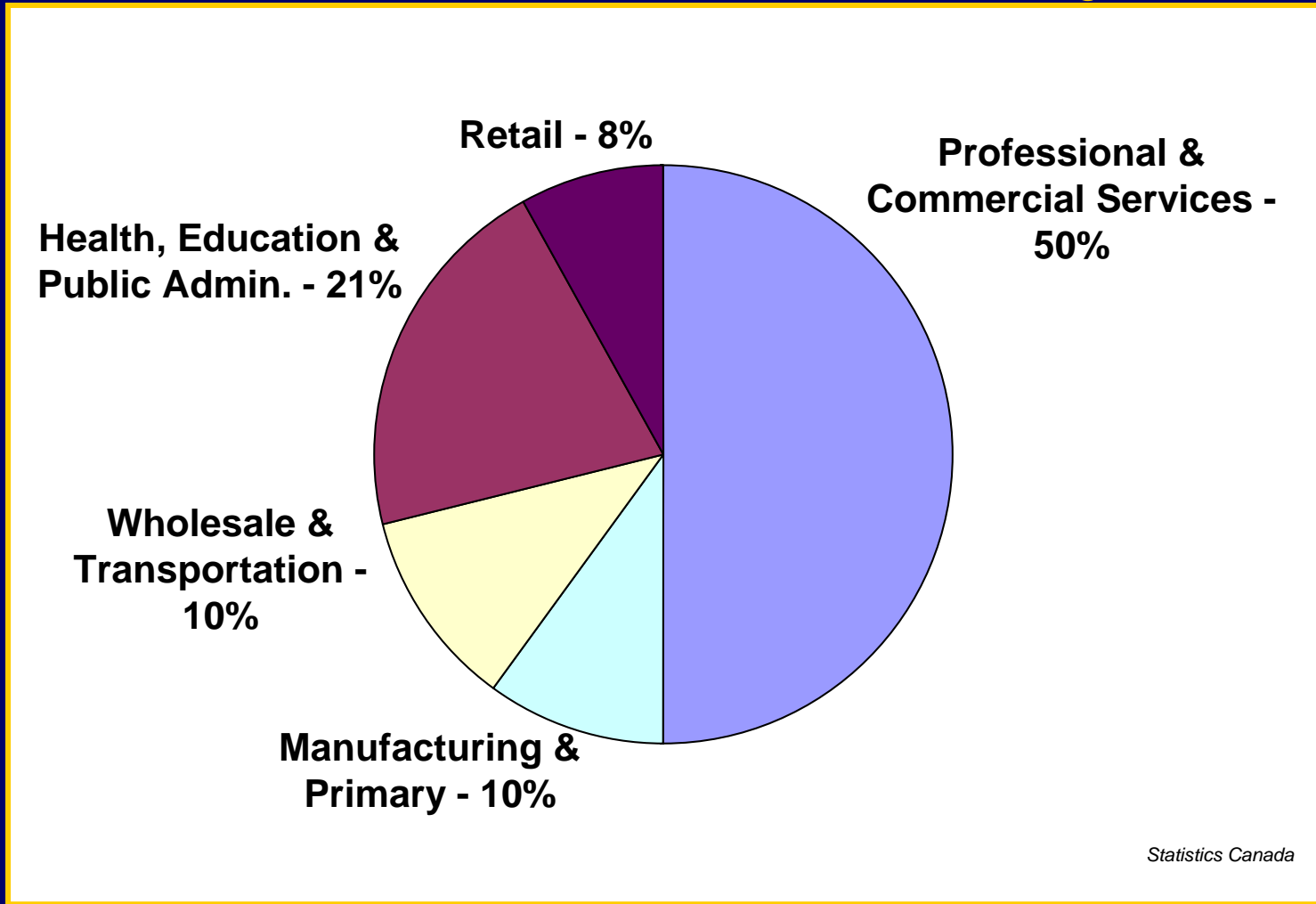
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## Services growth has also diversified and includes the 'new' economy

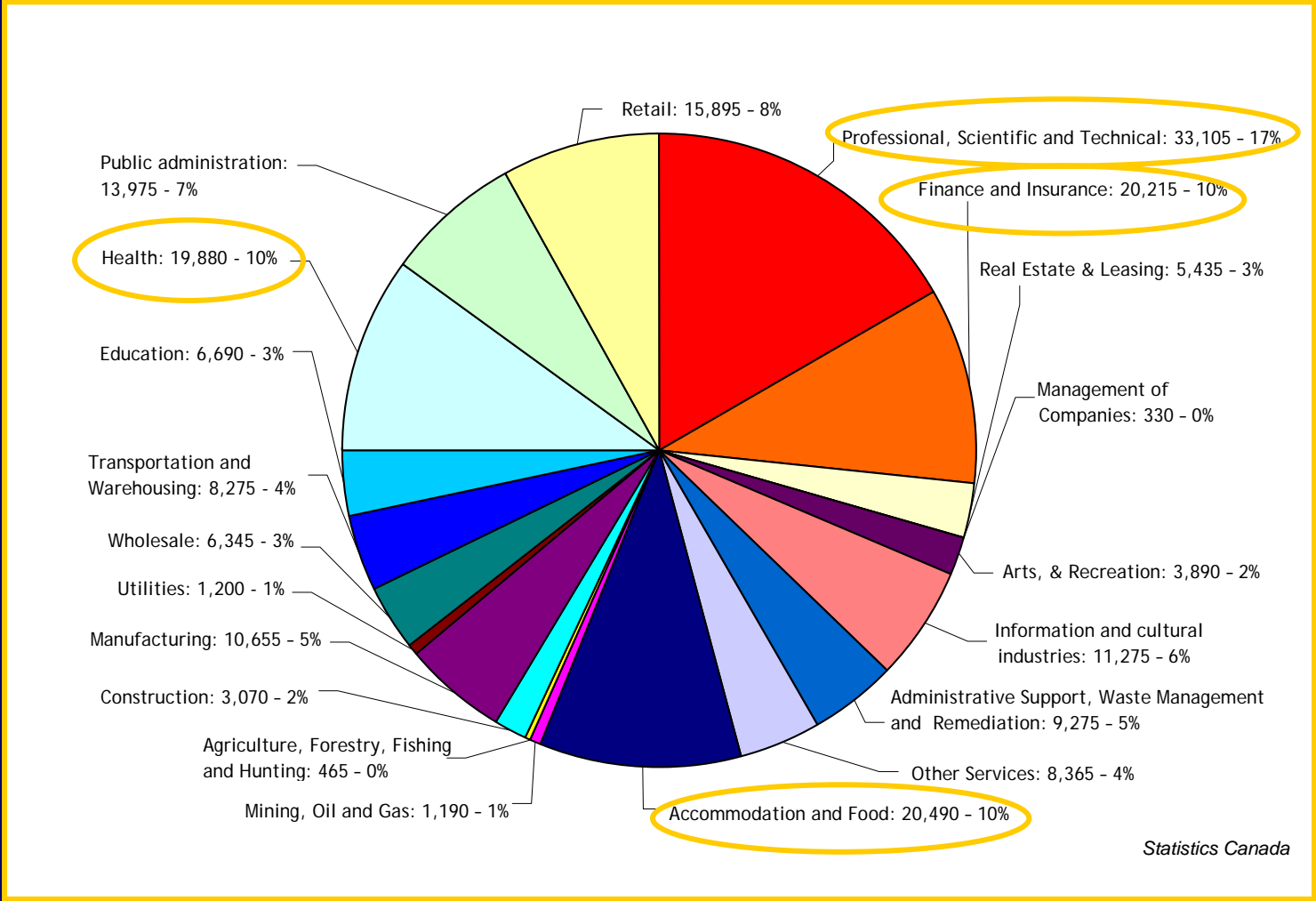
Example of 'new' economy growth amid other Services



# Professional & Commercial Services are now half of all Metro Core jobs

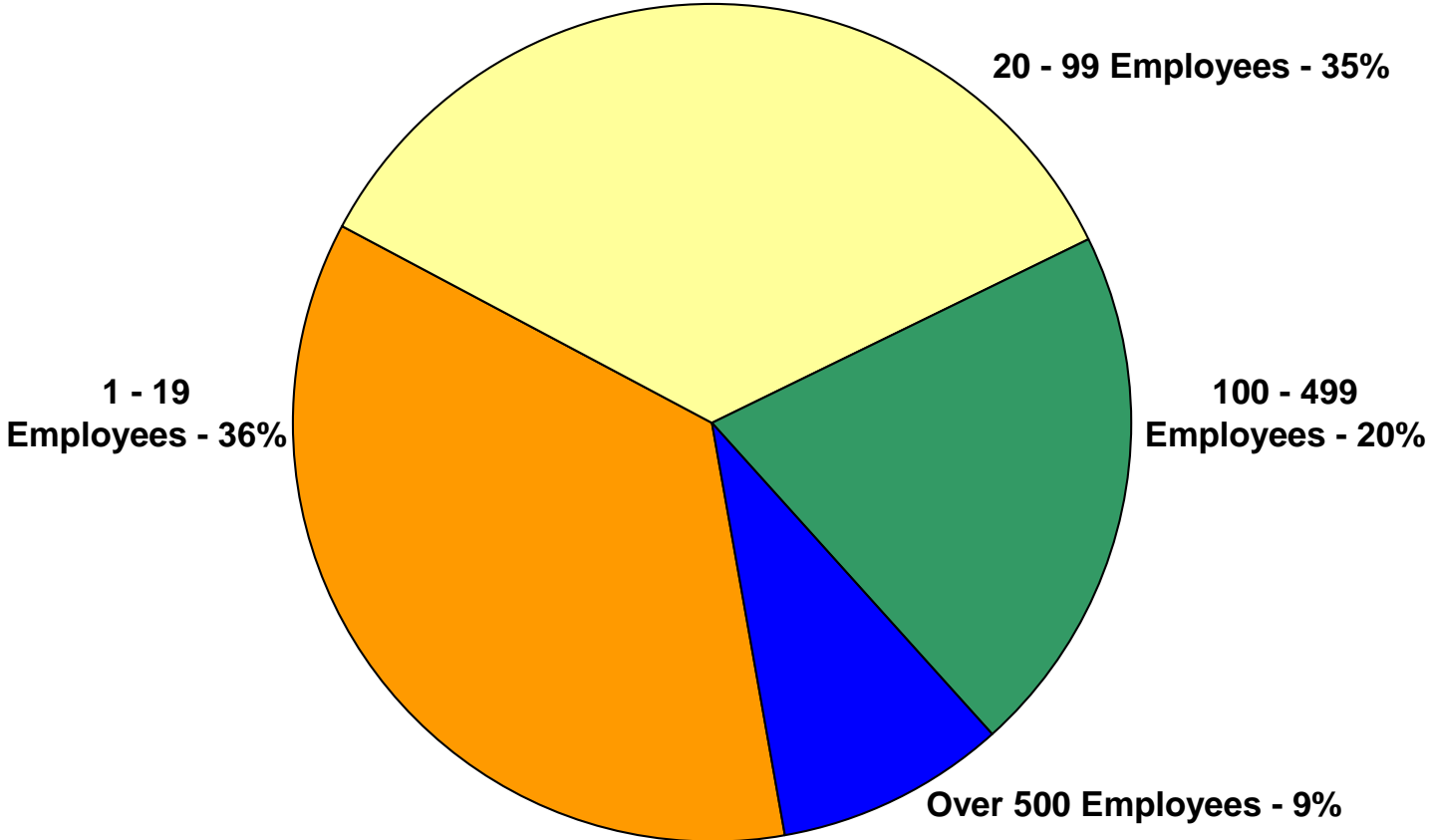


# Metro Core jobs are diverse



# Jobs are in diverse business sizes

Percent of Total Jobs by Business Size Category



Statistics Canada GVRD Labour Force Survey, June 2001

## *Summary* - Metro Core economy is growing, diverse, and changing

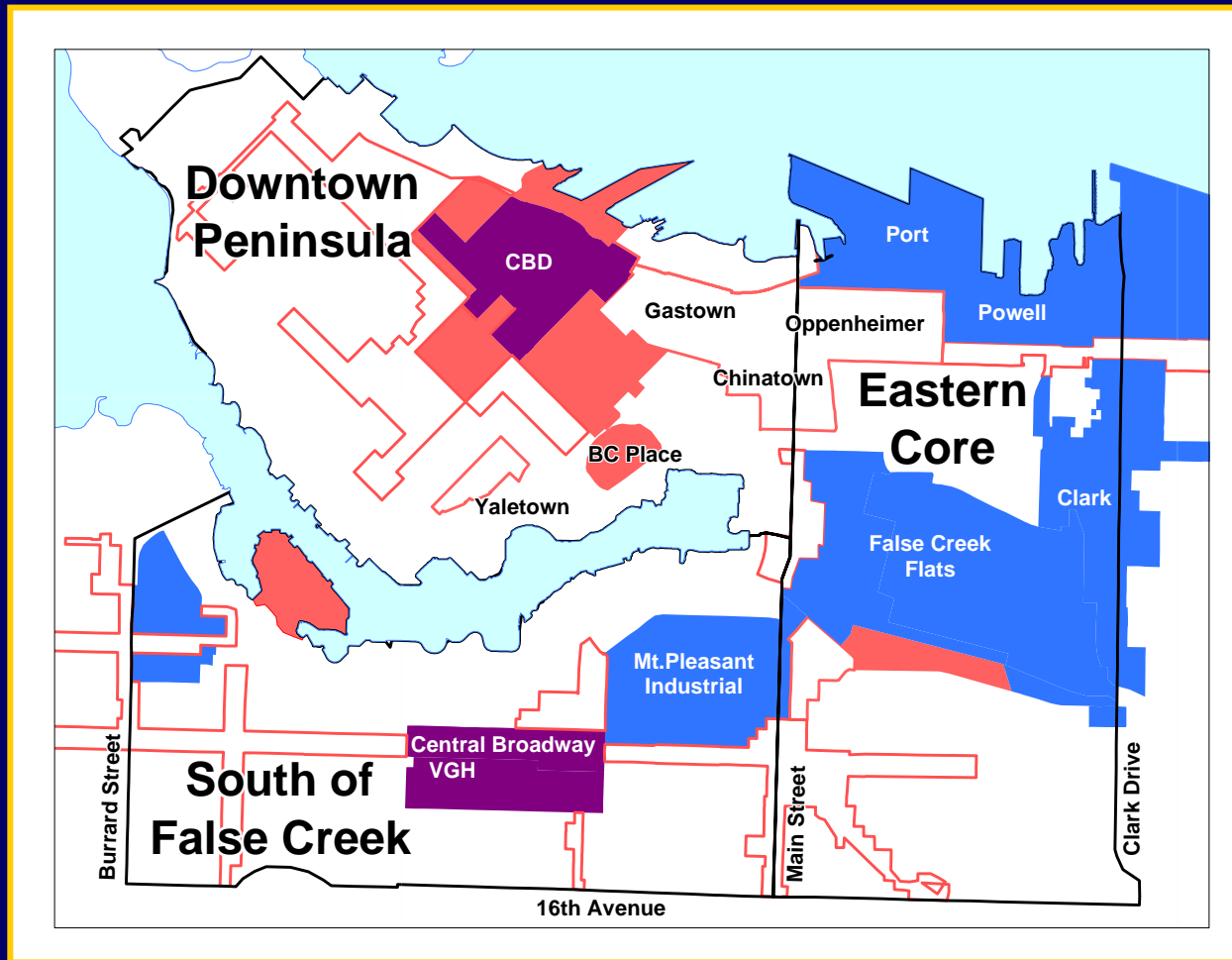
- Fast growth in Professional/Commercial
- Broad-based growth within this group
- Includes 'new' economy & traditional
- Diversity of economic activity

3. All Metro Core areas have distinct job clusters, are diverse, and are growing and adapting to change.

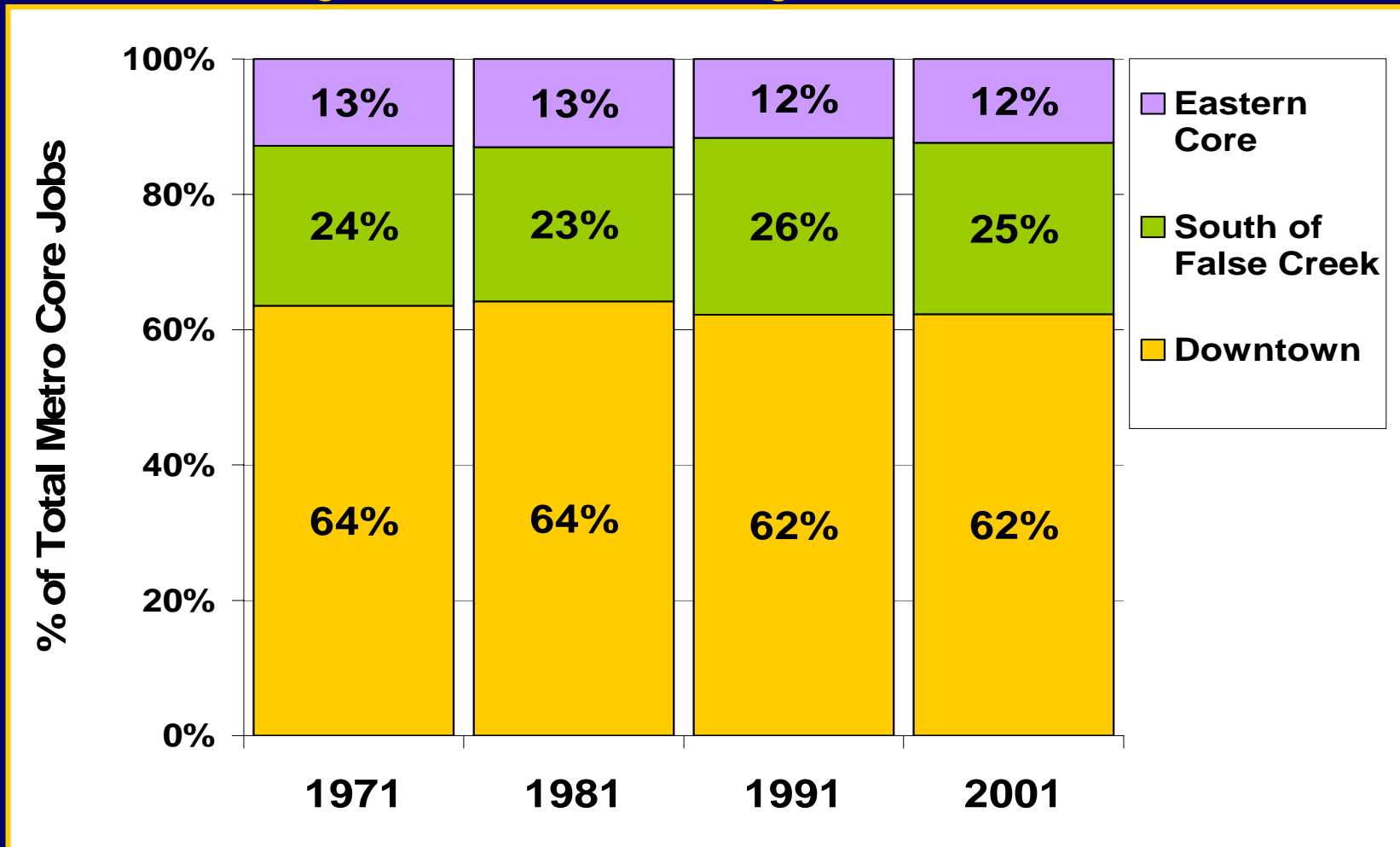
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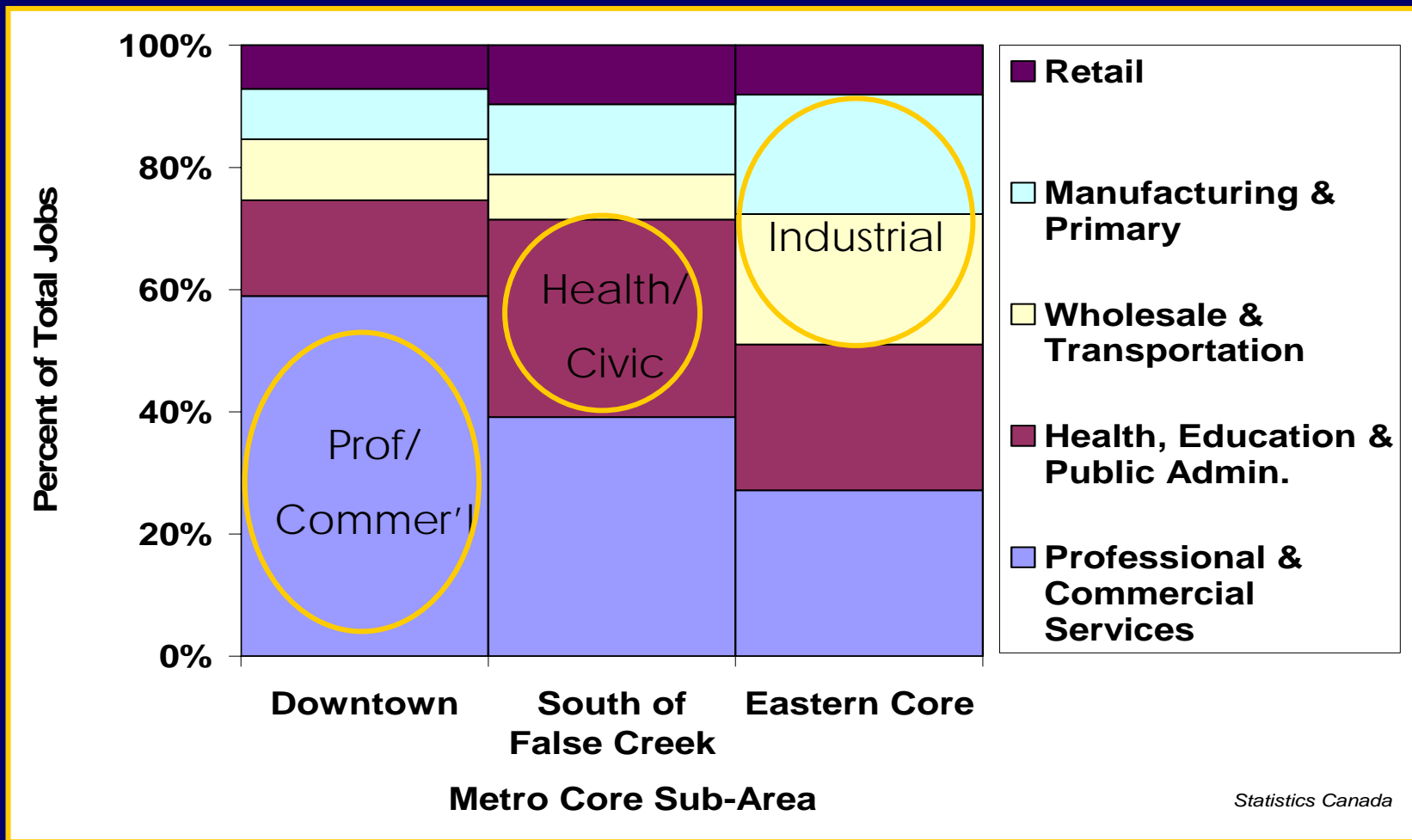
# Metro Core has a wide variety of job areas



# Very little change in percent of total jobs in each job area



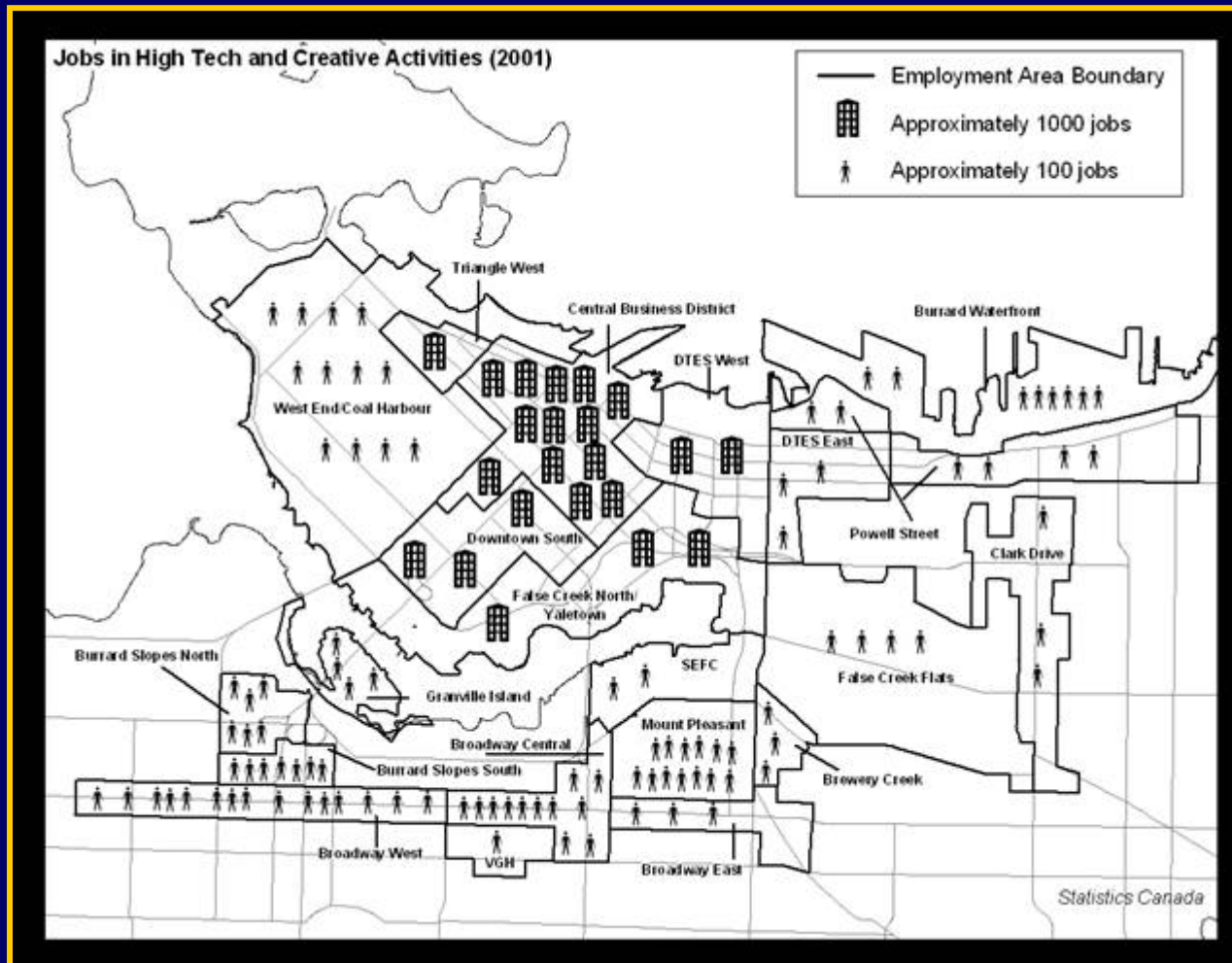
# Job areas each have a distinct economic character – as well as diverse activities



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## Diversity includes 'new' economy activities throughout

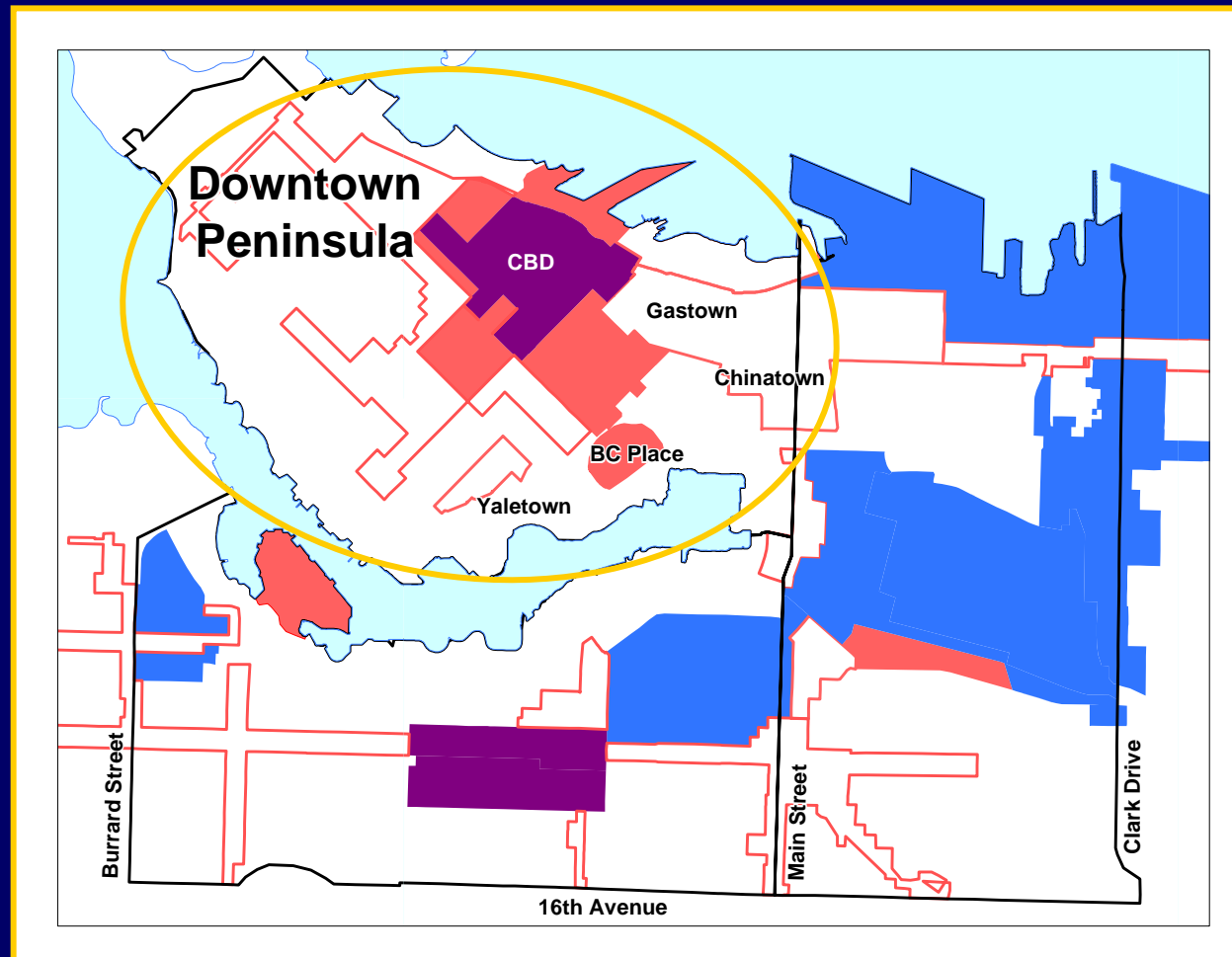


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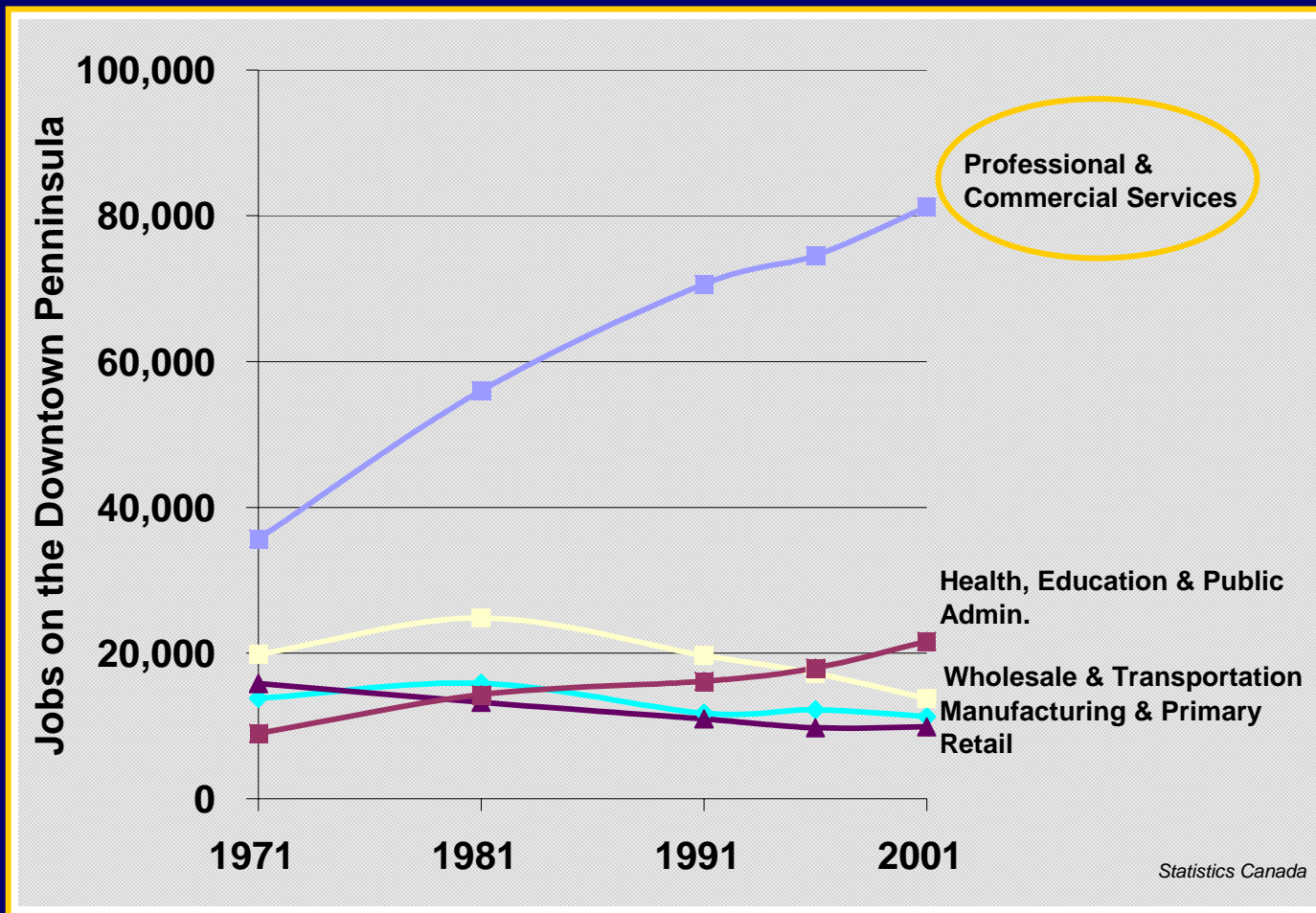
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## Downtown

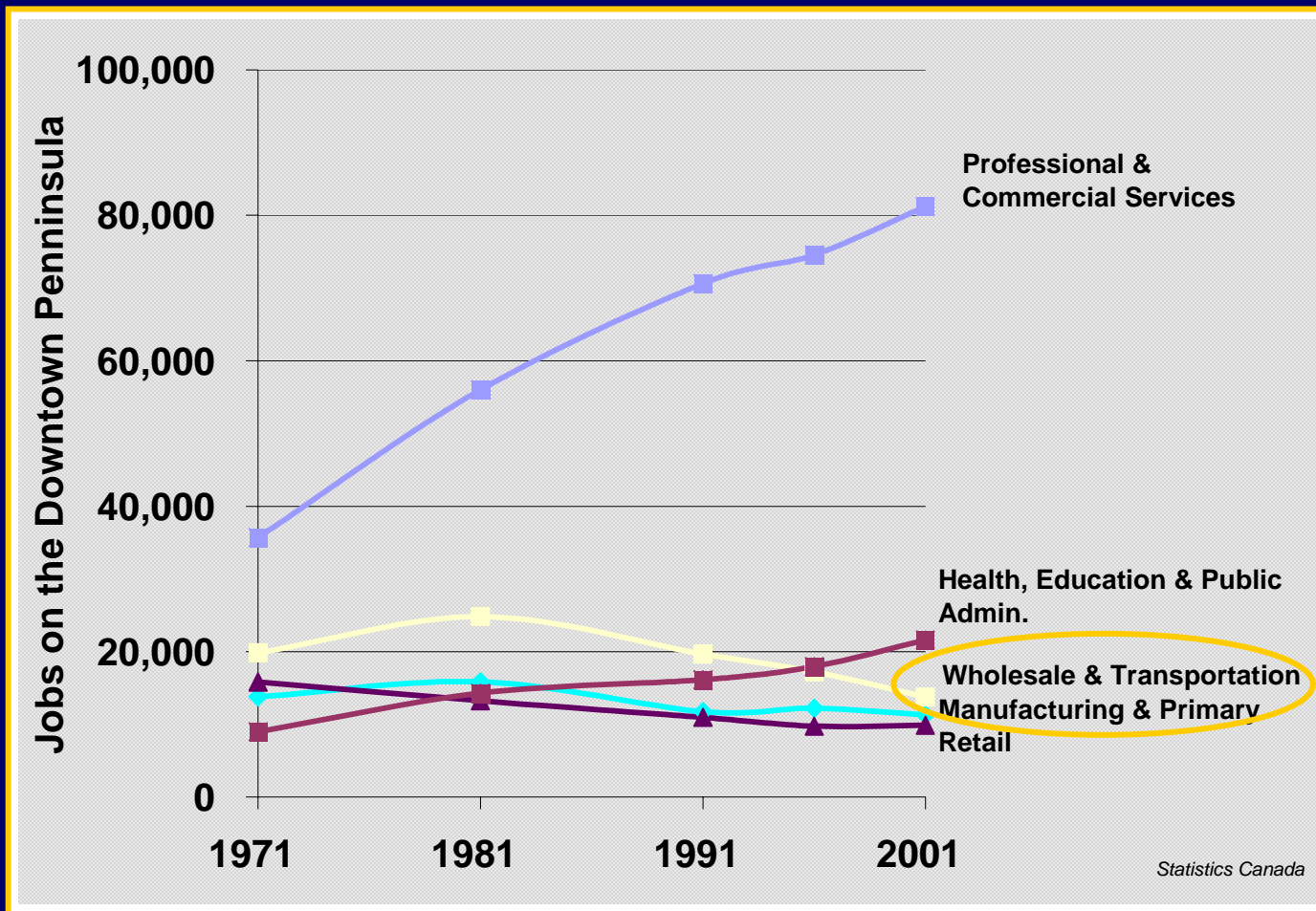
140,000 jobs – 62% of Metro Core



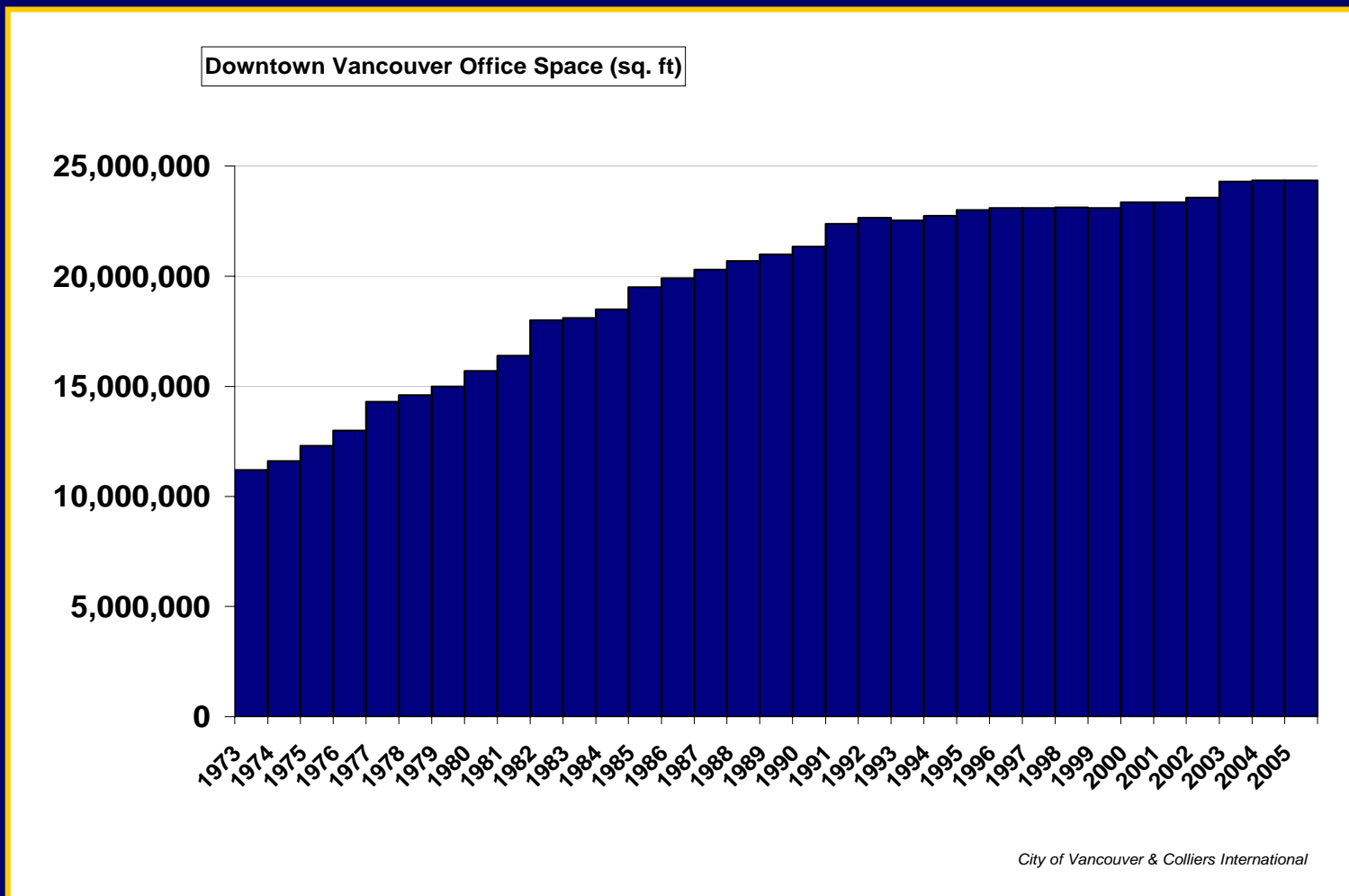
# Downtown has growing Professional/ Commercial Services role



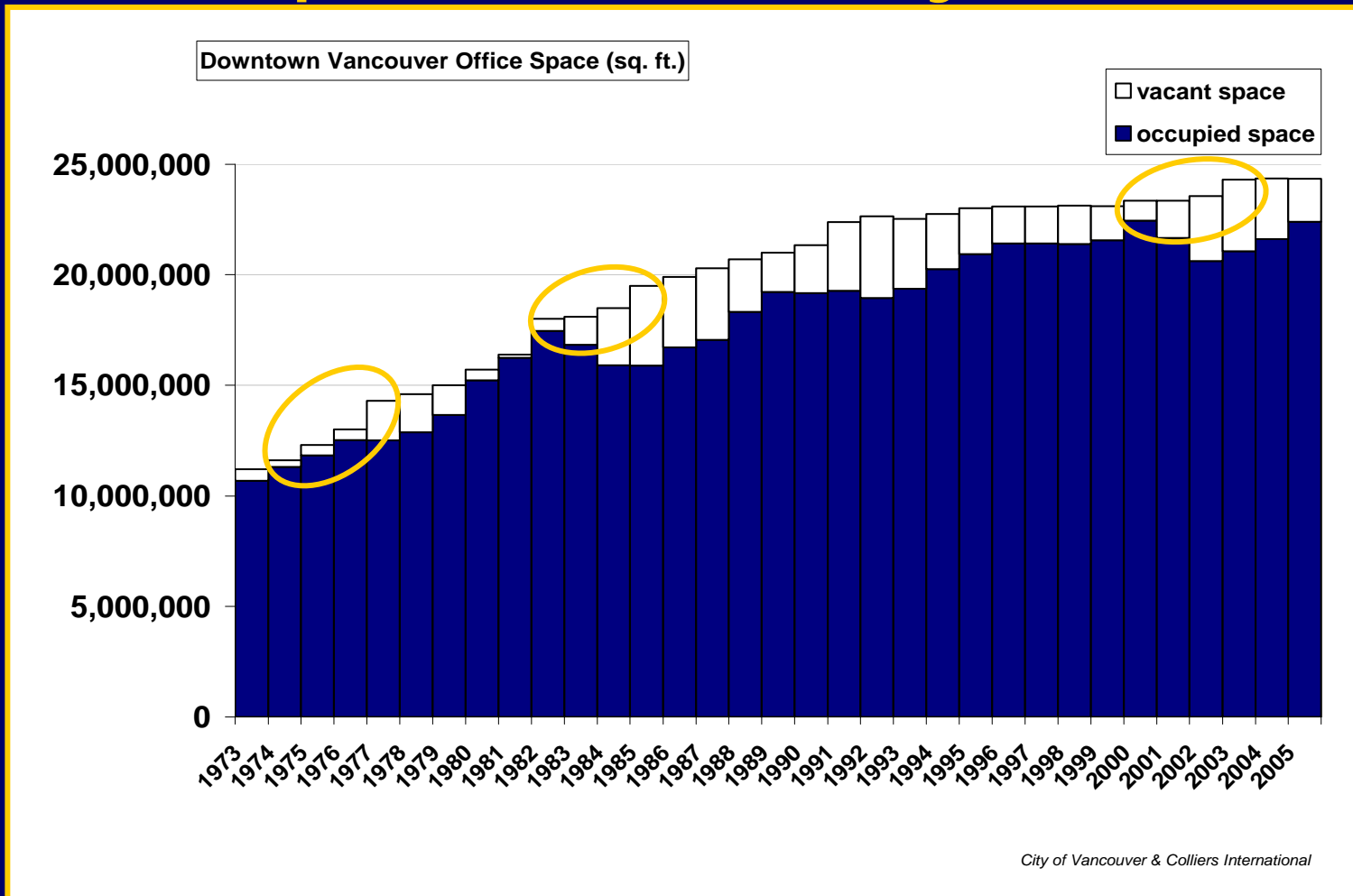
# Downtown has growing Professional/ Commercial Services role



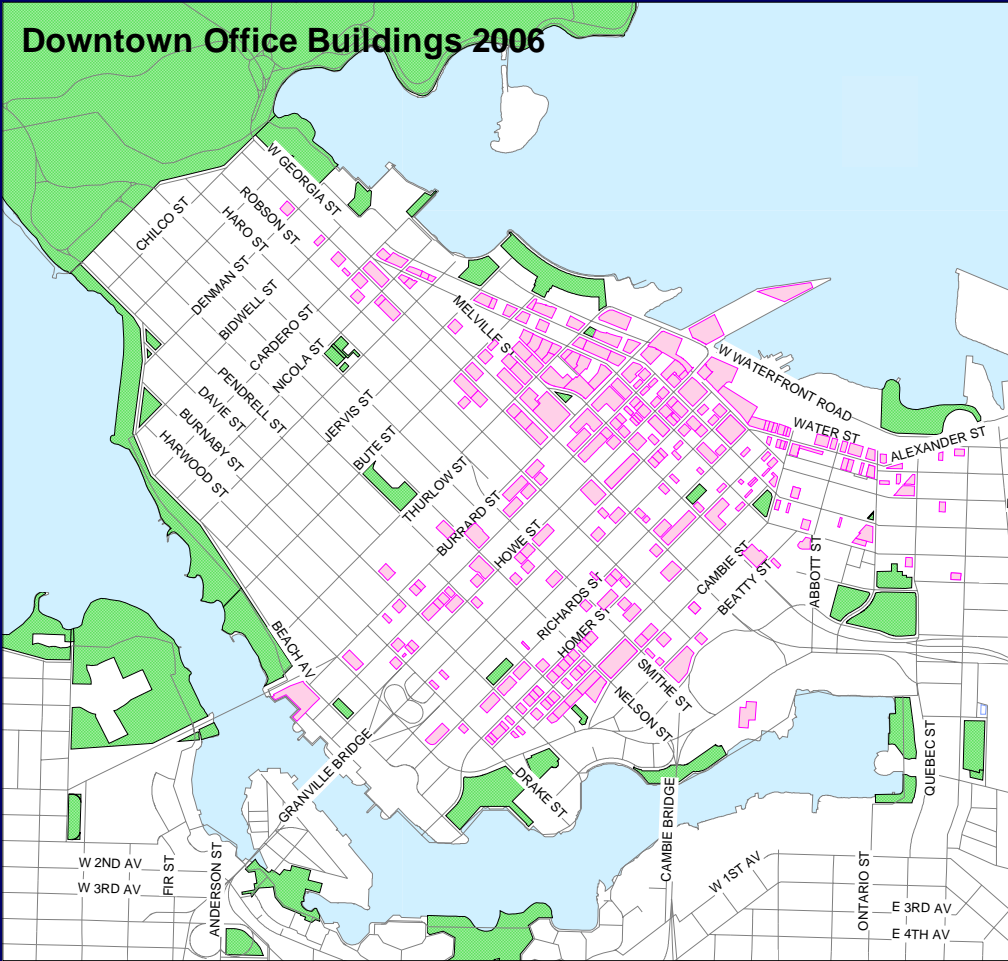
# Downtown office space has grown in response to growing Services jobs



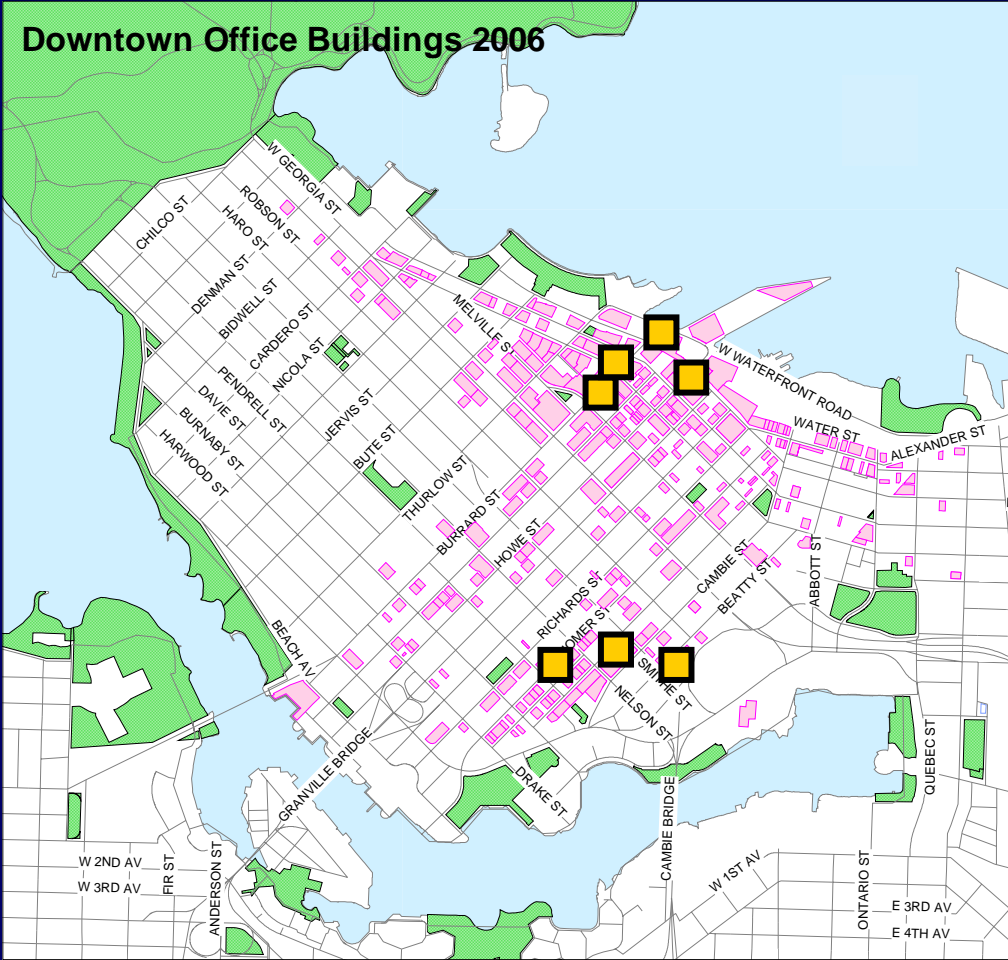
# New offices have been built in cycles in response to vacancy rates



# Office location is focused in the CBD – with a newer cluster in Yaletown



# Recent office development totals 2 million sq ft – CBD & Yaletown

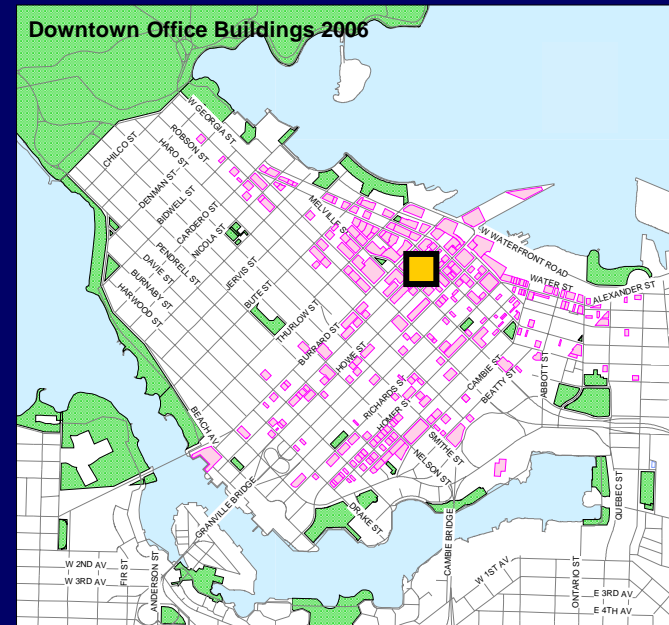




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# CBD: 550 Burrard [Bentall V]



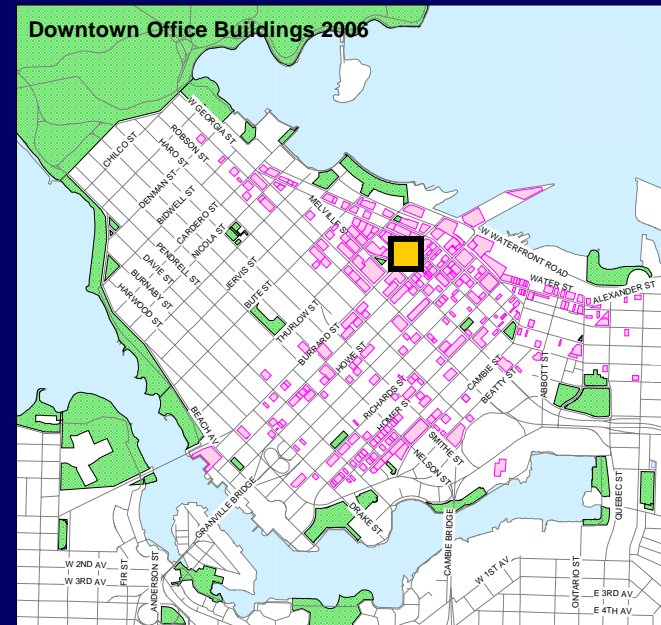
Class AAA office - 575,000 sq ft

Occupants include: Bell Communications; Relic Games; law; insurance; etc

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## CBD: 401 Burrard



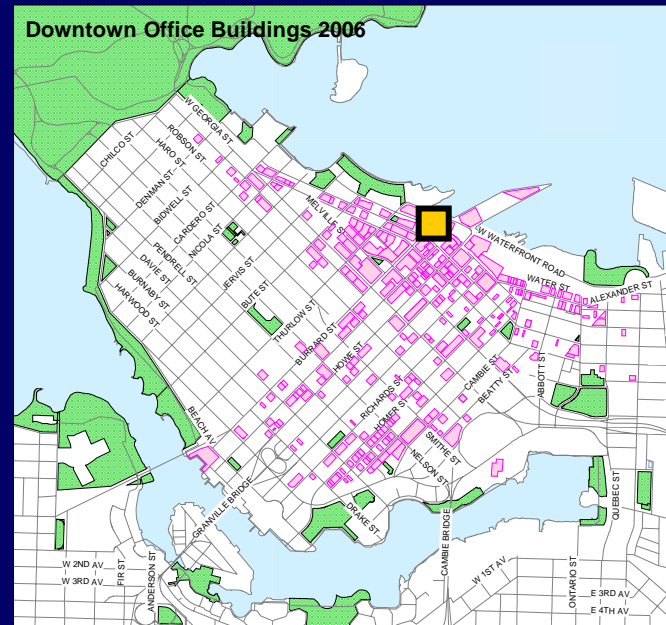
Class A office - 214,000 sq ft

Occupant: Federal government

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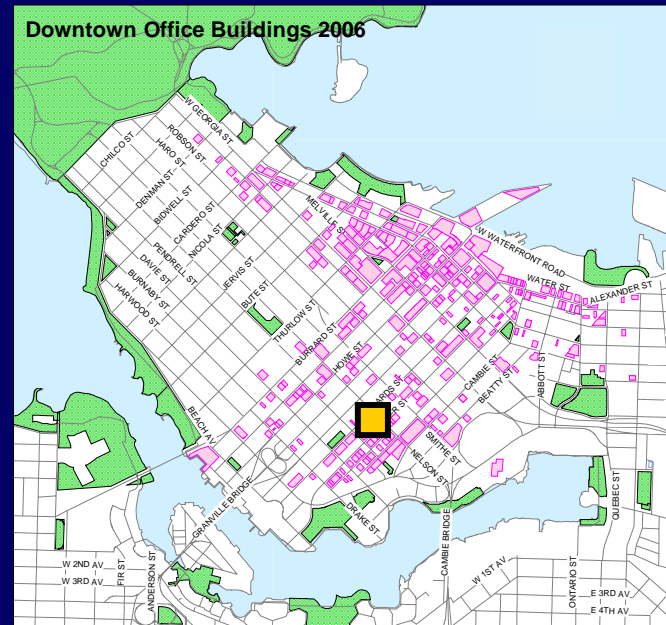
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# CBD: 1067 Cordova [Shaw]



Class AAA office – 278,000 sq ft [plus 215,000 sq ft live-work]  
Occupants include: Shaw; Ledcor; Westbank; Pattison

## Yaletown: 1085 Homer

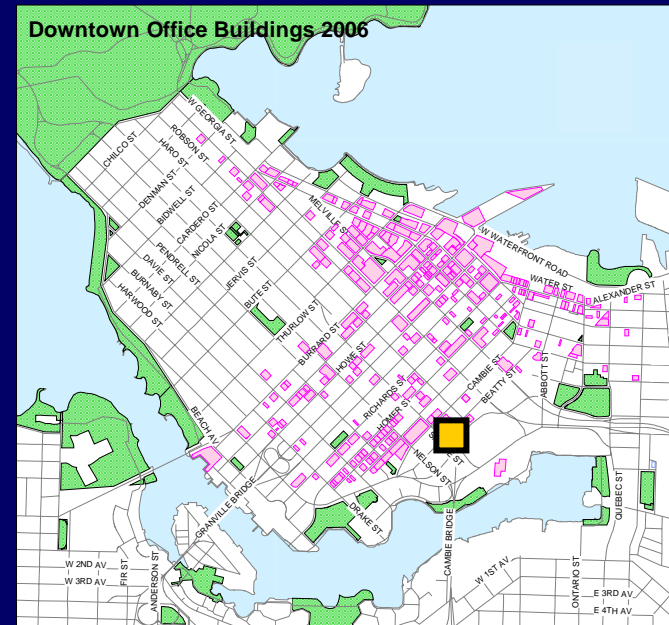


Class A office - 55,000 sq ft  
Occupant: Cossette Communications [advertising]

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# Yaletown: 858 Beatty



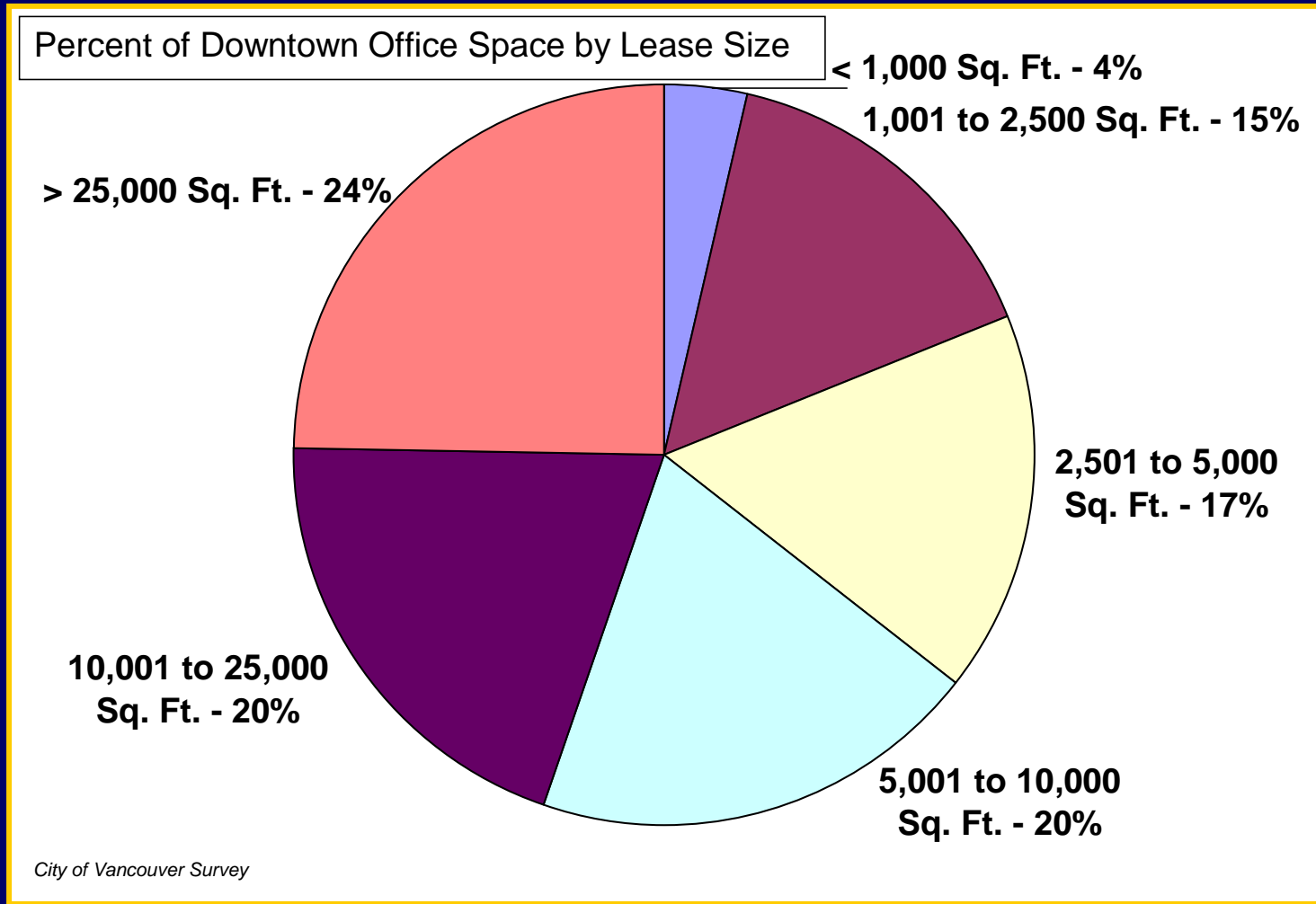
Class A office - 171,000 sq ft

Occupants: Pivotal software; Federal government;

West Fraser Timber headquarters



# Downtown businesses lease a wide range of office spaces



## About 55% of downtown job floor space is not in offices

- Hotels
- Cultural institutions
- Stadiums
- Educational institutions
- Hospitals
- Retail, food, personal services
- Parking [above-grade]

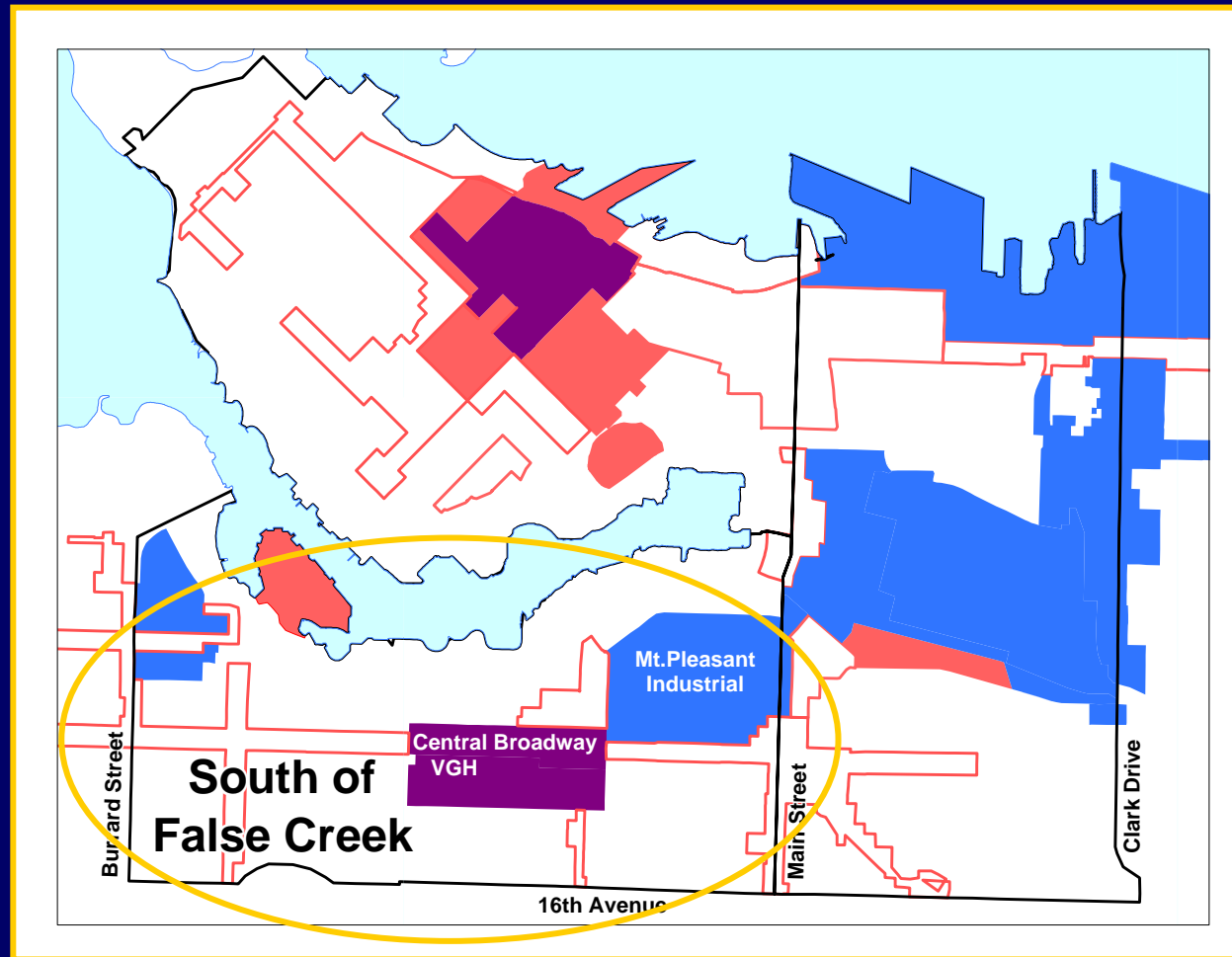
About  
30%  
of jobs

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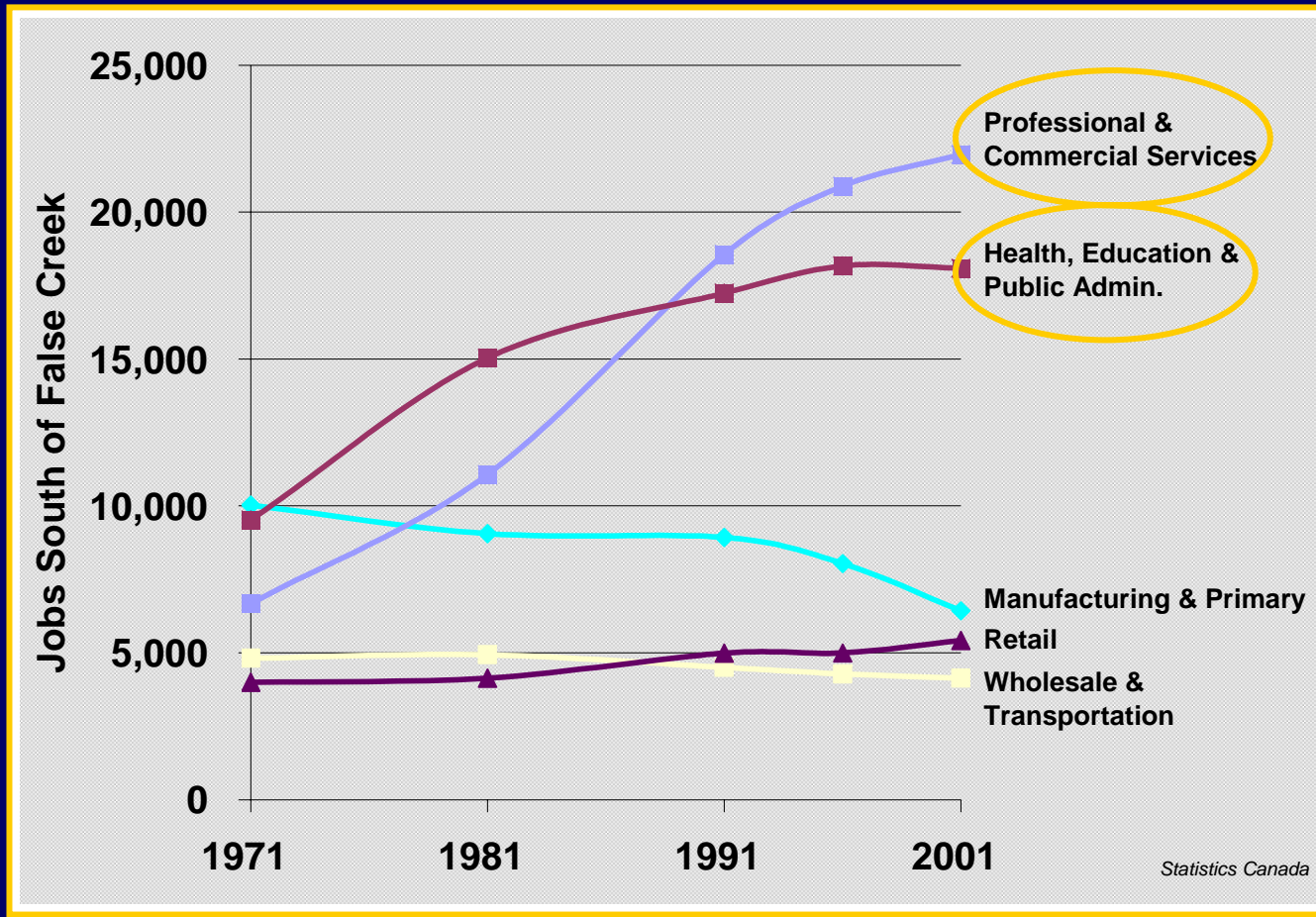
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## South of False Creek

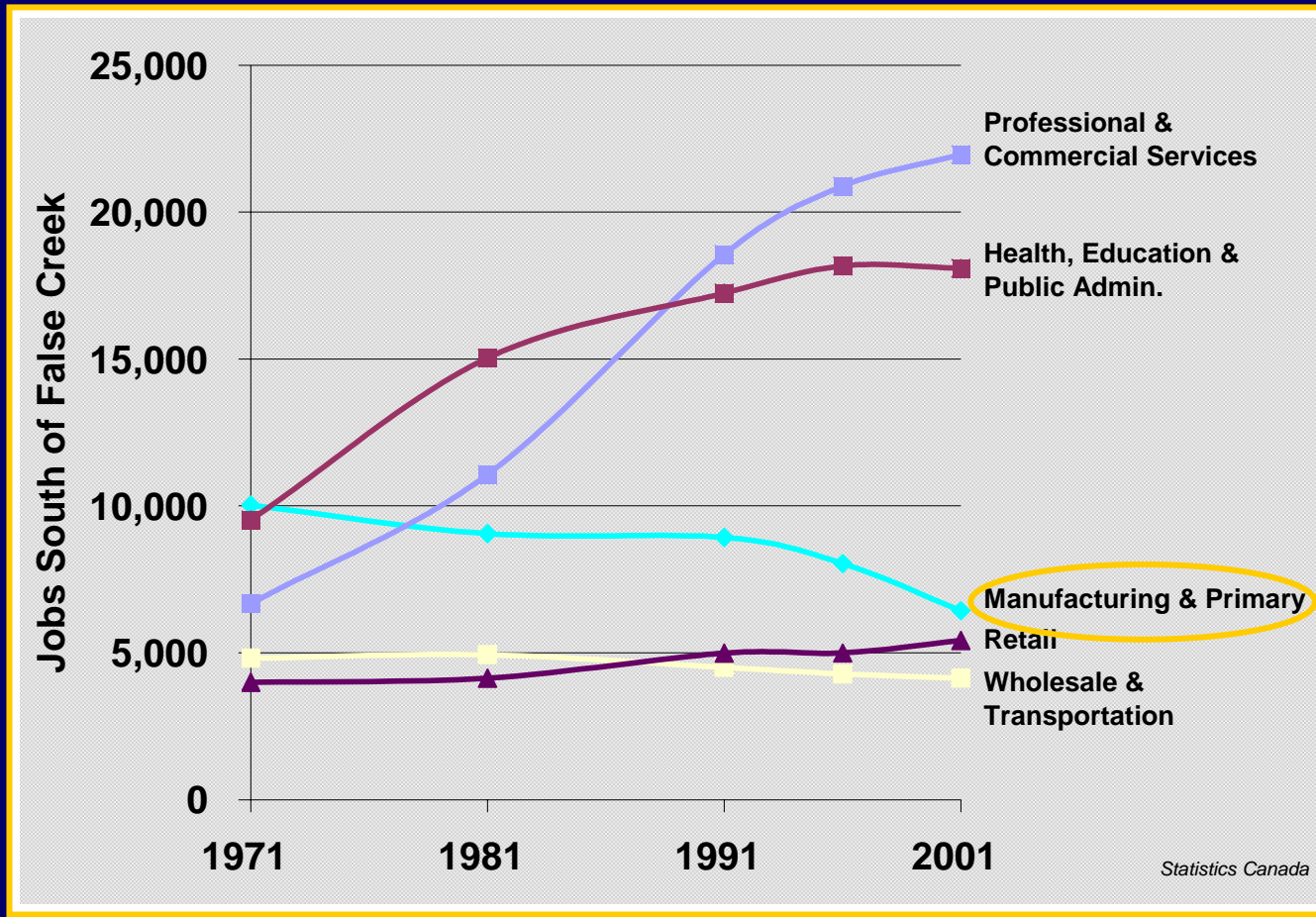
56,000 jobs – 25% of Metro Core



# South of False Creek maintains and diversifies its roles



# South of False Creek maintains and diversifies its roles



# South of False Creek new development responds to economy

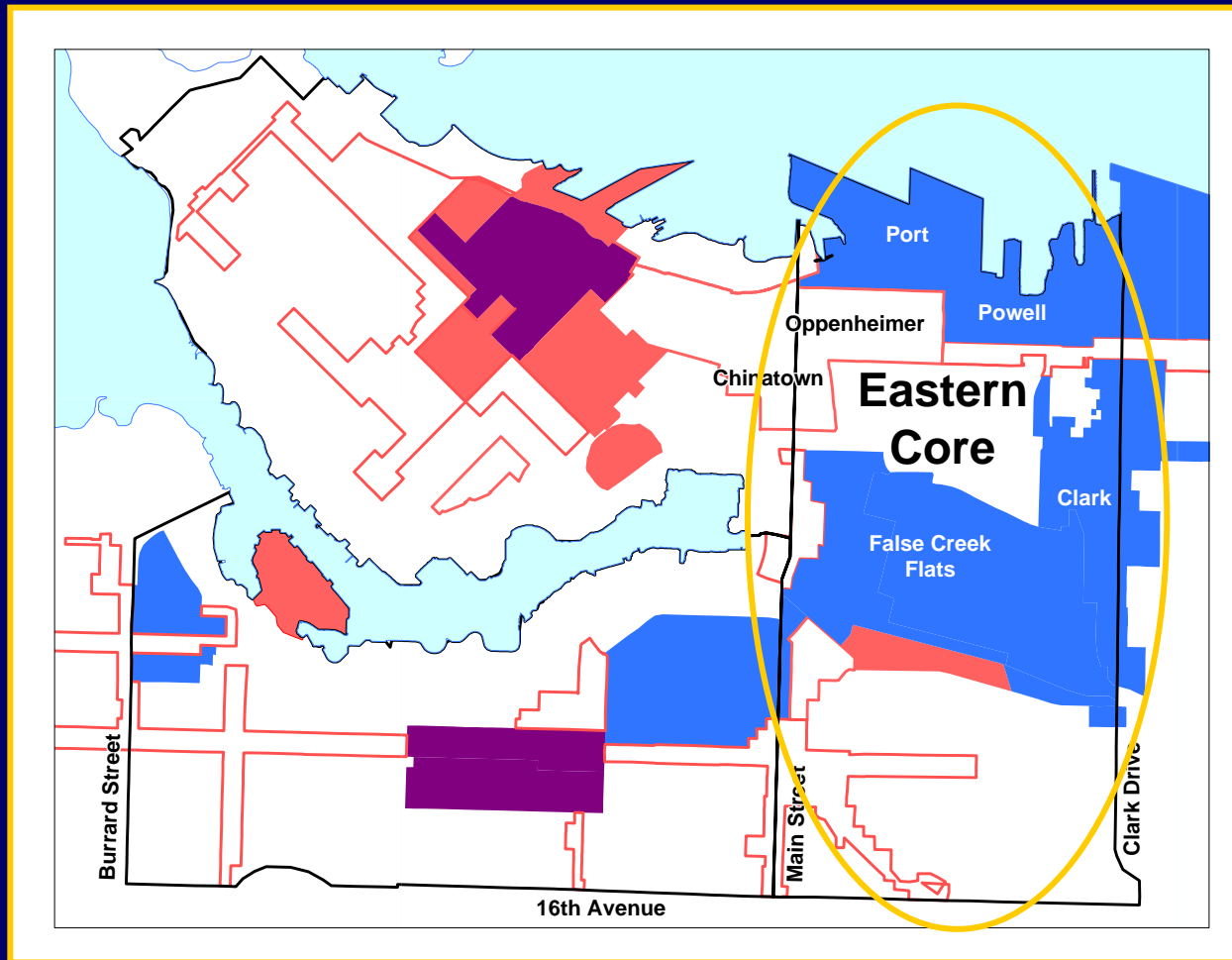


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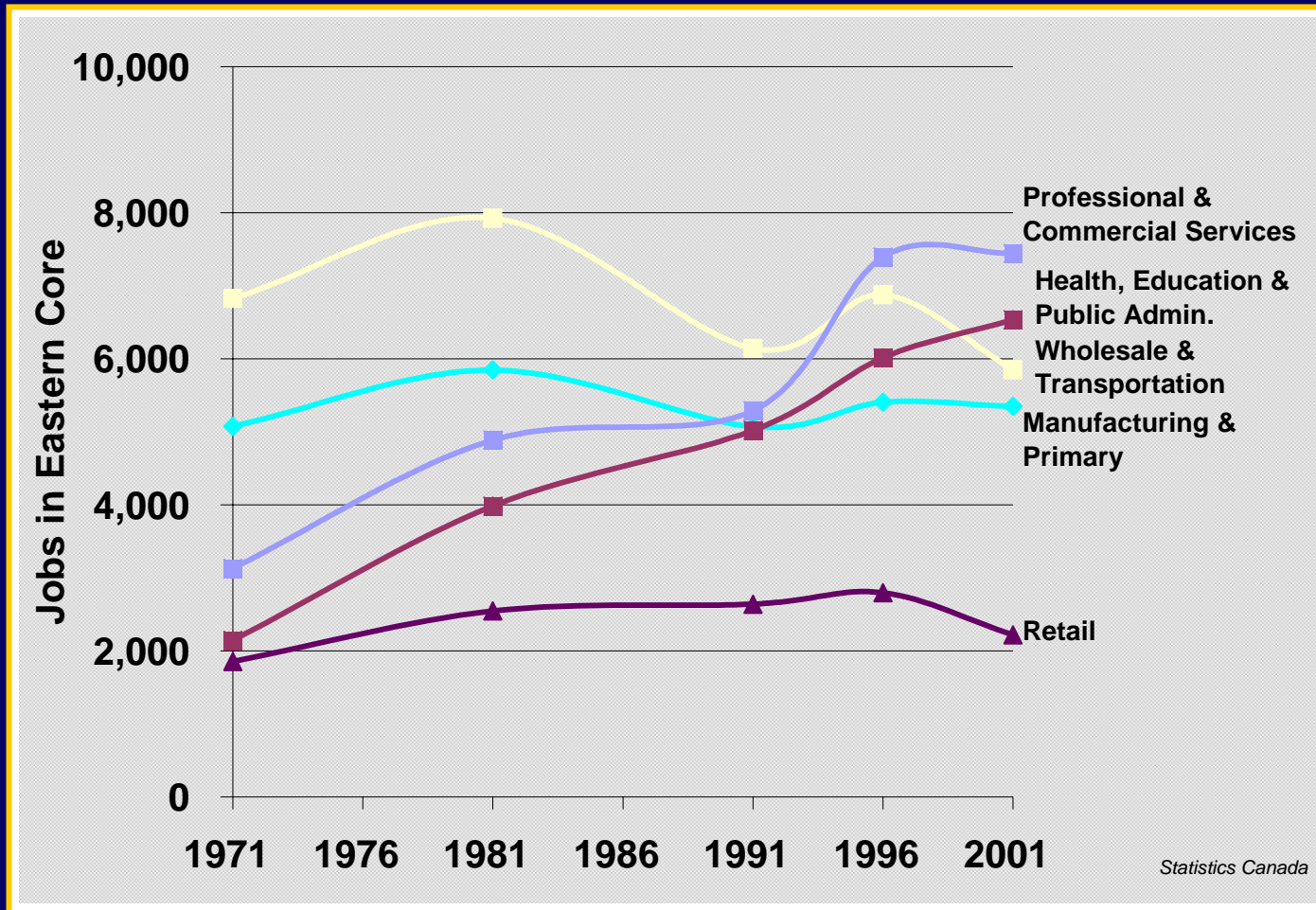
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## Eastern Core

27,000 jobs – 12% of Metro Core



# Eastern Core has the most mix of trends and the most change



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# Eastern Core development houses a mix of new and traditional activity

Western Flats - biotech



Powell industrial area - renovation for industrial uses



Clark industrial - movie studio



***Summary* - Metro Core areas have distinct jobs clusters, are diverse, and are growing and adapting to change**

- Diverse job areas
- Growth in Professional/Commercial in all
- 'New' economy throughout job areas
- Areas adapt- previous roles plus new
- Continued downtown office growth
- More complex spatial structure

## Step 1 Findings in Summary

1. The Metro Core plays a key economic role in a growing region.
2. The Metro Core economy is growing, diverse, and changing.
3. All Metro Core areas have distinct job clusters, are diverse, and are growing and adapting to change.

## Next Steps

- Step 2: Future Projections [25-30 yrs]
  - ◆ Demand: Job growth
  - ◆ Supply: zoned land; transportation capacity
- Step 3: Issues
  - ◆ Supply meets demand?
- Step 4: Policies
  - ◆ Zoning changes where needed to increase land supply

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# Questions & Discussion