

Metro Core Jobs and Economy



Metro Core Jobs and Economy Land Use Plan
The Metropolitan Core Jobs and Economy Land Use Plan is a comprehensive study to help determine how we use our land in the future to accommodate business growth, economic activity, and transportation needs in the city.

Vancouver's Metropolitan Core is an area that includes the downtown peninsula and extends to 16th Avenue on the south and Clark Drive on the east. This area contains 200,000 jobs, or two-thirds of all the jobs in the city, and also plays an important role in the region's economy.

This Metro Core study is important because, since the 1970s, much of the land around False Creek and Coal Harbour has gradually moved from industrial use to new residential communities. New residential has also expanded into former industrial and commercial areas like Yaletown, Downtown South, and Triangle West, as called for in the City's 1991 Central Area Plan. Currently, there's continuing pressure from developers to convert more areas and buildings to residential use, even in areas that were identified by the Central Area Plan for future jobs and economic activity.

Currently, there are no up-to-date studies on what land use and zoning policies are needed to accommodate the future of economic activities in the Metro Core. Policies guiding land use in this area are based on studies that are now more than 20

years old. We need to examine what's needed for Vancouver today and into the next decades.

Given the above, land use planning for the Mount Pleasant Industrial Area will be completed as part of this Metro Core study and will not be part of the Mount Pleasant Community Planning Program (see map below).

Steps and Schedule

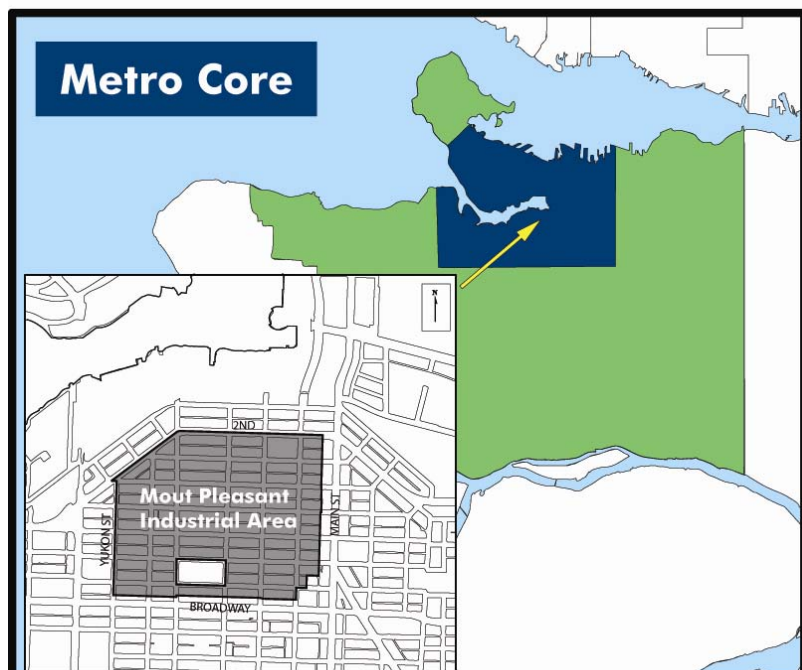
Step 1 - 'Understanding Yesterday and Today' provides detailed information on job growth and development trends over the past 30 years - 2005 TO SPRING 2006

Step 2 - 'Projecting the Future' projects future job growth and employment space demands - SPRING 2006 TO FALL 2006

Step 3 - 'Assessing the Fit' identifies the issues arising from the projections and generates directions and potential solutions - Issues and Directions report adopted by Council in July 2007

Step 4 - 'Policies for Tomorrow' will develop ideas into more detailed policy options, leading to Council adoption of the final Metro Core Jobs and Economy Land Use Plan

To join the Metropolitan Core Jobs and Economy Land Use Plan mailing list or to get more information on newsletters and open houses, please send email to corejobs@vancouver.ca. Refer to www.vancouver.ca/corejobs for more information.



Directions for Mount Pleasant

The **Mount Pleasant Industrial Area** is located near Broadway and Main Street in the area lying south of False Creek. It is primarily I-1 industrial/service zoning. This area provides diverse space and lower rent compared to areas that permit extensive retail, office and residential uses. These characteristics attract key production, service and repair businesses that support the Metro Core economy.

Some examples of these businesses in the Mount Pleasant Industrial Area include: clothing manufacturing, food manufacturing, auto repair, architectural model building, digital printing, and recording studios.

In future, the Mount Pleasant Industrial area's ability to provide centrally located, affordable production, distribution, and repair space should be strengthened and enhanced. This can be done by providing opportunities to increase job intensity through modest amounts of office and service uses, without displacing light industrial functions.

The **Broadway Corridor** is located on a major transportation and transit arterial across a significant portion of the Metro Core. It provides opportunities for housing, and significant retail and services for surrounding neighbourhoods, including Mount Pleasant. It currently plays an important role in contributing to the diversity of office space in the Metro Core. New developments in the Broadway corridor are primarily residential with retail on the ground floor. These new developments are often replacing older office space, which has an impact on the diversity and amount of commercial capacity in the Metro Core.

In future, the Broadway Corridor's commercial capacity should be increased in areas that are, or will be, served by high capacity rapid transit. Of concern are the small lots lining the north side of Broadway west of Main that constrain opportunities to increase commercial capacity. The Metro Core Study Team will collaborate with the Mount Pleasant Neighbourhood Planning Team to identify and consider policy options that increase job space in the Broadway Corridor.

The **Main: 2nd to 7th Area** is a key link between the new South East False Creek neighbourhood (and Olympic Village) with the historic 'Uptown' shopping area at Main, Broadway, and Kingsway. The Mount Pleasant Industrial Area lies immediately to the west. This area is currently characterised by low density commercial uses such as motels, car dealerships and repair businesses.

In future, the Council-approved Terms of Reference for the Mount Pleasant Community Planning Program anticipates that this portion of Main Street will become a vibrant commercial and shopping district with a mixture of compatible residential uses. The Metro Core Study Team will collaborate with the City's Mt Pleasant Community Planning Team to identify and consider policy options that increase job space in this area.