

From: **"Mochrie, Paul" <Paul.Mochrie@vancouver.ca>**
To: **"Direct to Mayor and Council - DL"**
Date: 10/20/2023 8:21:30 AM
Subject: Memo to Mayor & Council - Modernizing Homebased Business Regulations – Project Update
Attachments: Memo to Mayor & Council - Memo - Modernizing Homebased Business Regulations – Project Update Approach.pdf

Dear Mayor and Council,

Please see attached memo from the PDS Economic Development Planning Group re: “Modernizing Homebased Business Regulations – Project Update and Engagement Approach”. It includes:

- The policy rationale for updating the regulations
- The emerging approach being considered by staff
- The plan for stakeholder engagement and the proposed timing for Council consideration of recommendations

Should you have any questions, please contact Doug Smith, General Manager PDS (acting) at doug.smith@vancouver.ca

Best,
Paul

Paul Mochrie (he/him)
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City of Vancouver
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The City of Vancouver acknowledges that it is situated on the unceded traditional territories of the xʷməθkʷəy̓əm (Musqueam), Skwxwú7mesh (Squamish), and səliłwətał (Tsleil-Waututh) Nations.

MEMORANDUM

October 18, 2023

TO: Mayor and Council

CC: Paul Mochrie, City Manager
Armin Amrolia, Deputy City Manager
Karen Levitt, Deputy City Manager
Maria Pontikis, Chief Communications Officer, CEC
Rosemary Hagiwara, Acting City Clerk
Teresa Jong, Administration Services Manager, City Manager's Office
Mellisa Morphy, Director of Policy, Mayor's Office
Trevor Ford, Interim Chief of Staff, Mayor's Office

FROM: Doug Smith, General Manager, Planning, Urban Design and Sustainability
(acting)

SUBJECT: Memo - Modernizing Homebased Business Regulations – Project Update and
Engagement Approach

RTS #: N/A

Overview

In October 2020, Council adopted the Employment Lands & Economy Review (ELER) Phase 2 Report which included a direction to update home-based business regulations. This memo provides Council with:

- The policy rationale for updating the regulations
- The emerging approach being considered by staff
- The plan for stakeholder engagement and the proposed timing for Council consideration of recommendations

Policy Rationale

Throughout the ELER and Vancouver Plan processes, staff received considerable feedback on the need to consider regulatory changes to enhance home-based business (HBB) opportunities. These updates will support entrepreneurship and enhance economic opportunities for all residents while balancing concerns of neighbourhood fit.

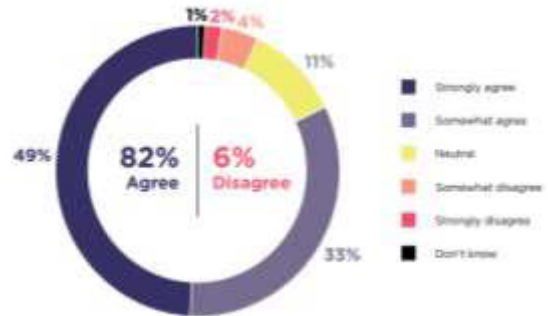
Emerging Approach

Home-based business is already permitted in Vancouver. But unlike other cities in BC and Washington State, HBB operators in the City of Vancouver are not permitted to have employees or customers. This restricts entrepreneurship, constrains business growth, and creates

uncertainty for many existing home-based businesses. In order to bring Vancouver in-line with neighbouring cities, staff are recommending that visitation by employees and customers be allowed. These changes will support the start-up of new businesses and enable existing businesses to grow and operate with more security. The changes will also enable a wider range of HBB activities to happen in Vancouver, such as personal services (e.g., massage therapy), teaching/tutoring, or on-site sales of goods produced in-home.

Plan for Engagement and Timing for Council Consideration of Recommendations

Through the Vancouver Plan process, the City sought feedback from the general public around the potential for increasing opportunities for home-based business. The Vancouver Plan Phase 3 Shape Your City survey attracted 3,738 responses and included a specific question about whether “Vancouver should have more places for people to work throughout the city including within or near residential areas (e.g., home-based business, offices, and retail).” There was strong support with 82% of respondents answering “strongly agree” or “agree”.



The next phase of engagement is focused on collecting targeted input from key stakeholder groups to help shape the refinement of regulations and the creation of implementation resources. Staff have already engaged with some key stakeholders, including Vancouver Coastal Health, LandlordBC, the Condominium Homeowners Association of BC, and the Vancouver Local Immigration Partnership. In November, staff will begin engagement with various Council Advisory Committees (e.g., Urban Indigenous Peoples' Advisory Committee) and the Vancouver City Planning Commission. Between November and January, staff will work with community organizations to collect feedback from equity-seeking groups and with professional organizations with sectors likely to benefit (e.g., Registered Massage Therapists Association of B.C.). This work will be supported by the targeted distribution of a multi-lingual survey.

Final recommendations and amended by-laws will be presented to Council at a public hearing in spring 2024. To support implementation, regulatory changes will prioritize simplicity and be accompanied by multi-lingual webpage updates, plain-language explanations, and graphic-based guides. Front line staff will receive training and resources as needed to ensure efficient processing. Staff will also launch a public awareness campaign to ensure that residents are aware of the expanded opportunities for HBB in residential areas.

For more information contact me at doug.smith@vancouver.ca.

Doug Smith, P.Eng.
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