



# Facilitating Growth in Vancouver's Innovation Economy: Mount Pleasant Industrial Area

Public Hearing  
January 26, 2017

- Vancouver's Innovation Economy: Background and context
- Proposed changes to Zoning & Development Bylaw
  - New definitions
  - New district schedules (I-1A and I-1B)
- Other related work
  - Transportation changes
  - Expansion of SEFC NEU
- Summary of public engagement
  
- Response to Council questions

- Vancouver Economic Action Strategy
- Digital Strategy
- Innovation Economy Roundtable

## DOWNTOWN

- Business Examples:
- Microsoft
  - Amazon
  - Chimp
  - Vision Critical
  - Cisco

## RAILTOWN

- Business Examples:
- Bensen Manufacturing Inc.
  - Herschel Supply Co
  - Union Wood Co

## GASTOWN

- Business Examples:
- Launch Academy
  - Metafor Software
  - Trulioo

## YALETOWN

- Business Examples:
- Boeing
  - SAP
  - Slack

## BURRARD SLOPES

- Business Examples:
- Bardel Entertainment
  - Lululemon

## FALSE CREEK FLATS

- Business Examples:
- Centre for Digital Media
  - Discovery Parks
  - MEC

## MOUNT PLEASANT

- Business Examples:
- Equicare Health
  - Kit and Ace
  - Hootsuite
  - Image Engine

## BROADWAY CORRIDOR

- Business Examples:
- VCH Research Institute
  - Centre for Brain Health
  - Zymeworks
  - VGH



- Designated as “Industrial” in the Regional Context Statement Official Development Plan (2013)
- Metro Core Jobs and Economy Study (2013): flexible use within the height and FSR limits
- Changes doubled zoned office capacity from 3 to 6 M sq. ft.
- In 2013, Council asked staff to report back on:
  - Transportation and parking strategy
  - Access improvements to Main St, E 7<sup>th</sup> Ave, and Kingsway

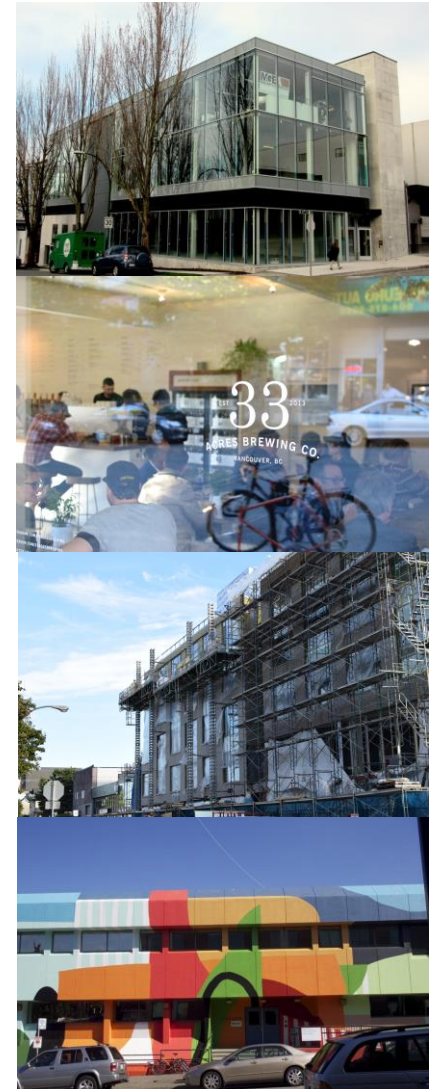


Bird's eye view of the Mount Pleasant Industrial Area



Light industrial and office uses along E 3<sup>rd</sup> Ave

- Monitoring business and development activities
  - Zoning works for small to medium companies
- Avison Young Opinion Paper
  - Tech businesses attracted to Mount Pleasant for non-corporate culture, lifestyle, access to transit, bike routes, and housing, and amenities located on Main Street
  - Critical mass of like-minded companies
  - Land values increasing faster than other areas
- Hootsuite (550 employees) relocated from Railtown to Mount Pleasant in 2013, want to consolidate and expand operations



# Proposed changes to the Zoning & Development Bylaw

- Remove and replace outdated definitions
  - “*Digital entertainment and information communication technology*” to replace “*Information technology*”
  - “*Information communication technology*” to replace “*Software manufacturing*”
- New district schedules – I-1A
  - Max FSR: 5
  - Max height: 110 ft.
  - Amenity share contribution of \$6/sq.ft. of density above 3 FSR to 5 FSR
  - Sculpting of building above 60 ft.



Example of an I-1A building by FSR



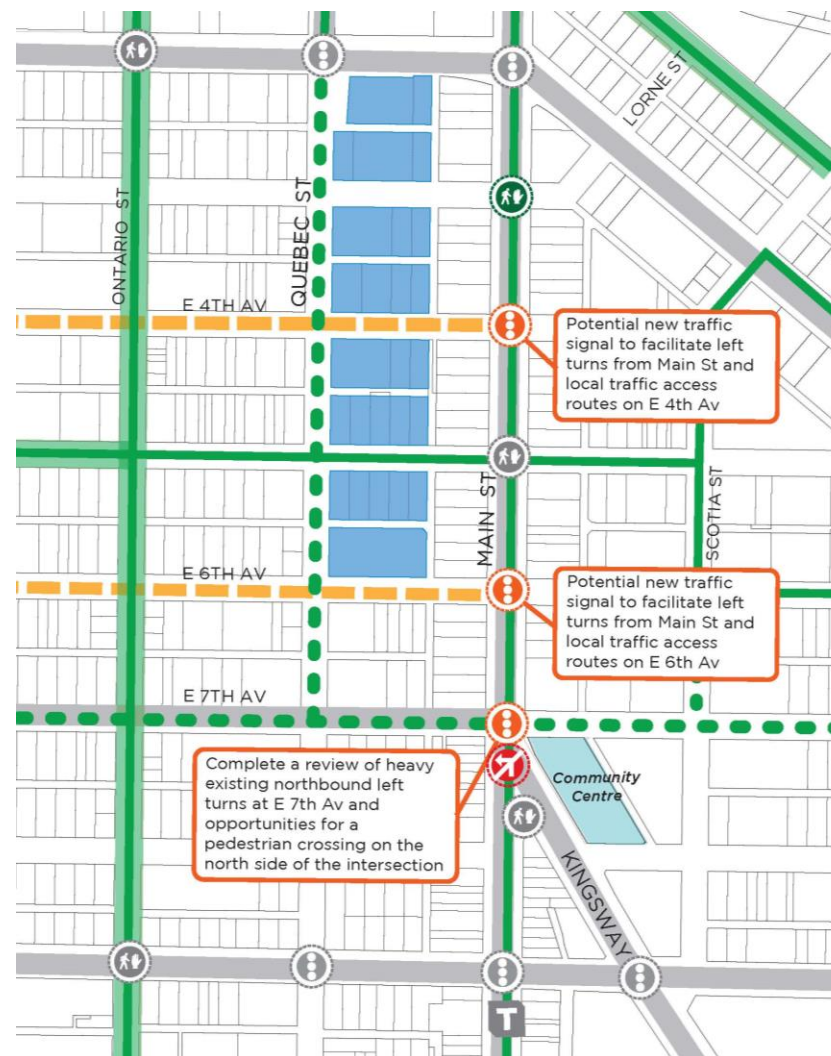


- New district schedules (continued)
  - I-1B
    - Customized zone to address the retention of the Simon Fraser Annex
    - Exploring opportunities to retain and repurpose the annex
    - Recommend increasing height to 125 ft. and density to 6 FSR to offset the reduced opportunity for job space and reduced density to fund retention
    - Density above 3 FSR is subject to a \$6/sq.ft. amenity share contribution
    - Density above 5 FSR is subject to a \$43/sq.ft. amenity share contribution



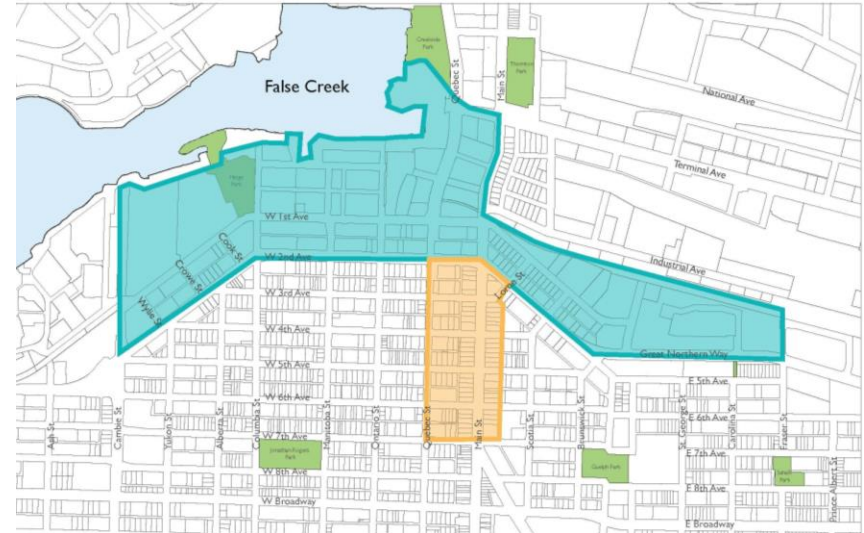
Simon Fraser Annex, 1930

- **Transportation Issues**
  - Eliminate northbound left turn from Kingsway on E 7<sup>th</sup> Ave and add pedestrian crossing on north side of the intersection
  - Install signals at E 4<sup>th</sup> and E 6<sup>th</sup> Aves
  - Preserve E 5<sup>th</sup> and E 7<sup>th</sup> Aves as east-west walking and cycling routes
- **Quebec Street**
  - Improve public realm for people walking and cycling
  - Add protected cycling facilities on Quebec Street by reallocating one lane of parking
  - Improve intersections on Quebec Street from E 2<sup>nd</sup> to E 7<sup>th</sup> Aves to improve safety for people walking and cycling and accommodate local traffic





- Exploring viability of expanding the SEFC NEU to provide renewable energy service to the Lower Main area



# Summary of public engagement

- Proposal shared with Mount Pleasant BIA and VEC
- Simon Fraser Annex Statement of Significance shared with Vancouver Heritage Commission in September 2016
- Two open houses in October 2016
- Respondents indicated:
  - Strong support (71%) for City's efforts to grow and support the innovation economy and solid support (61%) for zoning changes
  - Solid support for the retention of the Simon Fraser Annex (63%)
  - Strong overall support for intersection improvements and public realm changes to Quebec Street
- Main concerns raised:
  - Church of God prefers no change to 123 E 6<sup>th</sup> Ave
  - Changes to transportation network and parking
  - Opinions vary on height and density increase
  - Loss of character, rising rents, and lack of public space and parks



1. What is the streamlined development process?
2. How do the CACs compare to other areas of the city?
3. How was the 85% turnover rate established for on-street parking?
4. What would happen to the current tenants?
5. What was the increase in the number of jobs resulting from the 2013 zoning change?
6. What is the increase in jobs anticipated for the proposed zoning changes?
7. What is the ownership within the study area?