



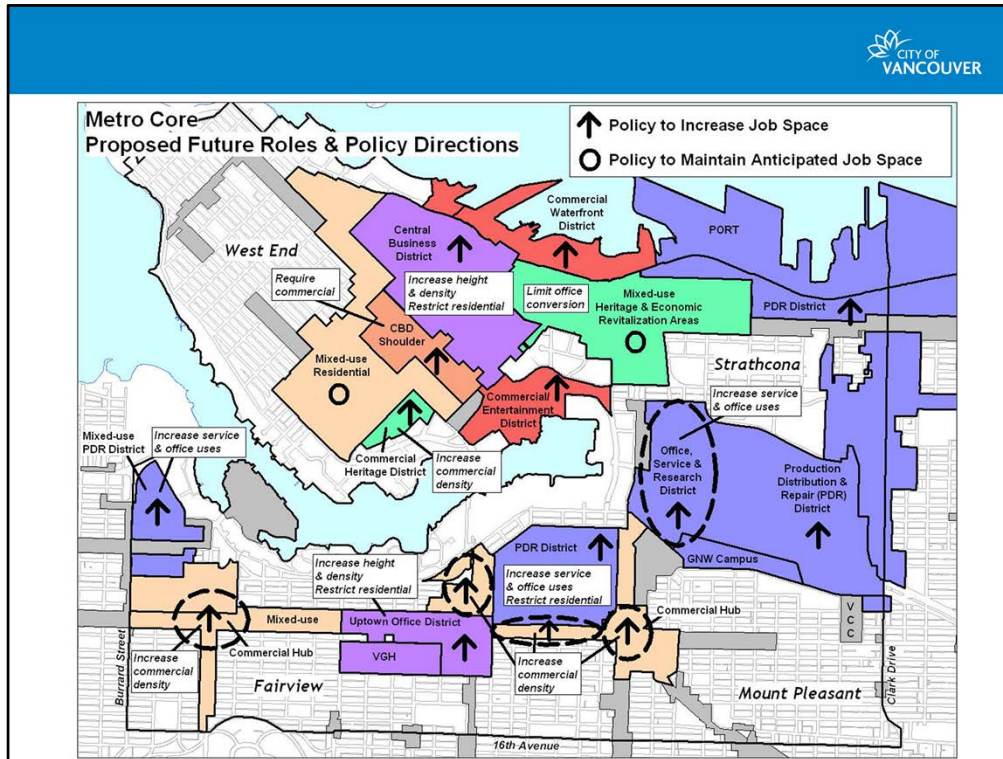
Facilitating Growth in Vancouver's Innovation Economy: Mount Pleasant Industrial Area

Zoning Changes East of
Quebec Street

Public Hearing
January 31, 2017



- This presentation is intended to help to refocus the land use decision while providing a bit more background and context and fill in some of the gaps.
- This presentation includes answers to questions that we received from Council (provided in the last slides).



- In 2015, staff identified that the city was facing a potential shortfall in job space capacity and the Metro Core Jobs and Economy Study was launched.
- That research led to the approval of the Metro Core Jobs and Economy Land Use Plan (2007).
- To address the shortfall in job space, new policy directions for the overall Metro Core were identified along with and specific sub-area roles.
- For the Mount Pleasant Industrial Area the specific directions included:
 - Strengthen the production, distribution and repair (light industrial) function of the area.
 - Continue to prohibit residential uses.
 - Increase the range of permitted service and office uses.

Impact of Zoning Changes



Pre-2013

Examples of typical light industrial buildings in Mount Pleasant



Post-2013

Examples of buildings at 3.0 FSR



Post-2017

Examples of buildings at 5.0 FSR



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- Zoning changes were made in 2013 to revise the mix of uses in Mount Pleasant without displacing industrial functions.
- The changes unlocked a significant amount of the zoned capacity in the area by allowing 2 FSR of office space that is independent of the industrial use in the building.
- The images on this slide show the transformation of building scale and typology that is happening in the area as a result of the changes in 2013 and illustrate what could happen with the next increment under the new zoning proposed along Quebec Street.
- The 2013 zoning changes and other factors have led to a significant increase in land values and lease rates in MP. Assessed value from 2013 to 2014 went up by 30%. Between 2014 and 2017 assessed values have doubled.

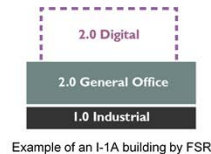


- Vancouver has a growing innovation economy with clusters distributed across the metro core area.
- Each cluster has its unique role and attracts a different part of the innovation economy.
- These areas all have different zoning, different characters and play a different role in the city. Planning staff are working to create a more favourable regulatory environment to support and grow the innovation economy within each cluster. The specific response in each area needs to be customized to address the specific character and context of each cluster --- the changes proposed in Mount Pleasant and Railtown are keyed to specific sectors of the innovation economy -- Digital in Mount Pleasant and Creative Uses/Makers in Railtown. The False Creek Plan will build on its own role and context.
- In the areas where the innovation economy is located in an industrial area, zoning changes must be respectful of the limitations imposed

by the Regional Context Statement ODP -- industrial uses must continue to be a requirement of the zoning.

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 manufacturing” 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.



- The proposed changes include replacing outdated definitions for information technology and software manufacturing with new definitions and creating two new industrial zones.
- Staff are taking a focused approach to create a specialty area for digital uses and larger-scaled businesses.
- The buildings within these new zones permit general office use of up to 2 FSR (50% of the office space) (this would work for those businesses that are not clearly digital/shifting). The extra bonus is targeted to digital use only which represents about 30% of the current leases within the Vancouver office market.
- A Councillor asked whether staff were aware of the partnership between Hootsuite and Westbank when we initiated this work and whether we consulted with them as part of this work. Yes, staff were aware of the partnership and the purchase of sites in this area was widely reported in the Globe and Mail and other media. Retaining Hootsuite and 550 local jobs is important to the City. There were discussions between Hootsuite and senior management at the City to discuss the future space needs of Hootsuite and to clarify the extent to which changes to zoning could be considered within the parameters

of the Regional Context Statement ODP, in particular, the need to continue to provide 1 FSR of industrial floor area.

- In response to a question about whether the mix of uses in this area will continue, I can reaffirm that all of the uses permitted in the existing I-1 zone will continue to be allowed in the new zones. As these are industrial zones, there are restrictions on retail and service uses. A wide range of service uses are permitted including dog daycare and social services centre, but most service uses are limited to 1FSR in order to minimize impacts on job space.
- The density bonus contribution of \$6 per sq. ft. was calculated based on an assessment of new childcare need resulting from additional job space and the cost to provide childcare to meet that new demand.

- New district schedules (continued)

- I-1B

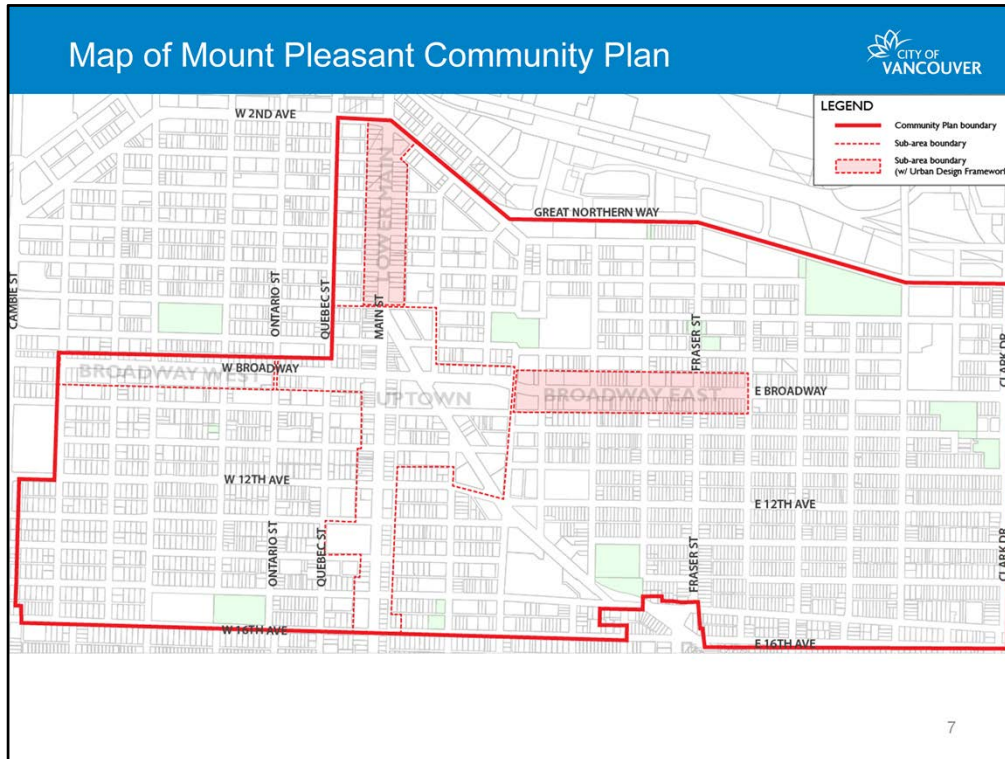
- Customized zone to address the retention of the Simon Fraser Annex
 - Exploring opportunities to retain and repurpose the annex
 - Recommend increasing height to 125 ft. and density to 6 FSR to offset the reduced opportunity for job space and reduced density to fund retention
 - Density above 3 FSR 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

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- The proposed I-1B zone is a framework that allows for a range of options about the future of the annex to be explored and evaluated and improves the financial feasibility of rehabilitating the annex at some point. Council is not being asked to make a decision about the development of the City's land or the annex today.
- The Simon Fraser Annex is a building that has been identified to have heritage merit (B listing candidate). Whether Council approves these zoning changes or not, at some point the city will need to rehabilitate the building or risk losing it.
- Even under the current zoning the site is significantly under-developed. The existing building is about 10,000 sq.ft. (on 2 floors) and the current I-1 zoning allows a building of about 90,000 sq.ft.



- The proposed zoning changes are for blocks within the boundary of the Mount Pleasant Plan however the plan does not include any specific policies for land use in this shoulder industrial area west of Main Street.
- Most policies in the MP Plan focus on Main Street and Broadway.
- The MP Plan (2010) acknowledges that future decisions about this industrial area would flow from the Metro Core Jobs and Economy Study and other economic policies and initiatives.

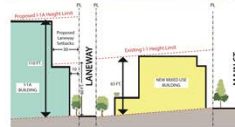
Lower Main and the Study Area



Main and 2nd Avenue:
Plaza off the lane



Main and 7th Avenue:
Improved public realm



Proposed laneway
interface between I-1A
and Lower Main

- The Mount Pleasant Plan includes land use policies, urban design advice and a public benefits strategy for growth.
- The objectives of the MP Plan are expected to be delivered through developer-initiated rezonings on a site-by-site basis.
- Each rezoning application is assessed against the Council-approved Implementation Policy, and rezoning conditions may be included to help achieve the objectives.
- To date, two rezoning applications have been approved along this stretch of Main Street.
 - One of these applications, between 2nd and 3rd Avenue on the west side of Main (i.e. adjacent the industrial area), includes a public plaza located off the lane. A second application at 7th Avenue includes a pedestrian walkway and townhouses off the lane to help with activation.
 - A third application along Main Street is scheduled for public hearing in February.
 - That application includes a small public open space at the corner of 5th Avenue, as well as townhouses and landscaping to help animate the lane.
- A number of other Main Street sites are in the rezoning enquiry stage. Staff will continue to include design features and secure amenities in these projects to reflect the objectives of the Community Plan.
- Note: mid-block passageways from Main Street through to lane were considered during policy development, but final Plan focuses on animating flanking streets given greater potential there to animate streetscapes leading to the lanes.



Potential animated laneway



Enhanced public realm aspirations



Main and 7th Avenue: Potential open space concept

- New developments along Main Street are expected to improve the streetscape and pedestrian network in Mount Pleasant, with wider sidewalks, curb bulges, new trees and planting, improved pedestrian crossings, and laneway activation.
- The Mount Pleasant Plan also provides guidance for continuing to explore open space, mini park and plaza opportunities along this stretch of Main Street, such as on the City-owned site at Main and 7th Avenue.
- The Mount Pleasant Public Benefits Strategy identifies targets for a variety of amenities including affordable housing, cultural facilities, and childcare. The proposed amenity share contribution in the new zones aligns with the previously identified demand for childcare.
- The MP Plan identified specific urban design objectives for Main Street. As part of the proposed changes to the blocks east of Quebec Street, staff have extended the

application of the Main Street public realm improvement objectives by require buildings be setback from the property line along the streets (none are required under current zoning) in order to provide a wider sidewalk and street trees and introduced a 10 ft. setback along the north south lane west of Main Street to facilitate lane activation as anticipated in the plan. Similar public realm improvements are explored along Quebec Street as part of a complete streets concept.

1. Can an industrial area incorporate uses such as social services? If so, how and what are the pros and cons of mixing uses in an Industrial zone?
2. Please respond to the point raised by one speaker that some definitions are too restrictive – e.g., allowing an extra 2 FSR office space if use is 100% digital?
3. How does the Planning department plan to mesh the proposed rezoning changes with urban design elements included in the Mt. Pleasant Community Plan for this area – e.g., alley treatment with plazas and green space?
4. Will these zoning changes retain the mixed businesses envisioned in the Mt. Pleasant Community Plan?
5. What is the status of the Mt. Pleasant Community Plan Implementation Committee and was there consultation with members of that committee?
6. How does this proposal differ from the direction provided in the citizen-generated Mt. Pleasant Community Plan and why?

7. Why has the zoning change been restricted to a few blocks instead of a larger area in Mt. Pleasant?
8. The property ownership map that was handed to Councillors at the public hearing contains several numbered companies and a company ("Property Inc") I can't find any info on in the public realm. Prior to the referral I heard that a prominent Vancouver developer, Ian Gillespie, owns a significant portion of the real estate in the blocks proposed for rezoning. Is this the case? If so, were there any discussions between Mr. Gillespie and staff in the preparation of this rezoning?
9. Has there been any analysis of how the public amenity share (\$6 per square foot) for increased density and height compares to expected increased profits?
10. How do the proposed public amenities compare with the public amenities prioritized in the Mt. Pleasant community plan?
11. Can we include options for the Simon Fraser Annex as proposed by Heritage Vancouver?