

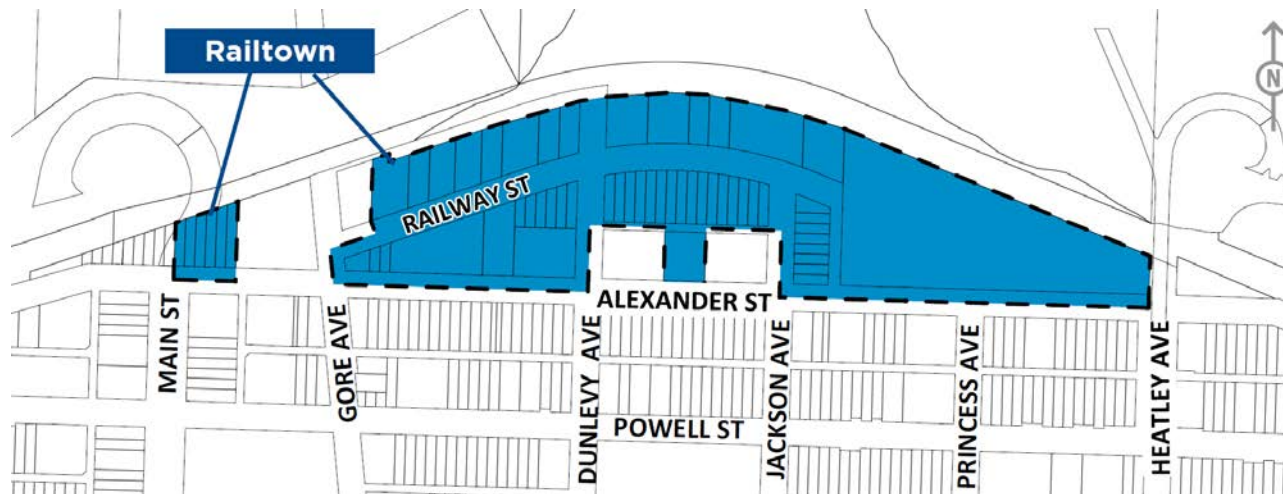
**Railtown I-4 (Historic Industrial) District -  
Public Hearing April 11, 2017**



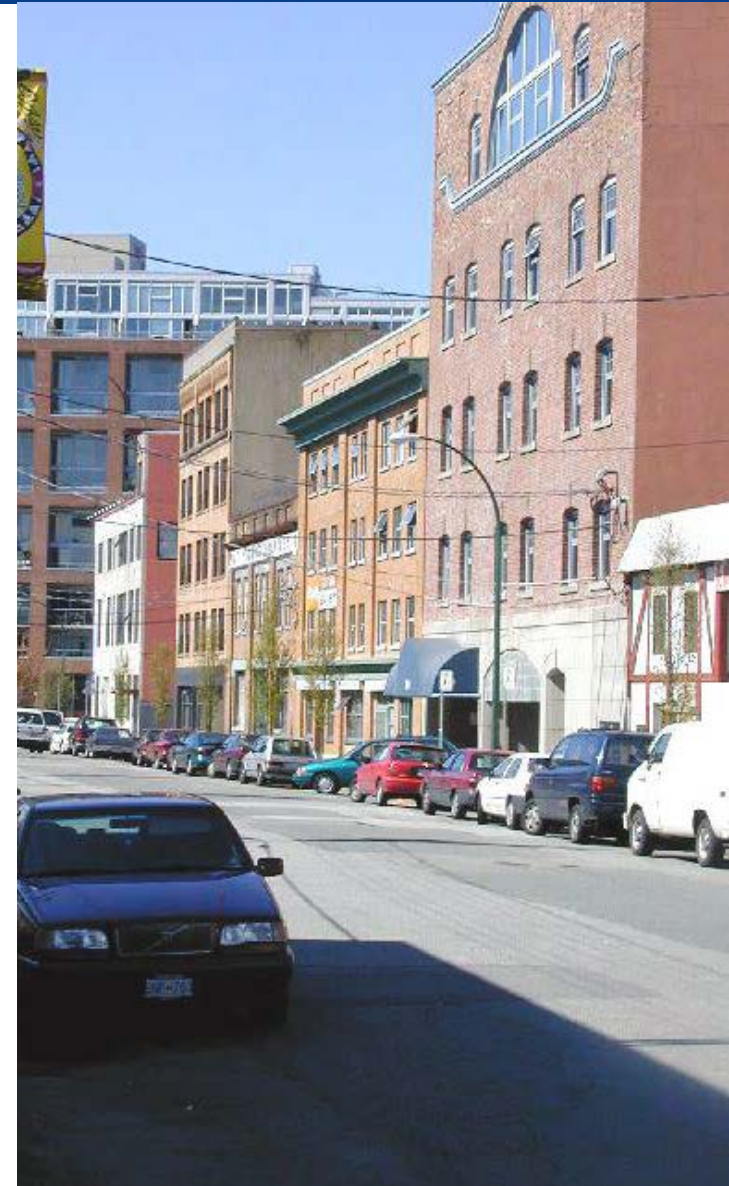
- The Railtown I-4 Zoning Amendments (RTS 11641) were considered by Council at Public Hearing on January 26, 2017
- Decision on the Railtown I-4 Zoning Amendments was deferred to February 7, 2017
- Staff requested that Council's decision and discussion on the report be further deferred to Council meeting on March 28, 2017, to allow staff time to:
  - Complete additional research
  - Conduct further public consultation
  - Consider potential changes to the proposed I-4 Zoning
- Two memos to Council dated March 27 and April 10 described changes to the proposed I-4 Zoning



- Amend Section 2 of the Zoning and Development By-law to add the Creative Products Manufacturing use.
- Create a new I-4 (Historic Industrial) District generally as set out in Appendix A of the Railtown policy report dated November 29, 2016, and with revisions as noted in the memorandums dated March 27 and April 10, 2017.
- Rezone those areas of M-2 shown outlined in bold in Schedule A of Appendix A of the above Policy Report from M-2 to I-4.



- Raintown and the Innovation Economy
- Current challenges
- Previous recommendations
- Additional public consultation
- Proposed revisions to the zoning amendments



# ECONOMIC, DIGITAL, AND INNOVATION POLICIES

- ↳ Metro Core Jobs and Economy Land Use Plan
- ↳ Vancouver Economic Action Strategy
- ↳ Digital Strategy
- ↳ Innovation Economy Roundtable
- ↳ Regional Context Statement ODP

## DOWNTOWN

Business Examples:

- Microsoft
- Amazon
- Chimp
- Vision Critical
- Cisco

## GASTOWN

Business Examples:

- Launch Academy
- Metafor Software
- Trulioo

## RAILTOWN: DESIGN AND CREATIVE HUB

Bensen Manufacturing  
Herschel Suply Co.  
Union Wood Co.

## 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:

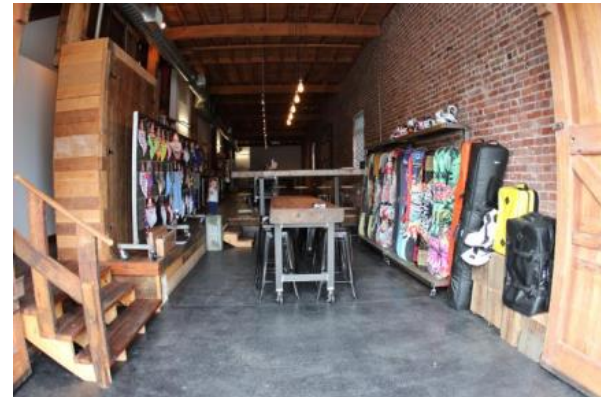
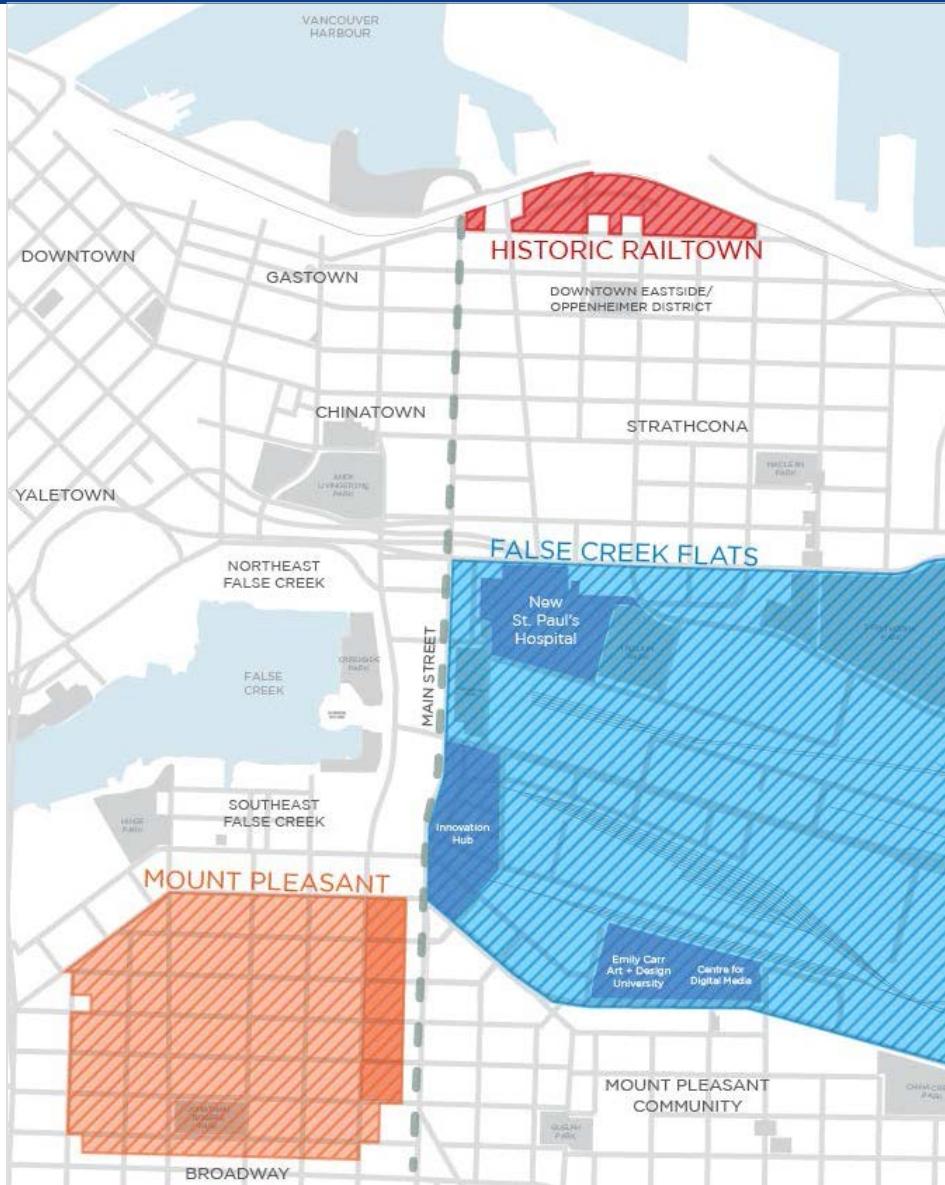
- Equicare Health
- Kit and Ace
- Hootsuite

## BROADWAY CORRIDOR

Business Examples:

- VCH Research Institute
- Centre for Brain Health
- Zymeworks
- VGH

# RAILTOWN – CREATIVE HUB



# A VIBRANT ARTIST HUB

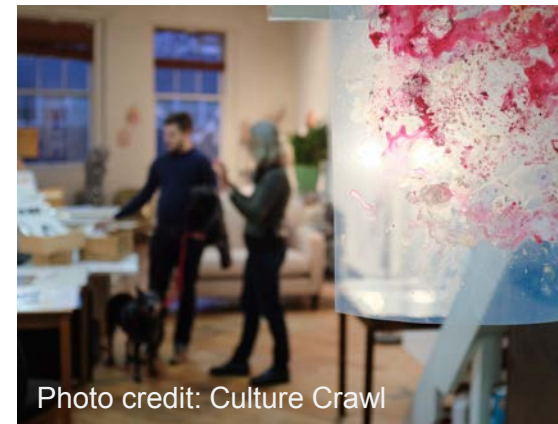


Photo credit: Culture Crawl



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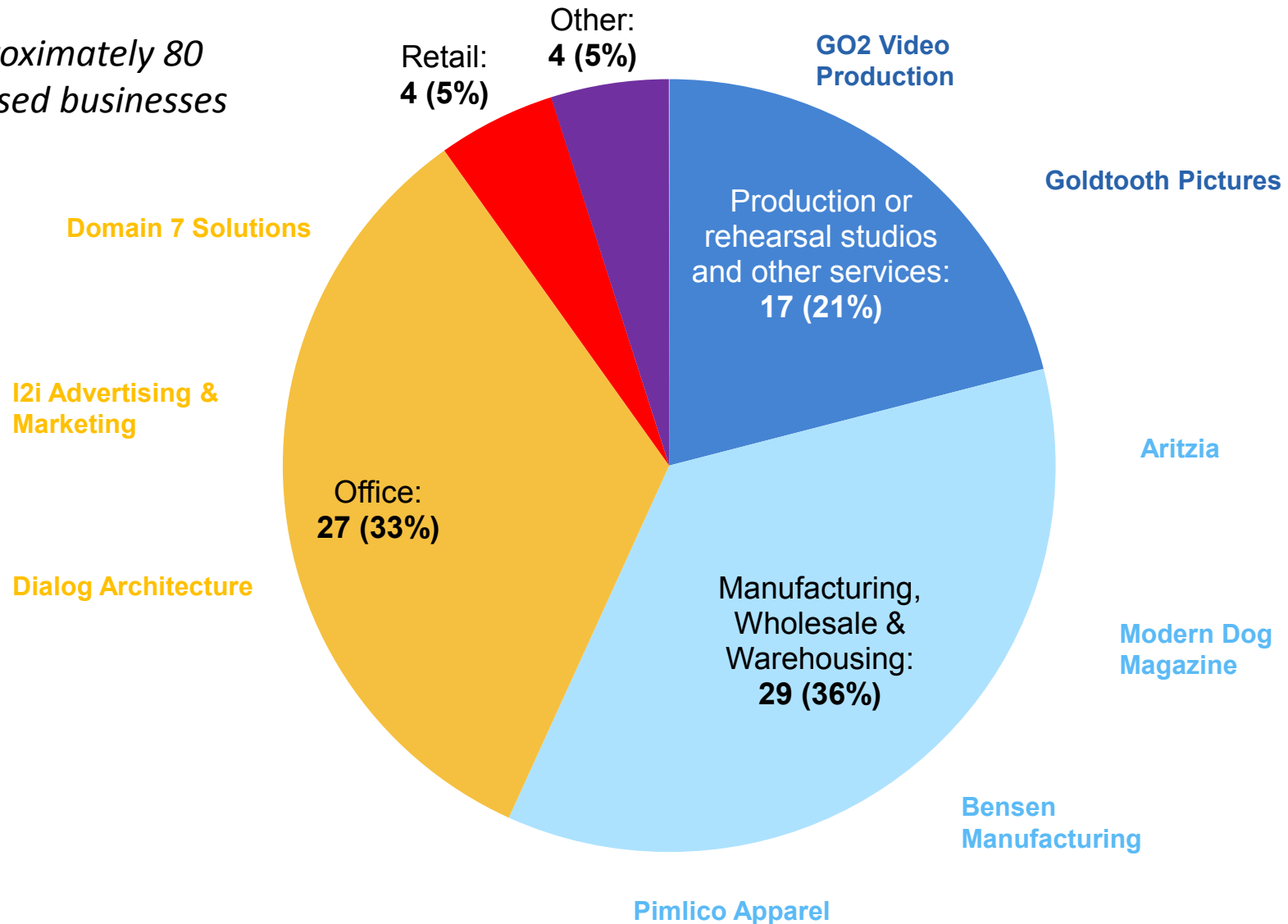


- A changing economy
- Unlicensed businesses
- Retention of character and heritage buildings
- Land speculation
- Affordability and displacement of uses that generate lower lease rates e.g. artists

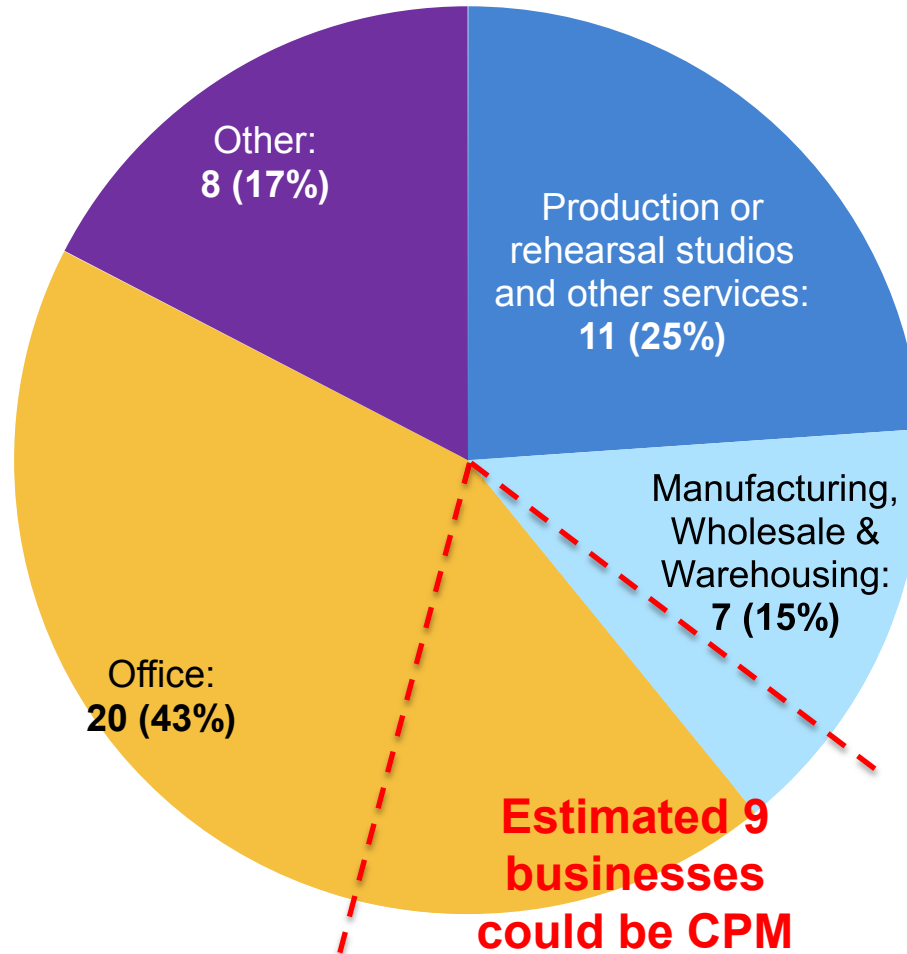


# CURRENT RAILTOWN BUSINESS LICENSES

*Approximately 80 licensed businesses*



*Approximately 45 unlicensed businesses in 11 buildings*



## Annual lease Rates Per Square Foot



**Artist:**



**Industrial:**



**CPM:**



**Office:**

	Artist:	Industrial:	CPM:	Office:
<b>Railtown:</b>	\$12-\$15	\$15-\$20	\$25	\$25-\$30
<b>Flats/Mt Pleasant:</b>		\$10-\$15		\$25-\$30
<b>Gastown:</b>				\$25-\$35

- Operating and property taxes add an additional \$8-9 per sq ft

Source: Avison Young

- Concerns that higher paying uses, such as office will:
  - Displace artists and traditional industrial tenants
  - Put redevelopment pressure on existing character buildings



- Managing change by limiting influx of high value uses
  - Limit general office
  - Continue to limit residential, with the exception of rental artist live-work
  - Provide incentives to retain existing buildings
- Support the local economy
  - Focus on job creation
  - Support artists and creative jobs
  - Limit higher-value uses to those that are already part of the local economy
  - Encourage local-serving restaurants and retail



Photo credit: Western Living



Photo credit: Pinterest

- Reinforce Railtown as a creative hub
- Maintain industrial lands by creating a new manufacturing use that better reflects the current economy
- Accommodate existing businesses as much as possible
- Continue to provide for artist spaces
- Incentivize the retention of historic character buildings
- Manage change to be respectful to adjacent areas

- To respond to changing methods of production, broaden Manufacturing definition to include “Creative Products Manufacturing”
  - Honours the intent of maintaining industrial uses
  - Supports Railtown’s evolving creative economy
  - Supports **customized design products** in physical or digital form



## **Creative Products Manufacturing (RECOMMENDED)**

Creation, development, prototyping, and ancillary marketing of products produced in a physical or digital form that are a result of a customised design process.



e.g. clothing design, furniture design, industrial design

## **Digital Entertainment & Information Communication Technology (DEICT) (APPROVED)**

Design or development of digital technology to process information or deliver digital products and services.



e.g. website, video game, or app design

## **Information Communication Technology Manufacturing (ICT) (APPROVED)**

Production of electrical, electronic or communications equipment.



e.g. tablets, mobile phones, tablets, printers, fibre optic cables



- “Tech” is a broad term and uses range from large corporate head offices to boutique digital design companies
- “Tech” is accommodated in I-4:
  - As a Creative Products Manufacturing use, up to the maximum 5.0 FSR
  - As an Office use, up to 1.0 - 1.5 FSR



Photo credit: Culture Crawl

*“Railtown is different from downtown shiny shoes and suits office districts”*

Additional feedback received from property owners, business owners, artists, and Strathcona BIA:

- Recognize the physical constraints of some buildings
- Embrace creative products manufacturing
- Increase production or rehearsal studio uses
- Increase general office use
- Enable wholesaling – Class B
- Consider more artist live-work studios
- Protect affordability for artists
- Change CPM to include digital products



- a) Remove restrictions to Creative Products Manufacturing use:**
- b) Simplify and clarify the distinction between existing and new buildings**
- c) Increase Production or Rehearsal Studio Uses**
- d) Remove restrictions to Wholesaling - Class B**
- e) Maintain possibility for Artist Studio – Class B with a dwelling unit in existing buildings**
  - Continue to investigate ways to secure affordable, rental-only artist live-works studios
- f) Remove outdated vertical angle of daylight regulation**

	First Proposed Railtown I-4 Zoning	Changes to Proposed Railtown I-4 Zoning
<b>CPM (definition of use)</b>	<ul style="list-style-type: none"> <li>• See slide 16</li> </ul>	<ul style="list-style-type: none"> <li>• Clarify marketing is an accessory function</li> <li>• Include physical or digital products</li> </ul>
<b>CPM</b>	<ul style="list-style-type: none"> <li>• Limit FSR, conditional</li> <li>• Cannot be “stand-alone” use</li> </ul>	<ul style="list-style-type: none"> <li>• Allow up to district maximum FSR, outright</li> <li>• Allow as “stand-alone” use</li> </ul>
<b>Incentives for retention of existing buildings</b>	<ul style="list-style-type: none"> <li>• Allow an additional Office in pre-1951 buildings</li> </ul>	<ul style="list-style-type: none"> <li>• Allow an additional Office in all existing buildings, regardless of date built</li> </ul>
<b>Production or rehearsal studio</b>	<ul style="list-style-type: none"> <li>• Limit FSR, “shared” with Office and other uses</li> </ul>	<ul style="list-style-type: none"> <li>• Increase FSR, not “shared” with Office or other uses</li> <li>• Allow more FSR in lieu of Office</li> </ul>
<b>Wholesaling – Class B</b>	<ul style="list-style-type: none"> <li>• Limit FSR, conditional, “shared” with Office or other uses</li> </ul>	<ul style="list-style-type: none"> <li>• Allow up to district maximum FSR, outright approval</li> <li>• Limit to 500m<sup>2</sup></li> </ul>
<b>Artist Studio – Class B combined with a dwelling unit</b>	<ul style="list-style-type: none"> <li>• Cannot be combined with dwelling</li> </ul>	<ul style="list-style-type: none"> <li>• Can be combined with dwelling up 1.0 FSR</li> <li>• Artist Studio Class B no dwelling can be up to district maximum FSR</li> </ul>
<b>Vertical Angle of Daylight</b>	<ul style="list-style-type: none"> <li>• Vertical angle of daylight regulation</li> </ul>	<ul style="list-style-type: none"> <li>• Removed</li> </ul>

- g) Undertake parking and loading review**
- h) Prepare administrative bulletin for implementation staff on the new CPM use**
- i) Work closely with property owners to bring buildings and uses into compliance**



# PROPOSED MIX OF USES - EXAMPLES

- **Up to district FSR maximum** for CPM, other Manufacturing, Transportation and Storage, Wholesaling – Class A or Class B, or Artist Studio (work only)
- **Office** up to 1.0 FSR in new buildings; up to 1.5 FSR in existing buildings
- **Production or rehearsal studio** up to 1.5 FSR. Can be increased in lieu of office

## Existing Building

Max. 5.0 FSR

<b>Remainder</b>	<i>Creative Products Manufacturing</i>
<b><u>1.5 FSR</u></b>	<i>Production or Rehearsal Studio</i>
<b><u>1.5 FSR</u></b>	<i>Office and other uses</i>

## New Building

Max. 5.0 FSR

<b>Remainder</b>	<i>Creative Products Manufacturing</i>
<b><u>1.5 FSR</u></b>	<i>Production or Rehearsal Studio</i>
<b><u>1.0 FSR</u></b>	<i>Office and other uses</i>

- Amend Section 2 of the Zoning and Development By-law to add the Creative Products Manufacturing use;
- Create a new I-4 (Historic Industrial) District generally as set out in Appendix A of the Railtown policy report dated November 29, 2016, and with revisions as noted in the memorandums dated March 27 and April x, 2017.
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# Railtown I-4 (Historic Industrial) District - Questions







**4<sup>th</sup> Floor:** Office (*e.g. Dialog Architects*)

**3<sup>rd</sup> Floor:** Office and School  
(*e.g. SFU, i2i Marketing*)

**2<sup>nd</sup> Floor:** Clothing Manufacturing  
(*e.g. Aritzia*)

**1<sup>st</sup> Floor:** Wholesale and Office  
(*e.g. Herschel, Tritex Fabric*)

**Basement:** Clothing Manufacturing  
(*e.g. Aritzia Clothing*)

# CASE STUDY: 343 RAILWAY

**4<sup>th</sup> Floor:** Office and Production Studio  
*(e.g. Go2 Productions)*

**3<sup>rd</sup> Floor:** Office

**2<sup>nd</sup> Floor:** Warehouse and Office  
*(e.g. Modern Dog Magazine)*

**1<sup>st</sup> Floor:** Office and Production Studio  
*(e.g. Kickstart Animation)*

**Basement:** Production Studio  
*(e.g. Creative Coworkers)*