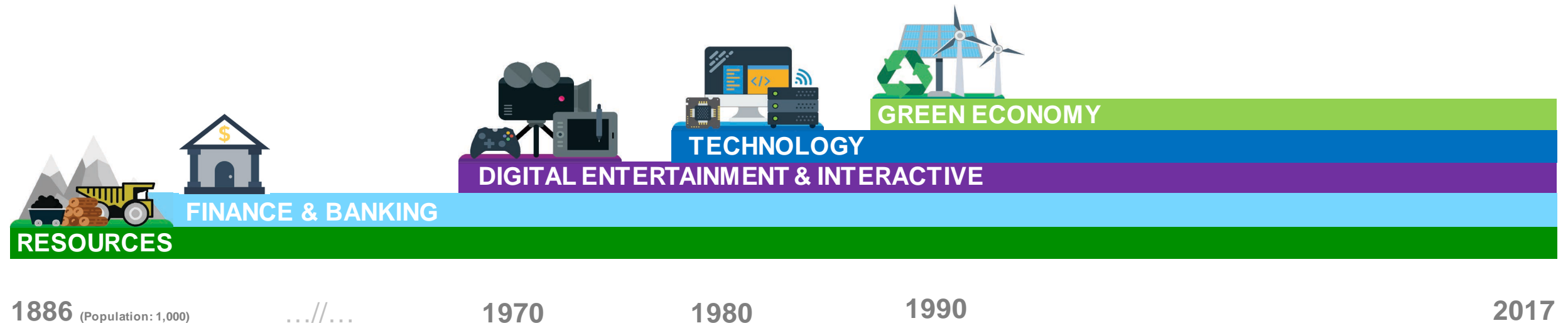


# THE FLATS

INDUSTRY - SUSTAINABILITY - INNOVATION

# VANCOUVER

From past to present



**Top 20 Startup Ecosystem**  
(World, Startup Genome)



**Top 10 Cleantech Cluster**  
(World, Global Cleantech Cluster Association)



**Canada's #1 Job-Creating Economy**  
(Conference Board of Canada)



**#1 VFX & Animation Cluster**  
(World, Variety Magazine)



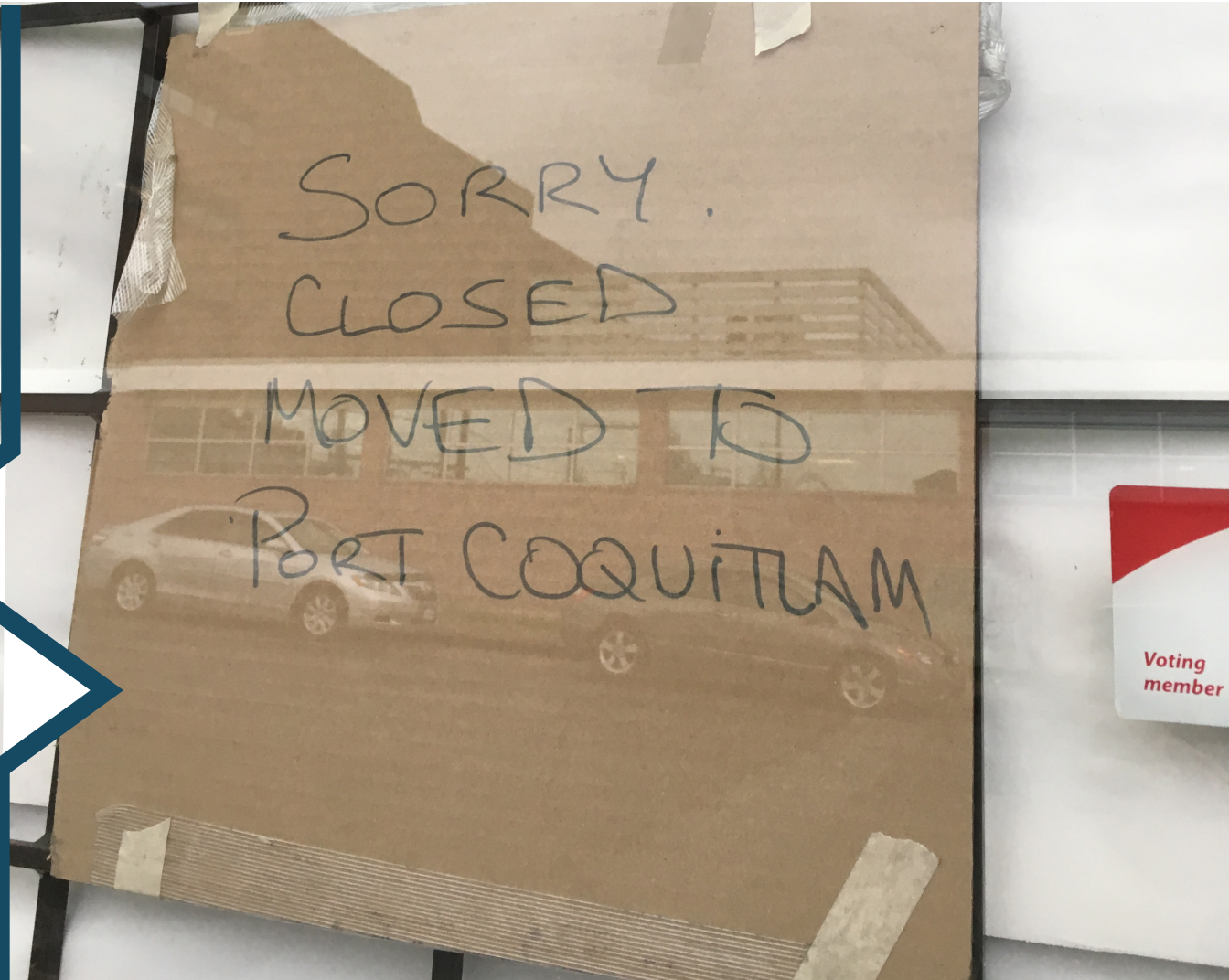
**Top 20 Global Financial Centre**  
(World, Z Yen Financial Index)



**#1 Most Diverse Economy in Canada**  
(Conference Board of Canada)

# THE FLATS

Great opportunity + great risk





# DEVELOPING THE VISION



## 300+ INTERVIEWS

with business owners, entrepreneurs, landowners, and subject-matter experts



## 120+ PARTICIPANTS

participants in topic-specific business workshops



## 50+ STUDENT PROJECTS

including research, storytelling, and design projects



## 150+ RESPONSES

to Flats business surveys

# STEMENTS

## INDUSTRY

- A thriving production, distribution, and repair economy
- Industrial uses stacked and combined in multistory developments to create more industrial job space

## INNOVATION

- A district that fosters the development and commercialization of new ideas
- Concentration of technology firms, startups, and anchor institutions, complemented by vibrant public spaces

## CLUSTERS

- A stimulating, high-growth environment for businesses in Vancouver's arts, health, food, and green clusters
- Concentration of community programming, public space activation, and public institutions contributing to recognizable business

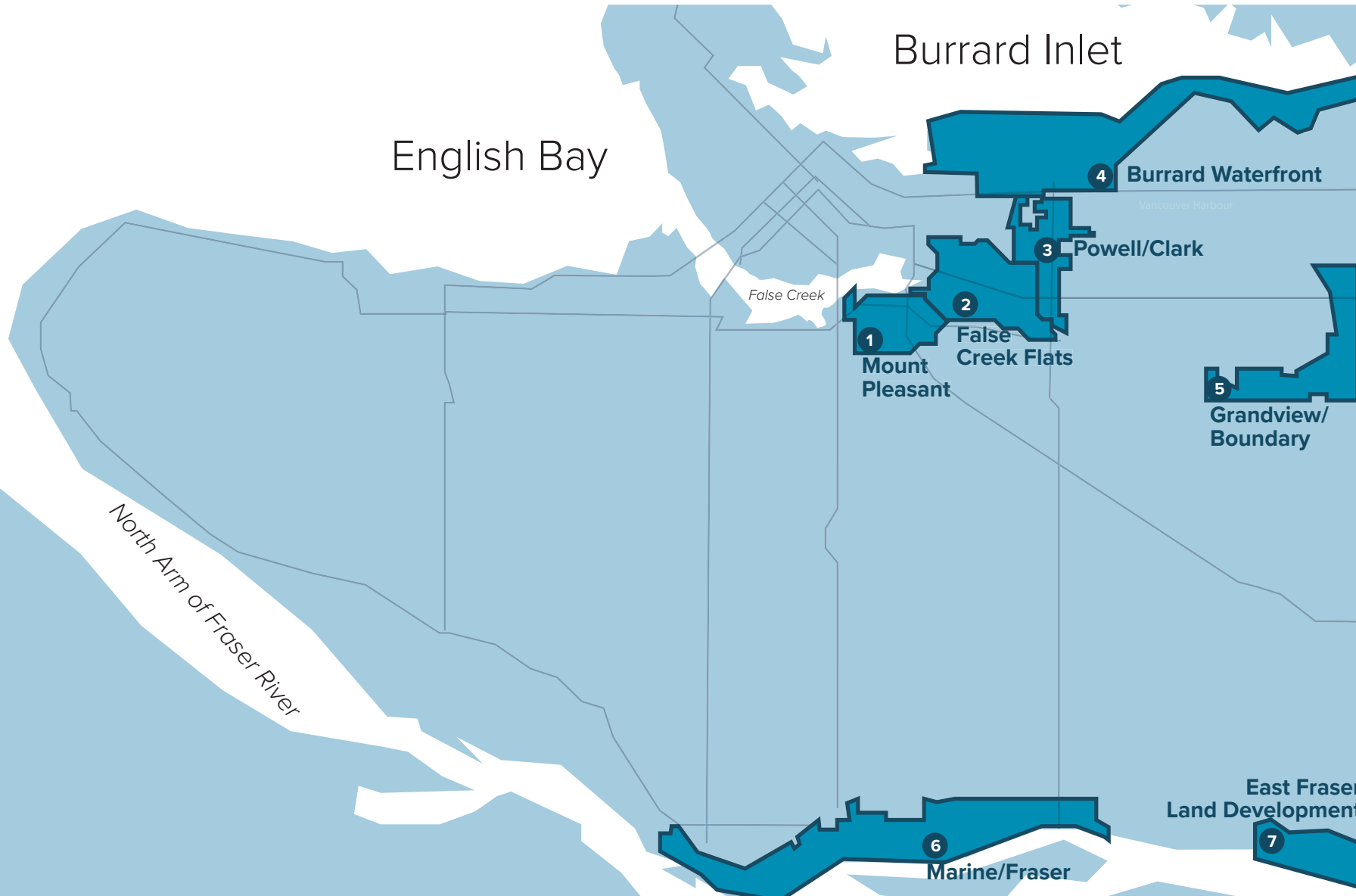
## DEMONSTRATION

- A testing and experimentation zone that showcases clean technologies, circular economy approaches, & smart city solutions
- High concentration of demonstration and pilot projects



# MYTH

The Flats is an unproductive area of the city.



**15%**

of industrial land left in Vancouver is in the Flats

**10%**

of total manufacturing, wholesale, construction, and waste management jobs in Vancouver

**56%**

of space in the Flats is used for manufacturing, repair, or warehousing

**1.2%**

vacancy rate for light industrial space in Vancouver

A man with a beard, wearing a white t-shirt and a black baseball cap, is working in a vertical farm. He is holding a purple hose and spraying water onto rows of seedlings growing in black trays. The trays are stacked vertically on green metal frames. The seedlings are in various stages of growth, with some showing purple and green colors. The background shows more trays and the structure of the farm.

## CHALLENGES

1. Demand for industrial space outstripping supply
2. Lease rates rising too high for many businesses
3. Policy has been ineffective at suppressing land values

# AFFORDABILITY

Looking to cities such as San Francisco + New York

## FLATS FUND

for aggregating and disseminating investment  
into affordable industrial spaces



## COMPLEMENTARY POLICY

for bringing new spaces online to be  
managed as affordable industrial space

## NON-PROFIT INDUSTRIAL DEVELOPMENT CORPORATION

for building capacity to develop, retrofit, manage  
and maintain affordable industrial spaces

## CLEAR CRITERIA

for prioritizing projects and assembling  
implementation partners



# AFFORDABILITY

Looking to cities such as San Francisco + New York



# QUICK-STARTS

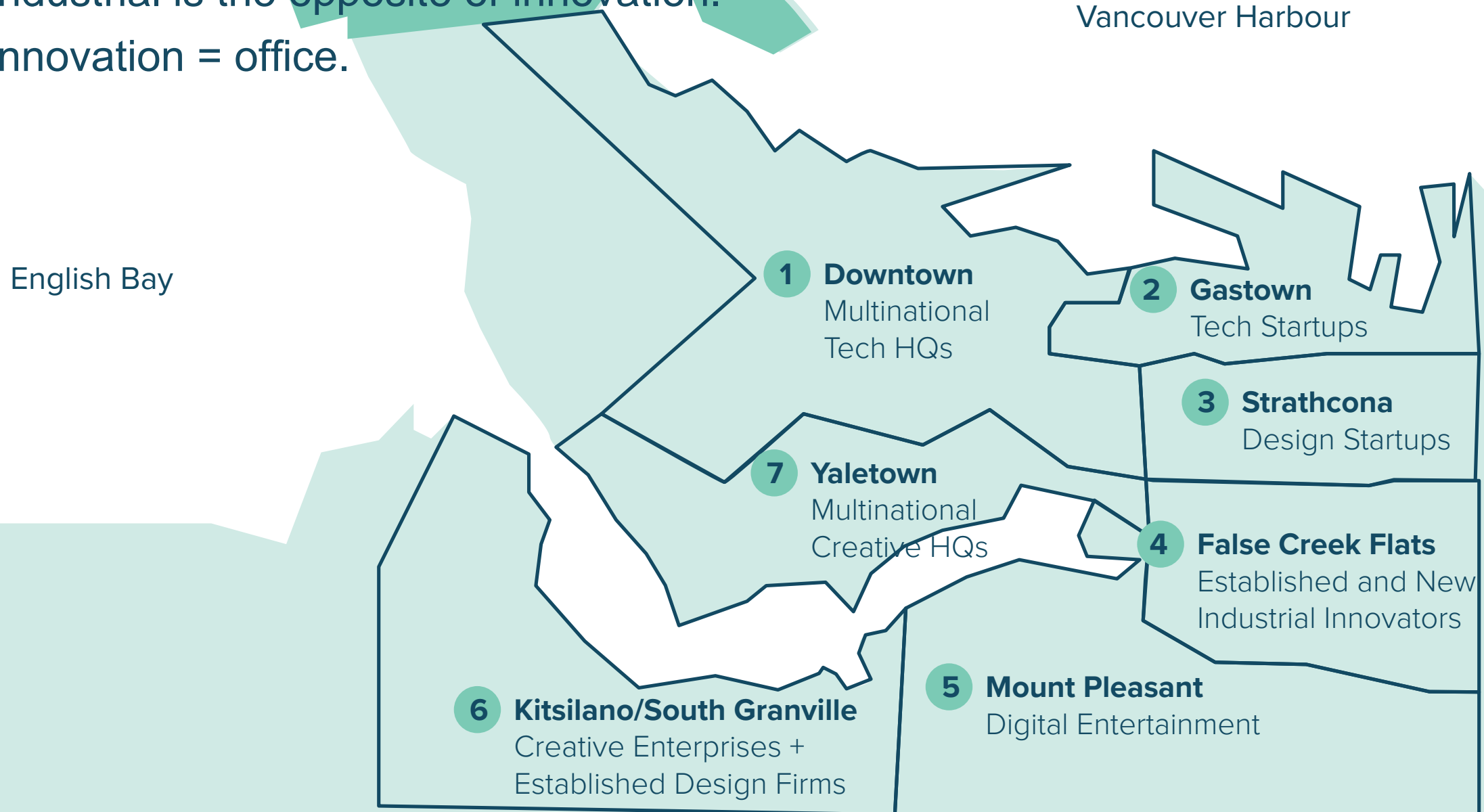
Addressing affordability of industrial space through fostering colocation partnerships and sharing industrial insights



# MYTHS

Industrial is the opposite of innovation.

Innovation = office.





A woman with a pink headband is looking through a blue perforated metal screen. Her face is partially obscured by the screen, and her hands are visible on the left and right sides, holding the screen. The background is blurred.

## CHALLENGES

1. Global disruptions driving need to innovate
2. Limited capacity for R&D among SMEs
3. Limited access to R&D resources & facilities



# RESEARCH + DEVELOPMENT

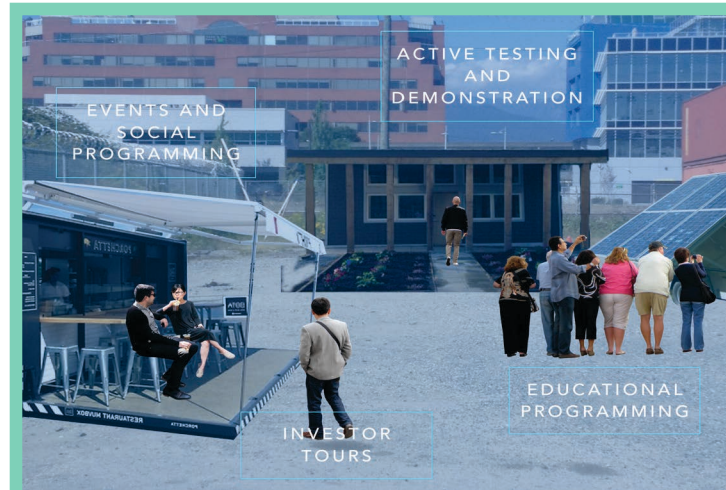
Addressing Barriers to Innovation in the Flats

## SOCIAL PROGRAMMING



SKILLS-MATCHING + PUBLIC  
EDUCATION PROGRAMMING

## PHYSICAL SPACES



INSTITUTIONAL ANCHORS +  
PUBLIC DEMONSTRATION SITES

## DIGITAL CONNECTIVITY



SMART BUILDINGS +  
SMART INFRASTRUCTURE





# OPPORTUNITY:

The Flats presents unique opportunities for education, experimentation, and events.

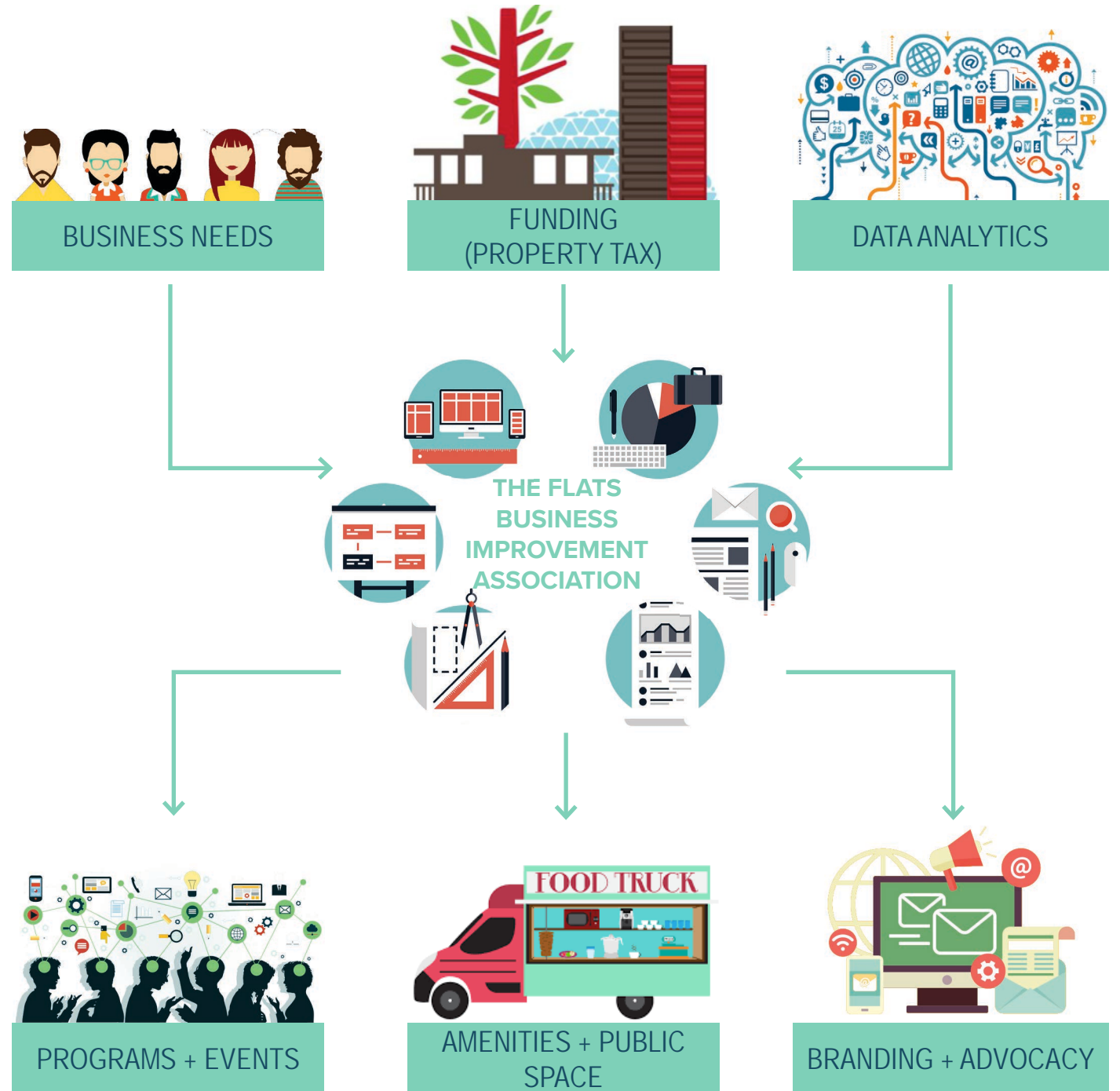
## CHALLENGES

1. Limited access to amenities, social programming, and business advocacy services in the Flats
2. Unknown identity of the Flats
3. Orphan spaces create public space 'dead zones'



# CONNECTIVITY

Developing community, identity, and amenity in the Flats









**CENTRAL INDUSTRIAL  
AREAS ARE IMPORTANT  
HUBS FOR SUSTAINABILITY  
& INNOVATION IN CITIES.**





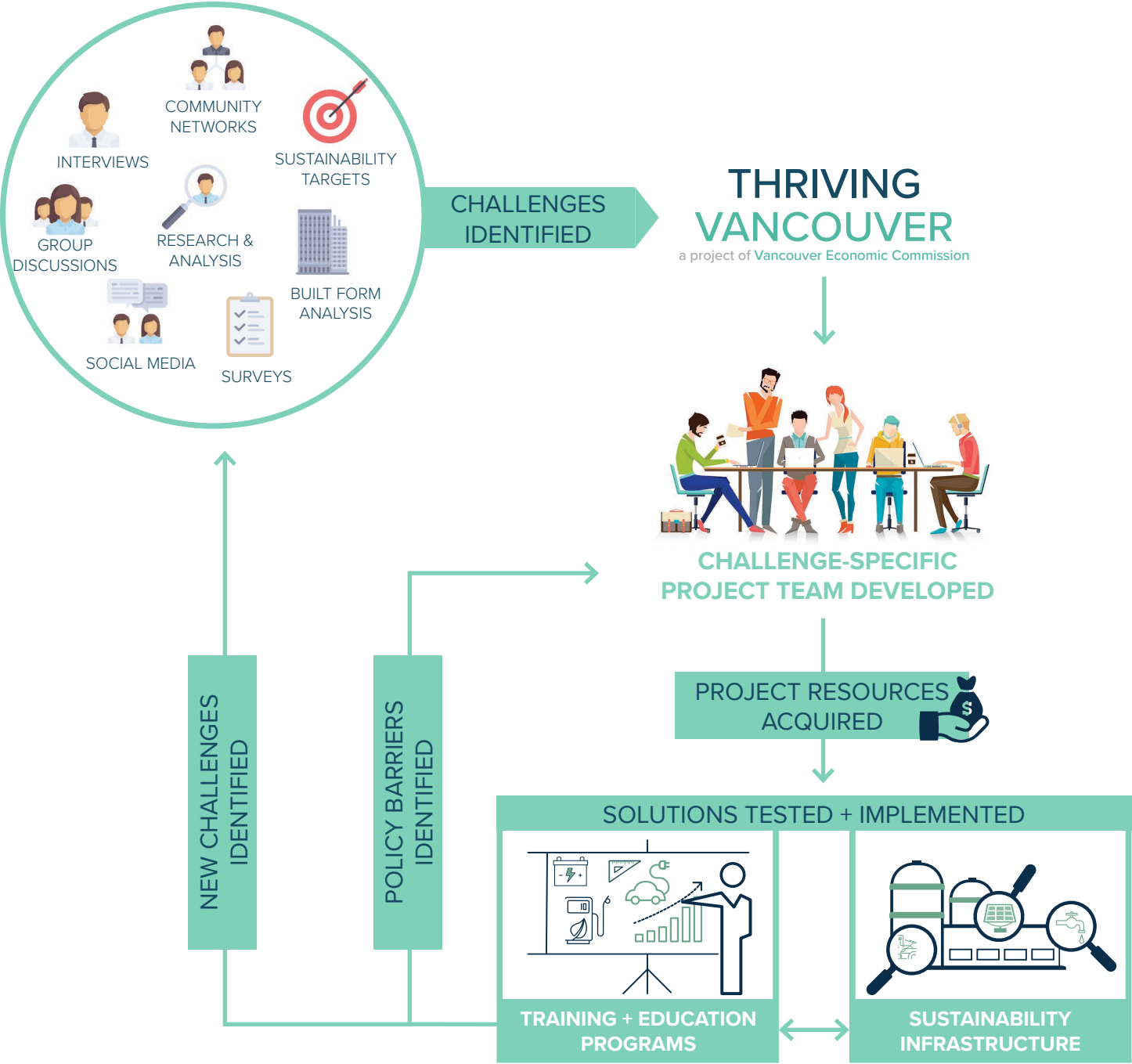


## CHALLENGES

1. Industrial businesses are most heavily impacted by sustainability issues
2. The Flats is a liquefaction zone
3. Many sustainability challenges need to be tackled collectively

# RESILIENCE

Proactively addressing climate risk  
and resilience in the Flats





# QUICK-STARTS

ADDRESSING CLIMATE RISK + RESILIENCE

## RETROFIT FINANCING

Portfolio-Based Approach  
to Retrofit Financing for  
Industrial Buildings



## VEHICLE SHARE

Pilot Project for Vehicle  
Sharing for Commercial  
Delivery Vehicles



## FLEET MANAGEMENT

Shared Driver Training +  
Insights on Leveraging  
New Technologies



## GHG MANAGEMENT

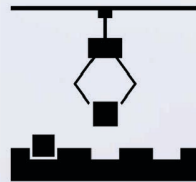
Flats Climate Action  
Program to Cut Costs +  
Cut Carbon



# WE ARE OPERATING IN A NEW INDUSTRIAL ERA



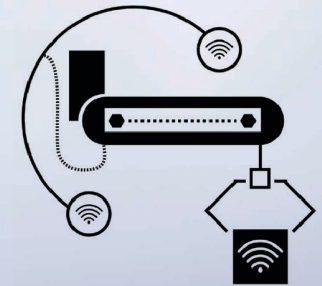
Mechanical Production



Mass Production



Automated Production



Cyber-Physical Systems





# FALSE CREEK FLATS

MAIN ST.

PRIOR STREET

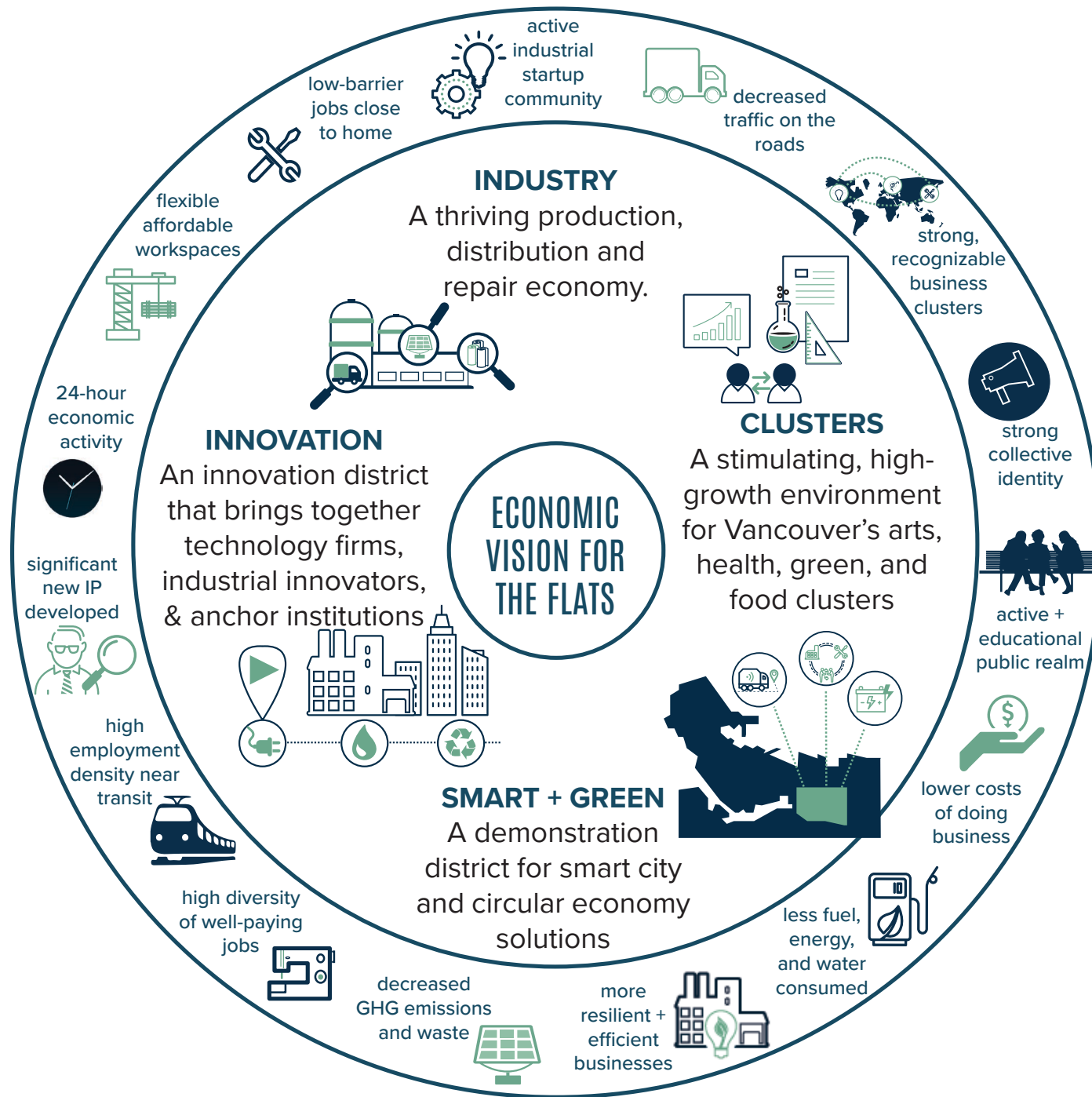
CLARK DRIVE

GREAT NORTHERN WAY

450+ Acres  
600+ Businesses  
8,000+ Jobs





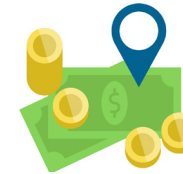


## WHAT IS NEEDED?



### LEADERSHIP

on behalf of the Vancouver Economic Commission and City of Vancouver



### STRATEGIC INVESTMENT

in projects, places, and people by the City of Vancouver, private foundations, investors, and other levels of government



### COORDINATION

among various strategies and initiatives at the municipal, provincial, and federal levels of government



### INNOVATION

a willingness to experiment with new approaches to urban economic development in the Flats

# MEASURING SUCCESS

## FALSE CREEK FLATS ECONOMIC METRICS

Where we were in 2015

## WHERE WE WANT TO GET TO

And how we want to qualify the results

### RESOURCE EFFICIENCY

30,000 T CO<sub>2</sub> in 2015

**10,000 T CO<sub>2</sub>  
BY 2030**

Waste, Water, Energy, Fuel,  
Natural Gas

### BRAND IDENTITY

200 Promoters in 2015

**8,000  
PROMOTERS  
BY 2030**

Advocates, Interested,  
Active, Visiting

### SPACES TO GROW

Limited Sq. Feet in 2015

**1 MILLION SQ. FT. BY 2030**

Diverse, Affordable, 3% Vacancy Rate

## CULSTER STRENGTH

4 Clusters in 2015

**7 CLUSTERS  
BY 2030**

Diverse, Recognizable, Strong

## INNOVATION

600 Businesses in 2015

**1,000  
BUSINESSES  
BY 2030**

Innovators & Cultivators

### COMMUNITY OWNERSHIP

25 Projects in 2015

**250 PROJECTS BY 2050**

Businesses, Students, Organizations

### EMPLOYMENT

8,000 Jobs in 2015

**28,000 JOBS BY 2030**

Diverse, Well-Paying, Regenerative

ECONOMIC  
DEVELOPMENT  
STRATEGY

# THE FLATS

INDUSTRY - SUSTAINABILITY - INNOVATION

