

2019 – 2020

Targeted Official Community Plan Review

Workshop Series:
Economy & Employment Lands

February 7, 2020

Today's Schedule

- 2:30 – 3:10 pm** Introductions, Background, and Overview of Issues
- 3:10 – 4:00 pm** Activity #1 – Identify options
- 4:00 – 4:10 pm** Activity #2 – Identify level of support for options
- 4:10 – 4:30 pm** Wrap-up & Next Steps

Targeted OCP Review – Purpose & Goal

- **What:** We're conducting a targeted review of the 2011 Official Community Plan (OCP).
- **Why:** It's 9 years old. Conditions have changed. Time to refocus implementation.
- **Goal:** A concise and doable list of actions that can be delivered within Council's mandate (2022).



Targeted OCP Review Engagement Process

1

Identify Key Issues

July 2019 to December 2019

Surveyed residents to find out what matters most to them regarding housing, transportation, employment and climate emergency

we are here!

2

Identify Options

January 2020 to April 2020

Determining options to address key issues.

Engagement opportunities include: focus groups, public information sessions, pop-up events, workshops, and an online survey.

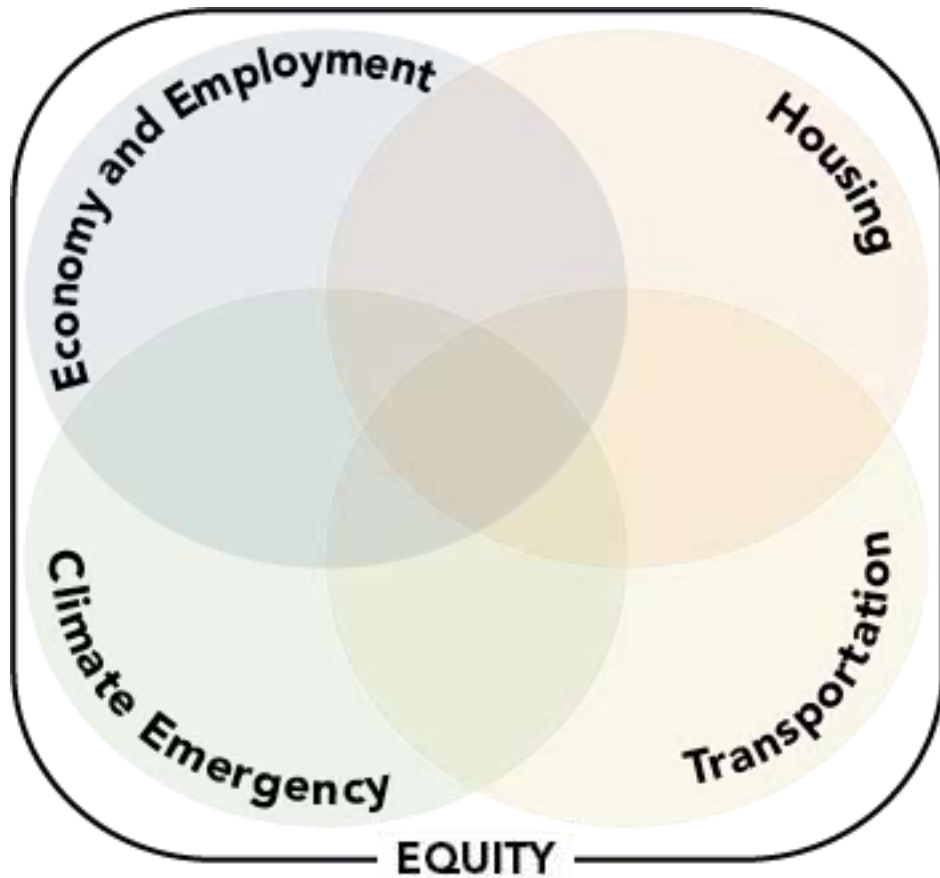
3

Final Action Plan

May 2020 to July 2020

Online survey to review, validate, and prioritize actions for Council's consideration.

Inter-related Topic Areas



I cannot attract or retain employees due to lack of affordable housing options.

Transit is not a reasonable option for me to get to work, but congestion is making it equally difficult to drive to work.

Our industrial lands and facilities are at risk of flooding due to sea level rise.

2011 OCP Economy & Employment Goal

“Support a diverse and resilient local economy that provides quality employment opportunities”



Progress since 2011

From 2011 to 2016:

- +4,620 jobs
- +104,000 ft² of building area (industrial & light industrial commercial)
- Approximately same percentage of District residents working in the District

Why does the economy and our employment lands matter?

- Opportunity for local residents to **earn a living**
- Allow entrepreneurs to **create and grow businesses** in the community
- Local businesses provide a **range of goods and services** to the community
- **Diverse and resilient economy** supported by appropriate mix and range of business types in the right locations



Local business owner perspective:

“I’m a business owner in Maplewood and I’m considering not renewing my lease as the area has been slow to develop and I’m not getting the walk-by traffic I thought I would.”

Key Economic and Employment Issues

What we have heard so far...

- Employers struggling to attract and retain workers due to housing and transportation issues
- Limited opportunities for business growth within the existing employment land supply
- Some employment uses are not locating in preferred locations, creating potential conflicts with other employment uses
- Any other key issues?

Activity #1

Identify options

Possible Options

1. Support implementation of North Shore transportation plans
2. Support increase of diversity and supply of housing
3. Advocate for Provincial assessment review and tax reform
4. Incentivize employment-generating development
5. Support Regional Industrial Lands Strategy
6. Support Port-related activities
7. Use the Regional Economic Prosperity Service
8. Create staff position for economic development
9. Consider buffering guidelines for residential development near employment lands
10. Other options?

Activity #1: Identify options

Instructions

1 Review & select top 3 options

Time

20 mins

2 Make a case for your table's top 3

20 mins

3 Report out to the group

20 mins





FEBRUARY 7, 2020

ECONOMY AND EMPLOYMENT LANDS

TARGETED OFFICIAL COMMUNITY PLAN REVIEW

ACTIVITY 1

At your table, discuss what you believe are the top 3 options that the DNV should consider in responding to climate emergency. Please complete the information below, using one sheet per option.

OPTION NUMBER

TOP OPTION

WHY IS THIS OPTION IMPORTANT?	HOW WILL THIS OPTION BE IMPLEMENTED?
WHO WILL BENEFIT FROM THIS OPTION?	HOW DOES THIS OPTION INTEGRATE WITH OTHER TOPIC AREAS?

OTHER COMMENTS:

ACTIVITY 2

When instructed, each participant will be asked to place a dot and indicate their level of agreement with each option.



AGREE

NEUTRAL

DISAGREE

Activity #1: *Example Rationale*

Internal Economic Development Planner

Why?

- Bridge the gap between the District and local employers
- Help business owners understand District's requirements and processes
- ...

Activity #1:

Pick Top 3 Options & Develop Rationale

1. Support implementation of North Shore transportation plans
2. Support increase of diversity and supply of housing
3. Advocate for Provincial assessment review and tax reform
4. Incentivize employment-generating development
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Activity #2

Identify level of support for options

Activity #2: Identify level of support

Instructions

- Place sticky dot to indicate your support based on how high of a priority you think it should be (10 mins.)

Potential Considerations

- Timeframe:** Can it be done within Council's two years?
- Support:** Is it supported by the OCP, Council, public, partners?
- Control:** Is it within DNV's control to deliver?
- Funding:** Is funding available?




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355 West Queens Road
North Vancouver, BC
V7N 4N5

604-990-2311

*Thank you for
coming today!*

[DNV.org/CommunityPlan](https://dnv.org/CommunityPlan)

