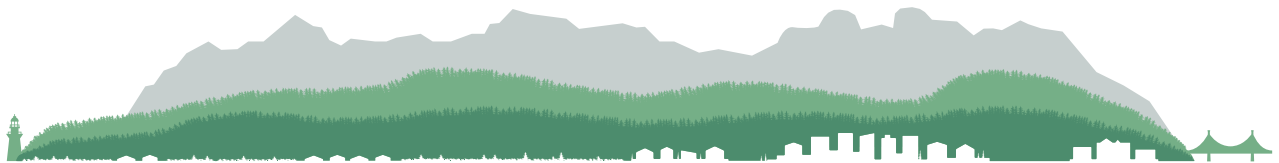




# Local Economy Directions Paper

## Official Community Plan Review - Phase 3



### Help us refine our emerging directions!

This paper provides a summary of what we have heard so far and a step towards developing the District's *Official Community Plan* (OCP).

In **Phase 1 - Objectives** of the OCP Review process, you told us what you wanted the OCP to achieve. In **Phase 2 - Ideas** you shared with us your big ideas on how to make it happen.

This paper takes the hundreds of ideas you shared regarding **local economy**, and

condenses them into emerging directions for your consideration. This paper serves as a discussion tool for you to help us refine these emerging directions during **Phase 3 - Directions**.

Other directions papers on housing & neighbourhoods, transportation, parks & environment, and social well-being are also available online and as a booklet. Visit [westvancouver.ca/ocp](http://westvancouver.ca/ocp) to find out more and to learn how you can get involved.



[ocp@westvancouver.ca](mailto:ocp@westvancouver.ca)



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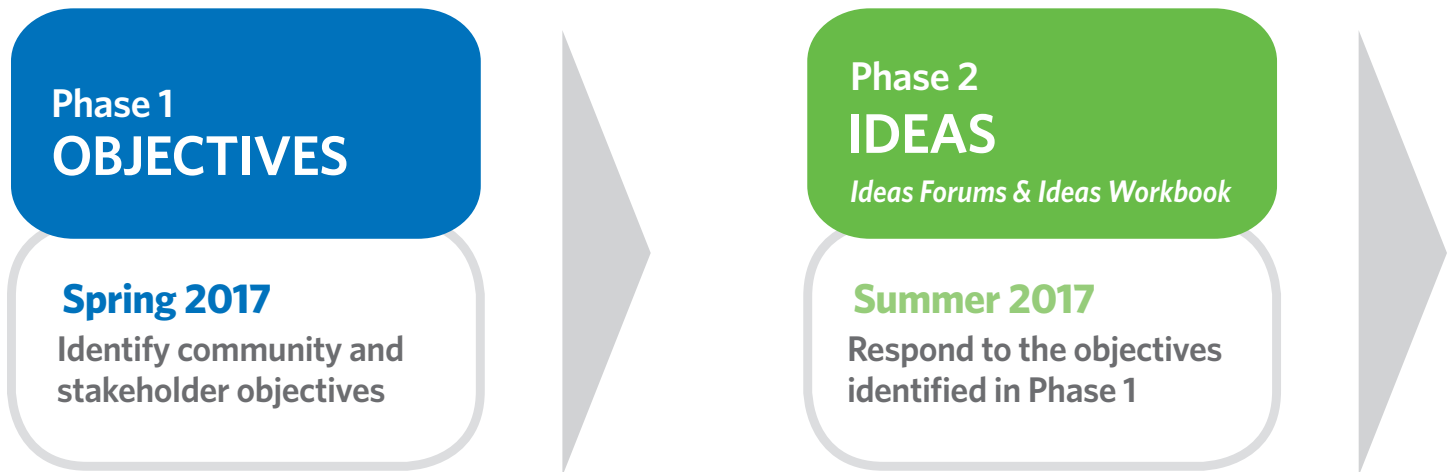


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 **westvancouver**

# What we have done so far

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During **Phase 1 - Objectives**, which concluded May 2017, we had over 700 instances of engagement and over 15 events and meetings:

- **two World Cafés**
- **community survey**
- **youth brainstorm**
- **Community Day**
- **12 stakeholder meetings**
- **working group chair focus group**
- **dedicated web portal, e-newsletter & social media**

On the topic of local economy, you told us that you wanted *a diverse, vibrant and resilient economy* and that we need to *create new investment, business and employment opportunities*.

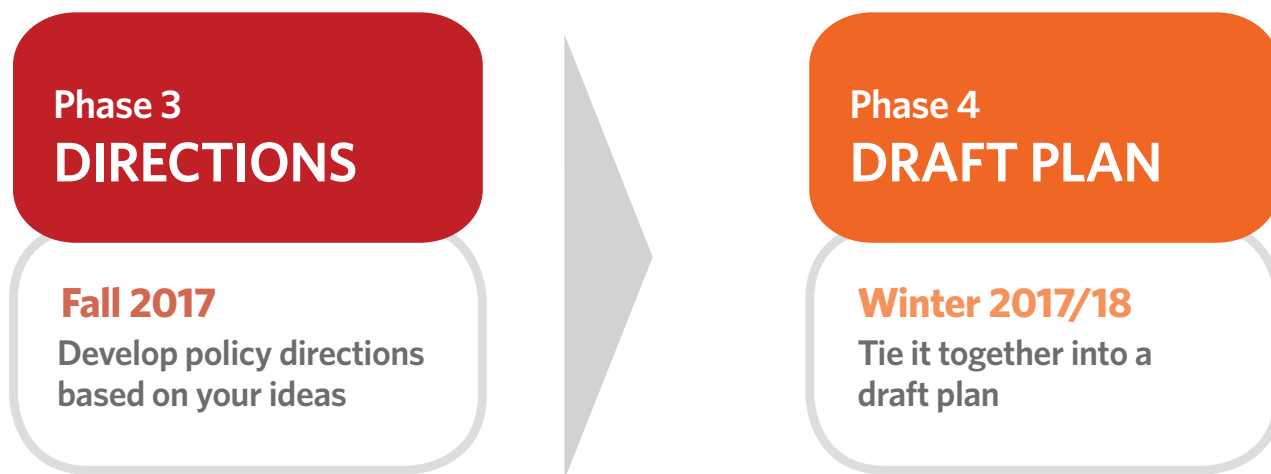
In **Phase 2 - Ideas** which concluded September 2017, we reached out to you and heard your ideas on how to meet your objectives through over 18 community-wide events and activities:

- **three Ideas Forums**
- **seven outreaches at the farmer's market & Harmony Arts Festival**
- **seven "Pop-up" Planning Offices**
- **Youth IdeasStorm**
- **Ideas Workbook**
- **working group chair focus group**
- **continued updates through the web, e-newsletter & social media**

Thanks to the community's input, we gathered around 5,000 ideas from almost 1,000 instances of engagement.

# Where we are going

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Moving forward to **Phase 3 - Directions**, we want you to now **help us refine** the directions that have emerged out of the ideas of Phase 2.

We have put together this *Local Economy Directions Paper* to present the emerging directions, and there are a number of engagement opportunities for you to provide input:

- **six directions workshops:**
  - » **Social Well-being on October 23**
  - » **Local Economy on November 1**
  - » **Housing and Neighbourhoods on November 9 & 15**
  - » **Parks & Environment on November 22**
  - » **Transportation on November 30**
- **housing “pop-ups”**
- **a directions survey, online and at Municipal Hall between October 23 and December 10, 2017**

You can find specific information on these engagement opportunities and all background information at [westvancouver.ca/ocp](http://westvancouver.ca/ocp).

Thank you for your input in advance!

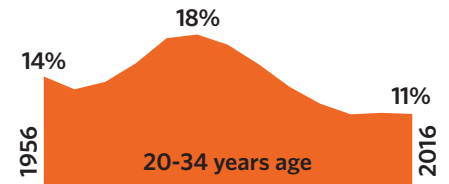
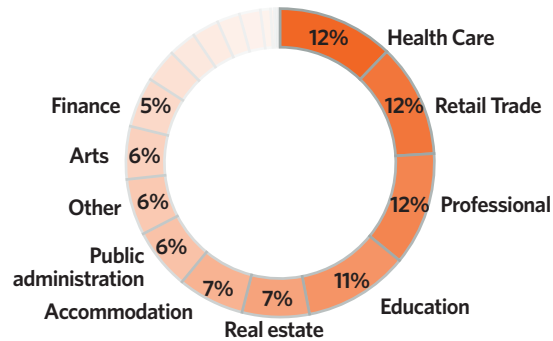
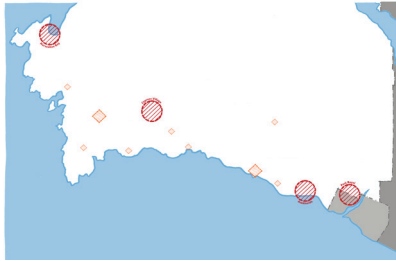
During **Phase 4 - Draft Plan**, we will take your suggestions to refine the emerging directions and develop specific draft policies. This will lead to a draft *Official Community Plan* for public and Council consideration.

Further details about Phase 4 engagement will be provided when we get there.

Please keep participating in our OCP Review process and stay in the loop through our web, e-newsletter, and social media!

# What we know about local economy

Our community has a responsibility and an opportunity to plan for its future to ensure that it continues to thrive and that our residents continue to enjoy a high quality of life. Our community is changing, and we need to plan for an active and vibrant economy to support our current and future generations. To help us better discuss the emerging directions for the economy, here are some things we know:



## Economic Opportunities

Commercial & mixed-use zones account for less than 1% of developable land

## Business Support

Each of our town & village centres has an active business association working to support the local economy

## Job Diversity

We have twice the proportion of arts and culture, management and real estate jobs than the region overall

## Tax Contribution

West Vancouver's tax base is 93% residential and less diverse than most of the region

## Declining Workforce

West Vancouver loses about 175 jobs each year, while regional employment grows by 20,000 jobs

We have a low proportion of young adults in the community, meaning most employees commute here to work

## It's all connected

Local businesses and jobs can be better supported with nearby housing that provides a stable workforce and customer base. More non-residential development also provides for a more resilient tax base for the community.



Vibrant neighbourhood centres with access to shops and services can foster social interactions, livability and a better local economy. A strong local economy can also support and improve individual and household income and social well-being.

Business innovation and investments that consider our natural assets and climate can lead to new economic opportunities and a more resilient community, capable of withstanding climate change and other costly impacts.

A better balance and fit between our jobs and housing, and improved connectivity for the movement of goods and services, can reduce commuter traffic, commute times and road congestion.



# Diverse, vibrant and resilient economy

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The following are 10 directions that emerged from Phase 2 and we invite you to help us refine them.



## Emerging directions on diversity & opportunities

1. Establish West Vancouver as a visitor destination and capitalize on tourism opportunities (e.g. evening entertainment, special events, outdoor recreational activities, boutique hotel, visitor accommodation)
2. Identify future economic opportunities in technology, education, health care, green industries and other leading sectors
3. Expand economic opportunities and space provisions for arts and culture sector (e.g. live-work space, studio, retail and office space)

## Emerging directions on connection & accessibility

7. Improve multi-modal connection (i.e. pedestrian, cycling, transit and vehicle), wayfinding and accessibility along commercial and employment centres, corridors and destinations
8. Review commercial parking provisions in centres (e.g. space, location, duration) while considering safety, accessibility and walkability of customers

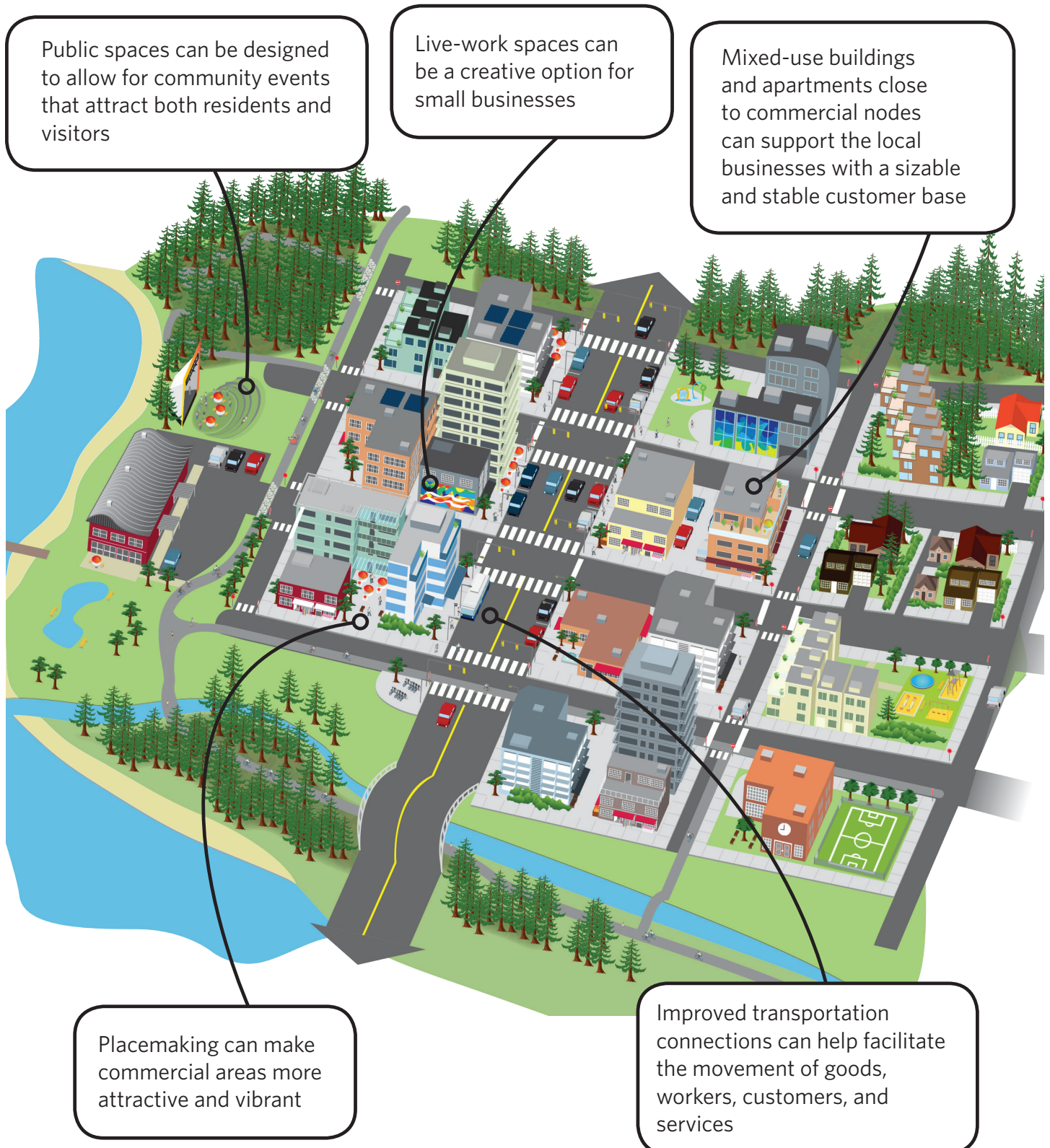
## Emerging directions on support & resiliency

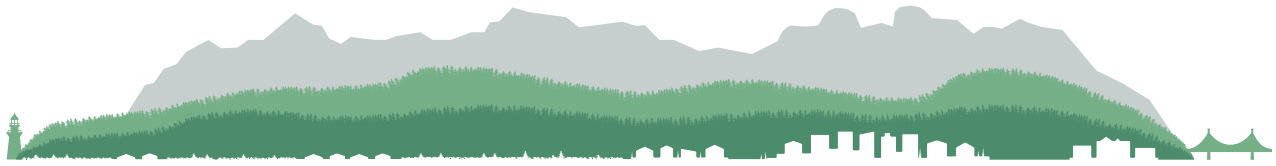
4. Introduce new housing, office and retail opportunities in commercial centres to increase vibrancy and allow more people to live and work in the community
5. Enhance streets and public space designs, and place-making features in commercial areas to create attractive experiences for local residents and visitors
6. Collaborate with the local business community and other partner organizations to strengthen the local economy

## Emerging directions on innovation & responsibility

9. Provide incentives and remove barriers for small business start-ups
10. Encourage and support socially and environmentally-responsible business practices and innovations (e.g. energy and resource conservation, sharing economy)

The following image illustrates the different elements that make up a community, including housing, transportation, shops, services, amenities and natural areas. It does not depict West Vancouver and is intended for illustrative purposes only.





## Thank you!

Thanks to the community's contribution, we are progressing forward in the District's OCP review process. In the Fall of 2017, we are reaching out again to our community to help us refine the emerging directions that came out of **Phases 1 and 2**.



## Don't forget it's all Connected!

In addition to this *Local Economy Directions Paper*, we have also developed other directions papers on housing & neighbourhoods, transportation, parks & environment, and social well-being. These are available at Municipal Hall and online at [westvancouver.ca/ocp](http://westvancouver.ca/ocp).

## Stay involved!

You can tell us what you think by attending a number of workshops or completing a **Directions Survey**. Visit [westvancouver.ca/ocp](http://westvancouver.ca/ocp) to access the survey, learn more about the engagement schedule and sign up for updates.

Please feel free to contact us if you have any questions.



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