



UNIVERSITY ENDOWMENT LANDS

LOCAL ECONOMY

Area D is the local hub for commercial activity in the University Endowment Lands (UEL) and has the potential to develop a more diverse local economy with more jobs, businesses and investment opportunities.

The Village consists of offices, retail (corner store, shops, cafes), restaurants (mainly fast-food), medical services and other services. The recent rezoning of Block F's new **lelərn** development will also bring more services and retail to the area. These services and retail amenities primarily serve UBC's student population while year-round residents must often leave the neighbourhood to meet their basic daily needs.

HOW CAN WE SUPPORT A STRONGER LOCAL ECONOMY THAT MAINTAINS AND ATTRACTS BUSINESSES AND INVESTMENT IN AREA D?

TRENDS & ISSUES

- **Area D has a growing amount of commercial space.** Area D has a total of about 111,000 square feet of commercial space with potential for an additional 11,000 square feet at Regent College. **lelørn** development will also add 30,000 square feet of commercial space that aims to primarily serve the needs of local residents.
- **UBC is a major contributor to the regional and local economy.** UBC is a steady presence in our community, attracting a growing number of students, staff, faculty and visitors from around the world that live, shop, work and play in Area D. Over 70,000 students, faculty and staff study and work at UBC campus, and about 12,500 people live year-round at UBC and in the UEL.
- **There are many existing commercial hubs in the peninsula.** In Area D, there are two commercial hubs: the existing Village and the new **lelørn** development. Other commercial hubs with local-serving and destination amenities (including a large grocer) are at Wesbrook Village and on W 10th Ave.
- **Commercial amenities are local serving.** The Village contains primarily local-serving retail and services.
- **There is a lack of entertainment and nightlife.** There are very few family-friendly sit-down restaurants, and no pubs, bars, or nightclubs in Area D. There is one liquor store and a handful of fast food restaurants open 24 hours in the Village.
- **A growing number of people live and work within UEL or UBC.** 43% of residents commute to work within Electoral Area A, which includes UBC and UEL, while 54% of residents commute elsewhere in Metro Vancouver.
- **Many residents do not work or work part-time.** Only 16% of residents work full-time for the full-year – much lower than in the City of Vancouver where 32% of residents work full time. 41% of Area D residents work part-time or for part of the year, and 43% do not work at all. This is likely due to a large student population.
- **Residents are mainly employed in the education, community services, retail sales and service sectors.** Working residents primarily have jobs in education, community and government services (23%), retail sales and service (21%), natural and applied sciences (12%) and business, finance, and administration (11%).

KEY FACTS

- There is 85,000 square feet of commercial space in the Village.
- 43% of residents commute to work within Electoral Area A (includes UBC and UEL).
- Only 16% of Area D residents work full-time year-round.

KEY DEFINITIONS

Local economic development is action by people locally to create economic opportunities that improve social and environmental conditions. A strong local economy often involves: a diverse range of business sectors, local jobs that pay a living wage, services and amenities that meet the needs of a community, a range of transportation options for people and goods to move around, and meaningful opportunities for people to innovate, incubate and transform communities for the better.

RELATED POLICIES & PLANS

- Official Community Plan
- Land Use, Building and Community Administration Bylaw
- Block F Rezoning Application

GOALS

The UEL can work towards the following goals and objectives:

Goal 1: Support more local jobs and a diverse local economy

- Maintain or increase the floor area dedicated to commercial uses
- Attract and maintain a diversity of businesses that serve the needs of local residents year-round.
- Incubate small-scale businesses and encourage entrepreneurship
- Support local jobs

Goal 2: Create a thriving Village centre

- Maintain and strengthen the Village as the heart of the area
- Create commercial services and creative and cultural activities that cater to students, visitors and long term residents
- Encourage redevelopment and investment in the Village hub
- Encourage partnerships between business, government and private developers to revitalize the shopping area

IDEAS

To support a vibrant local economy, the UEL can explore a wide range of policies, projects and partnerships. The following provides options to spark discussion about the best way forward for Area D. It is not a complete list of options and no decisions have been made.

WE WANT TO KNOW WHAT YOU THINK!

Share your thoughts on the future of Area D by:

- Visiting us at AreaDPlan.ca
- Telling us what you think in an online survey
- Coming to one of our events

Attract New Businesses. Attract and nurture new businesses and support existing businesses that serve community needs, for instance, local food companies, technology, digital entertainment and interactive companies, and green companies.

Conduct A Market Analysis. Conduct research on current and future market trends, identify land use implications, and determine potential future housing and commercial demand.

Brand Area D. Create a unique name and brand for Area D using signage, public art and wayfinding, to distinguish the area from UBC, to reflect the area's character, to support existing businesses and to attract new businesses.

Support An Innovation Business Hub. Work with property owners and developers to support the creation of an innovation business hub / co-working space in existing office spaces or in a future development. The hub could focus on a specific sector, such as green business, or could support a diverse range of businesses (start-ups and established businesses), and non-profits.

Expand Mixed-use Development. Mixed-use neighborhoods are more vibrant and provide residents with more business and employment options close to home. As buildings redevelop in the area, we can encourage a mix of housing and jobs throughout the community rather than just in the Village area.

Support A Business Improvement Association. Support the creation of a Business Improvement Association to work with the local businesses to host events and entertainment to bring community together and to advocate for local serving businesses.

Design Outdoor Working Spaces. Design and activate public and open spaces suitable for working outdoors – with benches, tables, plug-ins, WIFI and adequate cover – to attract more people to work and study in the area.

Support Live / Work Options. Home-based businesses support a diverse local economy by providing people with the option to live and run small businesses in Area D and to find more local jobs. The UEL can support the creation of home-based businesses with live-work zones.

CASE STUDIES

PENN STATE & STATE COLLEGE

Penn State and State College have created a unique partnership to advance positive relationships between college and community. Some of their projects include:

- The [Neighbour to Neighbour program](#) to pair fraternities with local families so they can get to know each other.
- [Invent Penn State](#) to stimulate economic development through university-community collaborations, connecting researchers with people who can bring their discoveries to the marketplace. The initiative provides seed grants to students to launch innovation hubs where they can move an idea to market. 17 hubs have been established so far.
- [Happy Valley LaunchBox](#) is one of the innovation hubs. It is a no-cost accelerator and co-working space that creates a culture of entrepreneurialism and provides start-ups with the resources needed to build a scalable business.
- Innovation Park is a centre that blends business, research, and development. It is a physical space that attracts companies to move to the area to collaborate and work on interesting challenges.
- [LION Bash](#) is an annual event that brings together businesses and students featuring close to 100 “engagement stations” run by community members, local organizations, and campus organizations, and helps get students involved in the community.

BC ARTSCAPE, VANCOUVER

[BC Artscape](#) is a non-profit urban development organization that develops cultural spaces in BC that serve the needs of artists and cultural organizations as well as the local community.

BC Artscape recently developed a community cultural hub in the Sun Wah Centre in Vancouver’s Chinatown. It provides affordable and secure rental space to cultural organizations and artists that share a commitment to being engaged and responsible to the area’s communities. It serves as a community cultural hub, supporting tenants’ work while serving the neighbourhood.

