

Strathcona BIA

STRATHCONA
Business Improvement Association

Economic Vision and Implementation Plan Summary

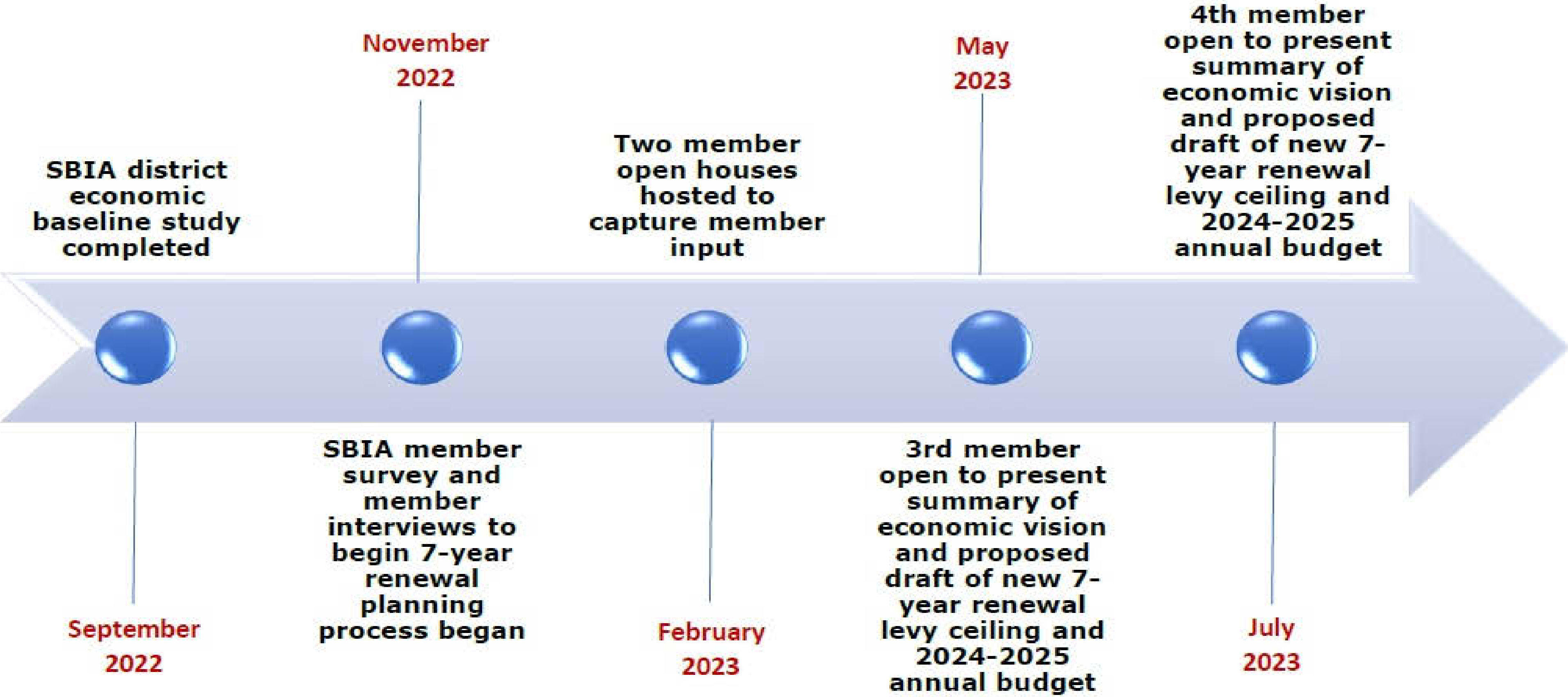
2023

Learn more about the
**Economic Vision of
Strathcona**

Strathcona BIA 7-Year Planning

Since the summer of 2022, Strathcona BIA has embarked on a process of working with its members to develop a Strathcona economic vision and implementation plan. This Plan will inform how resources are allocated over the next seven years - the new 7-year levy ceiling is constructed, annual budget is established, staff resources are leveraged, and investments in the community are made. The Plan provides the framework for setting priorities to guide decision-making and timelines to initiate action items.

Through a series of member engagements that include member interviews, member open houses, online survey, SBIA developed an economic vision and implementation plan



Five Key Priority Areas



Our vision is for Strathcona members to thrive in a mixed use, inclusive, resilient, and prosperous local economy.



The industrial lands and retail spaces in our community are part of the economic ecosystem that the BIA coordinates to achieve our economic vision and collective success.

Together, business owners, property owners, and members can advocate for policy change and process reform - for things that will make us stronger and more resilient.

Strategic partnerships with the City of Vancouver, Vancouver Police Department, and Strathcona Community Policing Centre will further support this system and contribute to our success.

The **Economic Vision and Implementation Plan** has **Five Focus Areas** to support this system.

The Plan was informed by member interviews, member open houses, an online survey, and workshops with the Board of Directors.



Industrial Lands



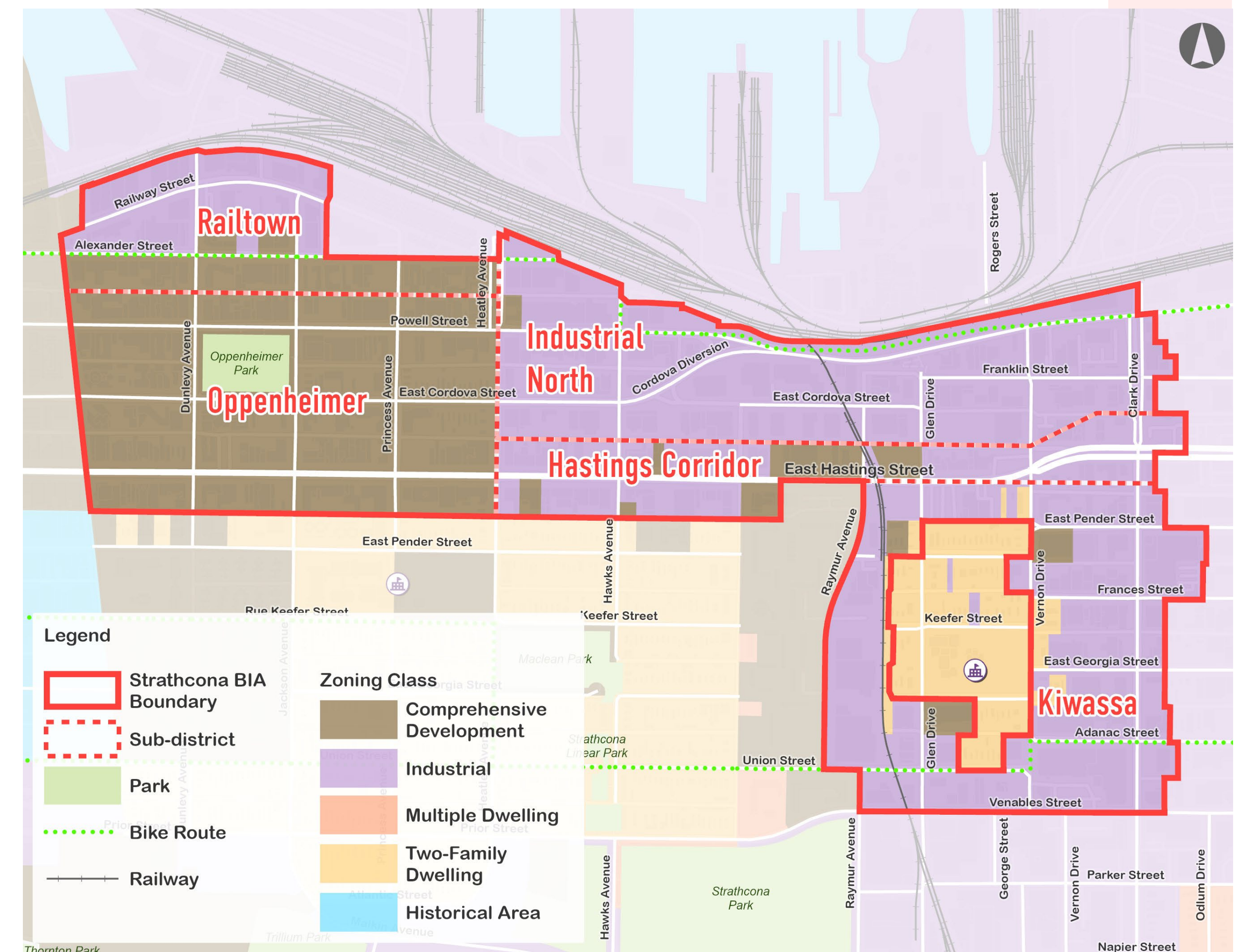
We heard you say our industrial lands are what make us unique.

The BIA is home to five percent of Vancouver's industrially zoned land base.

Our industrial lands are our competitive advantage - they attract revenue, grow the economy, and create jobs for locals.

To remain competitive, the SBIA will work to:

- Preserve industrial lands zoned “M” and “I;”
- Leverage unique business clusters to pursue greater flexibility through zoning to strategically attract businesses and investments;
- Support the mixing and matching of industrial, office, retail/service commercial;
- Attract new and expanding businesses that do not fit the traditional industrial model;
- Leverage the uniqueness of the M-1 zoning along Hastings to attract businesses; seeking to mix local production with limited on-site and broader online distribution;
- Seek greater flexibility for industrial, office, retail/service commercial in I-4 zones to support Railtown to strategically develop creative businesses;
- Advocate for more flexible land use designations along Hastings through updates to the Downtown Eastside Plan;
- Explore industrial zoning in other parts of the city (e.g., Mount Pleasant) that offer more flexibility than our current “M” and “I” zones; and
- Incrementally intensify industrial lands through redevelopment under the existing “M” and “I” zones.



Retail Spaces



We heard you say you want Strathcona to have a thriving retail district.

A thriving retail district is essential to the creation of a “complete community.”

Successful retail districts have the following things in common:

- Clean, safe, and accessible streets;
- Compact streets that are walkable;
- Spaces that can meet the needs of a changing community;
- Anchors that draw people in and support other businesses;
- Parking that is easy to access for visitors and employees;
- A mix of tenants and businesses; and.
- Occupied and active storefronts.

Complete Community Definition:

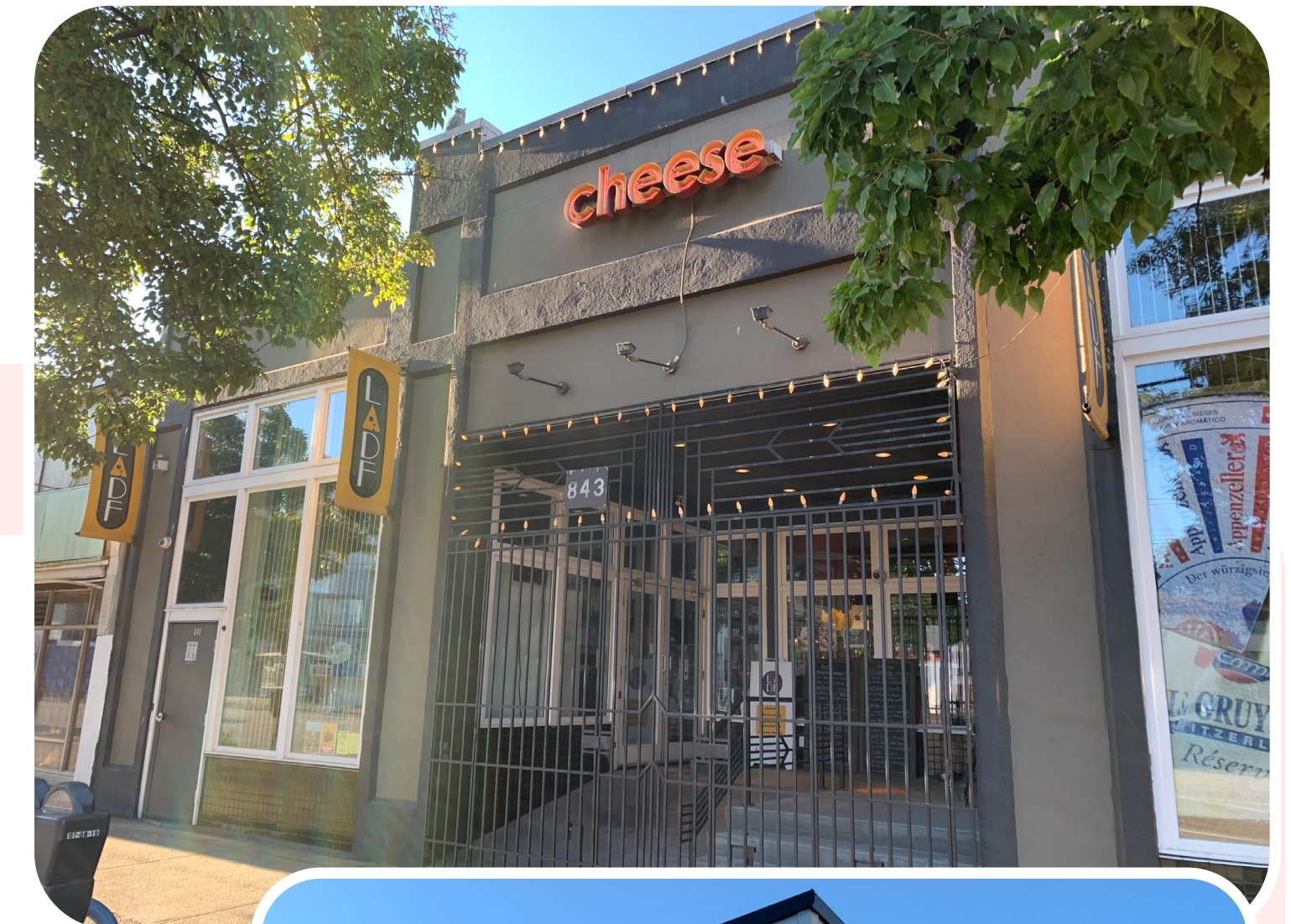
Communities that are walkable, mixed-use, and transit-oriented, where people can live, work and play, at all ages and stages of their lives

Source: [Metro2050](#)

Strathcona has a strong retail district that the BIA will continue to support through a “complete community” lens and strategic partnerships with the City of Vancouver.

The SBIA will also:

- Create a predictable and safe business environment;
- Adopt a strategic tenant mix and market position to attract/retain complementary businesses;
- Implement promotional strategies to support the tenant mix and market position;
- Leverage retail space development to strengthen community safety, beautification, and accessibility; and
- Support businesses with the City of Vancouver’s application process.



Communications and Engagement



We heard you say you want to build a closeknit community and to hear more BIA news.

A well-informed, engaged, and growing membership could be the BIA's superpower.

The success of the Economic Vision and Implementation Plan relies on:

- a strong and supportive membership who use their voices to advocate together;
- an effective communication strategy to tell our economic development story; and
- a strong relationship with the neighbourhood residents as part of the business development strategy.

The SBIA will:

- Build a consistent member attraction and onboarding program;
- Implement issue-specific working groups for members to get involved in advocacy and/or planning initiatives;
- Host annual community forums and roundtables to facilitate connections between members, City staff and government officials;
- Publish unique content to strengthen our economic development story;
- Be strategic about sponsoring community arts, festivals, and events; and
- Establish a more official and consistent collaborative platform with Strathcona residents.



Community Safety and Maintenance



We heard you say businesses need stable and predictable conditions to thrive.

- Community safety and maintenance are essential services the BIA provides its members.
- The BIA invests resources to keep the district, safe, clean, and inviting for businesses, property owners, investors, and visitors.
- Our community safety program (which has been copied across the city) is not always enough to meet the wide ranging and unique social and economic needs of Strathcona.
- We will continue to build strong relationships with the Strathcona Community Policing Centre, the Vancouver Police Department, and the City of Vancouver. Together we will make Strathcona a safer place to live, work, and visit.

The SBIA will:

- Deepen partnerships with community groups with a shared interest in improving community safety;
- Collaborate with BIAs and the City of Vancouver to establish a cross-district community safety and maintenance performance baseline that sets the consistent expectation for community safety and cleanliness; and
- Provide regular opportunities for members to share experiences and ideas on community safety through engagement forums.



Strategic Partnerships



We heard you say the BIA should build strategic partnerships with the City of Vancouver.



We will use these partnerships to advocate for more:

- flexible industrial zoning off Hastings Street;
- flexible land use designations and higher densities along Hastings Street;
- city support for community safety and beautification; and
- efficient permitting and licensing processes.

The SBIA will:

- In partnership with the City of Vancouver's economic development and community planning teams, position Strathcona as a model "complete community" consistent with the Vancouver Plan.
- Develop a cohesive strategy and implementation of local economic priorities as key drivers for overall community planning for Strathcona.
- Deliver a consistent narrative of BIA roles to City of Vancouver staff and elected officials.
- Increase engagement with City of Vancouver elected officials through SBIA community events.
- Continue to partner with BIAs across Vancouver and BC to advocate for common interests that have direct and indirect impacts on local economic development.