



Broadway to UBC

**Strengthening Metro Vancouver's
Regional Economy**

The University of British Columbia
and City of Vancouver

May 2019

kpmg.ca



Table of Contents

Executive Summary	1
Introduction	4
Pillar #1 – Employment	7
Pillar #2 – Economy	14
Pillar #3 – Housing	21
Pillar #4 – Community	28
Pillar #5 – Connectivity	35
What Is and Isn't Working	41
Moving Forward	42

Executive Summary

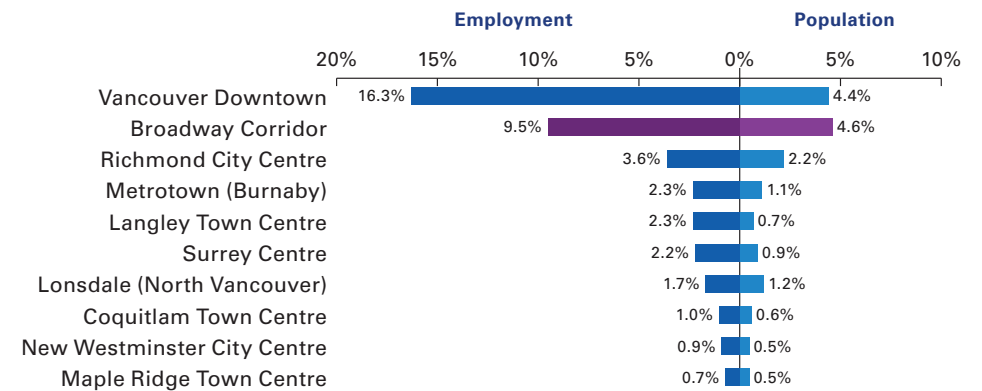
The Broadway Corridor is a significant part of Metro Vancouver's regional economy. It links the world-class capabilities of UBC and other key clusters such as the Vancouver General Hospital and technology industry with the downtown core, Vancouver International Airport, and growing economic centres across the region.

Five key pillars drive the Broadway Corridor's vitality and success as a major economic hub. These pillars provide a framework for assessing the Corridor's economic importance:

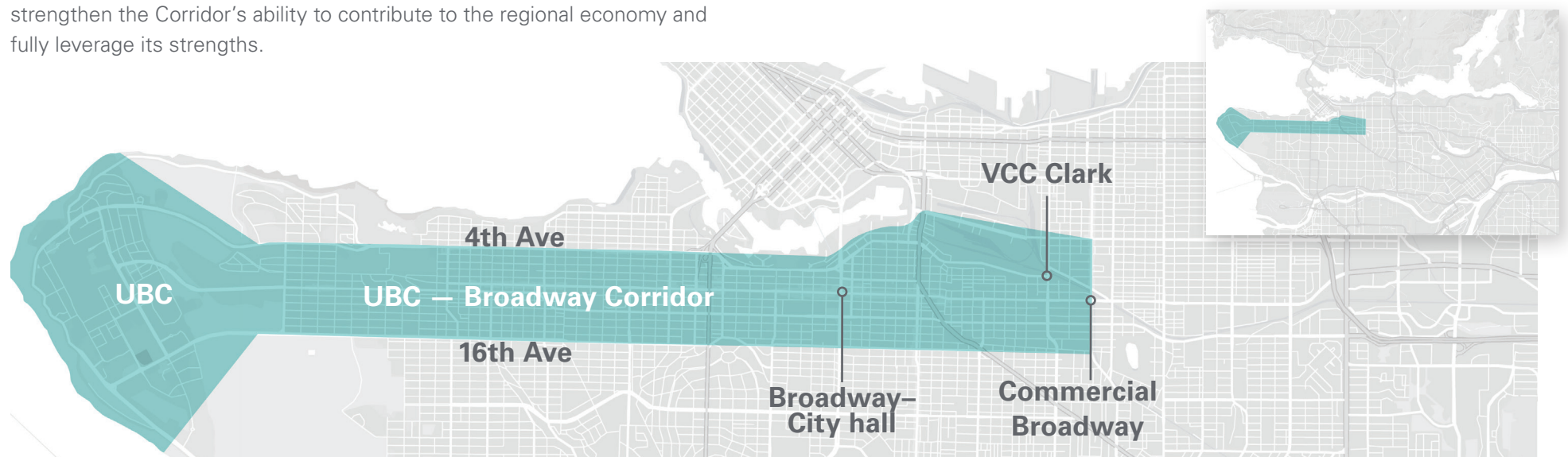
1. **Employment**
2. **Economy**
3. **Housing**
4. **Community**
5. **Connectivity.**

On many pillars, the Broadway Corridor is a leader in Metro Vancouver. On other pillars – notably Connectivity – improvements are needed to further strengthen the Corridor's ability to contribute to the regional economy and fully leverage its strengths.

Broadway Corridor vs. Regional Centres Share of Metro Vancouver



Source: 2016 estimates, City of Vancouver and UBC analysis

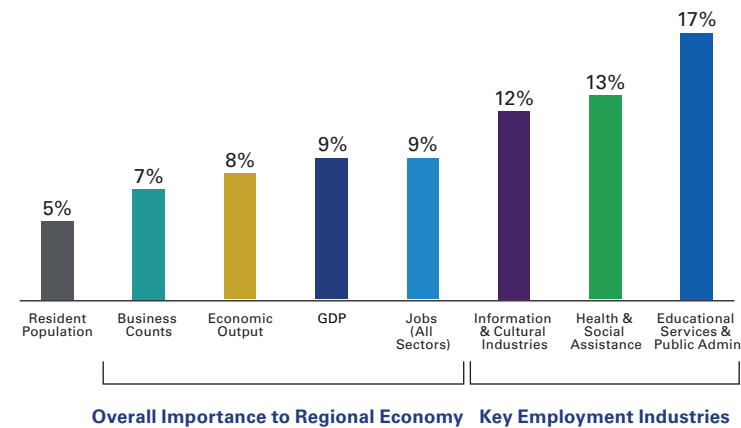


Regional Economic Importance

With 5% of Metro Vancouver's resident population, the Broadway Corridor accounts for:

- **9% of overall regional employment**, with more than 100,000 jobs. This includes many leading employment clusters in the region, such as educational services and public administration, healthcare and social assistance, and information technology and cultural industries.
- **9% of direct regional GDP**, totaling \$9.2 billion annually, reflecting the high value-add generated by key industry sectors such as professional, technical and research services, among others, along the Corridor.
- **8% of direct regional economic output**, totaling \$15.5 billion annually, reflecting the total value of production in the Corridor, with particular strength in leading-edge life sciences research, education, and urban amenities (food and beverage, entertainment, etc.).
- **7% of businesses in the region**, anchored by UBC, Vancouver General Hospital, City Hall, various health science, research and technology firms, light industry, restaurants, retail shops, art galleries, cinemas, recreational facilities, and other businesses.

Broadway Corridor as % of Metro Vancouver








Source: BC Stats

Moving Forward

The regional economic importance of the Broadway Corridor is substantial. At the same time, the Corridor must overcome significant challenges to reach its full economic potential. Current and upcoming initiatives that will help address these issues and further strengthen the Corridor's ability to

contribute to the regional economy include: the City of Vancouver's Broadway Plan, Employment Lands and Economy Review, Jericho Plan, and City-wide Plan; UBC's Land Use Plan update; and the Province's Broadway Subway Project.

	What's Working	What's Not Working	How To Improve
 Employment	<ul style="list-style-type: none"> – Major employment hub – Key clusters in educational services, public administration, healthcare, research, and information technology and cultural industries – Fostering strong talent (UBC, Emily Carr, VCC) 	<ul style="list-style-type: none"> – Congested commutes – More jobs than residential units 	<ul style="list-style-type: none"> – Assess opportunities for increasing mixed-use zoning and densification – Conduct coordinated policy and transportation planning to attract and retain talent
 Economy	<ul style="list-style-type: none"> – Businesses/agencies with region-wide significance – Access to variety of academic, research and commercial spaces – Diverse and vibrant local business community 	<ul style="list-style-type: none"> – Low office vacancy rates – New space availability and affordability – Constrained connection between UBC and Oak-Cambie healthcare precincts 	<ul style="list-style-type: none"> – Create job space to meet requirements for key employment sectors – Create new spaces close to rapid transit through integrated land use and transportation planning
 Housing	<ul style="list-style-type: none"> – Major population hub – Multiple housing types (family housing, rental housing, student housing) 	<ul style="list-style-type: none"> – High purchase prices for residential housing – Low rental housing vacancy rates – Housing ownership affordability challenges putting increased pressure on rental market 	<ul style="list-style-type: none"> – Pursue land use and housing policies and supporting zoning that encourage a variety of rental housing supply – Examine policy frameworks that monitor and manage affordability
 Community	<ul style="list-style-type: none"> – Access to goods, services and amenities – Many major regional and international events – Relationship building with First Nations through partnerships 	<ul style="list-style-type: none"> – Childcare demand exceeding capacity – Arts and cultural spaces potential vulnerability to displacement or redevelopment – Limited hotel accommodations 	<ul style="list-style-type: none"> – Expand childcare spaces – Ensure community amenities meet the needs of a growing population of employees/residents – Assess opportunities to increase hotel supply
 Connectivity	<ul style="list-style-type: none"> – Integrated part of the Metro Vancouver regional transit network – Significant foot traffic during daytime and evening hours 	<ul style="list-style-type: none"> – Connectivity challenges limiting economic growth and constraining knowledge transfer and collaboration – Congestion levels limiting workforce productivity – Transit reliability, overcrowding, and pass-ups 	<ul style="list-style-type: none"> – Implement Broadway Subway to Arbutus – Complete business case for rapid transit to UBC – Assess and develop frameworks that encourage and enhance collaboration of knowledge-based sectors, connecting industry/government/academia

Note: The study is solely based on a combination of publicly available sources and data provided by UBC and the City, and should not be considered a comprehensive review. Additional work is required by both UBC and the City to further the findings presented in this report.

Introduction

The Broadway Corridor is a significant part of the City of Vancouver and wider Metro Vancouver regional economy. It links the leading capabilities of the University of British Columbia and other key clusters like the Vancouver General Hospital and technology industry with the downtown core, Vancouver International Airport, and growing economic centres in the rest of the region.

Study Scope & Objectives

This study describes the Broadway Corridor's importance to Metro Vancouver, including the Corridor's role in housing, employment, key economic sectors, and economic output. The study also describes what is needed to further strengthen the Corridor's ability to contribute to Metro Vancouver's regional economy.

Study Conduct

This study has been led by KPMG in association with MMK Consulting Inc.

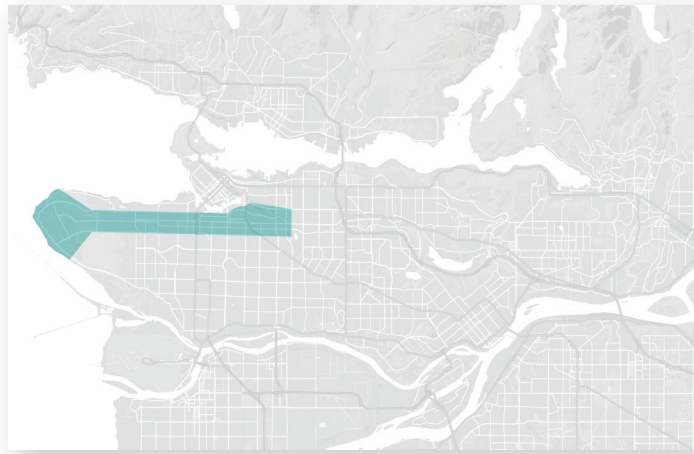
The study is solely based on a combination of publicly available sources and data provided by The University of British Columbia ("UBC") and City of Vancouver (the "City"), and should not be considered a comprehensive review. Additional work is required by both UBC and the City to further the findings presented in this report.

We would like to acknowledge with appreciation the contributions of UBC and the City in preparing this report.



What is the Broadway Corridor?

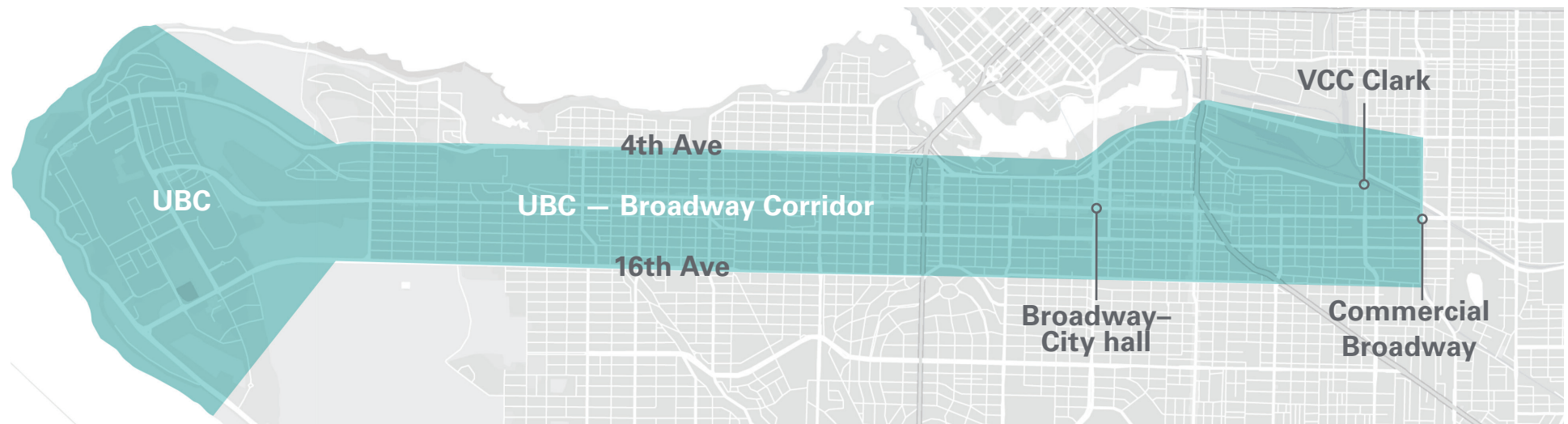
For this study, the Broadway Corridor study area (the “Corridor”) is defined as being generally bounded by 4th Avenue to the north, 16th Avenue to the south, the Commercial-Broadway SkyTrain station to the east, and UBC to the west. The Corridor is part of the traditional, ancestral and unceded territories of the Musqueam, Squamish, and Tsleil-Waututh peoples. The geographic region considered in this study is illustrated in the figure below.



The Broadway Corridor

The Broadway Corridor is uniquely placed within Metro Vancouver's regional economy – linking the leading capabilities of UBC and other key clusters like Vancouver General Hospital and the technology industry with the downtown core, Vancouver International Airport, and growing economic centres in the rest of the region.

The Corridor is home to activities that constitute a diverse residential, recreational, cultural, academic, and business landscape. This breadth of activities underscores the economic importance of the Corridor to the City of Vancouver and wider Metro Vancouver region.



Pillars of an Economic Powerhouse

The success of major economic hubs is typically assessed in terms of five key pillars. The strength of these pillars in the Broadway Corridor represents the economic vitality of the Corridor and its importance to the region.



Employment The Corridor needs a critical mass of employment with the appropriate office, academic, research and other space necessary for its day-to-day functioning. The Corridor must create an attractive and functional environment for employees, and provide employers with access to the requisite skills and knowledge through their employees, service providers, academic institutions and other collaborators.



Economy The Corridor needs a critical mass and clusters of specialized and complementary entities and individuals. This provides the synergies associated with co-location, collaboration, competition, and workforce development. This critical mass also supports the development of specialized support services and joint use facilities (e.g., laboratories, demo space and research institutes).



Housing The Corridor needs a variety of housing options in order to attract and retain a diverse range of employers and employees. This includes an adequate supply of multiple forms (apartments and ground-oriented forms), housing tenure options (including both rental and ownership), and various sizes (from studio suites up to homes suitable for families, for example).



Community A strong sense and physical manifestation of community is needed for the Corridor and its diverse neighbourhoods. The Corridor needs inclusive opportunities for all residents as well as employees, to choose from a variety of work environments, seek educational opportunities, participate in recreation and cultural activities, and acquire the goods necessary for their day-to-day lives. Quality public spaces support a diverse public life and offer opportunities for residents and employees to socialize and connect with one another and with guests and visitors from beyond the Corridor.



Connectivity The Corridor needs strong transportation linkages to be interconnected within itself, as well as linked to complementary activity nodes in the Metro Vancouver region. A range of transportation choices should be provided, ensuring appropriate infrastructure and service levels (speed, capacity, reliability) are maintained to enable efficient movement of people and goods. Strong connectivity is critical to each of the other key pillars and provides a foundation for economic growth.

This report assesses the strengths and weaknesses of the Broadway Corridor within each of these five pillars. The assessment is presented against the backdrop of the regional economic significance of the Corridor, and the measures that are needed to further strengthen its ability to contribute to the Metro Vancouver economy.



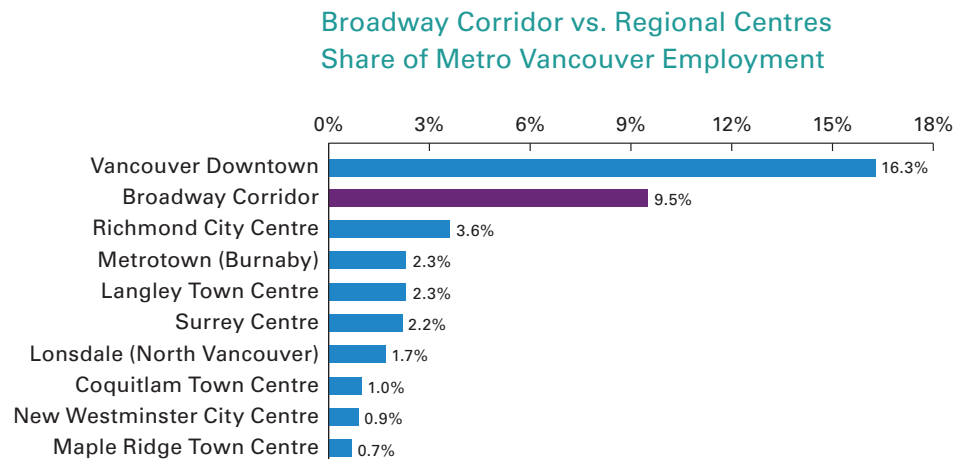
Pillar #1 – Employment

This chapter discusses key aspects of the Broadway Corridor's employment in the following areas:

- Corridor employment relative to regional centres
- Regional employment clusters
- Job space
- Workforce recruitment and retention
- Attracting and fostering talent
- Integrating education and employment

Corridor Employment Relative to Regional Centres

The Broadway Corridor is a major employment centre in the Metro Vancouver region. Several significant employment hubs exist along the length of the Corridor – from Vancouver Community College and the Great Northern Way Campus to the east, City of Vancouver offices and the healthcare/life sciences precinct (including Vancouver General Hospital) near Cambie, and UBC to the west. The Corridor provides more jobs than any Metro Vancouver regional centre outside of downtown Vancouver.



Source: 2016 estimates, City of Vancouver and UBC analysis

The Broadway Corridor has more jobs than any regional centre other than downtown Vancouver.

Regional Employment Clusters

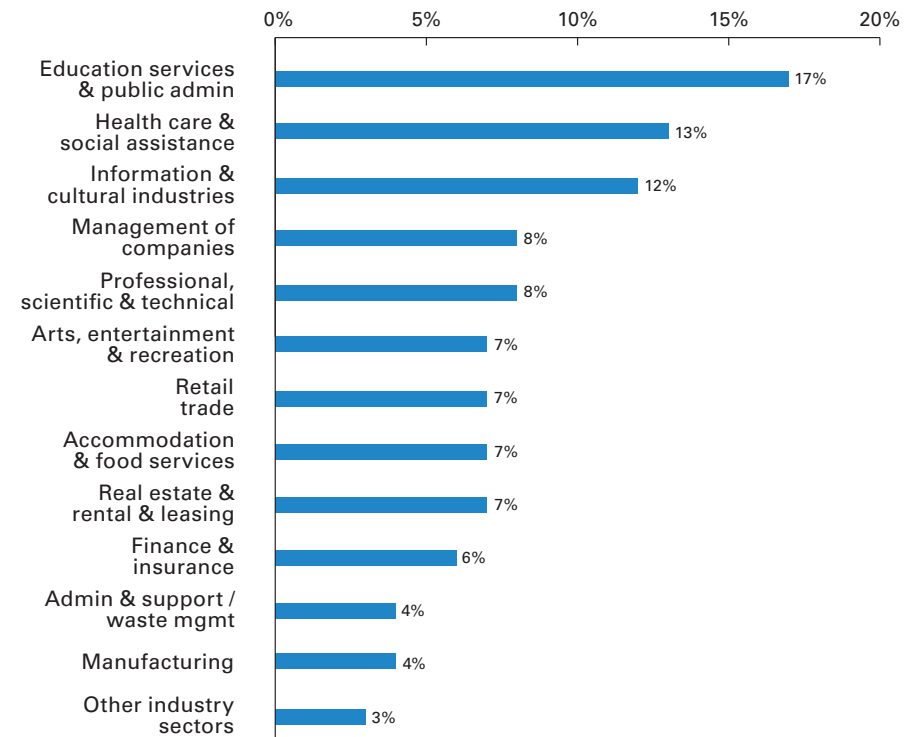
Total employment in the Broadway Corridor is more than 100,000, representing approximately 9% of Metro Vancouver employment. The Corridor has a relatively large proportion of employment in three key industry sectors.

1. **Educational services and public administration (17% of regional employment)**, reflecting UBC's 5,500 faculty and over 10,000 staff, as well as the more than 1,100 faculty/staff at Emily Carr University of Art and Design, Vancouver Community College, and the Great Northern Way multi-institute campus.
2. **Healthcare and social assistance (13%)**, reflecting the Oak-Cambie and UBC healthcare/life-sciences precincts.
3. **Information and cultural industries (12%)**, reflecting a wide range of fine arts, entertainment, and information technology firms, such as Hootsuite.

These three sectors and the associated employment clusters, represent the particular regional strengths of the Corridor.

Most other industries in the Corridor have employment levels consistent with the region as a whole.

Top Broadway Corridor Industry Sectors
by Share of Metro Vancouver Employment



Source: 2016 estimates, City of Vancouver and UBC analysis

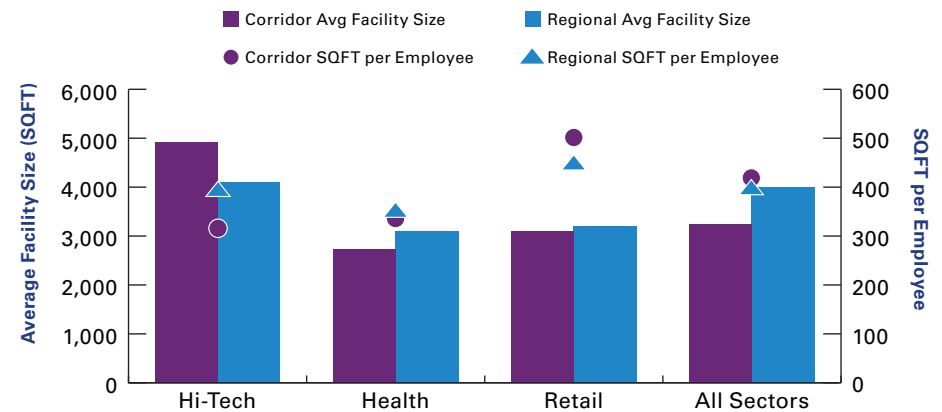
Job Space

The Broadway Corridor offers more than 40 million square feet of non-residential space. This total includes 15 million square feet of institutional space at UBC alone, including academic and commercial facilities. The Vancouver portion of the Corridor accounts for 25 million square feet of non-residential space, including more than seven million square feet of office space.

Corridor job space requirements and preferences vary by firm and industry sector:

- **Technology** – with facilities averaging 5,000 square feet, having a relatively low square footage per employee compared to the rest of Metro Vancouver;
- **Healthcare** – with some larger and many smaller facilities; averaging approximately 2,700 square feet, less than in the rest of the region, and with similar space per employee as the regional average; and
- **Retail** – with facilities averaging approximately 3,000 square feet, having a relatively large square footage per employee compared to others in Metro Vancouver.

Broadway Corridor and Metro Vancouver Job Space

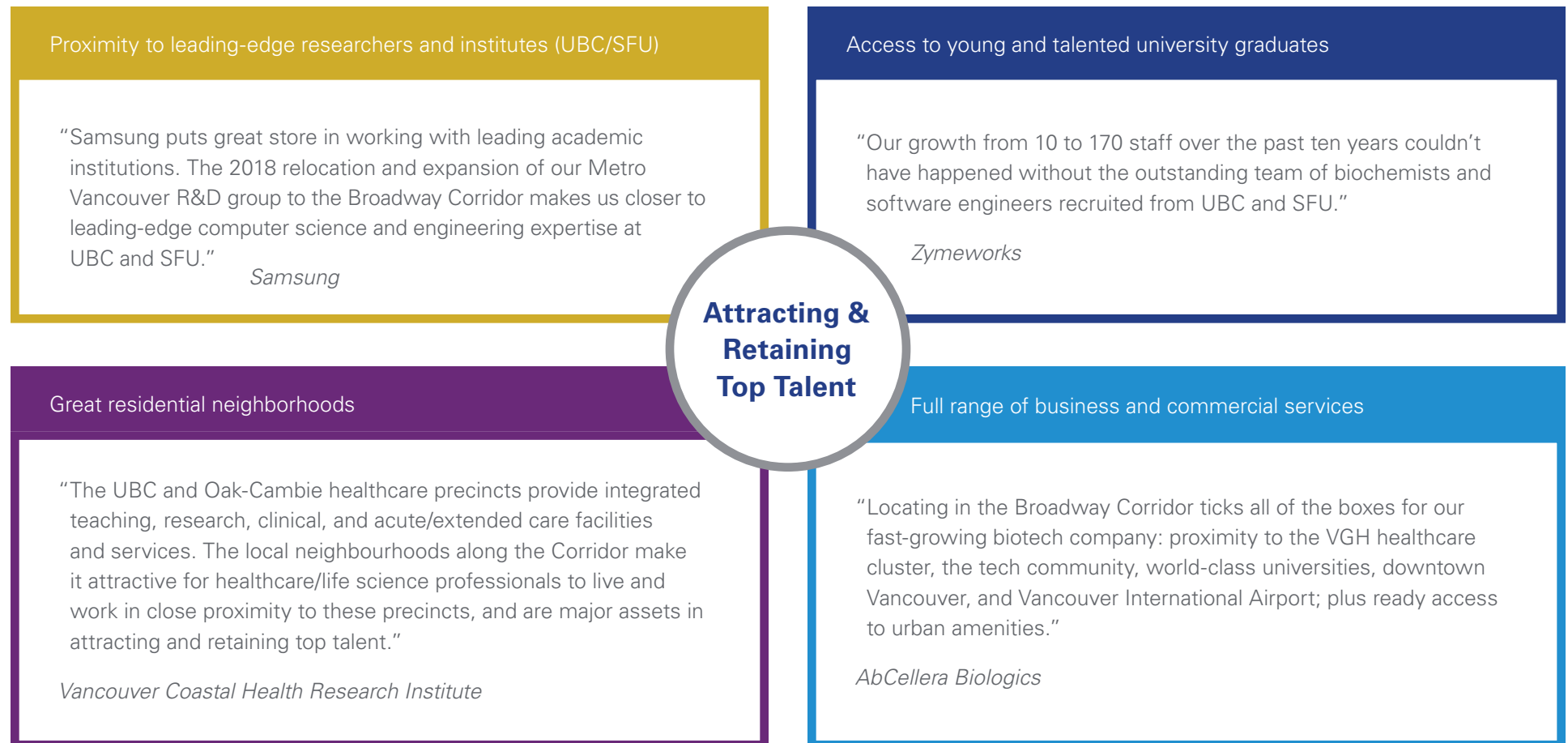


Source: Dun & Bradstreet 2018, City of Vancouver analysis

While the Corridor has a number of major public employers (UBC, VCC, City of Vancouver and VGH) with large space requirements, it also features many retail and commercial businesses in spaces that are well suited to their size of operation.

Workforce Recruitment and Retention

The Broadway Corridor's location provides employers with a strong competitive advantage in attracting and retaining top talent, enabling them to offer their staff a great combination of access to leading educational and research institutes, as well as great nearby neighborhoods with a full range of commercial services and cultural amenities.

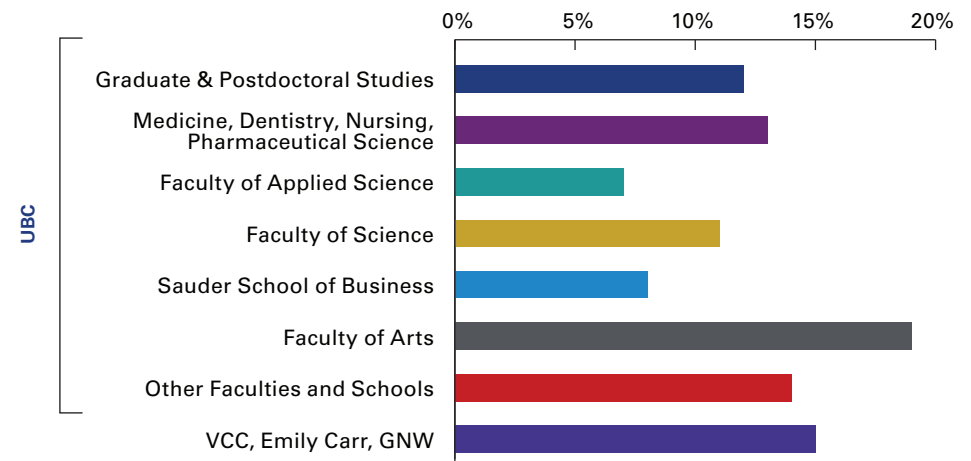


Attracting and Fostering Talent

Many of Metro Vancouver's post-secondary institutions have a presence on the Broadway Corridor.

- The Great Northern Way campus supports the growing demands of the technology sector, including the four-institution partnership (UBC, SFU, Emily Carr, and BCIT) in the Centre for Digital Media. Located near VCC, the campus is also home to Emily Carr University, and will be a new satellite campus location for Langara College.
- The City's plans and policies support educational institutions, innovation and connections with the local economy in areas such as False Creek Flats, the VGH precinct, and the Mount Pleasant industrial area.
- UBC's plans and policies direct growth on the Vancouver campus in support of the University's academic mission.
- UBC and SFU play a critical role in supporting and sustaining the continued growth of key sectors in the Broadway Corridor in the fields of life sciences, technology, and professional services – for example through the Digital Technology Supercluster.

Broadway Corridor Post-Secondary Enrollment



Source: UBC, VCC, Emily Carr, GNW Campus

Most of the 65,000+ post-secondary students in the Corridor are training in medicine/health, sciences, applied sciences, business, or graduate/postdoctoral studies.

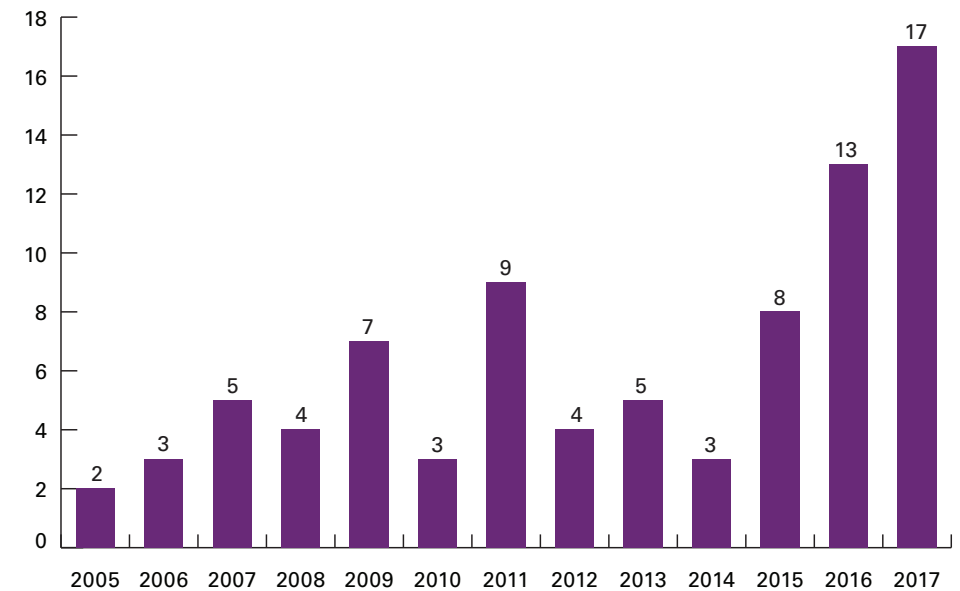
Integrating Education and Employment

Students pursuing professional certifications, undergraduate and graduate degrees, and post-doctoral research contribute to the overall diversity of the Corridor. Students also foster growth, development, and diversification of employment through:

- **Entrepreneurialism** – progressing and ultimately achieving the commercialization of research and development stemming from applied and basic science research;
- **Steady and consistent pool of talent** – helping companies at all stages of development and maturity; and
- **Ongoing pipeline of research and innovation** – working alongside industry to further develop commercially viable and in-demand research, as well as exploring new areas of technology.

Metro Vancouver post-secondary institutions support this ecosystem. UBC in particular is a major centre for start-up companies led by students and entrepreneurs, spinning off more than 200 companies to-date. Based only on UBC, it is estimated that more than \$540 million in funding has been raised by companies started at post-secondary institutions located in the Broadway Corridor.

UBC Start-Up Companies Formed



Source: UBC Office of Industry Liaison

Metro Vancouver's post-secondary institutions play a key role in the innovation, research, and development ecosystem along the Broadway Corridor, leading to significant employment opportunities.



Pillar #2 – Economy

This chapter discusses key aspects of the Broadway Corridor's economy in the following areas:

- Economic importance to the Metro Vancouver region
- Key economic sectors
- Healthcare sector
- Research sector
- Private sector investment
- Access to facilities

Economic Importance to the Region

Economic activity in the Broadway Corridor accounts for \$15.5 billion in direct economic output, \$9.2 billion in GDP, 105,000 jobs, and \$6.8 billion in household income annually. These impacts comprise 8% to 10% of the total economic activity within Metro Vancouver.

Including indirect (supplier industries) and induced (workforce re-spending) factors, the total economic impacts of the Broadway Corridor in Metro Vancouver are \$12.2 billion in GDP and 135,000 jobs annually. The total impacts of the Corridor for all of BC are \$14 billion in GDP and 155,000 jobs.

(\$billions)	Output	GDP	Employment	Household Income
Metro Vancouver– Direct impacts	\$183	\$101	1,111,000	\$70
Broadway Corridor				
Direct impacts in corridor	\$15.5	\$9.2	105,000	\$6.8
% of Metro Vancouver	8%	9%	9%	10%
Supplier & induced impacts in Metro Vancouver	\$5.1	\$3.0	30,000	\$2.2
Total impacts in Metro Vancouver	\$20.6	\$12.2	135,000	\$9.0
Supplier & induced impacts in rest of BC	\$3.0	\$1.8	20,000	\$1.2
Total impacts in within BC	\$23.6	\$14.0	155,000	\$10.2

Source: BC Stats. Figures are for annual averages in recent years.

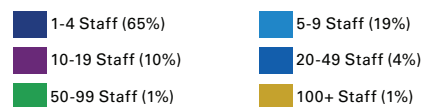
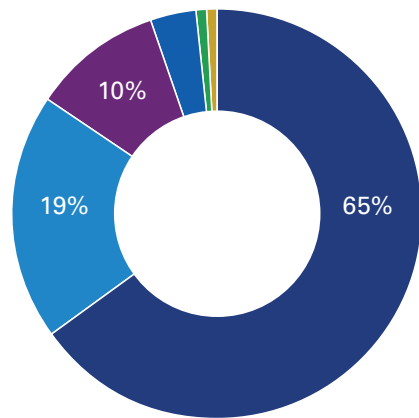
The Broadway Corridor generates nearly 1 in 10 dollars of value-added GDP created in Metro Vancouver.

Key Economic Sectors

The Corridor is home to a diverse and vibrant business community, providing local and regional residents, employees, and visitors with a wide range of goods and services.

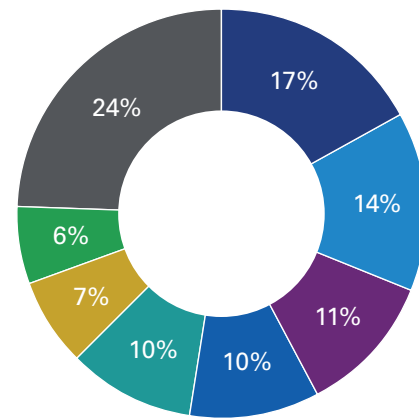
As of 2018, more than 10,000 businesses are located in the Broadway Corridor. These businesses account for more than 100,000 jobs, representing approximately 9% of total employment within Metro Vancouver.

**Broadway Corridor
Business Counts (10,175)**



Source: Dun & BradStreet 2018,
City of Vancouver analysis

**Broadway Corridor
Employment (100,000+)**



Source: 2016 estimates, City of Vancouver and UBC analysis

The Corridor contains key nodes of employment in healthcare, technology, education, and public administration. In turn, these nodes provide vital links to other key businesses and agencies that have city-wide and region-wide connections.

Healthcare Sector

The Broadway Corridor is home to a vibrant healthcare sector, located in two precincts.

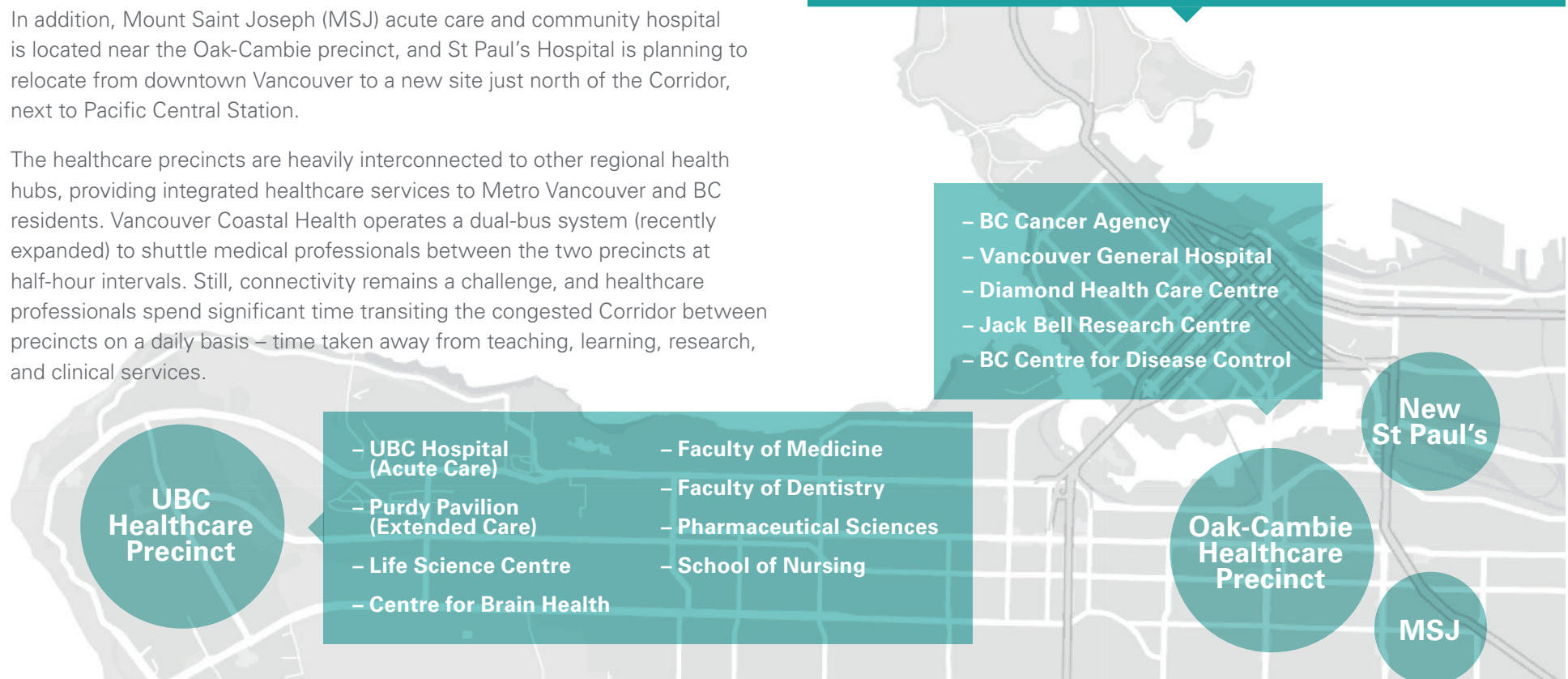
- The Oak-Cambie precinct, anchored by Vancouver General Hospital (VGH), the BC Cancer Agency, Genome Sciences Centre, and the Centre for Disease Control, provides an extensive range of hospital and clinical services, and acts as a home base for many leading life science firms and other research institutes.
- The UBC healthcare precinct, anchored by the UBC Hospital and associated educational facilities, provides a variety of acute and extended care services, and performs leading-edge medical research.

In addition, Mount Saint Joseph (MSJ) acute care and community hospital is located near the Oak-Cambie precinct, and St Paul's Hospital is planning to relocate from downtown Vancouver to a new site just north of the Corridor, next to Pacific Central Station.

The healthcare precincts are heavily interconnected to other regional health hubs, providing integrated healthcare services to Metro Vancouver and BC residents. Vancouver Coastal Health operates a dual-bus system (recently expanded) to shuttle medical professionals between the two precincts at half-hour intervals. Still, connectivity remains a challenge, and healthcare professionals spend significant time transiting the congested Corridor between precincts on a daily basis – time taken away from teaching, learning, research, and clinical services.

The Broadway Corridor is anchored by two major healthcare centres, each with complementary health and life science research facilities.

The Corridor is a key connector between these two nodes, as well as to nearby hospitals and health science institutions.



Research Sector

The Broadway Corridor is a large and important hub of health sciences, technology and other research activity. In 2017/18, UBC-affiliated researchers conducted more than 8,900 research projects, with over \$650 million in research funding – accounting for more than one-third of all publicly funded research in BC.

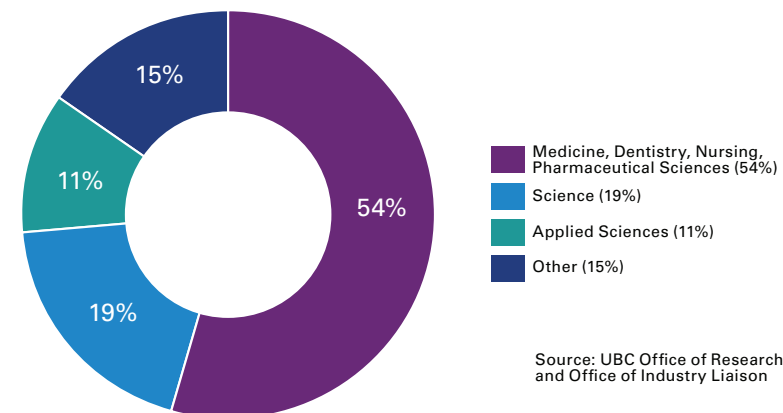
Most of this funding is dedicated to health sciences, undertaken through UBC and often performed in association with research institutes located in the Corridor, such as Vancouver Coastal Health Research Institute, BC Cancer Agency, and the BC Centre for Disease Control. Research is also undertaken in the eastern portion of the Corridor, at for example Emily Carr University of Art and Design, VCC, and the Great Northern Way Campus (a partnership between UBC, SFU, Emily Carr, and BCIT).

The federal and provincial governments are prioritizing innovation and infrastructure investments in healthcare, including BC's focus on team-based primary care and infrastructure funding such as Canada's new Institute for Advanced Medical Isotopes at the TRIUMF, Canada's particle accelerator centre located on the UBC campus. The federal Innovation and Skills Plan is an agenda to build Canada into a world-leading innovation economy. It includes (i) the Strategic Innovation Fund, which has supported Broadway Corridor tech companies such as Stemcell Canada; and (ii) Canada's Digital Technology Supercluster, a partnership of universities, industry and government with more than \$350 million in funding.

In 2017/18, research at UBC yielded:

- 40 licenses and assignment agreements;
- 282 filed patents;
- 8 spin-off companies, of a total 207 to-date;
- \$6.1 million in technology licensing revenues; and
- \$225 million in non-government research funding.

UBC-Affiliated Research Funding (2017/18)

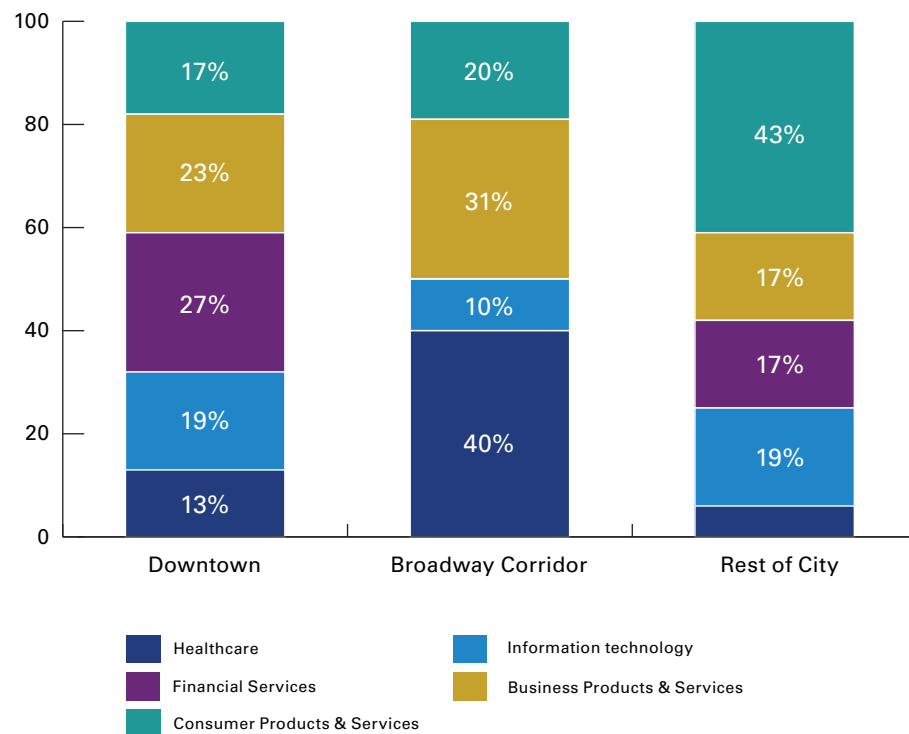


Source: UBC Office of Research Services and Office of Industry Liaison

Private Sector Investment

Between 2008 and 2017, the private sector invested an estimated \$1.6 billion in businesses located along the Broadway Corridor (according to PitchBook, 2018). More than 70% of these investments have been in two sectors: (1) healthcare, and (2) business products and services – proportionally far greater than in downtown Vancouver and the rest of the city.

Private Investment Share by Sector, 2008-17



In 2017/18 alone, the private sector invested an estimated \$125 million in the Corridor's healthcare sector.

Over the last decade, private Corridor investments in the healthcare sector totaled \$640 million.

Source: PitchBook data courtesy of Vancouver Economic Commission

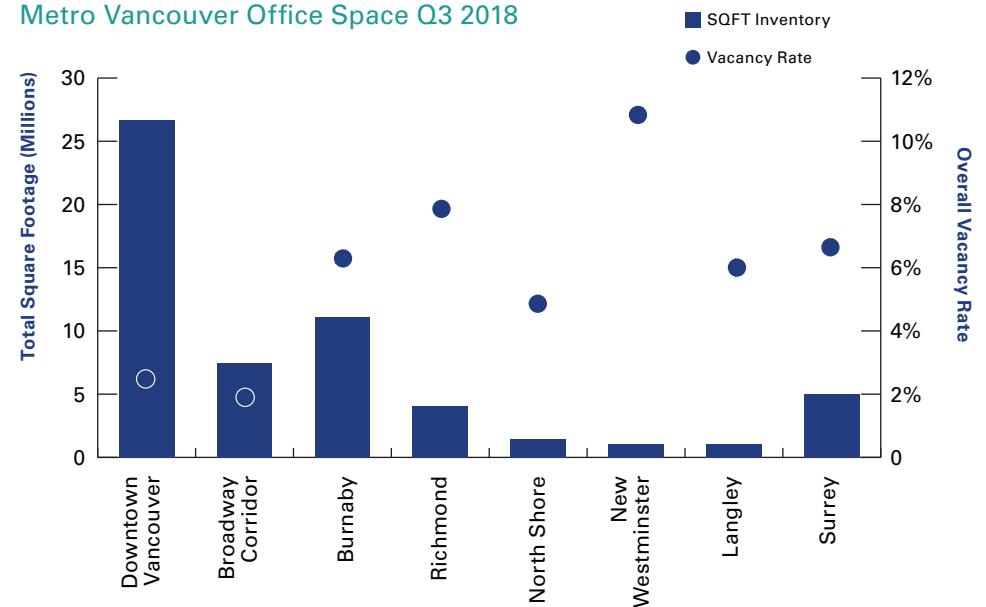
Access to Facilities

The Broadway Corridor provides access to a wide variety of academic facilities, research and commercial spaces – including more than seven million square feet of office space. These spaces are in high demand, as the area's current office vacancy rate of less than 2% is the lowest in Metro Vancouver. Access is a particular issue, in terms of:

- Laboratory space and specialized equipment; and
- Integrated office and research facilities.

For start-up and small companies, including life sciences and technology firms, laboratory space and specialized equipment is sometimes available at UBC; however, as these companies grow, they face issues in securing integrated laboratory and office facilities within the Corridor.

Metro Vancouver Office Space Q3 2018



Source: Cushman & Wakefield, MarketBeat Vancouver, BC, Office Q3 2018

The Broadway Corridor has the lowest office vacancy rate in Metro Vancouver, at less than 2%.



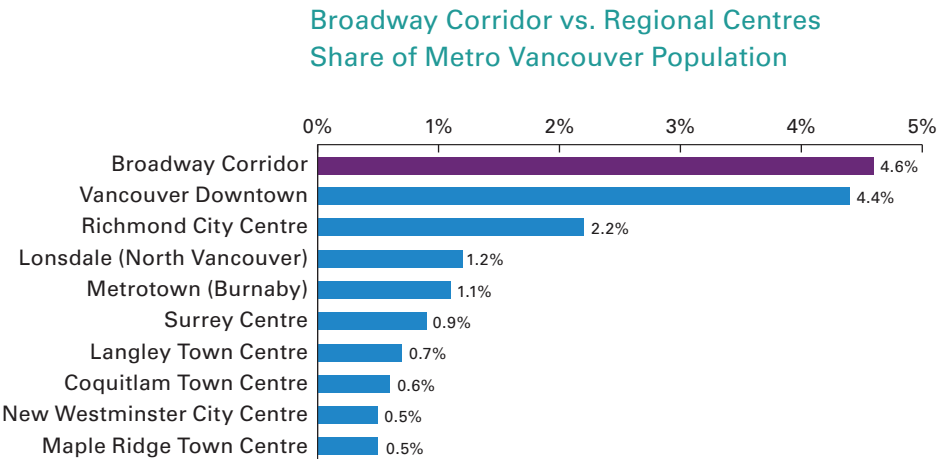
Pillar #3 – Housing

This chapter discusses key aspects of housing throughout the Broadway Corridor in the following areas:

- Share of regional centre population
- Housing diversity
- Prices and affordability
- Rental market
- Family housing
- UBC housing

Corridor Population Relative to Regional Centres

The Broadway Corridor is a major residential population hub. The Corridor’s population is similar to that of downtown Vancouver and is significantly higher than any other regional centre in Metro Vancouver.

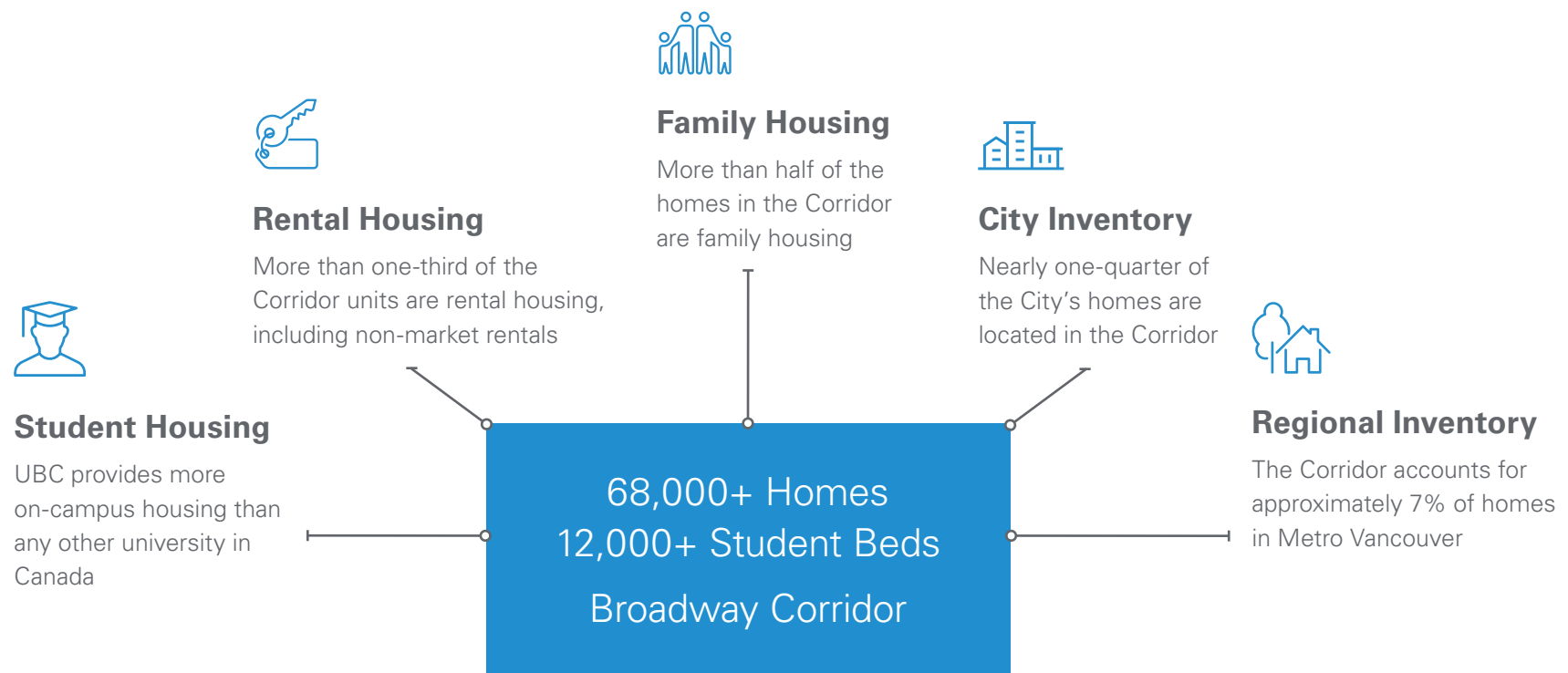


Source: 2016 estimates, City of Vancouver and UBC analysis



Housing Diversity

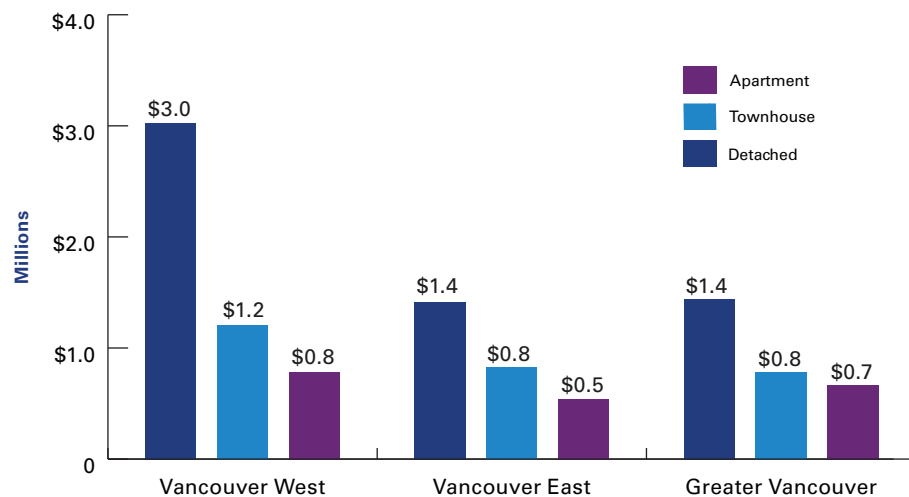
The Broadway Corridor provides a range of housing types, including a variety of detached properties, townhomes, and rental apartment buildings – representing 7% of all homes in Metro Vancouver. UBC is also a major student and workforce housing provider.



Cost of Housing

Purchase prices for houses in Metro Vancouver, including the Broadway Corridor, are high – especially in relation to local income levels. The western portion of the Corridor, in particular, has some of the highest real estate prices in the region, with detached homes at a benchmark price of approximately \$3 million in February 2019. Prices in the eastern end of the Corridor are closer to the Metro Vancouver regional average.

Benchmark Housing Prices (February 2019)



Source: Greater Vancouver Real Estate Board

Purchase prices for residential properties (all types) in Vancouver East and Vancouver West are between 20 and 25 times annual average wages in the Broadway Corridor.

Rental Housing

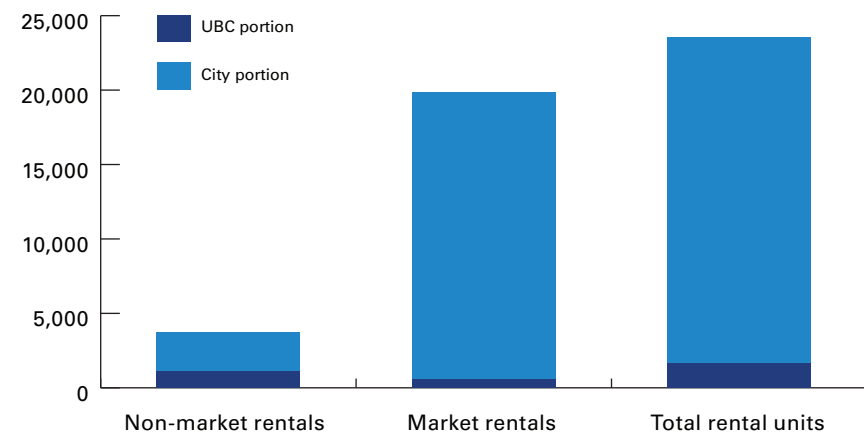
Regional housing affordability challenges have put upward pressure on demand for rental housing in Metro Vancouver and the Broadway Corridor, particularly among younger demographics – with vacancy rates for townhomes and apartments in the Corridor in the range of 0.3% to 0.8% as of October 2018 (compared to an average of 1.0% for the region). The Corridor includes more than 23,000 purpose-built rental homes that represent more than one-third of all housing units in the area. Many of the tenants are working professionals and students that work or study in the Corridor, or rely heavily on the Corridor to connect to neighbouring retail, commercial, institutional, and regional hubs.

All levels of government are supportive of housing creation.

- Canada's National Housing Strategy focuses on vulnerable low-income families, funding and financing opportunities to renew affordable rental stock and new market rental housing.
- The Government of British Columbia's Homes for BC plan introduces a number of housing measures including tax changes, new student housing funding, and new tools such as rental zoning, funding for housing partners to build new and renovate existing affordable housing.
- Metro Vancouver's Regional Growth Strategy, entitled Metro Vancouver 2040: Shaping Our Future, prioritizes compact, sustainable development and a rental housing focus supported by transportation choice.
- The City of Vancouver's Housing Vancouver Strategy focuses on enabling housing that is more affordable to local incomes and more diverse housing options that better meet the needs of residents which involves shifting new supply to rental.
- UBC's Housing Action Plan (HAP) uses the University's campus to further grow what is already Canada's largest supply of student housing and Metro Vancouver's largest supply of workforce rental housing.

The Broadway Corridor accounts for more than 20% of Metro Vancouver's rental housing supply.

Broadway Corridor Purpose-Built Rental Housing Units

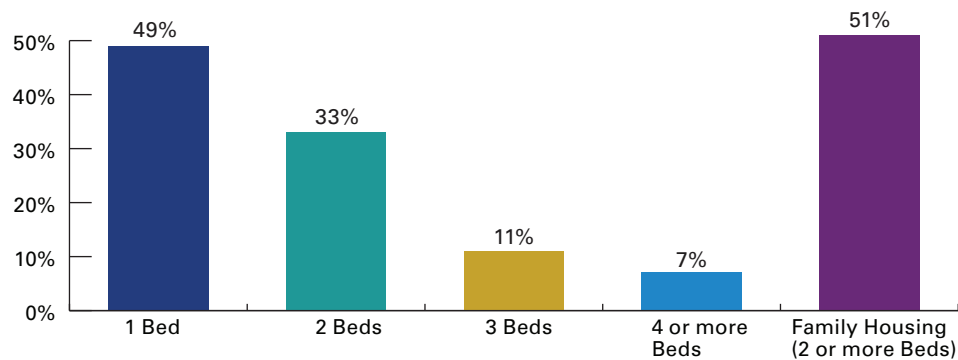


Source: City of Vancouver, UBC, and CMHC

Family Housing

Many of the homes in the Broadway Corridor are classified as family housing – providing two (2) bedrooms or more. Family housing inventory accounts for more than half of the homes in the Corridor, and more than 70% of the bedrooms.

Broadway Corridor Family Housing



Source: City of Vancouver and UBC analysis

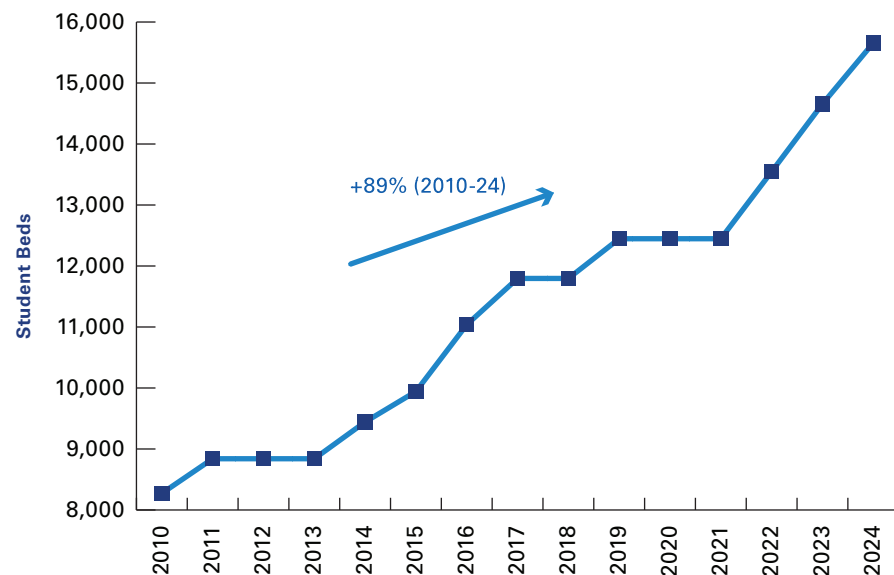
The Metro Vancouver Regional Growth Strategy projects the Broadway Corridor to grow significantly by 2045, requiring an increased supply of housing.



UBC Housing

UBC is Metro Vancouver's largest provider of workforce housing and one of North America's largest student-housing providers. Of the nearly 80,000 faculty, students, staff and residents at UBC, approximately 24,000 live on campus. This includes 11,795 student housing beds, growing to 15,000 beds by 2025. It also includes nearly 700 faculty-staff homes that rent at 25% below market rates, and more than 500 units for those who work or study on campus, including hospital or school staff. This UBC community housing takes pressure off the regional housing market and builds community on campus. Still, the University cannot meet all the demand for campus housing; the current student housing waitlist is 6,400 and the faculty-staff rental waitlist is more than 2,000. Nearly 40% of faculty, students and staff commute from outside the City of Vancouver.

UBC Student Housing Growth



UBC's Housing Action Plan commits to building at least 30% of campus housing as rental.

Source: UBC, 2022+ reflects current plans



Pillar #4 – Community

This chapter discusses key aspects of the Broadway Corridor's community in the following areas:

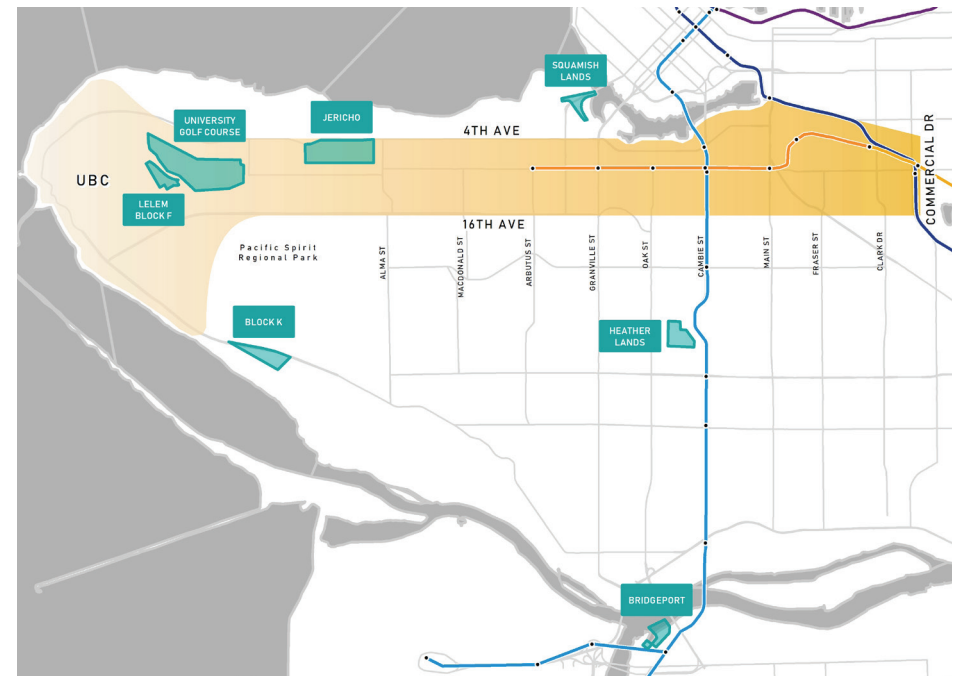
- First Nations
- Access to amenities
- Access to goods and services
- Retail diversity
- Hosting international events and visitors
- Sustainability

First Nations

The Broadway Corridor is part of the traditional, ancestral and unceded territories of the Musqueam, Squamish and Tsleil-Waututh peoples. The federal and provincial governments have both endorsed the United Nations Declaration on the Rights of Indigenous Peoples and committed to working with Indigenous groups on its implementation.

In 2014, the City of Vancouver established a framework for reconciliation to guide the City's relationship with the Musqueam, Squamish and Tsleil-Waututh nations, including Broadway Corridor initiatives such as the Jericho Lands Planning Program. The City continuously aims to provide a starting point of learning about the importance of places to local Nations within the Broadway Corridor and other areas. UBC is committed to reconciliation through its Indigenous Strategic Plan, including, for the Vancouver campus, a particular focus on its relationship with the Musqueam.

Musqueam, Squamish, and Tsleil-Waututh peoples play an important stewardship role in the Broadway Corridor. For example, Musqueam owns a number of sites including the University Golf Course and Lelem, and the Jericho Lands are owned by the Canada Lands Corporation and the MST Development Corporation – a partnership between the Musqueam, Squamish, and Tsleil-Waututh nations.

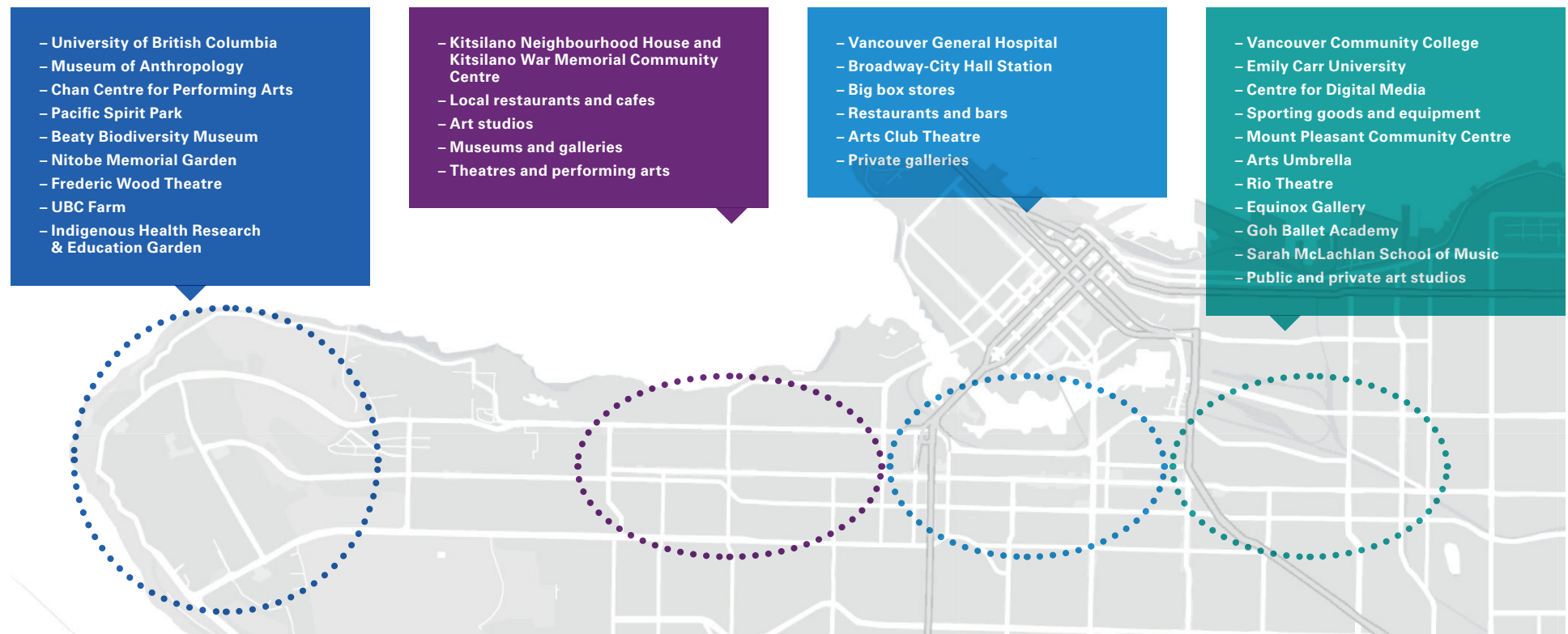


MST Development Corporation owns Jericho and Heather Lands

Access to Amenities

The Broadway Corridor provides a wide range of amenities for local and regional residents and employees, as well as for visitors from outside Metro Vancouver, across Canada and around the world. These include a variety of outdoor spaces, education, recreation and health facilities, as well as many retail, personal and creative amenities. Major amenity hubs are located along the Corridor, providing residents with access to local amenities in close proximity to where they live. The park and cultural spaces along the Corridor also host many private and public functions throughout the year to celebrate milestones, achievements, and other seasonal festivities.

At the same time, the City's Making Space for Arts and Culture: 2018 Cultural Infrastructure Plan indicates that the majority of Vancouver's existing arts and cultural spaces, including many in the Corridor, are vulnerable to potential displacement or redevelopment, and face affordability challenges. The Vancouver Park Board's 2018 Park Provision Study also indicates that some parts of the Corridor are situated more than a 10 minute walk from parks and public spaces (e.g., South Granville, Central Broadway/Fairview).

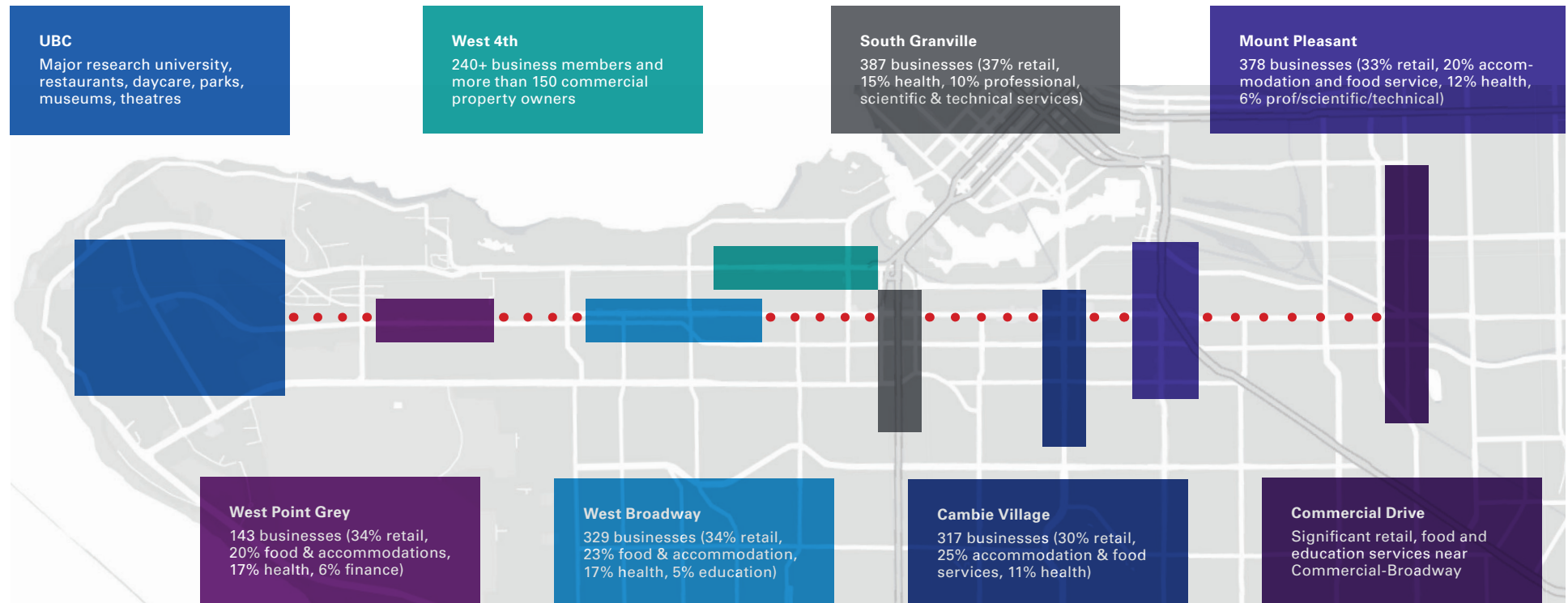


Access to Goods and Services

The Broadway Corridor provides access to a wide variety of goods and services, including various retail and business cluster areas. These are located throughout the Corridor, with many represented by a local Business Improvement Association (BIA). Each area provides a full range of goods and services for the day-to-day lives of local residents and employees. While significant childcare services are provided in the Corridor, demand for childcare space still far exceeds capacity, with long waiting lists for placements at all major providers, as in the rest of the region. The City's 2014 Healthy City Strategy and 2019-22 Capital Plan identify the need for new childcare spaces to help attract and retain talent. In addition, many out-of-town visitors also overnight in downtown Vancouver, with limited hotel space located in the Corridor.

The Corridor is a key connector for major commercial and retail hubs across the city.

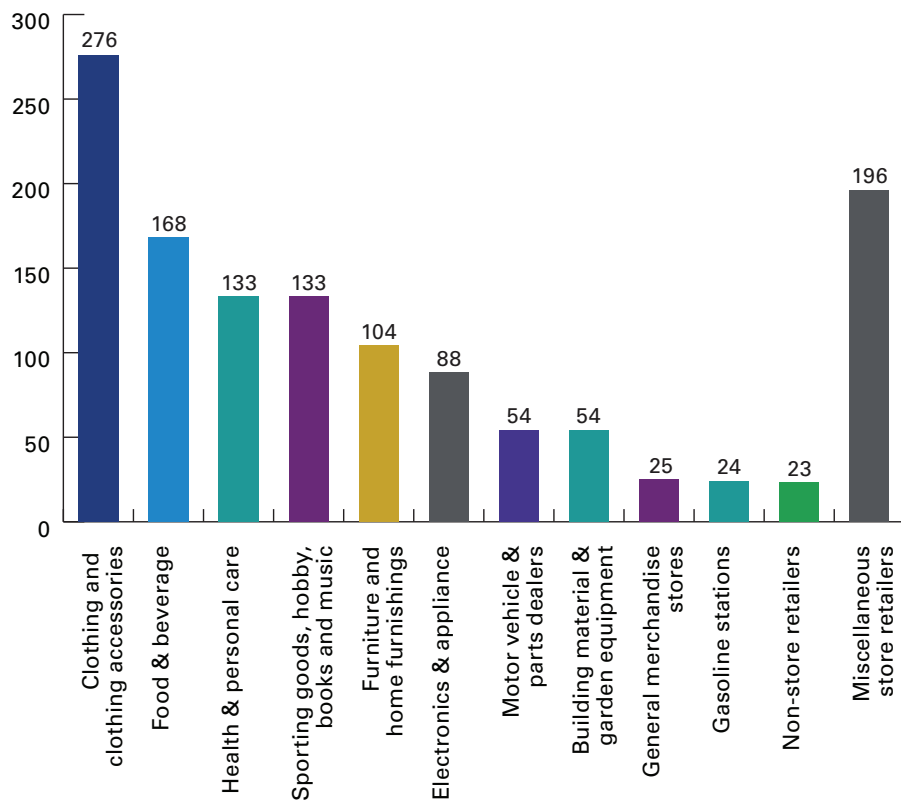
Retail Districts and Business Improvement Associations



Retail Diversity

Retail diversity is strong in the Broadway Corridor, with more than 1,200 retailers offering a wide assortment of goods and services to residents, visitors, and those working in the area. These account for approximately 8% of the retail businesses in Metro Vancouver.

Broadway Corridor Retail Business Counts



The Corridor offers a wide variety of retail options, including many clothing stores, restaurants, pubs and cafes, as well as clusters of healthcare and sporting goods and equipment stores among others – representing 8% of retail businesses in the region.

Source: Dun & BradStreet 2018, City of Vancouver analysis

Hosting International Events and Visitors

Vancouver's reputation as an international destination is strong. In 2018, Metro Vancouver attracted more than 10 million visitors from around the world. UBC in particular draws numerous athletes, scholars, conference delegates, students, and friends and families of students to the region every year. Conference events attract world-renowned and leading professionals and scholars, and are an opportunity to bring international conversations to the local region. The many events throughout the year organized by various agencies, including the City of Vancouver, UBC, non-profit organizations and Business Improvement Associations, provide excellent opportunities for local and regional residents to connect with people from different backgrounds – highlighting the diverse and unique cultural heritage that surrounds the Corridor.



**THE UNIVERSITY
OF BRITISH COLUMBIA**

Athletics & Recreation facility attendance of more than 3.5 million in 2017/18
Conference attendance exceeded 24,000 in 2016/17, with 180,000 room nights
Student Housing & Hospitality Services also provide up to 6,500 beds in summer season

congress 2019

OF THE HUMANITIES AND SOCIAL SCIENCES



To be hosted by UBC in 2019
The largest gatherings of scholars
Typically attracts over 70 scholarly associations and 8,000 attendees
Offers a week of presentations, workshops, panels, public lectures, cultural events and receptions
2019 theme is "Circles of Conversation"

GREEK DAY
ON BROADWAY

Concludes Greek Heritage Month
Covers five-block stretch on West Broadway
Largest one-day Greek festival in Vancouver



Over 17,000 registered runners in 2018
Named "Top Destination Marathon" by multiple media outlets
Week-long festivities including convention expo, street festivals, and kids' run

KHATSAHLANO

Vancouver's largest free music and arts festival
Features musical performances, local artisans and street performers
Ten-block street fair

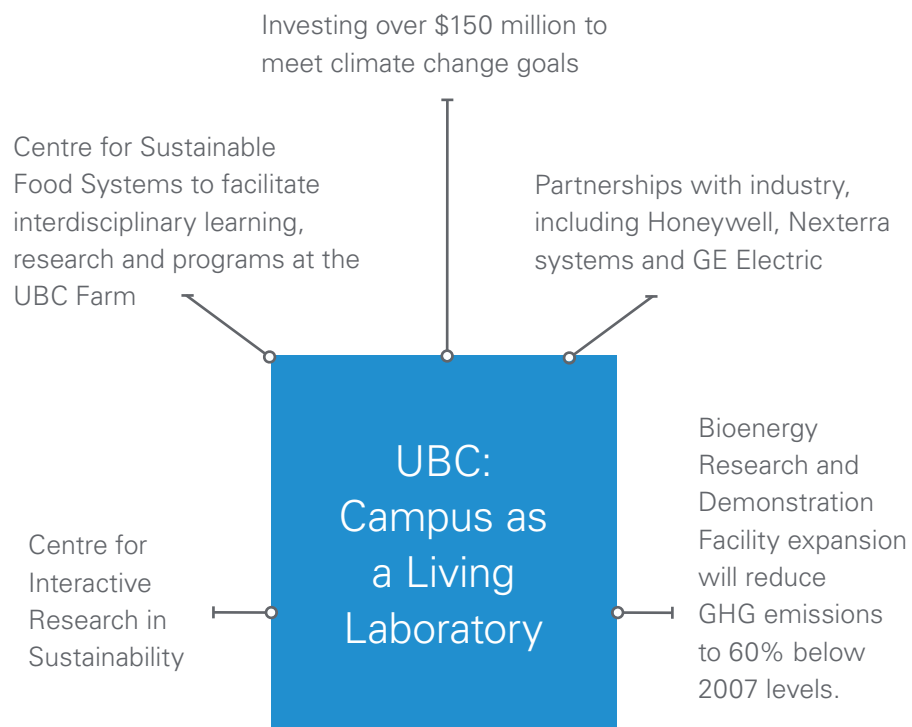


Concludes Greek Heritage Month
Covers five-block stretch on West Broadway
Largest one-day Greek festival in Vancouver

Sustainability

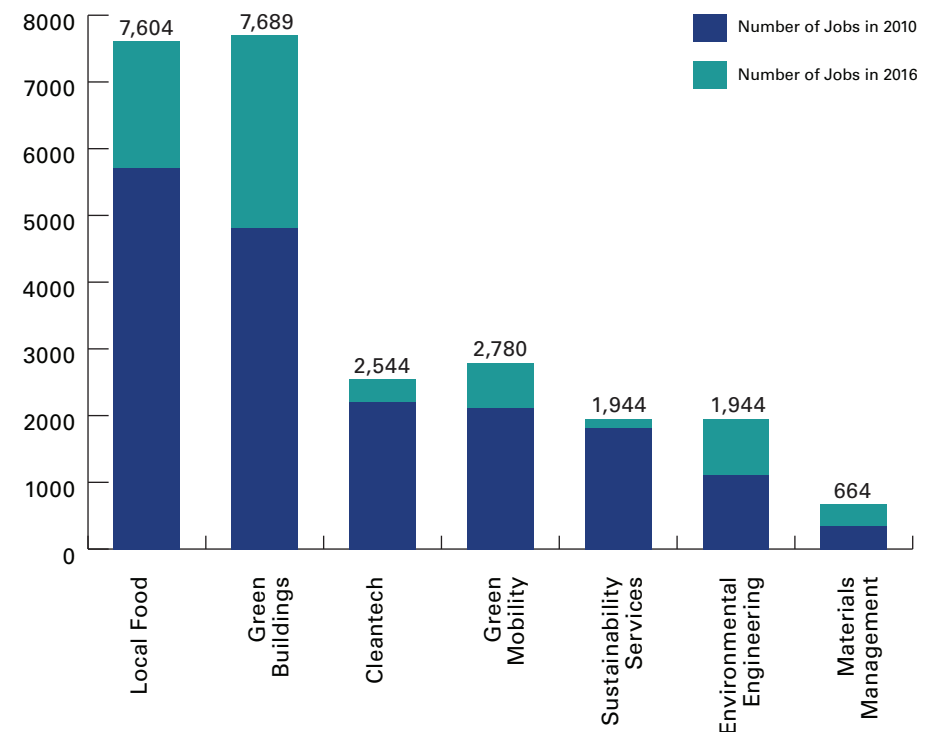
The federal and provincial governments' new climate change plans seek ambitious greenhouse gas reduction targets by 2030. Metro Vancouver, the City of Vancouver and UBC all have their own policies to mitigate and adapt to climate change, shift to alternative energy sources, reduce building emissions, and eliminate waste.

The City's community plans and citywide strategies provide frameworks that support sustainability – including increased density and mixed-use spaces, as well as locating jobs close to where people live. UBC and other institutions located along the Corridor and across Metro Vancouver have also pursued greener building methods, and established programs to train and foster talent to support a green economy.



The Corridor is a key life-science and technology ecosystem that could be further leveraged to achieve climate change and sustainability goals of the City, UBC and Metro Vancouver region.

Green & Local Food Jobs in Vancouver



Source: Vancouver Economic Commission and UBC, 2019



Pillar #5 – Connectivity

This chapter discusses key aspects of the Broadway Corridor's connectivity in the following areas:

- Importance of Connectivity
- Key linkages
- Capacity and reliability
- Access to UBC
- Broadway Subway extension to UBC

The Importance of Connectivity

Effective, reliable, high-capacity transit is critical to thriving economic engines such as the Broadway Corridor.

A recent report for the American Public Transportation Association (APTA) examined the role of transit in supporting high-growth business clusters in the US. The study found that firms choose to locate in close proximity to other like-minded firms, and that these firms actively seek ways to get people to these locations. It also found that increasing congestion and challenges in transportation access will limit business cluster growth and competitiveness in the future. In particular, if transportation access decreases, then firms will respond in one of three ways:

1. Relocate abroad to international cities offering both agglomeration and multi-modal access;
2. Stay small, continuing to operate as they do today, but curtailing any plans to expand their high-value agglomeration-dependent activities; or
3. Relocate domestically to clusters in those increasingly limited cities that still have both agglomeration and multi-modal access.

These results have implications for the Broadway Corridor. The Corridor is home to a number of business clusters. It has existing transportation access and congestion problems, and its continued economic growth is vital not only locally for businesses and people in the area but also the wider Metro Vancouver region.

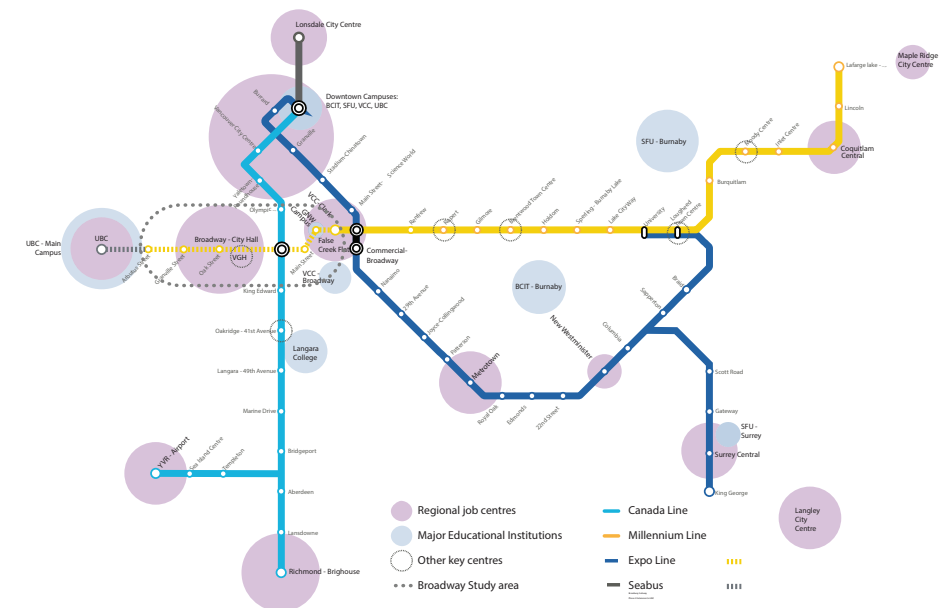


Key Linkages

The Metro Vancouver region benefits from a robust, integrated rapid transit network connecting the majority of its job and innovation centres. The Canada Line, Millennium Line and Expo Line provide the backbone of the system, while other services such as the SeaBus, West Coast Express and B-Line buses supplement and extend the high-volume system. The strength of this network has supported record ridership growth in recent years. In 2018, the regional transit system observed more than 437 million boardings, a 7% year-over-year increase and the largest growth of any major city in Canada and the United States. With over 51 million (12%) of these boardings occurring on Broadway Corridor bus routes, major investments are needed to meet the demand and ensure efficient movement of people and goods within the Corridor and to the rest of the region.

The Broadway Subway Project (described on page 40) will dramatically increase capacity, speed and reliability of transit service on the most congested section of the Broadway Corridor and address one of the missing high-capacity links in Metro Vancouver's transit network. However, this still leaves the Broadway Corridor west of Arbutus Street to UBC as a key missing link. While remote collaboration facilitates connections between UBC and the rest of the Corridor and region, physical connections by way of shared-facilities and transportation are also required to strengthen ties that further the economic goals and output potential of the Corridor.

Connecting Job and Innovation Centres in Metro Vancouver



Note: Area of job centres and educational institutions is proportional to the number of jobs or students
Source: Census 2006, YVR 2011 Economic Report, UBC Our Place in the Region 2009, Metro Vancouver 2011 (based on Ministry of Advanced Education, Innovation and Technology 2010)

Accessible, available, and consistent mass transit options provide greater connectivity among academics, industry professionals, and government representatives to further regional economic development goals and ambitions.

Capacity and Reliability

The Corridor hosts a wide range of commercial, retail, academic, industrial, and recreational activities. It is also a key connector for the movement of goods and people between key economic and residential hubs within the region. The Broadway Corridor facilitates the east-west movement of people and goods across Vancouver and UBC.

Transportation and traffic along the Corridor have become increasingly congested. The Corridor has grown and matured over the past decade, attracting a variety of businesses and institutions, leading to increased volumes of all modes of transportation. While this bodes well for businesses operating in the Corridor, the effects of congestion delays, lack of reliability and transit overcrowding are significantly impacting the area. Broadway Corridor capacity for vehicles and buses is an issue. Long queues and frequent transit rider pass-ups impact travel times negatively and discourage sustainable transportation choices. As congestion grows, the Corridor becomes a less reliable link for all users.



Transit

- 160,000 average weekday transit riders
- 99 B-Line is busiest bus route in Canada/US
- Estimated 500,000 transit rider pass-ups annually



Traffic Congestion

- Significant congestion delays throughout the day
- Particularly long travel time delays in evenings
- Daily traffic volumes up to 30,000 (Main/Broadway)



Goods Movement

- Broadway/10th Ave is only continuous east-west truck route in City of Vancouver north of 41st Ave
- Daily truck volumes of approximately 800 (Cambie/Broadway, 8AM-8PM)



Walking and Cycling

- East-West bikeways include 10th Ave and 7th Ave
- 10th Ave is 2nd busiest bikeway in City of Vancouver
- North-South walking and cycling networks

Source: 2018 Transit Service Performance Review

Access to UBC

Students, staff, and faculty studying and working at UBC reside throughout the Metro Vancouver region. They, as well as visitors, family, and friends, travel to UBC's Point Grey campus using various modes of transportation. In the fall of 2018, more than half of daily trips made by persons traveling in and out of UBC were by public transit.

This level of traffic along the Broadway Corridor brings foot traffic during the daytime and evening hours to businesses situated along the Corridor, but also causes congestion at transit stops and missed boardings during peak periods.

Over 70% of daily person-trips to and from UBC are made using the Broadway Corridor via public transit, cycling, walking, or personal or car-share vehicles.

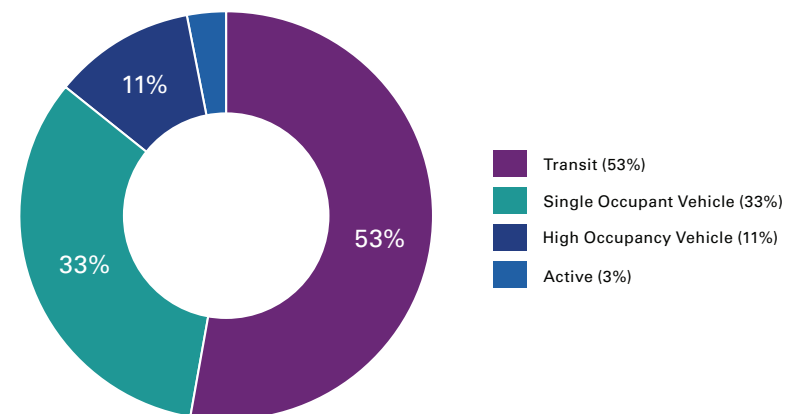
As the student, staff, and faculty population continues to grow at UBC and additional public transit options help to connect the Metro Vancouver region, it can be expected that the Corridor will become busier.

Connecting students, staff, and faculty



Source: Provided by UBC, per BC Stats (January 2018). Note: Postal codes reported outside Metro Vancouver have been reassigned a municipality proportionally based on the percentage of UBC affiliation

Daily Person Trips to and From UBC (Fall 2018)



Source: Provided by UBC, per UBC Transportation Status Report, 2018

Broadway Subway Extension to UBC

Delivering a rapid transit connection along the Broadway Corridor to UBC has remained a regional priority for nearly a decade, and was reconfirmed by the Mayor's Council on Regional Transportation in 2014.

The first phase of this project is the Broadway Subway, a 5.7-kilometre extension of the Millennium Line from its current terminus at VCC-Clark to Arbutus Street. The Broadway Subway will be tunneled beneath the most congested section of the Broadway Corridor and connect to a shortened B-Line service to serve UBC. This project is now fully funded and being delivered by the Province as the Broadway Subway Project, with expected completion in 2025 at an estimated cost of \$2.8 billion. This is an important start to addressing the connectivity challenges of the Corridor. However, TransLink analysis suggests that with the first phase of the Broadway Subway, pass-ups and overcrowding will continue on the B-Line from Arbutus to UBC (source: Rail to UBC Rapid Transit Study, 2019).






In early 2019 both the Mayors' Council and Vancouver City Council confirmed their endorsement of SkyTrain as the technology of choice. Upon confirmation of the business case and securing of project funding, construction of a seamless rapid transit linkage along the full length of the Broadway Corridor and beyond should dramatically improve connectivity for institutions, businesses, and residents along the Corridor, further unlocking the Corridor's economic potential and strengthening its contribution to the regional economy.



What Is and Isn't Working

Based on the five pillar framework, it is clear that the Broadway Corridor is a significant contributor to Metro Vancouver's economy. It generates nearly one dollar of value-added GDP out of every 10 dollars created in the region. Still, the Corridor is not without its challenges. Office space availability,

regional housing affordability, and connectivity-related roadblocks among other issues must be addressed to move the Broadway Corridor forward and strengthen its ability to contribute to the wider region.

	What's Working	What's Not Working
 Employment	<ul style="list-style-type: none"> – More jobs than regional town centres outside of downtown – Employment clusters in educational services, public administration, healthcare, research, and information technology and cultural industries – Fostering strong talent (UBC, Emily Carr, VCC, GNW Campus) 	<ul style="list-style-type: none"> – Congested commutes – More jobs than residential units in the Corridor
 Economy	<ul style="list-style-type: none"> – Significant economic output and value added GDP – Businesses/agencies with region-wide significance – Access to variety of academic, research and commercial spaces – Diverse and vibrant local business community 	<ul style="list-style-type: none"> – Low office vacancy rates – New space availability and affordability – Constrained connection between UBC and Oak-Cambie healthcare employment clusters
 Housing	<ul style="list-style-type: none"> – Major population hub, similar in size to downtown Vancouver – Over half of the Corridor comprises family housing – Multiple housing types (family, rental, student housing) – UBC is the largest regional provider of workforce housing 	<ul style="list-style-type: none"> – Purchase prices for residential housing is high relative to income levels – Low rental housing vacancy rates – Housing ownership affordability challenges putting increased pressure on rental market
 Community	<ul style="list-style-type: none"> – Access to goods, services and amenities for local and regional residents and businesses – Many major regional and international events and locals/visitors – Relationship building with First Nations through partnerships in commercial development and education 	<ul style="list-style-type: none"> – Childcare demand exceeding capacity – Arts and cultural spaces potential vulnerability to displacement or redevelopment – Limited hotel accommodations
 Connectivity	<ul style="list-style-type: none"> – Integrated part of the Metro Vancouver regional transit network – Significant foot traffic during daytime and evening hours to businesses situated along the Corridor 	<ul style="list-style-type: none"> – Connectivity challenges limiting economic growth and constraining knowledge transfer and collaboration – Congestion levels limiting workforce productivity – Transit reliability, overcrowding, and pass-ups

Moving Forward

The Broadway Corridor needs to leverage its strengths and overcome its key challenges, to further enhance its ability to contribute to regional economic growth. Initiatives that will help move the Corridor forward include: the City of

Vancouver's Broadway Plan, Employment Lands and Economy Review, Jericho Plan, and upcoming City-wide Plan; UBC's Land Use Plan update; and the Province's Broadway Subway Project.



Employment

CHALLENGE

- More jobs than residential units
- Ensuring vibrancy maintained to continue attracting and retaining talent that supports growing regional sectors

OPPORTUNITY

- Assess opportunities for increasing mixed-use zoning and densification
- Coordinate policy planning to attract and retain talent in the Corridor, for the benefit of the region



Economy

CHALLENGE

- Need to facilitate ongoing collaboration between two healthcare nodes
- Low office space vacancy rates can hinder future growth

OPPORTUNITY

- Create job space to meet requirements for key job sectors
- Create new job space close to rapid transit through integrated land use and transportation planning



Housing

CHALLENGE

- Housing diversity needs to meet shifting demands of employment base
- Pressures of housing affordability affect rental market and ability for employees of the Corridor to live close to work

OPPORTUNITY

- Pursue land use and housing policies and supportive zoning that encourage a variety of rental housing supply
- Examine policy frameworks that monitor and manage affordability that accommodates a diverse economic base



Community

CHALLENGE

- As communities grow and demographics change, demand for access to amenities, goods and services increases
- Goods and services required by residents and employees need to be accessible to maintain high quality of life

OPPORTUNITY

- Expand childcare spaces
- Ensure community amenities meet the needs of a growing population
- Assess opportunities to increase hotel supply along the Corridor



Connectivity

CHALLENGE

- Connectivity between major retail, commercial, educational, research and healthcare hubs need to be enhanced
- Missing high-capacity rapid transit link running east-west along entire length of the Corridor
- Increasing demand for mass transit puts pressure on existing transit systems, resulting in congestion and pass-ups

OPPORTUNITY

- Implement Broadway Subway to Arbutus
- Complete business case for rapid transit to UBC
- Provide reliable connections to facilitate movement between major employment, education, and research hubs
- Assess and develop policy and planning frameworks that encourage and enhance collaboration of knowledge-based sectors – connecting industry, government and academia

Broadway Corridor
Economic Vitality

kpmg.ca



Restrictions

This report has been prepared for the sole purpose of assisting the City of Vancouver and the University of British Columbia to assess the economic importance of the Broadway Corridor. KPMG will not assume any responsibility or liability for losses incurred by the City or UBC as a result of the circulation, publication, reproduction or use of this report contrary to the provisions of this paragraph.

The comments, calculations and conclusions noted or referred to herein are based on information that has been made available to KPMG by other parties, has been gathered through secondary research or is based on assumptions that have been discussed with the client and deemed reasonable for the purposes of this report. KPMG reserves the right, but not the obligation, to review all calculations included or referred to in this report and, if considered necessary, to revise calculations in light of information existing at the date of this report that subsequently becomes known to KPMG.

Qualifications

In preparing this report, KPMG relied on information and material provided by other parties (including the City and UBC). KPMG has not audited nor independently verified any of the information contained herein. None of KPMG, member firms of KPMG, nor any of their respective directors, officers, partners, employees, agents or representatives make any representations or warranties as to the accuracy, reasonableness or completeness of this information, nor shall any of them have any liability for any representations, expressed or implied contained herein, or for any omissions from the report or from any other written or oral communications transmitted in connection with this report.

The KPMG name and logo are registered trademarks or trademarks of KPMG International.