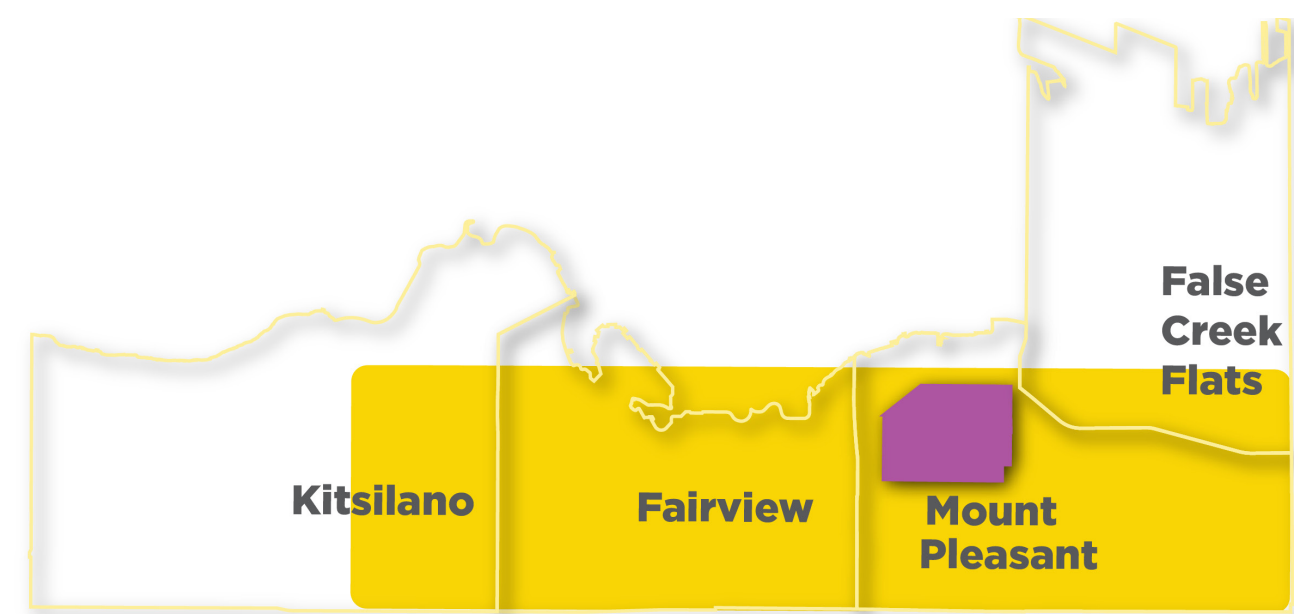


Mount Pleasant Industrial Area *Tomorrow*



The Mount Pleasant Industrial Area is a centrally located light industrial area with a dynamic range of businesses and significant recent development. It was initially developed as a single-family neighbourhood in the 1890s and then transformed slowly to industrial use beginning in the 1940s. For several decades the area has provided affordable production, distribution and repair (PDR) space serving the city. Zoning changes in 2013 (area-wide) and 2017 (east of Quebec Street; Area B) expanded the range and intensity of innovation economy users including digital, interactive and entertainment uses, creative uses and breweries, all adding to the interest and energy of the area. Since the zoning changes there have been many new developments with light industrial at grade and office above, completed and underway. In early 2021, an economic recovery Quick Start Action created a new rezoning policy to enable employment intensive light industrial development along the south side of 2nd Avenue, from Quebec to Yukon streets (Area C).

PRIORITIES

Key planning priorities to consider for this sub-area, identified through community engagement, city-wide objectives, and technical work, include:

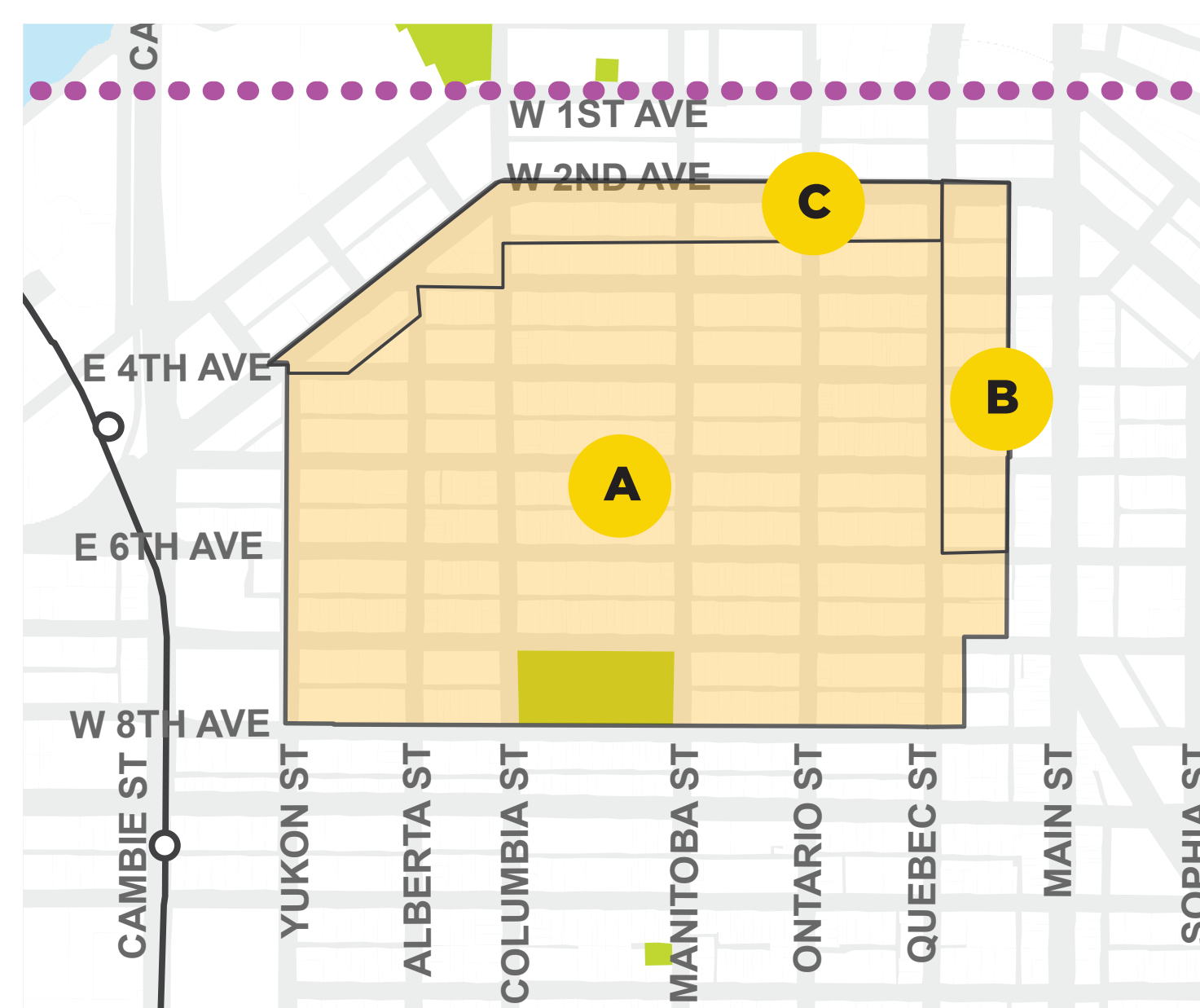
- » The area is generally working well, with significant take up of the recent zoning changes in new development. The breweries and small restaurants/café's contribute to a vibrant public life and support pedestrian activity during the day and evening.
- » The area provides diverse building types and historically lower lease rates than can be provided in other nearby commercial or mixed-use areas. There are a number of arts and cultural spaces in the area.
- » With the city's strong tech sector and the locational preference of the area for tech, healthcare and other innovation economy companies, there is a desire to increase capacity for office uses.
- » There is also a long term need for additional space for production, distribution and repair (light industrial) functions to serve city.
- » There is a need for additional services and amenities to support the concentration of jobs in the area.
- » The area is centrally located close to several existing and future rapid transit stations on the Canada Line and the Broadway Subway.

FUTURE DESIRED ROLE

Strengthen the Mount Pleasant Industrial Area as a vibrant creative production area by enhancing its light industrial function while strategically increasing opportunities to support the innovation economy.

EMERGING DIRECTIONS

- » In Area A:
 - » Intensify the production, distribution and repair (light industrial) function of the area.
 - » Increase opportunities to support the innovation economy.
 - » Recognize and foster arts and cultural spaces.
 - » Continue to restrict residential uses.
 - » Consider a broader range of uses including additional amenities and services (e.g. food and beverage options).
 - » Explore opportunities to enhance the viability of small businesses, such as expanded lounge and patio space for breweries.
- » In Areas B and C, maintain the permitted heights, densities and uses (continue to restrict residential uses).



Legend

- Broadway Plan Study area
- Park
- Character area
- Industrial/Employment Area
- Policy area
- Policy area boundary