

Technology and Knowledge-Based Businesses (cont'd)

Since high-technology and knowledge-based industries tend to generate high paying jobs, have a relatively low impact on the environment, and are part of a growing economic sector, many municipalities vie to attract them. Coquitlam's land use policies suggests identifying those technology and knowledge-based businesses that the City is well-positioned to attract and encourage the creation of appropriate preconditions for these businesses by providing for their specialized land use and servicing needs.

Film Industry

Coquitlam is a popular location for filming with its close proximity to Vancouver, spectacular natural locations, historic sites including Riverview, and high-quality municipal support service. City land use policies are directed at maintaining the regional advantage that Coquitlam has developed as a popular location for film shoots and to expand on film-related employment by capturing more of the benefits locally.

Tourism

Tourism is an area of future economic and employment growth in the City. With a number of festivals and sporting events, heritage sites, parks, natural areas and retail destinations, Coquitlam possesses a strong base from which to develop its tourism industry.

Coquitlam, along with other Northeast Sector municipalities, developed the Northeast Sector Tourism Strategy to help further develop the tourism industry. Strategic directions include promoting the Northeast Sector as a tourist destination, developing its potential as a day trip destination and creating additional high-profile events, festivals and attractions.

Conclusion

CWOCP land use and servicing objectives for the local economy are incorporated into neighbourhood and area plans each time a new plan is developed or an existing one is updated. Through this process, Coquitlam is making good progress towards achieving the retail, office, institutional uses and the film and tourism sector goals set out in the CWOCP. Future policy work may focus on developing an integrated vision for Coquitlam's industrial lands and the high-technology sectors to ensure that the high-paying jobs generated are encouraged and accommodated in the City.



Employment

Topic

Coquitlam Employment Overview

Overview

More than 100 years ago, Coquitlam built its economic foundations on the lumber and shipping industries. Today a diverse array of sectors including commercial/retail, office, and light industrial choose Coquitlam because of its strategic location, “business-friendly” City Hall, excellent schools including Douglas College, and close proximity to Simon Fraser University, and a skilled labour pool and growing population.

Coquitlam's Official Community Plan was adopted in 2002 and is a comprehensive land use plan that guides the overall future of the City and provides a broad framework for managing future change. One of the six goals of the CWOCP is to continue to foster a vital economy through land use and servicing policies that contribute to a business-friendly climate and continue to promote the continued health of established sectors and encourage the emerging sectors of film, tourism and home-based business.

Related Publications

Citywide Official Community Plan; Zoning Bylaw 3000, 1996

The Coquitlam Advantage

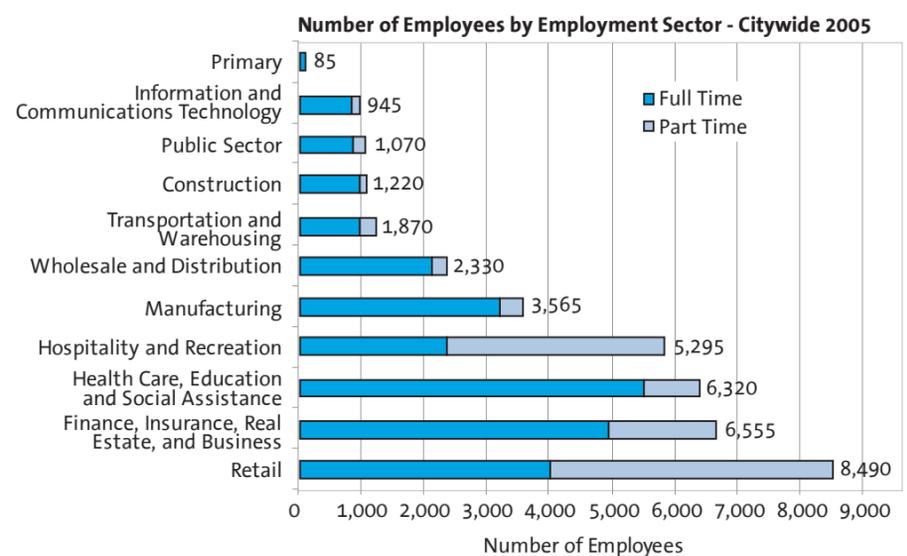
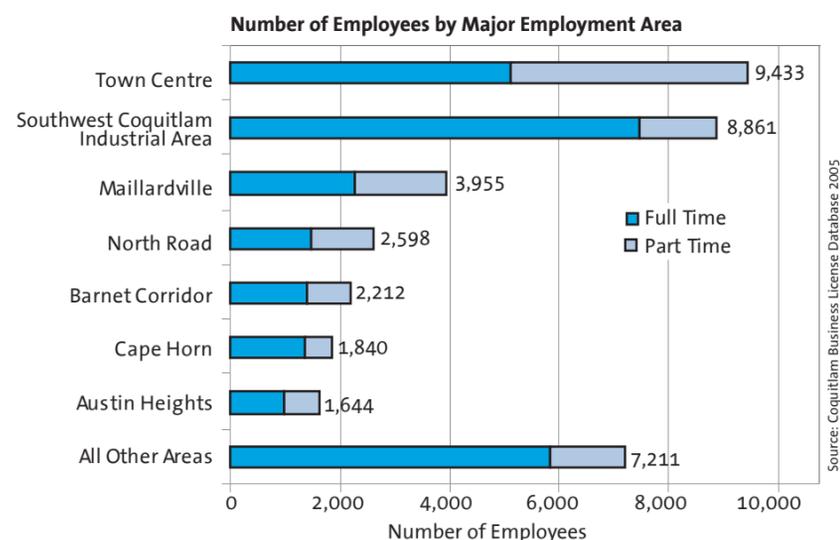
Since 1991 Coquitlam has added 11,825¹ jobs for a total of 37,745² jobs in 2005. As one of the growth concentration areas identified in the Greater Vancouver Regional District's (GVRD) Livable Region Strategic Plan (LRSP), Coquitlam has committed to almost doubling the number of jobs in the City to 71,000 by 2021 to create a community where there is a balance of jobs and housing, allowing residents the opportunity to work in the same community in which they live.

Coquitlam has a number of economic advantages that contribute towards achieving the desired employment target. Coquitlam is centrally located in the region and is in close proximity to several business centres, major transportation systems and facilities. Coquitlam has competitive industrial and commercial land values, is a major retail centre and has a well-educated labour force that possess a diversity of skills and cultural backgrounds.

1. 1991 Census, Statistics Canada
2. Coquitlam's Business License Database 2005

Employment in Coquitlam

The majority of jobs in Coquitlam are located in the Town Centre Commercial area and the Southwest Coquitlam Industrial area. The following chart shows jobs by major employment area in 2005.



To reach Coquitlam’s LRSP targets for 2021, annual employment will need to increase by 2.9% or 2,080 jobs annually between the 2005 and 2021. Coquitlam’s emerging sectors, which include high-technology, home-based businesses, film and television and tourism, have been identified in Coquitlam’s Citywide Official Community Plan (CWOCP) as potential high-growth sectors.

Coquitlam’s Economic Sectors

The CWOCP is a comprehensive plan for managing land use and servicing change in the City. A component of the plan focuses on encouraging the development of a vibrant and healthy local economy, with jobs and businesses of good quality choosing to locate in Coquitlam. The plan considers methods for promoting the continued viability of the established sectors of industry, business and office, retail and service commercial, institutional and resource activities and the emerging sectors of technology and knowledge-based businesses, film and tourism.

Established Sectors

Retail

Coquitlam is a major regional centre for retail in the Northeast Sector with several large format retailers of regional significance centred around United Blvd and the largest shopping centre in the Tri-Cities area, Coquitlam Centre Mall, located in the Town Centre. CWOCP policies are focussed on maintaining and enhancing Coquitlam’s retail areas.

Industry, Business Parks and Office

The majority of Coquitlam’s office uses can be found in the Town Centre, in the neighbourhood commercial areas and in the Pacific Reach industrial area. The majority of industrial and business park uses are concentrated in the Pacific Reach industrial area, south of the TransCanada Highway. Associated CWOCP policies recognize that a sufficient and appropriate supply of serviced office, industrial and business park land is necessary to meet the evolving needs of a healthy economy and create the potential for residents to work closer to home.

Institutional Uses

Coquitlam is home to a number of significant regional and local public sector institutional uses including Riverview Hospital, School District #43, Douglas College and a RCMP detachment. Institutional land use policies are directed at continuing to create an attractive city for existing and new institutional employers.

Resource Activities

Coquitlam has a small active resource sector made up of the aggregate industry and a small, functional agricultural centre. CWOCP policies focus on ensuring the continued viability of Coquitlam’s resource sector while providing for its positive contribution to Coquitlam’s ecosystem.

Emerging Sectors in Coquitlam

Technology and Knowledge-Based Businesses

High-technology includes wireless, biotech, new media, information and communication technology, and energy technologies and encompasses a range of activities from software design to product manufacturing. Knowledge based business activities include engineering, business consulting and other activities requiring specialized knowledge inputs.