

GREEN JOBS FOR BROWN LANDS

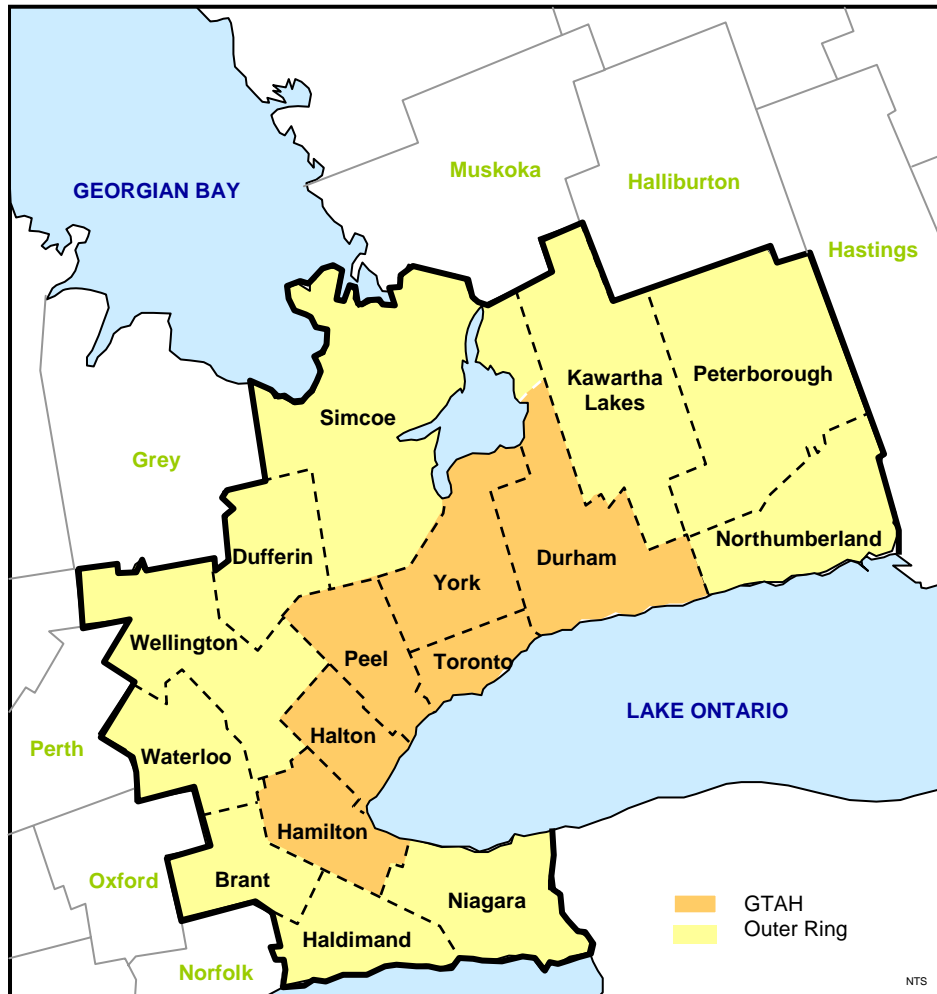
The Challenge of Employment Intensification



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HEMSON

Provincial *Growth Plan* is a plan to accommodate significant growth by 2031



- 11.5 million people
- 5.6 million jobs
- Good planning principles

Historically, the potential for employment intensification has been limited

- Most employment land users require large, single-storey, land-extensive buildings
- Market for major office is limited
- Redevelopment economics overwhelmingly favours retail and residential use

In the future, however, potential for employment intensification may improve

- Restructuring in the manufacturing sector
- Success of Provincial policies in focussing more population in existing urban areas
- Rising interest in infrastructure investment, particularly transit

Specific action, however, needs to be taken to achieve this objective

- At a minimum, the employment land supply must be protected
- Clear policies and program support must be in place
- Financial assistance may also be required