



MOUNT PLEASANT INDUSTRIAL AREA TODAY

Economy - Sub-Areas

Step 1: Understanding Yesterday and Today

Metropolitan Core Jobs & Economy Land Use Plan

Highlights

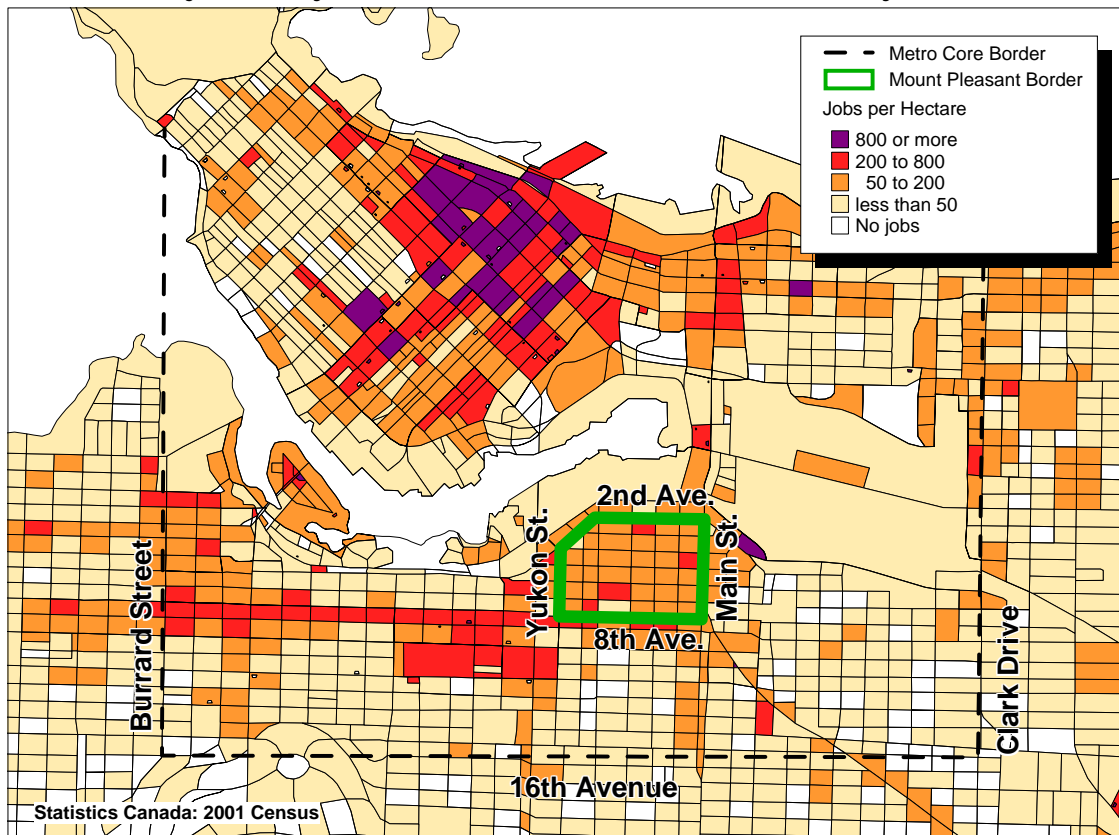
- 7,100 people work in the Mt. Pleasant Industrial Area - this is 4% of all Metro Core jobs.
- 26% of jobs are in manufacturing (especially clothing; printing; and metal products). The next largest sectors are: finance and insurance (e.g. cheque clearing); wholesale (e.g. machinery; personal goods; food and beverage); and information and culture (e.g. motion picture and video; radio and TV broadcasting).
- Businesses in the Mt. Pleasant Industrial Area consider safety, employee parking and ground floor occupancy to be important location factors.
- Over half of Mt. Pleasant Industrial Area workers live in the city.



HOW MANY JOBS ARE IN THE MOUNT PLEASANT INDUSTRIAL AREA?

The "I-1 zoning" in the Mount Pleasant Industrial Area is generally intended to permit light industrial, advanced technology and commercial uses. Nearly 7,100 people work in the Mount Pleasant Industrial Area. This is about 4% of all Metro Core jobs and 23% of all jobs in Metro Core industrial areas. Despite a relatively low number of jobs, employment in the Mount Pleasant Industrial Area is quite dense (See Map 1 for boundaries and employment density, see Table A-1 in appendix for distribution of jobs across Metro Core industrial areas).

Map 1: Metro Core job density and Mount Pleasant Industrial Area boundary (see Note 1)



WHAT SECTORS DO PEOPLE WORK IN?

In the Mount Pleasant Industrial Area:

- Manufacturing is the largest sector accounting for just over one quarter of all jobs.
- The next three largest sectors are: finance and insurance; wholesale; and information and culture with 13%, 10% and 10% of jobs respectively (Figure 1).

It is important to point out that jobs in high tech and creative activities are not stand alone sectors. Instead, these activities are found in the sectors shown in Figure 1. Therefore, counting jobs in these areas is a double count of jobs already counted below. However, for a sense of comparison to sector size, it is estimated that high tech and creative activities account for about 18% of jobs in the Mount Pleasant Industrial Area. This includes sub-sectors in: professional, scientific, and technical; arts; information and culture; manufacturing; and wholesale (see High Tech/Creative Info Sheet).

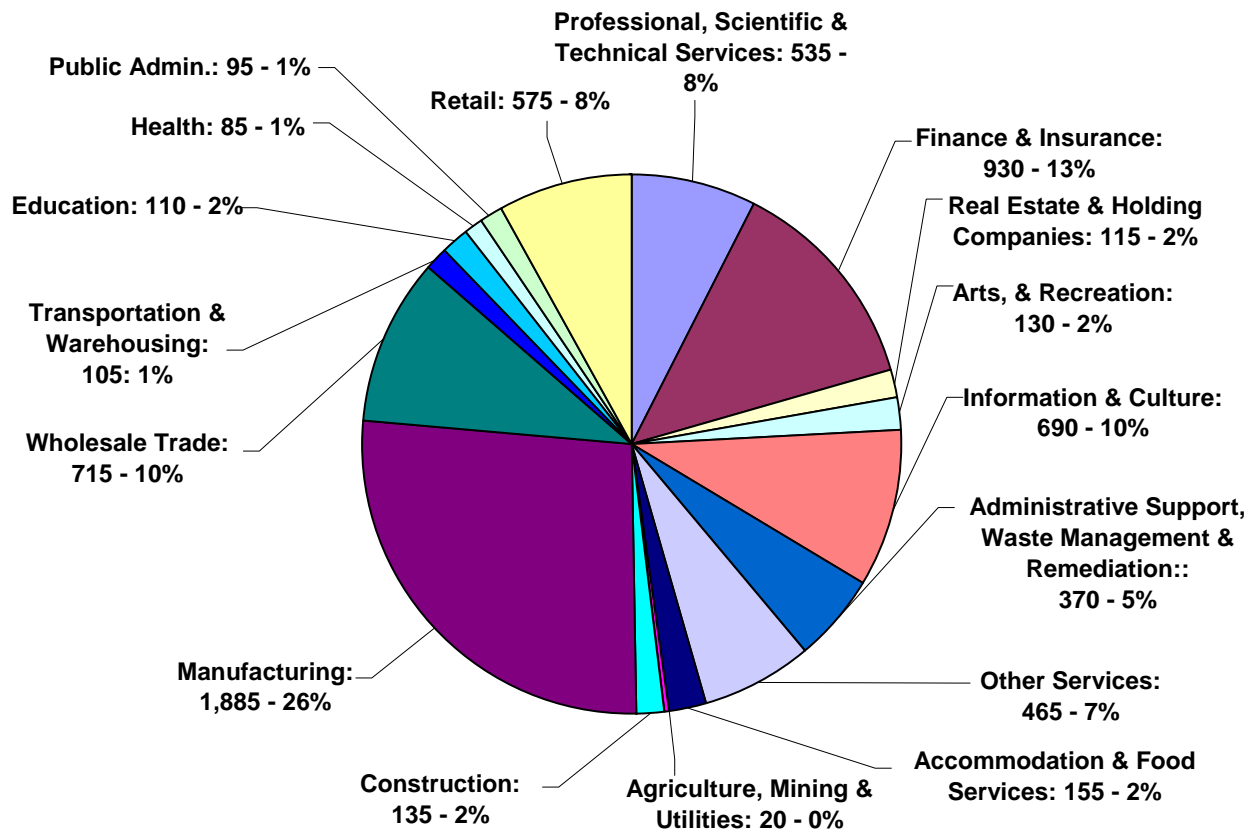
The sectors illustrated in Figure 1 are made up of jobs in a variety of sub-sectors (Table 1).

Manufacturing	Clothing manufacturing (910 jobs)
	Printing (300 jobs)
	Fabricated metal product manufacturing (100 jobs)
Finance & Insurance	Banking, (i.e. cheque processing) (555 jobs)
	Stock brokerage (365 jobs)
Wholesale	Machinery wholesale (200 jobs)
	Personal goods wholesale (180 jobs)
	Food & beverage wholesale (115 jobs)
Information & culture	Motion picture and video (365 jobs)
	Radio and television broadcasting (155 jobs)

Statistics Canada 2001 Census: Jobs by NAICS (4 digit), Employment Areas, 2001.xls

For information on how jobs in the Mount Pleasant Industrial Area have changed, please refer to the "Employment Change in Metro Core Sub-Areas" sheet created for this study.

Figure 1: Mount Pleasant jobs by sector

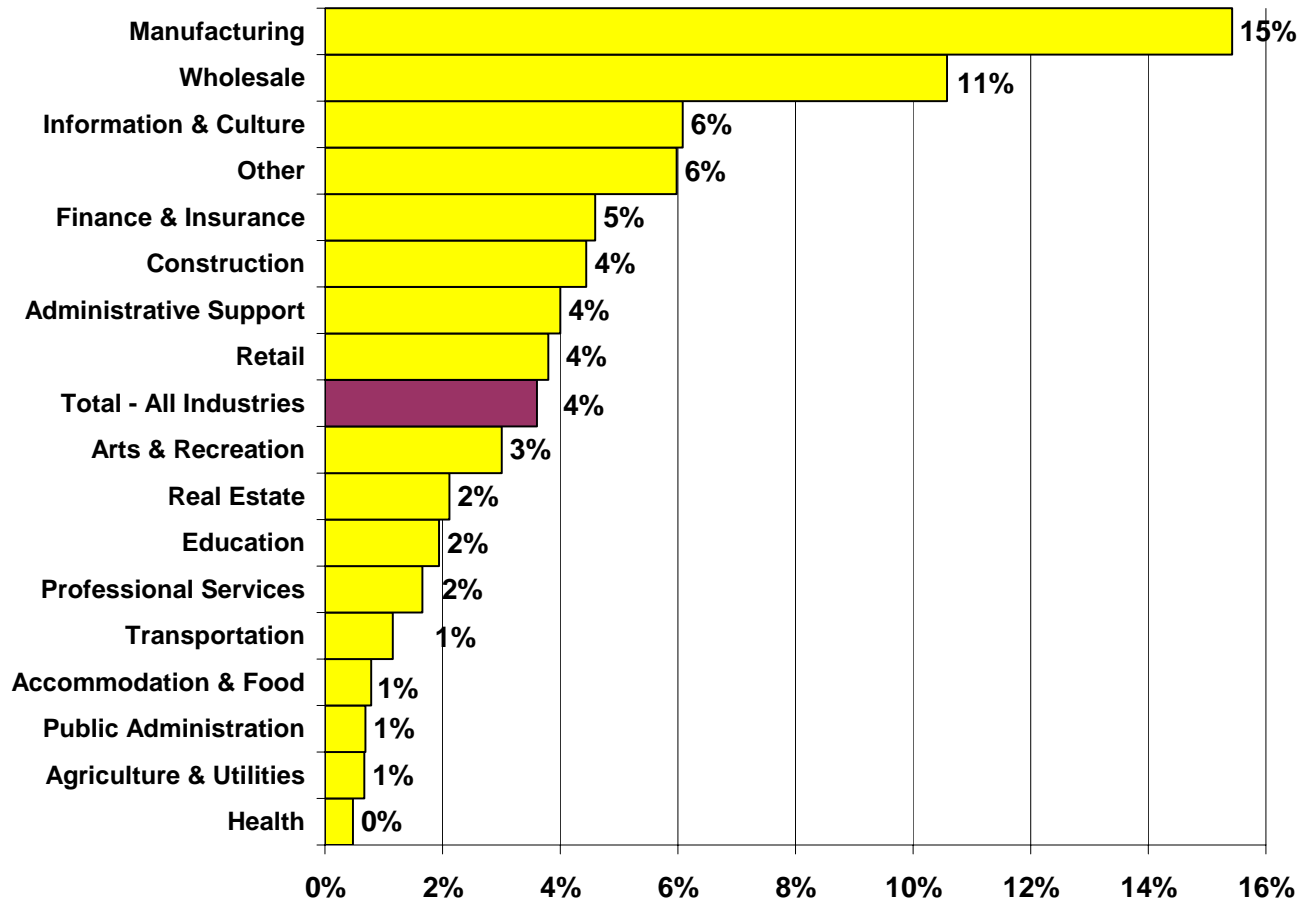


Statistics Canada 2001 Census: Jobs by NAICS (2 digit) Employment Areas.xls

WHAT IS THE MOUNT PLEASANT INDUSTRIAL AREA'S ROLE IN THE METRO CORE?

About 4% of Metro Core jobs are in the Mount Pleasant Industrial Area. In particular, the area contains an above average share of jobs in the manufacturing and wholesale sectors (Figure 2).

Figure 2: Share of Metro Core jobs located in the Mount Pleasant Industrial Area



Statistics Canada 2001 Census: Jobs by NAICS (2 digit) Employment

Although the Mount Pleasant Industrial Area contains only 4% of Metro Core jobs and 2% of city jobs, the area does contain a high share of jobs in the several specific sub-sectors (Table 2).

Table 2: Mount Pleasant Industrial Area sub-sectors with a major share of Metro Core and City jobs

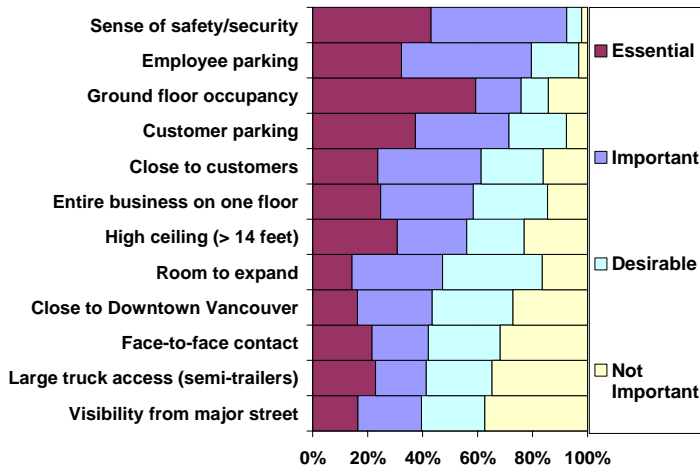
Sector	Sub-sector	Share of Metro Core jobs	Share of City jobs
Manufacturing	Cut and sew clothing manufacturing (885 jobs)	27%	22%
	Printing and related support activities (305 jobs)	20%	12%
Wholesale	Personal goods wholesale (180 jobs)	15%	9%
	Machinery wholesale (200 jobs)	13%	8%
Information and Culture	Motion picture and video (365 jobs)	16%	11%
	Radio and television broadcasting (155 jobs)	11%	10%
Other	Dry-cleaning and laundry services (190 jobs)	62%	26%
	Automotive repair and maintenance (110 jobs)	12%	6%

Statistics Canada 2001 Census: Jobs by NAICS (4 digit), Employment Areas, 2001.xls

WHAT ARE THE MORE IMPORTANT LOCATION FACTORS FOR MOUNT PLEASANT INDUSTRIAL AREA BUSINESSES?

Mount Pleasant Industrial Area businesses report security as the number one location factor. Other important factors include employee parking and ground floor occupancy (Figure 3).

Figure 3: More important location factors

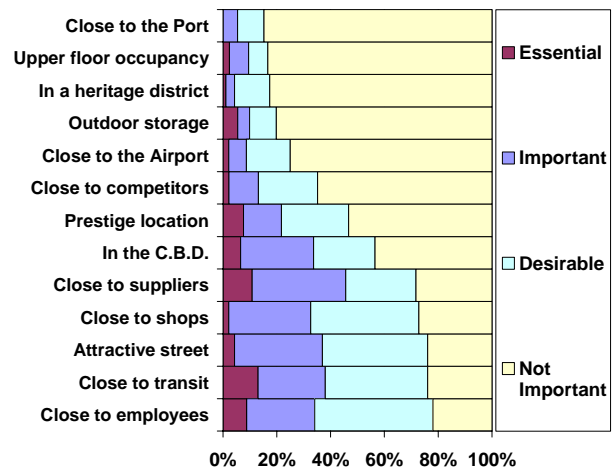


City of Vancouver Metro Core Business Survey, 2005.

WHAT ARE THE LESS IMPORTANT LOCATION FACTORS FOR MOUNT PLEASANT INDUSTRIAL AREA BUSINESSES?

Businesses in the Mount Pleasant Industrial Area consider proximity to the Port and upper floor occupancy to be less important when selecting a location (Figure 4).

Figure 4: Less important location factors



WHERE DO MOUNT PLEASANT EMPLOYEES LIVE?

About 53% of Mount Pleasant Industrial Area workers live in Vancouver. This is equal to the average across all Metro Core areas (Tables 3a and 3b).

Place of Residence	#	%
West End	345	5%
Mount Pleasant	315	4%
Fairview	220	3%
Downtown	160	2%
Strathcona	75	1%
Kensington-Cedar Cottage	450	6%
Renfrew-Collingwood	395	6%
Kitsilano	275	4%
Grandview-Woodlands	190	3%
Sunset	190	3%
Hastings-Sunrise	180	3%
Riley Park	170	2%
Victoria-Fraserview	135	2%
Dunbar-Southlands	110	2%
Oakridge	105	1%
Killarney	100	1%
Marpole	95	1%
Kerrisdale	85	1%
South Cambie	65	1%
Shaughnessy	50	1%
Arbutus Ridge	40	1%
West Point Grey	25	0%
Total – Vancouver	3,775	53%

Place of Residence	#	%
Burnaby/New West	940	13%
Surrey/Delta	785	11%
Richmond	460	7%
Coquitlam/Port Coquitlam	450	6%
North Shore	420	6%
Outside GVRD	100	1%
Langley	55	1%
Maple Ridge/Pitt Meadows	55	1%
UEL	35	0%
Total - Outside Vancouver	3,300	47%

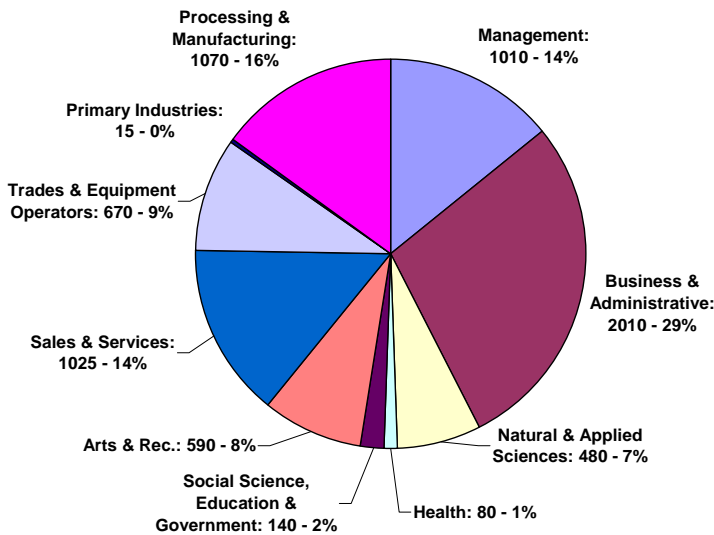
Statistics Canada 2001 Census: Where Mount Pleasant Workers Live.xls. Note: data do not include work at home.

WHO WORKS IN THE MOUNT PLEASANT INDUSTRIAL AREA?

Occupations are not the same as economic sectors. Some occupations, such as management and administration, are found in multiple sectors.

The most common occupations in the Mount Pleasant Industrial Area are in the business, finance and administrative category. This category includes occupations such as accountants, stockbrokers, secretaries, and data entry clerks. Other popular occupations are in: processing and manufacturing; sales and service; and management (Figure 5).

Figure 5: Mount Pleasant Industrial Area occupations



Statistics Canada 2001 Census: Jobs by Occupation, Usual & Home & No Fixed, Emp Areas, 2001.xls

Sources / Contacts

Sources of information are recorded throughout this Information Sheet. Additional notes are provided here:

- 1) The Mount Pleasant Industrial Area boundaries for this information sheet are generally in accordance with the I-1 light industrial zoning district.

This Information Sheet was published by the City of Vancouver. It is one in a series of Information Sheets produced for the Metropolitan Core Jobs and Economy Land Use Plan. The purpose of this initiative is to develop a long term land use policy plan to accommodate future economic activity and jobs in the Metro Core. For further information, please e-mail corejobs@vancouver.ca or visit the website www.vancouver.ca/corejobs

APPENDIX

Table A-1: Jobs in Metro Core industrial areas		
Area	Total jobs	% of total
Mount Pleasant	7,105	23%
Powell Street	6,265	20%
Clark Drive	5,325	17%
False Creek Flats	4,505	14%
Burrard Slopes North	2,740	9%
Brewery Creek	2,305	7%
Burrard Waterfront	1,750	6%
SEFC	1,110	4%
Total jobs in Metro Core industrial areas	31,105	100%

Statistics Canada 2001 Census-- Jobs by NAICS (2-digit), Employment Areas, 2001.xls.