



POWELL ST. INDUSTRIAL AREA TODAY

Economy - Sub-Areas

Step 1: Understanding Yesterday and Today

Metropolitan Core Jobs & Economy Land Use Plan

Highlights

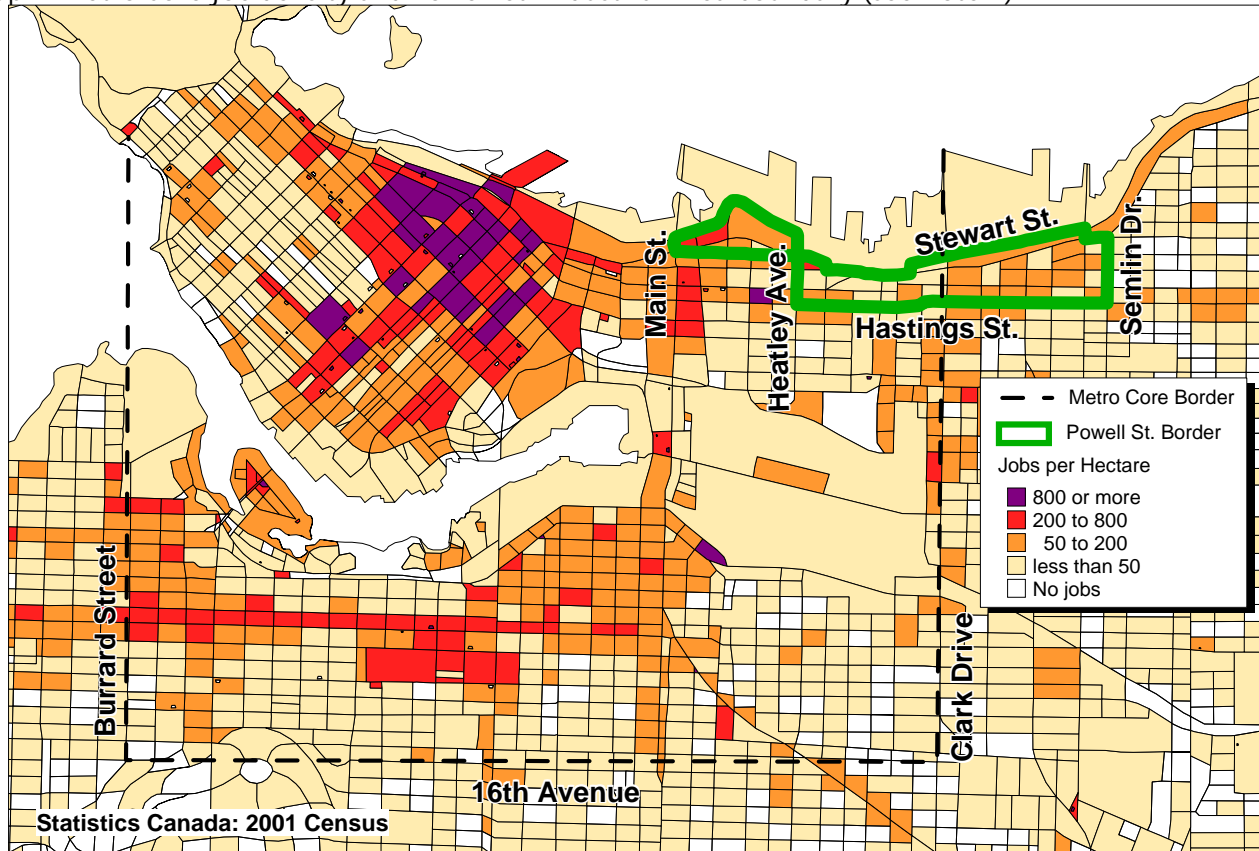
- Nearly 6,300 people work in the Powell Street Industrial Area - this is 3% of all Metro Core jobs.
- 38% of jobs are in manufacturing (especially food and clothing). The next largest sectors are: transportation and warehousing (e.g. stevedores); wholesale (e.g. food and beverage); and professional services (e.g. computer design, management consulting).
- In manufacturing, the Powell St. Industrial Area has nearly half of all "food manufacturing" jobs in the Metro Core.
- Businesses in the Powell St. Industrial Area consider safety, parking and ground floor occupancy to be important location factors.
- Half of the workers in the Powell St. Industrial Area live in the city.



HOW MANY JOBS ARE IN THE POWELL STREET INDUSTRIAL AREA?

The "M-2 zoning" in the Powell St. Industrial Area is intended to permit industrial and other land uses that are generally incompatible with residential uses. There are 6,265 people working in the Powell St. Industrial Area. This is 2% of all jobs in the city, 3% of all jobs in the Metro Core and 20% of all jobs within the Metro Core industrial areas (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 Powell St. Industrial Area boundary (see Note 1)



WHAT SECTORS DO PEOPLE WORK IN?

In the Powell Street Industrial Area:

- Manufacturing is the largest sector accounting for nearly 40% of all jobs.
- The next three largest sectors are: transportation and warehousing; wholesale trade; and professional services with 15%, 14% and 9% 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 9% of jobs in the Powell Street 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).

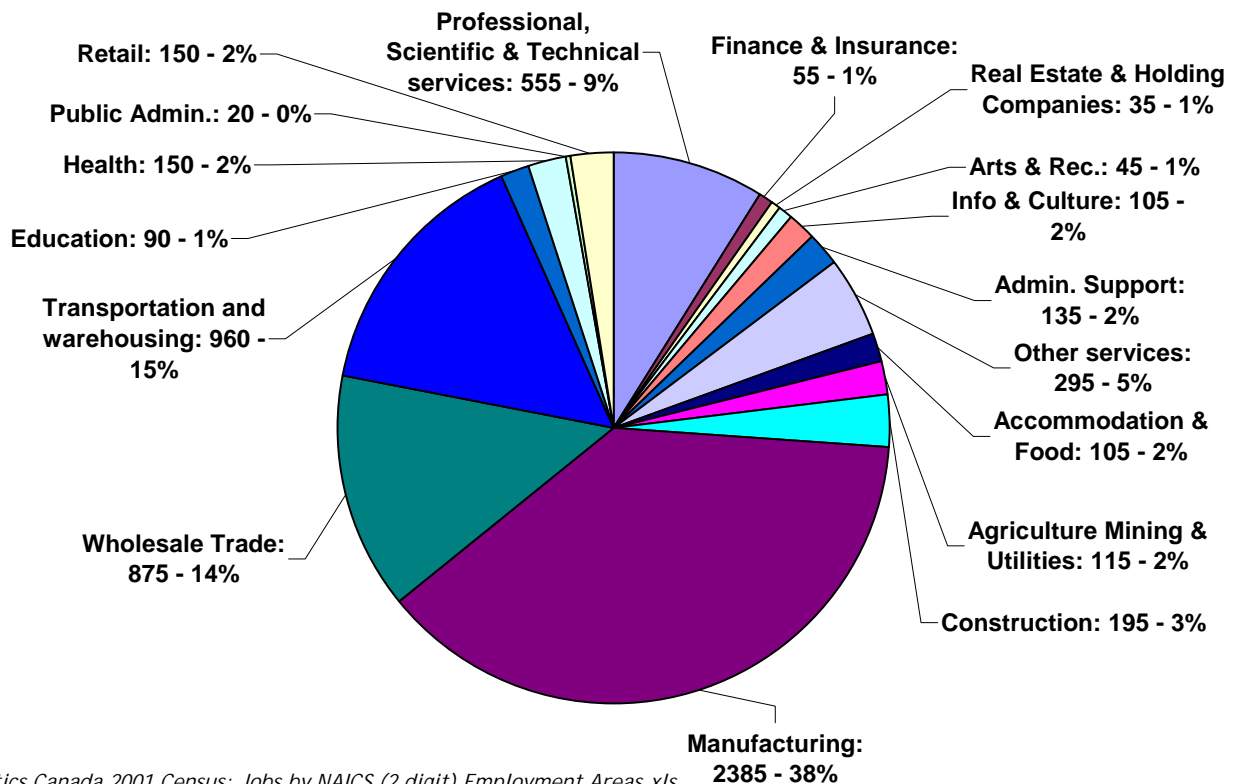
Table 1: Major sub-sectors within the largest Powell St. sectors

Manufacturing	Food manufacturing (1,000 jobs)
	Clothing manufacturing (700 jobs)
	All other manufacturing (700 jobs)
Transportation & warehousing	Support activities for water transportation (e.g. stevedoring) (500 jobs)
	Warehousing and storage (170 jobs)
	All other transport & warehousing (300 jobs)
Wholesale trade	Food, beverage & tobacco (250 jobs)
	Personal and household goods (210 jobs)
	Machinery, equipment & supplies (150 jobs)
	All other wholesale (275 jobs)
Professional services	Computer systems design (155)
	Management / scientific consulting (140 jobs)
	Architectural & engineering (135 jobs)
	All other professional services (125 jobs)

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

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

Figure 1: Powell Street Industrial Area jobs by sector

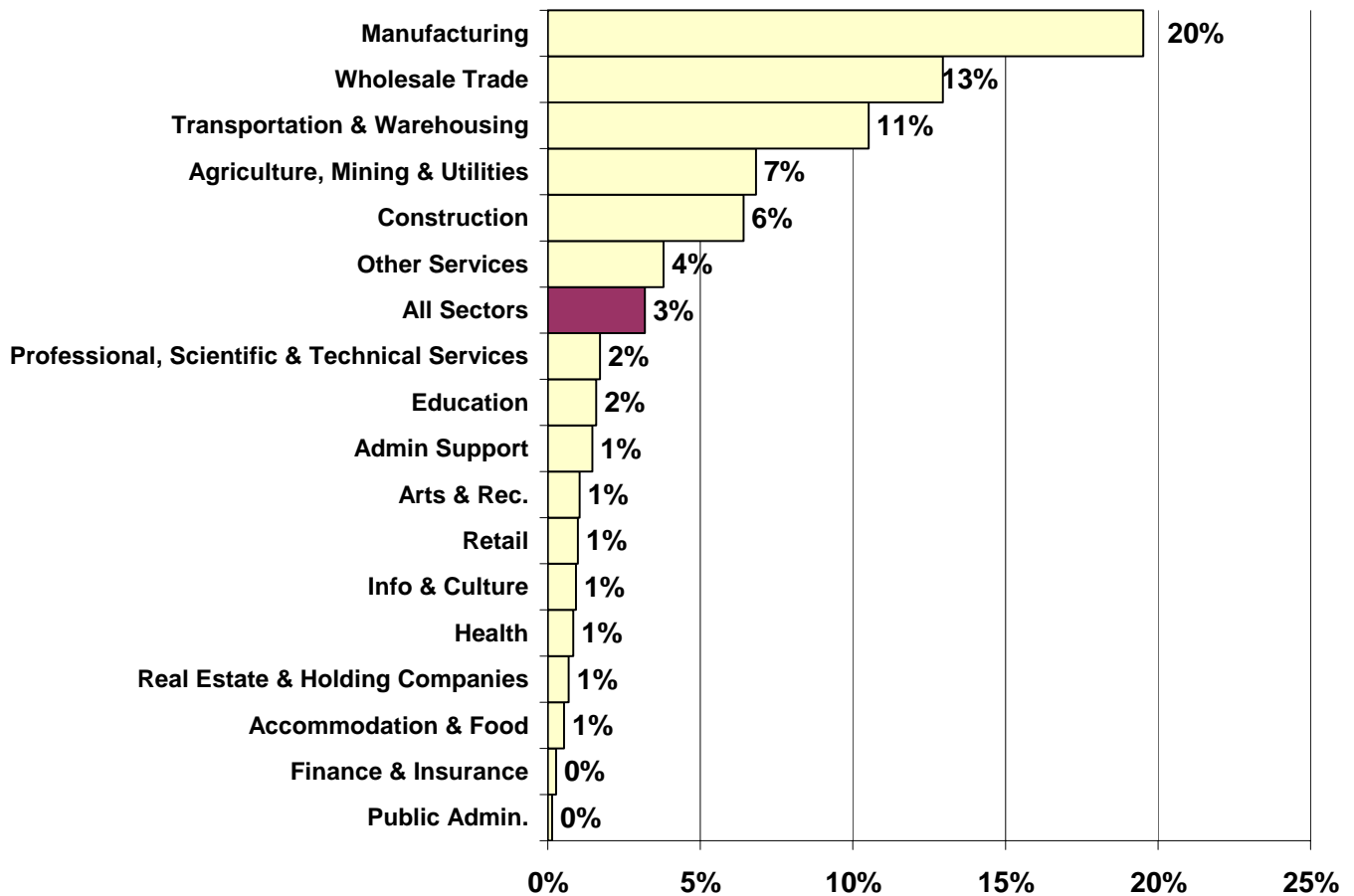


Statistics Canada 2001 Census: Jobs by NAICS (2 digit) Employment Areas.xls

WHAT IS THE POWELL STREET INDUSTRIAL AREA'S ROLE IN THE METRO CORE?

About 3% of Metro Core jobs are in the Powell Street Industrial Area. In particular, the area contains an above average share of jobs in the manufacturing and wholesale trade sectors (Figure 2).

Figure 2: Share of Metro Core jobs located in the Powell Street Industrial Area



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

Although the Powell St. Industrial Area contains only 3% of Metro Core jobs and 2% of city jobs, the area does contain a high share of jobs in several specific sub-sectors (Table 2).

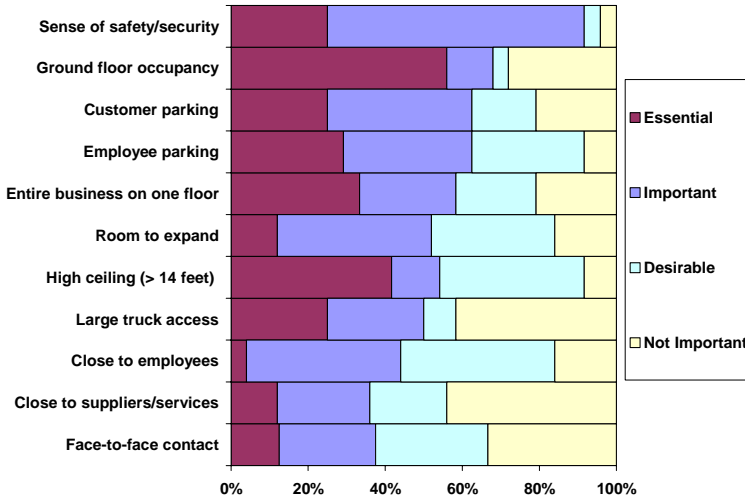
Sector	Sub-sector	Share of Metro Core jobs	Share of City jobs
Manufacturing	Food manufacturing (1,000 jobs)	47%	24%
	Clothing manufacturing (700 jobs)	19%	15%
Wholesale trade	Food, beverage & tobacco (250 jobs)	15%	8%
	Personal and household goods (210 jobs)	17%	10%
Transportation & warehousing	Support activities for water transportation (e.g. stevedoring) (500 jobs)	57%	53%

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

WHAT ARE THE MORE IMPORTANT LOCATION FACTORS FOR POWELL ST. INDUSTRIAL AREA BUSINESSES?

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

Figure 3: More important location factors

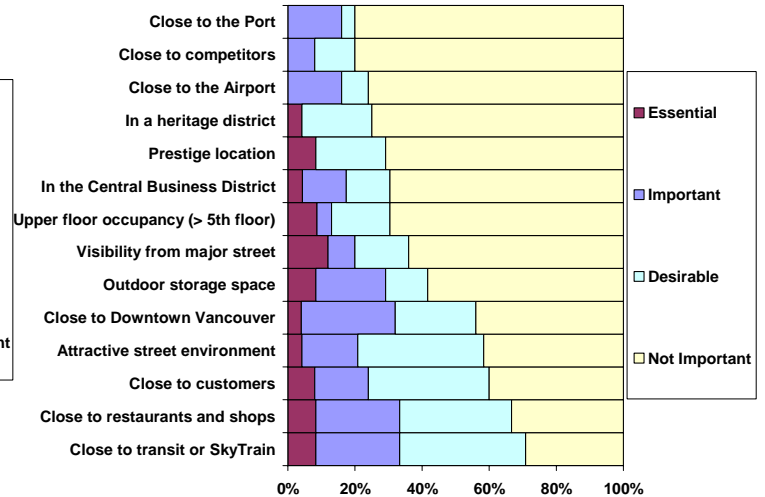


City of Vancouver Metro Core Business Survey, 2005.

WHAT ARE THE LESS IMPORTANT LOCATION FACTORS FOR POWELL ST. INDUSTRIAL AREA BUSINESSES?

Interestingly, surveyed businesses in the Powell St. Industrial Area consider proximity to the port to be less important when selecting a location (Figure 4).

Figure 4: Less important location factors



WHERE DO POWELL ST. INDUSTRIAL AREA EMPLOYEES LIVE?

About 50% of Powell St. Industrial Area workers live in Vancouver compared to the Metro Core average of 53% (Tables 3a and 3b).

Place of Residence	#	%
West End	165	3%
Downtown	155	3%
Strathcona	175	3%
Mount Pleasant	170	3%
Fairview	105	2%
Kensington-Cedar Cottage	360	6%
Grandview-Woodlands	350	6%
Hastings-Sunrise	340	5%
Renfrew-Collingwood	310	5%
Kitsilano	140	2%
Victoria-Fraserview	140	2%
Sunset	135	2%
Riley Park	115	2%
Killarney	100	2%
Oakridge	85	1%
Marpole	75	1%
Kerrisdale	40	1%
Dunbar-Southlands	35	1%
Arbutus Ridge	25	0%
South Cambie	25	0%
Shaughnessy	15	0%
West Point Grey	10	0%
Total - Vancouver	3,070	50%

Place of Residence	#	%
Burnaby/New West	885	14%
South of Fraser	810	13%
NE Sector	515	8%
North Shore	365	6%
Richmond	230	4%
Outside GVRD	130	2%
Maple Ridge/Pitt Meadows	125	2%
Langley	60	1%
Total - Outside Vancouver	3,120	50%

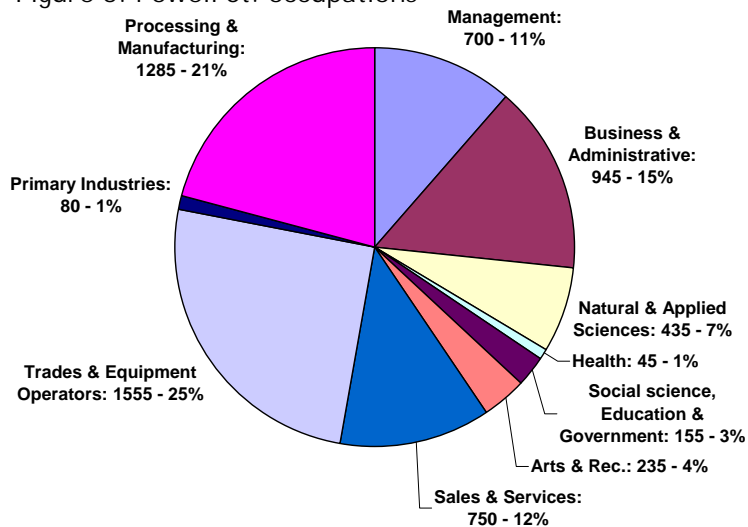
Statistics Canada 2001 Census: Where Powell St. Workers Live.xls.
Note Data do not include work at home.

WHO WORKS IN THE POWELL ST. 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 Powell Street Industrial Area are in the trades, transport and equipment operators category. This category includes occupations such as machinists and mechanics. Other popular occupations in the Powell St. Industrial Area are in: processing and manufacturing and management (Figure 5).

Figure 5: Powell St. occupations



Statistics Canada 2001 Census: POW by POR by NAICS by Occupation, Usual POW, Emp Areas, J2953 Table 1. ivt

Sources / Contacts

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

(1) The Powell Street Industrial Area boundaries for this info sheet are generally in accordance with the M-1 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.