



City of Vancouver

False Creek Flats Industry Survey

April - May 2005

Presented to:

City of Vancouver
Vancouver, BC

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Executive Overview

Introduction

To aid in planning for the False Creek Flats, an industry survey has been conducted among area businesses and enterprises located there. A total of 141 businesses responded to the mail-return survey completed in April and May 2005. The sample is representative of the geographic distribution of businesses within the Flats (see map on page 5) and a broad range of types of businesses/organizations.

A brief overview of findings is presented here with greater detail in the Highlight Summary section of this report.

Key Findings

Business Characteristics in Brief

- Wholesale trade is reported as the most dominant type of business activity (33%), followed by retail trade (12%) and manufacturing (11%). A wide range of other types of industry sectors are represented in the Flats.
- On average, businesses have been at this location for about 10 years.
- In terms of floor space in the Flats overall, 38% is used by businesses in this survey for warehouse/storage purposes, 29% for manufacturing/industrial repair, 14% for administrative offices and the remaining for assorted other purposes.

Economic Impact

- False Creek Flats businesses sell goods and services to customers throughout the City of Vancouver (21% Downtown, 25% other City), elsewhere in the Lower Mainland (26%) and outside the Lower Mainland (29%).
- These businesses purchase goods and services from all areas as well with 37% from other City businesses (10% Downtown, 27% rest of City), 27% rest of Lower Mainland and 36% outside of Lower Mainland.

Employee and Transportation Needs

- Hours of operation are largely weekday daytime (90%), followed by weekends (44%) and then weekday evenings (23%).
- Typical staffing needs on an average day are 18 full-time and 2 part-time staff.
- Employers say that most staff travel to work by single occupant vehicle (68%).
- For about half of companies (52%), a majority of their staff lives in the City (50% or more are City residents)

- The most commonly used vehicle size is the small van or pick-up truck (used by more than two-thirds of businesses, over half need access by light trucks (55%) and more than a quarter need access by heavy trucks (28%).

Location Decision Factors

- By far, the factors with highest priority (essential or important) for most False Creek Flats businesses are cost of land or rent (90%) and adequate parking (83%).
- Other characteristics and factors with high priority for businesses include loading bays (67%), face-to-face contact (67%) and being close to customers (67%). Somewhat smaller majorities also consider being close to Downtown (63%), ground floor occupancy (57%), large truck access (54%) and high ceilings (54%) as essential or important in choosing a business location.
- Although most location decision makers are satisfied with their location in the Flats for the site characteristics of greatest importance to them, there is somewhat less satisfaction with these aspects: room to expand, high visibility and outdoor storage space (where 40-50% of those who regard these factors as important appear to be not satisfied).
- About two-thirds of businesses surveyed (64%) moved to the Flats location after having established their business elsewhere. Proximity to Downtown Vancouver and their customers was the foremost reason.
- Most businesses have no plans for moving from this location (70%), while almost one-quarter (23%) would like to expand their current operation at this location. Furthermore, most businesses are unaware of any other location in the City or region that would meet their location needs.
- About one-third of businesses, when asked, said they had specific requirements in terms of access, parking or road/rail/transportation improvements in order to remain and grow in their present location. The most needed improvement is parking – more/better/cheaper or free parking is desired.

Social and Community Practices

- About half of False Creek Flats businesses participate in social or community or environmental programs and practices that aim to make a difference in the workplace or the community. The most common of these are environmental (reduce/reuse/recycle programs or waste reduction) and charitable donations.

Recommendations

- The cost of land and rent are the cornerstones of location planning; keeping these costs reasonable for these businesses is a primary concern.
- Parking related improvements appear to be the most pressing need and the area of improvement desired by the most businesses, in particular adequate parking.
- Policies allowing room to expand would also be welcomed by a sizable minority.

Foreword

Background and Research Objectives

The False Creek Flats is a centrally located industrial area that is home to a variety of light industrial and service businesses, ranging from wholesale, manufacturing and automotive to mixed-use retail/office and residential/hotel uses and emerging high tech office-industrial developments. In the past rail activities dominated the business focus, and while rail the yards remain, their footprint has been somewhat reduced in recent years.

In October 2003, Vancouver City Council directed that the planning of the False Creek Flats should take advantage of opportunities to better integrate the 1-3 area in the western and southern flats, develop long range land use and transportation directions, and provide an overall development perspective, and to maintain and strengthen the role of the 1-2 area in the eastern Flats in servicing the Port and the Downtown. Council also reaffirmed the city-serving, employment and transportation roles of the easterly 1-2 area.

With some recent land acquisitions and site planning there is interest by some developers and owners in rezoning portions for other uses, such as a multi-disciplinary medical centre. The Flats' central location, changing land-uses and growing population and employment in the surrounding areas indicate a need at this time for gathering and updating information for planning purposes. There are opportunities to complement the economic development strategy for the City, provide better interface and linkage with adjacent communities and support emerging needs of the citizenry and the business community.

It was for these reasons that the City of Vancouver's False Creek Flats Project Team (co-managed by the Planning and Engineering Departments) commissioned a survey of businesses in the False Creek Flats to better understand the characteristics of existing businesses, their needs and contributions to the City's economy.

A survey was conducted amongst businesses currently based in the False Creek Flats (as per map on following page). The survey set out to collect information on

- the types of business activities operating in the area (later designated with NAICS codes)
- characteristics of these firms, in terms of
 - years in business
 - social/environmental contributions
 - number of employees and employee residence characteristics
- economic impact in terms of value of goods and services
 - sold by these businesses
 - purchased by these businesses
- space needs
- location factors important to the businesses and plans for location change
- use of transportation and parking facilities

Methodology

A self-administered mail return survey was distributed by mail to False Creek Flats businesses. This included all businesses, regardless of whether the business owner or manager was a tenant or owned the business property.

Sampling

Several sample sources were utilized to identify as many businesses as possible in the defined area. First, the 413 businesses provided by the City from the 2005 Business License Records formed the initial data source for our sample frame. This was then matched by company name and address to a robust Canadian business database with NAICS codes and employee size. The corresponding NAISC codes and other available information were then attached to the initial data listings from the City if possible.

Next, the City records listing were augmented with additional listings from comprehensive Canadian business databases and business listing sources, falling within each of the four sub-areas and geo-coded accordingly.

Finally, a census update of the area establishments was conducted by our staff involving an on-site confirmation of the existing business addresses and for those not listed in the database, collection of business name, address, type of business (if apparent) and phone number where possible.

The database was examined closely to eliminate duplicate listings (e.g., same company at same/adjacent location with multiple licenses). A total of 511 business listings were deemed eligible.

Mail out

Prior to mail-out, an initial call was made to all businesses on the final sample list to ensure that the mail-out was directed to the correct individual in an attempt to save time and reduce misdirected surveys. Those listings that refused to participate in the mail-out survey (6%) or that had not in service telephone numbers (4%) were excluded from the mail-out. Mail-out packages were sent to all other listings, totaling 448.

The mail-out package included a letter from the City signed by the Mayor, explaining the purpose of the survey, its importance and benefit to existing businesses. A letter providing assurance of confidentiality of all information and our privacy practices was also included from Mustel Group. The questionnaire, a post-paid return envelope were enclosed, as well as City Planning and Mustel Group contact names/phone numbers to

field respondent questions or concerns. A separate flyer from the False Creek Flats was included, giving people the opportunity to receive informational updates on the planning process and meetings.

Questionnaires were pre-serialized so that the geographic sub-area was identified and to enable follow-up calls to non-responders. In total, 448 survey packages were initially sent out. Second mailings were sent when requested by the respondent.

Provision for completing the survey in alternate languages were made to allow for full participation by all business owners, if needed, however this was not requested by any respondents during fieldwork.

Reminders/Follow-up

A minimum of two reminder telephone calls were made to boost response rates and ensure response from each of the four geographic sub-areas. These calls were conducted in two waves.

Incentive

As a further attempt to boost response rates, businesses sampled were told that a donation would be made to a local charity on behalf of False Creek Flats businesses; each returned survey would add to this donation.

Response Rate

Based on the 448 mail-outs, an overall response rate of 32% was achieved, a good response rate for a self-completion mail-back survey (see Appendices).

Sample Validation

The final sample was compared to the original sample frame and was found to be very close in terms of area distribution. As a result, the data was not weighted.

Sample Distribution		
Region	Total <u>Respondents</u> (141) %	Total <u>Census</u> (511) %
Area 1	17	18
Area 2	13	10
Area 3	38	40
Area 4	33	32

Results

The results are presented here in the format of an *Executive Summary*, summarizing the key findings.

Statistical tolerance limits (or sampling margin of error) for a sample of 141 interviews from a finite universe, or total study population (511) are +/- 7.0% at the 95% confidence level (or 19 times out of 20, if the study were to be repeated).

Throughout the report, comments on subgroup differences are statistically significant at the 95% level of confidence.

Executive Summary of Results

1.0 Company Information

1.1 Business Type

From the descriptions given by respondents businesses were categorized according to the North American Industry Classification System (NAICS) codes. The False Creek Flats area is home to a wide range of business types, the most common of which are that of wholesale traders (33%). This rather broad category includes wholesale supply of food and other fresh produce to building and construction materials. The next two largest groups in the area are retail trade (12%) followed by manufacturing (11%), though mostly smaller-scale manufacture items such as furniture. A further seven percent of businesses responding were agents and distributors to wholesale traders. The remainder of the area is a diverse mix of transportation organizations, educational institutions, arts and entertainment businesses and administration offices.

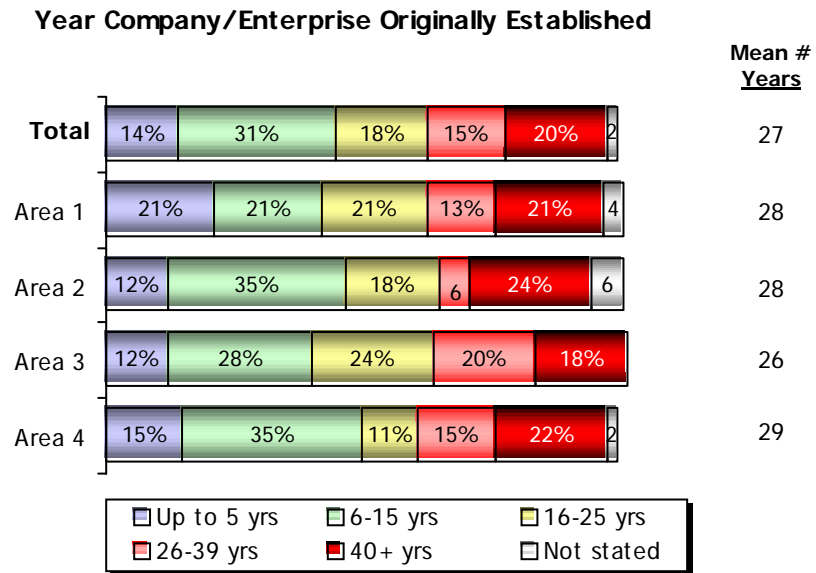
Proportionally, wholesale traders tend to be located in Areas 2 and 3. Retail trade is spread cross all four geographic areas but is a little more concentrated in Area 3. The manufacturing organizations are more commonly located in Area 4, while the wholesale trade agents and distributors seem to favour Area 3.

Main Business Activity					
	Area in Flats				
	<u>Total</u> (141) %	<u>Area 1</u> (24) %	<u>Area 2</u> (17) %	<u>Area 3</u> (51) %	<u>Area 4</u> (46) %
Wholesale traders	33	17	47	49	17
Retail trade	12	13	12	20	4
Manufacturing	11	8	6	4	22
Wholesale trade agents and distributors	6	-	6	12	4
Arts, entertainment and recreation	5	8	-	2	9
Transportation	4	13	-	4	2
Design, scientific, technical services	4	4	-	4	7
Construction	4	-	6	-	11
Legal, accounting, consulting services	4	8	6	-	4
Food services and drinking places	4	13	-	-	2
Repair and personal services	4	-	-	6	4
Real estate and rental leasing	3	-	6	-	7
Educational services	1	4	-	-	2
Administrative and support, waste management and remediation services	1	-	12	-	-
Public administration	1	-	-	-	4
Primary utilities	1	4	-	-	-
Health care and social assistance	1	4	-	-	-
Information and cultural industries	1	4	-	-	-
Unclassified	1	-	-	2	-

Q.1) Please describe your main business activity, including what goods you produce and/ or what services you provide, at this location.

1.2 Age of Company & Time at Current Location

Years in business: The businesses located in False Creek Flats are a mix of young and old. In total, 14% reported their business being started within the past five years and a third (31%) between six and fifteen years ago. A further 18% were established between sixteen and twenty-five years ago with 15% established twenty-six to forty years ago. 20% of businesses have been operating for forty years or more.

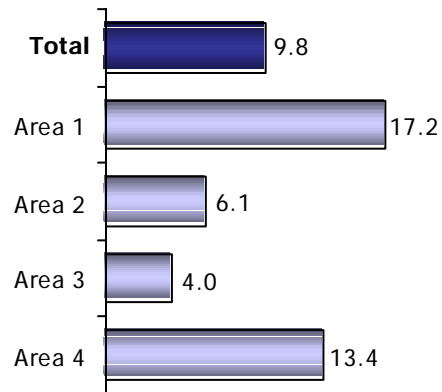


Base: Total (n=141)
 Area 1 (n=24)
 Area 2 (n=17)
 Area 3 (n=51)
 Area 4 (n=46)

Q.2) In what year was your company/enterprise originally established?

Years at current location: On average, companies in False Creek Flats have been located there for about ten years. This varies somewhat by area with Area 3 having an average of about four years and Area 2 with an average of six years, up to thirteen years in Area 4 and seventeen years in Area 1.

Average Number of Years at Location

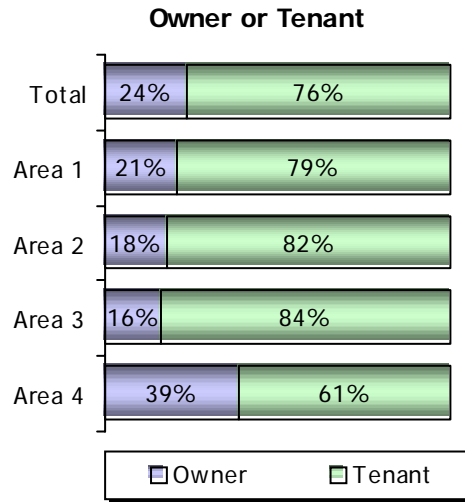


*Base: Total (n=141)
Area 1 (n=24)
Area 2 (n=17)
Area 3 (n=51)
Area 4 (n=46)*

Q.3) How many years has the company been located at this address?

1.3 Building Type and Tenure

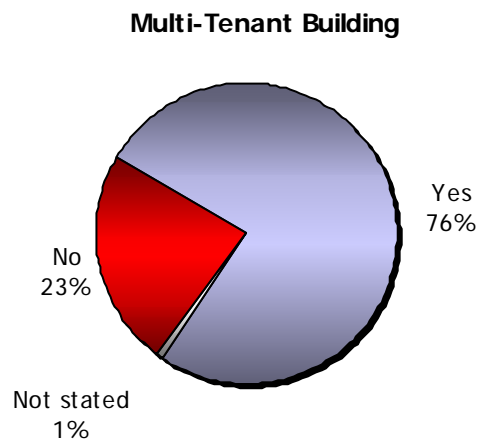
Tenure: In terms of tenure, just over three-quarters of businesses in False Creek Flats are tenants in their building, while 24% state they are owners. Ownership is most common in Area 4 (39%).



Base: Total (n=141)
 Area 1 (n=24)
 Area 2 (n=17)
 Area 3 (n=51)
 Area 4 (n=46)

Q.4) Is the company an owner or a tenant at this location?

Building type: Most businesses are in multi-tenanted buildings (76%) with 23% being sole occupiers.

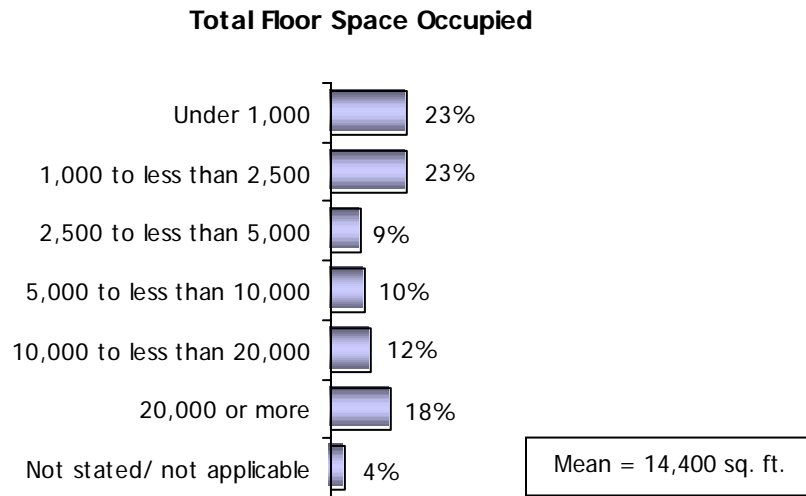


Base: Total (n=141)

Q.5) Is this location a multi-tenant building?

1.4 Floor Space Currently Occupied

Total floor space: The physical size of businesses in False Creek Flats also varies between those occupying 2,500 square feet or less (47%) and those occupying 10,000 square feet or more (31%) while just 18% covering between 2,500 and 10,000 square feet.



Base: Total (n=141)

Q.6) What is the total floor space occupied by your business at this location?

Allocation of floor space: In terms of the reported use of total floor space within the False Creek Flats area, just over one-third (38%) is for warehouse or storage purposes. Approximately 29% is for manufacturing, industrial or repair purposes. Almost 14% is reported as being used for administration office space with an additional 4% used as other office space. Approximately 7% of floor space is designated as retail or showroom space and about 4% is designated for research and development purposes.

**Overall Proportional Use
% of Floor Space***



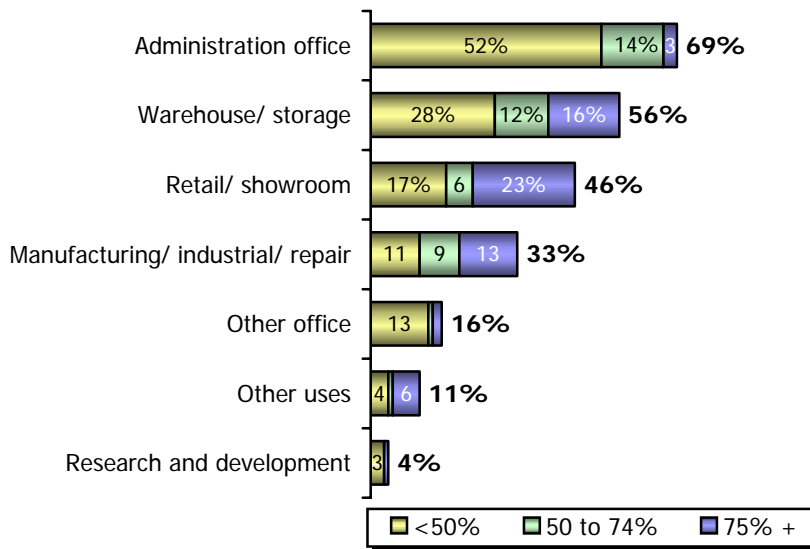
Base: Total Floor space reported by respondents (n=141)

Q.6) What is the total floor space occupied by your business at this location?

Q.7) How is your floor space used?

* Derived from Q.6 & Q.7: Approximate square footage devoted to each purpose calculated at the respondent level. "Overall proportion" calculated for whole sample = total square feet for each purpose divided by total square feet occupied by all businesses reporting.

% of Businesses with Space Allocated to Specific Purposes



Base: Total businesses (n=141)

Q.7) How is your floor space used?

2.0 Economic Impact

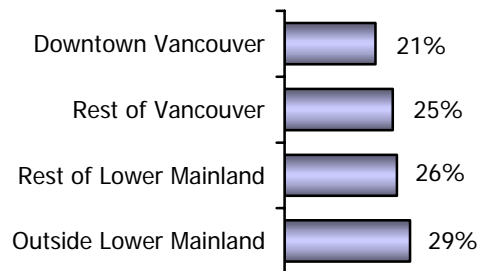
2.1 *Sale of Goods and Services to Specific Geographic Areas*

Businesses were asked to estimate the proportion of the total value of goods and services sold by their organization to four different geographic areas, Downtown Vancouver, the rest of the City of Vancouver, the rest of the Lower Mainland and outside of the Lower Mainland.

On average, there is a fairly even distribution of where goods and services are sold to by businesses in the Flats. Approximately 20% of total sales are made to Downtown Vancouver, with one quarter (25%) made to the rest of the City of Vancouver. A little over a quarter (26%) are sold to the rest of the Lower Mainland and 29% of total goods sold are to customers outside of the Lower Mainland, including exports.

In total, just over half of sales are made to customers outside of the City limits.

Mean % of Total Value of Goods/Services Sold



Base: Total (n=141)

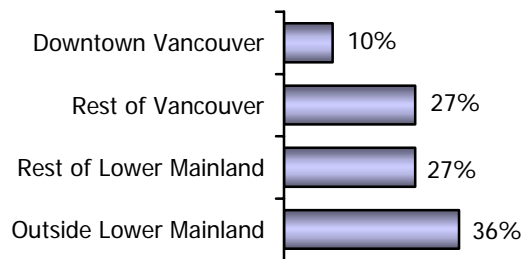
Q.8) Please estimate the percent of the total value of goods and services sold by your company from this location in 2004:

2.2 Purchase of Goods from Specific Geographic Areas

Businesses were further asked to estimate the proportion of total goods purchased from each of the same four areas. Approximately 78% of False Creek Flats businesses purchase goods from within the Lower Mainland and 36% from outside the Lower Mainland (including imports).

Less than 10% of purchases made from suppliers in Downtown Vancouver. Suppliers in the rest of the City of Vancouver make up a little over a quarter (27%) of total goods purchased, with 27% coming from the rest of the Lower Mainland.

Mean % of Total Value of Goods/Services Purchased



Base: Total (n=141)

Q.9) Please estimate the percent of the total value of goods and services purchased by your company from this location in 2004:

3.0 Employee & Transportation Needs

3.1 *Hours of operation, number of employees and commuting habits*

3.1.1 *Hours of operation*

Daytime Weekdays: In terms of operating hours, a majority of businesses in False Creek Flats (90%) report typically operating all five weekdays, that is, Monday to Friday. This is similar for all areas except Area 2 which has just over three-quarters of its businesses (77%) operating Monday to Friday, but 18% of its businesses reporting that they operate only at the weekend.

Weekday Evenings: Less than a quarter (23%) report operating weekday evenings, with 18% operating five week-day evenings per week. Of those organizations operating during the evening, half report having five or fewer staff working these shifts while the other half report having anywhere between six and fifty staff working these evening shifts.

Weekends: More than half of all businesses (53%) claim not to operate at all during the weekend, with 19% operating one weekend day and a quarter (25%) operating both weekend days. Of organizations operating on the weekend, approximately three-quarters reports having five or fewer staff working these shifts. Just over 10% of businesses report that they operate on weekend evenings.

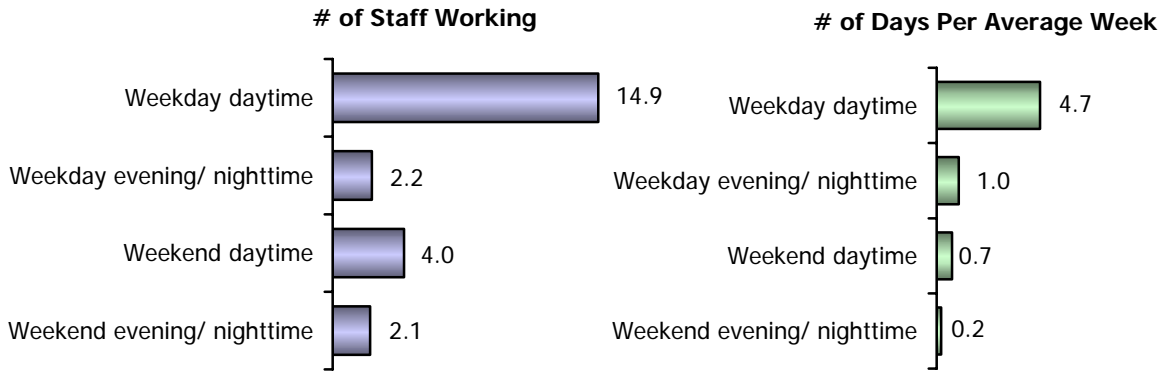
3.1.2 *Number of employees*

Organizations in the False Creek Flats vary considerably in the number of full and part-time employees they have on staff, ranging from one-person operations to organizations of 300+ staff.

Staffing on Typical Day: Overall, the average number of full-time employees reported is just over 18 on an average day plus an additional 2 part-time workers. This daily average number of employees varies between areas.

- Area 1 reports the highest staffing levels with averages of 32 full-time employees and an additional five part-time employees in a typical day.
- Area 4 has the second highest daily averages with 18 full-time and 2 additional part-time employees.
- Areas 2 and 3 follow with similar average daily staffing levels.
 - Area 2 reports on average 14 full-time employees and 1 part-time
 - Area 3 reports an average of 13 full-time employees and 1 part-time.

Staff Access by Work Shift

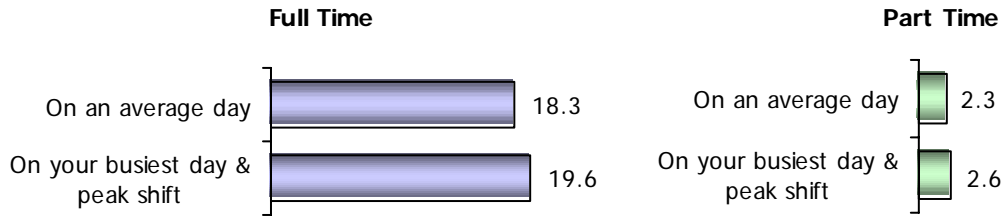


Base: Total (n=141)

Q.12) In an average week how many employees work at each shift time and how many days per week do you operate at this location?

Staffing on Busiest Day and Peak Shift: Little difference is found when comparing an average day to the busiest day and peak shift. Generally, there is an average of one or two additional staff working busier periods.

Number of Employees Working at This Location



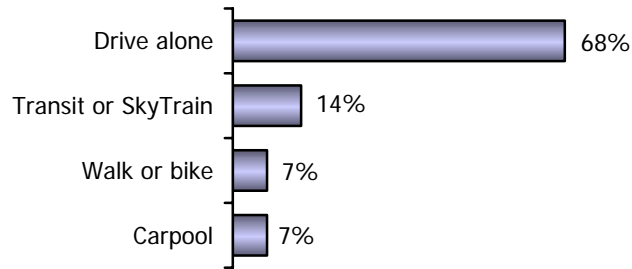
Base: Total (n=141)

Q.13) How many employees work at this location?

3.1.3 Employees' commuting habits

Mode of commuting: Based on employers' estimates, just over two-thirds (68%) of the False Creek Flats workforce drives to work alone in a private vehicle. Only 6% are thought to carpool and employers believe that less than 15%, on average, use public transit buses or SkyTrain, and just 7% walk or cycle to the worksite.

Employees' Mode of Travel to Work

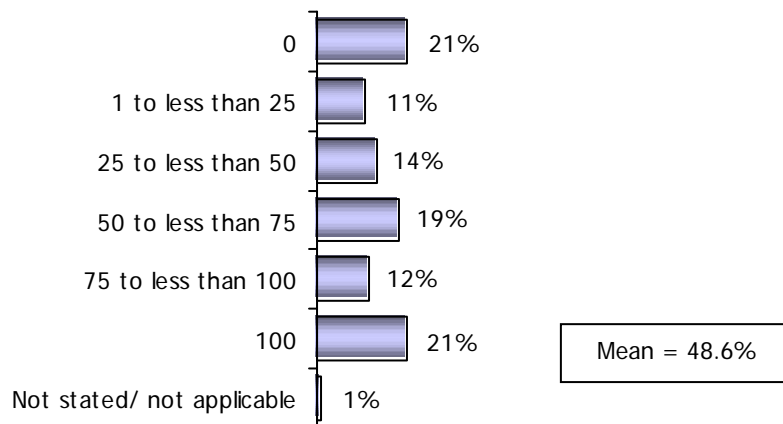


Base: Total (n=141)

Q.11) Please estimate how your employees get to work at this location:

City vs. suburban commuters: Just over half of False Creek Flats companies (52%) report that at least half of their staff lives in the City of Vancouver with about one-third saying that 75-100% of employees are City residents. Just under half of companies (46%) reports that a majority of their staff are commuting from outside the City of Vancouver.

Percentage of Employees Living in the City of Vancouver



Base: Total (n=141)

Q.14) Please estimate the percentage of your employees who live in the City of Vancouver:

3.2 Access by goods vehicles

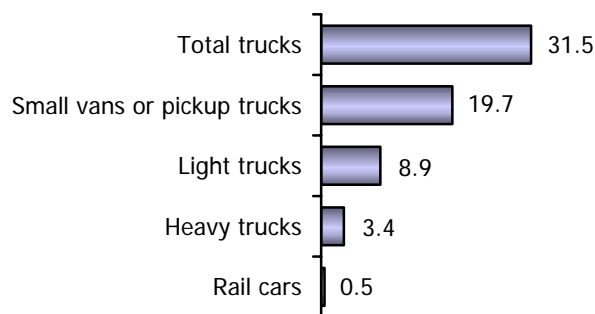
Business owners or managers were asked to estimate the average number of **goods or delivery vehicles**, of various sizes, that access their business each week. They were asked about four different vehicle types.

The most commonly used vehicle size was the small van or pick-up truck, with just over two-thirds of businesses reporting, on average, twenty small vans/pick-up trucks requiring access weekly. **More than half** of all businesses (55%) reported the use of **light trucks** (cube or panel vans, 2 axles). The overall average was about nine light trucks among those businesses requiring access each week. **Heavy trucks** (semi's, 3 or more axle vehicles) are needed by **more than a quarter** of all businesses (28%). Those reporting the need for this type of vehicle say that on average just over 3 per week access their business. This was similar for each area except Area 2 which had fewer businesses reporting the use of this size truck, but a higher total average number of trucks per week (7.9).

Just 2% of businesses surveyed reported they **need access of rail cars** to their business each week. This coupled with the low level of importance score registered of needing to be close to rail/Port represents the low use of the Flats for freight forwarding (moving goods directly from rail/port to trucks). It does not reflect the value or importance of rail in the Flats with respect to its location in serving the Port, a relationship between the Port and the rail companies who were not surveyed.

Total average goods vehicle access: When looked at together about two-thirds of businesses report the need for trucks of any size to access their businesses regularly each week. The average number of trucks and vans each week is about thirty, with Area 2 having the highest reported average number of trucks and vans (58).

Average Number of Goods Movement Vehicles per Week Accessing This Location



Base: Total (n=141)

Q.10) Please estimate the number of goods movement vehicles that accessed your company in a typical week of operation in 2004:

4.0 Location - Decision Factors, Current Satisfaction & Future Plans

4.1 *Space Characteristics – Importance and Current Satisfaction*

- 4.1.1 **Room to expand** – 19% of businesses sited this characteristic as essential to them, with a further 28% considering it important, current satisfaction is split fairly evenly amongst these businesses.
- 4.1.2 **Ground floor occupancy** – 40% of businesses stated this characteristic as essential, the majority of whom (83%) are currently satisfied. Another 17% consider this factor important.
- 4.1.3 **Loading bay** – the use of a loading bay is considered essential by 43% of businesses and important by a further 25%, and most, more than three-quarters are currently satisfied.
- 4.1.4 **High ceilings** – these are considered essential for about a third of businesses (34%) almost all of whom are satisfied, and important for 20%, three-quarters of whom are satisfied.

4.2 *Site Characteristics – Importance and Current Satisfaction*

- 4.2.1 **Cost land/rent** – this is considered essential for 44% of businesses and important by 46%, and of these approximately three-quarters claim to be currently satisfied. This factor is of high priority with 90% rating it essential or important.
- 4.2.2 **Outdoor storage space** – this is essential for just 17% of businesses and important to a further 16%. For those who consider it essential, two-thirds are satisfied (67%), but for those who say it is important less than half satisfied (44%).
- 4.2.3 **Adequate parking** – essential to 41% of whom almost two-thirds are satisfied (62%) and important to a further 42%, 71% of whom are currently satisfied. Another high priority factor with 83% saying it is essential or important to their business decision of where to locate.
- 4.2.4 **Access to transit / SkyTrain** – considered essential to just 15% of businesses, but important to a further 36%, approximately half of whom are currently satisfied. It appears more important in Areas 1 and 3.
- 4.2.5 **High visibility** – somewhat more important in Area 3 than other areas, overall 16% consider this factor as essential with 21% rating it as important, with just over half currently satisfied.
- 4.2.6 **Large truck access** – one-third (36%) consider this factor essential 71% of whom are currently satisfied. Another 18% say this is an important consideration.

- 4.2.7 **On-site rail access** – little or no importance amongst most business for this characteristic. All of those for whom it is essential are currently satisfied.
- 4.2.8 **Away from residential areas** – also not important for most businesses (54%), with three-quarters of those for whom it is desirable or important currently satisfied.

4.3 *Labour – Importance and Current Satisfaction*

- 4.3.1 **Close to management/professional staff** – either desirable or not important for more than half of businesses (57%). Of the one-third for whom it is important (21%) or essential (13%), most are currently satisfied (79% and 89%, respectively).
- 4.3.2 **Close to skilled labour** – this is essential or important to less than a third of businesses, 9-in-10 of who are currently satisfied.
- 4.3.3 **Close to unskilled labour** – even less important than skilled labour with no businesses claiming to be unsatisfied.

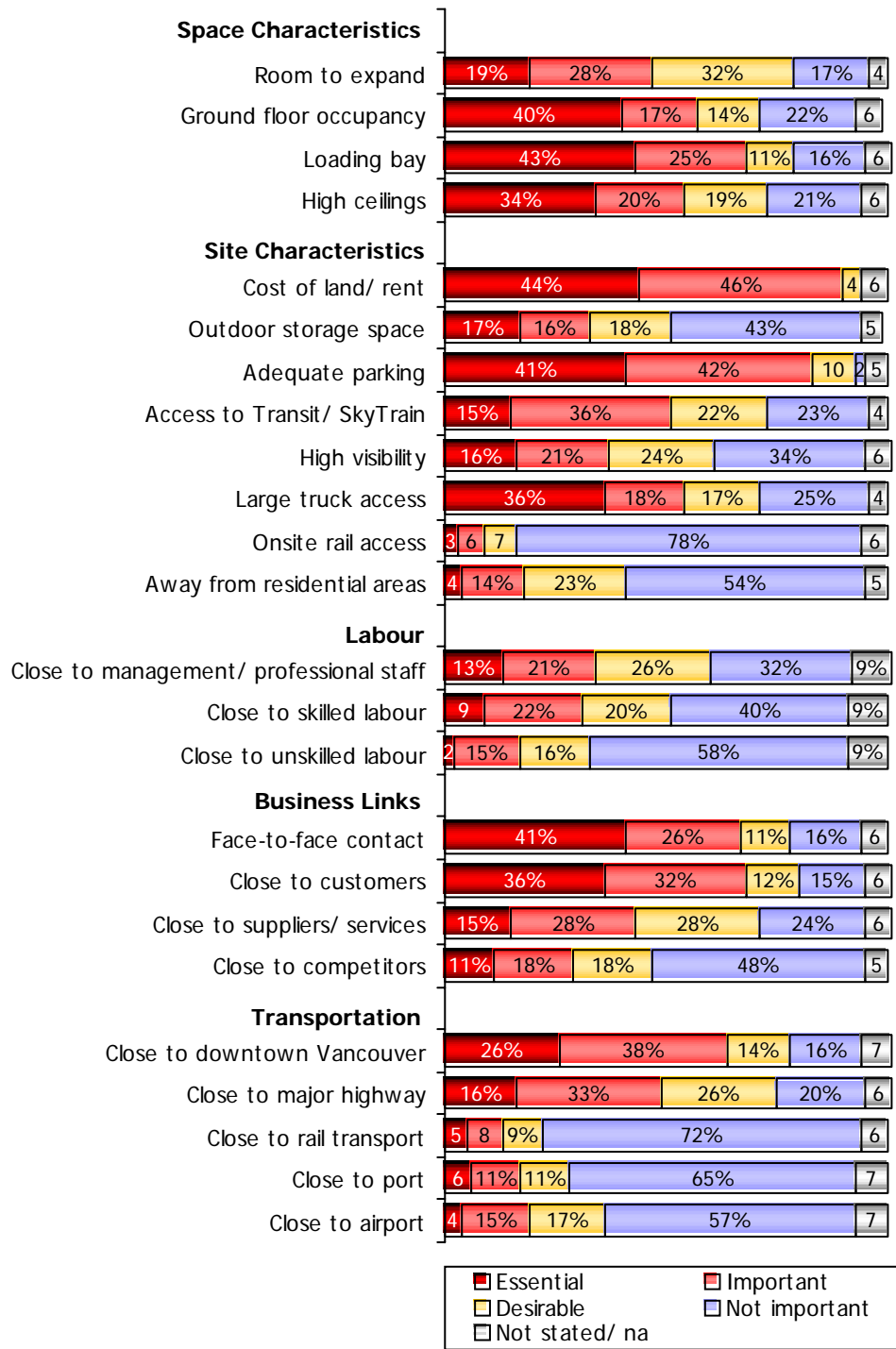
4.4 *Business Links – Importance and Current Satisfaction*

- 4.4.1 **Face-to-face contact** – essential to 41% of businesses and important to a further 26%, a high level of current satisfaction exists among businesses, 91% of those considering it essential and 84% of those rating it important.
- 4.4.2 **Close to customers** – essential or important to two-thirds of businesses with 80-90% currently satisfied.
- 4.4.3 **Close to suppliers/services** – just 15% of businesses consider this an essential factor with an additional 28% rating it as important.
- 4.4.4 **Close to competitors** – essential for just 11% and important for a further 18%, most of who are satisfied.

4.5 *Transportation Access – Importance and Current Satisfaction*

- 4.5.1 **Close to Downtown Vancouver** – this factor is important to more than a third (38%) and essential for another 26% with high proportions of these groups being currently satisfied (89% and 83%, respectively).
- 4.5.2 **Close to major highway** – essential to 16% and important to one-third of businesses, current satisfaction with this factor is at approximately 80% of these businesses.
- 4.5.3 **Close to rail transport** – considered not important to almost three-quarters of businesses (72%) with a further 10% rating it as desirable.
- 4.5.4 **Close to port** – again not a factor that is either essential or important for more than three-quarters of businesses (76%), with no dissatisfaction from those for whom it is important.
- 4.5.4 **Close to airport** – again a low priority for most (73%).

Importance of Deciding on Location



Base: Total (n=141)

Q.15) Please indicate how important each factor is to you in deciding on a location for your business.

4.6 *High and Low Priority Factors in Location Decision-Making and Satisfaction with Present Location*

Top priorities: When examining the findings based on those characteristics that are essential or important, the top priorities are:

- Cost of land/rent (90%)
- Adequate parking (83%)

Other factors that are considered essential or important to about two-thirds or more of responding business location decision-makers are:

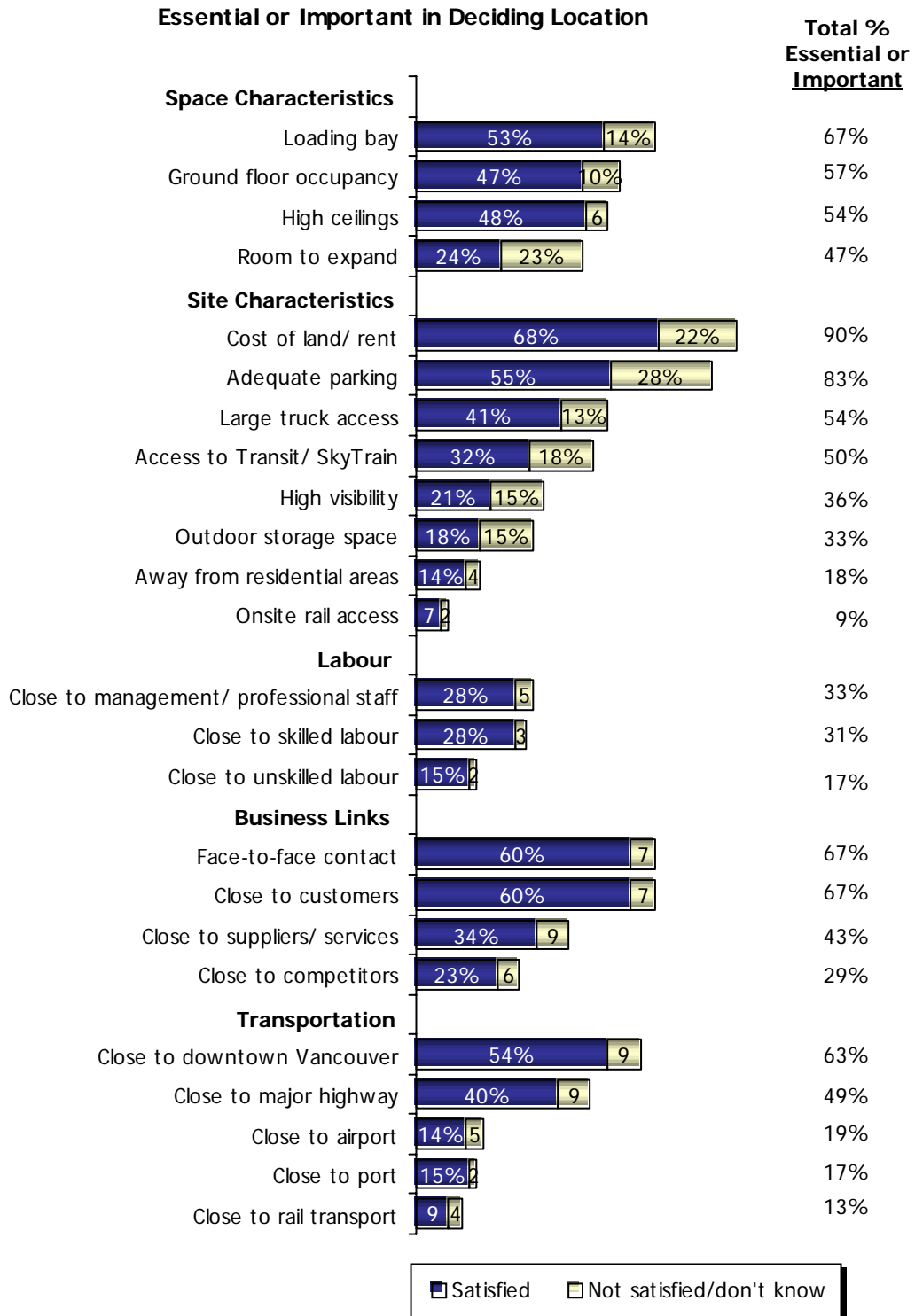
- Loading bays (68%)
- Face-to-face contact with business links (67%)
- Close to customers (67%)

Also of importance to a majority are: being close to downtown Vancouver (63%), ground floor occupancy (57%), high ceilings (54%), and large truck access (54%).

Low priorities: Lowest priorities for the majority of businesses, with small proportions stating these as essential or important, are:

- On-site rail access (9%)
- Close to rail transport (13%)
- Close to port (17%)
- Close to airport (19%)

Priorities and Satisfaction: The following graph illustrates the proportions of total businesses who considered each factor essential or important and the proportion of these who are satisfied with their present location in the Flats.



Base: Total (n=141)

Q.15) Please indicate how important each factor is to you in deciding on a location for your business.

4.7 Relocation information

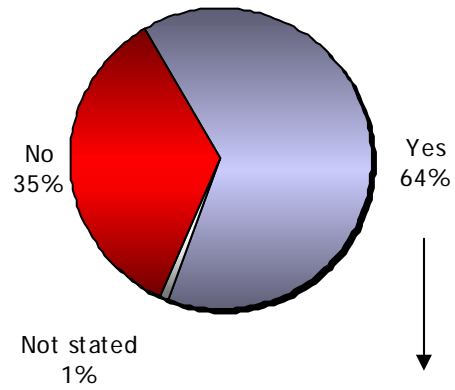
Almost two-thirds of businesses surveyed (64%) state that they moved to their current location in False Creek Flats rather than having established their business there.

Almost half of those who had moved to their current location had moved from Downtown Vancouver, including north of False Creek, west of Main Street, Yaletown and Gastown. A further 26% had moved from other parts of Vancouver. 16% had moved from within False Creek itself. 10% had moved from other parts of the Lower Mainland and just 2% coming from out of province.

The main reason for moving to their current location in False Creek Flats was the proximity to Downtown Vancouver and their customers (39%). Almost one-quarter stated their need for more space as a reason, with 18% stating that their current location was purpose-built for their industry with additional economic benefits (the trade agents and distributors for the wholesale clothing industry). The next most popular reason for moving was for lower or more affordable rent (17%).

Almost 82% of all businesses are unaware of another location in the city or region that would meet their location needs.

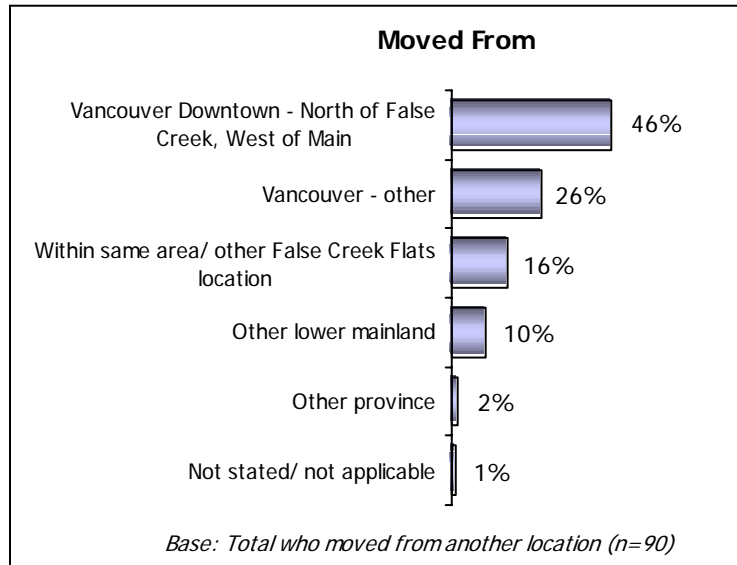
Location Moved from Elsewhere



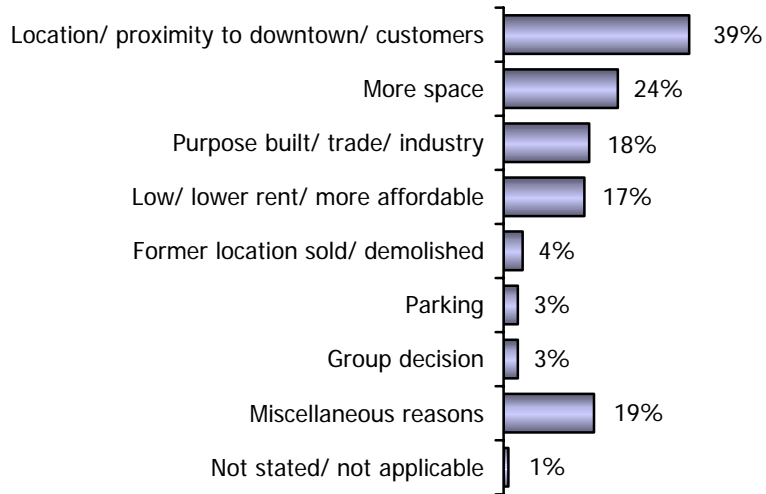
Base: Total (n=141)

Q.16a) Did you move to this location from elsewhere?

Q.16b) Did you move to this location from elsewhere?



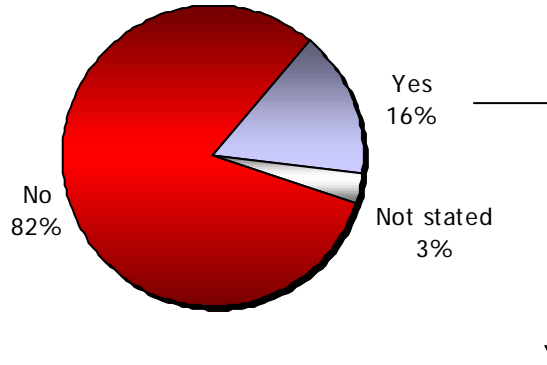
Reasons Chose Present Location



Base: Total who moved from another location (n=90)

Q. 16c) Why did you choose your present location?

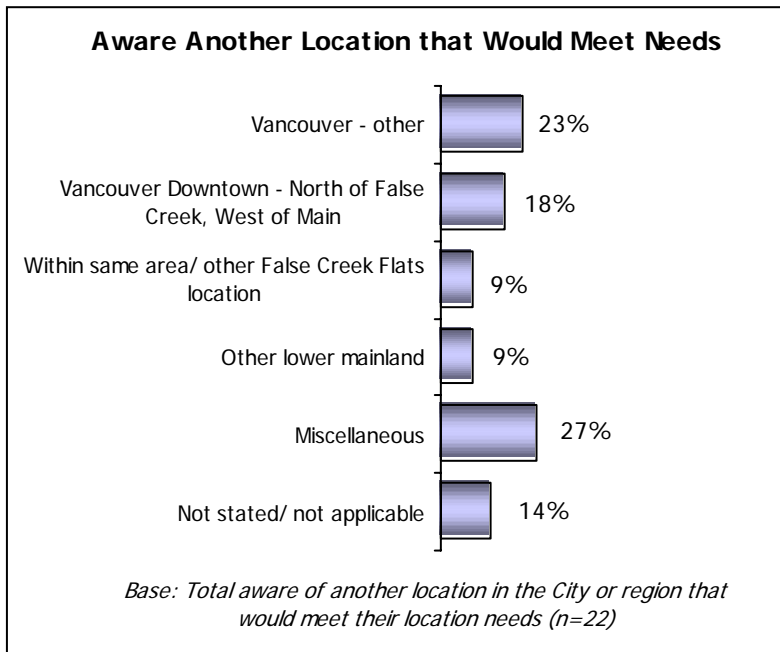
Awareness of Other Locations That Would Meet Needs



Base: Total (n=141)

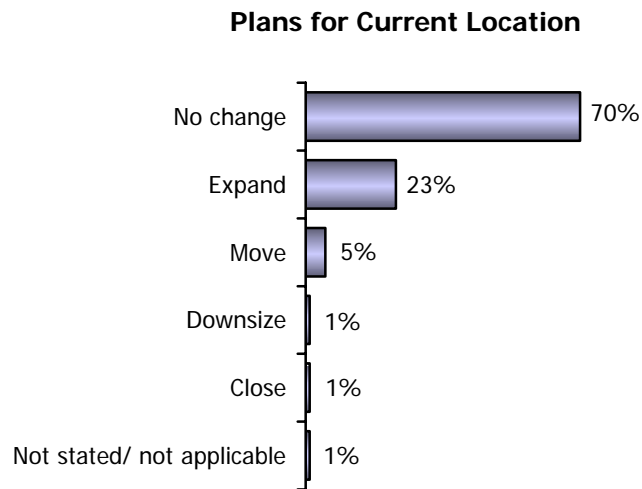
Q.17a) Are you aware of another location in the city or region that would meet your location needs?

Q.17b) Where?



4.8 Future Plans

Most businesses surveyed in the False Creek Flats (70%) stated they had no plans for change when considering their current location. 23% stated they planned to expand their operation with just 5% planning to move, about half of whom were considering a move within the same area. Their main reasons for moving would be to buy a property or to obtain more space.



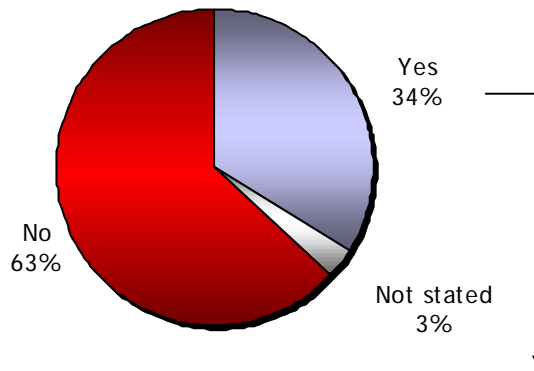
Base: Total (n=141)

Q.18) What are your plans for this location?

4.9 Access, Parking, Road/Rail/Transportation Improvement Requirements

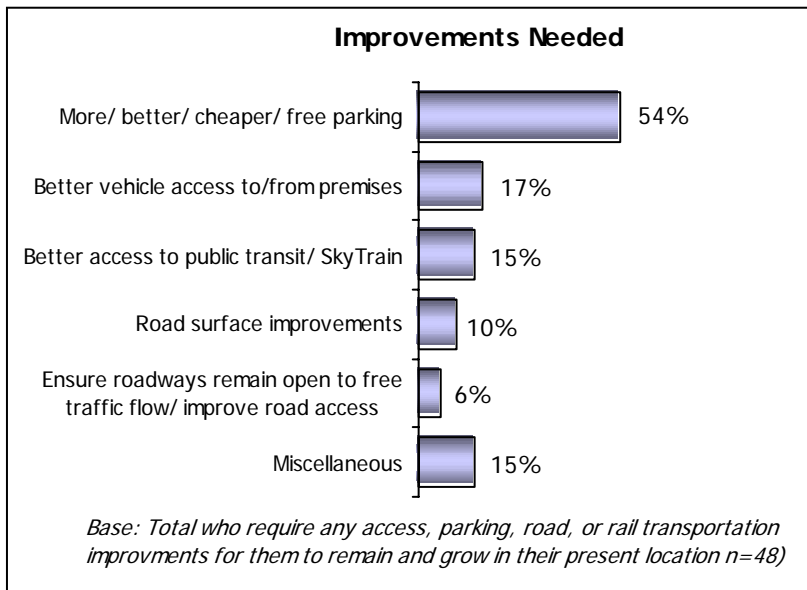
Businesses were asked if they had any specific requirements in terms of access, parking or road, rail, transportation improvements in order to remain and grow in their present location. One-third of businesses (34%) did have specific requirements. Among those with specific access needs, the most popular was that of more, improved, cheaper or even free **parking** in the area (54%). Next were better vehicle access to and from their premises (17%), followed by better access to public transit and SkyTrain (15%).

Require Access, Parking, Road, or Rail Transportation Improvements to Remain and Grow



Base: Total (n=141)

Q.20a) Do you require any access, parking, road, or rail transportation improvements for you to remain and grow in your present location?
 Q.20b) What improvements?



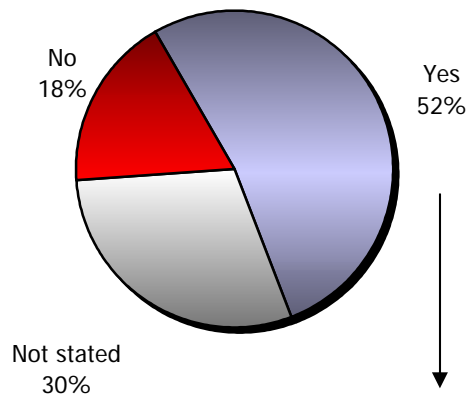
5.0 Social and Community Practices & Other Comments

Programs and Practices:

About half of False Creek Flats businesses (52%) participate in social, community or environment programs or practices.

Of these participating businesses, two-thirds (65%) state that they recycle or participate in reduce and reuse activities. More than half (59%) make charitable donations with others employing waste reduction programs (10%), energy reduction programs (5%) or employment programs (4%).

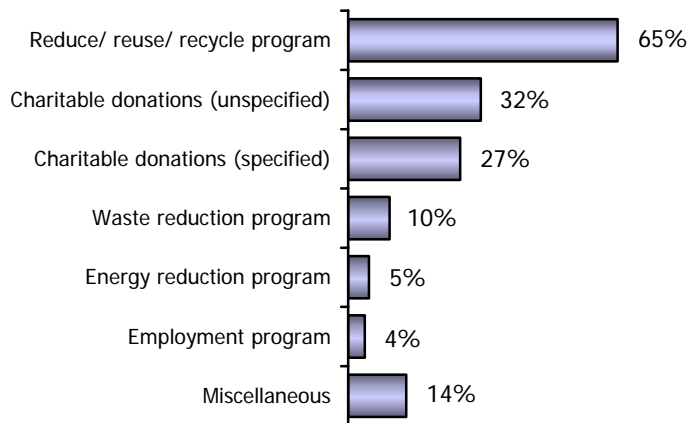
Social, Community and/or Environmental Programs or Practices in Place



Base: Total (n=141)

Q.21a) Does your company have social, community (such as making charitable contributions), and/or environmental programs or practices (such as toxic waste disposal, recycling or energy reduction programs) that aim to make a difference in your workplace or in the community?
Q.21b) IF YES: Please describe

Description of Programs



Base: Total have social, community and/or environmental programs or practices that aim to make a difference in the workplace/community (n=74)

General comments: Finally, of those businesses that chose to make general comments the most common referred to keeping the False Creek Flats area clean and graffiti-free, followed by tackling the vandalism, crime and drug problems in the area. Other comments referred to various topics in the community such as repair of the roads, dealing with the homeless population, improving public transportation and maintaining the affordability of the area.

Suggestions or Concerns	
	<u>Total</u> (141)
	%
Keep area clean/ graffiti free	9
Reduce vandalism/ crime/ drug problems/ improve security	8
Repair roads	4
Deal with homeless/ transient problem	4
Improve service by public transit	4
Ensure roadways remain open to free traffic flow	4
Keep area available/ affordable for artists	3
Keep rents low/ affordable	2
Improve/ more parking	2
Reduce taxes	2
Miscellaneous	18
Not stated/ no comment	53
<i>Q.22) Do you have any suggestions or concerns that you would like City Hall to know about?</i>	

Appendices

Response Rates

Cover Letters

Questionnaire

Map

Response Rates			
	<u>Mailed Out</u> #	<u>Returned</u> #	<u>Response Rate</u> %
Total	448	141	32
Area 1	86	24	28
Area 2	47	18	38
Area 3	176	53	30
Area 4	139	46	33



OFFICE OF THE MAYOR

LARRY W. CAMPBELL
MAYOR

CITY OF VANCOUVER
453 WEST 12TH AVENUE
VANCOUVER, B.C.
V5Y 1V4
TELEPHONE: 604-873-7621
FAX: 604-873-7685

March 18, 2005

To False Creek Flats Area Business Owner or Manager:

We need your input and business insight to help us make the most of False Creek Flats as a vibrant economic section of the city.

In July 2004, Council began this effort when it approved a planning program for False Creek Flats (see attached map), including an area transportation study. The Planning Department is working to find the best solutions to:

- Land use and transportation that enables economic development;
- Integrate the western and southern flats into the urban fabric of the city; and
- Strengthen the role of the flats in servicing the Port and downtown.

The City of Vancouver has hired Mustel Research Group Ltd to conduct a survey of businesses in the False Creek Flats area. The survey questionnaire is designed to help City staff better understand:

- What types of business activities are operating in the area;
- Characteristics of these firms;
- Economic impact in terms of value of goods and services;
- Space needs;
- Location factors important to the businesses and plans for location change; and
- Transportation and parking needs.

I ask that you please take the time to fill out the attached questionnaire, noting that all responses are confidential. For more information about the False Creek Flats Planning Process, please contact Karis Hiebert, Project Planner at (604) 871-6066 or Desiree Drewitt at (604)873-7702.

As an incentive to encourage your participation, for each completed questionnaire returned to Mustel Research Group we will make a donation to a registered charity. We hope to reach a goal of 250 completed questionnaires for a donation of \$500. Please help us by providing your input! Thank you!

Yours truly,

Larry W. Campbell
MAYOR



MUSTEL GROUP
MARKET RESEARCH

False Creek Flats Business Survey

Commissioned by the City of Vancouver

Dear Survey Participant

Please be assured that Mustel Group maintains strict confidentiality of the information collected in this survey. We do not reveal the identity of respondents, nor give names and phone numbers to anyone, not even our clients.

We have been in business here in Vancouver since 1980 and we are a member of the Better Business Bureau. Below please find a summary of our privacy policy.

Our Privacy Policy:

1. Mustel Group is committed to protecting your privacy and the confidentiality of your personal information.
2. Mustel Group is committed to keeping the personal information you share with us confidential.
3. The information you provide will only be used for the purposes of this research. Under no circumstances do we sell contact lists or personal information to others.
4. The information you provide will be retained only for the time it is required for the purposes of this research.
5. Mustel Group will protect the information you provide with appropriate safeguards and security measures.
6. We are fully compliant with the new federal privacy legislation (New act is called PIPEDA: Personal Information Protection and Electronic Documents Act)
7. The information you provide will be combined with the responses given by all other survey respondents and reported only in aggregate form. Your answers will remain completely confidential and anonymous.

For more information visit our website at www.mustelgroup.com or if you have any questions about the survey, please contact me at 604-733-4213 or by email at jkoehl@mustelgroup.com

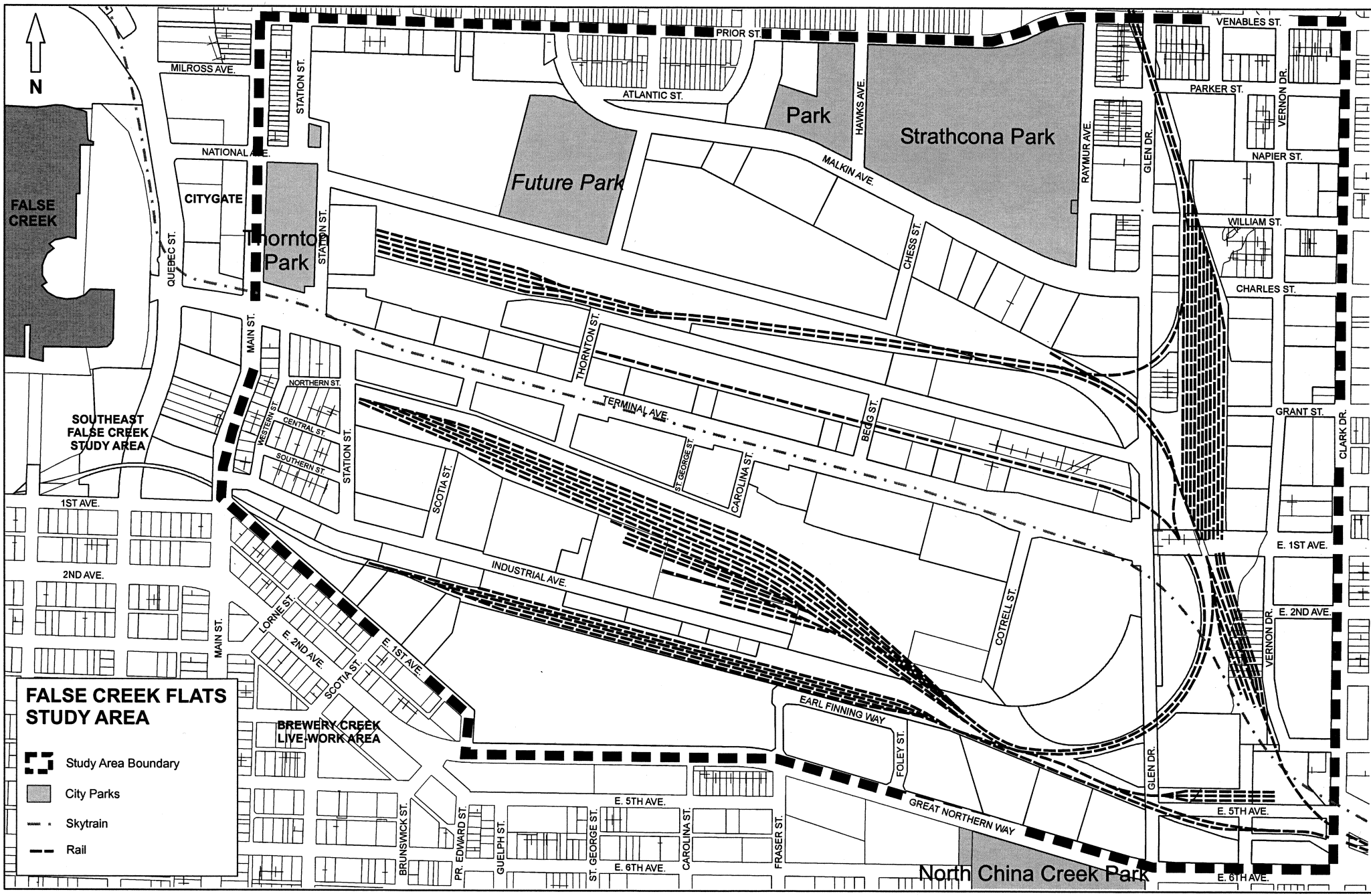
By participating you will be making an important contribution to the planning for this area of the City. Also, for each completed survey we receive, we will add to a donation to a registered charity. There is a space on the survey to name a charity or charities you'd like to see receive the donation! We look forward to your input!

Sincerely,





Jami Koehl, C.M.R.P.
Vice-President
Mustel Research Group Ltd.

402 – 1505 West Second Avenue Vancouver BC V6H 3Y4

general@mustelgroup.com www.mustelgroup.com Tel 604.733.4213 Fax 604.733.5221



FALSE CREEK FLATS STUDY AREA

-  Study Area Boundary
-  City Parks
-  Skytrain
-  Rail

BREWERY CREEK LIVE-WORK AREA

North China Creek Park



City of Vancouver False Creek Flats Survey

17.a) Are you aware of another location in the city or region that would meet your location needs?

- Yes ↓
- No → NOW GO TO Q18

If you answered YES : Where? _____

BUSINESS LOCATION PLANS

18. What are your plans for this location? *Please check one.*

- No change
- Close
- Downsize
- Move
- Expand

19. If you plan to move to another location:

19a) Where do you plan to locate? _____

19b) Why will you locate there? _____

20a) Do you require any access, parking, road, or rail transportation improvements for you to remain and grow in your present location?

- Yes ↓
- No

If you answered YES: What improvements?

21. Does your company have social, community (such as making charitable contributions), and/ or environmental programs or practices (such as toxic waste disposal, recycling or energy reduction programs) that aim to make a difference in your workplace or in the community?

IF YES: Please describe: _____

22. Do you have any suggestions or concerns that you would like City Hall to know about?

Please insert this survey in the enclosed postage paid envelope and mail by April 5th if possible. Thank you for your co-operation!

*By completing and returning your survey to Mustel Group Market Research, you are helping us add to the donation we will make to a local charity on behalf of False Creek Flats Businesses!
If you would like to suggest a charity for our donation, please write in below:*

Thank you again for helping your community and City planning efforts for this area!

Please take a few minutes to provide us with the following information to be used for planning purposes.

All information is held in strictest confidence and will be summarized in total for all businesses.

BACKGROUND INFORMATION

1. Please describe your main business activity, including what goods you produce and/ or what services you provide, at this location.

2. In what year was your company/enterprise originally established? _____ (Year established)

3. How many years has the company been located at this address? _____ Years

4. Is the company an owner or a tenant at this location? Owner Tenant

5. Is this location a multi-tenant building? Yes No

6. What is the total floor space occupied by your business at this location?

_____ Square feet **Or** _____ Square meters

7. How is your floor space used? PLEASE INDICATE % OF TOTAL FLOOR SPACE FOR EACH PURPOSE

Manufacturing/ Industrial/ Repair	_____ %	
Warehouse/ Storage.....	_____ %	
Retail/ Showroom.....	_____ %	
Research & Development	_____ %	
Administration Office.....	_____ %	
Other office.....	_____ %	
Other	_____ %	→ IF OTHER, PLEASE SPECIFY USE

TOTAL	100 %	

CUSTOMER-SUPPLIER INFORMATION

8. Please estimate the percent of the total value of goods and services sold by your company from this location in 2004:
- Sold To Customers In:**
- Downtown Vancouver %
- Rest of City of Vancouver %
- Rest of Lower Mainland %
- Outside Lower Mainland (incl. exports) ... %
- TOTAL 100 %
9. Please estimate the percent of the total value of goods and services purchased by your company from this location in 2004:
- Purchased From Suppliers In:**
- Downtown Vancouver %
- Rest of City of Vancouver %
- Rest of Lower Mainland %
- Outside Lower Mainland (incl. imports) .. %
- TOTAL 100 %

TRANSPORTATION NEEDS

10. Please estimate the number of goods movement vehicles that accessed your company in a typical week of operation in 2004:
- TOTAL RAIL CARS:**
- Heavy Trucks (semis, 3 or more axles).....
- Light Trucks (cube or panel vans, 2 axles)
- Small Vans or Pickup Trucks
- TOTAL TRUCKS**
11. Please estimate how your employees get to work at this location:
- Walk or Bike %
- Transit or Sky Train..... %
- Carpool..... %
- Drive Alone %
- TOTAL 100 %
12. In an average week how many employees work at each shift time and how many days per week do you operate at this location?

Shift time:	# of Staff working: PLEASE RECORD #	# of Days per Average Week
Weekday daytime		
Weekday evening/nighttime		
Weekend daytime		
Weekend evening/nighttime		

13. How many employees work at this location?
- Full Time** **Part Time** (Less than 30 hrs per week)
- On an average day
- On your busiest day & peak shift

14. Please estimate the percentage of your employees who live in the City of Vancouver: _____ %

LOCATION DECISION FACTORS

- 15a. Please indicate how important each factor is to you in deciding on a location for your business. PLEASE CIRCLE ONE NUMBER FOR EACH FACTOR.
- 15b. At your present location, are you satisfied with the location factors listed below? PLEASE CIRCLE YES, NO OR N/A (NOT APPLICABLE).

LOCATION FACTORS ↓	Q15a) How important is each factor to you in deciding on a location for your business?				Q15b) At your present location are you satisfied with:		
	Essential	Important	Desirable	Not Important	Satisfied with ...?		
	PLEASE CIRCLE ONE RESPONSE FOR EACH FACTOR				PLEASE CIRCLE YES, NO or N/A FOR EACH FACTOR		
SPACE CHARACTERISTICS							
Room to expand	4	3	2	1	Yes	No	N/A
Ground floor occupancy	4	3	2	1	Yes	No	N/A
Loading bay	4	3	2	1	Yes	No	N/A
High ceilings	4	3	2	1	Yes	No	N/A
SITE CHARACTERISTICS							
Cost land/ rent	4	3	2	1	Yes	No	N/A
Outdoor storage space	4	3	2	1	Yes	No	N/A
Adequate parking	4	3	2	1	Yes	No	N/A
Access to transit/ SkyTrain	4	3	2	1	Yes	No	N/A
High visibility	4	3	2	1	Yes	No	N/A
Large truck access	4	3	2	1	Yes	No	N/A
On site rail access	4	3	2	1	Yes	No	N/A
Away from residential areas	4	3	2	1	Yes	No	N/A
LABOUR							
Close to management/ professional staff	4	3	2	1	Yes	No	N/A
Close to skilled labour	4	3	2	1	Yes	No	N/A
Close to unskilled labour	4	3	2	1	Yes	No	N/A
BUSINESS LINKS							
Face-to-face contact	4	3	2	1	Yes	No	N/A
Close to customers	4	3	2	1	Yes	No	N/A
Close to suppliers/ services	4	3	2	1	Yes	No	N/A
Close to competitors	4	3	2	1	Yes	No	N/A
TRANSPORTATION (Goods and Services)							
Close to Downtown Vancouver	4	3	2	1	Yes	No	N/A
Close to major highway	4	3	2	1	Yes	No	N/A
Close to rail transport	4	3	2	1	Yes	No	N/A
Close to port	4	3	2	1	Yes	No	N/A
Close to airport	4	3	2	1	Yes	No	N/A

- 16a) Did you move to this location from elsewhere?
- Yes ↓ No → NOW GO TO Q.17 (page 4)

- If you answered YES to Q16a:
- 16b) Where did you move from? _____
- 16c) Why did you choose your present location? _____