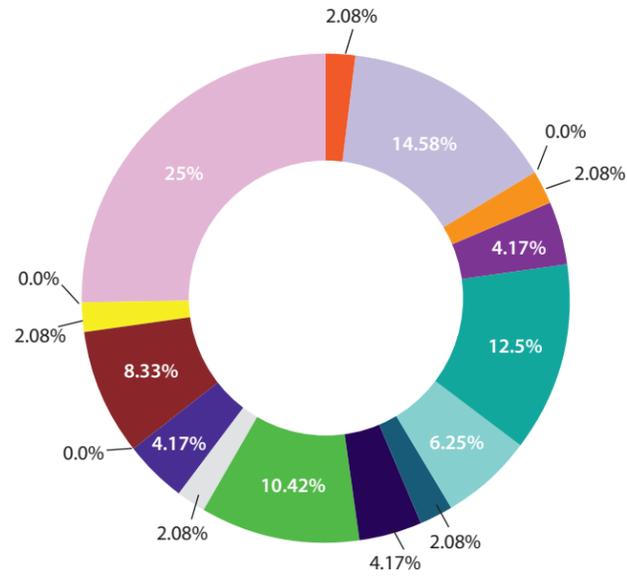


## MERCHANDISING HIGHLIGHTS:

BUSINESS CATEGORY	# OF BUSINESSES	% OF TOTAL
MAJOR/ANCHOR STORES	1	2.08
SPECIALTY RETAIL	7	14.58
HOME FURNISHINGS/HOME DECOR	0	0.00
CLOTHING & ACCESSORIES	1	2.08
FAST FOOD/TAKE-OUT	2	4.17
RESTAURANT	6	12.50
CAFE	3	6.25
PUBS, CLUBS, & ENTERTAINMENT	1	2.08
RETAIL FOOD	2	4.17
PERSONAL SERVICES	5	10.42
FINANCIAL SERVICES	1	2.08
PROFESSIONAL SERVICES	2	4.17
AUTOMOTIVE SERVICES/PARTS	0	0.00
FITNESS & RECREATION	0	0.00
VACANT	4	8.33
HOTEL	1	2.08
COMMUNITY SERVICES & INSTITUTIONAL	0	0.00
OFFICE	0	0.00
SCHOOLS/COLLEGES/LEARNING	0	0.00
UNDER CONSTRUCTION	12	25.00
<b>TOTAL</b>	<b>48</b>	<b>100.00</b>



- A total of 44 businesses comprise this 2-block retail precinct.
- Lower Davie, while undergoing significant development activity in 2018, will emerge well-anchored by Safeway, London Drugs, and a B.C. Liquor Store.
- Secondary anchors include: TD Canada Trust, McDonald's, JJ Bean, Tim Horton's and English Bay Bikes.
- The convenience-oriented anchors define the primary retail role for the area. However, there is a strong connection to restaurants on Beach Avenue including The Boathouse and Cactus Club just south of Davie and restaurants like Beach Bay Café a half block north Denman Street.
- Personal, professional, and financial services reinforce the primary local service role of Lower Davie.
- Restaurant, fast food, and cafe uses comprise almost 23% of the business mix.

## MERCHANDISING GAPS & OPPORTUNITIES

Lower Davie is a relatively small commercial area with strong anchor tenants (supermarket, government liquor store, and major drugstore) and a large and growing high density residential population. The close proximity to English Bay and Stanley Park draws many visitors to this area, particularly in the April through October months. New residential development planned for the area will increase the demand for retail goods and services. Some of the potential types of tenants that would help to broaden the role and draw to this area include:

### Retail Food

A greater variety of retail food businesses are needed to complement the Safeway store including:

- bakery
- delicatessen
- fresh seafood

### Personal Services

Additional personal services that would help strengthen the local service role include:

- post office/courier
- shoe repair
- locksmith
- travel agent
- yoga/Pilates/fitness
- dance studio

### Professional Services

Some additional professional services would also help reinforce the local service role of the area such as:

- lawyer/notary
- chiropractor
- massage therapist
- naturopathic medicine
- accountant

### Specialty Retail

At least a couple of specialty retail stores would add variety and interest to the mix possibly including:

- eyewear/optometrist
- international news/magazines
- wine craft store
- vitamins/health products
- garden accessories
- kitchen accessories



## FOR FURTHER INFORMATION:

**Stephen Regan, Executive Director, WEBIA**  
 Office: (604) 694-0144  
 email: s.regan@westendbia.com





## GENERAL CHARACTER:

- Retail activity is concentrated over two blocks between Cardero and Denman Streets.
- Undergoing significant redevelopment. When redevelopment of the 1600 block is completed, the street will again be well-anchored with a supermarket, drugstore, and liquor store establishing its role as a neighbourhood convenience shopping precinct.
- Influenced by the proximity to English Bay/Stanley Park and activity along Denman Street.
- Recent mixed-use developments are modernizing the retail character of this area and adding over 930 residential units onto or immediately adjacent to Davie Street.

## KEY DEMOGRAPHICS:

- Census 2016 data confirms Lower Davie as a high density residential area with approximately 12,515 persons within a 3-block walking distance, a 10.3% increase in population from 2011.
- Average household size 1.5 for Lower Davie versus 2.5 for Metro Vancouver.
- Smaller household size translates into a lower median household income of \$39,152 vs. \$72,662 for the region. However, median personal income is \$39,152, just over \$6,500 higher than for Metro Vancouver which is \$32,612.
- Visible minorities comprise 21.7% of the population; 48.1% in Metro Vancouver.
- The median age of the population is 42, slightly higher than Metro Vancouver at 40.9.
- 9,085 people in 2016 had post-secondary education while 1,575 households earned over \$100,000 per year.
- Just over 50% of the population is single (never married) compared to 37% in Metro Vancouver.

## TRAFFIC:

- Moderate to high levels of both vehicular and pedestrian traffic throughout the daytime and evenings, seven days per week.
- Vehicular traffic is comprised of both local and regional traffic as Davie Street provides an important connection between English Bay and the Downtown, and also supports traffic going to/from North Shore.

- **24-Hour Traffic Counts: Approx. 7,000 vehicles**

### 24 Hour Pedestrian Traffic Counts - June 2017 to May 2018 (12 month average)

#### Two Locations:

1700 Block (South Side)	Daily Average	Busiest Days on Average	Business Hour(s)
Weekday	3,673	Fridays	5pm - 7pm
Weekend	4,808	Saturdays	2pm - 6pm
1700 Block (North Side)	Daily Average	Busiest Days on Average	Business Hour(s)
Weekday	3,584	Fridays	6pm - 7pm
Weekend	4,830	Saturdays	3pm - 4pm

Notes: Sunday, August 6 busiest single day: 15,205 south side and 12,575 north side (Pride Parade).

## PARKING:

**On Street Parking:** 60 stalls, \$2.00 - \$3.00 per hour (increases in evening 6pm - 10pm) and free after 10pm

**Off-Street Parking:** 40 Stalls, approx. \$2.00 per hour

## ZONING GUIDELINES:

- Building heights can generally be up to: Area 'A': 64 metres (210 feet) ; Area 'B': 58 metres (190 feet)
- Podium heights can generally be up to: Area 'A': 2 storeys ; Area 'B': 3 storeys
- Density: Area 'A': up to 7 FSR (including 0.65 commercial) ; Area 'B': up to 7 FSR
- Support mixed-use development with continuous active commercial frontages in Area 'A'.
- Consider increased density through contributions to social housing or rental housing in Area 'A'.
- Consider increased density through contributions to social housing in Area 'B'.

## RECENT/EXPECTED ACTIVITY:

Recent development activity continues to modernize and strengthen the retail character of Lower Davie and will add 930 new residential units to the area. Active developments between Cardero and Denman for mixed-use projects under the new C-5A zoning (density bonus for 20% social / 100% rental housing) include:

### 1700 Block

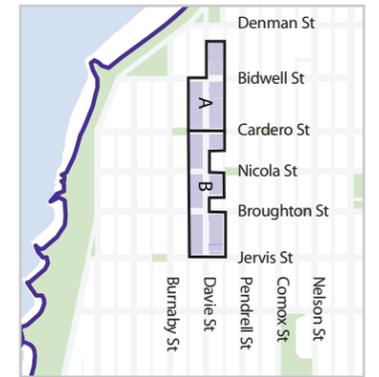
- Alexndra English Bay was a Millenium and Concord Pacific joint project completed in 2013. A 21 storey, 85 unit strata condo development above 49 rental units and street level retail that includes JJ Bean and Pacifico Pizza.
- The Berkeley Tower, an iconic 16-storey mixed-use building located on the corner of Denman and Davie Streets, was purchased by Reliance Properties in 2016. Commercial at its base includes the popular Quick Nickel clothing store, Three Brits Pub, and a new restaurant called Hook Seabar (formerly the original Milestones).
- Westbank is building a 21 storey tower at 1754 Pendrell Street with 171 rental units.

### 1600 Block

- Larco Investments Ltd. is building a 23 storey mixed-use tower with 158 market rental units adjacent to the London Drugs. Completion by the end of 2018.
- Westbank, in conjunction with Crombie REIT and Canada Safeway, are building a mixed-use development which will include two residential towers (21 & 22 storeys) with a total of 319 market rental units, plus three retail units on the lower & upper ground level.
- A second Reliance Properties' project is under construction on the north-west corner of Davie and Bidwell Streets. It will be a 22 storey mixed-use development with 108 market rental units and 3 retail units on the ground floor.

### 1500 Block (special mention)

- In 2015, the Gabriola House mansion was sold. The new owner plans to convert the 17,327-sq.-ft. house to 16 market rental units, four of which would be new infill market rental townhouses to be developed in the northeast corner of the property. Originally built between 1900 and 1901 by B.T. Rogers, in 1924 the house was converted to the Angus Apartments and in 1978, Hy Aisenstat converted it into Hy's Mansion. By 2008 it was vacant. This development will help restore Lower Davie's rich heritage character and vitality.



## METRO VANCOUVER RESIDENTS' SURVEY

[By Justason Market Intelligence, October 2017, 913 adults, online, +/- 3.2% error]

- Overall impression of West End remains positive, approx. 80% responded very or somewhat positive. Down slightly from 84% reported in 2014.
- Frequency of visits downtown: 97% come at least once per year; 31% weekly. Mostly from North Shore (53%), other Vancouver (49%) and eastern suburbs like Bby/Coq (28%).
- Reasons for visiting listed for downtown starting with entertainment, eating, shopping followed by sightseeing with visitors.
- When asked what would encourage more visitation top two responses were to improve parking (40%) and better traffic flow/transit service (39%).
- Mode of transport to West End: car 59%; transit 22%; walk 11%.