

MERCHANDISING HIGHLIGHTS:

BUSINESS CATEGORY	# OF BUSINESSES	% OF TOTAL
MAJOR/ANCHOR STORES	3	1.68
SPECIALTY RETAIL	24	13.41
HOME FURNISHINGS/HOME DECOR	1	0.56
CLOTHING & ACCESSORIES	2	1.12
FAST FOOD/TAKE-OUT	15	8.38
RESTAURANT	29	16.20
CAFE	6	3.35
PUBS, CLUBS, & ENTERTAINMENT	8	4.47
RETAIL FOOD	10	5.59
PERSONAL SERVICES	25	13.97
FINANCIAL SERVICES	1	0.56
PROFESSIONAL SERVICES	14	7.82
AUTOMOTIVE SERVICES/PARTS	1	0.56
FITNESS & RECREATION	2	1.12
VACANT	15	8.38
HOTEL	2	1.12
COMMUNITY SERVICES & INSTITUTIONAL	3	1.68
OFFICE	18	10.06
SCHOOLS/COLLEGES/LEARNING	0	0.00
UNDER CONSTRUCTION	0	0.00
TOTAL	179	100.00

- Davie Village is well-anchored by a supermarket (Your Independent Grocer), a drugstore (Shoppers Drug Mart), and a B.C. Liquor Store.
- Convenience-oriented anchors define the primary retail role for the area. Personal and professional services play an important role in the merchandising mix.
- Bars and nightclubs create an important and defining entertainment draw for the area.
- The 29 restaurants and 15 fast food facilities are a major draw to Davie Village.
- Majority of the restaurant and fast food facilities are independently owned/operated.
- Specialty retail stores including optical, nutrition, wine, pet supplies, dollar store, adult specialty items, florist, and hardware add variety to the mix.

MERCHANDISING GAPS & OPPORTUNITIES

As the hub of activity for Vancouver’s LGBTQ community, Davie Village is one of Vancouver’s most unique and vibrant shopping and entertainment areas. Davie Village draws local, regional, and tourist visits. New residential and commercial developments in the area are providing increased opportunities to support a variety of independent businesses. Merchandising opportunities in Davie Village include:

Restaurant and Fast Food

Popular independent operators and local restaurant chains are generally preferable to large national/international franchises in order to maintain the unique character and draw of this commercial area.

- Upscale bistro
- Trendy Japanese
- West Coast Fusion
- Noodle House
- Craft Beer

Specialty Food

With the growing popularity of local, fresh, hand-crafted foods and tasty impulse items, there is an opportunity to add to the selection of Specialty Foods in Davie Village.

- Butcher (fresh/frozen meats)
- Fresh pasta
- Ice cream/gelato
- “Impulse foods” (e.g. cookies/donuts/cupcakes/crepes)
- International cheeses/dairy products

Specialty Retail

A selection of Specialty Retail is important to generating shopping interest for both locals and visitors.

- soaps/lotions/fragrances
- newsstand/magazines
- sporting goods/sports wear
- luggage/leather goods
- cards/stationery
- art/prints/framing fabrics
- hand-made crafts

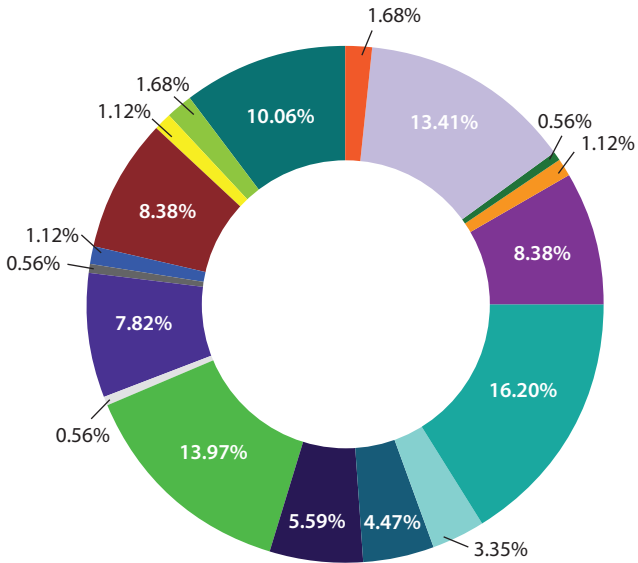
Home Furnishings/ Home Décor

Davie Village is a high-density neighbourhood containing hundreds of individual households. There is an opportunity to provide a greater selection of Home Furnishings and Décor for area residents and visitors including:

- home gifts and decorations
- small home furnishings
- bathroom boutique
- bedding and linens
- kitchen accessories
- pottery/ceramics
- balcony/patio furniture
- patio garden accessories

FOR FURTHER INFORMATION:

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GENERAL CHARACTER:

- Davie Village includes a 3-block area between Burrard and Jervis Streets. It is a focal point of activity for the LGBTQ community.
- An established and vibrant commercial precinct of approximately 196 commercial businesses.
- Well-anchored with a supermarket, drugstore, and liquor store establishing it’s primary role as a neighbourhood convenience shopping precinct.
- Restaurants, bars, and entertainment are an important draw to this area and add to its vibrancy.
- St. Paul’s Hospital’s large workforce and visitors generate significant demand for goods and services.
- High volumes of vehicular and pedestrian traffic throughout the daytime and evenings, seven days per week.

KEY DEMOGRAPHICS:

- Census 2016 data confirms Davie Village as a high density residential area with approximately 13,768 persons within a 3-block walking distance, a 3.9% increase in population from 2011.
- Average household size is 1.5 for Davie Village versus 2.5 for Metro Vancouver.
- Smaller household size translates into a lower median household income of \$50,325 vs. \$72,662 for the region. However, median personal income is \$35,548, \$3,000 higher than for Metro Vancouver which is \$32,612.
- Visible minorities comprise 27.2% of the population; 48.1% in Metro Vancouver.
- The median age of the population is 37, significantly lower than Metro Vancouver at 40.9.
- 9,825 people in 2016 had post-secondary education while 1,430 households earned over \$100,000 per year.
- Just over 56% of the population is single (never married) compared to 37% in Metro Vancouver.

TRAFFIC:

- High levels of both vehicular and pedestrian traffic throughout the daytime and evenings.
- Vehicular traffic is comprised of both local and regional traffic as Davie Street provides an important connection between English Bay and the Downtown.
- Thurlow Street provides an important connection to Davie Village from Robson Street and the Downtown.

- **24-Hour Traffic Counts :** **Approx. 9,000 vehicles**

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

Two Locations:

1100 Block (South Side)	Daily Average	Busiest Days on Average	Business Hour(s)
Weekday	8,359	Fridays	5pm - 7pm
Weekend	10,096	Saturdays	2pm - 7pm
1200 Block (North Side)	Daily Average	Busiest Days on Average	Business Hour(s)
Weekday	5,432	Tuesdays	6pm – 7pm
Weekend	6,366	Saturdays	3pm – 7pm

Notes: Sunday, August 6 busiest single day: 23,024 south side and 14,541 north side (Pride Parade).

PARKING:

On Street Parking: Approx. 88 stalls; \$2.00 - \$3.00 per hour day time; \$2.00 - \$4.00 evenings; free after 10pm

Off-Street Parking: 224 stalls; \$3.00 - \$4.00 per hour

DAVIE VILLAGE: WEST END PLAN
DEVELOPMENT POLICIES

- Building heights: up to 18.3 metres
- Density: up to 2.2 FSR
- Limit residential development to ensure vibrancy at all times of the day.
- Increase allowable commercial uses (e.g. offices and boutique hotels).
- Enhance Davie Village’s distinctive character as a hub for the LGBTQ community through the use of colour and lighting, and as a space for nightlife, celebration, events, gathering and community programming.
- Retain and enhance the lower scale buildings through reinvestment and façade improvements.
- Allow commercial and community facilities/spaces above the first floor level.

RECENT/EXPECTED ACTIVITY:

- City of Vancouver is focusing new investment to enhance the appearance and use of Davie Village. Jim Deva Plaza was established at Bute and Davie in 2015. In 2018, a new lighting system was deployed in the plaza and along Davie Village.
- Recent tenant updates include a facelift for the professional building on the 1000 block, update to Blenz and Mac’s stores on the corners of Bute and Davie, expansion of Pumpjack Bar in 1100 block, major renovation in 1200 block creating a modern Independent Grocer, and total interior reconstruction of two restaurants – Mary’s on Davie in the 1200 block and the old Pricilla’s on 1000 block.
- Major mixed-use development on the Community Garden site (Davie at Burrard) expected in near future. Similar mixed-use project anticipated across the street at the current Esso Gas Station site.
- St. Paul’s Hospital will remain on site until 2024 at least; redevelopment of this prime downtown site will include significant additional residential for the West End.
- Two major residential developments opening in 2018 are the Central Presbyterian Church/BOSA development at 1155 Thurlow with 213 rental units and The Jervis on the corner of Davie and Jervis with 91 residential units and a commercial unit.
- Marcon is developing two residential towers (70 and 83 market units) over a podium of 68 social housing units for a total of 221 new residential units on the 1300 block Davie Street, immediately west of Davie Village.
- Burrard Place by Reliance Properties and Jim Pattison Developments at 1290 Burrard, just south of Davie Village, will be a landmark downtown development with 810 residential units and a 14 story office tower; anticipated completion Spring of 2020.
- Multiple residential projects planned along the Thurlow-Burrard corridor are expected to bring another 1,000 residential units to within 3 blocks of Davie Village over the next 5 years.



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 start 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%.

