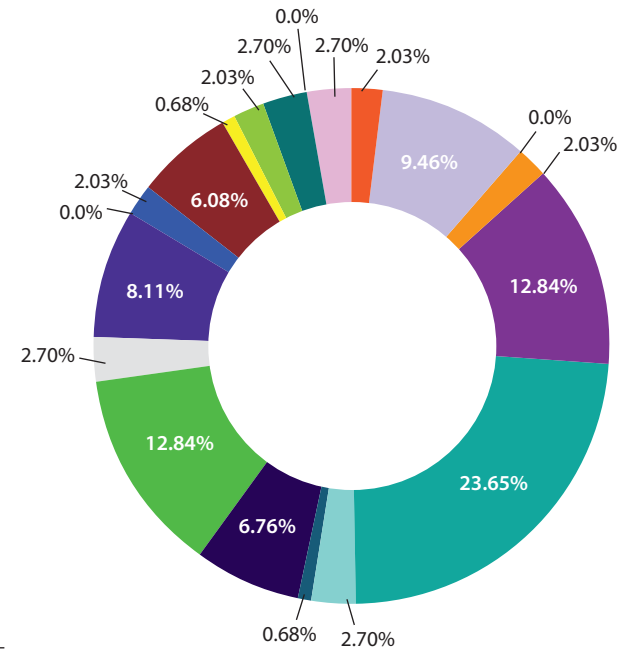


## MERCHANDISING HIGHLIGHTS:

| BUSINESS CATEGORY                  | # OF BUSINESSES | % OF TOTAL    |
|------------------------------------|-----------------|---------------|
| MAJOR/ANCHOR STORES                | 3               | 2.03          |
| SPECIALTY RETAIL                   | 14              | 9.46          |
| HOME FURNISHINGS/HOME DECOR        |                 | 0.00          |
| CLOTHING & ACCESSORIES             | 3               | 2.03          |
| FAST FOOD/TAKE-OUT                 | 19              | 12.84         |
| RESTAURANT                         | 35              | 23.65         |
| CAFE                               | 4               | 2.70          |
| PUBS, CLUBS, & ENTERTAINMENT       | 1               | 0.68          |
| RETAIL FOOD                        | 10              | 6.76          |
| PERSONAL SERVICES                  | 19              | 12.84         |
| FINANCIAL SERVICES                 | 4               | 2.70          |
| PROFESSIONAL SERVICES              | 12              | 8.11          |
| AUTOMOTIVE SERVICES/PARTS          |                 | 0.00          |
| FITNESS & RECREATION               | 3               | 2.03          |
| VACANT                             | 9               | 6.08          |
| HOTEL                              | 1               | 0.68          |
| COMMUNITY SERVICES & INSTITUTIONAL | 3               | 2.03          |
| OFFICE                             | 4               | 2.70          |
| SCHOOLS/COLLEGES/LEARNING          |                 | 0.00          |
| UNDER CONSTRUCTION                 | 4               | 2.70          |
| <b>TOTAL</b>                       | <b>148</b>      | <b>100.00</b> |



- Shoppers Drug Mart and a No Frills grocery store are the primary anchor stores, both located in Denman Place Mall near the centre of the Denman Street retail precinct.
- Important non-retail anchors for Denman Street include English Bay, Stanley Park and the West End Community Centre.
- Largest business categories:
  - Restaurant /fast food facilities: 36%
  - Personal/professional/financial services: 24%
  - Specialty stores: 9%

## MERCHANDISING GAPS & OPPORTUNITIES

Denman Street is both a popular dining/shopping destination and a commercial area that serves the day-to-day needs of the local high-density population. Casual and fast food restaurants dominate the tenant mix presenting a variety of business opportunities to either update the dining mix or complement it with specialty retail and/or foods.

### Specialty Retail

As a popular destination for regional and international visitors, there is an opportunity to add a greater variety of specialty retail uses that complement the many restaurants. These types of uses will broaden the draw and shopping experience that Denman can offer.

- soaps and lotions
- essential oils/aromatherapy
- garden/patio accessories
- florist
- sporting goods/sportswear
- hobbies/crafts/toys
- wine/beer making
- vitamins/health products
- gifts/cards/stationery
- home décor

### Specialty & Impulse Foods

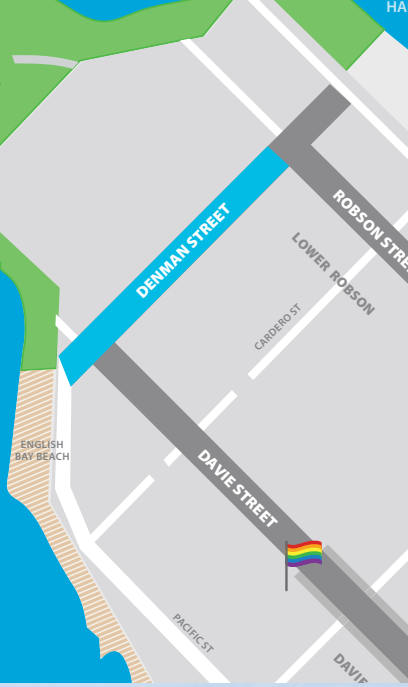
Additions to the Specialty Food category would both help reinforce the local convenience role as well as add to the merchandising variety and interest for visitors.

- fresh fish/seafood
- fresh pasta
- artisan breads
- cake/pastries
- delicatessen
- cheese shop
- fine chocolate
- butcher
- bubble tea



## FOR FURTHER INFORMATION:

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## GENERAL CHARACTER:

- One of the most popular retail streets in Metro Vancouver extending for six blocks between Burnaby and Robson Streets (for this profile Denman from Robson to Georgia is considered part of the Lower Robson retail precinct).
- The West End's 'Main Street' and 'Summer Promenade'.
- Benefits from close proximity to English Bay/Second Beach and Stanley Park. Popular destination for neighbourhood residents, regional residents, and visitors/tourists.
- Street is busy throughout the day and evening with both vehicular and pedestrian traffic. Provides important link between the Lions Gate Bridge/Georgia Street, English Bay/Stanley Park, Pacific Boulevard, and the Burrard Street Bridge.
- Well-anchored with a supermarket, drugstore, and liquor stores establishing a key role as a neighbourhood convenience shopping precinct.
- Home to an important civic complex between Haro and Barclay including a community centre, ice rink, library and high school.
- Restaurant, fast food, and cafe uses dominate the street front. Strong pedestrian traffic and many sidewalk patios create an interesting and vibrant experience.
- The wide variety of international food choices at reasonable prices is one of the street's strengths.

## KEY DEMOGRAPHICS:

- Census 2016 data confirms Denman Street as a high density residential area with approximately 16,261 persons living within a 3-block walking distance, an 8.3% increase in population from 2011.
- Average household size 1.5 for Denman Street versus 2.5 for Metro Vancouver.
- Smaller household size translates into a lower median household income of \$51,193 vs. \$72,662 for the region. However, median personal income is \$37,638, just over \$5,000 higher than for Metro Vancouver which is \$32,612.
- Visible minorities comprise 22% of the population; 48.1% in Metro Vancouver.
- The median age of the population is 43.6, notably higher than Metro Vancouver at 40.9.
- 11,425 people in 2016 had post-secondary education while 1,995 households earned over \$100,000 per year.
- Just over 55% of the population is single (never married) compared to 37% in Metro Vancouver.

## TRAFFIC:

- High levels of both vehicular and pedestrian traffic throughout the day and evenings, seven days per week.
- Vehicular traffic is comprised of both local and regional traffic.

- **24-Hour Traffic Counts: Approx. 16,000 vehicles**

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

#### Two Locations:

| 1000 Block (East Side) | Daily Average | Busiest Days on Average | Business Hour(s) |
|------------------------|---------------|-------------------------|------------------|
| Weekday                | 6,734         | Fridays                 | 3pm - 8pm        |
| Weekend                | 8,082         | Saturdays               | 2pm - 8pm        |
| 800 Block (West Side)  | Daily Average | Busiest Days on Average | Business Hour(s) |
| Weekday                | 4,487         | Fridays                 | 5pm - 8pm        |
| Weekend                | 5,647         | Saturdays               | 2pm - 8pm        |

Note: Saturday, July 29 and Sunday, August 6 busiest single days: 15,830 east side and 12,892 west side (Celebration of Light fireworks and Pride Parade events).

## PARKING:

**On Street Parking:** Approx. 30 stalls; \$3.00 per hour day time; \$3.00 - \$4.00 per hour evenings; free after 10pm

**Off-Street Parking:** 136 stalls; \$2.00 - \$4.50 per hour



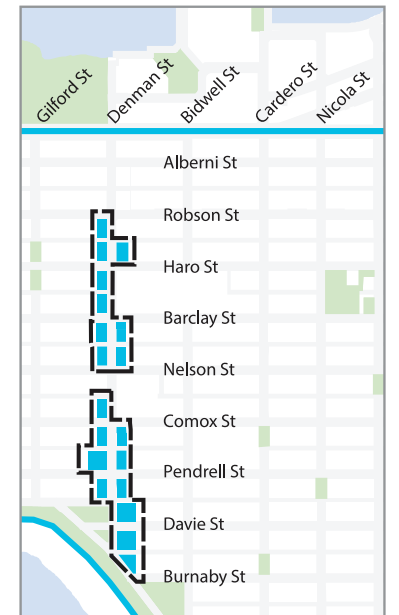
## ZONING GUIDELINES:

- Building heights: up to 18.3 metres (60 feet)
- Density: up to 2.2 FSR
- Strengthen as the West End's 'main street' lined with continuous active commercial frontages, weather protection, and patios in building setback areas and on rooftops.
- Limit residential development to ensure vibrancy at all times of the day.
- Increase allowable commercial uses (e.g. offices and boutique hotels).
- 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:

Significant new/proposed activity continues to strengthen the retail character of Denman:

- Westbank is developing a 171 unit rental only residential building at 1754 Pendrell a half block east of Denman.
- 1125 Denman (old Shell site) – Wesgroup's proposal for 3 storey retail building advancing.
- 1000 block Denman revitalized in 2017 with a 2 storey retail building which now includes a financial institution, fitness centre, pet store and coffee shop.
- 1030 Denman is home to the Denman Place Mall & Residential Tower (formerly Coast Hotel) which is undergoing major interior/exterior renovations including an expanded Shoppers Drug Mart and a new liquor store.
- 1600 block Alberni Street has multiple developments in planning stages representing over 370 new residential units.
- Landa Global redeveloping a prominent corner at Denman and Alberni with a 21-storey luxury condominium tower with 36 units and 24 affordable housing units on the lower floors. Three commercial units will face Denman, one commercial unit will face Alberni.
- Asia Standard (also redeveloping the Empire Landmark site on 1400 block Robson) proposing 443 residential units within 2 towers on the 1400 block of Alberni.
- On the 1600 and 1500 blocks of West Georgia Street, just east of Denman, over 570 residential units will be constructed over the coming years by BOSA and other major developers.



## 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%.