

PHOTO: SOUTH GRANVILLE BIA

## FAST FACTS

- » BIA size: 11 blocks; Residential area size: 3.3 sq km.
- » 24,820 residents and a daytime employee base of 25,312 including 4,033 within the BIA itself.
- » Population density per sq km: 7,674 as compared with 5,039 for Vancouver and 736 for the region.
- » Residents are employed primarily in business, finance and administration as well as higher than average employment in social science, education, government and religion, management, natural and applied sciences and art, culture, recreation and sport occupations.
- » A young community where household sizes are lower than average: 1.6 people, as compared with 2.2 for Vancouver and 2.6 for Metro Vancouver.
- » Projected average 2008 household income: \$80,852 as compared with \$75,854 and \$79,798 for Vancouver and Metro Vancouver respectively.
- » Average house price: \$1.6 million for detached home (as compared with \$1.4 million in Vancouver West and \$730,399 in Metro Vancouver). Average price for apartment/condo: \$459,686 (vs. \$480,453 for Vancouver West and \$377,579 for Metro Vancouver).
- » Dominant language: English (88%). Also more Japanese, Spanish and Russian speakers than average.
- » Only 38% of households are homeowners (vs. 48% for Vancouver and 65% for Metro Vancouver).
- » 24% of residents have moved within the past year, as compared with 19% for Vancouver and 17% for Metro Vancouver. Most (14%) have come from other parts of the city.

## OVERVIEW

South Granville is a lively community that sits on the west side of Vancouver, close to Shaughnessy and the Fairview Slopes. Established in 1907 in the height of Vancouver's carriage trade days, South Granville has long been a commercial centre for the well-heeled and discerning customer. With the area's high quality fashion boutiques, award-winning restaurants, live entertainment venues and acclaimed art galleries, it can be no wonder that it draws loyal customers from near and far.

The South Granville BIA, self-described as "Bridge to 16<sup>th</sup>", spans Granville Street from the south end the Granville Street Bridge (at 5<sup>th</sup> Avenue) to 16<sup>th</sup> Avenue, including one block east and west of Granville at Broadway (see Figure 1).

## WHO LIVES IN THE SOUTH GRANVILLE AREA?

Approximately 25,000 people live in the South Granville area.<sup>1</sup> As a testament to being one of the oldest settled neighbourhoods in the city, there are relatively more residents of English, Scottish and Irish heritage than the rest of the city. The area also has more residents with French and Eastern European heritage, although English is by far the dominant household language.

South Granville has a safe neighbourhood feel, yet its close proximity to downtown draws a younger crowd. Residents here are more likely to be young adults (20-34) and female and household sizes in the area are smaller than the city and Metro Vancouver average, with fewer married couples and less children per household.

South Granville is an affluent neighbourhood. Residents here have higher education levels and higher household incomes than average; they also tend to be proportionately more employed in occupations related to social science and education, management and art, culture, recreation and sport, and less likely to be employed in sales and service or technical positions.

## THE SPECIFICS

### PHYSICAL PROFILE<sup>2</sup>

The South Granville BIA is in the west of Vancouver – approximately 2 kilometres from City Hall and 2.5 kilometres from downtown. The BIA is a retail area along Granville Street, primarily zoned as Commercial District (C-3A), with two Multiple Dwelling Zoning parcels (RM-3) and one Comprehensive Development Zoning parcel (CD-1).

<sup>1</sup> For the purposes of this study, the residential catchment area is defined as the population living within a one-kilometre radius of the BIA.

<sup>2</sup> City of Vancouver VanMap: <http://vancouver.ca/Vanmap/index.htm>



PHOTO: SOUTH GRANVILLE BIA

### HERITAGE AND CULTURE

The BIA has a well kept heritage area. There are seven structures listed on the Vancouver Heritage Register. The most notable is the lovingly restored Stanley Theatre (2750 Granville), which is one of the Arts Club Theatre's primary venues. Other notable heritage structures include the Heffel Gallery (2247 Granville), Douglas Lodge (2799 Granville) and The Dick Building (1490 W Broadway). Several others (all private homes) are in close proximity.

The BIA is home to one public art project – Nature's Own Geometry – a copper bas relief on the side of the Block Building at 2695 Granville Street that dates from 1965.

### RECREATION

The Firehall Library is located in the BIA at 1455 W 10<sup>th</sup> Avenue and three parks lie within walking distance as do the Vancouver Lawn Tennis & Badminton Club.

### EDUCATION

There are two elementary schools within three blocks of the BIA – Lord Tennyson Elementary School at 1936 W 10<sup>th</sup> Avenue and L'Ecole Bilingue Elementary School at 1166 W 14<sup>th</sup> Avenue. The closest public secondary school is Prince of Wales Secondary, at 2250 Eddington Drive. Several private schools are also within close proximity, including York House and Little Flower Academy.

### TRANSPORTATION

The BIA is well served by frequent transit service.<sup>3</sup> The 98 B-Line (Burrard Station/Richmond Centre) provides convenient service to Richmond and to Waterfront Station, where transfer to the Expo and Millennium SkyTrain lines as well as the SeaBus to North Vancouver are possible. Additionally, the BIA is serviced by the #10 (Hastings/Downtown/Granville) and the #N10 (Downtown/Richmond Nightbus). The 99 B-Line (Broadway Station/UBC) travels just north of the BIA, providing convenient access to UBC and the Broadway and Commercial SkyTrain stations.

The 10<sup>th</sup> Avenue Bikeway runs east-west through the BIA along West 10<sup>th</sup> Avenue. The Off Broadway Bikeway also runs east-west through the BIA along West 7<sup>th</sup> Avenue.

The South Granville BIA is also easily accessible by vehicle and sits on a main thoroughfare to both downtown Vancouver and the Vancouver International Airport. Some 60,000 vehicles pass through the BIA each day.

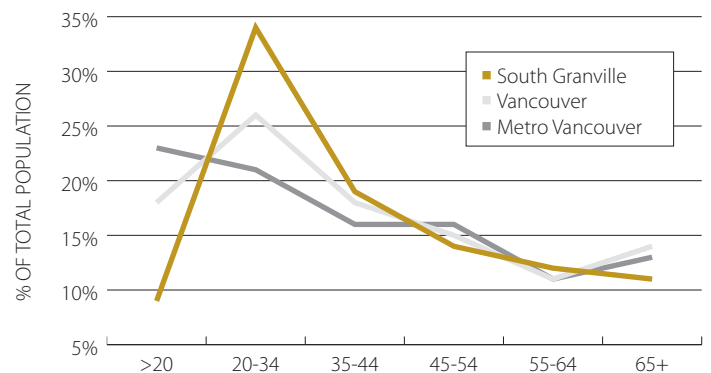
## KEY POPULATION INDICATORS

### POPULATION<sup>4</sup>

With a total population of 24,820, the South Granville BIA neighbourhood has significantly more women (56%) than men (44%). The typical gender profile for the city of Vancouver being 49% men and 51% women.

South Granville has significantly more young adults aged 20 to 34 than average for the city or region and significantly fewer children and seniors. However, given its lower proportion of children, the average age for South Granville residents is actually higher than average (41, as compared with 39.8 for Vancouver and 39 for Metro Vancouver). Figure 2 illustrates key differences between the BIA, the city and the region.

Figure 2: Population by Age



Between 2001 and 2006, South Granville saw a population growth rate of 5.3%, several points lower than the 5.9% increase for Vancouver and 6.5% for Metro Vancouver. This may in part reflect the area's primarily built-out form, with most new condominium complexes (primarily north of Broadway) being completed within the last five to ten years.

### ETHNIC ORIGIN

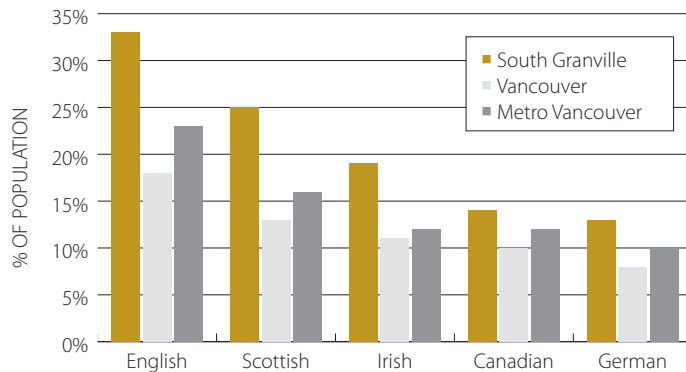
Ethnic origin refers to the culture or ethnic roots with which residents identify themselves. In South Granville, the top five ethnic origins in order are English, Scottish, Irish, Canadian and German, as Figure 3 illustrates. The presence of German and absence of Chinese ancestry within the top five origins is significantly different than the ethnic mix for Vancouver and Metro Vancouver.

South Granville's European heritage includes not only the British Isles, but also includes more residents of French, Western European and Eastern European background. Correspondingly, significantly

<sup>3</sup> www.translink.bc.ca

<sup>4</sup> For the purposes of this analysis, the residential area that comprises South Granville is a 1-km radius of the BIA.

Figure 3: Ethnic Origin



fewer South Granville residents have East, Southeast, or South Asian ancestry than either the city or the region.

In terms of visible minorities, South Granville is home to significantly more Japanese and Latin American residents than average for the city or region, and fewer Southeast Asians.

With regard to resident mobility, South Granville has seen more migrants than average for the city. Fully 24% of South Granville residents have moved in the past year, as compared with 19% for Vancouver and 17% for Metro Vancouver.

Most have moved from elsewhere in the city (14%). Eight percent of South Granville residents are new Canadians, having immigrated in the past five years. This is similar to the migration rate for the city (10%) and Metro Vancouver (8%).

### SPOKEN LANGUAGES

English is the dominant household language for residents in South Granville (88%). The neighbourhood also exhibits some differences in non-official spoken languages compared to the rest of Metro Vancouver, with proportionately more Japanese, Spanish, Russian and Korean, and proportionately less Chinese, Punjabi, Tagalog (Filipino), Vietnamese and Persian, as illustrated in Figure 4.

Figure 4: Top 5 Languages

	South Granville	Vancouver	Metro Vancouver
<b>Dominant</b>			
English	88%	64%	70%
<b>Non-Official</b>			
Chinese	49%	62%	47%
Japanese	10%	-	-
Spanish	5%	-	-
Russian	5%	-	-
Korean	5%	3%	7%
Punjabi	-	6%	16%
Tagalog (Filipino)	-	5%	4%
Vietnamese	-	5%	-
Persian (Farsi)	-	-	4%

### FAMILY STRUCTURE<sup>5</sup>

South Granville is home to 14,910 households. Of these, 5,720 or 38% are households with families, which is much lower than average for Vancouver (58%) and Metro Vancouver (71%). Additionally, South Granville households with families are smaller than Vancouver and Metro Vancouver averages for size and number of children, as Figure 5 illustrates.

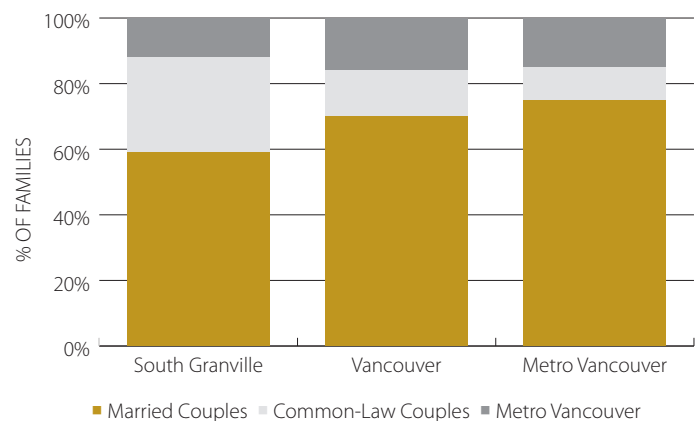
Figure 5: Family Structure

	South Granville	Vancouver	Metro Vancouver
Number of Households	14,921	253,215	817,030
Average Number of Persons/Household	1.6	2.2	2.6
% of Households with Families*	38%	58%	71%
Number of Families	5,720	145,605	580,120
Average Number of Persons/Family	2.4	2.9	3.0
Average Number of Children/Family	0.5	1.0	1.1

\* Family is defined as a census family

South Granville is also home to fewer married couples (59%) and more common-law couples (29%). However, it also has a lower percentage of lone-parent families than the both the city and the region, as illustrated in Figure 6.

Figure 6: Family Composition



### LEVEL OF EDUCATION

A primarily white-collar neighbourhood, the South Granville area residents have much higher education levels than average for the city or the region, as Figure 7 illustrates. Fully 52% of residents over the age of 15 have a university degree, as compared with 39% for the city and 31% for Metro Vancouver as a whole.

<sup>5</sup> Family is defined as a census family - a married couple, a common-law couple or a lone-parent with a child or youth who is under the age of 25 and who does not have his or her own spouse or child living in the household. Married couples and common-law couples may or may not have such children and youth living with them.



Figure 7: Education Levels

	South Granville	Vancouver	Metro Vancouver
<b>Population 15 Years or Older</b>			
No Certificate, Diploma or Degree	6%	17%	17%
High School Certificate	19%	24%	27%
Trades Certificate or Diploma	6%	6%	9%
College or other non-University	17%	15%	16%
University	52%	39%	31%

**LABOUR FORCE AND PARTICIPATION RATE**

Reflecting the lower percentage of seniors than average, a higher percentage of South Granville residents are in the labour force (77% of the population 15 years of age and over), which is higher than the participation rate in Vancouver (66%) and Metro Vancouver (67%). The employment rate is also higher (74%) as compared to Vancouver (62%) and the unemployment rate is lower in (4.5%) as compared to Vancouver (6.0%) and Metro Vancouver (5.6%).

**HOUSEHOLD INCOME**

South Granville households have higher annual income levels than average for Vancouver. This may in part be reflective of the fact that residents here have a higher employment rate, significantly higher education levels and a larger percentage of married couples without children.

Figure 8 illustrates the income profile for South Granville residents as compared with the city and region. This shows that South Granville has fewer households with annual income levels at the low end of the scale (15% as compared with 21% for Vancouver and 16% for Metro Vancouver). However, there are also fewer households than the city and regional average at the highest end of the income scale.

Average 2005 household income levels in South Granville were \$68,691 – close to the Vancouver average of \$68,271 and somewhat lower than the Metro Vancouver average of \$73,258. However, projected 2008 income levels are \$80,852 – higher than expected for Vancouver and the region. This could be due to the higher percentage of single person households in the South Granville area

Figure 8: Average Household Income

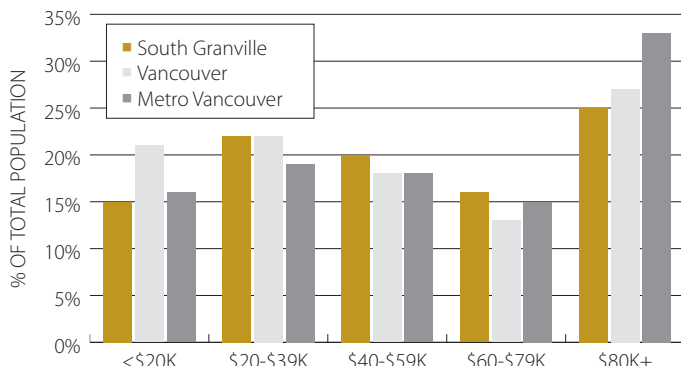


PHOTO: SOUTH GRANVILLE BIA

and that these single person household income levels are much higher than average. Comparisons between South Granville and the rest of the region are summarized in Figure 9.

Figure 9: Household Income Summary

	South Granville	Vancouver	Metro Vancouver
2005 Average Household Income	\$68,691	\$68,271	\$73,258
2008 Projected Household Income	\$80,852	\$75,854	\$79,798
Percent Increase 2005-2008	18%	11%	9%
Dominant Income Range	Over \$100K	Over \$100K	Over \$100K
2005 Household Size (# of persons)	1.6	2.2	2.6
2005 Average Single Person Household Income	\$47,805	\$38,913	\$38,108
Per Capita Income	\$42,149	\$30,395	\$28,609

**OCCUPATION**

The top 5 occupations for South Granville residents are:

- Clerical occupations (9%)
- Teachers and professors (8%)
- Professional occupations in natural and applied sciences (7%)
- Professional occupations in health (6%)
- Judges, lawyers, psychologists (5%)

It is notable that "retail salespersons and clerks" and "other sales and service occupations" are not within the top 5 occupations for South Granville residents, whereas they are for both the city and region.



PHOTO: SOUTH GRANVILLE BIA

By comparison, South Granville's fourth and fifth ranked occupations are not in the city or regional top five.

In terms of general occupation categories, a higher share of South Granville residents are employed in business, finance and administrative positions; as well as social science education, government and religion; management; natural and applied sciences; art, culture, recreation and sport; and health occupations than average for the city and region. Proportionately fewer residents are employed in sales and service; trades, transport and equipment operators and related occupations; and processing, manufacturing and utilities positions. This is illustrated in more detail in Figure 10.

Figure 10: Occupation

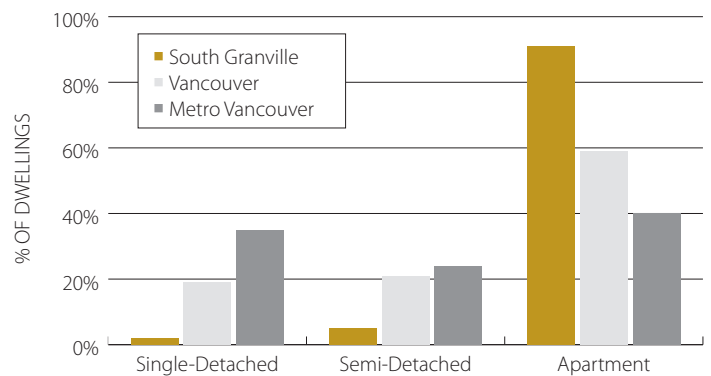
	South Granville	Vancouver	Metro Vancouver
Business, Finance & Administrative	20%	18%	19%
Sales & Service	18%	25%	25%
Social Science, Education, Gov't & Religion	15%	11%	8%
Management	14%	11%	11%
Natural & Applied Sciences	10%	9%	7%
Art, Culture, Recreation & Sport	9%	6%	4%
Health Occupations	7%	6%	5%
Trades, Transport & Equipment Operators & Related	5%	8%	13%
Processing, Manufacturing & Utilities	1%	4%	4%
Primary Industry-Specific	1%	1%	2%

## HOUSING PROFILE

### STRUCTURAL MIX

The vast majority of South Granville housing consists of apartments (91% as compared with 59% for Vancouver and only 40% for the region), as Figure 11 illustrates. Most of these are older, low-rise (under 5 storeys), which is almost double that of the city average. South Granville also has significantly fewer single-detached residences than average for the city of Vancouver (2% as compared with 19%), and many of these are older estates in the pricey Shaughnessy area.

Figure 11: Dwellings by Major Structural Type



The presence of primarily apartment-type dwellings provides a high population density – almost 50% higher than the city average – and a strong residential base for BIA businesses.

### TENURE

In part due to the make up of South Granville's housing stock (primarily apartment dwellings), the majority of South Granville households (63%) rent their home. This is significantly higher than the proportion of renters in the city of Vancouver (52%) and Metro Vancouver (35%).

### AGE OF HOUSING STOCK

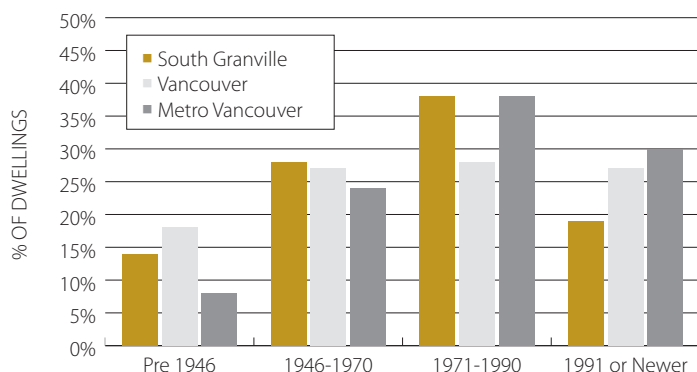
As one of Vancouver's early neighbourhoods, South Granville homes are proportionately older than typical for the region and the area maintains a heritage feel (see Figure 12 on the next page).

Development in the area grew significantly in the 1970s and 1980s following the federal government-sponsored redevelopment of Granville Island, and then tapered off in the early 1990s, once the area was essentially built out.

Within the past 10 years, there has been some shift in housing stock. Perhaps most significantly was the relocation of Pacific Press from its former site at Granville and 7<sup>th</sup> Avenue and subsequent development of the Portico condominium complex. This area, with retail and commercial space on the ground floor, has excellent views of the city and has helped to grow and diversify the BIA's market base.



Figure 12: Age of Housing Stock



### HOUSING PRICES<sup>6</sup>

Given its proximity to the Shaughnessy area, detached housing prices in the South Granville residential area are higher than average for the west side of Vancouver, while prices for apartments are slightly lower. The 2007 average price for a detached house in South Granville was \$1,617,980 as compared with \$1,396,490 in Vancouver West and \$730,399 in Metro Vancouver. However, reflecting the area's older, heritage status and lower development rate, the one-year average increase in South Granville was 9.1% as compared with 27.1% for Vancouver West and 13.5% for Metro Vancouver. The average 2007 price for an apartment/condo in South Granville was \$459,686, compared with \$480,453 for Vancouver West and \$377,579 for Metro Vancouver. The one-year average increase for South Granville apartments was 16.7% as compared with 13.7% for Vancouver West and 14.5% for Metro Vancouver.

There are no non-market housing complexes within the BIA, although there are five in the area along West 6<sup>th</sup> Avenue.<sup>7</sup>

### SPENDING PATTERNS

Reflecting higher household income levels than the city, South Granville households spend more per year than the average Vancouver and Metro Vancouver household. In 2007, South Granville households averaged \$73,826 in household spending, as compared with \$69,536 for the city of Vancouver and \$73,044 for Metro Vancouver households.

Figure 13: 2007 Household Spending Patterns

	South Granville	Vancouver	Metro Vancouver
Food	11%	12%	11%
Shelter	20%	20%	20%
Transportation	10%	12%	13%
Health & Personal Care	4%	5%	5%
Recreation	6%	6%	6%
Taxes	22%	21%	21%
Insurance, Pension Contributions	5%	5%	5%
Other	22%	19%	19%



PHOTO: SOUTH GRANVILLE BIA

On a percentage basis, South Granville residents have similar spending patterns to residents of the city and the region, as illustrated in Figure 13. They do have some minor differences – spending slightly less on transportation and slightly more on personal taxes and other expenditures including clothing, alcoholic beverages and tobacco.

Figure 14 provides a complete breakdown of average 2007 spending per South Granville household.

Figure 14: South Granville Spending Patterns  
Average Household (2007 \$)

Expenditure Area:	Amount
<b>Total Expenditure per Household</b>	\$73,826
Personal Taxes	\$16,528
Shelter	\$15,123
Food	\$8,275
Transportation	\$7,257
Recreation	\$4,636
Insurance & Pension Contributions	\$3,879
Health & Personal Care	\$2,669
<b>Other</b>	
Clothing	\$3,624
Household Operation	\$3,001
Tobacco Products & Alcoholic Beverages	\$2,263
Gifts of Money & Contributions	\$1,799
Education	\$1,631
Household Furnishings & Equipment	\$1,558
Miscellaneous Expenditures	\$811
Reading Materials & Other Printed Matter	\$554
Games of Chance	\$219

<sup>6</sup> Housing price information courtesy of the Real Estate Board of Greater Vancouver.

<sup>7</sup> VanMap, August 2008 (<http://vancouver.ca/vanmap>)

## CONCLUSIONS

The South Granville BIA's history as a shopping and entertainment centre for the well-heeled continues today. The Stanley Theatre, renowned restaurants, and a continuing mix of high quality retail establishments from near and far draw a steady crowd of affluent customers.

In addition, while the BIA's research (2002)<sup>8</sup> indicates that only 18% of shoppers are local residents, as this residential base grows, it will continue to be a key supporting market for businesses locating here. With smaller households and higher than average income ranges, South Granville's residents have more disposable income available to support their local businesses.

Businesses lucky enough to locate in the South Granville BIA will find a steady crowd of customers who enjoy the variety of high quality clothing, shoes, art and home furnishings the BIA has to offer, along with its restaurants and cafes in which to refuel. Recent developments along South Granville have left a void of businesses that provide staples, including greengrocers, butchers and bakers. Area residents would be well served by new businesses providing these items.

This document profiles the South Granville neighbourhood market, focusing primarily on population, household and spending statistics. Unless otherwise stated, statistics used in this report come from Statistics Canada's 2006 Census data, courtesy of Small Business BC. Census data is copyrighted material and any reproduction without prior approval is prohibited. A companion document, South Granville Commercial Market Profile, focuses on key market information, including zoning and development potential, as well as business and employee mix. To access this profile, visit [www.bizmap.ca](http://www.bizmap.ca)

**SOUTH**  
**GranVille**  
**BRIDGE TO 16TH**

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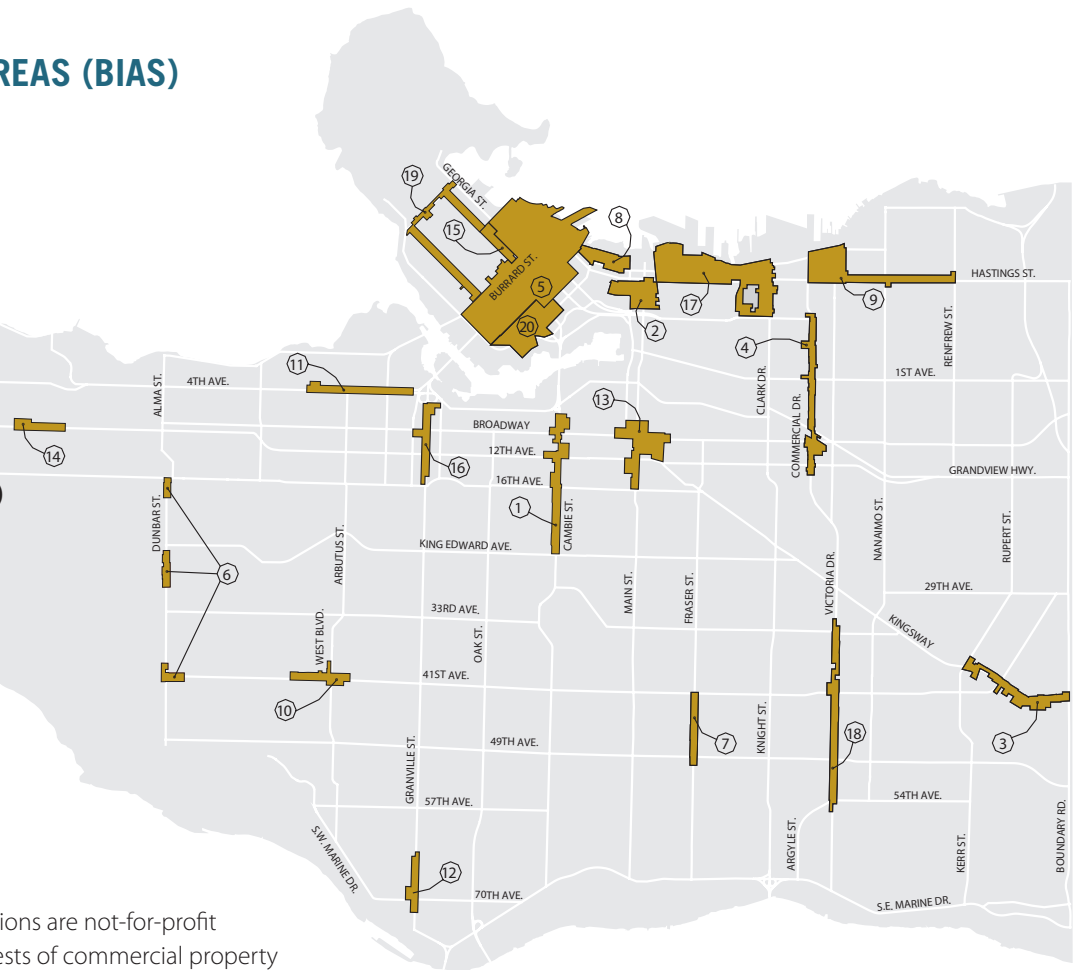


PHOTO: SOUTH GRANVILLE BIA

<sup>8</sup> South Granville Intercept Study, Mark Trend Research, 2002

## BUSINESS IMPROVEMENT AREAS (BIAS)

1. Cambie Village BIA (2006)
2. Chinatown BIA (2000)
3. Collingwood BIA (2001)
4. Commercial Drive BIA (2000)
5. Downtown Vancouver BIA (1990)
6. Dunbar Village BIA (2008)
7. Fraser Street BIA (2007)
8. Gastown BIA (1989)
9. Hastings-North BIA (2001)
10. Kerrisdale BIA (1991)
11. Kitsilano Fourth Avenue BIA (2001)
12. Marpole BIA (2000)
13. Mount Pleasant BIA (1989)
14. Point Grey Village BIA (2004)
15. Robson Street BIA (1991)
16. South Granville BIA (1999)
17. Strathcona Area BIA (2000)
18. Victoria Drive BIA (2004)
19. West End BIA (1999)
20. Yaletown BIA (1999)



Business Improvement Area (BIA) organizations are not-for-profit associations that promote the shared interests of commercial property owners and businesses located within specified geographic areas. Established by municipal bylaw, BIAs are funded through a special tax levy that is collected by the municipality, and passed on entirely to the individual BIA. These funds support programs such as marketing & promotion, street enhancement, safety & security, events & festivals, and business development. Each BIA organization is independently managed by a Board of Directors, with autonomy for decision-making and priority-setting.

The City of Vancouver has a formal program to support merchants and property owners who wish to establish a Business Improvement Area. Presently, there are 20 BIAs within the city of Vancouver, representing over 15,000 businesses. Many of the businesses that are represented by BIAs are small and locally-owned.

Production of the BizMapBC commercial and neighbourhood profiles has been made possible with support from the Vancouver Economic Development Commission, Small Business BC, the City of Vancouver, Western Economic Diversification Canada and the participating BIA. The initial phase of the BizMapBC project (2005) established profiles for 9 of Vancouver's 20 BIAs and in 2007/08, commercial profiles for 6 of these BIAs were updated. In 2009, the remaining 11 BIAs will receive both commercial and residential profiles.

[www.bizmapbc.com](http://www.bizmapbc.com)

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