

VANCOUVER NEIGHBOURHOOD: DOWNTOWN COURTENAY



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Neighbourhood Overview

Located within the traditional territory of the K'ómoks Nation and in the heart of Comox Valley's historic area, the Downtown Courtenay area extends from the Puntledge River to McPhee Avenue and from 2nd Street to 17th Street. You'll find a quaint and friendly small-town atmosphere that features flashes of big-city flair in destination boutiques, popular eateries, museums, galleries, and other attractions.

50 to 54

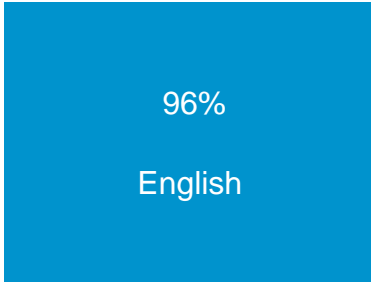
Years

Dominant Age Group
of Residents

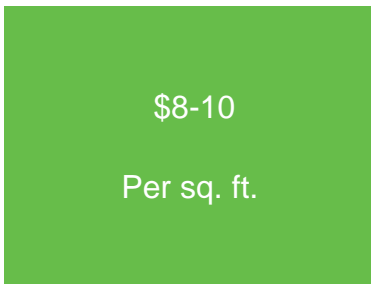
12057

Residents

Population
in 2016



Dominant Language

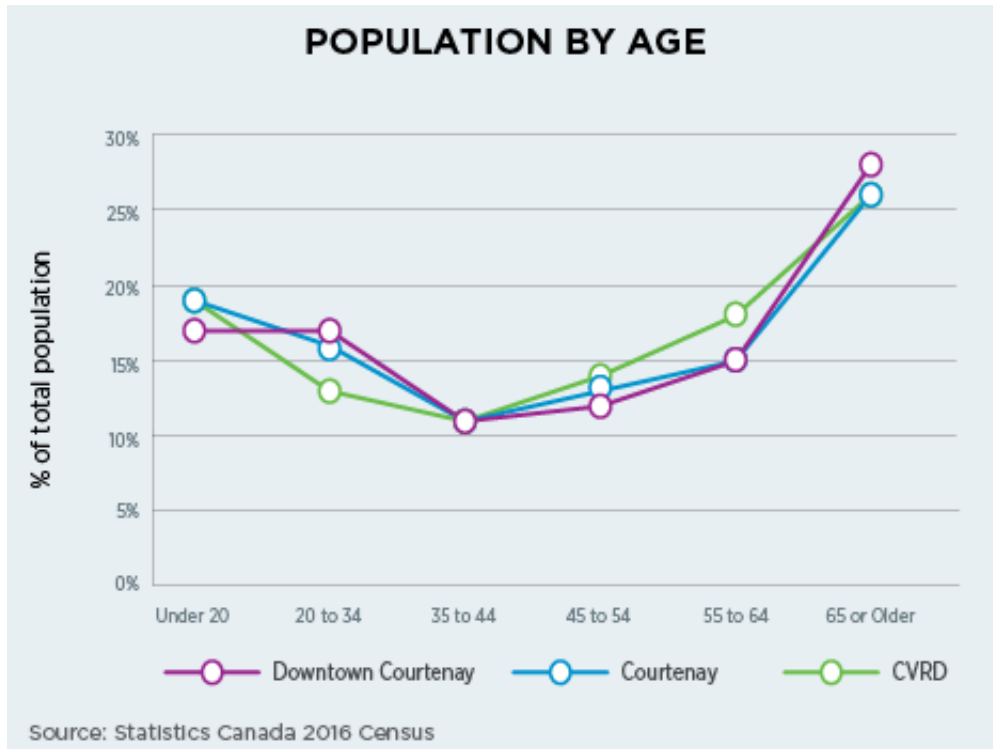


Average
Lease Rate

PEOPLE

Population by Age

The Courtenay market area is home to 12,057 residents. The population has grown 5.6% from 2011-2016 — slightly lower than that of the City of Courtenay. There is a slightly higher share of residents aged 20 to 34 and 65+ years than Courtenay or the region as a whole.



Language & Ethnic Origin

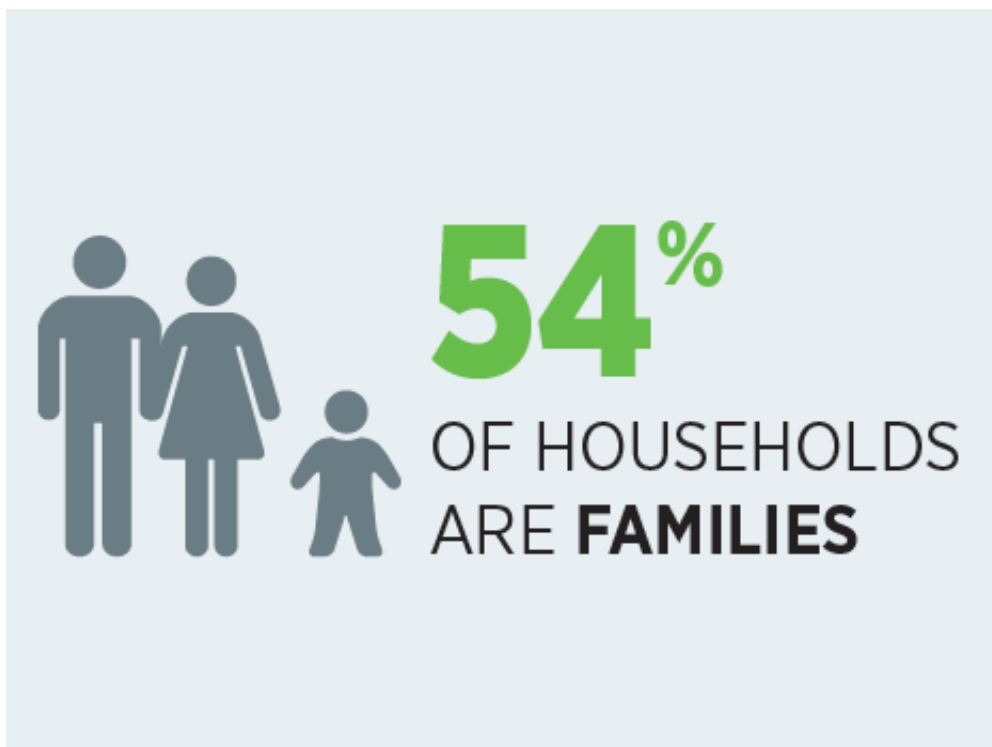
English is the dominant household language spoken in the Courtenay market area (96%), consistent with that of the City of Courtenay. A high proportion of Courtenay residents report English heritage (38%), and Downtown Courtenay is home to proportionately more residents of Indigenous heritage (10%) compared with the Comox Valley region as a whole (7%).



| LANGUAGES | DOWNTOWN COURTENAY |
|--------------------|--------------------|
| English | 96% |
| Cantonese | 0.5% |
| French | 0.5% |
| Vietnamese | 0.5% |
| Tagalog (Filipino) | 0.3% |

Family Structure

54% of Downtown Courtenay households are families, proportionately fewer than that of City of Courtenay (62%), and lower than the Comox Valley (67%). The average number of persons per household in both Downtown Courtenay and Courtenay as a whole is 2.1.



Education & Occupation

The dominant education level for Downtown Courtenay residents is high school certificate, with 32% of residents having attained this level. 22% have college or other non-university education. The most common occupations for Downtown Courtenay residents are in sales and service (32%).

| EDUCATION | DOWNTOWN COURTENAY |
|-----------------------------------|--------------------|
| No certificate, diploma or degree | 18% |
| High school certificate | 32% |
| Trades certificate or diploma | 11% |
| College or other non-university | 22% |
| University (some/bachelor/higher) | 16% |

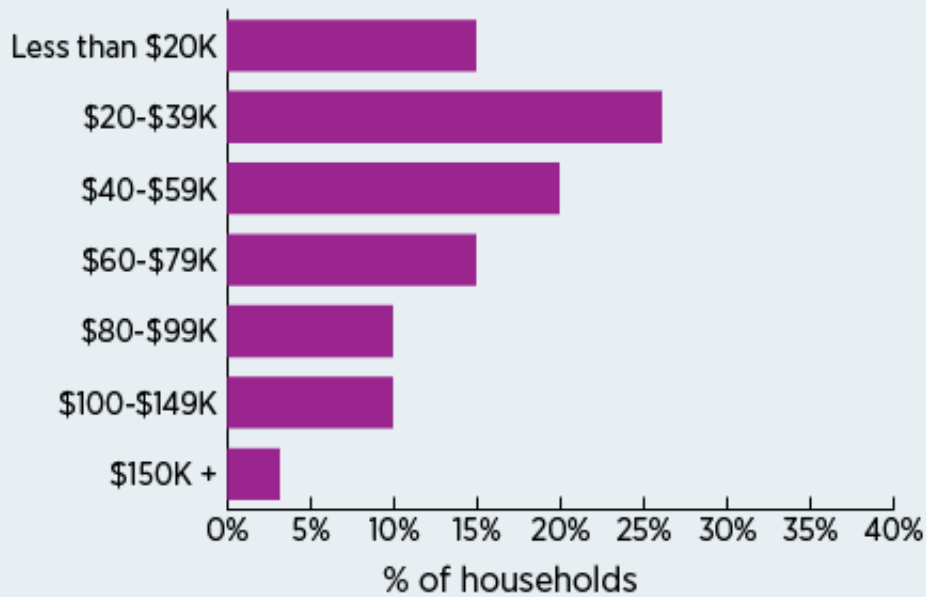
Source: Statistics Canada 2016 Census

Income & Spending

The median household income of \$41,229 is significantly lower than the City of Courtenay (\$57,463) and the Comox Valley (\$63,397). This is likely due to the high number of single-family households. Consequently, the average annual expenditure per household in the Downtown Courtenay catchment area (\$65,421) is lower than the City of Courtenay (\$75,268) and Comox Valley (\$80,679).

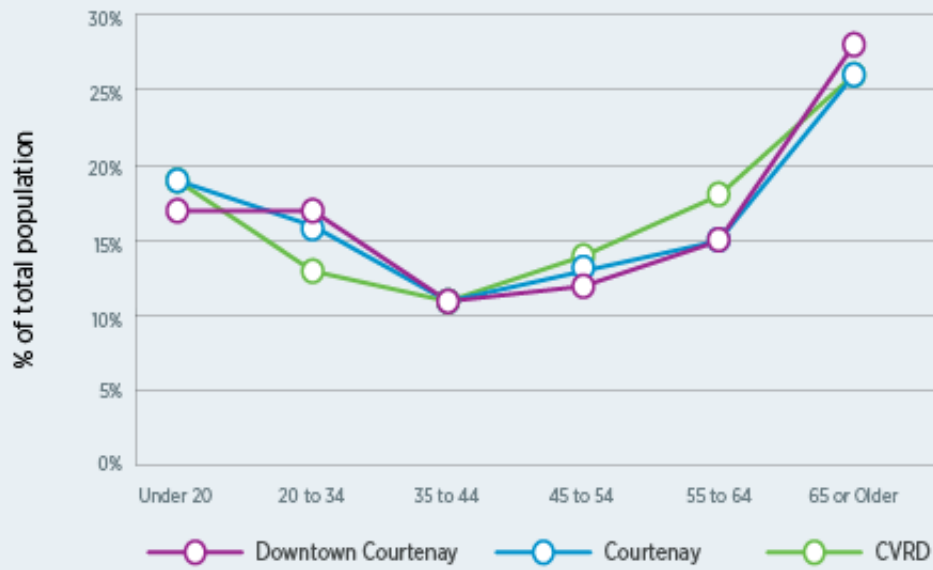


DOWNTOWN COURTENAY HOUSEHOLD INCOME DISTRIBUTION



Source: Statistics Canada 2016 Census

POPULATION BY AGE



Source: Statistics Canada 2016 Census



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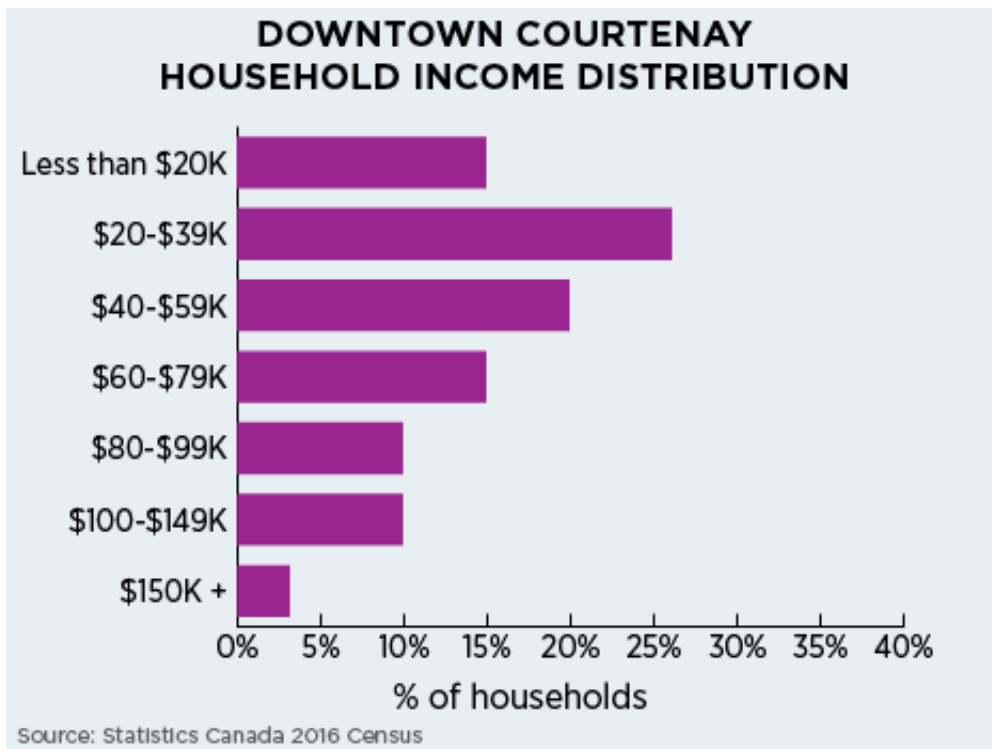
54%

OF HOUSEHOLDS
ARE **FAMILIES**



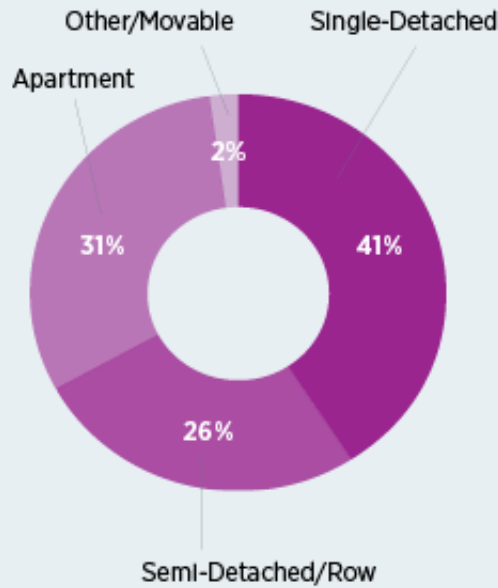
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DOWNTOWN COURTENAY DWELLING TYPES



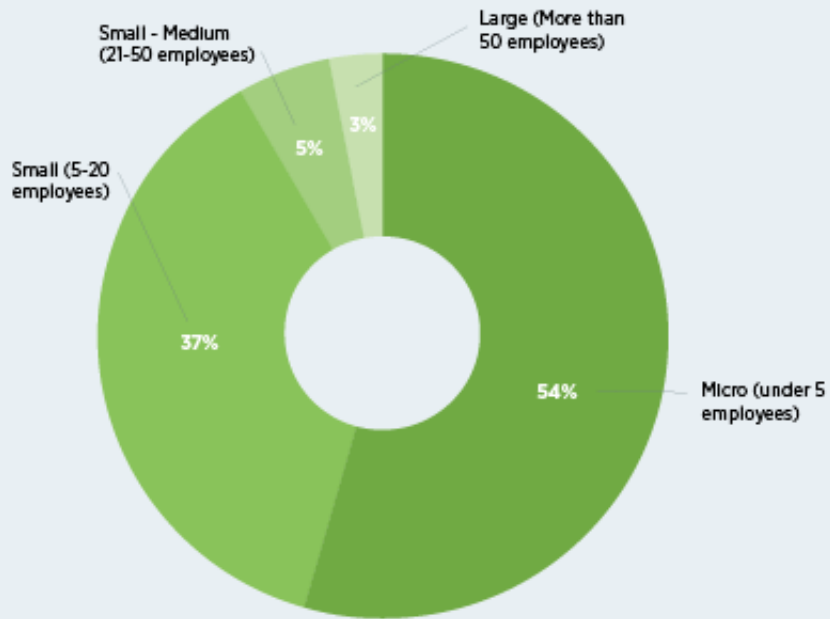
Source: Statistics Canada 2016 Census

| BUSINESS TYPE | DOWNTOWN COURTENAY |
|---|--------------------|
| Health Care & Social Assistance | 26% |
| Retail | 17% |
| Professional, Scientific & Technical Services | 12% |
| Other Services | 10% |
| Accommodation & Food Service | 8% |

Source: Reference Canada & Statistics Canada Business Register 2018



DOWNTOWN COURTENAY COMMERCIAL BUSINESS SIZE



Source: Reference Canada & Statistics Canada Business Register 2018



LEASE RATES AVERAGE
\$8-10 PER SQ. FT.
FOR RETAIL



BUILDINGS ARE GENERALLY SMALLER
ONE-STOREY AND TWO-STOREY STRUCTURES
THAT REFLECT AN OLDER TIME AND
CREATE AN UNIQUE FLAIR FOR THE AREA.



PLACE

Commercial Building Mix

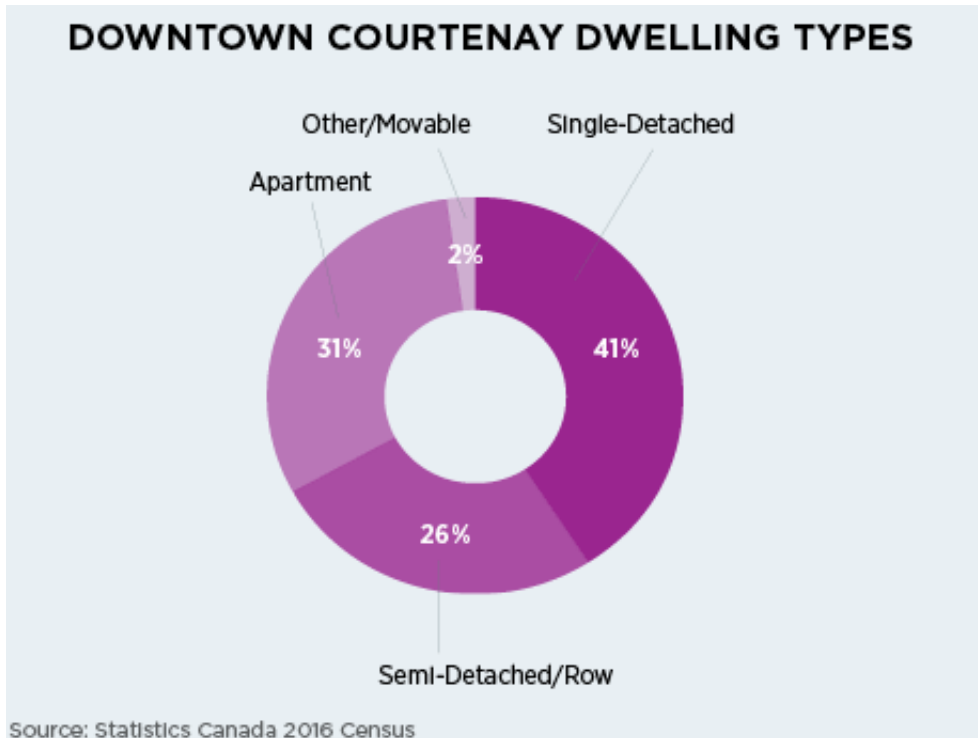
The total assessed value of all properties in Downtown Courtenay is \$392 million. It includes 278 commercial properties, 71 office spaces and some residential properties



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Housing

The main housing type in Downtown Courtenay is single-detached homes (41%), which is lower than the City of Courtenay (51%) and significantly less than Comox Valley Regional District (68%). Downtown Courtenay supports laneway housing for natural infill development, while the majority of residential growth is taking place outside of downtown in greenfield sites.



Community

Marine leisure activities are popular due to the Puntledge River's central location in Downtown Courtenay. The town is also known for its events, which include the Canada Day Parade & Market Days, and the Moonlight & Magic pre-holiday winter street festival.



DOING BUSINESS HERE

Business Mix

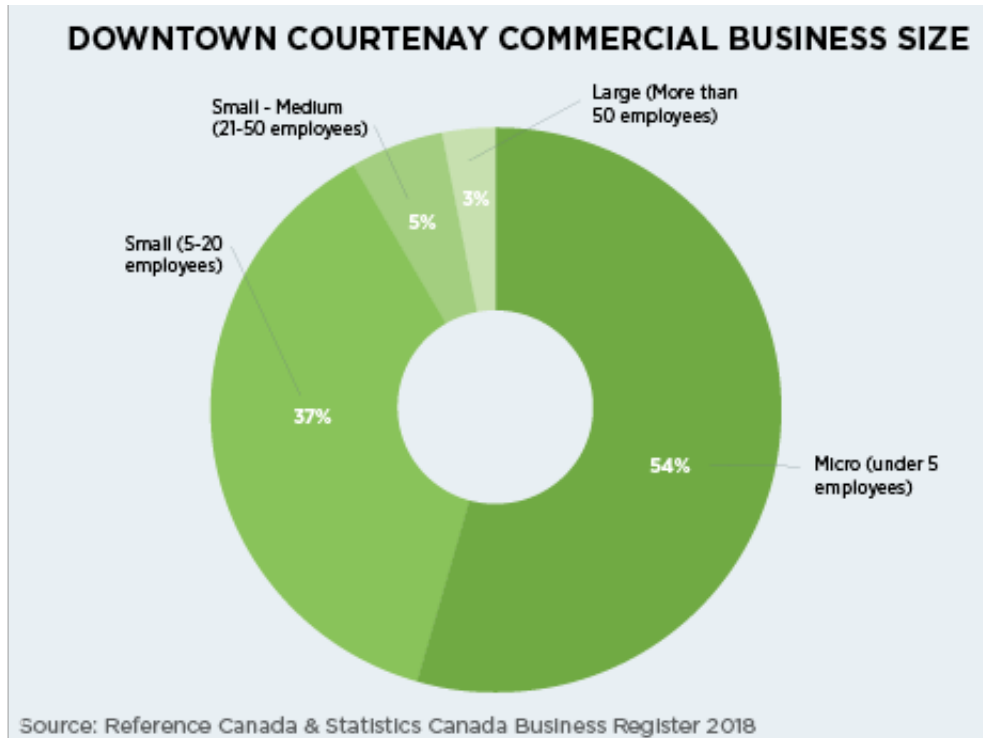
A total of 466 businesses operate within Downtown Courtenay. The dominant industries are health care and social assistance (26%), retail (17%), professional, scientific & technical services (12%), and accommodation & food service (8%).

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Source: Reference Canada & Statistics Canada Business Register 2018

Commercial Business Size

Most businesses in Downtown Courtenay (54%) are micro-businesses with fewer than five employees, although 37% have between 5 to 20 employees, significantly higher than the City of Courtenay (27%) and the region as a whole (21%).



Opportunities

Vacancy rates are lower than they previously have been, and some buildings are currently available. Commercial lease rates average \$8 to \$10 per square foot for retail.



LEASE RATES AVERAGE
\$8-10 PER SQ. FT.
FOR RETAIL