



VANCOUVER NEIGHBOURHOOD: MARPOLE



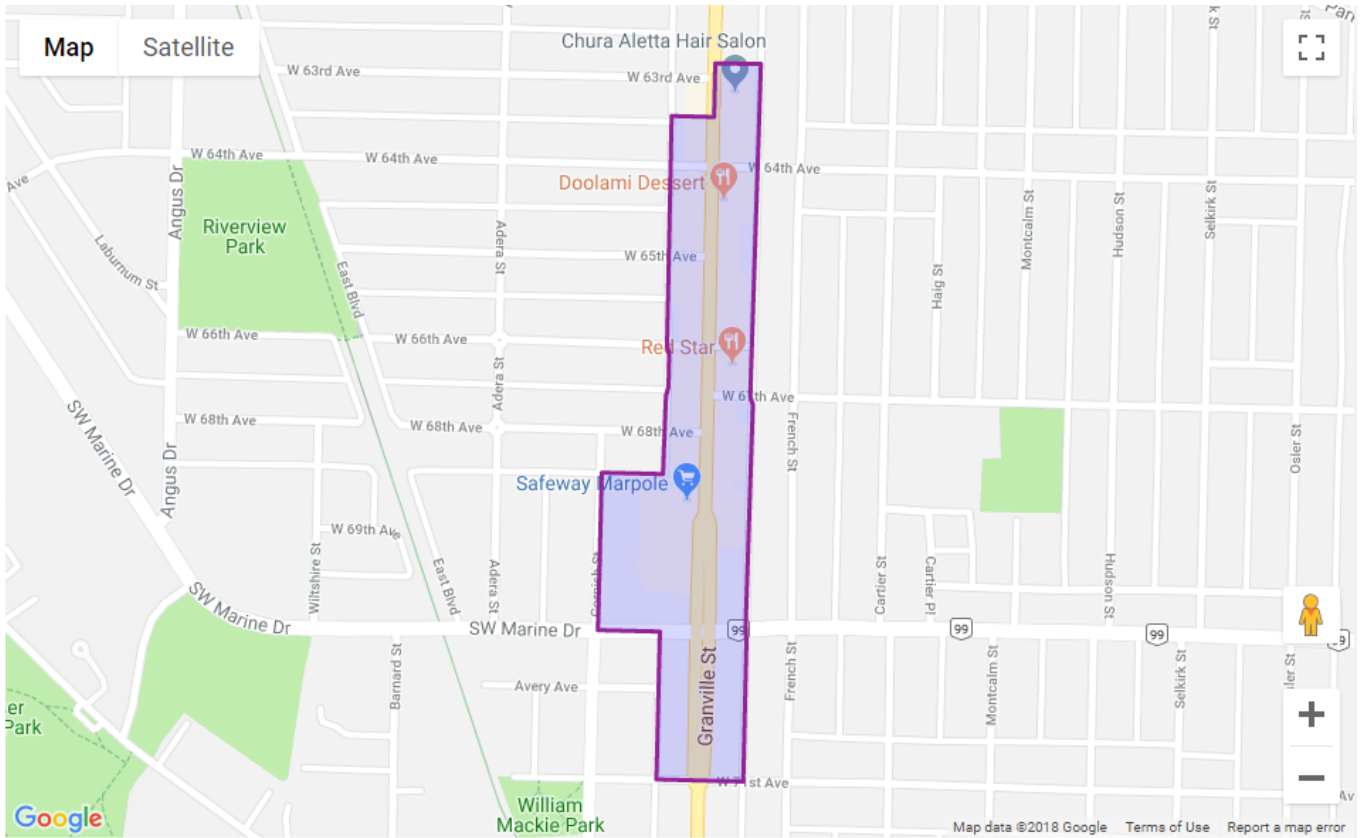
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Neighbourhood Overview

Marpole Village BIA is a neighbourhood of eight city blocks along the southern section of Granville street, just north of the Fraser River between West 63rd Avenue and West 71st Avenue.

Marpole Village businesses primarily consist of a mix of retail and food & beverage establishments. The recent Safeway redevelopment at Granville Street and West 70th Avenue has sparked renewed commercial interest in the area.

With direct bus routes to UBC, Downtown, and Marine Drive SkyTrain station, Marpole Village is well connected to the Lower Mainland and remains one of the key gateways into Vancouver.



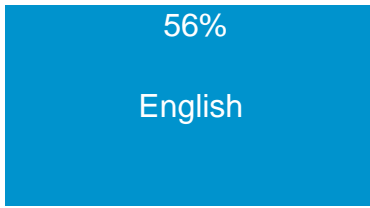
50-54
Years

Dominant Age Group
of Residents

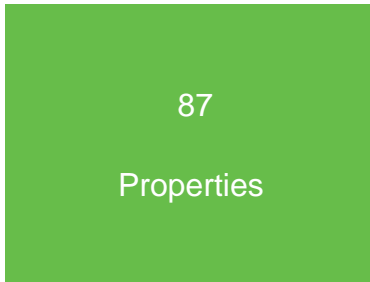
16447
Population
in 2016

Population
in 2016





Dominant Language

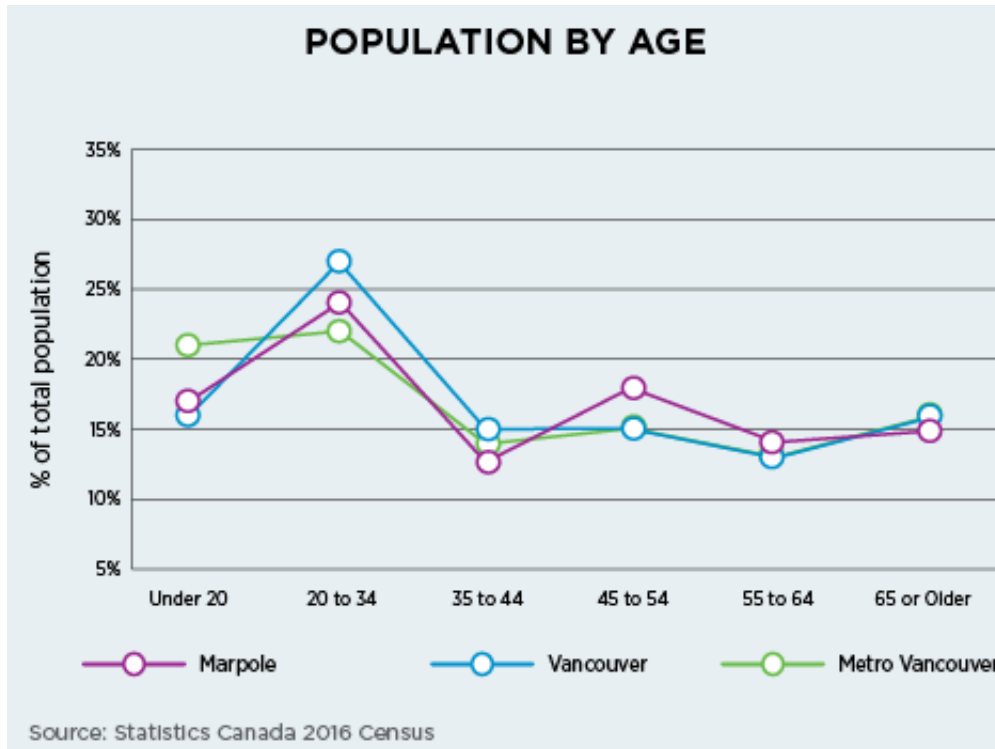


Commercial Properties within BIA

PEOPLE

Population by Age

16,477 people live in the Marpole catchment area. The dominant age group is 50-54, and the area has experienced a 7% growth rate from 2011-2016. This is higher than Vancouver (4.6%) and Metro Vancouver (6.5%).



Language & Ethnic Origin

Mandarin is second most common language used at home (12.0%), next to English. This figure is significantly higher than Vancouver (4.8%) and Metro Vancouver (5.7%). Chinese is the largest single ethnic origin for BIA residents (40%), while Marpole also has a higher share of Filipino residents (10%) compared to Vancouver and Metro Vancouver (both 6%).



LANGUAGES	MARPOLE
English	56%
Mandarin	12%
Cantonese	11%
Tagalog (Filipino)	3%
Japanese	1%

Source: Statistics Canada 2016 Census

Family Structure

Of the 7,575 households in the Marpole area, 56% are households with families. The average number of persons per household is 2.4, which is higher than Vancouver (2.2) and lower than Metro Vancouver (2.5).

Education & Occupation

The most common education level attained by Marpole area residents is a high school certificate (29%). However, 42% have at least some university education. The most common occupation is in sales & service (27%), higher than Vancouver and Metro Vancouver (both 24%).

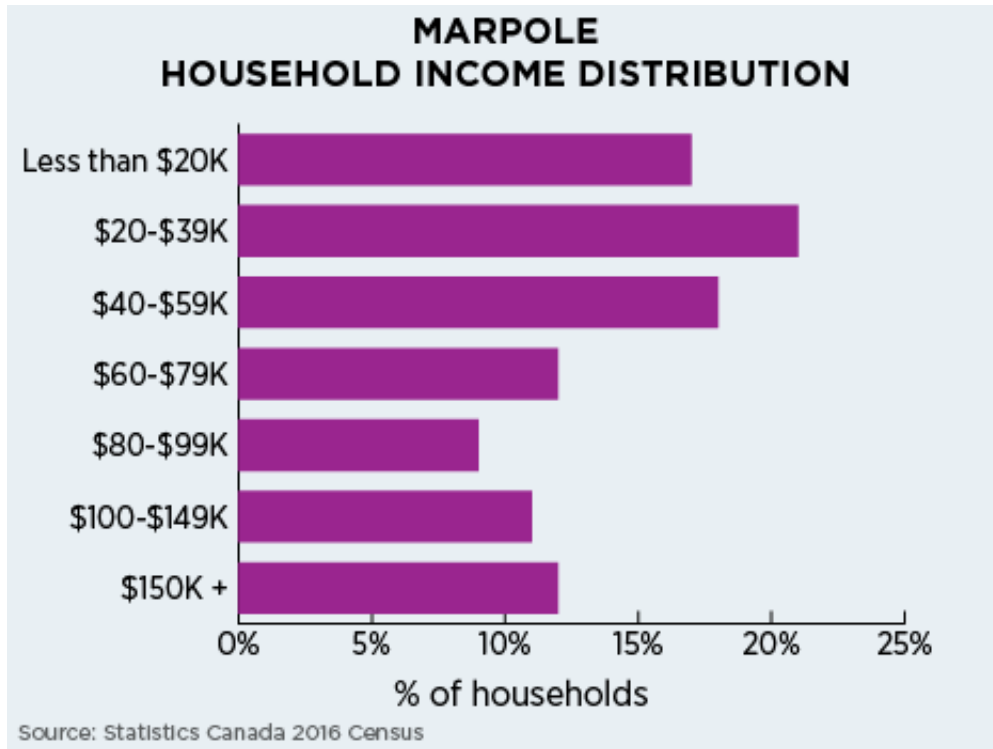


EDUCATION	MARPOLE
No certificate, diploma or degree	10%
High school certificate	29%
Trades certificate or diploma	5%
College or other non-university	14%
University (some/bachelor/higher)	42%

Source: Statistics Canada 2016 Census

Income & Spending

The dominant household income level for Marpole area residents is \$50,000-\$59,999. This figure is significantly lower than Vancouver and Metro Vancouver (both \$100,000-\$124,999). As a result, the average annual expenditure per household (\$78,145) is lower than Vancouver (\$84,710) and Metro Vancouver (\$87,106).



PLACE

Zoning

Marpole's building mix of 87 commercial properties comprises small one- and two-storey older buildings and four-storey mixed use buildings. The BIA features four types of zoning: C-2 (72%), C-1 (18%), CD-1 (9%), and C-2C (