



VANCOUVER NEIGHBOURHOOD: POINT GREY



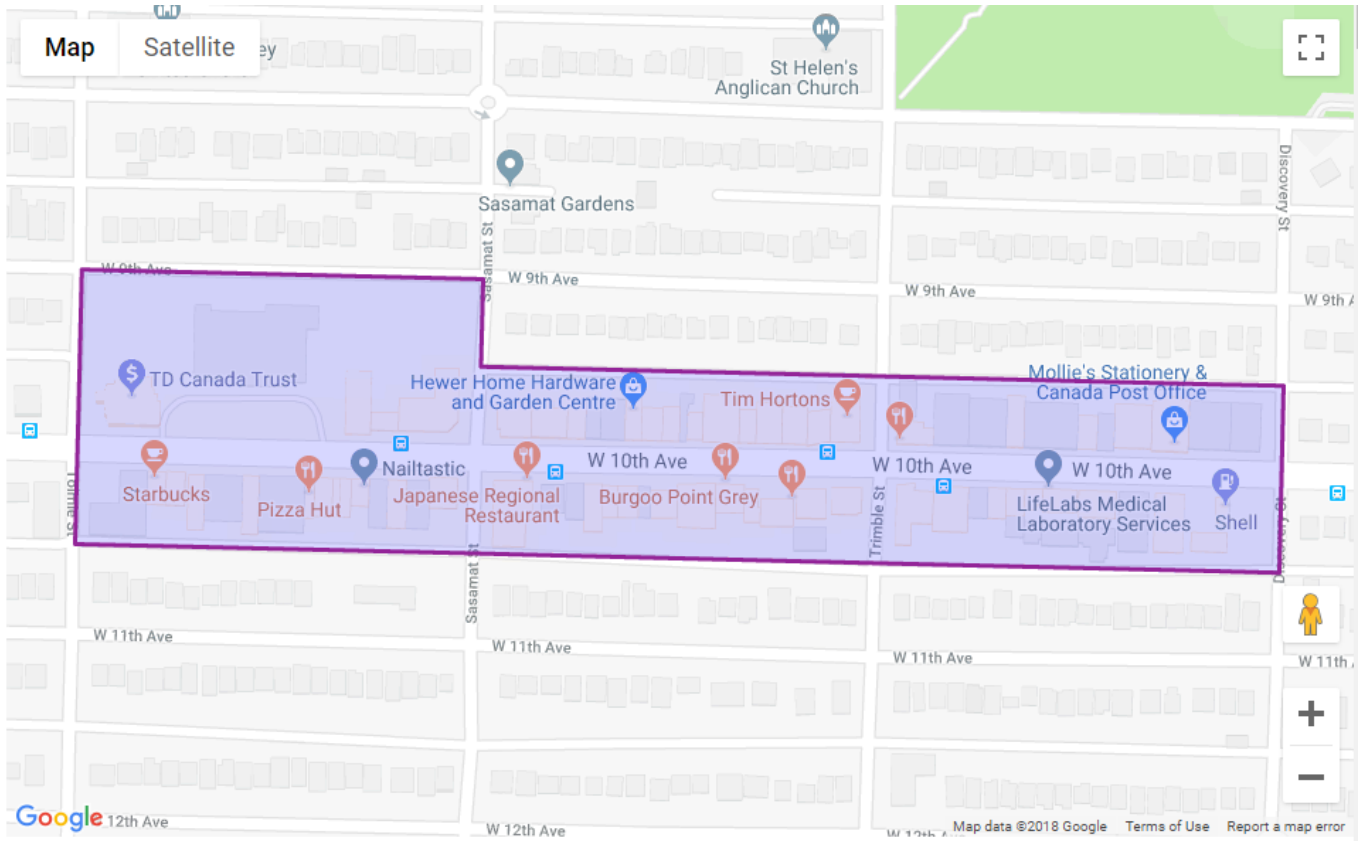
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Neighbourhood Overview

Point Grey Village BIA consists of three blocks along West 10th Avenue on the western edge of Vancouver. Although it's the city's smallest BIA, it packs in a variety of boutique restaurants and shops, as well as professional services that cater to wealthy permanent residents and lower income University of British Columbia students alike.

One of Vancouver's oldest neighbourhoods, the area has a distinct, neighbourhood community look and feel, with primarily single detached homes lining the streets. Commercial buildings in the BIA reflect this smaller, primarily one- and two-storey, cozy atmosphere.

The village is a collection of old and new, with several long-term anchor tenants, neighbourhood branches of all the major banks, personal wellness services and restaurants, including no fewer than five sushi restaurants.



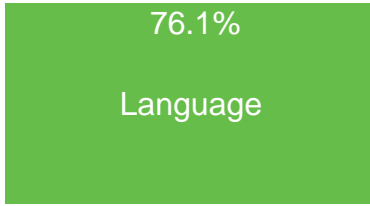
20-24
Years

Dominant Age Group
of Residents

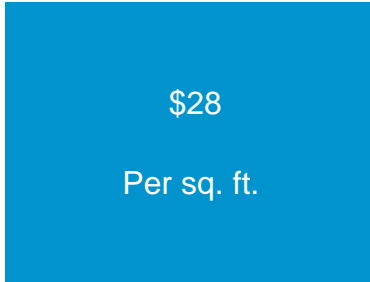
13619
Residents

Population
in 2016





Dominant Language

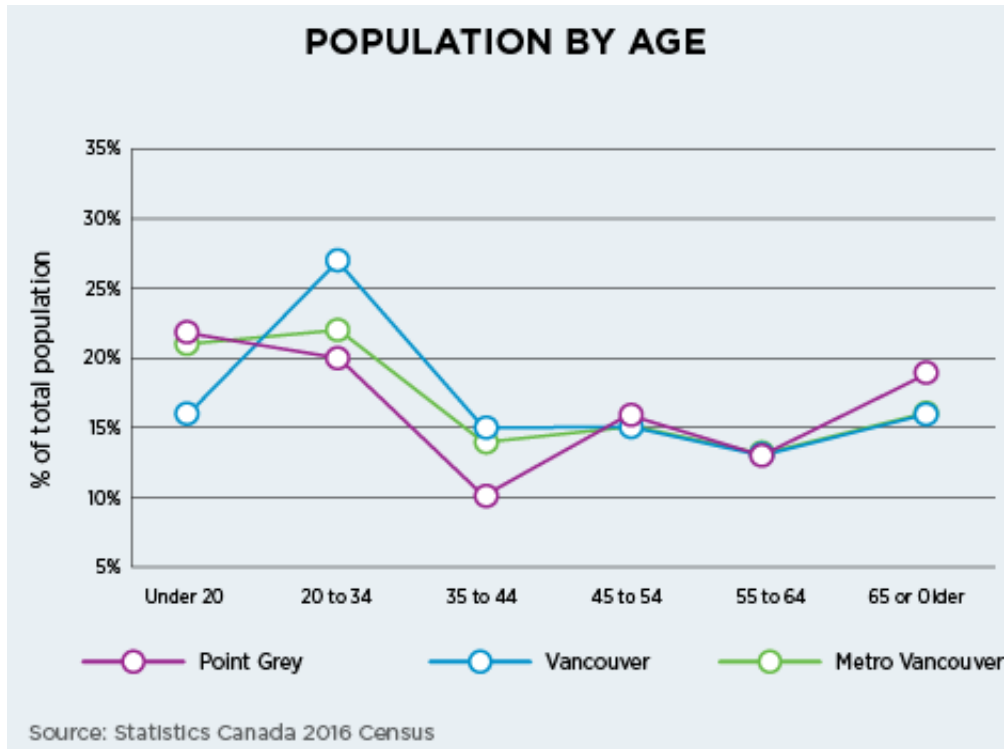


Average
Lease Rate

PEOPLE

Population by Age

13,619 people live within the Point Grey BIA catchment area. A family-oriented neighbourhood, Point Grey has higher prevalence of residents under 20 years of age (22%) and over 65 years of age (19%) than Vancouver and Metro Vancouver.



Language & Ethnic Origins

English is the dominant language spoken in the home (76.1%) at higher levels than Vancouver (66.4%) and Metro Vancouver (66.5%). While Mandarin is the second most common language in the home (11%), the BIA area is home to fewer residents of Chinese origin (24%) than Vancouver (28%).



LANGUAGES	POINT GREY
English	76%
Mandarin	11%
Cantonese	3%
Farsi (Persian)	1%
French	1%

Source: Statistics Canada 2016 Census

Family Structure

Of the 5,585 households in the Point Grey catchment area, 66% are families. This figure is higher than Vancouver (57%) but lower than Metro Vancouver (71%). Point Grey also has more families with more than one child (34%) compared to Vancouver (26%) and Metro Vancouver (32%).



FAMILY-ORIENTED NEIGHBOURHOOD

Education & Occupation

Point Grey area residents are highly educated, with 54% earning at least a Bachelor's Degree. In fact, 27% have a degree above the bachelor level, which is significantly higher than Vancouver (14%) and Metro Vancouver (11%). The dominant occupation for residents is in education, law, social, community and government services (22%).

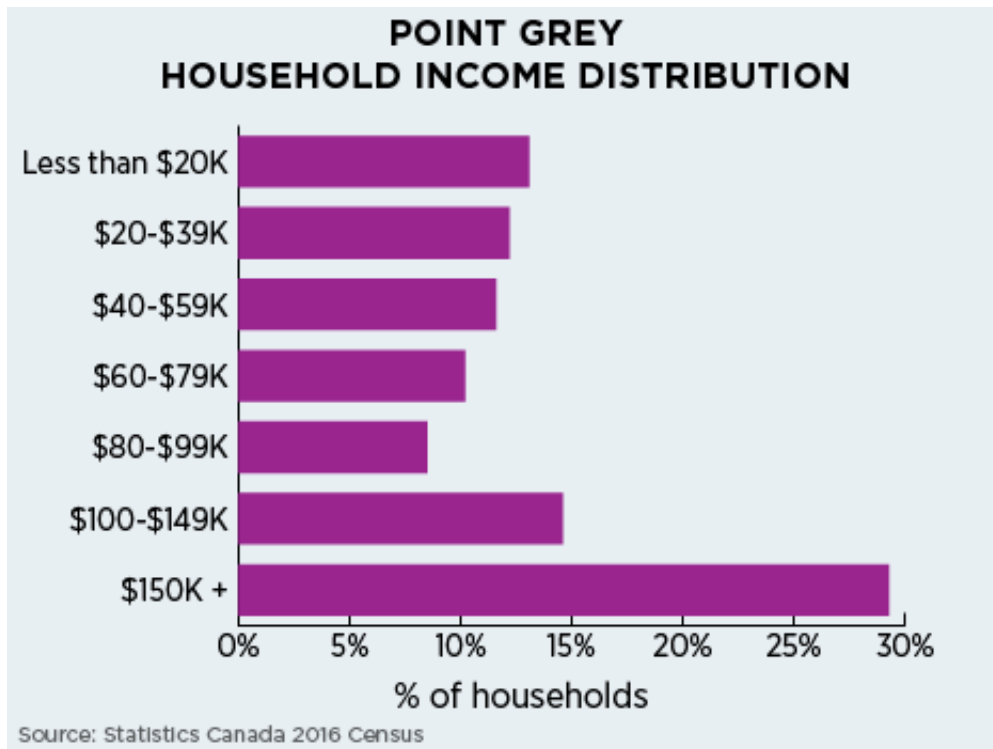


EDUCATION	POINT GREY
No certificate, diploma or degree	7%
High school certificate	21%
Trades certificate or diploma	2%
College or other non-university	11%
University (some/bachelor/higher)	58%

Source: Statistics Canada 2016 Census

Income & Spending

Point Grey has a very wealthy population base, with more than 29% of households earning over \$150,000. This is significantly higher than Vancouver (15.5%) and Metro Vancouver (16.7%). Average annual expenditure per household (\$141,676) is also significantly higher than Vancouver (\$84,710) and Metro Vancouver (\$87,106).



PLACE

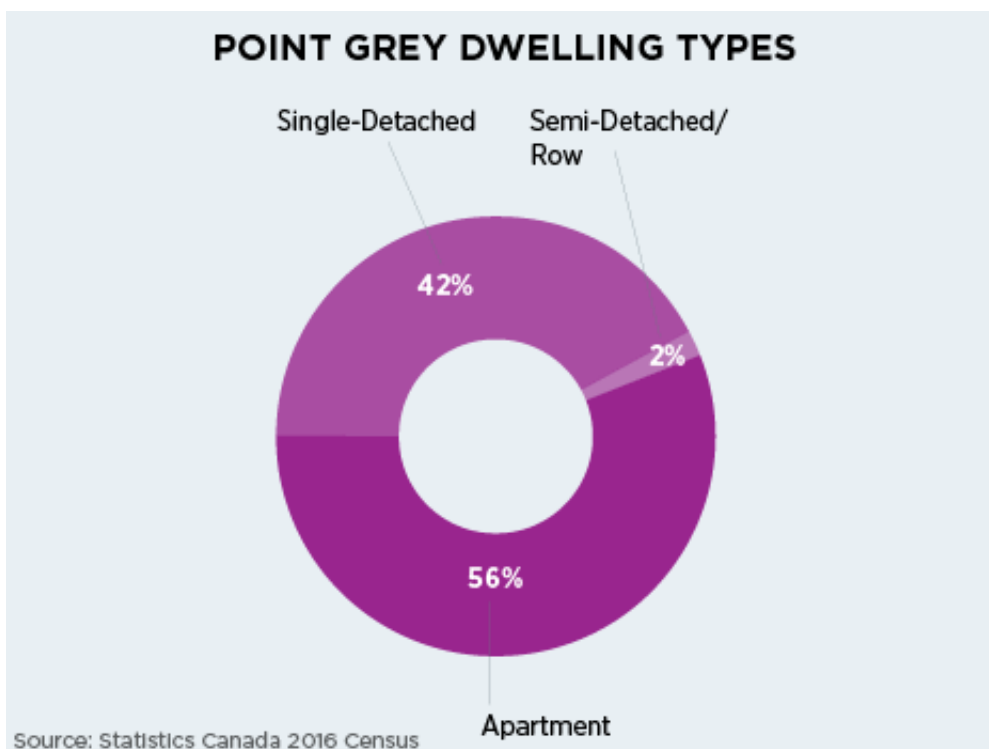
Zoning

The entire Point Grey BIA is zoned as C-2, which emphasizes pedestrian-oriented local serving commercial developments. 95% of business floor space in the BIA is commercial and 5% is industrial.



Housing

Point Grey contains significantly more single-detached houses (42%) than Vancouver (15%) and Metro Vancouver (29%). The majority of BIA area residents are homeowners (62%) and a large proportion of the housing stock was built prior to 1960 (42%).





Community

Close to Jericho Beach, Locarno Beach and Spanish Banks, Point Grey is well connected to Metro Vancouver via the 99 B-Line rapid bus service.



DOING BUSINESS HERE

Business Mix

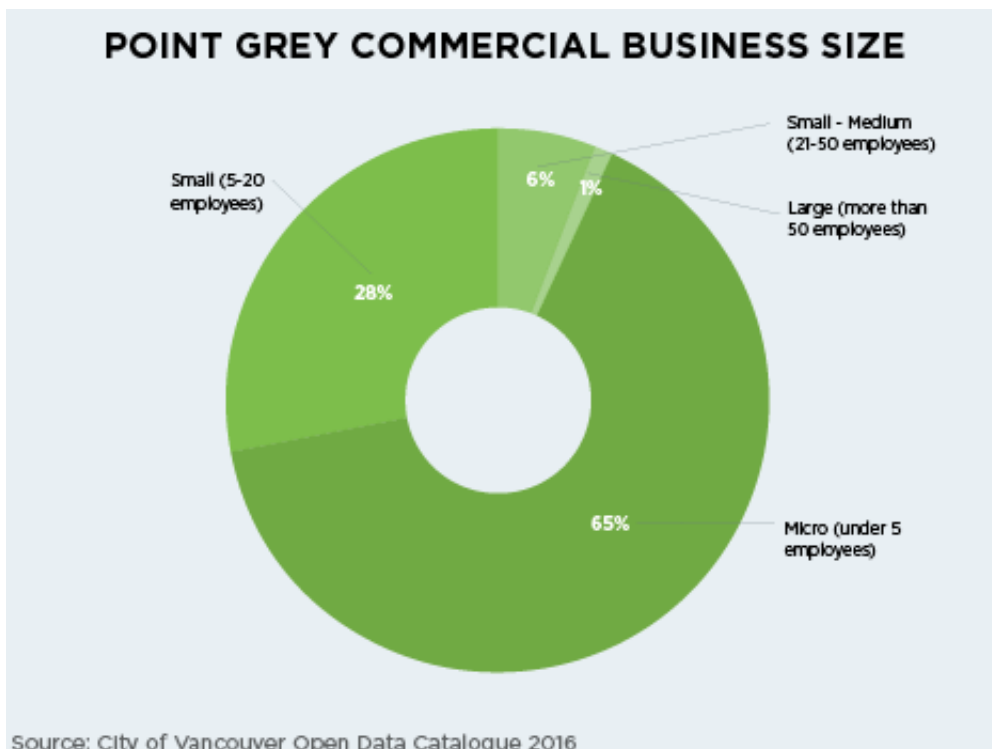
Point Grey BIA is home to 143 businesses that are primarily retail (34%) and accommodation & food service (20%). Health care and social assistance businesses account for 17% of all businesses, much higher than Vancouver (11%) and Metro Vancouver (10%).

BUSINESS TYPE	POINT GREY
Retail	34%
Accommodation & Food Service	20%
Health Care & Social Assistance	17%
Other Services	6%
Finance & Insurance	6%

Source: City of Vancouver Open Data Catalogue 2016

Commercial Business Size

Most businesses in the Point Grey BIA are micro-businesses (65%) and small businesses with 5-20 employees (28%) The BIA's largest employers are Mix the Bakery, Tim Hortons, Burgoo Bistro and Kin's Farm Market.





Opportunities

Business opportunities, based on market demand, could include nighttime restaurants and eateries, higher-end pubs, and natural food stores. Lease rates remain competitive, at \$28 per sq. ft. for ground floor commercial; with vacant spaces available for lease.

LEASE RATES ARE APPROXIMATELY
\$28 PER SQ. FT.