



## VANCOUVER NEIGHBOURHOOD: SOUTH GRANVILLE



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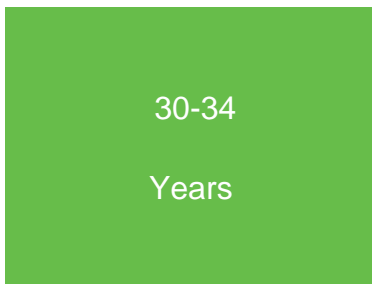
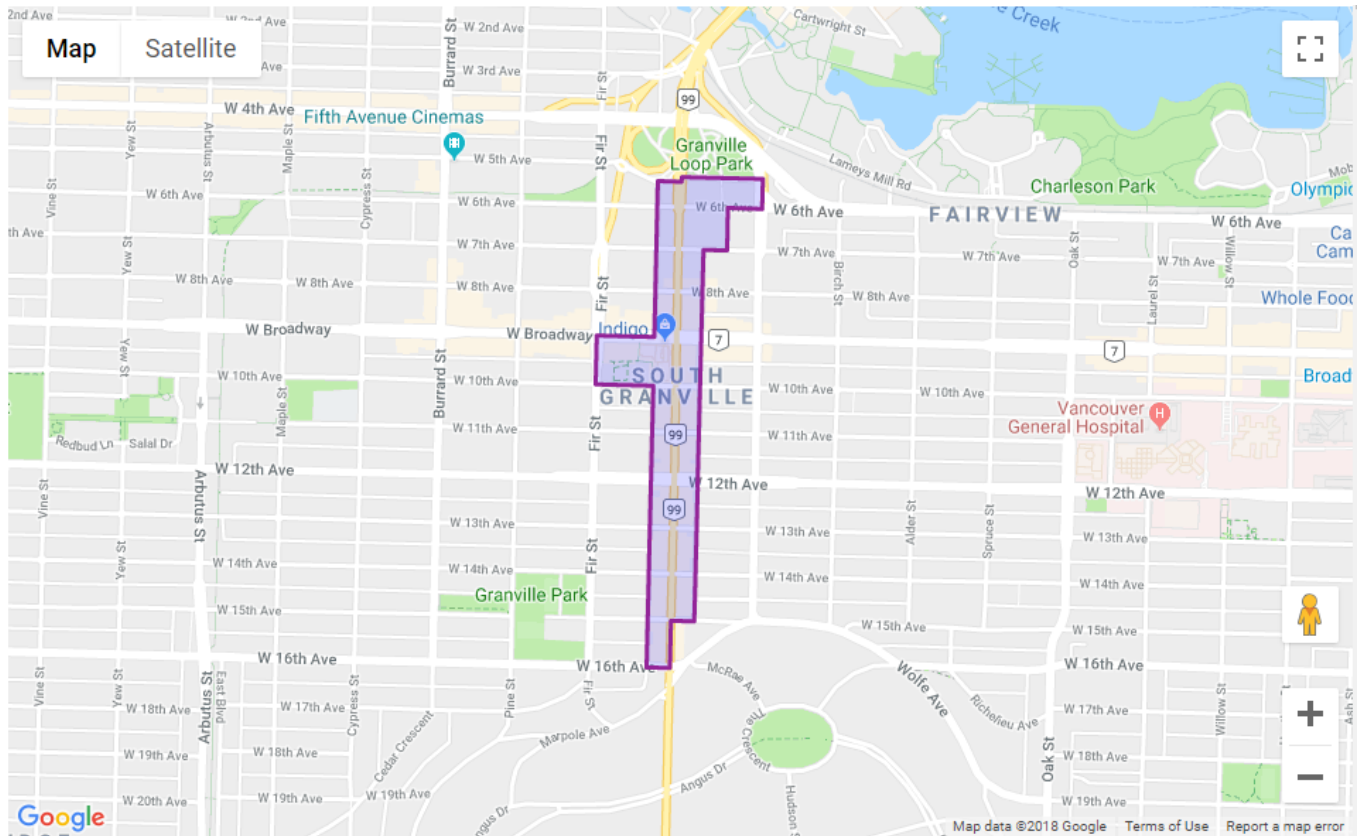
### Neighbourhood Overview

Established in 1907, at the height of Vancouver's carriage trade days, South Granville remains a vibrant retail shopping district.

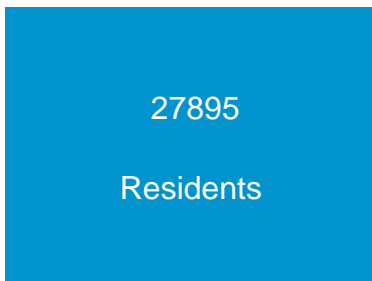
Businesses in this BIA offer high-quality fashion, home décor, acclaimed art galleries, dining and live entertainment, against a stunning backdrop of the North Shore mountains.

The arrival of the Canada Line to Cambie Street, a few blocks to the east, led to a reduction in intercity traffic helping to redefine the BIA throughout this decade.

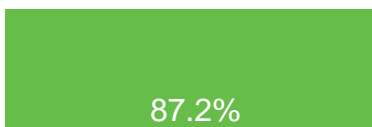
Still easily accessible, the BIA now offers a more relaxed, local vibe and pleasant walking experience.



Dominant Age Group of Residents



Population in 2016



Dominant Language

English

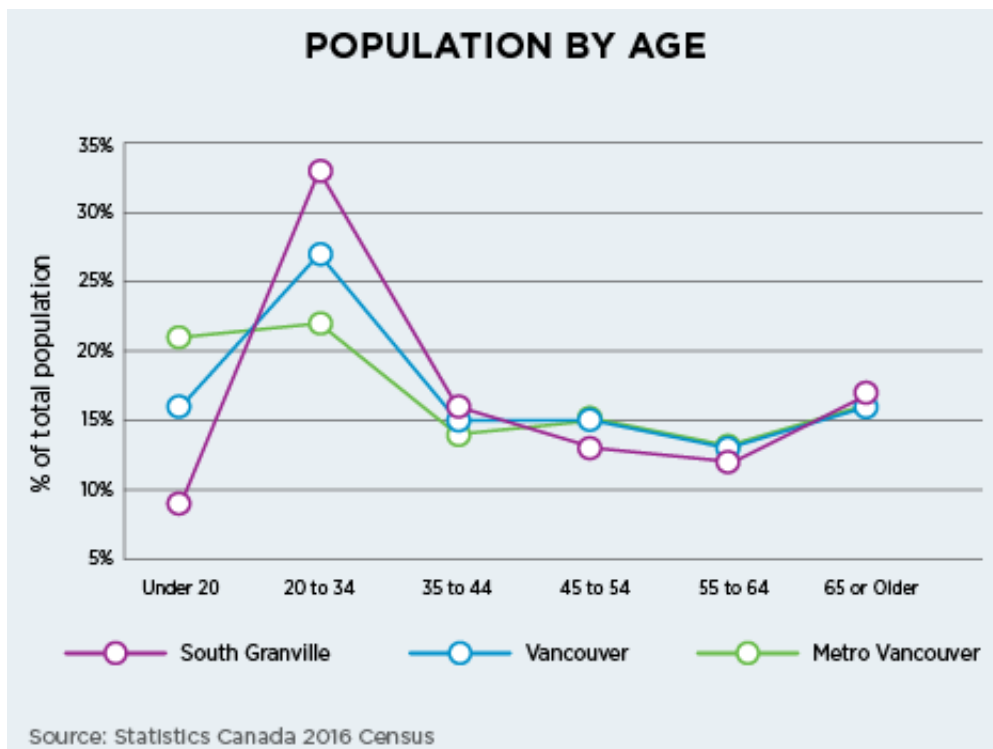
28-65  
Per sq. ft.

Average  
Lease Rate

## PEOPLE

### Population by Age

A booming neighbourhood, approximately 28,000 people live in the South Granville catchment area, a population increase of 7.8% from 2011-2016. The average age (43) is higher than Vancouver and Metro Vancouver (both 41).





## Language & Ethnic Origin

English is by far the dominant household language (87%), significantly higher than Vancouver (66%) and Metro Vancouver (67%). South Granville residents report predominantly Western European ancestry, with 90% identifying as English, Scottish, Irish or German.

LANGUAGES	SOUTH GRANVILLE
English	87%
Mandarin	2%
Cantonese	1%
French	1%
Spanish	1%

Source: Statistics Canada 2016 Census

## Family Structure

The South Granville catchment area is home to 16,380 households. 41% of these are families, a much lower figure than Vancouver (57%) or Metro Vancouver (71%). As a result, the number of persons per household (1.7) is lower than city (2.2) and region (2.5).



**2.4** AVERAGE  
**PERSONS PER FAMILY**



## Education & Occupation

A well-educated neighbourhood, 55% of South Granville residents have a Bachelor's Degree or higher. This is significantly higher than Vancouver (41%) and Metro Vancouver (30%). Though sales & service (18%) is the dominant occupation, it's at much lower levels than Vancouver and Metro Vancouver (both 24%).

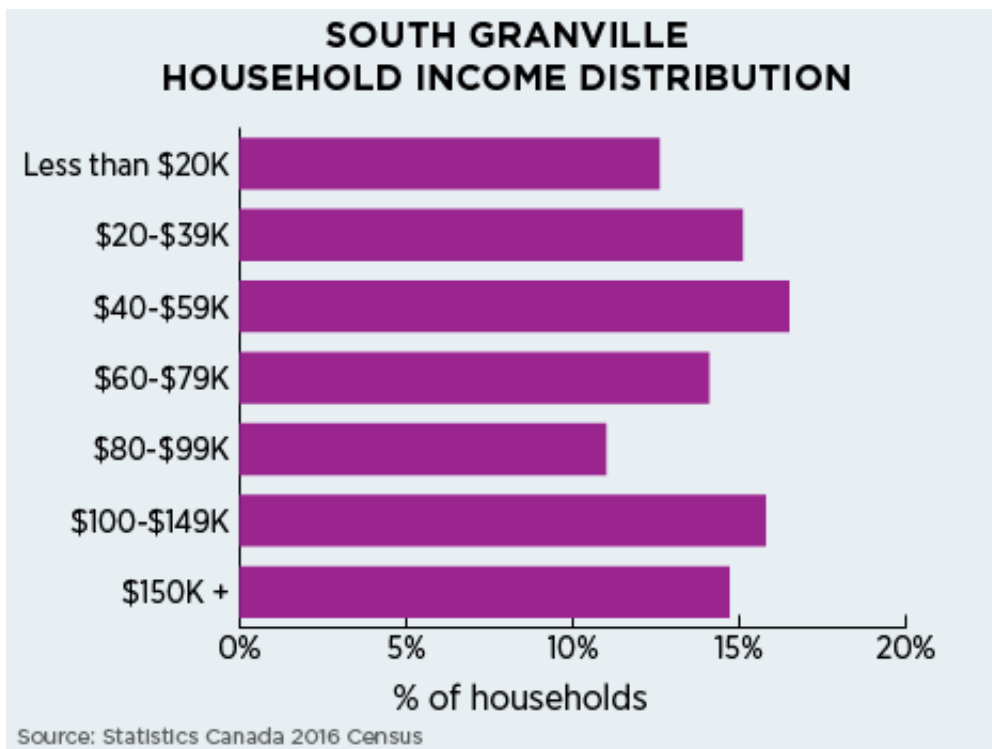


EDUCATION	SOUTH GRANVILLE
No certificate, diploma or degree	4%
High school certificate	18%
Trades certificate or diploma	4%
College or other non-university	17%
University (some/bachelor/higher)	58%

Source: Statistics Canada 2016 Census

## Income & Spending

The dominant household income range for South Granville residents is \$100,000-\$124,999. The average annual expenditure per household (\$84,513) is similar to Vancouver (\$84,710) and Metro Vancouver (\$87,106).





## PLACE

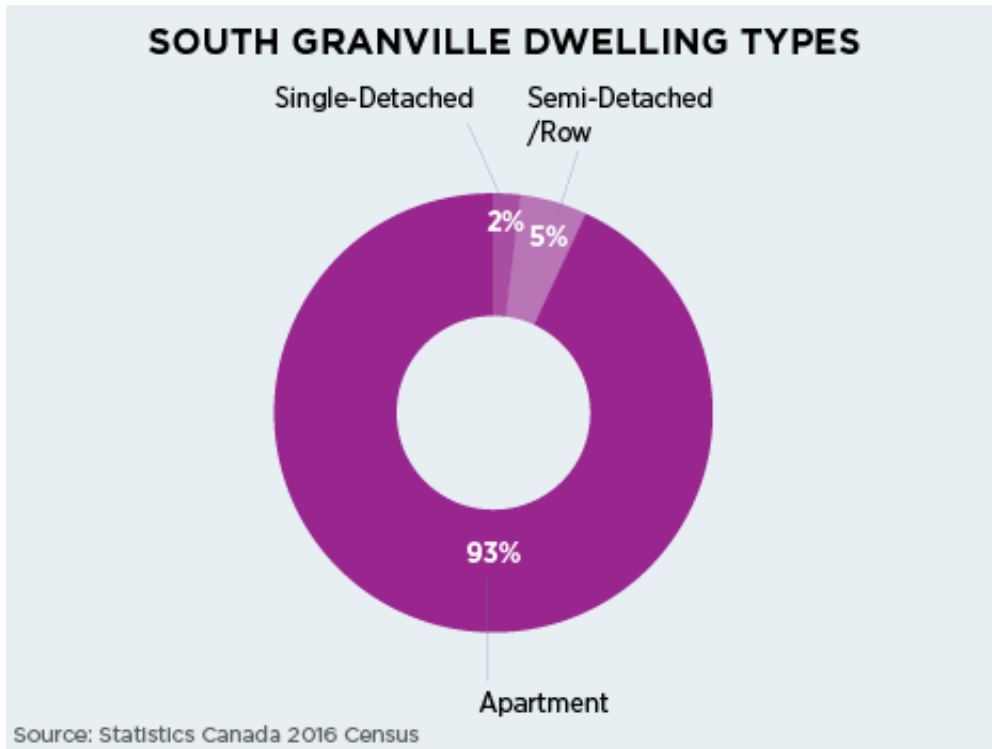
### Zoning

The BIA is primarily zoned C-3A, a zoning designation that emphasizes commercial activities while preserving the residential character of the area. 100% of business floor space in the BIA is licensed as commercial space.



### Housing

There are approximately 16,400 homes in the South Granville catchment area, most of which are apartments (93%); this is higher than Vancouver (80%) and Metro Vancouver (58%). The area also has a higher proportion of renters (61%) compared to city (53%) and region (36%).



## Community

In addition to some of the city’s finest shopping, South Granville offers stunning views of the North Shore mountains and amenities like the Firehall Library, Stanley and Pacific Theatres. It’s also within walking distance of Granville Island.





## DOING BUSINESS HERE

### Business Mix

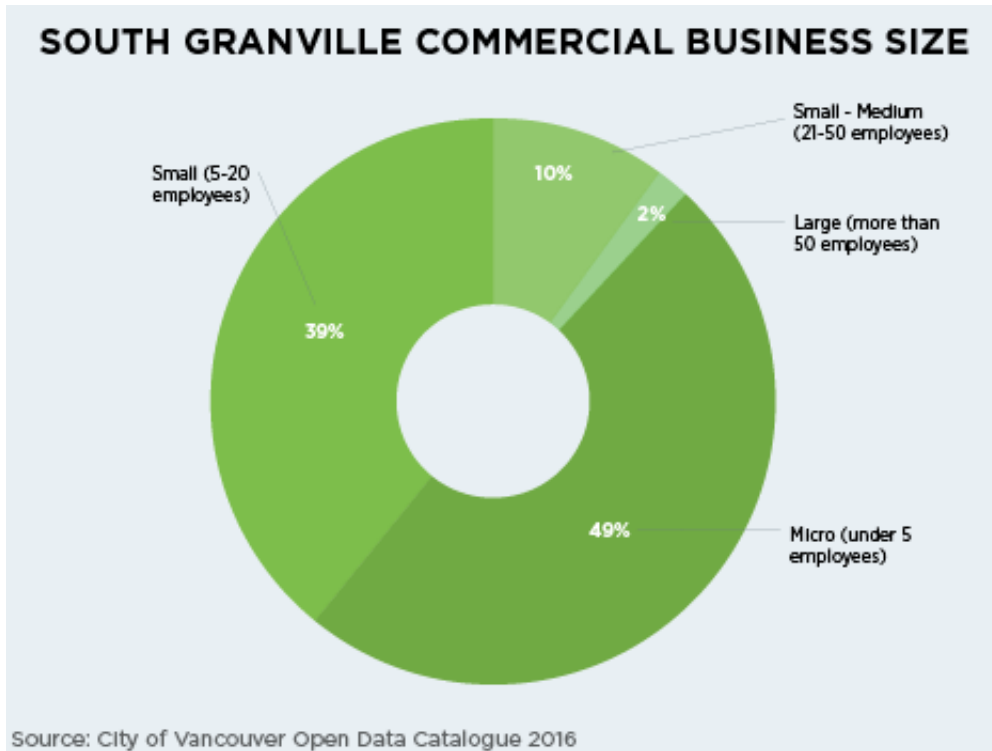
387 businesses operate in South Granville. Retail is the dominant industry (37%), higher than Vancouver (18%) and Metro Vancouver (10%). With smaller parcel sizes, the BIA is home to more “boutique” rather than big-box businesses.

BUSINESS TYPE	SOUTH GRANVILLE
Retail	<b>37%</b>
Health Care & Social Assistance	<b>15%</b>
Accommodation & Food Service	<b>10%</b>
Professional, Scientific & Technical Services	<b>10%</b>
Other Services	<b>7%</b>

Source: City of Vancouver Open Data Catalogue 2016

### Commercial Business Size

88% of all businesses in South Granville employ less than 20 people. The largest employers include Chapters Indigo, Shoppers Drug Mart, branches of several major banks and Pottery Barn.



## Opportunities

Business opportunities, based on market demand, could include: another large-format grocery store, healthy food retailers, bakery, greater availability of patio space. The incoming Millennium Line Broadway extension is creating significant interest in the BIA. Lease rates are competitive, at \$28-\$65 per sq. ft.



LEASE RATES ARE  
**\$28-\$65 PER SQ. FT.**