

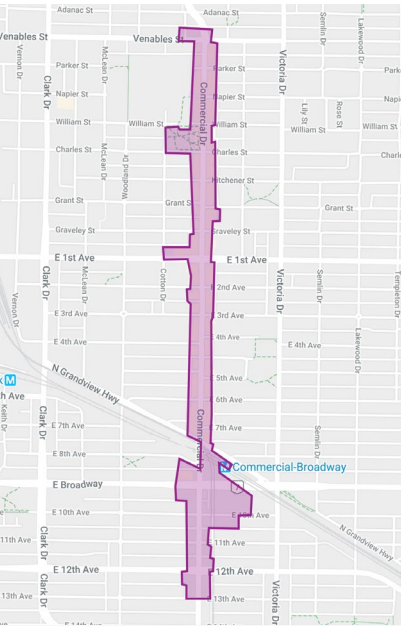


COMMERCIAL DRIVE

Vancouver Neighbourhoods BIZMAP.CA

COMMERCIAL DRIVE

THEDRIVE.CA



FAST FACTS

BIA SIZE

20 BLOCKS

RESIDENTIAL MARKET SIZE

4 SQ. KM.

RESIDENTIAL CATCHMENT AREA POPULATION



28,529 RESIDENTS

9.4% growth from 2011-2016

with a population density of

6,513 

PEOPLE PER SQ. KM.

COMMERCIAL SIZE

226 PROPERTIES

with an assessed commercial value of more than

\$830 MILLION



DOMINANT HOUSEHOLD INCOME RANGE

\$50,000 - \$59,999

DOMINANT AGE RANGE

30-34 YEARS



average age is 40

DOMINANT EDUCATION LEVEL

23% BACHELOR'S DEGREE

23% HIGH SCHOOL CERTIFICATE

BUSINESS SIZE

497 BUSINESSES; **57%**

 OF WHICH HAVE FEWER THAN **FIVE EMPLOYEES**

COMMERCIAL DEVELOPMENT POTENTIAL

RECENT HIGH-RISE DEVELOPMENT APPROVAL IS PAVING THE WAY FOR

MIXED-USE DEVELOPMENTS

near the Commercial-Broadway SkyTrain Station 

ATTRACTIONS



Little Italy



Croatian Culture Centre



The Cultch



York Theatre



BIZMAP.CA
Updated August 2018





Overview

Located southeast of Vancouver’s downtown core, the Commercial Drive BIA (the Drive) runs along Commercial Drive, from Venables Street in the north to the East 13th Avenue in the south. The Drive is a destination for residents and visitors, offering an eclectic mix of restaurants and boutique shops. Well known for its Italian heritage, Vancouver’s Little Italy today is a culturally-rich hive of activity with theatre, music, dinner, dancing, festivals and nightlife.

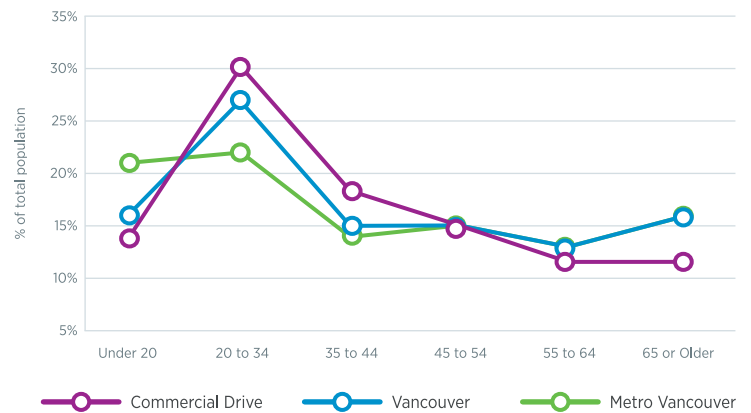
The Drive is located in the heart of Grandview neighbourhood, with the market catchment area encompassing Nanaimo Street (east), East Broadway (south), Clark Drive (west) and Powell/ Wall Streets (north). It is easily accessible by SkyTrain on both the Expo and Millennium lines. Housing is a mix between low- and medium-rise apartments and single-family homes. There are no residential towers in the area, although one has recently been approved for construction. Residents are predominantly between the ages of 30 and 34, live individually, and have lower than average incomes as compared to Vancouver. The area is also very attractive to families with younger children and is a hub for students and younger workers in the tech, creative and service industries.

People

POPULATION:

- » A total of 28,529 residents live in the Commercial Drive residential catchment area, with a population growth of 9.4% from 2011-2016, nearly double Vancouver (4.6%) and Metro Vancouver (6.5%).
- » The area has a younger demographic; the dominant five-year age group is 30-34 years, with a significantly higher percentage of residents aged 20-34 years (30%) (see Figure 1). The average age is 40 years.

Figure 1: Population by Age



Source: Statistics Canada 2016 Census

POPULATION GROWTH OF



from 2011-2016

DOMINANT AGE GROUP





80% REPORTED WESTERN EUROPEAN HERITAGE

particularly English (26%), Scottish (22%), Irish (19%) and German (13%)



15% REPORTED CHINESE HERITAGE

HOME LANGUAGE:

- » English is the predominant language spoken in the home by Commercial Drive area residents (82.6%); this is significantly higher than Vancouver (66.4%) or Metro Vancouver (66.5%) (see Figure 2).
- » Cantonese is the next most spoken language in the home (5.5%) which is similar to Metro Vancouver (5.4%) but low for Vancouver (9.7%).
- » Fewer Commercial Drive area residents speak Mandarin (1.0%) in the home compared to Vancouver (4.8%) and Metro Vancouver (5.7%).

Figure 2: Dominant Languages

	Commercial Drive	Vancouver	Metro Vancouver
Dominant			
English	82.6%	66.4%	66.5%
Other			
Cantonese	5.5%	9.7%	5.4%
Mandarin	1.0%	4.8%	5.7%
Spanish	1.0%	0.9%	0.8%
Vietnamese	1.0%	1.1%	0.6%
French	0.8%	0.6%	0.4%
Tagalog (Filipino)	0.7%	1.5%	1.3%
Korean	0.2%	0.8%	1.4%
Farsi (Persian)	0.1%	0.7%	1.1%
Punjabi	0.1%	1.3%	4.3%

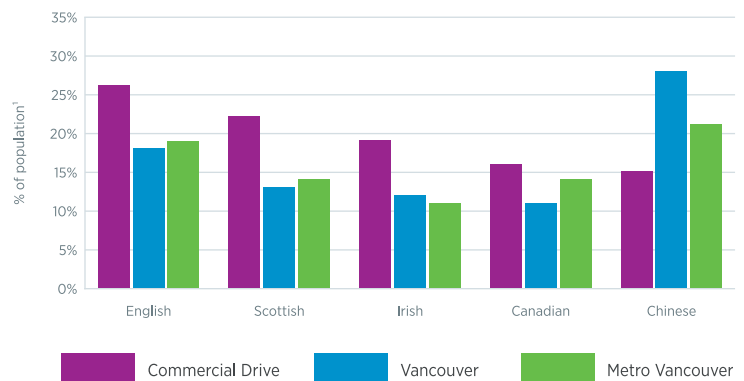
Source: Statistics Canada 2016 Census

ETHNIC ORIGIN:

Refers to the culture or ethnic roots with which residents identify themselves. Respondents may select more than one ethnic origin if applicable.

- » Commercial Drive market area residents predominantly report as having Canadian or Western European origins: English (26%), Scottish (22%), Irish (19%), Canadian (16%), or German (13%), significantly higher than Vancouver and Metro Vancouver (see Figure 3).
- » Whereas Chinese is the most commonly reported ethnic origin in Vancouver and Metro Vancouver, it ranks fifth in the Commercial Drive catchment area, accounting for 15%.
- » The market area is also home to proportionately fewer first-generation residents (31%) as compared to Vancouver (48%) and Metro Vancouver (45%), with most people who have moved to the area in the past five years coming from other parts of the city.

Figure 3: Ethnic Origin¹



Source: Statistics Canada 2016 Census



THE TOP 2 LANGUAGES SPOKEN AT HOME ARE

83% ENGLISH

6% CANTONESE



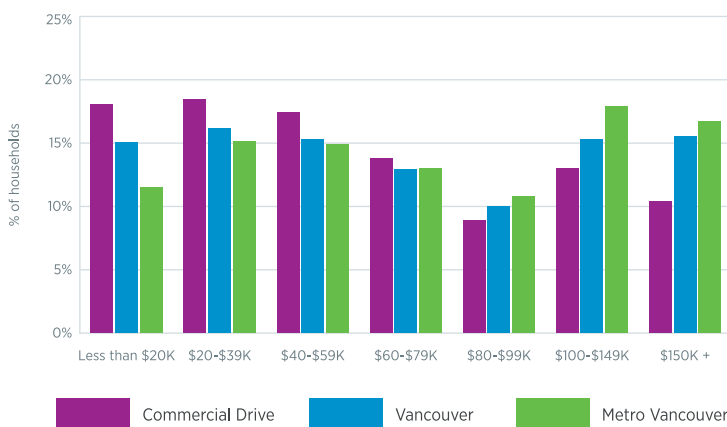
THE DOMINANT HOUSEHOLD INCOME IS

**\$50,000-
\$59,999**

HOUSEHOLD INCOME:

- » Commercial Drive's market area households have slightly lower than average incomes, with a median household income of \$60,989, as compared with Vancouver (\$65,327) or Metro Vancouver (\$72,662).
- » Proportionately more households have income levels lower than \$59,999, as compared with Vancouver and Metro Vancouver households (see Figure 4).
- » The dominant (most common) household income range near The Drive is \$50,000 to \$59,999 per year, which is substantially lower than Vancouver and Metro Vancouver (\$100,000 to \$124,999).
- » The lower than average household income levels likely results from a combination of factors including smaller household sizes, more single-income households, lower education levels, and younger residents.

Figure 4: Household Income Distribution



Source: Statistics Canada 2016 Census

EDUCATION:

Highest certificate, diploma or degree for residents 15 years+ in private households.

- » The dominant education level attained by residents of the BIA market area is tied between high school certificate and bachelor's degree (23% each), slightly lower than Vancouver (24% and 26% respectively).
- » In total, 41% of area residents have some university training, which is slightly below the Vancouver (43%) but higher than Metro Vancouver (34%) (see Figure 5).

Figure 5: Education Levels

	Commercial Drive	Vancouver	Metro Vancouver
Population 15 years or older			
No certificate, diploma or degree	14%	13%	14%
High school certificate	23%	24%	29%
Trades certificate or diploma	6%	5%	6%
College or other non-University	16%	15%	17%
University (some/bachelor/higher)	41%	43%	34%

Source: Statistics Canada 2016 Census



23% OF RESIDENTS HAVE THE EDUCATION LEVEL OF A **HIGH SCHOOL CERTIFICATE**



23% OF RESIDENTS HAVE THE EDUCATION LEVEL OF A **BACHELOR'S DEGREE**

MOST **COMMON OCCUPATIONS**
FOR RESIDENTS ARE IN **SALES**
& **SERVICE**
21%



OTHER **LEADING OCCUPATIONS** INCLUDE:

- » Education, law, social, community & government (16%)
- » Business, finance & administration (13%)
- » Art, culture, recreation & sport (12%)

OCCUPATION:

- » The dominant occupation of BIA area residents is sales and service (21%) which is consistent with Vancouver (24%) and Metro Vancouver (24%) (see Figure 6).
- » Proportionately more Commercial Drive area residents are employed in education, law, social, community and government service occupations (16%) and in art, culture, recreation, and sport occupations (12%) as compared with Vancouver and Metro Vancouver.

Figure 6: Occupation

	Commercial Drive	Vancouver	Metro Vancouver
Sales & service	21%	24%	24%
Education, law, social, community & government	16%	12%	11%
Business, finance & administration	13%	16%	16%
Art, culture, recreation & sport	12%	8%	5%
Management	10%	12%	12%
Natural & applied sciences	9%	9%	7%
Trades, transport & equipment operators & related	9%	7%	12%
Health	5%	7%	6%
Manufacturing & utilities	2%	2%	3%
Natural resources, agriculture & related production	1%	1%	1%
N/A	1%	2%	2%

Source: Statistics Canada 2016 Census

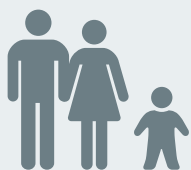
FAMILY STRUCTURE:

- » 47% of the market area's 14,540 households comprise of families², much lower than average for Vancouver (57%) and Metro Vancouver (71%) (see Figure 7).
- » Within family households, The Drive also has fewer children, with a significantly higher percentage of families that have no children at home (60%), as compared with Vancouver (53%) and Metro Vancouver (45%); the average number of persons per household is 2.0 persons.

Figure 7: Family Structure

	Commercial Drive	Vancouver	Metro Vancouver
Number of households	14,540	283,920	960,895
Average number of persons per household	2.0	2.2	2.5
% of households with families ²	47%	57%	71%
Number of families	6,880	160,855	679,365
Average number of persons per family	2.6	2.7	2.9
Average number of children per family	1.5	1.5	1.5

Source: Statistics Canada 2016 Census



47%
OF HOUSEHOLDS
ARE **FAMILIES**²



2.0
AVERAGE PERSONS
PER HOUSEHOLD



SPENDING PATTERNS:

- » The average annual expenditure per household in The Drive's catchment area (\$65,675) is significantly lower than the average household in Vancouver (\$84,710) or Metro Vancouver (\$87,106).
- » In percentage terms, Commercial Drive area residents spend less on personal taxes (19%) as compared with Vancouver (22%) and Metro Vancouver (21%).

Figure 8: Household Spending

	Commercial Drive		Vancouver		Metro Vancouver	
	\$	%	\$	%	\$	%
Food	\$7,704	12%	\$9,168	11%	\$8,956	10%
Shelter	\$14,269	22%	\$17,983	21%	\$18,037	21%
Household operation, furnishing & equipment	\$4,512	7%	\$5,656	6%	\$6,125	7%
Clothing	\$3,059	5%	\$3,858	5%	\$3,759	4%
Transportation	\$7,240	11%	\$9,563	11%	\$10,862	12%
Health & Personal Care	\$2,962	5%	\$3,492	5%	\$3,603	5%
Recreation, education & reading materials	\$5,032	8%	\$6,272	7%	\$6,627	7%
Tobacco, alcohol & games of chance	\$1,867	3%	\$2,038	2%	\$1,935	2%
Personal taxes & insurance	\$15,952	24%	\$22,820	27%	\$23,361	26%
Other	\$3,079	5%	\$3,858	5%	\$3,844	5%
Total expenditure per household	\$65,675	100%	\$84,710	100%	\$87,106	100%

Source: Pitney Bowes 2016



\$65,675

COMMERCIAL DRIVE AVERAGE ANNUAL EXPENDITURE PER HOUSEHOLD

lower than the average household in Vancouver (\$84,710) or in Metro Vancouver (\$87,106)



85%
OF DWELLINGS
ARE **APARTMENTS**



64%
OF RESIDENTS
ARE **RENTERS**



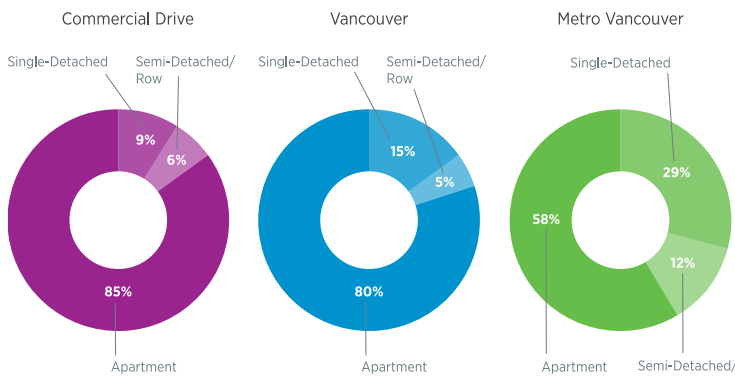
36%
ARE **HOMEOWNERS**

Place

HOUSING MIX:

» A majority of residents in the Commercial BIA market area live in apartments (85%), slightly higher than Vancouver (80%) and much higher than Metro Vancouver (58%) (see Figure 9).

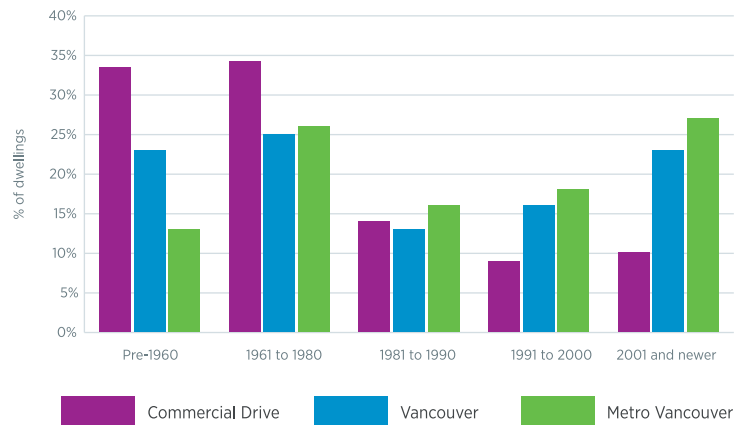
Figure 9: Dwellings by Major Structural Type



Source: Statistics Canada 2016 Census

- » Most of the housing stock in the Grandview area surrounding The Drive (67%) was built before 1980 with little new development since 2001 (10%). This is a sharp contrast to the pattern for Vancouver (23% since 2001) and Metro Vancouver (27% since 2001) (see Figure 9).
- » With one new high rise approved and others being considered, this trend could soon shift.

Figure 10: Age of Housing Stock

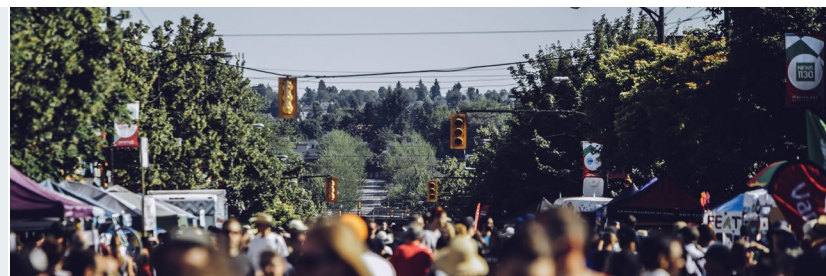


Source: Statistics Canada 2016 Census

- » A majority of Commercial Drive area residents rent their home (64%), as compared with Vancouver (53%) and Metro Vancouver (36%).
- » The average assessed value of homes in the Commercial Drive BIA catchment area is \$874,240, about 40% lower than Vancouver and Metro Vancouver averages.
- » By comparison, detached housing prices in the catchment area are around the city and regional averages, ranging between \$1.3 million and \$2.1 million; semi-detached prices are also around average, ranging from \$895,000 to \$1.2 million.
- » Apartment/condominium prices in the area sell for about \$750,000, slightly above the city and regional average
- » Rent for a 2-bedroom apartment ranges between \$2,600 and \$3,500.



67% OF HOUSING
CONSTRUCTED
BEFORE **1980**





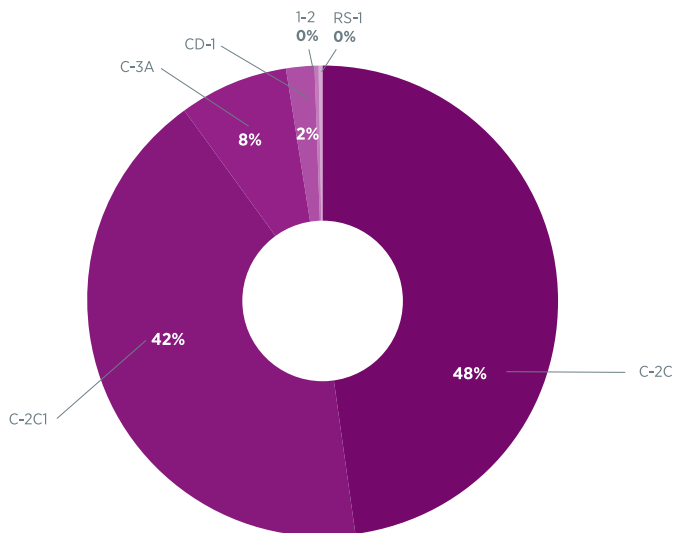
6 HOME TO DIFFERENT ZONING TYPES

COMMERCIAL BUILDING MIX:

- » This unique and vibrant area of Vancouver primarily comprises older one- and two-storey buildings.
- » The Drive has six zoning types, primarily C-2C (48%) and C-2C1 (42%), which provide for a wide range of commercial goods and services in a central location, to serve local residents and destination shoppers. Remaining zoning types include C-3A (8%), CD-1 (2%) and a small number of I-2 and RS-1 zones that comprise less than 1% of the building mix (see Figure 11).

- » 100% of floor space in the BIA is licensed for commercial use.
- » Total assessed property values \$830,684,600, accounting for 13% of the value for BIAs, excluding downtown. The Drive ranks 14th of all BIAs in Vancouver.

Figure 11: Zoning Mix



Source: City of Vancouver Zoning Map

RECREATION AND LEISURE:

- » The Drive is close to five community/arts centres including Britannia Community Services Centre, Britannia Carving Centre, Trout Lake Community Centre, Italian Cultural Centre, and the Croatian Cultural Centre.
- » For indoor and outdoor sports and recreation, Trout Lake is a popular destination.
- » For fine arts entertainment, the York Theatre and The Cultch are nearby. Many restaurants on the Drive also host live bands and open mic nights.
- » The Drive is home to 10 heritage buildings, primarily in the 1600 and 1700 blocks of Commercial Drive.



CLOSE TO THE
YORK THEATRE
AND **THE CULTCH**

NEARBY **COMMUNITY & CULTURAL CENTRES** INCLUDE:

- » Britannia Community Services Centre
- » Trout Lake Community Centre
- » Italian Cultural Centre
- » Croatian Cultural Centre



RAPID TRANSIT ACCESS
VIA THE **COMMERCIAL-BROADWAY**
SKYTRAIN STATION



BIKE SCORE®
OF **94**



WALK SCORE®
OF **97**

PARKS AND GREENSPACE:

- » Grandview Park and Larry Young Park both lie within the BIA. Larry Young Park, which houses a popular children's playground, was named after a former Vancouver Police officer who died in the line of duty.
- » Several other parks are within walking distance, including Trout Lake, which hosts a popular farmer's market from May to October. It's also a popular dog park. Other nearby parks include Salsbury Park, Woodland Park, Victoria Park, Alice Townley Park, McSpadden Park and Clark Park.

TRANSPORTATION:

- » The Drive has excellent access to rapid transit lines that serve both east-west and north-south routes; the Commercial-Broadway Station provides access to SkyTrain (Expo and Millennium Lines) and the 99 B-Line with service to UBC.
- » With proximity to five bike routes, including the Lakewood and Woodland Bikeways which run north-south, and the Adanac, Central Valley, and 10th Avenue Bikeways that run east-west, The Drive is classified as a biker's paradise (Bike Score® of 94).
- » It's also considered a walker's paradise, with a Walk Score® of 97.

EDUCATION:

- » There are eight schools in the BIA catchment area.
 - 5 elementary schools: Grandview/Łuuqinak'uuh Elementary, Queen Victoria Annex, Lord Nelson Elementary, Britannia Community Elementary, and Xpey' Elementary
 - 2 secondary schools: Britannia Community Secondary, and Templeton Secondary
 - 1 independent school: St. Francis of Assisi School

HERITAGE:

- » Commercial Drive has a rich and authentic history that spans almost a century, including nearly 60 years of Italian heritage, which subsequently gave name to Little Italy, an eight-block stretch of small boutique shops and restaurants within the BIA.
- » Originally used as a skid road for dragging logs to the harbour, the area underwent an urban transformation at the turn of the century and welcomed a diverse range of immigration.

POPULAR EVENTS:

- » The Drive is synonymous with culture and hosts a variety of popular events each year, including Car Free Day, Italian Day, the Vancouver International Poetry Festival, Parade of Lost Souls, and the Commercial Drive Christmas Festival.
- » The BIA also supports the ever-popular Eastside Culture Crawl.
- » A detailed annual event calendar is available at thedrive.ca/calendar



HOME TO
LITTLE ITALY

KEY EVENTS:

- » Italian Day
- » Car Free Day
- » Eastside Culture Crawl

497 **BUSINESSES** OPERATE ON COMMERCIAL DRIVE

TOP INDUSTRIES ARE **RETAIL 34%**, **ACCOMMODATION & FOOD SERVICE 27%**, AND **HEALTH & SOCIAL ASSISTANCE 21%**

Doing Business Here

BUSINESS MIX:

- » 497 businesses operate on The Drive, an increase of 8% between 2011 and 2018.
- » Retail, accommodation & food service, and health care & social assistance businesses comprise 82% of all businesses within the BIA, much higher than the Vancouver (40%) or Metro Vancouver (27%) proportions (see Figure 12).
- » In particular, the percentage of accommodation & food service businesses (27%) is much higher than Vancouver (11%) and Metro Vancouver (7%).
- » By contrast, and in keeping with its zoning, the BIA has correspondingly less professional, scientific & technical service businesses (3%) as compared with Vancouver (15%) and Metro Vancouver (15%).

- » Key businesses within each of the major business sectors on The Drive are illustrated in Figure 13.

Figure 12: Business Mix

Business Type	Commercial Drive		Vancouver		Metro Vancouver	
	#	%	#	%	#	%
Retail	167	34%	5,957	18%	9,441	10%
Accommodation & food service	133	27%	3,559	11%	6,600	7%
Health care & social assistance	103	21%	3,515	11%	9,511	10%
Other:	44	9%	6,813	21%	3,515	24%
<i>Other services</i>	28	6%	1,990	6%	8,072	9%
<i>Professional, scientific & technical services</i>	16	3%	4,823	15%	13,798	15%
All other (less than 2% in BIA)		9%		39%		49%

Source: City of Vancouver Open Data Catalogue 2016 / Statistics Canada 2016 Census

Figure 13: Breakdown of Major Service and Retail Businesses

Business Type	Commerical Drive	
	#	%
Accommodation & Food Service		
Class 1 Restaurants	75	15%
Limited Food Service Establishments	52	10%
Retail		
Miscellaneous Retailer	70	14%
Second Hand Dealers	9	2%
Health Care & Social Assistance		
Health Services	74	15%
Health & Beauty	22	4%
Massage Therapists	13	3%
Other Major Groupings		
Community Associations	15	3%

Source: City of Vancouver Open Data Catalogue 2016

- » Between 2011 and 2016, the health care & social assistance sector has grown 61%; during the same time, education services have declined by 25%.
- » The fastest growing sub-sectors for the BIA are in health services, Class 1 restaurants, community associations and massage therapists.

FASTEST GROWING



SUB-SECTORS INCLUDE:

- » Health Services
- » Class 1 Restaurants
- » Community Associations
- » Massage Therapists



57% MICRO BUSINESSES

with fewer than 5 employees

36% SMALL BUSINESSES

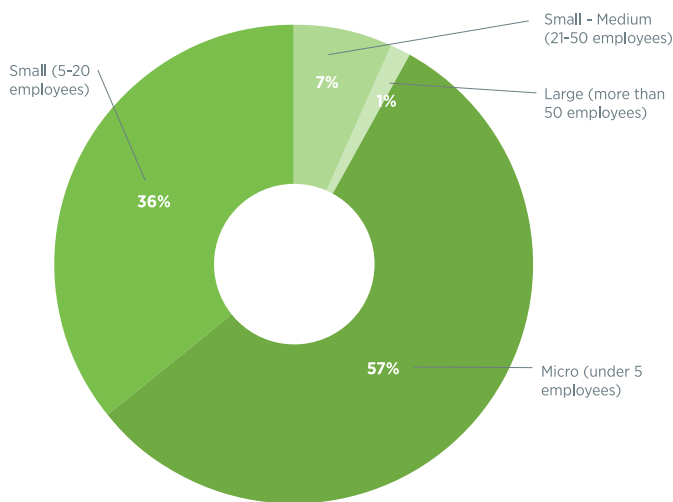
with 5 to 20 employees



LEASE RATES VARY FROM \$30-\$50 PER SQ. FT.

» Most of the businesses (57%) have fewer than five employees. In keeping with the small building footprints of the area, very few businesses have more than 50 employees (see Figure 14).

Figure 14: Commercial Business Size³



Source: City of Vancouver Open Data Catalogue 2016

» The largest businesses are BierCraft, Famoso Neapolitan Pizzeria, Shoppers Drug Mart, Family Services of Greater Vancouver, and Coho Management Services Society.

» Additional anchor tenants include a variety of restaurants, pubs and coffee shops, most notably Havana, Café Deux Soleils, Fratelli Foods, Café Calabria, Dolce Amore, Federico's Supper Club, and Uprising Breads. Notable retail stores include Spank Clothing, Kalena's Shoes, Doctor Vigari Gallery, Gatley Lifestyle Store, Exposure, and LaLa's on the Drive.

LEASE AND VACANCY RATES:

» Commercial Drive's proximity to the downtown core and access to major transit lines is reflected in mid-range lease rates for local businesses—anywhere between \$30 and \$50 per sq. ft.

FOR MORE INFORMATION:

thedrive.ca

Managed by the Commercial Drive Business Society

Contact: Nick Pogor, Executive Director

Phone: 604-251-2884

Email: executivedirector@thedrive.ca



About Bizmap

A collaboration between Small Business BC, Vancouver BIAs and the City of Vancouver, Bizmap exists to give the public ready access to market area data for key business districts in a clear and relatable way to help grow sustainable communities.

To learn more about Bizmap and view additional neighbourhood profiles, visit bizmap.ca.

Partners

SMALL BUSINESS BC:

Small Business BC (SBBC) is British Columbia's premiere resource centre for knowledge-based business products and services. Our team is made up of experts who are ready to help you at every stage, whether you're thinking of starting, expanding or exiting your small business. We offer guided support, education, one-on-one advisory services, business plan and market research assistance and dozens of free resources designed to save you time and money.

SBBC's core activities are supported by funds from Western Economic Diversification Canada and the Ministry of Jobs, Trade and Technology.

CITY OF VANCOUVER:

The City of Vancouver values and helps support its downtown and neighbourhood commercial districts as vibrant and unique places to live, work, shop, visit and conduct business. Through the City's BIA Program, 22 Business Improvement Areas and their managing associations (BIAs) are funded through dedicated property tax levies within each defined BIA area. The mandate of the BIAs is to promote and improve business and business conditions within their respective districts. The Bizmap site is a project made possible through matching funds from the City and 16 participating BIAs in partnership with Small Business BC.

VANCOUVER BIA PARTNERSHIP:

Business Improvement Areas (BIAs) are specially funded business districts. The districts are managed by non-profit groups of property owners and business tenants whose goal is to promote and improve their business district. BIAs are active in their communities, promoting business, tourism, safety, and street beautification.

ADDITIONAL PARTNERS & SUPPLIERS:

Lucent Quay Consulting Inc.
KIMBO Design Inc.

Technical Notes

All data presented in this profile is based on the best data available at time of development. The results may differ from estimates produced in other studies using different data and alternative methodologies. The data was obtained from sources which have been deemed reliable and, while thought to be correct, is not guaranteed by Bizmap or any of its contributing partners.

METHODOLOGY:

Data for this profile was extracted using both BIA and custom market area boundaries and analyzed by Lucent Quay Consulting Inc. and Small Business BC.

Data Sources

PEOPLE:

- » Pitney Bowes 2016
- » Statistics Canada 2011 Census
- » Statistics Canada 2016 Census

PLACE:

- » City of Vancouver
 - Analysis of BC Assessment Authority Data
 - Comparative BIA Levies and Levy Rates
 - Open Data Catalogue 2011 & 2016
 - VanMAP
 - Zoning Map
- » Mobi (Vancouver Bike Share)
- » Padmapper
- » Real Estate Board of Greater Vancouver
- » Statistics Canada 2016 Census
- » TransLink
- » Vancouver Rental Properties
- » Walk Score® (www.redfin.ca/how-walk-score-works)

DOING BUSINESS HERE:

- » City of Vancouver Open Data Catalogue 2011 & 2016
- » Realtor.ca

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