

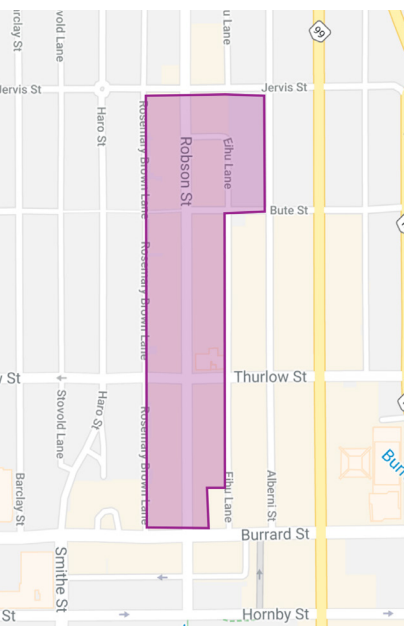


ROBSON STREET

Vancouver Neighbourhoods BIZMAP.CA

ROBSON STREET

ROBSONSTREET.CA



FAST FACTS

BIA SIZE

3 BLOCKS

RESIDENTIAL MARKET SIZE

10 SQ. KM.

RESIDENTIAL CATCHMENT AREA POPULATION



108,128 RESIDENTS

in the downtown peninsula, with 12% growth from 2011-2016

with a population density of

11,022              

PEOPLE PER SQ. KM.

the most densely populated area in Vancouver

COMMERCIAL SIZE

55 PROPERTIES

with an assessed commercial value of more than

\$1 BILLION



DOMINANT HOUSEHOLD INCOME RANGE

\$100,000 - \$124,999

DOMINANT AGE RANGE

30-34
YEARS



average age is 42

DOMINANT EDUCATION LEVEL

32%



BACHELOR'S DEGREE

BUSINESS SIZE

195 BUSINESSES; **45%**
OF WHICH HAVE
5-20 EMPLOYEES



PEDESTRIAN COUNT

5.5 MILLION PEDESTRIANS

WALK THE 1000 BLOCK OF ROBSON STREET EACH YEAR

COMMERCIAL DEVELOPMENT POTENTIAL

NO RESIDENTIAL ZONING AND 3.0 FSR

PROVIDES **SIGNIFICANT REDEVELOPMENT POTENTIAL** FOR OLDER BUILDINGS



ATTRACTIONS



Premier Shopping
& Dining



Canada Place &
Vancouver Art Gallery



Stanley Park
& English Bay



Overview

Robson Street is Vancouver's iconic shopping and dining destination. With world famous fashion and beauty retail, lifestyle stores, café patios and fine dining, this vibrant and bustling stretch of Vancouver attracts locals, as well as visitors from around the world. The Robson BIA extends along Robson Street from Jervis Street to Burrard Street in the heart of the downtown peninsula. It is one of the smallest BIAs by area, covering just three city blocks that are packed with excitement—73% of businesses are either retail or food and beverage establishments.

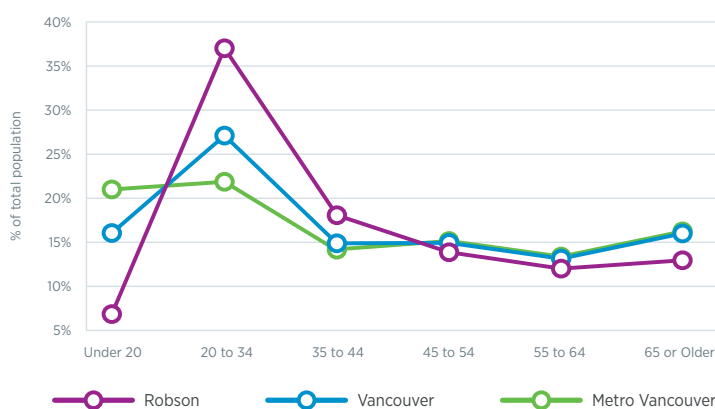
With an abundance of young working professionals living in the BIA's downtown peninsula catchment area, thousands of daytime workers and weekend visitors, and proximity to high-quality transit, the Robson BIA is the place to see and be seen both day and night. It is the perfect location for new and trendy retailers looking for exposure.

People

POPULATION:

- » A total of 108,128 residents live within the downtown peninsula residential catchment area. The population is growing - between 2011 and 2016, the Robson BIA catchment area saw population growth of 12%, which is almost double that of Vancouver (6.5%) and much higher than Metro Vancouver (4.6%).
- » Area residents are young, working professionals. Substantially more people in the area are aged 20-34 as compared to Vancouver and Metro Vancouver, and substantially fewer are children (see Figure 1).
- » In contrast to statistics for the city and region, residents are more likely to be male (53%) and single (55%).

Figure 1: Population by Age



Source: Statistics Canada 2016 Census

POPULATION GROWTH OF



12%

from 2011-2016

37% OF RESIDENTS ARE
AGED 20-34



higher than Vancouver (27%) and Metro Vancouver (22%)



THE TOP 3
LANGUAGES
SPOKEN AT HOME ARE

76%
ENGLISH

3%
MANDARIN

3%
FARSI

HOME LANGUAGE:

- » English is the dominant language spoken in Robson BIA market area households (76%)—10% higher than Vancouver and Metro Vancouver (see Figure 2).
- » Mandarin and Farsi (Persian) (2.9% each) are the next most used languages at home, with Mandarin being proportionately lower and Persian being proportionately higher than the city and region.
- » Korean, Cantonese and Spanish round out the top five dominant languages for the Robson BIA market area, with proportionately higher representation of Korean, Spanish, and French, and lower representation of Cantonese, as compared with Vancouver and Metro Vancouver.

Figure 2: Dominant Languages

	Robson	Vancouver	Metro Vancouver
Dominant			
English	76.0%	66.4%	66.5%
Other			
Mandarin	2.9%	4.8%	5.7%
Farsi (Persian)	2.9%	0.7%	1.1%
Korean	1.8%	0.8%	1.4%
Cantonese	1.6%	9.7%	5.4%
Spanish	1.4%	0.9%	0.8%
French	1.0%	0.6%	0.4%
Tagalog (Filipino)	0.2%	1.5%	1.3%
Vietnamese	0.1%	1.1%	0.6%
Punjabi	0.04%	1.3%	4.3%

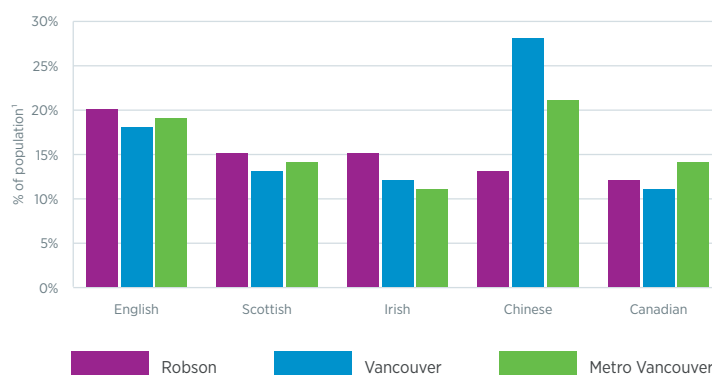
Source: Statistics Canada 2016 Census

ETHNIC ORIGIN:

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

- » The Robson residential catchment area, which includes the entire downtown peninsula, has a higher percentage of residents reporting Western European heritage (English 20%, Scottish 15%, Irish 15%, German 11%) than Vancouver and Metro Vancouver.
- » Robson area has a lower percentage of residents with Chinese heritage (13%), as compared with Vancouver (28%) and Metro Vancouver (21%).

Figure 3: Ethnic Origin¹



Source: Statistics Canada 2016 Census



61% REPORTED
WESTERN EUROPEAN HERITAGE

particularly English (20%), Scottish (15%), Irish (15%) and German (11%)



13% REPORTED
CHINESE HERITAGE

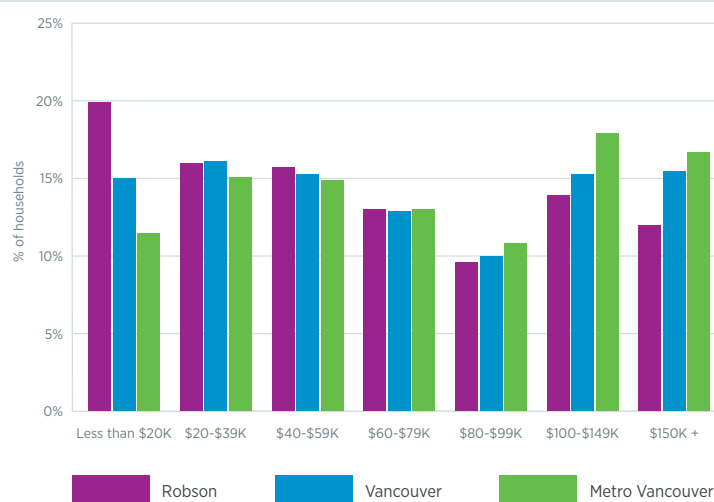


THE DOMINANT
HOUSEHOLD INCOME IS
\$100,000-\$124,999

HOUSEHOLD INCOME:

- » The reported median household income for residents in the BIA catchment area is \$58,802, which is lower than both Vancouver (\$65,327) and Metro Vancouver (\$72,662).
- » The lower median household income reflects the concentration of lower income households in parts of the downtown peninsula—almost 20% of households make less than \$20,000 per year, which is a higher percentage than the city (15%) and region (12%) (see Figure 4).
- » It also reflects the smaller household sizes in this area (1.6 persons), as compared with Vancouver (2.2) and Metro Vancouver (2.5). Individual average incomes are actually higher than average (\$53,227 as compared with \$50,317 for the city and \$46,821 for the region). The dominant household income bracket is \$100,000 to \$124,999.

Figure 4: Household Income Distribution



Source: Statistics Canada 2016 Census

EDUCATION:

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

- » 54% of area residents have at least some university education; this is much higher than Vancouver or Metro Vancouver (see Figure 5).
- » The dominant educational level for residents is a Bachelor's degree (32%), which is higher than Vancouver (26%) and Metro Vancouver (20%).
- » Additionally, 18% of residents have achieved education above the bachelor level, which is higher than that of Vancouver (14%) and Metro Vancouver (11%).

Figure 5: Education Levels

	Robson	Vancouver	Metro Vancouver
Population 15 years or older			
No certificate, diploma or degree	5%	13%	14%
High school certificate	19%	24%	29%
Trades certificate or diploma	5%	5%	6%
College or other non-university	17%	15%	17%
University (some/bachelor/higher)	54%	43%	34%

Source: Statistics Canada 2016 Census



54% HAVE SOME LEVEL OF
UNIVERSITY EDUCATION



18% HAVE PURSUED
POSTGRADUATE EDUCATION

MOST COMMON OCCUPATIONS
FOR RESIDENTS ARE IN **SALES**
& **SERVICE**
22%



OTHER **LEADING OCCUPATIONS** INCLUDE:

- » Business, finance & administration (18%)
- » Management (16%)
- » Natural & applied sciences (12%)

OCCUPATION:

- » As with the city and region, the most common occupation for residents of this area is sales and service (22%); however, proportionately fewer residents of the Robson BIA catchment area are employed in these occupations (see Figure 6).
- » In keeping with residents' higher educations, the Robson BIA catchment area has proportionately higher occupational representations in business, finance and administration (18%), management (16%), and natural and applied sciences (12%) than the city or region.

Figure 6: Occupation

	Robson	Vancouver	Metro Vancouver
Sales & service	22%	24%	24%
Business, finance & administration	18%	16%	16%
Management	16%	12%	12%
Natural & applied sciences	12%	9%	7%
Education, law, social, community & government	11%	12%	11%
Art, culture, recreation & sport	9%	8%	5%
Health	5%	7%	6%
Trades, transport & equipment operators & related	4%	7%	12%
N/A	2%	2%	2%
Manufacturing & utilities	1%	2%	3%
Natural resources, agriculture & related production	0.4%	1%	1%

Source: Statistics Canada 2016 Census

FAMILY STRUCTURE:

- » Of the 65,400 households in the catchment area, only 37% are families² while 55% are single-person households, which is substantially higher than Vancouver (39%) and Metro Vancouver (29%).
- » Of households with families, 77% have no children, which is above the city and region percentages.
- » In keeping with these two facts, the average number of persons per household is 1.6, much smaller than the city and regional averages of 2.2 and 2.5 persons.

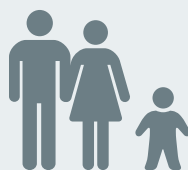
Figure 7: Family Structure

	Robson	Vancouver	Metro Vancouver
Number of households	65,400	283,920	960,895
Average number of persons per household	1.6	2.2	2.5
% of households with families ²	37%	57%	71%
Number of families	24,415	160,855	679,365
Average number of persons per family	2.3	2.7	2.9
Average number of children per family	1.3	1.5	1.5

Source: Statistics Canada 2016 Census

55% ARE **SINGLE PERSON**
HOUSEHOLDS

significantly higher than Vancouver (39%) and Metro Vancouver (29%)



37%
OF HOUSEHOLDS
ARE **FAMILIES**

1.6
AVERAGE PERSONS
PER HOUSEHOLD



SPENDING PATTERNS:

- » The average annual expenditure per household in the Robson catchment area (\$76,538) is notably lower than the average household in Vancouver (\$84,710) or in Metro Vancouver (\$87,106), which likely relates to smaller household sizes in this area.
- » With higher property values in this area, Robson residents spend more on shelter than their Vancouver and Metro Vancouver counterparts, and slightly less on transportation. They also spend proportionately more on tobacco, alcohol and gambling (in percentage terms).

Figure 8: Household Spending

	Robson		Vancouver		Metro Vancouver	
	\$	%	\$	%	\$	%
Food	\$7,859	10%	\$9,168	11%	\$8,956	10%
Shelter	\$17,552	23%	\$17,983	21%	\$18,037	21%
Household operation, furnishing & equipment	\$4,994	7%	\$5,656	6%	\$6,125	7%
Clothing	\$3,809	5%	\$3,858	5%	\$3,759	4%
Transportation	\$7,426	10%	\$9,563	11%	\$10,862	12%
Health & personal care	\$3,215	4%	\$3,492	5%	\$3,603	5%
Recreation, education & reading materials	\$5,495	7%	\$6,272	7%	\$6,627	7%
Tobacco, alcohol & games of chance	\$2,259	3%	\$2,038	2%	\$1,935	2%
Personal taxes & insurance	\$20,463	27%	\$22,820	27%	\$23,361	26%
Other	\$3,468	5%	\$3,858	5%	\$3,844	5%
Total expenditure per household	\$76,538	100%	\$84,710	100%	\$87,106	100%

Source: Pitney Bowes 2016



\$76,538

ROBSON AVERAGE ANNUAL EXPENDITURE PER HOUSEHOLD

lower than the average household in Vancouver (\$84,710) or in Metro Vancouver (\$87,106), likely relating to the smaller household sizes in the area

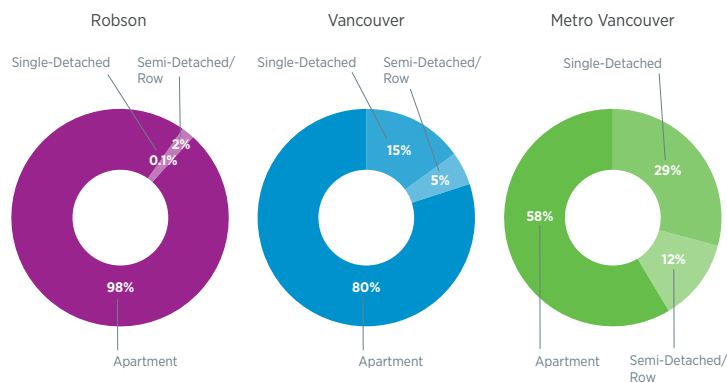


Place

HOUSING MIX:

- » Reflecting its downtown location, almost all dwellings in the Robson catchment area are apartments (98%), which is significantly higher than Vancouver (80%) and more than 40% higher than the Metro Vancouver region (see Figure 9).

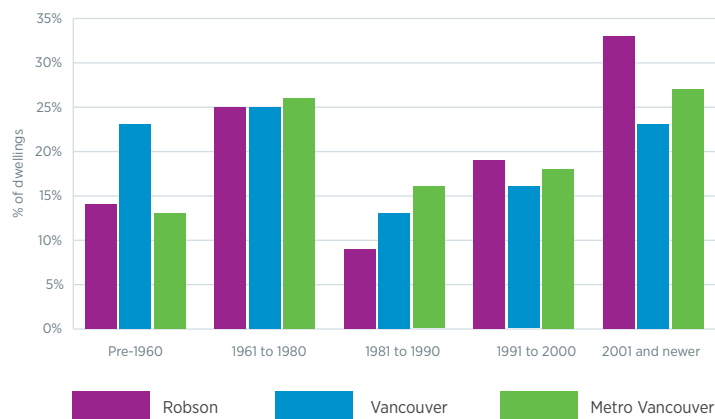
Figure 9: Dwellings by Major Structural Type



Source: Statistics Canada 2016 Census

- » With massive housing redevelopments taking place in downtown peninsula over the past 20 years, one-third of the housing mix in this area is new (2001 or newer), more than 10% higher than the city (see Figure 10).

Figure 10: Age of Housing Stock



Source: Statistics Canada 2016 Census

- » The split of rental and owned residences is about 68% and 32% respectively, with much less ownership than Vancouver (47%).
- » Apartment/condominium prices range from \$650,000-\$5.4 million, as compared with average prices for Vancouver West (\$844,700) and Metro Vancouver (\$693,500).
- » Rental rates for a two-bedroom apartment in the Robson area vary widely, at around \$2,500 per month.

98% OF DWELLINGS ARE **APARTMENTS**

significantly higher than Vancouver (80%)



68% OF RESIDENTS ARE **RENTERS**

32% ARE **HOME OWNERS**



98% OF COMMERCIAL SPACE IS **ZONED AS DOWNTOWN DEVELOPMENT**



2% OF COMMERCIAL SPACE IS **ZONED AS CD-1**

ENTIRE BIA IS **ZONED TO ALLOW FOR 3.0 FSR**

COMMERCIAL BUILDING MIX:

- » Robson BIA has a mix of old and new buildings. There have been several major renewals in recent years and most of the BIA's 55 commercial properties are well maintained.
- » The total assessed value of properties in the BIA is \$1,338,861,000 representing 4% of the value for all BIAs excluding downtown. Despite its tiny size, Robson ranks eighth in value.
- » The BIA has two types of zoning but almost all (98%) is Downtown Development, which ensures the highest standards of design and amenity for the benefit of all users who live, work, shop or visit here. The remaining 2% is CD-1. The entire BIA is zoned to allow for 3.0 FSR.
- » Of the total building square footage in the BIA, 100% is dedicated to commercial use. Within this commercial square footage, there are two office spaces, occupying 868,300 sq. ft.

RECREATION AND LEISURE:

- » Due to its small size, there are no community centres within the BIA; however, many amenities are within a short walking distance, including private gyms, yoga studios and spas, as well as the West End and Coal Harbour community centres.
- » The BIA is also steps away from the Vancouver Art Gallery and the Roedde House Museum, and is home to several public art projects.

PARKS AND GREENSPACE:

- » There are no parks within the BIA boundaries; however, Nelson Park (at Haro Street and Nelson Street) is nearby, and Stanley Park and the Seawall are just a short walk away.
- » Additionally, the parklet in the 1000 block of Robson Street and at the Bute-Robson Plaza offer outdoor seating and relaxation within the BIA.

KEY DESTINATIONS INCLUDE:

- » Vancouver Art Gallery
- » Roedde House Museum
- » Several public art projects
- » West End and Coal Harbour Community Centres



ROBSON IS CLOSE TO **NELSON PARK, STANLEY PARK & THE SEAWALL**



SOME OF VANCOUVER'S
HIGHEST DAILY
PEDESTRIAN COUNTS



SEVERAL
MOBI BIKE
STATIONS



AMPLE ON-STREET
PAY PARKING AND
10 PAY PARKING LOTS

TRANSPORTATION:

» With wide sidewalks and a flat topography, Robson is a walker's paradise, with a walk score ranking of 99. This is the easiest and most convenient way to get around the BIA, which sees some of Vancouver's highest daily pedestrian counts:

- In 2017, the 1000 block of Robson Street saw an average of 15,237 people per day (14,580 on weekdays and 17,178 on weekends), totalling 5.5 million pedestrians over the year; the peak weekday hour is 4 p.m.
- The 1200 block of Robson Street saw an average of 9,635 people per day (9,130 on weekdays and 10,885 on weekends); the peak weekday hour is 6 p.m. and the peak weekend hour is 3 p.m.

- » Robson-Downtown #5 bus travels through the BIA, with connections to rapid transit.
- » Burrard SkyTrain station is three blocks south and the Vancouver City Centre Canada Line station is four blocks from the BIA.
- » Bike lanes near the BIA connect it to the rest of the city (the Haro Street bike lane runs east-west and Burrard Street bike lane runs north-south).
- » The BIA also offers access to several Mobi Bike stations, including the Bute-Robson Plaza station that is one of the busiest in the city, and parking for all major car share services in the city.
- » For those who need to drive, there is ample on-street pay parking and more than 10 pay parking lots accessible from laneways behind Robson Street that offer an additional 500 parking spaces.

EDUCATION:

- » There are no educational institutions within the Robson BIA; however, King George Secondary is located within walking distance in the West End.
- » The BIA also has a popular post-secondary language school and is close to many others.

HERITAGE:

- » One of the first streets in Vancouver and named in honour of John Robson, Premier of British Columbia from 1889-1892, Robson is home to two heritage sites:
 - The Manhattan Housing Co-op at 784 Thurlow Street.
 - The Heritage Strata Building at 777 Burrard Street, built in 1914.
- » There are six other heritage sites within close proximity to the Robson Street BIA.

POPULAR EVENTS:

- » While the popularity of Robson Street creates a vibrant party atmosphere all year long, key events that the BIA promotes annually include:
 - Canada Day celebrations, where sidewalks are filled with the sights, sounds and tastes of music, entertainment, giveaways, business promotions and treats all afternoon to entertain residents and tourists awaiting the big fireworks celebration at Coal Harbour.
 - Winter's Dance, which is a digital public art installation that utilizes building projections to tell a story through dance, music and animation, bringing a little holiday magic to Robson Street.
- » The BIA also supports and proactively participates in the annual Pride Parade each August.



ROBSON HAS
A **WALK SCORE**
RATING OF **99**



2
HERITAGE
SITES

KEY EVENTS:

- » Canada Day Celebrations
- » Winter's Dance
- » Pride Parade

195 BUSINESSES
OPERATE IN THE
ROBSON BIA



TOP INDUSTRIES ARE **RETAIL 50%**, AND
ACCOMMODATION & FOOD SERVICE 23%

Doing Business Here

BUSINESS MIX:

- » 195 businesses operate in the Robson BIA.
- » Considering Robson's prime location and proximity to the downtown core, there has been very little turnover in the number of businesses in the BIA, with no change in the number of businesses between 2011 and 2016. However, a number of recently-completed, significant redevelopments, and expanded footprints are changing the types of businesses operating here, with new stores that keep the area fresh and interesting.
- » A majority of businesses here (50%) are retail; almost three times Vancouver (18%) and five times that of Metro Vancouver (10%) (see Figure 11).
- » Food and beverage establishments make up almost one quarter (23%) of the remaining businesses, also much higher than the city or region.

Figure 11: Business Mix

Business Type	Robson		Vancouver		Metro Vancouver	
	#	%	#	%	#	%
Retail	97	50%	5,957	18%	9,441	10%
Accommodation & food service	44	23%	3,559	11%	6,600	7%
Other:	22	11%	6,813	21%	21,870	24%
Other services	12	6%	1,990	6%	8,072	9%
Professional, scientific & technical services	10	5%	4,823	15%	13,798	15%
All other (less than 5% in BIA)		16%		50%		59%

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

- » Key businesses include Class 1 restaurants and retail outlets (primarily clothing and shoe stores), as illustrated in Figure 12, which highlights the key types of business within the BIA's largest sectors.

Figure 12: Breakdown of Major Service and Retail Businesses

Business Type	Robson	
	#	%
Accommodation & Food Service		
Class 1 Restaurants	27	14%
Limited Food Service Establishments	12	6%
Retail		
Retail Dealers (primarily clothing and shoes)	77	39%
Food Retailers	8	4%
Other Major Groupings		
Auto Parking Lot/Parkades	9	5%
Consultants	9	5%

Source: City of Vancouver Open Data Catalogue 2016

- » While retail business has declined (by 11%) since 2011, a number of business sectors are on the rise, including information and cultural industries (67%), mining, quarrying and gas extraction businesses (67%), professional, scientific, and technical services (25%), and administrative support (17%)—given the size of office space in the BIA, all of these increases are based on a small number of total business; however it demonstrates the strength of the BIA for retail and office businesses lucky enough to locate here.

**FASTEST
GROWING**
SUB-SECTORS INCLUDE:
(from 2011-2016)



» Consultants

» Mining & exploration

» Computer services

34% MICRO BUSINESSES  **45% SMALL BUSINESSES**
with fewer than 5 employees with 5 to 20 employees

 **LEASE RATES TYPICALLY RANGE FROM \$80-\$200 PER SQ. FT.**

BUSINESS OPPORTUNITIES BASED ON MARKET DEMAND, COULD INCLUDE:

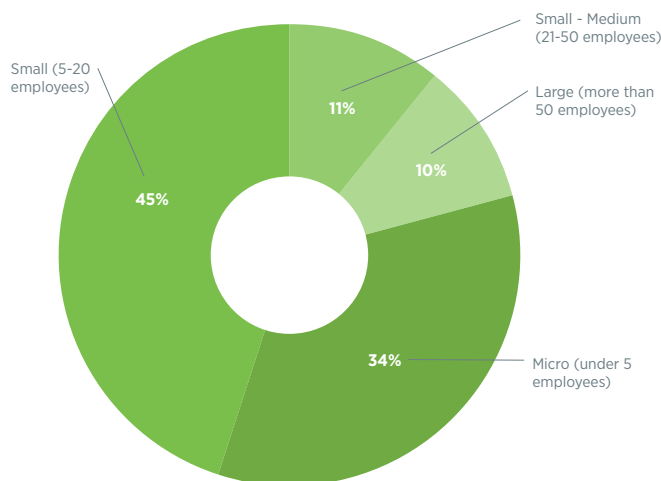
» High-end boutiques & beauty services

» Destination restaurants & entertainment

» Several business types in food services are also growing, including limited food service establishments, retail food outlets, caterers and class 2 restaurants, which suggests that the decline in retail may be due to a shift in food services.

» The dominant business size is small, with 45% of businesses having 5 to 20 employees (see Figure 13).

Figure 13: Commercial Business Size³



Source: City of Vancouver Open Data Catalogue 2016

» The BIA's top reporting employers include Muji Canada (the long awaited Japanese household and apparel store), Banana Republic (clothing and shoe retailer), Earls (restaurant) and the Blue Horizon Hotel.

» Other anchor tenants include Joe Fortes, Starbucks, London Drugs and the many popular clothing stores packed into the BIA.

» Business opportunities, based on market demand could include additional high-end boutiques and beauty services, along with more destination restaurants and entertainment.

LEASE AND VACANCY RATES:

» Lease rates are consistently some of the highest in Canada and vary widely depending on the block (\$80-\$300 per sq. ft.).

» There is very limited availability, although there are currently some vacancies in the 1100 block.

FOR MORE INFORMATION:

robsonstreet.ca

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Email: info@robsonstreet.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

DOING BUSINESS HERE:

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

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