



# Point Grey Village Centre Revitalization

PLAN 522: Qualitative Data  
Collection and Analysis  
March 10, 2022

# LAND ACKNOWLEDGEMENT

Point Grey Village, the subject of our research, and the venue we are gathered, is on the traditional, ancestral and unceded territories of the Squamish (S̓kwx̓wú7mesh Úxwumixw), Tsleil-Waututh (səlEilwətaʔɬ) and Musqueam (xʷməθkʷəyəm) Nations



UVIC

# PARTNERS AND ACKNOWLEDGEMENTS



## **Friends of Point Grey Village (FPGV)**

especially Jean Baird, Jeanette Hvalach and  
Christina Di Marco



## **Commercial Marketing, Inc.**

especially Lewis Silberberg, Principal Consultant



## **Point Grey Business Improvement Association (BIA)**

especially Lance Chen, Max Athwal and all BIA  
members interviewed for this research

## **West Point Grey Residents Association**

Board of Directors, especially Elizabeth Butler, President

# OVERVIEW

**01**

## PROJECT OVERVIEW

Context, problem statement and methodology.

**03**

## ANALYTICAL INSIGHTS

Key Takeaways

## FINDINGS

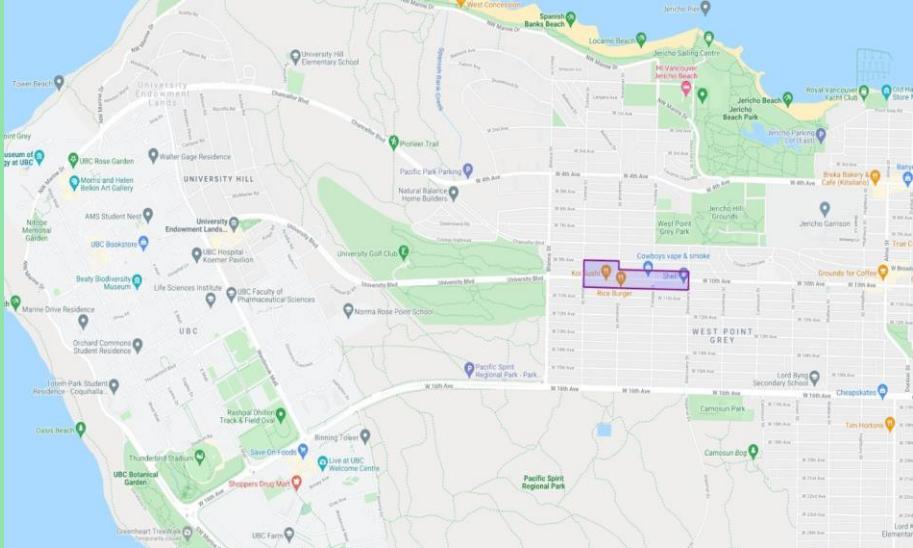
Policy and Zoning  
Literature Review  
Individual Interview  
Census & Survey Data  
Visual-spatial Observation

**02**

## MOVING FORWARD

Options,  
Recommendations  
Possibilities

**04**



# 01

## PROJECT OVERVIEW

Study Area Boundaries  
Context  
Problem Statement  
Methodology

## Study Area Airphoto



BIA Boundaries

Source: City of Vancouver Open Data Catalogue

Source: Commercial Marketing and Partners, "Point Grey Business Improvement Area" Report

## Why Study Retail/Commercial Areas?



- Public and business community concern regarding closures of independent small businesses and storefront vacancies
- Perceived impact on neighbourhood character and diversity, shopping area vibrancy and resilience
- Vancouver BIA Partnership and City agreed on need for data to better understand small business trends prior to undertaking policy work or other initiatives



# Study Rationale

**City of Vancouver  
recognizes Commercial  
Areas' importance to  
health and vitality to  
urban vibrancy and  
resilience**

# 1.1 Context - Decline of West Point Grey



**20%–50%**

revenue losses  
reported by business owners

Data source: <https://www.vancouverisawesome.com/courier-archive/news/west-point-grey-businesses-struggle-amid-continued-rent-bikes-taxes-and-uncertainty-3117700>

## I WANT IT THAT WAY

“

Point Grey's on fire

We have desires

Believe when we say

We want neighborhood change

The village is falling apart

Watching the stores depart

Believe when we say

We want neighborhood change

Tell me why?

Dissatisfaction is so high

Tell me why

There's nobody walking by

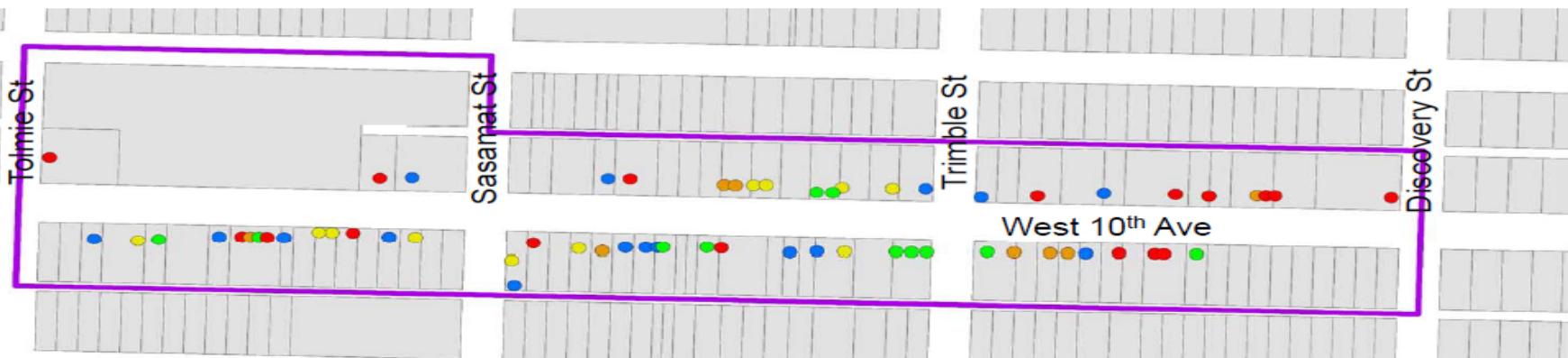
Tell me why

We keep hearing people say

'We miss the Safeway...'

*I WANT IT THAT WAY* - Backstreet Boys  
Cover **feat.** *Rory, Stephen, Nathan, Melissa, Vanessa, Claire*

# Number of Businesses in the Point Grey Business Improvement Association Study Area



## 1.1 Pre-Pandemic Context

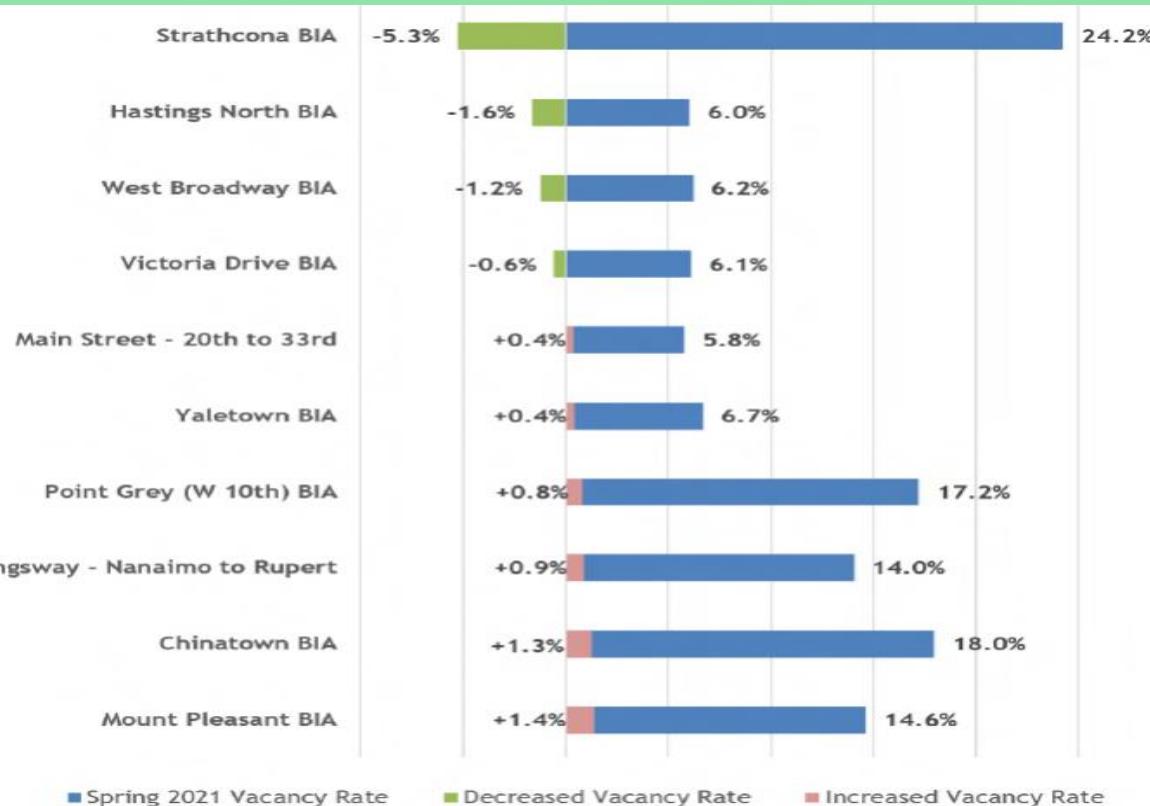
Other Types of Business, 83



Rank	NAICS Description	Number of Units	% of Units	Floor Area (in Square Feet)	% of Floor Area
1	Offices of Other Health Practitioners	17	13%	27,652	14%
2	Limited service eating places	16	13%	20,746	10%
3	Vacant Store	11	9%	17,233	9%
4	Full service restaurants	11	9%	15,098	7%
5	General professional offices	8	6%	12,486	6%
	Other Types of Business	63	50%	109,090	54%

Source: City of Vancouver Open Data Catalogue  
Commercial Marketing Field Inventory, September 2019

# 1.1 Pandemic Context: Top Ten Areas Least Impacted BIA Areas, Vacancy Rate Change (Spring 2020–Spring 2021)



■ Spring 2021 Vacancy Rate   ■ Decreased Vacancy Rate   ■ Increased Vacancy Rate

Source: Retail Inventory Update-Memo to Mayor & City Council (2021)

# 1.1 Pandemic Context: Point Grey Vacancy Rate Change Among the Top Three (Spring 2020-Sprng 2021)

Source: Retail Inventory Update-Memo to Mayor & City Council (2021)



# 1.1 Context – Decline of West Point Grey

## WHY WEST POINT GREY is DECLINING...



# 1.2 RESEARCH QUESTIONS

## Overview

### Overall Aim

**Examine potential pathways to the commercial area's revitalization  
for the greater public good and local community sustainability**

### Key Question 1 Changes and Dynamics

What are the broader patterns of **neighborhood changes** and City-Neighborhood dynamics affecting:  
(a) local consumer demand for goods and services  
(b) local businesses' commercial viability and vitality?

### Key Question 2 Town Center Significance

What does it mean for the Point Grey neighborhood to have a **Town Centre** (especially a supermarket store anchor)?

# 1.2 RESEARCH QUESTIONS

## Key Question 1 – Changes and Dynamics

**What are the broader patterns of neighborhood changes and City–Neighborhood dynamics affecting local consumer demand and businesses?**

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- What is the **City's policy** approach on the Village's stewardship?



- How do **demographic** changes shape local market demand patterns?



- What can be learned from the local **Business Improvement Association (BIA)**?



- What roles do **non-commercial** uses play in the health of the village?

# 1.2 RESEARCH QUESTIONS

## Key Question 2 – Town Center Significance

**What is the Town Centre's significance, especially a supermarket store anchor, to the broader Point Grey Neighborhood?**

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- What **competitive advantages** does the Village have for revitalization?



- What is the current **range** of neighbourhood shops/services?



- How to determine the **size** for the new development on the former Safeway site?



- How can the village become more attractive for the nearby **UBC population**?



- What strategies, and by whom, could be implemented to revitalize/stabilize the village?

# 1.3 Survey and interview recruitment poster

## Recruitment base:

Online listservs of WPGRA, FPGV, BIA, AMS and other UBC student associations

Print distribution of initial contact letter and consent forms along West 10th storefronts

**NOTE:** Research instruments received behavioral ethics approval from UBC BREB



The poster is teal with white text and features a circular photo of a street in Point Grey Village. It asks for feedback on the future of the village and details the research project, including a QR code for survey access.

We want to know how **YOU** feel about the future of the Point Grey Village!

**POINT GREY VILLAGE CENTRE REVITALIZATION UBC Research Project**

ARE YOU A UBC STUDENT, POINT GREY VILLAGE RESIDENT, SHOPKEEPER, OR PATRON?

Take the survey for a chance to win one of three \$50 gift certificates! On the survey, you may indicate your interest to participate in an online interview or focus group.

Please contact Leonora Angeles: [nora.angeles@ubc.ca](mailto:nora.angeles@ubc.ca) for more information.

 Collaborators: Friends of Point Grey Village, Point Grey Business Improvement Association, and the UBC School of Community and Regional Planning

FEBRUARY 2022 BREB CERTIFICATE H13-02781-A0010

# 1.3 METHODOLOGY

## Mixed Method Approach

### Qualitative

#### Literature Review

Academic research articles and popular sources

#### Analyzing Policy and Planning Documents

Local Area Neighborhood Plans & Business Improvement Plans

#### Individual Interviews

With strategically chosen shopkeepers from various retail sectors, exit interviews with business owners

#### Participant observations and Auto-ethnographies

#### Conversation and Discourse analysis

### Key Insights

### Quantitative

#### Census & Statistical Data Analysis

Census data on local income, density, population characteristics, comparative residential and commercial taxation rates, business licenses and directory analysis, analysis of shop and service mix, vacancy rate, footfall traffic analysis

#### Surveys

Local residents, shopkeepers, and UBC students

# 1.3. Visual Spatial Observation Methodology

## Data Collection Visits to W 10th Ave

- Observation of footfall activity and customers / foot traffic
- Textual and visual recording of data

## Representative Sample

- Focus at block level from Tolmie to Discovery
- Observations at weekday peak, weekday off-peak and weekend at 30 minute intervals
- Recording of field notes and photographs

## Analysis and Synthesis

- Collected data processed for key thematic commonalities
- Compiled and coded for salient points



## 1.3. Individual Interview Analysis



# 1.3 Methodological Limitations



Time constraints impacting the sample size

**Inability to track changes in commercial property ownership structure in Point Grey to understand real estate capital flows and broader macro-economic forces at work in Point Grey Village Centre**

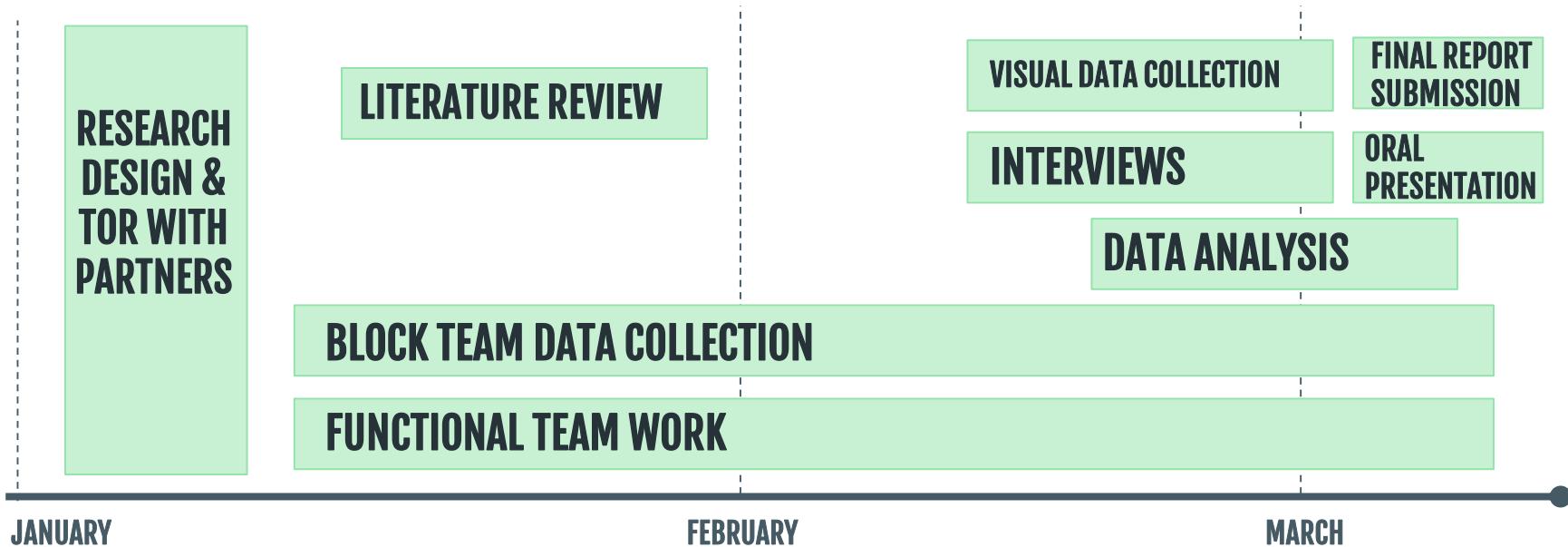


Difficulty recruiting more shopkeepers and local business owners for entry and exit interviews



**Inability to compare Point Grey Village Centers with other neighborhood commercial districts, e.g. Commercial Drive, Marpole, Kitsilano, Kerrisdale**

# 1.4 SUMMARY OF RESEARCH PROJECT ACTIVITIES



# 02

## FINDINGS

Policy and Zoning  
Literature Review  
Individual Interview  
Census & Survey Data  
Visual-spatial Observation

# 2.1 Literature Review

## Key Takeaways



Various forms of displacement



Small businesses as social spaces



Value of commercial districts, pop-ups, community, and transit



Empowerment to combat gentrification



Ambiguity of the term 'gentrification'



## 2.2. Commercial Gentrification Literature: Implications for Point Grey Village Centre

Coffee shops are core elements of revitalised shopping streets **business mix** called **ABC's**: Art galleries, Boutiques and Coffee shops



*Zukin et al. (2016, 13); Bantman-Masum (2020, 3136).*

"[T]he **negative effects** of commercial gentrification are the **involuntary migration of tenants** due to **soaring rents**, the resulting **displacement**, and the **increase in the vacancy rate of stores** where even large companies cannot afford rent due to excessive increases in rents"



*Ryu, Kim & Park (2020)*

## 2.2. Gentrification Literature: Implications for Point Grey Village Centre

Gentrification remakes the **residential landscape** and transforms neighbourhood commercial corridors into **consumption landscapes** geared towards the **middle and upper classes**.



*Bridge and Dowling 2001, Smith 2002, Walker & Fox Miller 2019)*

“**Commercial gentrification** occurs when local stores, which are commonly small in size and locally owned, are **displaced by upgraded businesses**, such as boutique shops, chain stores, or high-priced retailers.”



*Lin & Yang (2019, 79)*

## 2.2. Gentrification Literature Implications for Point Grey Village Centre: Four Questions

- To what extent are **demographic and other changes** in Point Grey neighbourhood in the last three decades related to **gentrification and altered Point Grey Village Centre's commercial landscape**?
- How does the Village Centre's still-surviving retail types **appeal to middle/upper-class consumer preferences** and **loss of affordable grocery stores and food chains**, signify ongoing combined neighbourhood and commercial gentrification?

## 2.2. Gentrification Literature Implications for Point Grey Village Centre: Four Questions

- As **Transport-Oriented Development** affects **land use and housing**, would a new Skytrain station spur **more diverse housing forms** and **initial stage of smaller independent business development** along the street, or would this step be bypassed, and go straight to the **high-priced, gentrified version**?
- While commercial gentrification is often seen as a negative impact to a neighbourhood, **would PGV be better off with a gentrified model of commercial district development** as opposed to its **current state of high vacancy and failing businesses**?

# 2.2 Policy Documents

## Overview

metrvancouver



Regional Growth Strategy  
Bylaw No.1136, 2010

### Metro Vancouver 2040 Shaping Our Future

Adopted by the Greater Vancouver Regional District Board on July 29, 2011  
Updated to February 28, 2020

SERVICES AND SOLUTIONS FOR A LIVABLE REGION



### RETAIL-COMMERCIAL DISTRICT SMALL BUSINESS STUDY

Change and Drivers of Change in Vancouver's Local Shopping Areas



WEST POINT GREY



### 7.3 PRINCIPLES FOR SUCCESSFUL COMMUNITY COMMERCIAL PRECINCTS

This study is fundamentally about setting the stage for monitoring and supporting the health and vitality of Vancouver's local shopping areas. An understanding of core principles for successful neighbourhood shopping districts is helpful.

This section describes principles for healthy community commercial areas, and some of the factors that support success. Note that some of the "success factors" are also *indicators* of success. These principles and factors set the stage for discussion of associated attributes and measurement metrics to assess health and vitality, presented in Section 7.4. The broad principle categories, and some of the broad factors / indicators, are listed in the table below.



Principle Category	Example Factors and Indicators of Shopping Area Success
1. Fair and Predictable Rents	<ul style="list-style-type: none"><li>Stable additional rents</li><li>Basic rent, appropriate by category</li></ul>
2. Occupied, Contiguous Storefronts	<ul style="list-style-type: none"><li>Vacancy rates under 10% (on a storefront count basis)</li></ul>
3. Cooperation and Coordination	<ul style="list-style-type: none"><li>BIA capacity and tenure of executive director (ED)</li><li>Frequent communication between BIA and anchors / landlords</li><li>Engagement of BIA board</li><li>Clarity of BIA mandate</li><li>Support from City to overcome BIA capacity variability</li></ul>
4. Anchor Uses and Tenant Mix	<ul style="list-style-type: none"><li>Anchor or anchor cluster(s), retail and non-retail uses</li><li>Healthy supportive mix of retail and non-retail uses</li></ul>
5. Experience of Place	<ul style="list-style-type: none"><li>Cleanliness, safety of street environment</li><li>Park/recreation areas</li><li>Complete layout with good store concentration</li><li>Appealing and permeable storefronts</li></ul>
6. Transportation and Access	<ul style="list-style-type: none"><li>Convenient access by foot, bicycle, transit and car</li><li>Available on and off-street parking</li></ul>
7. Local Trade Area Characteristics	<ul style="list-style-type: none"><li>Sufficient local population and household density</li><li>Household income and spending power</li><li>Presence of daytime workers and visitors</li></ul>
8. Supportive Government Policies	<ul style="list-style-type: none"><li>Supportive municipal policy around zoning, permitting, building code.</li><li>Small business support mechanisms</li></ul>

# 2.2 Policy Documents

## Key Findings

### Minimal policy documents exist for Point Grey



No neighbourhood plan or other comprehensive plans



### Retail-Commercial District Small Business Study, 2020

Changes and drivers of change in local shopping area.  
Identifies principles for successful community commercial precincts

### Community Vision, 2010

Desire to preserve WPGV as a business district  
Rejected proposals for increased density, public plaza, and additional housing to strengthen grocery store  
Focus on maintenance of community character

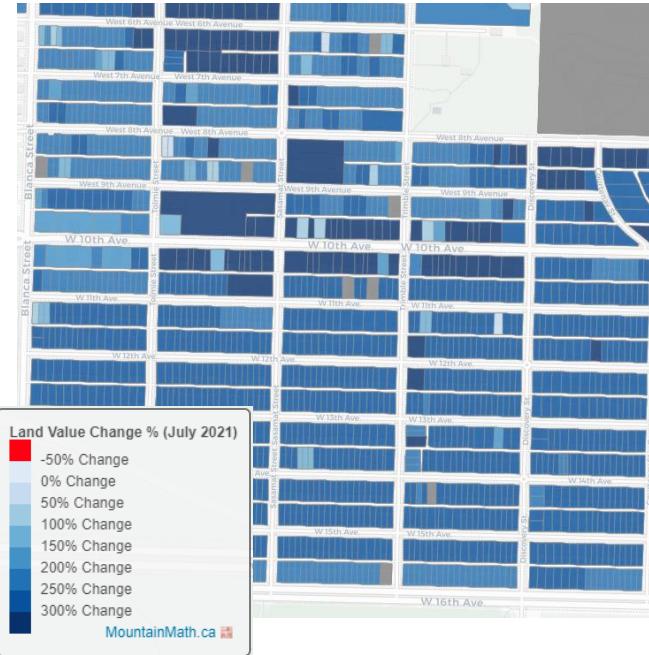


### Transportation 2040

Focus on improving the pedestrian and cycling realms to benefit businesses  
Suggests improvements to parking to gain more patronage



# 2.3 Zoning and Land Value Maps



# 2.3 Zoning and Land Value Maps

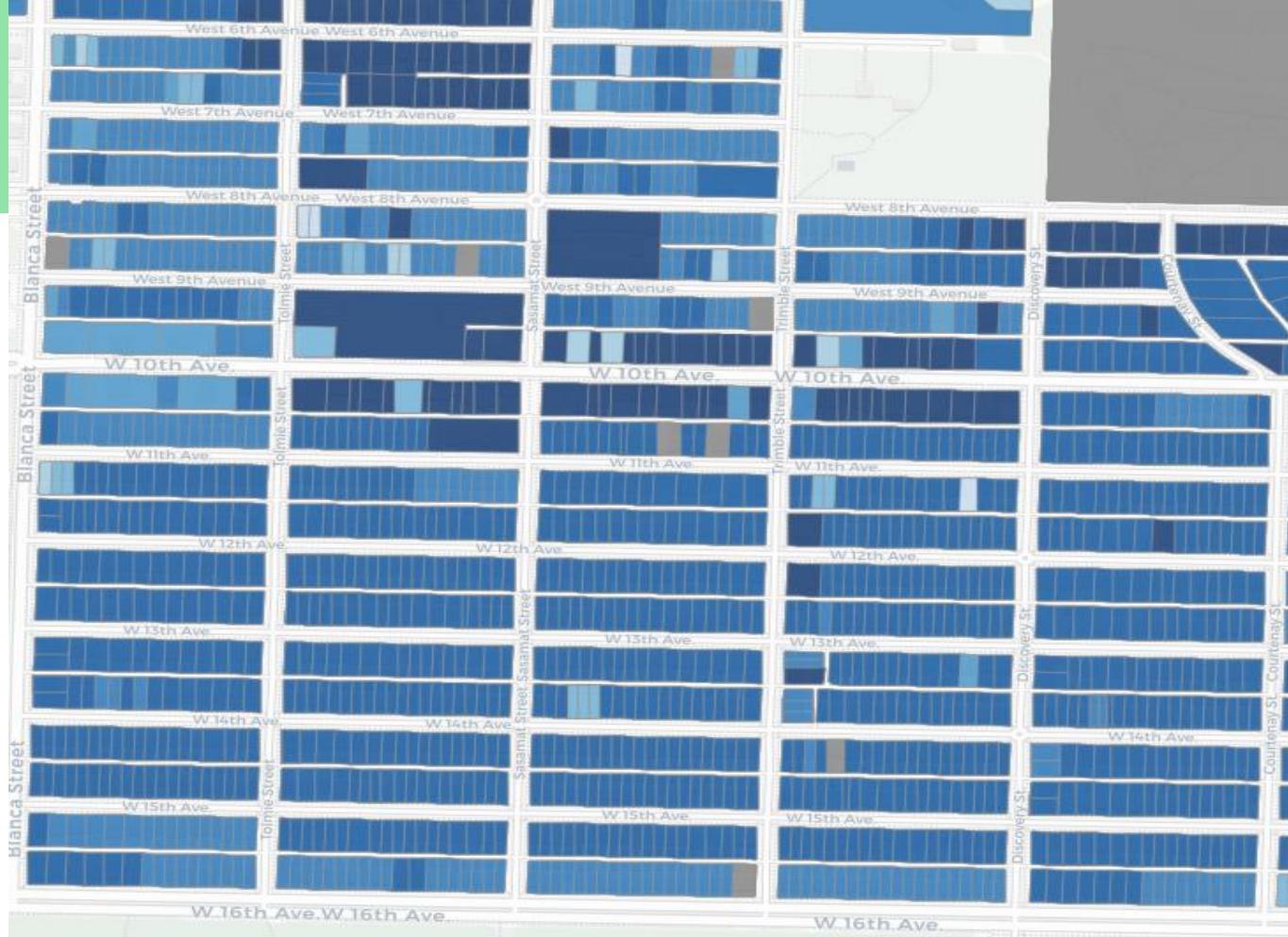
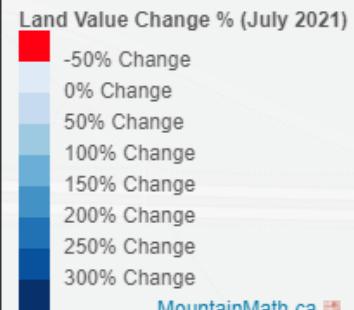
## Zoning (July 2021)

- First Shaughnessy
- One Family Dwelling
- Two Family Dwelling
- Multiple Family Dwelling
- Comprehensive Development
- Commercial
- Historic Area
- Industrial
- Light Industrial
- Limited Agricultural

[MountainMath.ca](http://MountainMath.ca)



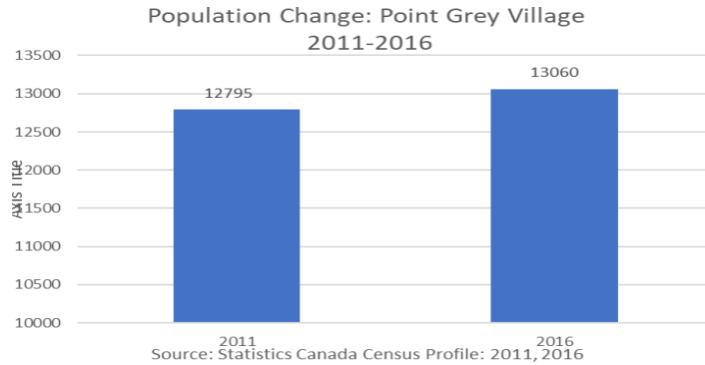
# 2.3 Zoning and Land Value Maps



# 2.4 Population & Income

**2%** Point Grey population increase, 2011-2016

**4%** City of Vancouver population increase



Point Grey residents' age range: **bimodal distribution**, dominated by older residents and young students.

Point Grey residents' average age: **41.6**

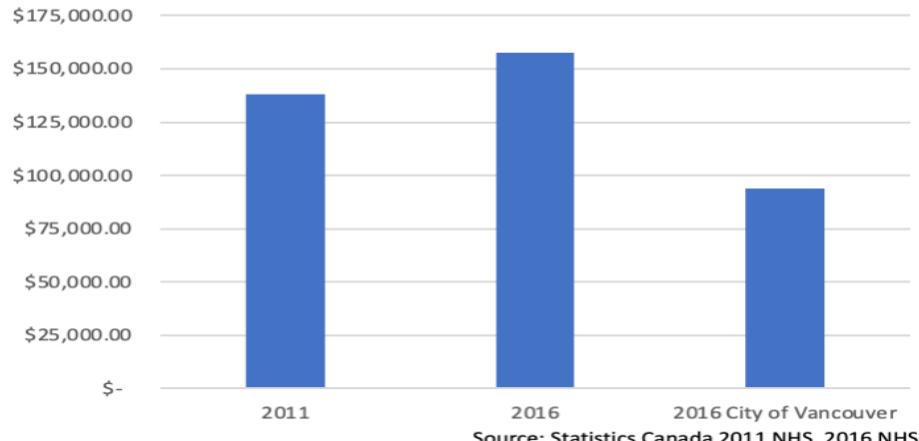
City of Vancouver residents average age: **43.2**.

Difference reflects the area's student population.

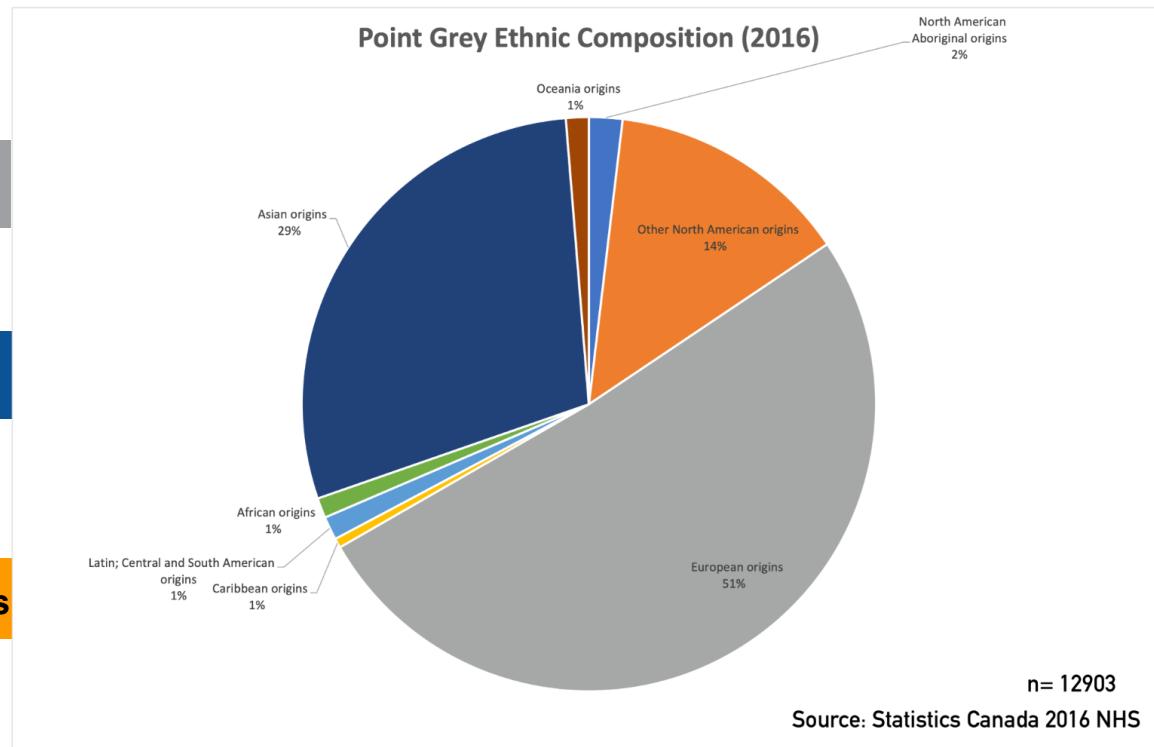
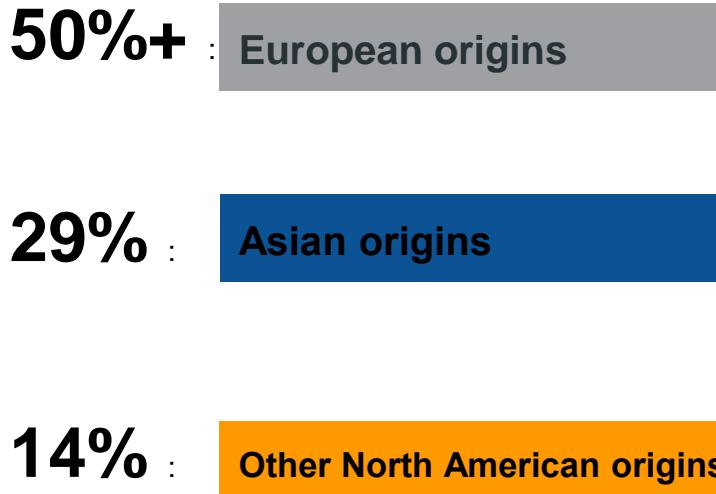
Point Grey - average household income: **\$157,664.33**

City of Vancouver - average HH income: **\$93,947.00** (2016).

Average Household Income  
Point Grey Village



## 2.4 Point Grey Ethnic Composition



## 2.4 Point Grey Ethnic Composition

67% :

Chinese

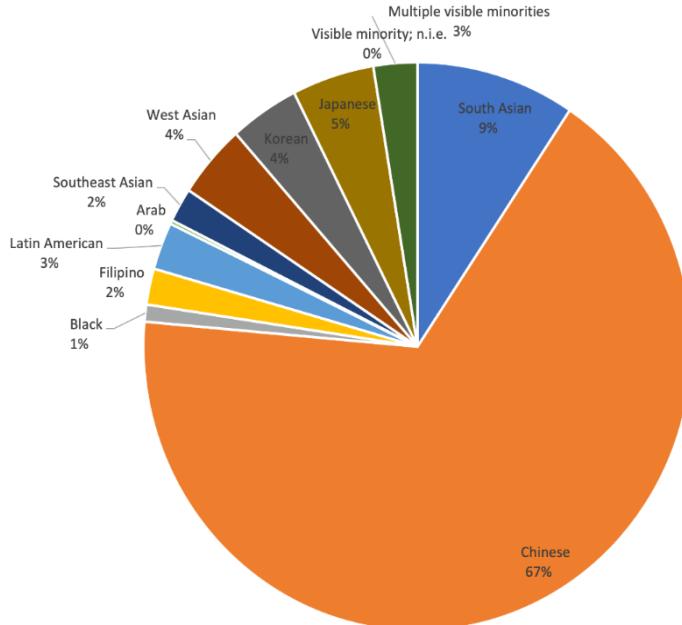
9% :

South-Asian

5% :

Japanese

Visible Minorities in Point Grey Village, 2016



n=4650

Source: Statistics Canada 2016 NHS

# 2.4 Housing (2016)

**61%** of all Pt Grey homes were owned

**39%** of Pt Grey dwellings were rented

- More rented dwellings in the entire City of Vancouver than there are owned, compared to Pt Grey's **high home ownership**.
- Number of **new home construction steadily declining** in Pt Grey.

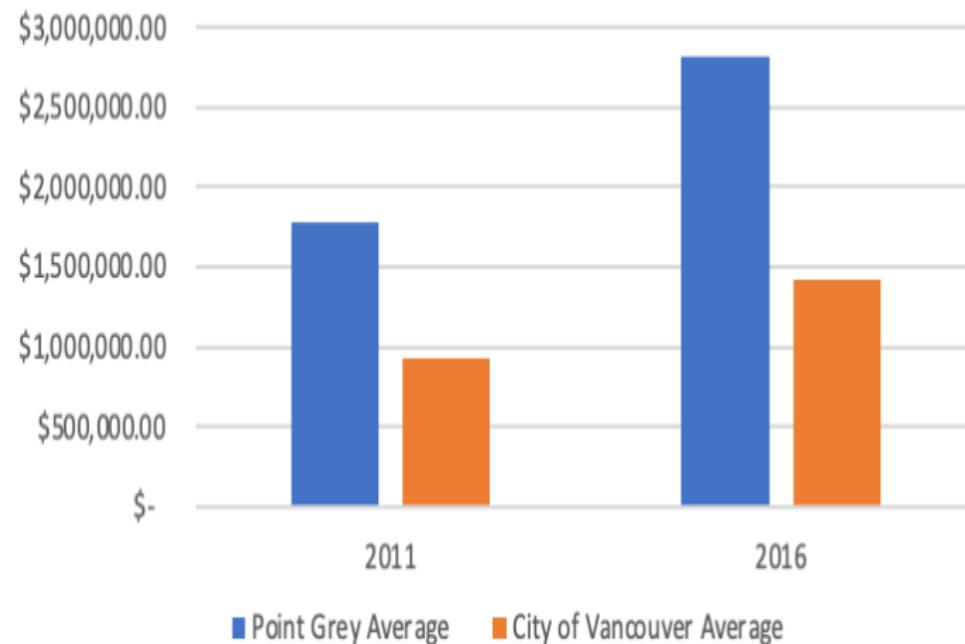
**Pt Grey Average Home Values:** Approximately \$2.8M,

**CoV Average Home Values:** \$1.5M

**Pt Grey Average Rent:** \$1600

**CoV Average Rent:** approximately \$1300

Average Value of Dwellings

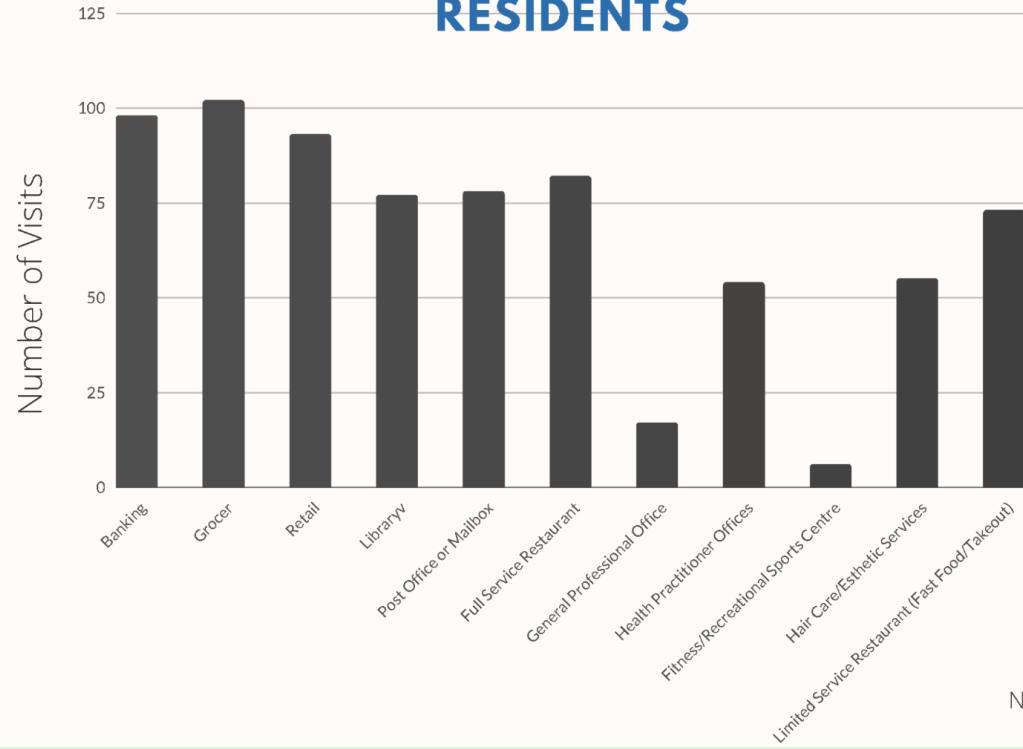


## 2.4 Pt Grey Residents Consumer Experience of the Village Centre



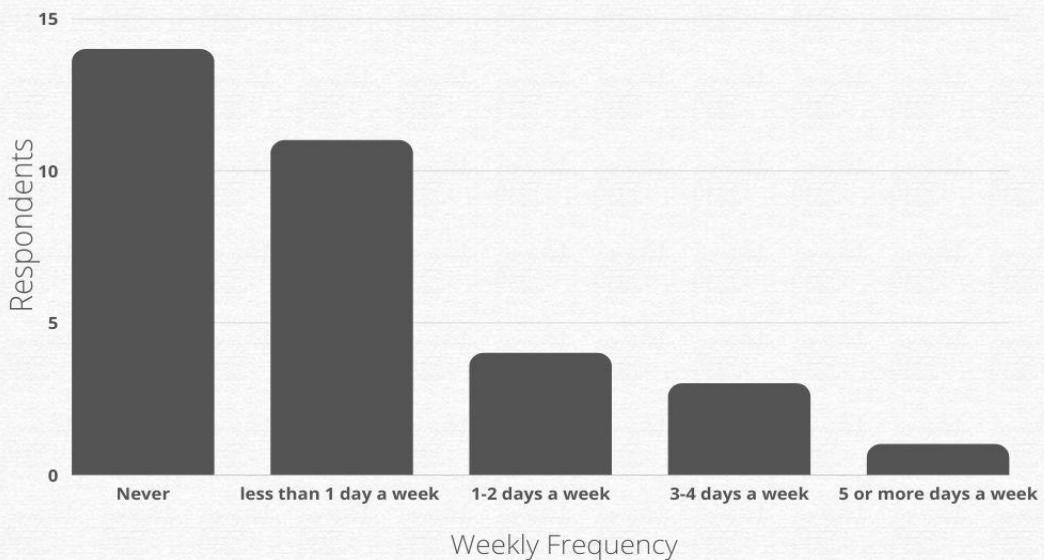
- Evidence of strong store errands chaining among residents.
- Most commonly cited reason for visiting Point Grey Village was for groceries.
- Evidence of anchoring (Top 10 Produce).

### TYPES OF BUSINESSES MOST FREQUENTLY VISITED BY PGV RESIDENTS



## 2.4 Students' User Experience of Pt Grey Village Centre

### Frequency of Stopping for 10 minuntes in Point Grey Village per week



Most students indicated they do not use the Point Grey Village Centre services because of **longer commute time, absence of services** needed, **affordability issues**, and **inconvenience**.

Over 60% of respondents perceive **off-campus grocery stores provide better food selection**, compared to on campus grocery stores, including Save On Foods, Harvest and Shoppers Drug Mart. Students noted a large grocery store would be an incentive to stop in Point Grey Village.

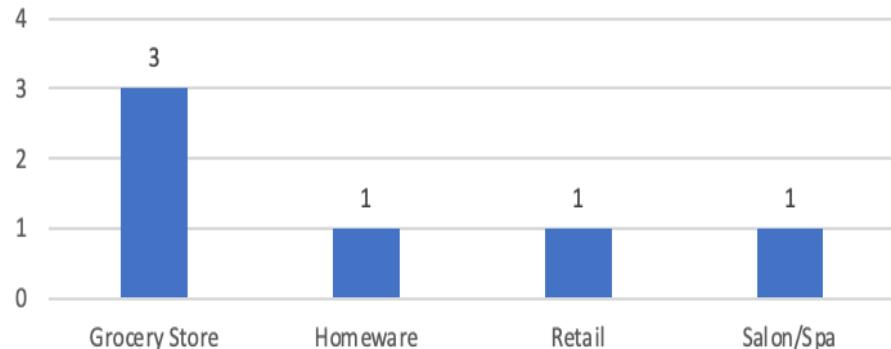
## 2.4. Shopkeepers' Perception of Neighborhood Changes

- Businesses in Point Grey Village are facing challenges, e.g. vacancies.
- 71% of shopkeepers who filled the Survey indicated that they have **contemplated relocating** in the past year.

### Top three reasons affecting customer bases and business operations:

- Closure of the Safeway
- Higher property taxes
- Increased labour cost.

Are there any businesses you would like to see opened in Point Grey Village, that you feel would be complementary to your business? Types chosen by respondents who indicated 'yes'



n=6

# 2.5 Vacant and Operational Storefronts by Business Type in Point Grey Village Centre

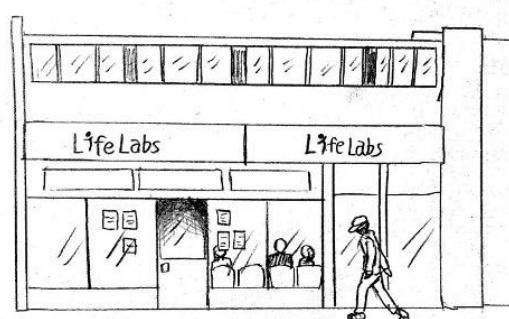


# 2.5 High Traffic Destinations

## Key Businesses



**Point Grey  
Pharmacy**



**Lifelabs Medical  
Laboratory  
Services**

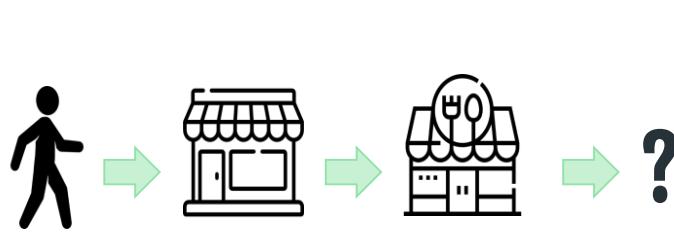


**Home Hardware**



**Bean Around  
the World**

## 2.5 Consumer Activity and Mobility Patterns



### Lack of trip chaining

- “Grab-and-go”
- Possibly due to prevalence of destination shops
- Only connections seen were between Home Hardware and Bean Around the World



### Lack of incidental business

- Transit passengers observed rarely stopped at or came from shops
- Most passersby observed did not stop to enter stores



### Lack of conviviality

- Few interactions observed; isolated streets with low energy and unused street furniture
- Customers waiting to enter cafes for example didn't mingle

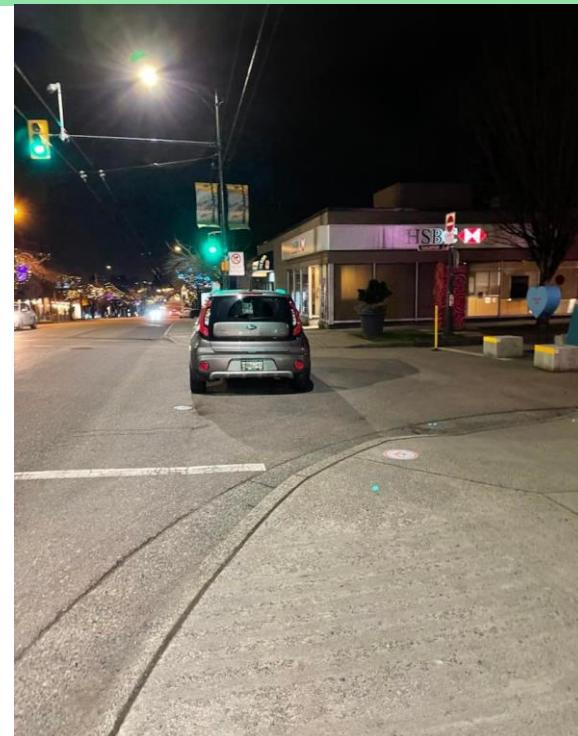
## 2.5 Car-Oriented Character of W 10th

- **Loud**, with four lanes of high-speed traffic
- Mostly **car** traffic compared to foot/bicycle
- **Few observed cycling**; those spotted used sidewalk instead of street
- Lack of pedestrian infrastructure → many **jaywalkers**



*View of south side of W 10th between Sasamat and Trimble, Wednesday lunchtime*

# 2.5 Pop-Up Plaza as High-Parking Destination



**Photo Credits: Jean Baird**

# 2.5 Neighborhood Changes Induced by Safeway Closure

## Huge Vacant Lot Dilemma

- No design characteristics have been employed to make the vacant Safeway lot welcoming or useful in the transition
- Pedestrians walk quickly by the lot and are focused on singular destinations.
- Empty storefronts along the Village create longer walking distances and further prevent trip chaining, incidental business, and conviviality



*The vacant Safeway lot on the North Side of 10th between Tolmie and Sasamat*



*Visuals of remaining sense of hope*

# 2.6 High Property Taxes and High Rents Affect Community Character & Relationships

## Village Character & Relationships

*"The shop owners start to get to know you. There's a personal touch and a personal approach. You don't get that when you have box stores, right?" - IR-16*



## Property Taxes

*"Part of the reason West 10th is dead is that no one can afford the rents. The taxes are so high on properties..." - IS-1*



# 2.6 Village Demographic Profile Affects Community Spaces and Space Usage

## Spaces to Connect & Recreate

*"I do really feel that a nice public space is an important part of a neighbourhood centre. Something we're lacking." - IR-11*



## Older Demographic

*"I said to the fellow, why don't you move the restaurant up to Point Grey? He said, because it's dead up there....and we're not going to be staying awake until midnight partying for the average age of a person in Point Grey." - IR-9*



# 2.6 Businesses and Services Diversification Supports Community-Building

## Diversifying Businesses & Services

*"I just imagine a more cohesive neighbourhood, a diversity of people, a diversity of ages, a diversity of income, and a place where everyone just kind of coming together and enjoyed eating out at restaurants or having some drinks at a bar" - IU-6*



## Community Building by BIA

*"When we see [the BIA] repost our posts on social media, we feel connected to the neighborhood." - IS-3*



## 2.6 Searching for Unique Commercial District with Strong Anchor

### Create a Unique Commercial District

*"I find that surprising, because typically, in a university town, you just have more places with more fun decor, like more places that have a more interesting vibe, there's nowhere that has an interesting vibe anywhere here." - IR-10*



### Importance of an Anchor Grocery Store

*"I wasn't loyal to the Safeway brand; I was loyal to being able to walk to a shop in my neighbourhood" - IR-11*



## 2.6 Searching for Strong and Unique Anchor Grocery

*“[A] grocery store is really critical to the neighborhood's future. If we could have something that's going to be little bit more appealing to us, not the huge sterile kind of environment that Safeway had. It was very, very bare bones. You know, we go to many other grocery stores, where just the ceilings are lower. The produce is stocked in a more interesting way. There's a bit more variety...there's different aspects of how grocery stores do their retailing these days.... So it can be a much more interesting kind of experience and much more pleasant.”*

IR-X interviewed by M Johnson

03

## ANALYTICAL INSIGHTS

# 3.1. Business Challenges Known to the City of Vancouver Magnified in Point Grey Village Centre

## Business Challenges



1. Affordability: Property Taxes & Assessments; Lease Rates
2. Public Realm: Safety, Place-making & Quality
3. Parking, Streets/Access, Transit
4. Permitting & Licensing: Time, Complexity
5. Labour costs / employee recruitment and retention
6. Leasing Issues: Triple Net, Demolition Clauses
7. Changing Neighbourhood Demographics



Source: Retail Inventory Update-Memo to Mayor & City Council (2021)<sup>52</sup>

# 3.1 Significance of Point Grey Village

## High Potential for Connectivity, Community Building and Creativity



Community/Community Hub/



Good transit to UBC and along Broadway



Small businesses with unique characteristics



Access to financial and educational institutions



Natural assets: green spaces, close to beach, large trees



Engagement/Conviviality



Historical significance

# 3.2 Overview of Results

## Root Causes

### Root Causes of Commercial Decline In West Point Grey



**Loss of Anchor  
Grocery Store**



**Shrinking  
Commercial  
Diversity**



**Limited hours of  
operation**

## 3.2 Overview of Results

### Compounding Factors

#### Compounding Factors of Commercial Decline In West Point



Suffering local and small businesses

Grey



Lack of activity on streetscape



Limited public space



Lack of diversity in housing forms

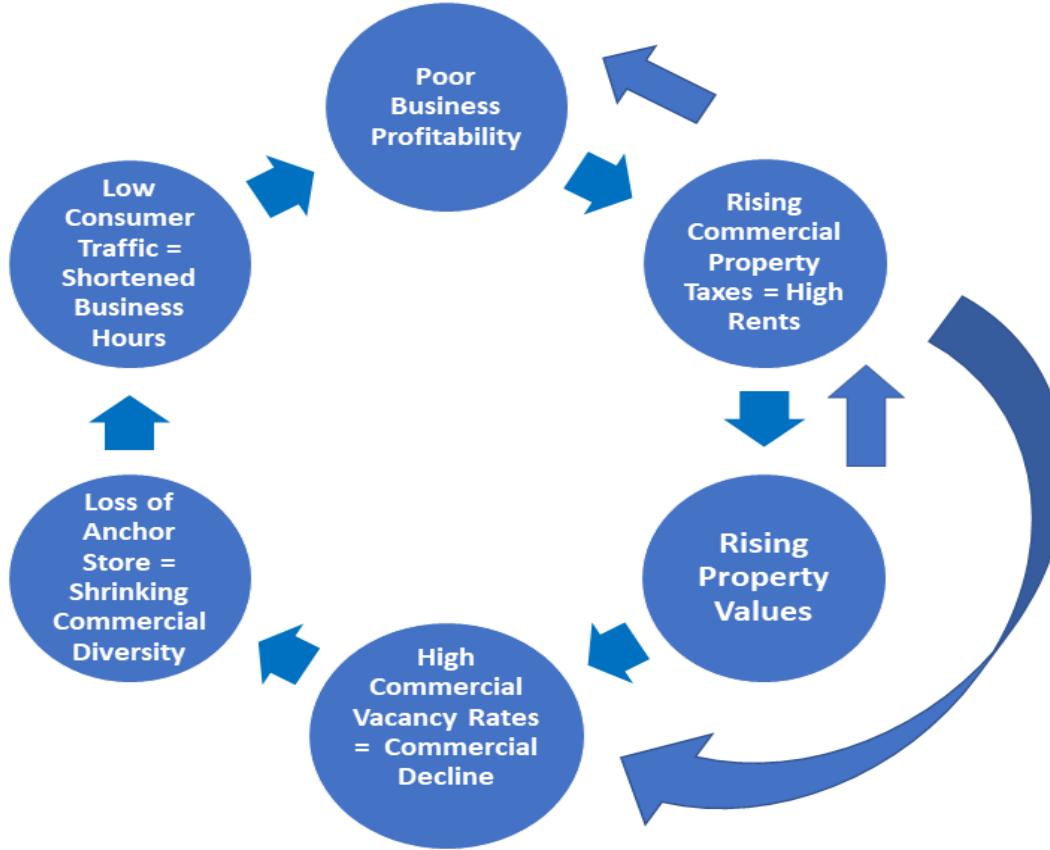


Lack of affordable non-market housing

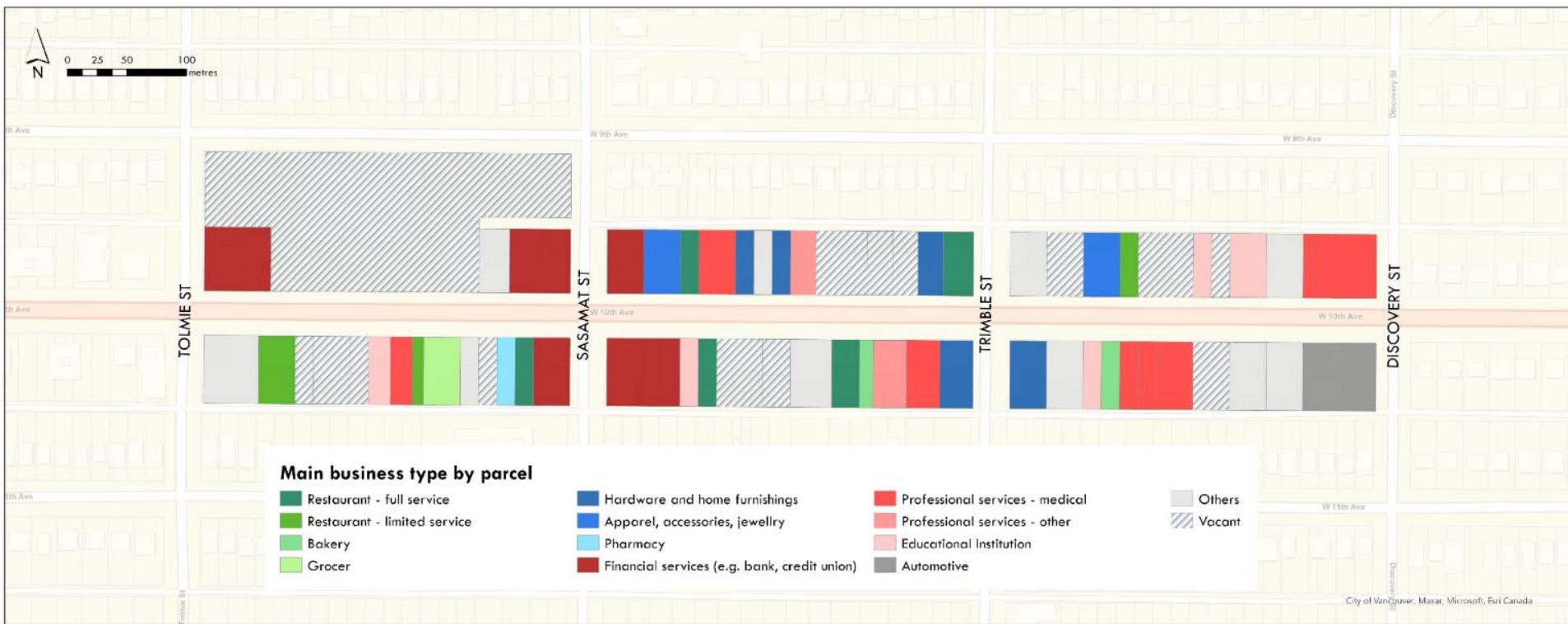


Declining perception of West Point Grey Village

## 3.2 Overview: Vicious Cycle of Commercial Decline



# 3.2 Pandemic Worsened a Bad Pre-Pandemic Situation: Storefront Vacancies as of March 2022



# 04

## NEXT STEPS

Recommendations &  
Revitalization

# 4.1 Recommendations

## Design Options for Safeway Site Redevelopment

Design options include a brief vision statement of design goals



- Imagining that the developers of the site would want to maximize their investment by achieving the highest possible density



- Matching the building heights of the adjacent building
- A variety of approaches to density
- Mixed use development

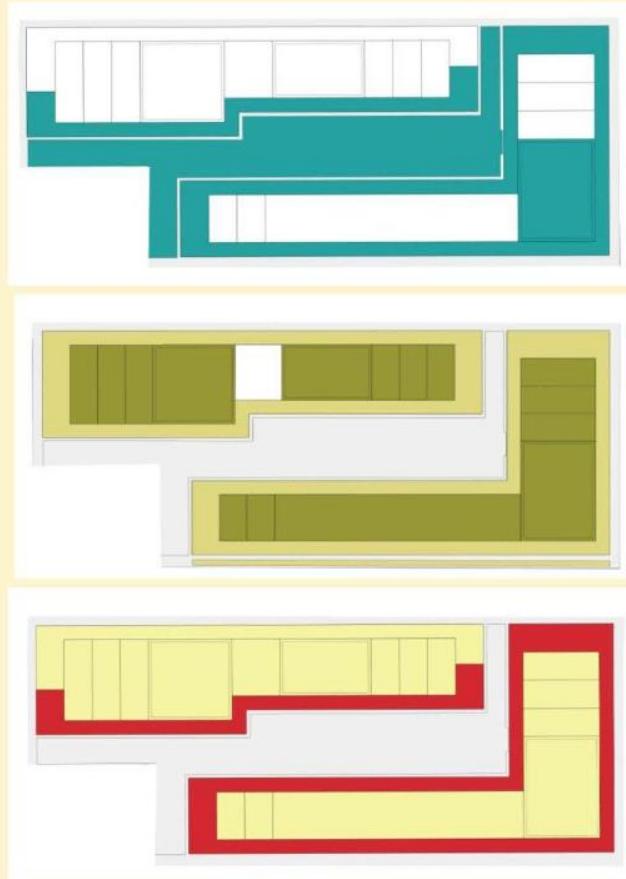
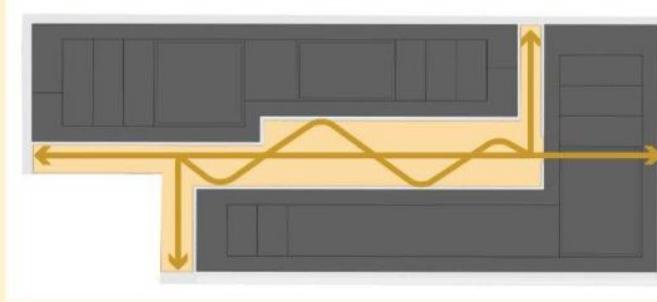


- Human scale design
- Placemaking.



# The Commercial Loop

**Vision** The Commercial Loop is imagined as the hub of the West Point Grey Village. It is a “one stop shop” that integrates urban living, access to everyday necessities and public amenity space.



Public Space

Green Infrastructure

Site Uses

Kaitlynn

# Plan Density & Population

## Summary Calculations

Total Site Area: 16,500 m<sup>2</sup>

Built Floor Area: 57,814m<sup>2</sup>

Residential: 49,075m<sup>2</sup>

Commercial: 8,739m<sup>2</sup>

Total number of units: 759

Studio (34m<sup>2</sup>): 231

1-bedroom (46m<sup>2</sup>): 256

2-bedroom (66m<sup>2</sup>): 178

3-bedroom (84m<sup>2</sup>): 93

**Total Population: 1,229**

**Floor Space Ratio: 3.5**

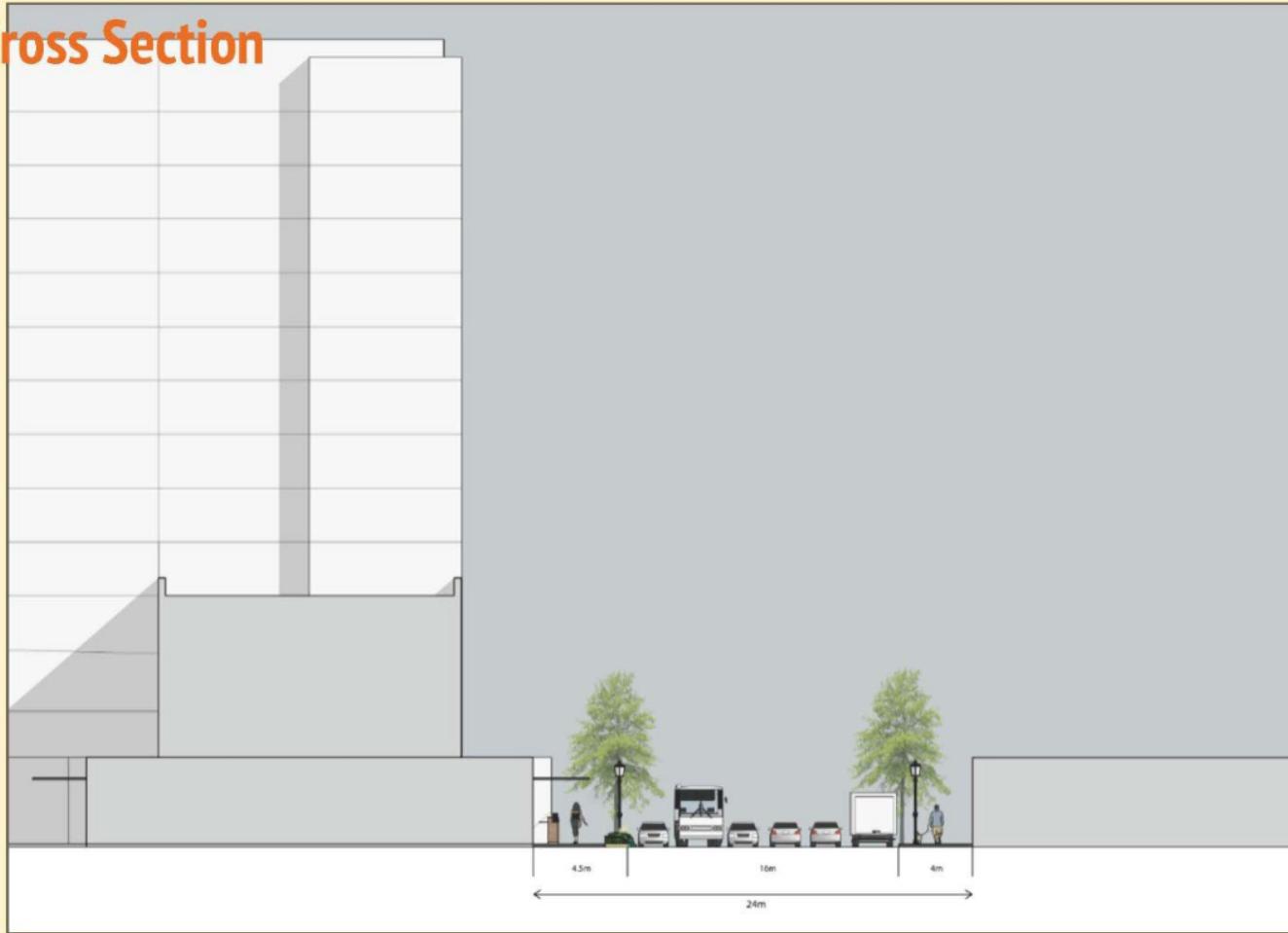
Unbuilt Site Area: 5,010m<sup>2</sup>

Public open space: 2,083 m<sup>2</sup>



Kaitlynn

## 10th Ave Cross Section



# The Passageway



# Access from 10th Ave



Kaitlynn

# Birds Eye View



Kaitlynn

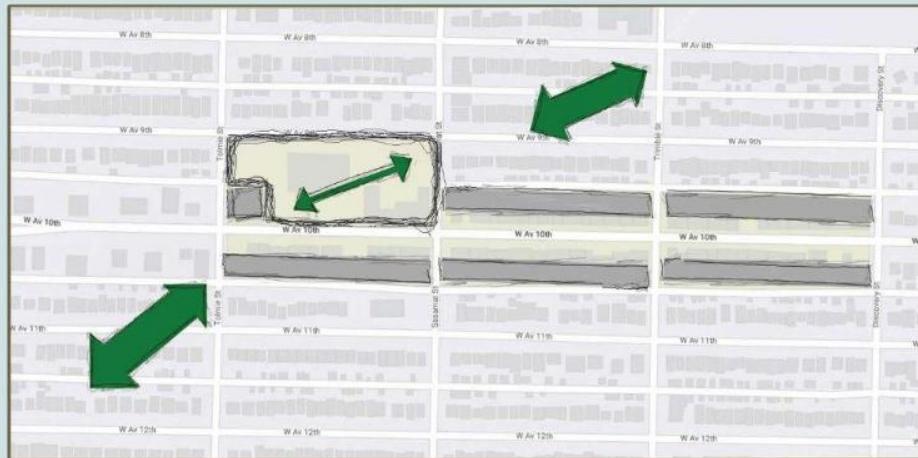
# Shopping at Commercial Loop



# Destination Point Grey

## Community Vision and Concept Diagrams

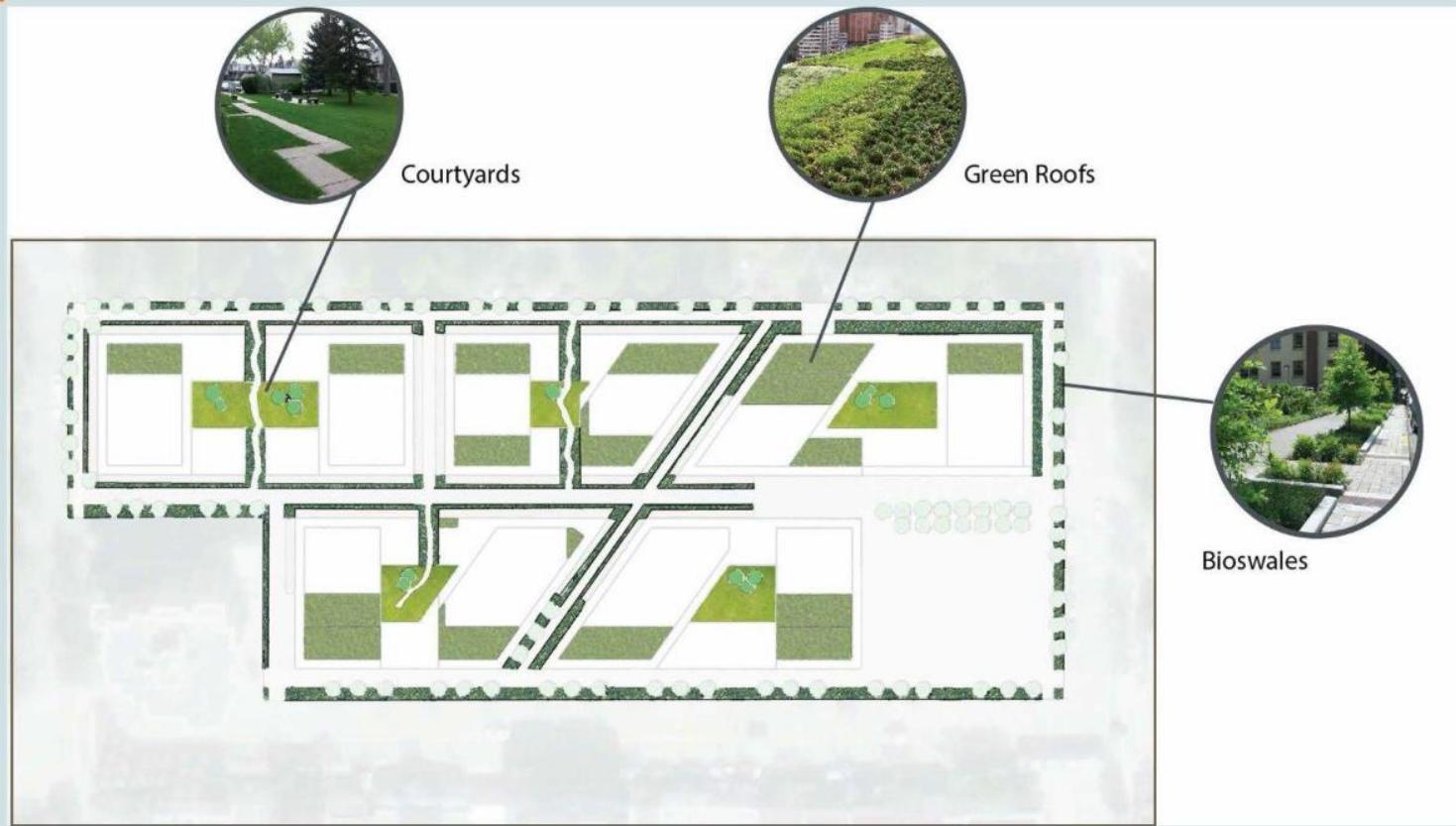
**Vision:** A vibrant district with a distinct local culture that offers a wide variety of shops, services, eateries, and opportunities; a perfect destination for gathering with family and friends.



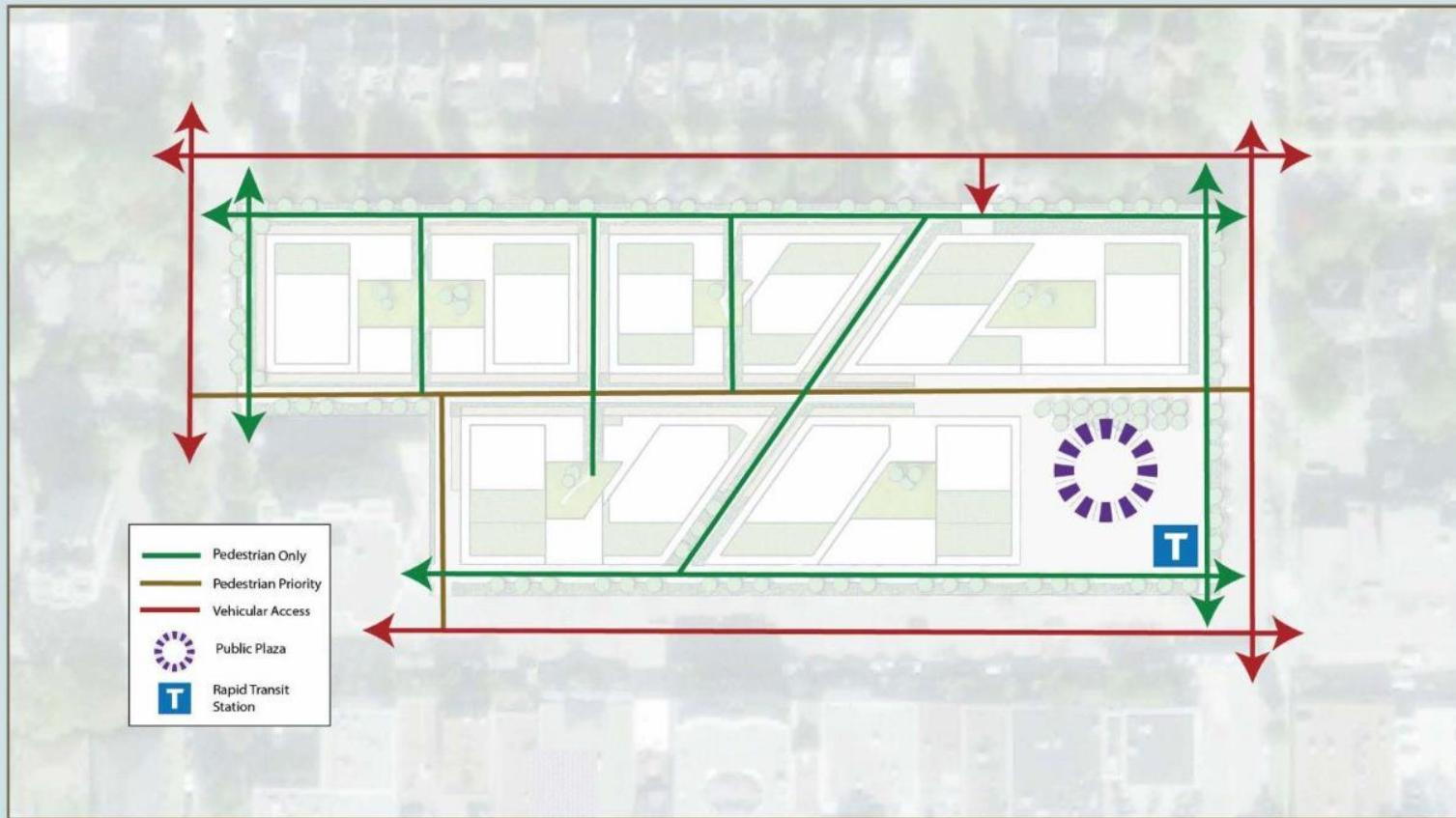
# Site Plan



# Site Concept: Green Space



# Site Concept: Circulation



# Density and Population Summary

Total Site Area: 16,500m<sup>2</sup>

FSR: 2.5

Public Plaza Area: 1,697m<sup>2</sup>

Total Floor Area: 41,250m<sup>2</sup>

Population: 901

Grocery Store Area: 1,924m<sup>2</sup>

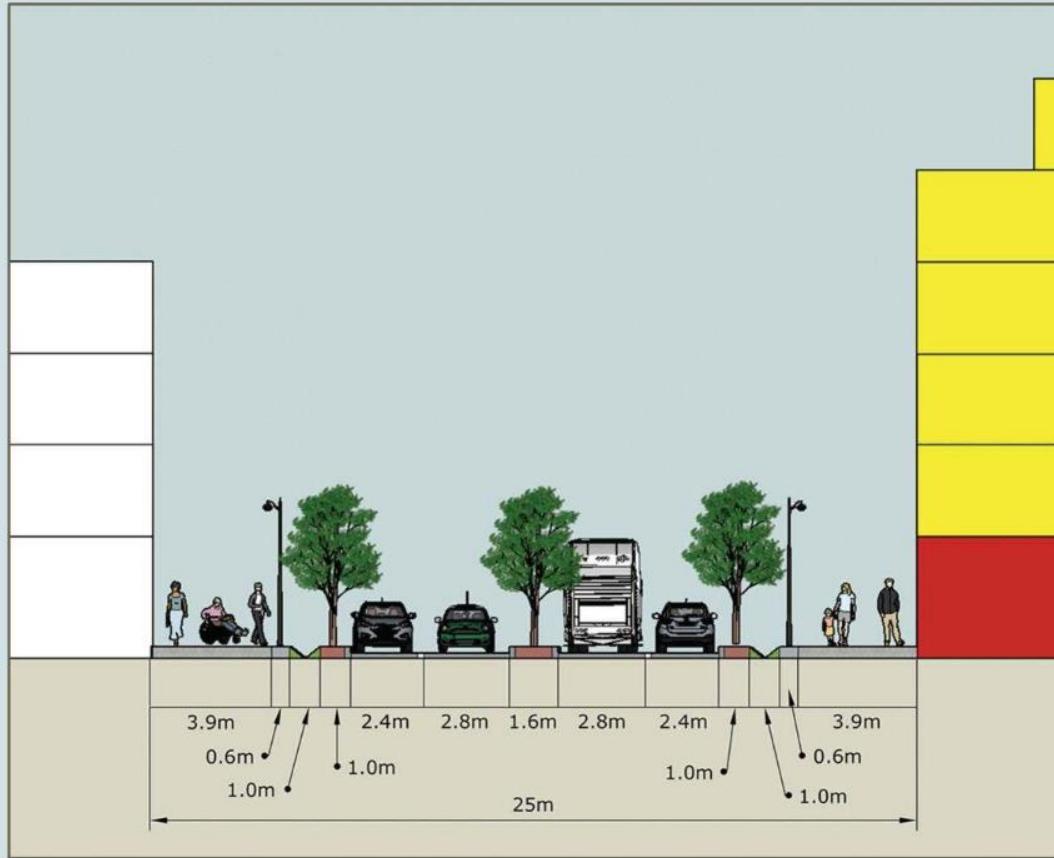
Commercial Floor Area: 3,934m<sup>2</sup>

Residential Floor Area: 37,314m<sup>2</sup>

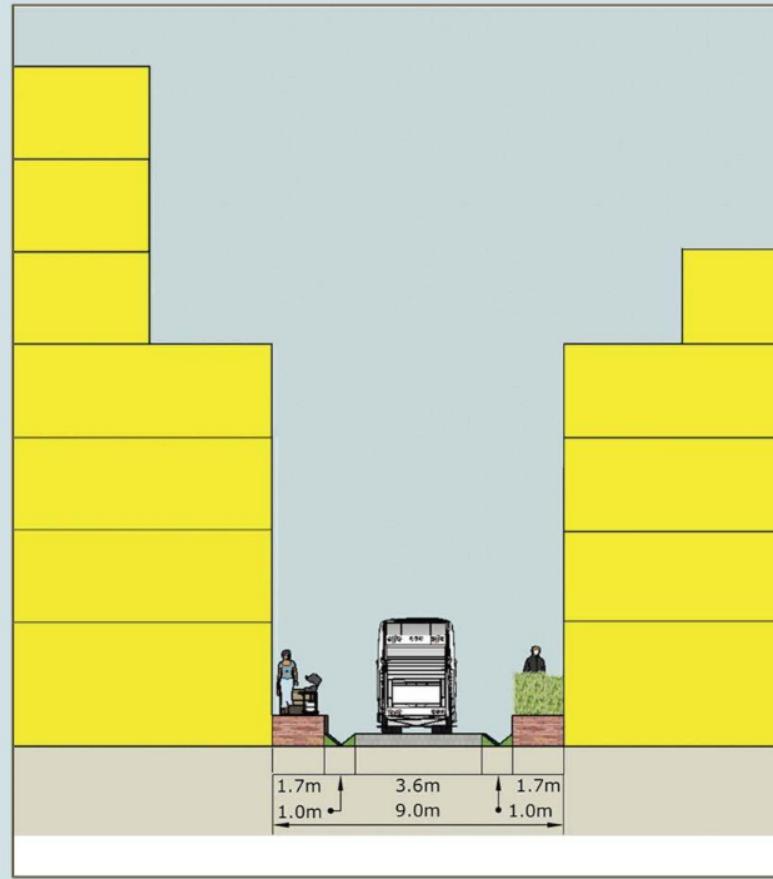
	Units		
	Apartment	Townhouse	Total
Studio	99	0	99
1-Bedroom	139	0	139
2-Bedroom	76	63	139
3-Bedroom	56	42	99
Total	371	105	476



# Street Section - W 10th Ave (Looking West)



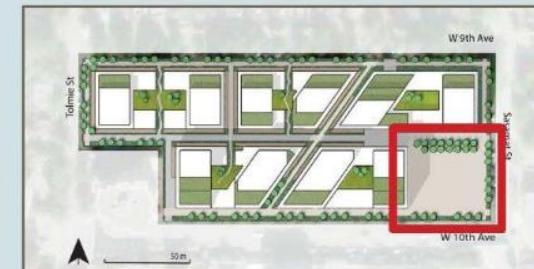
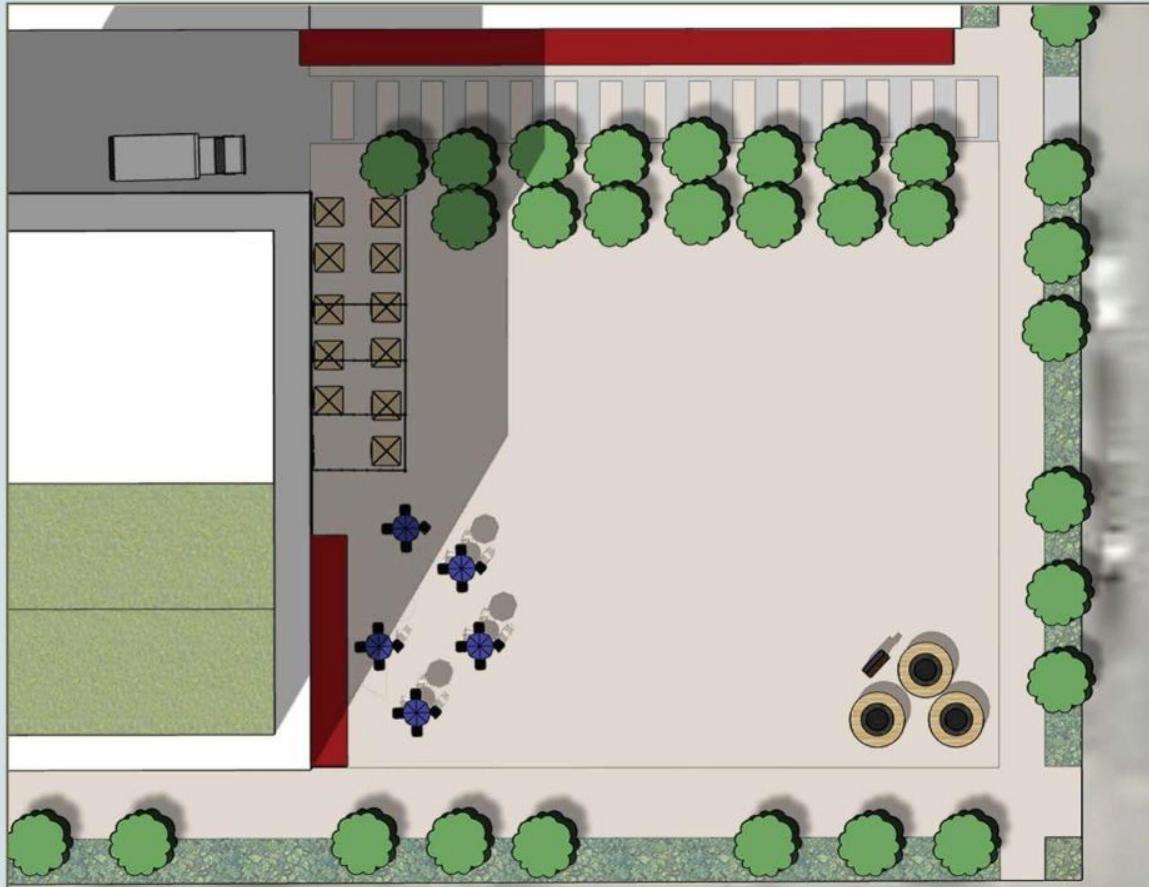
# Street Section - Central Laneway (Looking West)



# Birds-Eye View - Destination Point Grey



# Special Site - Point Grey Plaza

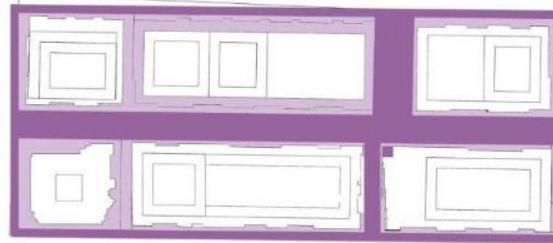
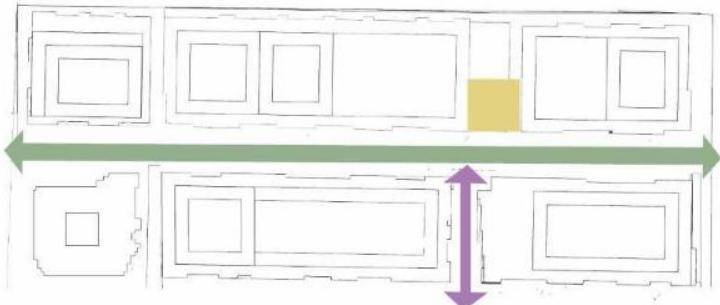


# Human Experience - Point Grey Plaza

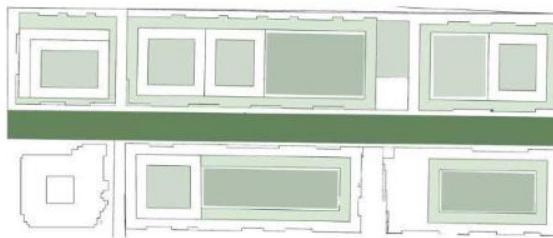


# Laneway Eco Village

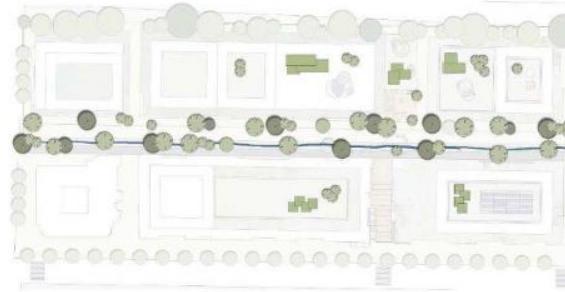
**Vision** A community that is connected – to its food, foliage, water and each other – through an intimate network of naturalized and commercial laneways, a thoughtful mix of uses and modest density.



Public Space



Green Infrastructure



Green Infrastructure Details

# Site Plan



# Density and Population

## Summary Calculations

Total Site Area: 16,500 m<sup>2</sup>

Built Floor Area: 45,000 m<sup>2</sup>

Residential: 47,000 m<sup>2</sup>

Commercial: 5,000 m<sup>2</sup>

Institutional: 1,700 m<sup>2</sup>

Total number of units: 719

Studio: 230

1-bedroom: 237

2-bedroom: 163

3-bedroom: 89

**Total Population: 1,156**

**Floor Space Ratio: 2.7**



# 10th Avenue Section



# Green Laneway Section



# Public Space



Jean

# Birds Eye



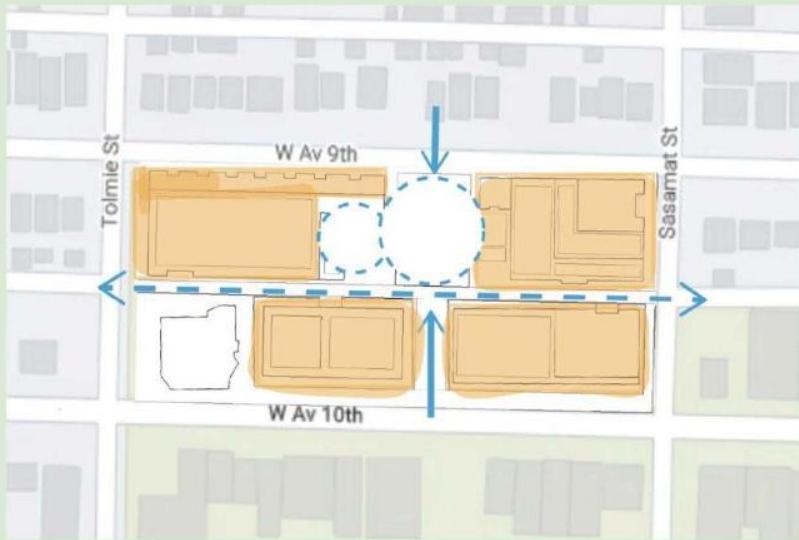
Jean

# Commercial Lane Perspective

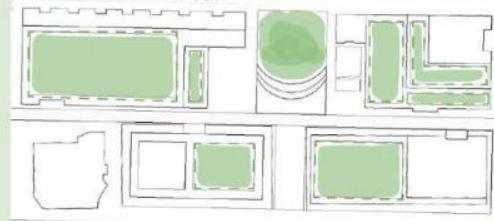


# Point Grey Green

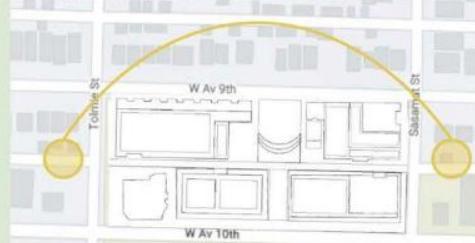
The concept for this site is anchored and defined by its public space amenities- particularly the central green that is surrounded by commercial, residential and institutional uses. This site is imagined to be a not only an active and vital gathering space with convenient services, shopping and recreation, but also sets up Point Grey for added density in the future.



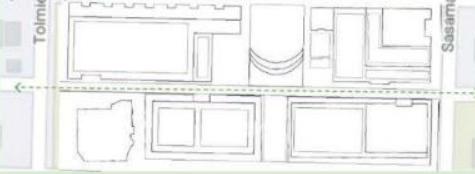
greenspace: dashed is semi-private, undashed is public



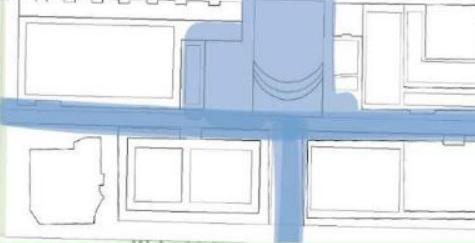
direction of sunlight



cyclist path



public spaces (indoor and outdoor)



# Site Plan



# Land Use

Total Site Area: 16,500

Built Floor Area: 43,000

Residential/Commercial/Institutional  
37,009 / 5,161 / 830

**Estimated Population: 1,231**

**Floor Space Ratio: 2.6**

Unbuilt Site Area: 4,706

Area of public open space/plaza:  
1,925

Studio	224
1-Bedroom	241
2-Bedroom	168
3-Bedroom	88
<b>Total</b>	<b>722</b>



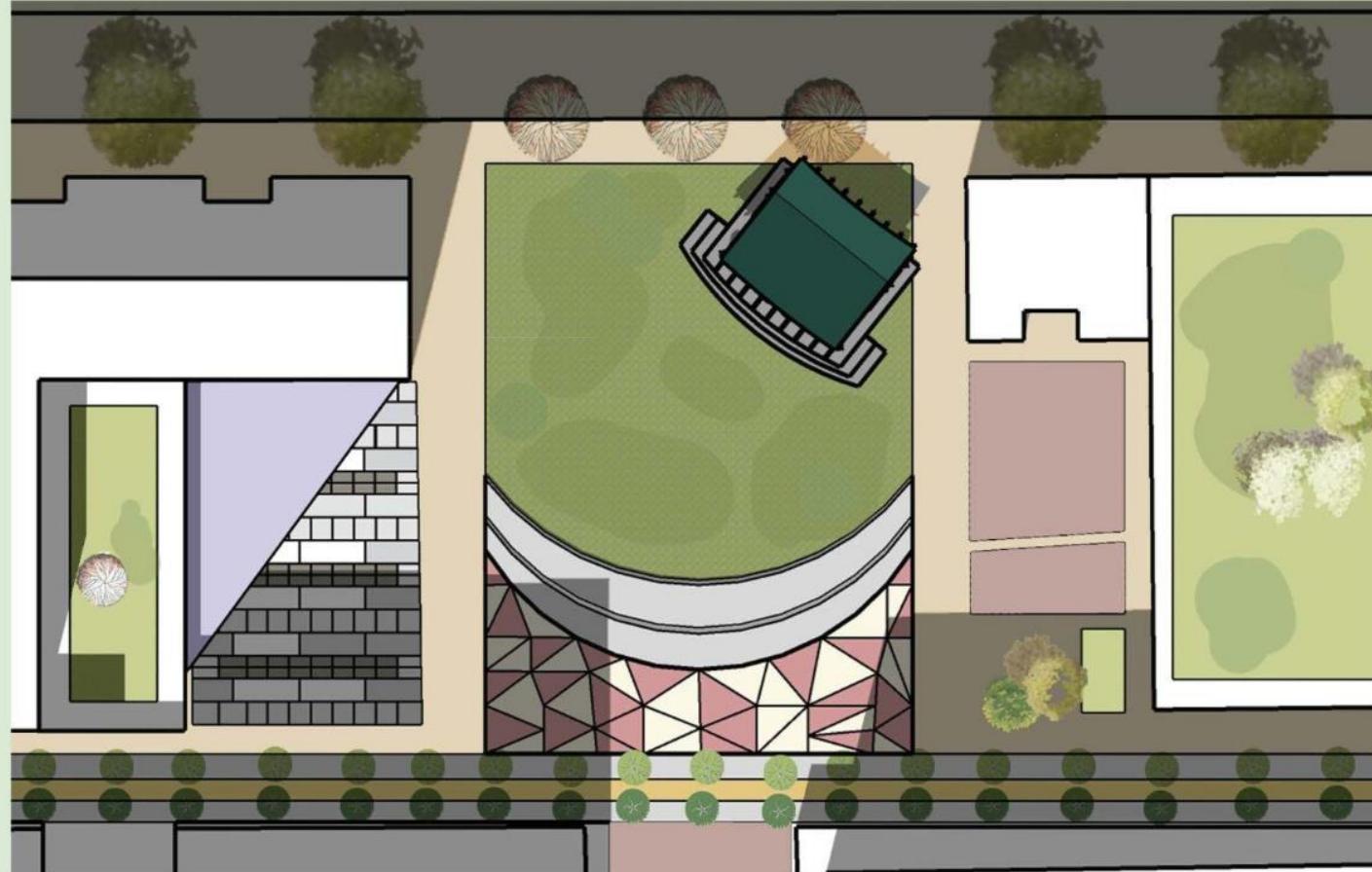
# Laneway looking east



# 10th Avenue looking west



# Library plaza and park plan view



# Birds Eye View



# Library plaza and park



# 4.1 Recommendations: Short, Medium & Long-Term

## Short-term Options



- Community gardens
- Pop-up plazas
- Farmers markets
- Pop-up artist exhibitions and performance space

## 5 Year Plan



Step 1: Attract a new grocery store tenant

Step 2: Increase diversity of stores and services

Step 3: Public Realm & Non-Commercial Assets Improvements

## Long Term Vision



Step 4: Aspire to be a 15-minute city

# 4.1 Recommendations: Social Amenities & Enhancements

## Potential enhancement strategies:



Spatial complexity



Parklets



Pedestrian safety

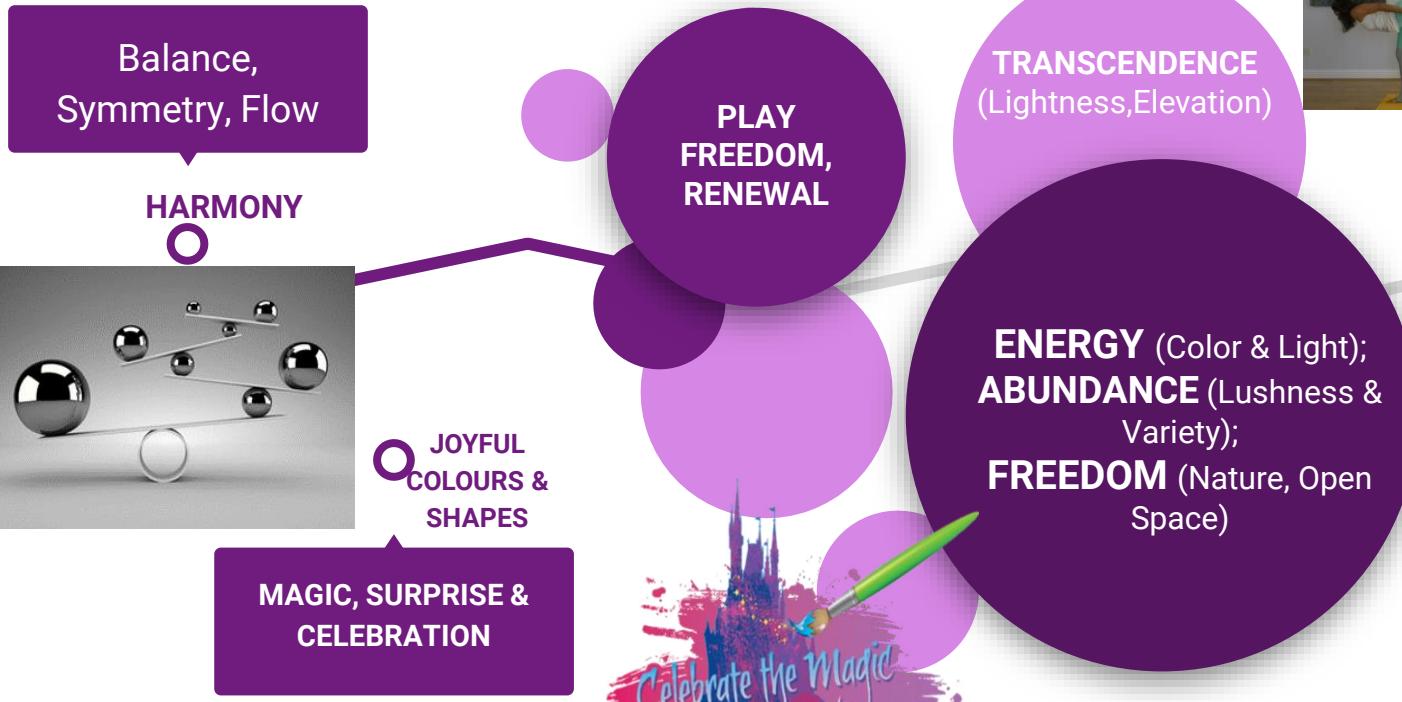


Public seating



Lack of greenery in Point Grey Village

## 4.2. Recommendation: Create Aesthetics of Joy!



# 4.1. Recommendations: Key Ingredients for Successful and Innovative Site Redevelopment & Business District Revitalization

Need for Safeway site redevelopment and Village Centre regeneration strategies with:



- Strong community engagement
- Active BIA involvement

# 4.1. 'Flywheel' of Commercial District Revitalization



# 4.2 Future Research Directions: Local Business & Related Services Integration

- 1) Need for deeper understanding of **how nearby larger business districts** (e.g. Kitsilano, Dunbar, UBC South Campus) **affect** Point Grey **Village Centre customer traffic**
- 2) Current **connectivity and complementarity** (and future possibilities) between Point Grey Village Centre business activity and the following **key institutions**: UBC Campus, Old UBC Village, new UBC Town Centre, seven major churches, several daycares, four nearby elementary schools, four nearby high schools, four Community Centres, nearby Arts & Culture districts  
Potential impacts of **Musqueam First Nations** and **Jericho Lands development** and **Commercial-UBC rapid transit** on Point Grey Village and its commercial district

# 4.2 Future Research Directions: Urban Ethnography & Macro-Micro Forces Analysis in PGVC Revitalization

Need for **macro urban** political economics, **intersectional local planning analysis**, including gender disaggregated data on demographics of business ownership and employment, to understand the **inner lives of people and communities** impacted by gentrification and commercial area decline

- Are most **business-owners and employees residents** of Point Grey?
- Where do PGV **storefront owners and workers live**?
- Is it possible for **workers to afford residence** in the neighborhood?
- How have **demographics in commercial real estate, small business ownership and employment** changed over the past few decades?
- What **potentials exist** for UBC Sauder School of Business & UBC Applied Sciences to partner with Point Grey BIA on research and innovation?

# 4.2 Future Research Directions: Comparative Business District Revitalization Dynamics in Vancouver

- How does **Point Grey BIA compare** with other Neighborhood BIAs (e.g. Kitsilano, Marpole, Kerrisdale, Commercial Drive)?
- How are their **similar and dissimilar patterns** of neighborhood changes affecting their commercial districts?
- What **lessons on commercial district revitalization** and Point Grey BIA can be learnt from other BIAs?

# 4.2 Future Research Directions: Assessment of Enabling City–Provincial–Federal Policy Environment for Sustainable Neighborhood Growth and Vitality

- How will recent **changes in Canadian immigration policy**, induced by the pandemic, affect demographic, newcomer resettlement, and other neighborhood changes in Point Grey?
- How will current **City of Vancouver land use and housing policies** especially (1) Making Home: Housing for All of Us, (2) Secure Rental Housing Stock Development Plan, (3) Moderate Income Rental Housing Pilot Program Policy), affecting mixed use development, diverse housing forms, and affordable housing in Point Grey Village?
- What are the potential impacts of extending further mixed-used commercial development along West 10th Avenue from **Discovery St. to Highbury St.** effectively connecting Point Grey Village Centre and Broadway Commercial District?
- How will **Vancouver's vision** where the City “should be a place where: (a) Neighbourhoods are **full of families**, (b) Young people can **afford to buy a home**, (c) People of **all incomes and backgrounds** can **participate in their communities**” play out in Point Grey Village?

# HOPE FOR THE FUTURE

Point Grey Village as a **vibrant, relatively affordable, easily accessible** urban center that meets all needs of local residents and creates **attractive business opportunities** for shopkeepers.



“

Oh my God we're back again  
Residents and tenants sing  
We're gonna increases services in  
our town  
Build community  
See it happen now

Point Grey's back alright

*Backstreet Boys - Everybody feat. Rory*

## THANKS TO ALL OUR PROJECT PARTNERS!

**Safeway Options Designers:** Henry Kosch, Jean Roe, Tru Taylor, Kaitlyn Given, Maged Senbel (Faculty Supervisor)

**City of Vancouver:** Peter Vaisbord (city planner) for statistical data

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