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**December 17, 2024**

**SHOP LOCAL**

One goal of Friends of Point Grey Village is to encourage the community to shop at local businesses so we were very pleased to receive the note below in response to the last newsletter.

“I’m letting you know that your recommendation to support the hood caused me to go out and spend nearly \$300 at the pharmacy and I plan a trip to the hardware. I always buy my coffee at Bean and will do some coffee gift-giving to further support them. And will explore other ways to re-localize my business.”—CC

That’s the spirit—RE-LOCALIZE. Love it.

And coffee as a gift is a fabulous idea. There are currently 108 businesses that are members of the Point Grey Business Improvement Association (BIA). Let us know what creative ideas you have to support them.

### **Point Grey BIA Efforts to Improve Safety and Attractiveness of 10th Avenue**

The BIA works hard to help improve the prosperity of the Village. It has a limited budget pooled from each business member. The visible benefits we all enjoy are the clean sidewalks, the beautification of the Village through the planting of flower beds, the benches, the hanging baskets, the mural in the plaza, and tree/Christmas lights. The BIA also hosts many promotional activities to help support local businesses.

In recent years, there is a growing recognition of how a safe and attractive street environment contributes to the prosperity of commercial areas. Cities all over the world have reduced speed limits in commercial areas. In many cases, the speed limit has been reduced from 50 kmh to 40 kmh and in some cases from 50kmh to 30kmh.



In addition to revitalized shopping districts, the results have been astounding in lives saved,

reduced injury, and much reduced insurance rates because of lower crash rates. The City of Victoria just adopted a 40 kmh speed limit for most of its arterial streets.

With the help of Councillors Dominato and Fry, the Engineering Department was asked to investigate the incidence of crashes and speed on 10th Avenue in 2023. A meeting was held between the BIA Traffic Committee and City Engineering staff in July 2024.

The results showed that about 15% of the cars were exceeding 50 kmh. Crash rates were significant at some intersections over the last five years. Engineering staff stated that Discovery and Trimble intersections were close to needing a full traffic light but that the wait for a new traffic light would probably be years long. Staff recommended that crashes at Trimble could be reduced through improving visibility by removing parking spaces near the intersection.

The Point Grey Village BIA followed up with a letter to the City of Vancouver on October 30, 2024 asking the City to undertake the following improvements on 10th Avenue to assist in the safety and revitalization of the neighbourhood centre (see below). City staff responded with little enthusiasm to take action on any of the items, except removing parking spots near Trimble. The BIA will continue to pursue these important actions:

1. Place “Welcome to Point Grey Village” signs at each end of the village with a 40 km speed limit sign and accompanied by whatever other street markings are needed to help enforce this speed.
2. Undertake a full analysis to determine whether Discovery and/or Trimble warrant a full traffic signal and likely time frame for implementation.
3. Provide the following improvements in conjunction with the Safeway site redevelopment:
  - A full traffic signal at Tolmie
  - A full traffic signal at Sasamat, to accompany the additional entrance to the future Safeway development off Sasamat as shown in the revised Safeway site proposal of July 2024
  - A mid-block pedestrian crossing between Sasamat and Tolmie to increase safety and assist with traffic calming, given the long length of the blocks in the village and the trips that will be generated by the new grocery store and residents.
  - Sidewalks of at least 22 feet in depth at 4545 West 10th Ave. (Safeway site) to provide for merchandise display, outdoor cafes/restaurants, bike parking, public seating and generous tree/shrub planting.

4. Remove parking spaces at Trimble that impact visibility to reduce crashes and enhance pedestrian safety.

**Mayor and Council, please support the efforts of the BIA and the prosperity and safety of the Village by allocating City budget. Apart from the pop-up plaza, there has been no City investment in the Village for over 25 years. We residents and businesses want to see at least some of our property taxes spent locally.**

What are your experiences of traffic and pedestrian flow in the Village?

SHOP IN THE VILLAGE—RE-LOCALIZE

**Gift Idea:** Great Aunt Nina doesn't need more stuff in her life. How about a pedicure? Feet care is so important as we age. Or head to Senior Helpers to have a photo taken with Santa, who will be making a special appearance there—see poster below.

**West Point Grey Time Co.** 4331 West 10th has clock and time pieces of all sizes. It's fun to stand in the middle of the store and watch/listen to all the time pieces tick-tocking away. Here is a TREASURE of a German clock that would also be a family heirloom for decades to come.



For a special someone on your gift list you might consider heading to **Laura K Jewitt** at 4483 West 10th, a jewellery store that specializes in custom design and creation, including items for men.



Regular readers will know that it is the habit of Friends of Point Grey Village to welcome new businesses to the Village. When **Senior Helpers** 4548 West 10th first opened we did acknowledge a new service in the community. We thought the unique Santa photo opportunity should be our EVENT OF THE WEEK, and provide some space for Senior Helpers to explain its services.





**Senior Helpers Vancouver** is dedicated to helping seniors in West Point Grey maintain their independence, stay engaged in their community, and enjoy the highest quality of life possible.

We understand that every senior has unique needs. Our personalized care plans and

*compassionate caregivers help seniors maintain their independence while enjoying the comforts of their homes.*

*Whether it's a trip to the library, a walk in the park, or a coffee outing at a local café, we provide **companionship** to help seniors stay socially active and engaged.*

*From assistance with daily activities like bathing, dressing, and meal preparation, we provide the **personal care support** seniors need to live with dignity and confidence.*

*Our **nursing care services** provide professional medical support to seniors, ensuring their health needs are met with compassion and expertise. From medication management to wound care, our licensed nurses deliver personalized care to promote comfort and well-being at home.*

*Our specially trained caregivers offer **memory care services**, ensuring seniors with Alzheimer's or dementia remain safe, comfortable, and supported. We pride ourselves on building relationships with our clients and their families, creating a sense of trust and security.*

***Here's what sets us apart:***

- Flexible care options tailored to individual needs.*
- Locally owned and operated with deep ties to the Vancouver community.*
- Expertly trained caregivers who truly care about seniors' well-being.*

## *You're Invited to Brunch with Santa!*

Join us for a festive morning filled with holiday cheer!

Sunday, December 22nd, 2024, 10:00am - 1:00pm  
4548 W 10th Ave., Vancouver

Socialize with your neighbours and celebrate the season together.

Meet your local Senior Helpers Vancouver team.  
Write Christmas cards for seniors or bring your own to share the joy!

Help us support seniors in need by donating non-perishable food items or canned goods.

Enjoy a warm and wonderful time with Santa himself!

Don't miss this chance to spread kindness, make connections, and celebrate the magic of the holidays. We can't wait to see you there!

**Let's make this season merry and bright for all.**



Please note that the "Christmas Card for Seniors" part of this event also provides the opportunity to head to the stores that carry cards to RE-LOCALIZE your shopping.

Another new business is **Bubble Tea Time** 4406 West 10th. *"At Bubble Tea Time, we strive to*



*create a vibrant and welcoming space where tea lovers can enjoy premium bubble tea creations. Our vision is to be the go-to destination for quality beverages that combine tradition with innovation, offering a delightful experience with every sip.”*



Stroll the village. Stop for hot chocolate or egg nog, tacos or samosas. Maybe check out a book at the library for a cozy read over the holidays, curled up with a soft blanket and warm slippers. With flowers on the table. You know where you can find those things!

This will be the last newsletter from Friends of Point Grey Village for 2024.

Merry Christmas! Hanukkah Sameach! Joyous Kwanzaa! Blessed Yule! Happy Boxing Day! Dōngzhì Kuàilè! Feliz Navidad! Yoi Otoshi o! Feliz Día de Reyes!

HAPPY NEW YEAR

**Please share this newsletter with neighbours.** Anyone wishing to join our mailing list and become a Friend of Point Grey Village can do so on our website

<https://friendsofpointgreyvillage.ca/>

#### **LAND ACKNOWLEDGEMENT**

Point Grey Village is on the traditional, ancestral and unceded territories of the Squamish, Tsleil-Waututh and Musqueam Nations.

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***Friends of Point Grey Village***



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