

Broadway East Revitalization - Business Survey Summary November 2012

Background: Survey Distribution

- On Broadway East (Prince Albert to Prince Edward) 145 surveys were mailed to Commercial Property owners and 113 surveys were delivered to businesses.
- There was good representation from all blocks, Prince Albert to Prince Edward/Guelph St. - 44 surveys were completed.
- From the completed surveys:
 - 20% of the businesses have been in the Broadway East area 21 years or more;
 - 10% of the businesses have been in the Broadway East area 16 - 20 years;
 - 30% of the businesses have been in the Broadway East area 11 to 15 years; and
 - 41% of the businesses have been in the Broadway East area 1 to 10 years.

Customer Information

- The majority of the business clientele come from Mount Pleasant and outside Mount Pleasant but in Vancouver.
- The client's most popular mode of travel is driving followed closely by walking, then public transit.

Business/Merchant Make Up

- Reasons why the businesses located here vary but more often it is because of a suitable space and closeness to customers and related businesses.
- Many of the businesses have less than five employees. The majority has one employee.
- Within these 4 ½ blocks, there are 15 different languages represented and over 25 different uses and services. (See Business Types Map and Language Representation diagram below).



Business Plans

Approximately 60% of the businesses have not seen any change in their businesses in the last five years.

Business Location

The majority of the businesses want to stay in the area. Many like how diverse it is, both in culture and business. Some see how much potential it has to be a unique village-like area. Others appreciate its proximity to transit, the central location to other businesses on Main Street, downtown and Commercial Drive, and its association with Broadway. Many of the businesses are located in Broadway East because it is affordable.

Generally, most businesses feel that the crime and neighbourhood safety and security issues have improved in recent years. However, in some areas, issues such as drug dealing and using, and vandalism still persist and need to be addressed. Many referred to the number of social service providers and their clients, as too many for the area.

Some businesses also think that the area seems "lifeless", is dirty and lacks amenities and businesses that would attract more customers. Most of the businesses cited graffiti as an ongoing issue and it's incessant thus, negatively affecting how clients and other passersby see the area.

Inadequate parking for businesses, loading zones and regulations/bylaws that reflect the area, is a concern for many businesses.

Broadway East Identity

Many businesses want more and interesting retail stores, banks, bookstore, restaurants, coffee shops, and new development with commercial at grade and residential above. Some envision that having more density will then provide more foot traffic and thus customers for their business. More density = more customers.

The majority of businesses agreed that the streetscape needs to be improved. Some think that removing graffiti, cleaning sidewalks and buildings, and addressing crime and safety issues is a good start. Some feel that new development will also help their identity. However, others are concerned that if existing neighbourhood issues (i.e. fast-moving traffic, lack of pedestrian crossings, traffic safety, parking, crime) are not resolved first, before new development, then the impact from additional residents and businesses will make the issues worse.

- Some positive elements include: Access to transit; friendly businesses; its multicultural, centrally-located and historic character.
- Less favourable comments include: It is run-down, dirty, unkempt, underdeveloped, a dead-end, in transition, fragile and ghetto-like.

A Revitalized Broadway East

What could it look like?

- Restaurants, banks, bookstore
- More gathering places
- More seating
- More garbage cans
- Beautification, greening
- More sidewalk cafes
- Interesting window displays
- More pedestrian crossings
- Weather protection
- Affordable housing
- Newer or upgraded shops
- Shops without the windows covered
- A business culture/ecology that demonstrates positive values and attitudes, understanding and acceptance, kindness, willingness to work with and help one another
- Businesses and restaurants that are clean, comfortable and inviting
- Continuous retail
- A supermarket, banks, more coffee shops
- More shopping, more variety
- Mixed use developments with retail and residential
- More urban-like, an urban village
- Sustainable, living neighbourhood
- More affordable housing
- Less social services
- More density, more action, more pedestrian life
- Less car traffic
- More beautification, trees, planters, places to sit and drink coffee

Broadway East or another name?

Suggestions for naming of the Broadway East area include:

- Broadway Central
- Broadway Fraser
- Broadway Slope
- Mount Pleasant
- South Main
- East Main
- Mount Pleasant East
- East Mount Pleasant
- Broadway Event