THE PAST AND PRESENT OF ROBSON STREET

by

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ABSTRACT

This study investigates the prospects for survival of a small-business, high character area in downtown Vancouver, namely, the 1000 and 1100 blocks of Robson Street. The text includes, first, an extensive literature search into general characteristics of downtown commercial areas and various aspects of commercial rehabilitation. A brief history of the forces which shaped Robson Street follows, then information obtained from merchants through a questionnaire regarding customer attraction, store location and size, sales volume, attitudes toward the area, etc. After this background information, the paper continues with the results of an abstract simulation by computer of the area's future under three different circumstances. The findings of the study seem, essentially, to support the two hypotheses made that 1.) change in the area is causing imbalance and 2.) the area will not, without outside intervention, be able to survive, prosper, and maintain its unique character.

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CHAPTER I

INTRODUCTION

> The fast and high-pitched have all but obliterated the slow and relaxed. The large and loud have overwhelmed the small and quiet. Extinct are the initimate, the special, the strange experiences of the great cities of the past where once the solitary, the adventurer, or the poet in camouflage could mingle at will with the crowd and find pleasure by very reason of his anonymity.[1]

1.1. Statement of the Problem

Downtown is the heart of every city. It existed in early cities under different names. A city's life depends upon whether its downtown continues functioning.

Great cities of the world thrive because of their pulsating downtowns which are full of people, diversity, and excitement.[2] Charles Abrams describes downtown as "the business center, the place of work, the museum of style, the change of scene, the confluence of diversities, the escape to anonymity."[3]

People have always required a central place to which they can gravitate for the exchange of human needs. Downtown can fill that need as it is "the place that draws the masses and that masses have made."[4]

Downtown is a living organism, following the natural laws of growth and decay. Disturbing the natural balance by harsh and disruptive methods will only result in a dead downtown. "Equilibrium provided in nature for living organisms appears to be a compound of contrasts in a dynamic relationship. The manmade world must provide at least the same."[5]

Diversity in scale, economics, activities, and age is one vital ingredient for a healthy downtown. However, fascination for the new, the large, and the peculiar have destroyed interest for the old, the small, and the familiar. Moreover, low-cost growth appears to celebrate quantity and exalt it above quality. People are less attracted to average dimensions although they are the dimensions of the human kind.[6]

The outcome of these facts contribute to the decline of downtowns, depriving the users of basic physical necessities.

This study sets out to examine a unique shopping street in the City of Vancouver. The purpose is to test the chances of survival and prosperity of Robson Street, which represents a unique, comparatively old, physically and economically small scale shopping street.

The choice of this particular shopping street is justified by its unquestionable value to Metropolitan Vancouver and by the fact that the street is facing serious threats and tough problems.

1.2. Assumptions

From about 1960 we have seen the beginning of downtown revitalization. The large cities with the most deteriorated CBD's have led the way.

The issues of preservation and restoration of character areas have gained importance in recent years. Locally, we have seen the renewal of Gastown, the birth place of Vancouver, and several reports have been made calling for the preservation of character areas in downtown Vancouver.

Such projects and proposals have reveived support both from private and public interest groups. This support reveals the acceptance and approval of such assumptions as:

a. The preservation and restoration of character areas and buildings are desirable objectives.

b. The central area should be efficient and should offer diversity and excitement.

c. The survival of small business is as important to downtown as big developments.

d. Satisfying pedestrians' needs is essential for a lively downtown.

1.3. Objectives and Hypothesis

The main objective of this study is, by using the case study method, to closely examine two blocks in a unique Vancouver shopping street, namely Robson Street. It is also intended to find out about the evolution of Robson Street and to isolate the forces and factors that shaped it the way it is. In addition, it will study the problems and difficulties that threaten the existence and well-being of the area. It is aimed afterwards to determine what chances of survival and prosperity the area has and whether the threats and anxieties are real.

The hypotheses are:

a. Left to its own resources, and without outside assistance, the study area defined herein as Robson Street will not be able to survive, prosper, and maintain its unique character.

b. An abrupt change in any of the physical, social, or economic variables that comprise the environment of the study area may disturb its natural equilibrium, and destroy its unique character.

1.4. Scope and Limitations

Although the study was limited to two blocks of Robson Street, the methodology can be applied to other parts of the street or other character areas in the city.

For the purpose of feasibility, the study deals with a limited number of physical, economic and social variables in the study area. Abstracting the real environment to a limited number of variables made the study possible.

The findings of the study are neither final nor decisive. They can be looked upon as views, recommendations, statements and questions set forth for the interest groups. Further studies to answer these questions or to determine the impact of any of the recommendations or statements would be needed.

1.5. Methodologies Employed

In using the case study method, five major techniques have been employed:

a. An extensive literature search was done to obtain adequate information on commercial rehabilitation.

b. A structured questionnaire was administered to business operators in the study area during the months of December, 1975 and January, 1976. The questions asked were designed to obtain information about financial and operating problems as well as the attitudes and views of those interviewed towards the area. The names of the stores whose operators co-operated in this study are included in Appendix B along with a copy of the questionnaire.

c. Unstructured interviews with interested personnel.

d. A participant observer role has been played in order to grasp physical details believed to be of significance to the study.

e. By using assimilation model.

FOOTNOTES: CHAPTER I

[1]Serge Chermayeff and Christopher Alexander, "In Search of the Small," *Community and Privacy: Toward a New Architecture of Humanism*, 2nd ed.; New York: Anchor Books Doubleday and Company Inc., 1965, pp. 73,74.

[2]Charles Abrams, "Downtown Decay and Revival," *Journal of the American Institute of Planners*, XXVIII, No. 1, February 1961, p. 3.

[3]*Ibid.*

[4]*Ibid.*

[5]Serge Chermayeff and Christopher Alexander, op. cit., pp. 78,79, For examples of diversity in downtown architecture in Vancouver, see Appendix A.

[6]*Ibid.*, p. 77.

[7]Several interviews have been held with shoppers, Harald Weinreich (Planning Consultant for the Robson International Village Community Co-operative), John Coates, of the City of Vancouver Planning Department, and others.

CHAPTER II

DOWNTOWN RETAILING TRENDS

> The ultimate purpose of a city is to provide a creative environment for people to live in. By creative I mean a city which has great diversity and thus allows for freedom of choice; one which generates the maximum of interaction between people and their urban surroundings.[1]

2.1. Definitions

The purpose of this list is to clarify certain terms used in this chapter and elsewhere:

Blight is "the decay and the premature obsolescence found in many neighbourhoods, commercial districts, and industrial areas".[2] "The two basic characteristics of blighted areas are sub-standardness and either stagnation or deterioration."[3]

Central Business District "is the heart of the city. It contains the greatest concentration of offices, the highest land values, the most dense cluster of tall buildings, the hub of the city's transportation system, the service centre for the urban area, the most accessible point for most of the city dwellers."[4] In short, it is "the focus of commercial, social and civic life, and of transportation".[5]

Commercial Rehabilitation is the process involving "the remodelling, lettering, repairing and otherwise improving substandard, deteriorated, or obsolete areas, or individual structures within these areas, so that a decent, safe and sanitary environment may be achieved",[6] also "to convert crumbling, colourful structures of the past into attractive, functional sites to serve modern business needs".[7]

Deterioration is the term to describe a district which has "begun to fall below accepted minimum standards, either because of physical or economic change in the district itself or because the standards have risen over a period of time".[8]

Downtown is the term most often employed to refer to the central business district.

Environmental Rehabilitation happens when "open space is treated to relate to the rehabilitated building so it carries the character of the building beyond the edge of the walls to the edge of the sidewalk".[9]

Retail Store "is a business enterprise which sells primarily to ultimate consumers for non-business use."[10]

Urban Centre "is a densely settled built-up area."[11]

Urban Conservation "is maintaining in good order that which is already in good condition through the application of controls and the encouragement of a public information program."[12] It can also be achieved "by means of proper maintenance (including repairs and replacements). It consists in general of the protection of the quality of such areas by preventing the occurrence therein of all kinds of conditions that have resulted in deterioration and obsolescence in redeveloped and rehabilitated areas."[13]

Urban Redevelopment is the process "in which buildings or areas beyond economic repair are replaced by developments of a similar or more suitable nature".[14]

Urban Rehabilitation is "the alteration of the physical nature of a building to the point where it is at least a safe, sound, and decent structure capable of serving a viable economic use".[15]

Urban Renewal is "the collective series of actions, both public and private, the total effect of which might be the restoration of the economic, social and physical health for the community".[16] So it is the "guidance of public and private processes of redevelopment, rehabilitation and conservation [of individual building or whole areas] in the light of social, economic and physical objectives agreed upon by the community as opposed to merely allowing the market to take its course".[17]

Urbanization refers to "the proportion of the total population concentrated in urban settlements, or else to a rise in this proportion".[18] It also refers to "increase in the number of urban centres".[19]

2.2. Urbanization and the Urban Crisis

We live in an urban age. "More than half of the world's people will probably be living in cities of 100,000 or more by 1990."[20]

Throughout history, cultural and economic progress has flourished in cities. Man's highest achievements have been realized in urban areas, where the greater degree of personal and political freedom have favoured the full development of individual ability and initiative.[21]

Downtown is the heart of the city and a vital component of the total urban structure. It is the most intense concentration of activities in each metropolitan area.[22]

In a study of CBD analysis, Weiss noted that "review of the literature amounts to a stimulating interdisciplinary excursion into the fields of urban sociology, human ecology, economic geography, social behavior, traffic engineering, public administration, urban design, and city and regional planning."[23]

A sense of urban crisis is perceived by urban area inhabitants to have increased in recent years as city problems increase. The seriousness of the urban crisis can best be recognized in the heart of the city. The causes and effects of the urban crisis are interrelated but one can isolate the three major ones as being obsolescence, congestion, and population shifts to the suburbs. These problems are the outcome of a population explosion in the city. In addition to the problems it causes for the city, a population explosion can also cause psychological problems for the urban individual which are even greater.

> Zoologist Desmond Morris argues that 'while man has evolved to live in small groups he is frequently placed in the stressful situation of having to deal with a larger number of people in metropolitan areas. If a person attempts to assimilate too much incoming information, he may suffer from 'input overload', which can result in breakdown of the individual. To defend themselves against the onslaught of humanity in large cities, people set up an interlocking and overlapping tribal groups. This sense of estrangement of people in cities is not caused by industrialization *per se*, but, rather by large concentrations of population.'[24]

2.2.a. Obsolescence

Obsolescence is one of the major causes of the perceived urban crisis. The deadening effect of obsolescence applies as much to legislative, administrative, social, and financial structures as it does to the physical structures of buildings and neighborhoods.[25]

However, obsolescence of physical components is the most difficult kind to fight as it is inherent in the urban structure. Over time, this phenomenon tends to reduce the usefulness, attractiveness, value, or vitality or elements of the urban structure.[26]

> . . . . While life changes, buildings stand still; and being more solid and resistant than brick and mortar are, street lines and property lines that have been established remain, sometimes for hundreds and even thousands of years. As Professor Anthony P. Adamson wisely remarked, "Cities are always out of date and always out of order."[27]

Cities are obsolete from the moment they come into existence, sometimes before. Obsolescence is the reverse of progress; the faster progress develops, the more obsolescence occurs.

The only way to fight obsolescence is to carry on a continuous process of renewal and revitalization of all urban structures.

2.2.b. Congestion

Before the 1920's the only convenient way to get about the city was on tracks -- streetcar, rapid transit elevated or subway line, or suburban railway. The rigidity of these tracks and their pattern from the central area outward made it easier for most people to get downtown than to get to any other place in the city. Thus, the easiest place to go on a shopping trip was downtown.[28]

However, the evolution of the internal combustion engine changed the picture greatly and released people from the tracks. As more people became dependent only upon their own private means of transportation and abjured the old mass transit facilities, the congestion in the central area began to make it more difficult to get downtown. The automobile is more than a means of transportation as it has become a status symbol, a highly visible financial statement supporting its owner's credit rating. But no matter how popular it is, the automobile has caused great damage to the city. The human majority has been cowed into submission; not only is it in steady retreat but in routlike [sic] from the city. It appears that the internal combustion engine, in its mass assault, has led to the external combustion of the city.[29]

2.2.c. Blight

Urban blight is the most complex problem in most North American cities. The word "blight" refers to the collective conditions that characterize decayed and prematurely obsolescent urban areas. In large cities rapid metropolitan growth has intensified the spread of blight.

Blight takes place due to one or more reasons: faulty land use patterns, poor original design or construction of buildings, inadequate public services, obsolescence, abuse of property, and lack of maintenance of existing structures.[30]

In fighting blight there are categories of projects having separate social and economic goals fitting into the larger guiding objective:

> Improvement of the economic base of the city through industrial or commercial projects involving the rehabilitation of major shopping centers or downtown districts, including both the redevelopment of blighted sections and the conservation of existing assets. Improvements of housing and community facilities. Improvement of thoroughfares and the construction of expressways, transit rights of way, needed terminals, off street parking, and loading areas. Prevention of the spread of blight. Clearance or rehabilitation specifically designed to complement conservation activity.[31]

2.3. Retailing Trends Downtown

As city problems increase, life becomes more difficult for its inhabitants. Starting in the mid 1940's North American cities experienced a tremendous population shift outward from the central areas to the suburbs. With this movement, new shopping centers were built to serve the new population, and as time went on, more and larger shopping centers were constructed. Furthermore, many industrial plants and government agencies followed the flight to the suburbs.

Falling retail sales downtown are not only attributed to suburbanization. Other causes include blight in the core area, congestion in access and internal movement, and parking inconvenience and expense. Merchandising, too, has changed. The sudden increase in the importance of "standard brands", the establishment of larger merchandising units, cross lines in merchandise, the use of trading stamps and other advertising gimmicks, and rearrangement in the hours of business have all contributed to the decline in sales volume.

Another factor affecting the downtown retail business is the size of the city.

> Actually, it has been observed that the percentage of retail business in CBD tends to vary inversely with the population size of the central city. In other words, as the city grows larger, the CBD may account for a relatively smaller share of total retail sales in the urban area.[32]

The extent to which development of suburban commercial property affects the downtown depends on certain factors which Larry Smith states as follows:

1. The size of the city. The effect will be more severe in larger cities.
2. The aggressiveness of the suburban development.
3. The ability of the community at large and the owners of downtown business district to adapt themselves to the changing conditions and to maintain a substantial volume of business in the downtown business district.
4. The physical adaptation of the city to automobile traffice.
5. The extent to which the city normally uses single family or multiple family dwellings as housing for its population.
6. The activity of the public transportation system, its health and vigor and the aggressiveness of its management.[33]

2.4. The Value of Downtown

Downtown has an established value in the minds of urban populations. However, controversial views of its responsibility for the health and well-being of the metropolitan area as a whole have been expressed.

> Without positive action the urban center may wither, and the metropolis may become a vast, amorphous, headless amoeba. A strong center is needed socially, economically and psychologically, for it's here that urban life is lived in full, and virtually all activities in the metropolitan area focus towards it. . . . The downtown area is the brain tissue of the metropolis, a complex, evolving, and little-understood organ. If it is sick, it may require surgery, but this surgery should be done with sensitive fingers, with the finest surgical instruments, and with the closest attention to what in fact is being done.[34]

A less reverent view of the central area is that

> . . . the core city is treated as a heart of a metropolitan area that may become diseased and thus suffer dire ill not only to itself, but extending to the whole metropolitan body. No vital statistics on central city heart attacks are offered, however, nor any evidence on metropolitan bodies suffering from central city heart disease. The metaphor sometimes presents itself as the central city in the role of a tree and the suburbs as clinging parasitic vines who are destined to fall with the tree in a common fate. Again, the metaphor is not designed to lead to factual translation but to poetic and evocative conviction. The rhetoric of political persuasion and nostalgic sentimental mysticism is designed to avoid both facts and rational analysis.[35]

Downtown is less susceptable to decline than any other shopping district as its basic health depends more upon the general health of the regional economy than upon its sheer physical attractiveness as a place to shop.[36]

The CBD has certain definite advantages over the suburban shopping center. In one of his various studies of CBD versus suburban retail operations, C.T. Jonassen describes the strength of CBD.

1. The downtown business district has many strengths which it will not be easy for the suburban districts to overtake, at least in cities of less than 2.5 million population. These strengths are related primarily to the fact that customers find that they have a better selection of prices, more frequent bargain sales, better access to public transportation, and more convenient reasons for meeting their friends from other parts of the city for shopping trips, better eating facilities, and more errands that they can accomplish at a single time in the downtown business district. This group of attitudes indicates the very strong position of the central business district and represents the factors that the central business district can emphasize in resisting the suburban trend.

2. It is similarly apparent that the weaknesses are those that relate primarily to convenience of automobile travel and parking and the problem of care of children during the shopping trips.[37]

A healthy downtown attracts creative people who will find in its environment not only a source of income, but inspiration too. It is the place of residence for those who value intimate contact with urban features and for whom the city is a way of life. A healthy downtown is a place of infinite variety pulsating with life day and night, weekday and Sunday, spring, summer, fall and winter.[38]

2.5. What Belongs Downtown

There is a continuing demand for locations in or near the city center. While many activities can be carried on in suburban or non-central locations and many are already being forced out of the center by high land values, rents, there will always be a minority of legislative and administrative departments of government, office headquarters, specialty shops, hotels, entertainment, and cultural activities that must find themselves a place somewhere within the downtown area and the heart of the metropolis.[39]

In Europe, this pressure on central area spaces has become so great that rationing techniques are being developed whereby anyone wishing to build there must make a strong case as to why he can only operate in the center.[40]

With the changes that have taken place in shopping habits, it is only the very special shop, the luxury shop, the shop that needs the whole metropolitan population to support it, that needs and can afford a central location.

In general, suitable uses for downtown are those which represent

> . . . the highest expression of urban activity, achieve high productivity in a comparatively small space, and serve specialized needs, tasks and standards.[41]

The variety of activities carried on in the downtown is essential to its vitality.

> Urban vitality downtown can not be achieved by limiting the use of land to one activity. Rather a balanced variety of land uses would assure a diversity of activities conducive to vitality.[42]

Even those activities found in old, obsolete structures are a proper part of the total mix that it takes to fill up the roster of things that belong in the center.[43]

There are two primary reasons for retail businesses locating downtown.

1. To take advantage of the tremendous cumulative attraction represented by the high density retail establishments that are already there.

2. To serve the downtown working or transient population.[44]

There are distinct economic advantages to central locations for retail businesses. But, as metropolitan areas grow in population and physical extent, their central activities grow more slowly, since the advantages of centrality must be coupled with advantages of accessibility, and some fraction of central activities find that subcenters become better locations for them, being closer to the people served and at lower rents.[45]

In Ernest Jakart's studies for Baltimore and St. Louis, he finds that the key to location of establishments is the productivity level of the space in use, expressed as value added per square foot of lot, and that small establishments play an important role.[46]

2.6. Downtown Markets

Downtown retail sections depend primarily upon three kinds of markets: regional, metropolitan and local. Regional business is derived from people living outside the metropolitan area who come to the city on occasional visits and purchase unique, expensive, or high-styled goods downtown. There is little metropolitan business since metropolitan customers, who shop mostly in outlying centers, visit the downtown on a relatively infrequent basis. Local business comes from the downtown office building population and from people living in or near downtown who use its facilities as a neighbourhood facility.[47]

A study of downtown retail markets in twenty of the largest American cities reveals that the net change in downtown retail business has been very small in recent years, as losses in metropolitan business have been counterbalanced by gains in local business. Regional business has tended to remain static as shown in Table II I.[48]

Retail business conducted downtown with metropolitan customers continues to decline, though only slightly, because in most cities downtown has already lost to older interceptors — outlying shopping districts — whatever metropolitan business it was going to lose. At the same time, local business in the twenty downtown areas studied is increasing to balance the downtown metropolitan trends for the following reasons:

1. A type of residential recentralization trend occuring downtown.
2. Redevelopment and urban renewal programs in many large cities.[49]

As the Vancouver metropolitan area grew in population by 26 percent between the years 1947 and 1954, the downtown working population increased by about 16 percent, while the number of people downtown solely for shopping

TABLE II I DOWNTOWN FUNCTIONS AND INFLUENCE
(Composite for 20 large cities)

		AREA OF INFLUENCE OR SERVICE					
Type of Function		Regional		Metropolitan		Local	
	Total Space	% Space devoted to this Influence	Trend	% Space devoted to this Influence	Trend	% Space devoted to this Influence	Trend
Retail	100%	20%	—	40%	↓	40%	↑
Financial & Commercial	100%	40	↑	35	↓	25	↑
Conventions & Meetings	100%	90	↑	5	↓	5	—
Entertainment	100%	40	↑	45	↓	15	—
Cultural	100%	30	—	50	—	20	↑
Average (unweighted)	100%	44%	↑	35%	↓	21%	↑

increased by not more than 0.01 percent in the same period of time. Downtown Vancouver was doing substantially more retail business in 1954 than in 1947, but a large proportion of it came from people whose primary purpose for being downtown was other than shopping, usually employment.[50]

2.7. Commercial Rehabilitation

The necessity for commercial rehabilitation can be generated by physical, economic or social needs. The decision to rehabilitate a commercial area depends upon the structural soundness of the area and the cost-benefit analysis of the proposed project.

The objectives of commercial rehabilitation under maximum conditions of need and feasibility as cited by R.L. Nelson and F.T. Aschman are:

1. Unification of the district, architecturally and planning-wise, into a definite entity which will not shift its location but will remain as a true "center" with perpetual rebuilding or self-development.

2. Improvement of site layout through establishment of new relationships between stores, parking, pedestrians, motorists, truck and other services.

3. Elimination of blight in the form of non-conforming and incompatible uses and deteriorated structures.

4. Provision of new amenities, in terms of both aesthetics and convenience.

5. Achievement of cohesion of management operation, through cooperation of the multiple interests acting jointly to maintain scientific management practice in areas of mutual interest and necessity.[51]

Commercial rehabilitation does not benefit only one interest group in the area such as property owners or merchants, but the city and the community as a whole.

2.7.a. Physical Need For Commercial Rehabilitation

A downtown commercial area that is in need of rehabilitation is not difficult to identifiy. Characteristics of such an area are obvious. Blight and its accompanying problems of decay and premature obsolescence, and congested access routes and internal circulation are all obvious characteristics. Aesthetically, the area is unpleasing, having no unified design and no identity. The buildings are structurally unsound.

Another characteristic of a commercial area in need of rehabilitation is that its stores do not follow any of the various rules for retailing that have been derived for maximum attraction of customers.

2.7.b. Store Location Rules

Studies of store location, compatibility classification, and cumulative generation have been done and rules have been stated by R.L. Nelson:

1. Adequacy of present trading area potential. To determine the volume of business which can be done at a given location the number of people in the trading area, how much money they have and are willing to spend for the type of goods purveyed by the store have to be known.

2. Accessibility of site to trading area and thereby to have available as much of the business potential as possible. In most stores the volume is made up of a combination of different types of business — generative (produced by the store itself through heavy advertising, by a reputation for unique merchandise, or in other promotional ways), shared (secured by a retail store as the result of the generative power of its neighbors), sucipient (not generated by the store itself or by neighboring retail establishments).

3. Growth potential. The site should be in a trading area of growing population and income.

4. Business interception. The procedure is to establish oneself between the market (the people in the trading area) and the market place (the traditional source of the same goods), so that the customers will be intercepted on their way in to the market place.

5. Cumulative attraction. There are two types of cumulative attraction: one involves similar units which together, can draw more business than apart; the other complementary units - that is, compatible units with a high incidence of customer interchange.

6. Compatibility. This principle requires that there be no interruption in shopper traffic and that customer interchange be at a maximum.

7. Minimizing of competitive hazard by taking into account the location, character, size and type of existing competitive units.

8. Site economics. This involves analysis of the site in terms of the relation of its cost to its productivity. The efficiency of the site, its size, shape, topography, availability of utilities, condition of sidewalk and street, and other immediate offside factors which affect its cost or desirability.[52]

A further explanation of compatibility and cumulative attraction can be stated as follows:

Some businesses are compatible, others are not. A high degree of compatibility exists between two businesses which, because of their adjacency, do more volume together than they would if separated. The measure of compatibility is the degree to which the two businesses interchange customers.[53]

The rule of retail compatibility may be stated as follows:

> Two compatible businesses located in close proximity will show an increase in business volume directly proportionate to the incidence of total customer interchange between them, inversley proportionate to the ratio of the business volume of the larger store to that of the smaller store, and directly proportionate to the sum of the ratio of purposeful purchasing to total purchasing in each of the two stores.[54]

See Table II II for compatibility for shoppers' goods center.

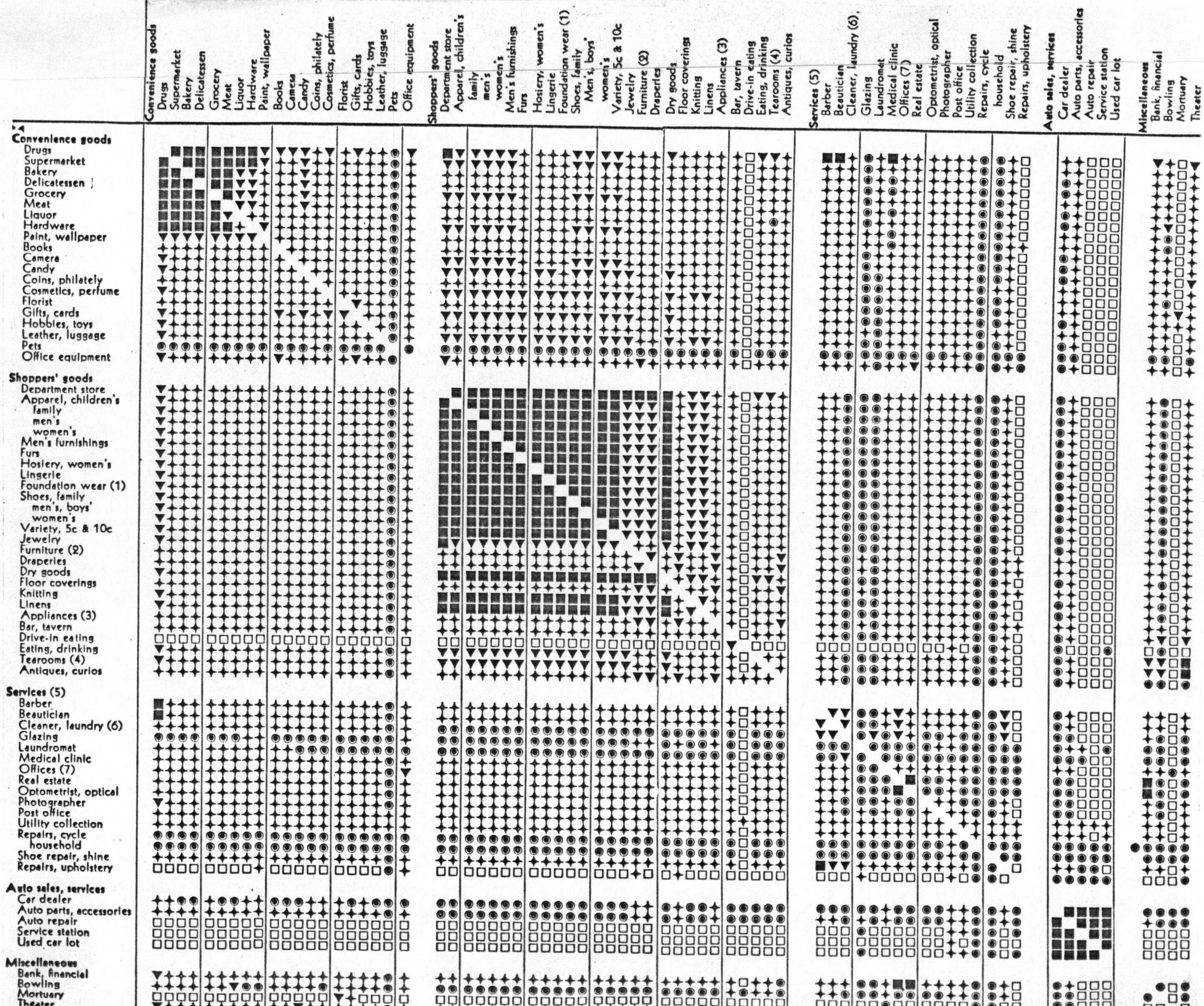
The theory of cumulative generation states that "a given number of stores dealing in the same merchandise will do more business if they are located adjacent or in proximity to each other than if they are widely scattered".[55]

2.7.c. Traffic Congestion

Traffic congestion downtown affects commercial areas negatively. It is such an overwhelming problem to planners, public administrators, and architects that they exclaim, "Traffic is like the weather. Everybody talks about it but nobody can do anything about it."[56]

Accessibility is the major factor that makes downtown become the dominant retail center in the community. But

TABLE II II RETAIL SECTION, CBD, LARGE CITY



■ Highly-compatible ◉ Non-compatible

▼ Moderately-compatible □ Deleterious

in some cities it is now a negative influence.[57]

It should not be assumed that a store will necessarily be accessible to most people. Downtown is not certain to be the most accessible place now, and it may grow less so in the future because of "the spreading out of low-density population, the growth of urban expressway systems, and the continuing decline of public transportation".[58]

2.7.d. Parking

The parking problem downtown is a qualitative rather than a quantitative one. Much of the parking space available is not used by shoppers but by workers or people on other downtown errands. Peculiarly enough, the problem does not even increase with the size of the city or the size of the downtown retail district.[59]

> . . . . A U.S. Bureau of Public Roads study of 70 cities, ranging in population from 250,000 to approximately 1,500,000, showed that the number of shoppers parking at any given time reached an average peak of about 6,000 for all city sizes*. On the other hand, the number of people working downtown is apparently increasing almost as fast as the total population of the metropolitan area.[60]

2.7.e. Pedestrian Activity

"The town, as a meeting space, calls for the restoration of the rights of the pedestrian."[61] Pedestrian masses are what make downtown and keep it living. Walking is the primary mode of movement within the central area.[62] In the CBD's of large cities, 90 percent or more of all daily trips within the area may be walking trips.[63]

Rents and land values in downtown areas of many North American cities are almost directly proportional to the volume of pedestrian traffic on the sidewalk.[64]

The pedestrian downtown is the main source of business for the retail stores in the area. The ultimate flexibility of the walker and the unlimited choices of routes contributes to the fact that "as many as a third of all downtown purchases are a result of the 'impulse shopping' of passers by".[65] The pedestrian as a shopper may belong to one of three categories: the primary-purpose shopper, the employee shopper, and the person who comes downtown and incidentally shops.[66]

However, many elements, visual and physical, can cause interruptions in pedestrian traffic, such as:

1. Dead spots where a shopper loses interest in going farther.
2. Driveways and other physical breaks in the sidewalks.
3. Cross traffic, either vehicular or pedestrian.
4. Areas that are identified by hazard, noise, odor, unsightliness, or other pedestrian-inhibiting qualities.
5. Business which generates traffic in the form of trucks, public vehicles, private automobiles or pedestrians who are not shoppers, and which tend to create congestion.
6. Businesses whose customers' average parking time is extremely long.[67]

In order to overcome the negative effects of such elements and in order to maximize pedestrian activity and to achieve a lively shopping street, proposals were made such as:

1. The separation of heavy pedestrian and heavy vehicular traffic by the use of malls, overpasses, underpasses, tunnels.

2. The use of sun, shade and shadow. These needs can be met by covering and shading by trees and sidewalk arcades.

3. The walking street should open intermittently into very definitely articulated open spaces, and squares and sidewalk bays could be extended into the street. These spaces can be used for the placement of kiosks, displays and free-standing shops. Arcades within blocks to link two streets and shorten long blocks. Sidewalk activities to compensate for blank frontages, elimination of street parking and building active frontages to fill the gaps of parking lots and vacant areas.

4. Street furniture with an attractive and unified design should be provided. Such street furniture as signs, posts, lighting, receptacles, plant hangings, benches, etc. Floorscape which is the treatment of the ground or the pavement which may implement the direction patterns.[68]

Jane Jacobs viewed the requirements for "exuberant diversity" as being more than one primary function, short blocks, buildings of varying age, and dense concentrations of people.[69]

2.7.f. The Scope of Commercial Rehabilitation Projects

Commercial rehabilitation can be carried out with the store, street, block, or the whole area as the unit of analysis.

Improvement of the physical aspects of a single retail store must consider many different factors. The objectives of such improvement may be: to create an efficient and attractive environment within the store in order to promote maximum sales, to interlock the sales space with service areas and to pull customers into sales space by means of an attractive storefront.[70]

The elements that make up the store image were found to have great correlations with changes in sales volume. These may be stated as the layout and architecture of the store, the symbols, colors, advertising, and sales personnel.[71]

In an ideal situation, the structure of a store building should:

1. enclose interior space with the fewest possible fixed points of obstruction on sales floors, service areas, or store front display zones,

2. be adaptable to the flexible installation of circulation elements,

3. be fireproof,

4. permit maximum construction speed,

5. be economical in initial and maintenance costs,

6. and form an attractive pattern when exposed to view in the sales space or on the store front, but, should never offer unnecessary visual competition to the merchandise on display.[72]

In order to improve physical conditions in a commercial street: a unified design of signs, canopies and storefronts should be realized. The use of greenery, attractively-designed street furniture such as receptacles, benches, traffic signs and lighting poles can also help.

The most comprehensive approach to commercial rehabilitation to date has been the mall. The first mall was established in 1957 in Springfield, Oregon, for a ten-day trial period. The first permanent mall was established in Kalamazoo, Michigan. In Canada, the Sparks Street Mall in Ottawa was the first Canadian experience with malls (Figure 2.1.).[73] Malls have come a long way since then, with one or more existing in many cities in North America.

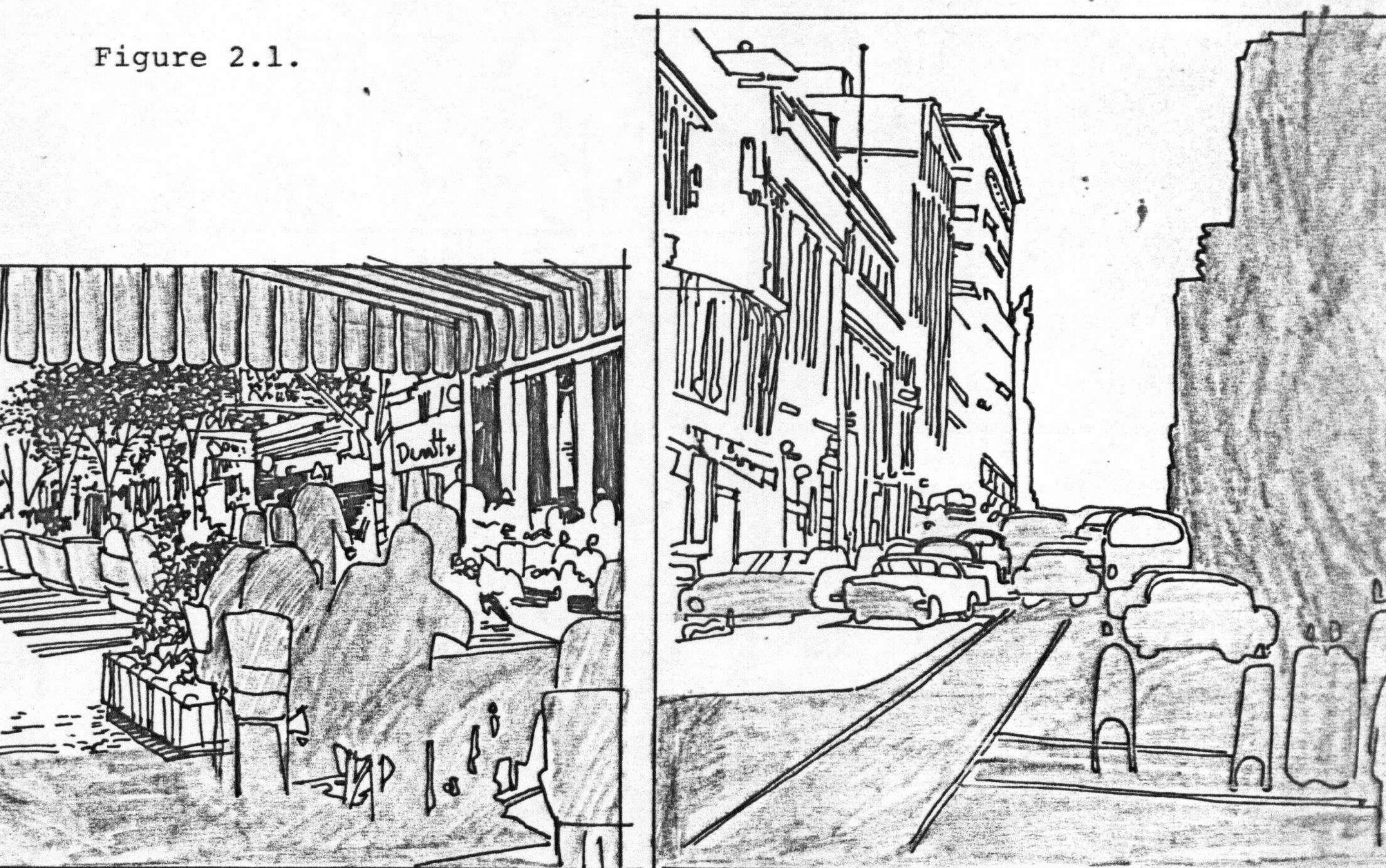
2.7.g. Social Need For Commercial Rehabilitation

The value of downtown commercial areas to the individual is well-known whether he is a shopper, a small shopkeeper, or a businessman. The central city is the place that draws the people and that people have made.

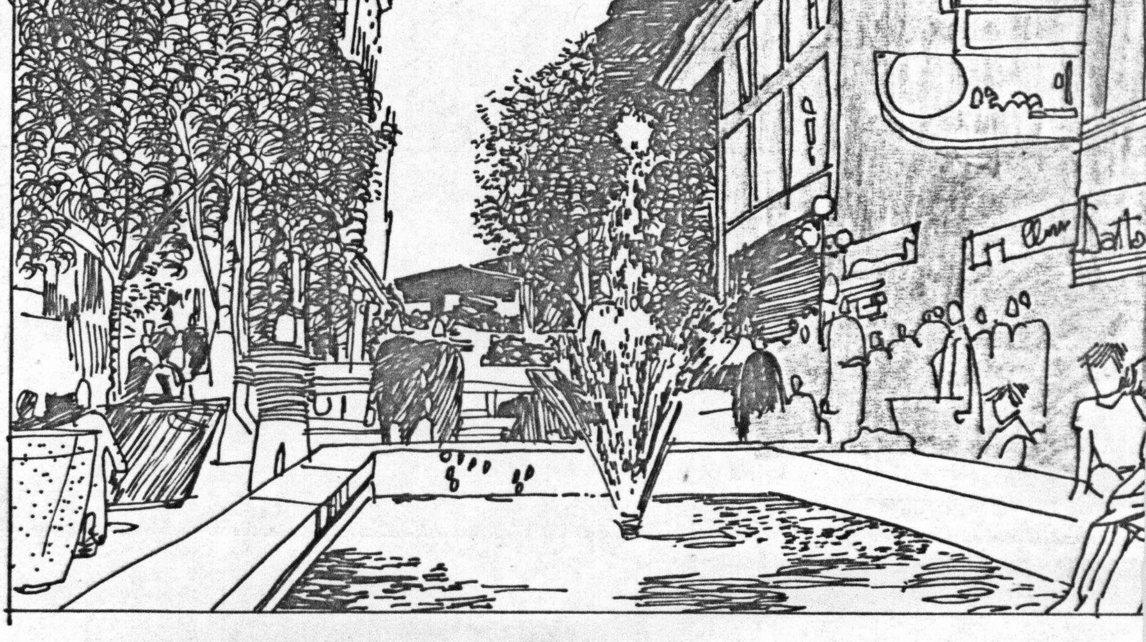
What a customer expects from downtown stores is unique quality and leisurely shopping. As the standard of living grows higher, the average consumer has more leisure time, more means to enjoy it, and more goods and activities competing for his attention. As the consumer's expectations rise faster than the performance of the commercial areas, disenchantment grows.

2.7.h. Economic Needs For Commercial Rehabilitation

Figure 2.1.



Above left: Open air cafe, Sparks Street Mall
Right and below: before and after pictures of Sparks Street between O'Connor and Metcalfe



Downtown represents a high investment area in the metropolitan structure. Vast sums of public and private investment capital are tied up in central areas of the main cities in North America. These tremendous investments are being made in areas that are themselves largely obsolete and inefficient.[44]

The economic benefits of commercial rehabilitation are various. For the merchant, the rehabilitated area will generate more customer traffic and it will provide savings in rental costs. The property owner will gain an increase in his property value, although it may cause property taxes to rise beyond his ability to pay them. In the city's terms, commercial rehabilitation will help stimulate tourist traffic and will increase tax returns to the city.

However, commercial rehabilitation is an expensive and risky business as it includes hidden costs and there are no guarantees for financial success.

2.7.i. Examples of Commercial Rehabilitation Projects

Commercial rehabilitation activities in North American cities have gained publicity and interest from different interest groups in recent years.

San Francisco is world-famous for its restored and rehabilitated old areas. Starting in the early 1950's with the Jackson Square project many restoration projects have followed since then.

Two commercial developments created out of long-idle industrial buildings in San Francisco are Ghirardelli Square and The Cannery. The main characteristic of these two developments is that they have sensitivity for the old not often found in North America.[74]

Some of the elements these two developments contain are:

> High quality shops and restaurants with garden terraces, arcades and plazas inside walls of mellow red brick nineteenth century buildings commanding incomparable views of the bay.[75]

Ghirardelli Square once held a chocolate factory; before that it boasted the oldest factory in the West, a woollen mill where uniforms were made in the civil war. Due to its continuing success, Ghirardelli Square has grown to 120,000 square feet in size and an enlargement followed, tripling the tenable space. In 1967 restaurants and shops earned better than $130 a square foot, three times the average for most shopping centers in America, and profits have continued to rise.

The Cannery project, the concept of one man, was an old Del Monte fruit canning plant doing make-shift service as a car warehouse.

The process of bringing life into the abandoned buildings included adding outdoor lifts, escalators, esplanades, walkways and corridors to link three floors of shops and restaurants—60 different attractions. The project was so profitable that its accounts went from red to black within a year.

Recently, we have seen several commercial rehabilitation activities in major Canadian cities. Bastion Square in Victoria, British Columbia, is a good example of a successful commercial rehabilitation project. The rebirth of Bastion Square started on May 1965. The objective of the project was to allow the Square "to be developed to create a pedestrian concourse where a series of interrelated levels together with the textures and colours of sophisticated landscaping (would) provide a foreground for the habour view".[76] Exterior and interior renovation of buildings adjoining the Square was to be carried out by private enterprise interests for other than city-owned buildings.

Bastion Square was officially opened in July 1966 and a proposal for a second phase of the project was made.

The project completed, Bastion Square now serves as an attractive promenade area and as a focal point for much business and cultural activity.

FOOTNOTES: CHAPTER II

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[23]Shirley F. Weiss, *The Central Business District in Transition: Approaches to CBD Analysis and Forecasting Future Space Needs*, City and Regional Planning Studies, Research Paper No. 1 (Chapel Hill: Department of City and Regional Planning, University of North Carolina, 1957), p. 5.

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[50]*Ibid.*

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[55]*Ibid.*, p. 58.

[56]Victor Gruen, *op. cit.*, p. 58.

[57]R.L. Nelson, *op. cit.*, p. 80.

[58]*Ibid.*

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[60]*Ibid.*

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[64]*Ibid.*, p. 153.

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CHAPTER III

ANATOMY OF THE STUDY AREA

> A character area is not artificial, instantaneously deposited or imposed as the creation of one man or one organization. It is rather the product of a living, evolving city in which the citizens are playing the decisive role through moral, economic and frequently vocal support of the urban character.[1]

3.1. Description of the Study Area

The study area consists of the commercial frontages of Robson Street between Burrard and Bute (the 1000 and the 1100 blocks). It is centrally located in the downtown peninsula and represents a meeting ground for the residential West End and the CBD (see Figures 3.1., 3.2. and 3.3.). Robson Street runs in an east-westerly direction with its beginning at Cambie Bridge and its western limit at Chilco Street. The study area is a well-known pedestrian shopping attraction.

> The two block section of Robson Street between Burrard and Bute Streets, commonly referred to as Robsonstrasse, is the unique shopping precinct of the West End attracting local, regional, and tourist shoppers.[2]

The two main gates to the area represent important transition points. The Burrard/Robson intersection with the Public Library and other downtown functions represents a change from downtown to the more local scale of the West End.

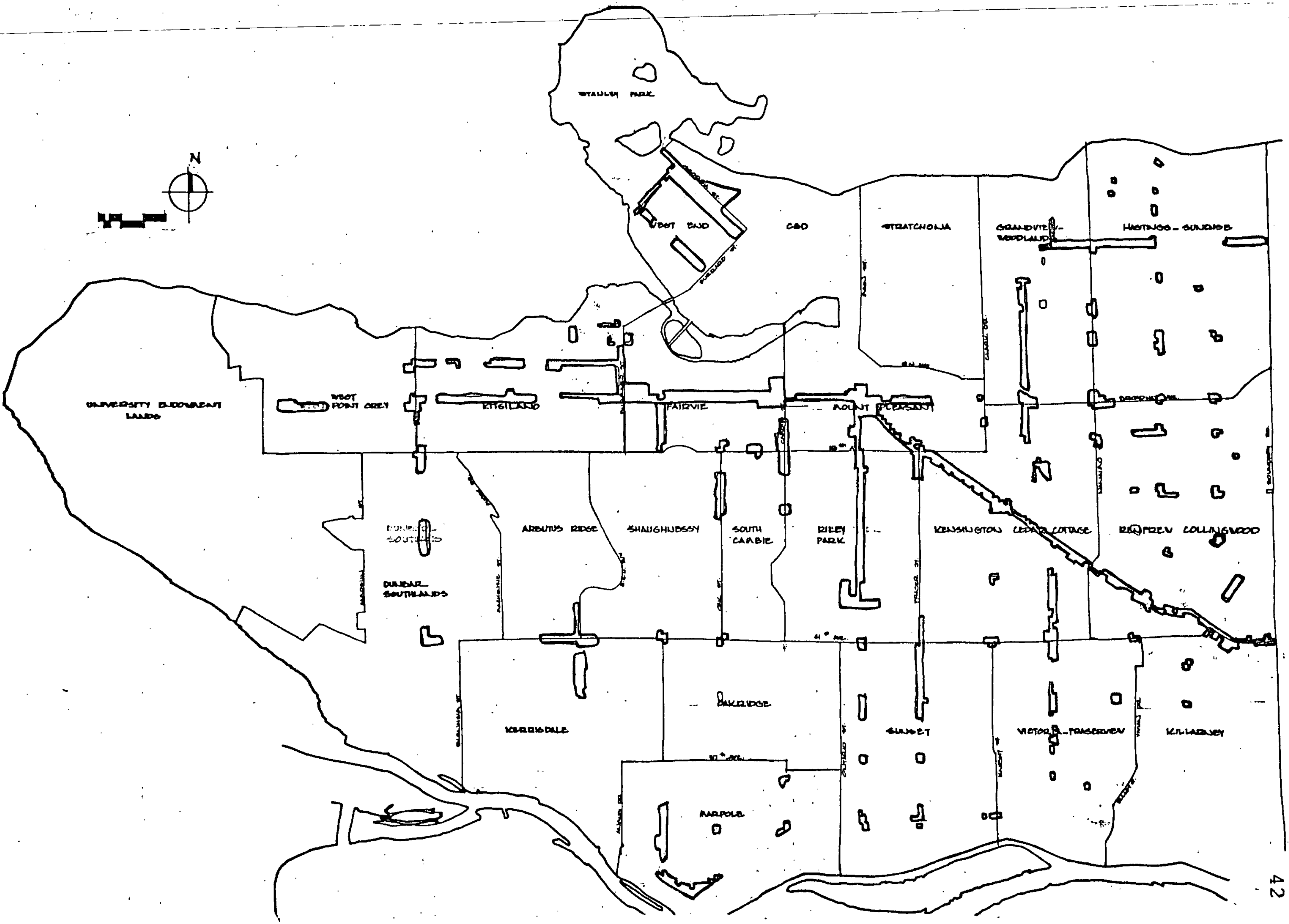


Figure 3.1. The City of Vancouver showing commercial districts

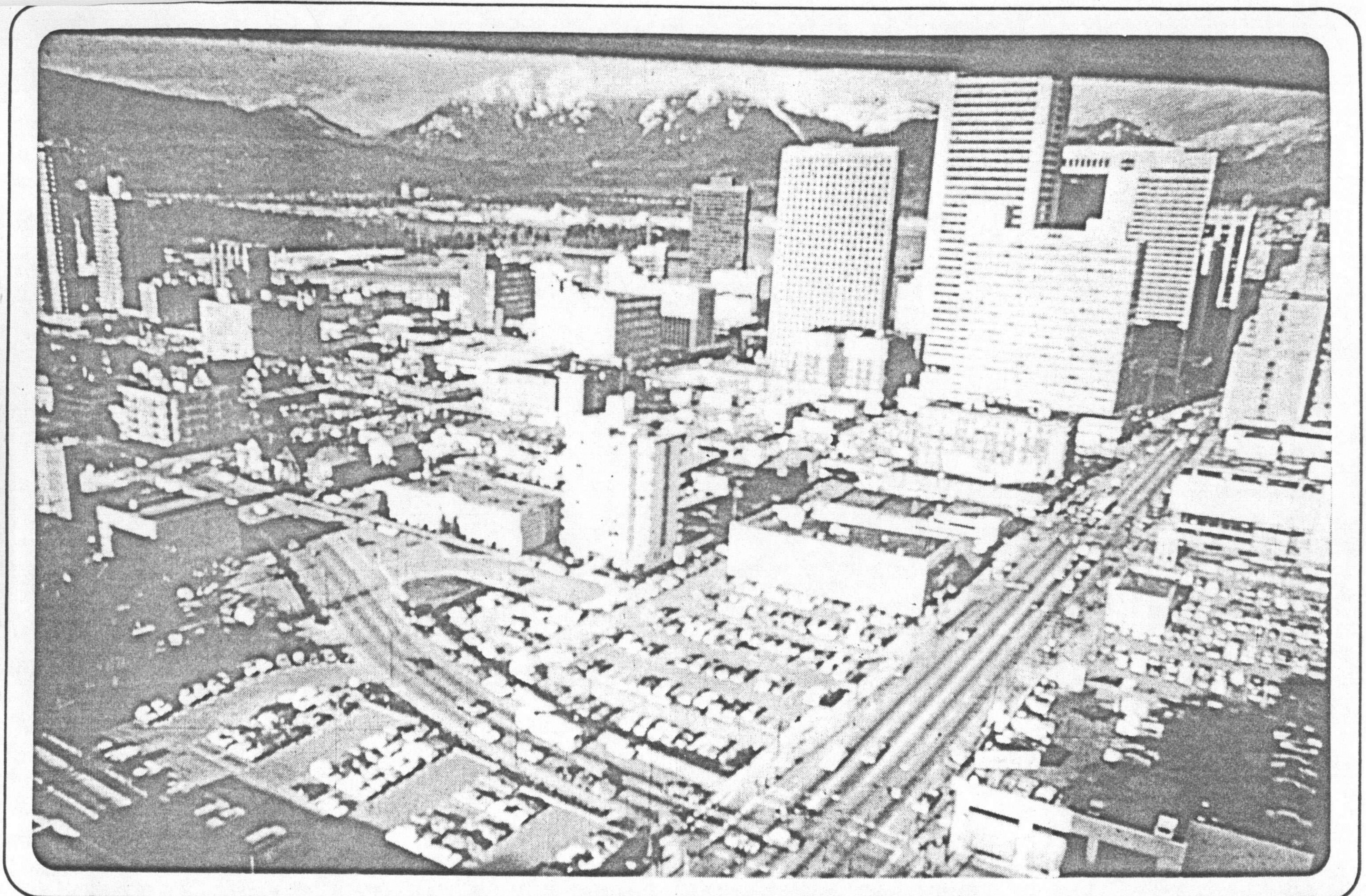


Figure 3.2 Part of the study area's surroundings: the Burrard/Haro intersections

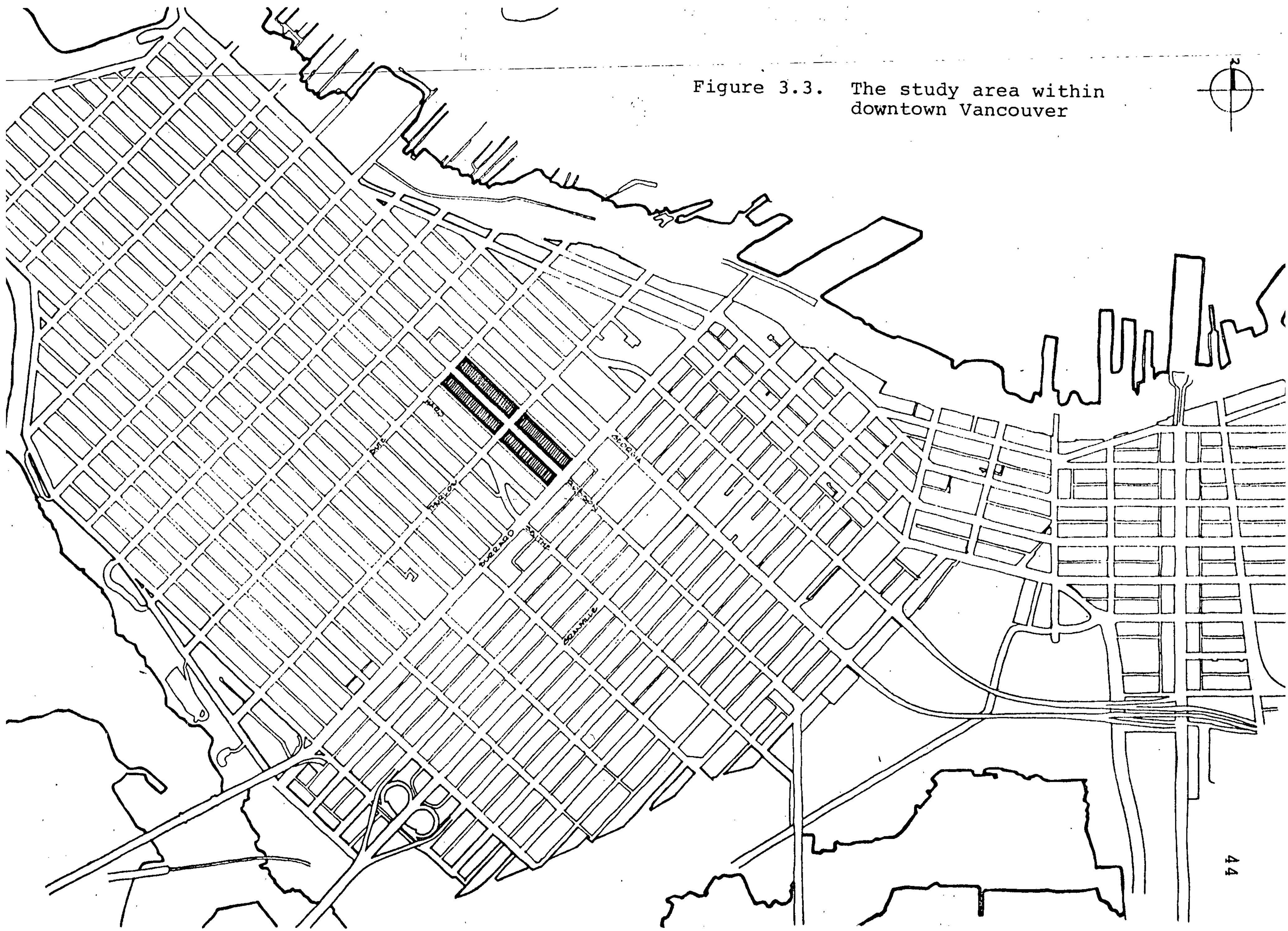


Figure 3.3. The study area within downtown Vancouver

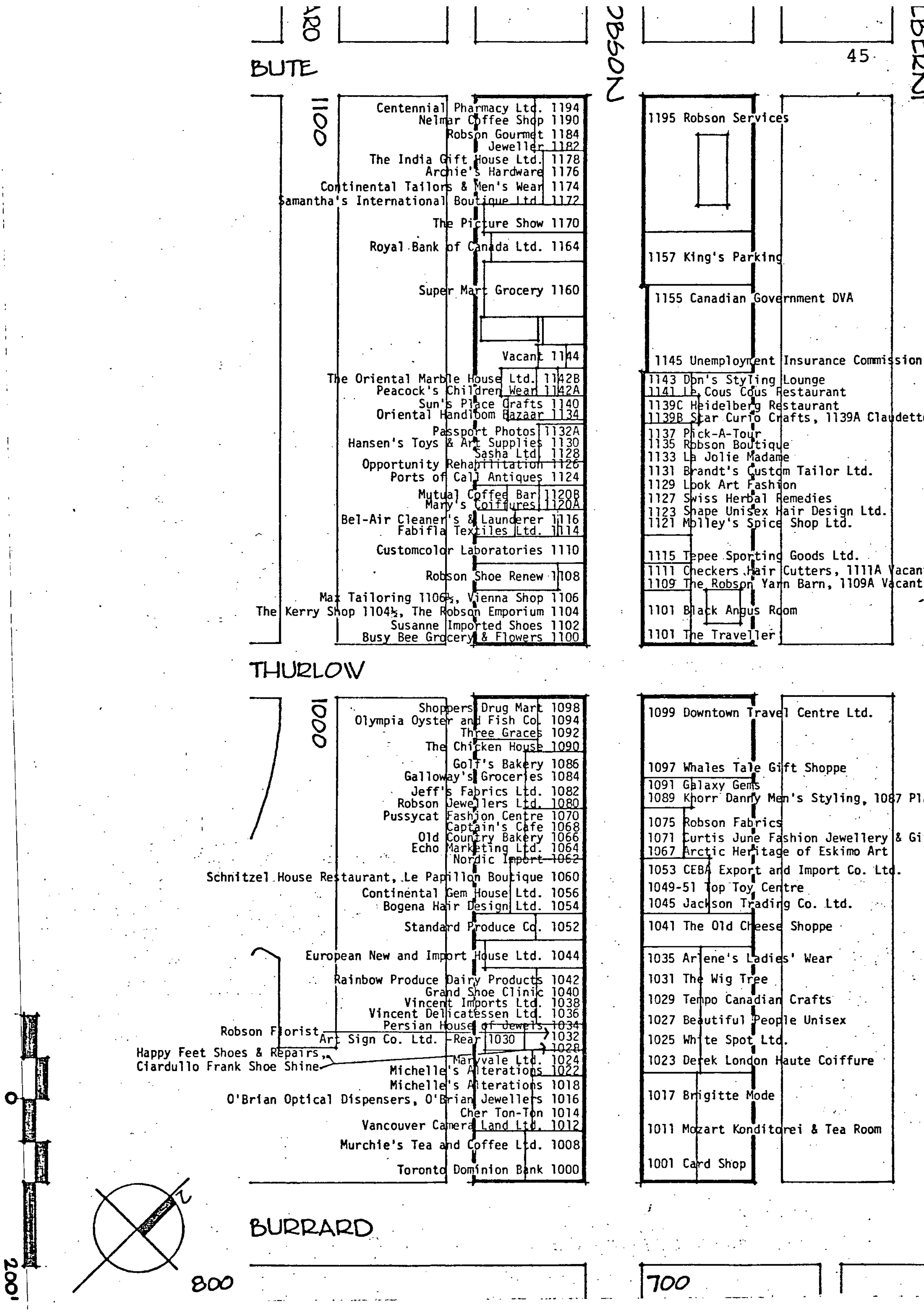


Figure 3.4. The Robson Street study area in detail

The Robson/Bute intersection is the beginning of the hotel area to the west and it serves to collect the pedestrians moving along Bute from areas to the south and north heading for Robsonstrasse and downtown. In general, these two prime intersections serve to collect pedestrians seeking the activity of Robson Street.

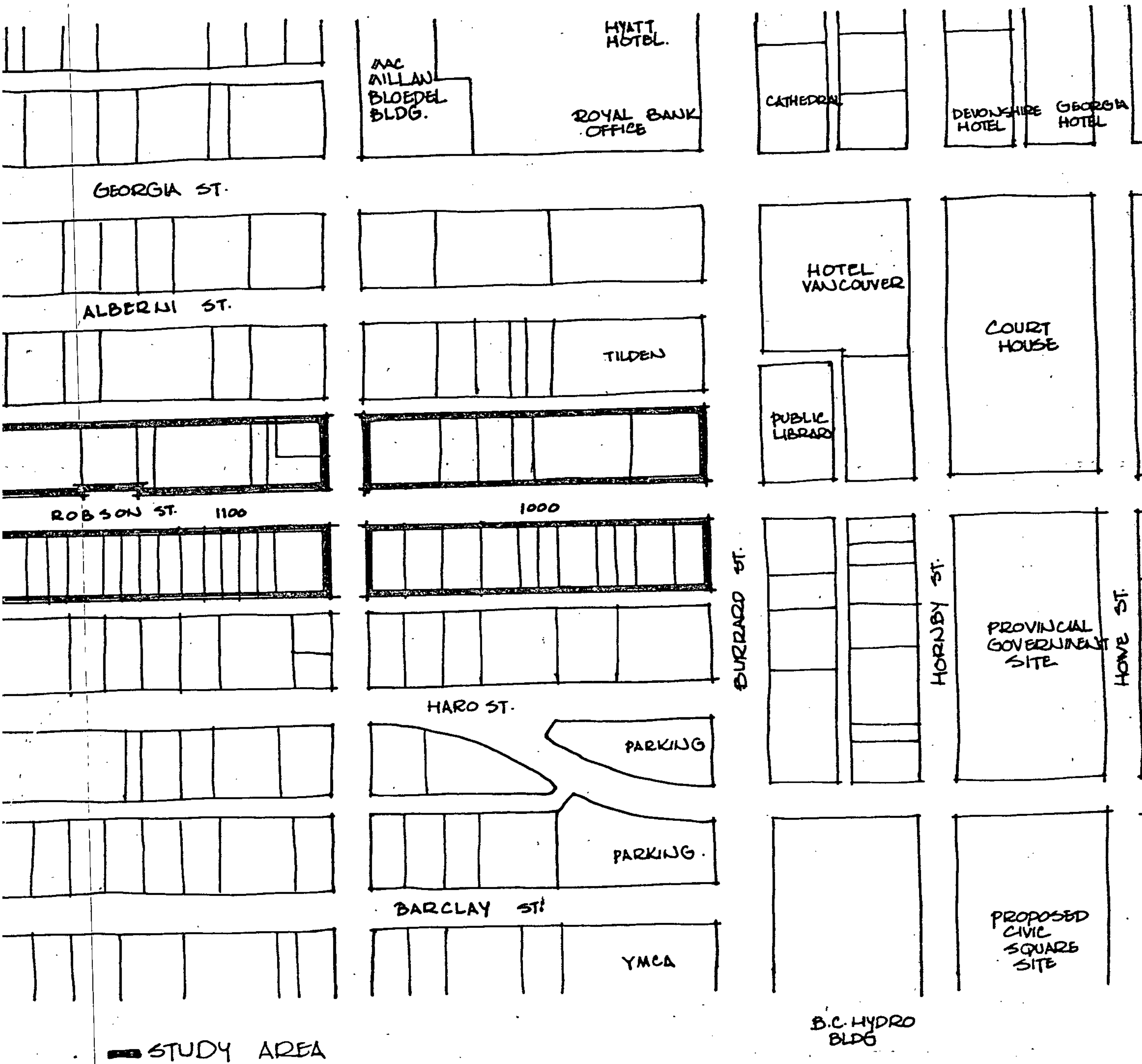
The study area is located with the CBD and service areas to the north and east. To the west is a mixed-use area (hotel, office, retail) and to the south, the residential area (Map 3.5).

The study area of Robson Street is a heavy pedestrian and vehicular traffic area. While traffic volume information is not available, pedestrian counts are outlined in Chapter IV.

Two-way traffic is allowed on the street as far west as Thurlow, where an exclusive left-hand turn forces all traffic onto that street (see Figures 3.6 and 3.7). The traffic at this intersection, consequently, is heavy, fast, and harmful to pedestrian activity. Bus routes run east-west along Robson between Denman and Thurlow. Meters along the south side of the street provide short-term parking for shoppers. In addition, a commercial parking lot exists on the north side of the 1100 block. Service vehicles use lane spaces behind the shops to deliver their goods.[4]

The study area attracts customers from all over the Greater Vancouver area as well as out-of-town shoppers. Local customers originate from the Central West End residential

Figure 3.5. The study area and significant neighbouring features



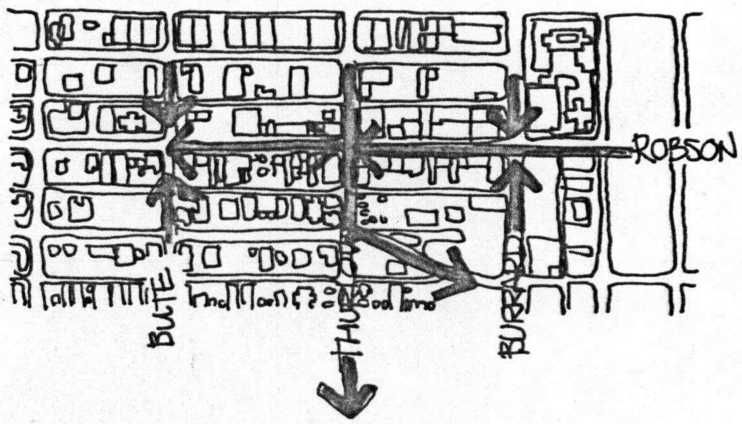


Figure 3.6. Vehicular movement patterns

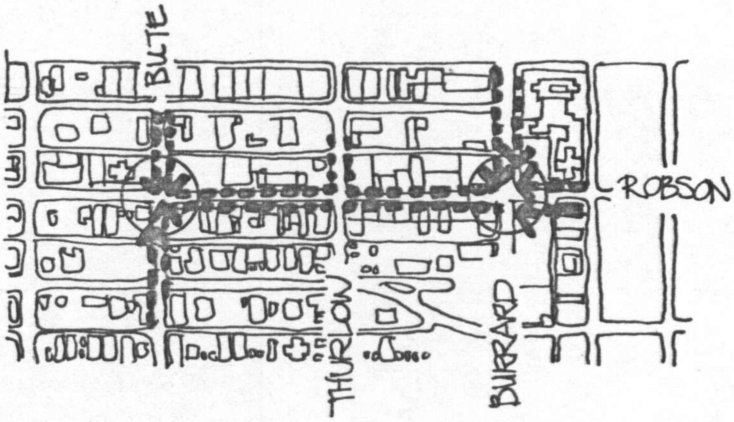


Figure 3.7. Pedestrian traffic flow

area, downtown employees, particularly from the Georgia Street office buildings and others who are on incidental downtown errands. Pedestrians coming from the CBD to the eastern end of the area are interrupted by street closures at Howe and Hornby due to construction work on the courthouse complex (blocks 51, 61 and 71). Also, the crosstown function of Robson Street from the Cambie Bridge results in heavy traffic volume and hinders pedestrian activity.

The point of highest elevation on Robson Street occurs at the Bute intersection. This is where the street commands excellent views of Stanley Park, the mountains, Burrard Inlet and the downtown to the east.

The late morning and afternoon sun penetrates the street lengthwise. This leaves the south sidewalk in shade while the north sidewalk enjoys the sun at its best. However, it was noted that the north side of the street is less active due to newer buildings which lack character, more incompatible businesses and fewer businesses with longer facades. An office building, a parking lot, a gas station and a chain restaurant with a hundred feet of frontage are examples of incompatible uses on the north side of the study area.

The study area as a whole does not offer its users any public open spaces on- or off-street.

Map 3.8. shows that many landowners own more than one property in the area. This trend is even more pronounced in the 1000 block. There are only thirty landowners in the

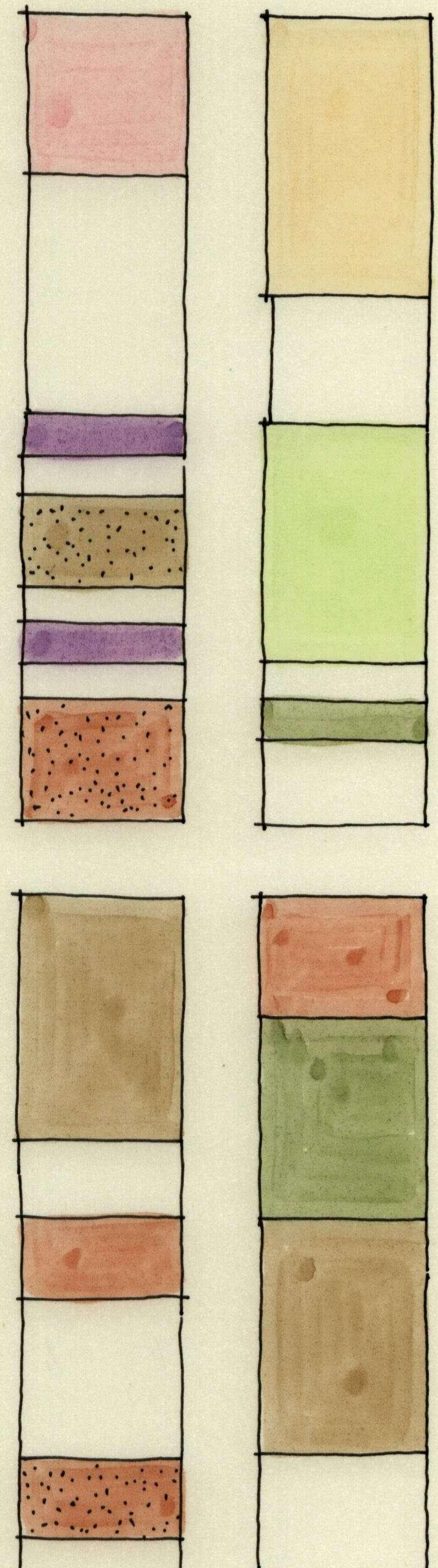
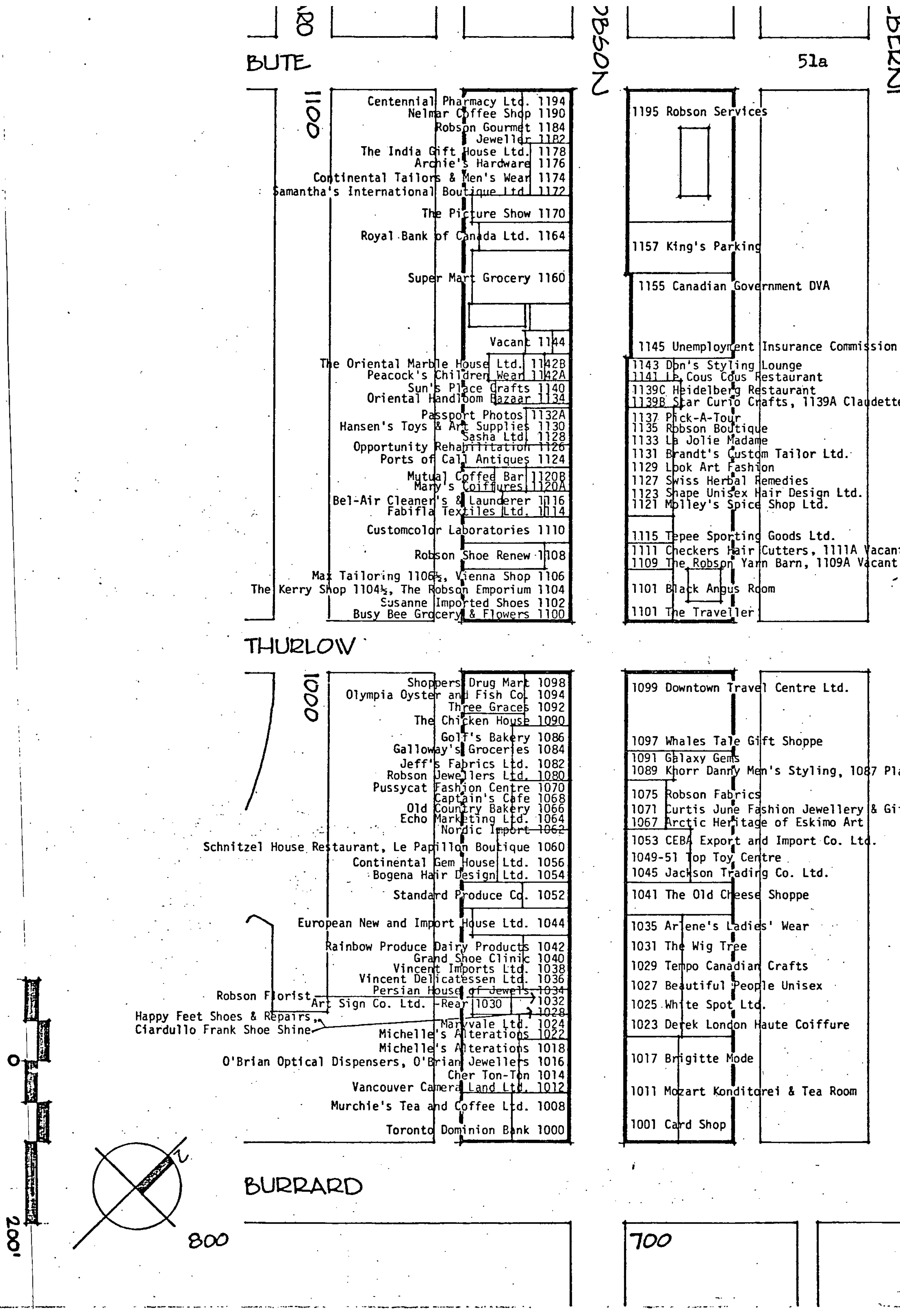


Figure 3.8. Ownership patterns showing process of land assembly



BUTE
51a
1100
Centennial Pharmacy Ltd. 1194
Nelmar Coffee Shop 1190
Robson Gourmet 1184
Jeweller 1182
The India Gift House Ltd. 1178
Archie's Hardware 1176
Continental Tailors & Men's Wear 1174
Samantha's International Boutique Ltd 1172
The Picture Show 1170
Royal Bank of Canada Ltd. 1164
Super Mart Grocery 1160
Vacant 1144
The Oriental Marble House Ltd. 1142B
Peacock's Children Wear 1142A
Sun's Place Crafts 1140
Oriental Handloom Bazaar 1134
Passport Photos 1132A
Hansen's Toys & Art Supplies 1130
Sasha Ltd 1128
Opportunity Rehabilitation 1126
Ports of Call Antiques 1124
Mutual Coffee Bar 1120B
Mary's Coiffures 1120A
Bel-Air Cleaner's & Launderer 1116
Fabifla Textiles Ltd. 1114
Customcolor Laboratories 1110
Robson Shoe Renew 1108
Max Tailoring 1106½, Vienna Shop 1106
The Kerry Shop 1104½, The Robson Emporium 1104
Susanne Imported Shoes 1102
Busy Bee Grocery & Flowers 1100
1195 Robson Services
1157 King's Parking
1155 Canadian Government DVA
1145 Unemployment Insurance Commission
1143 Don's Styling Lounge
1141 Le Cous Cous Restaurant
1139C Heidelberg Restaurant
1139B Star Curio Crafts, 1139A Claudette
1137 Pick-A-Tour
1135 Robson Boutique
1133 La Jolie Madame
1131 Brandt's Custom Tailor Ltd.
1129 Look Art Fashion
1127 Swiss Herbal Remedies
1123 Shape Unisex Hair Design Ltd.
1121 Molley's Spice Shop Ltd.
1115 Tepee Sporting Goods Ltd.
1111 Checkers Hair Cutters, 1111A Vacant
1109 The Robson Yarn Barn, 1109A Vacant
1101 Black Angus Room
1101 The Traveller
THURLOW
1000
Shoppers Drug Mart 1098
Olympia Oyster and Fish Co. 1094
Three Graces 1092
The Chicken House 1090
Golf's Bakery 1086
Galloway's Groceries 1084
Jeff's Fabrics Ltd. 1082
Robson Jewellers Ltd. 1080
Pussycat Fashion Centre 1070
Captain's Cafe 1068
Old Country Bakery 1066
Echo Marketing Ltd. 1064
Nordic Import 1062
Schnitzel House Restaurant, Le Papillon Boutique 1060
Continental Gem House Ltd. 1056
Bogena Hair Design Ltd. 1054
Standard Produce Co. 1052
European New and Import House Ltd. 1044
Rainbow Produce Dairy Products 1042
Grand Shoe Clinic 1040
Vincent Imports Ltd. 1038
Vincent Delicatessen Ltd. 1036
Persian House of Jewels 1034
Robson Florist
Art Sign Co. Ltd. -Rear 1030
1032
1028
Happy Feet Shoes & Repairs,
Ciardullo Frank Shoe Shine
Maryvale Ltd. 1024
Michelle's Alterations 1022
Michelle's Alterations 1018
O'Brian Optical Dispensers, O'Brian Jewellers 1016
Cher Ton-Ton 1014
Vancouver Camera Land Ltd. 1012
Murchie's Tea and Coffee Ltd. 1008
Toronto Dominion Bank 1000
1099 Downtown Travel Centre Ltd.
1097 Whales Tale Gift Shoppe
1091 Galaxy Gems
1089 Khorr Danny Men's Styling, 1087 Pla
1075 Robson Fabrics
1071 Curtis June Fashion Jewellery & Gi
1067 Arctic Heritage of Eskimo Art
1053 CEBA Export and Import Co. Ltd.
1049-51 Top Toy Centre
1045 Jackson Trading Co. Ltd.
1041 The Old Cheese Shoppe
1035 Arlene's Ladies' Wear
1031 The Wig Tree
1029 Tempo Canadian Crafts
1027 Beautiful People Unisex
1025 White Spot Ltd.
1023 Derek London Haute Coiffure
1017 Brigitte Mode
1011 Mozart Konditorei & Tea Room
1001 Card Shop
BURRARD
0
200'
N
800
700

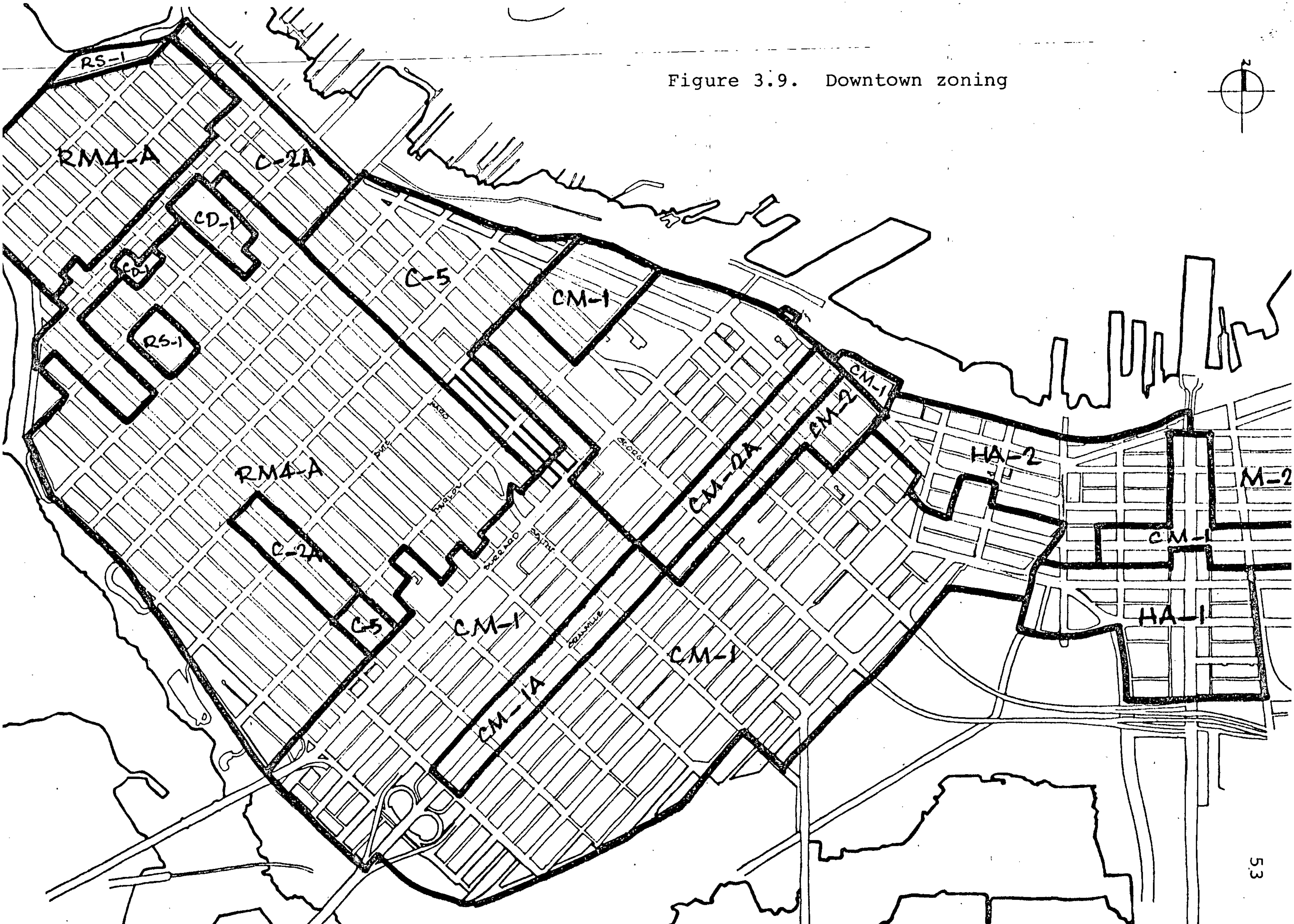
area, but there are more than twice this number of properties. Land assembly has been taking place more recently as well. Such actions make the possibility of large-scale development more likely.

The study area is District Lot 185; the dimension of an individual lot is 66 feet x 120 feet: 7920 square feet. The District Lot is part of the legal description of the land in the CBD. It is comprised of several city blocks which in turn are comprised of lots owned by individuals. Downtown Vancouver includes two District Lots. D.L. 541 includes land east of Burrard Street, and D.L. 185 includes land west of Burrard Street.[5]

The Robson Street area falls under three different zoning classifications. These are CM-1, C-5 and RM4-A (Map 3.9.).[6] The study area, which is the commercial frontage, falls under the C-5 classification. The outright Floor Space Ratio for this classification is 1.00, the additional FSR for the commercial frontage is 4.00, which brings the maximum allowable FSR to 5.00. The maximum allowable height is 6 storeys or 80 feet. Additional height is allowed on approval by the Director of Planning.

The buildings in the study area are mostly run-down old buildings one to four storeys high. However, on the north side new buildings have been constructed in recent years. Map 3.10. compares the ages of the buildings in the study area with those in the rest of downtown.

Figure 3.9. Downtown zoning



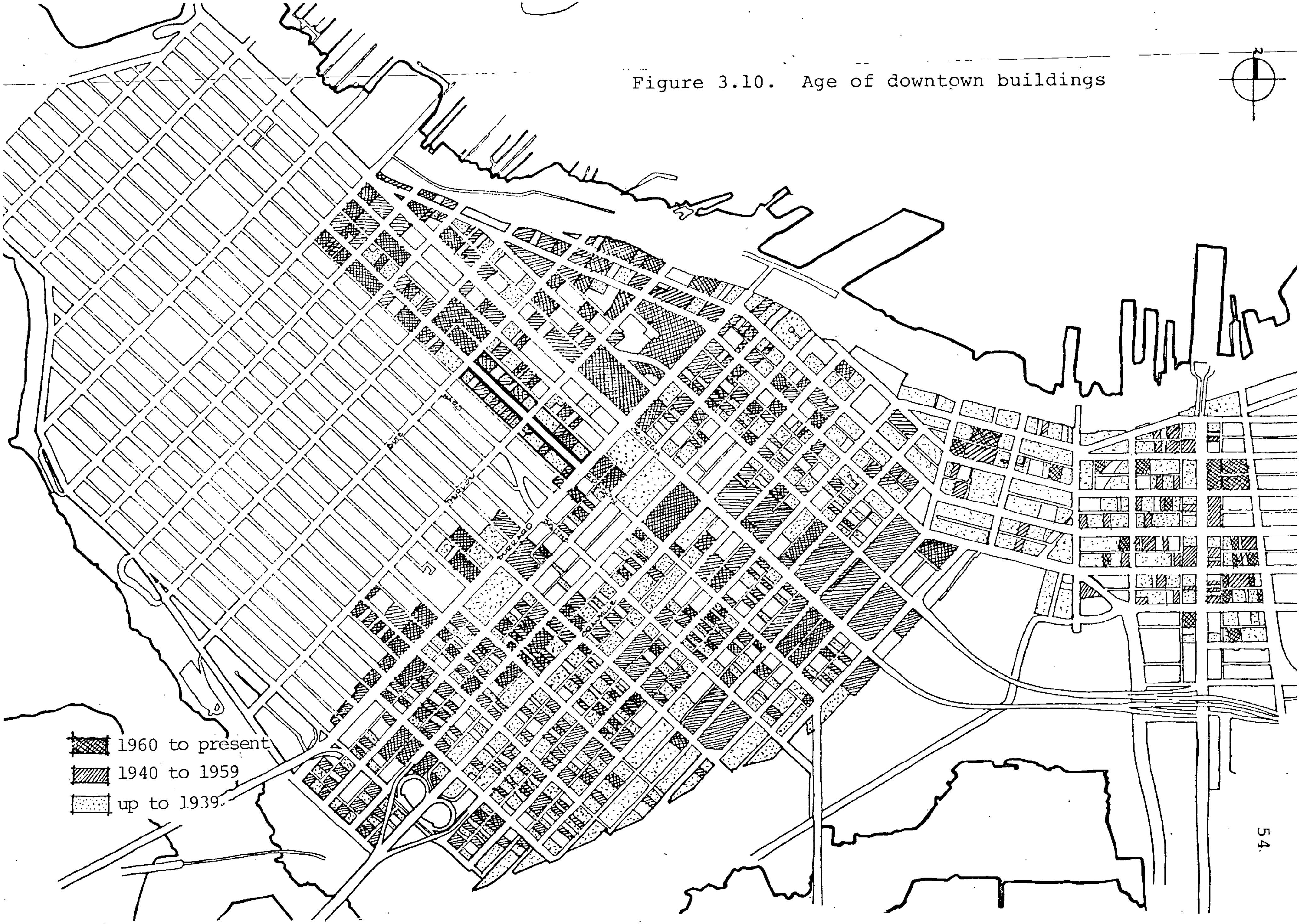


Figure 3.10. Age of downtown buildings

3.2. A Brief Historic Overview

Vancouver is a fairly young metropolis. It was not until 75 years after Captain George Vancouver sailed into Burrard Inlet (1792) that settlement began in the area (1867).[7]

The city started in the small village of Gastown, which eventually grew into the urban center of Vancouver (Map 3.11.). In a short period of time (approximately fifty years), Vancouver turned from a milltown to a metropolis.[8]

Robson Street, in the heart of the young town, was one of its first streets. It was named by L.A. Hamilton in 1886 in honor of the Honourable John Robson, M.P.P. who was Provincial Secretary in 1883, Prime Minister in 1889.[9] Back in 1890, Robson Street, still in the process of birth, was neither a forest nor yet a street.

> Stumps uprooted, deep holes, big stones, little stones, every uncomfortable thing that a street should not be; nothing that a self-respecting street should be. Even the horses shied at it.[10]

There were only two homes on the infant street. The street

> was the abode only of millions of ever-croaking frogs that leaped and sported in dozens of weedy pools while the birds twittered merrily in the branches of succulent willows. The whole adjacent countryside was a vast playground where youngsters had a whale of a time gorging on wild blackberries and huckle-berries.[11]

A few weeks and there was a big change. The street was graded, wooden sidewalks were laid down, new homes sprang up almost overnight. The street rushed on towards maturity.

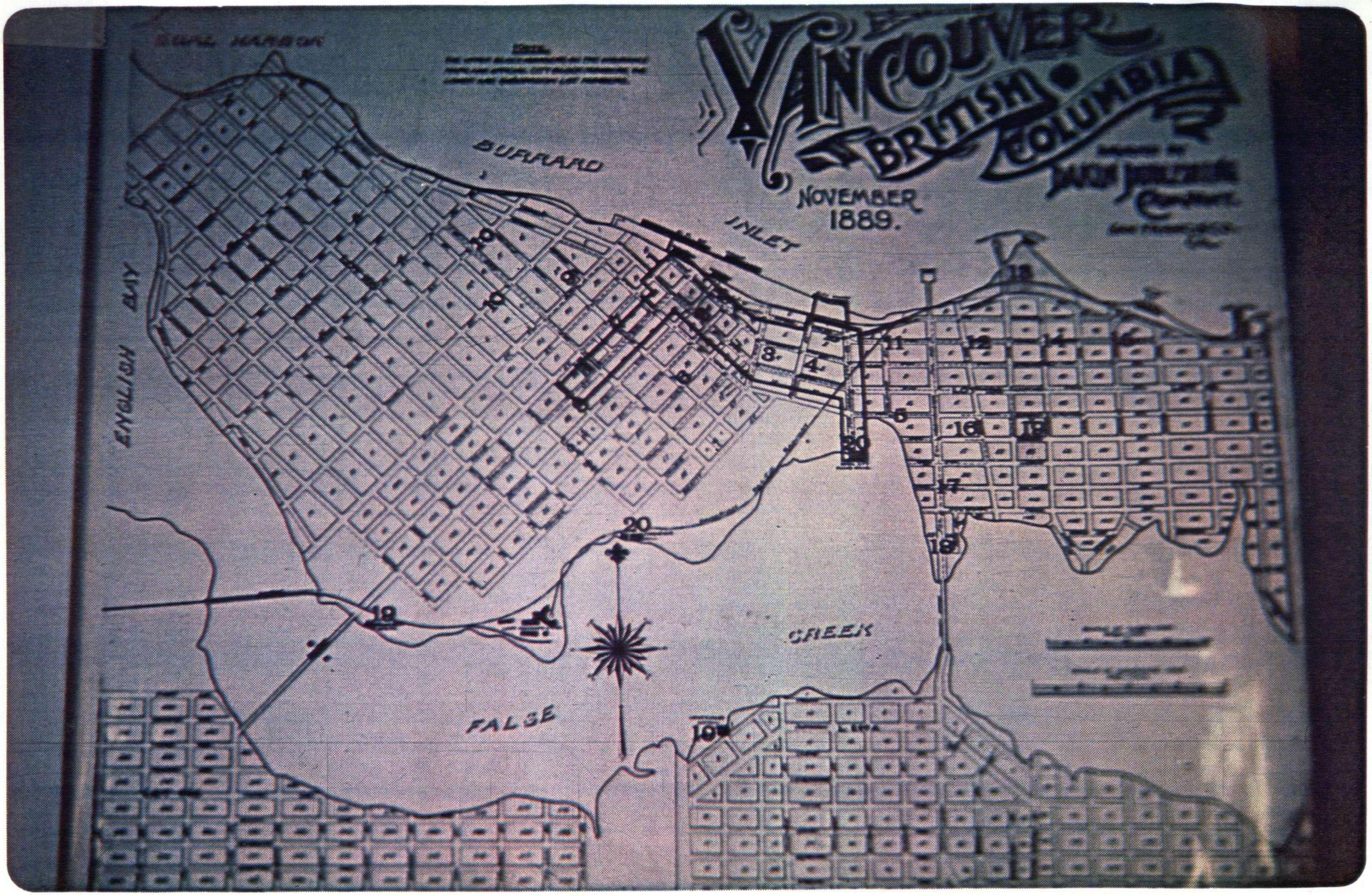


Figure 3.11. Historic map of Vancouver, 1889

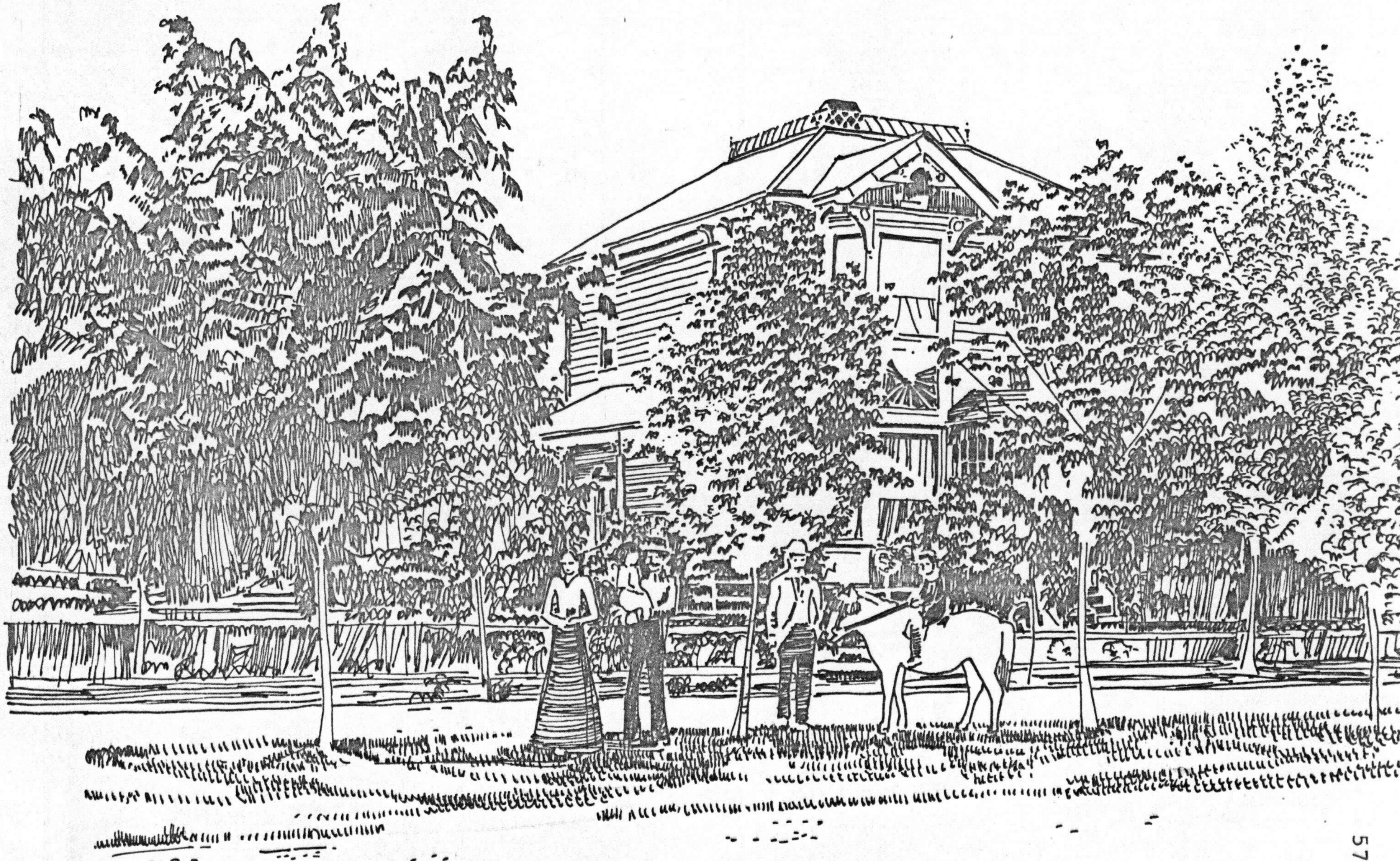


Figure 3.12.

North-west corner of Robson and Burrard (1897)

Figure 3.13. North-west corner of Robson and Burrard (1975)

It became a street of best homes and social activities (Figure 3.12.). Many homes had barns and nearly every backyard had its quota of chickens. In a few more months Robson extended west and ever west.

The B.C. Electric, following the crowds, built a single streetcar line as far as Jervis. The company followed with a ten-minute service to Denman in 1935 (Figure 3.14.). Then Robson Street, once pulsating with the intimate home life of the early builders of Vancouver, became business-conscious (in 1935), paved, two-laned, with its beginning at Cambie Street. It became a street of specialized small shops where people could do their marketing comfortably and in a leisurely manner. Houses on the street that were once proud were crying out "pitifully for a coat of paint to cover their unsightly disintegration."[12]

Robson, once a forest, then a "swell" residential street, was changing to a commercial street. As it became a busy downtown street and a growing traffic artery, it had to experience widening and cutting of its trees (1937), which were said to be wrecking its sidewalks.[13]

In the 1940's, many of the Robson Street merchants were part of Blackburn Market, now only a memory at Robson and Seymour.[14]

> When the market was condemned they were forced further down the street. The 900 block Robson became the market center. Then progress moved them once again; large interests were buying out the street east of Burrard.[15]

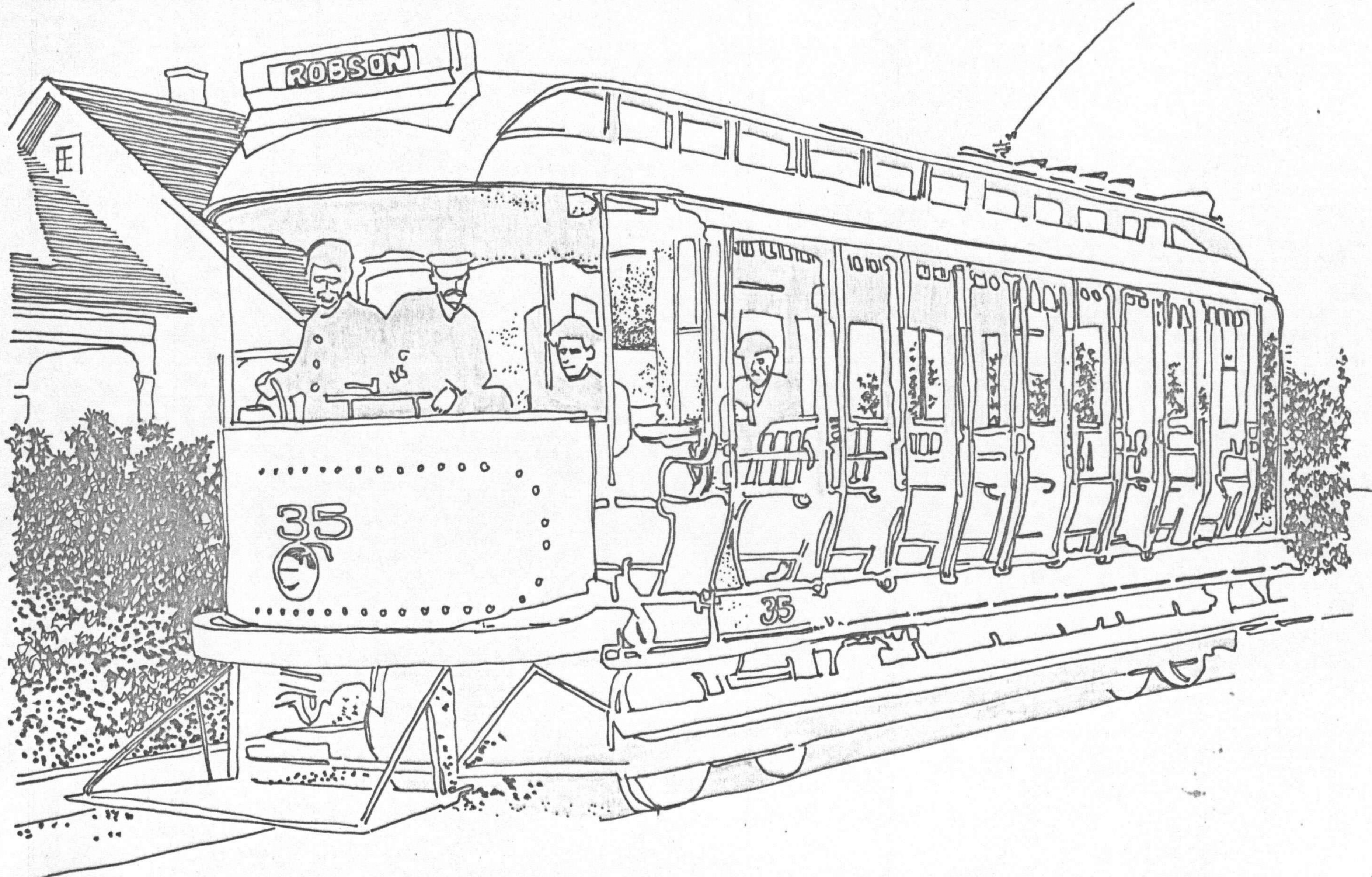


Figure 3.14. Public transportation in 1935

The merchants moved one by one across Burrard Street, taking up residence in the ramshackle (but low rent) buildings of the 1000 block. Faithful customers followed them and life went on as usual.[16]

> In the mid 1950's a tide of German immigrants forced a revolution on the Street.[17]

Although there were other European merchants, the principal ones were Germans. They brought to the street their unique merchandise which gave the street its flavor. The Germans came to Robson Street when they first immigrated; then they moved out to Richmond and Burnaby and many went to the States.[18]

By the 1960's a noticeable change had taken place in the international character of Robson Street. It has always been a street for new Canadians because of the numberous cheap lodging houses around it. By the early 1960's Robsonstrasse had achieved its full strength. Behind the false fronts and the old fronts of brick and frame buildings dating back 65 years or more was one of the liveliest sections in town. The 700-1100 blocks on Robson were bursting with people of all ages, descriptions and nationalities.[19]

Tourists and shoppers encountered along this short stretch of Robson a mixture of enterprises that stirred their senses of smell, taste and imagination as no other street in the city did.[20]

Robson, which by then had become a patch of Europe in Vancouver, had always been threatened. The threats came both from outside and from within. The wrecker's hammer hit its oldest part, giving way to new developments incompatible with the street's unique character. More property was being absorbed by new developments. Rents kept rising and the financially weak were forced out. There was little security, even for the more affluent merchants:[21]

> According to the terms of lease, they could be given one month to leave. Under such dicey conditions, improving their premises seemed futile, although many buildings were in severe need for renovation.[22]

Buildings were so old that they were losing money and therefore it was better for property owners to level them than to make repairs.

In 1968, thirteen businesses on the north side of the 1000 block were forced to close. The buildings they occupied were demolished and eight of the stores were replaced by a 100-foot frontage restaurant.[23]

The fact that such developments were incompatible with the small specialty shop character of Robson did not seem to bother the property owners or the developers.

Such developments urged store operators to launch a campaign for the preservation of the unique character of Robson. Store owners feared they would be gradually forced out via the wrecker's hammer, redevelopment and rising rents.[24]

An association of the store operators was formed with the aim of fighting to protect the unique character of the shopping district. The first move by the association was to approach the City Administration to determine whether the area could be zoned strictly for small stores and specialty shops. The incompatibility of large stores, chain stores, parking lots, gas stations, banks, etc. was threatening the character of the area.[25]

The planning department suggested they share the cost of a study for redevelopment in the area, but again the merchants did not have enough confidence to invest in the study due to the insecure terms of their tenancy. The campaign died.[26]

> The city lost interest. The merchants lost interest in the city.[27]

In desperation, in 1970, they formed a group and approached the provincial government, then in the midst of an election campaign.

> The merchants hoped the government might include them in the shopping plaza of the new provincial government building (block 61) thereby avoiding rising ground floor rents.[28]

The government later decided that the shopkeepers' development was not compatible with the planned courthouse and government office building.

For the first time, there was then an agreement among merchants about the future of the street. They recognized that redevelopment was inevitable and they had a proposal to solve the problem of providing small shops at low rents.[29]

They suggested creating a mezzanine level of shops as part of a development designed for pedestrian browsing and shopping (Figure 3.15.). They also suggested underground parking to retain the area's attraction for shoppers. The plan for that "international center" on the 1000 block was simple with a zoning readjustment by the city. There was to be high density development around Robson Street, providing the revenue to support the scheme. Those who could not afford ground floor rents were to move up to mezzanine level.[30] Suggested contents of the international center were:

1. Specialized food mart and farmer's market (excluding standard groceterias).
2. Group of ethnic-type restaurants and snack bars (excluding chainfood outlets). Ground level and rooftop plazas.
3. Government liquor store with specialized wines. Licensed premises, pubs, etc.
4. Specialized shops of all kinds, boutiques, etc. (excluding department stores).
5. Travel agencies, tourism.
6. International ticket agency, airline offices, etc.
7. B.C. Automobile Association.
8. Entertainment, cabarets, cinemas, discotheques, etc.
9. Adult education, auditorium, club premises, book centre, convention rooms, etc.
10. Exhibition spaces.

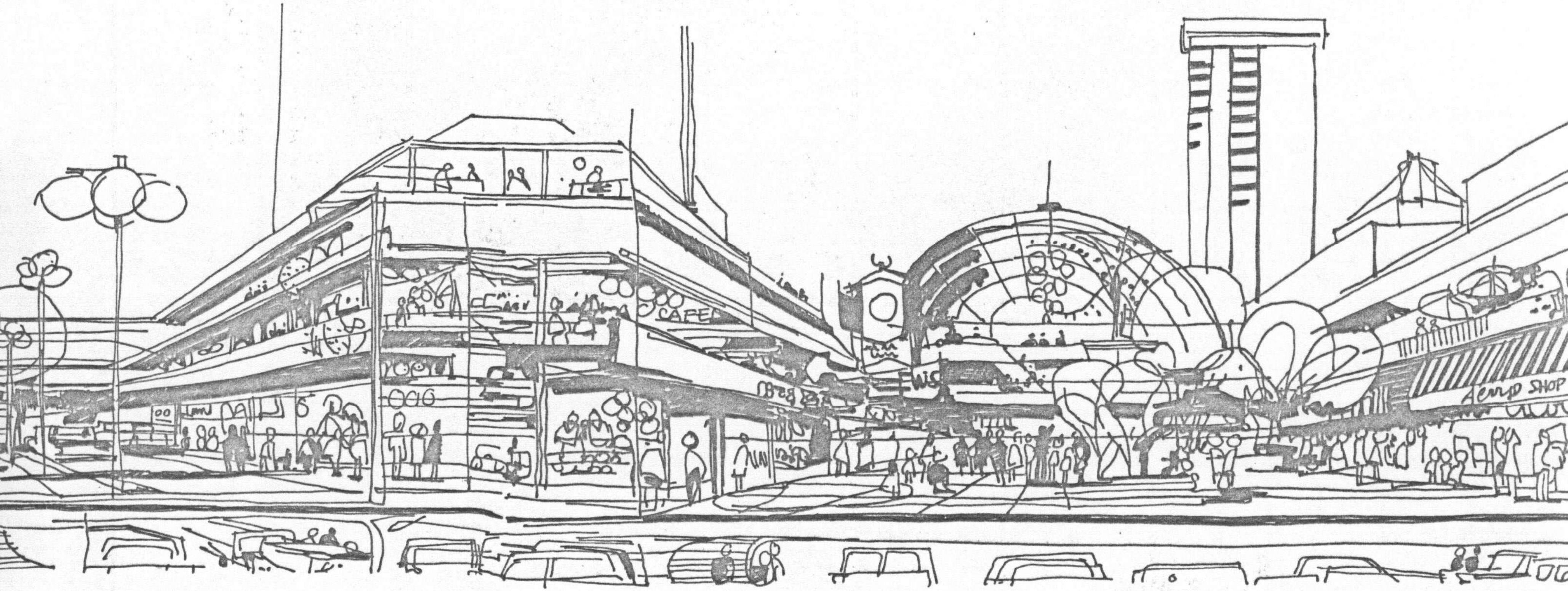


Figure 3.15. Conceptual sketch for the "International Centre" Proposal

11. Athletic Club.

12. Children's centre, toyland, etc.

13. Japan trade centre.

14. Medical-Dental Centre.

15. Automobile centre - showrooms, repairs, car rentals, car clinic, auto supplies, etc.

16. Offices.

17. Residential - apartments of various sizes.

18. Hotels.[31]

A survey conducted by U.B.C. students in December, 1969, showed the majority of shoppers favored the idea of a pedestrian mall, open-air cafes and more specialty stores.[32]

However, the city declined to provide any money or technical assistance to the merchants of the 1000 block who were trying to determine the economic self-sufficiency of the project. The city, who owned 30 percent of the block, was then preparing to sell a portion of it and the best the city council could do was to agree not to sell any of its land for a few months to give the merchants more time for their feasibility study.

With the city's negative attitude, the efforts for the development of the international center were unlikely to come to fruition. A substantial proportion of the property owners refused to commit themselves to finance their share of the study and the whole project collapsed (1971).

In 1973 an attempt to revitalize the street was made in what was called the "Saturday Mall". The street was closed off for traffic in the 1000 block on summer Saturdays, but the idea failed to realize the potential of a pedestrian-only territory, perhaps due to a lack of commitment on the part of the merchants.[33]

The early seventies have seen the decline of the study area. Several factors have contributed to this decline. Those factors as well as proposals from different interest groups for the rejuvenation of the area are discussed in the next section of this chapter.

As things stand at the present time the future of the study area is uncertain. It is unknown which, if any, of the several proposals will be carried out. The feeling and the character of the study area will no doubt suffer from any abrupt change, and the loss to the City of Vancouver will be great. Whatever the physical shape of future development, the shoppers dictate that if Robson did not exist, it would be necessary to invent such an area. It fills certain needs for the users that no other shopping area does.

3.3. Proposals

Since 1974 several proposals have been made for the redevelopment of the 1000 block Robson (the block bounded by Robson, Burrard, Haro/Smithe and Thurlow Streets). The 1100 block was not included in any of the discussed proposals.

The four major landowners in the block - Robson International Village Community Co-operative, Olympia and

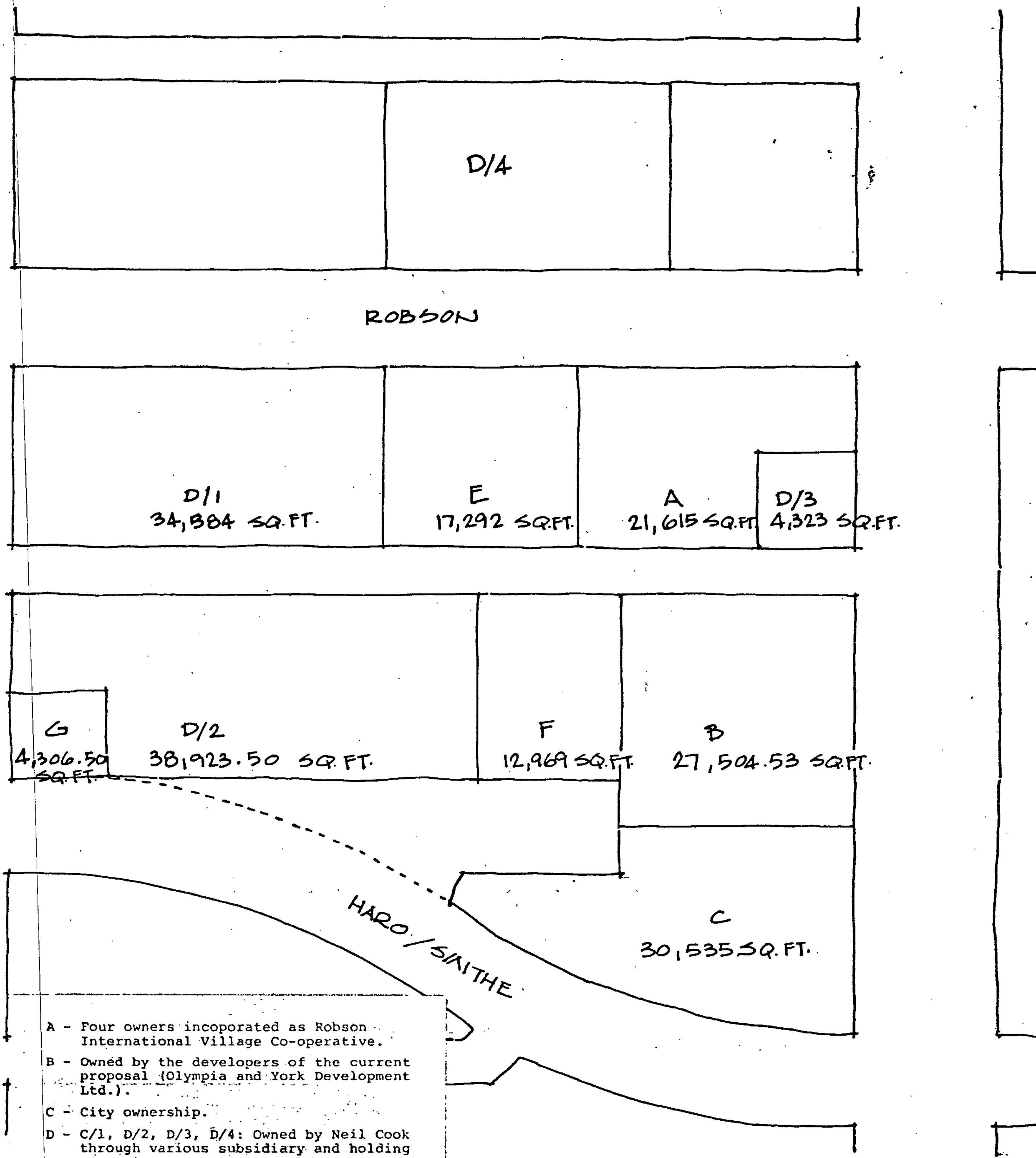
York, Neil Cook and the City - represent the major forces for change. The three owners are in competition to include the city-owned land in their proposals. Proposal descriptions follow.

a. The "Marketplace" Proposal

In January 1976 city planning officials and merchants expressed cautious optimism about a 7.5 million-dollar mall proposed by Neil Cook, major owner of the 1000 block Robson. The proposed mall would be similar to the Cannery and Ghirardelli Square in San Francisco.

> The 'Marketplace' proposal consists of a two-level specialty retail centre arranged around a central courtyard. The centre would consist of 62 specialty shops on a European theme, containing a total retail square footage of 72,472 sq. ft. of which 50,000 sq. ft. is on the ground level. The average shop size would be 1,200 sq. ft. Two and one half levels of parking are proposed between the lane and Haro Street with entry and exit from Haro. Three hundred and eighty parking spaces are proposed whereas 155 are permitted.
>
> The site extends 264 feet along Robson Street east of Thurlow and includes 330 feet of frontage on Haro Street with the exception of the northeast corner of Thurlow and Haro which contains two houses. A City lane bisects the site.
>
> The site includes 16 small shops on Robson Street and four shops on Thurlow Street. The portion of the site south of the lane contains five older houses containing a total of 31 rooms and one older two-storey apartment building containing 25 dwelling units. Thus, at least 56 units of lower-priced accommodation would be demolished. The balance of the site is occupied by surface parking providing approximately 70 spaces.[34]

81 percent of the tenants and owners of Robson



A - Four owners incoporated as Robson International Village Co-operative.

B - Owned by the developers of the current proposal (Olympia and York Development Ltd.).

C - City ownership.

D - C/1, D/2, D/3, D/4: Owned by Neil Cook through various subsidiary and holding companies.

E - The owners heavily encanvassed to join by Robson International Village Co-operative but as yet undecided.

F - Boytinck, Kimbal, Nicholls & Telford.

Figure 3.16. Land parcels for development proposals

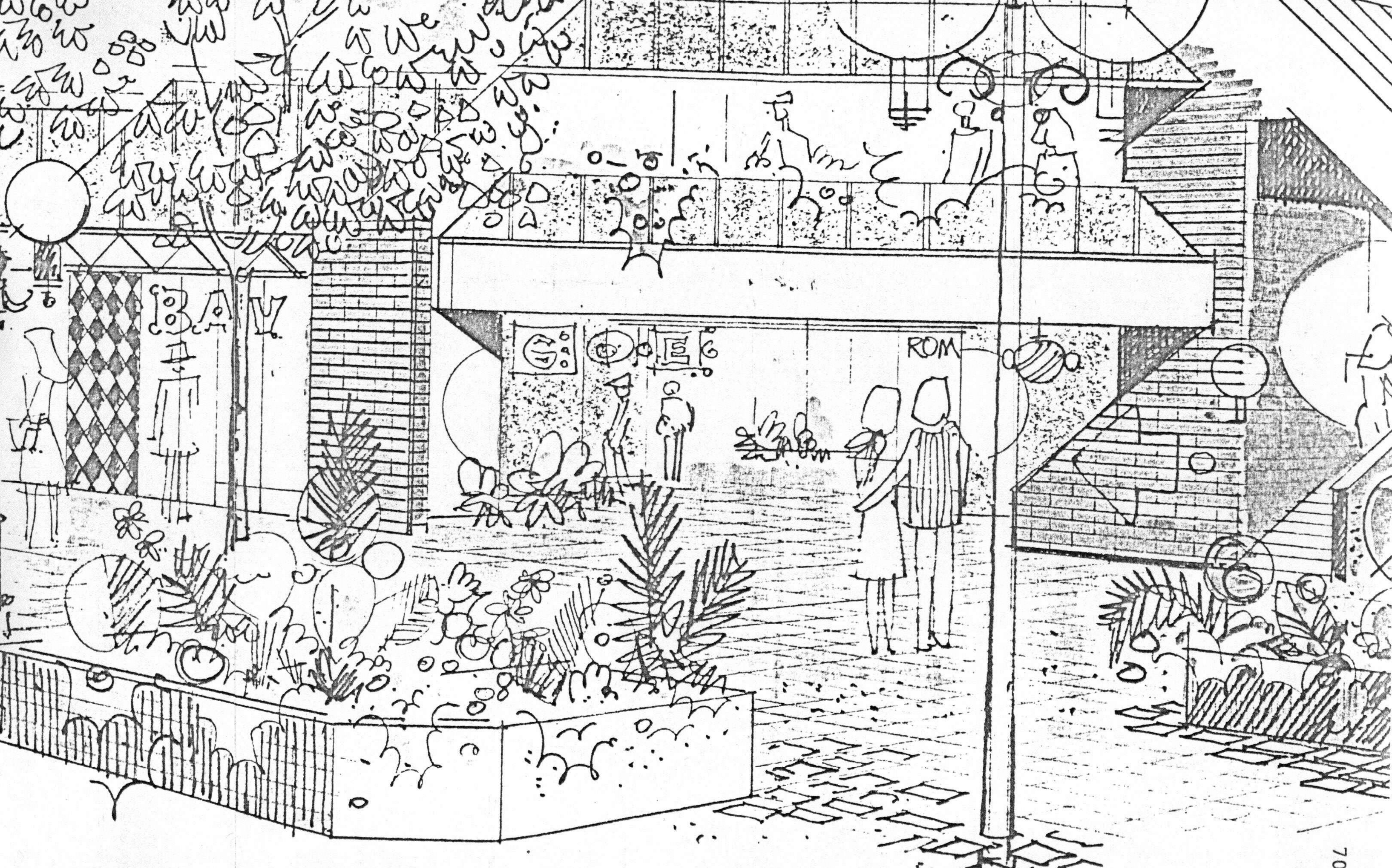


Figure 3.17. Conceptual Drawing for the Neil Cook Proposal

from Burrard to Bute favored the mall proposal and 50 percent of them were in support of the excess parking that the proposal calls for.

The developer claims that his proposal ensures the continuing survival of Robson Street in the following way.

i) Deteriorated buildings in the area will be replaced with modern facilities.

ii) Existing merchants will be given priority in new shop space.

iii) Retail customers will be attracted by a wider variety and quality of goods and services.

iv) Shoppers will enjoy a new combination of shopping and leisure activities not available now.

v) More merchants will have an opportunity to offer their goods and services; approximately 65 small shops (400 to 3,000 square feet each) will replace the 16 shops now on the property.

vi) Longer hours of use.

vii) Adequate parking will be provided.

b. Olympia and York Proposal[35]

The proposal is for parcels B and C in Map 3.16.

- Parcel B (Olympia and York) 27,505 sq. ft. (approx.)

- Parcel C (City) 30,535 sq. ft. (approx.)

It consists of:

i) An office tower with retail at grade located on parcel "B". The tower is proposed to contain 155,579 sq. ft. of office space, is 11 storeys (154'0"±) high and steps back at higher levels to reduce shadows east by the tower.

ii) Retail is provided on two levels and is located on the lower floors of both the office tower and in the residential block on parcel "C", the City-owned property. Total retail proposed is 15,953 sq. ft.

iii) The residential portion located entirely on parcel "C", City-owned land, consists of 67 units (18 bachelor, 25 one-bedroom and 24 two-bedroom). Total residential square footage 71,084 sq. ft. distributed through 6 storeys. As yet it is not confirmed whether units will be condominium or rental.

iv) The buildings are arranged around a courtyard approximately 100 feet square and provide a perimeter arcade at grade on Burrard and Smithe/Haro Streets giving covered access to the retail at those locations.

v) 185 parking spaces below grade.

c. Robson International Village Community Co-operative Proposal

In March 1974 Robson International Village Community Co-operative was incorporated by a group of citizens, merchants and landowners. This organization, open to the public with a membership fee of ten dollars, attracted 110 members by June of 1975. The co-operative was formed to achieve the following objectives on the property bounded by Robson, Thurlow, Smithe/Haro and Burrard Streets, totally ignoring the 1100 block:[36]

i) To increase housing supply for moderate income individuals and families in Vancouver's downtown core.

ii) To integrate the housing development with a vastly-improved neighbourhood whose liveliness and livelihood depend on the established international flavor of its specialty stores.

iii) To utilize fully and effectively scarce downtown resources for the benefit of the pedestrian citizen.

iv) To extend the daily life of downtown beyond the period of normal office hours.

The co-operative has received a start-up grant to finance the first phase of a feasibility study to determine if the above objectives can be met. The study has been separated into four components:

i) Community participation

ii) Legal

iii) Land and finance

iv) Planning and project co-ordination

At the present time several owners in the block are members of the co-operative but the co-operative itself does not own any land in the area.

The co-operative has so far failed to secure funding commitments from the provincial or federal government to purchase land in the area to realize even a portion of the overall concept.

A preliminary program contained in the Co-operative brochure of November 1974, "A First Area Development Concept", shows an outline proposal covering the whole 1000 block (see Figures 3.18. to 3.21.). Over a period of years the whole block of 5.2 acres would be redeveloped except for the eleven-storey, 75-suite apartment building on Parcel F, Map 3.14. The program contained the following elements:

i) Housing: (representing 80-85 percent of the allowable building area)

Figures 3.18. to 3.21.

SKETCHES FOR THE COMMUNITY CO-OPERATIVE PROPOSAL

Figure 3.18. Typical street level interior plaza
(sketches by: Afaf Elsamny)

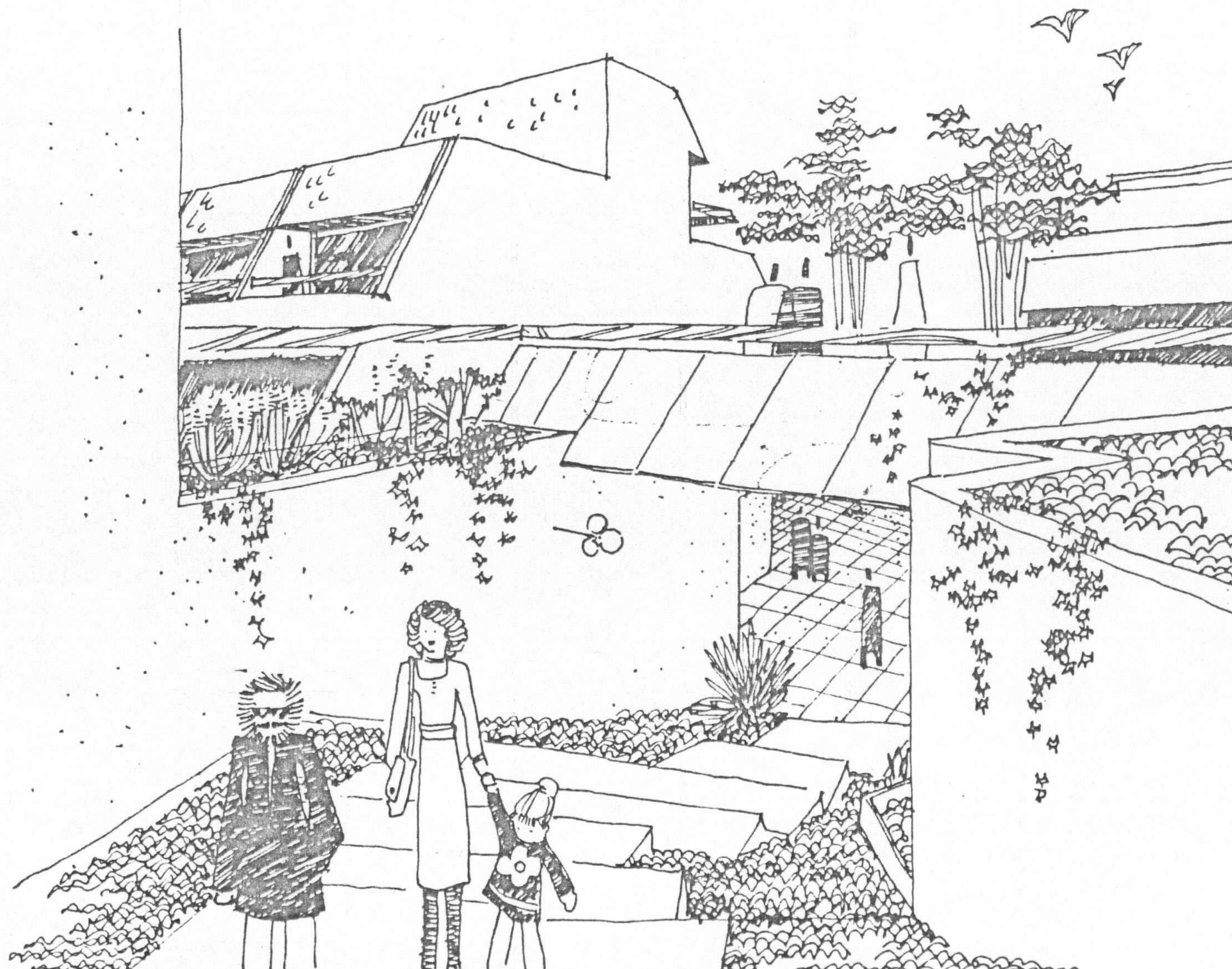


Figure 3.19. Typical entrance to residential clusters from street level

Figure 3.20. Typical upper level residential plaza

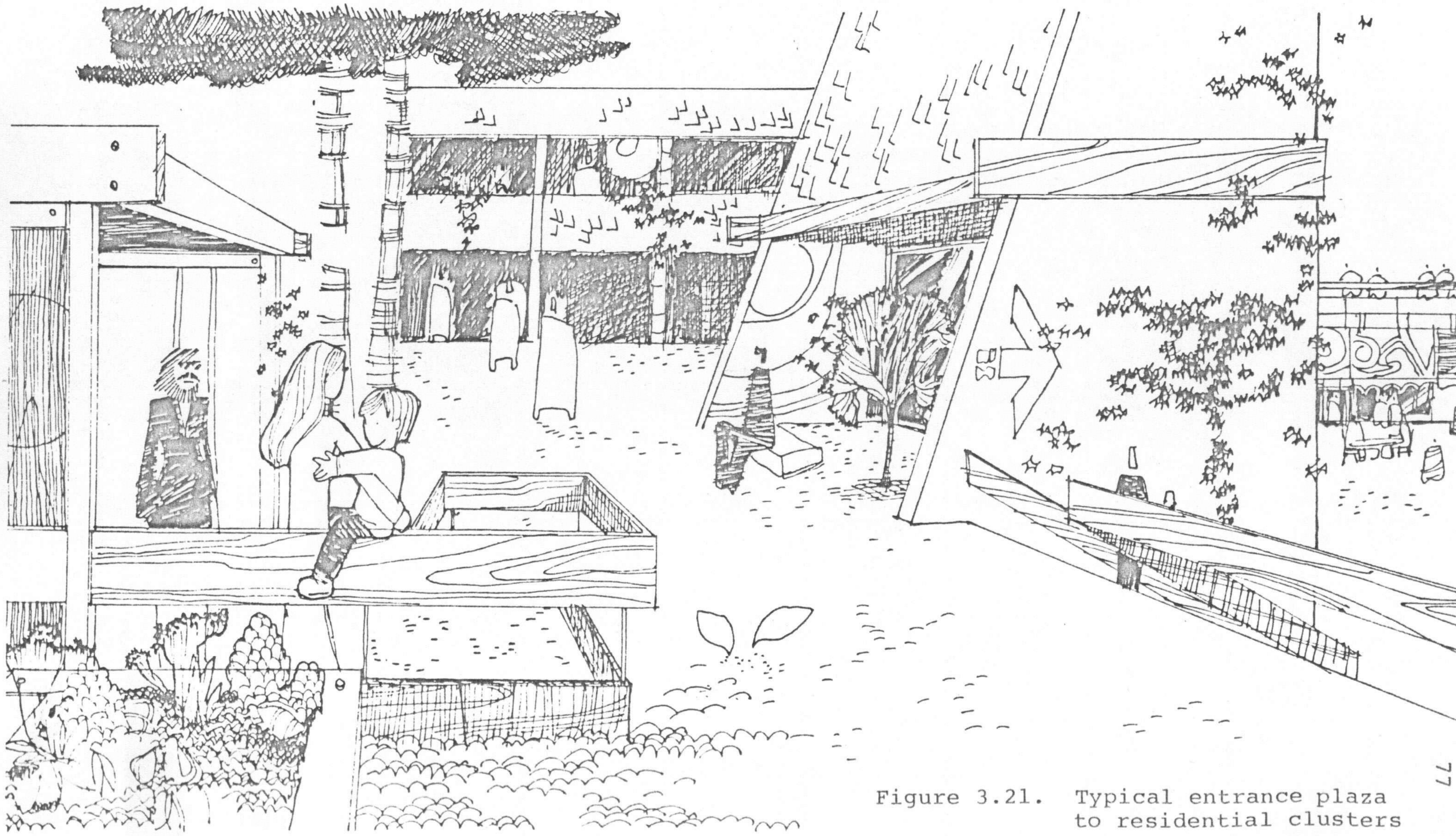


Figure 3.21. Typical entrance plaza to residential clusters

a. 36 sleeping units, (sharing both washroom and cooking facilities) 300 sq. ft. each
b. 43 housekeeping units, (sharing washroom facilities) 350 sq. ft. each
c. 145 studio units, (suitable for home occupation) 400 sq. ft. each
d. 217 one-bedroom units, 650 sq. ft. each
e. 145 two-bedroom units, (for families and sharing) 800 sq. ft. each
f. 36 three-bedroom units, (for larger families and sharing) 1,000 sq. ft. each

ii) Commercial: (representing 15 percent of the allowable building area)

iii) Community Open Space: (ground and raised levels; public, semi-private and private)

iv) Amenity Areas: (day care, craft and hobby rooms, meeting rooms, etc.)

v) Parking: (no requirements established at this point, except that it be limited and underground)

vi) Retention of Existing Highrise: 75 units on 13,000 sq. ft. of property. (No other building on the property was deemed worthy of preservation.)

An economic feasibility study of the Robson International Village proposal was made at the request of the provincial government. The study revealed the following:[37]

i) The proposal provides a development with approximately 510,000 sq. ft. of residential space and 90,000 sq. ft. of commercial space.

ii) The capital costs of the basic structures would approximate $24 million, with an additional $3 million for the parking structure (at $40.00 per sq. ft., 700 underground parking spaces at $4,000 per stall).

iii) The basic revenues per square foot may be summarized as follows:

	Gross (per year)	Net (per year)
Residential	4.20	2.50
Office	8.00	5.00
Commercial	17.00	12.00

iv) The net yearly return would be $2.4 million. Capitalizing this at 10% yields a sum of $24 million, equal to the cost of structures. The residual value of the land is nil.

v) If the Privince were to acquire the land and lease it to the Co-operative and if Central Mortgage and Housing Corporation were to advance an 8% loan over 50 years with a 10% grant, the repayments required would be:

Lease of Land: 4% of $14 million	$ 600,000	(per year)
Repayment of #21.6 million (90% of cost) at 8% over 50 years	2,000,000	(per year)
	$2,600,000	(per year)

vi) This compares with the estimated $2.4 million (based on 85% residential), a value which could probably be raised to $2.6 million by the inclusion of offices or small changes in the floor space ratio or residential-commercial mix.

vii) Thus, the project could be viable as a co-operative even though there are undoubtedly higher economic returns from the land.

The city has made an evaluation of the different proposals which can be summarized as follows.

The "Market Place" Proposal

Many elements of the proposed specialty shopping centre conform with the intent of downtown zoning. In favour of the redevelopment are its low height and small scale, the provision of an interesting pedestrian area, and its potential for maintaining the European theme of Robson Street. Major drawbacks of the proposal are the lack of retail continuity on Robson Street, the absence of residential use, the impact on existing merchants, and the excessive parking requested.[38]

Olympia and York Developments Ltd. Proposal

This is a much more advanced proposal and it fulfills the planning objectives of the City. Specifically, the proposal conforms in the following respects:

i) It introduces a substantial number of residential units.

ii) It maintains lower-than-permissible density (FSR 4.23).

iii) It introduces open space sheltered from the traffic and related to the identified pedestrian circulation patterns.

iv) It provides a substantial amount of retail space related to those patterns along Burrard and Smithe/Haro.

v) It provides arcades.

vi) It presents a relatively low profile with the higher office tower shaped to minimize shadowing.

The scheme leaves the following unresolved:

i) Present parking access from the lane should be removed and access to parking should be from Haro Street.

ii) The price of the city land on which the entire residential component of the proposal is located has not been discussed.[39]

Robson International Village Community Co-operative Proposal

The preliminary proposal of the Co-operative can satisfy the major planning objectives for the city at substantially lower than proposed overall densities. However:

i) It seems unlikely that the Co-operative can gain control of the block without massive government intervention.

ii) Recent city enquiries at the provincial level have not been encouraging in this respect.

iii) It seems unlikely that either the Province or the federal authorities will purchase this particular downtown land at a premium price for such a heavily-subsidized housing proposal.

iv) Much of the support for the Co-operative is from merchants and not owners. Also, membership of the Co-operative requires little obligation to abide by its objectives.

v) Even the city contribution of its own land at a reduced price could not give the Co-operative a parcel suitable for development.

vi) Finally, effectual underdevelopment of this block may create difficulties in attempting to establish a unifying character when adjoining properties develop at normal densities.[40]

All three of the above-described proposals deal with the block rather than merely the commercial frontage. This is a more comprehensive approach, although it is different from the unit of analysis used in this study.

The first and second proposals are clearly profit motivated. However, they contain some attractive features. The preservation of the character of the area seems to be the concern of the "Marketplace" proposal.

The third proposal has a completely different economic structure. However, it may not be the best proposal for the character. It even does not include it as one of its main objectives. Rather, the 1000 block will be used as an experimental sample for downtown living. This proposal would offer the original merchant a better opportunity, if needed, to relocate within the area as compared with the other two.

The information available on the different proposals varies greatly in quantity and depth. This makes the formulation of an objective view particularly difficult. However, the community co-operative proposal is, in my view, the only one that is likely to keep some of the original flavour of the area by keeping some of the original merchants.

3.4. Available Studies and Reports on the Study Area

The Robson Street redevelopment issue and the problems and difficulties facing business operators have gained publicity and attention from interested groups and personnel since the late sixties.

A survey was conducted by a group of U.B.C. students on Saturday, December 20, 1969 from 11:00 A.M. to 4:30 P.M. and entailed interviews with 515 shoppers on Robson Street, though it is not clear on which block or blocks the survey took place.[41] The purpose was to evaluate public interest in the area as a specialty shopping district.

The findings showed that only 37.1 percent of the shoppers were West End residents and 5 percent were tourists (low because of the winter season) including one regular shopper who came up each weekend from Bellingham! The remainder were Greater Vancouver residents.

Tourists who were interviewed expressed strong views of Robson Street as one of Vancouver's leading tourist attractions. 54.1 percent were regular customers. Only 24 percent of the shoppers were of foreign origin. Many shoppers wished to see the area remain the same. The majority of the shoppers interviewed favored the ideas of an open mall or square and open-air cafes. Many proposed a set-up like the Sparks Street Mall in Ottawa, Ontario. A copy of the report and the questionnaire can be found in Appendix C.

In 1970, a study on Robson was made by a Danish architect.[42] He was worried that people were not aware of the built-in danger to atmospheres such as Robson Street's in urban renewal schemes.

The danger he saw was that most mortgages on new developments call for 60 percent of the prime rental space to go to a tenant with nationwide business as mortgage security.

Since the prime rental space in most urban highrise schemes means the ground floor at the street level, streets with such development would be dominated by insurance offices, banks, airline companies and similar firms. This tends to make streets lose their character and make them cold and sterile.

The Colonnade in Toronto, considered to be a similar development to that proposed for Robson, has ended up with more a New York Fifth Avenue flavor than Robsonstrasse flavor. Expensive boutiques and furriers were attracted rather than little European restaurants, delicatessens, booksellers and the like.

As Robson Street is a transition area between the West End and the CBD we find it included in studies and reports on either area.

It has been noted that all of the redevelopment proposals discussed previously were only concerned with the 1000 block, ignoring the 1100 block. However, most of the studies recognize Robson Street's international character area as these two blocks and some even include the 1200 block in the international character protion of the street.

Several studies that contain information, views, policy guidelines, etc. about the study area have been made in the last few years.

i) Downtown Guidance Panel Report, December 1974.

ii) Downtown Vancouver - Planning Concepts for Future Development and Process for Control of Development - Report For Discussion prepared by the Downtown Study Team of the City of Vancouver, September 1974.

iii) Open Space, a policy outline for the West End prepared for the City of Vancouver West End Planning Centre, October 1973.

iv) West End Urban Design Regulations, believed to have been prepared for the City of Vancouver West End Planning Centre aroung 1972-73.

3.5. Problems and Issues In the Study Area

The problems and issues in Robson Street are varied. There are both short-term and long-term problems depending on the length of time they will take to be resolved.

It is evident that different interest groups attach varying relative importance to the problems and issues in the study area.

While the city might be concerned about such issues as tax revenue from the area, the impact of redevelopment on the downtown as a whole and the preservation of the character, the landowners might be concerned about achieving the highest profit possible, redevelopment and beautification costs. The merchants might be concerned about the potential sales volume and business costs, competition with other shopping areas, stability and security. The shoppers' main concern might be for preservation of character, parking facilities, pedestrian-oriented amenities and personal shopping.

However, there are general problems recognized by all interest groups. These can be categorized under two different headings: physical problems, and socio-economic problems.

a. Physical Problems

i) Preserving the physical character and scale of the study area against harsh and disruptive methods of renewal. "The 'character' of Robson Street must be revitalized in order for it to survive. This character evolved as small merchants provided goods and services to people walking between work and their apartments in the West End. As the volume of West End residents explodes, these needs must be better served by a larger variety of shopping and leisure opportunities than exist today on Robson Street.[43]

ii) Traffic patterns, parking facilities and pedestrian-oriented amenities.

iii) Closure of streets at different intersections interrupting pedestrian flow.

iv) Deterioration of buildings despite acceptable appearance of the shop fronts.

b. Socio-Economic Problems

i) Protecting the original merchants against economic problems forcing them out. The seriousness of this problem can be shown by examining the stability of the area's business operators.

ii) Dividing the responsibility for financing renewal and beautification schemes and studies among the city, the landowners and the merchants.

iii) Pressure for redevelopment and its associated problems (raising rents of new stores beyond the reach of shopkeepers and the disruption of business during the redevelopment process).

iv) Ownership patterns, land assembly activities in the last few years.

3.6. The Original Character and Appeal of the Study Area

Vancouver is very fortunate to possess several such character areas; Chinatown, Theatre Row, Gastown and Robson Street (commonly referred to as Robsonstrasse, but this name is no longer used). Other zones, perhaps lacking precise name tags, clearly exhibit characteristics which identify them as character areas (see Map 3.22.).

The study area, namely the two blocks of Robson Street between Burrard and Bute, has been a unique shopping

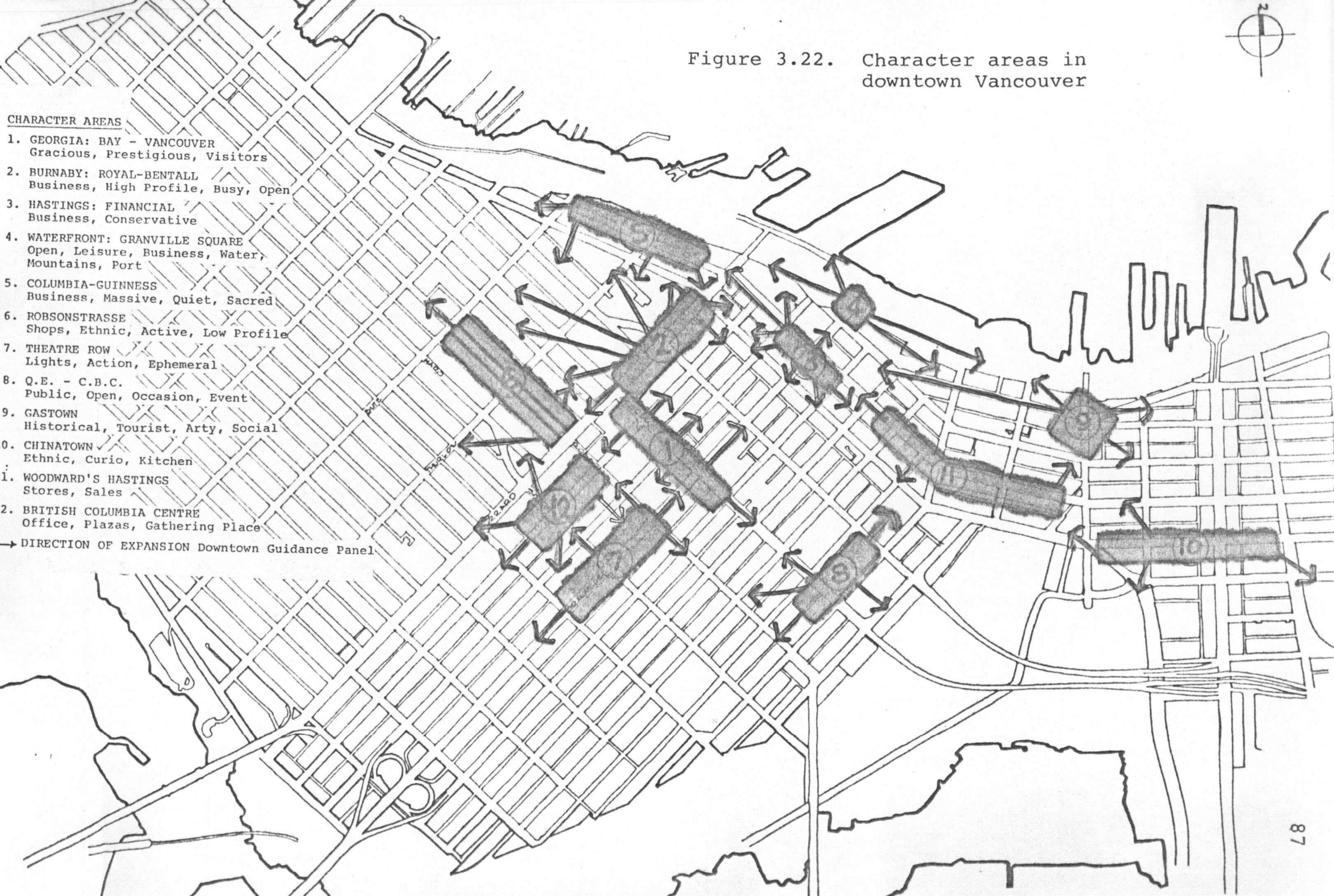


Figure 3.22. Character areas in downtown Vancouver

precinct for both the residential West End and the Core, attracting local, regional and tourist shoppers. It has been an area which has become favourably established in the minds of almost all Greater Vancouver residents and this awareness of the value of the study area has frequently been reflected in many ways.

The character of the study area as it once was can be broken into a few elements working together in balance and enhancing each other.

<u>a. Physical Character</u> (see Figures 3.23. to 3.28.):

i) Scale of the shops and buildings. The 12 to 16 foot width of most of the store facades (all at ground level), meaning narrow shops and many doorways, improving physical and visual pedestrian accessibility.

ii) Age of buildings.

iii) Variety. Visual variety of colours, canopies, signs, window displays. Also variety of sounds and smells.

iv) Activity. Heavy pedestrian and vehicular traffic.

<u>b. Socio-Economic Character</u>:

i) Ethnic origins of the merchants (particularly German and European), which are reflected in their wares.

ii) The scarcity of such merchandise elsewhere.

iii) The size of investment: small businesses meaning personalized shopping.

Figures 3.23 to 3.28

ROBSON STREET IMAGES

Figure 3.23. Cosy interior of a small Robson Street restaurant

Figure 3.24. South side of Robson, emphasizing the parking problem

Figure 3.25. Unusual combination of residential units over commercial frontage

Figure 3.26. Small shops on the north side of Robson: a recent attempt at character preservation

Figure 3.27. Robson Street sidewalks: well-used by pedestrians

Figure 3.28. An "urban open space": too small to be successful

3.7. Guidelines and Recommendations For the Preservation and Rejuvenation of the Study Area

The recognition on the city's part of the value of the study area's character is reflected in the recommendations, guidelines and regulations for the protection of the area in several reports.

a. Guidelines For Activity In the Study Area:[44]

i) Specialty European character provides a theme for the area and should be protected and encouraged.

ii) Any new development behind the commercial strip should provide housing for 24-hour street occupancy — rather than offices.

iii) The use of sidewalks, lanes and courtyards by merchants and artisans adds to the street character.

iv) Discourage uses needing large floor area or selective in clientele such as supermarkets, banks, offices, gas stations and parking lots.

b. Guidelines For Circulation In the Study Area:[45]

i) Pedestrian relationship of study area to Downtown should be strengthened, especially to new developments such as Provincial Government "Urban Park" and Granville Mall.

ii) Consideration should be given to subduing the crosstown role of Robson and making it two-way from Stanley Park to Seymour Street.

iii) Commercial strip should be extended to lane space behind.

iv) Removal of on-street curb parking is only a pedestrian improvement if:

- alternate off-street, short-term parking is provided.

- the space gained is used for widening the sidewalk with a planting buffer next to the traffic.

c. Guidelines For Spatial Form In the Study Area:

i) If deterioration of existing buildings makes the construction of new buildings inevitable, they should be placed on the street with the same building lines and heights as their neighbors.[46]

ii) Implement special controls for height, bulk and profile on all buildings south of commercial frontage to allow for maximum sunlight penetration into Robson Street and into the lane spaces behind.[47]

- North of Haro Street to the lane: building height 80 feet, FSR 2.5 gross (2.0 net) for minimum lot size 132 feet by 131 feet. At base of Point Tower, building units along street with 30 foot height limit.

- South of Haro Street: building height 150 feet, FSR 3.0 gross (2.4 net) at street level and base of point tower building units 30 feet height limit. Minimum lot size 148 feet by 131 feet.

- Building height on Bute Street 30 feet.

- All sites less than 66 feet by 131 feet building height 30 feet, FSR 1.0 (net), 1.25 (gross).

iii) Provide small urban squares or courtyards off the sidewalks for more pedestrian open space. Locate them for maximum sun penetration and in close proximity to the main stream of pedestrians. Also, street corners within and at edges of the study area should be developed for sitting, sunning, viewing. Buildings are to be mitred at corners or set back to provide space.[48]

iv) Provide appropriate pedestrian amenities; co-ordinate lighting, major tree planting, and street furniture.[49]

v) Narrow street at corners.[50]

vi) Maintain storefront diversity and encourage narrow frontages.[51]

vii) Voids in the building line should be infilled with small shops or market stalls for pedestrian continuity.[52]

viii) Establish pedestrian-only character by closing out traffic at non-peak hours.[53]

FOOTNOTES: CHAPTER III

[1]Downtown Guidance Panel Report, The Vancouver City Planning Commission (City Hall, Vancouver, December 1974), p. 11.

[2]Norman Hotson, *Open Space, A Policy Outline For the West End*, prepared for the City of Vancouver West End Planning Centre (Vancouver, October 1973), p. 61.

[3]*Ibid*, p. 62.

[4]*Ibid*, pp. 61,62.

[5]William S. Jamieson, *Analysis of Growth of Vancouver's Central Business District*, (Unpublished Master Thesis, University of British Columbia, 1972), p. 18.

[6]Downtown Vancouver Planning Concepts for Future Developments and Process For Control of Development Report For Discussion, (prepared by the Downtown Study Team of the City of Vancouver, September 1974), p. 99.

[7]A. Morley, *Vancouver: From Milltown to Metropolis*, (Vancouver: Mitchell Press, 1969).

[8]*Ibid*.

[9]City of Vancouver Archives, *Robson Street*, Card One, (Vancouver, 1936).

[10]City of Vancouver Archives, *Robson Street*, Card Five, (Vancouver, January 12, 1935).

[11]*Ibid*.

[12]*Ibid*.

[13]City of Vancouver Archives, *Robson Street*, Card One, (Vancouver, November 29, 1937).

[14]"The City: The Plot to Save Robson," *Western Homes & Living*, (Vancouver, May 1970), p. 10.

[15]*Ibid.*

[16]*Ibid.*

[17]City of Vancouver Archives, *Robson Street*, Foreign Tickle Palates, New Canadians Bring New Vitality to Robsonstrasse," (Vancouver, August 26, 1963).

[18]*Ibid.*

[19]*Ibid.*

[20]*Ibid.*

[21]"The City: The Plot to Save Robson," *op. cit.*, p. 10.

[22]*Ibid.*

[23]City of Vancouver Archives, *Robson Street*, "Demolition Axe Poised On Robson," (Vancouver, May 23, 1968).

[24]City of Vancouver Archives, *Robson Street*, "Store Owners Launch Drive to Preserve Robsonstrasse," (Vancouver, September 20, 1968).

[25]*Ibid.*

[26]City of Vancouver Archives, *Robson Street*, "Robsonstrasse Campaign Dies," (Vancouver, October 31, 1968).

[27]"The City: The Plot to Save Robson," *op. cit.*, p. 10.

[28]*Ibid.*

[29]*Ibid.*

[30] *Ibid.*

[31] Warnett Kennedy & Associates Planning Consultants, *International Centre Vancouver, B.C.*, "Suggested Contents of the Centre," unpublished report.

[32] Susan Purcell, "Report on Robson Street," Based on a letter from Susan Purcell to the Mayor and Members of the City Council, (January 18, 1970).

[33] Norman Hotson, *op cit.*, p. 61.

[34] Report to: The Development Permit Board, Development Permit Application No. 72224, 1060 Robson Street and 1061 Haro Street (N.B. Cook Corporation); and Development Permit Application No. 72331-1105 Haro Street and 855 Burrard Street (Olympia and York Developments Ltd.), Vancouver City Planning Department, February 9, 1976.

[35] Robson Area Development Proposals - Full Report, City of Vancouver Planning Department, June 6, 1975.

[36] J. Lynn Uibel, Robson International Village Community Co-operative, A First Area Development Concept.

[37] Based on a letter from Irwin/Beinhaker and Partners to Mr. M. Audain, Special Advisor to the Minister of Housing, Government of the Province of British Columbia, January 3, 1974.

[38] Report to: The Development Permit Board, *op. cit.*

[39] Report to: Planning and Development Committee, Re: Development Permit Application No. 69572. Recommendations and Guidelines for Development of City and Private Land in and around the Smithe/Haro/Burrard Intersections, including partial Robson Street guidelines, May 22, 1975.

[40] *Ibid.*

[41] Susan Purcell, *op. cit.*

[42] *The Vancouver Sun*, July 1970.

[43] Report to: The Development Permit Board, *op. cit.*

[44] Norman Hotson, *op. cit.*, p. 63.

[45] *Ibid.*, p. 63.

[46] *Ibid.*, p. 64.

[47] West End Urban Design Regulations - Vancouver, p. 58.

[48] Norman Hotson, *op. cit.*, p. 64.

[49] West End Urban Planning Regulations, *op. cit.*, p. 58.

[50] *Ibid.*

[51] Norman Notson, *op. cit.*, p. 64.

[52] *Ibid.*, p. 64.

[53] *Ibid.*, p. 64.

CHAPTER IV

THE SURVIVAL AND PROSPERITY OF THE STUDY AREA

> . . . nothing amuses more harmlessly than computation, and nothing is more often applicable to . . . speculative inquiries. A thousand stories which the ignorant tell, and believe, die away at once when the computist takes them in his grip.
>
> Samuel Johnson[1]

4.1. Introduction

The issue to which this chapter addresses itself is the survival and prosperity of the study area. This is not a problem unique to the study area, but rather, a well-recognized problem in many small-business areas in North America.

> A variety of studies have documented the fact that several peculiar trends are now leading to the decline of small business in the central city quite independently of urban renewal, and regardless of the social characteristics of the neighbourhoods involved.[2]

The reasons behind these trends have been discussed in previous chapters and can be summarized as being suburbanization, rising incomes, changing technology of retailing, social change in the central city and the increasing dependence on the automobile.

The degree of the danger facing small business is enormous.

> In the past 50 years, over 60,000 small businesses have been displaced by over 1,000 urban renewal

> projects in more than 500 cities in the U.S.A. Of these, close to 20,000 went out of business upon displacement, a liquidation rate of thirty-three percent.[3]

For the purpose of clarity, a definition of what is meant by "small business" in this context is required. As J.L. Berry defines them, small business

1. are businesses in that they involve all or most of the business functions and decisions concerning marketing, financing and management; and
2. do not exceed a size which permits personalized management in the hands of one or a few executives, as opposed to institutionalized management characteristics of larger enterprises.[4]

Small business, thus defined, is self-initiated, largely self-financed, and self-managed. These characteristics of small business make it consumer-oriented and extremely sensitive to changes in market conditions in a very short period of time.

The first hypothesis states that, left to its own resources and without outside assistance, the study area defined herein as Robson Street will not be able to survive and prosper and maintain its unique character. The main objective of this chapter is to test the validity of this statement.

For this purpose, "survival and prosperity" of the area had to be defined and broken down to measurable components. In this context, the survival of the study area is: the amount of the economic and physical vitality it possesses; the degrees of security and satisfaction it provides for its landowners, merchants and users; and the area's ability to defend its character against any abrupt change. The prosperity of the area is its ability not only to survive, but also to provide more for its landowners, merchants and users and to add more physical elements to strengthen and enhance its character.

The components of the survival and prosperity of the area that could be measured are: economic and physical vitality, the extent of operational and financial problems, and attitudes of the merchants toward the study area.

In order to describe and measure the economic and physical vitality of an urban area, four distinct approaches have been cited by Weiss:[5]

1. Functional classification, which is the broadest and most detailed approach.
2. Retail sales volume.
3. Daytime population.
4. Land values.

4.2. Functional Classification

> While trends in retail sales attraction, land values, and daytime population may be employed as symptomatic indicators of changes in the CBD, land use surveys taken at periodic intervals may be used to measure directly the changes occuring in the structure of the CBD.[6]

As early as 1927 R.M. Haig pointed to the need for viewing CB changes in terms of functions.[7]

In the past 25 years three distinct methods based on functional classification have emerged: 1) directory, 2) hardcore, and 3) space use.[8]

The directory method used in this study as a functional approach was exemplified by Ratcliffe in his study of the Madison CBD. The basis of his functional approach is:

> To examine the functions of the central area, to reveal and explain changes in such functions over time, and to base a forecast of the future role of the central area on the perspective of functional shifts.

Ratcliffe noted that the main questions to be answered by his approach was,

> Whether the central area is destined to play a new and changing role in the life of the community.[9]

The drawbacks of using the city directories are that they are not fully descriptive, nor are they consistent from year to year.[10]

More recent studies than Ratcliffe's have tried to remedy the weakness in the directory method by superimposing a broad functional classification system, such as those employed in the hardcore and space use methods.[11]

In spite of the limitations of the directory method, Ratcliffe succeeded in tracing the essential changes taking place in the Madison CBD by observing the categories showing "plus mutations" and "minus mutations" as well as those remaining static.[12]

In order to compile a comprehensive list of the locations of businesses within the study area, the author spent the period from December 10, 1975 to January 10, 1976 walking the area, listing necessary information and distributing and collecting questionnaires. As the study proceeded, this information was rechecked and brought up to date, so that data utilized is correct up to the week of January 30, 1976.

It was believed that the nature of business change in the study area in the last 10 years would be a good indicator of the stability of the area and of the presence of internal and external forces causing these changes. By examining the evolving patterns of the changes taking place, one could predict the future of the area.

The ground-floor businesses located in the study area were determined for the two years of 1965 and 1975 from the Vancouver City Directories for each one of the two years (for a detailed list, see Appendix D). This information was used to track down the change in business categories in the study area. The categories of the businesses were extracted from the S. Weiss proposed list for business categories (for code sheet and response computer card description, see Appendix E). In any location where more than one retail-type activity was carried out it was listed under the dominant activity.

TABLE IV I. CHANGE IN GROUND FLOOR BUSINESS CATEGORIES 1965-1975

Business Category	1965 Number of g.f. locations	1975 Number of g.f. locations	Net change (+ or -)	% of Change (1965 Base)
1. Food stores	21	16	-5	-23.8%
2. Eating and drinking places	11	12	+1	+9%
3. General merchandise stores	3	5	+2	+66.6%
4. Apparel, accessories stores	15	21	+6	+40%
5. Drug stores	3	2	-1	-33.3%
6. Other retail stores	30	39	+9	+30.0%
7. Establishments offering personal and repair services primarily to customers	24	13	-11	-45.8%
8. Gasoline service stations	0	1	+1	∞
9. Real estate, finance and insurance	6	2	-4	-66.6%
10. Commercial parking use	1	1	0	0%
11. Public buildings	1	1	0	0%
Total	115	113	-2	1.73%

A comparison made between the number of ground-floor business locations in the study area showed that while there were 118 locations in 1965 the number decreased to 113 in 1975. The decrease was expected to be more significant than that noted, due to the recent development of new stores and restaurants with wider facades and more ground floor area, especially on the north side of the street (e.g.; the Card Shop, 1001 Robson; the White Spot Restaurant, 1025 Robson; and the Top Toy Centre, 1047-1051 Robson). However, it should be noted that five new stores off Robson, namely the "Robson Mews", 1039 Robson were included in the count as well as one rear store at 1030 Robson, the Art Sign Co.

It was interesting to note that the study area has been undergoing significant changes in the last 10 years. Out of the 118 businesses that operated in the study area in 1965 only 31 businesses continued operation in their same locations up to 1975 (26.27 percent), while six more businesses moved to other locations within the study area. The total of all businesses that stayed in the study area, therefore, is 37 (31.35 percent).

A more detailed table of the change in the "other retail stores" category reveals that the most significant change that has taken place in this category is due to the huge increase in the number of jewellery, gift, novelty and souvenir shops. This increase has occured at the expense of the personal and repair services category which has decreased by 50 percent in the last 10 years. This trend may be due to

TABLE IV II DETAIL OF THE CHANGES IN THE "OTHER RETAIL STORES" CATEGORY

Business Category	1965 Number of g.f. locations	1975 Number of g.f. locations	Net change (+ or -)	% of Change (1965 base)
Jewellery stores	2	10	+8	+400%
Stationary stores	2	2	0	0
Sporting goods stores	2	1	-1	-50%
Florists	1	3	+2	+200%
News dealers and newstands	2	1	-1	-50%
Gift, novelty and souvenir stores	2	7	+5	+250%
Camera, photographic supply stores	2	2	0	0
Second hand stores	3	1	-2	-66.6%
Antique shops	0	2	+2	+∞
Retail stores not elsewhere classified	14	10	-4	-28.57%
Total	30	39	+9	+30%

TABLE IV III. BUSINESS CATEGORY VS. NUMBER OF YEARS ON ROBSON

Business Category	No answer	No. of Years in Robson: Less than 10 years	No. of Years in Robson: 10 Years or more	Sub totals
1. Food stores	10	3	3	16
2. Eating and drinking places	10	1	1	12
3. General merchandise stores	3	1	1	5
4. Apparel, accessories stores	15	3	3	21
5. Drug stores	1	0	1	2
6. Other retail stores	24	11	4	39
7. Establishments offering personal services and repair services primarily to customers	10	3	0	13
8. Gasoline and service stations	1	0	0	1
9. Real estate, finance and insurance	0	0	2	2
10. Commercial parking use	1	0	0	1
11. Public buildings	1	0	0	1
Total	75	22	15	113

the increase in rental levels and the decrease in retail sales volumes to those stores. It may also be that the study area was maturing from a local neighborhood commercial street to a metropolitan specialty shop area. The change could have been healthier and more enhancing to the character of the area if the new store types, instead of being apparel boutiques, jewellery and gift shops, were delicatessens, book stores and other specialty stores compatible with the character.

Table IV III shows that the largest proportion of the respondent business firms are recent ones and that the largest category (in number) of the more recent stores is the "other retail stores" category. This shows a trend toward increase in this category's stores. The largest proportion of the older stores are of the "food stores", "apparel", and "other retail stores" categories.

Change in business categories in the area is a continuing process as businesses are moving out and being replaced by new ones all the time. Having found that out, it is important to know whether the length of time a business has been in the area affects the business operator's attitude toward moving. The merchants were asked the following questions: Does the thought of moving your business to another location ever occur to you? _____ Yes _____ No. If yes, why?

The responses to the first part are tabulated in

Table IV IV, while the responses to the second part will be the concern of another section of this chapter.

TABLE IV IV NUMBER OF YEARS IN ROBSON VERSUS "MOVING THOUGHT"

	No answer	Yes	No	
No answer	70	0	0	70
Less than 10 years	2	11	15	28
10 Years for more	1	8	6	15
	73	19	21	113

Table IV IV shows that although the differences in responses are very slight those merchants who have been in the area longer think about moving out of the area more than those who have been there for a shorter time. Whatever the reasons behind this fact, it is not a healthy sign as it indicates that the area is likely to lose more of its older businesses. However, the degree of damage or benefit done to the study area by this trend depends upon the type and characteristics of the new businesses replacing those that leave. As the proportion of the respondents was rather low, no stronger statements could be made at this stage of the study.

4.2.a. Compatibility With the Study Area

Since businesses are continually shifting, moving in and out of the study area, it is essential to define what

what compatible businesses are. They are considered to be those businesses which are suitable for an area with characteristics such as those described under the "Original Character and Appeal" section in Chapter III. In general, a compatible business firm is one that:

1. is harmonious with the area's unique character,
2. adds to the diversity of the area, handles unique merchandise, and
3. provides personal service and leisurely shopping.

The judgement of a business firm's compatibility is a subjective one. While a business may be compatible in terms of the type of merchandise and the service available, it may be incompatible regarding the size or the physical characteristics of the store.

The names and addresses of the business firms judged to be compatible are given in the following list and their locations are indicated on Map 4.1.

1008 - Murchie's Tea and Coffee Ltd.

1011 - Mozart Konditorei and Tea Room

1014 - Cher Ton-Ton Restaurant

1024 - Maryvale Ltd. (delicatessen)

1028 - Happy Feet Shoes and Repairs

1029 - Tempo Canadian Crafts (art)

1030 rear - Art Sign Co.

1032 - Robson Florist

1034 - Persian House of Jewels

1035 - Arlene Ladies' Wear

1036 - Vincent Delicatessen

1038 - Vincent Imports Ltd.

1039 - Robson Mews

1. Protea The Boutique
2. Munich Tea Room (restaurant and take-out)
3. The Iron Comforter (sculptor)
4. Stoneflower Boutique (custom dressmaking)
5. Veronica's Flowers (florist)

1044 - European News and Import House

1049-51 - Top Toy Centre

1052 - CEBA Export and Import Co. Ltd.

1060 - Le Papillon Boutique (ladies' wear)

Schnitzel House Restaurant (take-out foods)

1062 - Nordic Import (gifts)

1066 - Old Country Bakery

1067 - Authentic Eskimo Carving

1068 - Captain's Cafe

1092 - Three Graces (jewellery)

1097 - Whale's Tale Gift Shoppe

1104 - Robson Emporium The (gift)

1115 - Tepee Sporting Goods Ltd.

1121 - Molley's Spice Shop Ltd.

1124 - Ports of Call (antiques and gifts)

1127 - Swiss Herbal Remedies

1128 - Sasha Ltd. (children's wear)

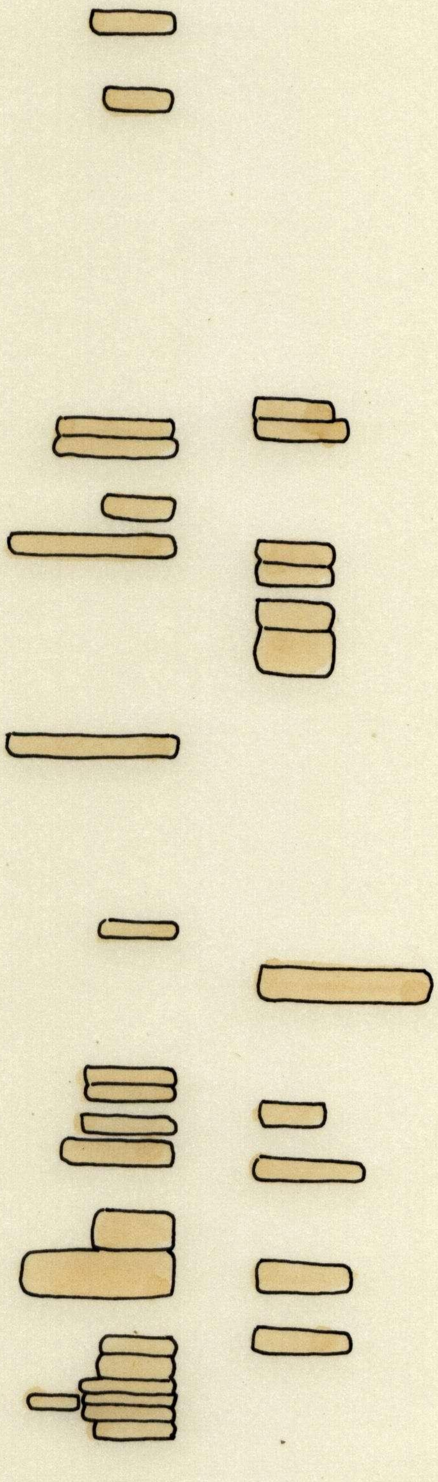
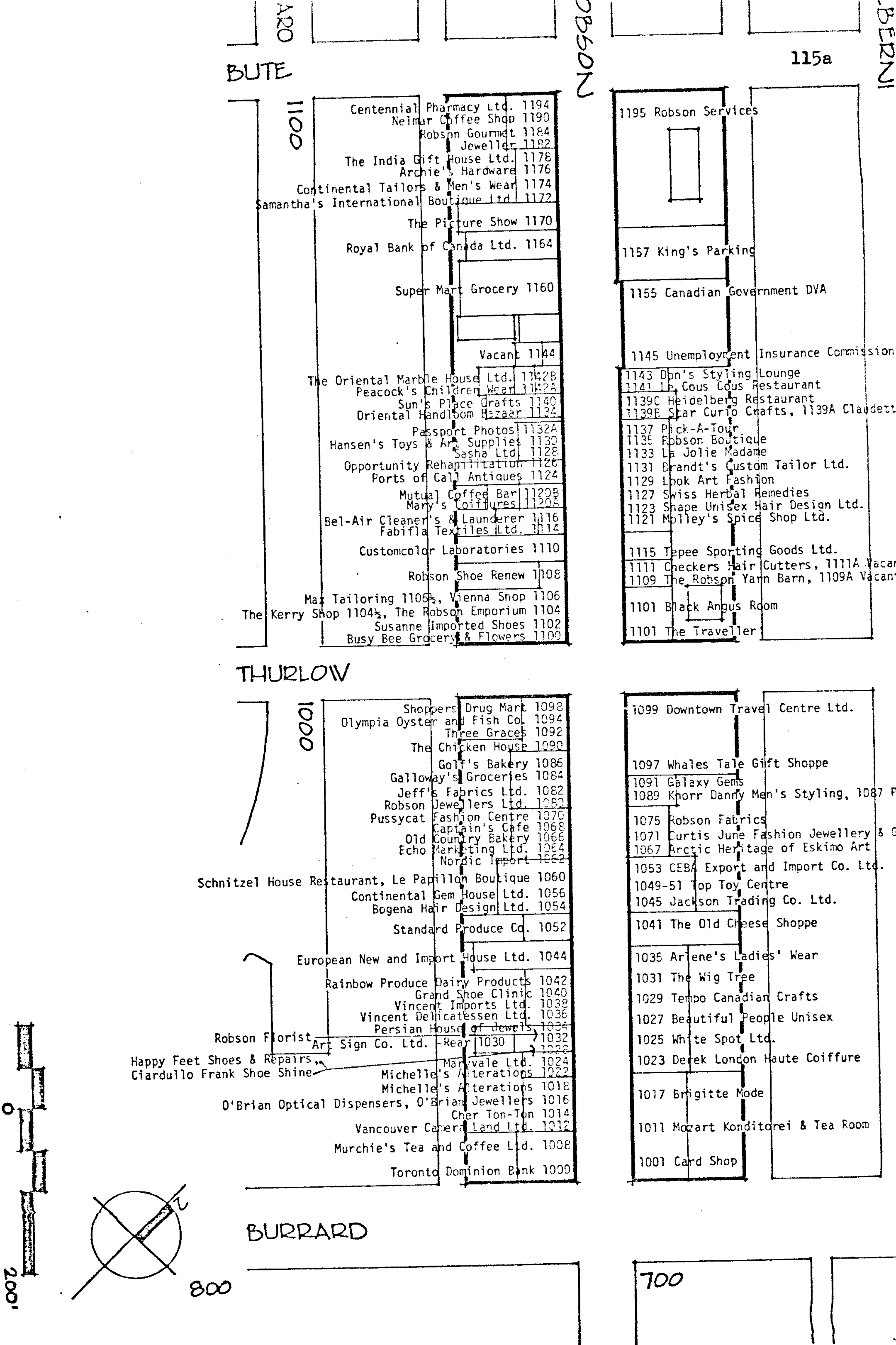


Figure 4.1. Businesses compatible with Robson Street character



BUTE
1100
Centennial Pharmacy Ltd. 1194
Nelmar Coffee Shop 1190
Robson Gourmet 1184
Jeweller 1182
The India Gift House Ltd. 1178
Archie's Hardware 1176
Continental Tailors & Men's Wear 1174
Samantha's International Boutique Ltd 1172
The Picture Show 1170
Royal Bank of Canada Ltd. 1164
Super Mart Grocery 1160
Vacant 1144
The Oriental Marble House Ltd. 1142B
Peacock's Children Wear 1142A
Sun's Place Crafts 1140
Oriental Handloom Bazaar 1134
Passport Photos 1132A
Hansen's Toys & Art Supplies 1130
Sasha Ltd 1128
Opportunity Rehabilitation 1126
Ports of Call Antiques 1124
Mutual Coffee Bar 1120B
Mary's Coiffures 1120A
Bel-Air Cleaner's & Launderer 1116
Fabifla Textiles Ltd. 1114
Customcolor Laboratories 1110
Robson Shoe Renew 1108
Max Tailoring 1106½, Vienna Shop 1106
The Kerry Shop 1104½, The Robson Emporium 1104
Susanne Imported Shoes 1102
Busy Bee Grocery & Flowers 1100
115a
1195 Robson Services
1157 King's Parking
1155 Canadian Government DVA
1145 Unemployment Insurance Commission
1143 Don's Styling Lounge
1141 Le Cous Cous Restaurant
1139C Heidelberg Restaurant
1139E Star Curio Crafts, 1139A Claudett
1137 Pick-A-Tour
1135 Robson Boutique
1133 La Jolie Madame
1131 Brandt's Custom Tailor Ltd.
1129 Look Art Fashion
1127 Swiss Herbal Remedies
1123 Shape Unisex Hair Design Ltd.
1121 Molley's Spice Shop Ltd.
1115 Tepee Sporting Goods Ltd.
1111 Checkers Hair Cutters, 1111A Vacan
1109 The Robson Yarn Barn, 1109A Vacant
1101 Black Angus Room
1101 The Traveller
THURLOW
1000
Shoppers Drug Mart 1098
Olympia Oyster and Fish Co. 1094
Three Graces 1092
The Chicken House 1090
Golf's Bakery 1086
Galloway's Groceries 1084
Jeff's Fabrics Ltd. 1082
Robson Jewellers Ltd. 1080
Pussycat Fashion Centre 1070
Captain's Cafe 1068
Old Country Bakery 1066
Echo Marketing Ltd. 1064
Nordic Import 1062
Schnitzel House Restaurant, Le Papillon Boutique 1060
Continental Gem House Ltd. 1056
Bogena Hair Design Ltd. 1054
Standard Produce Co. 1052
European New and Import House Ltd. 1044
Rainbow Produce Dairy Products 1042
Grand Shoe Clinic 1040
Vincent Imports Ltd. 1038
Vincent Delicatessen Ltd. 1036
Persian House of Jewels 1034
Robson Florist
Art Sign Co. Ltd. -Rear 1030
1032
1028
Happy Feet Shoes & Repairs
Ciardullo Frank Shoe Shine
Maryvale Ltd. 1024
Michelle's Alterations 1022
Michelle's Alterations 1018
O'Brian Optical Dispensers, O'Brian Jewellers 1016
Cher Ton-Ton 1014
Vancouver Camera Land Ltd. 1012
Murchie's Tea and Coffee Ltd. 1008
Toronto Dominion Bank 1000
1099 Downtown Travel Centre Ltd.
1097 Whales Tale Gift Shoppe
1091 Galaxy Gems
1089 Khorr Danny Men's Styling, 1087 F
1075 Robson Fabrics
1071 Curtis June Fashion Jewellery & G
1067 Arctic Heritage of Eskimo Art
1053 CEBA Export and Import Co. Ltd.
1049-51 Top Toy Centre
1045 Jackson Trading Co. Ltd.
1041 The Old Cheese Shoppe
1035 Arlene's Ladies' Wear
1031 The Wig Tree
1029 Tempo Canadian Crafts
1027 Beautiful People Unisex
1025 White Spot Ltd.
1023 Derek London Haute Coiffure
1017 Brigitte Mode
1011 Mozart Konditorei & Tea Room
1001 Card Shop
BURRARD
0
200'
N
800
700

1129 - Hansen's Toys and Art Supplies

1134 - Robson Boutique (shoes)

1139C - Heidelberg Restaurant

1140 - Sun's Place (crafts)

1141 - Le Cous Cous (restaurant)

1174 - Continental Tailors and Men's Wear

1184 - Robson Gourmet Delicatessen

The business category change in the study area is a continuing process and it is inevitable. It has been shown that while some categories of businesses are diminishing or disappearing others are growing and increasing in number. Those business types increasing in numbers did not necessarily do so because of a growing demand, but rather, because of other external forces. If this unhealthy trend is to continue the area will gradually lose its attraction and the business in the whole will be affected negatively.

4.3. Retail Sales Volume

Retail sales volume in shopping goods has been widely used as an economic barometer of the health of the CBD.[13]

Proudfoot, in his study of "City Retail Structure", noted in 1937 that:

> The central business district represents the retail heart of each city. . . . Here, individually and collectively, retail stores do a greater volume of

> business per unit area than elsewhere within the city.[14]

As more recent trends in retailing have prevailed since then, Proudfoot pointed out that,

> It is a common misconception that the majority of retail trade is done in the central district.[15]

The retail trade function of downtown, its significance and markets have been discussed in Chapter II.

The survey was conducted from December 10, 1975 to January 10, 1976. Questionnaires were distributed to 104 out of 113 business firms and response was obtained from 45 (39.82 percent), while the remaining portion either declined to respond or gave answers and comments orally. A list of the names of the business firms in the study area together with an indication of which of them contributed to the study by answering the questionnaire is included in Appendix B.

The response rate of 39.82 percent was lower than expected due to the time of year the survey was conducted, and the length of the questionnaire. The writer called at each location every day until the form was returned. Most of the merchants are generally unwilling to co-operate with students. These merchants have been approached by different groups for information for different studies and projects and they have become hostile toward further requests. Moreover, they feel bitter and disappointed as they see the area declining and no action or results of any kind.

The response to the "Operating and Financial

Information" section of the questionnaire was even smaller than the above-mentioned figure. This was due to the fact that some of the merchants encountered were very sensitive about their financial and operating statistics. Most were unwilling to release any information no matter how insignificant it was. Less than half the respondents answered all the questions in the "Operating and Financial Information" sections of the questionnaire, and less than one quarter of the respondents answered only parts of it.

The question asked regarding the retail sales volume was as follows:

> What is the percentage of the increase or decrease in your sales volume in the past five years or since you moved in, if less than five years ago?
> (+ for increase, and - for decrease)
>
> _____% over five years ago.
>
> _____% over ____ years ago.

TABLE IV V CHANGE IN SALES VOLUME OVER THE PAST 5 YEARS

No answer	0-100% Increase	More than 100% increase	Total
104	7	2	113

TABLE IV VI CHANGE IN SALES VOLUME SINCE MOVING (LESS THAN 5 YEARS)

No answer	-100% to -0% Decrease	0-100% Increase	Total
100	4	9	113

Although the response was very small, it can be seen from the previous tables that the category of those who suffered a decrease in sales volume did not appear among those who have been in the area 5 years or longer. This may suggest a correlation between the sales volume and the length of stay in the area. Also, the increase in sales volume does not necessarily mean an increase in the merchants' profit as it may be an increase in prices due to rising production costs.

In general, it can be stated that those who have at least doubled their sales volume over the past 5 years are fewer than those who have not realized such an increase. Moreover, among those who have been in the area for less than five years, the first category is non-existent.

4.4. Daytime Population

Definition:

For any given standard location the daytime population at the selected hour represents the sum of the number of persons physically present in the area,

> working, attending school, shopping, conducting personal business, enroute from one place to another, or engaging in other activities away from their homes, and the number of resident persons remaining at home in the location.[16]

The concentration of daytime population is essentially the force which vitalizes the CBD and gives meaning to the centralization of functions and the intensity of land use in the downtown area.[17]

As it was impossible for the writer to obtain daytime population figures for the study area, pedestrian counts and number of customers and employees in the study area were thought to be adequate indicators of the attractiveness of the area to the people. Pedestrians were considered as "a kind of index to those persons in the area mainly for other than employment or residence purposes".[18] Pedestrian counts for the study area as well as for other downtown streets on different days of February and March, 1973 were obtained from the Vancouver City Engineering Department. Also, three questions were included in the questionnaire regarding customers per week-day, customers per Saturday, and the number of full and part-time employees.

From Table IV VII it is evident that the south side of the 1000 block Robson Street attracts more pedestrian traffic than the north side (the sunny side). Also, more people are attracted to the 1000 block than to the 1100 block. This is due to the fact that the 1000 block in general maintains a stronger character than does the 1100

TABLE IV VII PEDESTRIAN COUNT MID-BLOCK 1000 AND 1100 ROBSON
DATE: FRIDAY, MARCH 2, 1973

Block	2 p.m.	3 p.m.	4 p.m.	6 p.m.	7 p.m.	8 p.m.	9 p.m.		
1000 North	744	732	857	524	476	508	491	4332	
1000 South	900	1136	1256	793	767	625	689	6166	10498
1100 North	514	524	892	323	324	388	372	3337	
1100 South	820	731	1260	589	445	366	221	4432	7769
	2978	3123	3265	2229	2012	1887	1773	18267	

Source: Vancouver City Engineering Department.

block, which is closer to the hotel area on Robson. In addition, the north side of the 1100 block has been almost completely rebuilt in the last ten years, leaving the south side with a much stronger character.

Table IV VIII shows the number of pedestrians in the study area on different days of the week. Although most of the respondents to the questionnaire reported having more customers on Saturdays than in any week-day, the pedestrian counts reveal just the opposite. The explanation for this seeming contradiction could be that the higher pedestrian counts on week-days are due to the presence of the downtown employee population and people passing through, most of whom do not necessarily shop in the study area. On Saturdays the picture is slightly different: the people in the area are fewer in number although a greater proportion of them are there to shop.

TABLE IV VIII PEDESTRIAN COUNTS MID BLOCK 1000 ROBSON

Block	Friday Feb. 9, '73	Saturday Mar. 17, '73	Sunday Mar. 18, '73	Monday Feb. 13, '73
1000 North	4895	4413	1603	5751
1000 South	7549	6690	2056	7978
	12444	11103	3659	13729

TABLE IV IX CUSTOMERS ON WEEKDAYS VERSUS CUSTOMERS ON SATURDAYS

			Customers			
		No answer	0-49	50-199	More than 200	
No answer		75	0	0	0	75
Customers	0-49	0	7	6	0	13
	50-199	0	2	10	3	15
	200 or more	0	0	0	10	10
		75	9	16	13	113

From the questionnaire, the respondent firms (45) employ a minimum of 130 regular employees and 60 part-time employees.

Map 4.2. as well as the above tables support the contention that there is a significant daytime population in the study area. However, many factors have changed since the pedestrian counts were made, such as the Robson Street closure at Howe and Hornby, the completion of Granville Street and Pacific Centre Malls and the decline of the study area in general. Even if more recent counts were available it would be difficult to isolate the actual reasons for change, if any, in the daytime population.

Little can be said about the future trend of the total daytime population of the area. However, it is felt that several forces are causing negative effects on the area's

Figure 4.2. Downtown pedestrian density patterns

TABLE IV X PEDESTRIAN COUNTS IN DIFFERENT DOWNTOWN STREETS (1973)

Side	Hundred block	Street	Minimum per hr.	Maximum per hr.	Total 10-6	Sidewalk width
E	700	Burrard	431	1058	5506	17'
W	700	Burrard	231	1077	4968	18'
E	800	Burrard	114	226	1057	17'
W	800	Burrard	228	547	2478	17'
E	700	Granville	982	2017	11140	17'
W	700	Granville	449	964	4608	15'
E	800	Granville	466	840	4868	13'
W	800	Granville	670	1053	5679	14'
N	1000	Robson	442	1345	5971	15'
S	1000	Robson	467	1335	7061	11'
N	1100	Robson	183	643	3094	15'
S	1100	Robson	374	955	5050	11'
N	1000	Georgia	390	1190	4796	18'
S	1000	Georgia	283	812	3316	19'
N	1100	Georgia	265	469	2309	18'
S	1100	Georgia	119	439	1616	19'
N	600	Robson	265	720	3456	12'
S	600	Robson	171	340	1709	12'
N	700	Robson	233	429	2071	6'
S	700	Robson	257	460	2491	13'
N	800	Robson	575	1334	6368	10'
S	800	Robson	232	663	3333	15'
N	900	Robson	433	1269	5838	10'
S	900	Robson	253	871	4129	9'

vitality. Such factors are: competition from other commercial areas, physical pedestrian obstacles (street closure). One of the internal forces acting negatively is business shifts. The number of customers attracted by different businesses varies widely, and if those businesses attracting great numbers of customers move out and are replaced by those that attract fewer customers, then the result will be less customer attraction for the area as a whole. The following tables support the above notion.

TABLE IV XI NUMBER OF CUSTOMERS PER WEEKDAY

No answer	0-49	50-199	200 or more	
75	13	15	10	113

TABLE IV XII BUSINESS CATEGORY VERSUS NUMBER OF CUSTOMERS PER WEEKDAY

Business Category	No answer	0-49	50-199	200 or more	
1. Food stores	11	0	1	4	16
2. Eating and drinking places	10	0	0	2	12
3. General merchandise	3	1	0	1	5
4. Apparel, accessories stores	15	4	2	0	21
5. Drug stores	1	0	0	1	2
6. Other retail stores	26	4	9	0	39
7. Establishments offering personal and repair services primarily to customers	10	1	1	1	13
8. Gasoline services stations	1	0	0	0	1
9. Real estate, finance and insurance	1	0	0	1	1
10. Commercial parking use	1	0	0	0	1
11. Public buildings	1	0	0	0	1
	80	10	13	10	113

TABLE IV XIII CUSTOMERS PER WEEKDAY VS. NUMBER OF YEARS ON ROBSON

	No answer	Less than 10 years	10 years or more	
No answer	70	3	1	74
0-49	0	9	4	13
50-199	0	12	3	15
200 or more	0	4	7	11
	70	28	15	113

TABLE IV XIV CUSTOMERS PER WEEKDAY VS. "MOVING THOUGHT"

	No answer	Yes	No	
No answer	70	2	2	74
0-49	0	6	7	13
50-199	1	6	8	15
200 or more	2	5	4	11
	73	19	21	113

4.5. Land Values

In his classic study of land values in Chicago, Hoyt observed that

> Except in cases where urban land is used for signboards or parking space, an income can be derived from an urban site only by erecting a building upon it. Therefore it follows that a close relationship may be expected to exist between the physical growth of a city and changes in its land values.

He also noted that

> While there was a steady rise in CBD's land values, percentagewise CBD values fluctuated according to the prevailing centrifugal and centralizing forces.

Hoyt attributed the relative shift in land values in the 1920's to

> The rise of the outlying neighbourhood centers and the shift of population outward . . . .[19]

The highest land value downtown is usually the middle of the central shopping district. However, Hurd noted that in New York City, the financial centre of the U.S.A., there was an exception in that its financial land was more valuable than its shopping land.[20]

In his study of Minneapolis CBD, Schmid noted that

> The main retail section invariably coincides with the point of highest land values, whereas such services as are represented by hotels, banks, theatres, warehouses, churches, and schools are located on sites of relatively less value in consistent pattern for each period.[21]

Several studies in other areas have reconfirmed the results that the highest land values within CBD's was in the retail shopping centre located at the chief converging point of pedestrian traffic. Within this highest land value area, department stores, ladies' wear shops, five and ten cent stores, and specialty stores were the predominating ground floor uses.[22]

Another approach in the study of land values as reflecting changes in the CBD is through analysis of assessed values. When Hoyt compared land values determined from sales and appraisals with assessed land values he observed that

> The easily accessible land valuations of tax assessors that are so frequently used in most cases . . . do not adequately show the course of real estate market as indicated of by actual sales.[23]

Similarly, Wendt observed that

> assessed land values in San Fransisco remained stable over the period from 1925 to 1950, a period in which market sales prices fluctuated widely.[24]

In spite of these reservations on assessed land values, it was the only data available in the study of land values in the study area.

Table IV XV gives the assessed land values in the study area (1974) as well as the building value to the land value ratio. This comparison proves that the buildings in the valuable study area are obsolete and cannot accommodate modern business needs which places heavier pressures for re-newal.

TABLE IV XV

Address	Assessed land and improvement value	Building value to land value %
1000 - 1008	268,610	24%
1012 - 1018	361,225	4%
1022 - 1024	164,541	8%
1028 - 1032	175,241	15%
1034 - 1042	311,006	2%
1044 - 1046	169,941	12%
1048 - 1052	169,141	11%
1054 - 1060	352,726	16%
1062 - 1070	331,226	9%
1080 - 1086	331,726	9%
1090 - 1098	393,119	12%
1001 - 1017	481,400	11%
1023 - 1041	1,098,643	34%
1045 - 1053	293,548	7%
1067 - 1075	293,548	7%
1089 - 1099	689,953	15%
1100 - 1108	583,231	30%
1110	114,296	11%
1112 - 1116	113,608	16%
1118 - 1120	124,964	22%
1122 - 1124	117,463	33%
1126 - 1132	173,092	26%
1134 - 1140	123,768	22%
1142	122,296	23%
1144 - 1148	97,789 (land only)	-
1150	96,319 (land only)	-
1160	298,817	57%
1164	174,972	87%
1170	106,634	16%
1172 - 1180	192,151	6%

TABLE IV XV (Continued)

Address	Assessed land and improvement value	Building value to land value %
1182 - 1194	233,376	14%
1101	204,013	52%
1109 - 1111	83,425	24%
1115 - 1119	115,528	19%
1121 - 1139	593,792	24%
1141 - 1143	111,249	18%
1145 - 1155	1,625,492	500%
1163 - 1165	185,025	2%
1195	566,384	15%

Source: Assessors Office, Vancouver City Hall

In the last 50 years land values have fluctuated widely as shown in Table IV XVI.

TABLE IV XVI

Address	Year	Price $	Year	Price $	Increase $	% of Increase
1012 - 1018	1945	42,000	1974	361,225	319,225	760%
1142	1941	5,000	1974	122,296	117,296	2345.92%
1182 - 1194	1941	4,500	1974	233,388	228,888	5086.4%

Map 4.3. and 4.4. show the assessed land value in the study area as compared with the assessed land value in downtown Vancouver, and the improvement value as a percentage of the assessed land value.

Data on leasing and rentals offer another tool in the land-value approach to measuring CBD vitality. Williams-Olson developed a method for constructing a shop-rent index for Stockholm. The shop-rent index is computed by adding the shop rents of a street frontage and dividing the total by the length of the frontage. The highest shop-rent indices were found at centrally located street intersections. The streets with the highest indices coincided with streets of highest pedestrian traffic. Only one street with heavy vehicular traffic was at the same time a good shopping street, although not among the best.[25]

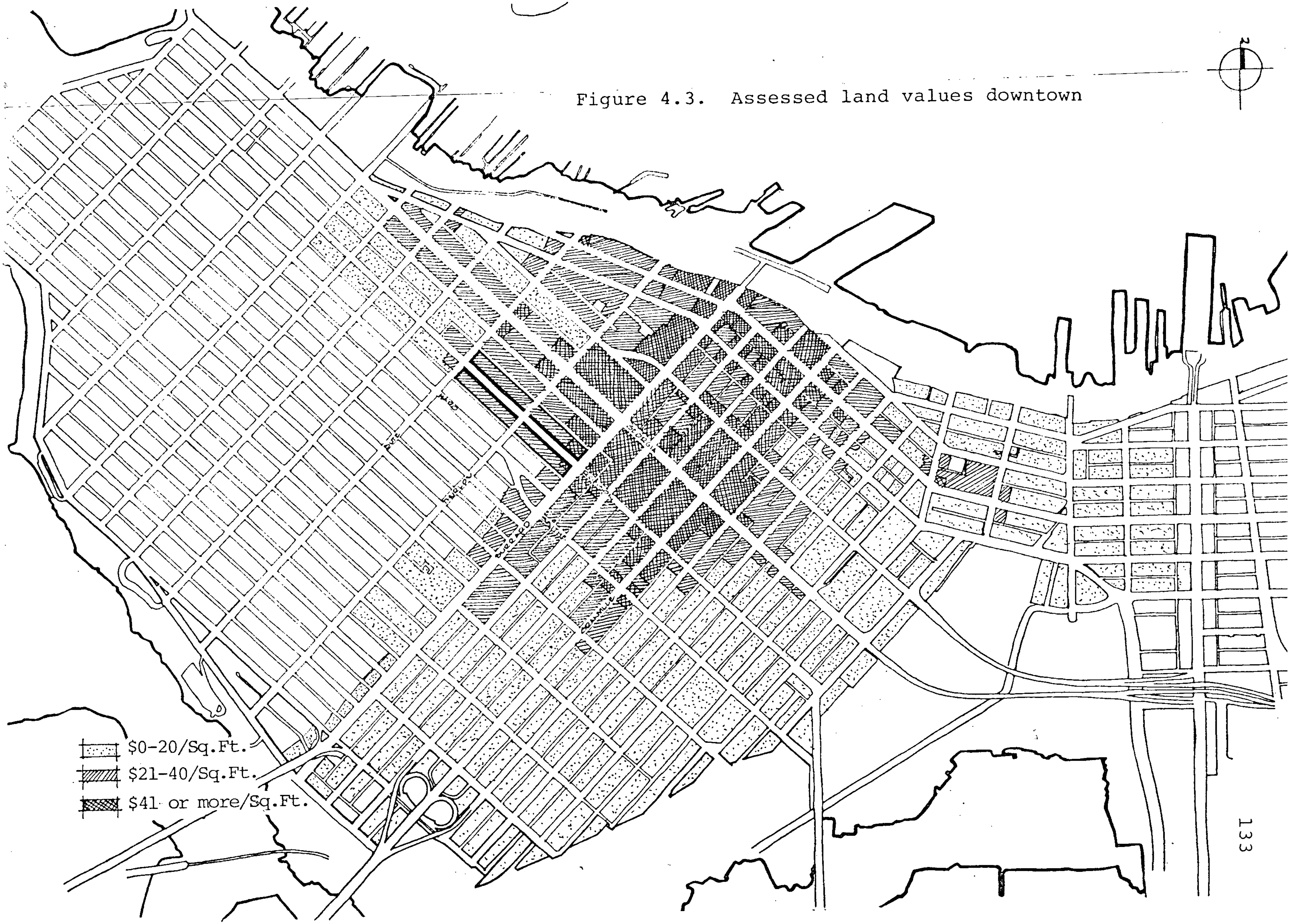


Figure 4.3. Assessed land values downtown

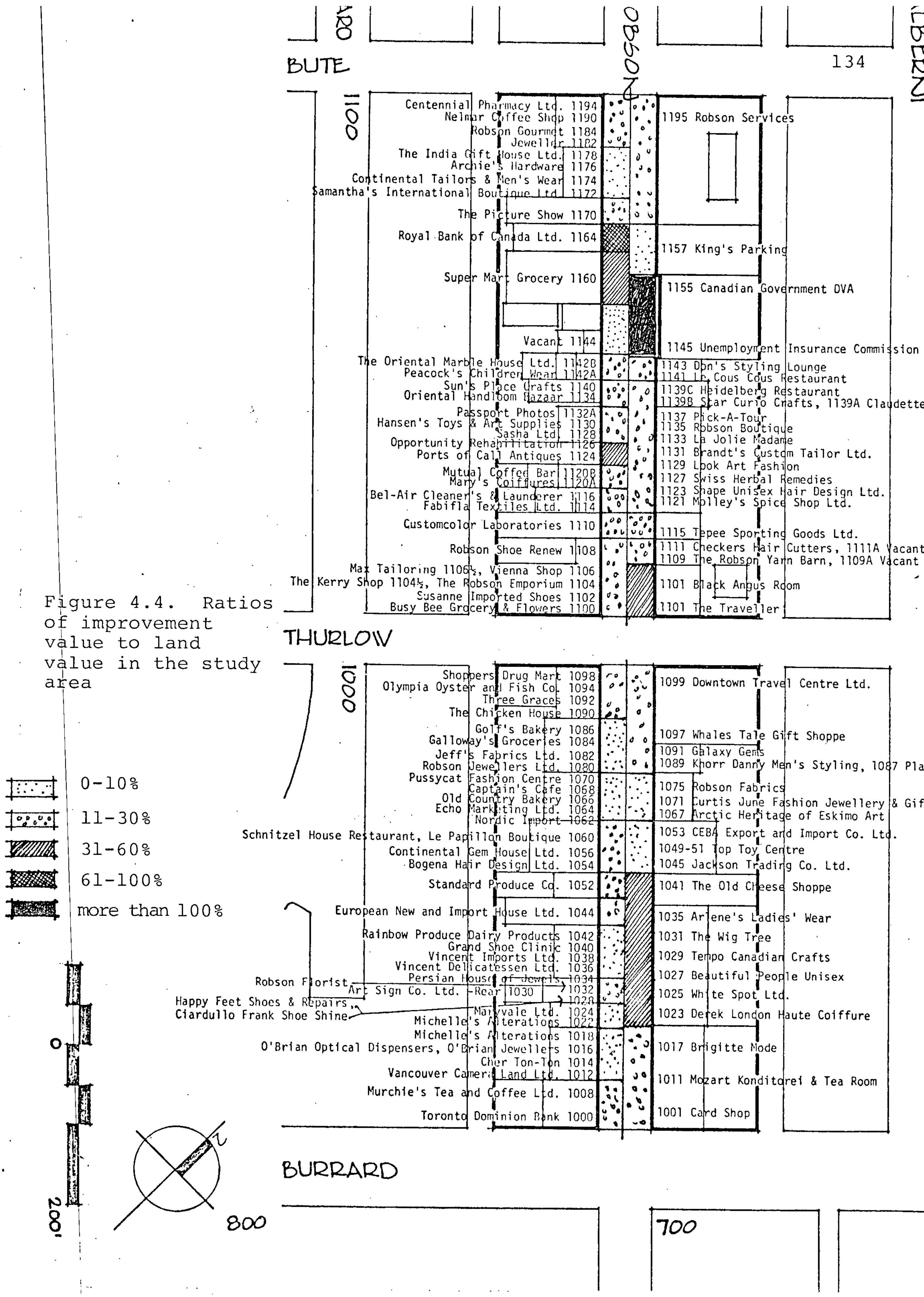


Figure 4.4. Ratios of improvement value to land value in the study area

Rental data was found to be the key tool in determining the land use pattern in correlation with the price of land. Variations in land values and especially where correlated with differences in rents offer perhaps the best single measure of mobility, and so of all the changes taking place in the expansion and growth of the city. However, in the study area it was not possible to use this tool as no complete set of rental data could be obtained.

The fact that the "valuable" land of the study area has not been used to its full potential is placing it under heavy pressure for redevelopment. In order for the land-owners to get the maximum possible profit from their land they will opt for large-scale development. Samples of such concepts have been discussed in Chapter III, "Proposals".

4.6. Other Problems and Threats

The problems of the study area have been discussed at length in Chapter III under "Problems and Issues". However, the response to the questionnaire helped to emphasize the magnitude of some of these problems.

4.6.a. Loss of Character

One factor which helps define the area's character is the unique products offered by merchants of certain ethnic backgrounds; a reduction of such merchandise on the street would be detrimental to the area's character. In the 1960's, the majority of businessmen in the study area were German and fifty percent of the shoppers were German as well. Retail outlets were geared accordingly. Table IV XVI shows clearly that Germans and Europeans no longer make up the major proportion of Robson Street merchants. In addition, many incompatible businesses, particularly jewellery and gift shops, can now be found on the street. Thus, the area's character has been substantially damaged.

TABLE IV XVI MERCHANTS' COUNTRIES OF ORIGIN

No Answer	Canada	Europe	Germany	Uganda Kenya	Chinese	Other	
22	33	24	6	10	13	5	113

Germans: 5.30%

Germans and Europeans: 26.55%

Not compatible with the area's character: 53.98%

4.6.b. Reasons Behind "Moving Thought"

As has been discussed previously in this chapter, a substantial proportion of the respondents had "the moving thought" in mind. Most of those who were thinking about moving (fifteen percent) attributed the thought to one or more of the following reasons:

- the need for more space (for less rent).

- dislike of change in the area (such as new businesses moving in).
- increasing taxes and rents.
- decline in sales volume (for various reasons).

4.6.c. Owner-Merchant Versus Tenant-Merchant

It was discovered that most of the respondent merchants in the area rent their premises rather than owning them, as shown in Table IV XVII.

TABLE IV XVII OWNER-MERCHANT VERSUS TENANT-MERCHANT

No Answer	Own	Rent
71	3	39

This trend places additional pressures on business operators as landlords try to achieve the highest returns from their premises. Asked about the lease terms, the merchants indicated that most of them feel anxious about their future in the area because they are not offered secure lease terms.

TABLE IV XVIII LEASE TERMS

No Answer	No Lease	1-3 Years	More than 3 Years	
78	7	24	4	113

4.6.d.

During the process of distributing and collecting the questionnaires, most of the respondents expressed anxiety over the rapid increase in rents. The fact that most of the respondents were not making enough profit to balance the rent increases made the problem worse.

4.6.e. Lack of Improvement in the Area

Another unhealthy sign in the area is that the majority of the respondents have never made any improvements to their lot, block, or street. The reason behind this fact can be one of several, such as insecurity of merchants, financial inability, lack of feeling that they belong to the area. Tabulated responses can be found in Appendix F.

4.7. Attitudes Towards the Area

The attitudes of the business operators were thought to be of great significance as they will have an impact on the future of the area. Merchants' attitudes towards a number of issues such as the type of change they would like to see, if any, as well as their likes and dislikes, were questioned.

4.7.a. Attitudes Towards Change

Asked whether they would like to see change taking place in the study area, 14.29 per cent said yes, and 6.67

TABLE IV XIX PERCENTAGE OF RENT INCREASE

No Answer	0%-39%	40%-99%	100% or more	
86	10	10	7	113

TABLE IV XX CHANGE IN SALES VOLUME IN THE LAST FIVE YEARS VERSUS PERCENTAGE OF INCREASE IN RENT

		Percentage of Increase in Rent				
		No Answer	0%-39%	40%-99%	100% or more	Total
Volume in the last five years	No Answer	85	8	7	4	104
	0-100% Increase	1	0	3	3	7
	More than 100% Increase	0	2	0	0	2
	Total	86	10	10	7	113

TABLE IV XXI CHANGE IN SALES VOLUME SINCE MOVING VERSUS PERCENTAGE OF INCREASE IN RENT

		Percentage of Increase in Rent				
		No Answer	0%-39%	40%-99%	100% or more	Total
Change in Sales Volume since moving	No Answer	83	5	7	5	100
	100%-0% Decrease	1	2	0	1	4
	0%-100% Increase	2	3	3	1	9
	Total	86	10	10	7	113

percent said no, while 18.10 percent said "it depends on the change", and 60.95 percent gave no answer. Most of the respondents thought that change would do the area good and agreed to change with or without reservations.

Asked about what kind of change they would like to see take place in the area, the majority favored one or more of the following:

- greenery, wider sidewalks, common awnings covering all store fronts.
- renovation of existing buildings.
- provision of larger stores, new buildings, low rents and longer leases.
- re-emphasis of the European element (small specialty stores, unique merchandise, personalized service).

4.7.b. Likes and Dislikes

The responses to the likes and dislikes of several aspects of the study area are tabulated in Table IV XXII. Most of the reasons behind the likes and dislikes have been discussed previously. The only additional category which needs explanation is the "Dislikes - Other" classification. Most of those who wanted to express their dislikes of the area other than those mentioned attributed their dissatisfaction to one or more of the following:

- The gradual loss of the original Robsonstrasse European flavor.
- The condition of some of the older buildings (lack of maintenance).

- Lack of suitable parking facilities.

TABLE IV XXII LIKES AND DISLIKES

		Yes	No	No Answer	
Likes	Location	24	15	74	113
	International Flavor	29	12	72	113
	Size of Stores	12	27	74	113
	Lower Rents	5	34	74	113
	Other	4	32	77	113
Dislikes	Location	4	32	77	113
	Crowds	1	35	77	113
	Noise	4	32	77	113
	Traffic	3	33	77	113

The preceding analysis of responses to the questionnaire provided an incomplete set of data about the area. However, it has helped to formulate a clearer picture of the situation in the study area.

This chapter has documented, to some degree, the fact that economic trends in North America are causing a general decline in downtown small businesses. These same trends are contributing to the deterioration of Robson Street, a predominantly small-business area. Business types have changed enormously over the last ten years: many incompatible businesses now exist in the area, as well as businesses which are attracting fewer customers than those once on the street. Although no figures are available to support it, merchants have the feeling that pedestrian traffic generally is decreasing. Retail sales volume is on the decline. In addition, there is heavy pressure for redevelopment, which could very easily lead to the establishment of highly incompatible businesses.

A number of other problems peculiar to Robson Street are also contributing to the area's gradual decay. The original merchants are moving out, taking with them the merchandise which once gave the street its unique flavour. The fact that so many merchants are tenants and not owners means several things: first, the buildings are poorly maintained; second, insecurity over lease terms leads to a reluctance to make any sort of commitment to the area; third, merchants are being forced out by high rents; and fourth, merchants who do care about the area feel helpless to stop the inexorable decline. There is a general feeling among the merchants that Robson Street is badly in need of a positive change.

Thus, there is ample evidence to support the hypothesis made at the beginning of this chapter. Robson Street, without outside intervention, will indeed lose its unique character.

FOOTNOTES: CHAPTER IV

[1]Brian J.L. Berry, Sandra J. Parsons and Rutherford H. Platt, *The Impact of Urban Renewal on Small Business, The Hyde Park - Kenwood Case*, (Chicago, Illinois: Center for Urban Studies, The University of Chicago in Co-operation with The City of Chicago and the Department of Housing and Urban Development, 1968), p. xiii.

[2]*Ibid.*, p. 81.

[3]*Ibid.*, p. 1.

[4]*Ibid.*

[5]Shirley F. Weiss, *The Central Business District In Transition: Approaches to CBD Analysis and Forecasting Future Space Needs*, City and Regional Planning Studies, Research Paper No. 1 (Chapel Hill: Department of City and Regional Planning, University of North Carolina, 1957), p. 7.

[6]*Ibid.*, p. 16.

[7]*Ibid.*

[8]*Ibid.*

[9]*Ibid.*, p. 17

[10]*Ibid.*

[11]*Ibid.*

[12]*Ibid.*

[13]*Ibid.*, p. 7.

[14]Malcolm J. Proudfoot, "City Retail Structure," *Economic Geography*, XII (1937), p. 425.
As cited by:
Shirley F. Weiss, *op. cit.*, p. 7.

[15]Richard U. Ratcliff, *Urban Land Economics* (New York: McGraw-Hill Book Company, Inc., 1949), pp. 387-388.
As cited by:
Shirley F. Weiss, *op. cit.*, p. 7.

[16]U.S. Bureau of the Census, *Population Estimates for Survival Planning*, Washington: Department of Commerce, 1956, p. 9.
As cited by:
Shirley F. Weiss, *op. cit.*, p. 12.

[17]Shirley F. Weiss, *op. cit.*, p. 12.

[18]Gerald William Breese, *The Daytime Population of the Central Business District of Chicago, with Particular Reference to the Factor of Transportation*, Chicago: University of Chicago Press, 1949), p. 195.
As cited by:
Shirley F. Weiss, *op. cit.*, p. 13.

[19]Homer Hoyt, *One Hundred Years of Land Values in Chicago* (Chicago: University of Chicago Press, 1933), p. 5.
As cited by:
Shirley F. Weiss, *op. cit.*, pp. 9,10.

[20]Richard M. Hurd, *Principles of City Land Values* (4th ed.; New York: The Record and Guide, 1924), p. 159.
As cited by:
Shirley F. Weiss, *op. cit.*, p. 10.

[21]Calvin F. Schmid, *Social Saga of Two Cities* (Minneapolis: Bureau of Social Research, The Minneapolis Council of Social Agencies, 1937), pp. 53-55.
As cited by:
Shirley F. Weiss, *op. cit.*, p. 10.

[22]Shirley F. Weiss, *op. cit.*, p. 10.

[23]Homer Hoyt, *op. cit.*, p. vii.
As cited by:
Shirley F. Weiss, *op. cit.*, p. 11.

[24]Paul F. Wendt, "Central City Property Values in San Francisco and Oakland," Part 4, *Parking as a Factor in Business*, *op. cit.*, p. 150.
As cited by:
Shirley F. Weiss, *op. cit.*, p. 11.

[25]H. Williams-Olsson, "Stockholm: Its Structure and Development," *Geographical Review*, XXX (1940), pp. 420-438.
As cited by:
Lenore M. Kelly, "Intensity of Land Use in the Commercial Core Area of Worcester, Massachusetts," (unpublished Masters Thesis, Clark University, 1950), Abstract, p. i.
As cited by:
Shirley F. Weiss, *op. cit.*, pp. 11,12.

CHAPTER V

EXPERIMENTAL PREDICTIONS

> . . . Any complex system defines an integrity of its own and strongly resists external changes. When complex systems change they usually change very slightly and continuously, but when stressed further they will often flip suddenly into an entirely new configuration.[1]

5.1. Introduction

As has been mentioned previously, the study area at its peak strength and vitality has been looked upon as a living system with all of its variables in natural balance. It has also been demonstrated that there are a number of forces, internal and external, acting on the system. They cause changes in the magnitude of the variables, the interaction among them, and consequently, the area as a whole which threaten its chances for survival and prosperity.

It is the objective of this chapter to predict the amount of change these forces might cause in a period of time and whether such change might disturb or destroy the area as a whole.

The future of the area could be forecast by selecting the variables thought to be most significant and assuming their interactive behaviour. This was made possible by using KSIM, an interactive policy simulation language.

It was hoped that the procedure would lead to validation of the second hypothesis which states that:

> An abrupt change in any of the physical, social, or economic variables that comprise the environment of the study area may disturb its natural equilibrium and destroy its unique character.

5.2. The Technique Used

For the purpose of predicting the future of the area, a simulation language, KSIM was used.

KSIM is a cross-impact language used in studying environmental problems for forecasting purposes and cross-impact analysis.

The reason this particular language was used is, first of all, that no technical sophistication is required to become conversant with it and secondly, that the model's formulation allows for contrary views to be easily expressed. A third reason is that "it allows one to work with data at any level — from subjective estimates to highly precise physical measurements — . . ." [2] Therefore, such "soft" variables such as Local Color and Community Reaction could be readily entered in the matrix. The argument behind the use of subjective estimates is that "an imperfect message or subjective evaluation does contain some information".[3]

Briefly, KSIM has features that

i) describe the complex interaction between the soft and hard variables,

ii) encourage group interaction and servé well to focus the dialogue between people of differing views.

iii) make natural and realistic assumptions about growth characteristics and interactive behaviour. Furthermore, these assumptions can be easily modified.

iv) emphasize the significance of structural relations rather than numberical predictions. Some relative measures are much more suggestive in putting together mental pictures of the workings of complex systems.[4]

5.3. The Procedure

First, the relevant variables were defined and listed. Then, each variable was normalized to the range from zero to one. Following this, a matrix was prepared summarizing the interaction among the variables.

> At each location we enter the action of the column heading upon the row heading. A plus entry indicates that the action of variable A upon variable B is positive; that, is A encourages B's growth and that such encouragement will be proportional to both the relative size of A and the magnitude of the interaction coefficient.[5]

It will be noticed that both the entries in the interaction matrix and the initial values are somewhat arbitrary. There is considerable room for disagreement. However, as mentioned previously, the ease of the model's formulation allows for contrary views to be expressed easily and in a self-consistent fashion.[6]

> But once a particular interactive matrix and initial values have been chosen, then the future is set, continuously evolving from the initial configuration.[7]

Interaction matices can be found in Tables V I, II, and III.

5.4. Mathematical Structure

As the writer has a limited mathematical background, a detailed presentation of the technical aspects had to be set aside. However, the properties of the language as cited by Dr. J. Kane are:

i) System variables are bounded.

ii) A variable increases or decreases according to whether the net impact of the other variables is positive or negative.

iii) A variable's response to a given impact decreases to zero as that variable approaches its upper or lower limit.

iv) All other things being equal, a variable will produce greater impact on the system as it grows larger.

v) Complex interactions are described by a looped network of binary interactions.[8]

5.5. Defining the Variables

Choosing the right variables is a key problem. There is no formula that we can use to tell us whether we have picked up the right variables or left out significant ones. Rather, the choice is intuitive and depends on one's judgement and involvement with the problem. The process of choosing the variables will always reveal one's perspective, that is, one's biases and attitudes towards the problem.

Below, all the relevant variables are listed, and given names and initial values over the range from 0 to 1.

Local Color:

This is the character and identity of the area as described in Chapter III. It has been shown in previous parts of the study that the character of the area is decaying and getting weak. That is, the original merchants and the original types of businesses are decreasing in number. That is why an initial value of 0.2 was given to this variable. From the matrix (Table V I) it is clear that only two other variables are beneficial to the Local Color of the area. Those variables are Customer Attraction and Community Reaction. The importance of Customer Attraction has been proven since the vitality of the area can be indicated by daytime population (shoppers and sales volume). As for Community Reaction, it is evident that only through the actions and reactions of those concerned about the area that something can be done.

The variables which have a negative impact on Local Color include Cost, Political Power, and Outside World. An increase in any of these variables will affect the Local Color negatively.

Customer Attraction:

This is the drawing power of the area. The initial value given is 0.5 since the heavy pedestrian traffic proves that the area is an attractive one. However, the area could probably attract twice as many customers should it revert to its original European flavor. As indicated above, Customer

Attraction and Local Color share the same "friendly" and "unfriendly" variables.

Operating Costs:

This term refers to the costs of running a small business in the area. They include rent, taxes and other business expenses. In terms of business volume and returns, costs in the study area are comparatively high. For this reason, a value of 0.7 was given to this variable.

Profit:

For the businessman or merchant, profit is the monetary expression of a gain in net worth. It is stated as a percentage of sales revenue or funds invested. In this context, profit can be given a comparative value: the ratio between the actual profit and the maximum profit that could be realized in that situation.

Physical Development:

This is the extent of land use in the study area. One indicator of the physical development is the ratio of land improvement value to the assessed value for land alone. Another is the ratio of actual FSR to the maximum allowable. It has been shown that the area is underused and that the ratio of building value to land value is very low in most cases. Therefore, an initial value of 0.2 was given to this variable.

Political Power:

This term refers to the power of the city administration and other government authorities to impose regulations, conditions and orders, and to hold back any forces that will cause abrupt change in the area. Because the government has not always exercised these powers in the area, an initial value of 0.5 was assigned to this variable.

Community Reaction:

This refers to interest groups approving or opposing actions of other interest groups in the area. It has been shown in the historic study that although the value of the area is well established, no adequate response to its decay and growing problems has been shown. That is why an initial value of 0.2 was given to this variable.

Outside World:

This is a very broad term which refers to a combination of external variables which act upon the system but, which experience essentially no reaction in turn. For the purposes of this study, it refers to the influence on the study area of economics, social and other trends prevailing in the downtown, the city, and the country. The Outside World variable stays at a value of 1.0.

5.7. Experimental Predictions

From Figure 5.1. and given the reasons behind the initial value assigned to each variable, it can be seen that Local Color, Profit and Customer Attraction are declining very rapidly within the fifty time increments. At the same time, Physical Development, Political Power and Operating Costs are rising. Community Reaction stays at an almost constant level. These projections coincide with the perceived dangers to the area.

It must be emphasized that for this simulation, the increments along the time-axis *do not* represent actual time spans. Rather, the graphs indicate *eventual* trends, eventual relationships among the variables, given certain initial values and interaction matrix.

Alternative No. 1: (Table V II and Figure 5.2.)

Let us suppose that major revitalization activities take place in the area for regaining and preserving the original character of the area. Should these efforts be successful, the Local Color variable would change its value from 0.2 to 0.7. (In order to achieve this high value for Local Color, however, Physical Development must retain its comparatively low value of 0.2.). Consequently, the area will attract even more customers and bring more profit to the merchants. For this reason the initial value of Customer Attraction was increased to 0.8 and Profit was increased to 0.5. These changes would draw the attention of the govern-

	LOCOLOR	ATTRACT	COST	PROFIT	DEVELOP	POLPOW	COMMREAC	OUTWORLD
LOCOLOR	1.00	3.00	-4.00	1.00	1.00	-2.00	1.00	-4.00
DERIV(*)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
ATTRACT	1.00	3.00	-3.00	-1.00	1.00	-1.00	1.00	-3.00
DERIV(*)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
COST	-1.00	-3.00	3.00	-2.00	3.00	2.00	-1.00	4.00
DERIV(*)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
PROFIT	2.00	4.00	-4.00	3.00	-1.00	-2.00	-1.00	-2.00
DERIV(*)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
DEVELOP	-2.00	-3.00	3.00	-1.00	3.00	3.00	-1.00	4.00
DERIV(*)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
POLPOW	-1.00	-2.00	-3.00	1.00	2.00	3.00	-2.00	3.00
DERIV(*)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
COMMREAC	3.00	4.00	3.00	-2.00	1.00	-3.00	3.00	-3.00
DERIV(*)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Initial Values:

Local Color	LOCOLOR	: 0.7
Customer Attraction	ATTRACT	: 0.5
Cost	COST	: 0.7
Profit	PROFIT	: 0.2
Physical Development	DEVELOP	: 0.2
Political Power	POLPOW	: 0.5
Community Reaction	COMMREAC	: 0.2

TABLE V.I INTERACTION MATRIX FOR SIMULATION OF THE EXISTING SITUATION

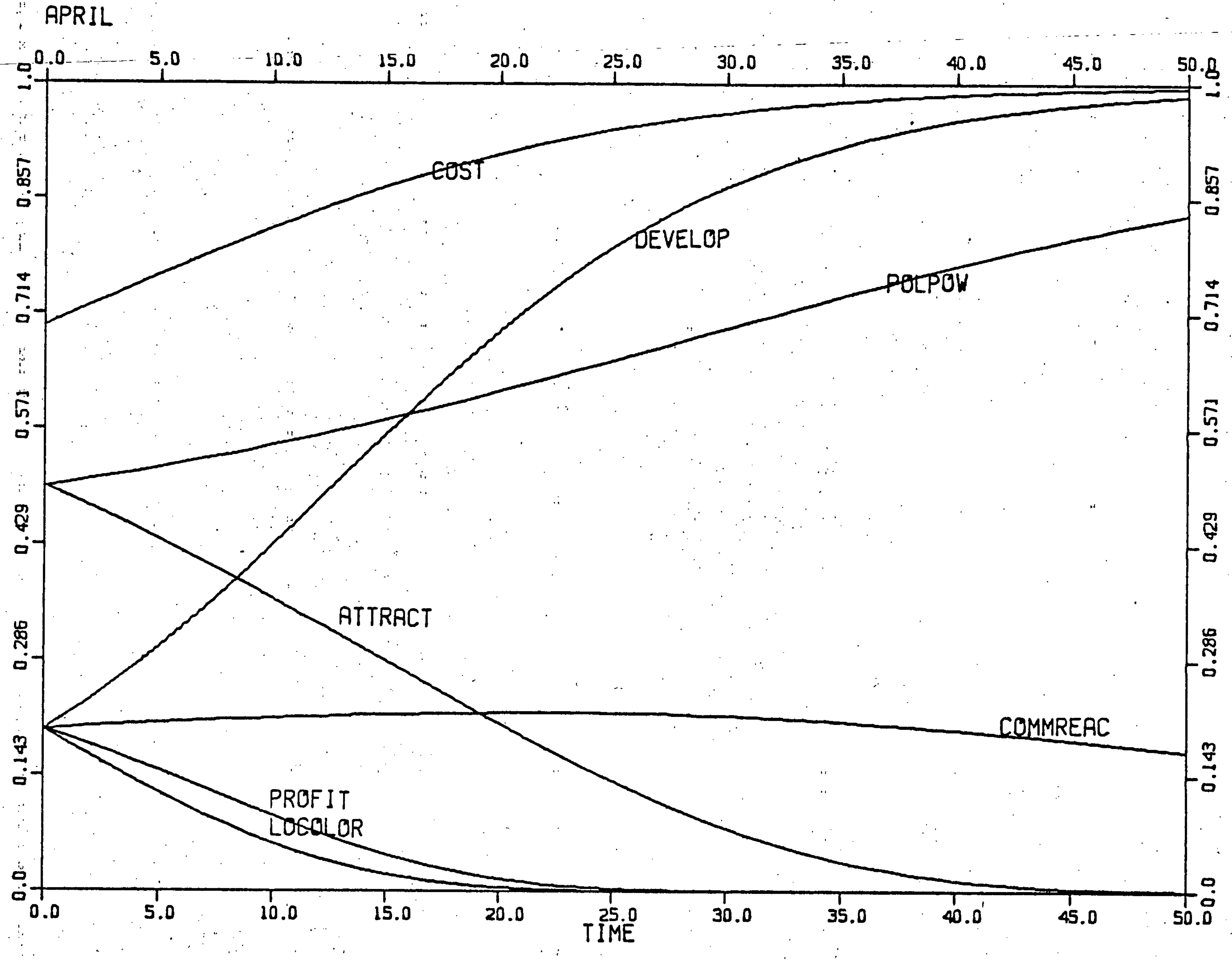


Figure 5.1. Projected Trends For Existing Situation

	LOCOLOR	ATTRACT	COST	PROFIT	DEVELOP	POLPOW	COMMREAC	OUTWORLD
LOCOLOR	3.00	3.00	-1.00	3.00	1.00	1.00	3.00	-3.00
DERIV(*)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
ATTRACT	3.00	3.00	-1.00	-1.00	1.00	1.00	2.00	-2.00
DERIV(*)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
COST	1.00	-1.00	2.00	-2.00	-1.00	-1.00	-1.00	2.00
DERIV(*)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
PROFIT	2.00	3.00	-2.00	2.00	-1.00	-1.00	-1.00	-1.00
DERIV(*)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
DEVELOP	-3.00	-2.00	2.00	2.00	3.00	2.00	-2.00	3.00
DERIV(*)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
POLPOW	1.00	2.00	-1.00	-1.00	1.00	2.00	1.00	-1.00
DERIV(*)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
COMMREAC	3.00	3.00	-1.00	-1.00	-1.00	-1.00	2.00	-1.00
DERIV(*)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Initial Values:

Local Color	LOCOLOR	: 0.7
Customer Attraction	ATTRACT	: 0.8
Cost	COST	: 0.5
Profit	PROFIT	: 0.6
Physical Development	DEVELOP	: 0.2
Political Power	POLPOW	: 0.7
Community Reaction	COMMREAC	: 0.5

TABLE V II INTERACTION MATRIX FOR SIMULATION OF ALTERNATIVE NO. 1

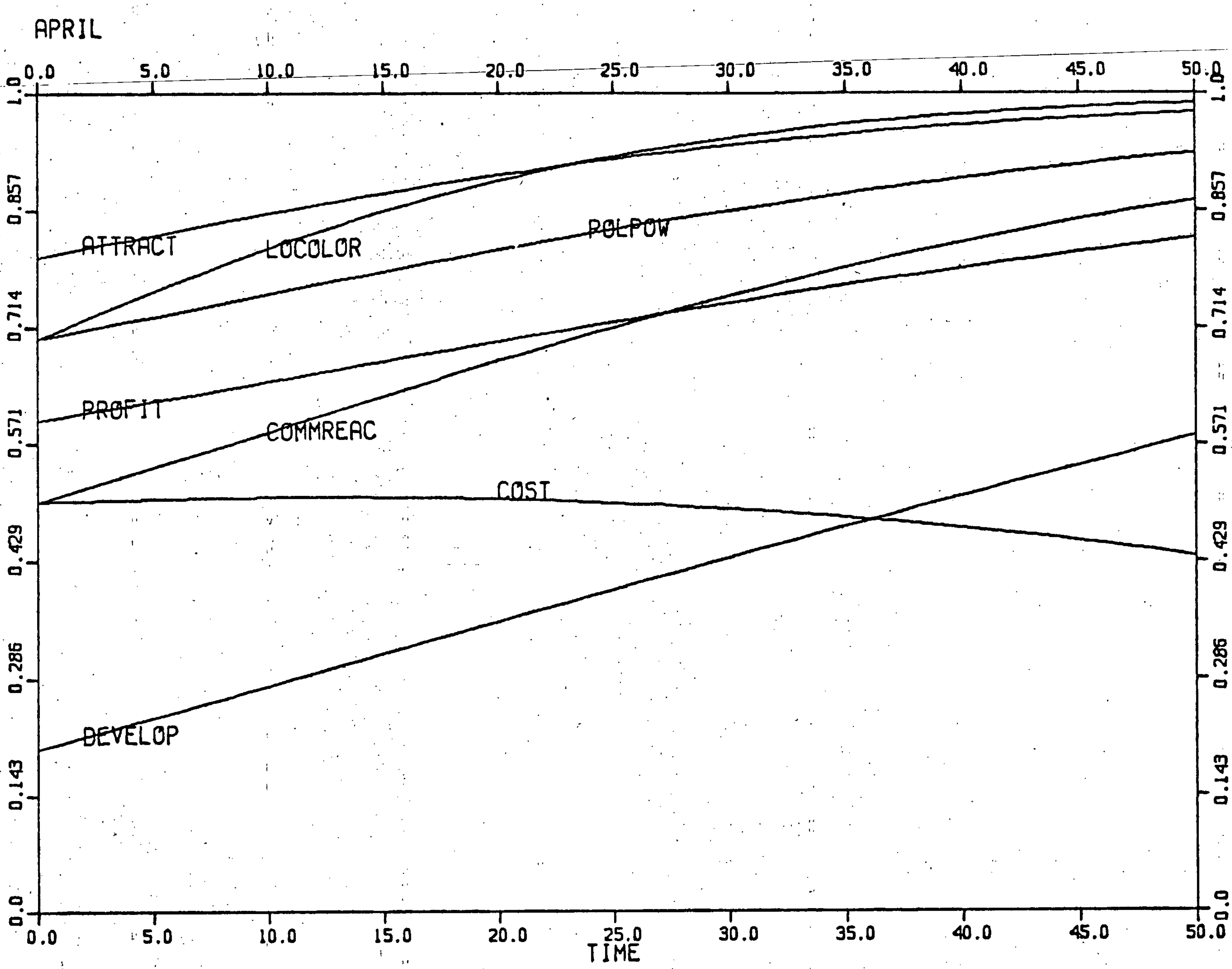


Figure 5.2. Projected Trends For Alternative No. 1

	LOCOLOR	ATTRACT	COST	PROFIT	DEVELOP	POLPOW	COMMREAC	OUTWORLD
LOCOLOR	0.0	1.00	-4.00	-3.00	-4.00	-1.00	0.0	-3.00
DERIV(*)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
ATTRACT	1.00	2.00	-3.00	-3.00	-3.00	-2.00	1.00	-3.00
DERIV(*)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
COST	0.0	0.0	3.00	2.00	3.00	2.00	-1.00	3.00
DERIV(*)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
PROFIT	1.00	2.00	-3.00	1.00	1.00	0.0	-1.00	-1.00
DERIV(*)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
DEVELOP	-1.00	-1.00	1.00	1.00	3.00	2.00	-2.00	3.00
DERIV(*)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
POLPOW	1.00	1.00	-1.00	-1.00	-1.00	1.00	1.00	-1.00
DERIV(*)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
COMMREAC	1.00	1.00	-2.00	-2.00	-2.00	-2.00	1.00	-2.00
DERIV(*)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Initial Values:

Local Color	LOCOLOR	: 0.1
Customer Attraction	ATTRACT	: 0.2
Cost	COST	: 0.9
Profit	PROFIT	: 0.2
Physical Development	DEVELOP	: 0.9
Political Power	POLPOW	: 0.2
Community Reaction	COMMREAC	: 0.2

TABLE V III INTERACTION MATRIX FOR SIMULATION OF ALTERNATIVE NO. 2

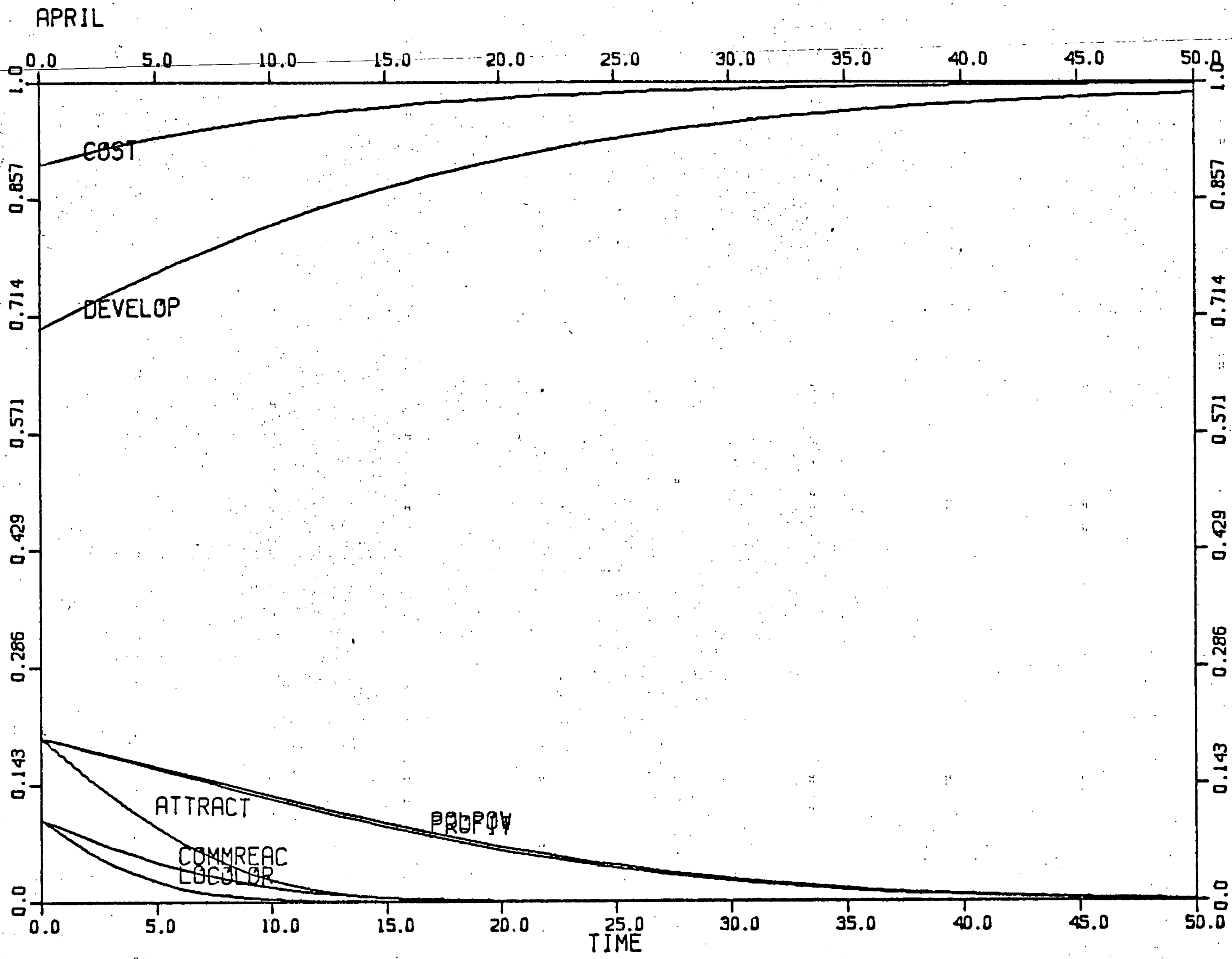


Figure 5.3. Projected Trends For Alternative No. 2

ment and concerned citizen groups and encourage them to protect the area by means of enforced guidelines, zoning by-laws, concerned citizens' meetings, demonstrations, and so on. The initial values given to these two variables under the new situation are 0.7 and 0.5 respectively. The interaction among the variable with the new values is summarized in Table V II.

The future evolving from this configuration as illustrated in Figure 5.2. looks much more encouraging than it does in Figure 5.1.

Alternative No. 2: (Table V III and Figure 5.3.)

If, on the other hand, a major redevelopment occurs with profit as its main objective, the situation will be completely different. As the intensity of development increases, the initial values of Cost will increase from the original situation while Local Color, Political Power, Profit and Customer Attraction will start at lower values. The decrease of these variables will continue as illustrated in Figure 5.3. The outcome looks disasterous under this kind of change.

5.8. Conclusions

The experimental predictions are hard to defend because of the lack of thorough knowledge of the model's mathematic workings and because of the subjectivity attached to its formulation. However, there is some value in this procedure in that the resultant graphs represent eventual trends which are based on the general thinking in the area. With the last statement in mind, it should be noted that results will vary according to who handles the experiment.

Alternative No. 1 demonstrates that revitalization (higher initial value for Local Color) would have a markedly beneficial effect on the study area. Alternative No. 2, which simulates a major development in the area, shows clearly the detrimental effect of such a development. Thus, this abstract simulation does show that:

> An abrupt change in any of the physical, social, or economic variables that comprise the environment of the study area may disturb its natural equilibrium, and destroy its unique character.

FOOTNOTES: CHAPTER V

[1] J. Kane, Lectures given at U.B.C., Ecology 500, Winter Semester, 1975.

[2] J. Kane, "A Primer For a New Cross-Impact Language-KSIM, *Technological Forecasting & Social Change 4*, (1972), p. 129.

[3] J. Kane, I. Vertinsky and W. Thomson, "KSIM: A Methodology For Interactive Resource Policy Simulation," *Water Resources Research*, Vol. 9, No. 1, February 1973, p. 67.

[4] J. Kane, I. Vertinsky and W. Thomson, *op. cit.*, p. 65.

[5] J. Kane, *Ibid.*, p. 130.

[6] *Ibid.*

[7] *Ibid.*

[8] *Ibid.*

CHAPTER VI

VIEWS AND SPECULATIONS

The preceding chapters have outlined the past, evolution, and present of the study area, as well as experimental predictions for its future. It is felt that enough background material and data have been provided to make possible the formulation of views and speculations regarding the area as a whole.

View 1

The threats facing the study area are so great and the area's ability to defend itself is so limited that the area is deteriorating rapidly and no longer maintaining its unique character.

Supporting Evidence:

i) The disappearance of many of the original compatible businesses of the area.

ii) The appearance of many new developments which are incompatible with the original character, especially on the north side of the study area.

iii) The change of the ethnic composition of the business operators. For details see Chapter IV "Loss of Character," and Appendix E.

iv) The run-down appearance of the area due to lack of maintenance and loss of interest on the part of the merchants.

v) The feelings of anxiety and insecurity expressed by merchants because of such factors as decline in sales volume, rising operating costs, evacuation threats, etc.

vi) The prevailing trend toward large-scale developments in Vancouver and other North American cities.

In view of the above, the first hypothesis stated in Chapter I is made valid:

> Left to its own resources and without outside assistance, the study area defined herein as Robson Street will not be able to survive, prosper, and maintain its unique character.

<u>View 2</u>

The type, magnitude, and rate of change in any of the social and economic variables may cause imbalance to the whole area and do irrepairable damage to its character.

Supporting Evidence:

i) Change in the type and scale of development will affect operating costs and, in turn, the socio-economic composition of the merchants, which will be reflected in their wares.

ii) The increase in operating costs has caused many of the original merchants to move out of the area.

iii) The change in the ethnic composition of the merchants will tend to change the clientele.

iv) Increased profits for landowners mean increased rents for merchants, which are passed on to customers as higher prices. This cyclical process will affect the socio-economic characteristics of the clientele.

The above evidence makes the second hypothesis appear essentially correct:

An abrupt change in any of the physical, social, or economic variables that comprise the environment of the study area may disturb its natural equilibrium, and destroy its unique character.

Many changes have taken place in the area; their types and magnitudes in the last ten years have caused the tremendous deterioration of the study area. This makes one wonder whether the common assumption that urban renewal[1] will kill the area is necessarily valid; if renewal does not take place, the area will most likely die an untimely death because of the type of change already occuring. Indeed, certain changes could be very beneficial to the area (see Chapter V, Case 2).

However, this is not to say that urban renewal will not harm the area. Urban renewal will not only cause liquidation[2] of existing businesses, but it will also leave a little chance for these businesses to relocate, since the rents in the new development will be out of their reach.

In an area as unique as Robson Street, displacement is a great trauma for the small business operator, not only financially, but also emotionally, as he cannot feel as detached as the chain-store executive who articulates the alternatives more dispassionately.

The problem confronting small businesses after displacement are:

i) Loss of regular customers.

ii) Moving costs.

iii) Finding a suitable new location.

iv) Other relocation expenses.[3]

View 3

If the area is to be saved, the participation of all the different groups is needed. The landowners and developers are only motivated by profit and the merchants, insecure and financially incapable, cannot do much for the area. Moreover, the lack of organized citizen groups leaves only one alternative: a massive government intervention to save the area. This could be in the form of zoning by-laws, enforced guidelines, or heavy subsidy for suitable projects.

Supporting Evidence:

i) Left to market trends, the area will change completely.

ii) The proposals for redevelopment described in Chapter III are either unrealistic or not sincerely concerned with preserving the area's character.

iii) Because redevelopment by private enterprise is motivated largely by profit, such projects are often so commercialized as to be completely unsuitable to the area's original character.

Speculations

i) With the prevailing economic and social trends there is very little chance for diversity in architectural or economic scale anywhere in the downtown. Robson Street is a study in diversity.

ii) The tide of large-scale developments will take over since they are more viable economically; Robson Street should be preserved as an area which favors quality over quantity.

iii) Downtown will soon cease to be a meeting or gathering place, since the new developments offer only uninviting open spaces and overpowering buildings. Robson Street, by contrast, is a streetscape which invites gatherings and socializing.

iv) There is no future for the small business in downtown areas. Robson Street is one of the few areas in the downtown which could offer the small business a future.

v) Robson Street evolved out of social and economic needs which are no longer valid (see Chapter III, "A Brief Historic Overview"). In order for it to continue living, an outside force must bring equilibrium back to the area.

FOOTNOTES: CHAPTER VI

[1]Urban renewal is known to be undertaken by public agencies in what they perceive to be the general community good because private decision and actions are held to be incapable of achieving the ends desired and because the benefits exceed the costs by a greater margin than they would in some alternative use of public funds.
As cited by:
Brian J.L. Berry, Sandra J. Parsons and Rutherford H. Platt, *The Impact of Urban Renewal on Small Business, The Hyde Park - Kenwood Case*, (Chicago, Illinois: Center for Urban Studies, The University of Chicago in Co-operation with The City of Chicago and the Department of Housing and Urban Development, 1968), p. 175.

[2]"Liquidation" is to refer to formal actions to liquidate and other discontinuances including those firms which simply disappear.
As cited by:
Brian J.L. Berry, *Ibid.*, p. 12.

[3]Brian J.L. Berry, *Ibid.*, p. 171.

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APPENDIX A

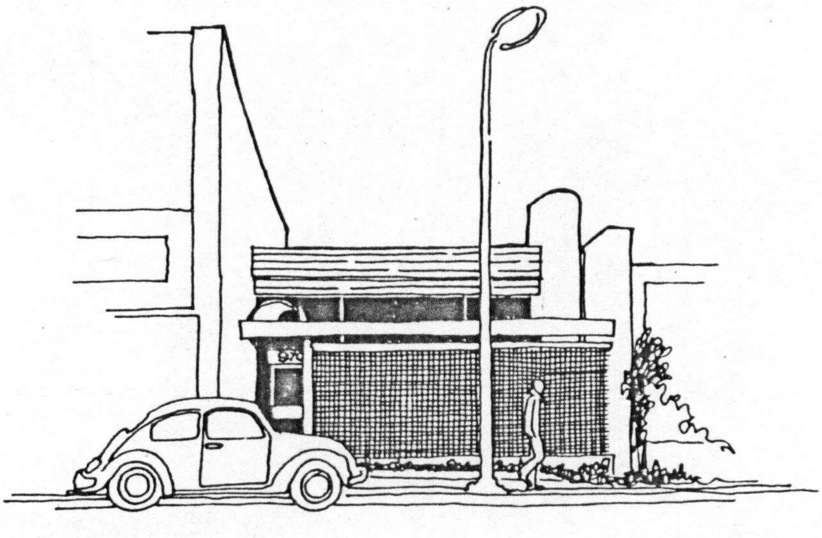
"Diversity in the Downtown"

We've all been critics of downtown architecture and development at some time or another, and certainly this recent decade has seen many of our citizens embroiled in bitter debate over what should, and should not, be permitted to reach into our Vancouver skyline.

As a sort of retrospective to this era of debate, and perhaps a precursor to another round of argument yet to come, we asked city architect Roger Kemble to take to the streets with his sketch book and prejudices. "Show us where you believe things *worked*?" we asked him, and this is what he came back with. This, then, in the view of one man is:

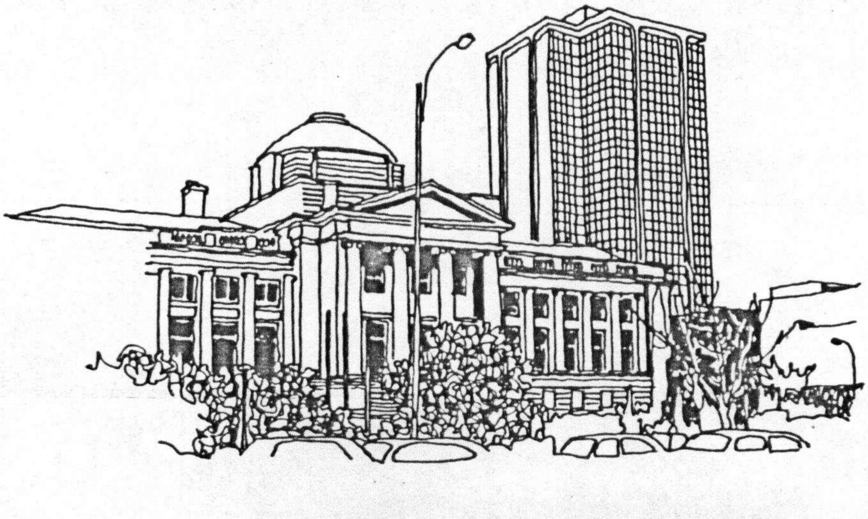
MY KIND OF TOWN

By Roger Kemble



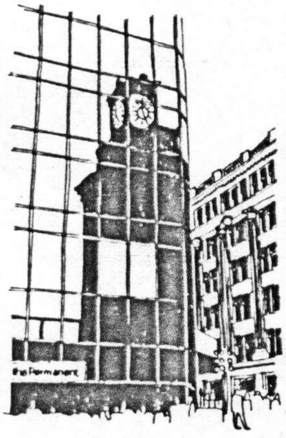
Many of these perceptions are of large buildings, but not all excitement is derived from huge developments. In fact, quite the contrary. What is most important is the opportunity to combine the large with the small. The drawing above is of a little building on Richards Street. Let's hope it is in for a long life.

The Court House (below) has always been essentially an ugly building. So far as classical revival is concerned, it is meek and bland. But it's all we've got, and now it is seen in combination with huge glass towers. It has taken on a new grandeur as a modest textured reminder that brute power must have a complement.



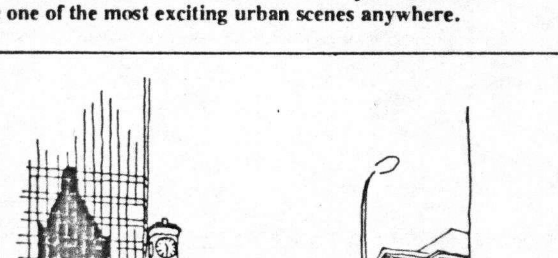
A grand old building in one of Vancouver's most unjustly ignored urban street scenes — West Pender Street, west of Victory Square. Some day, someone at City Hall is going to realize that this conglomeration of beautifully modest buildings and activities will be deserving of special treatment of its own.

Old and new have often fitted well together, apart from the attractive design possibilities of combining gingerbread with reflective glass. In this instance, the old Post Office at Hastings and Granville actually enhances the U.K. Building's bland backdrop.

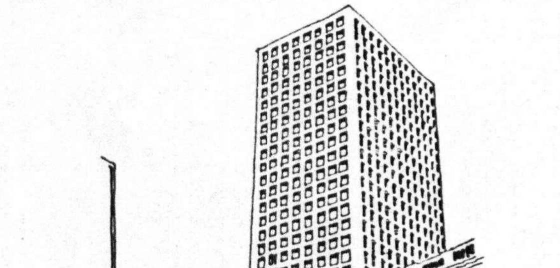


The old Vancouver Block tower reflects from the surface of Granville & Georgia's second black tower with the brightly textured Bay building completing the composition. Whatever may be said about the demise of downtowns elsewhere doesn't hold true in Vancouver. This intersection and the Court House Square still has to be one of the most exciting urban scenes anywhere.

There's the familiar, old clock tower, and it certainly does look forlorn and lonely now. Doubtless the mastodon rearing itself behind won't be much company. But there are a great number of people around and they make all the difference. Hopefully they will keep it that way.



A most successful urban setting — Court House Square. Remember Bennett's tower? Well, it's all settled down now into what is probably Western Canada's most exciting urban focal point. Old and new complement one another, reflecting each other's good points. And it will be even better when Eaton's and the Toronto Dominion Bank relent and develop street level facades for some interesting loss-leader retail activity.



A final and most successful combination of urban design, both by the same owner — the old CPR station and the new Vancouver Square Tower.

APPENDIX B

Questionnaire Administered to Robson Street Merchants and Accompanying Letter

S T R I C T L Y   C O N F I D E N T I A L

ROBSON STREET SURVIVAL QUESTIONNAIRE

A. *CUSTOMER ATTRACTION INFORMATION*

1. *Number of years in operation in Robson Street:*

   ________________ *years.*

2. *On the average, what is the number of customers entering the store per week day?*

   ________________ *customers.*

   On Saturdays?

   ________________ *customers.*

3. *Approximately what is the percentage of customers who actually make purchases?*

   ________________ *%.*

B. *STORE SIZE AND LOCATION INFORMATION*

1. *Number of years in operation at present location.*

   ________________ *years.*

2. *Number of branches elsewhere, if any.*

   ________________ *branches.*

3. *What is the size of the premises you occupy in Robson Street at the present time?*

   ________________ *square feet.*

4. *Do you feel a need for more space?*

   _________ *yes*   _________ *no*

   If yes, how many square feet more do you feel you need?

   ________________ *square feet.*

5. Does the thought of moving your business to another location ever occur to you?

   ________ yes ________ no.

   If yes, why?

   ____

   ____

6. Do you own or do you rent your premises?

   ______________ own ______________ rent.

   If you rent, what is the length of the lease? ______________

7. If you rent your premises, what is the rent?

   $ ______________ per month, or $ ______________ per year.

8. What was the rent five years ago, or when you moved in, if less than five years ago?

   $ ______________ per month, or $ ______________ per year, five years ago.

   $ ______________ per month, or $ ______________ per year,

   ______________ years ago.

9. If you own your premises, when did you purchase your location?

   Year ______________.

C. SALES VOLUME INFORMATION

1. What is the percentage of the increase or decrease in your sales volume in the past five years, or since you moved in, if less than five years ago? (+ for increase, and - for decrease.)

   ________ % over five years ago.

   ________ % over ____ years ago.

2. *How many regular employees do you have on your staff?*

   Full time ______________ *staff members.*

   Part time ______________ *staff members.*

D. *ATTITUDES TOWARD ROBSON STREET*

1. *Since you have been operating your business in Robson Street, have you done improvements or renovations to:*

   Lot: _____ *yes* _____ *no.*

   Block: _____ *yes* _____ *no.*

   Street: _____ *yes* _____ *no.*

2. *Would you like to see Robson Street change in any way?*

   _____ *yes* _____ *no* _____ *depends on the change.*

3. *What kind of change would you like to see?*

   ____

   ____

4. *What is it you like most about the street?*

   _____ *location* _____ *international flavour* _____ *size of stores*

   _____ *lower rent* _____ *other (specify)* ________________________

5. *What is it you dislike most about the street?*

   _____ *location* _____ *crowds* _____ *noise* _____ *traffic*

   _____ *other (specify)* ________________________________

Dear Merchant,

A student in the School of Architecture at U.B.C. is studying "Robsonstrasse". She is interested in its current conditions and problems, and its probable future.

We hope the research will lead to a better understanding of the problems confronting "Robsonstrasse" and its merchants so that certain recommendations for "solving" these problems can be made.

We need your co-operation in providing us with certain items of information concerning your business and your attitudes and feelings about "Robsonstrasse". The information you give us will be treated with the strictest confidence and you or your store will not be identified in the study.

The conclusions and findings of the study will be made available to you upon request once the study has been completed.

Thank you for your co-operation in completing the attached questionnaire.

Yours truly,

Paul O. Roer, P.Eng.
School of Community and Regional Planning
The University of British Columbia

POR:ijh

APPENDIX C

Questionnaire* and Report

to the Mayor re: Robson Street

by Susan Purcell

December, 1969

*For detailed results, see City Hall Planning Department, Robson Street File.

THE UNIVERSITY OF BRITISH COLUMBIA

SUSAN PURCELL REPORT ON ROBSON STREET

DECEMBER 1969

A. 1. ARE YOU ☐ MALE ☐ FEMALE

2. ARE YOU ☐ MARRIED ☐ SINGLE

3. WHERE DO YOU LIVE?

4. DO YOU LIVE IN ☐ HOUSE ☐ APARTMENT COMPLEX ☐ OTHER

5. WHAT AREA DO YOU LIVE IN
   - ☐ NORTH SIDE
   - ☐ WEST END
   - ☐ VANCOUVER
   - ☐ GREATER VANCOUVER
   - ☐ OTHER
   - ☐ TOURIST

6. ARE YOU ☐ HOUSEWIFE ☐ OFFICEWORKER
   ☐ STUDENT ☐ OTHER

7. DO YOU HAVE A SECOND LANGUAGE? IF YES, WHAT?

B. 1. ARE YOU AN OCCASIONAL ☐ REGULAR ☐ SHOPPER?

2. PURCHASES:

☐ BAKER	☐ ENTERTAINMENT
☐ BUTCHER	☐ GIFT SHOPS
☐ CLOTHING	☐ GROCERIES
☐ COFFEE, TEA, SPICES	☐ HOUSEHOLD APPLIANCES
☐ DELICATESSEN	☐ JEWELLERY
☐ DRUG STORES	☐ NEWS AGENTS'
☐ DRY GOODS	☐ SHOES
	☐ SMOKE SHOPS

3. DO YOU FAVOUR THE IDEA OF
   - ☐ PEDESTRIAN BLOCK CLOSED TO MOTOR TRAFFIC
   - ☐ MALL IDEA - TREES, SHRUBS, ENCLOSURES, ETC.
   - ☐ OPEN AIR CAFE
   - ☐ PEDESTRIAN BRIDGES AT INTERSECTIONS
   - ☐ OFFICE BUILDINGS & HIGH RISE COMPLEXES WITH GROUND FLOOR SPECIALTY SHOPS
   - ☐ MORE SPECIALTY SHOPS
   - ☐ CROSSWALKS IN MIDDLE OF BLOCK
   - ☐ OTHER

4. DO YOU FAVOUR ☐ ROBSON STREET ☐ ROBSON INTERNATIONAL
   ☐ ROBSON STRASSE

sit, greenery, and some outdoor shelter. 68.5% were enthusiastic about having a licensed open air cafe. Many of the shoppers proposed a set-up like the Sparks Street market in Ottawa. There was a 53.8% request for more specialty shops. Few people realized that high rise complexes are inevitable but they did support the idea that ground floors be reserved solely for the specialty shops. Although it is officially known as Robson Street, some call it Robsonstrasse. We asked the people what they would like it to be called officially. 42.1% favoured Robson Street, 30.9% liked Robsonstrasse, 15.7% liked Robson International. The balance had no opinion.

I enclose a copy of the results. Trusting that this will be of interest to you.

Yours truly,

Susan Purcell

APPENDIX D

A List of Ground Floor Business Locations in the Study Area (1000 & 1100 Blocks Robson) in 1975

&

A Comparison Between Ground Floor Business Locations During 1965 and 1975

LIST OF BUSINESS FIRMS IN THE STUDY AREA (MARCH 1976)

Burrard Street Intersects

1000
Toronto Dominion Bank*

1008
Murchie's Tea & Coffee Ltd.

1012
Vancouver Camera Land Ltd.*

1014
Cher Ton-Ton (restaurant)

1016
O'Brian Jewellers*

O'Brian Optical Dispensers

1018-22
Michelle's Alterations

1024
Maryvale Ltd.* (delicatessen)

1028
Happy Feet Shoes & Repairs

Ciardullo Frank Shoe Shine

1030 Rear
Art Sign Co. Ltd.

1032
Robson Florist

1034
Persian House of Jewels*

1036
Vincent Delicatessen Ltd.*

1038
Vincent Imports Ltd.

1040
Grand Shoe Clinic

1001
Card Shop

1011
Mozart Konditorei & Tea Room*
(bakery)

1017
Brigitte Mode

1023
Derek London Haute Coiffure*

1025
White Spot Ltd. (restaurant)

1027
Beautiful People Unisex*

1029
Tempo Canadian Crafts* (art)

1031
The Wig Tree (jewellers)

1035
Arlene Ladies' Wear

1039
Robson Mews:

1. The Protea Boutique
2. Munich Tea Room (restaurant and take-out)
3. The Iron Comforter (sculpture)
4. Stoneflower Boutique (custom dressmaker)
5. Veronica's Flowers (florist)

1041
The Old Cheese Shoppe

Burrard Street Intersects - Continued

1042
Rainbow Produce Dairy Products

1044
European New & Import House Ltd.

1052
Standard Produce Co.*

1054
Bogena Hair Design Ltd.

1056
Continental Gem House Ltd.*

1060
Le Papillon Boutique* (ladies' wear)

Schnitzel House Restaurant (take-out)

1062
Nordic Import (gifts)

1064
Echo Marketing Ltd. (jeweller)

1066
Old Country Bakery

1068
Captain's Cafe

1070
Pussycat Fashion Centre*

1080
Robson Jewellers Ltd.*

1082
Jeff's Fabrics Ltd.* (dry goods)

1084
Galloway's Groceries*

1086
Golf's Bakery

1045
Jackson Trading Co. Ltd.* (oriental arts)

1049-51
Top Toy Centre

1053
CEBA Export & Import Co. Ltd.*

1067
Arctic Heritage of Eskimo Art*

1071
Curtis June Fashion Jewellery & Gifts

1075
Robson Fabrics* (dry goods)

1087
Plantation

1089
Knorr Danny Men's Hair Styling

1091
Galaxy Gems* (jewellers)

1097
Whales Tale Gift Shoppe*

1099
Downtown Travel Centre Ltd.

Burrard Street Intersects - Continued

1090
The Chicken House

1092
Three Graces* (jewellery)

1094
Olympia Oyster & Fish Co.*

1098
Shoppers Drug Mart*

Thurlow Intersects

1100
Busy Bee Grocery & Flowers

1102
Susanne Imported Shoes*

1104
Robson Emporium (gift shop)

1104½
Kerry Shop (ladies' wear)

1106
Vienna Shop (watch repairs)

1106½
Max Tailoring

1108
Robson Shoe Renew

1110
Customcolor Laboratories

1114
Fabifla Textiles Ltd.

1116
Bel-Air Cleaners & Launderers

1120A
Mary's Coiffures*

1120B
Mutual Coffee Bar

1101
Black Angus Room* (restaurant)

The Traveller (restaurant)

1109
The Robson Yarn Barn

1109B
Vacant

1111
Checkers Hair Cutters

1111A
Vacant

1115
Tepee Sporting Goods Ltd.

1121
Molley's Spice Shop Ltd.*

1123
Shape Unisex Hair Design Ltd.*

1127
Swiss Herbal Remedies*

1129
Look Art Fashion*

1131
Brandt's Custom Tailor Ltd.
(men's wear)

Thurlow Intersects - Continued

1124
Ports of Call Antiques* (gifts)

1126
Opportunity Rehabilitation (thrift shop)

1128
Sasha Ltd.* (children's wear)

1130
Hansen's Toys & Art Supplies

1132A
Passport Photos*

1134
Oriental Handloom Bazaar*

1140
Sun's Place Crafts

1142A
Peacock's Children Wear

1142B
Oriental Marble House Ltd.* (imports)

1144
Vacant

1160
Super Mart Grocery

1164
Royal Bank of Canada Ltd.*

1170
The Picture Show (art)

1172
Samantha's International Boutique Ltd.*

1174
Continental Tailors & Men's Wear

1133
La Jolie Madame (lingerie)

1135
Robson Boutique* (shoes)

1137
Pick-a-Tour*

1139A
Claudette's Boutique

1139B
Star Curio Crafts (gift shop)

1139C
Heidelberg Restaurant

1141
Le Cous Cous Restaurant*

1143
Don's Styling Lounge

1145
Unemployment Insurance Commission

1155
Canadian Government DVA

1157
King's Parking

1195
Robson Services Ltd. (service station)

Thurlow Intersects - Continued

1176
Archie's Hardware

1178
India Gift House Ltd.*

1182
Jeweller*

1184
Robson Gourmet (delicatessen)

1190
Nelmar Coffee Shop

1194
Centennial Pharmacy Ltd.

Bute Intersects

* Contributed to the study by answering the questionnaire.

A COMPARISON BETWEEN GROUND FLOOR
BUSINESS LOCATIONS DURING 1965 AND 1975

Store No.	1965	1975
	Burrard Intersects	
1000	Toronto Dominion Bank	Same
1001	Non-existent in this year*	Card Shop
1003	Robson Drugs	*
1005	College Cleaners	*
1007	Pope's Barber Shop	*
1007a	Far West Stamp Shop	*
1008	Murchie's Tea & Coffee Ltd.	Same
1008	Kerr, W.M. (tea)	*
1009	Smith, A.E. Photo Supplies	*
1011	Elite Imported Shoes	Mozart Konditorei & Tea Room (bakery)
1012	Oben's Home Bakery	Vancouver Camera Land Ltd.
1013	Little Heidelberg (restaurant)	*
1014	Gilbert Hardware	Cher Ton-Ton (restaurant)
1016	O'Brian Jewellers	Same
	O'Brian Optical Dispensers	Same
1017	Tepee Sporting Goods	Brigitte Mode
1018-22	Michelle's Alterations	Same
1019	Wooden Plate Cafe	*
1023	*	Derek London Haute Coiffure
1024	Maryvale Ltd. (delicatessen)	Same
1025	Vacant	White Spot Ltd. (restaurant)
1027	Imperial Barber Shop	Beautiful People Unisex
1028	Happy Feet Shoes & Repairs	Same
	Ciardullo Frank Shoe Shine	Same
1029	Marce Shoppe (ladies' wear)	Tempo Canadian Crafts (art)
1030 Rear	Art Sign Co.	Same
1031	Curtis Radio & Electric	The Wig Tree (jewellers)
1032	Robson Florist	Same
1033	B.C. Sewing Supplies	*
1034	Norman's Meat Market	Persian House of Jewels
1035	Elizabeth's Dress-making	Arlene Ladies' Wear
1035	Robson Photo & Music Shop	*

Store No.	1965	1975
	Burrard Intersects - Continued	
1036	Vincent Delicatessen Ltd.	Same
1037	International Cafe	*
1037	Mickey's Shoe & Luggage Repairs	*
1038	Grand Shoe Clinic	Vincent Imports Ltd.
1039		Robson Mews:
	*	1. The Protea Boutique
	*	2. Munich Tea Room (restaurant & take-out)
	*	3. The Iron Comforter
	*	4. Stoneflower Boutique (custom dressmaker)
	*	5. Veronica's Flowers (florist)
1040	Natural Food Store (health foods)	Grand Shoe Clinic
1041	*	The Old Cheese Shoppe
1042	Rainbow Produce Dairy Products	Same
1044	European News & Import House Ltd.	Same
1045	Ginza Japan Arts (gift shop)	Jackson Trading Co. Ltd. (oriental arts)
1047	National Council of Jewish Women Thrift Shop (2nd hand goods)	
1049-51	Robson Mews & Import Store (books)	Top Toy Centre
1052	Standard Produce Co.	Same
1053	Matsuzaki, Miss A. (dressmaker)	CEBA Export & Import Co. Ltd.
1054	Le Chasseur Men's Wear	Bogena Hair Design Ltd.
1056	Continental Gem House Ltd.	Same
1060	Morgan, R. Coiffures	3 Le Papillon Boutique (ladies' wear)
1060	Schnitzel House (restaurant)	Same
1060	European Barber Shop	*
1060	Falkenhagen	*
1062	Nordic Import Gifts	Same
1064	Leong Market Products	Echo Marketing Ltd. (jeweller & delicatessen)
1064	Old Country Bakery	*
1066	*	Old Country Bakery

Store No.	1965	1975
	Burrard Intersects - Continued	
1067	Friendly Don's (clothes)	Authentic Eskimo Carving
1068	Vacant	Captain's Cafe
1070	Atlas Realty	Pussycat Fashion Centre
1070	Dowding, J.A. (notary public)	*
1071	Downtown Travel Centre	Curtis June Fashion Jewellery & Gifts
1075	Europa Cafe	Robson Fabrics Ltd. (drygoods)
1080	Feinschmecker's Delicatessen	Robson Jewellers Ltd.
1082	Fri Schuk Hans & Fri Products (sporting goods)	Jeff's Fabrics Ltd. (drygoods)
1084	Galloway's Groceries	Same
1085	Freybe Delicatessen	Same
1086	Golf's Bakery	Same
1087	*	Plantation
1089	Frans, N. Barber	Knorr Danny Hair Styling
1090	Our Coffee Shop	The Chicken House
1091	Galano's Beauty Shop	Galaxy Gems (jewellers)
1092	New Method (cleaners & furriers)	Three Graces (jewellery)
1094	Olympia Oyster & Fish Co.	Same
1097	*	Whale's Tale Gift Shoppe
1098	Cunningham Drug Store	Shoppers Drug Mart
1099	International Sundries	Downtown Travel Centre Ltd.
	Thurlow Intersects	
1100	Busy Bee Grocery & Flowers	Same
1101	The Traveller (restaurant)	Black Angus Room (restaurant)
1102	Susanne Imported Shoes	Same
1103	Whirlomat Laundry	*
1104	Robson Hat Works (cleaners)	Robson Emporium (gift shop)
1104½	The Kerry Shop (ladies' wear)	Same
1105	Pete's Barber Shop	*
1105	Normandie Beauty Shoppe	*
1106	Vienna Shop (watch repairs)	*
1106½	Max Tailoring	Same

Store No.	1965	1975
	Thurlow Intersects - Continued	
1107	Bradley-Wilson (real estate)	*
1108	Robson Shoe Renew	Same
1109	The Robson Yarn Barn	Same
1109b	Vacant	Same
1110	Robson Furniture Exchange	Customcolor Laboratories
1111	New York Barber Shop	Checkers Haircutters
1111a	Muri, Mrs. M.	Vacant
1114	Susan's Lingerie & Sportswear	Fabiola Textiles Ltd.
1115	Bank of Nova Scotia	Tepee Sporting Goods Ltd.
1116	Bel-Air Cleaners & Launderers	Same
1120a	A La Parisienne (beauty shop)	Mary's Coiffures
1120b	Mutual Coffee Bar	Same
1121	*	Molley's Spice Shop Ltd.
1123	*	Shap Unisex Hair Design Ltd.
1124	Tom's Market (produce)	Ports of Call Antiques (gifts)
		The Dory Shop (2nd hand goods)
1126	Welfare Ind. of First United Church (2nd hand goods)	Opportunity Rehabilitation (thrift shop)
1127	*	Swiss Herbal Remedies
1128	AAA Locksmith's	Sasha Ltd. (children's wear)
1129	Hansen, P.M. (mfrs. agent)	Hansen's Toys & Art Supplies
1131	*	Brandts Custom Tailer Ltd. (men's wear)
1132a	Ace Radio & TV (service)	Passport Photos
1133	*	La Jolie Madame (lingerie)
1134	New Spotless Cleaners & Launderers	Oriental Handloom Bazaar
1135	*	Robson Boutique (shoes)
1137	*	Pick-A-Tour
1139a	*	Claudette's Boutique
1139b	*	Star Curio Crafts (gifts)
1139c	*	Heidelberg Restaurant
1140	Leigh, B. (confectioners)	Sun's Place Crafts
1141	Chicken Delight (restaurant)	Le Cous Cous (restaurant)

Store No.	1965	1975
	Thurlow Intersects - Continued	
1142a	Peacock's Children's Wear	Same
1142b	Toft Furs	Oriental Marble House Ltd. (imports)
1143	Don's Styling Lounge	Same
1144	Noah's Ark (pet shop)	Vacant
1145	Unemployment Insurance Commission	Same
1148	*	*
1150	*	*
1150a	The Dory Shop (2nd hand goods)	*
1150b	Esquire Shop (tobacco)	*
1155	*	Canadian Government DVA
1157	*	Kings Parking
1160	Super-Valu Groceries	Super Mart Grocery
1163	Coffee Time (restaurant)	*
1164	Royal Bank of Canada Ltd.	Same
1170	Vancal Reproductions	Same
1170	Automatic Sprinkler Co. of Canada (fire fighting supplies)	Samantha's International Boutique Ltd.
1172	*	*
1174	Ralph's Tailoring	Continental Tailors & Men's Wear Alterations
1176	Archie's Hardware	Same
1178	Artel Radio & TV Repairs	India Gift House Ltd.
1182	Interior Products	Vacant
1184	Barclay Market (meats)	Robson Gourmet (delicatessen)
1185	Henrich Bros. Garage	*
1190	Nelmar Coffee Shop	Same
1194	Centennial Pharmacy Ltd.	Same
1195	*	Robson Services Ltd. (service station)

Bute Intersects

APPENDIX E

Computer Codes

&

Computer-Tabulated Results

Card Column	Contents	Code
1-5	Subject Number	
6	Business Category	E
7	Location on the Street	F
8	Merchant's Age	G
9	Merchant's Sex	H
10	Merchant's Origin	J
11	Questionnaire Distribution	K
12	Questionnaire Response	L
20	Question A-1 Number of years in operation on Robson	A-1
21	Question A-2, part 1 Number of customers on weekdays	A-2
22	Question A-2, part 2 Number of customers on Saturdays	A-2
23	Question A-3 Percentage of customers who make purchases	A-3
24	Question B-1 Number of years in operation at present location	A-1
25	Question B-2 Number of branches	B-2
28	Question B-3 Size of premises	B-3
29	Question B-4, part 1 Need for more space	B-4
30	Question B-4, part 2 Extra space needed	B-3
31	Question B-5, part 1 Moving thought	B-4
32	Question B-5, part 2 Reason for moving thought	B-4
33	Question B-6, part 1 Owner or tenant	B-6a
34	Question B-6, part 2 Length of lease term	B-6b
35	Question B-7 Amount of rent	B-7
36	Question B-8, part 1 Amount of rent five years ago	B-7
37	Question B-8, part 2 Amount of rent since moving	B-7
38	Question B-8, part 3 Percentage of increase in rent	B-8
39	Question B-9 Date of purchasing lot	B-9

Card Column	Contents	Code
40	Question C-1, part 1 Change in sales volume in the last five years	C-1
41	Question C-1, part 2 Change in sales volume since moving	C-1
46	Question C-2, part 1 Number of regular employees	C-2
47	Question C-2, part 2 Number of part-time employees	C-2
48	Question D-1, part 1 Improvements to lot	B-4
49	Question D-1, part 2 Improvements to block	B-4
50	Question D-1, part 3 Improvements to street	B-4
51	Question D-2 Attitudes toward change	D-2
52	Question D-3 Kind of change	D-3
53	Question D-4, part 1 Likes: Location	B-4
54	Question D-4, part 2 Likes: International flavour	B-4
55	Question D-4, part 3 Likes: Size of stores	B-4
56	Question D-4, part 4 Likes: Lower rent	B-4
57	Question D-4, part 5 Likes: Other	B-4
58	Question D-5, part 1 Dislikes: Location	B-4
59	Question D-5, part 2 Dislikes: Crowds	B-4
60	Question D-5, part 3 Dislikes: Noise	B-4
61	Question D-5, part 4 Dislikes: Traffic	B-4
62	Question D-5, part 5 Dislikes: Other	D-4

Code E: Business Category

1 Food stores
2 Eating and drinking places
3 General merchandise
4 Apparel, accessories stores
5 Drug stores
6 Jewellery stores
7 Stationery stores
8 Sporting goods stores
9 Florists
A News dealers, newsstands
B Gift, novelty, souvenir stores
C Camera, photographic supply stores
D Second-hand stores
E Antique shops
F Retail stores not elsewhere classified
G Establishments offering personal and repair services primarily to customers
H Gasoline service stations
I Real estate, finance and insurance
J Commercial parking use
K Public buildings

Code F: Location on the Street

1 Closer to Burrard St. intersection
2 Closer to halfway between Burrard St. and Thurlow St.
3 Closer to Thurlow St. intersection
4 Closer to halfway between Thurlow St. and Bute St.
5 Closer to Bute Street intersection
X Not ascertained
O No answer

Code G: Merchant's Age

1 Less than 25
2 25-35
3 35-45
4 45-60
5 More than 60
X Not ascertained
O No answer

Code H: Merchant's Sex

1 Male
2 Female
X Not ascertained
O No answer

Code J: Merchant's Origin

1 Canadian
2 European
3 German
4 Induga (Indian-Ugandan)
5 Chinese
6 Other
X Not ascertained
O No answer

Code K: Questionnaire Distribution

1 Questionnaire distributed and accepted
2 Questionnaire distributed and rejected
3 Questionnaire not distributed
X Not ascertained
O No answer

Code A-1: Number of Years

1 0-3 years
2 4-9 years
3 10-14 years
4 15-29 years
5 30-49 years
6 More than 50 years
X Other answer
O No answer

Code A-2: Number of Customers

1 0-19 customers
2 20-49 "
3 50-99 "
4 100-199 "
5 200-499 "
6 500-999 "
7 More than 1000 customers
X Other answer
O No answer

Code A-3: Percentage of Customers Who Make Purchases

1 0-10%
2 11-30%
3 31-50%
4 51-70%
5 71-90%
6 91-100%

Code B-2: Number of Branches

1	0 branches
2	1 branch
3	2-4 branches
4	5-9 "
5	10-49 "
6	50-99 "
7	More than 100 branches
X	Other answer
O	No answer

Code B-3: Size of Premises

1	Less than 500	square	feet
2	500-999	"	"
3	1000-1499	"	"
4	1500-1999	"	"
5	2000-2999	"	"
6	More than 3000	"	"
X	Other answer		
O	No answer		

Code B-4: Need for More Space, Improvements, and Likes and Dislikes

1	Yes
2	No
X	Other answer
O	No answer

Code B-5: Reason for Moving Thought

1	Need for more space for less rent
2	Dislike of types of change taking place in the area
3	Increasing operating costs
4	Decline in sales volume and customer attraction
5	Evacuation notice
6	Short lease term
7	Parking problem
8	Reasons 1 and 2
X	Other answer
O	No answer

Code B-6a: Owner or Tenant

1	Own
2	Rent
X	Other answer
O	No answer

Code B-6b: Term of Lease

1	No lease
2	Less than one year
3	One year
4	Two years
5	Three years
6	More than three years
X	Other answer
O	No answer

Code B-7: Amount of Rent

1	Less than $500 per month
2	$500 to $999 " "
3	$750-$999 " "
4	$1000 to $1499 " "
5	$1500 to $1999 " "
6	More than $2000 per month
X	Other answer
O	No answer

Code B-8: Percent of Increase in Rent

1	0-9%
2	10-19%
3	20-39%
4	40-69%
5	70-99%
6	More than 100%
X	Other answer
O	No answer

Code B-9: Date of Purchasing Lot

1	Before 1900
2	1900-1934
3	1935-1949
4	1950-1969
5	After 1970
6	Other answer
O	No answer

<u>Code C-1: Change in Sales Volume</u>

1	More than -100%	decrease
2	-100 to -50%	"
3	-49 to -0%	"
4	+0 to +30%	increase
5	+31 to +60%	"
6	+61 to +100%	"
7	+101 to +200%	"
8	+201 to +300%	"
9	More than +300%	"
X	Other answer	
O	No answer	

<u>Code C-2: Number of Employees</u>

1	0 employees	
2	1-3	"
3	4-6	"
4	7-10	"
5	More than 10 employees	
X	Other answer	
O	No answer	

<u>Code D-2: Attitudes Toward Change</u>

1 Yes
2 No
3 Depends on the change
X Other answer
O No answer

<u>Code D-3: Kind of Change</u>

1 More greenery, wider sidewalks, common awnings covering all fronts
2 More street furniture
3 More Parking facilities
4 Renovation of existing buildings
5 Larger stores, new buildings, lower rents, and longer leases
6 Provision of residential and professional offices above retail stores
7 Pedestrianize
8 Re-open street closures
9 Re-emphasize European style
A Change to international shopping mall

Code D-4: Dislikes--Other

1 The gradual loss of original Robson Street European flavour
2 The block-up between Howe and Hornby
3 The condition of some of the older buildings in the area
4 Increasing rents and taxes
5 The lack of suitable parking facilities
X Other answer
O No answer

UNIVARIATE TABLE OF BUSCATEGORY (CC 6)

FREQUENCY TABLE

ZERO I	1	2	3	4	5	6	7	8	9	(10)A	(11)B	(12)C	(13)D	(14)E	(15)F	(16)G
	16	12	5	22	2	10	2	2	3	1	7	2	1	2	9	13

FREQUENCY TABLE (CONTINUED)

ZERO I	(17)H	(18)I	(19)J	(20)K	
	1	1	1	1	113

TOTAL PERCENTAGE

ZERO I	1	2	3	4	5	6	7	8	9	(10)A	(11)B	(12)C	(13)D	(14)E	(15)F	(16)G
	14.16	10.62	4.42	19.47	1.77	8.85	1.77	1.77	2.65	.88	6.19	1.77	.88	1.77	7.96	11.50

TOTAL PERCENTAGE (CONTINUED)

ZERO I	(17)H	(18)I	(19)J	(20)K	
	.88	.88	.88	.88	113

UNIVARIATE TABLE OF LOCATION (CC 7)

FREQUENCY TABLE

ZERO I	0	1	2	3	4	5	
	9	15	19	35	17	18	113

TOTAL PERCENTAGE

ZERO I	0	1	2	3	4	5	
	7.96	13.27	16.81	30.97	15.04	15.93	113

UNIVARIATE TABLE OF MEECHANIAGE (CC 8)

FREQUENCY TABLE

ZERO I	0	1	2	3	4	5	(10)A	
	17	1	16	47	24	2	6	113

TOTAL PERCENTAGE

ZERO I	0	1	2	3	4	5	(10)A	
	15.04	.88	14.16	41.59	21.24	1.77	5.31	113

1791

UNIVARIATE TABLE OF MERCHANISEX (CC 9)

FREQUENCY TABLE

ZERO I	0	1	2	4	
	17	67	28	1	113

TOTAL PERCENTAGE

ZERO I	0	1	2	4	
	15.04	59.29	24.78	.88	113

UNIVARIATE TABLE OF MERCHANIORIGIN (CC 10)

FREQUENCY TABLE

	NOANS	CANADA	EUROPE	GERMAN	INDUGA	OTHER		NA	
ZERO I	0	1	2	3	4	5	6	(10)A	
	17	35	23	7	10	13	5	3	113

TOTAL PERCENTAGE

	NOANS	CANADA	EUROPE	GERMAN	INDUGA	OTHER		NA	
ZERO I	0	1	2	3	4	5	6	(10)A	
	15.04	30.97	20.35	6.19	8.85	11.50	4.42	2.65	113

UNIVARIATE TABLE OF QUESIDISI (CC 11)

FREQUENCY TABLE

ZERO I	0	1	2	3	
	9	76	17	11	113

TOTAL PERCENTAGE

ZERO I	0	1	2	3	
	7.96	67.26	15.04	9.73	113

UNIVARIATE TABLE OF QUESTRESP (CC 12)

FREQUENCY TABLE

ZERO I	0	1	2	3	4	5	6	
	38	26	6	12	12	1	18	113

TOTAL PERCENTAGE

ZERO I	0	1	2	3	4	5	6	
	33.63	23.01	5.31	10.62	10.62	.88	15.93	113

UNIVARIATE TABLE OF YPSINROBSON (CC 20)

FREQUENCY TABLE

ZERO I	0	1	2	3	4	5	(37)	
	69	14	14	5	5	5	1	113

TOTAL PERCENTAGE

ZERO I	0	1	2	3	4	5	(37)	
	61.06	12.39	12.39	4.42	4.42	4.42	.88	113

UNIVARIATE TABLE OF CUSTOMERSWKDAYS (CC 21)

FREQUENCY TABLE

ZERO I	0	1	2	3	4	5	6	
	74	5	8	11	4	6	5	113

TOTAL PERCENTAGE

ZERO I	0	1	2	3	4	5	6	
	65.49	4.42	7.08	9.73	3.54	5.31	4.42	113

UNIVARIATE TABLE OF CUSTOMERSAT (CC 22)

FREQUENCY TABLE

ZERO I	0	1	2	3	4	5	6	(10)A	
	73	4	5	11	5	7	6	2	113

TOTAL PERCENTAGE

ZERO I	0	1	2	3	4	5	6	(10)A	
	64.60	3.54	4.42	9.73	4.42	6.19	5.31	1.77	113

UNIVARIATE TABLE OF PERCENTWHOPURCHASE (CC 23)

FREQUENCY TABLE

ZERO I	0	1	2	3	4	5	6	
	75	4	9	5	4	5	11	113

TOTAL PERCENTAGE

ZERO I	0	1	2	3	4	5	6	
	66.37	3.54	7.96	4.42	3.54	4.42	9.73	113

UNIVARIATE TABLE OF YRSATLOCATION (CC 24)

FREQUENCY TABLE

ZERO I	0	1	2	3	4	5	
	70	15	18	1	6	3	113

TOTAL PERCENTAGE

ZERO I	0	1	2	3	4	5	
	61.95	13.27	15.93	.88	5.31	2.65	113

UNIVARIATE TABLE OF BRANCHES (CC 25)

FREQUENCY TABLE

ZERO I	0	1	2	3	4	6	
	74	22	8	6	1	2	113

TOTAL PERCENTAGE

ZERO I	0	1	2	3	4	6	
	65.49	19.47	7.08	5.31	.88	1.77	113

UNIVARIATE TABLE OF NEEDSPACE (CC 29)

FREQUENCY TABLE

	NOANS	YES	NO	
ZERO I	0	1	2	
	72	20	21	113

TOTAL PERCENTAGE

	NOANS	YES	NO	
ZERO I	0	1	2	
	63.72	17.70	18.58	113

UNIVARIATE TABLE OF SIZEOFSPACENEEDED (CC 30)

FREQUENCY TABLE

ZERO I	0	1	2	3	5	
	95	4	9	3	2	113

TOTAL PERCENTAGE

ZERO I	0	1	2	3	5	
	84.07	3.54	7.96	2.65	1.77	113

1791

UNIVARIATE TABLE OF MOVINGTHOUGHT (CC 31)

FREQUENCY TABLE

ZERO I	NOANS 0	YES 1	NO 2	OTHER (10)A	
	72	19	21	1	113

TOTAL PERCENTAGE

ZERO I	NOANS 0	YES 1	NO 2	OTHER (10)A	
	63.72	16.81	18.58	.88	113

UNIVARIATE TABLE OF REASONFORMOVINGTHOUGHT (CC 32)

FREQUENCY TABLE

ZERO I	0	1	2	3	4	5	6	7	8	
	94	4	4	3	3	1	2	1	1	113

TOTAL PERCENTAGE

ZERO I	0	1	2	3	4	5	6	7	8	
	83.19	3.54	3.54	2.65	2.65	.88	1.77	.88	.88	113

UNIVARIATE TABLE OF OWNVSRENT (CC 33)

FREQUENCY TABLE

ZERO I	0	1	2	
	70	4	39	113

TOTAL PERCENTAGE

ZERO I	0	1	2	
	61.95	3.54	34.51	113

UNIVARIATE TABLE OF LEASETERM (CC 34)

FREQUENCY TABLE

ZERO I	0	1	3	4	5	6	(10)A	
	77	7	4	12	8	4	1	113

TOTAL PERCENTAGE

ZERO I	0	1	3	4	5	6	(10)A	
	68.14	6.19	3.54	10.62	7.08	3.54	.88	113

UNIVARIATE TABLE OF RENT (CC 35)

FREQUENCY TABLE

ZERO I	0	1	2	3	4	5	6	
	77	4	19	4	5	3	1	113

TOTAL PERCENTAGE

ZERO I	0	1	2	3	4	5	6	
	68.14	3.54	16.81	3.54	4.42	2.65	.88	113

UNIVARIATE TABLE OF RENT5YRSAGO (CC 36)

FREQUENCY TABLE

ZERO I	0	1	2	3	4	5	
	96	10	2	2	2	1	113

TOTAL PERCENTAGE

ZERO I	0	1	2	3	4	5	
	84.96	8.85	1.77	1.77	1.77	.88	113

UNIVARIATE TABLE OF RENTSINCEMOVING (CC 37)

FREQUENCY TABLE

ZERO I	0	1	2	3	4	
	103	6	2	1	1	113

TOTAL PERCENTAGE

ZERO I	0	1	2	3	4	
	91.15	5.31	1.77	.88	.88	113

UNIVARIATE TABLE OF PERCENTINCREASERENT (CC 38)

FREQUENCY TABLE

ZERO I	0	1	2	3	4	5	6	
	86	5	1	4	8	2	7	113

TOTAL PERCENTAGE

ZERO I	0	1	2	3	4	5	6	
	76.11	4.42	.88	3.54	7.08	1.77	6.19	113

UNIVARIATE TABLE OF LOTPURCHDT (CC 39)

FREQUENCY TABLE

ZERO I	0	2	4	
	110	1	2	113

TOTAL PERCENTAGE

ZERO I	0	2	4	
	97.35	.88	1.77	113

UNIVARIATE TABLE OF CHANGEINSALESVOL5YRS (CC 40)

FREQUENCY TABLE

ZERO I	0	4	5	6	8	(10)A	
	104	4	2	1	1	1	113

TOTAL PERCENTAGE

ZERO I	0	4	5	6	8	(10)A	
	92.04	3.54	1.77	.88	.88	.88	113

UNIVARIATE TABLE OF CHANGEINSALESVOLSINCEMOVING (CC 41)

FREQUENCY TABLE

ZERO I	0	2	3	4	5	6	
	100	1	3	4	3	2	113

TOTAL PERCENTAGE

ZERO I	0	2	3	4	5	6	
	88.50	.88	2.65	3.54	2.65	1.77	113

UNIVARIATE TABLE OF REGEMPLOYEES (CC 46)

FREQUENCY TABLE

ZERO I	0	1	2	3	4	5	
	73	5	25	3	2	5	113

TOTAL PERCENTAGE

ZERO I	0	1	2	3	4	5	
	64.60	4.42	22.12	2.65	1.77	4.42	113

1790

UNIVARIATE TABLE OF PARTIMEMPLOYEES (CC 47)

FREQUENCY TABLE

ZERO I	0	1	2	3	
	77	11	21	4	113

TOTAL PERCENTAGE

ZERO I	0	1	2	3	
	68.14	9.73	18.58	3.54	113

UNIVARIATE TABLE OF IMPRLOT (CC 48)

FREQUENCY TABLE

	NOANS	YES	NO	
ZERO I	0	1	2	
	72	7	34	113

TOTAL PERCENTAGE

	NOANS	YES	NO	
ZERO I	0	1	2	
	63.72	6.19	30.09	113

UNIVARIATE TABLE OF IMPRBLK (CC 49)

FREQUENCY TABLE

	NOANS	YES	NO	
ZERO I	0	1	2	
	72	3	38	113

TOTAL PERCENTAGE

	NOANS	YES	NO	
ZERO I	0	1	2	
	63.72	2.65	33.63	113

179p

UNIVARIATE TABLE OF IMPRST (CC 50)

FREQUENCY TABLE

ZERO I	NOANS 0	YES 1	NO 2	
	72	2	39	113

TOTAL PERCENTAGE

ZERO I	NOANS 0	YES 1	NO 2	
	63.72	1.77	34.51	113

UNIVARIATE TABLE OF ATTITUDESCHANGE (CC 51)

FREQUENCY TABLE

ZERO I	NOANS 0	YES 1	NO 2	3	
	71	15	7	20	113

TOTAL PERCENTAGE

ZERO I	NOANS 0	YES 1	NO 2	3	
	62.83	13.27	6.19	17.70	113

UNIVARIATE TABLE OF KINDOFCHANGE (CC 52)

FREQUENCY TABLE

ZERO I	0	1	2	3	4	5	7	9	(10)A	
	86	5	1	2	3	4	2	7	3	113

TOTAL PERCENTAGE

ZERO I	0	1	2	3	4	5	7	9	(10)A	
	76.11	4.42	.88	1.77	2.65	3.54	1.77	6.19	2.65	113

1799

UNIVARIATE TABLE OF LIKESLOC (CC 53)

FREQUENCY TABLE

	NOANS	YES	NO	
ZERO I	0	1	2	
	73	24	16	113

TOTAL PERCENTAGE

	NOANS	YES	NO	
ZERO I	0	1	2	
	64.60	21.24	14.16	113

UNIVARIATE TABLE OF LIKESINTERELA (CC 54)

FREQUENCY TABLE

	NOANS	YES	NO	
ZERO I	0	1	2	
	71	30	12	113

TOTAL PERCENTAGE

	NOANS	YES	NO	
ZERO I	0	1	2	
	62.83	26.55	10.62	113

UNIVARIATE TABLE OF LIKESSIZE (CC 55)

FREQUENCY TABLE

	NOANS	YES	NO	
ZERO I	0	1	2	
	73	12	28	113

TOTAL PERCENTAGE

	NOANS	YES	NO	
ZERO I	0	1	2	
	64.60	10.62	24.78	113

UNIVARIATE TABLE OF LIKESLOWRENT (CC 56)

FREQUENCY TABLE

ZERO I	NOANS 0	YES 1	NO 2	
	73	5	35	113

TOTAL PERCENTAGE

ZERO I	NOANS 0	YES 1	NO 2	
	64.60	4.42	30.97	113

UNIVARIATE TABLE OF LIKESOTHER (CC 57)

FREQUENCY TABLE

ZERO I	NOANS 0	YES 1	NO 2	9	
	75	4	33	1	113

TOTAL PERCENTAGE

ZERO I	NOANS 0	YES 1	NO 2	9	
	66.37	3.54	29.20	.88	113

UNIVARIATE TABLE OF DISLIKESLOC (CC 58)

FREQUENCY TABLE

ZERO I	NOANS 0	YES 1	NO 2	
	76	4	33	113

TOTAL PERCENTAGE

ZERO I	NOANS 0	YES 1	NO 2	
	67.26	3.54	29.20	113

UNIVARIATE TABLE OF DISLIKESCROWDS (CC 59)

FREQUENCY TABLE

	NOANS	YES	NO	
ZERO I	0	1	2	
	76	1	36	113

TOTAL PERCENTAGE

	NOANS	YES	NO	
ZERO I	0	1	2	
	67.26	.88	31.86	113

UNIVARIATE TABLE OF DISLIKESNOISE (CC 60)

FREQUENCY TABLE

	NOANS	YES	NO	
ZERO I	0	1	2	
	76	4	33	113

TOTAL PERCENTAGE

	NOANS	YES	NO	
ZERO I	0	1	2	
	67.26	3.54	29.20	113

UNIVARIATE TABLE OF DISLIKESTRAFFIC (CC 61)

FREQUENCY TABLE

	NOANS	YES	NO	
ZERO I	0	1	2	
	76	3	34	113

TOTAL PERCENTAGE

	NOANS	YES	NO	
ZERO I	0	1	2	
	67.26	2.65	30.09	113

UNIVARIATE TABLE OF DISLIKESOTHER (CC 62)

FREQUENCY TABLE

ZERO I	0	1	2	3	5	(10)A	
	93	9	1	5	4	1	113

TOTAL PERCENTAGE

ZERO I	0	1	2	3	5	(10)A	
	82.30	7.96	.88	4.42	3.54	.88	113

TIME FOR TABLE PRINTING:
.194 SEC. CPU TIME
EXECUTION TERMINATED

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