

What is this project?

Realizing Housing Potential is a City initiative that will allow residents, stakeholders and City administration to work together to identify housing policies, programs and pilot projects that have strong potential to improve local housing conditions in five inner city neighbourhoods.

Each neighbourhood is distinct in character and housing needs. Realizing Housing Potential will result in five neighbourhood housing roadmaps with recommendations specific to each community. Each roadmap will explore issues and options related to all types of housing. The roadmaps will outline long-term and short-term actions for each neighbourhood.

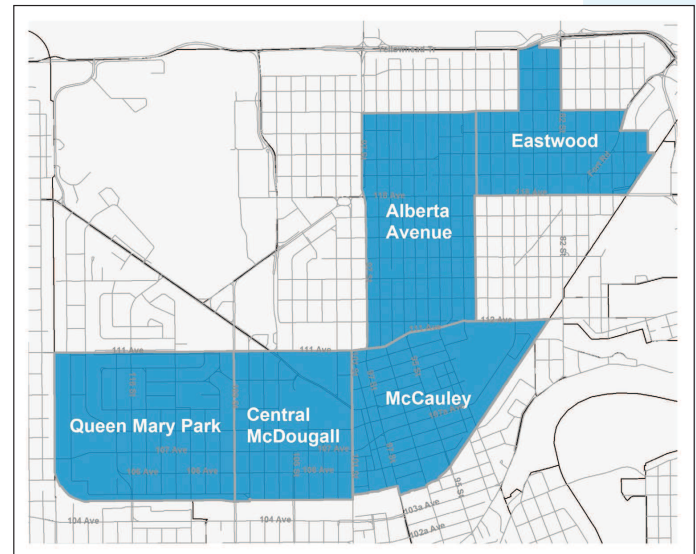
Where is this project happening?

This project is taking place in five inner city neighbourhoods: Alberta Avenue, Central McDougall, Eastwood, McCauley and Queen Mary Park.

How will it be done?

The key project components of Realizing Housing Potential are:

- Comprehensive analysis of housing indicators for each neighbourhood.
- Engagement of residents and stakeholders through a range of activities including neighbourhood meetings and workshops.
- Preparation of housing roadmaps for each neighbourhood.



Project Timeline

Project Development

January-March 2014

Preliminary research and project planning

Neighbourhood Research & Analysis

April-August 2014

Initial engagement activities, including stakeholder workshops. This phase also includes a comprehensive analysis of housing indicators for each neighbourhood

Visioning and Directions

September-December 2014

Active engagement of residents and stakeholders through a range of activities, including neighbourhood meetings, workshops and surveys

Preparation of Housing Roadmaps

January-June 2015

Second phase of neighbourhood engagement activities and refinement of recommendations for housing roadmaps

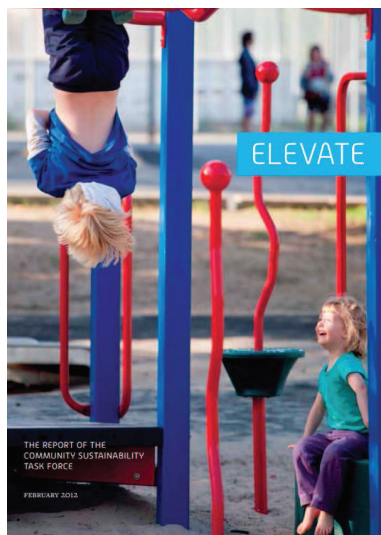
Public Engagement

The City is looking to local residents, community groups, organizations and other stakeholders to provide their input into this project. Public engagement for Realizing Housing Potential will involve a range of activities, including neighbourhood meetings, surveys, and small group interviews and workshops.

How does this project relate to other City initiatives?

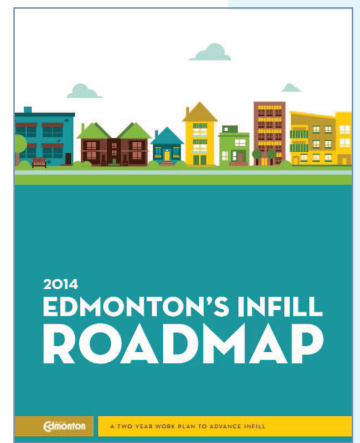
All five of the project neighbourhoods have benefitted from significant work and commitment by residents, stakeholders and City staff, all working towards vibrant, healthy communities.

Realizing Housing Potential compliments this other revitalization and community building work. By taking a housing focus, this project will work towards the vision of the communities without duplicating efforts. By working together with existing groups and initiatives more can be achieved.

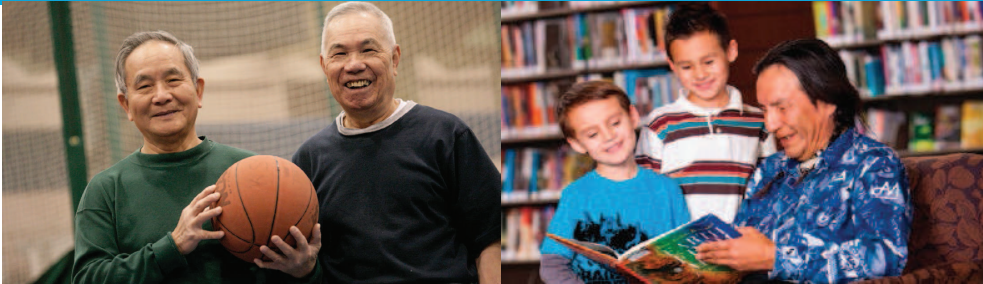


Other related City initiatives include:

- **Elevate** and the recommendation to foster healthy communities through offering a variety of housing choice.
- **Neighbourhood Revitalization** such as the Avenue Initiative and Revitalization Strategies.
- **Existing grant programs** such as Façade Improvement and the Development Incentive Program.
- **Business Revitalization Zones** and the strategic plans of the Business Associations.
- **Evolving Infill** and actions to improve communication, remove barriers and support the development of more infill.



What is the City doing in housing?



The City of Edmonton's Housing Section is responsible for housing policy development, planning, advocacy, research and program delivery. We work collaboratively with our partners to deliver affordable housing options throughout the city. We collaborate with other branches within the City Administration to set the regulatory environment which meets the housing needs of our increasingly diverse population.

Cornerstones: Edmonton's plan for affordable housing

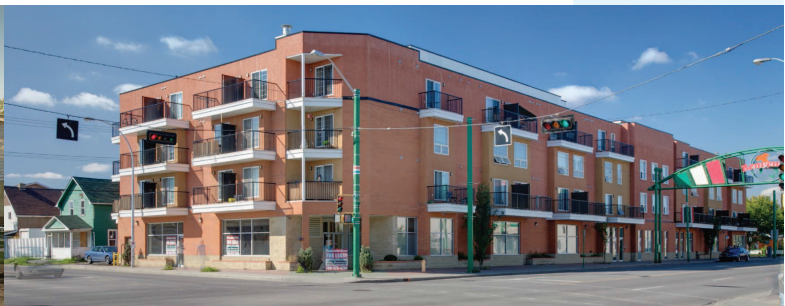
The City provides funding for housing programs and developments through Cornerstones. Current funding priorities include:

GRANT PROGRAMS

- **Secondary Suite Grants:** Up to \$20,000 for homeowners to either upgrade existing or create new secondary, garage and garden suites.
- **Housing Opportunities Program for Edmonton (HOPE):** Up to \$20,000 for qualifying homeowners to complete necessary home repairs. Applicants will be considered for up to \$2,000 in additional funding for energy efficient upgrades.
- **Curb Appeal:** Up to \$1,000 for qualifying homeowners to improve the exterior of their home. Only available in six priority neighbourhoods: Alberta Avenue, Boyle Street, Central McDougall, Eastwood, McCauley and Queen Mary Park.

DEVELOPMENT PROJECTS

- Housing development on surplus school sites
- Pilot projects to increase the supply of affordable housing across Edmonton



Neighbourhood Map



Legend

	Residential		Industrial		Recreation and Open Space
	Commercial		Institutional		Other
	Vacant or Undeveloped				



Central McDougall Housing Snapshot

This profile provides a high level snapshot of current housing conditions in Central McDougall. For more information about Realizing Housing Potential and additional neighbourhood information, please contact the project team.

Central McDougall Socio-Economic Snapshot

Neighbourhood Population (2011)

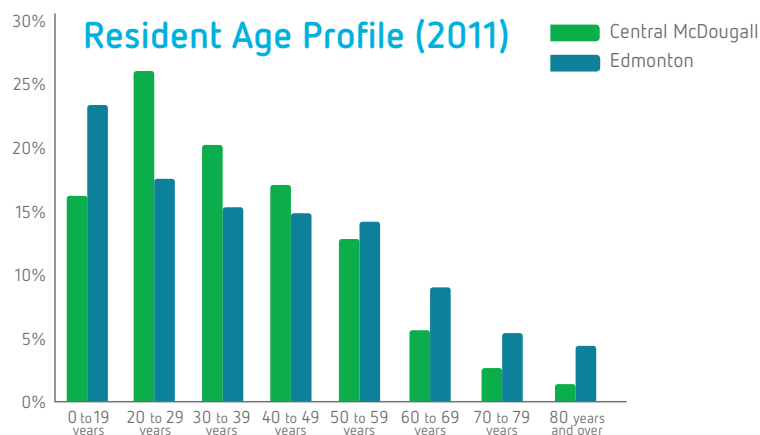
- Population: 4,900

Income Statistics (2011)

- Median Household Income: \$32,295
- Median Individual Income: \$22,373

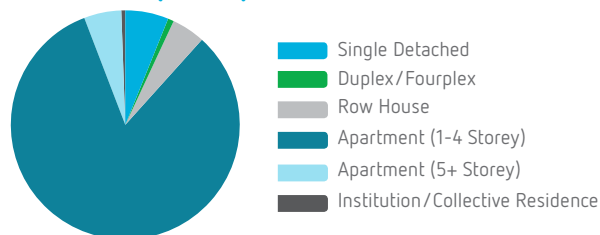
Length of Residence (2014)

- 22% have lived at current address for less than one year (City average: 16%)
- 15% have lived at current address for more than five years (City average: 48%)

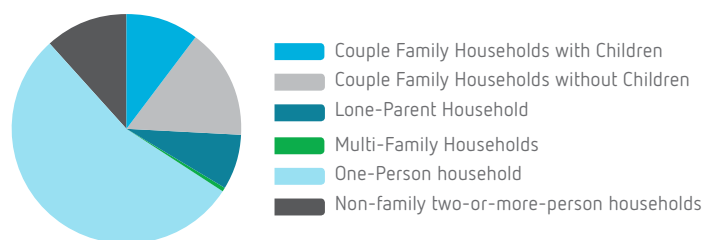


Housing Characteristics

Central McDougall Dwelling Type Breakdown (2014)



Central McDougall Households by Family Type (2011)



Renters and Owners (2011)

Central McDougall

90%

Rented

10%

Owner-Occupied

Mature Neighbourhoods*

35%

Rented

65%

Owner-Occupied

Dwellings in Need of Major Repair (2011)

Central McDougall

16%

need major repair

Mature Neighbourhoods*

10%

need major repair

Note: The need for and degree of repair required is self-reported by Statistics Canada census respondents.

Housing Affordability: Households Spending more than 30% of their income on Housing (2011)

Central McDougall

48% **30%**
of renter households of owner households

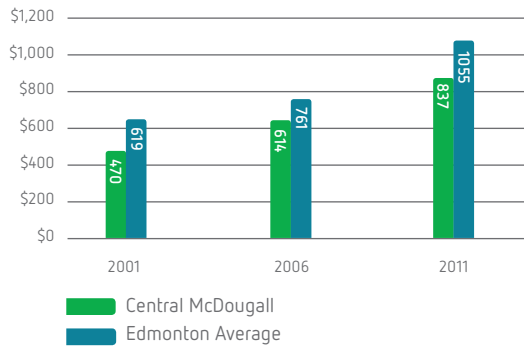
Mature Neighbourhoods*

41% **17%**
of renter households of owner households

A commonly accepted guideline for housing affordability is a housing cost that does not exceed 30% of a household's gross income.

Rental Market Statistics

Average Monthly Rent (2001-2011)



Rental Vacancy Rate - 2 Bedroom Apartment (October 2013)

CMHC Zone 2

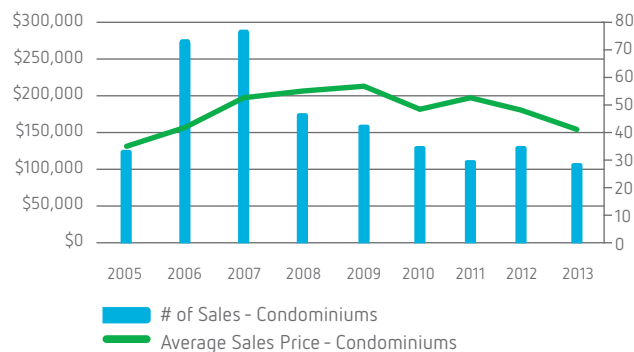
Edmonton Average

1.7% **1.2%**

Note: CMHC Zone #2 includes Queen Mary Park, Central McDougall, Prince Rupert and Spruce Avenue.

Central McDougall Housing Market Activity

Sales Activity: Condominiums (2005-2013)



Building Permit Activity: New Units and Demolitions (2008-2013)

Single Family Dwellings

2
Units Built

21
Units Demolished

-19
Net Unit Change

Multi Family Dwellings

155
Units Built

33
Units Demolished

+122
Net Unit Change

Neighbourhood Housing Inventory (2011)

77 Spaces



Emergency and Transitional Housing

94 Units



Supported and Permanent Supportive Housing

199 Units



Non-Market Affordable

2207 Units



Rental Dwellings

280 Units



Ownership Dwellings

Note: This number can include some non-market affordable housing and supported housing.

CONTACT THE REALIZING HOUSING POTENTIAL PROJECT TEAM

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