

# 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.

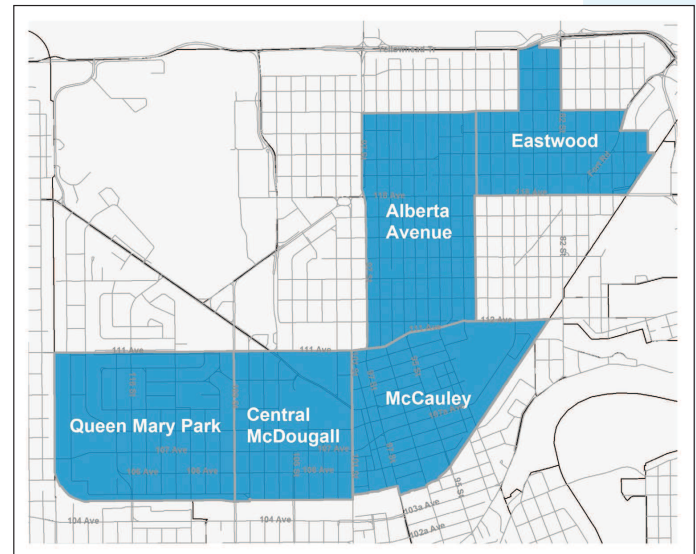
## Where is this project happening?

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

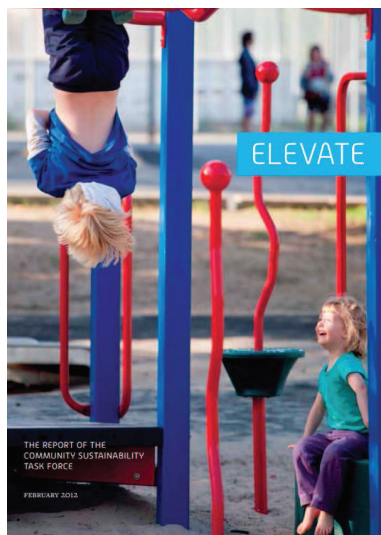
## Public Engagement

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?

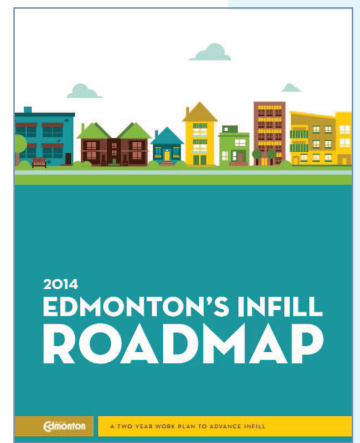
All five of the project neighbourhoods have benefitted from significant work and commitment by residents, stakeholders and City staff, all working towards vibrant, healthy communities.

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.

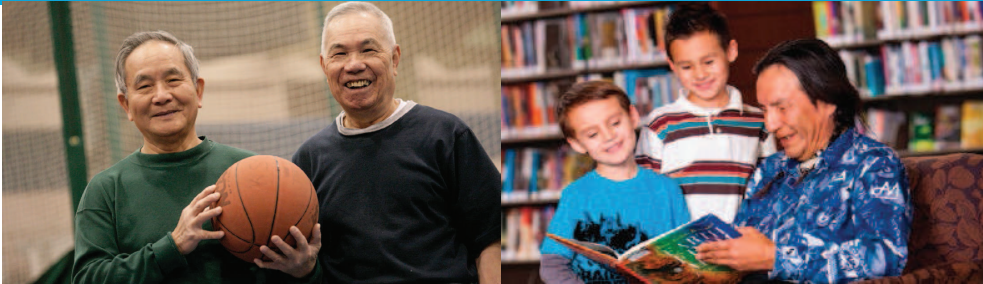


## Other related City initiatives include:

- **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

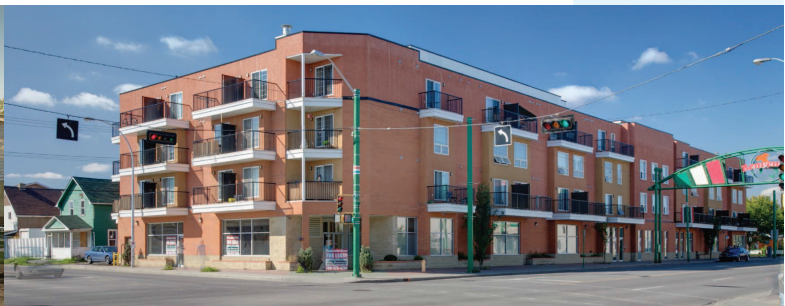
The City provides funding for housing programs and developments through Cornerstones. Current funding priorities include:

### 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

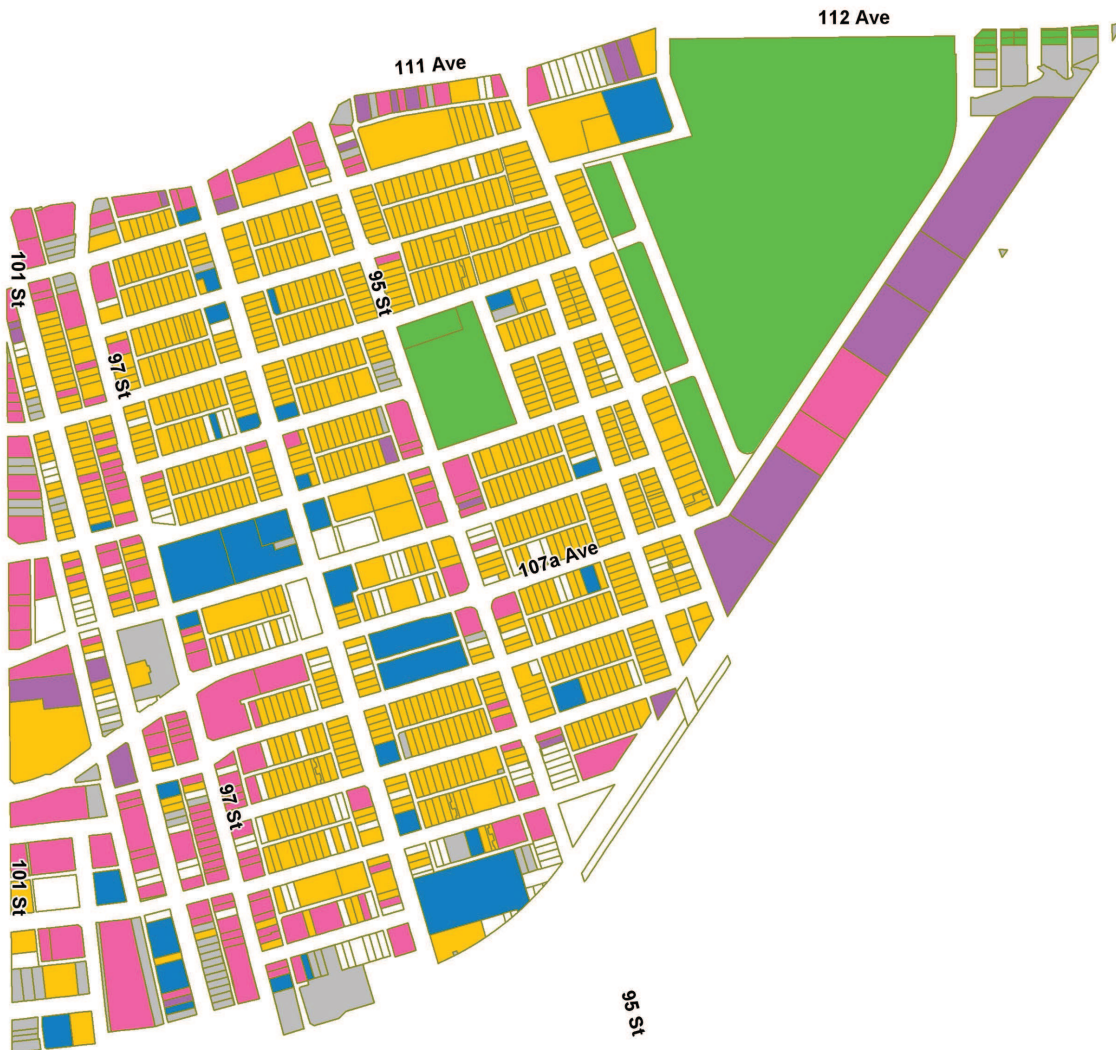





# Neighbourhood Map



REALIZING HOUSING  
POTENTIAL | McCauley



## Legend

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



# Housing Snapshot

These statistics provide a high level snapshot of current housing conditions in McCauley. For additional neighbourhood information, please contact the project team.

## McCauley Socio-Economic Snapshot

### Neighbourhood Population (2011)

- Population: 3,985

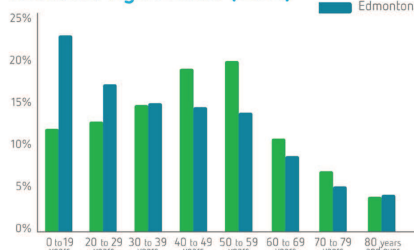
### Income Statistics (2011)

- Median Household Income: \$30,113
- Median Individual Income: \$21,131

### Length of Residence (2014)

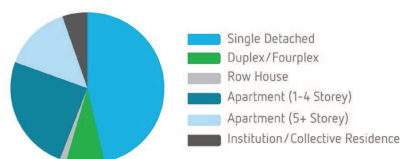
- 22% have lived at current address for less than one year (City average: 16%)
- 37% have lived at current address for more than five years (City average: 48%)

### Resident Age Profile (2011)

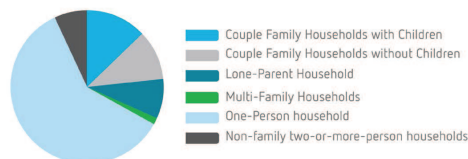


## Housing Characteristics

### McCauley Dwelling Type Breakdown (2014)



### McCauley Households by Family Type (2011)



### Renters and Owners (2011)

McCauley

72%

Rented

28%

Owner-Occupied

Mature Neighbourhoods\*

35%

Rented

65%

Owner-Occupied

### Dwellings in Need of Major Repair (2011)

McCauley

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 Snapshot

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

McCauley

**50%** **28%**  
of renter households of owner households

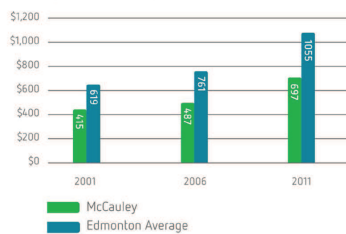
Mature Neighbourhoods\*

**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 1

Edmonton Average

**1.3%** **1.2%**

Note: CMHC Zone #1 includes McCauley, Boyle Street, Riverdale, Downtown and Oliver.

## McCauley Housing Market Activity

### Sales Activity: Single Family Dwellings (2005-2013)



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

#### Single Family Dwellings

**23**  
Units Built

**46**  
Units Demolished

**-23**  
Net Unit Change

#### Multi Family Dwellings

**103**  
Units Built

**18**  
Units Demolished

**+85**  
Net Unit Change

## Neighbourhood Housing Inventory (2011)

877 Spaces



Emergency and Transitional Housing

396 Units



Supported and Permanent Supportive Housing

382 Units



Non-Market Affordable

702 Units



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

585 Units



Ownership Dwellings