

Victoria Community Profile

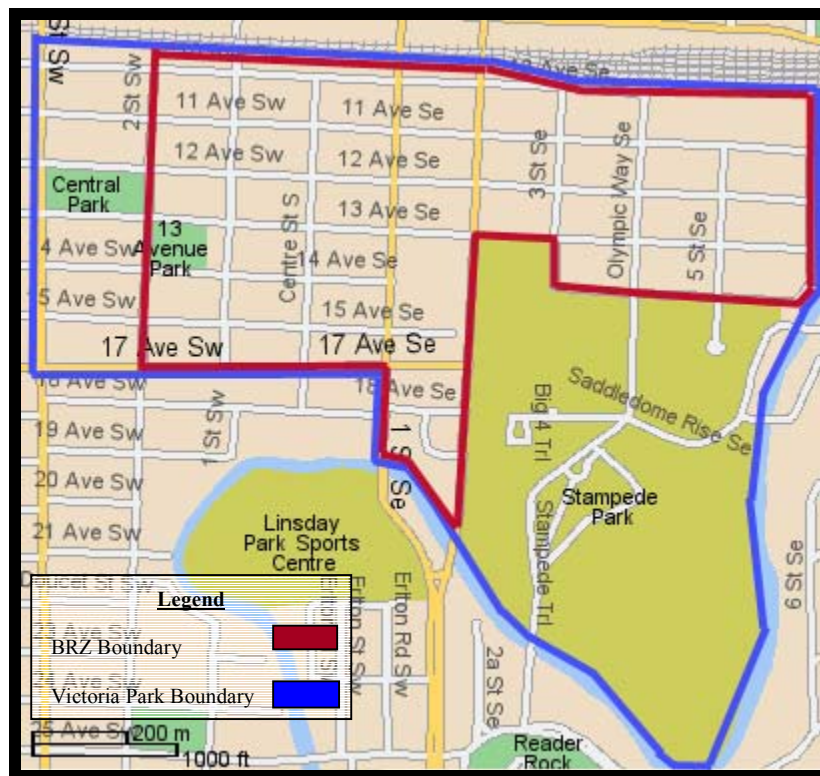
Table of Contents

| | |
|---|----|
| Preface | 1 |
| Character Areas | 2 |
| 1. Demographic Profile | |
| 1.1 Victoria Park Population | 3 |
| 1.2 Neighbourhood Population Comparison | 4 |
| 1.3 Victoria Park Age Distribution | 5 |
| 1.4 Age Distribution Neighbourhood Comparison | 6 |
| 1.5 Victoria Park Gender Split | 8 |
| 1.6 Neighbourhood Income Comparison | 9 |
| 1.7 Persons in Low Income Households Neighbourhood Comparison | 10 |
| 1.8 Unemployment Neighbourhood Comparison | 10 |
| 1.9 Victoria Park Dwelling Units | 11 |
| 1.10 2001 Victoria Park Dwelling Unit Mix by Unit Type | 12 |
| 1.11 Neighbourhood Dwelling Unit Comparison By Dwelling Type | 13 |
| 1.12 Neighbourhood Vacancy Percentage Comparison | 14 |
| 1.13 Home Ownership Neighbourhood Comparison | 15 |
| 1.14 Homes in Need of Repair Neighbourhood Comparison | 16 |
| 2. Real Estate Profile | |
| 2.1 The Apartment Rental Market | 17 |
| 2.2 Apartment Sales Neighbourhood Comparison | 17 |
| 2.3 The Office Market - Area Comparison | 18 |
| 3. Crime Profile | |
| 3.1 Property Crime Neighbourhood Comparison | 19 |
| 4. Traffic Data | |
| 4.1 Street Intersection Vehicle Count | 20 |
| Bibliography | 21 |

Community Profile

Preface

This report has been prepared by The Victoria Crossing Business Revitalization Zone (“The BRZ”). It contains the most recent public information and statistical data within the community of Victoria Park in Calgary, Alberta. As shown in the figure below, the boundaries of Victoria Crossing are entirely encapsulated within Victoria Park.



This profile also looks at detailed information from other communities situated near the downtown area of Calgary. These communities share many of the same characteristics and face similar issues as Victoria Park. The other communities investigated in this profile are:

- Chinatown
- Cliff Bungalow
- Connaught
- Downtown Commercial Core
- Eau Claire
- Inglewood
- Lower Mount Royal

Names and Character Areas

This area has many different names. While the official name of the community is “Victoria,” the area is commonly referred to as “Victoria Park”. The community association is named the “Victoria Community Association”, while the business association is named the “Victoria Crossing Business Revitalization Zone”. The commercial real estate community also refers to the area as the “Beltline” district, which includes the community of Connaught.

For the purpose of this study, we will refer to the community as “Victoria Park”. The other names will be used only when appropriate in context.

Victoria Park can be divided into five character areas: East Victoria, The Warehouse District, Stampede Park, West Victoria, and Scarth Street. Each character area is identified below:

West Victoria: Contains all lands located west of Macleod Trail. Most of this land is privately held.

East Victoria: Contains all of the lands located east of Macleod Trail and north of 14th Avenue. The area has mixed ownership with private landowners, the City of Calgary and the Calgary Exhibition and Stampede each having significant positions.

Stampede Park: Contains all of the lands east of Macleod Trail and south of 14th Avenue. This area is controlled and operated by the Calgary Exhibition and Stampede.

The Warehouse District: Situated in East Victoria along 10th and 11th Avenue. Most of this land is privately held and contains many rejuvenated warehouse buildings constructed prior to World War I.

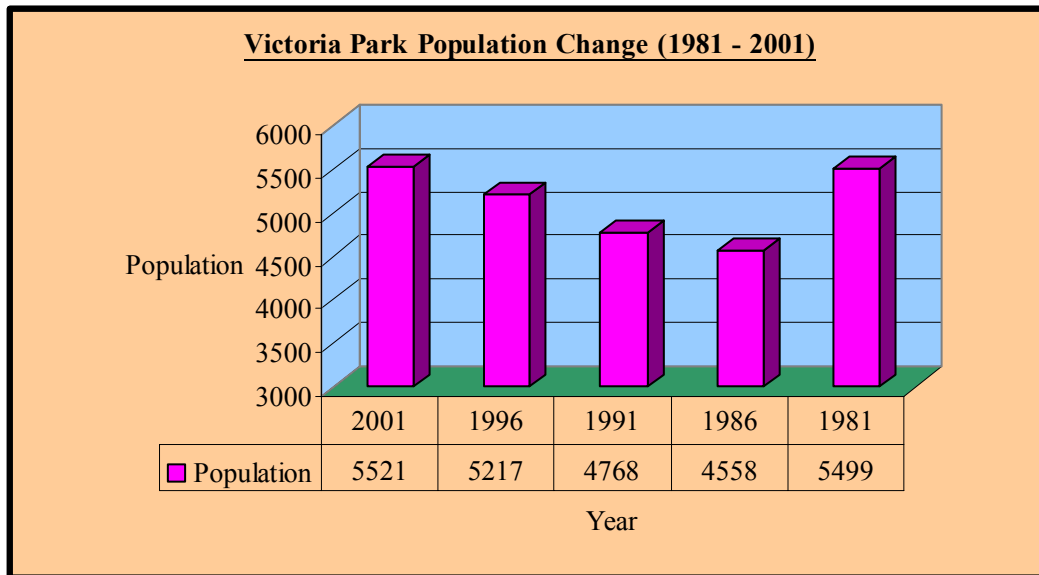
Scarth Street: Is the original name of 1st Street SW, within West Victoria. All of this land is privately owned and has received much attention to facilitate a walking district in the area.

1. Demographic Profile

1.1 Victoria Park Population

Victoria Park’s population is the highest it has been in 20 years. This is in spite of the loss of single unit homes in East Victoria.

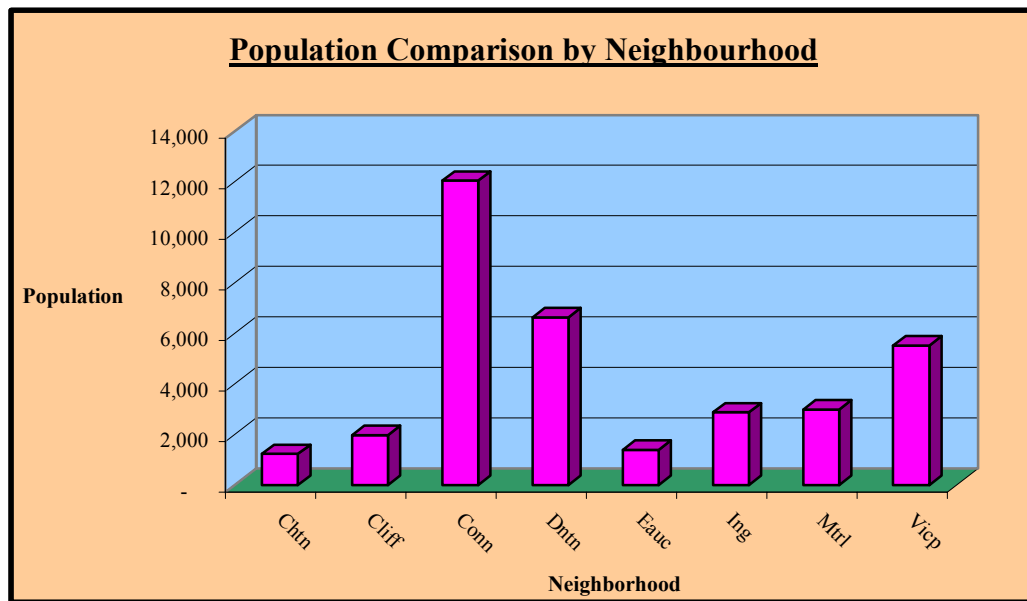
| Victoria Park Population Change | | |
|--|-------------------|--------------------------------------|
| Year | Population | % Change From Previous Period |
| 2001 | 5521 | 6% |
| 1996 | 5217 | 9% |
| 1991 | 4768 | 5% |
| 1986 | 4558 | -17% |
| 1981 | 5499 | N/A |



1.2 Neighbourhood Population Comparison

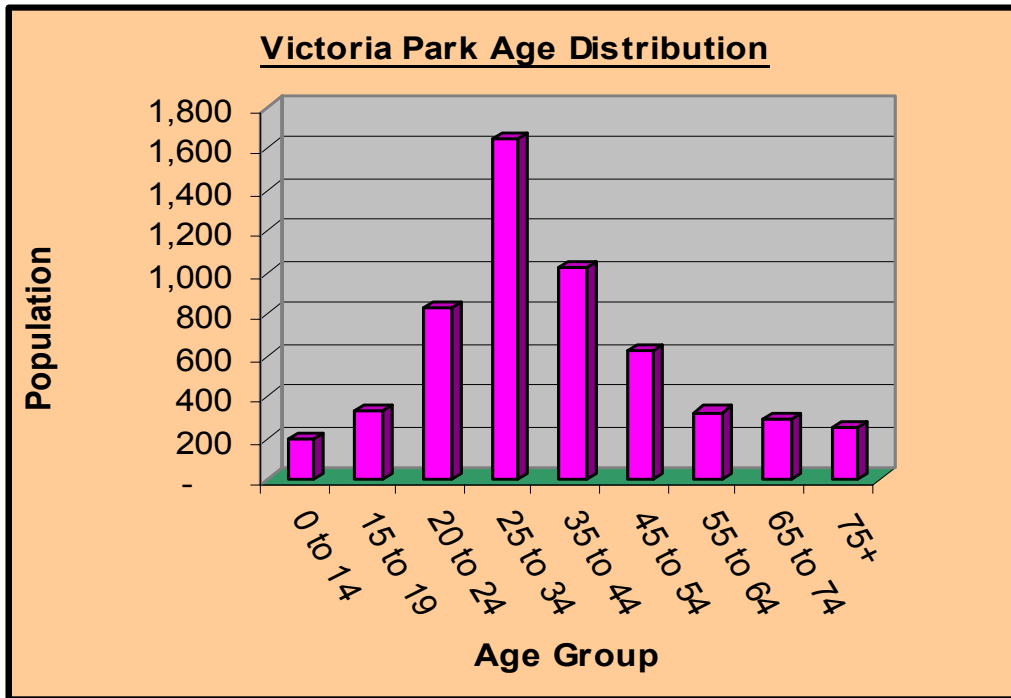
Of the 8 neighbourhoods examined in this profile, Victoria Park has the third highest population, as well as the highest population increase, both in terms of absolute numbers and percentage increase. Most of the other neighbourhoods have decreased in population.

| Community | Abreviation | 2001 | 2000 | Increase / Decrease | % Increase / Decrease |
|-------------------|-------------|--------|--------|---------------------|-----------------------|
| Chinatown | Chtn | 1,222 | 1,281 | (59) | -4.61% |
| Cliff Bungalow | Cliff | 1,976 | 1,999 | (23) | -1.15% |
| Connaught | Conn | 12,041 | 12,191 | (150) | -1.23% |
| Downtown Core | Dntn | 6,638 | 6,558 | 80 | 1.22% |
| Eau Claire | Eauc | 1,390 | 1,424 | (34) | -2.39% |
| Inglewood | Ing | 2,875 | 2,964 | (89) | -3.00% |
| Mount Royal Lower | Mtrl | 2,986 | 3,095 | (73) | -2.39% |
| Victoria Park | Vicp | 5,521 | 5,257 | 264 | 5.02% |



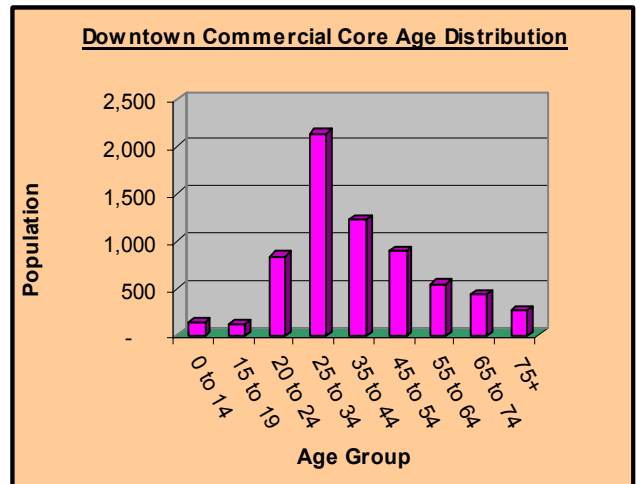
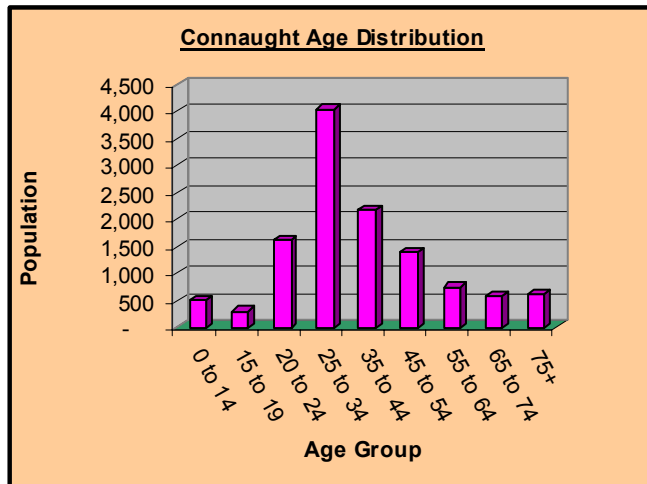
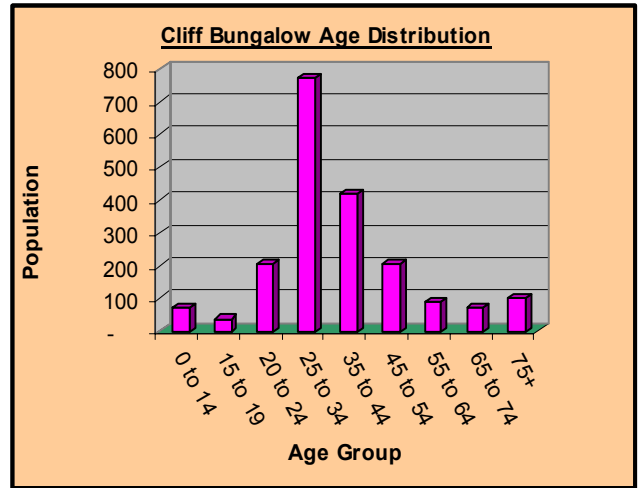
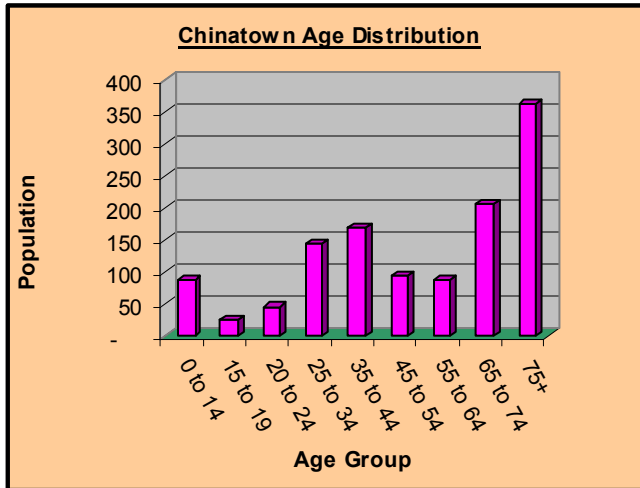
1.3 Victoria Park Age Distribution

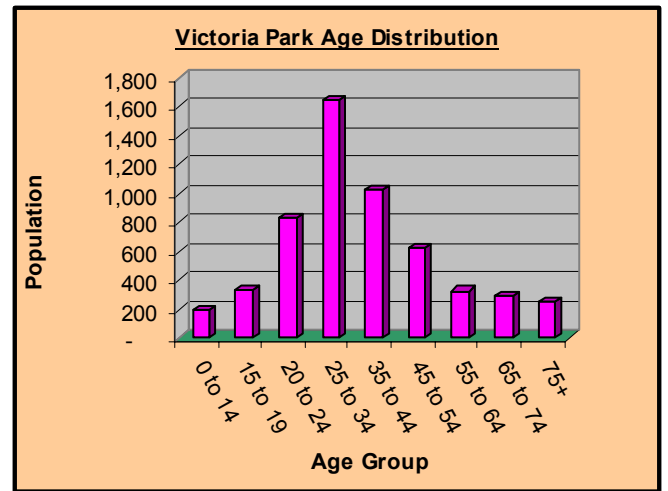
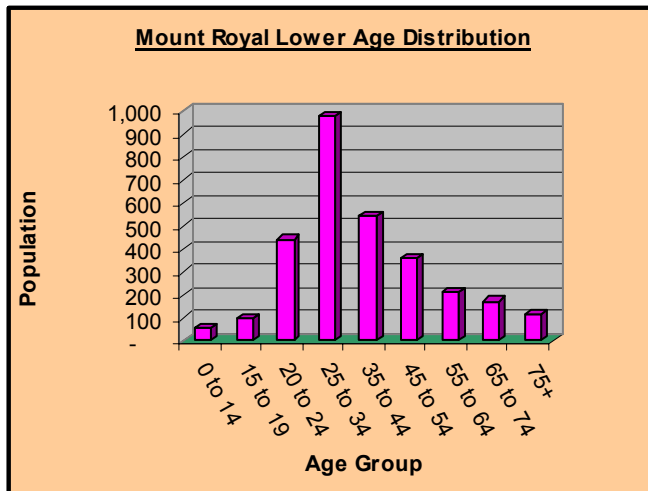
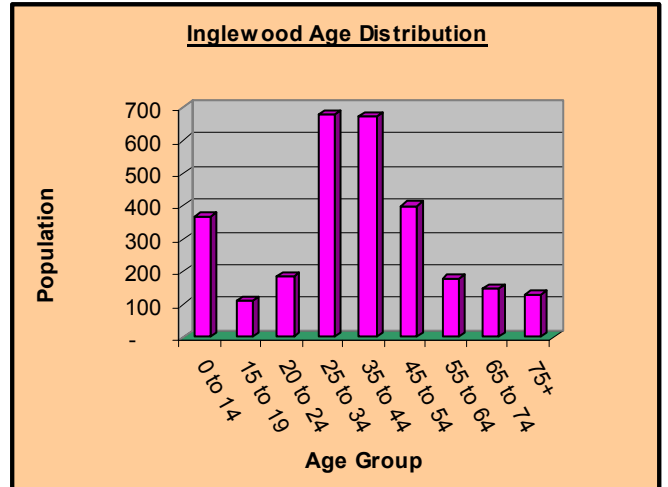
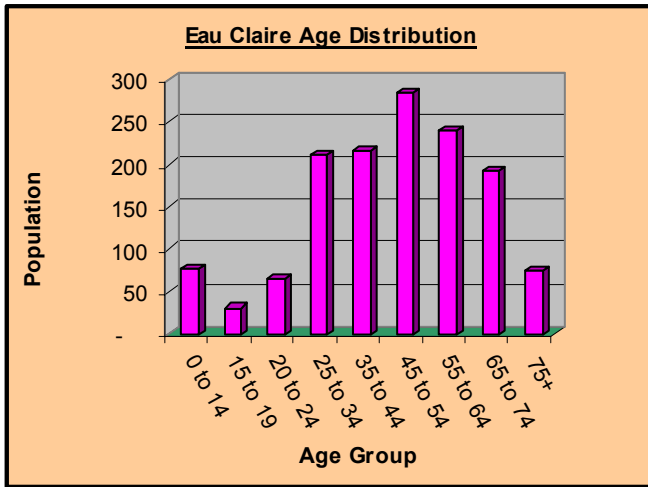
Victoria Park appears to have a somewhat young residential population. 63% of all people living in Victoria Park are aged 20 to 44, half of which are between the ages of 35 and 34. Though the age range seems very young, the smallest age group is 0 to 14 years of age.



1.4 Age Distribution Neighbourhood Comparison

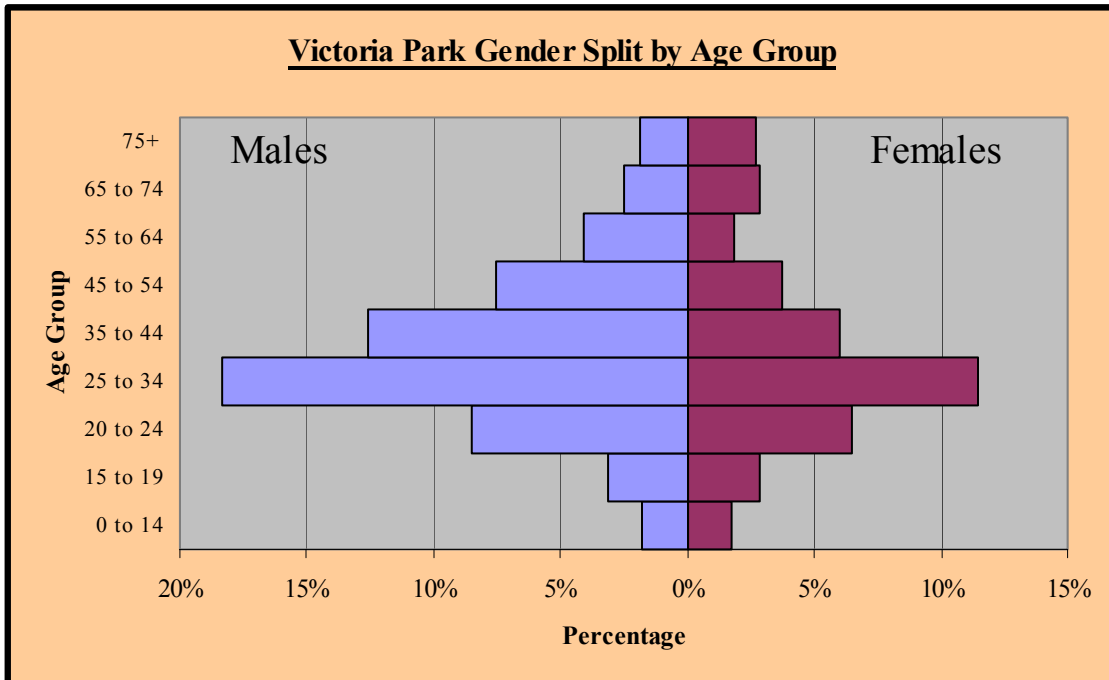
Upon further investigation into the 7 additional communities in this profile, five communities Victoria Park, Cliff Bungalow, Connaught, Mount Royal Lower and the Downtown Core have similar age distribution patterns. Chinatown and Eau Claire are similar in that the majority of the residential population is older than the five discussed above. Inglewood is somewhat different than other communities due to a high population of children under 14 years of age. Note: All graphs compare 2001 figures.





1.5 Victoria Park Gender Split

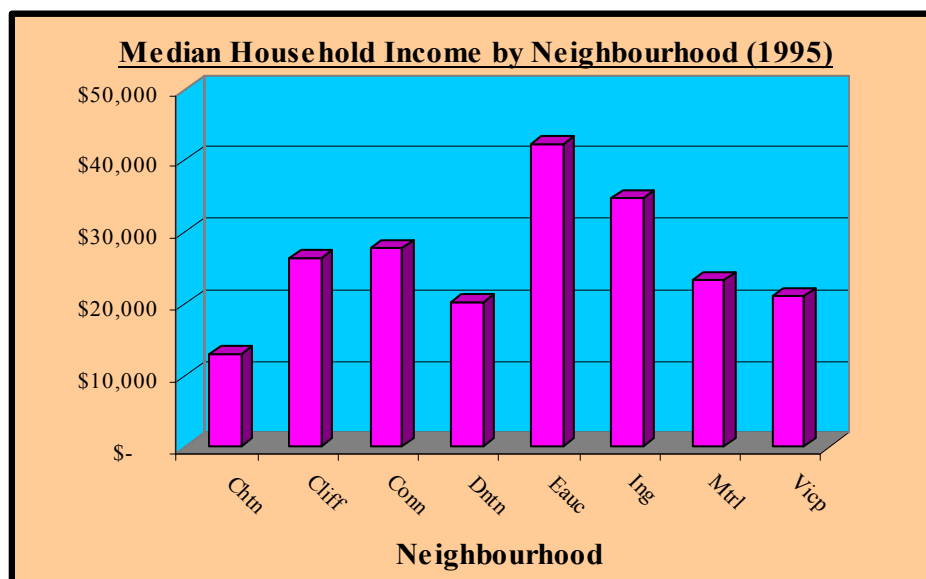
Victoria Park has a gender split in favour of males to females. 60% of area residents are male, while 40% are female. When viewed by age group, the groups younger than 24 have slightly more males than females. However, there are significantly more men than women in the age groups ranging from 45 to 64 years of age, where men outnumber women at a ratio roughly two to one. It is in the two highest age groups where there are slightly more females.



1.6 Neighbourhood Income Comparison

The median household income varies greatly among the communities outlined in the table below. The range is between approximately \$13,000 and \$42,000. Victoria Park has the third highest median household income of roughly \$21,000. There is also a dramatic variance in the percentage change from 1990 to 1995, in terms of median household income. Victoria Park had the second highest percentage increase of 16%. The range in household income change is between -20% and +31%.

| <u>Neighbourhood</u> | <u>Median Household Income</u> | | | <u>% Change</u> |
|--------------------------|--------------------------------|-----------|-----------|-----------------|
| | | 1990 | 1995 | |
| Chinatown | Chtn | \$ 12,335 | \$ 12,952 | 5% |
| Cliff Bungalow | Cliff | \$ 28,108 | \$ 26,288 | -6% |
| Connaught | Conn | \$ 30,541 | \$ 27,795 | -9% |
| Downtown Core | Dntn | \$ 25,419 | \$ 20,275 | -20% |
| Eau Claire | Eauc | \$ 32,417 | \$ 42,372 | 31% |
| Inglewood | Ing | \$ 31,207 | \$ 34,786 | 11% |
| Mount Royal Lower | Mtrl | \$ 27,836 | \$ 23,361 | -16% |
| Victoria Park | Vicp | \$ 18,040 | \$ 21,006 | 16% |



1.7 Persons in Low Income Households Neighbourhood Comparison

The number and percentage of people living in low-income households is highly correlated with household income. Consequently, the three communities with the lowest household income including Chinatown, the Downtown Core, and Victoria Park have more than 50% of its residents living in low-income households. This is in stark contrast to Eau Claire and Inglewood; the highest income communities in this study have approximately 30% of residents living on low income. Another notable statistic is the percent change in low-income households from 1991 to 1996. The range is significant with a 12% increase in the Downtown Core to an 11% decrease the Eau Claire area. Victoria Park saw a slight 1.8% increase in low-income households in the same period.

Persons in Low Income Households

| <u>Neighbourhood</u> | 1991 | | 1996 | | % Change |
|-----------------------------|---------------|----------------|---------------|----------------|-----------------|
| | Number | Percent | Number | Percent | |
| Chinatown | 905 | 70.0% | 1,015 | 71.0% | 1.0% |
| Cliff Bungalow | 710 | 36.8% | 650 | 33.2% | -3.6% |
| Connaught | 3,870 | 35.6% | 4,440 | 39.9% | 4.3% |
| Downtown Core | 2,235 | 39.0% | 3,275 | 51.4% | 12.4% |
| Eau Claire | 315 | 38.6% | 225 | 26.9% | -11.7% |
| Inglewood | 840 | 34.2% | 795 | 31.3% | -2.9% |
| Mount Royal Lower | 1,030 | 37.0% | 1,145 | 41.1% | 4.1% |
| Victoria Park | 2,365 | 51.7% | 2,350 | 53.5% | 1.8% |

1.8 Unemployment Neighbourhood Comparison

Unemployment levels among the 8 inner city communities vary greatly and experienced considerable changes from 1991 to 1996. The most dramatic changes were in Inglewood and Eau Claire areas. Victoria Park has seen a marked decrease in unemployment levels for both the 15 to 24 and 25+ age groups. 1996 unemployment percentages in Victoria Park were down approximately 8.5% and 5% in both age groups respectively.

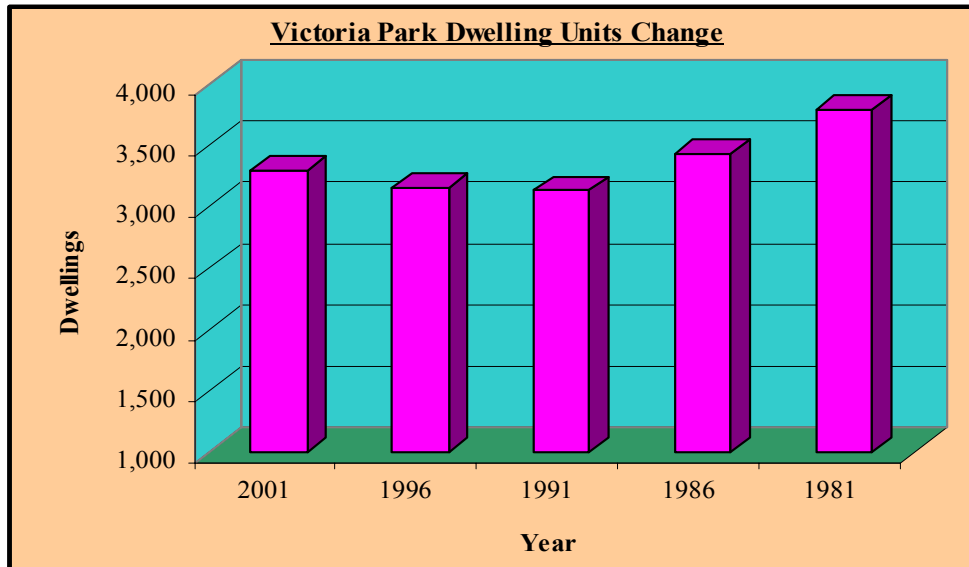
Unemployment Information by Neighbourhood

| <u>Neighbourhood</u> | 1991 | 1991 | 1996 | 1996 |
|-----------------------------|-------------------------------------|-----------------------------------|-------------------------------------|-----------------------------------|
| | % Unemployed (Age 15-24) | % Unemployed (Age 25+) | % Unemployed (Age 15-24) | % Unemployed (Age 25+) |
| Chinatown | 21.3% | 14.1% | 20.0% | 13.2% |
| Cliff Bungalow | 5.5% | 9.7% | 5.9% | 5.6% |
| Connaught | 10.1% | 7.9% | 8.6% | 8.0% |
| Downtown Core | 11.1% | 11.4% | 8.7% | 10.0% |
| Eau Claire | 0.0% | 3.5% | 20.0% | 7.0% |
| Inglewood | 32.1% | 9.7% | 0.0% | 7.8% |
| Mount Royal Lower | 7.5% | 10.6% | 7.1% | 5.2% |
| Victoria Park | 15.5% | 15.6% | 6.9% | 10.6% |

1.9 Victoria Park Dwelling Units

Dwelling units in Victoria Park have paralleled the pattern of population changes over the past 20 years. The significant decrease in dwelling units between 1981 and 1991 has been followed by an increase in more recent years.

| Victoria Park Dwelling Units | | |
|-------------------------------------|-------------------------|--------------------------------------|
| Year | # Dwelling Units | % Change From Previous Period |
| 2001 | 3,291 | 4% |
| 1996 | 3,162 | 1% |
| 1991 | 3,134 | -9% |
| 1986 | 3,435 | -9% |
| 1981 | 3,794 | N/A |



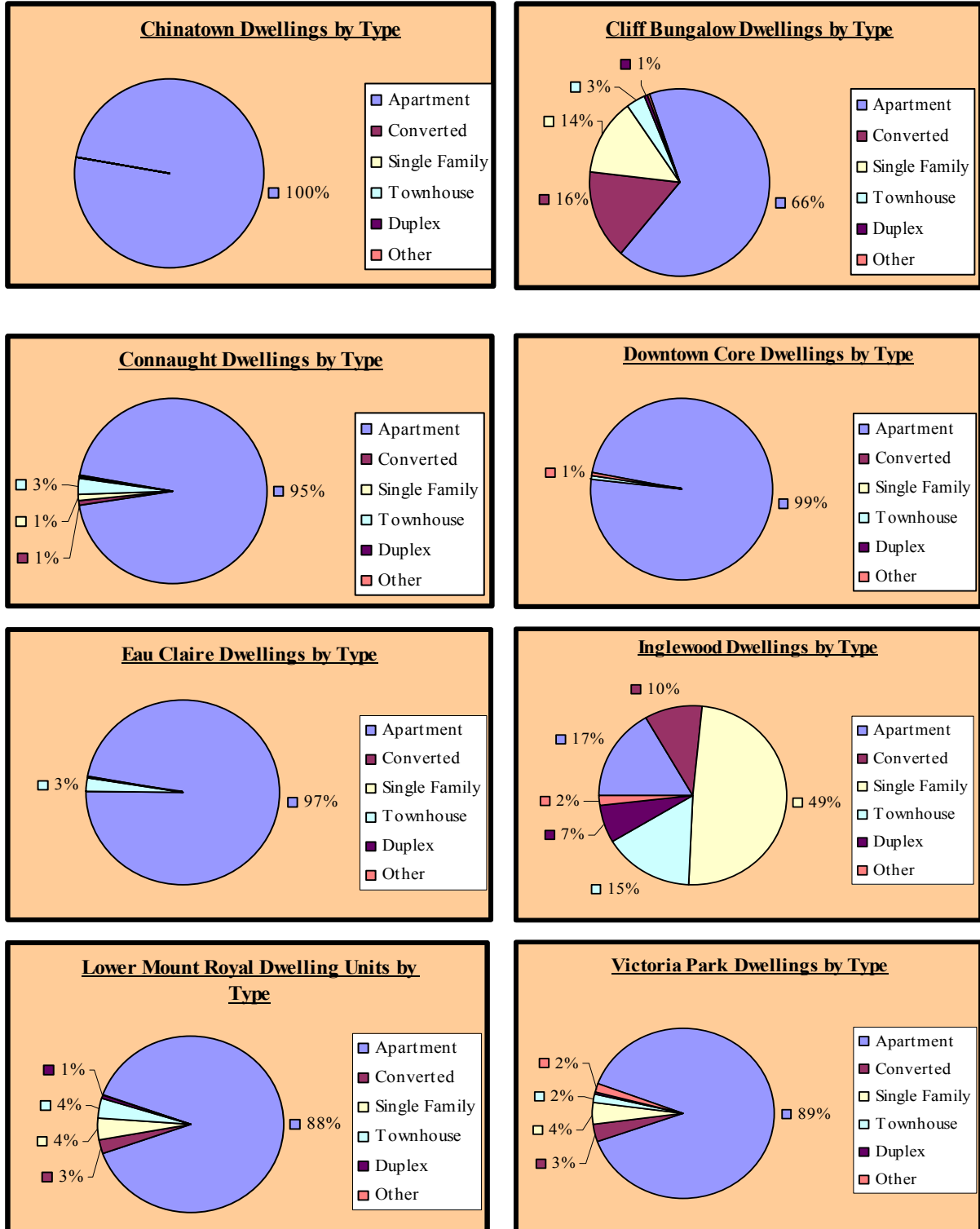
1.10 2001 Victoria Park Dwelling Unit Mix by Unit Type

The vast majority of residents within Victoria Park live in apartments. This trend is expected to continue as many single family, townhouse and converted dwelling will be lost as the Calgary Exhibition and Stampede expand into East Victoria.

| Victoria Park Dwelling Unit Mix by Structure Type | | |
|--|-------------------|-------------------|
| Dwelling Type | # of Units | % of Total |
| Apartment | 2,925 | 89% |
| Single Family | 138 | 4% |
| Converted | 110 | 3% |
| Townhouse | 54 | 2% |
| Duplex | 7 | 0% |
| Other | 57 | 2% |
| Total | 3,291 | 100% |

1.11 Neighbourhood Dwelling Unit Comparison By Dwelling Type

With the exception of Inglewood, the residents of all neighbourhoods in this study primarily, or in some areas, entirely live in apartments.

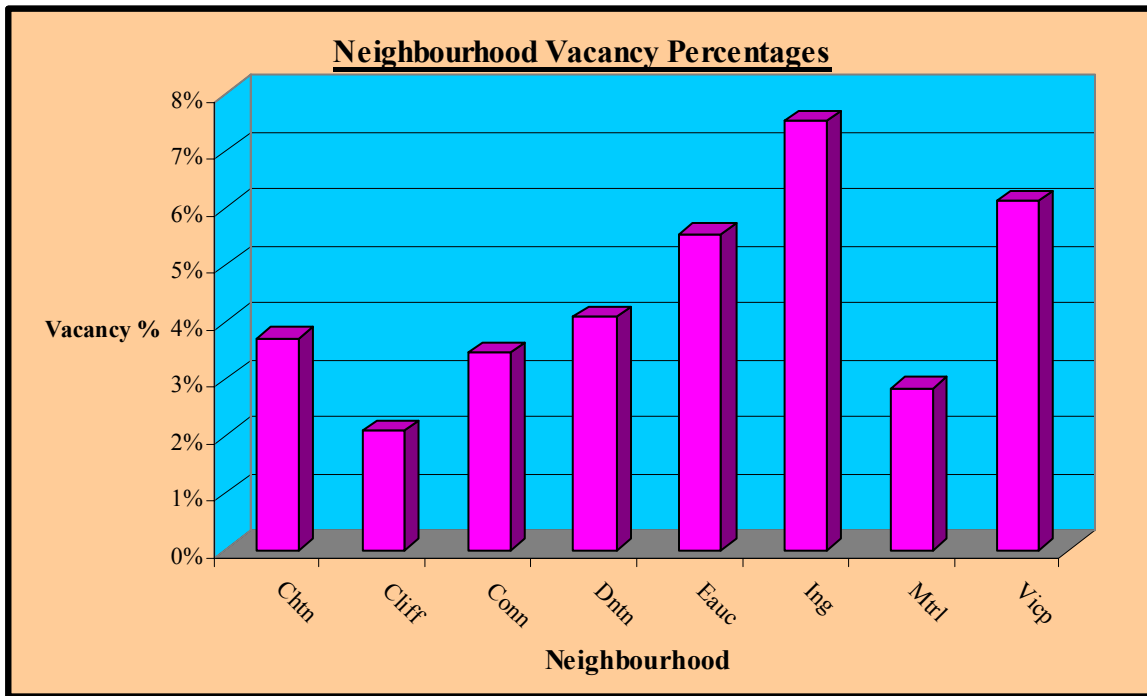


1.12 Neighbourhood Vacancy Percentage Comparison

All eight communities have experienced relatively low vacancies in 2001. The range of vacancies is between 2% and 8%.

Neighbourhood Vacancy Percentages

| Neighbourhood | Abbreviation | Dwellings | | | Vacancy Rate |
|----------------|--------------|------------------|--------------------|-----------------|--------------|
| | | Vacant Dwellings | Occupied Dwellings | Total Dwellings | |
| Chinatown | Chtn | 28 | 726 | 754 | 4% |
| Cliff Bungalow | Cliff | 28 | 1306 | 1334 | 2% |
| Connaught | Conn | 273 | 7607 | 7880 | 3% |
| Downtown Core | Dntn | 188 | 4411 | 4599 | 4% |
| Eau Claire | Eauc | 50 | 851 | 901 | 6% |
| Inglewood | Ing | 117 | 1437 | 1554 | 8% |
| Lower | Mtrl | 59 | 2014 | 2073 | 3% |
| Victoria Park | Vicp | 196 | 3002 | 3198 | 6% |

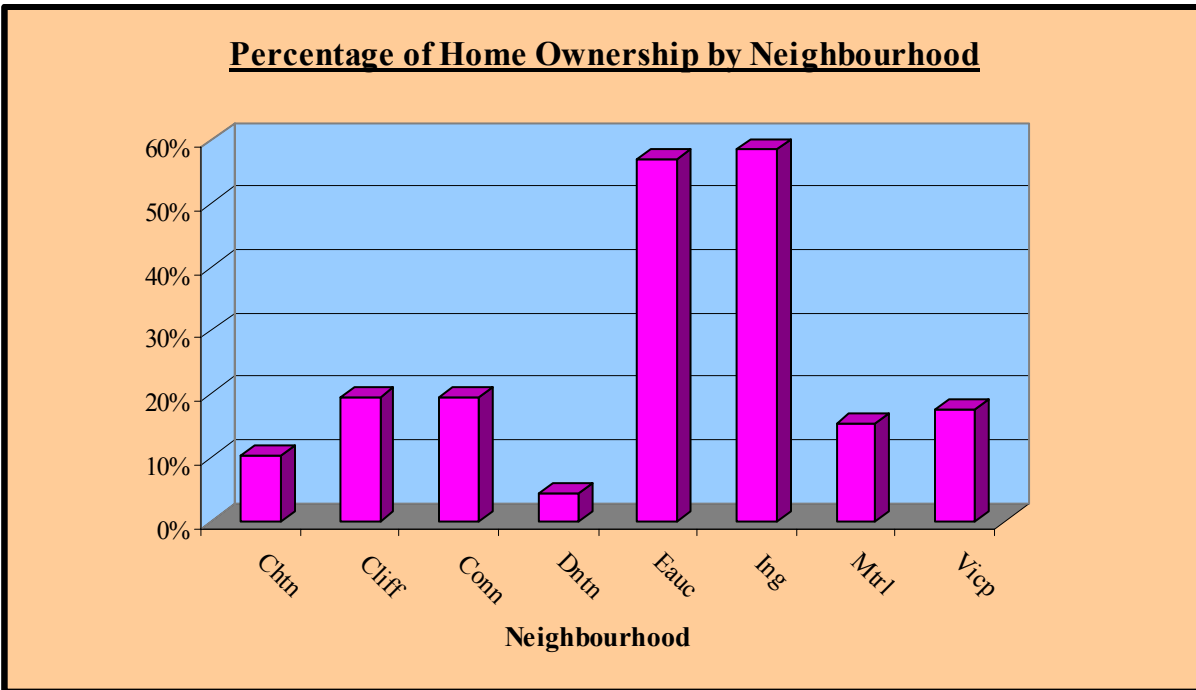


1.13 Home Ownership Neighbourhood Comparison

Home ownership in most of the communities in this study is quite low with 4% - 19% of dwellings being owned. The exceptions are Inglewood and Eau Claire where home ownership is almost 60%. Roughly 17% of Victoria Park dwellings are owned by the occupant(s).

Home Ownership Percentages (Occupied Dwellings Only)

| Neighbourhood | Abbreviation | Homes Owned | Occupied Dwellings | % Home Ownership |
|----------------------------|--------------|-------------|--------------------|------------------|
| Chinatown | Chtn | 75 | 726 | 10% |
| Cliff Bungalow | Cliff | 253 | 1,306 | 19% |
| Connaught | Conn | 1,482 | 7,607 | 19% |
| Downtown - Commercial Core | Dntn | 184 | 4,411 | 4% |
| Eau Claire | Eauc | 486 | 851 | 57% |
| Inglewood | Ing | 840 | 1,437 | 58% |
| Mount Royal Lower | Mtrl | 308 | 2,014 | 15% |
| Victoria Park | Vicp | 525 | 3,002 | 17% |



1.14 Homes in Need of Repair Neighbourhood Comparison

The City of Calgary keeps a running count of dwelling in need of significant structural or operational repairs. Of the 8 communities investigated in this profile between 1991 and 1996 the percentage of homes needing repair was 2% to 14%. By the end of 1996, Inglewood, Victoria Park, Cliff Bungalow and Connaught had the highest percentage of homes. However, only Victoria Park experienced a percentage decrease in the five-year period.

Occupied Private Dwellings in Need of Repair

| Neighbourhood | 1991 | | | 1996 | | | |
|-------------------|-------------|------------------|-------------|-------------|------------------|-------------|----------|
| | # Dwellings | # Needing Repair | % Dwellings | # Dwellings | # Needing Repair | % Dwellings | % Change |
| Chinatown | 715 | 15 | 2% | 765 | 15 | 2% | 0% |
| Cliff Bungalow | 1,230 | 90 | 7% | 1,290 | 95 | 7% | 0% |
| Connaught | 7,010 | 395 | 6% | 7,095 | 485 | 7% | 1% |
| Downtown Core | 4,075 | 175 | 4% | 4,245 | 265 | 6% | 2% |
| Eau Claire | 465 | 15 | 3% | 500 | 25 | 5% | 2% |
| Inglewood | 1,185 | 165 | 14% | 1,290 | 185 | 14% | 0% |
| Mount Royal Lower | 1,885 | 115 | 6% | 1,895 | 130 | 7% | 1% |
| Victoria Park | 2,800 | 360 | 13% | 2,695 | 235 | 9% | -4% |

2 Real Estate Profile

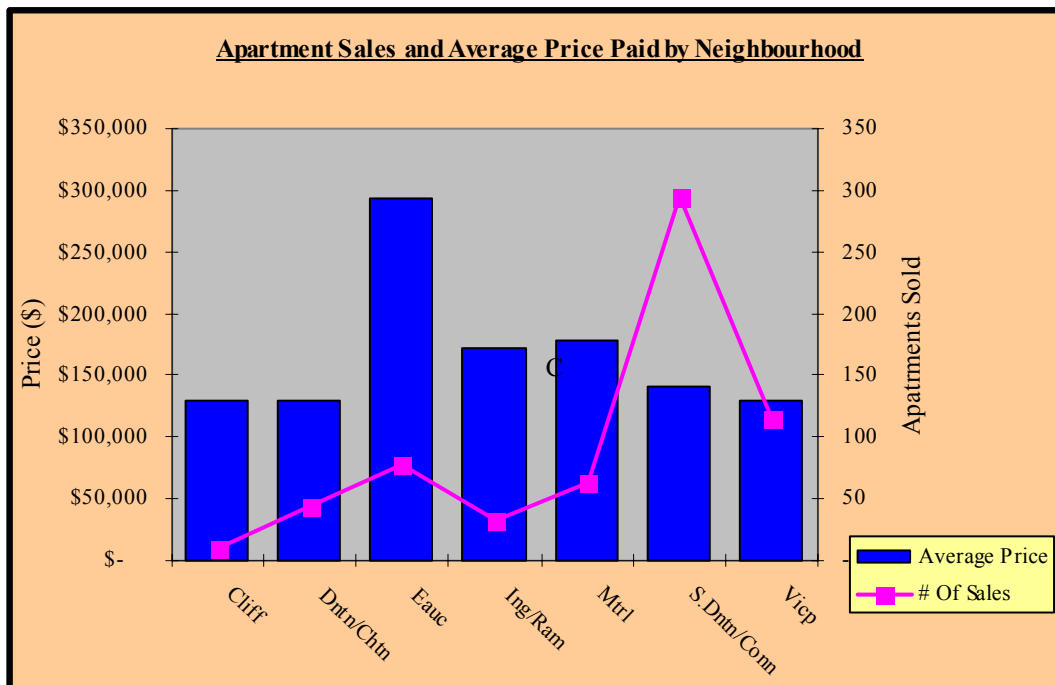
2.1 The Apartment Rental Market

The apartment market looks at the “Beltline” area consisting of the communities of Victoria Park and Connaught. There has been a drastic reduction in apartment vacancies for all types of apartments in the area, especially for bachelor and one-bedroom units. The reduction in vacancy has also occurred in spite of single digit increases in average rental rates.

| The Beltline Apartment Market | | | | | | | |
|-------------------------------|--------------|------|------|----------|-----------------------------|------|----------|
| | Vacancy Rate | | | | Average Monthly Rental Cost | | |
| | # Units 2001 | 2000 | 2001 | % Change | 2000 | 2001 | % Change |
| Bachelor | 1121 | 2.2 | 1.1 | -50.0% | 454 | 470 | 4% |
| 1 Bedroom | 7259 | 1.6 | 0.9 | -43.8% | 593 | 637 | 7% |
| 2 Bedroom | 4201 | 1.2 | 1 | -16.7% | 767 | 817 | 7% |
| 3+ Bedroom | N/A | | | | | | |

2.2 Apartment Sales Neighbourhood Comparison

There were 115 apartment dwellings sold in the Victoria Park Area in 2001. The number of sales was second for all inner city communities. The combined area of South Downtown and Connaught had the most sales with 295 units sold. The range of average prices for apartments was considerable from \$129,498 in Cliff Bungalow to \$293,551 in Eau Claire. The average price paid for apartments in Victoria Park was almost \$130,000.



2.3 The Office Market - Area Comparison

The Beltline office market in 2001 had a drastic variance in terms of vacancy rates in different building classes. The combined A and AA classes along with B class buildings had average vacancy rates of 8.9% and 6.2% respectively. This is much lower than the 21.8% vacancy in C class buildings. However, the relatively low inventory of C class office buildings does little to impinge upon the weighted total vacancy rate 9.5% in the Beltline district.

| The Beltline Office Market | | | |
|-----------------------------------|----------------|---------------------|--------------|
| | Building Class | Inventory (sq. ft.) | Vacancy Rate |
| Beltline | A & AA | 1,542,812 | 8.9 |
| | B | 1,318,186 | 6.2 |
| | C | 431,172 | 21.8 |
| Beltline Total | All | 3,292,170 | 9.5 |

The Downtown office market has an inventory ten times the size of the Beltline market. Downtown had higher vacancy rates than the Beltline in A, AA and B class buildings, but lower vacancies in C and D class buildings. Though the Downtown office market has a smaller range of vacancy rates among building classes, the weighted average shows a higher vacancy rate than that of the Beltline.

| The Downtown Office Market | | | |
|-----------------------------------|----------------|---------------------|--------------|
| | Building Class | Inventory (sq. ft.) | Vacancy Rate |
| Beltline | A & AA | 16,757,218 | 10.1 |
| | B | 9,757,269 | 9.1 |
| | C & D | 4,477,533 | 17.1 |
| Beltline Total | All | 30,992,020 | 10.8 |

3 Crime Profile

3.1 Property Crime Neighbourhood Comparison

Crime exists in every community within Calgary. Inner city areas often have higher property crime rates than outlying areas when vandalism is considered. For the purposes of this profile, property crimes include:

- Break and Enter into home, shop and other premises,
- Theft of vehicles,
- Theft from vehicles, and,
- Vandalism

In terms of total crimes in each community in this study, the Downtown Commercial Core, Connaught and Victoria Park with 900, 798 and 636 crimes respectively in the last year from April 2001 to March 2002. The total number of crimes in these three communities is at least three times higher than the total crimes from all other communities. The community with the fewest property crimes is Eau Claire with 93 in the same time period.

When viewing property crimes per hectare area for each community, Victoria Park experienced 3.74 property crimes per hectare area. The areas experiencing the most property crime per hectare are the Downtown Core, Connaught and Lower Mount Royal with 6.23 crimes. Conversely, Inglewood has the least property crime with 0.69 per hectare.

| Neighbourhood | Total Property Crime | Community Area (hectares) | Property Crime / Unit area |
|-------------------|----------------------|---------------------------|----------------------------|
| Chinatown | 102 | 20 | 5.10 |
| Cliff Bungalow | 123 | 40 | 3.08 |
| Connaught | 798 | 120 | 6.65 |
| Downtown Core | 900 | 130 | 6.92 |
| Eau Claire | 93 | 50 | 1.86 |
| Inglewood | 173 | 250 | 0.69 |
| Mount Royal Lower | 187 | 30 | 6.23 |
| Victoria Park | 636 | 170 | 3.74 |

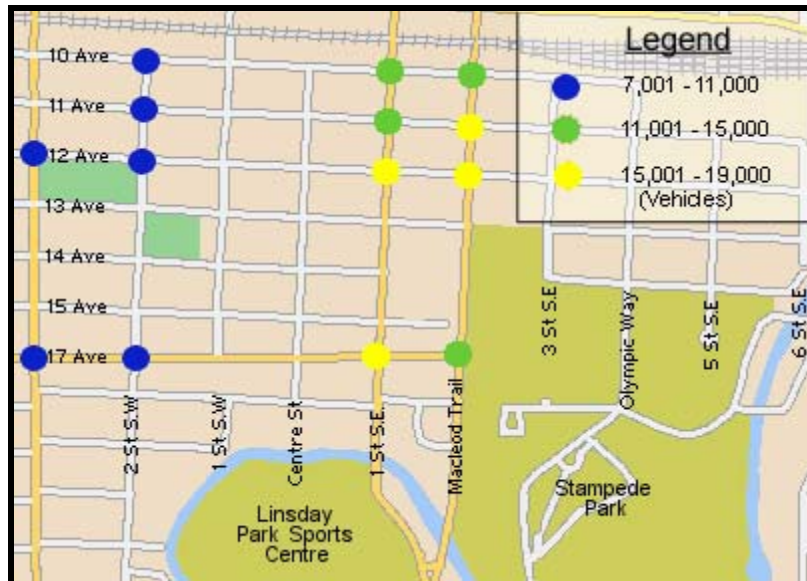
4 Traffic Information

4.1 Street Intersection Traffic Counts

A great deal of vehicular movement within Victoria Park is concentrated along several roadways that also serve as major traffic arteries between the downtown core and residential areas in the south end of the city. Traffic counts at selected intersections indicate that intersections along Macleod Trail and 1 Street S.E. are most used by vehicles. The map below identifies traffic counts for 14 intersections for six hours in one day.

Victoria Park Traffic Counts

(Observations taken from 7:00 am to 9:00 am, 11:00 am to 1:00pm and 4:00pm to 6:00pm in a single day)



Bibliography

“Avison Young Real Estate Forecast 2002.” Avison Young Real Estate. March 2001.

“Calgary Downtown Office Market Index Fourth Quarter 2001.” CB Richard Ellis. March 2002. www.cbre.ca

“Calgary Retail Market Index, Second Quarter 2001.” CB Richard Ellis. March 2002. www.cbre.ca

“Calgary Suburban Office Market Index, Fourth Quarter 2001.” CB Richard Ellis. March 2002. www.cbre.ca

“Canadian Office Market Index, Fourth Quarter 2001.” CB Richard Ellis. April 2002. www.cbre.ca

“City Of Calgary 2001 Civic Census.” The City of Calgary. 2002.

“Community Crime Statistics.” Calgary Police Service Website. April 2002. www.calgarypolice.ca/facts/frame1.html

“Community Profiles.” City of Calgary website. 2002. www.gov.calgary.ab.ca/community/my/profile/index.html

“Investment Report, Calgary Downtown Office First Quarter 2001.” CB Richard Ellis. March 2002. www.cbre.ca

“Revitalizing Victoria Crossing, Volume II: Community Profile.” Victoria Crossing Business Revitalization Zone. May 1998.

“The City Of Calgary - Traffic Count Reports.” The City of Calgary. Planning and Transportation Policy. June 2002.

