Old Strathcona Business Association

Secondary Research

April 29, 2021

Purpose & Methodology

Purpose
- Develop a General Demographic Profile of those who live in or near the district
- Understand key metrics for businesses to the district
- Create comparisons between Strathcona and other Edmonton neighbourhoods

Methodology
- Data collection consisted of examining publicly available sources of information concerning the identified key indicators.
- Primarily, The City of Edmonton website was used to gather information of interest. City of Edmonton reports, such as the 2017 Annual Growth Monitoring Report and The 2020 Bike Plan, were also used to provide additional context to the data.
- Demographic information was found using the 2016 Statistics Canada census data. This census data can be sorted by neighbourhood on the City of Edmonton website.
- Other than Strathcona, the neighbourhoods of Garneau, Queen Alexandra, Ritchie, and McKernan were also included. These neighbourhoods were chosen based on their proximity to the OSBA and therefore, suitability to provide additional information concerning the key indicators and to provide neighbourhood comparisons. References to similar neighbourhoods across Edmonton (such as Oliver & Downtown) have also been provided where relevant.

Contents

- **The following presentation is structured based on the following indicators:**
  - Parking
  - Traffic Volumes
  - Transportation Infrastructure
  - Crime
  - Neighbourhood Demographics

- **Indicators have several slides dedicated to depicting the raw data. Preceding the raw data is a key findings slide(s) summarizing the main takeaway points from the data.**

Key Findings- Parking

- There are over 1,400 paid or private parking stalls in the Old Strathcona Business Improvement Area.

- There is an additional 400+ street/city parking stalls.

- 3 parking stalls were surveyed by the City of Edmonton and had a utilization rate between 51%-75%.

- Parking stall utilization is highest in core and mature neighbourhood groups during mid-day (10am to 4pm).

- The number of parking lots around Old Strathcona currently provides sufficient parking space for the needs of consumers and businesses.

Number of Parking Lots/Stalls

Paid/Private Lots

- Farmers market- 275 stalls
- Impart Lot #40—40 stalls
- Knoxs Evangelical Free Church—30 stalls
- 10335 84 Ave NW Lot—20 stalls
- West Park Lot #309—30 stalls
- Impark Lot #236—30 stalls
- 10442 83 Ave—128 stalls
- Impark #415—40 stalls
- Impark Lot #211—42 stalls
- Impact Lot #337-1—57 stalls
- Impark Lot #337-2—30 stalls
- Impark Lot #293—14 stalls
- Impark Lot #139—8 stalls
- Varscona Parkade—77 stalls
- 10328 81 Ave Parkade—52 stalls
- Impark Lot #248—38 stalls
- Shopper's Drug Mart Parkade—120 stalls
- Impark Lot #136—40 stalls
- Impark Lot #309—26 stalls
- Old Strathcona Surface Parking Lot—280 stalls
- Impark Lot #510—15 stalls
- Impark Lot #34—41 stalls

Street/City Parking Lots

- 109 street east to 106 street- 115 stalls
- 106 street east to Gateway- 308 stalls
- 102 street to 99 street-67 stalls

Parking Utilization

- **Parking utilization across the City of Edmonton. Circled in red are the three surveyed parking stalls in Strathcona.**

Peak Parking Utilization by Site

- 0% - 50%
- 51% - 75%
- 76% - 90%
- 91% - 100%

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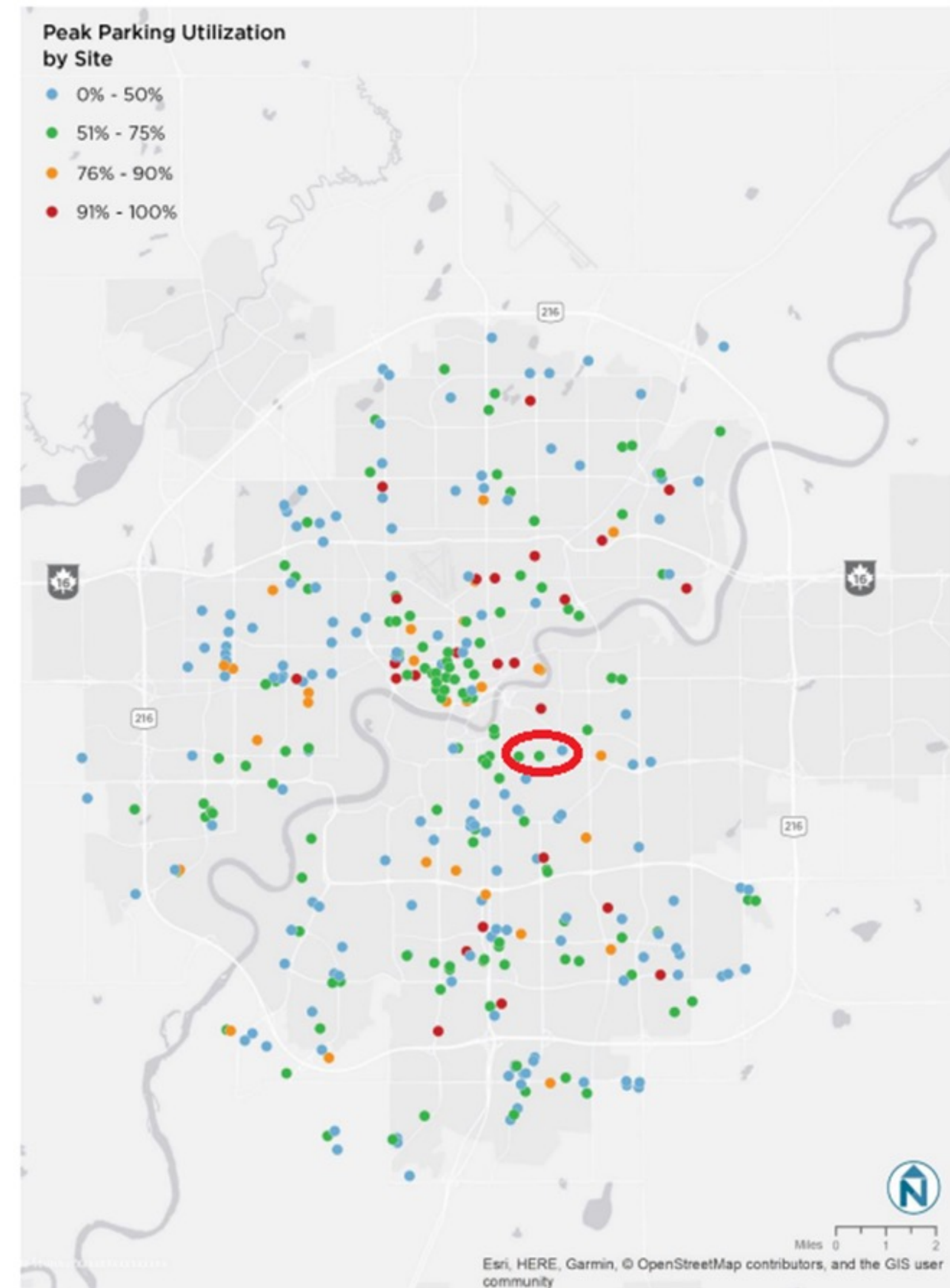
Key Findings- Traffic Volumes

Walking

- Walking volumes are hindered by the lack of available data for the Strathcona area. From the data that is available, there is noticeably more foot traffic in Downtown Edmonton.
- However, pedestrian counts for 82 Avenue at 106 Street and 109 Street are comparable to some areas in Downtown Edmonton.
- 83 Avenue at 106 Street and 84 Avenue at 104 Street also have moderately high foot traffic.

Cycling

- In an average year (2019), the daily counts for the 83 Avenue bike counting locations during the summer typically exceed 1,000 counts every weekday. Weekends typically experience lower volumes.
- Compared to other areas of the city, biking is a highly used method of transportation in Strathcona.

Key Findings- Traffic Volumes

Car Traffic
• Car volumes for Whyte Ave exceed volumes for other roads in Edmonton. Exceptions to this include, but are not limited to, major roadways such as: Groat Road, Yellowhead Trail, Gateway Boulevard, Anthony Henday, and Whitemud Drive.
• The number of vehicles along Whyte Ave, in a given day, is comparable to these roads: Jasper Avenue west of 113 Street, 63 Avenue west of 97 street, and 66 Street North of 137 Avenue.
• Generally, the amount of traffic typically decreases along Whyte Avenue as a vehicle heads increasingly westwards.
• With these high traffic volumes, Strathcona is also listed as one of the top 15 crash-prone neighbourhoods.

Transit Volumes
• Whyte Avenue is a designated Transit Corridor with higher frequency transit networks.

Overall, these traffic volumes suggest a diverse transportation network that is highly utilized by commuters and offer consumers a variety of transportation methods to reach businesses in the OSBA area. These moderate to high traffic volumes present opportunities for businesses to reach a wide costumer base.

Walking Volumes

	2015*	2017	2019
76 ave and 104 st	1,006	1,045	1,383
76 ave and 97 st	234	194	n.d.
78 ave and 106 st	n.d.	559	603
80 ave and 106 st	889	939	953
82 ave and 109 st	5,044	n.d.	n.d.
82 ave and 106 st	11,021	8,633	n.d.
82 ave and 104 st	23,634	n.d.	n.d.
83 ave and 109	2,100	n.d.	n.d.
83 ave and 106 st	957	n.d.	2,708
83 ave and 97 st	244	200	n.d.
84 ave and 104 st	n.d.	2,041	n.d.

Pedestrian count data is shown as a daily average throughout the given year.
n.d. indicates data for some years is not available.
*Caution using 2015 data as pedestrian counts were collected using only 1-10 days of pedestrian measurements at a given intersection in a given year.
If more than one measurement day occurred an average was used.

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Cyclist Volumes

	2019	2020	2021
83 Avenue west of 99	173,466	202,198	19,304
83 Avenue east of 106	158,907	166,973	19,405
106 St N of 76 Ave NB	41,982	51,526	5,094

Total cyclist counts for the year by location. The 83 Avenue locations are in the top 4 highest yearly volumes across the city.

Car Traffic Volumes

Average annual weekday traffic for Whyte Ave over a 24 hour period for a typical Monday, Tuesday, Wednesday, or Thursday.

	2016	2017	2018
82 Avenue West of 97 Street	26,200	26,200	24,900
82 Avenue West of 100 Street	24,700	24,700	23,500
82 Avenue West of 101 Street	24,000	24,000	22,800
82 Avenue West of 102 Street	27,500	27,500	26,100
82 Avenue West of 104 Street	26,300	26,300	25,000
82 Avenue West of 105 Street	27,600	28,300	26,900
82 Avenue West of 106 Street	25,100	27,700	26,300
82 Avenue West of 107 Street	24,700	27,300	25,900
82 Avenue West of 108 Street	23,600	26,900	25,600
82 Avenue West of 109 Street	19,500	22,200	21,100
82 Avenue West of 110 Street	-	21,000	20,000
82 Avenue West of 111 Street	20,500	20,600	19,600
82 Avenue West of Gateway Boulevard	27,200	27,200	25,800

Adjusted to reflect an average weekday. Traffic counts obtained with automatic traffic recorders.

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Car Traffic Volumes

Average annual weekday traffic over a 24 hour period for a typical Monday, Tuesday, Wednesday, or Thursday.

	2016	2017	2018
80 Avenue West of 97	400	400	400
80 Avenue West of 104	3,800	3,800	3,600
80 Avenue West of 106	600	400	900
80 Avenue West of 109	400	400	300
81 Avenue West of 104	700	700	700
81 Avenue West of 106	800	800	800
81 Avenue West of 109	400	400	400
83 Avenue West of 99	-	300	300
83 Avenue West of 106	1,700	1,800	1,700
83 Avenue West of 109	1,300	1,300	1,200

Adjusted to reflect an average weekday. Traffic counts obtained with automatic traffic recorders.

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Key Findings- Transportation Infrastructure

- All neighbourhoods bordering the OSBA have high bike network analysis scores (80-100), which indicate that the area is very accessible by bikes on low stress routes. This high network analysis score is due to the shared pathways through parks, utility corridors, and the breezeway/walkway connections between cul-de-sacs.

- Strathcona has the best bike score of Edmonton neighborhoods with 87.

- The City of Edmonton creates geographic biking tiers based on areas of community more likely to generate cycling trips. All OSBA neighbourhoods are Tier 1 in bike trip potential.

- Starting April 25, bus routes will be changing. These anticipated changes will provide community, frequent, local, regional, and school bus routes to Strathcona and surrounding neighbourhoods. The availability and variety of bus routes provide excellent transit options for those living near Old Strathcona or for those wishing to travel to Old Strathcona.

- The expansive transportation infrastructure around OSBA benefits businesses as consumers are readily able to travel to storefronts, through a variety of means, regardless of whether they are located near OSBA or elsewhere in or outside the city.

Bike Infrastructure
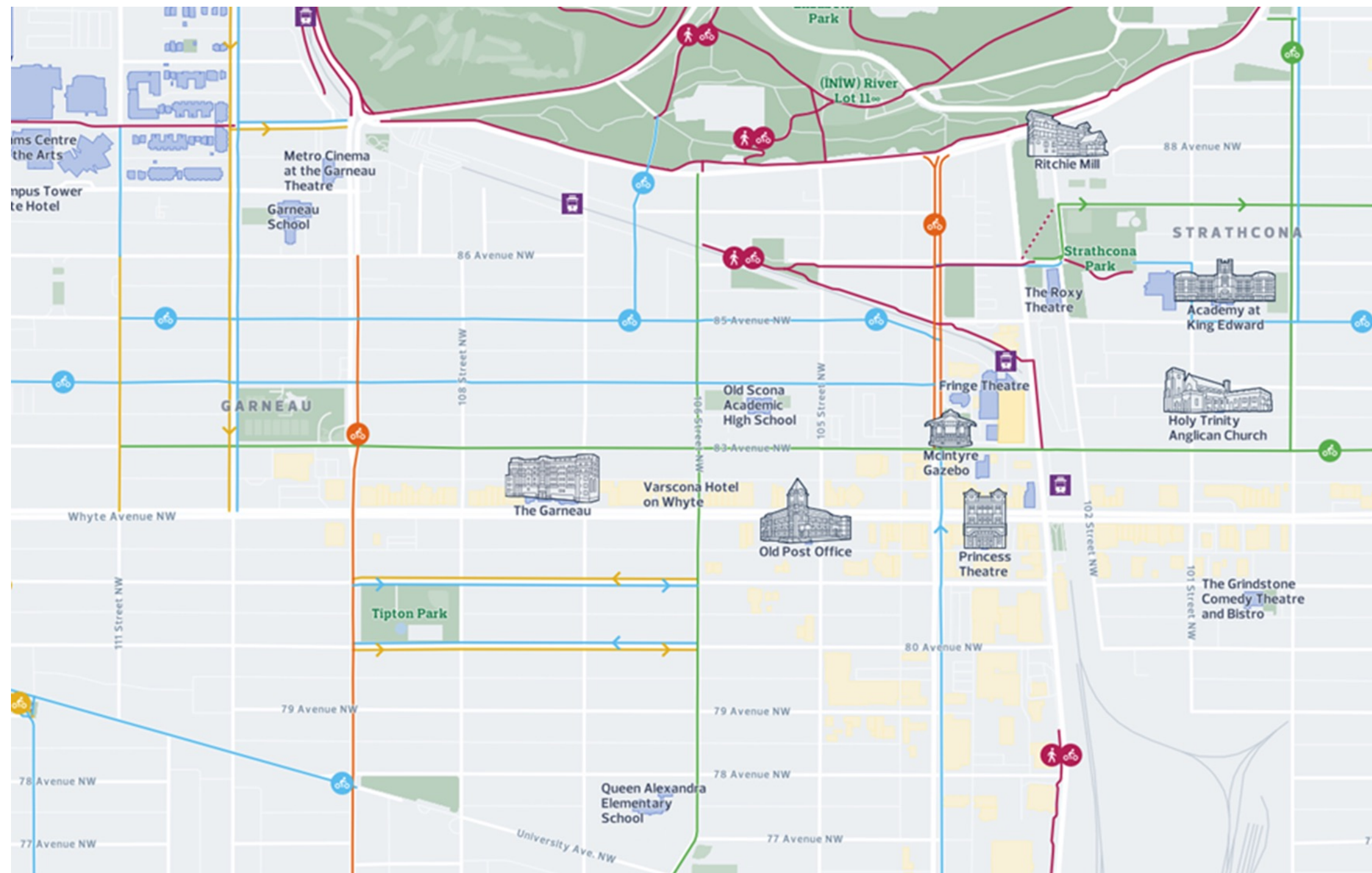
- Given the number of biking routes and as previously indicated, by the number of cyclists who use these routes, OSBA and the surrounding neighbourhoods have the best biking infrastructure in the city.
- Old Strathcona is well connected to the River Valley and the Queen Alexandra neighbourhood via 106 Street. The 83 Avenue protected bike lane travels the length of the OSBA to connect Garneau/University of Alberta to the Mill Creek Ravine.
- Old Strathcona also has a dense number of secure bike parking available. There is 48 city provided post and ring bicycle parking locations in Strathcona*. There are also many bordering Strathcona: 39 in Garneau, 13 in Ritchie, and 21 in Queen Alexandra.
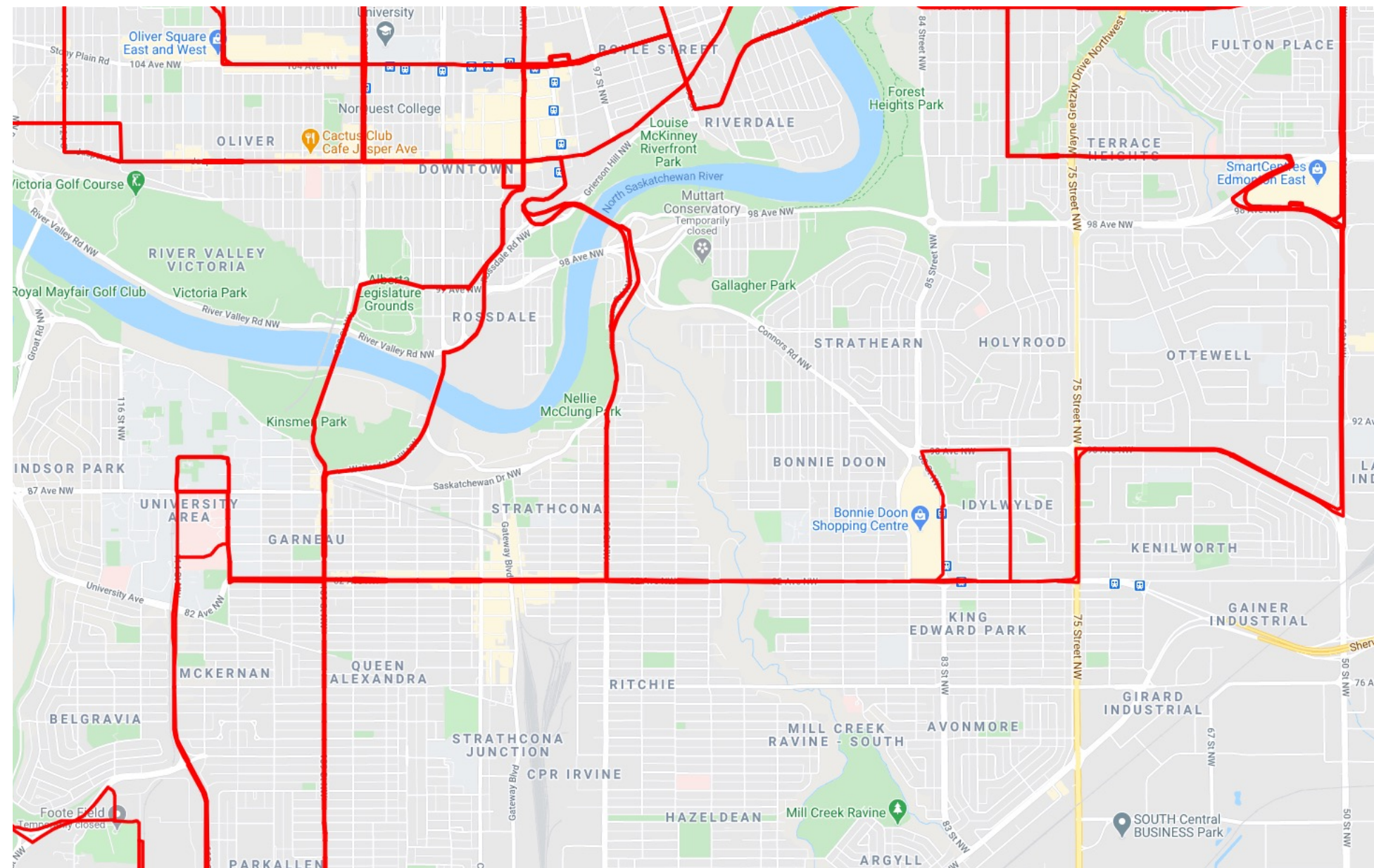
*including Strathcona Junction

Transit Infrastructure
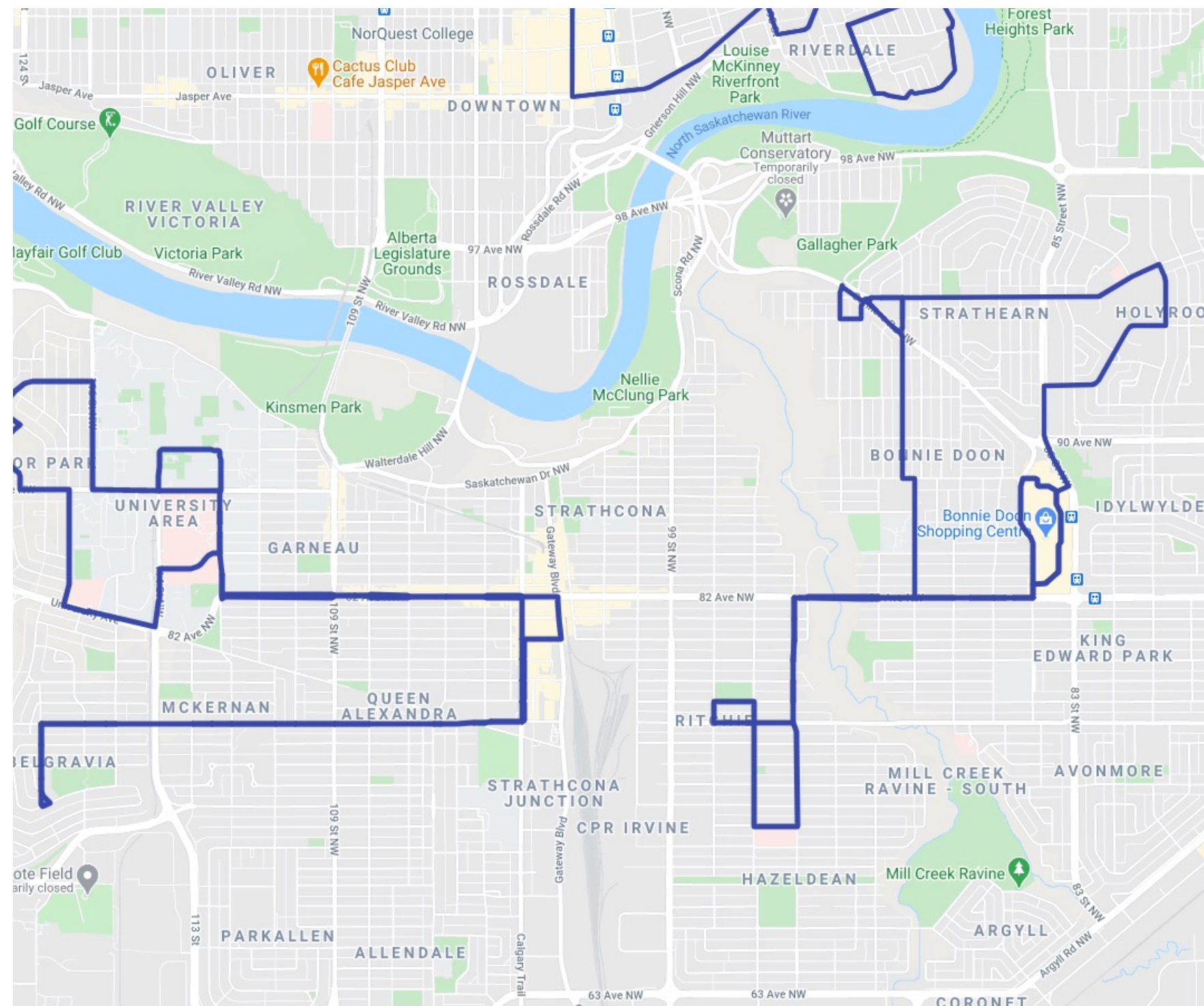
- **Community bus routes connecting 82 Avenue to Queen Alexandra, McKernan and Ritchie.**
- **These routes are the only community bus routes south of the North Saskatchewan River.**
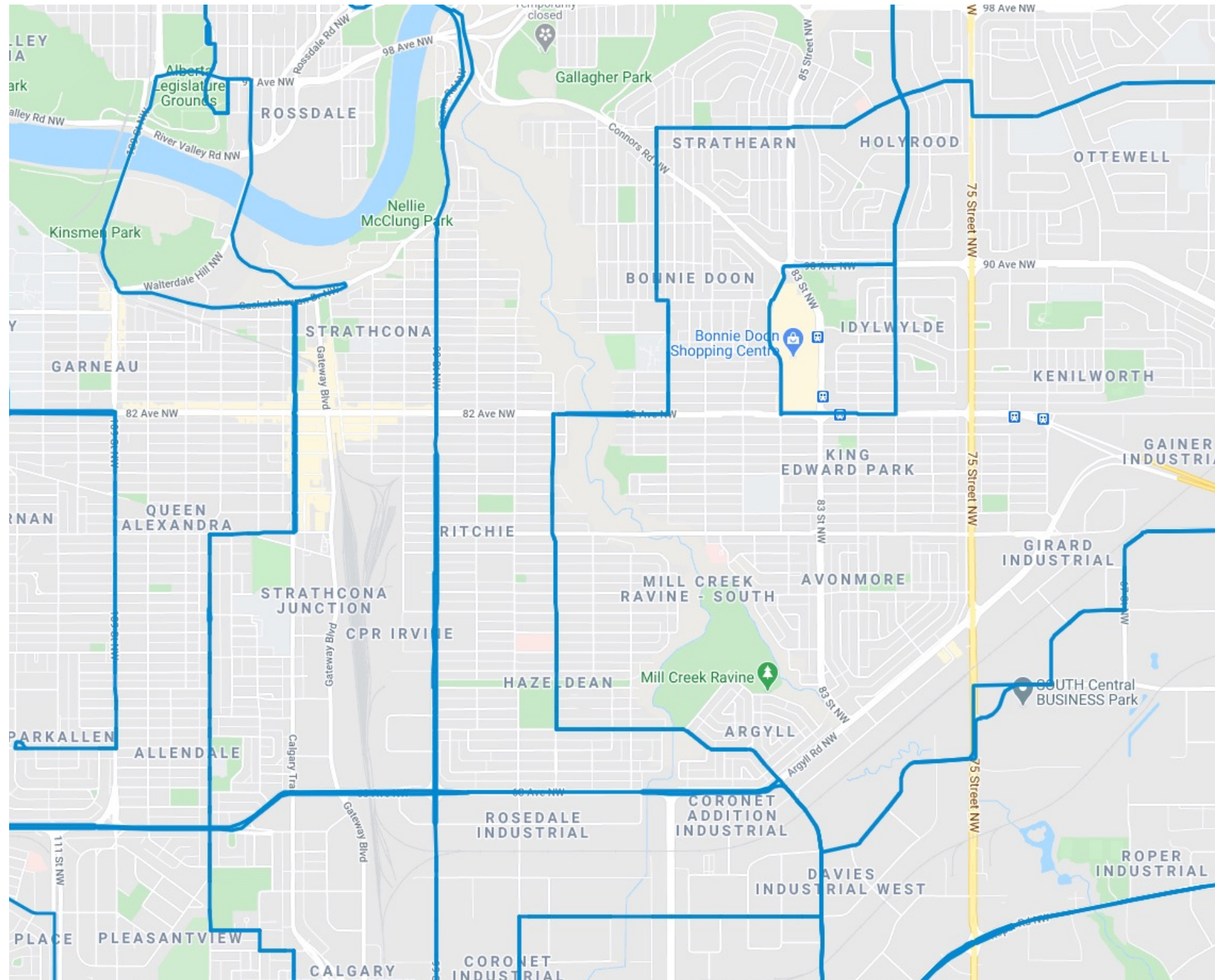
Transit Infrastructure

- **Frequent bus routes along 82 Avenue. As well, these bus routes connect Whyte Ave to northern Edmonton and the LRT system at the University of Alberta.**
- **There are currently 17 bus routes that connect the OSBA to the rest of Edmonton.**
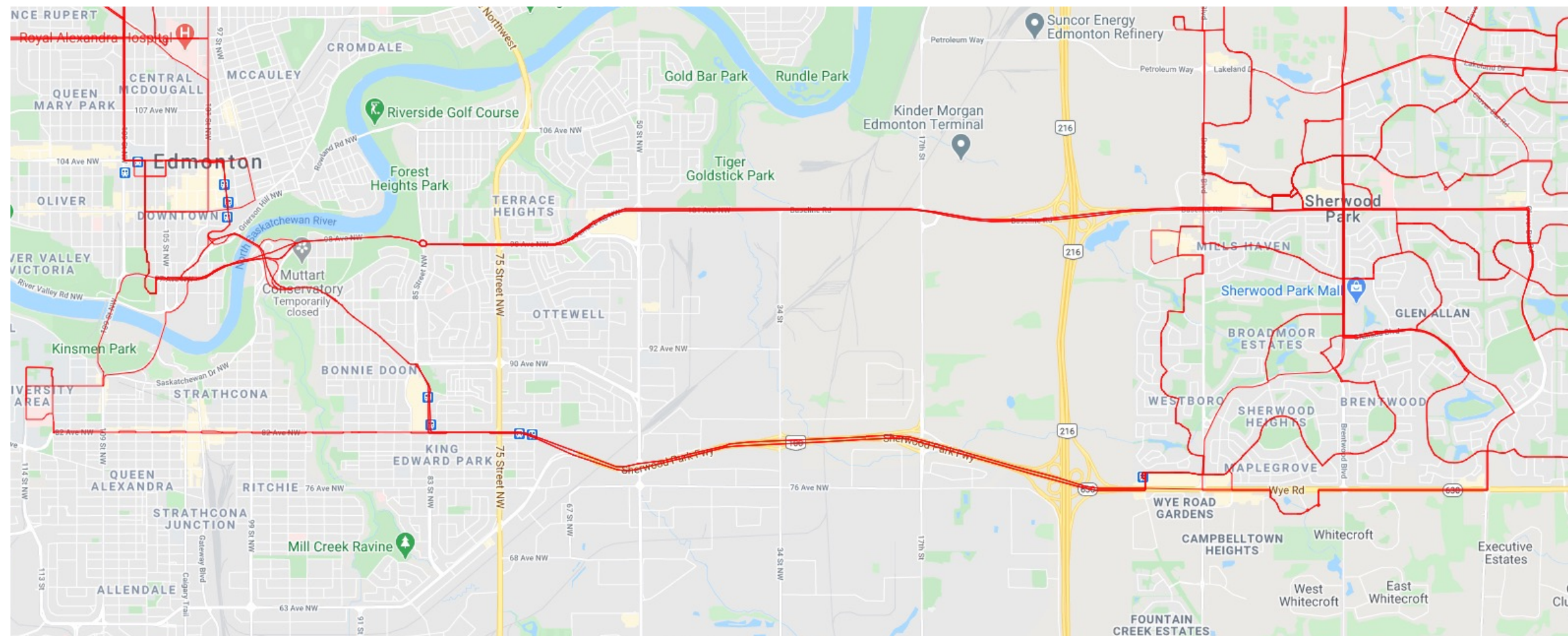
Transit Infrastructure

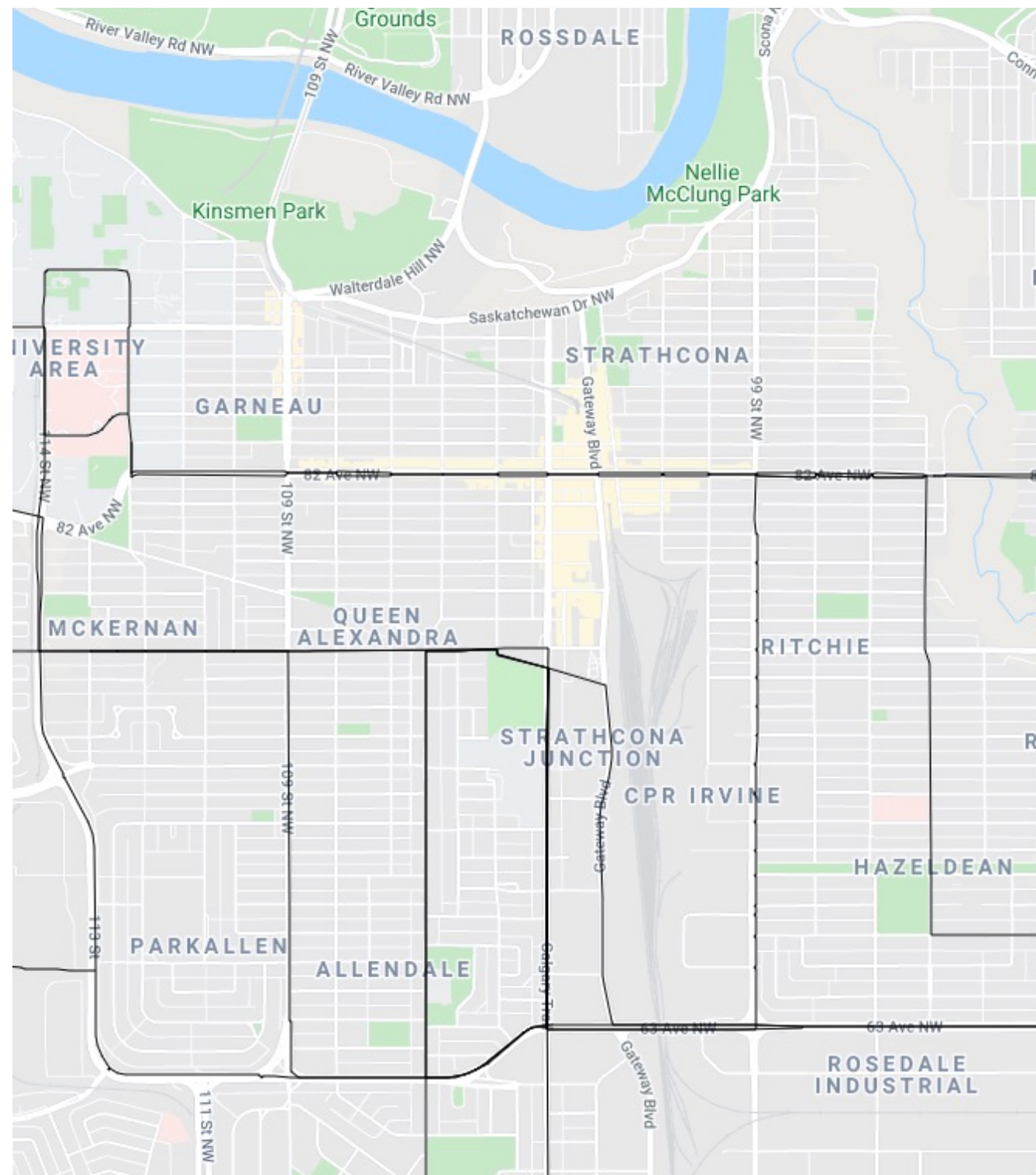- **Extensive local bus routes which occur along 99 and 104 street.**

Transit Infrastructure

- Regional bus routes provide transportation for citizens between 82 Avenue and Sherwood Park.

Transit Infrastructure

- **School bus routes provide families living along 82 Avenue easy access to schools in neighbouring communities.**

Key Findings- Crime

- In comparison to surrounding neighbourhoods, Strathcona experiences similar criminal and theft incidences.

- On a year to year basis, thefts and other criminal activities remain relatively stable in Strathcona.

- In 2019, Graffiti vandalism is significantly higher in Strathcona than other neighbourhoods. This may pose as a barrier to entry for new businesses considering OSBA and a potential challenge for current businesses in the OSBA.

- Overall, with the exception of Graffiti, Strathcona receives notably fewer incidences of crime than Oliver or Downtown.

Crime Statistics – Criminal Incidents

Criminal Incident Counts by Neighbourhood, 2016-2019

Legend: ■ 2016 ■ 2017 ■ 2018 ■ 2019

Strathcona: 408, 410, 495, 386
Garneau: 247, 298, 286, 304
Queen Alexandra: 242, 280, 276, 294
Richie: 182, 188, 188, 157
Mckernan: 85, 96, 90
Downtown: 1,103, 1,262, 1,206, 1,063
Oliver: 573, 591, 755, 545
Queen Mary Park: 353, 388, 520, 390
Westmount: 260, 219, 290, 197
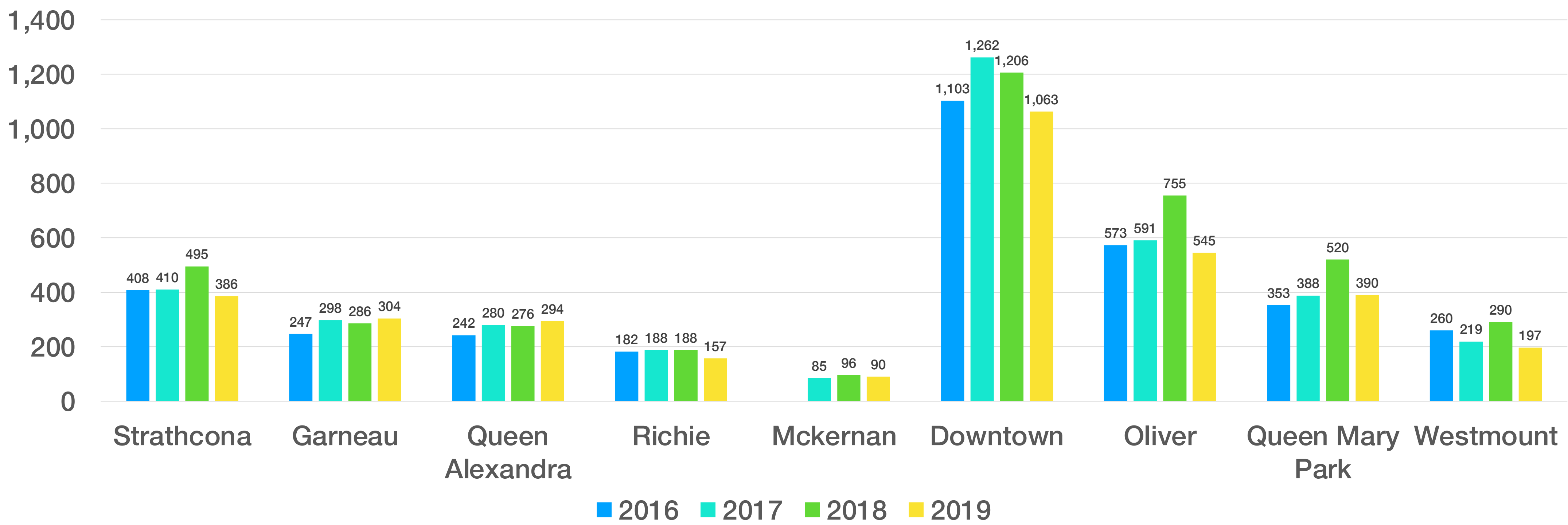
Criminal incidences are consistently lower in neighbourhoods around the OSBA than comparable core/mature neighbourhoods

Crime Statistics – Graffiti Vandalism

Neighbourhood Graffiti Index, 2015-2019

All Neighbourhoods in Study
- 3.09
- 1.8
- 1.512
- 0.835

Westmount
- 1.22
- 0.525
- 0.253
- 0.241

Queen Mary Park
- 0.48
- 0.321
- 0.127
- 0.334

Oliver
- 1.47
- 0.736
- 0.388
- 0.425

Downtown
- 4.81
- 3.868
- 3.152
- 2.62

Richie
- 1.89
- 1.857
- 3.649
- 0.368

Queen Alexandra
- 5.63
- 6.251
- 3.502
- 1.32

Garneau
- 2.78
- 5.182
- 2.997
- 0.927

Strathcona
- 11.57
- 5.342
- 5.481
- 3.147

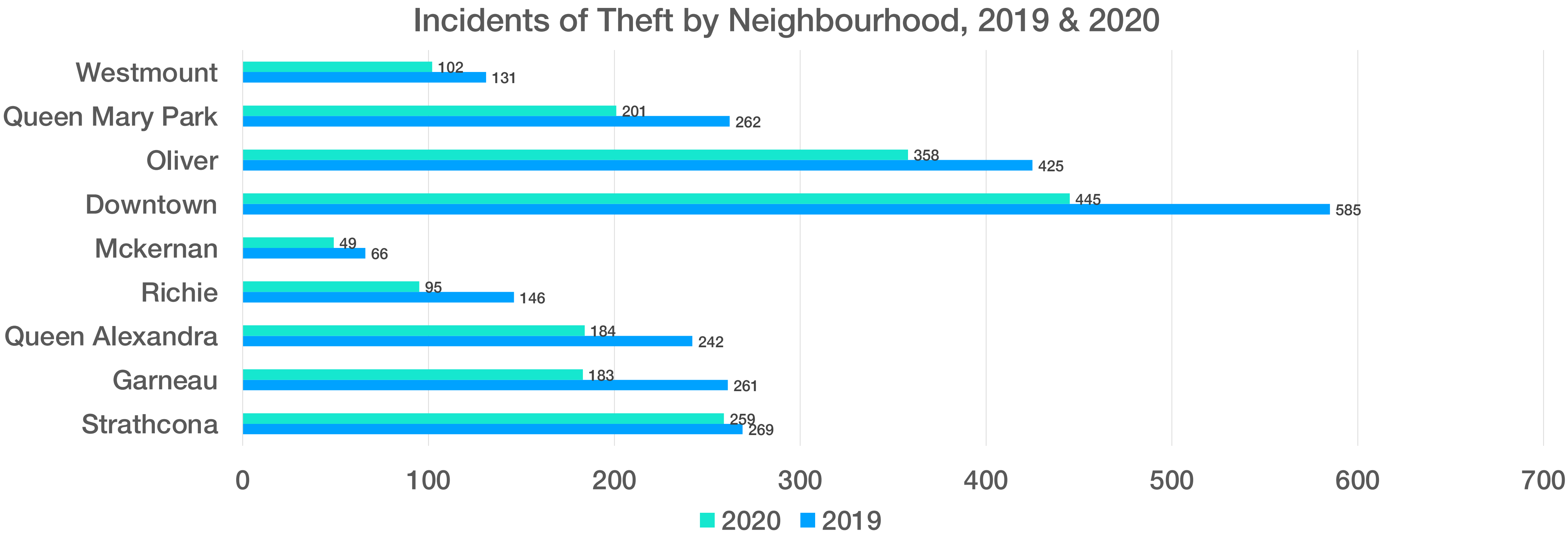0   2   4   6   8   10   12   14

■ 2019   ■ 2017   ■ 2016   ■ 2015
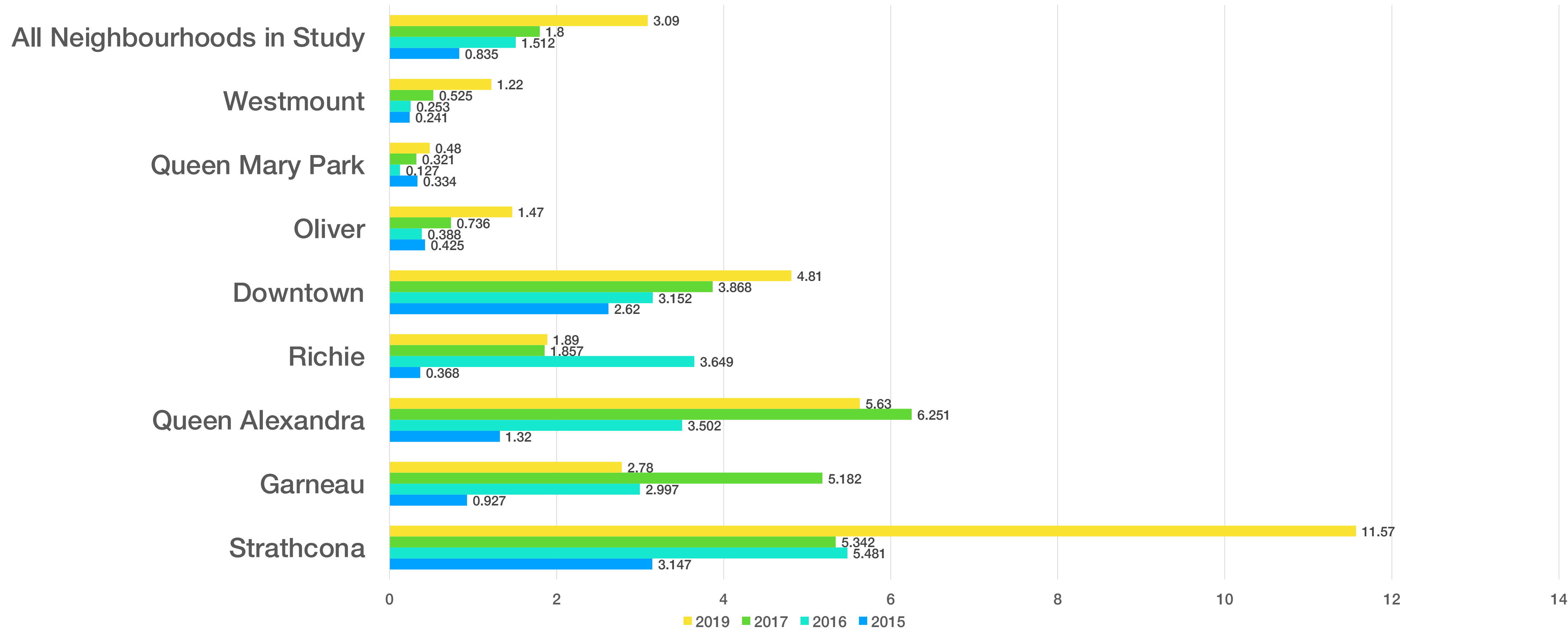
Neighbourhoods surrounding the OSBA have challenges with graffiti vandalism, with Strathcona experiencing a significant spike (117%) in 2019.

Crime Statistics - Thefts

Incidents of Theft by Neighbourhood, 2019 & 2020

Neighbourhood	2020	2019
Westmount	102	131
Queen Mary Park	201	262
Oliver	358	425
Downtown	445	585
Mckernan	49	66
Richie	95	146
Queen Alexandra	184	242
Garneau	183	261
Strathcona	259	269

■ 2020 ■ 2019

Theft and property crimes in neighbourhoods surrounding the OSBA are consistent with other mature or core neighbourhoods—but significantly lower than Downtown or Oliver

Key Findings- Neighbourhood Demographics

- Five Neighbourhoods border or comprise the Old Strathcona Business Improvement Area: Strathcona, Garneau, Queen Alexandra, Ritchie & Mckernan.

- 3% of the City's population are in these neighbourhoods. Strathcona and Garneau are considered core neighbourhoods. The other three are classified as mature neighbourhoods.

- These neighbourhoods are typically more dense, educated, have higher incomes, and more likely to use active transportation or transit than other neighbourhoods in Edmonton.

- Property values in these three neighbourhoods are higher than City of Edmonton averages.

- The neighbourhood characteristics, particularly density and income, demonstrate a neighbourhood population able to support local businesses.

- Strathcona also offers a variety of festivals, community and cultural establishments, and historical buildings. These help contribute to the identity of Strathcona as well as provide an additional draw for diverse consumer traffic to local businesses. Only a handful are listed in this report.

Destinations

Festivals:
- Fringe Festival – 848,263 attendees in 2019
- Artwalk – 40,000 attendees (est.) in 2019
- Sand on Whyte – 66,250 visitors in 2018
- Ice on Whyte – 36,000 attendees in 2018
- Edmonton International Jazz Festival

Community and Cultural Establishments:
- Strathcona Farmers Market—135 vendors; 10,000 weekly customers
- The Edmonton Streetcar—annual ridership of 90,000 in 2019
- C&E Railway Museum
- Princess Theater
- Varscona Theatre
- The Art Barns
- Westbury Theatre
- Walterdale Playhouse
- The Backstage Theatre

Density Assessment

	Population (2019)	Dwelling Density	% multi-family housing
Strathcona	9,173	79.3	80.8%
Garneau	7,108	152	92%
Queen Alexandra	5,123	62.7	78.5%
Ritchie	4,238	39.7	54.7%
Mckernan	2,741	26.7	51.4%

Garneau has the 4th highest dwelling unit density in City with a massive proportion of multi-family housing. Queen Alexandra and Strathcona are among the top in housing unit gains across Edmonton neighbourhoods.

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Transportation to Work

	Bicycle	Transit	Walk	Personal Vehicle
Strathcona	6.6%	19.8%	13%	59.3%
Garneau	4.1%	20.5%	30.3%	44.6%
Queen Alexandra	4.4%	23.2%	14.3%	57%
Ritchie	4.3%	13.7%	5.1%	74.9%
Mckernan	7.4%	21.6%	16.9%	54%
CoE	1.2%	14.6%	4.1%	78.8%

Aside from Ritchie, these neighbourhoods have a much higher proportion of commuters who use active transportation or transit, compared to the rest of Edmonton

Educational Attainment

	High school	Apprenticeship or trades certificate	College certificate or Diploma	University certificate, diploma or degree at bachelor level or above
Strathcona	16.9%	5.1%	17.9%	56.2%
Garneau	12.3%	3.7%	10.7%	71.3%
Queen Alexandra	16.0%	6.1%	14.5%	57.2%
Ritchie	19.6%	9.5%	19.6%	41.6%
Mckernan	12.7%	4.3%	12%	64.9%
CoE	23.8%	9.3%	24.4%	32.5%

The five neighbourhoods in the study area have significantly higher levels of educational attainment than the rest of Edmonton
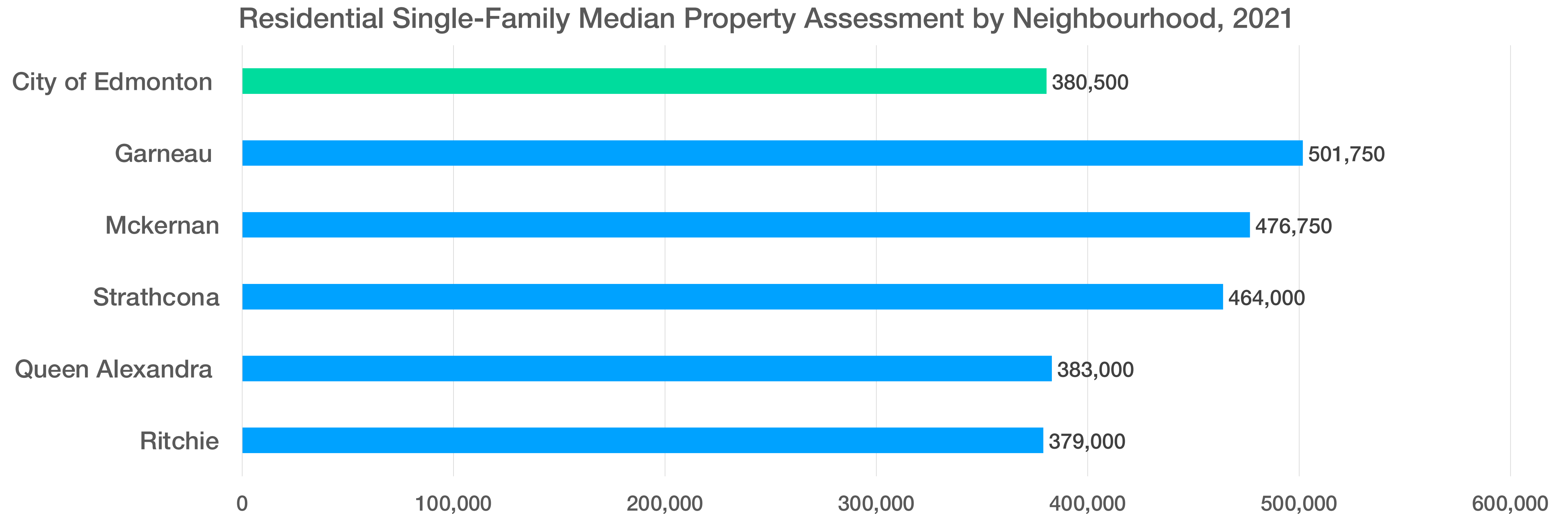
Household Income 2015

	Strathcona	Garneau	Queen Alexandra	Ritchie	Mckernan	CoE
Under $10,000	9.4	23.4	10.8	9.3	13	11.9
$10,000-$19,999	12.8	13.8	15.3	12.3	15.2	12.4
$20,000-$29,999	13.9	14.1	17	15.2	12	11.7
$30,000-$39,999	10.3	9.9	13.4	8.9	11.1	9.7
$40,000-$49,999	10.1	7.5	10.1	10	9.5	9.4
$50,000-$59,999	8.7	6.2	7.3	9.5	6.6	8.4
$60,000-$69,999	6.7	5.1	5.3	8.1	6.8	6.8
$70,000-$79,999	6.7	3.6	5.8	5	3.4	5.4
$80,000-$89,999	4.3	3.2	4.3	3.3	4.8	4.2
$90,000-$99,999	3.3	2.6	3.6	4.6	3.6	3.5
$100,000-$149,999	8.3	5.8	5.6	9.3	8.9	7.8
$150,000+	5.5	4.8	1.5	4.5	5	3.8

Income distributions expressed as a percentage of households in the neighbourhood of interest.

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Property Value Assessments

Residential Single-Family Median Property Assessment by Neighbourhood, 2021

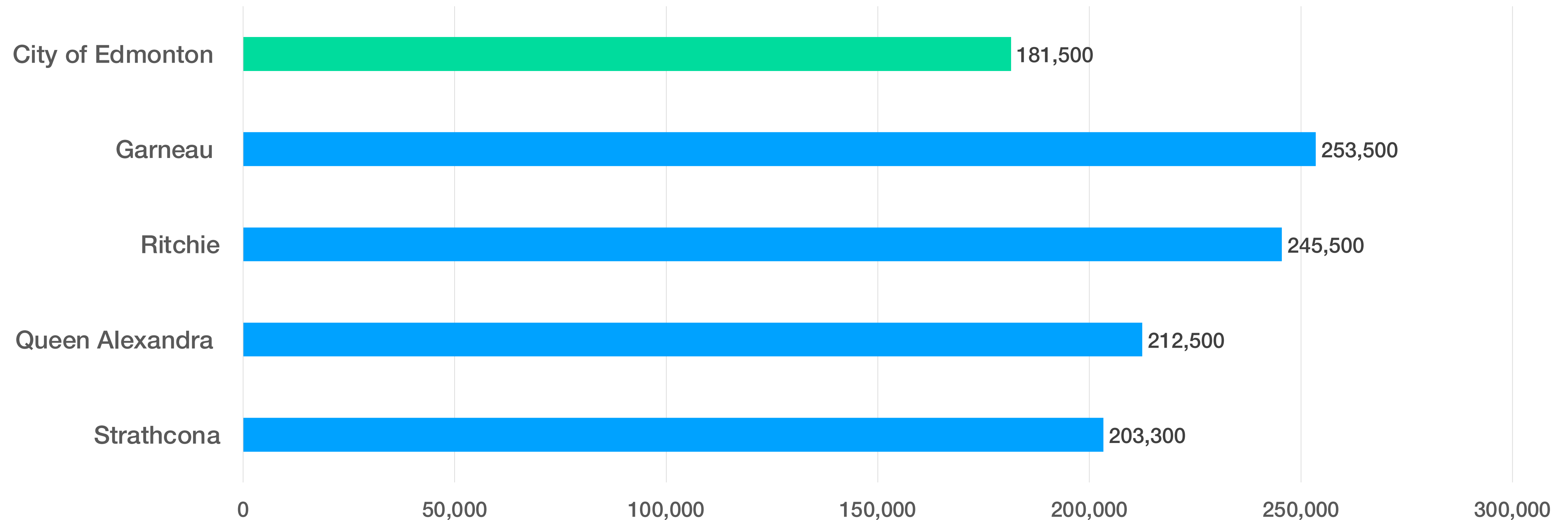| Neighbourhood	Value
City of Edmonton	380,500
Garneau	501,750
Mckernan	476,750
Strathcona	464,000
Queen Alexandra	383,000
Ritchie	379,000

Single-family property value assessment significantly higher in Mckernan, Garneau and Strathcona than City of Edmonton average.

Property Value Assessments

Residential Condominiums and Townhomes Median Property Assessment by Neighbourhood, 2021

Neighbourhood	Value
City of Edmonton	181,500
Garneau	253,500
Ritchie	245,500
Queen Alexandra	212,500
Strathcona	203,300

Axis: 0, 50,000, 100,000, 150,000, 200,000, 250,000, 300,000

Condo property value assessment significantly higher in OSBA surrounding neighbourhoods than City of Edmonton average.

Communities with fewer than 50 condos or townhomes (such as Mckernan) omitted from City report.

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