



DowntownCharlottetownInc.

2016 STATE OF DOWNTOWN CHARLOTTETOWN REPORT



Photo by Kenny Vail

Welcome to the 1st Edition of the State of the Downtown Report



Dawn Alan
Executive Director

We are pleased to share with you the State of Downtown Charlottetown Report 2016, our first annual report which furthers our effort to maintain unique, consistent and reliable data about our Downtown.

Across the nation, the trend to Downtown will continue. Millennials will live in Cities unlike anything we've ever seen before. Companies are moving back and Startups will launch in our Downtown because this is where the knowledge cluster is...the vibe is right; "Downtown is where everything is," "When you have a lunch meeting, or get coffee with a client, it's always downtown." "New grads, potential new employees are Downtown".

Nationally 55% of Downtown Growth is Residential. The private sector is responsible for roughly 90 percent of the built space in Canadian cities. These trends will continue to impact downtown revitalization efforts for the foreseeable future. In all we develop we need keep front of mind Inclusion of affordable to attract all demographics. We need to recruit Civic minded developers, provide them with the data they need, support their vision and appreciate their investment. Neighbourhoods need to be built for the next generation. Cities depend on walkability, entertainment and amenities to compete for knowledge Workers and good job investment. Vibrant Downtowns mean good wages. When we're thinking "incentive" for business attraction we need to include things like parking garages and access to local markets, as important to most as wage subsidies.

In all we do we need to tract the impact of research data with metrics, the numbers tell the story, always measuring the outputs, outcomes and impacts. Even our Historic Downtown has changed direction and priorities over the past 10 years and organizations like

ours have had to change too. BIAs are not just looking at retail, planning, marketing, place making, beautification and events anymore we now take on challenges like; social equality, infrastructure issue and sustainability. We have to ask questions like; what is the Amazon effect on retail? What about the impact of "liquid space" like Airbnb and Uber? What's next on the Augmented Reality front like the Pokemon Go phenomenon; how do our businesses leverage and profit from it and how do we connect the online world with the real world? Lots of challenges but there are lots of opportunity.

Worldwide we are seeing the need for and the success of Public, Private Partnership. We need to drive collaboration in PPP. We each have a piece of the pie, and a role to play in making our great Province and Capital City the best it can be for our Citizens and those who will call Charlottetown home in the future. Tracking trends, gathering data/metrics and compiling an annual State of the Downtown report is a priority of DCI going forward. Data from this report will allow us to measure and benchmark the performance of our downtown, create a baseline for future data collection, measure how well our downtown is performing relative to other municipalities, assess municipal capital investment and provide city builders with information.

Through our research and advocacy, we aim to be the go-to resource for our partners, developers and businesses looking at Downtown as the Center of Opportunity.

See you Downtown,

A handwritten signature in dark ink, reading "Dawn Alan". The signature is fluid and cursive.

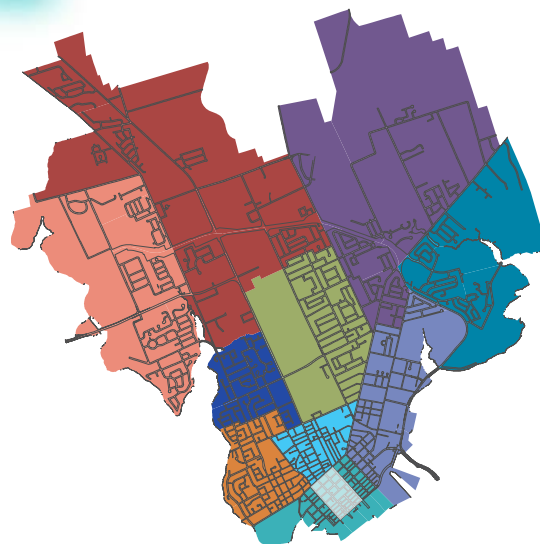
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Figure 1.1

Definition of Boundaries

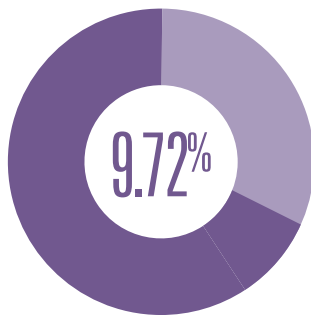
For the purpose of this report we reference two main areas – Downtown Charlottetown and Charlottetown [citywide]. When discussing downtown Charlottetown, we are referring to the boundaries of the Business Improvement Area (BIA) which are Prince Street to Pownal Street and Euston, to the water. See Figure 1.1 for details. When referencing data for Charlottetown Citywide we use the census subdivision CY.



LIVE

Downtown Charlottetown makes up 1.2% of Charlottetown [citywide] with an area of 0.497 km². The population for Downtown is 914 giving a density of 1839.03 people per km². Charlottetown has an area of 44.33 km² with a population of 36,094 giving a density of 814.03 people per km². The average block size in Charlottetown is 1.75 hectare. (Statistics Canada 2016)

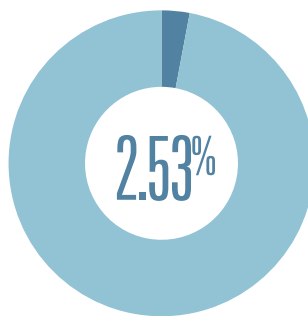
Population Growth



■ Downtown (9.72) ■ City Wide (4.43)
Source: Statistics Canada (2016)

There has been a consistent increase in population between the 2011 census and the 2016 census. The Charlottetown citywide population grew 4.43% from 2011 to 2016. In the downtown there is an increase in population of 9.72% from 2011 to 2016.

Population Downtown vs Citywide

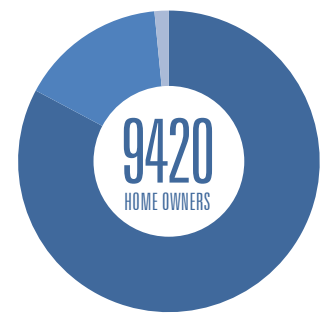


■ Downtown ■ Citywide
Source: Statistics Canada (2016)

The percentage of the Charlottetown population living in downtown vs citywide is 2.53%

The average household income in Charlottetown (CY) is \$51,333 (2011 census)

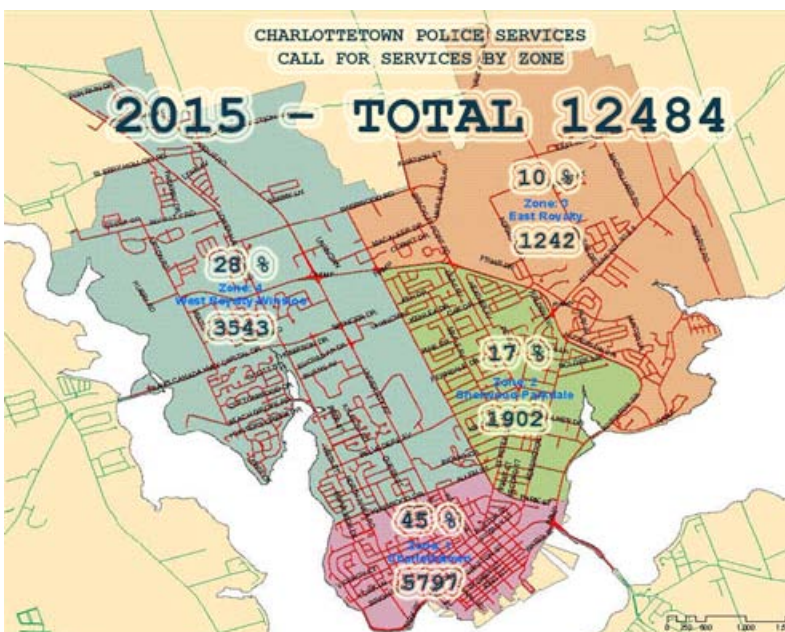
Housing Tenure Mix Charlottetown (CY)



■ Own (9,420) ■ Rent (1,785) ■ Condo (175)
Source: Statistics Canada (2011)

The housing tenure mix in Charlottetown (CY) is compiled of owners (9,420), renters (1,785) and condos (175) – showing a wide variety of options, housing types and availability.

Charlottetown's non-farm, non-reserve private dwellings average value is \$199,471. This data provides the affordability of housing in the Charlottetown area.



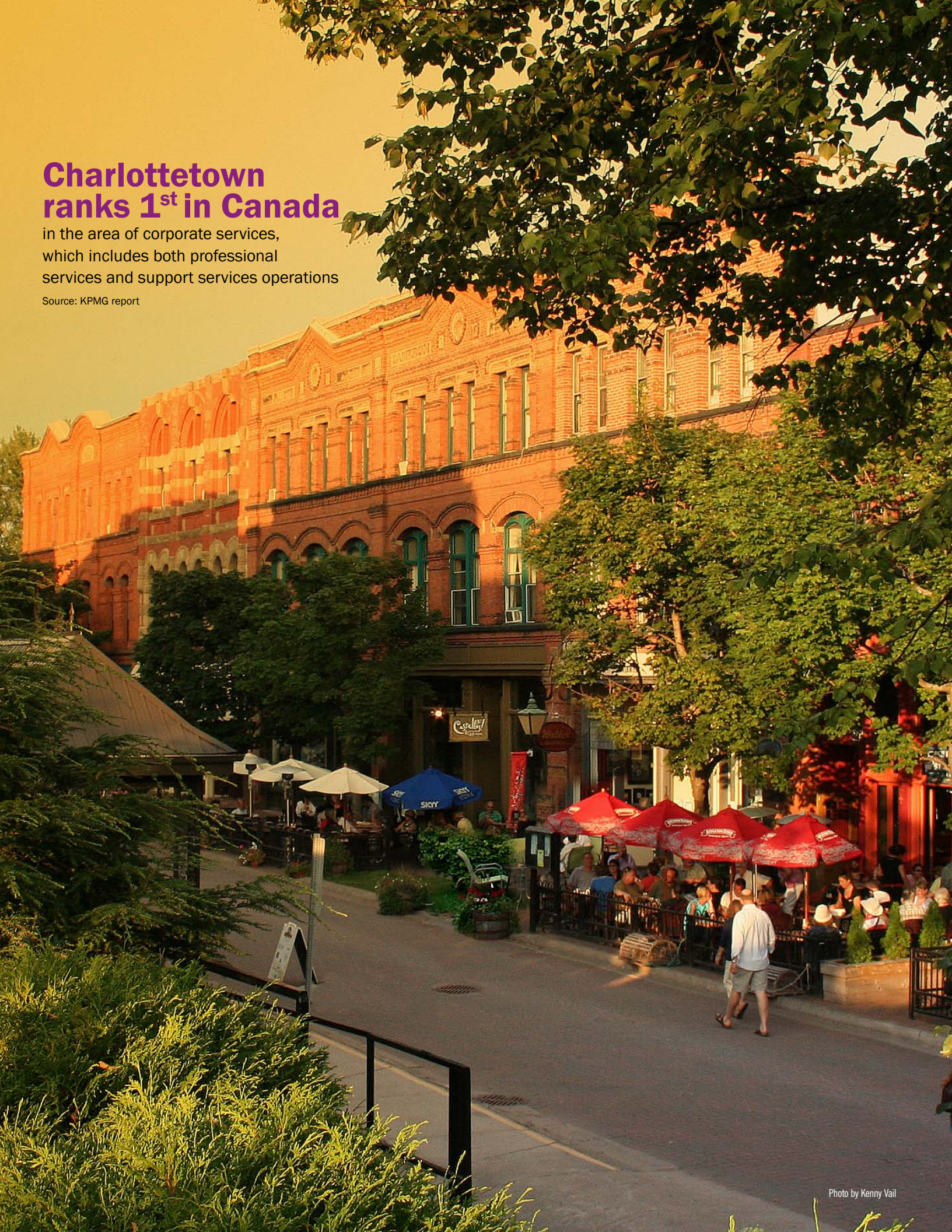
Safety

In 2015 the Charlottetown City Police received 5795 calls for service in Zone 1 – which includes the Downtown and its immediate outskirts. Citywide there were 12484 calls for service. Charlottetown is seen as the second safest city in Canada, according to a poll released in 2016 . The Mainstreet/Postmedia poll of 4,213 Canadians ranked Ottawa as the safest among 15 major cities while Winnipeg was ranked last. Sixty-five per cent of respondents said they believe Charlottetown is safe, while 18 per cent believe it's unsafe and 17 per cent aren't sure.

Charlottetown ranks 1st in Canada

in the area of corporate services,
which includes both professional
services and support services operations

Source: KPMG report



A Green City

Charlottetown is a beautiful and green city. The municipality of Charlottetown invests an average capital of \$800,000 - \$1,000,000 per year in parks and open space and an operational investment of \$5,000,000 into Downtown.

In the last twenty-five years, **185 trees have been planted around the streets of Downtown Charlottetown.** There are over 70 gardens planted in the downtown area each year as part of our Adopt A Corner Garden program.

Downtown Charlottetown contains approx. **8.49 acres of green space.** In Charlottetown citywide there are 546 acres of green space. This includes over 120 park spaces.

Downtown Charlottetown proudly features two buildings that have been LEED certified, beginning with the Invesco building, at 119 Euston Street, and the Jean Canfield Building which sits at 191 Great George Street.

Community

Charlottetown has a large community base. There are seven community centres placed around the city of Charlottetown, including two in the downtown area; City Hall and Murphy's Community Centre. These community centres provide locations for community events as well as many programs and services. Resources can also be found at such organizations as the Salvation Army, Food Bank, or Voluntary Resource Centre.

WORK

Downtown Charlottetown properties primarily consist of those used for commercial purposes, with residential a close second. The land use composition of the downtown area consists of 29% commercial use, 24% residential use, 22% institutional use, 9% open space, and 16% vacant.

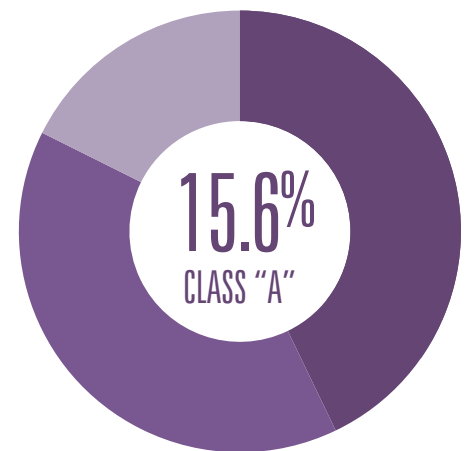
The vacancy rate is 23.9% for commercial areas in downtown Charlottetown and 4.3% for residential units. Citywide, the commercial vacancy rate is 15.69% and 4.2% for residential.

Downtown office spaces totaling 651,183 sq ft take up 73.4% of inventoried space citywide (887, 083 sq ft). Turner & Drake (2016)

Downtown Charlottetown has 2 locations that offer shared office space for those who are in need of a workspace, such as potential entrepreneurs and small companies.

Charlottetown has had a number of increases in office space in 2015 – the major one being the addition of Invesco, measured at 20,000 Sqft. In 2016, with the revitalization of the 'Sam the Record Man' and adjoining buildings another 40,000 sq ft of class A office space was restored. Previous to 2015, renovations of the Welsh Own building on the corner of Water and Queen street included an additional 35,000 sq feet of prime office and retail space to the existing structure.

Downtown Office Spaces

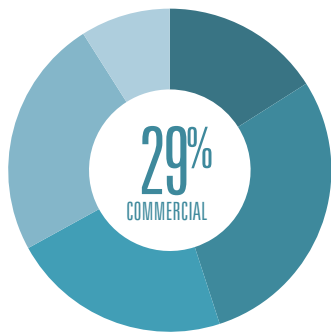


Vacancy by Class

2016 Class "A"	15.6%
2016 Class "B"	20.25%
2016 Class "C"	9.04%

Source: Turner & Drake (2016)

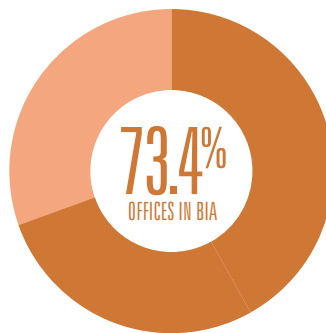
Land use Composition (2013)



Source: Value of Downtowns

- Vacant (16%)
- Commercial (29%)
- Institutional (22%)
- Residential (24%)
- Open Space (9%)

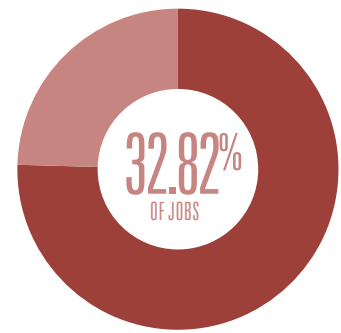
Office Space (Sq Feet)



Source: Turner & Drake (2016)

- Downtown (651,183)
- City Wide (887,083)

Number of Jobs



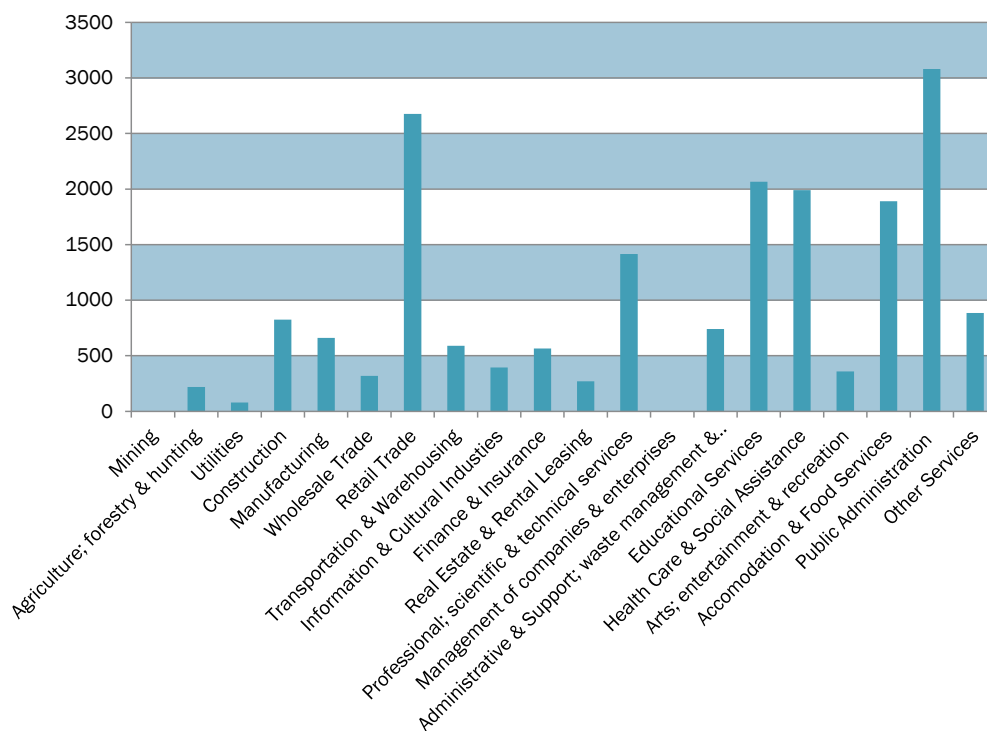
Source: Statistics Canada

- Charlottetown (CY)
- Downtown

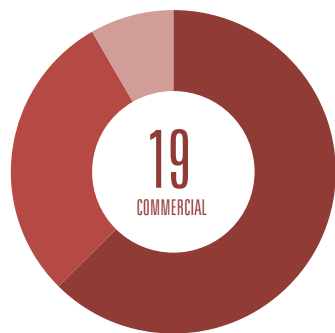
Jobs

The job density in Downtown Charlottetown is 115 per hectare. The number of jobs in Charlottetown is approximately 19,045 (CY). Downtown Charlottetown provides approximately 6250 jobs – approximately 32.82% of the total jobs in the Charlottetown area.

Job Sector (2011) CY

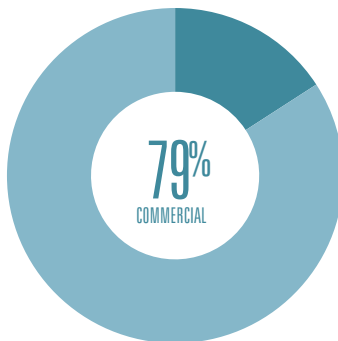


NEW Building Permits for Charlottetown (2016)



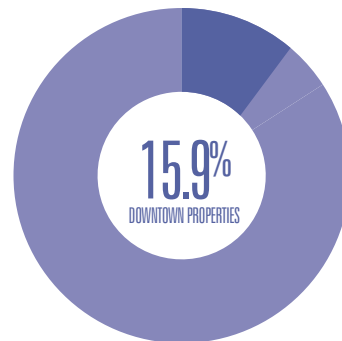
■ Residential (65)
■ Commercial (19)

Property Tax Revenue (2016) Commercial vs. Non-Commercial



■ 4,081,950 Commercial
■ 1,060,069 Non-Commercial

Property Tax Revenue (2016)



■ Downtown (\$5,142,019)
■ Charlottetown (\$32,306,299)

INVEST

In 2016 the City of Charlottetown approved 84 NEW building permits - an increase over 2015 where 72 NEW permits were issued. Among these permits, 65 were for residential builds and 19 commercial builds. There were 439 general permits issued in Charlottetown for 2016, 419 in 2015, and 407 in 2014.

Construction in Charlottetown was valued at \$60,956,337 in 2016, \$67,119,672 in 2015 and \$82,286,616 in 2014 showing a consistent investment in development in the Charlottetown area.

From 2002-2015, the City of Charlottetown made a total municipal capital investment of \$24,500,000.

In 2012 \$945,000 was spent in residential development downtown and \$5.2 million was spent on non-residential development.

Within downtown Charlottetown property tax revenue in 2016 was \$4,081,950 commercial and \$1,060,069 non-commercial, totaling \$5,142,019. 2016 Property tax revenue for Charlottetown as a whole was \$16,890,489 non-commercial plus \$15,415,810, totaling \$32,306,299. Downtown made up 15.9% of the property tax revenue for the city of Charlottetown.

The current assessed value of the properties in downtown Charlottetown is \$310 million. Currently, the commercial areas in the downtown are assessed at \$175 million. The non-commercial buildings, which include institutional and residential buildings, are assessed at \$135 million.

SHOP

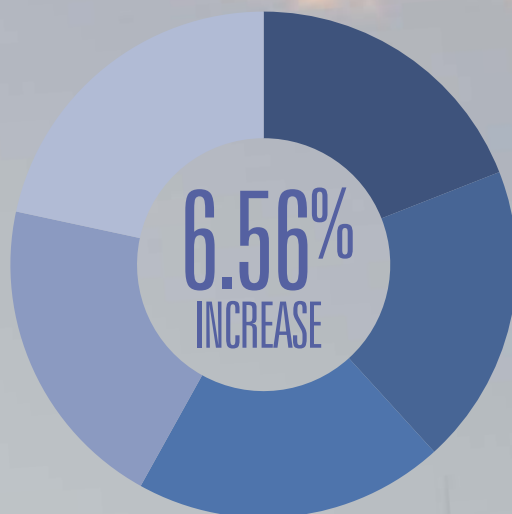
Retail sales on PEI have increased from 2015 to 2016, making a good year for P.E.I. retailers. Sales were up 6.56%, to \$2.2 billion, in 2016, according to Statistics Canada. Nationally sales were up just 3.71%.

After dropping off in the latter half of 2014, sales have been growing steadily since March of 2015. Seasonally adjusted retail sales in December 2016 were 7.1% higher than they were in December 2015.

Charlottetown provides residents with five large format grocery stores over its 44.33 km² area.

Downtown Charlottetown has over 500 member businesses in the BIA area. This large list of members contributes to collaboration between downtown businesses and provides a wide variety of options and services to Island residents.

Prince Edward Island Retail Sales/Year



(\$ millions)

■ 2012	1,925.0
■ 2013	1,940.4
■ 2014	2,005.2
■ 2015	2,051.6
■ 2016	2,187.0

(Source: Statistics Canada)



CATEGORY	NUMBER OF BUSINESSES
Accommodations	15
Accountants	8
Antiques & Vintage	1
Architects/Construction	4
Art Galleries & Sales	6
Attractions & Tours	6
Auto Service	2
Banks	8
Books, Music & Comics	7
Catering	1
Child Care	2
Churches & Organizations	9
Coffee/Cafés/Lunch Spots	24
Community Centers	2
Convenience Stores & General Retail	5
Educational Institutions	10
Electronics	2
Engineers, Surveyors & Energy Technicians	10
Fashion Apparel & Tailoring	17
Fitness Centers & Gyms	4
Florists	1
Footwear Sales & Repair	5
Gifts & Crafts	15
Government	38
Hair Styling & Esthetics	19
Health Food Stores	2
Health & Wellness Services	21
Home Décor Products & Services	5
Immigration Services	11
IT, Web Design, Gaming & Repairs	27
Insurance Companies	15
Investment Firms	14
Jewellery Sales & Repairs	7
Law Offices	21
Leasing, Property Management & Real Estate	14
Liquor Stores	1
Loans, Mortgages & Credit Services	5
Marketing, PR & Consulting Firms	13
Newspaper & Publications	2
Photography Studios & Sales	3
Printing & Business Supplies	2
Production Companies	1
Professional Associates & Non-Profits	46
Radio	2
Recruiters & Human Resources	2
Restaurants & Pubs	42
Sporting Goods	3
Theatres & Arts Facilities	4
Tourism Info	1
Travel Agencies	3
Utilities	2

PLAY

Charlottetown has an extensive and distinct architectural heritage. Considered the Birthplace of Confederation, its architectural heritage contributes greatly to the economy as well as the quality of life of its residents and visitors. The City has identified individual heritage buildings and places throughout the City as well as a heritage area located in the downtown core. In the Downtown there are 130 heritage properties, including but not limited to: 45 Fitzroy Street serves as the Fitzroy Hall B&B, 45 Queen Street, currently the location for EA Games, Kettle Black and Piatto.

Charlottetown has hosted many events and festivals over the years that accommodate all ages, providing recreation and cultural activities for all willing to partake. In 2014 alone, Downtown Charlottetown hosted 37 cultural events including favorites like Jack Frost Children's Winterfest, Canada Day Celebrations, Gold Cup Parade and Art in the Open. During 2015, there were 38 cultural events and more than 35 in 2016.

DCI has created a number of free seasonal and year round activities in the downtown area to encourage tourists and locals alike to spend time in our vibrant downtown. These include the Downtown Farmer's Market, an open air market running from July through September, Eckart in the City – a fun family friendly scavenger hunt, and the Fox Walk – a family friendly story walk.

Charlottetown has a variety of cultural institutions placed in its downtown which offer various opportunities and events. Institutions include the Confederation Centre, City Cinema, The Guild, Confederation Centre Library, Confederation Centre Art Gallery, Province House, Armories Museum, Mackenzie Theatre, and Florence Simmons Performance Hall.

Downtown Charlottetown has a huge cultural and artistic presence. Charlottetown holds 9 art studios in its citywide boundaries while the downtown area has a count of 24 studios – making the downtown a hot spot for artists. *Source: Culture PEI

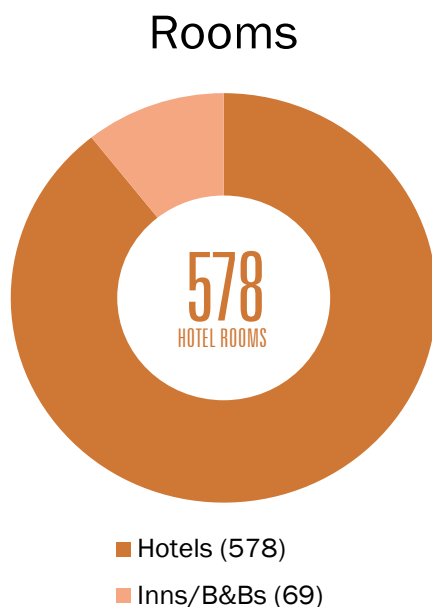
Over the past decades, Charlottetown's citywide and downtown boundaries share a broad presentation in public art installations. Municipal dollars spent on art in the downtown amounted to \$13,000 from 2002-2012.

Art installations include; Column of the Sea, Gothic Ascending, Leviathan, Split Circle, Tahiti, Peter Pan, Centennial Dimensions, Moose, Totem Pole, Sir John A Macdonald, Bluefin Bullet (2011), The Heron, William Henry Pope (2014), Ships/Steel/Ceramic, Abegweit Aboriginal Garden (2011), Bishop, 2 Grays on Great George (2014), Mural, Boer War Memorial, Workers Memorial, Charlottetown War Memorial, Eckhart, Poppy, Lobster.

Tourism

Between January 2016 and October 2016 there were 28,954 room nights sold. That is an increase of 9.8% over 2015. 2016 gave a 51% occupancy rate.

Downtown Charlottetown has an abundant number of spaces available for its visitors and tourists in its hospitality sector, with a total of 647 rooms. All hotels and B&B's within the downtown BIA.



Source: Hotel Association of PEI



The 2016 season brought with it **57 ship calls**, with a total of **66,500 passengers** and just over **30,900 crew**. In 2015 the Charlottetown harbour welcomed **67 cruise ships** into port – including over **115,000 passengers**, having **\$90 million** in direct economic impact. This is an increase over 2014 which welcomed 64 ships into port, with 85,092 passengers.

Transportation

Downtown Charlottetown encourages the use of bikes as a mode of transportation. It provides riders with thirty (30) bike racks, located in some of the most popular downtown locations, to promote a greener way of getting around the downtown area. In the Charlottetown area there are approximately 17.8 KM of bike lanes.

Park

There are a variety of parking options in downtown area. In total, there are 4,280 spaces available. Three Parkades; Queen, Pownal and Fitzroy Parkades offer both daily and monthly rates; Parkades Rates: \$0.95 cents plus HST, Daily Max of \$6.65 plus HST

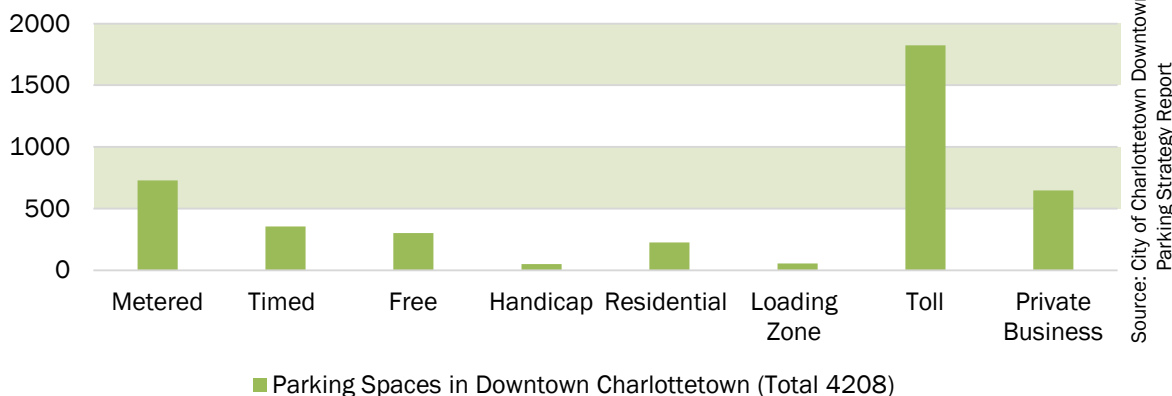
Metered parking spaces accept dimes, quarters, loonies and toonies and DCI Parking Tokens

Have a Smart Phone? You can pay for metered parking through the secured HotSpot App or text Hotspot at 902-201-0466.

Participating Merchants can reward customers with two options for free parking; a Parking Token good for meters or Parkade or a Parkade Validation Sticker. Both can be purchased at either of the three parkade booths.



Parking Spaces in Downtown Charlottetown (Total 4208)



Transit

Charlottetown is equipped with approximately 200 transit stops which helps encourage a more environmentally friendly and affordable way to travel around town. The downtown area has five transit stops placed within its boundaries to offer easy access to those wishing to get around. Over the past few years, the numbers for Trius Transit has grown significantly in its use and popularity.

T3 Transit	2012	2013	2014	2015	2016
January	27,187	32,351	33,279	32,229	35,981
February	23,173	26,322	29,210	24,982	32,865
March	28,030	29,017	31,311	31,922	36,667
April	21,932	27,987	28,367	31,200	34,318
May	24,570	25,817	27,866	29,306	32,641
June	23,434	23,972	26,949	30,415	35,075
July	23,845	27,321	33,041	33,883	39,664
August	27,509	27,428	31,016	30,828	39,541
September	30,833	30,207	37,696	38,159	45,924
October	34,756	33,953	37,857	38,616	43,987
November	32,934	31,446	32,115	34,878	41,656
December	23,418	23,360	27,354	30,875	31,550
Total	321,621	339,235	376,061	387,293	449,879