Ashdown Warehouse Conversion Study

1987

The Institute of Urban Studies

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ASHDOWN WAREHOUSE CONVERSION STUDY
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ASHDOWN WAREHOUSE CONVERSION STUDY

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1.0 INTRODUCTION

The owners of the Ashdown Warehouse are proposing to convert the upper five floors of the six story existing warehouse structure into 100 units of rental accommodations. The Ashdown conversion (Figure 1) will blend historical/architectural characteristics with modern luxuries and conveniences and will provide a unique style of living for urban professionals and career oriented individuals.

The uniqueness of the Warehouse is primarily due to its location in the Exchange District. The majority of warehouses in this District were constructed prior to WWI. They represent one of North America's largest Warehouse concentrations and are a prime example of the Chicago School of Architecture. Though there are almost no residential components in this area of downtown and some people have a negative image of the area, new night life, restaurants, and office complexes are breathing renewed life into the district. During this transition period, commercial, recreational, cultural and more housing projects are expected to emerge, increasingly making the area more desirable. Whether or not the Ashdown conversion could be successful in this yet unmatured area is the topic of this study.

FIGURE 1. Perspective of Proposed Ashdown Warehouse Apartments.

SOURCE: LM Architectural Group.

2.0 EXECUTIVE SUMMARY

The Ashdown Warehouse Market Study undertook two tasks. The first was to analyze the expected market conditions in Winnipeg and their implications for the feasibility of the Ashdown Warehouse Conversion. The second was to conduct a survey to determine the overall level of interest in, and perceptions of, the project and to define a potential market group. The principle findings of the study are outlined below.

Market Conditions

- Winnipeg can expect modest but slowing population growth over the next five to ten years.

- The population increase in the 1986 to 1991 period, during which Ashdown will be marketed, will be approximately 20,000 people.

- Population growth in the City is expected to be concentrated in suburban areas, but population increases in the inner city associated with renewal efforts under CAI are expected to be close to 3000 people in the 1986 to 1991 period and another 1200 people between 1991 and 1996.

- The population under the age of 35, which is generally more strongly associated with the rental market, will decline significantly over the next five to ten years, while the more elderly population will increase substantially.

- Annual housing requirements over the next five years are expected to average 4000 to 5000 units with rental requirements of 1400 to 1800 units. Requirements for both ownership and rental units will decline sharply in the subsequent five years.

- The inner city market can be expected to absorb 300 rental units annually although this could well be higher in the next couple of years, reaching 400 units annually as a result of increasing employment generated by the North Portage Development and a general renewed interest in downtown living.

- In 1987 and 1988, 1220 private rental units (including Ashdown) are expected to be completed in the inner city area.

- With this increased activity vacancy rates are expected to climb to just over 3% in 1987, close to 5% in 1988, then peak at close to 6% in 1989 before dropping back to more normal levels (2-3%) by late 1990.

- Because of the volatile nature of the inner city market if as few as 300 additional units were completed during this time period vacancy rates would be up to 2% higher than the figures quoted above. On the other hand, however, if absorption rates reach 400 units annually instead of 300,vacancy rates would be 1.5 to 2.0% lower.

In summary, Ashdown will be reaching the market during a time of rising vacancy rates and declining demand for rental accommodation and will experience stiff competition from several other projects already under construction or proposed in the inner city area.

Ashdown in the Market Place

- Proposed rents in Ashdown will be near, or at the very top, of the rental range in the inner city.

- Ashdown will offer units that are much larger than anything on the market or proposed over the next few years. Rents per square foot are, therefore, much cheaper in Ashdown.

- Ashdown offers architectural features such as exposed columns, beams, brick walls and high ceilings that are attractive to potential tenants and are not offered by other apartments in the inner city.

- Ashdown offers an unique location with easy access to employment, shopping and entertainment and this was considered a very positive aspect of the complex by potential tenants that filled out the survey.

In summary, Ashdown will be one of the most (if not the most) expensive projects on the market but it offers other advantages that in the opinion of prospective tenants appear to more than compensate for the extra cost.

Level of Interest

- Approximately 320 survey forms were returned and 140 respondents expressed a strong enough interest to be considered prospective tenants.
- There were an additional 85 respondents who had only a limited interest in moving into Ashdown.
- It should be pointed out that comments were provided that suggested many people are skeptical about the prospects of the project proceeding. Many appear to feel that this represents about the third time that a project has been proposed and to date there is no concrete evidence that it will proceed. Concrete evidence of progress may convert many of the skeptics and attract even more prospective tenants.

Positive and Negative Perceptions of Ashdown

There was general agreement amongst all those surveyed, on the most positive and negative features about the project.

The most positive features in order of priority were:

- extra spacious units;
- atriums throughout the interior;
- location near to work;
- high ceiling; and,
- overall layout

The most negative features in order of priority were:

- lack of grocery stores nearby;
- reputation associated with the district;
- rental cost;
- lack of other residential areas or complexes nearby; and,
- proposed parking at Ashdown.

Rental Versus Condominium Approach

. Tenure does not appear to be a deciding factor in the marketability of Ashdown. The level of interest in the project is just as high if the project were to be marketed as a condo as if it were a rental project.

Design Features in Ashdown

. Proposed parking arrangements in the Ashdown complex are not adequate to accommodate the needs of prospective tenants and parking was considered a negative feature of the project by those surveyed.

. Based on the prospective tenants surveyed Ashdown would require 125 parking spots, 76 indoor and 49 outdoor.

. Just over 40% of prospective tenants prefer one bedroom units with atrium den, 26% two bedroom units, 22% a studio with atrium room and 11% a one bedroom unit.

. Just over 40% surveyed preferred one three-piece bath, 36% a three-piece bath with powder room and 24% two-three piece baths. The majority of those preferring two three-piece baths were prospective tenants who stated a preference for two bedroom units.

. The majority (65%) did not want a jacuzzi bath in their suites.

. The majority (65%) stated a preference for in suite laundry.

. The majority (43%) preferred a roof garden/tanning area as opposed to a whirlpool, sauna and exercise area, but there was no strong preference for either.

. The majority (68%) of prospective tenants preferring one bedroom units with atrium dens or two bedroom units preferred a fireplace. Approximately half of residents preferring the other two suite types did not prefer a fireplace. If fireplaces are provided the majority (40%) would prefer that it be woodburning.

The Tenant Profile

Ashdown appears to appeal to a wider clientele than initially anticipated, but the typical tenant is described as follows:

- between 21 and 40 years of age. The average age was 35.
- has an average income of $44,255. Approximately 32% earn between $20,000 and $35,000, another 30% between $35,000 and $50,000 with 21% earning more than $50,000.
- over half (55%) currently live in apartment units, but about 30% live in single family suburban homes and express an interest in trading in single family suburban living for a downtown living environment.
- prospective tenants live throughout the entire city but approximately half live in the inner city, Fort Garry, Fort Richmond, Osborne and Fort Rouge locations.
- over half (53%) are single individuals, with another 23% being couples without children.
- average household size is 1.7 but just over 50% are one person households. Less than 10% of the households have three or more people.

In summary, Ashdown will appeal to a relatively wide clientele, but the most likely tenants will be professionals working in the inner city with better than average income. They will consist mainly of young individuals or couples without children. The majority will be moving from other apartment units, but a surprising number will be trading in single family detached suburban living for a downtown apartment environment.

Conversion Experience In North America

There is little written information on conversions, although there have been a number of successes in both Canadian and American cities. The information that is available suggests that individuals attracted to downtown living are very similar to those expressing an interest in Ashdown. Ashdown has the added advantage that it appears to be attractive to a larger proportion of single detached suburban owners than is the case in other projects.

The Ashdown Market Profile and the Wider City Market

Ashdown tenants represent a very small percentage of similar households in the Metropolitan area. For example, they represent less than 1% of the estimated 39,000 renter households in the 20 to 39 age group. However, when income is taken into consideration the wider market clientele is reduced by about 55% to 17,000 households. A positive feature of the comparison is that households in this age group will increase by approximately 5,000 over the next five years. As well the project appears to appeal to single detached homeowners. Therefore, the 100 unit Ashdown project has a relatively wide market clientele from which to draw.

Conclusion

The Ashdown project will reach the market during a period of rising vacancy rates and stiff competition from various other projects. In this market environment, it will also be demanding rents that are the top, or near the top of the market. Despite these rather adverse circumstances the study suggests that Ashdown offers sufficiently unique characteristics in terms of location and design to be successful. Approximately 140 of those responding to the survey expressed an interest in moving into Ashdown.

On the basis of the evidence Ashdown should proceed as quickly as possible.

3.0 MARKET ANALYSIS

Past, present, and future rental market trends and their implications for the feasibility of the Ashdown project are presented below. The analysis includes an examination of demographic trends in the market place, housing activity, rental vacancy rates, absorption rates, and housing affordability. Conditions and trends are considered for both ownership and rental units for the city as a whole but more specifically for the inner city. The area defined as the inner city in this study is illustrated on Map 2 in Appendix H. A comparison of Ashdown to other newly completed and proposed downtown rental projects is also presented to determine where Ashdown stands in the inner city market as a whole.

3.1 Demographic Trends in the Market Place

There will be modest but declining growth in the population of the city of Winnipeg over the next 20 years with projected annual growth rates of .7% (between 1986 - 1991), .4% (between 1991 - 2001), and .2% (between 2001 - 2006). Between 1986 and 1991, the period in which Ashdown will be renovated and rented up, the population is projected to increase from 591,501 to 619, 266, an increase of 19,765. Table 1 describes Winnipeg's historical and projected population growth.

The population growth is expected to be concentrated in new suburban areas and the core area of the inner city with declining population expected in the remainder of the inner city and aging suburban areas. The population in the core area is projected to increase by 2,876 between 1986 and 1991, and by another 1,234 between 1991 and 1996. This projected increase is, of course, predicated upon the success of projects under the Core Area Initiative, including the Ashdown Conversion. Table 2 outlines the population projections by Community Committee Areas and also for the core area neighborhood. The areas of future population growth are plotted on Map 1.

This substantial increase in projected population in the core area is a reflection of the renewal efforts currently underway to increase residential construction in the inner city and also the creation of additional employment with the opening of new office and retail spaces such as Air Canada and the North Portage Development.

TABLE 1. HISTORICAL AND PROJECTED POPULATION GROWTH: CITY OF WINNIPEG

Year	Population	Average Annual Growth Rate %
1951	354,069	1.7
1961	471,975	2.9
1971	535,233	1.3
1981	564,470	0.5
1986	599,501	1.2
1991	619,266	0.7
2001	645,300	0.4
2006	651,684	0.2

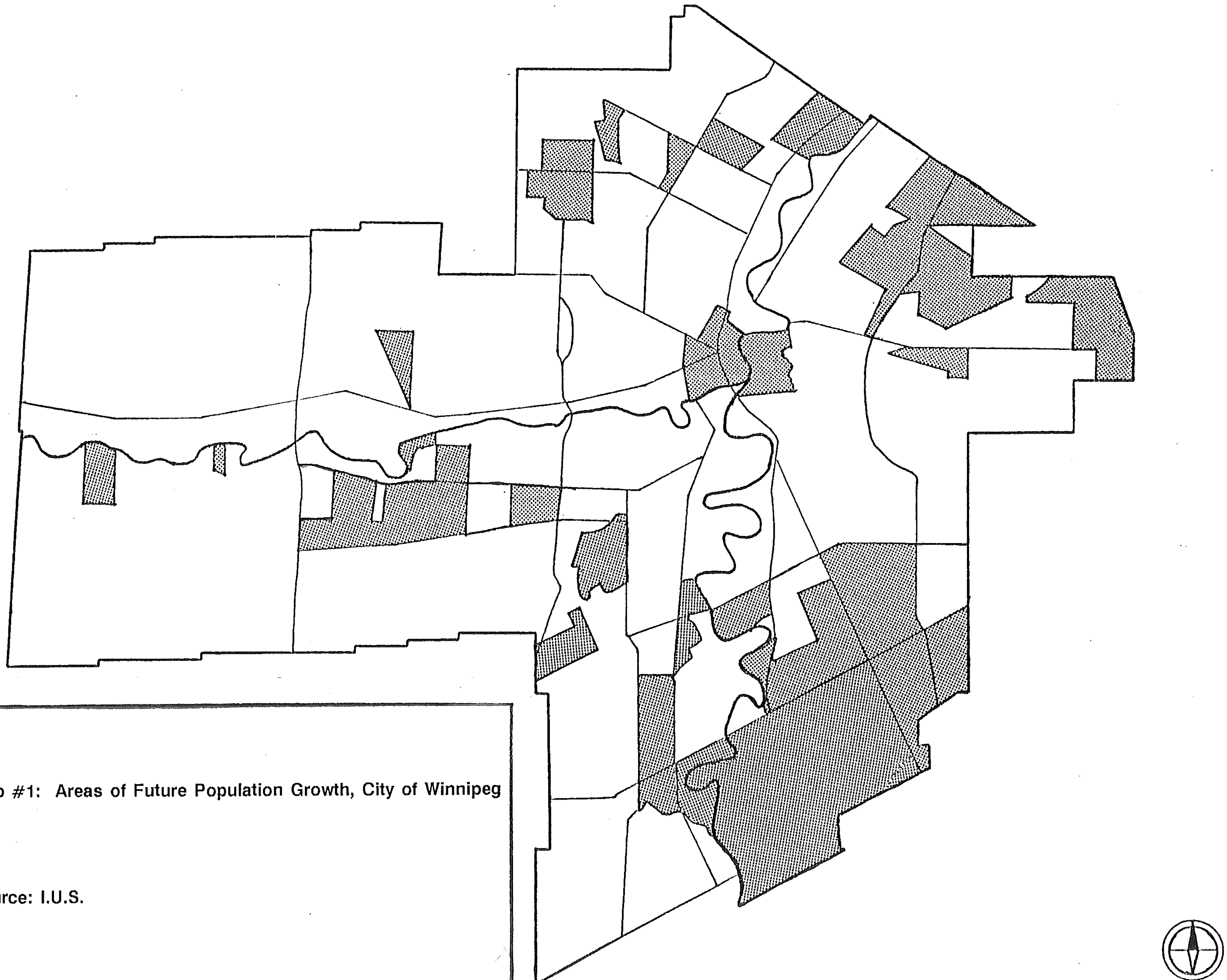
Source: Projecting and Monitoring the City of Winnipeg's Population, W. Gordon Courage, Department of Environmental Planning, City of Winnipeg, 1986.

Over the next 20 years, the city's population will gradually age (Figure 2) with a substantial increase in the population over 35. Senior citizens (65 plus) will also increase significantly. The younger age groups (under 34) normally more closely associated with the rental market will decline significantly.

Table 2. POPULATION PROJECTIONS BY COMMUNITY COMMITTEE AREAS

Area	Population 1981	1986	1991	2001	Change: 1981-2001 No.	%
City Centre/ Fort Rouge	101,520	101,153	100,041	98,482	-3038	-3.0
Core Area	11,140	11,593	14,469	16,778	5638	50.6
St. James	70,095	70,651	67,450	64,906	-5189	-7.4
Lord Selkirk/ West Kildonan	95,640	103,590	109,521	115,070	19,430	20.3
East Kildonan/ Transcona	105,520	112,622	115,395	117,838	12,318	11.7
St. Boniface/ St. Vital	87,140	96,013	104,205	116,249	29,109	33.4
Assiniboia Pk/ Fort Garry	104,280	115,479	122,692	132,756	29,476	27.3
TOTAL	564,195	599,508	619,305	645,301	81,106	14.4

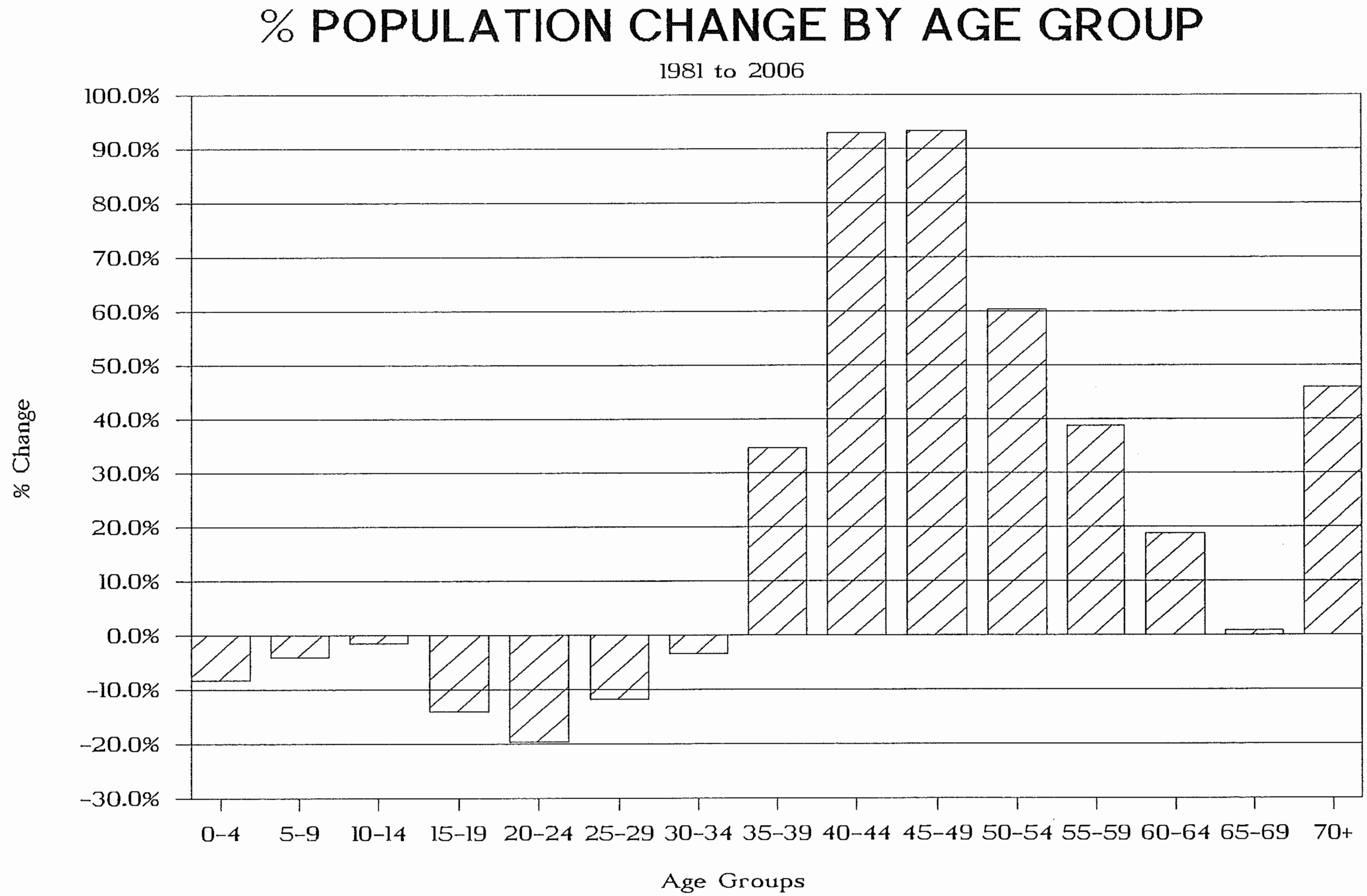
Source: Projecting and Monitoring the City of Winnipeg's Population, W. Gordon Courage, Department of Environment Planning, City of Winnipeg, 1986.



Map #1: Areas of Future Population Growth, City of Winnipeg

Source: I.U.S.

FIGURE 2. POPULATION CHANGE BY AGE GROUP, 1981-2006.



SOURCE: Projecting and Monitoring the City of Winnipeg's Population, W. Gordon Courage, Department of Environmental Planning, City of Winnipeg, 1986.

This can be expected to reduce the overall demand for rental units in the City. Growth in the elderly and near elderly population, will, however, open up increased market potential, particularly the near elderly or "empty nesters" market.

Various projections of annual household growth are available for the City. The City's Environmental Planning Department project annual growth of approximately 3300 households in the 86-91 period. Clayton Research suggest growth of approximately 4400 households annually (Table 3) for the entire Census Metropolitan Area. Regardless of the projection used, over 50% of household growth will consist of non family households, husband and wife households without children and single parent households (Table 4). These households are more likely to be renters than owners. The large proportion of new households that will be non family or single households is particularly significant to the rental market.

TABLE 3. PROJECTED HOUSEHOLD GROWTH, 1986-2001
(Annual Average Growth)

	City of Winnipeg	Winnipeg Metropolitan Area
1986-91	3320	4379
1991-96	2000	3070
1996-2001	1520	n/a

SOURCE: City of Winnipeg figures from City of Winnipeg, Department of Environmental Planning, 1986.

Winnipeg Metropolitan Figures from Census of Canada and Clayton Research Associates, 1986.

TABLE 4. AVERAGE ANNUAL HOUSEHOLD GROWTH BY HOUSEHOLD TYPE, WINNIPEG CMA, 1976-1996.

Household Type	Actual		Estimated		Projected			
	1976 - 1981		1981 - 1986		1986 - 1991		1991 - 1996	
	#	%	#	%	#	%	#	%
Non Family	2957	69.3	113	3.3	1092	24.9	774	25.2
Husband, wife with children	(297)	-7.5	1946	56.6	2079	47.5	1459	47.5
Husband, wife with no children	873	21.9	896	26.1	700	16.0	452	14.7
Lone Parent Family	648	16.3	485	14.1	508	11.6	386	12.6
Total	3981	100.0	3441	100.0	4379	100.0	3070	100.0

SOURCE: Census of Canada and Clayton Research Associates, 1986.

3.2 Housing Requirements

Based on population and household growth, it is possible to predict annual housing requirements. Housing requirements consist of three components - units required to accommodate new household formation, units required to replace demolitions and units necessary to achieve suitable vacancy rates. Again various projections are available as illustrated in Table 5. These projections suggest that total housing requirements will range from 4000 to 5000 units annually in the 1986 to 1991 period with requirements falling substantially in the subsequent five years. Rental requirements range from 1400 to 1800 units annually in the 1986 to 1991 period (Table 6). Rental requirements also fall substantially in the subsequent five year period.

TABLE 5. PROJECTED ANNUAL AVERAGE HOUSING REQUIREMENTS, 1986 - 1996.

	City of Winnipeg		Winnipeg Metropolitan Area	
	1986-1991	1991-1996	1986-1991	1991-1996
New Household Formation	3320	2000	4379	3070
Vacancy Adjustment	200	-	121	80
Replacement	452	424	500	600
Projected Total	3972	2424	5000	3750

SOURCE: City of Winnipeg figures from City of Winnipeg, Department of Environmental Planning, 1986.

Winnipeg Metropolitan Figures from Census of Canada and Clayton Research Associates, 1986.

TABLE 6. AVERAGE ANNUAL DEMAND FOR NEW HOUSING BY TENURE, 1986-1996

Tenure	City of Winnipeg		Winnipeg Metropolitan Area	
	1986-1991	1991-1996	1986-1991	1991-1996
Ownership	2584	1740	3150	2350
Rental	1388	684	1850	1400
Total	3972	2424	5000	3750

SOURCE: City of Winnipeg figures from City of Winnipeg, Department of Environmental Planning, 1986.

Winnipeg Metropolitan Figures from Census of Canada and Clayton Research Associates, 1986.

3.3 Housing Activity

Winnipeg's housing industry activity continues to be strong. Housing starts in 1986, for example, represented the highest level since 1978. Tables 7 & 8 list housing starts and completions in the inner city and in the city as a whole.

TABLE 7. HOUSING STARTS BY TENURE*, 1975 TO 1986.

	Winnipeg			Inner City			% of
Year	Ownership	Rental	Total	Ownership	Rental	Total	Total City
1975	2891	2403	5294	10	233	243	4.6
1976	3485	3233	6718	79	457	536	7.8
1977	3223	3130	6353	70	416	486	7.6
1978	3880	5826	9706	44	1453	1497	15.4
1979	1736	2355	4091	58	1079	1137	27.8
1980	1026	642	1668	1	338	339	20.3
1981	1825	263	2088	11	-	11	.53
1982	789	655	1444	1	287	288	19.1
1983	2787	1645	4432	31	333	364	8.2
1984	2618	1503	4121	20	499	519	12.6
1985	2990	2079	5069	31	637	668	13.2
1986	3826	2263	6081	33	754	787	12.9

TABLE 8. HOUSING COMPLETIONS BY TENURE*, 1975 TO 1986.

	Winnipeg			Inner City			% of
Year	Ownership	Rental	Total	Ownership	Rental	Total	Total City
1975	2674	2388	5062	16	626	642	12.7
1976	3295	3045	6340	53	549	602	9.5
1977	3287	2995	6282	76	328	404	6.4
1978	3873	3669	7542	41	405	446	5.9
1979	2339	4001	6340	42	938	980	15.5
1980	1267	2246	3513	13	1048	1061	30.2
1981	2100	1155	3255	36	941	977	30.0
1982	849	164	1013	5	-	5	.49
1983	2241	653	2894	9	297	306	10.6
1984	2799	1841	4640	29	194	223	4.8
1985	2546	1283	3829	36	382	418	10.9
1986	3304	2440	5744	21	679	700	12.2

* Ownership units = single and semi detached units.
Rental units = row and apartment units.

SOURCE: Adapted from CMHC Reports.

Rental activity continues to be strong with much of the multiple activity concentrated in the downtown area. At the end of 1986, for example, there were a total of 1816 multiple family units under construction with more than one half concentrated in the inner city area (Table 9). Much of the recent rental activity has been stimulated by recent low vacancy rates and strong rental demand that resulted from high mortgage interest rates in the 1981 to 1984 period when people delayed home purchases. Recent declines in interest rates have also made rental construction more viable and the volume of new rental starts is easing the demand for rental units.

TABLE 9. RENTAL UNITS UNDER CONSTRUCTION, DECEMBER 1986.

Area	Units Under Construction
Inner City:	
Fort Rouge	254
Centennial	641
Midland	37
INNER CITY TOTAL	932
WINNIPEG TOTAL	1816

SOURCE: CMHC Preliminary Data, December 1986.

The scale of inner city activity is expected to produce 794 private market completions in 1987 and 426 units in 1988 (Table 10). Table 11 describes private downtown rental completions for 1985 through to 1988.

TABLE 10. INNER CITY RENTAL MARKET TRENDS, 1985 - 1989

Year	1985	1986	1987	1988	1989
Inner City Rental Stock	12,341	12,587	13,341	13,727	13,987
Demolitions[1]	40	40	40	40	40
Completions[2]	341	286	794	426	250
Annual Absorption[3]	300	300	300	300	300
Cumulative Surplus	-339	-393	101	227	177
Vacant Units[4]	123	340	441	668	845
Vacancy Rate[4]	1.0	2.7	3.3	4.9	6.0

NOTE: An additional 300 units reaching the market in 88 or 89 could increase the vacancy rate by approximately 2% . On the other hand, if absorption rates increase to 400 vacancy rates would decline by 1.5% to 2.0% in the same period.

1. estimated based on past activity in the area.

2. compiled from completed and proposed projects in the inner city area.

3. based on trends since 1975.

4. 85 and 86 figures are based on average rates for the Midlands and Centennial areas.

TABLE 11. DOWNTOWN WINNIPEG PRIVATE RENTAL COMPLETIONS, 1985-1988

Project	Area	Year 1985	1986	1987	1988
Completed:					
11 Evergreen	F.R.	181			
Broadway & Donald	S.P.	160			
80 Garry	S.P.		113		
La Colonnade	S.P.		173		
Pending:					
Shelter/Kennedy	N.P.			43	
Shelter/Edmonton	N.P.			75	
Imperial/NPDC	N.P.			27	
Imperial/NPDC	N.P.			166	
Imperial/NPDC	N.P.			183	
Fort Garry Pl. Ph1	S.P.			300	
Fort Garry Pl. Ph2	S.P.				300
Nokomis	N.P.				26
Ashdown	H/W				100
TOTAL PRIVATE COMPLETIONS PER YEAR		341	286	794	426

SOURCE: CMHC Manitoba Quarterly Housing Reports.

Rental starts have increased due to the provincial Rental Start initiative as well as the continued trend toward private, unassisted project development. In 1986, for example, 80% of new rental starts were private initiated while 20% were public.

Recent private activity has been concentrated in Fort Rouge and South of Portage. As Table 11 illustrates, proposed projects are slated for South Portage and various North Portage locations including seniors housing in the North Portage Development. No other projects are currently proposed for the Warehouse District.

CMHC market reports have cautioned builders and developers, that Winnipeg's rental market will undergo a significant transformation based on the current volume of rental activity. This activity is particularly apparent in the downtown area which will result in strong competition in 1987 and 1988 for a limited number of high income renters.

3.4 Vacancy and Absorption Rates

3.4.1 Winnipeg Vacancy Rate

Private Initiated

Low vacancy rates that have characterized Winnipeg's rental market since the seventies and early eighties are beginning to climb in response to a number of factors including: lower mortgage rates making home ownership more accessible; the movement of baby-boomers to single family dwelling units from apartments; and the increase in the volume of new rental units at the high end of market rates.

Table 12 illustrates the general trend in vacancy rate for the City as a whole. The 1.6% vacancy rate in October 1986 represents an expanded choice for renters and the continuation of trends towards higher vacancy rates. Vacancies are most prevalent in newer uncontrolled units where rents are well above market averages. CMHC forecasts an expected 3.0% level in 1987 and 1988 for the City as a whole. A 3% rate is generally regarded as providing an optimal rate which provides sufficient choice for tenants but does not threaten project viability.

An examination of vacancy rates by unit size (number of bedrooms) (Table 13) indicates that for the City, vacancy rates for bachelor and three bedroom suites tend to be higher than for one-bedroom or two-bedroom suites.

Public Initiated

Vacancy rates in publicly-initiated units increased from .8% in October 1983, to .9% in April 1986, and then to 1.0% in October 1986 (Table 12). These vacancy rates are slightly lower than those for privately initiated units, but public units will not affect the demand or the viability of private projects such as Ashdown.

3.4.2 Inner City Vacancy Rate - Private initiated

In the Inner City in two areas, Centennial and Midland, the trend towards higher vacancies is also evident, however, the Fort Rouge Area maintains a vacancy rate much lower than the city average or the other two areas.

In terms of vacancy rates by number of bedrooms (Table 13) Fort Rouge and Centennial were similar to the city as a whole as they reflected higher incidences of vacancies in bachelor and three-bedrooms than in one and two-bedrooms. In the Midland area the reverse was true where one-bedroom suites had a vacancy rate slightly higher than for bachelor and two bedroom suites.

3.4.3 Inner City Absorption Rate - Private Initiated

Estimates of annual rental housing requirements for the city range from 1400 to 1800 units annually in the period 1986-1991. The market, therefore, has the capacity to absorb this many new units. For the Ashdown project, however, it is the inner city absorption rate that is important. Historically, the inner city area, including Fort Rouge, has absorbed about 300 units annually (Table 10). This absorption rate may be higher in the short term. Employment activity generated by the North Portage Development plus efforts by all three levels of government to direct more activity, housing and commercial, may raise annual

TABLE 12. VACANCY RATES FOR PRIVATE AND PUBLIC INITIATED APARTMENTS: WINNIPEG AND THE INNER CITY 1980-1989

AREA	1980 Oct	1981 Oct	1982 Oct	1983 Oct	1984 Oct	1985 Apr	1985 Oct	1986 Apr	1986 Oct	1987 projected	1988 projected	1989 projected
Winnipeg:												
Private %	5.1	3.5	1.4	0.9	0.8	0.9	0.9	1.1	1.6	3%	3% plus	3% plus
Public %							.8	.9	1.0			
Downtown: Private												
Centennial %	6.4	6.9	1.7	1.6	1.3	1.6	1.2	.9	2.6			
Midland %	8.7	4.9	2.8	1.7	0.7	0.8	1.6	1.3	2.8	3.3%	4.9%	6.0%
Fort Rouge %	4.8	3.3	1.1	0.3	0.6	0.9	0.7	1.8	0.5			

SOURCE:

Table compiled from data found in CMHC: Manitoba Quarterly Housing Report, 1st Quarter 1986; and CMHC Apartment Vacancy Survey - April 1986. Projected data calculated on the basis of expected completions and absorption rates.

TABLE 13. VACANCY RATES (BY NUMBER OF BEDROOMS) IN APARTMENT STRUCTURES OF SIX UNITS AND OVER. PRIVATELY INITIATED. WINNIPEG METROPOLITAN, 1986.

Area	Number of Bedrooms									
	Bachelor		One		Two		Three or more		Total	
	Apr.	Oct.	Apr.	Oct.	Apr.	Oct.	Apr.	Oct.	Apr.	Oct.
Inner City:										
Fort Rouge	2.5	1.0	1.9	0.3	1.6	0.6	1.1	3.0	1.8	0.5
Centennial	0.9	3.4	1.1	2.4	0.3	2.2	0.0	4.0	0.9	2.6
Midland	1.8	2.2	1.2	3.0	1.1	2.8	**	**	1.3	2.8
TOTAL METROPOLITAN AREA	1.4	2.0	1.0	1.5	1.2	1.6	1.0	3.3	1.1	1.6

** Not available.

SOURCE: CMHC Apartment Vacancy Survey - October 1986.

housing demand in the inner city areas. It is not unrealistic to expect absorption rates to rise slightly, perhaps to 400 units per year over the next couple of years. As well, current downtown activity associated with North Portage can be expected to shift demand slightly from the Fort rouge area to more central locations. This situation should favour the Ashdown project.

Comparing absorption rates with annual completions, it is clear that vacancy rates will rise, probably reaching 3.3% in 1987 and 5% in 1988 peaking at perhaps 6% in 1989 (Table 12). CMHC recently predicted that vacancy rates could rise to 6-10% in 1988.

This scenario is expected if current and proposed projects proceed as outlined in Table 11. If completions then drop off, vacancy rates can be expected to fall back to more normal levels (two to three percent) by 1990. If, however, additional completions are added to the market in late 1988 or early 1989, rates will stay high and perhaps rise even higher. An additional 300 units could raise the vacancy rate by as much as 2% in 1988 and 1989. High absorption rates of 400 per units per year could, however, reduce the vacancy rate by 1.5% to 2.0%. Recently a 55 unit project in the inner city has been cancelled and this will help to marginally reduce the vacancy rate.

In order to promote demand/absorption in the downtown, units will have to offer considerable qualitative advantages over existing projects, i.e., they will have to widen the market choice and the target market group. One of the most important of these advantages is location. Ashdown, for example, has the advantages of being close to Portage and Main office buildings and to arts, cultural and entertainment spots.

In promoting demand, new downtown project development should not only appeal to the typical younger late 20's/early 30's mobile renter household but also to the more mature renter group that is perhaps drawn more to the convenience of downtown living than to a lifestyle image.

A third qualitative advantage downtown apartments can offer is increased unit size. The Winnipeg market is currently dominated by one bedroom rather than two bedroom units. A market for higher quality two bedroom condo units has been well established in Fort Rouge and the same could quite conceivably be done in the inner city. Other market choices new projects could introduce is two bath or shared units.

3.5 Ashdown and the Inner City Market

The features of Ashdown are compared to those of four recently completed private apartments in the downtown (Table 14).

Features of two recent co-op renovations and Fort Gary Place are outlined in Tables 15 and 16 respectively.

Ashdown is distinguished from most other rental projects in the market by its variety of historic and architectural features such as exposed columns, beams, brick walls, and high ceilings. The Great West Saddlery Warehouse Building on Market, however, has been recently renovated into rental units. The renovation retained its large windows, high ceilings with exposed conduits, and concrete beams. The apartments are uniquely angled to maximize light penetration. The walls are drywalled and floors carpeted. The Warwick Apartment has also undergone recent renovations and has maintained the original marble stairs and walls in the entrance and has restored the terrazzo floor and original brick walls in the atrium. The Warwick units, like those of the Saddlery Building, are irregular in shape. Historic feature such as plate moldings and wide baseboards were, however, replaced during the renovation. Despite some of the similarities of the Warwick and Saddlery projects to Ashdown, the projects are co-operatives and would appeal to a different market than the Ashdown market. They are not likely to be strong competition for Ashdown.

Ashdown also offers the most spacious bachelor and one-bedroom units. Comparable sized 2-bedroom units are found only in Rideau Towers. Whereas Ashdown proposed to charge \$825-890/month for 2-bedroom units of 1378-1494 square feet, Rideau Towers charges \$690-1500/month for 1100-1420 square feet. Rideau has encountered resistance to their 2-bedrooms starting at \$780/month, and, though Ashdown is offering more space in a 2-bedroom for a somewhat lower price than Rideau, it is possible Ashdown will also experience resistance to its 2-bedroom units. CMHC has noted that rent resistance tends to form at rents of \$650/month for 1-bedrooms and \$700/month for 2-bedrooms.

TABLE 14: FEATURES OF FOUR RECENTLY CONSTRUCTED PRIVATE APARTMENTS AND THE PROPOSED ASHDOWN WAREHOUSE CONVERSION.

	11 Evergreen 181 Unit CRSP			Broadview Manor 160 Unit CRSP			Rideau Tower 116 Unit RentalStart		La Colannade 173 Unit RentalStart			Ashdown			
	One	Two	Loft/Pent.	Bach.	One	Two	One	Two	Bach	One	Two	Studio	One	One/Den	Two
Location	11 Evergreen (Fort Rouge)			170 Donald (South of Portage)			90 Garry (South of Portage)		77 Edmonton (South of Portage)			167 Bannatyne (Warehouse District)			
Completed	1984			1986			1986		1986			Proposed Completion - early 1988			
No. of Units	120	48	12	4	116	10	40	76	11	65	97	25	25	40	10
Suite Size- Sq. Ft.	635	861	N/A	470	570-825	1042	622	1100-1420	564	623-674	878-946	850-1400	947-1010	1414-1714	1378-1494
Rent	$550-$600	$700	$1,575	$480	$500-$525	$936	$590	$690-$1500	$500-$510	$550-$590	$660-$790	$570-$760	$625-$675	$830-$950	$825-$890
Floor Charge	$1/flr.	$1/flr.	$1/flr.	$2/flr.	$2/flr	$2/flr.	upper floors more expensive								
View Charge	$5/view	$5/view	$5/view	yes-no set amount											
Sq. Ft. Rent	$0.87-$0.94	$0.81	N/A	$1.02	$0.84	$0.87	$0.95	$0.63-$1.06	$0.89-$0.90	$0.88	$0.75-$0.84	$0.54-$0.67	$0.66-$0.67	$0.55-$0.59	$0.60
One Bath	X	X		X	X		X		X	X					
Two Bath			X X			X		X			X				
Heat-Type	Hot Water/Gas			Hot Water/Gas			Electric		Hot Water/Gas			Hot Water/Gas			
Incl./Extra	Included			Included			Extra		Extra			Included			
Parking -%							97%		102%			100%			
-cost	$35.00/mo. outside $60-$70.00/mo. inside			$55.00/mo. Garage $45.00/mo.			62 Surface $35.00/mo. 50 garage - $45.00/mo.		$65.00/mo. outside $75.00/mo. inside			57 indoor @ $60.00/mo. 43 outdoor @ $35.00/mo.			
Laundry	In Building			Avail/Floor In Suite			In Suite		In Building			In Suite			
Air Conditioning	Central			Central					Through Wall Unit			Central			
Pool/Tub/Sauna	X	X	X X	X	X	X	X		X	X	X	Proposed only			
Tennis/Squash/Racquet.	X	X	X X	X	X	X									
Satellite T.V.				X	X	X									
Other	Dishwasher, Sundeck			Microwave, Dishwasher			Dishwasher, Balcony/upper floors		Dishwasher, Lounge Exercise Room						
Cost/Unit	$50,873			$74,340			$63,060		$67,673			$95,303			
Land Cost/Unit	$ 5,250			$ 7,031			$ 5,172		$ 7,894						
Vacancies as of 3/27/87	Information Unavailable			1 - 1 bedroom 1 - 2 bedroom			1 - 1 bedroom 10 - 2 bedrooms		4 - bachelor 21 - 1 bedrooms 62 - 2 bedrooms						

Source: CMHC Market Study for Ashdown Warehouse, and Institute of Urban Studies.

TABLE 15: FEATURES OF FORT GARRY PLACE.

	Fort Garry Place Phase 1			Fort Garry Place Phase 2	Fort Garry Place Phase 3
	Bachelor	One	Two		
Location	55 Garry			85 Garry	10 Fort
Expected Completion				Mid 1988	
No. of Units	0	180	120	308	308
Suite Size (sq. ft.)		550-835	774-1129		
Rent		$450-$590	$620-$725	as phase 1	as phase 1
Floor Charge					
View Charge					
Rent/sq. ft.		$.82-$.70	$.80-$.64		
One Bath		X			
Two Bath			X (in larger suites)		
Heat Type	Electric				
Incl/Extra	Extra				
Parking	1200 spots				
-cost	$45.00/mo. underground				
Laundry	In suite				
Air Conditioning	Central				
Pool/Tub/Sauna	Pool, Whirlpool Sauna, Track				
Tennis, squash, raquet					
Satellite T.V.	X	X	X		
Other	Retail, mall, offices on premesis				
Vacancies	(as of Apr 12 1987) 300 completed units 15-20 occupied				

Source: Institute of Urban Studies

TABLE 16: FEATURES OF TWO RECENT CO-OP RENOVATION PROJECTS.

	Prairie Housing Non-Profit Co-operative				Warwick Apts.					
	Bach.	One	One/Den	Two	Bach	One	One/Den	Two	Two/Den	Penthouse
Location	113 Market (Great West Saddlery Bldg.)				366 Qu'Appelle					
Renovations Completed	February, 1987				January, 1987					
No. of Units	1	15	1	11	10	20	1	12	10	2
Suite Size (sq. ft.)	530	625-640	795	847-960	475-500	460-699	925	800	1111-1142	540-554
Rent	$305	$330-$365	$460	$480-$555	$511-$531	$509-$624	$671	$654-$699	$736-$781	$525-$560
	(housing cost before subsidy)				(housing cost before subsidy)					
Floor Charge					costs vary from 1st floor to other floors					
View Charge										
Rent/sq. ft. (before subsidy)	$.58	$.53-$.57	$.58	$.57-$.58	$1.08-$1.06	$1.10-$.89	$.73	$.82-$.87	$.66-$.68	$.97-$1.01
One Bath	X	X	X	X	X	X	X	X	X	X
Two Bath										
Heat Type	Electric Baseboard				Electric Baseboard					
-Incl/Extra	Included				Included					
Parking -%	25%				53%					
-cost	$40/mo. outdoor				#30/mo. outdoor					
Laundry	Per Building				Per Building					
Air Conditioning	Corridors Only				No					
Pool/Tub/Sauna										
Tennis/Squash/Racquet										
Satellite T.V.										
Other	Lounge				Some units have balconies					
Comments	Purpose: To create affordable housing and community networks for individuals with mental handicaps - 4 units occupied by 4 mentally handicapped individuals/ remainder occupied by a variety of professional and non-professional persons who work downtown.				Cross Section of tenants: families, seniors, professionals with incomes ranging from $7,000 - $50,000.					
Vacancies	-no vacancies; waiting list				7- studio; 2- 2 bedroom; 4- 1 bedroom					

Source: Institute of Urban Studies

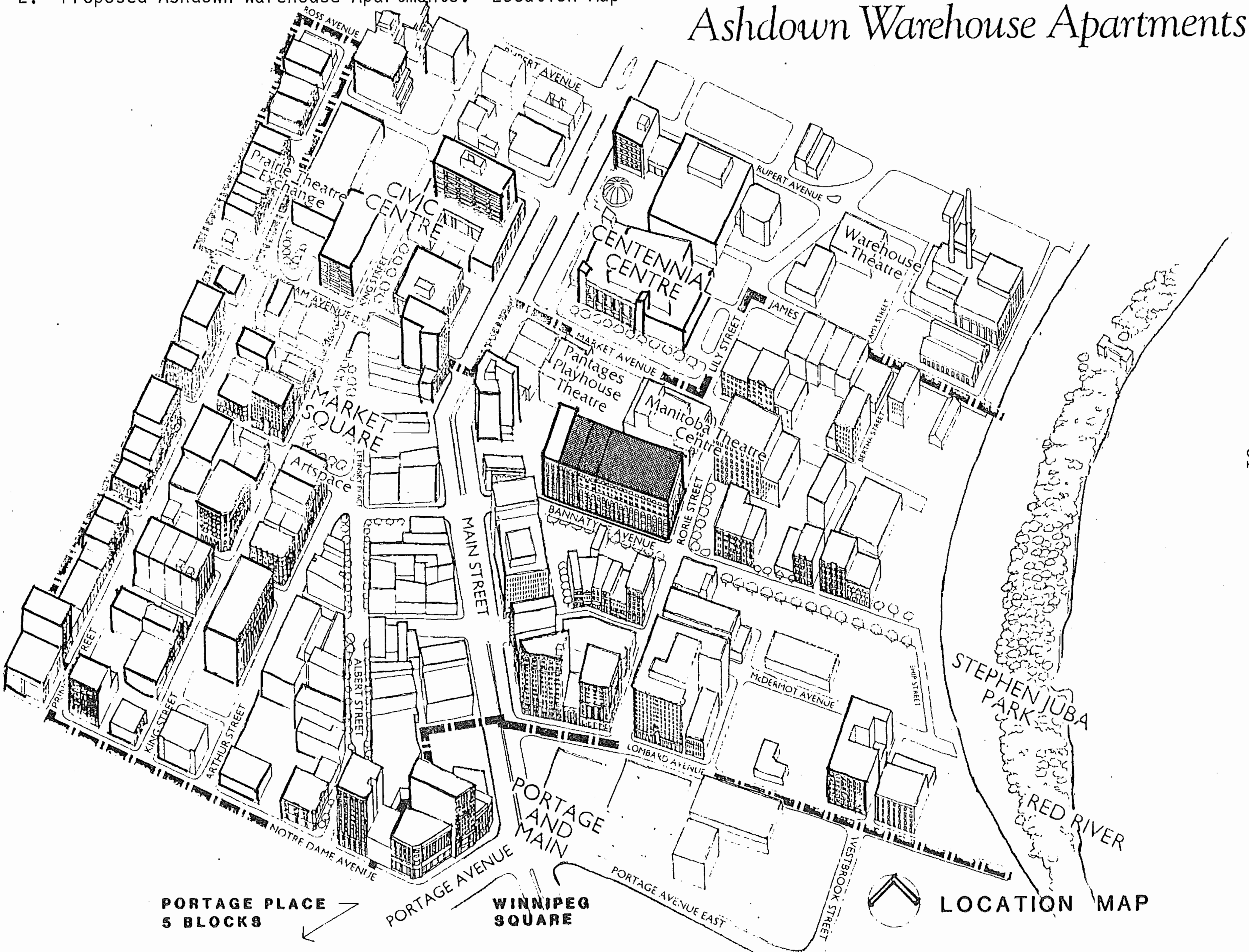
In terms of cost per square foot, Ashdown is considerably cheaper than four other recently completed apartment complexes. Table 14 shows cost per square foot in Ashdown to range between $.54 and $.67 while for the other projects costs range from $.75 to $1.02 per square foot. Due to the largeness of units, however, Ashdown rents are considerably higher than for other units of the same suite type. One bedrooms in Ashdown (947-1010 square feet), for example, rent for $625-675/month while one bedrooms in Fort Gary Place (550-835 square feet) rent for $450-$590 per month. Though the Ashdown rent is higher because it is more spacious, the cost of the space is relatively low. In the example of the one-bedrooms, the extra $85 - 175/month Ashdown is charging buys 175 to 397 square feet of space. The market, however, may not perceive this as a positive advantage.

In terms of indoor parking cost, Ashdown is in the middle range of prices of other recently completed projects whose indoor rates range from $45-75/month. In terms of Ashdown's $35/month outdoor parking costs, rates are comparable to those of other projects. Ashdown is short on indoor parking spots. Whereas most of the other projects offer an indoor spot for nearly all units, Ashdown has indoor parking for only 57% of the units.

In terms of location (Map 2), Ashdown offers something unique. While the developments south of Broadway form part of an established rental community and North Portage Housing forms a link between the downtown focuses of Eaton's and the Bay, the Ashdown Warehouse is situated near Portage and Main offices and the developing cultural/arts/entertainment district.

Though Ashdown is located downtown, it lacks convenient grocery shopping, something that most certainly will be present in perhaps its major competition - Fort Gary Place.

MAP 2. Proposed Ashdown Warehouse Apartments: Location Map



SOURCE: LM Architectural Group

In summary, Ashdown offers a variety of architectural features that, in combination with its spacious units, are not offered by other apartments in the inner city. Ashdown's proposed rents will be near or at the very top of the rental range in the inner city. Ashdown units are much larger than anything currently on or proposed for the market and rents per square foot are cheaper. Ashdown offers a unique location in proximity to employment, shopping, and entertainment which was considered highly favourable by potential tenants.

3.6 Housing Affordability

With proposed rents for Ashdown ranging from $570-$950/month it can be estimated that a household spending twenty-five to thirty per cent of its income on housing would need to make approximately $22,800-$45,000 annually in order to afford Ashdown. Based on the 1985 Income Survey the average family income in Winnipeg is $36,990. The survey also showed approximately 79,000 families or close to half (46.7%) of all families in Winnipeg make at least $22,000/year.

In terms of downtown renters it has been estimated that 30% of the 25 to 34 age group make $20,000-30,000 annually while approximately 39% make over $30,000. For the 31 to 36 age group, it has been estimated approximately 31% earn $20,000-$30,000 while 50.5% earn $30,000+. Ashdown rents, therefore, are not unrealistic considering the number of families who earn at least $22,000 annually and the incomes of current downtown renters.

3.7 Market Summary

The findings of the market analysis are summarized as follows:

Demographic Trends

- Winnipeg can expect modest but slowing population growth over the next five to ten years.

- The population increase in the 1986 to 1991 period, during which Ashdown will be marketed, will be approximately 20,000 people.

- Population growth in the City is expected to be concentrated in suburban areas, but population increases in the inner city associated with renewal efforts under CAI are expected to be close to 3000 people in the 1986 to 1991 period and another 1200 people between 1991 and 1996.

- The population under the age of 35, which is generally more strongly associated with the rental market, will decline significantly over the next five to ten years, while the more elderly population will increase substantially.

Housing Requirements

- Annual housing requirements over the next five years are expected to average 4000 to 5000 units with rental requirements of 1400 to 1800 units. Requirements for both ownership and rental units will decline sharply in the subsequent five years.

Vacancies and Absorption

- The inner city market can be expected to absorb 300 rental units annually although this could well be higher in the next couple of years, reaching 400 units annually as a result of increasing employment generated by the North Portage Development and a general renewed interest in downtown living.

- In 1987 and 1988, 1220 private rental units (including Ashdown) are expected to be completed in the inner city area.

- With this increased activity, vacancy rates are expected to climb to just over 3% in 1987, close to 5% in 1988, then peak at close to 6% in 1989 before dropping back to more normal levels (2-3%) by late 1990.

- Because of the volatile nature of the inner city market if as few as 300 additional units were completed during this time period vacancy rates would be up to 2% higher than the figures quoted above. On the other hand, however, if absorption rates reach 400 units annually instead of 300, vacancy rates would be 1.5 to 2.0% lower.

Ashdown in the Market Place

. Ashdown will be one of the most (if not the most) expensive projects on the market but its location and unique historic features will secure a market anyway.

Housing Affordability

. Ashdown rents are not unrealistic considering the number of families who earn at least $22,000 annually and the incomes of current downtown renters.

4.0 SURVEY METHOD

4.1 Survey Instrument

The survey instrument was designed to test general perceptions towards the Ashdown conversion and to define a potential market group. General perceptions were tested by asking respondents to rate the positiveness or negativeness of a list of characteristics of Ashdown and then to select the three most appealing and three lesser appealing characteristics. Respondents were also asked to indicate the level of their seriousness of moving into Ashdown. Several questions on specific design features and amenities tested market preferences. Demographic questions were asked for purposes of defining the market group. Lastly, respondents were invited to make additional comments.

The survey was distributed as part of an information package containing a cover letter, plans and drawings of the proposed conversion, and a postage paid return envelope. The survey, plans, and drawings are illustrated in Appendix A, the covering letters in Appendix B, C & D.

4.2 Survey Sample and Distribution Procedure

Approximately one thousand surveys were distributed - over eight hundred to downtown businesses and organizations, one hundred and seven to individuals responding to ads placed in the Winnipeg Free Press, and sixty-one to individuals on a mailing list supplied by the client and compiled in response to an ad placed in the Free Press in July of 1985. It was felt that a distribution of about a thousand surveys would result in over 300 returns - a reasonable number for analysis. The number of surveys distributed is described in Table 17.

TABLE 17. NUMBER OF SURVEYS DISTRIBUTED AND RESPONSE RATE.

Distributed to	No. of Surveys distributed	Total No. of surveys returned	Response rate	Total No. of usable surveys returned	Net response rate
Downtown locations	835	257	30.8%	252	30.2%
Responses to newspaper ad	107	34	31.8%	34	31.8%
Existing mailing list	61	26	42.6%	26	42.6%
FOR TOTAL SAMPLE	1003	317	31.6%	312	31.1%

4.2.1 Downtown Distribution

Surveys were hand delivered to a cross section of business classes located in the downtown area. The business classes that were selected employed professional, moderate to higher income individuals including architects, landscape architects, interior designers, engineers, accountants, retail merchants, dentists, doctors, lawyers, artists, public servants from the three levels of government, real estate agents and bankers. In addition to downtown businesses, surveys were also distributed to five locations not located in the immediate downtown area but employing the clientele that might have interest in living in Ashdown. These five locations included CBC, CKY, CJOB, Great West Life, and the University of Winnipeg.

Businesses under each class were identified using the yellow pages and a listing of downtown businesses supplied by the City. Contact was made by telephone with a key individual - the principal of a firm or the personnel manager for example. The contacts were briefed on the purpose of the study and were asked if they would be interested in participating in the survey by circulating surveys to various employees. The contact, in most cases, suggested an appropriate number of surveys for distribution. Most of the businesses contacted agreed to take part in the survey. Four offices however - one accounting, one lawyers, one bank and one federal - were not interested in participating because they were too busy or were tired of receiving similar requests to distribute surveys. For listings of the businesses included in the sample and the number of surveys sent to each see Appendix F.

4.2.2 Mailings

An ad highlighting features of the Ashdown conversion was placed in the Homefinders section of the Winnipeg Free Press on February 21 and 28, 1987. Those calling in response to the ad were mailed information packages and were asked to complete the contained survey and return it as soon as possible. Copies of the ads are found in Appendix E.

An ad similar to the one described above had been run two years previous in 1985. Sixty-one individuals had responded to this ad and, at that time, had been sent a brief one page survey asking their suite type preference and level of interest of moving into Ashdown. These individuals were also mailed the current information package and survey so it could be determined if they were still interested in Ashdown.

4.3 Data Processing

The survey responses were coded, entered, and tabulated using the statistical program SPSS/PC+. Frequencies for all the questions were obtained and were stratified by respondents level of interest (i.e., high, medium, low, or no interest) of moving into Ashdown. General trends of all respondents were examined as were trends according to level of interest. Design preferences of only those of high or medium interested are reported below. Additional comments made by respondents were compiled and are reproduced in Appendix G.

5.0 SURVEY RESULTS

Of the 1003 surveys that were distributed, 312 usable surveys were returned resulting in a net response rate of 31.1%. A breakdown of the number of surveys distributed and returned is described in Table 17.

5.1 Levels of Interest

A breakdown of respondent seriousness by return type is shown in Table 18. Of the 309 respondents that indicated their seriousness of moving into Ashdown, 56 stated they had high interest, 80 medium interest, 85 low interest, and 88 no interest. Of the 61 respondents who were on the existing mailing list, 26 returned their surveys and nearly all (23) were in the high/medium level of interest. Of the 107 who responded to the new newspaper ads, 33 returned their survey and almost all (31) were in the high/medium level of interest. In other words, those on the existing mailing list and those who responded to the new ads tended to return their surveys only if they had high to medium interest in moving into Ashdown.

With respect to the 250 surveys that were returned by individuals who work in the downtown area, 26 indicated high interest, 56 medium interest, 81 low interest, and 87 no interest. Considering 82 (9.8%) individuals of the 835 distributed indicated high or medium interest it is highly probably the downtown contains further potential clientele. It should be mentioned that after the cut off date (March 17), 11 other surveys were returned of which 7 were from high interest individuals. The responses of these 7 individuals were not included in the data analyses reported below but their names were added to the list of interested individuals.

TABLE 18. INDICATION OF SERIOUSNESS BY RETURN TYPE.
All Responses (N=309)

Return Type	Indication of Seriousness High	Medium,	Low	No.	Row Total
Downtown locations	26	56	81	87	250
New newspaper ads	16	15	2	0	33
Existing mailing list	14	9	2	1	26
COLUMN TOTAL	56	80	85	88	309

5.2 General Perceptions Towards Ashdown

Regardless of level of interest, respondents rated similarily a list of twenty-five features of Ashdown on a scale of one to five with one valued at "very negative" and five valued at "very positive". Mean ratings of positiveness or negativeness of each of these features are outlined in Appendix I.

In selecting the three most positive features from the given list, several features were repeatedly mentioned. These features included:

1) extra spacious units;
2) atriums throughout the interior;
3) location near to work;
4) high ceilings;
5) overall suite layout; and,
6) high tech kitchens.

It should be noted, however, that respondents with high interest, did not tend to list suite layouts among the most positive features. Written comments contained several sentiments regarding the dull, plain, nature of the layouts and suggestions that the units keep more closely within the concept of warehouse living. One respondent, for example, stated that "For warehouse living I would be interested in more open spaces and less traditional planning. Are doors, full walls, enclosed rooms necessary and do they reflect the character of the building?" Another stated "were Ashdown marketed as `loft space' I might be more interested...the Ashdown proposal does little other than install nondescript apartment layouts in an old building."

On the other hand, respondents with high interest tended to list closeness to cultural and entertainment spots as being one of the three most appealing characteristics twice as much as other respondents. A detailed outline of all respondents' selections of the three most appealing characteristics of the Ashdown Apartment are contained in Appendix J.

The generally positive response to design features was encouraging. Respondents to the survey indicated that four of the five most positive features about Ashdown were physical design features. The atrium was among these four features. The atrium concept was illustrated in the kitchen and bedroom perspectives in the information package. Those completing the survey appeared to perceive the atrium as being a binding element of the project which added to the spaciousness of the units (the feature about Ashdown that was considered most positive) as well as the uniqueness of the project. One respondent noted the atriums will produce the "bridge effect" in the hallways. Others appear to have recognized that the views to the atrium greenery will provide a welcome view, unlike those the exterior windows are likely to provide, and will give warmth and natural light to those portions of the long narrow units which have no windows to the outside. In summary, the atriums appear to be a crucial and cohesive element in the complex.

In terms of least appealing characteristics, respondents, regardless of level of interest, tended to have similar perceptions. The features that were listed most often by all respondents were:

1) lack of grocery stores nearby;
2) reputation associated with the district;
3) cost;
4) lack of other residential areas nearby; and
5) parking.

That units were rental nature rather than condominiums was mentioned as being one of the lesser appealing characteristics by only about a fifth of most of the respondents. A detailed outline of all respondents' selections of three lesser appealing characteristics of the conversion are contained in Appendix K.

5.3 Preferences of Perspective Tenants

The results of the design preference questions are intended to assist the client in developing the product to suit market needs. Therefore, only results of high and medium interest respondents are reported below. As there was little variance in their preferences, the responses of the two groups were combined.

5.3.1 Unit Type Selection

Respondents first choice of suite type are outlined below in Table 19. For high/medium interest respondents the one Bedroom and Atrium Den units were the most popular being preferred by 55 (about 40%) of the respondents. The next most popular choice was the two Bedroom units which were preferred by about 25% of the respondents. Approximately 20% preferred the Studio with Atrium Room and 11% the One Bedroom.

TABLE 19. RESPONDENTS FIRST CHOICE OF SUITE TYPE. RESPONDENTS WITH HIGH/MEDIUM INTEREST ONLY. (N=133).

Suite type	Preferred by No.	%
1 Bedroom with Atrium Den	55	41.4
2 Bedroom	34	25.6
Studio with Atrium Room	29	21.8
1 Bedroom	15	11.3
TOTAL	133	

When respondents were asked to select their second choice, (Table 20) again the two Bedroom and one Bedroom with Atrium Den were the most popular. For those whose first choice was the one Bedroom with Atrium Den, their second choice was the two Bedroom (and vise versa). For those whose first choice was the one Bedroom their second choice was the Studio with Atrium Den (and vise versa).

TABLE 20. RESPONDENTS SECOND CHOICE OF SUITE TYPE. RESPONDENTS WITH HIGH/MEDIUM INTEREST ONLY. (N=126).

Suite type	Preferred by No.	%
2 Bedroom	37	29.4
1 Bedroom with Atrium Den	35	27.8
Studio with Atrium Room	27	21.4
1 Bedroom	27	21.4
TOTAL	126	

5.3.2 Parking

Of the 136 respondents with high or medium interest, the majority (89%) required parking. Table 21 below describes the parking preferences of those respondents requiring parking. Based on these results,it can be suggested that for Ashdown, 76 indoor spots would be required and 49 outdoor spots for a total of 125 spots.

TABLE 21. PARKING PREFERENCES OF THOSE RESPONDENTS REQUIRING PARKING (N=122) AND NUMBER OF PARKING SPOTS PROJECTED FOR 100 UNITS.

Parking Preference	% of Respondents	Projected parking for 100 Units No. of Indoor Spot	 No. of Outdoor Spot
one outdoor spot	15.6		16
one indoor spot	51.6	52	
two outdoor spots	1.6		3
one outdoor and one indoor	23.8	24	24
no preference	5.7		6
parking needs cannot be accommodated	1.6		
TOTAL		76	49

5.3.3. Bath Facilities

Respondents preferences of bath facilities are outlined below in Table 22. Preference for bath type was somewhat related to suite type preference. Respondents whose first suite-type choice was the two Bedroom or one Bedroom with Atrium Den tended to prefer two-3 piece or one-3 piece bath with powder room. The preferences were not overly strong however with over 20% in each case still preferring one-3 piece bath. Respondents with first suite-type choices of Studio with Atrium Room or one Bedroom units tended to prefer a one-3 piece bath with powder room or one-3 piece bath only. The preference was strongest for respondents whose first suite choice was the Studio with Atrium Room. Approximately eighty percent of these respondents preferred one-3 piece bath only.

TABLE 22. BATH PREFERENCE BY FIRST CHOICE SUITE TYPE. RESPONDENTS WITH HIGH/MEDIUM INTEREST ONLY (N=132).

First Choice Suite Type	Bath Type Preference Two-3 piece	one-3 piece with powder	one-3 piece
2 Bedroom	42.4%	30.3%	27.3%
1 Bedroom with Atrium Den	27.3%	49.0%	23.6%
Studio with Atrium Room	3.4%	17.2%	79.3%
1 Bedroom	6.7%	40.0%	53.3%
TOTAL	23.5%	36.4%	40.2%

5.3.4 Jacuzzi

The majority (64.7%) of respondents did not want a jacuzzi bath in their suites (Table 23). Jacuzzi preferences did not appear to be related to suite type preference.

TABLE 23. JACUZZI PREFERENCE BY FIRST CHOICE SUITE TYPE. RESPONDENTS WITH HIGH/MEDIUM INTEREST ONLY (N=132).

First Choice Suite Type	Want Jacuzzi bath Yes	No
2 Bedroom	32.4%	67.6%
1 Bedroom with Atrium Den	50.9%	49.0%
Studio with Atrium Room	17.2%	82.8%
1 Bedroom	20.0%	80.0%
TOTAL	35.3%	64.7%

5.3.5 Recreation Amenities

Respondents did not strongly prefer one recreation amenity over another (Table 24). A roof garden/tanning area was preferred by 43%, while a whirlpool, sauna and exercise area was preferred by 35%. Over a fifth (22%) had no preference.

TABLE 24. RECREATION AMENITIES PREFERENCE. RESPONDENTS WITH HIGH/MEDIUM INTEREST ONLY (N=136).

Amenity	Preferred by
roof garden/tanning area	43%
whirlpool, sauna, exercise area	35%
no preference	22%

5.3.6 Laundry Facilities

The majority (65%) of respondents tended to prefer ensuite laundry (Table 25). A common laundry facility was preferred by 27% while 7% had no preference.

TABLE 25. LAUNDRY FACILITIES PREFERENCE. RESPONDENTS WITH HIGH/MEDIUM INTEREST ONLY (N=136).

Laundry Facility	Preferred by
ensuite	65%
common	27%
no preference	7%

5.3.7 Fireplace Type

About two-thirds (62.6%) of all high/medium interest respondents preferred a fireplace, while 37.4% preferred no fireplace (Table 26). Woodburning fireplaces were preferred over gas fireplaces. Fireplace preference did not appear to be strongly related to suite type, although about half of respondents whose first suite choice was the Studio with Atrium Den or the one Bedroom desired no fireplace and approximately 70% of respondents whose first suite choice was the two Bedroom or one Bedroom desired a fireplace.

TABLE 26. FIREPLACE PREFERENCE BY FIRST CHOICE SUITE TYPE. RESPONDENTS WITH HIGH/MEDIUM INTEREST ONLY (N=131).

First Choice Suite Type	Fireplace Preference Woodburning	Gas	No Fireplace
2 Bedroom	29.4%	38.2%	32.4%
1 Bedroom with Atrium Den	48.1%	22.2%	29.6%
Studio with Atrium Den	39.3%	10.7%	50.0%
1 Bedroom	40.0%	6.7%	53.3%
TOTAL	40.5%	22.1%	37.4%

5.3.8 Shared Singles

Approximately 60% of high or medium interest respondents who were currently living alone said they would not find a roommate to share a unit in Ashdown (Table 27). Approximately a quarter (26.3%) said they might consider getting a roommate while 13.2% said they would find a roommate to be able to afford to live in Ashdown. Of those responding yes or maybe to getting a roommate, most were in the 21-30 year old age group.

TABLE 27. PREFERENCE FOR SHARED SINGLES. HIGH/MEDIUM INTEREST RESPONDENTS WHO ARE PRESENTLY LIVING ALONE (N=76).

Age	Would find roommate to share Ashdown Unit Yes %	 No %	 Maybe %
Less than 20	0.0	0.0	1.3
21-30	9.2	22.4	9.2
31-40	2.6	19.7	9.2
41-50	1.3	7.9	2.6
51+	0.0	10.5	3.9
Total	13.2	60.5	26.3

5.3.9 Rental versus Ownership

As mentioned previously in Table 18, there were 56 respondents with high interest in moving into Ashdown, 80 with medium interest, 85 with low interest, and 88 with no interest. If units were to be sold as condominiums, approximately 62 respondents indicated they would have high interest, 71 medium interest, 81 low interest and 97 no interest. In other words, regardless of whether units were to be rented or sold, approximately the same number of individuals are interested in living in Ashdown.

5.3.10 Move in Month

For high and medium interest respondents, no one month tended to be significantly preferred over another month (Table 28). About half (48.4%) the respondents, however, preferred to move in either in June 1988 or later. Close to a quarter (23.0%) preferred to move in at the earlier date of March 1988. The remaining 28.6% preferred to move in to Ashdown in April or May 1988.

TABLE 28. THE MONTH RESPONDENTS WOULD PREFER TO MOVE INTO ASHDOWN. RESPONDENTS WITH HIGH/MEDIUM INTEREST ONLY (N=126).

Month	% of Respondents
March, 1988	23.0
April, 1988	14.3
May, 1988	14.3
June, 1988	20.6
Later, 1988	27.8

5.3.11 Market Preferences Summary

The highlights of the survey are summarized below.

Level of Interest

- approximately 140 individuals with high or medium interest in renting in Ashdown have been identified.

- approximately the same number of individuals have interest if units were to be sold as condominiums.

General Perceptions Towards Ashdown

- respondents, regardless of level of interest, tended to list the following features as being among the most positive features of Ashdown: extra spacious units; atriums throughout the interior; location near to work; and high ceilings.

- respondents with high level interest did not tend to feel suite layouts were among the most positive features.

- respondents regardless of level of interest tended to list the following features as being among the least appealing: lack of grocery stores nearby; reputation associated with the district; cost; lack of other residential areas nearby; and proposed parking facilities.

- that units were rental rather than ownership was mentioned by only a fifth of most respondents as one of the most negative features.

Market Preferences of Perspective Tenants

- respondents' first choice of suite type were as follows:

1 Bedroom with Atrium Den	41.4%
2 Bedroom	25.6%
Studio with Atrium Room	21.8%
1 Bedroom	11.3%

- based on the market group defined by this study, Ashdown requires 76 indoor spots and 49 outdoor spots.

- respondents whose first choice was the two Bedroom unit tended to prefer, although not by a large majority, two-3 piece baths.

- respondents whose first choice was the one Bedroom with Atrium Den unit tended to prefer, although not by a large majority, one-3 piece bath and power room.

- the large majority of respondents whose first choice was the Studio with Atrium Room unit preferred one-3 piece bath.

- respondents whose first choice was the one Bedroom unit tended to be divided in preference for one 3 piece with powder room or one-3 piece.

- most respondents did not want a jacuzzi bath in their suites; this preference was not related to suite preference.

- respondents tended to prefer, but not by a large majority, a roof garden/tanning area over a whirlpool, sauna, and exercise area. About 20% had no preference for one over the other.

- the majority of respondents preferred ensuite laundry.

- about two-thirds of respondents whose first choice preference was the two Bedroom or one Bedroom with Atrium Den preferred a fireplace, while about one-third preferred not to have a fireplace. Woodburning fireplaces were preferred over gas fireplaces.

- about half of the respondents whose first choice was the Studio with Atrium Den or the one Bedroom preferred a fireplace, while the other half did not. For those preferring a fireplace, woodburning was preferred over gas burning.

- the majority (60.5%) of respondents said they would not find a roommate to live in Ashdown, while the remainder said yes (13.2%) or maybe (26.3%) they would find a roommate.

- about half of the respondents would prefer to move in June or later, 1988. Approximately a quarter would prefer to move in March 1988, and approximately another quarter would prefer to move in April or May 1988.

5.4 Market Profile

5.4.1 Age

The majority of high or medium interest respondents were either in the 21 to 30 year old age group (33.8%) or the 31 to 40 year old age group (39.0%) (Table 29). About a quarter (25.9%) were 41 or over and 12% 50 or over. The average age was 35.

TABLE 29. AGE OF RESPONDENT BY LEVEL OF INTEREST OF MOVING INTO ASHDOWN. ALL RESPONSES (N=309).

Age	Level of Interest	
	High/Medium (N=136)	Low/No (N=173)
less than 20	1.5%	1.7%
21-30	33.8%	34.1%
31-40	39.0%	37.6%
41-50	14.0%	18.5%
50+	11.8%	8.1%
Average	35	35

When age was examined in terms of respondent types (Table 30), it was again found that the majority of respondents were in the 21-40 year age group. Of those who had actively sought information regarding Ashdown, i.e., those who had responded to the new ads, 35.3% were 21-30 and 35.3% were 31-40. This age group breakdown reflects that of respondents on the existing mailing list, i.e., those respondents who had actively sought information regarding Ashdown last year.

TABLE 30. AGE OF RESPONDENTS BY RESPONDENT TYPE. ALL RESPONSES (N=310).

Age	Respondent Type		
	Downtown (N=250)	New Ads (N=34)	Existing Mailing List (N=26)
less than 20	1.2%	5.9%	0.0%
21-30	34.0%	35.3%	34.6%
31-40	38.0%	35.3%	38.5%
41-50	17.6%	11.8%	11.5%
50+	9.2%	11.8%	15.4%

5.4.2 Income

The annual household income (Table 31) of the majority of high/medium interest respondents was in the $20,000 - $34,999 income group (32.3%) or the $35,000 - 50,999 income group(30.8%). About a fifth (21.1%) of high/medium respondents had household incomes in the $51,000 - $75,999 range while a small portion had household incomes of $76,000+ (8.3%) or less than $20,000(7.5%). When income was examined in terms of respondent type (Table 32) the same proportions held true. The average annual household income for high or medium interest individuals was $44,256.

TABLE 31. YEARLY HOUSEHOLD INCOME OF RESPONDENT BY LEVEL OF INTEREST IN MOVING INTO ASHDOWN. ALL RESPONSES (N=296).

Yearly Income	Level of Interest	
	High/Medium (N=133)	Low/No (N=163)
less than $20,000	7.5%	8.6%
$20,000-34,999	32.3%	30.7%
$35,000-50,999	30.8%	25.2%
$51,000-75,999	21.1%	25.2%
$76,000+	8.3%	10.4%
Average Income	$44,256.00	$45,564.00

TABLE 32. INCOME OF RESPONDENTS BY RESPONDENT TYPE. ALL RESPONSES (N=298).

Yearly Income	Respondent Type Downtown (N=241)	New Ads (N=32)	Existing Mailing List (N=25)
less than $20,00	9.1%	6.3%	0.0%
$20,000-34,999	32.0%	31.3%	28.0%
$35,000-50,999	25.7%	31.3%	40.0%
$51,000-75,999	24.1%	25.0%	16.0%
$76,000+	9.1%	6.3%	16.0%

5.4.3 Present Housing Type

In terms of high/medium interest respondents, over half (54.8%) were presently living in apartment units (Table 33). Another large portion (30.4%) were living in single-family detached units. The proportion willing to trade in a single family detached unit for downtown living is substantial. The age (Table 34) and household composition (Table 35) of this latter group illustrated that they are mainly 21-30 (30.0%) or 31-40 (37.5%) and are generally a married couple (41.5%) or single (31.7%).

In terms of the low/no interest respondents, the majority (60.5%) lived in single family detached units while about a third (27.9%) were apartment dwellers (Table 33).

TABLE 33: PRESENT HOUSING TYPE OF RESPONDENT BY LEVEL OF INTEREST OF MOVING INTO ASHDOWN. ALL RESPONSES(N=307).

Current Housing Type	Level of Interest High/Medium (N=135)	Low/No (N=172)
Single Family Detached	30.4%	60.5%
Portion of Single Family Detached	3.7%	3.5%
Apartment	54.8%	27.9%
Duplex	3.0%	2.3%
Fourplex	2.2%	.58%
Condo	3.7%	3.5%
Other	2.2%	1.7%

TABLE 34. AGE GROUPS OF HIGH/MEDIUM INTEREST RESPONDENTS WHO ARE CURRENTLY LIVING IN SINGLE FAMILY DETACHED UNITS (N=40).

Age	% of Respondents
Less than 20	2.5
21-30	30.0
31-40	37.5
41-50	20.0
51+	10.0

TABLE 35. HOUSEHOLD COMPOSITION OF HIGH/MEDIUM INTEREST RESPONDENTS WHO ARE CURRENTLY LIVING IN SINGLE FAMILY DETACHED UNITS (N=41).

Household Composition	% of Respondents
Single Parent Family	9.8
Married Couple	41.5
Single	31.7
Shared Single Same Sex	2.4
Shared Single Opposite Sex	2.4
Two Parent Family	12.2

5.4.4 Present Housing Location

About half (52.9%) of the high/medium interest respondents were concentrated in various central or south areas: Downtown (18.8%); Fort Richmond/Fort Gary (17.9%); and River Osborne (16.2%) (Table 36). The other approximately half (45.32%) were living in various other central or further outlying areas. Two residents were from outside the city limits.

TABLE 36. CURRENT HOUSING LOCATION BY LEVEL OF INTEREST OF MOVING INTO ASHDOWN. ALL RESPONSES (N=259).

Area	Level of Interest High/Medium (N=117)	Low/No (N=142)
Downtown	18.8%	9.9%
River/Osborne	16.2%	10.6%
Fort Richmond/Fort Garry	17.9%	16.2%
West End/Portage West	12.0%	11.3%
Fort Rouge/River Heights	8.5%	16.2%
North East	12.0%	12.7%
North West	6.8%	7.7%
South East	3.4%	5.6%
South West	2.6%	7.0%
Outside City Limits	1.7%	3.5%

5.4.5 Household Composition

About half (53.3%) the high/medium interest respondents were living alone while about a fifth (22.6%) lived with their spouse (Table 37). The remainder of these respondents were from households of: shared single same sex (8.0%); shared single opposite sex (4.4%); single parent family (5.8%); and two parent family (5.8%).

Over half (60.0%) of the low/no interest respondents, on the other hand, were either living with their spouse (26.5%) or with their spouse and offspring (33.5%). Another significant portion (27.1%) were living along.

TABLE 37: CURRENT HOUSEHOLD COMPOSITION BY LEVEL OF INTEREST OF MOVING INTO ASHDOWN. ALL RESPONSES (N=307).

Household Composition	Level of Interest High/Medium (N=137)	Low/No (N=170)
Single	53.3%	27.1%
Shared Single Same Sex	8.0%	3.5%
Shared Single Opposite Sex	4.4%	8.2%
Married Couple	22.6%	26.5%
Single Parent Family	5.8%	1.2%
Two Parent Family	5.8%	33.5%

5.4.6 Persons per Household

The number of persons per household (Table 38) corresponded to the household composition. For high/medium interest respondents, 51% had one person, 37.2% had two persons, 5.8% had three persons, 5.1% had 4 persons, and .73% had five persons per household. The average household size for high or medium interest respondents was 1.7. For low/no interest respondents, the number of households with three or four persons were about three times those for high/medium interest respondents. The average household size for low or no interest respondents was 2.5. This average reflects the number of respondents of two parent families with children who had low/no interest in moving into Ashdown.

TABLE 38: NUMBER OF PERSONS PER HOUSEHOLD BY LEVEL OF INTEREST OF MOVING INTO ASHDOWN. ALL RESPONSES (N=310).

No. of Persons per Household	Level of Interest High/Medium (N=137)	Level of Interest Low/No (N=173)
1	51.0%	24.9%
2	37.2%	32.9%
3	5.8%	17.9%
4	5.1%	19.7%
5	.73%	2.9%
6	0.0%	1.2%
7	0.0%	.58%
Average Household Size	1.7	2.5

5.4.7 Market Profile Summary

The profile of high or medium interest respondents is summarized as follows:

- about 40% of respondents were in the 31-40 year age group; about a third were in the 21-30 year age group; about a quarter were 41 or over; and practically none were under 21.

- the average income was $44,256.00. About a third of respondents had yearly incomes of $20,000-$34,999. Approximately another third had incomes of $35,000-50,999. Approximately a fifth had incomes of $51,000-75,999. Less than 10% each had incomes over $76,000 or incomes less than $20,000.

- a little over half of the respondents presently lived in apartments; approximately a third lived in single family detached units; the remainder lived in either a portion of a single family detached unit, a duplex, fourplex, condo or other.

- the third that were willing to trade in a single family dwelling unit were mainly 21-40 year olds that were currently single or married.

- about half of the respondents were currently living in various central or south locations, while about half were currently living in various other areas of the city.

- approximately half of the individuals were single, while about a fifth were married couples. Less than 10% each of the potential market had household compositions of shared single same sex, shared single opposite sex, single parent family, or two parent family.

5.5 The Ashdown Market Profile and the Wider City Market

In a general fashion, it is possible to take the typical Ashdown profile that represents prospective Ashdown tenants and compare this profile with households of similar age, type, tenure and income in the City. This will illustrate the wider market that is applicable to Ashdown but was not covered by the more selective survey.

Age Group

As outlined in Table 30, approximately 40% of potential tenants were aged 31-40, 33% were 21-30 and the remainder were 41 or over. Table 39 outlines the City of Winnipeg's projected population for 1986 through 1996. The 30 to 39 age group (the age group of most significance to Ashdown) is expected to increase by 10,300 between 1986 and 1991 and by a further 7500 between 1991 and 1996. During the period Ashdown is expecting to rent up, then, approximately 100,000 individuals will be in the 30-39 age group and during approximately the first eight years of Ashdown, this age group will increase by approximately 15,000.

The 21-30 age group, the group that represented the second largest age group of potential tenants, will however continue to decrease through to 1996. The 41 plus age group that represented about 25% of potential Ashdown tenants is projected to increase through to 1996 and there will be approximately 40,000 more individuals in this category by 1996. Therefore, the age groups attracted to Ashdown will be increasing overall, over the next ten years, although younger age categories will decline.

TABLE 39. CITY OF WINNIPEG PROJECTIONS BY AGE, 1986-1996

Age Group	1986	1991	1996
20-29	122,052	111,187	97,178
30-39	98,069	108,355	115,866
40+	218,611	239,718	261,202
	438,732	459,260	474,246

SOURCE: Projecting and Monitoring the City of Winnipeg's Population, W. Gordon Courage, Department of Environmental Planning, City of Winnipeg.

Households by Age

With respect to the actual number of household by age, household growth in the 30-39 age group will increase by 6,855 between, 1986 and 1991, and by another 1,040 between 1991 and 1996 (Table 40). Households aged 40-49 will increase by 11,000 in the 86-91 period and just over 10,000 in the subsequent five years. Household headed by 20-29 years olds, however, will decrease by 2,080 between 1986 and 1991 and by over 4,700 in the 1991 to 1996. Again, therefore, overall households typical in terms of age to the Ashdown profile will be increasing substantially during the next ten years, by at least 16,000 in 1986-1991 and 7,000 in 1991-1996.

TABLE 40. TOTAL HOUSEHOLDS BY AGE OF HEAD, WINNIPEG CMA, 1986-1991.

Age Group	1986	1991	Household Growth 1986-1991	1996	Household Growth 1991-1996
15-19	1,760	1,744	-16	1,716	-28
*20-29	41,997	39,917	-2,080	35,164	-4,753
*30-39	56,682	63,537	6,855	64,577	1,040
*40-49	37,100	48,036	10,936	58,338	10,302
50-64	49,421	49,233	-188	53,249	4,016
65+	47,451	53,839	6,338	58,601	4,762
TOTAL	234,411	256,306	21,895	217,645	15,339

* age groups most significant to Ashdown.

SOURCE: Census of Canada and projections by Clayton Research Associates.

Tenure

Defining the market in terms of tenure, it is estimated, using the 1986 projected households and basing tenure on the 1981 census that 60% of the households in the 20-39 age group own and 40% rent (Table 41). The 100 rental households occupying Ashdown represent only .2% of total rental households in this age category in the Metropolitan area. Rental households in this age group are also expected to increase from approximately 39,500 in 1986 to 41,400 in 1991. Again, therefore, rental households in the Ashdown project will represent only a small portion of the wider metropolitan area market in the relevant age groups and rental household will increase over the next five years, particularly those over the age of 30. It should be noted that a fairly substantial percentage (30%) of potential tenants presently owned their own home. By 1991 there will be 62,072 ownership households in the 20-39 age group from which Ashdown tenants might be drawn.

TABLE 41. SELECTED CHARACTERISTICS OF HOUSEHOLDS BY HOUSEHOLD AGE.

Head of Household Age	1986 Number of Households					1991 Number of Households				
	FAM	NONFAM	TOTAL	OWN	RENT	FAM	NONFAM	TOTAL	OWN	RENT
15-19	774	986	1,760			767	977	1,744		
*20-29	30,658	11,339	41,997	25,998	16,799	25,148	14,769	39,917	23,950	15,967
*30-39	48,747	7,935	56,682	34,009	22,673	53,371	10,166	63,539	38,122	25,415
40-49	31,535	5,565	37,100			40,831	7,205	48,036		
50-64	36,077	13,344	49,421			35,940	13,293	49,233		
65+	22,776	24,675	47,451			25,843	27,996	53,839		
TOTAL (All Age Groups)	170,567	63,844	234,411			181,900	74,406	256,306		
*TOTAL (20-39 Age Group)	79,405	19,274	98,679	60,007	39,472	78,519	24,935	103,454	62,072	41,382

* Age groups most significant to Ashdown.

SOURCE: IUS (based on 1981 Census and projections by Clayton Research Associates).

Household Type

Households aged 20-29 or 30-39 can further be defined by household type (i.e., family or non family). In 1986 there were an estimated 19,274 non family households in the 20-39 age. By 1991 these households will have increased to 24,935 (Table 41). Non family households comprised approximately 55% of potential Ashdown tenants. Family households, on the other hand, comprised approximately 33% of potential Ashdown tenants. In 1986 there were 79,405 family households in the 20-39 age group. By 1991 these households will decrease slightly to 78,519. Overall, therefore, the significant projected increase in non family households in the metropolitan area will reflect positively on the market circumstances related to Ashdown.

Income

The Ashdown tenants represent only a very small proportion of the wider metropolitan market by age, type and tenure of household. However, when incomes of prospective Ashdown tenants are considered, this reduces the size of the Metropolitan market likely to be attracted to Ashdown substantially.

In terms of family income, approximately 26.6% of families earn $35,000-49,999 annually. This means that in 1986, there were 16,537 families in Winnipeg earning incomes similar to potential Ashdown tenants. By 1991 this proportion represents 20,886 families earning such incomes. In terms of incomes of non family household or individuals, 11.6% of Manitobans earn $30,000+. Applying this to Winnipeg means that in 1986 there were 2,235 individuals in Winnipeg earning incomes similar to potential Ashdown tenants. By 1991 these individuals will increase to (11.6% of 24,935) 2,892. However, individual incomes are less applicable to the Ashdown situation because many individuals may choose to share accommodation with others which will increase the household incomes.

In summary, tenants in the Ashdown project represent a very small percentage of similar households in the Metropolitan market area. For example, they represent less than 1% of renter households in the 20 to 39 age group. However, when income is taken into consideration the wider market clientele is reduced by about 55%. A positive feature of the comparison is that households in the age groups significant to the Ashdown project will be increasing over the next five to ten years.

5.6 Warehouse Conversions: The North American Experience

Though there is not a great deal of written documentation on such projects, other warehouse conversions have occurred and have been successful in other downtown locations in both Canada and the United States. In Canada, most conversions have occurred under publicly assisted programs, the Non Profit Program, the Co-operative Program and Ontario's Convert to Rent Program. Projects have been successful in Montreal, Toronto, Vancouver, Edmonton and Winnipeg.

Activity under Ontario's Convert to Rent Program has been particularly encouraging. This program offers private developers assistance of $7,000 per unit and a portion of the units are set aside for the rent supplement program. The remaining units, however, are rented at market rates. Over 6,000 units have been converted to date. There are successful projects in Toronto, but very successful projects have been built in Hamilton, Oshawa, Sarnia, Ottawa and other smaller centres in the province as well. Among the successful projects are luxury, trendy type complexes in inner city areas that have attracted professional, career orientated people similar to the households that responded to the

Ashdown survey. Units such as these rent for over $1,100 per month in Toronto.

Private projects have been fewer in number and generally smaller in scale, but there have been successful projects in Montreal, Toronto, Vancouver and Ottawa.

Private sector activity and success has been more extensive in the United States. In St. Paul, for example, there has been one successful conversion to artists' studio units and a successful condo/commercial project. In Minneapolis, there is already one successful condo/commercial conversion and another rental conversion is under construction. Successful rental conversions have also taken place in Baltimore, Memphis and Philadelphia. A firm from Philadelphia currently specializes in warehouse conversions and they have recently completed one project, they have another project under construction and have purchased property for a third.

Regardless of the project or the city (Canadian or American), what little written information is available plus discussions with people knowledgeable about the projects indicate that individuals attracted to downtown living tend to be well educated, have high levels of income, and enjoy recreational and entertainment activities. They are generally under 45, have no children and previously were renters. Downtown dwellers enjoy the proximity to their downtown workplace, to arts and cultural centres, and to dining and dancing places. Many tend to be active in community affairs and are involved in downtown groups.

These downtown dwellers, not unlike those responding to the Ashdown survey, find the problems of parking, security and the general appearance of downtown undesirable but willingly make the trade off for the other benefits of a downtown location.

In Winnipeg, one warehouse has already been successfully renovated into a co-op project and is 100% occupied and has a waiting list. Also, there are at least two other warehouse projects pending which will likely proceed, particularly once the generally positive response to the Ashdown survey is public knowledge and the project proceeds.

In summary, the profile group that responded to the Ashdown survey generally are very similar to the market groups that are instrumental in the demand for downtown conversions in other cities. Ashdown has the added advantage that it appears to be attractive to a larger proportion of single detached suburban owners than is the case in other projects. Other projects do attract such individuals but not in the proportions that would appear to be the case with Ashdown.

6.0 CONCLUSION

On the basis of the result of this study, Ashdown should proceed as quickly as possible. The level of market demand for the project should be sufficient to ensure project viability. Approximately 140 individuals who are interested in either renting or buying Ashdown units have already been identified.

Ashdown will appeal to a relatively wide clientele, but the most likely tenants will be professionals working in the inner city with better than average income. They will consist mainly of young individuals or couples without children. The majority will be moving from other apartment units, but a surprising number will be trading in single family detached suburban living for a downtown apartment environment. Perspective tenants indicated they are willing to pay a top price for these downtown units offering extra space, a unique location and unique architectural features.

Ashdown will, however, face stiff competition from various other projects already under construction or proposed in the inner city area. Ashdown will be reaching the market during a time of rising vacancy rates, declining demand for rental accommodation, and a high level of construction activity in the downtown.

Public investments are supporting the planning of new residential communities in the downtown. Ashdown is an integral part of this planning and transition period. The Ashdown restoration will enhance market attraction for downtown living and will draw other households to the area. Ashdown will contribute to the maturity of this area which in turn will add to its own success.

APPENDIX A: SURVEY (REDUCED FROM 8 1/2 X 14) AND
INFORMATION PACKAGE

1. **Please review the drawings and plans attached to this survey and then check (✓) which suite type you prefer most and then your second choice.**

Suite Type	Square Ft. Range	*Rent Range/ Month	First Choice	Second Choice
1. Type A - 2 Bedroom	1378-1494 sq. ft.	$825-890		
2. Type B - 1 Bedroom	947-1010 sq. ft.	$625-675		
3. Type C - 1 Bedroom and atrium den	1414-1714 sq. ft.	$830-950		
4. Type D - Studio with atrium room	850-1400 sq. ft.	$570-760		

*(Please note: Rent includes heating, air-conditioning, and in-suite laundry. Hydro is individually metered. Parking is extra and will cost $60.00/month for indoor parking, and $35.00/month for outdoor parking.)

2. **Do you require parking? No _______Yes_______, if yes how many spots?_________**

3. **Parking at Ashdown will consist of 57 indoor spots ($60.00/month) and a balance of outdoor spots ($35.00/month). Parking will be assigned on a first-come first-served basis. It is unlikely a suite would be allowed more than one indoor spot. Given the above rates which type of parking would you prefer? (please circle)**

   1 one outdoor spot
   2 one indoor spot
   3 two outdoor spots
   4 one outdoor and one indoor spot
   5 no preference
   6 Ashdown does not accommodate your parking needs (skip to question #5)
   7 other, please specify ____________________________

4. **If you preferred an indoor parking spot and this was not available, would you accept an outdoor parking spot or vice-versa? (please circle)**

   1 yes
   2 no
   3 maybe

5. **How positive or negative are each of the following characteristics of Ashdown? (please circle)**

		Very Negative	Negative	Neutral	Positive	Very Positive
1.	extra spacious units	1	2	3	4	5
2.	high ceilings	1	2	3	4	5
3.	atriums throughout the interior to provide natural sunlight	1	2	3	4	5
4.	exposed brick perimeter and party walls	1	2	3	4	5
5.	exposed columns and beams	1	2	3	4	5
6.	high-tech kitchens	1	2	3	4	5
7.	modern bathrooms	1	2	3	4	5
8.	overall suite layout	1	2	3	4	5
9.	overall exterior appearance	1	2	3	4	5
10.	roof garden/tanning area	1	2	3	4	5
11.	whirlpool in recreational facility	1	2	3	4	5
12.	sauna in recreational facility	1	2	3	4	5
13.	exercise room	1	2	3	4	5
14.	neighbors who share your interests and values	1	2	3	4	5
15.	state of the art security system	1	2	3	4	5
16.	location near to work	1	2	3	4	5
17.	location near cultural and entertainment spots	1	2	3	4	5
18.	location in Winnipeg's Heritage district	1	2	3	4	5
19.	lack of other residential areas nearby	1	2	3	4	5
20.	lack of grocery stores nearby	1	2	3	4	5
21.	reputation associated with the district	1	2	3	4	5
22.	one of Winnipeg's first residential warehouse conversions	1	2	3	4	5
23.	cost	1	2	3	4	5
24.	parking	1	2	3	4	5
25.	rental nature as opposed to condominiums	1	2	3	4	5

6. **From the above list of 24 characteristics please indicate the numbers of the three most appealing characteristics of the Ashdown Conversion.**

   ______________ ______________ ______________

7. **From the above list of 24 characteristics please indicate the numbers of three lesser appealing characteristics of the Ashdown conversion:**

   ______________ ______________ ______________

8. Given that bath facilities would influence the rent levels, would you prefer your suite to have: (Please circle)

1 two - 3 piece baths*
2 one - 3 piece bath* and powder room
3 one - 3 piece bath*
*(includes vanity sink, toilet, and combined shower & tub.)

9. Given that a jacuzzi bath would increase rent by $25/month, would you prefer one of the baths to be a jacuzzi bath?

1 Yes
2 No

10. What do you prefer more:

1 roof garden/tanning area
2 recreational area with: whirlpool sauna, and exercise room
3 no preference

11. In suite laundry accounts for $25.00/month of the rents quoted in question #1. Knowing this, would you prefer to:

1 keep in suite laundry in your unit
2 use common laundry facility on each floor
3 no preference

12. Fireplaces would add $30/month to your rent. Recognizing this, would you prefer:

1 a wood burning fireplace
2 a gas burning fireplace
3 no fireplace

13. Please describe where you are currently living.

1 single family detached unit
2 a portion of a single family detached unit
3 apartment unit
4 duplex
5 fourplex
6 condo.
7 other, please specify ___________________

14. Approximately, what is your household yearly income?

1 less than $20,000
2 $20,000-$34,999
3 $35,000-$50,999
4 $51,000-$75,999
5 $76,000+

15. What is your postal code where you are currently living?___________________________

16. Including yourself, how many persons are there in your household?____________ **persons**

17. Household composition?

1 single
2 shared single same sex (omit question 18)
3 shared single opposite sex (omit question 18)
4 married couple (omit question 18)
5 single parent family (omit question 18)
6 two parent family (omit question 18)

18. If you are currently living alone, would you find a roommate to share a unit so you could afford to live at Ashdown?

1 yes
2 no
3 maybe

19. What is your age?

1 less than 20
2 21-30
3 31-40
4 41-50
5 51+

20. Please indicate the seriousness of your interest in moving into Ashdown.

1 high
2 medium
3 low
4 no interest

21. Would your level of interest change if units were to be sold as condominiums ($65,000-$140,000, average $104,000) rather than rented?

1 yes
2 no (omit question 22)
3 maybe

22. If you answered yes or maybe to the above question, please indicate the seriousness of your interest in moving into Ashdown if units were to be sold as condominiums rather than be rented.

1 high
2 medium
3 low
4 no interest

23. Please check (✓) which month you would prefer to move into Ashdown.

Mar. 1988_______May 1988_________
Apr. 1988_______June 1988_________ Later, 1988_________

If you are interested in the Ashdown warehouse apartments, please print your name, address, and phone number below. You will receive additional material. We look forward to hearing from you.

____

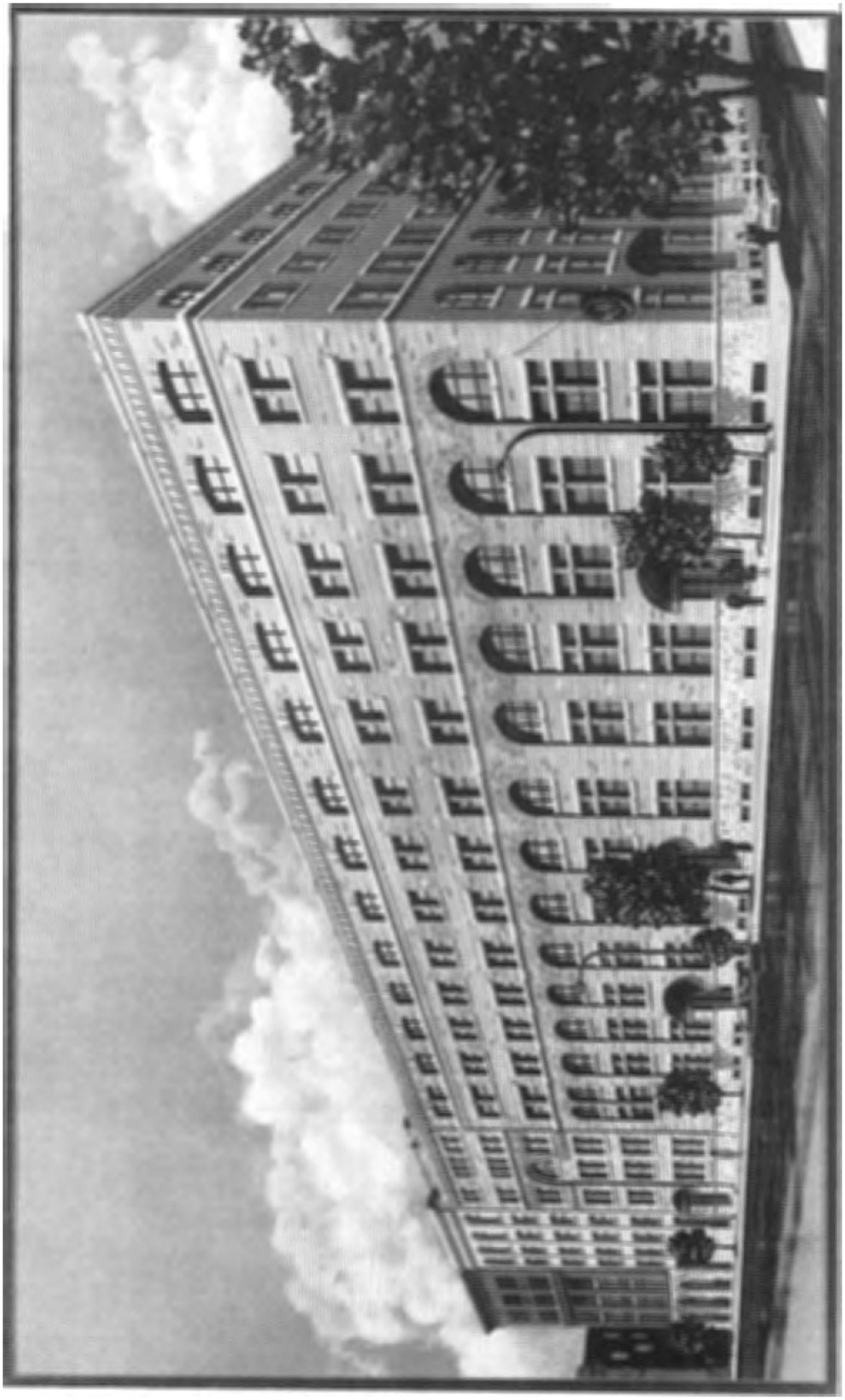
____

____

____

If you would like to make additional comments regarding the Ashdown conversion please use the back of this page to do so.

Thank you for completing this survey.



Unique Features of Ashdown

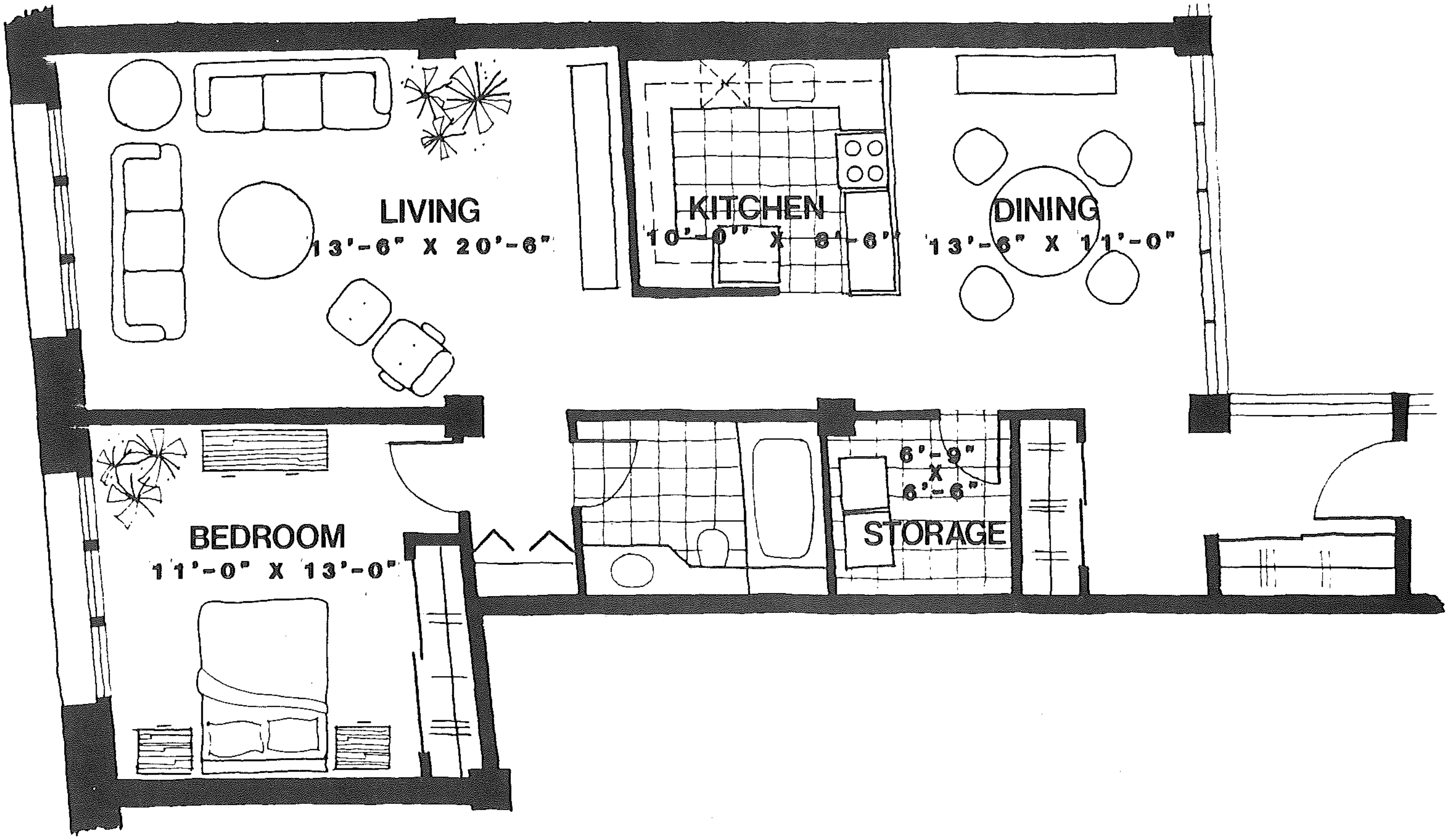
* Glass atriums with skyights are an architectural feature throughout the warehouse and adjacent to your suite. Most of the suites face onto atriums to give you added light and the enjoyment of greenery year round.
* Exceptional suite spaces range from 850 sq. ft. studios to 1,700 sq. ft. one Bedrooms with dens. Extraordinary 12 ft. high ceilings provide an extra dimension of living space available only at Ashdown.
* Historic features have been preserved and restored to expose interior brick walls, wood columns and beams.

Special Features

* High-tec Kitchens with European style cabinets and black glass appliances
* En suite laundry
* Central Air conditioning, individually controlled
* Fireplaces on upper floors
* Arched windows on some floors
* Modern Bathrooms, with two - 3 piece baths in larger suites
* Ceiling sprinklers for added fire protection
* Whirlpool, sauna and exercise room
* State of the Art security system
* Underground heated parking

Neighbourhood Features

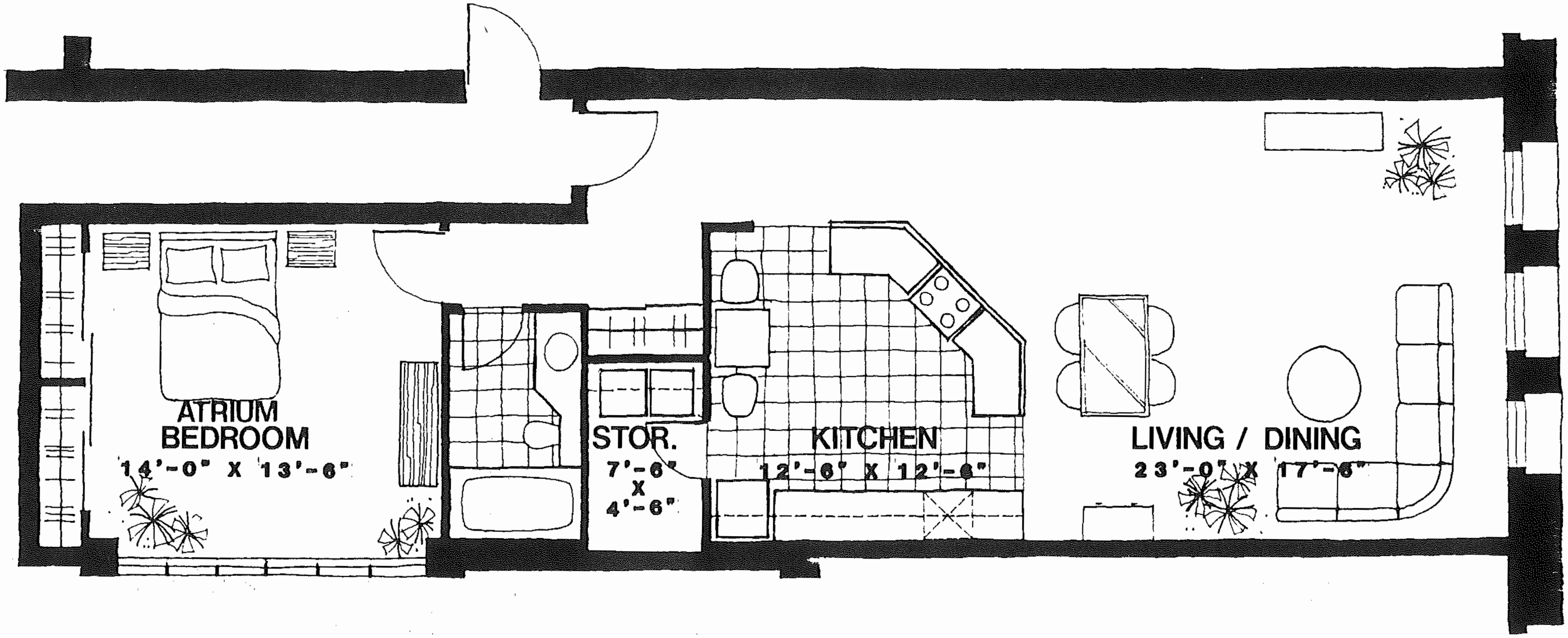
* Two minute walk to Stephen Juba Park along the Red River
* Shopping - Winnipeg Square and Lombard Conourse, new North Portage Development and downtown stores are but minutes away
* Theatre and Cultural Arts - Concert Hall, Manitoba Theatre Centre, Warehouse Theatre, Playhouse, Planetarium and the Museum of Man and Nature are virtually at your doorstep
* Dining and Clubs - Westin Hotel, Marble Club, DeSoto's, Olivers, Act One



Ashdown Warehouse Apartments

UNIT 3
TYPE B
1037 SQ. FT

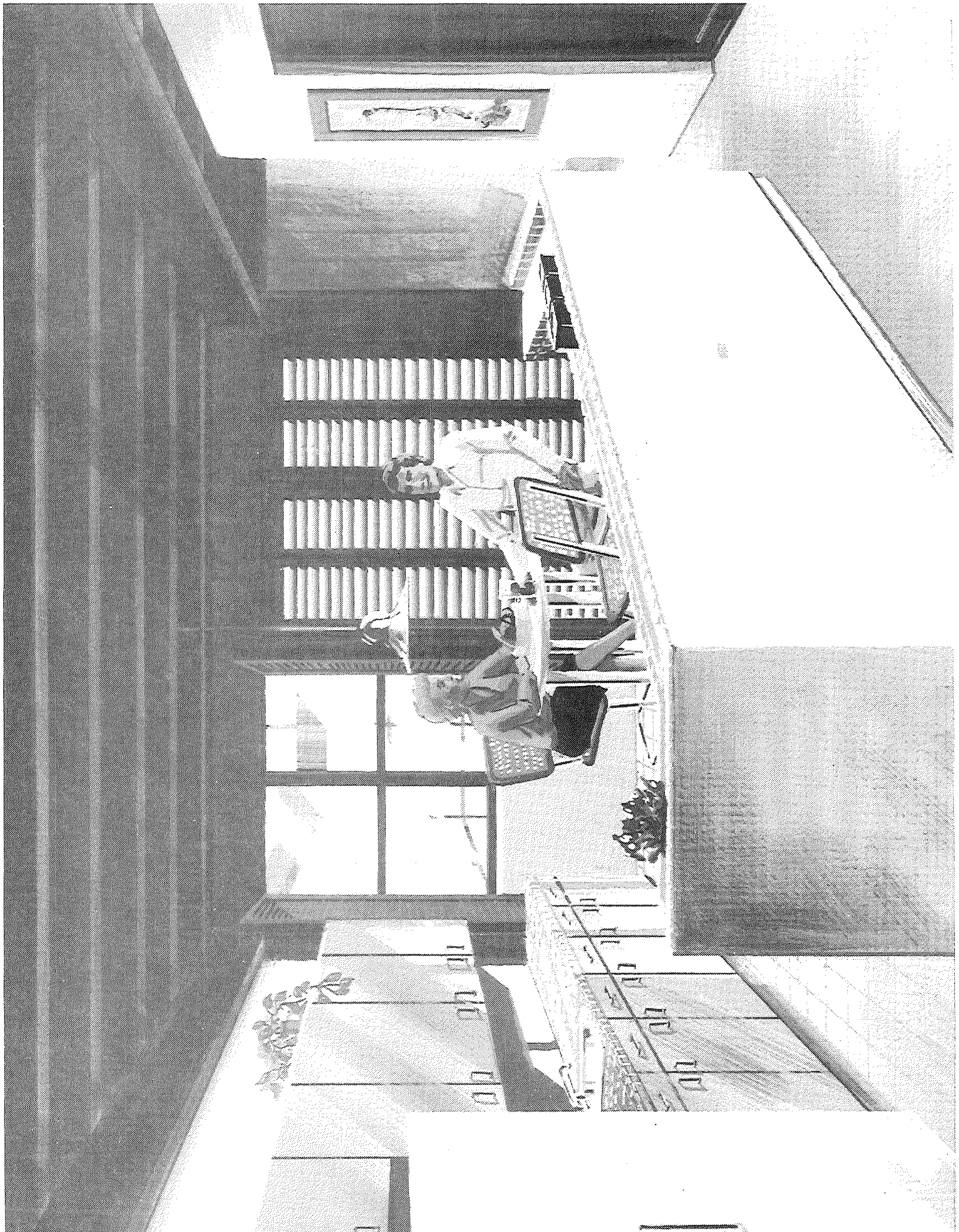
ONE BEDROOM

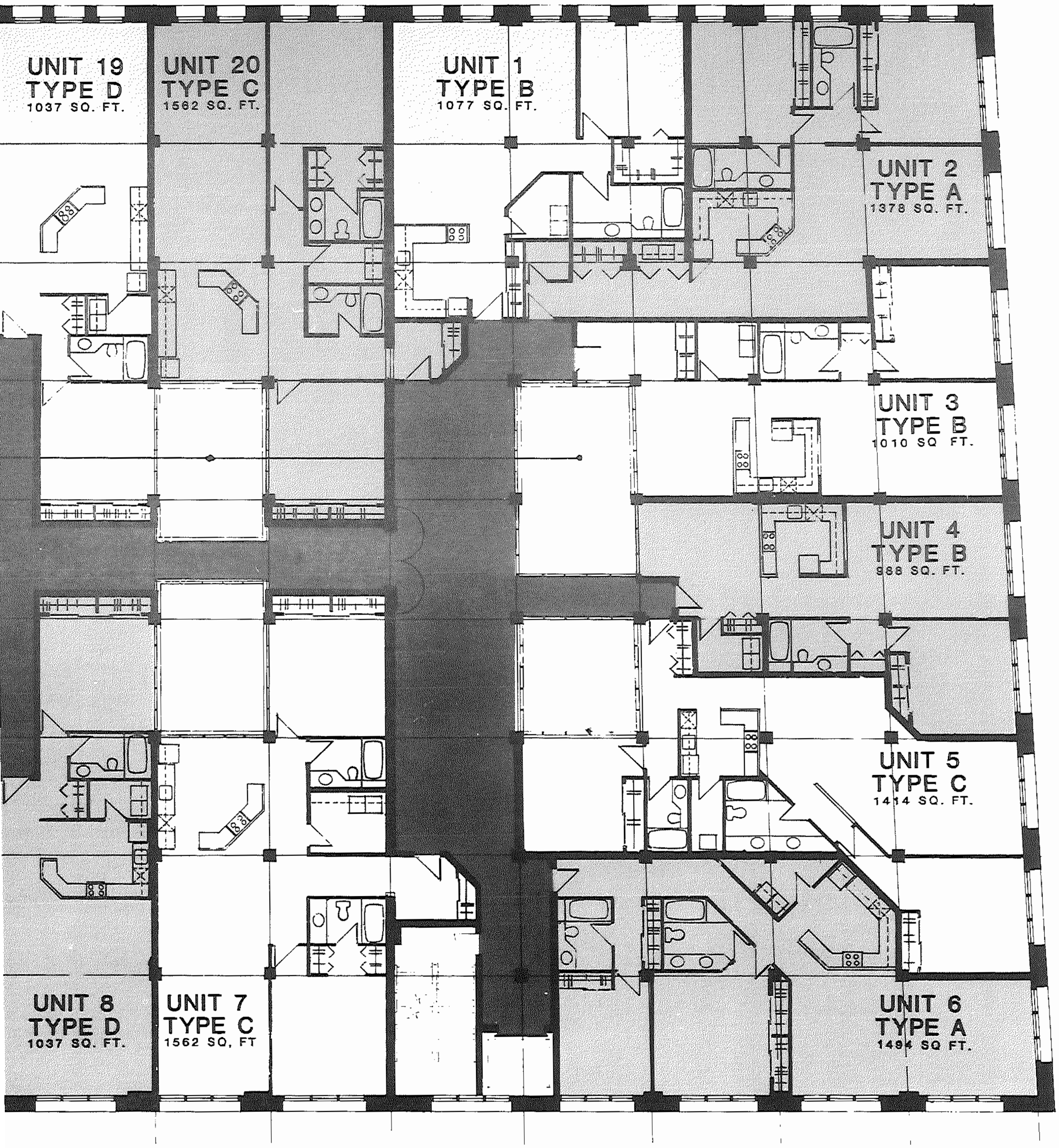


Ashdown Warehouse Apartments

UNIT 19
TYPE D
1010 SQ. FT.

STUDIO WITH ATRIUM ROOM





TYPE A – 2 BEDROOM
TYPE B – 1 BEDROOM
TYPE C – 1 BEDROOM AND ATRIUM DEN
TYPE D – STUDIO AND ATRIUM ROOM

APPENDIX B: COVER LETTER SENT TO DOWNTOWN PROFESSIONALS

INSTITUTE of URBAN STUDIES

February 23, 1987

Dear Friend,

Your views about downtown living and planning are very important. The ten minutes you take to complete this survey will assist the planning of the Ashdown Warehouse Apartment, 167 Bannatyne, and will also introduce you to a unique style of living in Winnipeg.

The Ashdown Warehouse is under new ownership and management. The new owners are currently planning a residential renovation to the Warehouse with an expected completion date of early 1988. The Institute of Urban Studies is conducting this survey to identify general perceptions towards the proposed renovation and also individuals interested in living in Ashdown. Enclosed is a survey and a variety of plans and drawings to provide you with an idea of what this unique conversion will look like.

Located in the Heritage District of Winnipeg, Ashdown will provide a unique style of downtown living for urban professionals and career oriented individuals. The conversion will consist of 100 units on five floors. Historical and architectural characteristics of the building will be preserved and blended with modern luxuries and conveniences.

This survey is being sent to executives, professionals and other individuals working in the downtown area. We are hopeful you will find a few moments to review the visual material and then complete the survey. We encourage you to include your name, address, and telephone number on the survey so we may send you additional information. If you do not wish to receive additional information, please complete and return the survey anyway.

When you have completed all questions, please fold the survey, place it in the postage paid envelope provided and drop it in the mail. Please detach the visual material and return only the survey. If you have any questions regarding the questionnaire, please contact Catherine at 786-9260. If you have any general questions regarding the Ashdown conversion please call Richard Sures at 947-1144.

This survey should be mailed no later than March 2, 1987.

Thanking you in advance,

Tom Carter

Tom Carter, Assistant Director
Institute of Urban Studies
University of Winnipeg.

APPENDIX C: COVER LETTER SENT TO THOSE RESPONDING TO NEWSPAPER ADS, FEB 21st AND 28th, 1987

INSTITUTE of URBAN STUDIES

February 23, 1987

Dear Friend:

The new owners of the Ashdown Warehouse are pleased to announce they are currently planning a residential renovation to the Warehouse with an expected completion date of early 1988. The Institute of Urban Studies is conducting this survey to identify general perceptions towards the proposed renovation and also levels of interest in living in Ashdown. Enclosed is a survey and a variety of plans and drawings to provide you with an idea of what this unique conversion will look like.

Located in the Heritage District of Winnipeg, Ashdown will provide a unique style of downtown living for urban professionals and career oriented individuals. The conversion will consist of 100 units on five floors. Historical and architectural characteristics of the building will be preserved and blended with modern luxuries and conveniences.

As a potential future resident of Ashdown, your views about the warehouse conversion are very important. The ten minutes you take to complete this survey will assist the planning of the conversion and will make the Ashdown Apartments a place you will want to live.

When you have completed all questions, please fold the survey, place it in the postage paid envelope provided and drop it in the mail. Please detach the visual material and return only the survey. We encourage you to include your name, address, and telephone number on the survey so we may send you additional information.

If you have any questions regarding the questionnaire, please contact Catherine at 786-9260. If you have any general questions regarding the Ashdown conversion please call Richard Sures at 947-1144

This survey should be mailed no later than March 2, 1987.

Thanking you in advance,

Tom Carter

Tom Carter
Assistant Director
Institute of Urban Studies
University of Winnipeg

INSTITUTE of URBAN STUDIES

March 2, 1987

Dear Friend:

The new owners of the Ashdown Warehouse are pleased to announce they are currently planning a residential renovation to the Warehouse with an expected completion date of early 1988. The Institute of Urban Studies is conducting this survey to identify general perceptions towards the proposed renovation and also levels of interest in living in Ashdown. Enclosed is a survey and a variety of plans and drawings to provide you with an idea of what this unique conversion will look like.

Located in the Heritage District of Winnipeg, Ashdown will provide a unique style of downtown living for urban professionals and carer oriented individuals. The conversion will consist of 100 units on five floors. Historical and architectural characteristics of the building will be preserved and blended with modern luxuries and conveniences.

As a potential future resident of Ashdown, your views about the warehouse conversion are very important. The ten minutes you take to complete this survey will assist the planning of the conversion and will make the Ashdown Apartments a place you will want to live.

When you have completed all questions, please fold the survey, place it in the postage paid envelope provided and drop it in the mail. Please detach the visual material and return only the survey. We encourage you to include your name, address, and telephone number on the survey so we may send you additional information.

If you have any questions regarding the questionnaire, please contact Catherine at 786-9260. If you have any general questions regarding the Ashdown conversion, please call Richard Sures at 947-1144.

This survey should be mailed no later than March 11, 1987.

Thanking you in advance,

Tom Carter

Tom Carter
Assistant Director
Institute of Urban Studies
University of Winnipeg

APPENDIX D: COVER LETTER SENT TO THOSE ON EXISTING MAILING LIST

February 23, 1987

Dear Friend:

Last July you expressed interest in living in the Ashdown Warehouse Apartment, 167 Bannatyne. As a potential future resident of Ashdown, your views about the warehouse conversion are very important. The ten minutes you take to complete this survey will assist the planning of the conversion and will make the Ashdown Apartments a place you will want to live.

The Ashdown Warehouse is under new ownership and management. The new owners are currently planning a residential renovation to the Warehouse with an expected completion date of early 1988. The Institute of Urban Studies is conducting this survey to identify your general perceptions towards the proposed renovation and also your current level of interest in living in Ashdown. Enclosed is a survey and a variety of plans and drawings to provide you with an idea of what this unique conversion will look like.

We are hopeful you will find a few moments to review the visual material and then complete the survey. When you have completed all questions, please fold the survey, place it in the postage paid envelope provided and drop it in the mail. Please detach the visual material and return only the survey. We encourage you to include your name, address, and telephone number on the survey so we may send you additional information. If you are no longer interested in living in the Ashdown Apartments please complete and return the survey anyway.

If you have any questions regarding the questionnaire, please contact Catherine at 786-9260. If you have any general questions regarding the Ashdown conversion please call Richard Sures at 947-1144.

This survey should be mailed no later than March 2, 1987.

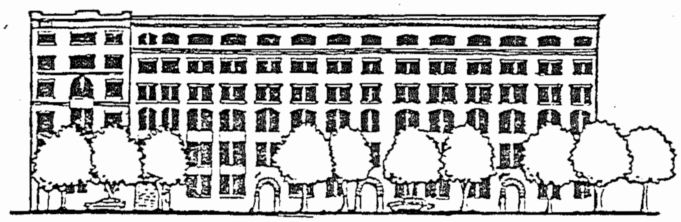
Thanking you in advance,

Tom Carter

Tom Carter
Assistant Director
Institute of Urban Studies
University of Winnipeg,

APPENDIX E: NEWSPAPER ADS - FEB 21st AND 28th, 1987

NEWSPAPER AD - February 21, 1987



ASHDOWN WAREHOUSE APARTMENTS

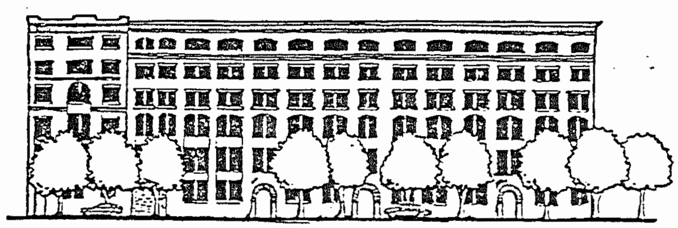
167 Bannatyne Avenue

- Downtown living
- extra ~~spacious~~ units
- Extra spacious units
- 12 ft.high ceilings
- Exposed brick walls
- 1 BR. + 2 BR.
- 1 BR. + den
- Studio with atrium

ARE YOU INTERESTED IN RENTING OR BUYING AN APARTMENT IN THE ASHDOWN WAREHOUSE?

For Information Package
PLEASE PHONE: 786-9260 MON.-FRI. 9-5 P.M.

NEWSPAPER AD - February 28, 1987



ASHDOWN WAREHOUSE APARTMENTS

167 Bannatyne Avenue

- Downtown living
- Atriums throughout
- Extra spacious units
- 12 ft.high ceilings
- Exposed brick walls
- 1 BR. + 2 BR.
- 1 BR. + den
- Studio with atrium

ARE YOU INTERESTED IN RENTING OR BUYING AN APARTMENT IN THE ASHDOWN WAREHOUSE?

For Information Package
PLEASE PHONE: 786-9260 MON.-FRI. 9-5 P.M.

APPENDIX F: DISTRIBUTION OF SURVEYS SENT TO DOWNTOWN BUSINESSES

BUSINESS	ADDRESS	NO. OF SURVEYS GIVEN
I ARCHITECTS, LANDSCAPE ARCHITECTS, INTERIOR DESIGNERS, ENGINEERS		
1. No. Ten Architectural Group	115 Bannatyne	6
2. Hanushuk & Associates	26 Edmonton	3
3. D.S. Lea Associates	93 Lombard	12
4. Prairie Partnership	90 Market	3
5. Acres International	A-500 Portage	6
6. A & B Engineering	330 St. Mary's	10
7. Crosier Kilgour & Partners	330 St. Mary's	6
8. L.M. Architectural Group	290 Vaughan	8
9. Hilderman Witty Crosby Hanna	115 Bannatyne	6
10. Lombard North Group	123 Bannatyne	6
11. Jon Feir	151 Walnut	1
12. Arnott & Associates	115 Bannatyne	2
13. MMP Architects	120 Fort	15
14. MacLaren Engineers	640-5 Donald	2
15. Wolfram & Associates	120 Fort	6
16. Action Consulting Engineers	4 Donald	3
17. Wardrop & Associates	77 Main	1
18. Designworks	90 Albert	6
	TOTAL	102
II ACCOUNTANTS		
1. Peat Marwick Mitchell & Co.	363 Broadway	5
2. Price Waterhouse	1 Lombard	20
3. Deloitte Haskins & Sells	360 Main	6
4. Dunwoody & Company	360 Main	5
5. Pannell Kerr Forster	360 Main	10
6. Coopers & Lybrand	375 Main	20
7. Saul London	213 Notre Dame	2
8. Thorne Riddell	386 Broadway	6
	TOTAL	74
III RETAIL MERCHANTS		
1. Fleet Gallery	35 Albert	2
2. Roche Bobois	51 Albert	2
3. Fraser Art Supplies	413 Graham	20
4. Woodlands Gallery	315 York	2
	TOTAL	26

BUSINESS	ADDRESS	NO. OF SURVEYS GIVEN
IV MEDICAL, DENTAL		
1. Boyd Building	384 Portage	10
V LAWYERS		
1. Taylor Brazzell McCaffrey	386 Broadway	20
2. McJanet Weinberg Rich	185 Carlton	5
3. Aikins MaCaulay & Thorvaldson	360 Main	12
4. Buchwald Asper Henteleff	360 Main	20
5. Fillmore & Riley	360 Main	6
6. Shywark Myers Kussin Weinstein	240 Graham	1
7. D'Arcy & Deacon	330 St. Mary's	20
8. Monk Goodwin	444 St. Mary's	3
9. Wolch Pinx Tapper Scurfield	444 St. Mary's	6
10. Newman MacLean	436 Main Street	15
	TOTAL	108
VI ARTS		
1. Manitoba Conservatory of Music & Art	167 Lombard	20
2. Manitoba Arts Council	93 Lombard	5
3. Manitoba Theatre Centre	174 Market	7
4. Prairie Theatre Exchange	160 Princess	5
5. Royal Winnipeg Ballet	289 Portage	12
6. Winnipeg Symphony Orchestra	555 Main	5
7. Manitoba Opera Association	555 Main	5
8. ARTSPACE	100 Arthur	20
	TOTAL	79
VII FEDERAL OFFICES		
1. Department of Communications	386 Broadway	5
2. National Film Board of Canada	245 Main	10
3. Canadian Grain Commission	303 Main	25
4. Consumer & Corporate Affairs	260 St. Mary's	15
5. Energy Mines & Resources - Legal Surveys Division	275 Portage	3
6. Canadian Wheat Board	423 Main	10
7. Transport Canada - Public Affairs	333 Main	10
	TOTAL	78

BUSINESS	ADDRESS	NO. OF SURVEYS GIVEN
VIII PROVINCIAL OFFICES		
1. University of Winnipeg	515 Portage	13
2. Manitoba Housing & Renewal Corporation	287 Broadway	20
3. Provincial Archives	200 Vaughan	5
4. Legal Aid Manitoba	294 Portage	8
5. Manitoba Urban Affairs	258 Portage	10
6. Winnipeg Core Area Initiative	124 King	3
	TOTAL	59
IX CIVIC OFFICES		
1. Environmental Planning	395 Main	10
2. Lanad Surveys and Real Estate	10 Fort	10
3. Streets and Transportation	100 Main	30
4. Parks & Recreation	10 Fort	10
	TOTAL	60
X CORPORATIONS		
1. Manitoba Development Corp.	155 Carlton	12
2. Manitoba Public Insurance Corporation	330 Graham	20
3. Criterion Research Corp.	93 Lombard	6
4. DSI Development Corp.	90 Market	2
5. Winnipeg Business Development Corp.	167 Lombard	5
6. Air Canada	355 Portage	20
	TOTAL	65
XI MANUFACTURERS		
1. Sterling Stall Group	365 Bannatyne	50
2. Silpit Industries	70 Arthur	6
	TOTAL	56
XII FINANCIAL BROKERS/REAL ESTATE		
1. Aronovitch & Leipsic	167 Lombard	10
2. London Life Insurance Co.	220 Portage	10
3. Bachman & Associates	180 Main	6
4. Metropolitan Life	433 Main	12
5. Great West Life	100 Osborne	10
	TOTAL	48

BUSINESS	ADDRESS	NO. OF SURVEYS GIVEN
XIII BANKS		
1. Royal Bank	220 Portage	10
2. Toronto-Dominion	215 Portage	10
3. Canadian Imperial Bank of Commerce	16 Lombard	10
4. National Bank of Canada	387 Main	10
	TOTAL	40
XIV RADIO & TV STATIONS		
1. CBC	541 Portage	15
2. CKY	Polo Park	10
3. CJOB	930 Portage	5
	TOTAL	30

TOTAL NUMBER OF SURVEYS DISTRUBUTED TO BUSINESS CLASSES 835

APPENDIX G: WRITTEN COMMENTS FROM RESPONDENTS

WRITTEN COMMENTS FROM RESPONDENTS INDICATING HIGH INTEREST

"I am also concerned with rent increases. It is fine to say that this is what the rent will be for the first year but what type of increases should we expect?"

"Has anyone considered a rent to buy arrangement? The method seems to be quite successful in Ontario and P.Q."

"We are not interested in rental units but highly interested in condominiums. The preferred location would be the top level (Unit 6 Type A)."

" 1- Large hot tub in Condo.
  2- Larger stove in kitchen"

"We are only interested in the Ashdown conversion if it is turned into a condominium development. Further, we would require flexibility in the design layout of the unit of our choice. (Type A Unit 6 with the arched windows)."

"The only real apprehension I have associated with this idea is the neighbourhood - nightclubs, Main street, lack of grocery stores. I think security parking would be important - if I had to choose outdoor parking could it be fenced? The appeal of the whole idea stems from what I associate warehouse living with, ie: brick walls, beams, open space, hardwood floors. However to commit myself to purchasing in the area would depend a lot on what plans the city had for the rest of the district. I doubt I would purchase."

"Would be interested as well to know if 3 bedrooms - 2 BR & den were possible."

"TO WHOM IT MAY CONCERN:-

I think I might have been the very first applicant who responded to the first publication of the initial project 1986. When I read in the newspaper it was being delayed, I was totally disappointed as I had everything arranged for a early occupancy for this year in the initial project. I'm really hoping that history does not repeat itself!"

"Enclosed herewith is your questionnaire regarding Ashdown Warehouse. As I reviewed the plans I became increasingly enthused -- particularly since I've planned to move for two years but haven't found a suitable place.

I would be greatly interested in viewing the building as renovations progress -- not necessarily when it has reached the "model suite" stage-- to give me a better idea of exact layout and an early choice of suite from the variety of plans."

"I am currently paying $450.00 per month rent in a one bedroom apartment and am a little nervous about living downtown as I have lived for the past thirty years in the suburb of St. James, however I would consider re-locating if the rent was the same or lower. The many architechtural features are attractive however the location is still a deterrent for me as I have not yet got used to the idea of downtown living. While I have a few misgivings I am still prepared to take the risk if the price is right. Please keep me informed of further developments."

"I was one of the first people to show interest in this project via Ken Kelley as I was with the government when rumours first started. I hope that the people showing interest first, would have first choice. I do some marketing consulting for real estate that this is how we treat our first interested prospects. I would like the top floor, corner, Unit C. I'd even be willing to put down a deposit. I would be disappointed if there wasn't a convenience grocery store on the first floor. I believe it could be a "Yuppie Store" and I may have some interested prospects. I believe this would make a large difference in interesting people. You can contact me at [________________]. I look forward to receiving more information.

P.S. I'd like to see an extra closet in the storage area for more clothes or different season's clothes."

"I have had an on-going interest in this project for almost 2 years which has had an influence on my lack of interest in other real estate speculations. Therefore, I have delayed moving out of my current place of residence. You have projected March '88 as a possible date of availability.

People's interest will wane if we have to wait beyond another year (for those of us who have had on-going enthusiasm).

I am definitely attracted to the top floor. Are there plans for possible skylights on top floor which would not deface the building?"

"OUR PREFERENCES INCLUDE

* * - HARDWOOD FLOORS
* * - 4 PIECE BATHROOM WHICH INCLUDES A BIDET AND TWIN SINK VANITY.
* - IN SUITE LAUNDRY (FULL SIZE WASHER & DRYER)
* - ROOF GARDEN (VERY IMPORTANT IF NO BALCONYS)
* - EXERCISE ROOM
* * - SOUNDPROOFING
* - STATE OF THE ART SECURITY (TELEPHONE CALL UP <u>NOT</u> INTERCOM) (SOLID CORE DOORS)
* - ELECTRIC HEATING
* - CONVENIENT/MULTIPLE CABLE & TELEPHONE JACKS
* - LARGER/WIDER ENTRY DOOR
* - AIR CONDITIONING AND WINDOWS THAT OPEN.
* - GARBAGE SHUTE
* - CAR WASH AREA IN INDOOR, PARKING AREA.
* - COMMON ROOM/PARTY ROOM
* - CHOICE OF BATHROOM & KITCHEN FLOORING
* - ON-SITE BLDG. MGR. +/OR CARETAKER
* - MAIL BOXES AT LEAST WIDE ENOUGH FOR MAGAZINES & LARGE ENVELOPES (SO THEY DO NOT HAVE TO BE FOLDED)
* - FULL SIZE REFRIGERATOR & STOVE
* - ROOM FOR A DISHWASHER IN THE KITCHEN AREA."

"I think this sort of development is exactly what is called for if the core area initiative is to succeed. My only reservation is the price but I assume that at some point the city will in all likelyhood by supplying developers with subsidies for this type of project.

Please keep me informed."

"I like the concept very much. I would be very interested in seeing an open house of the units as soon as they are available. I am assuming Location Map by Westbrook is where Ashdown Warehouse Apartments will be located. Is visiting parking available? I have looked at many complexes, both rental & condominium units, in the City, and I find this complex (from the drawings) the best value per sq. footage and design. I am very interested."

WRITTEN COMMENTS FROM RESPONDENTS INDICATING MEDIUM INTEREST

"13' visual relationship btwh. master brm's and public corridor very questionable!! Lightwell may not be worth the effort."

"As current residents of Towne Square apartments (a 17-storey, 8 year old complex at the corner of Kennedy & Assiniboine) we enjoy a "residential" feeling with lovely legislative grounds, tennis courts, grassy river banks (for tanning in the summer), and community events (such as organised skating on the river in the winter). Would this type of "community" feeling be present in a "warehouse" district? What guarentees are their that some of the less desirable elements of Main Street (North) won't drift into our Ashdown apartment/condominium area? Will there be other "warehouse conversions" in the area after our Ashdown conversion in 1988?

Have their been many requests for three-bedroom (or 2 bedroom + 1 den) units? Would this be possible to implement given the evidence of your advancement of progress already at this time? Will the entire building (i.e. 167, 172, 175, etc.) all along Bannatyne be converted (and existing businesses removed)?

Have any plans been made for a grocery store (major, i.e. Safeway/SuperValu) to be located in the near vicinity? Would there be any minimum age/maximum children regulations to limit noise and prevent undesirable tenants/owners from moving in? Will all units be apartments or all condos or a combination thereof?

Are the safety standards of warehouse buildings and apartments/condos very different? Will changes be made to structures (rather than simple cosmetic variations to attract owners or buyers)? Will your organization be in charge of financing for owners (i.e. through core area government programmes, etc.) or would this be turned over to Real Estate agents who would sell to home owners in the normal manner?

In the event that a unit was sold as a condo (vs rented as an apartment), would the new owner (pending a signed agreement plus a significant downpayment) be allowed to select certain items (i.e. carpet colour, bathroom/kitchen colours, etc.)

Would you please keep us posted on what sounds like a very interesting and potentially successful project?

P.S. Our apologies that this "comment section" was not typed!"

"I think this is a <u>very</u> exciting development, and the only factor which would prevent my application for a suite immediately is the rent. At present it is more than I feel I can afford - but I wish I could find a way to manage it! I work in the Centennial Concert hall (with the

Manitoba Opera) - and for convenience, both for getting to work, coming home late after rehearsals, and entertaining, this would be perfect.

With reference to Question 16 - one of my two sons "at home" is away at University for part of the year - so he is the "1/2".

Of course, if I waited until both boys were away on their own, I could afford a studio with atrium!

This will be a dream - maybe one day it will be a reality. I would really <u>love</u> to live there."

"<u>COMMENTS</u>

. The use of the light-wells (atriums as you call them) is interesting in terms of the hallways (ie- the bridge effect). However it is poorly designed with respect to visual sight lines from 4 apartments surrounding the light wells.

Also you should consult bldg zone if this arrangement is even feasible.

You will not succeed with the project because you are over-pricing the units. For that money one can afford far superior accomadation elsewhere."

"1. Prefer white appliances to black glass."

"1. Additional parking on lot for visitor parking?

2. My concern is that all these renovations of apartments and new buildings going up are geared towards double incomes and higher incomes, what about me as a lower salary range, single income earner."

"The prices have gone up since last contacted.

Why don't you just put in a bathroom and kitchen, and leave the rest of the space open.
- less expense putting up additional walls
- plan the space how you want it

Carpet on hard wood floors?"
"- These are being "sold as loft apartments, but except for type D, you've got them all broken & divided up like your basic suburban ranch house.

What's wrong with having something like Type A with no walls except for those closing off the bathroom?"

"Two main drawbacks for me

1. lack of green apace around. It's not an area one might take numerous Sunday strolls through - Steve Juba Park notwithstanding!

2. my workplace is one block again - much too close for getting away from work!"

"I like the concept, but you are making it unattainable for the average salary. I don't think too many people would want to apply 50% of take home salary on rent. It doesn't make financial sense. Montreal (where I come from) started this many years ago with good results by not making the rent so outrageous.

Also how would you get rid of the homeless native influence which deters anyone (including tourists) from walking around downtown. I am very interested in Winnipeg adopting a more cosmopolitan atmosphere which I find sadly lacking.

A little imagination in opening up outdoor cafe's adjacent to restaurants would be a good idea. Broadway Avenue for example with its' fountain could be very attractive given the right attention. The old Market Square has a great deal of potential if a) get rid of the drunks b) make it an attractive area day and evening and not just on Sunday. c) do something about the old hotels downtown which harbor prostitutes.

Good Luck!"

WRITTEN COMMENTS FROM RESPONDENTS INDICATING LOW INTEREST

"Ashdown does not meet my present needs, but in the future it is the type of accommodation I would seriously consider."

"It all looks & sounds great, but it's not in my price range. Very nice facilities and suites but a single person making my salary can not afford it."

"For warehouse living I would be interested in more open spaces & less traditional planning. Are doors, full walls, enclosed rooms necessary & do they reflect the character of the building?"

"I hope that there is real interest in your project because I think the downtown needs people living in it. It's a great area for it and it's a beautiful building with lots of potential."

"None, unless I get kicked out of my present residence & that depends on how good looking & super a personality she would have. <u>But</u> I have answered your questionaire Truthfully!"

"I think conversions such as this are needed to revitalize the area & help to improve & encourage others for the benefit of the city as a whole."

"I would like to know why the rents are <u>so</u> high! A working couple making 20,000 or more could not even scratch the surface to pay the rent. Also what about Day-Cares? Maybe people should start thinking about low income people instead of the rich!!"

"I think it would be great to live in Ashdown for single people who like the downtown. The most negative thing going for it is the area it is in. If that image changed, I think it would be much more appealing. I still like a single detached family dwelling over an apartment but would certainly consider it if I was single. What will the noise levels from neighbors be like? That is also a very real concern among apartment dwellers. Good luck!"

" - The original floor plans were better, in my opinion.
- Unfortunatly my interest has declined due to a recent separation.

- I would prefer condo living over apt. (and yes I would qualify for financing)"

"Additional comments

- current income prevents renting a suite at Ashdown, but I like the idea of converting a warehouse into an apartment.
- I am interested in seeing the finished product."

"The roof top garden area should include space for tenants to garden themselves.
The main floor of the building has not been mentioned. What is the occupancy?
The exchange neighborhood itself needs people to live in it. We would not like to live in a building so isolated. The neighborhood needs small businesses like green grocers and video rentals etc."

"A pity its for the "trendies" - the rich. The artist population would truly appreciate such a space without all the costly renovations & designer style modernization which is unsensitive to the building's original character. Roving the old means living with it & appreciating it for what it is - with minor alterations to accommodate residential adaptive re-use. Kitchen & bathroom fixtures should be period style. Artists are working hard to attain this sort of accommodation in the "Exchange" district & throughout the city. Culture - the arts, is sadly undermined by our society in favour of economic gains - near sighted value system.

We do not dislike the modern. It is art too. It surely has as strong a value in the Cultural Framework. It has its place however, & it simply should not have its mark on most of the renovation work done in historic/heritage architecture. The older buildings should be "Restored", "conserved" and valued as artifacts - artworks - from our past. A city should tell a story - a visual narrative - through its architecture. This approach would indicate our appreciation for our past achievements, and our present and would reflect a health & proud concern for the growth & development of our culture.

Thank you for your consideration of the artists' viewpoint - its humanitarian!"

"As appealing and modern as this warehouse conversion appears, it is too rich for my blood. Also, the location is a drawback. For the prices involved it would be preferable to buy, or even build a house with a yard in a pleasant, safe, convenient area."

"How about the insulation? R factor..., nice windows - but what kind of view??
no balconies - no swimming pool. -- trees??

So, it's mere minutes to a park - concert hall etc - but how safe is walking in that area?

How about visitor parking? How about noise level from the street? How sound proof are the apartments from one another -- concrete walls??

Is it CMHC approved? -- In case of condo conversion. In case of power failure -- is there an alternate power system?

How about fire regulations -- are they "state of the art" too?

What type of heating system?

Do the windows open?? are they new? The questionnaire's emphasis is on decor -- which is aesthetically pleasing -- but there are too many other important unanswered (structural) points that are totally ignored."

"Initially, I was very interested in the Ashdown Warehouse conversion and was looking forward to residing in one of Winnipeg's Heritage Buildings.

Unfortunately the apartment in which I would be interested (TYPE C) is now out of my price range - the smallest - 1417 sq. ft. at $830.00 plus $60 parking and Hydro, includes what I am prepared to pay for downtown accommodation.

As I am still interested in the progress of this project, would appreciate being advised of viewing possibilities out of interest.

Good luck in this endeavour."

WRITTEN COMMENTS FROM RESPONDENTS INDICATING NO INTEREST

"A very important feature of any apartment or condo complex is a good system of soundproofing units--Neighbour noise is a definate turn off to this style of living."

"Would show more interest there were several residential warehouses in area."

"Whole concept is fabulous, have felt for years that historic bldgs in the area shld be utilized in this way. Area best suited for singles/childless couples. Need more such apt's in warehouse district."

"I am not interested in apartment living as I have young children at home. Perhaps ten years from now I will be ready to return to apartment living."

" - Ceiling - Floors may be noisy."

"Owning your own single family dwelling is much more desirable than renting a downtown apartment. At a rent of $800+/mo vs a PIT mortgage of $800 for an $85,000 house you will have a lot of vacancy. Wake up to the other options people have available."

"This type of accomodation might interest me in about 5 years when children have moved out. This will be especially true if development in CN Yards & Exchange District progresses."

"I have previously work in a warehouse converted office building similar to what is proposed for Ashdown. We found the tempereture hard to regulate, you could hear the people upstairs & downstairs & there was always a lot of dust & other particles coming off the roof."

"Management,

Would there be a resident manager & caretaker? Who would be responsible for plumbing, electrical etc. repairs to equipment? Parking expense seems excessive."

" - Parking is very N.B. Blocks like Evergreen with inadequate parking are not appealing

- Rent & Hydro & parking & cable will be expensive - you need to offer a lot besides location."

"It is not readily apparent from your literature whether or not Ashdown is accessible to physically handicapped individuals. If not you may be missing a lot."

"Were Ashdown marketed as 'Loft Space' <u>only</u> (without partitions-- especially since the layouts are so ordinary), I might be more interested. (By "Loft Space" I mean demising walls and plumbing rough-ins). However the suites as shown (whether to rent or buy) are of little interest...and particularly not enough to jusify the prices indicated!

In addition, moving into an area where security is a problem; where on-street (and, therefore, 'visitor') parking is virtually non-existent on weekends (with 'Marty's~, the 'Marble Club', 'Desoto's', etc. etc.) or on M.T.C. Performance Nights; where underground parking (by your own admission) is not guaranteed; where outdoor recreation areas are few (Juba Park is safest during daylight -- safety in the evening or at night is questionable); and where basic neighbourhood amenities -- such as food stores -- are lacking, is hardly appealing!

The idea of residential development in such a building is interesting, but the Ashdown proposal does little other than installing nondescript apartment layouts in an old building! High ceilings and brick exterior walls are <u>not</u> sufficient enticement for me to relocate."

"You've tried to crowd too many suites for the money.

If I was into the bar scene "preppie" I would like big spacios suites, not an upgraded apartment. Especially for the rent your planning. Units 6 & 5 have so many screwy corners. In Unit 6 you have to walk to no-man's-land to find the bathroom.

Units 6 to 2 all the bedrooms back onto livingrooms. Wouldn't it be better to have them back onto bedrooms. Especially if someone has music playing while the entertaining in their living room.

I would re-think the totall set up - make "big" condominiums spacious. (You have good ideas but charging extra for laundry and fireplace is a joke, why bother, include them across the board. Your layouts need a little more work!

And sell them as Condo's!"

"Your proposed "Ashdown Complex" would--possibly interest me if I were a single adult professional. However being married with 2 children there is nothing that would motivate me to move my family to the downtown area which regardless of improvements will still be the area of highest concentration of derelicts in this city. If you think this is only a perceived notion, take your family for a walk in some of the downtown areas on a Friday or Saturday night. I've grown up in Winnipeg and felt safe years ago but things have most definitely changed. If the facilities cost me nothing I still would not move downtown. Many of my patients report feeling at risk coming downtown for treatments for the same reasons."

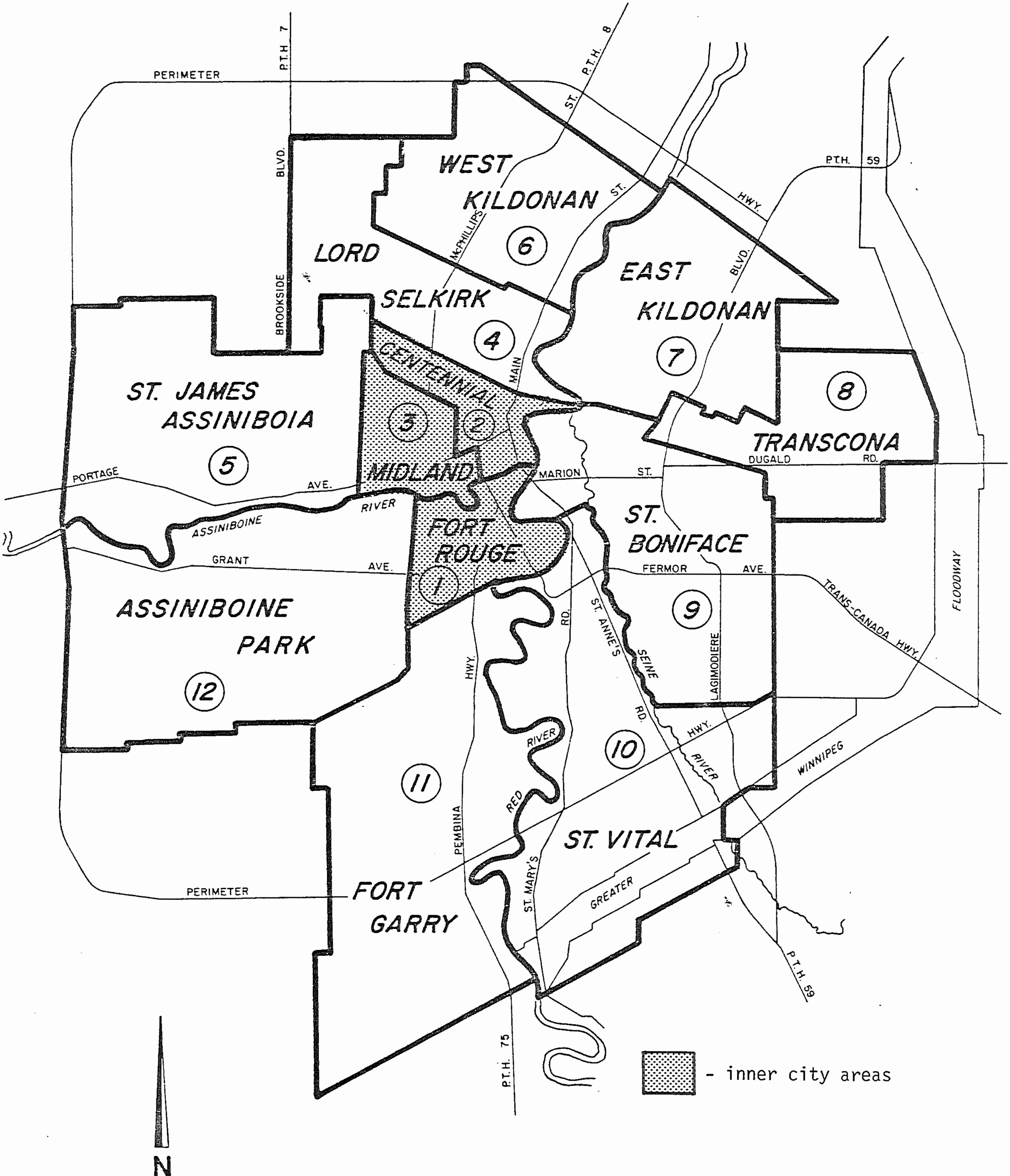
"We have 1000 s.f. in an apt., downtown, with a good view of the legislative grounds. Our rent is less than $500. per mo. when we move we would like to build up equity, I fail to see any use in my personal income benifiting the Imperial Development group.

1. would like to see <u>real</u> non-profit housing in the core area as prepared by a group of salaried professionals who activly solicit people to participate in co-op development in a manner as is being done in B.C. & Ontario.

2. The accommodation of a developer who must pull a profit greater-than-bank-interest and who uses other funds, such as grants, leverage financing, tax concessions is too short sighted. Funds should go to the permanent residents group, association, co-op or condo corporation. The developer pulls his profit from the job prior to or immediately after building occupancy. This requirement restrains the ultimate users of historic conversions or any inner city housing process.

3. The nature of development is risk-taking for high profit. The Ashdown Building developers risks appear to be fairly well covered."

APPENDIX H: MAP 2. CITY OF WINNIPEG



MAP 2. CITY OF WINNIPEG

APPENDIX I: RESPONDENTS' RATINGS OF CHARACTERISTICS OF ASHDOWN, MEANS

RESPONDENTS' RATINGS* OF CHARACTERISTICS OF ASHDOWN BY LEVEL OF INTEREST OF MOVING INTO ASHDOWN, MEANS. 1 = VERY NEGATIVE, 2 = NEGATIVE, 3 = NEUTRAL, 4 = POSITIVE, 5 = VERY POSITIVE.

	MEAN RATING BY LEVEL OF INTEREST				
CHARACTERISTICS	High N=56	Med. N=81	Low N=84	No. N=88	All Responses N=309
1. extra spacious units	**4.66**	**4.54**	4.39	4.22	**4.33**
2. high ceilings	4.46	4.36	4.32	4.11	4.30
3. atriums throughout the interior to provide natural sunlight	**4.59**	**4.57**	**4.56**	**4.33**	**4.51**
4. exposed brick perimeter and party walls	4.36	4.15	3.93	3.73	4.01
5. exposed columns and beams	4.30	4.01	3.77	3.63	3.89
6. high-tech kitchens	**4.54**	4.36	4.20	4.18	4.03
7. modern bathrooms	4.45	4.46	4.36	**4.36**	4.40
8. overall suite layout	4.14	4.07	3.84	3.55	3.88
9. overall exterior appearance	3.91	3.79	3.54	3.45	3.65
10. roof garden/tanning area	3.84	3.99	3.91	3.85	3.90
11. whirlpool in recreational facility	3.49	3.61	3.54	3.58	3.56
12. sauna in recreational facility	3.29	3.49	3.62	3.52	3.50
13. exercise room	3.47	3.73	3.88	3.87	3.17
14. neighbors who share your interests and values	3.49	3.66	3.58	3.54	3.57
15. state of the art security system	**4.54**	**4.56**	**4.48**	**4.46**	**4.50**
16. location near to work	4.11	3.94	4.20	4.08	4.08
17. location near cultural and entertainment spots	4.04	4.00	3.94	3.74	3.91
18. location in Winnipeg's Heritage district	3.87	3.58	3.39	3.20	3.47
19. lack of other residential areas nearby	**2.80**	2.70	**2.48**	**2.51**	**2.60**
20. lack of grocery stores nearby	**2.00**	**2.00**	**2.05**	**2.04**	**2.01**
21. reputation associated with the district	**2.64**	**2.45**	**2.27**	**2.17**	**2.35**
22. one of Winnipeg's first residential warehouse conversions	3.80	2.67	3.38	3.27	3.50
23. cost	3.17	**2.51**	**2.48**	2.49	2.62
24. parking	3.19	2.82	2.82	2.57	2.81
25. rental nature as opposed to condominiums	3.32	3.03	3.02	3.14	3.12

*Ratings in bold type indicate the three highest and three lowest means.

APPENDIX J: RESPONDENTS' SELECTIONS OF THE THREE MOST APPEALING CHARACTERISTICS OF ASHDOWN

Respondents's selections of the three most appealing characteristics* of the Ashdown Apartment. Responses of: all respondents (N=307), respondents indicating high interest (N=56), respondents indicating medium interest (N=81), respondents indicating low interest (N=84), and respondents indicating no interest (N=86).

CHARACTERISTIC**	All Respondents (N=307)		Respondents with high interest (N=56)		Respondents with medium interest (N=81)		Respondents with low interest (N=84)		Respondents with no interest (N=86)	
	Number	%	Number	%	Number	%	Number	%	Number	%
extra spacious units	168	**54.7**	30	**53.6**	48	**59.3**	48	**57.1**	42	**48.8**
atriums throughout	144	**46.9**	24	**42.9**	35	**43.2**	43	**51.2**	42	**48.8**
location near to work	80	**26.1**	19	**33.9**	18	**22.2**	24	**28.6**	19	**22.1**
high ceilings	76	**24.8**	12	**21.4**	20	**24.7**	23	**27.4**	21	**24.4**
overall suite layout	59	**19.2**	4	7.1	20	**24.7**	22	16.2	13	15.1
high-tech kitchens	59	**19.2**	7	12.5	17	**21.0**	14	**16.7**	21	**24.4**
exposed brick walls	49	16.0	14	**25.0**	13	16.0	10	11.9	12	14.0
state of the art security	46	15.0	8	14.3	15	14.8	14	**16.7**	12	14.0
near cultural/entertainment	41	13.4	12	21.4	8	9.9	12	14.3	9	10.5
exposed columns and beams	38	12.4	4	7.1	13	16.0	10	11.9	11	12.8
roof garden/tanning areas	34	11.1	6	10.7	6	7.4	9	10.7	13	15.1
modern bathrooms	27	8.8	4	7.1	7	8.6	6	7.1	10	11.6
one of first warehouse conversions	19	6.2	6	10.7	6	7.4	0	0.0	0	0.0
exercise room	17	5.5	3	5.4	2	2.5	4	4.8	8	9.3
Heritage District location	18	5.9	6	10.7	5	6.2	2	2.4	5	5.8
neighbors with same interests	9	2.9	2	3.6	3	3.7	2	2.4	2	2.3
exterior appearance	6	2.0	2	3.6	2	2.5	1	1.2	1	1.2
whirlpool in rec area	5	1.6	0	0.0	1	1.2	0	0.0	4	4.7
parking	5	1.6	2	3.6	0	0.0	2	2.4	1	1.2
rental nature	5	1.6	1	1.8	2	2.5	0	0.0	2	2.3
cost	2	.70	1	1.8	1	1.2	0	0.0	0	0.0
sauna in rec area	2	.70	0	0.0	0	0.0	0	0.0	2	2.3
reputation of district	2	.70	0	0.0	1	1.2	0	0.0	0	0.0
lack of residential areas nearby	1	.30	0	0.0	1	1.2	0	0.0	0	0.0
lack of grocery stores nearby	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0

* Bold type indicates the five most mentioned characteristics.
** For complete working of the characteristics, refer to question 5 of the survey (Appendix A).

APPENDIX K: RESPONDENTS' SELECTIONS OF THREE LESSER APPEALING CHARACTERISTICS OF ASHDOWN

Respondents' selections of three lesser appealing characteristics* of the Ashdown Apartment. Responses of: all respondents (N=305), respondents indicating high interest (N=55), respondents indicating medium interest (N=81), respondents indicating low interest (N=82), and respondents indicating no interest (N=87).

CHARACTERISTIC**	All Respondents (N=305)		Respondents with high interest (N=55)		Respondents with medium interest (N=81)		Respondents with low interest (N=82)		Respondents with no interest (N=87)	
	Number	%	Number	%	Number	%	Number	%	Number	%
lack of grocery stores nearby	189	**62.0**	36	**65.5**	47	**58.0**	54	**65.9**	52	**59.8**
reputation of district	159	**52.1**	23	**41.8**	42	**51.9**	45	**54.9**	49	**56.3**
cost	121	**39.7**	15	**27.3**	37	**45.7**	37	**45.1**	32	**36.8**
lack of residential areas nearby	100	**32.8**	24	**43.6**	20	**24.7**	29	**35.4**	27	**31.0**
parking	71	**23.3**	10	**18.2**	20	**24.7**	16	19.5	25	**28.7**
rental nature	55	18.0	9	16.4	21	**25.9**	17	**20.7**	8	9.2
neighbors with same interests	18	5.9	2	3.6	8	9.9	3	3.7	5	5.7
Heritage District location	17	5.6	2	3.6	5	6.2	5	6.1	5	5.7
roof garden/tanning area	14	4.6	3	5.5	3	3.7	2	2.4	6	6.9
whirlpool in rec area	15	4.9	5	9.1	4	4.9	3	3.7	3	3.4
high ceilings	16	5.2	3	5.5	5	6.2	2	2.4	6	6.9
exposed brick walls	13	4.2	1	1.8	1	1.2	5	6.1	6	6.9
one of first warehouse conversions	13	4.3	1	1.8	2	2.5	7	8.5	3	3.4
atriums throughout	11	3.6	2	3.6	3	3.7	1	1.2	5	5.7
overall suite layout	10	3.2	0	0.0	0	0.0	2	2.4	8	9.2
exercise room	11	3.6	4	7.3	3	3.7	3	3.7	1	1.1
exposed columns and beams	8	2.6	1	1.8	1	1.2	1	1.2	5	5.7
sauna in rec area	8	2.6	4	7.3	1	1.2	1	1.2	2	2.3
location near to work	9	3.0	3	5.5	4	4.9	1	1.2	1	1.1
near cultural/entertainment	6	2.0	0	0.0	4	4.9	1	1.2	1	1.1
extra spacious units	5	1.6	0	0.0	2	2.5	1	1.2	2	2.3
high-tech kitchens	5	1.6	1	1.8	0	0.0	2	2.4	2	2.3
modern bathrooms	3	.97	1	1.8	0	0.0	1	1.2	1	1.1
exterior appearance	4	1.3	1	1.8	0	0.0	2	2.4	1	1.1
state of the art security	3	1.0	2	3.6	1	1.2	0	0.0	0	0.0

* Bold type indicates five most mentioned characteristics.
** For complete working of characteristics, refer to question 5 of the survey (Appendix A).