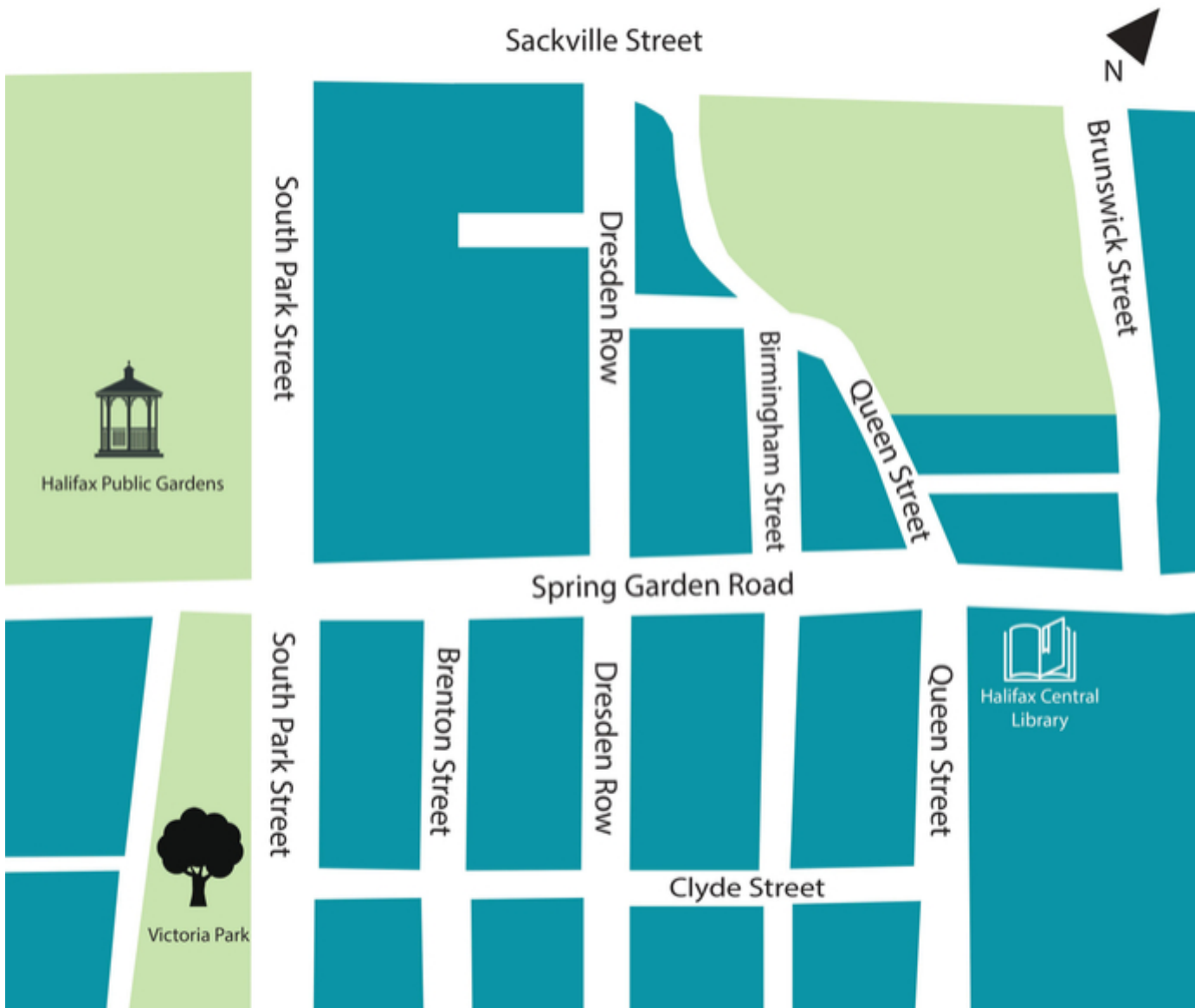


SPRING GARDEN

# DISTRICT PROFILE

SEPTEMBER 2019





# GETTING AROUND



**11,424**

within a 10 minute walk

**99/100**

Walk Score, a walker's paradise

**75,345**

residents within a 20-30 minute bike ride

## Active Transportation

Active transportation is any self-propelled, human powered mode of transportation, and it is good for business. Several studies show that customers who walk or bike visit busy streets more than those who drive, and spend more money in businesses overall. [1] In 2018 there were 11,424 people within a 10-minute walk and 75,345 within a 20-30-minute bike ride to Spring Garden. 57% of people in the neighbourhood walk or bike to work.[1]

Spring Garden boasts a Walk Score of 99/100 - the community is a walker's paradise as daily errands do not require a car. The walk score is based on 7 categories, including access to entertainment, schools, parks, and shopping. [2]

The Bike Score for the area is 54/100, indicating that there is some cycling infrastructure, but biking is not convenient for most trips. This score will improve dramatically with the expansion of bike lanes in the area. This gives people who cycle safe access to Spring Garden and connects the neighbourhood to other major corridors on the peninsula.

[1] For example, Clean Air Partnership & Toronto Centre for Active Transportation (2009). Bike lanes, on-street parking & business: A study of Bloor Street in Toronto's Annex neighbourhood.

[2] Statistics Canada. 2017. Halifax, RGM [Census subdivision], Nova Scotia and Nova Scotia [Province] (table). Census Profile. 2016 Census. Statistics Canada Catalogue no. 98-316-X2016001. Ottawa. Released November 29, 2017. <https://www12.statcan.gc.ca/census-recensement/2016/dp-pd/prof/index.cfm?Lang=E> (accessed August 30, 2019).



# GETTING AROUND

**15**

transit routes

**83,869**

People within a 30 minute direct bus trip

**6,000**

Vehicles travel Spring Garden daily

**67%**

Off-street parking occupancy on weekends

## Transit Access

15 public transit routes bring people from around the HRM to Spring Garden. An additional two routes on South Park Street, and five on Morris increase the accessibility of the community. Spring Garden has a Transit Score of 73/100, making public transit a convenient option for most trips. In 2017, there were 83,869 people within a 30-minute direct bus trip of the area. Spring Garden saw over 3260 people alight between South Park and Brunswick Street. [3]

## Road Access

Spring Garden is easily accessible by car for many communities in the Halifax Regional Municipality as it connects with the major commuter arteries and smaller urban roads on the peninsula. Barrington, South Park, Queen, Brunswick and Sackville/Bell Road all connect the Spring Garden area to the entire downtown core. Commuters also have easy access from the 103, 102 via Chebucto Road, and the 111 and 118 via the MacDonald Bridge and Barrington Street.

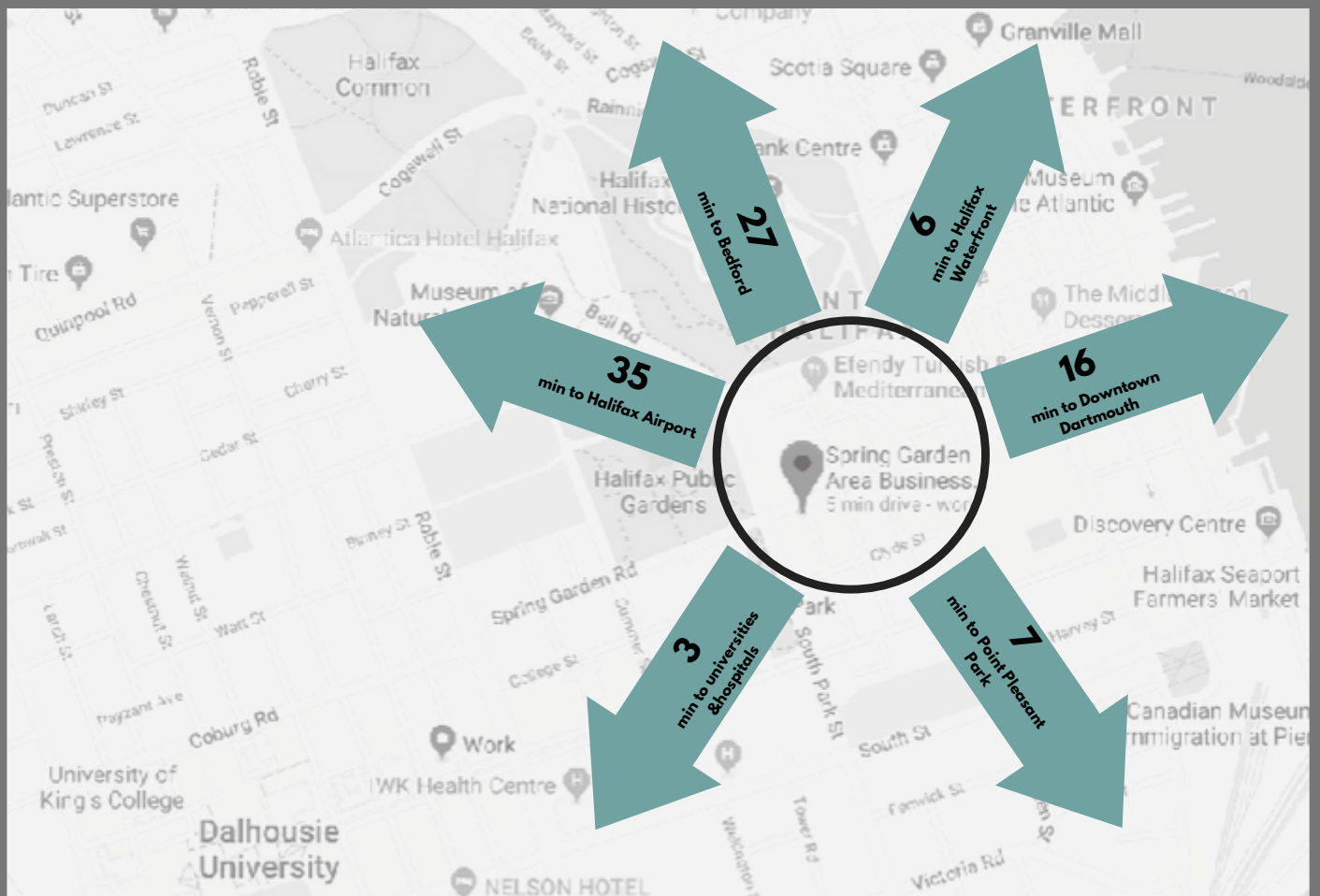
Approximately 6,000 vehicles travel down Spring Garden east of South Park Street daily, including 850 transit buses. While this is a busy street, there are still plenty of parking options. In 2018 SGABA conducted a parking study which highlighted that off-street parking occupancy is at 80% during the weekday, and 67% on the weekends.

3) Statistics Canada. 2017. Halifax, RGM [Census subdivision], Nova Scotia and Nova Scotia [Province] (table). Census Profile. 2016 Census. Statistics Canada Catalogue no. 98-316-X2016001. Ottawa. Released November 29, 2017. <https://www12.statcan.gc.ca/census-recensement/2016/dp-pd/prof/index.cfm?Lang=E> (accessed August 30, 2019).



# GETTING AROUND

**Spring Garden is easy to get to whether you walk, bike, travel by public transit, or arrive by car. It is well positioned visitors, residents, office workers and students!**





# VIBRANT NEIGHBOURHOOD

## Annual Events

**Switch**

**Shopping Under the Stars**

**Yoga in the Park**

**Children's Festival**

**Atlantic Film Festival**

**Clean Sweep**

**Bark in the Park**

## Community

Spring Garden is a vibrant community located in the heart of downtown Halifax, which serves as a central place to live, work, and play for all Haligonians. It is centrally located in the middle of the downtown business districts, major university and hospital campuses, and the waterfront- a prime tourist attraction and where over 300,000 cruise ship passengers dock annually. Spring Garden is an integral piece of the cultural landscape in Halifax and has something for everyone. Students, residents, visitors, and workers can all find a place here. From breakfast to late nights and everything in between, Spring Garden offers an unlimited amount of potential!

The Spring Garden Area Business Association hosts a variety of events annually to promote all the businesses and amenities in the community. These events are well attended and draw in different markets to Spring Garden. They include the Children's Festival; Yoga in the Park; Shopping Under the Stars; and Bark in the Park.

## Award Winning

The Canadian Institute of Planners named Spring Garden Road/Schmidtville as Canada's Greatest Neighbourhood in 2017. The community has a high Walk and Transit Score, and includes the award-winning Halifax Central Library, the Public Gardens, and the national historic site of Citadel Hill. There are many different dining establishments, from fine-dining to casual bars. Spring Garden also hosts Canada's oldest children's bookstore, Woozles, Jennifer's of Nova Scotia, and Duggers - stores which have been in the area for more than 35 years!



# DESTINATIONS

**500,000 +**

Visitors to the Halifax  
Public Gardens in 2010

**211,000+**

Visitors to the Citadel in  
2018

**4,000+**

Daily visitors to the  
Central Library

Spring Garden is a complete community for residents and a dynamic destination for visitors to HRM, boasting many different attractions. Two iconic landmarks frame Spring Garden on either end, the Halifax Central Library and the Halifax Public Gardens. Additionally, the Halifax Citadel is a short distance away, built in 1749 the fort is an integral part of Halifax's history. The area also touches Schmitzville, a Heritage Conservation District characterized by bright and colourful homes, iconic to the East Coast.

The Halifax Public Gardens had over 500,000 visitors in 2010, with over 4,000 visitors per day. [4]The Friends of the Public Gardens estimate that the number has increased dramatically with the rise in tourism. In 2018, over 8,000 visitors came to the Public Gardens over a 3 hour period for the Birthday Party, and other events have drawn in a large number of visitors. [5]

The Nova Scotia Museum had 629,000 visitors in 2018, and the Citadel saw 211,00 in the same year. These sites are in very close proximity to Spring Garden and a large number of tourists come through on their way to these attractions.

[4] Friends of the Public Gardens. 2010 Usage Study Interim Summary.

[5] Friends of the Public Gardens. Visitor Survey.



# LANDMARKS IN THE AREA



## HOTELS

Lord Nelson  
 Prince George Hotel  
 Residence Inn by Marriott  
 Cambridge Suites Hotel Halifax

## PLACES OF WORSHIP

Cathedral Church of All Saints  
 St. Mary's Cathedral Basilica  
 Roman Catholic Episcopal Corp  
 Anglican Diocese of Nova Scotia and PEI  
 St. Matthews United Church (Out of the Cold Shelter)

## SCHOOLS

Sacred Heart  
 Saint Mary's Elementary School

## UNIVERSITIES

Sexton Campus- Dalhousie  
 Saint Mary's University  
 Dalhousie University  
 NSCAD

## HOSPITALS

QEII  
 IWK

## LIBRARY, PARKS AND GARDENS

Halifax Central Library  
 Victoria Park  
 Halifax Public Gardens

## HISTORIC SITE

Halifax Citadel

## RECREATIONAL FACILITIES

YMCA opening 2020  
 Wanderers Sports Team



# BUSINESS

**1670+**

People in the labour force in Spring Garden

**26,000+**

Students attending 3 institutions in a 1km radius

## Access to Talent

Spring Garden and its surrounding neighbourhoods have a diverse and highly skilled workforce. 10,265 people of working age live in the surrounding neighbourhoods, and speak a variety of languages, predominantly English, French, and Arabic. Of the 1670 people who live in the immediate vicinity of Spring Gard Road and are in the labour force, 1525 have a university degree or higher, 25 have an apprenticeship, and 620 are high school educated. This diverse and highly educated workforce shows the talent that is available close by to employers.

Spring Garden is also in close proximity to Saint Mary's University, NSCAD, and Dalhousie, where a total of 26,000 students attend these institutions. Additionally, Sexton campus is located on Spring Garden Road, and supports the Faculties of Engineering and Architecture and Planning which has 3032 students.[6]

The Spring Garden Area Business Association is supportive of inclusive hiring, and has partnered with ISANS to promote immigrant businesses in our Faces of Spring Garden campaign. The campaign teams with businesses who are started by immigrants, empower immigrants, or affiliated with ISANS to highlight diversity of Spring Garden businesses.

[6]Dalhousie Univesity, 2019.

[https://cdn.dal.ca/content/dam/dalhousie/pdf/dept/oiar/Public\\_Reports\\_and\\_Data/Enrollment/2018/Faculty\\_2018.pdf](https://cdn.dal.ca/content/dam/dalhousie/pdf/dept/oiar/Public_Reports_and_Data/Enrollment/2018/Faculty_2018.pdf)

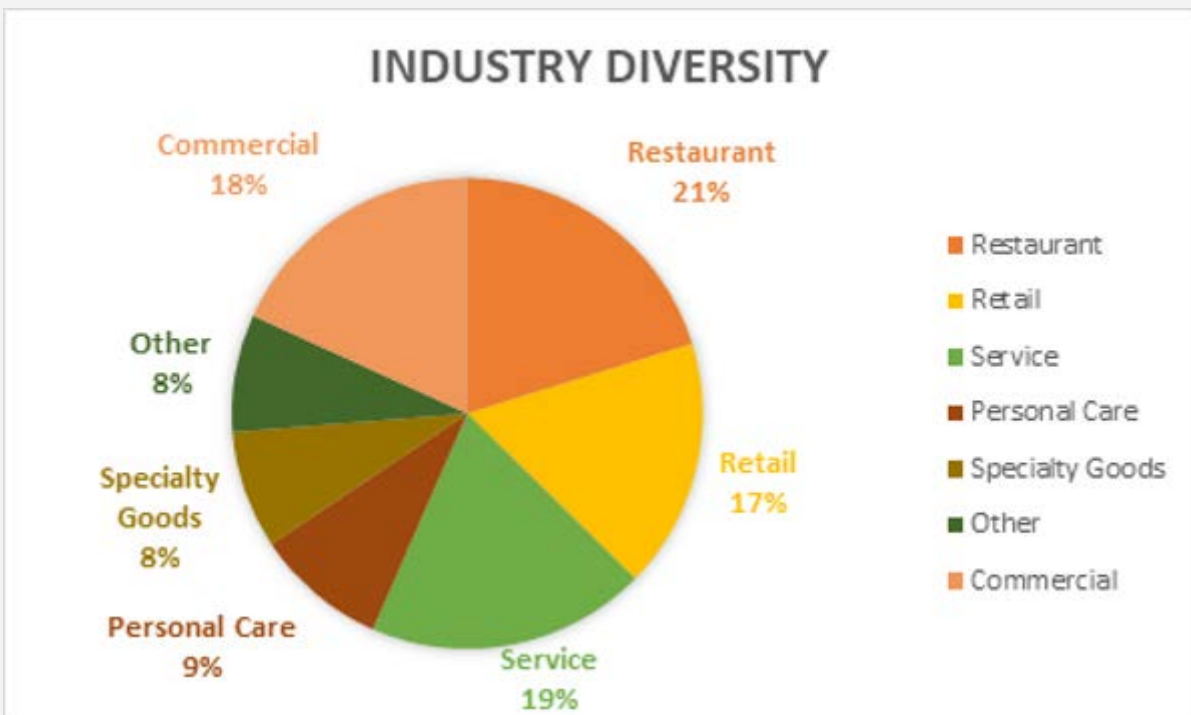




# BUSINESS

## Who is in Spring Garden?

Spring Garden is home to a healthy mix of retail, offices, public amenities, and a rapidly growing residential neighbourhood.



# 300+

Businesses in the  
Spring Garden Area



# BUSINESS

## Growth

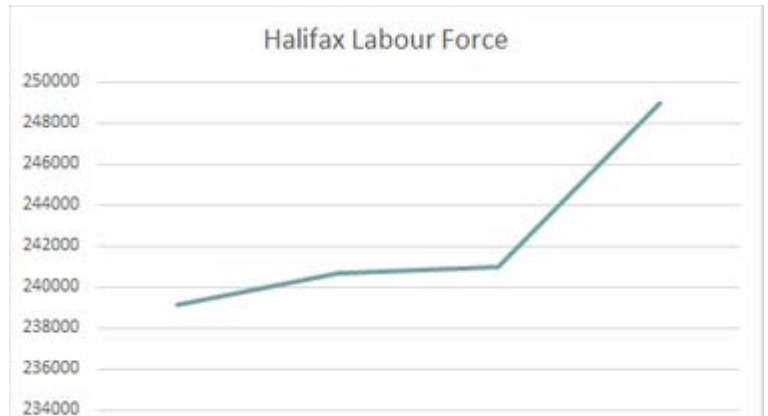
The Centre Plan aims to increase density in the urban centre of the HRM, and Spring Garden is in an area of prime growth. The trends suggest that there will be 18,000 new units and 33,000 new people by 2031 in the Regional Centre.

The Centre Plan allocates more growth to compact, walkable neighbourhoods - a trend occurring across North America. Walkable neighbourhoods support sustainable communities and encourage viable economic growth.

The upcoming streetscaping in 2021 positions Spring Garden as a walkable, transit friendly destination. With a diverse mix of businesses, residences, and entertainment spots, Spring Garden is a complete community to attract employees, customers, and other businesses.

## Demographics

The Spring Garden area is growing in population and wealth - the average household income after tax in 2016 was \$57,118. The average age of residents in the area is 35, and they want convenience, value, and experience in their shopping. Spring Garden offers all of these in ample supply.



Halifax Partnership: Halifax Index 2019

## Commercial Realty

Spring Garden Area Business Association does not have its own specific commercial rent data at this time, however, it is comparable to downtown Halifax. While the commercial rent in downtown Halifax is more expensive than other areas of the region, the merchants who choose to stay and set up business here experience a high number of customers due to the draw of the Atlantic Canada's busiest street. In 2017, offices in downtown Halifax averaged \$26/square foot.[1] There are several active developments in the Spring Garden area, including the Pavilion, the Curve, the Marguiette, and Brenton Suites. There are also several active planning applications for changes to mixed use development.

[1]Market Survey HRM Offices and Warehouses. Turner Drake & Partners Ltd. June 2017. <https://www.turnerdrake.com/survey/attachments/187.pdf>



# BID BENEFITS

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The Spring Garden Area Business Association is a not-for-profit organization that is the voice of Spring Garden. It represents its member businesses to various levels of government and other key stakeholders in the community. The vision of the Association is to preserve and enhance the essence and experience of the Spring Garden area for members, residents and visitors by supporting business success through community partnerships and resources. The Association is partnered with 96.5 and The Chronicle Herald to offer members a co-op opportunity. Other members of the area also offer member-to-member promotions. For a full list, please visit <http://www.springgardenarea.com/member-resources>

## The 4 Pillars of SGABA

### **1) *Advocacy***

**SGABA represents member businesses to various levels of government and key stakeholders in the community.**

### **2) *Beautification***

**SGABA aims to keep the area pleasant and easy on the eyes by installing planters and sweeping the streets through its summer interns.**

### **3) *Marketing and Promotions***

**SGABA promotes the Spring Garden area as a preferred place to work, live, shop and experience.**

### **4) *Safety***

**SGABA strives to keep the area clean and safe by partnering with businesses, institutions, property owners, the Halifax Regional Police, community service providers, and the Halifax Regional Municipality.**