



# EDMONTON:

THE QUARTERS DOWNTOWN



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### MIXED-USE DEVELOPMENT

The Quarters Downtown is a prime investment opportunity in the heart of downtown Edmonton, Alberta's capital city. The City of Edmonton invites you to be part of this new vibrant urban village – a mixed-use development showcasing high quality architecture that integrates the best of downtown living on the edge of North America's largest stretch of urban parkland. Developments in this community will use industry-leading technologies to reduce environmental footprints while providing excellent design and innovative lifestyle options.

The Quarters Downtown offers sound investment opportunities in a resource-rich province that has consistently proven to be a strong economic performer. Private sector organizations are already coming forward to develop the area, ready to capitalize on the City of Edmonton's \$56 million investment in infrastructure and public amenities. Ongoing development opportunities for The Quarters Downtown range from hotels and boutique-style inns to mixed-use residential properties and the commercial and retail services to serve a growing market.

### OUTSTANDING LOCATION

On the eastern edge of downtown Edmonton, The Quarters Downtown is emerging as an urban community where businesses and people live, work and play. This community is a dynamic part of the downtown urban core. Investment projects will be located near corporate business and financial districts, a world-class arts district, the light rail transit network, and convention centre as well as local restaurants, shops and services in Chinatown and Little Italy.

The project encompasses 18 city blocks and, when fully realized, will be home to upwards of 20,000 people supported by local commercial and retail services in a pedestrian-focused neighbourhood.



A first-class public space in the centre of the neighbourhood— The Armature— will include a large, green park hosting both planned and impromptu events throughout the year. The Armature will be a “Green Street”, meaning a retail/mixed-use environment that forms a conduit and gateway to the beautiful Louise McKinney Riverfront Park to the south and the exciting Arts District and downtown core to the west. This lively urban street will meet commercial and residential needs with residences above boutique shops and restaurants.

The Armature will host public art, outdoor cafés, and street festivals year-round while providing opportunities to showcase sustainable design such as green roofs and rain gardens. It will be a city park, stage, gallery, sports field, corporate plaza and community events space.

The Quarters Downtown is planned to accommodate a diverse built form in four “Quarters” along with the Armature. Smaller-scale residential developments will be built in the McCauley Quarter, while the Five Corners Quarter will host iconic developments where buildings can take advantage of spectacular river valley views. The south boundary of The Quarters Downtown is an urban balcony overlooking the panoramic vistas of the beautiful North Saskatchewan River and Louise McKinney Riverfront Park with access to 150 kilometres of relatively untouched green space with trails available for walking, jogging, biking and cross-country skiing.

The Arts District is home to Edmonton’s premiere cultural venues including the Citadel Theatre, the Winspear Centre for Music and Performing Arts, the world-class Art Gallery of Alberta and, in the near future, the new Royal Alberta Museum. The Civic Quarter, adjacent to the dynamic Arts District, will provide hotel and dining venues for performers and visitors alike, as well as the thousands of workers in the nearby commercial core. The Heritage Quarter along Jasper Avenue contains significant Edwardian-era buildings including The Hardware Grill, recognized as one of Canada’s top restaurants.

Conveniently located adjacent to the Heritage Quarter is one of Canada’s premiere meeting, entertainment and convention venues, the Shaw Conference Centre. The Shaw Conference Centre hosts approximately 650 events and attracts over half a million attendees per year. The Shaw Conference Centre’s annual economic impact on Greater Edmonton is \$49 million. With this major venue within easy walking distance, development in The Quarters Downtown is well positioned to service convention and trade show exhibitors and visitors.



## MARKET ANALYSIS

With more than \$172 billion worth of capital projects invested in Northern Alberta, Edmonton has a proven record for steady growth and investor return. The favourable tax environment and access to a diversified, skilled workforce are additional factors for success.

Direct visitor expenditures from all tourists (resident and non-resident) in the Edmonton and Area Tourism Destination Region (TDR) was approximately \$1.41 billion in 2010. Albertans accounted for approximately half of these expenditures. Other Canadians and international visitors accounted for 28% and 21% respectively. Residents of Alberta accounted for 75% (3,727) of all person-visits (4,977) to the Edmonton and Area TDR in 2010. Other Canadians and international visitors accounted for 16% and 9% respectively. Of the direct visitor expenditures, \$628 million was spent on accommodation, food and beverages, and \$291 million on retail related items.

Downtown Edmonton is poised to experience up to nearly five billion dollars’ worth of real estate development and capital investment between now and the end of 2017.

## **WORKING WITH THE CITY OF EDMONTON**

The City will consider working with strong interested parties to take advantage of this development opportunity, with a focus on elements that support further growth of Edmonton's tourism industry.

**For further information on investment opportunities, please contact:**

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