

accessible sustainable  
vibrant  
sustainable well designed  
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# CAPITAL CITY DOWNTOWN PLAN HIGHLIGHTS



sustainable vibrant

## VISION

Edmonton's Strategic Plan, The Way Ahead, outlines a bold vision for the City with important implications for Downtown...

- shifting to a more urban centre
- becoming a more livable city
- creating one of the most special places on earth



## Goals

1. Preserve and Sustain  
Edmonton's Environment
2. Improve Livability
3. Transform Urban Form
4. Shift Transportation Modes
5. Ensure Financial Stability
6. Diversify Economy

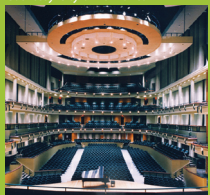
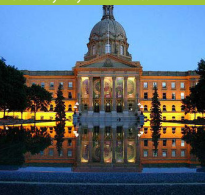
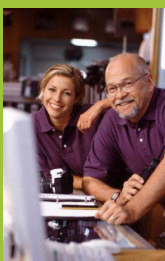
The Way Ahead 2009-2018



Courtesy City of Edmonton



Courtesy City of Edmonton



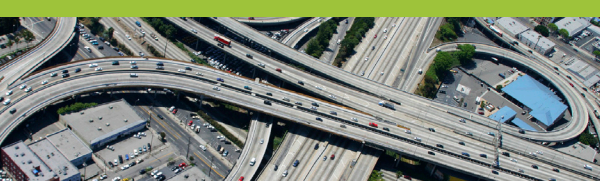
Courtesy Cohos Evamy



Courtesy City of Edmonton



Courtesy Google Earth



Edmonton's new Capital City Downtown Plan is built upon the goals of The Way Ahead to create a vision for Edmonton's Downtown that is:

- Sustainable
- Vibrant
- Well Designed
- Accessible

To achieve this vision Edmonton's Downtown will need to be embraced and invested in commensurate with it being the heart of Alberta's capital City.

## THE IMPORTANCE OF DOWNTOWN

Investing in Downtown as a special area is appropriate and required given its importance to Edmonton and the Capital Region. A dynamic downtown is a key ingredient of a great city. Its importance transcends its borders benefiting all citizens.

Downtown Edmonton is:

- An Employer... Highest concentration of jobs in the City
- A Major Tax Base... Almost 10% of Edmonton's total municipal property tax, less than 1% of its area
- A Connector... Edmonton's transportation hub
- An Educator... Home to over 50,000 students annually by 2020
- Source of Inspiration... Winspear Centre for Music, Art Gallery of Alberta, Citadel Theatre, Stanley Milner Library
- A Capital City... Seat of municipal and provincial governments
- A Place of Discovery... A primary destination for visitors
- A Symbol... Edmonton's image to the world

The importance of Downtown is clear, but so too are the challenges it faces:

- Land Speculation... 24 M sq ft of existing built space, 32 M sq ft additional zoned capacity
- Auto-Oriented Development... Major commitment to suburban road network
- Competition with Suburbs... 75% of Edmonton's future growth planned for new neighbourhoods
- Emerging 24hr Economy... Entertainment and social networking
- Social Stress and Crime... High crime rate
- Competition with other Cities... National and international benchmarks
- Complexity... Five diverse neighbourhoods

# THE PLAN

The Capital City Downtown Plan has four pillars:

- 1) Policies
- 2) Zoning
- 3) Implementation Strategies
- 4) Catalyst Projects

## 1 ) POLICIES

A comprehensive and aligned set of policies forming a coherent foundation for future initiatives, regulation and investment. They establish a clear structure to achieve a Downtown that is:

### Sustainable

- Healthy Natural Environment
- Reduced Energy and Emissions and Improved Air Quality
- Stewardship of Natural and Material Resources
- Healthy Communities
- A Sense of Place

### Vibrant

- Additional Downtown Housing
- Commercial, Retail and Educational Activities
- Diverse Arts, Culture and Entertainment

### Well-Designed

- Well Designed Built and Urban Forms
- Defined Street Framework
- Additional Connected Parks and Open Space
- Historic Preservation

### Accessible

- Efficient Roadway System
- Enhanced Pedestrian Circulation
- Improved Cycling
- Superior Transit

## 2 ) ZONING

The Capital City Downtown Plan contains new zoning regulations that provide a framework to guide development toward the vision. These new regulations will improve urban design and built form while generally retaining existing heights and densities established by the 1997 Downtown Plan.



Courtesy HBBH + Cohos Evamy



Courtesy Carlyle + Associates



Courtesy Robert Lemermeyer



Courtesy City of Edmonton

### 3 ) IMPLEMENTATION STRATEGY

The Implementation Strategy provides direction, identifies stakeholders, and proposes responsibility to help organize the City's efforts to deliver the Plan. The proposed approach is phased, flexible, and focused. Key elements in the strategy include:

- Adopting the Plan
- Funding the Plan
- Leveraging our Strengths
- Supporting our Partners
- Focusing our Efforts
- Follow Through, Monitoring and Reporting

### 4) CATALYST PROJECTS

Catalyst Projects are proposed to create the necessary momentum to stimulate timely change on the scale required. They have been identified for their ability to:

- Increase the number of people living in the downtown
- Enhance Downtown's unique neighbourhoods
- Link the neighbourhoods together – and to the rest of the city



Nine Catalyst Projects are proposed to be City led:

1. Central Warehouse Housing Incentive
2. Warehouse Campus Central Park
3. Jasper Avenue New Vision
4. River Valley Promenades
5. Integration of At-Grade LRT
6. High Profile Bikeway System
7. Central Gathering Place for McKay Avenue
8. Green Building and Development Strategy
9. Green and Walkable Downtown



Four Catalyst Projects are identified as concurrent. They are led by other agencies or have already been funded by the City but are critical for the success of the Downtown:

1. Capital Boulevard Upgrade
2. Legislature Grounds Redevelopment
3. Expansion of Downtown Universities and Colleges
4. Potential New Sports and Entertainment District



## BENEFITS

The Capital City Downtown Plan will deliver direct measurable benefits including:

Increased Urban Densification – 12,200 new residential units over a 35 year period; more than twice the growth projected without the Plan.

Increased Economic Activity – 2.35 M sq ft of commercial space and 2.25 M sq ft of new office space over a 35 year period; 40-70% more growth than without the Plan.

Increased Tax Revenue – An additional \$200 - 250 M in annual property tax revenues above the base scenario without the Plan after 35 years.

Higher Land Values – Resulting from increased amenities, design quality and livability of the Downtown.

Improved Sustainability – Greenhouse Gas reductions of up to 40% per Downtown resident as a result of intensifying development, increasing modal choices and implementing a green building and development strategy.

Clearer Expectations – A predictable framework for investment and development.

Enhanced Transit Viability – Supported by Edmonton's greatest concentration of transit users and complementary uses.

Showcase for Edmonton – A vibrant, well-designed and sustainable Downtown attracting people, investment and opportunity to the City.

## MOVING FORWARD

The Capital City Downtown Plan has drawn from extensive engagement of the public and key stakeholders to develop integrated policies, zoning regulations, implementation strategies and catalyst projects. Its implementation will launch a vibrant, sustainable, well designed and accessible future for the benefit of the entire City and Capital Region.

View the full plan at [www.edmonton.ca/downtownplan](http://www.edmonton.ca/downtownplan)

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## DOWNTOWN EDMONTON 2045

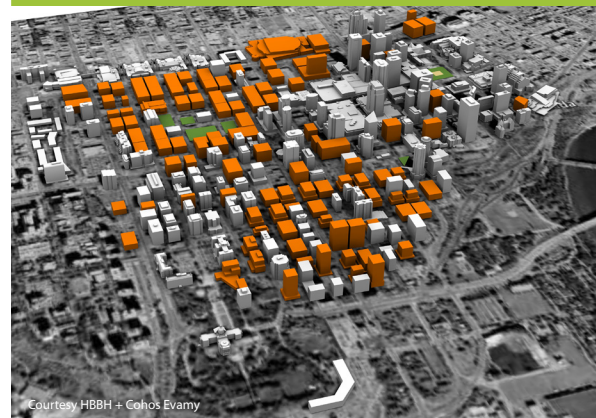
### WITHOUT THE PLAN



Courtesy HBBH + Cohos Evamy

- 6,000 new residential units
- 1.65 M sq ft of Commercial growth
- 1.3 M sq ft of Office growth

### WITH THE PLAN

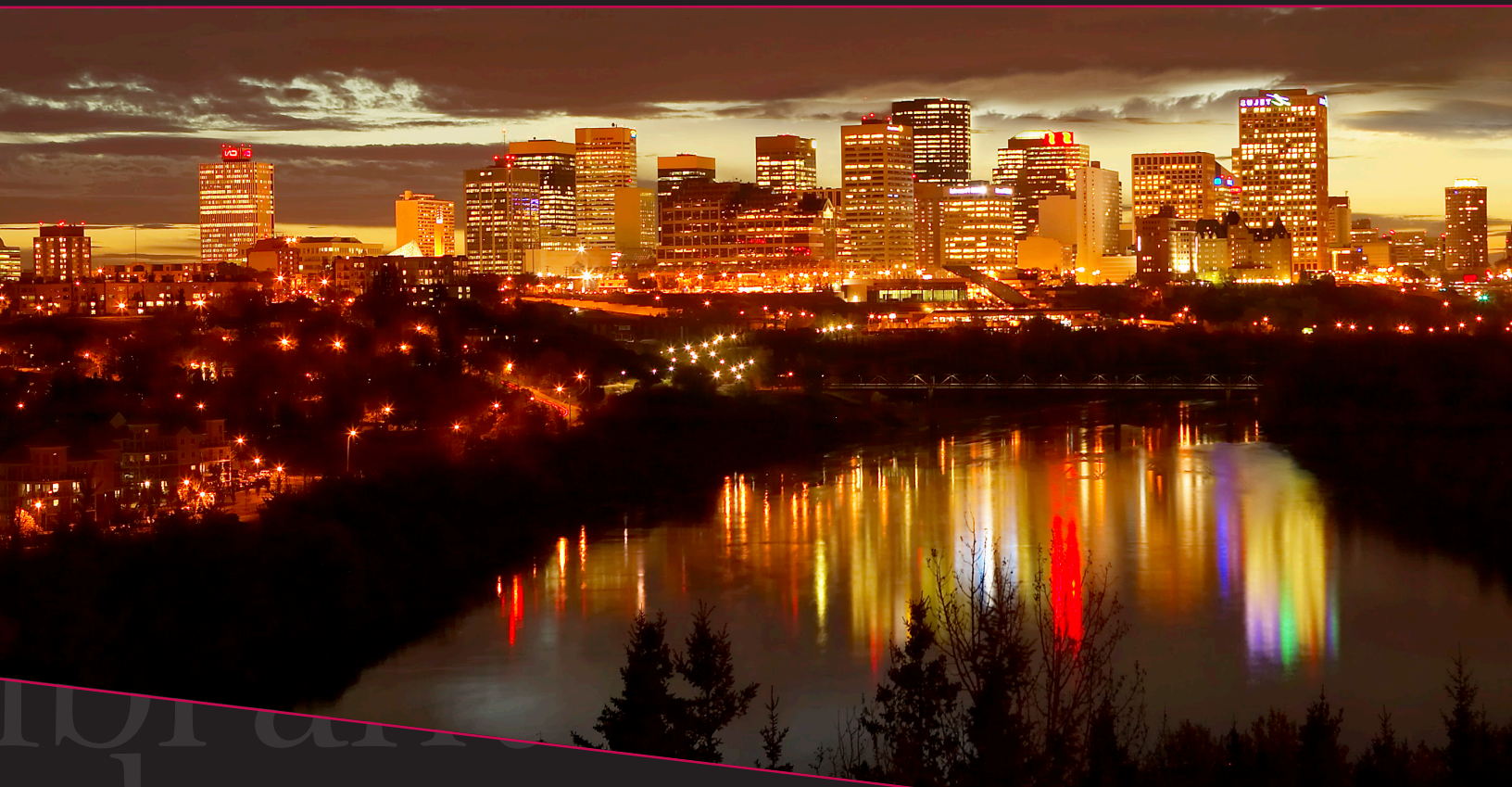


Courtesy HBBH + Cohos Evamy

- 12,200 new residential units
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- 2.25 M sq ft of Office growth



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Courtesy Con Boland

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## CAPITAL CITY DOWNTOWN PLAN