

Edmonton's **Exhibition Lands** Redevelopment

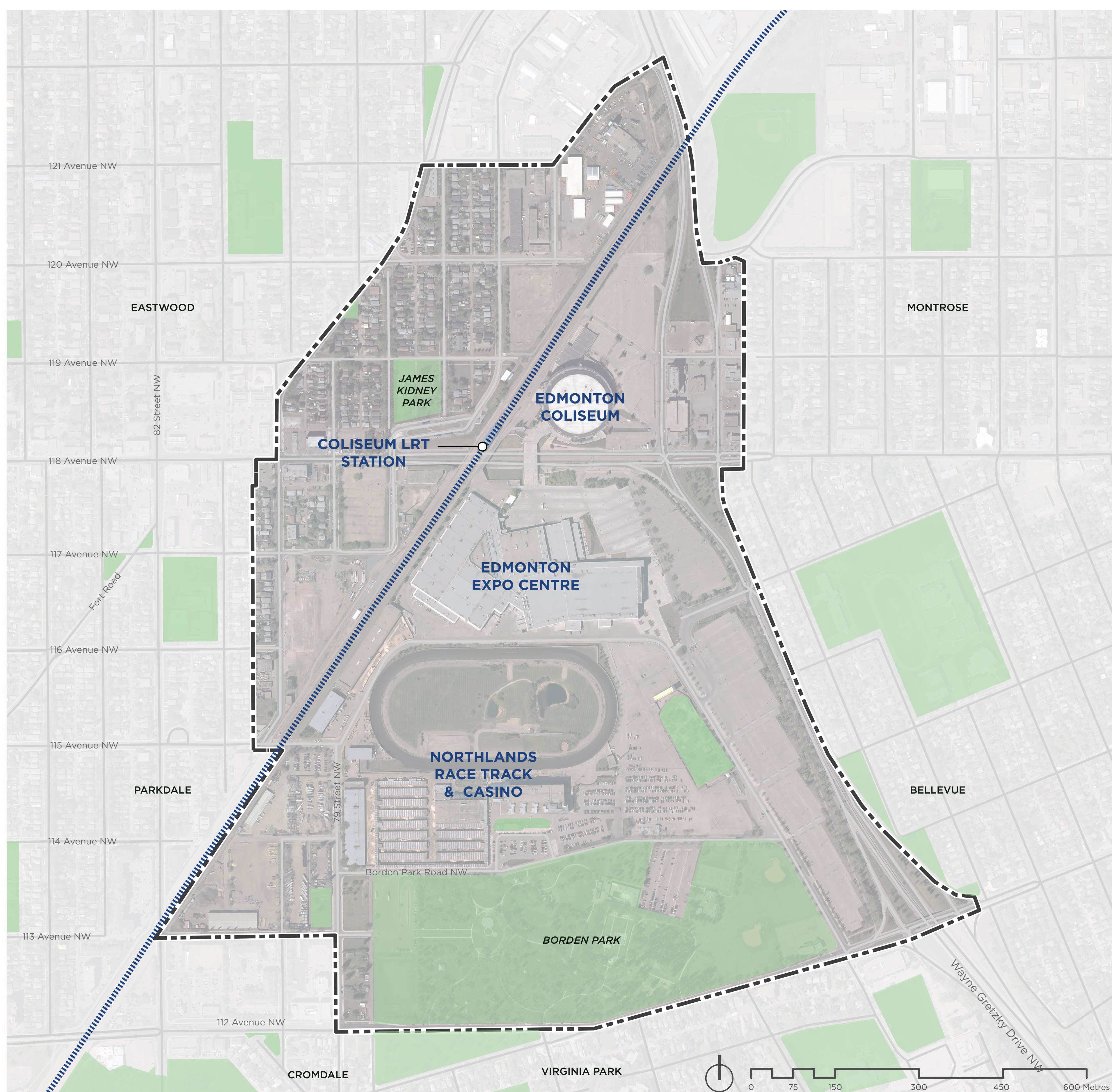
The Exhibition Lands – the triangular area that hosts the Edmonton Coliseum, the EXPO Centre, the Northlands Race Track and Casino, and Borden Park – are undergoing unprecedented change.

Creating a new vision for a community at the heart of Edmonton offers an unprecedented city-building opportunity.

For project updates and other information, contact us at:

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edmonton.ca/coliseumplan



Defining the Opportunity

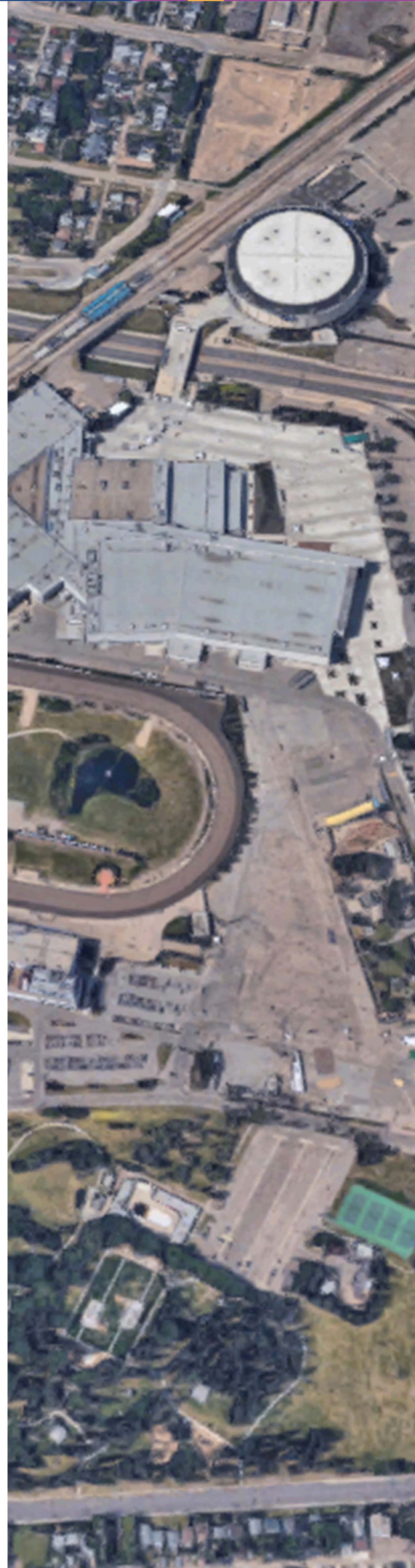
At 160 acres, Exhibition Lands is the second largest urban infill redevelopment site in Edmonton.

The site presents an incredible opportunity for city-building.

Very few North American cities have an opportunity to direct the evolution of significant lands that have:

- › Excellent access to Downtown
- › High quality public transit
- › Reliable regional road networks
- › World-class green space amenities

The Exhibition Lands Redevelopment offers a rare chance for Edmonton to tap into the knowledge, connections and capacity of forward thinkers from the local community and beyond.



What We Heard

In June 2017, the City of Edmonton engaged over 830 residents to lay the groundwork for a future vision for the Exhibition Lands. This engagement produced important ideas and feedback to inform the draft Land Use Principles that will be further refined as the project moves forward.

The What We Heard summary below reflects the findings from over 6,300 comments received through the online survey held from June 1 to June 30. For a full summary of Phase 1 engagement results, please see City staff at this event for additional details, or visit the website for the full report: edmonton.ca/coliseumplan.

WHAT WOULD MAKE THIS PROJECT A SUCCESS?

Based on 633 online survey respondents

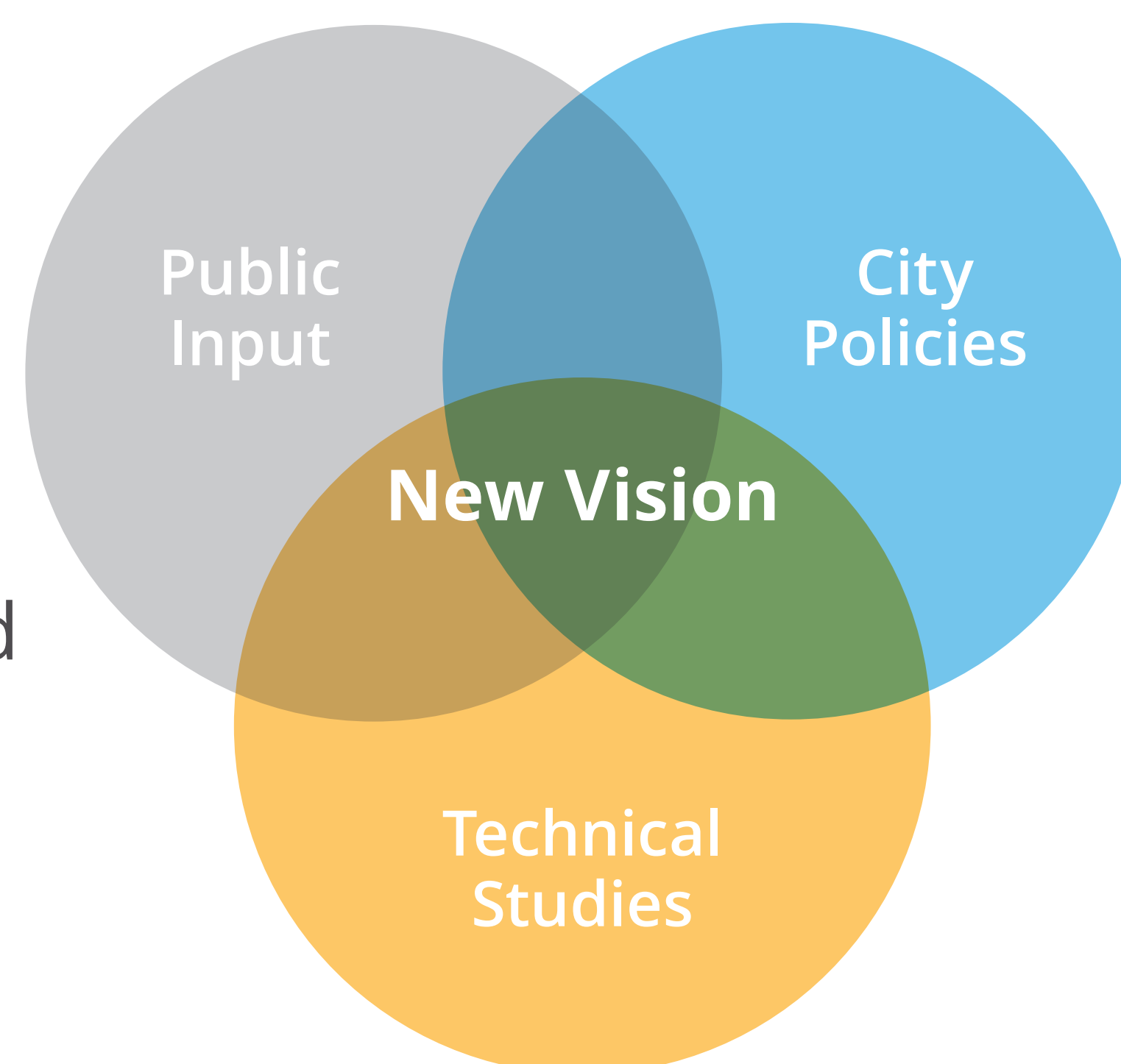


Draft Land Use Principles

Based on the themes that emerged from the Phase 1 engagement, as well as an understanding of civic priorities and site considerations, nine draft Land Use Principles emerged that capture the key outcomes to be realized through the Exhibition Lands Redevelopment.

We will develop a strategy that:

1. **Authentically engages** with the community and business community
2. Celebrates **local heritage** and cultures
3. Optimizes the **financial return** on investment
4. Realizes best practices in **transit-oriented development** and other transportation modes
5. Advances our city's **environmental** sustainability
6. Drives to **social and economic** outcomes
7. Resolves existing **site challenges** – and is not constrained by them
8. Ensures the highest and **best use of the lands**
9. Adapts viable, **innovative ideas** into concepts and plans
10. Optimizes the **transformational potential** of the site's scale, assets and location

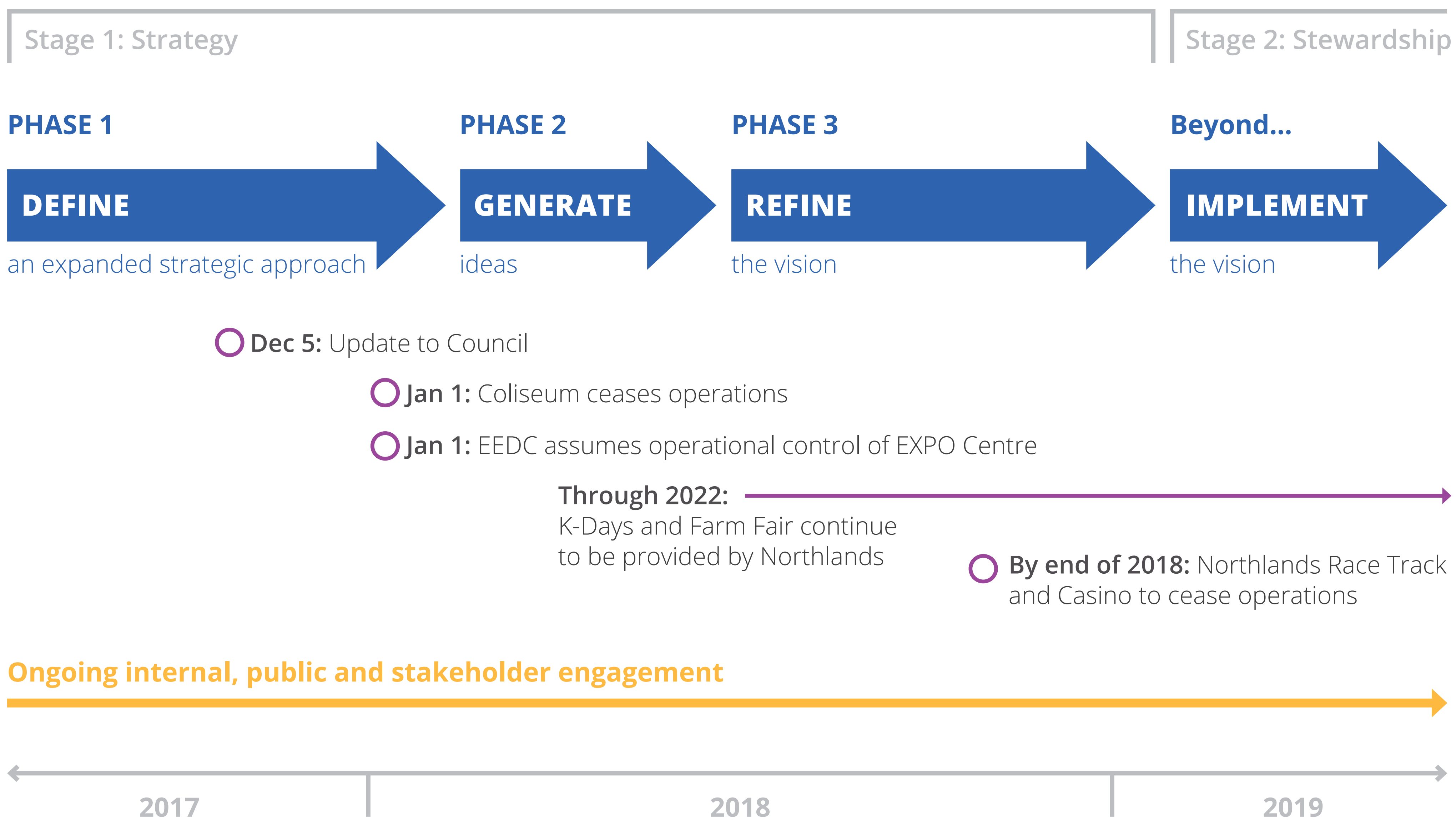


What do you think?

Proposed Expanded Approach

This project presents a unique opportunity to **think big** about the future of the Exhibition Lands, and what it will take to get there.

To make sure we get things right, City leadership proposes an **expanded approach** to collect the best redevelopment ideas from around Edmonton, Canada and beyond.



DRAFT PROCESS PRINCIPLES

The following Process Principles embody the City of Edmonton’s commitment to principled planning and engagement processes that involve communities as active participants in deciding the future of our city.

- 1. Be inclusive.** Ensure a broad range of voices across all communities are heard and can influence ideas and concepts.
- 2. Invite imagination** and innovative thinking.
- 3. Leverage the knowledge,** network and ideas of Edmonton’s creative thinkers.
- 4. Foster collaborative partnerships** with communities throughout the lifecycle of the project.
- 5. Be transparent** about processes, decisions and options.
- 6. Maximize opportunities** to reinforce the city’s brand and reputation.
- 7. Adapt the city’s systems** and behaviours to ensure ongoing learning, adaptability and innovation.
- 8. Align potential site concepts** with the City vision and key policies and priorities.