

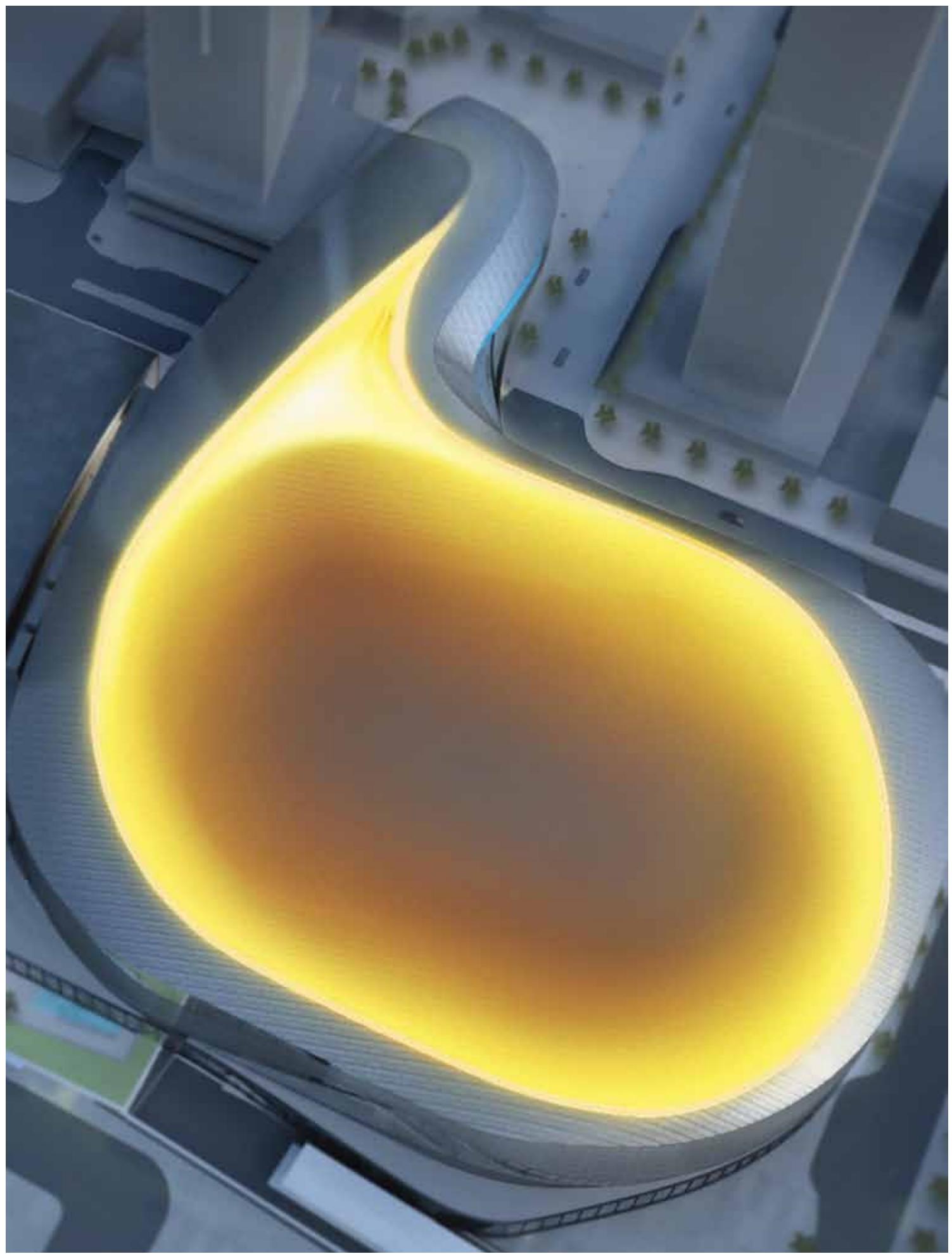
# **DESIGNING A NEW ARENA FOR EDMONTON**

A SUMMARY OF VIEWS FROM THE PUBLIC



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## INTRODUCTION

The idea of a new downtown arena has been long in the making, and it is a subject that certainly engages the interests of Edmontonians.

In 2007, Northlands commissioned a study that considered possible renovations to Rexall Place.

In view of the substantial cost to renovate Rexall Place, Mayor Stephen Mandel appointed a Leadership Committee to study the potential of constructing a new sports and entertainment facility in Edmonton.

In its March 2008 report, City Shaping, the Leadership Committee shared its view that a new facility would be feasible and desirable as a means of revitalizing Edmonton's downtown.

Since that time, the Katz Group – owner of the Edmonton Oilers Hockey Club and a major tenant of Rexall Place – has proposed the development of a new downtown arena and surrounding entertainment district.

The development of a new downtown area engages many important issues, including the appropriate use of taxpayer dollars and how the City of Edmonton grows and evolves. A new arena also will have impacts on the immediate downtown area and surrounding neighbourhoods. Public input therefore plays a vital part in the overall process of developing a new downtown arena.

At the direction of City Council, the City of Edmonton held a public consultation process in November 2010. That public consultation canvassed key questions about:

- Whether residents support building an arena in Edmonton's downtown;
- Considerations around arena design, downtown connections, impacts on communities, community benefits, and the future of Rexall Place;
- The use of a mix of private and public funding to fund a downtown arena; and
- Potential funding sources that might be considered.

Informed by the results of that public consultation, the City of Edmonton has held numerous discussions with the Katz Group. Progress towards a final decision have been realized over the past two years. These include:

- The first round of consultations (engagement)
- The development and revision of a financial framework between the City of Edmonton and the Katz Group, designed to form the basis for negotiating a Master Agreement;
- City Council approval of plans to purchase the land proposed as the site for construction of a new downtown arena;
- City Council approval of a Capital City Downtown Community Revitalization Levy (CRL) boundary, as a step towards implementing a CRL to help finance the project and other revitalization projects.
- Discussions with province about provincial contribution.
- Commencement of design work for the new downtown arena.

Preliminary designs for a new downtown arena, incorporating input provided by Edmontonians, were presented to City Council on May 16, 2012.

City Council directed that another consultation process be held to gather the public's views about the proposed design for a downtown arena. The results of this consultation are expected to inform the design process.

## ENGAGING THE PUBLIC

The public consultation process on the proposed design conducted during May and June 2012 enabled people to share their views and perspectives through a number of mechanisms. These included a community stakeholder discussion, four public open houses, an online survey, a display/survey in City Hall, and by requesting a mail out survey.

The community stakeholder discussion meeting was held on May 24, 2012. Attendees at this meeting included representatives from community leagues and community support agencies in the downtown. The open houses held on May 29, June 5, 6 and 7, welcomed members of the general public and were held at locations across the City of Edmonton including: Santa Maria Goretti Centre, Grant MacEwan University South Campus (Millwoods), Terwillegar Community Recreation Centre and Grant MacEwan University Campus (City Centre). In total, 248 people attended the community stakeholder discussions and open houses. The public open houses were advertised in the Journal, Sun and Examiner. Online ads were also procured with the Journal, Sun, CTV Edmonton, Global Edmonton, CBC Edmonton, CHED and the Weather Network. The City of Edmonton also engaged the use of social media and media relations to promote the Open Houses.

At each of the meetings, attendees had the opportunity to examine proposed designs for the downtown arena, including:

- visual schematics of the exterior;
- visual schematics of interior spaces and sustainability plans;
- layouts of the arena, Winter Garden and Community Rink;
- layouts identifying how the arena would connect with LRT, streetscapes and surrounding communities;
- layouts identifying parking availability and transportation

City staff and architects involved in the design made a presentation to attendees, providing context and commentary for the design schematics and layouts. City staff and project consultants were available at table stations throughout the room to provide more detailed information about the design and gather attendees' input. Attendees were invited to provide their feedback to the design in writing. Their responses were posted on a TV screen in the rooms as an "in-house" twitter feed and have been integrated with the overall input received through all consultation mechanisms.

To provide people with an additional means of sharing their views, an online survey was made available on the City of Edmonton website between May 28, 2012 and June 10, 2012. Survey respondents were asked for their views about six separate themed areas which included:

- the exterior design;
- the Winter Garden component;
- the arena's interior design and sustainability plans;
- the Community Rink component;
- the arena's integration in to the community; and
- transportation and parking.

The totals of the number of responses to each of the themed areas are as follows:

Theme	Number of Responses (includes online, 311 and City Hall surveys)
Exterior Visuals	1766
Winter Garden	1124
Interior Design and Sustainability	1422
Community Skating Rink	1030
Community Intergration	1204
Transportation and Parking	1140

Residents were able to view the designs online, request a package with the designs by calling 311, and view the designs at City Hall from May 28, 2012 to June 10, 2012. Results of the hardcopy questionnaires were combined with the results of the online survey and reported together.

Written submissions from organizations in the community were also welcomed.

The feedback provided by all participants (through the online survey, the stakeholder meeting, the open houses and the handwritten surveys left at City Hall or sent through the mail to City Hall are summarized in the following pages.

## A SUMMARY OF VIEWS

### **Views About the Exterior Design**

Participants were asked to consider the exterior visuals of the arena and provide their views about the key design elements.

Almost 82 percent of survey respondents agreed (somewhat agreed, moderately agreed or strongly agreed) the arena “will be an identifiable image and landmark for Edmonton.” Many participants in the dialogue sessions shared this view, calling the design “iconic”. Several people said the “oil drop” is befitting of Edmonton, given the city’s strategic role in supporting energy development.

A similar number of survey respondents (79.3 percent-somewhat agreed, moderately agreed or strongly agreed) agreed the arena as designed “will enhance the visual attractiveness of the area”. People particularly liked the lighting effects and the sculpted metal features, describing the design as “sleek” and “futuristic”. Some people observed that the proposed exterior metal features would nicely complement the metal roof of the Art Gallery of Alberta.

When asked what they did not like about the exterior design, 505 respondents (28.6 percent) offered comments. Of these, 164 respondents said simply, “nothing” or “not much” indicating dissatisfaction with the exterior design. Others commented on specific elements of the exterior design as a whole. For example, some respondents said a “cold metallic” look should be abandoned in favour of warmer brick and stone, as these materials would be more in keeping with typical buildings in Edmonton.

Other key suggestions about the exterior design included:

- ensuring maximum natural light;
- having more windows on the ground level to make the streetscape more appealing;
- incorporating more greenery;
- keeping the structure simple so as to keep it affordable; and
- ensuring the space around the building is pedestrian-friendly.

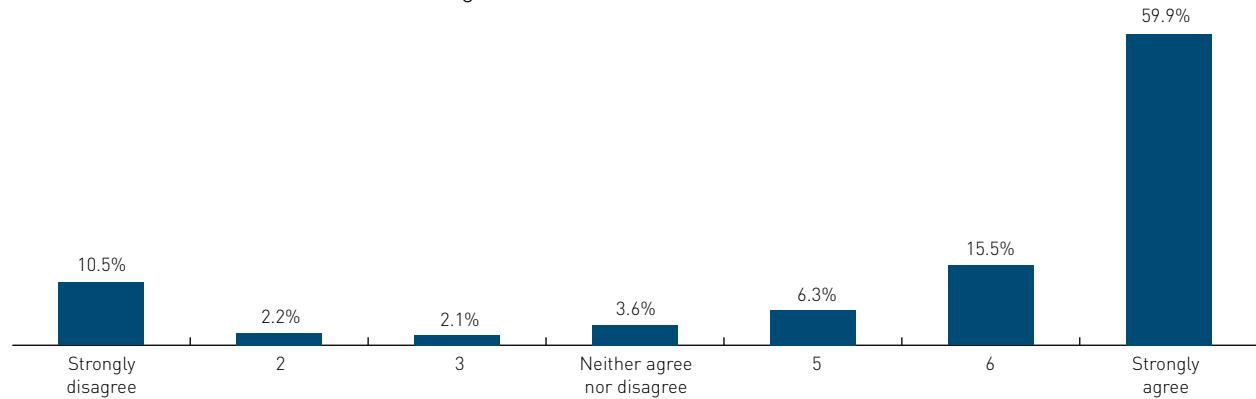
Participants observed that the exterior design influences many other aspects of the arena, including its connectivity with surrounding areas. A submission from the Downtown Edmonton Community League, for example, noted the exterior “will be the predominant ‘experience’ that most Edmontonians will have with the arena on a day to day basis”. As such, “considerable thought and sensitivity” needs to be put into the exterior design, particularly so that 104 Avenue remains safe, welcoming and inviting.

## Online Survey Results

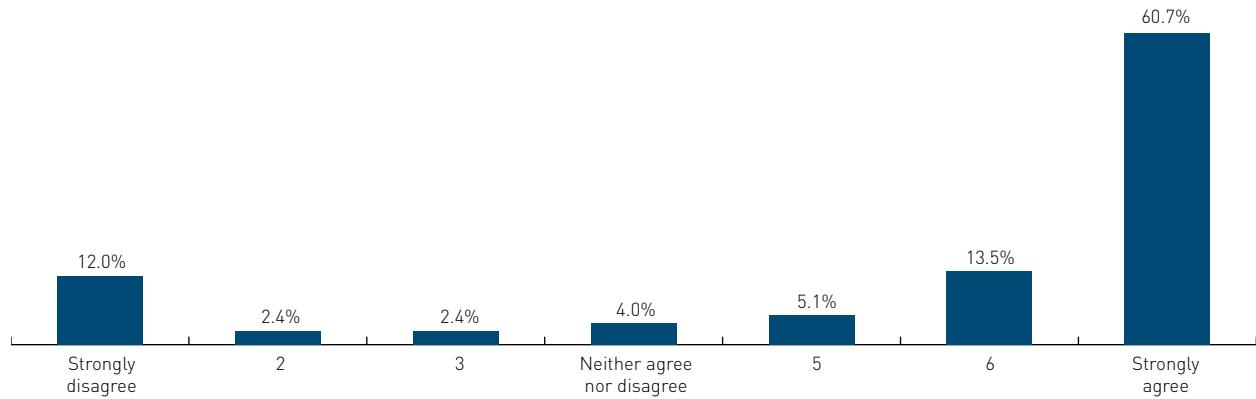
### THEME 1: ARENA EXTERIOR DESIGN

#### 1.1 Thinking about the Exterior Visuals of the arena, please indicate the extent to which you agree or disagree with each of the following statements: (n=1766)

a) The arena will be an identifiable image and landmark for Edmonton.



b) The arena will enhance the visual attractiveness of the area.



## 1.2 What do you like about the Exterior Visuals?

Most Frequently Mentioned Response	Survey	In-house	Total	%*
<b>Design</b> Clean look/modern lines/sleek/design captures Edmonton's importance (gateway to the North; Oil city)/organic/futuristic/love the lighting effects	577	4	581	80.5
<b>An iconic building for Edmonton:</b> Image-builder/architecture makes it an attraction/love the "oil drop"	91	1	92	12.7
Well-integrated into existing street/attractive for pedestrians	35	-	35	4.8
Competes with the best in the world	14	-	14	2.0
<b>Totals</b>	<b>717</b>	<b>5</b>	<b>722</b>	<b>100.0</b>
Other comments: Nothing/not much/in 30 years it'll be an eyesore	93			

## 1.3 What don't you like about the Exterior Visuals?

Most Frequently Mentioned Response	Survey	In-house	Total	%*
Will become dated quickly/doesn't fit with surrounding area/not architecturally interesting/looks like a pork chop/don't like the zinc or brushed metal look/needs softening and warming up/stone and bricks are more in keeping with Edmonton style	139	1	140	39.4
Too big/massive scale/domesticates the surrounding streetscape/not well-integrated	49	4	53	14.9
Not sleek enough/needs to look even more like an oil drop	46	-	46	13.0
How will new buildings, surrounding buildings be integrated into this sleek, futuristic design?/Is it adaptable if needs change in future?	35	-	35	9.9
Would like to know how it looks from other vantage points (e.g. Sutton Place Hotel, Jasper Ave)/what does it look like in winter?	33	-	33	9.3
Can't find the solar panels	21	3	24	6.8
South East profile is unattractive and takes away from the design	18	6	24	6.8
<b>Totals</b>	<b>341</b>	<b>14</b>	<b>355</b>	<b>100.1</b>
Other comments: "Nothing" (i.e. There is nothing I don't like about the design)	164			

#### **1.4 What other comments or suggestions do you have about the Exterior Visuals?**

Most Frequently Mentioned Response	Survey	In-house	Total	%*
More natural light, please/More windows on the ground level/Use some greenery/more green space needed	38	10	48	20.0
Just build a basic structure since it's what happens inside that draws people and those people will make the rest of the development feasible/Way too expensive/Keep it simple	36	6	42	17.5
Can't see the entertainment district/It looks too much like a mall, not a dynamic entertainment district	34	7	41	17.1
Give it a Times Square feel/use LED lights, all night	24	15	39	16.3
Give more space to pedestrians around the building/Make it pedestrian-friendly (shops, well-lit, well-policed) at street level	31	1	32	13.3
I don't believe it will look anything like this/It won't look like this for very long	30	1	31	12.9
I'd like to see a lot of public art	6	1	7	2.9
<b>Totals</b>	<b>199</b>	<b>41</b>	<b>240</b>	<b>100.0</b>
Other comments: "Nothing" (i.e. There is nothing I don't like about the design)	164			

\* Equals the number of responses to the question divided by the total number of respondents to that question rather than by the total number of respondents to the survey.



## **Views About the Winter Garden**

Participants were invited to share their thoughts about the proposed design and use of the Winter Garden. While most participants generally supported the concept of the Winter Garden, there were some mixed views about its utility.

Among survey respondents, over three-quarters (77.5 percent - somewhat agreed, moderately agreed or strongly agreed) agreed the multi-use space “would benefit citizens and groups”, with half of respondents strongly agreeing. Three-quarters (75.6 percent - somewhat agreed, moderately agreed or strongly agreed) also agreed the Winter Garden will effectively connect the north and south sides of 104 Avenue.

Almost a third of respondents’ comments about the Winter Garden praised the flexibility of the space. People felt the space has excellent potential for hosting a range of events and community groups year-round, above and beyond those related to hockey and concerts. Over 20 percent of comments praised the design, calling it unique, bright and positive.

When asked what they did not like about the Winter Garden, 319 respondents (28.4 percent) offered comments. Of these, 88 respondents said the Winter Garden looks like a large pedway, big hallway, etc, rather than an entertainment venue. Other concerns included:

- the cost it will add to the overall arena;
- the lack of green space proposed in the design, despite the fact it is billed as a “Garden”; and

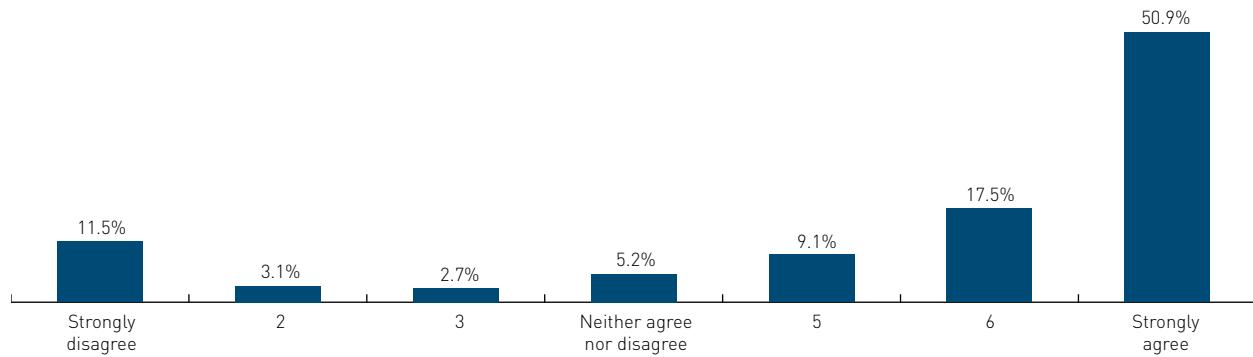
Opinions were divided about whether the Winter Garden concept will be realized. Many people were optimistic about the Winter Garden’s flexibility, saying it can attract a range of activities and assets such as restaurants, farmers’ markets, and local theatre productions. However, at least 41 respondents expressed doubts about whether there would be sufficient programming in the Winter Garden, creating the risk it could be a “wasted space”.

Another 64 respondents encouraged the use of lighting and public art to ensure the street level is bright and safe.

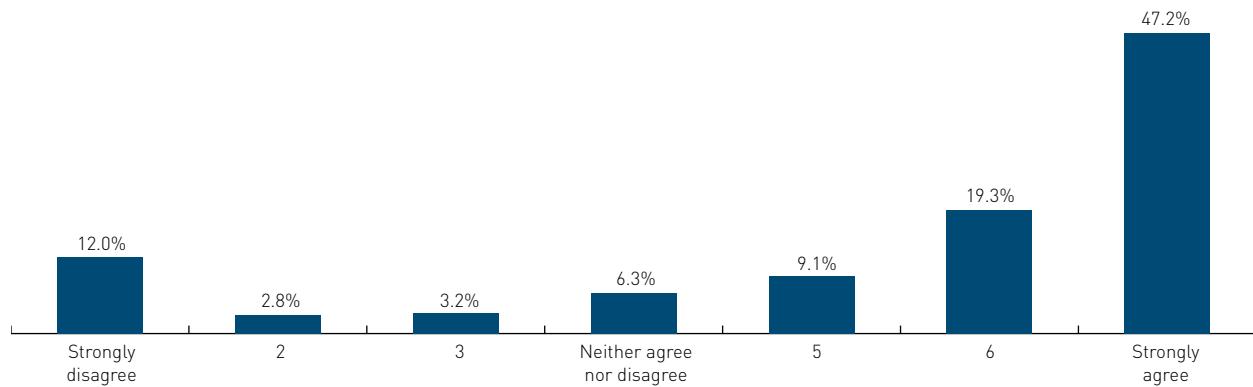
## THEME 2: WINTER GARDEN

### 2.1 Thinking about the design and proposed use of the Winter Garden, please indicate the extent to which you agree or disagree with each of the following statements: (n=1124)

- a) The covered, multi-use space would benefit citizens and groups (arts, festivals, sports, etc)



- b) The Winter Garden will effectively connect the areas north and south of 104th Avenue.



## 2.2 What do you like about the Winter Garden?

Most Frequently Mentioned Response	Survey	In-house	Total	%*
The flexibility of the space: Like the flexible program space/Great space for community events/offers space for local theatre, small performing groups/ bring people to arena when no other programming/year-round farmers' market would be great	150	7	157	35.4
Everything! It looks great! Impressive!	97	-	97	21.8
Love the design: Light and bright and attractive/positive and uplifting/unique concept/makes me think of the N Saskatchewan River	89	1	90	20.3
Winter is no longer a barrier: provides an all-weather event space for downtown/great green space for downtown/weather no longer an issue for various events and outings/climate-controlled way to go from place to place	43	-	43	9.7
104th Ave is no longer a barrier: Great solution for spanning 104th Ave/brings what's north of 104th Ave downtown/safe way to move from one point to another/nice pedway	27	3	30	6.8
Make the façade a dynamic part of the complex: Like the projections onto façade/can show hockey games on the big screen!	9	5	14	3.2
Really makes it feel like an "entertainment district" Opportunity to bring souvenir shops and places to eat for fans going to the game/ can contribute to building atmosphere and ambience around hockey and other events	13	-	13	2.9
<b>Totals</b>	<b>428</b>	<b>16</b>	<b>444</b>	<b>100.1</b>
Other comments: "Nothing." (i.e. There is nothing I like about the design.)	60			

\* Equals the number of responses to the question divided by the total number of respondents to that question rather than by the total number of respondents to the survey.

### 2.3 What don't you like about the Winter Garden?

Most Frequently Mentioned Response	Survey	In-house	Total	%*
The design: It's just another mall/it's another way Edmonton keeps the streets uninviting and unattractive/Looks ugly from the street/the private development hides the Winter Garden/I think pedestrian safety has not been adequately addressed/It's just a hallway or big pedway, not an entertainment venue	88	1	89	26.1
Concerned about whether it can really bring people downtown/It will take a lot of work to put on events there, making it difficult to attract users/It has to be open to general public, cannot be restricted to event ticket holders	54	2	56	16.4
It's an unnecessary extra: Will add too much to the cost of the development so should be delayed until all funding for arena project is in place/It will be very expensive and difficult to maintain/It's only going to create traffic congestion on an overused 104th Ave	50	-	50	14.7
Where's the garden? It needs a lot more greenery to keep it from looking unwelcoming	33	14	47	13.8
Could attract panhandlers and related problems	27	1	28	8.2
"Everything." (i.e. Don't like anything about the Winter Garden.)	25	-	25	7.3
Concept seems fuzzy or not well-presented. E.g. Not sure how this space can benefit local artistic and community groups/not sure how it can be used when no "main event" on/Images do not show how it will look and function in winter	21	4	25	7.3
Do not think it will be used other than in conjunction with big events at the arena proper/there aren't enough additional events to make adequate use of this space/Doubt it will be used as intended	21	-	21	6.2
<b>Totals</b>	<b>319</b>	<b>22</b>	<b>341</b>	<b>100.0</b>

## 2.4 What other comments or suggestions do you have about the Winter Garden?

Most Frequently Mentioned Response	Survey	In-house	Total	%*
Make street level attractive, lively. A good use of lighting and public art will keep the street space from becoming dingy and scary!	64	6	70	34.3
This could so easily be just a lot of wasted space/It's not worth it because it won't be used much/how will you keep it from becoming a homeless shelter?	41	-	41	20.1
Should consider using it to attract businesses and activities not related to the arena, to really attract people (e.g. farmers' market, restaurants, a gym)	37	6	43	21.1
I'd like to see it be made available to community, local theatre and arts groups to use, at a nominal charge or maybe even free	17	2	19	9.3
Add some meeting spaces, places for people to gather, meet up before and after events/add other sports grounds (e.g. a field house, basketball courts)	14	1	15	7.4
This will give our great city a great downtown!	12	-	12	5.9
I would like to see some cutting edge lighting used, think Vegas Fremont Street for the 21st century/need some pageantry added!	4	-	4	2.0
<b>Totals</b>	<b>189</b>	<b>15</b>	<b>204</b>	<b>100.1</b>

\* Equals the number of responses to the question divided by the total number of respondents to that question rather than by the total number of respondents to the survey.

## **Views About Interior Design and Sustainability**

Participants were asked to share their opinions about the proposed interior spaces of the arena as well as its sustainability plans.

Eight in ten survey respondents (81.4 percent- somewhat agreed, moderately agreed or strongly agreed) agreed the interior design is “attractive”, and a similar number (80.7 percent - somewhat agreed, moderately agreed or strongly agreed) said the design “makes very good use of interior space”. Many people said they liked the sleek, clean lines used in the design, and the use of glass to give the structure an open concept feeling.

When asked what they liked about the interior design and sustainability plan, 543 (38.2 percent) offered comments with the vast majority (504) being positive. In particular, respondents liked that the concourse will enable people to move around easily and provide room for many gathering and mingling spots. At least 121 respondents expressed support for the variety of seating, include the proposed loge, Sky Terrace and Inner Press Circle. Of the comments received, 39 of the respondents said there was nothing they liked.

When asked what they did not like about the interior design and sustainability plan, 313 respondents offered comments. Of these, 159 respondents commented on the seating arrangements, in particular expressing concerns about the lack of seating in upper areas that was perceived as less expensive for families and average fans.

Some of the most common suggestions for the interior design were:

- ensure seating is comfortable with ample leg room;
- make the arena and seating accessible, so that people with physical disabilities can also enjoy the arena;
- provide sufficient washrooms and exits;
- incorporate memorabilia, photos, statues and other public art that celebrates Edmonton’s history.

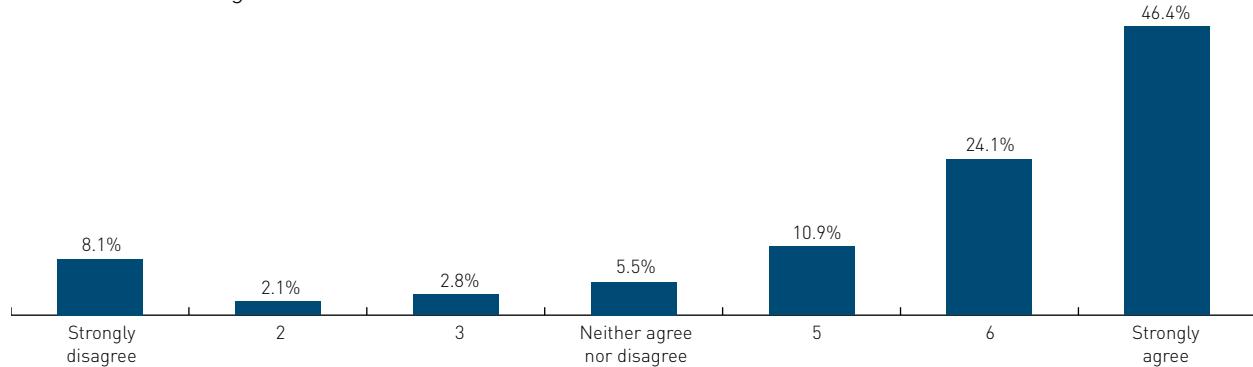
In regards to environmental sustainability, over seven in ten survey respondents (73.0 percent) said it is “adequately addressed in the design”. However, people expressed a desire for more information about how the facility would be sustained, for example:

- whether arena will recycle grey water;
- plans for insulation, particularly for the metallic roof and exterior;
- how the building will be heated and cooled; and
- management of waste; and
- how much the building will cost to operate.

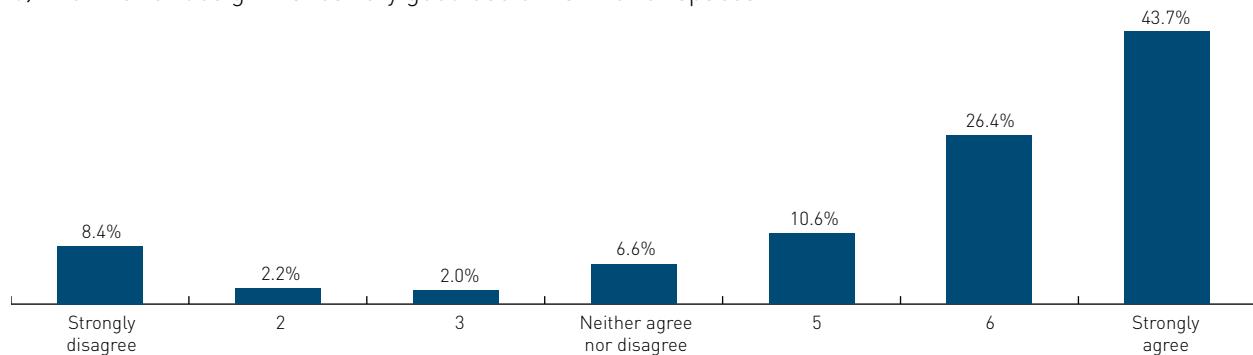
## THEME 3: INTERIOR DESIGN AND SUSTAINABILITY

### 3.1 Thinking about the Interiors and Sustainability of the arena, please indicate the extent to which you agree or disagree with each of the following statements: (n=1422)

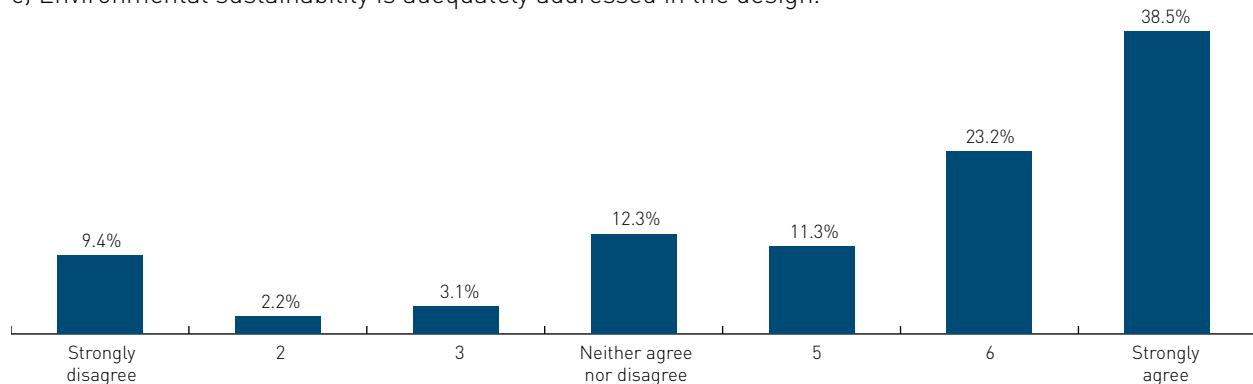
a) The interior design is attractive.



b) The interior design makes very good use of its interior spaces.



c) Environmental sustainability is adequately addressed in the design.



### **3.2 What do you like about the interiors and sustainability?**

Most Frequently Mentioned Response	Survey	In-house	Total	%*
Open concept/sleek and clean/all the glass/ Not closed off so you can get a drink without missing any action	159	4	163	31.5
It's people friendly: The big concourse/easily adaptable to different needs/gathering spots like the bistro/it's not just an arena	137	-	137	26.4
Variety of seating: Size of lower bowl/Sky terrace/love the loge/love the Inner Press Circle	121	4	125	24.1
Everything	72	2	74	14.3
Attention given to environmental sustainability/using natural light/ LEED silver	15	4	19	3.7
<b>Totals</b>	<b>504</b>	<b>14</b>	<b>518</b>	<b>100.0</b>
Other comments: "Nothing." (i.e. There is nothing I like about the interiors and sustainability.)	39			

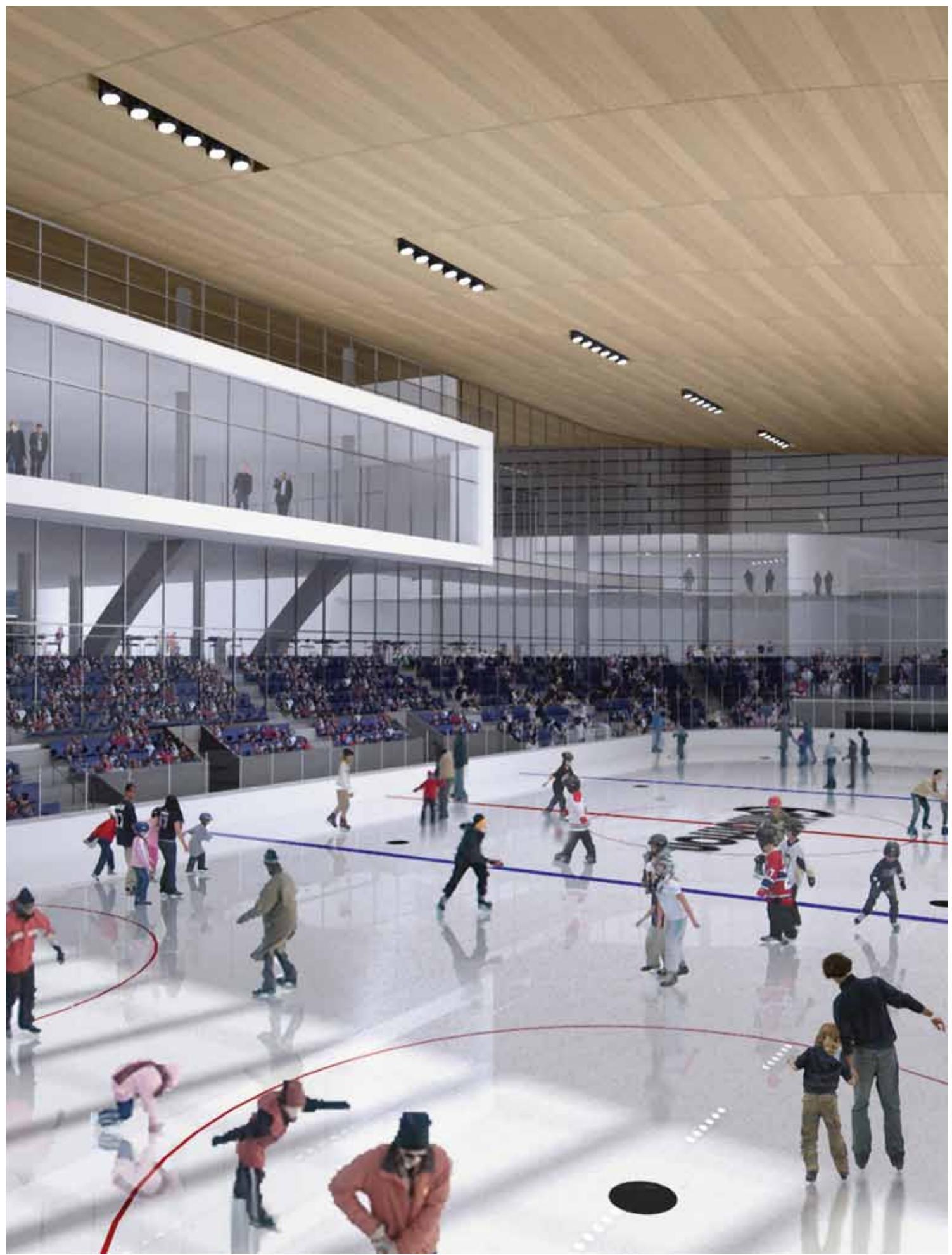
### **3.3 What don't you like about the interiors and sustainability?**

Most Frequently Mentioned Response	Survey	In-house	Total	%*
Seating design and distribution: Not enough seating/upper level seating is too far from the action/Sky Terrace could become crowded standing room/don't like the loge seating2	119	2	121	37.8
Design is not innovative or interesting: Don't see the relationship between exterior and interior/can you walk all the way around at the top?/too much like a shopping mall/main concourses need some oomph/needs some small scale event spaces/I hate the pillars	90	-	90	28.1
Looks like it'll be too expensive for families/no affordable seats for the working class or average fan	40	2	42	13.1
Club area: it's unnecessary/it clashes with principal purpose/attracts rowdies/need more family-friendly space to balance	17	-	17	5.3
Not truly "sustainable": insufficient mass transit infrastructure/ looks expensive to heat and maintain	17	-	17	5.3
Everything. (i.e. Don't like everything about the design.)	17	-	17	5.3
Rigging points/Not sure it will /Will it be responsive to changing technologies and various concert needs?	13	3	16	5.0
<b>Totals</b>	<b>313</b>	<b>7</b>	<b>320</b>	<b>99.9</b>

### **3.4 What other comments or suggestions do you have on the arena interiors and its approach to environmental sustainability?**

Most Frequently Mentioned Response	Survey	In-house	Total	%*
More information needed on sustainability: recycling grey water?	71	10	81	27.9
What kind of insulation? How about trash handling? How is it being heated and cooled? How much will it cost to operate? What kind of annual revenue is required to at least break even?				
Give us comfortable seating (i.e. leg room, seating size)	48	4	52	17.9
Make sure there are sufficient washrooms and exits/Make the concourses BIG	46	1	47	16.2
Doesn't look wheelchair accessible/nothing to make it enjoyable for persons with disabilities (e.g. don't make stairs too steep)	35	4	39	13.4
Why didn't you make LEED gold?	28	-	28	9.7
Include Edmonton history through statues, photos, memorials	15	2	17	5.9
Give us plenty of restaurants/better food quality from vendors/no "exclusives"/shops on concourse	13	-	13	4.5
Don't make it so multi-purpose or sustainable that it becomes too expensive to build or to use	7	1	8	2.8
Let's have a bigger ice surface/Olympic size	5	-	5	1.7
<b>Totals</b>	<b>268</b>	<b>22</b>	<b>290</b>	<b>100.0</b>

\* Equals the number of responses to the question divided by the total number of respondents to that question rather than by the total number of respondents to the survey.



## **Views About the Community Skating Rink**

Participants were asked to comment on the proposed Community Rink. A large majority recognized the value of the Community Rink and expressed high hopes for it, but people had mixed views about whether those hopes will be realized.

Over three-quarters of survey respondents (78.5 percent - somewhat agreed, moderately agreed or strongly agreed) agreed that the Community Rink “will provide valued recreation opportunities to the downtown and surrounding areas.” Over half of respondents (53.8 percent) strongly agreed with this statement.

Roughly the same number of respondents (76.1 percent) agreed (somewhat agreed, moderately agreed or strongly agreed) that the Community Rink “is an important part of integrating the overall arena” into its surroundings.

Comments received about the Community Rink were largely positive. When asked what they liked about the Community Rink, 92 respondents said it will make the arena more accessible to everyone, rather than being a structure built only for professional hockey players and concert-goers. Other key benefits cited by commenters included the use of natural light (81 comments) and that the rink will provide more ice surface for the downtown arena (59 comments).

When asked what they don’t like about the Community Skating Rink, 287 respondents offered comments. Of these, 92 respondents said, “there is nothing I don’t like,” in other words, they liked everything about the rink. The remainder expressed a variety of concerns. Some worried the ice will be dominated by professional teams and that, when it is available, the rink will be expensive for community members to access. Others advocated for the Community Rink to be affordable for everyone, especially people living in the surrounding areas.

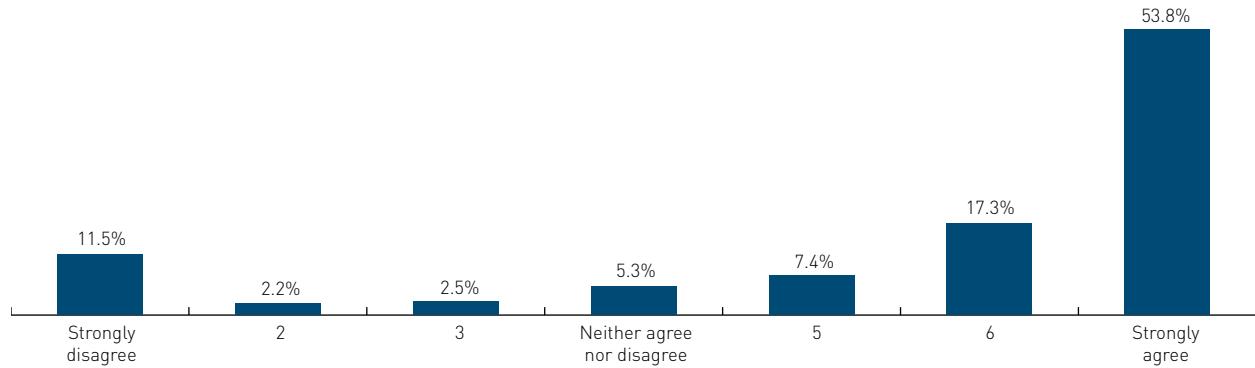
Other key comments and concerns about the Community Rink included the following:

- there should be more ice surfaces for the public to enjoy;
- the Community Rink is an extra that will add unnecessary cost to the project;
- sustainability of the rink;
- broaden the concept to make it a recreation centre featuring more than ice, since many people do not skate;
- existing community rinks should be upgraded, rather than spending money on this new rink.

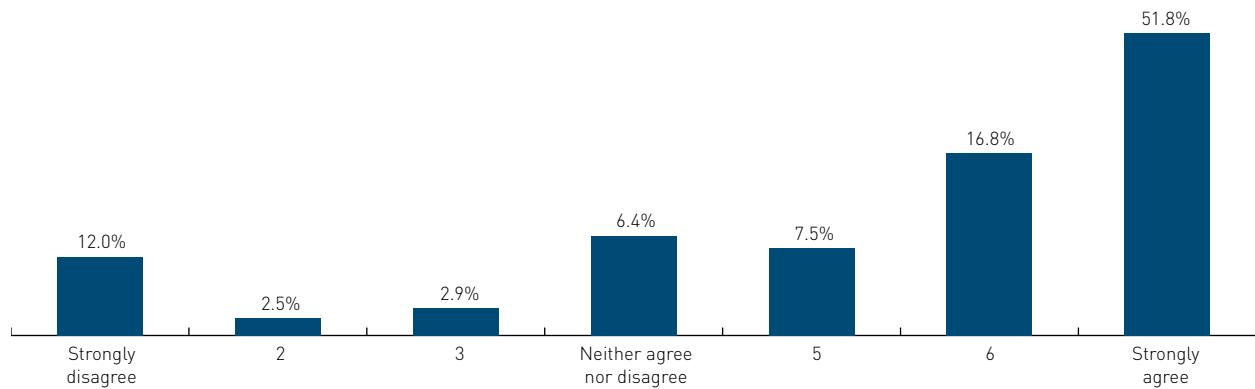
## THEME 4: COMMUNITY SKATING RINK

### 4.1 Thinking about the design and proposed use of the Community Rink, please indicate the extent to which you agree or disagree with each of the following statements: (n=1030)

- a) The Community Rink will provide valued recreation opportunities to the downtown and surrounding areas.



- b) The Community Rink is an important part of integrating the overall arena into the surrounding.



## 4.2 What do you like about the Community Rink?

Most Frequently Mentioned Response	Survey	In-house	Total	%*
Everything/Looks great/special place for kids to play/Just that there is going to be one!	117	-	117	29.5
Makes arena development more accessible and useful for all, not just for professional hockey and expensive events	92	6	98	24.7
Design is great/lots of natural light	81	-	81	20.5
More ice time available for downtown and the city, too/great community amenity/has to operate year-round	59	-	59	14.9
Makes arena more integrated to area/gives community feel to the whole development	40	1	41	10.4
<b>Totals</b>	<b>389</b>	<b>7</b>	<b>396</b>	<b>100.0</b>
Other comments: "Nothing." (i.e. There is nothing I like about the Community Rink.)	40			

## 4.3 What don't you like about the Community Rink?

Most Frequently Mentioned Response	Survey	In-house	Total	%*
Don't think the community will ever get to use it: Oilers will dominate it/It'll cost a fortune to use it/will be impossible to access when events at the arena/parking and access are big concerns	80	-	80	38.5
The design: It's too small, needs several ice surfaces/ Too much sun will hurt the ice surface/Looks expensive to maintain/it's too big/ Prefer if it were outdoors/Don't like the glass wall separation	37	1	38	18.3
How will it impact use of and employment at other rinks in the area/ Edmonton already has too many community rinks/should be doing renovation and upgrading of existing rinks/downtown needs a community rink but not as part of the arena development	26	-	26	12.5
I'll never use it: I don't skate/I don't like going downtown (no parking, too many panhandlers)/can't imagine watching public skating or Oilers' practices	19	7	26	12.5
Don't see how people in the surrounding neighbourhoods are going to get much use out of it	20	5	25	12.0
I'd like to see the main complex get built first, then add these extras as they become affordable	13	-	13	6.3
<b>Totals</b>	<b>195</b>	<b>13</b>	<b>208</b>	<b>100.1</b>
Other comments: Nothing (i.e. There is nothing I don't like.). Concerned that it is not going to get built.	92	1		

#### **4.4 What other comments or suggestions do you have on the Community Rink?**

Most Frequently Mentioned Response	Survey	In-house	Total	%*
Make it affordable for everyone to use, including the people who live in the surrounding area	76	-	76	32.3
Make it the home of the Oil Kings/the Grant MacEwan hockey teams/the NAIT hockey teams	19	31	50	21.3
Add an outdoor ice surface for fun/add more ice surfaces/make it like a community rec centre	27	2	29	12.3
You didn't provide enough detail: how big is the ice surface? How many seats for spectators? How much to use it? Can it be used for other kinds of events, that don't require ice? Will it bring in enough revenue to support itself?	25	-	25	10.6
It's really for the professional team, so they should pay for it but make it available for community use when they are not using it	17	-	17	7.2
This community rink and this development are truly going to be a benefit to this area	16	-	16	6.8
A community rink should be separate from the arena downtown/ an additional expense best delayed	13	1	14	6.0
I'd rather the money went to local arts or other community uses	8	-	8	3.4
<b>Totals</b>	<b>201</b>	<b>34</b>	<b>235</b>	<b>99.9</b>

\* Equals the number of responses to the question divided by the total number of respondents to that question rather than by the total number of respondents to the survey.

## Views About Integration into the Community

Participants were asked to consider how the proposed design will integrate the arena into the surrounding community.

Based on the design, approximately three-quarters of survey respondents agreed the arena “will be well connected” to “neighbourhoods and local businesses” around the development (73.5 percent - somewhat agreed, moderately agreed or strongly agreed). Most respondents (72.4 percent - somewhat agreed, moderately agreed or strongly agreed) said the development is “designed to be open, welcoming and integrated with the local streetscape”. Nearly three-quarters (73.9 percent - somewhat agreed, moderately agreed or strongly agreed) that the arena will provide a anchor for revitalizing the surrounding area.

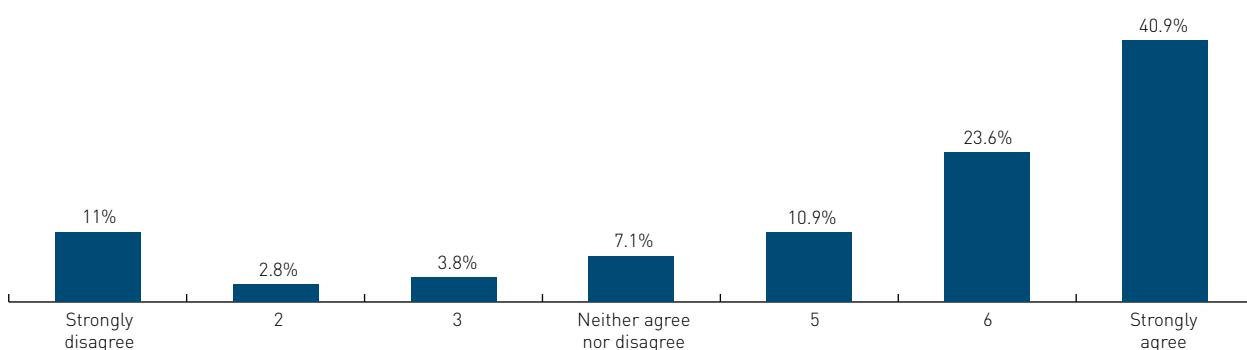
At the same time, a number of respondents expressed concern about the arena’s size, suggesting the structure will be too large to be effectively integrated (69 comments). Others felt an arena will negatively impact surrounding neighbourhoods and communities. Some respondents (73) asked for more design details about how the arena will connect with the LRT and the north and east sides of the structure.

Many participants were optimistic about the impact a new arena will have for downtown, suggesting the structure will foster local growth (97 comments). Over half of survey respondents (54.9 percent) strongly agreed that the arena “will provide an anchor for revitalizing the surrounding area.” Overall, 73.9 percent of respondents (somewhat agreed, moderately agreed or strongly agreed) agreed with the statement.

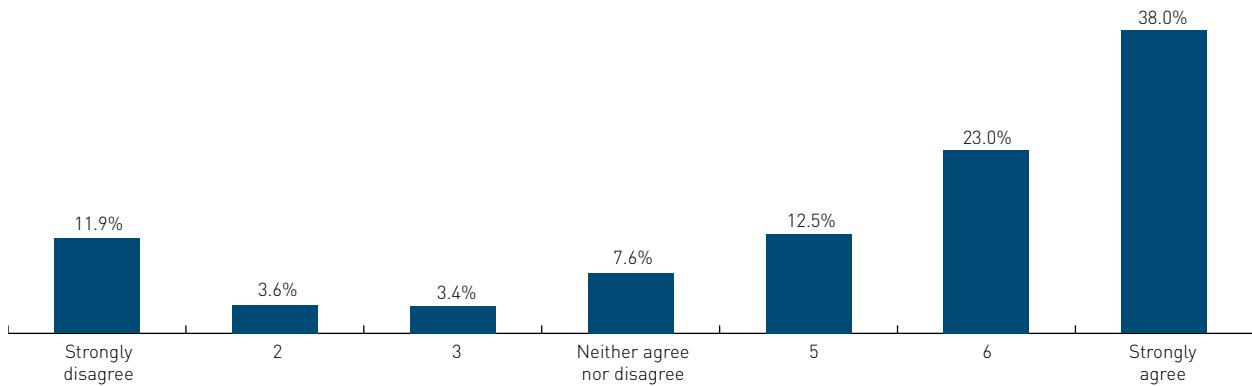
## THEME 5: INTEGRATION INTO THE COMMUNITY

### 5.1 Thinking about how the design will integrate the arena into the surrounding community, please indicate the extent to which you agree or disagree with each of the following statements: (n=1204)

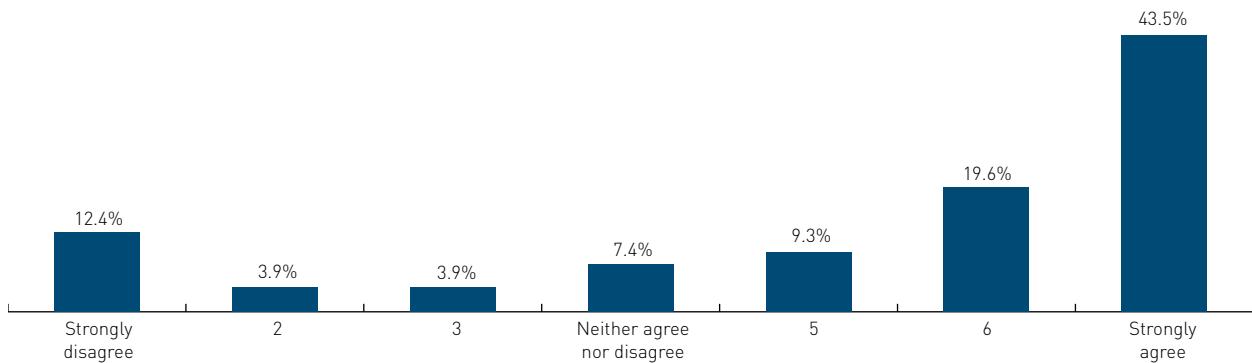
a) The arena will be well connected to other downtown venues, sites and services.



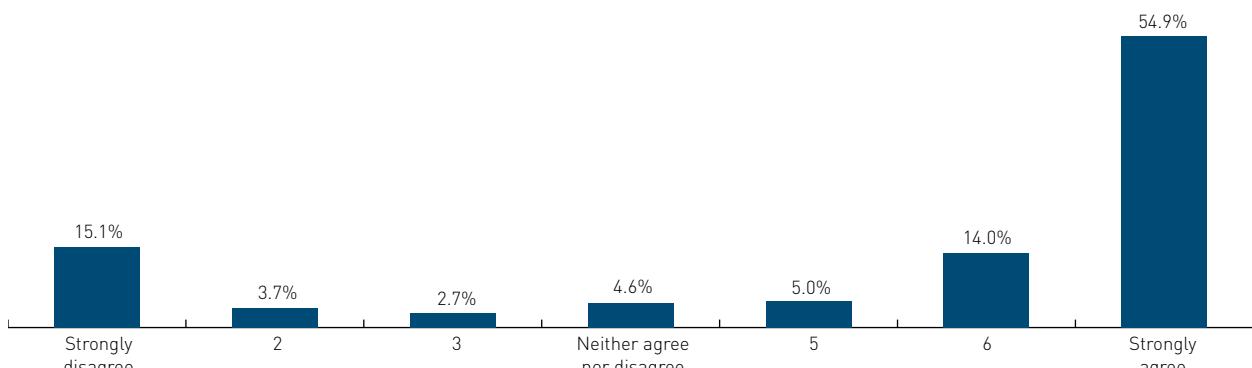
b) The arena will be well connected to neighbourhoods and local businesses surrounding the development.



c) The arena is designed to be open, welcoming and integrated into the local streetscape.



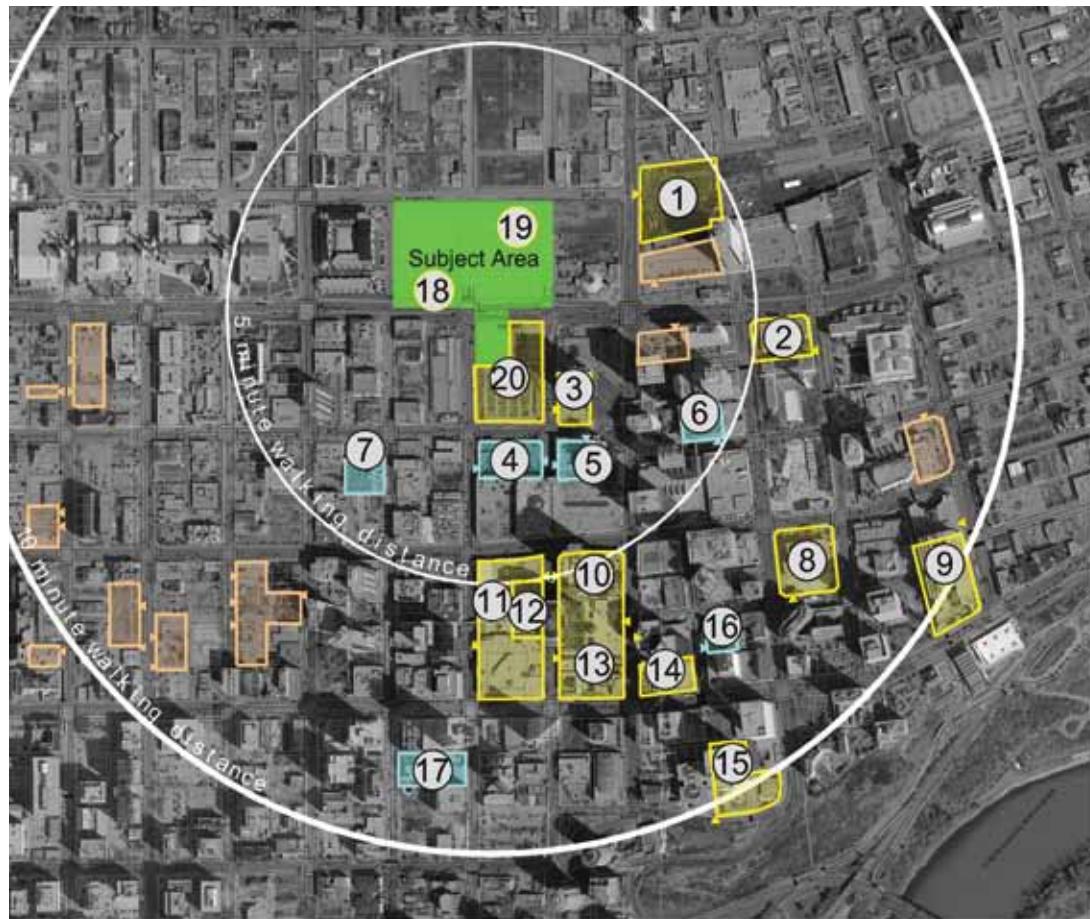
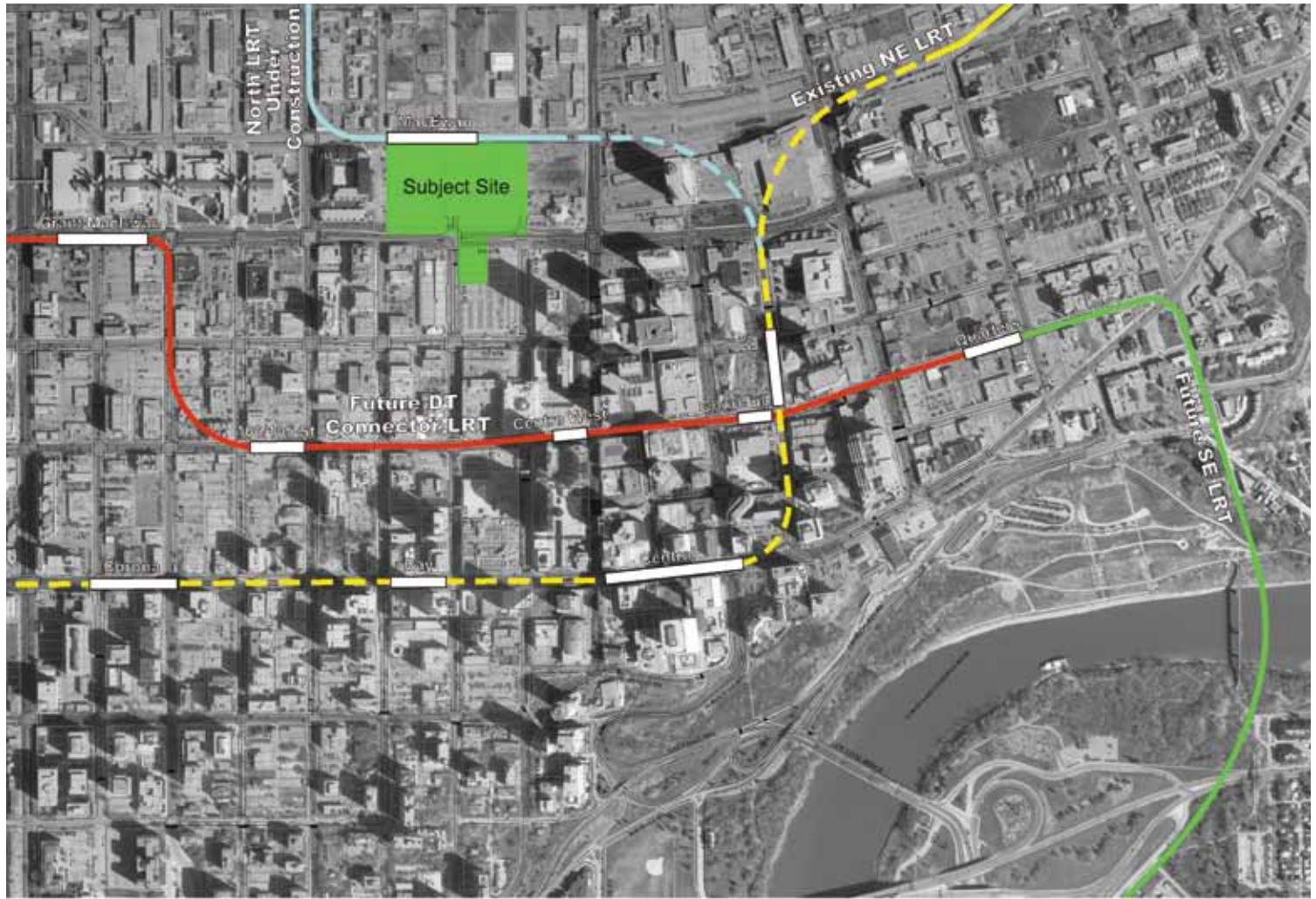
d) The arena will provide an anchor for revitalizing the surrounding area.



**5.2 Do you have other comments or suggestions about the connection of the arena to its neighbouring communities?**

Most Frequently Mentioned Response	Survey	In-house	Total	%*
It will help downtown and surrounding areas to grow and thrive	97	8	105	27.6
Not enough information has been provided on the development planned for the surrounding areas/How will it be connected to other pedway systems?	73	7	80	21.1
Need to improve integration on north and east sides/More street-level connection	66	7	73	19.2
It will negatively impact surrounding areas/it's just too big to be integrated	69	-	69	18.2
Surrounding areas will negatively impact the arena	39	5	44	11.2
Large scale public art pieces help integrate such a massive structure/Need to beautify 104th Ave to ensure integration	4	-	4	1.1
There is only one entrance – this could cause bottlenecks/keep pedestrians moving	3	-	3	0.9
Hopefully schools and community groups can make use of the facility	2	-	2	0.6
<b>Totals</b>	<b>353</b>	<b>27</b>	<b>380</b>	<b>99.9</b>
Other comments: I don't want an arena downtown/This is just a big waste of money/Let Katz pay for it/Don't use tax dollars	238	2		
This survey is biased and I don't trust the results will be accurate/This survey is just a flashy gimmick/No design here, just graphics	17	2		

\* Equals the number of responses to the question divided by the total number of respondents to that question rather than by the total number of respondents to the survey.



## Views About Transportation and Parking

Issues pertaining to transportation generated strong feelings among many participants. In particular, people voiced concerns about the adequacy and accessibility of parking in the vicinity of the arena.

With respect to transportation generally, approximately 61.9 percent (somewhat agreed, moderately agreed or strongly agreed) of survey respondents agreed the arena design addresses “traffic flow in and out of downtown”. Almost three in ten disagreed (27.6 percent), with 17.6 percent expressing strong disagreement. Forty five percent (509) respondents offered comments about transportation and parking. A small number of these (30 comments) expressed concerns about traffic flow and whether existing roads and bridges will be able to handle increased traffic volumes during arena events.

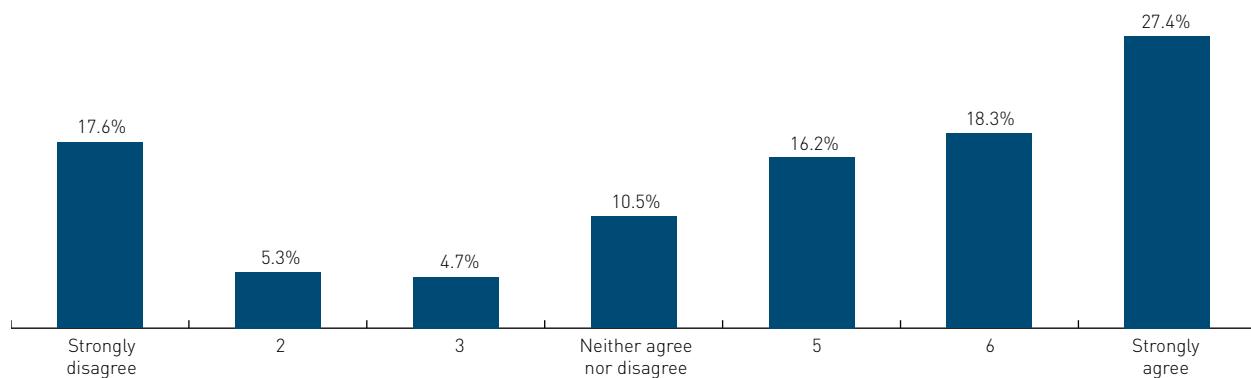
Survey respondents were split about the adequacy of parking during arena events. Just over 30 percent strongly agreed there is adequate parking capacity, but almost 20 percent strongly disagreed. A number of respondents (141) stressed the importance of having easily accessible, safe and nearby parking.

However, many other participants felt public transit will play an important role in moving people to and from the arena. Over half of survey respondents (50.7 percent) strongly agreed they “are likely to use the LRT or bus service” to attend arena events. Respondents stressed the need for public transit to be well-designed and well-run, with plenty of park-and-ride space available during arena events. Participants also stressed the need to plan for large volumes of people on game days and concert days (171 comments), who will all wish to use the nearby LRT at the same time.

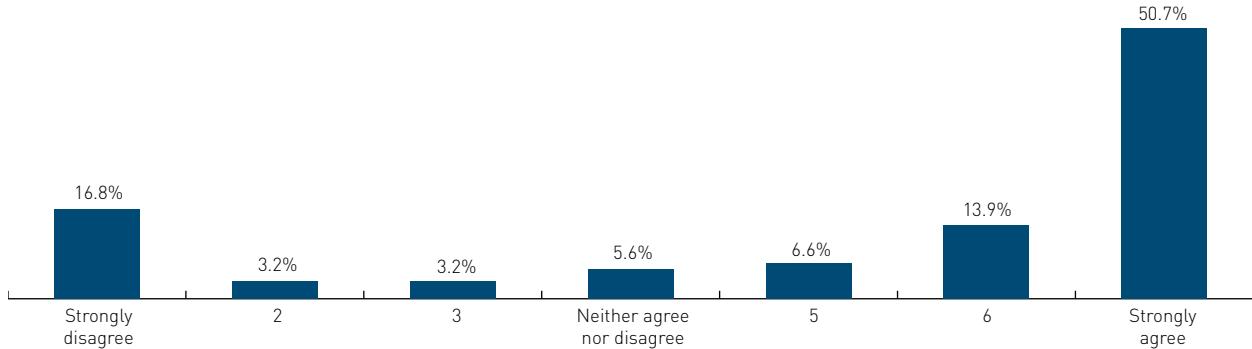
### THEME 6: TRANSPORTATION AND PARKING

#### 6.1 Thinking about the issue of Transportation and Parking, please indicate the extent to which you agree or disagree with each of the following statements: (n=1140)

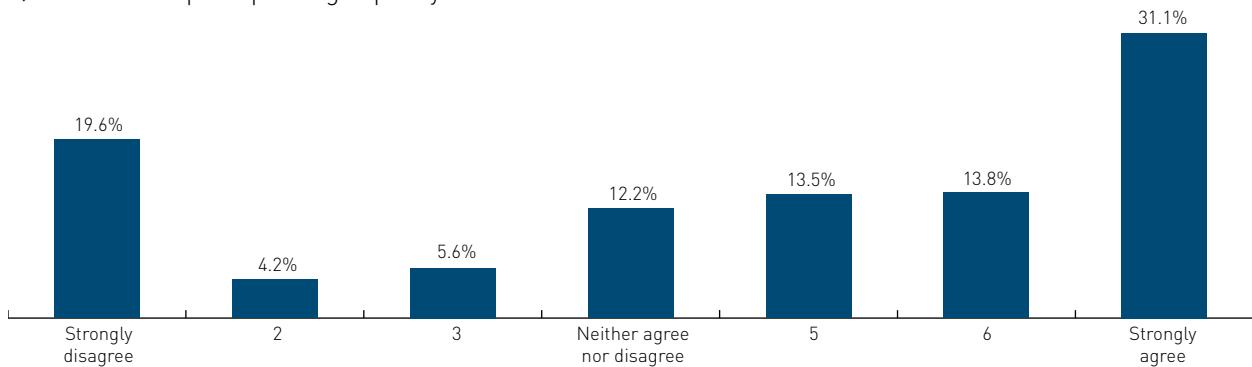
- a) The arena design addresses issues of traffic flow in and out of downtown.



b) I am likely to use the LRT or bus service to attend events at the arena.



c) There is adequate parking capacity for arena events.



## 6.2 What suggestions do you have to ensure Transportation and Parking works efficiently for the arena project?

Most Frequently Mentioned Response	Survey	In-house	Total	%*
Mass/public transit is the answer: Make sure it's well designed and well run/Remember, lots of people need to get from LRT into arena, all at the same time/Commonwealth Stadium proves it/how about Park & Ride on game or event days/Make sure the LRT station is directly connected to the arena	171	-	171	33.0
Make parking easy to use: Build more parkades nearby/ make it easy and safe to walk there from lots further away/build parking with the arena development	141	-	141	27.2
Don't have arena downtown/I'm not convinced that you have adequately addressed the traffic and parking issues, left lots to "future developments"	119	5	124	23.9
Existing infrastructure, i.e. bridges and roadways, must be upgraded to withstand increased volume and all the additional heavy trucks going into downtown	30	2	32	6.2
I'm not sure that public transportation is going to be as widely used as will be necessary/provide more information, like the related transportation report/people aren't going to walk from nearby stations/people will want a station at the arena	19	-	19	3.7
Make it accessible for alternative transportation modes: I'd like to bike but will need secure parking/I'd like to walk but need walk-able streets	15	2	17	3.3
Don't want neighbouring communities overrun with parking lots	14	-	14	2.7
<b>Totals</b>	<b>509</b>	<b>9</b>	<b>518</b>	<b>100.0</b>

\* Equals the number of responses to the question divided by the total number of respondents to that question rather than by the total number of respondents to the survey.



## **7.1 Other comments not related to the design captured in the consultation process**

Although the consultation was designed to capture input from citizens on the proposed designs for the arena complex, a contingent of citizens (approximately 15 percent of meeting participants and survey respondents) used the consultation opportunities to raise issues beyond matters of design. The bulk of this input was directly related to financial matters of the project and covered a gamut of concerns from those people who simply raised specific questions about funding for the arena to objections in principle to the use of public funds in building an entertainment complex. From this input, specific questions and comments included concerns about where the extra \$100 million would come from, and how the City would pay for the arena without an increase in taxes. A number of people wanted reassurance that the design could be delivered for no more than the \$450 million currently committed. Those who objected to the project for whatever reason often let their feelings be known in the survey by responding "nothing" to the question, "What do you like," or "everything" to the question, "What don't you like," or by using the opportunity to give other comments on a particular theme to express concerns about the overall project.

### **PROFILE OF ONLINE SURVEY RESPONDENTS**

- A total of 462 respondents indicated gender. Of these, 72.4% were female and 27.6% were male.
- A total of 482 respondents indicated age. Of these, 131 were 30-39 years and equal numbers (89-90) were 21-29, 40-49 and 50-59; 67 were 60 older and 15 were 20 or younger.
- A total of 295 provided the first three characters of their postal code. The majority of respondents (93.2%) were from Edmonton; 19 respondents each were from communities in the greater Edmonton area (St. Albert, Spruce Grove, Sherwood Park, Fort Saskatchewan, Leduc) and one was from Calgary.
- Of those respondents from Edmonton, 27.4% were from West/Southwest, 21.8% were from East/Southeast, 21% were from North/Northwest, 15.9% were from Central/Downtown and 13.9% were from Northeast.

