



Capital City DOWNTOWN PLAN UPDATE



Downtown... Renew the Commitment!

It's been more than eight years since the Capital City Downtown Plan was approved by City Council, and a lot has happened to the centre of the city. Edmonton's downtown is an energetic place to live, work, play, learn, gather and celebrate. Home to City Hall, the Provincial Legislature, residential neighbourhoods, the centre of commerce, learning institutions, an arts and culture community and more, Downtown hugs the curves of the spectacular North Saskatchewan River valley. It is the hub of activity in Edmonton. Dramatic changes have breathed new life into the heart of the city. Strong prospects for continued growth make this an ideal time to take a fresh look at the Downtown Plan and look to the future.

Capital City Downtown Plan Update

The Capital City Downtown Plan, approved by City Council in 1997, set out a revitalization framework for the Downtown core including a broad policy program and a priority plan for action.

*You are
invited to
participate in
the process
to update
the Capital
City
Downtown
Plan.*

A Healthy Downtown is Important to Everyone!

The vibrancy of the Downtown economy, the positive perception of Downtown, the desirability of working, living and visiting Downtown, strengthens the entire city. Cities are increasingly competing for new business investment on the basis of the vitality of their Downtown areas.

Liveable Downtown

Young professionals are showing an interest in walkable, interesting, and amenity-rich urban places, and they are moving to the cities with this kind of environment. Businesses want to be close to this valuable work force to access and retain top talent.



Workable Downtown

A strong downtown is efficient, productive and adds depth and diversity to the city's economy. Many businesses located close to one another means that it is physically easier to get from one business to the next. New ideas and deals flow from concentrated levels of related activity.



Enjoyable Downtown

A healthy downtown is a place to meet, celebrate, see a film, attend a festival, enjoy music, art or literature – it is a place of opportunity, activity, and vitality.




Capital City
**DOWNTOWN PLAN
UPDATE**
**INVESTMENT
Payback Cycle**

Smart investments in downtown pay dividends to the entire community. The Downtown sustains a greater intensity of development, and a broader range of activities, than any other neighbourhood or area in the city. The more desirable the Downtown, the more intensive the development and, as a result, the greater the taxes generated and this benefits the entire city.

INVESTMENT



Downtown Plan Initiatives

- Infrastructure
- Public-Private Partnerships
- Creative Programs
- Land Use Concepts

Results

- Economic Activity
- Quality of Life
- Tax Performance

A Healthy Downtown is Important to Everyone!

The Fine Print

The Capital City Downtown Plan is an *Area Redevelopment Plan (ARP)*. The power to create an Area Redevelopment Plan is given to municipalities through the Alberta Municipal Government Act. ARPs typically apply to existing inner city communities, and must be adopted as a Bylaw by City Council.

According to the Municipal Government Act, an ARP is created to designate a particular area for redevelopment for the purpose of preserving or improving land and buildings; constructing or replacing buildings; establishing, improving or relocating roads and utilities; and similar activities. The Plan must describe the objectives of the plan, how they will be achieved, proposed land uses, and other suggestions as necessary.

Why Do We Need a Downtown Plan Update?

The Downtown Plan sets out an action plan and a policy program designed to help the City and interested stakeholders to achieve common goals for strengthening Downtown. Edmonton's economy is forecast to remain strong in the future. This sustained prosperity creates opportunities to strengthen the Downtown and to support and add depth and diversity to the City's economy and culture.

Well Positioned

There's an energy and excitement evident in downtown – with a wide range of new residential and commercial activity. Fifty-five percent of Downtown's population is between 20 and 39 years old. Nearly 12,000 residents call Downtown home; more than 15,000 full time students and faculty attend more than 20 educational institutions; and more than 60,000 workers travel into Downtown every day. Major investment continues in the expansion plans of the Downtown Norquest and MacEwan campuses, a new YMCA facility and the Art Gallery.



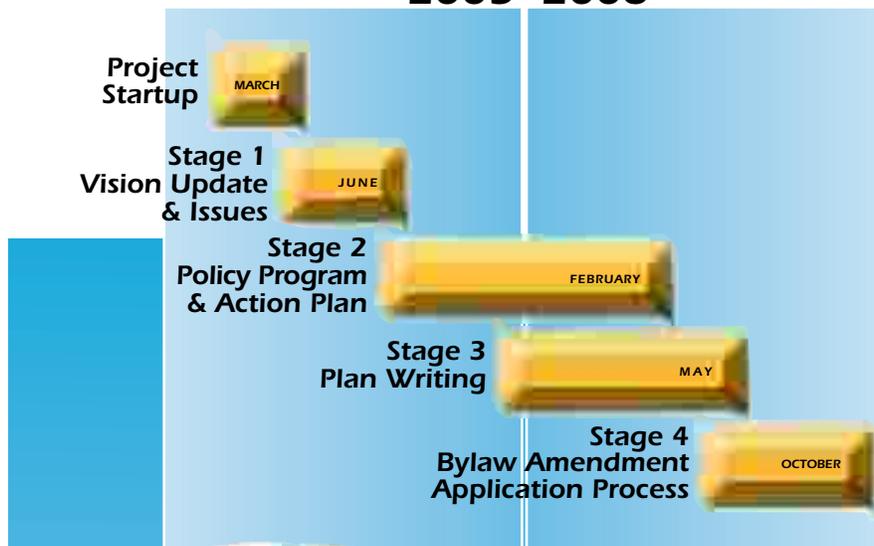
The 1997 Downtown Plan included 12 elements:

The objectives of the Downtown Plan Update are to:

- ▶ *Renew the commitment to downtown revitalization*
- ▶ *Gain partners to help enable projects*
- ▶ *Review, update and restructure the plan to be current and relevant*

The Plan Update Process

Downtown Plan Update Schedule by Stage 2005 2006



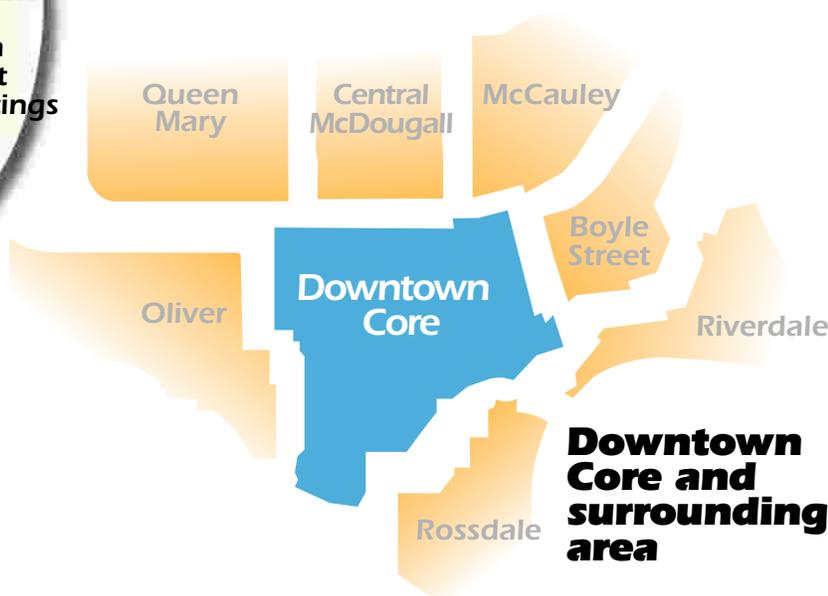
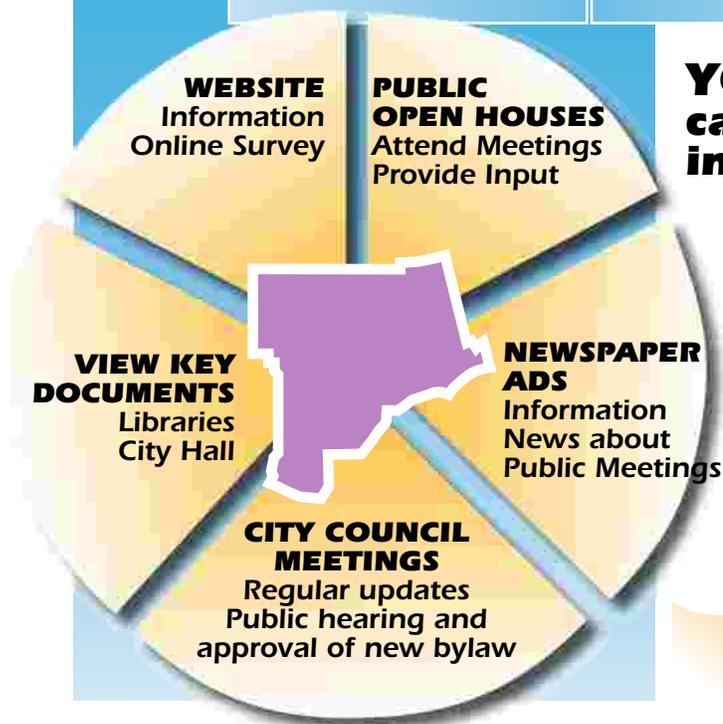
The Plan update is scheduled to be carried out over 2005 and 2006. The tentative date for submitting a Capital City Downtown Plan amendment to City Council for a public hearing is October 2006.

The City of Edmonton is leading the update process including extensive public and neighbourhood consultation and discussion.

At each milestone throughout the process, progress reports will be presented and discussed at City Council meetings.

Public hearings will be held as part of the application to amend the Area Redevelopment Plan. Information on dates for Council meetings and public hearings will be available on the City of Edmonton's website, and advertised as required.

**YOU
can be
involved!**



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