

Urban Planning and Economy  
UPE00565

Edmonton

**Downtown Vibrancy Strategy**  
Urban Planning Committee

June 15, 2021  
[edmonton.ca](http://edmonton.ca)

# COVID Context Within Downtowns Across Canada



*The Impact of the Pandemic on the Downtown Areas of Canada's Six Major Cities, PricewaterhouseCoopers - Final Report March 2021*

# Context of Downtown Edmonton

## Importance

- Generates 9% of city's tax in 1% of its area
- 13% of city-wide construction value
- \$4.4 billion in private and institutional investment

## COVID Impacts

- 60,000 fewer office workers
- 35,000 fewer students
- 4-5 million fewer visits for conferences, performances, festivals and events

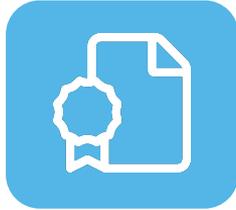
## Response to COVID Impacts and Ongoing Work

- Economic Recovery Construction Grant- \$22.9m
- Tipinawâw/Shelter Services \$15+m
- Enhanced Transit Security
- Patio and Retail Extension Program
- 2021 Technology Accelerator - \$5m
- Downtown Spark & Making Edmonton Digital
- Summer Mobile Washroom Pilot
- Safety Outreach 60 day Prototype
- Shared Streets & Mobility Lanes

## Downtown Vibrancy Strategy

- 3 downtown vibrancy round tables
- 25-50+ business, arts and culture, post-secondary and community leaders
- 100+ ideas
- Internal and external scan and consolidation of vibrancy actions underway and planned

# The City Plan Implementation Approach



## Planning, Policy & Regulation

### Examples

- District Planning
- City Planning Framework
- Zoning Bylaw Renewal



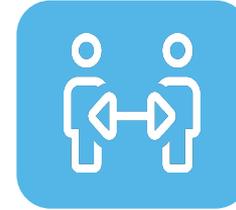
## Process & Service Delivery

- Prioritized budgeting
- Business planning
- Operational service delivery



## Data & Measurement

- Measures and targets
- Transparent reporting



## People, Partnerships & Change Management

- Organizational change management
- External relationships and partnership

## Downtown Vibrancy Strategy - Pillars

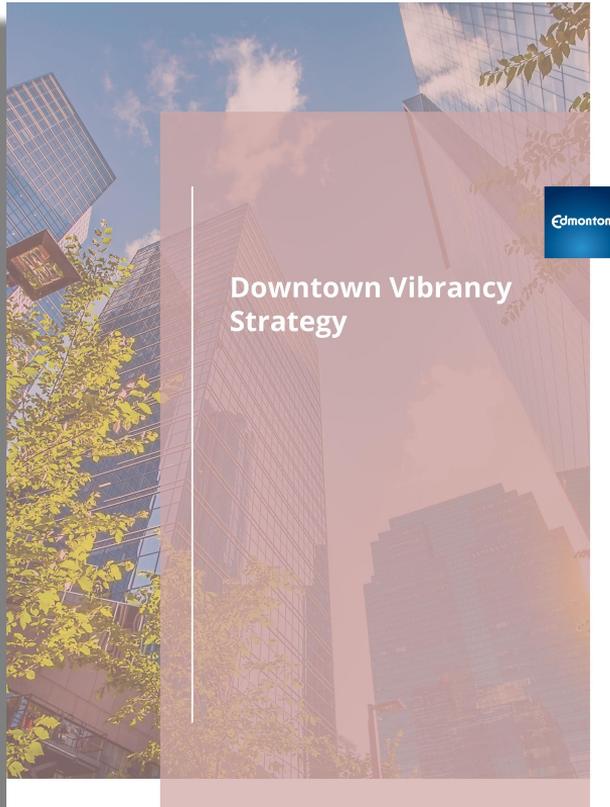
Downtown  
as a  
HOME

Downtown  
as an  
ECONOMIC HUB

Downtown  
as a  
DESTINATION

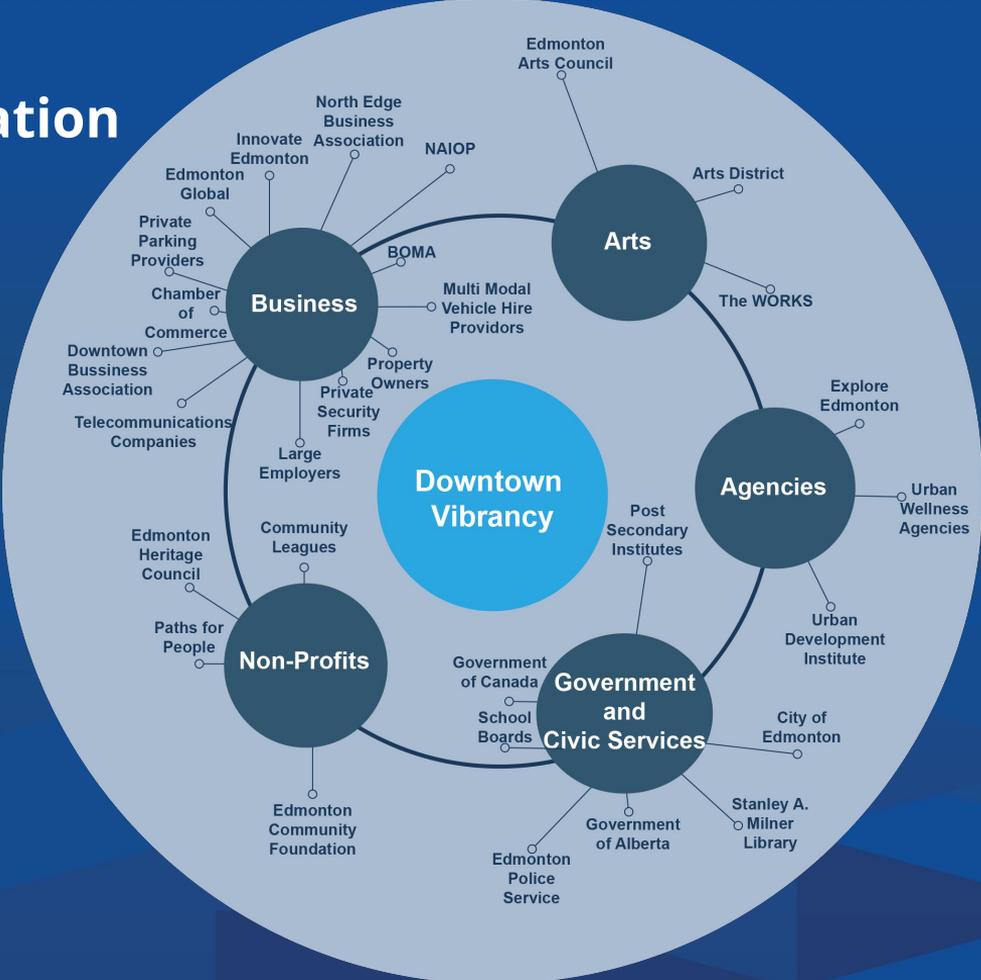
Downtown  
as a  
SAFE, WELCOMING PLACE

# Downtown Vibrancy Strategy - Actions



- Support an innovative downtown
- Expand urban wellness thinking
- Support return to work strategies
- Customized business retention including retail
- Make downtown more fun
- Promote downtown

# Implementation Approach



**Thank you**

**Edmonton**