

VILLAGE AT ICE DISTRICT

AMENDMENT TO THE CENTRAL MCDOUGALL/QUEEN MARY PARK ARP
AMENDMENT TO THE CENTRAL MCDOUGALL URBAN VILLAGE ZONE

City of Edmonton Council Public Hearing

April 2, 2024

KATZ GROUP
REAL ESTATE

Stantec

THE VILLAGE AT ICE DISTRICT

THE VISION

- Rezoning Approved August 2022
- Village at ICE District will include a **public park** and up to **2,500 Residential Units** continuing the revitalization north of Edmonton's downtown and:
 - ✓ Increasing **housing** inventory
 - ✓ Facilitating more private sector **investment**
 - ✓ **Enhancing accommodation** options for students
 - ✓ Accelerating the **elimination of surface parking lots**
 - ✓ **Increasing tax revenues**
 - ✓ Driving **community** building
 - ✓ Create connected, inclusive, vibrant urban community



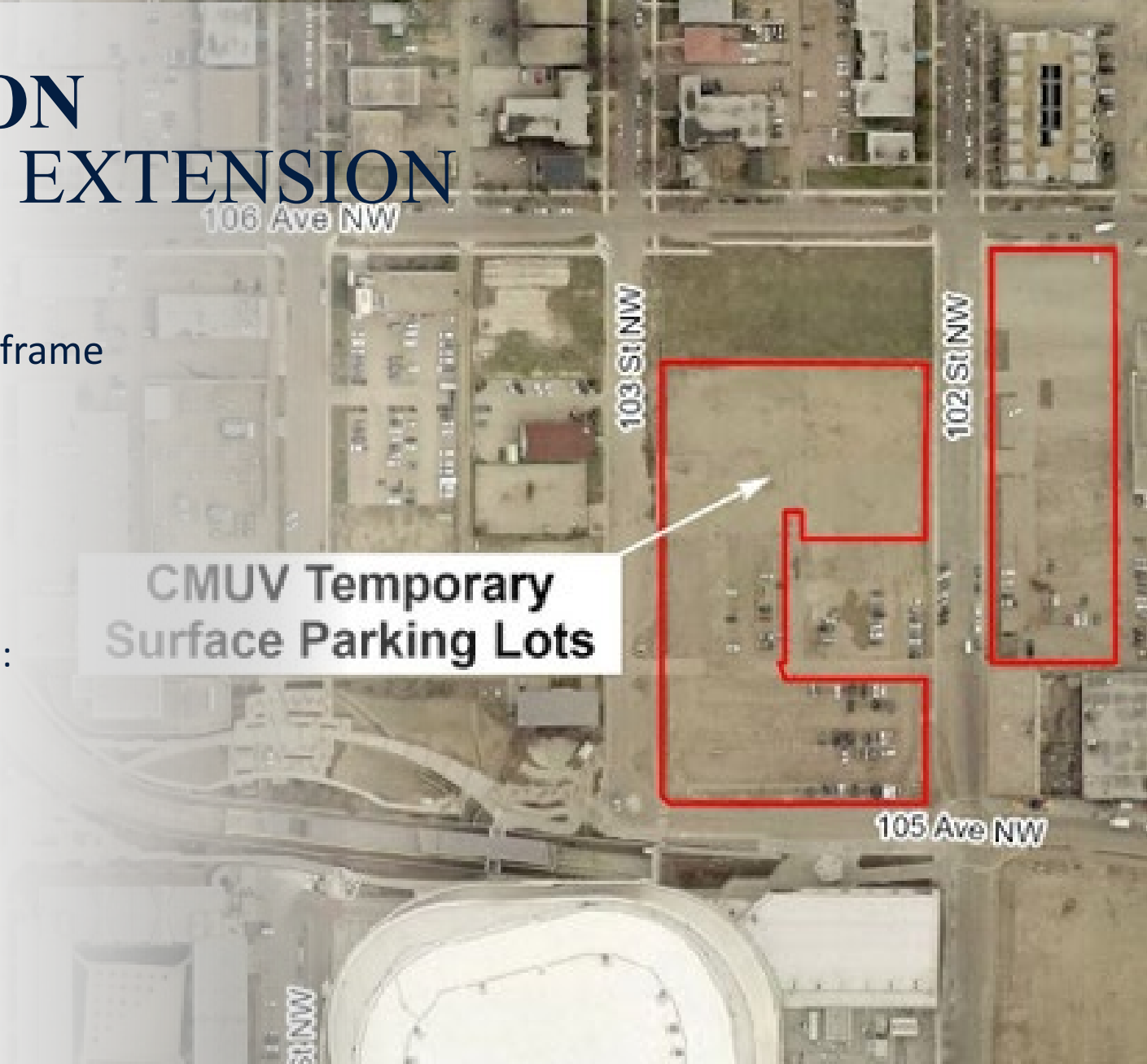
ICE DISTRICT URBAN VILLAGE

- The Village is envisioned to be a **strong urban area** with a mix of land uses and **connections to the downtown.**
- The area will be **transformational for the community** by creating a **safe, vibrant, and diverse environment** with a range of opportunities for living, working, and entertainment.



PROPOSED APPLICATION TEMPORARY PARKING EXTENSION

- The application proposes to increase the timeframe for temporary surface parking for five years
- Importance of Temporary Parking Extension:
 - Community Rink
 - Re-establish Patterns to frequent the Downtown:
 - ✓ Casino
 - ✓ Events
 - ✓ Restaurants
 - ✓ Retail
 - ✓ Employment



INVESTMENT IN DOWNTOWN REVITALIZATION

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DEVELOPMENT TIMELINE



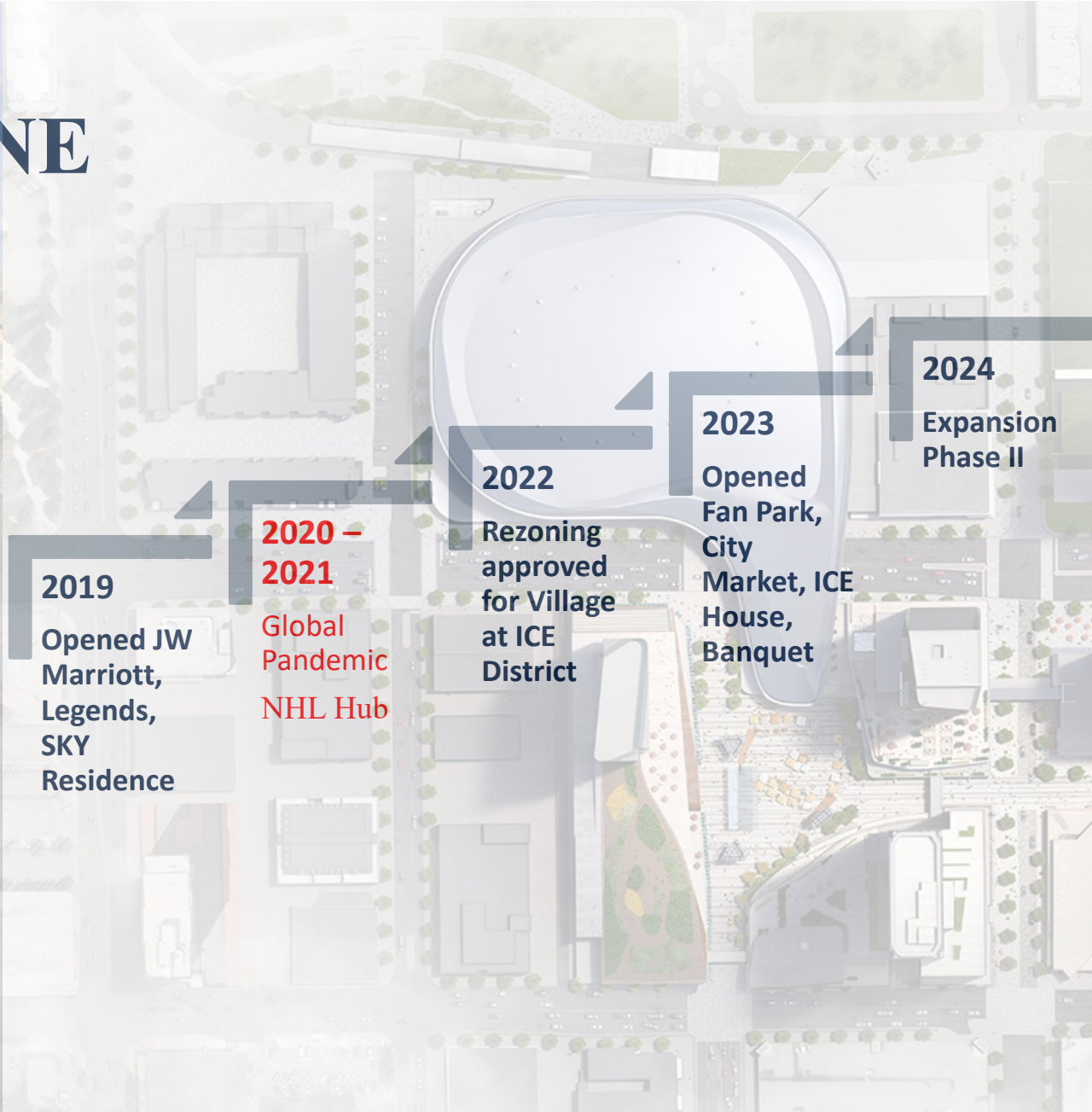
2013
Master Agreement Signed

2014 - 2015
Construction

2016
Opened Rogers Place & Edmonton Tower

2017
Construction

2018
Opened Stantec Tower



2019
Opened JW Marriott, Legends, SKY Residence

2020 - 2021
Global Pandemic
NHL Hub

2022
Rezoning approved for Village at ICE District

2023
Opened Fan Park, City Market, ICE House, Banquet

2024
Expansion Phase II

INVESTMENT IN DOWNTOWN REVITALIZATION

- Created the **largest mixed-use sports & entertainment district in Canada** and **second largest in North America**
- Economic Impact:
 - ✓ Over **\$4B** in additional investment
 - ✓ **1.8M visitors** and **280 events** in 2023-24
 - ✓ **25 acres** of mixed-use space
 - ✓ **4000** residents and employees
 - ✓ **Thousands** of jobs
- Community Impact:
 - ✓ Over **\$90M** invested into the community (**\$37M** in last two years alone)
 - ✓ **\$10M** for Inner City High School
 - ✓ **\$15M** for vulnerable downtown community members
 - ✓ No-cost community programming, equipment, clinics, camps and registration fees for thousands of underprivileged kids in Edmonton



INVESTMENT IN DOWNTOWN REVITALIZATION

- Revitalization connected to:
 - **Economy**
 - ✓ Over **\$4B** in additional investment
 - ✓ **1.8M visitors** and **280 events** in 2023-24
 - **Housing**
 - ✓ **4000** residents and employees
 - ✓ **Thousands** of jobs
 - **Community**
 - ✓ Over **\$90M** invested into the community (**\$37M** in last two years alone)
 - ✓ **\$10M** for Inner City High School
 - ✓ **\$15M** for vulnerable downtown community members
 - **Climate Priorities**
 - ✓ **Infill** Development
 - ✓ Close to **Public Transit**
 - ✓ **Walkable** neighbourhood, creating **car-free options**



VILLAGE AT ICE DISTRICT – FAN PARK

