

Urban Planning and Economy - Economic Investment Services

## UPE02813 Downtown Action Plan

## UPE02926 Bylaw 21122 Entertainment District

Urban Planning Committee - May 13, 2025



# Downtown Action Plan

- 8 Actions | 45 Subactions
- Immediate–5 year implementation
- Increase demand for downtown
- Actions align with 4 goals
- Aligns with City policy, planning, and budget cycles

## Developed with Collaboration and Insight

Strategic partner input through  
**11** focus groups

Jurisdictional scan of **6** Canadian  
cities

Vancouver, Calgary, Winnipeg,  
Ottawa, Toronto and Montreal

Informed by existing Plan and Policy  
direction: the City Plan, Capital City  
Downtown Plan & Downtown  
Investment Plan

# Downtown Snapshot: People, Business and Investment

## PUBLIC & PRIVATE INVESTMENTS

Private and Public Investment: **\$5B**  
City Capital Investment: **\$1.5B**  
City Operating Investment: **\$406M**  
LRT Investment: **\$4.6B**

**\$5B**

## POPULATION & HOUSING

Downtown Residents (2021): **12,000**  
New Residential (2024): **181 units**  
Rental Vacancy Rate (Oct 2024): **3.3%**

**12,000**

Residents

## BUSINESS & ECONOMIC ACTIVITY

Operating Businesses: **1,632**  
Entrepreneurs Identify as Indigenous: **5%**  
Storefront Vacancy: **33%**  
Office Vacancy: **19.6%**

**3,000,000+**

Event Attendees

## EMPLOYMENT & EDUCATION

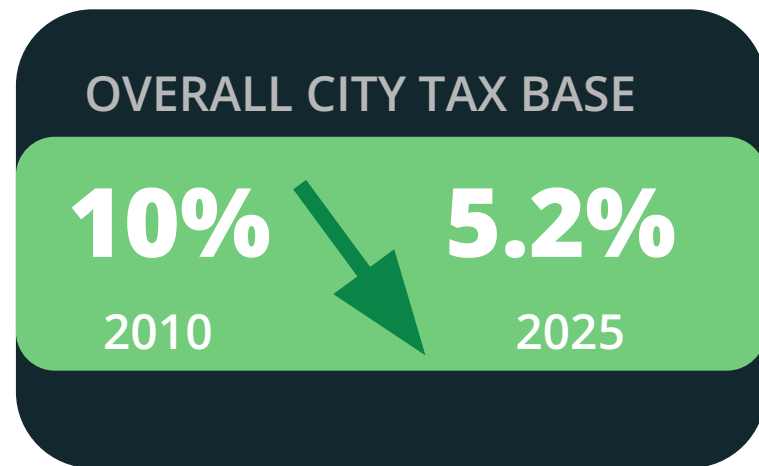
Jobs in Downtown: **70,000**  
MacEwan University: **18,855**  
NorQuest College: **18,033**

**70,000**

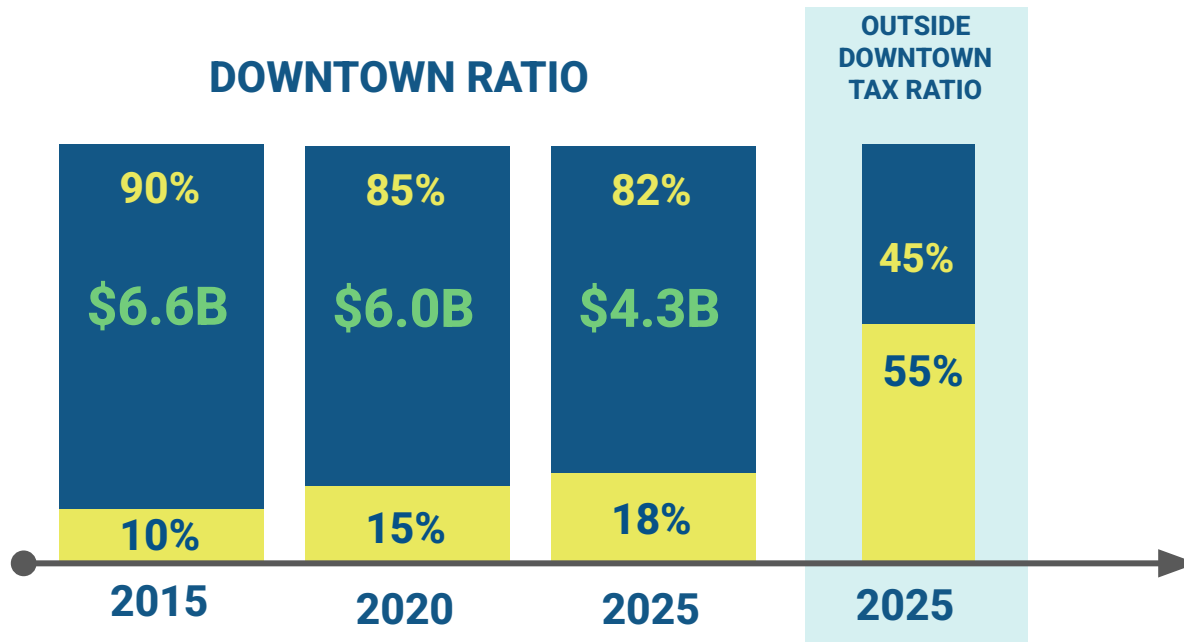
Jobs

## Why the Downtown Action Plan?

- Downtown is Edmonton's economic, cultural, and civic heart
- Post-pandemic impacts have slowed growth and investment
- Downtown contributes 5.2% of the city's tax base from <1% of land
- Private and public sector investments exceed \$5B since 2015



# Economic Growth



**Non Residential**

**Residential**

Taxable Assessment Value (Non Residential) = **\$B**

## Economic Growth



10%  
=  
\$6.0 B

Taxable Assessment Value (Non Residential) = \$B



# Goals to Drive Impact & Key Performance Indicators

## Economic Growth

increased property values

KPIs:

- Assessed Property Values
- Property Tax Revenue
- Major Capital Investments



## Residential Growth

more people living downtown

KPIs:

- Number of New Residential Units
- Number of Residents
- Percentage of Residential Vacancy



## Vibrancy Growth

more workers, students, and visitors

KPIs:

- Number of Students
- Number of Visitors
- Number of Transit Riders



## Business Growth

reduced commercial vacancy

KPIs:

- Number of Businesses
- Number of Jobs
- Office Vacancy Rate





## Overview of 8 Key Actions

1. Leverage the Capital City Downtown Community Revitalization Levy for Catalyst Projects
2. Invest in Upgraded Infrastructure
3. Enable Increased and Diversified Housing Supply
4. Create Safer Public and Private Spaces
5. Enhance Cleaning, Maintenance and Beautification of Public Spaces
6. Demonstrate the Significance of Downtown's Economy
7. Increase Public Amenities, Programming and Activities
8. Expand Downtown Districts

# Entertainment District Bylaw

1. Expansion of the Rice Howard Way Entertainment District
  - a. Inclusion of 100 A Street and 100 Street adjacent businesses
2. New Entertainment District Designation
  - a. 104 Street between Jasper Avenue and 104 Avenue

## SURVEY RESULTS

**80%** Respondents  
Supported Establishing a 104  
Street Entertainment District

## Budget and Funding: Investing in Downtown's Future

- Total Budget: **\$553M**
- CRL: **\$511M** (approx. \$440M dependent on extension)
- Downtown Economy Fund: **\$9.5M**
- Housing Accelerator Fund: **\$15M**
- Funds-in-Lieu Reserve: **\$2.5M**
- Unfunded: **\$15M** (5 subactions)
- Additional funding under development for Action 2

# Community Collaboration

## Partnerships Are Key to Success

- Led by the City, shaped by partners
- Downtown Leadership Group as collaboration hub
- Roles for business, post-secondary, non-profits, civic partners
- Strategic agreements to leverage community capacity

# Indigenous Economic Reconciliation

## Furthering City's Commitment to Truth and Reconciliation:

- Co-led strategy co-developed with MOU partners
- Dedicated Connector role to link opportunities
- Support Indigenous business ownership, capital access and procurement
- Target growth of the \$17B in in spending and \$9B contribution to Alberta's GDP by Indigenous Peoples<sup>1</sup>

<sup>1</sup> Reporting on the Economic Contributions of Indigenous Peoples in Alberta 7, ATB Financial and MNP LLP, 2024

A large graphic design for the Downtown Action Plan. It features a light blue background with a large, stylized blue arrow pointing upwards and to the right. Below the arrow, the text 'Thank you.' is written in white. At the bottom, there is a silhouette of the downtown skyline with several buildings highlighted in yellow. The text 'DOWNTOWN Action Plan' is prominently displayed in large, bold letters, with 'DOWNTOWN' in black and 'Action Plan' in white. Below this, 'EIS | Downtown Economy' is written in white. The Edmonton logo is visible in the bottom right corner of the graphic area.

Thank you.

# DOWNTOWN Action Plan

EIS | Downtown Economy

Edmonton

