



CITY COUNCIL REPORT **Downtown Action Plan**

Motion on the Floor

T. Cartmell - K. Principe (Made at the May 21/23, 2025, City Council meeting):

That Administration provide a report on the following implementation options for the Downtown Action Plan:

- Identify the Edmonton Downtown Business Association (EDBA) as a lead partner in the implementation of Actions 4 (Safety), 5 (Beautification), 6 (Economic Engine) and 7 (Public Programming);
- Develop an ongoing partnership framework with the EDBA, including an identified funding source to resume cost-sharing for the Downtown Core Patrol and Downtown Ambassador programs;
- Develop and prioritize a partnership approach to guide investment attraction, land development, and park/public space renewal and stewardship;
- Develop a comprehensive Public Space Management Framework, co-led with EDBA and other partners, that includes year-round activation, cleanliness and maintenance standards, community partnerships, and safety interventions;
- Establish a Downtown Action Plan Implementation Task Force with shared leadership and accountability from City Administration, EDBA, and other essential organizations to oversee delivery.

Amendment

A. Paquette - J. Rice (Made at the May 21/23, 2025, City Council meeting):

That the motion on the floor be deleted and replaced with the following:

That Administration provide a report on the following implementation options for the Downtown Action Plan:

- Develop an ongoing partnership framework with partners including but not limited to the EDBA as a potential key partner, the Edmonton Chamber of Commerce, the Downtown Community League, Indigenous and Metis partners, including an identified funding source to resume cost-sharing for the Downtown Core Patrol and Downtown Ambassador programs;

- Explore multiple valid partnership approaches to guide investment attraction, land development, and park/public space renewal and stewardship;
- Develop a comprehensive Public Space Management Framework, with EDBA, other related BAs, the Chinatown BA, and other vested community partners, that includes year-round activation, cleanliness and maintenance standards, community partnerships, and safety interventions;
- Establish a Downtown Action Plan Implementation Task Force with shared leadership and accountability from City Administration and other essential organizations to oversee delivery.

History

At the May 21, 2025, City Council meeting, the May 13, 2025, Urban Planning and Economy report UPE02813, including the above-noted motion on the floor and amendment on the floor were considered but not finished. It will be included on the June 10, 2025, City Council meeting agenda under the Unfinished Business Section.

Related motions passed at the May 21, 2025, City Council meeting

That the May 13, 2025, Urban Planning and Economy report UPE02813, be received for information.

Attachment

May 13, 2025, Urban Planning and Economy report UPE02813