

Strategic Alignment with *The Ways*

Edmonton's strategic plan, *The Way Ahead*, focuses the City's efforts to deliver services and infrastructure that are most important to Edmontonians while managing the opportunities and challenges of our ever changing city. The Blatchford redevelopment is a major pillar in the implementation of that strategy. It will serve as a microcosm of the greater community of Edmonton and will change the way our city is planned and grows. Blatchford contributes to all six 10-year strategic goals:

Transform Edmonton's Urban Form:

Blatchford will increase density, promote infill, take advantage of existing infrastructure, help nearby mature neighbourhoods remain strong and vibrant, and be a model for future developments.

Shift Edmonton's Transportation Modes:

Blatchford will offer area residents convenient LRT and transit service, and will promote other alternatives such as walking and cycling. Blatchford's hierarchy is based on: people, bikes, transit, delivery vehicles and then private vehicles.

Preserve and Sustain Edmonton's Environment:

Blatchford will be sustainable and resilient by reducing the ecological footprint of the community and its residents.

Improve Edmonton's Livability:

Blatchford will encourage residents to live active, healthy lifestyles, in a community that is safe and offers many recreational opportunities. It will also honour the site's strong aviation heritage.

Ensure Edmonton's Financial Sustainability:

The Blatchford Redevelopment will be done in a way that balances revenues and costs so the City can provide the affordable services and infrastructure that citizens need.

Diversify Edmonton's Economy:

Blatchford will help Edmonton diversify by promoting the growth of a vibrant, livable city, and by providing a dynamic environment that encourages innovation. It will help to drive forward new business opportunities in all areas of sustainability associated with this project. It will also propel Edmonton's image and reputation world-wide. The Blatchford plan is strongly connected to other City of Edmonton initiatives.

It is an integral part of the Northwest LRT plan, and follows Transportation's guidelines on how to optimize transit-oriented development. It also links in with Transportation's plan to reduce greenhouse gas emissions by installing LED street lights.

The project aims to complement the City's already world-leading Waste Management Services; during construction, construction and demolition waste will be recycled through Waste Management's sorting facility. The Blatchford waste management plan also takes into account the world-leading waste system already in place. Blatchford will also help the City achieve its goal of Infill Strategy with 25 percent of new dwellings being built in mature neighbourhoods.