

Community Benefits and Engagement Options

Downtown Sports and Entertainment Facility

Recommendation:

That the April 6, 2011, Planning and Development Department report 2011PGM009, be received for information.

Report Summary

This report provides an overview of potential public engagement activities, as well as those already completed; and outlines a possible starting point for a community benefits discussion, relative to the Downtown Sports and Entertainment Facility.

Report

- There has been significant public involvement completed to date related to the downtown sports and entertainment district.
- The City of Edmonton Municipal Development Plan, which was approved by City Council in May 2010, was the culmination of ongoing consultation with Edmontonians that dates back to 2006.
- The Capital City Downtown Plan that was approved by City Council in July 2010, fully aligns with the Municipal Development Plan. Approximately 800 people participated in a range of public involvement activities that provided

input into development of the policy, ideas and vision for the Downtown.

- The Sports and Entertainment Facility is identified in the Capital City Downtown Plan as a concurrent project that would serve as a catalyst for investment in the Downtown area.
- Public involvement activities related to the Sports and Entertainment Facility completed to date have provided the public with both information and consultation opportunities. See Attachment 1.
- These activities included: public pre-consultation by the applicant, open houses and stakeholder meetings, formal and informal public hearings, direct notification to residents and stakeholder groups during the zoning process.
- The key findings of the public consultation done by Administration and Calder Bateman identified the following four decision streams in which citizens and stakeholders want involvement:
 1. Financial Model
 2. Community Revitalization Levy
 3. Building Design Concept - how well the development is integrated with the downtown
 4. Community Benefits and Impacts
- From the community engagement that has already occurred and input received from not-for-profit agencies in the area, a number of potential community benefits have been identified:
 - public use of the arena for major community events

- public access to the facility for unique but smaller events such as a farmer's market
- tickets and events for under privileged youth and families
- community access to meeting rooms
- local hiring and job training objectives
- programming of open space areas adjacent to the facility
- Attachment 2 provides a high level summary of the potential public engagement options for each of the four decision streams. Details of the public engagement will be developed based on City Council direction.

Policy

1. Municipal Development Plan (Bylaw 15100)
2. Capital City Downtown Area Redevelopment Plan (Bylaw 15200)

Corporate Outcomes

A downtown Sports and Entertainment Facility supports Council's 10 year goal to Improve Edmonton's Livability.

Public Engagement

The proposed Sports and Entertainment Facility is of interest to many citizens, businesses and stakeholders, representing multiple and sometimes competing interests. Further public engagement will address the key findings of the City Administration and Calder Bateman public consultation process.

Attachments

1. Public Engagement – Completed To Date

2. Public Engagement – Potential Options

Others Reviewing this Report

- L. Rosen, Chief Financial Officer and Treasurer
- L. Cochrane, General Manager, Community Services Department

Public Engagement – Completed To Date

1. The City of Edmonton Municipal Development Plan (MDP)

The City of Edmonton Municipal Development Plan (MDP) provides direction on land use, growth, and development for the city as a whole and is the culmination of ongoing consultation with Edmontonians dating back to 2006. Through a series of public and stakeholder consultation sessions on the Plan the City was able to take a wide range of views into consideration in the Plan's development. The MDP was approved by City Council in May 2010.

2. Capital City Downtown Area Development Plan

The Capital City Downtown Plan, which identifies the sports and entertainment district, was approved by City Council in July 2010 and aligns with the City of Edmonton Municipal Development Plan. Opportunities for public involvement in the development of the policy, ideas and vision for the Downtown were extended to a wide spectrum of interests in the Downtown and to residents across the City. Approximately 800 people participated in a range of activities including:

- Downtown stakeholder forum;
- Downtown Edmonton Community League workshop;
- Open public meeting / ideas forum;
- Land use and design workshop with the group Media Art and Design in Edmonton (MADE);
- Ongoing meetings with the Edmonton Design Committee;
- Meetings with the Downtown Business Association, the Downtown Edmonton Community League and other downtown stakeholder groups;
- An Open House and online survey on the Preliminary Draft Plan (Sept/2008);
- Meetings of the Capital City Downtown Plan Advisory Committee (established in Sept/2009); and
- An Open House / Public Meeting on the Draft Plan (April 2010).

The following organizations and interests are represented on the 12-member Capital City Downtown Plan Advisory Committee:

- City Council: Ward Councilors (2)
- Development industry
- Downtown Business Association and businesses (2)
- Downtown Edmonton Community League
- Downtown knowledge economy
- Downtown residents and social agencies
- Edmonton Arts Council
- Provincial Government (Alberta Infrastructure)

A project website was also maintained throughout the Plan update process serving as a clearing house for project information and providing an ongoing opportunity to comment on the Plan.

The Sports and Entertainment Facility is identified in the Capital City Downtown Plan as a concurrent project that would serve as a catalyst for investment in the Downtown area.

3. Sports and Entertainment District Zoning Process – COMPLETED Spring and Fall 2010

Description:

- Included pre-consultation by applicant (Katz Group).
- The City zoning process consisted of notification to surrounding residents and other stakeholders and organizations. Public feedback was gathered and revisions were made to the zoning application. Re-notification to surrounding residents and other stakeholders and organizations occurred with these revisions.
- Review and support of the zoning application by the Edmonton Design Committee.
- Requirement to consult is outlined in MGA and City of Edmonton policy

Purpose: Approval of zoning change to allow development of a new sports and entertainment facility.

Stakeholders: Citizens, businesses, institutions and other stakeholders.

Level of Involvement: Consultation and information sharing.

4. Sports and Entertainment Facility Public Consultation (Calder Bateman) - COMPLETED Spring and Fall 2010

Description:

- Initial public consultation was done in spring and fall 2010 to gauge concept. Consultations done by City Administration and Calder Bateman.
- Key Findings of the Calder Bateman consultation was presented to City Council on January 17, 2011. Citizens are interested in:
 - The financial model that would be used.
 - The building design concept;
 - How well the development is integrated with downtown;
 - The impact of the project on adjacent communities;
 - The benefits the project would bring to the public city broadly;

Purpose: Gauge support of a downtown arena complex.

Stakeholders: Citizens, businesses, institutions and other stakeholders.

Level of Involvement: Consultation and information sharing.

Public Engagement – Potential Options

The proposed Sports and Entertainment Facility is of interest to many citizens, businesses and other stakeholders, representing multiple and sometimes competing interests. The public consultation completed to date has identified four streams of decisions in which citizens/stakeholders want involvement.

Options for public engagement are listed below at a very high level:

1. Financial Model

Description: Citizens have a high interest regarding the funding model.

Purpose: Public input and education of proposed funding model.

Stakeholders: General public.

Level of Involvement: Information sharing (includes education) and consultation.

Timelines: Spring/Summer 2011.

Methods: Public input and information session, as well as a Non Statutory Public Hearing.

Led by: City Administration.

2. Community Revitalization Levy (CRL)

Description: Citizens are very interested in the CRL as a component of the funding model. There is a legislated requirement to consult if a CRL becomes part of the funding model.

Purpose: Public input and education of the CRL Plan.

Stakeholders: General public and business community.

Level of Involvement: Public input and information sharing.

Timelines: To be determined.

Methods: Public input and information sessions, as well as a Statutory Public Hearing for the CRL Plan.

Led by: City Administration.

3. Building Design Concept

Description: Build on what was heard in fall 2010 consultations by City and Katz Group, specifically the need to reflect the Capital City Downtown Plan policies and requirements of the zoning regulations.

Purpose: To share the building design concept with citizens. The fundamental question is “Here’s what we heard.”

Stakeholders: Citizens and stakeholder groups (from previous consultations).

Level of Involvement: Information sharing.

Timelines: At concept level.

Methods: Open house. Additional methods to be determined.

Led by: Design Team – to be determined.

4. Community Benefits and Impacts

Description:

- Targeted consultation for residents, businesses and not for profit agencies in the area adjacent to the arena district.
- Targeted consultation for key stakeholder groups.
- Some decisions (i.e. zoning) have been decided.

Purpose:

- Identifying and maximizing community benefits which may include:
 - public use of the arena for major community events;
 - public access to the facility for unique but smaller events such as a farmer's market;
 - tickets and events for under privileged youth and families;
 - community access to meeting rooms;
 - local hiring and job training objectives;
 - programming of open space areas adjacent to the facility.
- Good neighbor agreement.
- Mitigating local impacts of the facility on the surrounding community, during both day and night time.

Stakeholders:

- Local citizens, businesses and not for profit agencies in the area adjacent to the arena.
- Note that this consultation would be considered separately from the Building Design Concept consultation as it is aimed to address different outcomes.

Level of Involvement: Consultation and information sharing.

Timelines: To be determined.

Methods: A variety of methods, including a Community Advisory Committee, could be considered

Led by: City Administration and Arena Operator.