

# CAPITAL CITY DOWNTOWN PLAN

Area Redevelopment Plan  
Bylaw No. 15200

THE CITY OF  
**Edmonton**

  
TRANSFORMING | EDMONTON  
BRINGING OUR CITY VISION TO LIFE

sustainable vibrant well designed accessible

# Capital City Downtown Plan (CCDPlan)

- Downtown Context
- Downtown Challenges
- CCDPlan Pillars
  - Policies
  - Zoning
  - Implementation
  - Catalysts Projects
- Plan Benefits
- The Way Ahead

**“One of Canada's  
most livable cities”**

The Way Ahead  
City of Edmonton Strategic Plan  
2009-2018

# THE WAY AHEAD... Goals

- Preserve and Sustain Edmonton's Environment
- Improve Livability
- Transform Urban Form
- Shift Transportation Modes
- Ensure Financial Stability
- Diversify Economy



1 BOLD 2 FOR PEOPLE 3 DOable



DOWNTOWN VISION

Downtown Edmonton will be...



SUSTAINABLE  
VIBRANT  
WELL DESIGNED  
ACCESSIBLE

# What's required?

*Embrace and invest in our Downtown  
at a scale commensurate with a  
heart of a City.*

**DOWNTOWN IS...**



# Greatest concentration and diversity of jobs in the City



AN EMPLOYER

10% of Edmonton's total municipal property tax  
Less than 1% of its area



MAJOR TAX BASE



# Edmonton's transportation hub



A CONNECTOR

Home to over 50,000 students annually by 2020



AN EDUCATOR



Winspear Centre for Music, Art Gallery of Alberta,  
Citadel Theatre, Stanley Milner Library



SOURCE OF INSPIRATION



Seat of municipal and provincial governments



A CAPITAL CITY



A primary destination for visitors



A PLACE OF DISCOVERY



# Edmonton's image to the world



A SYMBOL



# DOWNTOWN CHALLENGES...

24 M sq ft of existing built space,  
32 M sq ft additional zoned capacity



LAND SPECULATION



# Major commitment to suburban road network



AUTO-ORIENTED DEVELOPMENT



75% of Edmonton's future growth planned for new neighbourhoods



SUBURBAN COMPETITION



# Entertainment and social networking



24 HR ECONOMY



High crime rate



SOCIAL STRESS



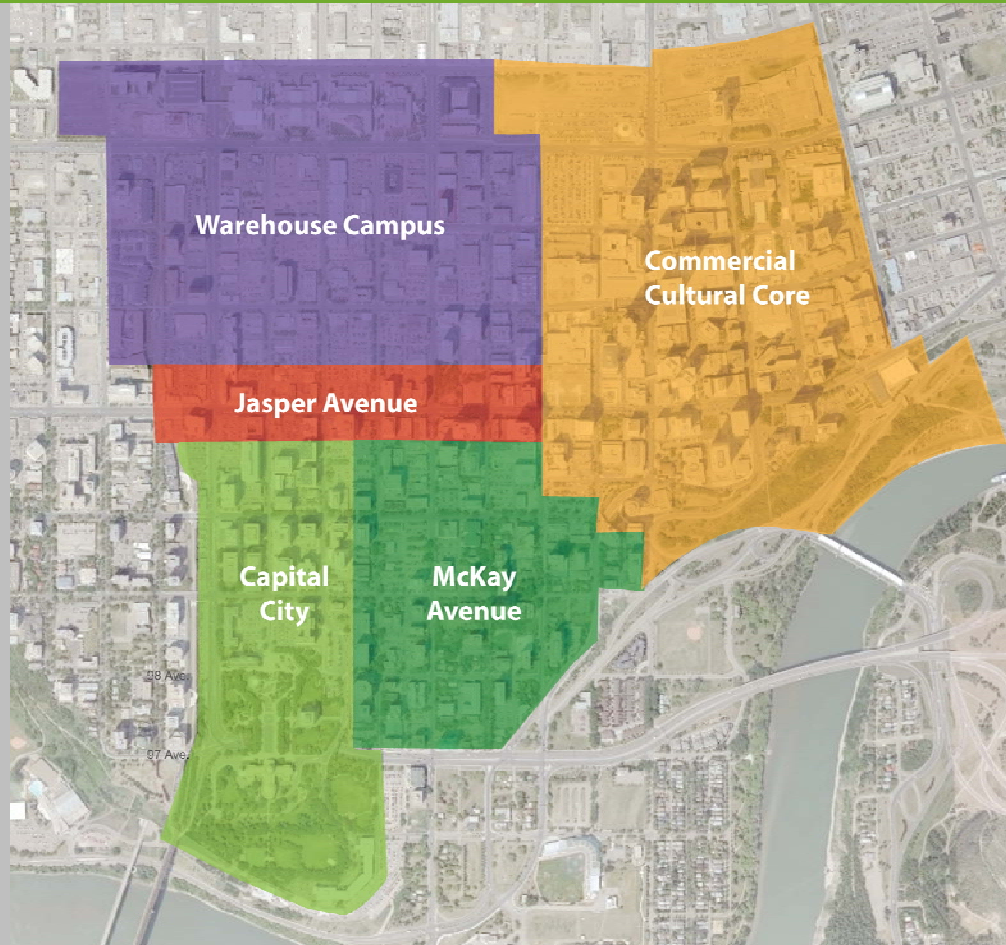
# National and international benchmarks



COMPETITION WITH OTHER CITIES



# Five diverse neighbourhoods



COMPLEXITY

# CCDP PILLARS

1. POLICIES

2. ZONING

3. IMPLEMENTATION

4. CATALYSTS

# 1. POLICIES



# SUSTAINABLE DOWNTOWN

- Healthy natural environment
- Reduced emissions & improved air
- Stewardship of natural resources
- Healthy communities
- Sense of place





# VIBRANT DOWNTOWN



- Additional downtown housing
- Commercial, retail & educational activities
- Diverse arts, culture & entertainment



# WELL DESIGNED DOWNTOWN

- Well designed buildings and urban form
- Defined street framework
- Additional parks and open space
- Historic preservation



# ACCESSIBLE DOWNTOWN

- 
- Efficient Roadway System
  - Enhanced Pedestrian Circulation
  - Improved Cycling
  - Superior Transit




# 2. ZONING



- Minor boundary adjustments
- Current heights & densities largely maintained
- Design regulations incorporated
- New requirements for setbacks and outdoor amenity space (public realm)



# 3. IMPLEMENTATION STRATEGY

- 
- Adopt the Plan
  - Establish the CCDP Project Team
  - City Technical Advisory Committee
  - CCDP Advisory Committee
  - Prepare 10 Year Action Program with regular budget submissions
  - Implementation and Annual Monitoring



# 4. CATALYST PROJECTS

City Led (9)

Concurrent (4)



# 1984 CATALYSTS



# 1997 CATALYSTS





# Catalyst projects selected to...



INCREASE RESIDENTS  
ENHANCE NEIGHBOURHOODS  
CREATE LINKS



# CITY LED: Central Warehouse Campus Neighbourhood



HOUSING INCENTIVE



# CITY LED: Warehouse Campus Neighbourhood



CENTRAL PARK



# CITY LED: Jasper Avenue New Vision



MAIN STREET



# CITY LED: Louise McKinney Park/Heritage Trail



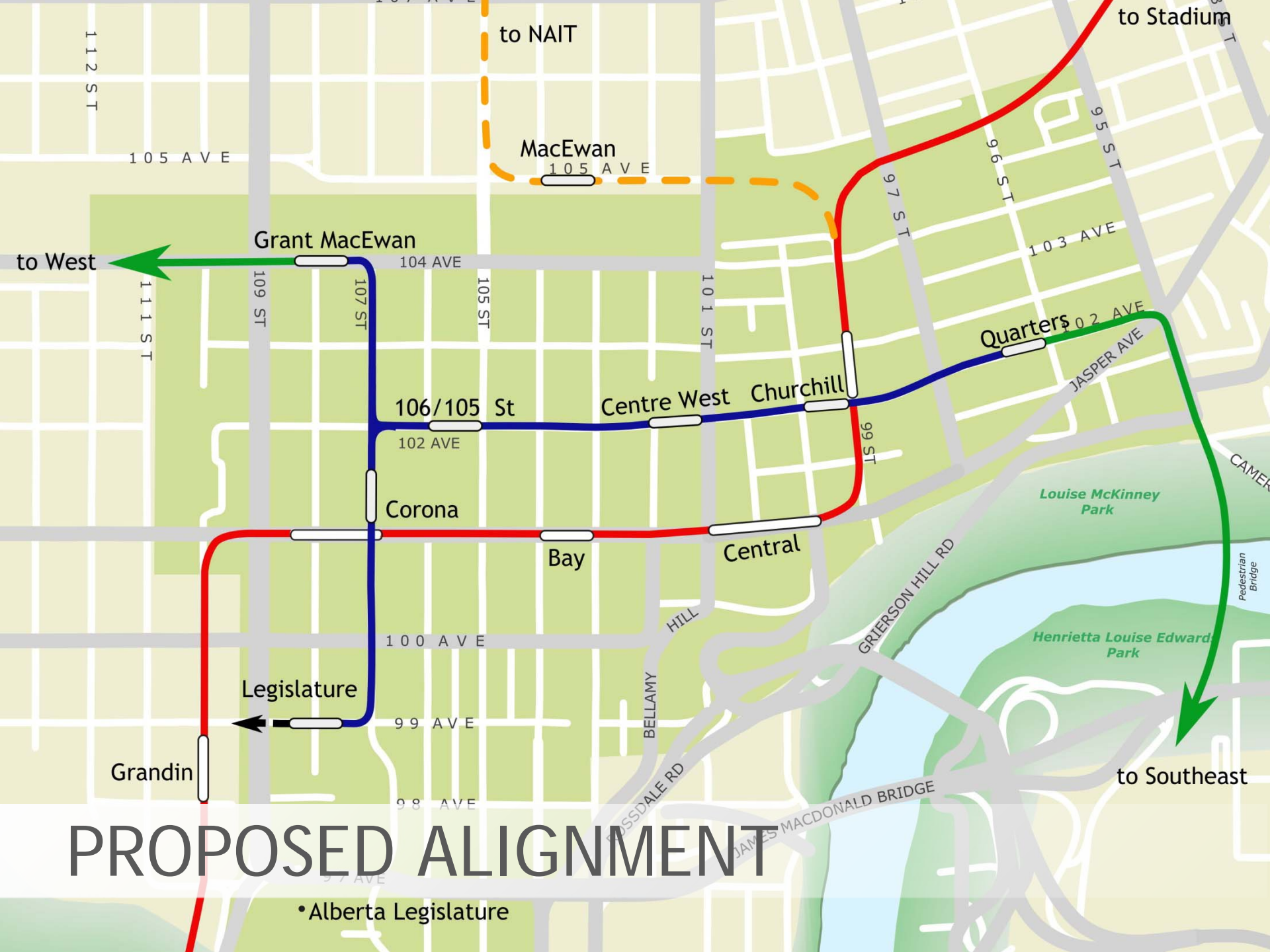
RIVER PROMENADES



# CITY LED: Grade Level LRT Integration



DOWNTOWN LRT



# PROPOSED ALIGNMENT

• Alberta Legislature

to West

to NAIT

to Stadium

to Southeast

MacEwan

Grant MacEwan

Quarters

106/105 St

Centre West

Churchill

Corona

Bay

Central

Legislature

Grandin

Louise McKinney Park

Henrietta Louise Edward Park

BELLAMY HILL

GRIERSON HILL RD

JAMES MACDONALD BRIDGE

Pedestrian Bridge

112 ST

105 AVE

111 ST

109 ST

107 ST

105 ST

101 ST

97 ST

96 ST

95 ST

103 AVE

JASPER AVE

102 AVE

100 AVE

99 AVE

98 AVE

97 AVE



# CITY LED: High Profile Dedicated Bikeway System



BIKEWAY



# CITY LED: McKay Avenue Neighbourhood



CENTRAL GATHERING PLACE



# CITY LED: Promote increased energy efficiency of Downtown



GREEN BUILDING STRATEGY



# CITY LED: Green and walkable Downtown



PUBLIC REALM



# CONCURRENT PROJECTS



Capital Boulevard Upgrade



Legislature Grounds  
Redevelopment



Downtown Universities &  
Colleges



Sports and Entertainment  
District

**BENEFITS**



12,200 new residential units over a 35 year period;  
more than twice the growth projected without the Plan



WITH



WITHOUT

INCREASED URBAN DENSIFICATION

2.35 M sq ft of commercial space and 2.25 M sq ft of new office space over a 35 year period;  
40-70% more growth than without the Plan



INCREASED ECONOMIC ACTIVITY



\$200 - 250M more property tax over 35 years



INCREASED TAX BASE



Higher values resulting from increased amenities,  
design quality and livability of the Downtown



HIGHER LAND VALUES



Greenhouse Gas reductions of up to 40% per  
Downtown resident



IMPROVED SUSTAINABILITY



A predictable framework for investment and development



CLEARER EXPECTATIONS



Supported by Edmonton's greatest concentration of transit users and uses



ENHANCED TRANSIT VIABILITY



A vibrant, well-designed and sustainable Downtown  
attracting people, investment and opportunity



SHOWCASE EDMONTON





Thank you

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