

Downtown Edmonton

GOOD TO THE CORE





Downtown is in the midst of reaping the rewards of revitalization projects spanning the last twenty years, but it is not only the growth in number of new developments or the total amount of investment dollars that will convince Edmontonians that their Downtown is valuable. Shedding outdated negative views of Downtown depends on hearing narratives that can show people why Downtown is attracting so much attention. Best told by those with an inside perspective: four key stories tell the tale of a developing Downtown.

Safety

SECURE STREETS

Jake is a third-year journalism student at MacEwan University. He is also a citizen journalist and keeps up to date on important crime issues in the Downtown core. Recently, Jake discovered that total crime per capita occurrences have declined 56% between 2007 and 2012. Furthermore, Downtown crime rates have been steadily dropping both per capita and in total occurrences with nearly a 25% per capita decline in 2011 alone.

Jake has discovered that this is a result of the proactive efforts of the Downtown Division Police Service that includes the use of new tools like the Geographic Deployment model, new technologies such as online reporting, and key community partnerships. With this research Jake is writing an investigative series on past perceptions of safety in the Downtown core, and the new realities due to new policing.

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2007 CRIME MAP



2013 CRIME MAP

Map Backgrounds Copyright Mapbox

Accessibility

MAXIMUM MOBILITY

On a typical fall day Monica, a new mom returning to the workforce following a maternity leave, accounts for two of the 470,450 trips made to, from, and through Downtown during the day. She works Downtown, but also takes her kids Downtown to markets and out running errands on the weekends. Making a switch from driving to taking the LRT, Monica is part of the recent 29% increase in ridership on the LRT. Using public transportation to commute to work not only reduces spatial impact, but also saves Monica money on parking and gas. In fact, Downtown is working to increase the number of LRT stations by 120% so that more people like Monica can get around quicker and easier than ever before.

Downtown is also the most walkable neighborhood in Edmonton and Monica was thrilled to learn that new expansions to the pedway system are being planned for the first time in years. Not to mention, Monica can't wait to take advantage of Downtown's planned 2 km bike path going from east to west, allowing her to easily get where she needs to and enjoy the scenery while she does.

Whether getting to work or to the market, Monica takes advantage of the many mobility options that Downtown has to offer.





Uses

A PURPOSEFUL PLACE TO BE

Eva owns an office space on 104th street and is part of the developing entrepreneurial hub of the warehouse district. She has a workshop there, where she designs and produces custom jewelry to sell online and at the local farmers' market. She is part of the 65% of Edmonton's office space located Downtown. Her space is her life and she feels connected to other entrepreneurial organizations like Startup Edmonton – who also have space in the same building.

The perks of living and working Downtown mean that Eva's always connecting with her friends. Even though the daytime Downtown population can approach 90,000 people, Eva makes Downtown her own by having her favorite secret spots and meeting up with friends. Whether it's picking up a protein shake for breakfast or meeting her friends for lunch, the growing Downtown always has something unique and personal for her to do.

Sociability

MOVING IN. VIBING OUT.

Since 2007 the residential population in Downtown has grown by over 35% and Ryan is proud to be part of that growth. Ryan just moved into his condo at age 27 and can't imagine wanting to live anywhere other than Downtown. He loves the vibrancy of the crowds and community of young professionals. He likes having the best of Edmonton right outside his door.

Meeting up at Mercer Tavern is his typical Saturday night, but as the Downtown nightlife scene continues to grow, Ryan is first to try the latest hot spots opening up. With stats that show there has been a 67% increase in the number of late-night premises since 2007, Ryan has been busy but it's these experiences that make him the guy who knows where to go for anything from the best burger to the best DJ.





downtown
business
association



The crime map visualizations were created by
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