Mapping Growth

A COMPARATIVE LOOK AT DOWNTOWN’S TRANSFORMATION (2010-2017)
“Downtown is on the precipice of becoming a great place to gather and be inspired; given time, the identity of our Downtown will shape the perceived identity of our city.”

– DOWNTOWN SURVEY RESPONDENT
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INTRODUCTION

Our transforming Downtown is promising to say the least; it is changing and evolving with every passing day. 2016 proved to be a year of significant achievements for Downtown, with the grand opening of Rogers Place, the eye catching Hyatt Place Hotel, as well as world-class office and residential towers. 2017 is going to be another eventful year with the new Bike Network already in place and the latest addition to green space in Downtown – Alex Decoteau Park.

The Downtown Business Association is proud to be a part of this journey and wants to ensure that we continue channeling our efforts to make Downtown more vibrant and inviting. Every year since 2004, the DBA has compiled a report on a topic of relevance to Edmonton’s Downtown business community. With this year’s report, the intent is to showcase how our Downtown has transformed over the last seven years, how it’s still growing, how people perceive these changes, and how we can create a more exciting and inclusive Downtown.

OBJECTIVE

This report was created with the aim of updating the past data collected by the DBA in 2010 and 2012, so as to measure some of the change taking place in Downtown Edmonton. This report has been put together by Nupur Thakor, a first year MBA student from the University of Alberta, hired by the DBA as a Consultant for this project.

In 2010, the DBA collected data by surveying residents and employees in Downtown Edmonton to determine their purchasing behaviours, perceptions and preferences. The results were published in a report titled “Downtown Edmonton Is The Place to Be”. Using this report as a baseline and with a similar approach, the DBA has recently conducted an online survey to understand the behaviours and preferences of Edmontonians with respect to Downtown Edmonton in 2017.

The 2012 report identified 36 major projects worth $4.8 billion, which were potentially going to develop in Downtown Edmonton over a span of five years. These projects were categorized in various ways and published in a report called “There is Something Incredible Taking Place in the Heart of Edmonton”. The DBA is now updating this list with the current status of each of these projects as well as recognizing some new developments that may take place in the core of Edmonton in the coming few years.

This report has been divided into two sections: the first part compares the 2010 and 2017 survey results, and the second part consists of all probable, proposed and rumoured developments taking place in Downtown. The report is concluded with some challenges ahead and opportunities to grow, based on key findings from the survey.

ABOUT THE DOWNTOWN BUSINESS ASSOCIATION OF EDMONTON

The Downtown Business Association’s primary role is “To Support, Connect, and Enrich Edmonton’s Downtown Community”. The Downtown Business Association of Edmonton was formed through the establishment of a Business Revitalization Zone for Downtown Edmonton in 1985. This zone includes the area from 95 Street to 111 Street and from 97 Avenue to 105 Avenue.

More information about the DBA can be found at: www.edmontondowntown.com
Downtown Edmonton Survey

Downtown Edmonton is in a phase of renaissance. New developments, both private and public, have spurred growth and vibrancy in Downtown – and this is the new reality. As per the City of Edmonton Census, Downtown population increased by over 10% in 2016 compared to what it was in 2009. With more than 1,800 residential units currently under construction and another 6,000 – 7,000 units being planned for Downtown, it is anticipated that the residential population is going to increase substantially in the coming years.

SURVEY METHODOLOGY

In an attempt to understand how people’s opinions have changed relative to the changes in Downtown since the last survey conducted in 2010, the DBA ran a similar Downtown survey from June 19 to July 9, 2017. The 2010 survey consisted of respondents who were either residents or employees of Downtown. However, this year, we went a step further and opened the survey to all Edmontonians, so as to understand the habits and perceptions of a wider audience regarding various aspects of Downtown.

Unlike the 2010 survey which was conducted through telephone by an external consultant, the 2017 survey was conducted online using the “SurveyMonkey” software. The survey was designed after careful deliberation, relevant background research and by conducting more than 20 personal interviews with various Downtown stakeholders. Downtown boundaries were shared in the survey to ensure that respondents are aware of what constitutes Downtown. Post design and after multiple test runs, the survey link was shared via an article on Edmonton Journal’s digital media portal (edmontonjournal.com). The survey was also shared on DBA’s social media pages, Facebook and Twitter.

SURVEY RESULTS: FINDINGS AND COMPARISON

A total of 1,696 responses were received with an average completion rate of 88%. The completed 1,499 responses have been considered for the purpose of this report, out of which 176 were Downtown Residents, 495 were Downtown Employees, 274 were both Downtown Residents and Employees, and 554 were Non-Downtown respondents that neither live, nor work in Downtown.

DEMOGRAPHICS

46.7% of the respondents were female, 51.7% male and 1.6% were identified as others. Almost 35% of the respondents belonged to the age category of 25-34 years, followed by 19% between 35-44 years, together amounting to the two largest age demographics of this survey.
Downtown Residents were asked to give the top three reasons to live in Downtown: 59% voted for “Walkability”, followed by 55.5% for “Lifestyle of Downtown” and 52.6% for “Proximity to Work”. While “Proximity to Work” still remains one of the top three reasons to live in Downtown, the 2010 survey had only 4% of the Downtown Residents voting for “Walkability” with another 4% for “Lifestyle of Downtown”. This increased importance of Downtown lifestyle and improved walkability is indicative of how people are now truly embracing urban living. While improvements to make Downtown more pedestrian friendly has played a pivotal role in enhancing urban living, the rising vibrancy from new developments has also influenced people to adapt to the “Downtown Lifestyle”.

It is also worth noting that in 2010, “Proximity to shopping and services” was the top reason to live in Downtown with 40% of the residents selecting this option, however in the 2017 survey it did not even make it into the top three (29%). This may be due to the possibility that shopping and services in Downtown have not grown in parallel to the growth in the number of people visiting and living in Downtown. More people means greater amenities, greater variety, and greater demand. The recent economic downturn may also have deterred the growth of new services, but as the economy is showing signs of revival (2017 GDP growth projections revised to 2.4%) retailers are becoming interested in expanding their services Downtown.

When asked about how their opinion of Downtown has changed compared to what it was five years ago, 79% of the total respondents said that it has become somewhat to significantly favourable. In a similar question that was asked in a perceptual survey conducted by the DBA in 2014, this category only received 54%. A lot of this positive shift in people’s opinion about Downtown has to do with how people now perceive Downtown. People who have been in Downtown for a decade or more have supported that there has been a visible increase in the number of people in Downtown, especially since the opening of Rogers Place. As per the City of Edmonton’s report on completion of Rogers Place Arena project, the original attendance target for Rogers Place has been revised from two million visitors per year to three million in 2017. Facts like these, coupled with the surging growth of the dining options in Downtown, speak volumes about how much people have embraced the changes taking place in Downtown.

Also of note is that in the survey, 83% of Downtown based respondents (Downtown Residents or Employees or both) said that their opinion of Downtown has become somewhat to significantly favourable while for Non-Downtown respondents this number was lower at 72%. This gap might be an indication that people who are regularly Downtown users (who witness and experience the transformation in Downtown every day), are less probable to misconceptions compared to those who are not frequently Downtown visitors (who rely on past experiences or things that they hear, not see).

We need to make Downtown attractive in a way that we can offer unique qualitative services that bring people to Downtown on a regular basis in order to continue to change perceptions.
RECOMMENDING DOWNTOWN

Respondents were asked whether they would recommend Downtown to family/friends as a place to live, work, eat, play, shop, learn, invest and for entertainment. As Figure 2 depicts, more than 80% of the total respondents recommend Downtown as a place to eat, 73% as a place to work and for entertainment, close to 50% as a place to live, play and invest, while less than 40% recommend Downtown as a place to shop and learn.

Analyzing the response of just Downtown Residents, 70% said that they would recommend Downtown as a place to live which is lower than the 2010 survey (80%). However, there was also a simultaneous reduction in the number of Downtown Residents who said that they would not recommend Downtown as a place to live (from 14% to 8%). This can largely be attributed to a rise in the respondents who are not sure of their opinion (from 7% to 22%). A similar trend was observed for the response of Downtown Employees for recommending Downtown as a place to work. 83% said that yes, they would (down from 89% in 2010), 5.6% said that they would not (down from 9.8% in 2010) and the rest were not sure. This increase in respondents not being sure is mainly due to the extent of construction going on in Downtown, which sometimes leads to inconvenience in the form of road closures, traffic or parking issues. This is a temporary phase though and as the pieces of the Downtown puzzle are coming together, the picture is getting clearer, creating more confidence in the changes taking place.

It is also worth noting that while 70% of Downtown Residents recommend Downtown as a place to live, only 38% of the Non-Downtown Residents did the same. This gap again highlights the difference of opinion between two groups, who spend different amounts of time in Downtown and thus have different perceptions about Downtown.

The overall opinion about Downtown as a place to eat and for entertainment is the most positive which is mainly due to the presence of over 200 dining options and a wide range of live shows, concerts, festivals and events happening in Downtown year round.

In terms of Downtown as a place to play, learn, invest and shop, there is still a large scope to develop. It is expected that with the opening of MacEwan University’s new Allard Hall (also known as Centre for Arts and Culture) as well as Norquest College’s Singhmar Centre for Learning in the fall of 2017, Downtown is going to become even more attractive as a place to learn. Focus on including more green spaces such as the new Alex Decoteau Park, is going to further enhance Downtown’s image. All these investments made to change Downtown are ways to bring more people Downtown, the benefits of which will trickle down to the retail sector the most, thus making Downtown an attractive place to shop.

People highly recommend Downtown as a place to work, eat and be entertained, and are inclined to recommend Downtown as a place to live, play and invest. With more effort, it won’t be long before Downtown is the recommended place to shop as well.

FIGURE 2

Would you recommend Downtown to family/friends as a place to...

<table>
<thead>
<tr>
<th>Category</th>
<th>Yes</th>
<th>No</th>
<th>Maybe</th>
</tr>
</thead>
<tbody>
<tr>
<td>Live</td>
<td>48%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Work</td>
<td>73%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Eat</td>
<td>82%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Play</td>
<td>50%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Shop</td>
<td>33%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Learn</td>
<td>40%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Entertain</td>
<td>73%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Invest</td>
<td>46%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
PURPOSE TO VISIT DOWNTOWN

Respondents were asked to select up to three main purposes to visit Downtown other than work and 64% chose “Dining” as their top choice. As Figure 3 shows, around 46% voted for “Festivals/Social Events”, 38% for “Live Performances/Concerts” and 28% for “Sporting Events”.

In 2010, “Casual Dining”, “Live Performances” and “Festivals” were voted as the top three priorities that survey respondents wanted to see more of in Downtown. It is a noteworthy accomplishment to see the most requested items in 2010 become the main purposes to visit Downtown in 2017. This indicates the importance of getting valuable feedback to ensure that people’s expectations meet the reality. Over the last year, more than a dozen food and beverage options have opened up in Downtown, with greater interest now being shown from restaurants based out of Edmonton. Rogers Place has held 70 event nights so far in 2017 with more than 60 events planned for the rest of the year with an average estimated attendance of more than 12,000 visitors per event (Source: Rogers Place). With more than 30 annual festivals and special events happening every year, Downtown Edmonton has become the hub for a variety of celebrations and entertainment options.

With an average of more than 275,000 visitors every year, it is anticipated that the opening of Royal Alberta Museum in 2018 is definitely going to increase the use of “Gallery/Museums” in Downtown.

“Education” was selected as the main purpose to visit Downtown by the lowest number of respondents. This may be because majority of the students were not attending school and were back home or working when this survey was conducted (June and July).
Amongst the “Other” category, the three most mentioned purposes to visit Downtown were “Farmers Market”, “Medical Appointments” and “Volunteering”.

With 17% of the respondents visiting Downtown for “Shopping”, leasing companies need to rethink their strategy when it comes to finding and retaining retailers. Some of this has to do with the state of the economy, but with gradual recovery the retail sector is expected to grow with it. One of the bigger issues with Downtown not becoming a shopping hub is that people prefer convenient and cheap parking close to where they shop. Despite the presence of parking lots around major Downtown shopping locations such as the Edmonton City Centre mall, places such as the West Edmonton Mall are still preferred for shopping where people are able to park for free with access to a variety of shopping and entertainment options. With 300,000 square feet of retail space currently under construction in ICE District, it is imperative to develop a unique shopping destination that creates value both for the retailers as well as customers.

Increasing amounts of people now visit Downtown to enjoy a diverse range of dining and entertainment options. Focus is still needed to develop Downtown as a more experience-based shopping destination.
MOTIVATIONS TO MAKE MORE PURCHASES DOWNTOWN

When asked about the top three factors that would motivate the respondents to make more of their purchases Downtown, almost 50% voted "Greater variety of goods and services" as their main motivation. "Cheaper parking" and "More availability of parking" were the next two important motivations for the respondents (Figure 4). These trends are similar to the 2010 survey, where the same factors were mentioned by the respondents.

Despite this similarity, one notable difference is that back in 2010 crime/security was one of the top three choices; however in 2017 this seems to be a less looming concern for most. This can be attributed to the immense visibility of the Edmonton Police Service (EPS) in Downtown, especially since the opening of Rogers Place as well as an increasingly vibrant Downtown.

Some frequent responses in the "Other" category included "Longer duration/hours of operation", "More pedestrian/bike friendly" and "More family friendly options".

Variety of goods and services as well as cheap/convenient parking are still considered to be the two largest motivations for people to shop in Downtown. Looking at the retail sector, groceries, clothing and hardware stores were the top demands from people in 2010 and continue to remain in demand. It is important to note here that with limited space in Downtown, it is extremely difficult to have large scale grocery or hardware stores. Despite this, stores such as Save-on-Foods, Shoppers Drug Mart and other small convenience stores are located at several Downtown locations. Rental rates may fluctuate based on the quality of the space being offered and hence retailers need to adjust their expectations accordingly.
In terms of parking, people think there isn’t enough parking in Downtown and that it is expensive. In reality, there are 18,000 parking spots within the Downtown core, comprised of parkades, surface lots and on-street parking. Downtown is changing and as more people visit Downtown, there will be more demand for parking. Even though parking is considered expensive by some, the fact is that we are still paying less than other major Downtowns in Canada. Take for example Calgary, where the typical on-street meter parking rate is $4.50 per hour, compared with Edmonton’s Downtown where it is $3.50. Even in city-owned Downtown parkades, the usual rate in Edmonton is $2.50 per half hour during the day while in Calgary it is $3.25 per half hour. On the other hand, Downtown Ottawa’s street parking is cheaper than ours at $2.50 per hour during the day but in city owned parkades it is similar to ours at either $2 or $2.50 per half hour.

People’s motivation around purchasing in Downtown remains unchanged over the last seven years with high importance to more variety of goods and services as well as cheaper parking in Downtown. With more awareness of parking options, people’s expectations will be able to better match with the availability of parking in Downtown.
BIKE NETWORK AND DOWNTOWN COMMUTING

The new Downtown Bike Network was recently launched and we wanted to understand how often respondents would use it. We projected that the Downtown bike lanes would largely be used by Downtown Residents to commute shorter distances from their homes and are less likely to be used by people residing outside of the Downtown area. The results verified our analysis, as 30% Downtown Residents said that they plan to use the Bike Network anywhere between “Every day to once a week”, while only 12% of Non-Downtown Residents said so. Also, 44% of the Downtown Residents said that they would “Never” use it, compared to 62% for the Non-Downtown Respondents as displayed in Figure 5.

This survey was conducted immediately after the bike lanes were opened for public use, so we need to wait to see these opinions translate into reality in the coming months. As a start, the City of Edmonton’s latest update on the Bike Network project is useful to understand the current usage. The monitoring devices installed show that the number of bike trips on these lanes has increased since the Bike Network was launched. For example: Bike trips on May 31, 2017 (pre-launch) were 2,454 and on June 30, 2017 (post-launch) it was 4,711. The highest number was recorded on Canada Day (July 1, 2017), when the number of bike trips on the Downtown Bike Network exceeded 5,500. People are still adjusting to the new traffic signals, shared usage of roads and learning about the new bike lane routes. Efforts are being made to spread more awareness not just with bike lane users but also pedestrians and drivers. The City is planning to roll out new bike maps and educational campaigns between September to November, in addition to the brochures and street level interactions that they have already implemented.

We asked respondents how they normally commute to Downtown to understand the difference between the habits of those who live in Downtown and those who do not. While 55% of the Non-Downtown Residents use their “Personal Vehicle”, only 26% of the Downtown Residents do the same. Rather, as shown in Figure 6, 45% of the Downtown Residents normally commute by “Walking”, which reinforces the previous finding that Downtown has become more walkable. What is also interesting is that only 30% of Non-Downtown respondents use public transit to commute to Downtown (LRT and Bus) which indicates that people in Edmonton still prefer to use their own vehicle and pay for parking when commuting to Downtown.

The Downtown Bike Network is in its early stages of implementation and with more awareness the usage is expected to trend upwards, especially amongst Downtown Residents who prefer to walk. Non-Downtown Residents still prefer to use their personal vehicle, rather than public transit when it comes to commuting to Downtown.
**FIGURE 5**

How often do you plan to use the Downtown Bike Network?

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Downtown Residents</th>
<th>Non-Downtown Residents</th>
</tr>
</thead>
<tbody>
<tr>
<td>NEVER</td>
<td>62%</td>
<td>44%</td>
</tr>
<tr>
<td>LESS THAN ONCE A MONTH</td>
<td>15%</td>
<td>14%</td>
</tr>
<tr>
<td>1 TO 3 TIMES A MONTH</td>
<td>10%</td>
<td>10%</td>
</tr>
<tr>
<td>EVERYDAY TO ONCE A WEEK</td>
<td>12%</td>
<td>30%</td>
</tr>
</tbody>
</table>

**FIGURE 6**

How do you normally commute to Downtown?

<table>
<thead>
<tr>
<th>Mode</th>
<th>Downtown Residents</th>
<th>Non-Downtown Residents</th>
</tr>
</thead>
<tbody>
<tr>
<td>PERSONAL VEHICLE</td>
<td>55%</td>
<td>26%</td>
</tr>
<tr>
<td>LRT</td>
<td>17%</td>
<td>11%</td>
</tr>
<tr>
<td>BUS</td>
<td>14%</td>
<td>9%</td>
</tr>
<tr>
<td>BIKE</td>
<td>6%</td>
<td>8%</td>
</tr>
<tr>
<td>WALK</td>
<td>45%</td>
<td>5%</td>
</tr>
<tr>
<td>CAB/UBER/VEHICLE FOR HIRE</td>
<td>3%</td>
<td>1%</td>
</tr>
<tr>
<td>CAR POOL</td>
<td>0.19%</td>
<td>0.22%</td>
</tr>
<tr>
<td>POGO CARSHARE</td>
<td>0.19%</td>
<td>0.22%</td>
</tr>
</tbody>
</table>
ROGERS PLACE USAGE

Respondents were asked if they had visited Rogers Place since it opened in September 2016 and 73% of people said “Yes”. These 73% respondents were then asked to select up to any three statements that best described their visit to Rogers Place, with the aim of understanding patterns around commuting habits and retail use. As Figure 7 shows, the most preferred statement by 45% of Rogers Place visitors was “I patron a Downtown restaurant/bar before or after my visit to Rogers Place”. Back in 2010 when respondents were asked about what activity they would typically do if they were in Downtown to attend a proposed Downtown Arena Event, the majority of the respondents chose “Dining/Bar”. This indicates a consistency in what people said they would do and what they actually do as well as the extent of spillover effects that events at Rogers Place has on other businesses. A lot of restaurants and bars have benefited from the influx of people in Downtown due to events nights. In fact, 75% of the respondents who have visited Rogers Place are Non-Downtown Residents, thus exposing Downtown restaurants and bars to a new audience altogether. Some dining places, which do not serve conventional bar food have even adjusted their menus to cater to specific kinds of event demographics. For example: 40% of the respondents who visit a Downtown restaurant/bar during their visit to Rogers Place are in the age category of 25-34 years. Understanding such patterns can be essential to manage customers on event nights.

The second most preferred statement with 43% of responses was “I walk to Rogers Place”, followed by 38% for “I use public transit to get to Rogers Place” and 36% for “I use my personal vehicle”. Despite concerns around parking on event nights, these numbers indicate that the majority of the people prefer not to drive to the events at Rogers. Meters near Rogers Place, i.e., on 103, 104 and 105 Streets are at capacity on event nights, however, the ones that are three to five blocks away from Rogers are significantly under capacity. It appears that those who drive to Rogers Place either prefer to pay and park close by or walk multiple blocks to park at meters that are free and outside of the event zone.

A few local businesses closer to Rogers Place do seem to be affected by some event goers parking for long durations on event nights and to mitigate such effects the City of Edmonton has initiated a pilot program. This includes changing the allowed time to park on some of the streets closer to Rogers from a maximum of five hours on event nights to two hours. This is to ensure that Rogers’ visitors don’t occupy these street parking spots for long durations and allow retail customers of those streets to utilize that space.

Rogers Place has helped bring more vibrancy and people to Downtown, the benefits of which have largely translated to the dining businesses. Focus needs to be given to ensure that events at Rogers do not negatively affect other local businesses Downtown.
Respondents were asked to highlight the top three issues they find relevant in terms of perceived safety in Downtown. Downtown safety was identified as the biggest area of improvement back in 2010 and we wanted to dig deeper this time to evaluate what safety concerns are perceived to be the most burning issues. In the survey, 51.5% of the respondents chose “Homelessness” as the top issue Downtown. “Intoxicated People” was selected as the second most important issue with 36% of the votes, closely followed by 35% for “Panhandlers” [Figure 8]. Interestingly these three issues were echoed consistently across all respondents irrespective of their gender and whether or not they live or work in Downtown.

This question also contained an open-ended section where people could add any specific comments beyond what was provided in the options. One of the topmost concerns in this section was around harassment – both sexual and verbal, followed by the issue of nuisance created by excessive drinking during events at Rogers. Both these issues are highly relevant and need attention if people’s perceptions about Downtown safety are to be changed. The EPS now has increased visibility Downtown due to its enhanced Downtown Beat Program with almost 70 officers patrolling on-foot for longer hours and seven days a week compared to just 15-20 officers previously [Source: EPS]. The EPS is heavily staffed and visible during event nights at Rogers Place and the eight crime indicators used by EPS have reduced overall in Downtown by almost 6% since Rogers opened. Continuous efforts focused towards the highlighted issues along with effective communication of the steps taken can largely impact safety in Downtown.

Vibrancy and more eyes on the street can make a big difference in how safe people perceive Downtown to be. Better management and awareness around issues of homelessness, intoxication and harassment, as well as timely action can make a safer Downtown for everyone.
Respondents were presented with a wide range of statements concerning different aspects of Downtown and were asked to choose their level of agreement with each of those statements. Some of these statements were chosen based on the 2010 survey while some were chosen with respect to current development requirements.

In light of analyzing Downtown as a “family-friendly place”, the response was consistent across Downtown and Non-Downtown Residents. The overall results were as follows (Figure 9):

"Downtown is a place for everyone" - 57% of the respondents said they agreed (somewhat or strongly agreed) while 30% disagreed (somewhat or strongly disagreed)

"A variety of housing options are available in Downtown" - only 32% of the respondents agreed to this statement while 40% disagreed

"Downtown has a sufficient number of daycare centers" - interestingly 69% of the respondents had no opinion for this statement while 16% disagreed

"Downtown has a sufficient number of green spaces (parks and gardens)" - 53% disagreed while 32% agreed with this statement

Overall it appears that Downtown still needs more effort to make it attractive for families. There is already a greater push for family-friendly buildings, the first step towards which is changing the Alberta Human Rights Act that allows for adult only buildings. Also required is promoting more developments with two or three bedrooms units. Adding green spaces like the Alex Decoteau Park to the already existing pocket parks will continue to enhance Downtown’s image as a family-friendly place. Also, the majority of respondents have no opinion for the presence of daycare centres. This may be either because most of these respondents don’t have daycare requirements or they don’t live in Downtown and aren’t aware of the availability of daycares. Currently Downtown has around a dozen childcare service providers. With an increasing number of people now living and working in Downtown, employers need to find incentives to attract more childcare options in their buildings.
The proportion of Downtown Residents who feel safe in the evening has increased from 39% in 2010 to 63% in 2017

The next set of statements presented was around “safety in day versus evening”:

89% of the total respondents agreed that they feel safe during the day, while a relatively lower percentage, 57%, of the respondents agreed that they felt safe in the evening. This disparity between day and evening has a lot to do with the number of people in Downtown during these times. As there is a large number of employees working in the daytime, there are more eyes on the street and hence a greater sense of security. After 5 o’clock when the majority of employees leave Downtown, the area is perceived to be unsafe – especially by women, as only 50% women agreed that they feel safe in the evening compared to 63% men.

Comparing these survey results with 2010, we found that in 2010 81% of Downtown Residents agreed they felt safe during the day, while in 2017 that number has increased to 90% for this category. Even the proportion of Downtown Residents who feel safe in the evening has increased from 39% in 2010 to 63% in 2017. A similar incremental trend for safety in day and evening can also be observed for Downtown Employees as shown in Figure 10. This rise in the feeling of safety particularly during evening can be attributed to the increased vibrancy of Downtown which has brought more people especially for events, live shows, and dining purposes. Considering that Downtown safety was highlighted as the main concern by respondents in the 2010 survey, such an improvement showcases the tremendous efforts put in by EPS with their response times and visibility. Safety will remain the biggest priority when attracting people Downtown and combined efforts not just from EPS but also local businesses can make a huge impact in making Downtown more secure, especially in the evening if retailers are open for a longer duration than currently.
Respondents were also provided statements related to “parking”:

“Parking rates in Downtown should be consistent every day of the week, irrespective of event nights” - 60% of the respondents agreed with this statement

“Parking is conveniently located in Downtown” - Only 37% respondents agreed with this statement, while 38% disagreed.

Since the opening of Rogers Place, parking restrictions have changed for event nights. For example: The City of Edmonton extended EPark hours of operation in Downtown from 6:00 PM to 10:00 PM, which means people now need to pay for street parking that was previously free after 6:00 PM. They also extended the two-hour parking limit to five hours on event nights and raised parking rates at the library and city hall parkades. There has been some confusion around what constitutes an event night and it took a while for people to adapt to these changes. The survey results indicate that the majority of respondents prefer to have consistent rates every day of the week, which may be to avoid the confusion around differing rules and rates. Also, only a small proportion of respondents think that parking is conveniently located and it may be due to factors like the amount of construction taking place Downtown, parking restrictions on event nights, or more recently due to the new bike lanes taking up space in some areas. Continued work on awareness and promotion around parking options and rates is needed to efficiently tackle parking related issues.

The remaining statements focused on a wide range of topics with the following results:

“I would visit the new Royal Alberta Museum once it has opened in Downtown” - 84% of the respondents agreed to this statement

“Rogers Place has helped in the revitalization of Downtown” - 74% agreed

“Downtown has sufficient dining options” - 71% agreed

“There is effective communication of what is happening in Downtown” - only 31% agreed while 45% disagreed

“Downtown is the most vibrant part of Edmonton” – 40% agreed and 41% disagreed

The response was very much positive for the first three statements however, in terms of communication and vibrancy there is still room for improvement. Organizations need to be more proactive with their communication strategy about what’s happening Downtown – both private sector and government. The promotions should also be geared towards reaching out to people who do not live or work Downtown so that they feel more welcomed and are better informed. Vibrancy comes when a fine balance is maintained between development and people.

We are certain that with a focused and inclusive development approach that continually aims to enhance people’s experience, Downtown will act as a magnet that will attract people not just from Edmonton but also beyond!
DESCRIBING DOWNTOWN

At the end of the survey, respondents were asked to best describe Downtown. The overall response was extremely positive with words like “potential”, “evolving”, “growing”, “revitalized”, “improving”, “exciting”, “vibrant”, and “progressing” used most often. Some also suggested that Downtown is becoming better with room for improvement. On the more critical side the most talked about issues were around “parking”, “housing”, “cleanliness” and “gentrification”. Below are some of the actual responses that were received in this section:

I see a lot of ground level parking Downtown, this space would be better utilized as retail/dining/entertainment at ground level with residences above. People need a reason to come Downtown other than to Oilers games; this sector should be the “happening” place in the city, and we are making strong strides in getting it there

Finding its identity
On the cusp of greatness
Downtown Edmonton has a lot of potential that needs to be unlocked for all Edmonton and regardless of ages, genders, and socio economic status

Just an amazing transformation from 5 years ago, so excited to see what the future holds for Edmonton Downtown

Needs a combination of investment in attracting new residents, more housing, commercial (grocery, food, services), green space, walkways (summer & winter accessible) along with parking

Great destination for food, theatre or music, but parking is too expensive now

Thanks to Rogers Place, I plan to move back Downtown very shortly

Commercialized not personal
Under appreciated

An amazing and great work-in-progress after 25 years of stagnant nothing

Growing up but still an awkward teenager

Way more parking than you realize
Starting to feel like a real city Downtown area

It’s a frustrating mess regarding communication and parking which would be greatly improved upon if events weren’t given extra charges for parking OR we had free transit for any and all events conducted Downtown

Big City with a small town vibe
Trying. We need more housing options

A place that makes Edmontonians proud to call home

Empty in the evenings. There needs to be more housing choices for families

Potential, as parking lots become parks and places

ICE district is a significant addition to Downtown but other areas (Quarters, Jasper avenue, Warehouse district) should really step up!

On its way to becoming a great place to be

Downtown Edmonton is far more Cosmo than it was a decade ago, but there is still more to be done to make it a more appealing place to live, work and play

Slowly progressing to be a place people don’t leave at the end of the work day
In 2012, the DBA came up with a list of 36 development projects that might take place in Downtown Edmonton between then and 2017. These projects had a combined value estimated at $4.8 billion, providing an overview of various commercial, residential, municipal and other developments that could help shape the vision for a more vibrant Downtown. Having compared the survey results and people’s opinion about Downtown’s transformation in the first part of the report, this section will measure how much growth has taken place in terms of real development and what’s yet to come.

We have updated the current status of each of those 36 projects along with a list of 14 new prospects that weren’t a part of the 2012 report. The background research for this part involved using a variety of reliable online resources such as City of Edmonton, Alberta Infrastructure, Major Projects Alberta, and Edmonton Journal as well as conducting several personal interviews. The values of projects in the 2012 report have also been updated based on the current numbers available. In the absence of publicly available information for the cost of some of the projects, estimated values have been used to the best of our knowledge and experience.

**GROWTH THUS FAR: 2012-2017**

One of the prominent highlights from 2016 was the successful opening of Rogers Place, where more than 1.5 million guests have visited in the first six months. As per City of Edmonton’s 2016 report on completion of Rogers Place Arena project, the amount of vacant or underdeveloped land within Downtown has been reduced from 52% in 2012 to 40% in 2016 since the arena was constructed. Also, City of Edmonton’s 2017 Growth Monitoring Report shows that our Downtown has gained a total of 2,283 residential units over the last decade (2007-2016); one-fourth of these units were gained in 2016 alone. In addition, more than 1.1 million square feet of office space was added in Downtown Edmonton in 2016.

These numbers represent just a fragment of the growth that has taken place in Downtown as we now get into the details of each of the projects from the 2012 report. These projects were categorized as Probable, Proposed and Rumoured, and have a combined estimated value of $5.45 billion as of 2017.
Probable Projects

This category consisted of projects that were under construction as of 2012 or expected to be proceeding soon or had a high probability of commencing within the next five years. A total of 16 projects were included in this category comprised of four commercial, two residential and ten municipal and other developments, with a current estimated value of $2.36 billion.

COMMERCIAL PROJECTS

All four have been completed with a combined estimated value of $383 million.

1. Kelly Ramsey Building
   Developed by John Day Developments and Pangman Development Corp., this building is now called “Enbridge Centre”. It was completed in 2016, offering 551,000 square feet of office space and preserving the original façade of the historic Kelly Ramsey building.

2. Quarters Hotel
   The much talked about hotel in the Quarters - “Hyatt Place”, by hotel developer Prem Singhmar, opened in 2016 offering stunning architecture and 255 guest rooms.

3. First & Jasper
   This building owned by GE Real Estate was refurbished back in 2013 and offered more than 200,000 square feet of Class A office space in addition to an attractive retail podium.

4. TELUS Building and Grounds Upgrade
   Now known as “ATB Place”, the TELUS building had extensive refurbishments starting in 2014 when ATB Financial leased more than 250,000 square feet of space in the South Tower. Upgrades have continued up until this year with an exterior plaza deck renovation currently underway.

RESIDENTIAL PROJECTS

Both have been completed with an estimated value of $175 million.

5. Mayfair Village
   This 10-storey building developed by ProCura is now known as “The Mayfair on Jasper”. It was completed in 2016 offering 238 rental units in addition to a main floor retail podium.

6. Ultima Condominiums
   This condo project developed by Westrich Pacific Corp. was completed in 2016 and offers 199 luxurious units with an exquisite two-storey lobby.
MUNICIPAL AND OTHER PROJECTS

Of 10 projects, six have been completed while the rest are still in process or nearing completion. The estimated value of these 10 projects is $1.8 billion.

7. Downtown Arena
   Developed jointly by City of Edmonton and The Katz Group of Companies, “Rogers Place” had its grand opening in September 2016. This 819,200 square foot Downtown arena is home to the Edmonton Oilers and has held numerous hockey games, events and live concerts.

8. Ancillary Arena Infrastructure
   The infrastructure to support the arena was also a part of the project and has been completed. It includes a Winter Garden, Community Rink, LRT connection and a Pedestrian Corridor.

9. Royal Alberta Museum
   With 82,000 square feet of exhibition space, this museum completed construction in 2017, with work on setting up the exhibits now going on. The opening is expected to be early 2018.

10. Federal Building and Plaza
    Owned by the Alberta Government, this project was completed in 2014 with the renewal of the Federal building, construction of a new public plaza and a 650-stall underground parkade.

11. MacEwan University’s Single Sustainable Campus Plan
    This project to unify MacEwan University’s campuses Downtown is in process with the 430,000 square foot “Allard Hall” (previously named Centre for Arts and Culture) all set to open in fall 2017.

12. Jasper Avenue New Vision
    Seen as a catalyst for Downtown revitalization, this initiative by City of Edmonton paves the way for a more pedestrian-friendly Jasper Avenue. The project is in process with Phase 1 (between 100-102 Streets) already complete and Phase 2 forthcoming.

13. Boyle Renaissance
    The two phases of this City-led project in the Quarters Downtown were completed in 2014, providing 150 affordable housing units, 90 barrier free residential units and a community centre.

14. Quarters Downtown – Armature Infrastructure
    Work on this City-led project was completed in 2016 with the construction of the pedestrian-oriented green corridor – “The Armature”, along 96 Street from Jasper Avenue to 103A Avenue.

15. Capital Boulevard
    This City of Edmonton project along 108 Street between 99 Avenue and 104 Avenue involved streetscape improvements to make the street more pedestrian friendly was completed in 2015. Also included was the installation of five pieces of public art along the boulevard, which is currently underway, with final installation expected this fall.

16. Ukrainian Canadian Archives Restoration
    This restoration project by the Ukrainian Canadian Archives and Museum of Alberta is currently on hold as it awaits more funding. It involved two buildings – The Brighton Block and the adjacent Pendennis Hotel in the Quarters Downtown.
Proposed Projects

This category consisted of projects that had been publicly proposed or were in detailed planning stages as of 2012 and had a reasonable probability of proceeding in the next five years. Six projects were recognized in this category – one commercial, three residential, and two municipal and other projects. The estimated combined value of these projects as of 2017 is $535 million.

COMMERCIAL PROJECTS

17. 107 Street Annex
This $15 million project by Dub Architects is now called "The Edge Building". Construction of this 10-storey building is now complete, offering 46,910 square feet of office space.

RESIDENTIAL PROJECTS

Of the three projects in this category, one project has now been renewed. The other two are estimated to have a value of $120 million.

18. Fox Towers
This project by Langham Developments consists of two high-rise towers anchored by a five-storey retail podium. Fox One was completed in 2015 and is comprised of 142 residential units, while Fox Two was completed in 2017 and offers 169 units.

19. Corners I
This project proposed by BCM Developments has been renewed as of 2017 and is now being considered for a different residential project by Cidex Group (refer to page 29, Proposed Project 10).

20. Azure on the Park
This project by ProCura south of Jasper Avenue is still in the proposed stage and no further information is available.
21. **Capital City Downtown Plan Community Revitalization Levy Projects**

As a part of City of Edmonton’s Capital City Downtown Plan, nine catalyst projects were identified to be funded by the Community Revitalization Levy. Excluding the Downtown arena and ancillary infrastructure as well as the Jasper Avenue New Vision project, $208 million were set aside for the other projects, most of which are currently in process:

- **Downtown Bike Network and Signal Upgrade**: This $7.5 million project was successfully completed with the majority of the 7.8 km protected bike lanes launched across Downtown in June 2017.

- **Warehouse Campus Neighbourhood Central Park**: City of Edmonton has identified several properties for land acquisition to build the biggest park in Downtown (1.4 hectare). Design Proposals will be accepted post land acquisition which may take another two years.

- **Downtown Stormwater Drainage Servicing**: Work on Phase 1 and 2 of this project began in 2015 to make significant drainage upgrades in Downtown. The project is currently in process and is expected to be completed in 2018.

- **Alex Decoteau Park**: Work on this $4.2 million park on the northwest corner of 105 Street and 102 Avenue is now complete and the grand opening event is on September 16, 2017.

- **Green and Walkable Downtown**: Some of the initial streetscape upgrades for ICE District have been completed along with work on installation of various wayfinding tools.

- **River Valley Promenades**: First step towards this project has been taken by initiating the $24 million Mechanized River Valley Access project to make the River Valley more accessible to all. The funicular construction is on schedule with an expected opening in fall 2017.

22. **NorQuest College North Learning Centre**

NorQuest College’s new Singhmar Centre for Learning is set to open in fall 2017. This centre will feature 24 classrooms and 25 labs, a library, a child care centre, underground parking and publicly accessible green spaces.
Rumoured Projects

These were the developments that were not publicly confirmed and had an unknown probability of proceeding as of 2012. 14 projects were identified in this category – five commercial, five residential, and four municipal and other projects, with a combined estimated value of $2.55 billion.

COMMERCIAL PROJECTS

Out of five projects in this category, one has been cancelled while the remaining four have an estimated total value of $1.39 billion with one in process and the other three proposed.

23. Edmonton Arena Development Group – Commercial Developments

Through the joint venture between Katz Group and ONE Properties (formerly WAM Development Group), these commercial developments that were rumoured are now either completed or under construction in ICE District. This includes 1.3 million square feet of office space, 300,000 square feet of retail space, a luxury hotel, a 3,000 stall underground parkade and a public plaza.

• Edmonton Tower: This 27-storey office building houses City of Edmonton employees and was completed in 2016 offering 600,000 square feet of office space.

• Grand Villa Casino: This casino was completed and opened in 2016 and features world-class gaming, live entertainment, two exquisite restaurants in addition to other casual eateries.

• Stantec Tower: This mixed-use building with a two-storey retail podium will have 28 floors of office space and 38 floors of residential space (refer to page 26, Rumoured Residential Project 28). This tower is currently under construction and the commercial space is expected to open in 2018 becoming the tallest tower in Canada outside of Toronto.

• JW Marriott Hotel: Expected to open in late 2018, this tower will feature hotel space up to the 22nd floor with 356 luxury rooms and suites, and residential space from floors 23 to 54 (refer to page 26, Rumoured Residential Project 28).

• Retail Attractions, Cineplex UltraAVX and VIP Cinemas: Expected to open in 2019 will be 170,000 square feet of retail space including a grocery store and premium Cineplex theatre.

24. 102 Street Centre

This property is owned by AIMCo and a 32 storey office tower has been proposed by Hines.

25. Melcor Centre

This project was not successful with EPCOR and has been indefinitely postponed.

26. The Cascadia

This office complex south of Jasper Avenue on 109 Street is being reconsidered by ProCura.

27. Melton Block

This mixed-use building has been proposed by Melcor Developments for a property which is currently a parking lot at 10133 104 Street.
RESIDENTIAL PROJECTS

Five projects were identified in this category, of which one has been cancelled. Another one has been renewed and the remaining three have an estimated value of $785 million.

28. Edmonton Arena Development Group – Residential
The residential part of this Katz Group and ONE Properties joint venture is also in process with almost 1,300 residential units planned in the first three towers.

- **SKY Residences at ICE District**: This premium residential space set to open in 2019 will be situated on floors 30 through 66 atop the Stantec Tower and offer 481 units.

- **The Legends Private Residences**: Set atop the JW Marriott Hotel, these residences will offer 261 luxury units and are expected to open in 2018.

- **Future Residences (Tower B)**: Another 550 residential units have been planned above the Cineplex retail podium also offering considerable green space and expected to open in 2020.

29. Corners II
Adjacent to Corners I site is this Corners II project, the status of which is unknown at this time.

30. 10330 106 Street Condo
This project has now been renewed as Healy Towers (refer to page 29, Proposed Project 11).

31. 9847 Bellamy Hill Condo
This project planned by Dub Architects has now been cancelled.

32. Augustana Lutheran Church Redevelopment
Work on the Augustana Lutheran Church site began early this year to make way for a 28-storey residential tower by Pangman Development Corporation. The tower will offer 216 units and is expected to open by 2019/2010.
**MUNICIPAL AND OTHER PROJECTS**

Out of the four projects identified here, one has been cancelled. The remaining three are either in process or proposed, with a combined estimated value of $369 million.

33. **Edmonton Performing Arts Centre**
   Also known as The Edmonton Galleria Project, this development has been proposed by the Edmonton Galleria Foundation to build four performing arts theatres in Downtown and a University of Alberta campus for fine arts students. A Memorandum of Understanding has been signed with the City of Edmonton that lays guidelines for a phased development of this project.

34. **Francis Winspear Centre for Music Expansion**
   An expansion of the Francis Winspear Centre for Music has been proposed to transform an existing parking lot adjacent to the centre into a mixed-use building. The expansion will feature a 540-seat multi-use acoustic hall, studio, as well as education and programming spaces. The project is currently waiting for funding from the community, provincial and federal governments.

35. **Citadel Redevelopment**
   The plan to build an apartment on the Lee Pavilion of the Citadel Theatre has been cancelled.

36. **Stanley A. Milner Library Renovation**
   This $69 million revitalization of the Stanley A. Milner library began in early 2017 and is expected to be completed by 2020. Meanwhile the library has moved temporarily to Enterprise Square.

**TO SUMMARIZE:**

17 of the 36 projects have been completed or are expected to be completed in 2017

+ $2.55 billion

Seven projects are in process and are expected to be completed within the next five years

+ $2.09 billion

Two projects have been renewed while three others have been cancelled (values not relevant)

+ $806.8 million

The remaining seven projects have been proposed or are on hold

+ $369 million

The current total estimated value of these projects identified in 2012 is

= $5.45 billion
Development Prospects: 2017 and Beyond

Downtown Edmonton is already half-way through its 2012 projected $5 billion investment and the results are already showing. Once the remaining projects are completed, our Downtown is going to reach a new threshold of vibrancy and lifestyle. There is more to look forward to in the future as new investments are starting to pour into Edmonton’s Downtown. We have identified 14 new projects that were not a part of our 2012 report and which have an estimated value of approximately $1.5 billion. This investment value is based on an estimate, as not all cost information was publicly available.

PROBABLE PROJECTS

A total of five projects – one commercial, three residential and one institutional – with a combined estimated value of $345 million have been recognized in the probable category.

1. **WSP Tower Reclad**
   This commercial project led by ProCura involved reclad of the former Associated Engineering building on the corner of Jasper Avenue and 109 Street. Work on this project was completed recently, including a complete exterior replacement and interior renovations.
   *Estimated cost = $15 million (as per Alberta Major Projects)*

2. **ENCORE Tower**
   This 43-storey luxury residential tower by Westrich Pacific Corp. is currently under construction and set to be Edmonton’s tallest condominium-only building. Located on the corner of 103 Street and 102 Avenue, ENCORE offers 179 units, an outdoor wading pool and lounge above the podium and a three-storey lobby. Completion of this tower is expected in 2019/2020.
   *Estimated cost = $120 million (as per DBA estimate)*

3. **Symphony Tower**
   Located at the corner of 97 Avenue and 106 Street, this 27-storey residential tower offers 143 condos, including penthouses from floors 18 to 27 and six townhouses at its base. Developed by Symphony Condominiums, this project is under construction and expected to be complete by 2018.
   *Estimated cost = $70 million (as per DBA estimate)*

4. **Jasper House Condominiums On The Park**
   This condominium project by Lamb Development Corp. is situated just north of Jasper Avenue on 106 Street. This 37-storey tower will feature 240 units and construction is expected to begin by year end with estimated completion in 2020.
   *Estimated cost = $100 million (as per DBA estimate)*

5. **Students’ Association of MacEwan University (SAMU) Building**
   Work on this project by MacEwan University began in 2017 with the aim to build a dedicated space for students and student activities. This new building will be located on the east side of 109 Street, between 104 and 105 Avenues and is expected to complete by fall 2019.
   *Estimated cost = $40 million (as per Alberta Major Projects)*
PROPOSED PROJECTS

Eight projects have been identified in this category. These include five residential and three mixed-use projects with an estimated value of $1.19 billion (excluding three projects).

6. North

This luxury apartment tower has been proposed by Lamb Development Corp. for an existing parking lot at 106 Street and 103 Avenue. This 45-storey tower will feature 350 units. The project, if approved, will take another four to six years to develop.

*Estimated cost = $150 million (as per DBA estimate)*

7. Sedona 1 and 2

This residential development by ProCura has been proposed for 9929 103 Street NW and will offer 106 units. No further information is available at this point to estimate costs.

8. X-Tower

ProCura has proposed to build a 35 to 60-storey residential tower and a 372-stall parkade at 10085 100 Street NW and 9955 Jasper Avenue. These lands are currently used as a park and a parking lot, north of Fairmont Hotel MacDonald and if approved, this tower will offer 450 luxury suites. No further information is available to estimate costs.

9. Jasper and 108 Street

This residential development is being proposed by John Day Developments and Maclab Enterprises on Jasper Avenue and 108 Street. Preliminary plans include four 27/28-storey towers, together offering approximately 800 units.

The project is currently pending rezoning.

*Estimated cost = $320 million (as per DBA estimate)*

10. Quarters – Corners Site

The Corners project site in Quarters Downtown was purchased in 2016 by Calgary based Cidex Group, who is proposing to build a 24-storey residential tower. It is believed that this development will offer more than 200 rental units.

*Estimated cost = $70 million (as per DBA estimate)*

11. Healy Towers

This proposed Massey-Harris Redevelopment is a mixed-use project by Rise Developments with plans to offer 1,300 residential units and 33,000 square feet of commercial space through three high rise towers of 48, 45, and 42-storeys on top of a podium.

*Estimated cost = $400 million (as per Alberta Major Projects)*

12. ICE District Phase 2

Katz Group/One Properties has proposed ICE District Phase 2, which is going to be a mixed-use commercial and residential development between 105 and 106 Avenues, and 101 and 104 Streets. This property north of Rogers Place, is currently used as parking lots and plans include creating an urban village with more than 3,000 residential units, retail and office space. The first two towers, if approved, may begin construction in mid-2018. Not enough information is currently available to estimate costs.

*Estimated cost = $250 million (as per DBA estimate)*

RUMOURED PROJECTS

This category only includes one project which is rumoured to be a residential development.

14. 109 Street and Jasper Avenue

It is rumoured that ProCura has plans to build apartment towers adding a total of 750 suites at 109 Street and 100 Avenue. Plans also include retail space and a parkade at other nearby lands that they own. No further information is available to estimate the cost involved.
The Way Ahead: Challenges and Opportunities

An investment as large as $7 billion (2012-2022) in Downtown is reflective of the vision that has been set for Edmonton’s Downtown. As efforts are being made to bring a greater number of people Downtown, there are some key challenges that also need to be addressed.

• One of the most important take-aways from the 2017 survey was that people are looking for a variety of ways to get Downtown and want parking options that are cheap, readily available and conveniently located. As our Downtown is becoming more vibrant, the demand for parking is going to further rise. Parking companies, both private and public, are encouraging the use of parkades for longer duration parking but even on busy times such as event nights at Rogers, Downtown parkades are not completely occupied. This may be because some people think that parking at these parkades is expensive on event nights, when in reality rates are very much similar to what they were on event nights at Rexall Place. In fact, City Hall Parkade’s evening maximum at $10 is even lower than the parking rate of $16 at Rexall Place. Thus, any changes in parking rates need to be communicated efficiently along with motivating people to use apps like “Parkopedia” to find parking. ICE District has even partnered with “Parking Panda” to help people find parking anywhere in ICE District.

• At the same time, immediate areas surrounding the parkades and lots should be made more walkable and pleasant, so people enjoy walking a few blocks if they have to. Wayfinding on streets and signage to guide people to designated parking spots can also help solve the issue of parking accessibility. The City of Edmonton is currently running a Wayfinding Project and has already installed interim signs at 38 locations in and around Downtown. Cities like Calgary, San Francisco and New York have also experimented with demand based street parking rates in their Downtowns that fluctuate based on the demand for parking at peak versus slack times. The aim is to increase availability of parking space, reduce congestion and double-parking. The City of Calgary has even extended on-street paid parking time to 7:00 AM instead of 9:00 AM in certain Downtown locations. Considering that City of Edmonton’s EPark system is based on Calgary’s ParkPlus, programs like these can be a way forward to manage Edmonton’s rising parking demand.

• Another challenge that requires continuous work as our Downtown grows is safety in Downtown. The EPS uses eight crime indicators – four violent crime indicators and four property crime indicators. Both the categories of crime indicators have reduced in 2016 compared to 2015 (violent crime by 14.3% and property crime by 2.7%). This can be attributed to a number of factors such as the increased on-foot patrolling by officers in Downtown which was started last year, greater presence of officers during events at Rogers, as well as an overall increase in Downtown vibrancy which has led to more people on the streets. Irrespective of this, concerns are raised specifically with regards to intoxication and harassment, which need to be dealt with more effectively. Additionally, high visibility is also required during evenings as Downtown employees start to leave. Longer hours of operation by different businesses can play a pivotal role in this – especially dining and entertainment venues.
In addition to overcoming these challenges, there are also some opportunities that need to be leveraged as Downtown Edmonton grows.

- Living in an “urban” Downtown setting or a “suburban” neighbourhood is a lifestyle choice. When it comes to raising children, while the majority of parents prefer the suburbs, there are still a large number of families who want to live centrally. As we gear towards a large-scale residential development in Downtown, it is essential to promote housing that can cater to the needs of families as well and provide supporting amenities. Presence of schools, playgrounds, daycares, after-school programs as well as family-oriented activities in the vicinity, are some of the most sought after amenities especially by parents working in Downtown. Although spatial considerations do limit the development of larger residential units, encouraging developers through incentives is extremely important to reduce the demand-supply gap.

- The City of Toronto has initiated a project - “Growing Up” whereby they are studying how new vertical communities can better accommodate children and youth. They have presented several case studies from around the world which are great examples of inclusive buildings and neighbourhoods. Some of the relevant ones for Edmonton’s Downtown are:
  
  - **150 Dan Leckie Way, Downtown Toronto, Canada:** Offers large two-storey affordable units with flexible space and large closets in a 41-storey building. Amenities include a rooftop play area, game room and child-friendly wayfinding.
  
  - **River & Warren, New York City, USA:** 28-storey tower offering two, three and four bedroom units with generous amount of storage space. The lobby opens up to Battery Park and the building includes a nautical themed playroom as well as a green rooftop space.

- **Neighbourhood Amenities:** Various cities have developed family-friendly neighbourhoods through initiatives like pocket parks, after-school programs at museums and libraries, outdoor movie nights at open spaces, bicycle and stroller infrastructure etc.

  Using such resources can also be quite useful to make our Downtown more attractive for children and youth. More information on these case studies can be found at: [http://bit.ly/2w7gGxU](http://bit.ly/2w7gGxU)

- Besides dining and entertainment options, people are also looking for a greater variety of shopping and services. Residential development will bring more people to live in Downtown who are looking for basic necessities like grocery stores, pharmacies, medical and dental clinics, banks, etc. within walking distance from their homes. Developers can play an important role by offering lucrative incentives and leasing rates to encourage these kinds of neighbourhood amenities. At the same time, the more people use these small-scale stores and services for their everyday needs, the more attractive it will become for retailers to expand in Downtown.
• Additional destinations in form of large-scale apparel retailers are also needed. Medium-scale brands aren’t doing as well because there is an extreme market split between value brands and luxury brands in Edmonton. In order to attract these global brands, we need a high density Downtown as these brands will follow people. Some of these international retailers have very specific requirements in terms of space and layout, thus developers need to respond with more flexible designs to manage such demands. A way to meet these kind of demands is to partner with experts or even universities that can promote events like design competitions for the students. The National University of Singapore did something like this in 2007 to encourage creative ideas for developing a building for a “Global Village”.

• With the addition of “flight to quality” office space in Downtown, employers are moving to these new towers and leaving their old office buildings vacant. Downtown office vacancy is at 18% and is going to grow further as construction of some office towers is completed in the next few years. In an attempt to bring down this vacancy issue, the City of Edmonton is considering setting up a task force with Edmonton’s Building Owners and Managers Association (BOMA). The purpose is to examine the conversion of vacant buildings to social or student housing, and support a website that matches short-term tenants with landlords. Such initiatives will prove to be significant in maintaining a healthy Downtown vacancy.

All these initiatives to make our Downtown more desirable will be for naught without effective communication of what’s happening in Downtown. It is imperative to reach out to the community through strong messaging that emphasizes real success stories and notable initiatives that have made an impact in changing our Downtown. The new reality of Downtown is very different than what it was a decade ago – there are new challenges and tons of opportunities. As we move into the next phase of Downtown Edmonton’s transformation, it is essential to break the stereotypes and create a Downtown for everyone – a Downtown that is identified as inclusive, vibrant and enriching.

“As we move into the next phase of Downtown Edmonton’s transformation, it is essential to break down the stereotypes and create a Downtown for everyone – a Downtown that is identified as inclusive, vibrant and enriching.”
# Development Projects - 2012 Report

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<tr>
<th>Name of Development</th>
<th>Value (S$M)</th>
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</tr>
<tr>
<td>16</td>
<td>Ukrainian Canadian Archives Restoration</td>
<td>16.80</td>
<td>On Hold</td>
</tr>
</tbody>
</table>
| **Total Probable** | | | | **2,361.80**
| **Category 2 - Proposed Projects** | | | |
| **Commercial** | | | |
| 17 | 107 Street Annex/The Edge Building | 15.00 | Completed | 46,910 sq. ft. |
| **Residential** | | | |
| 18 | Fox Towers I & II | 100.00 | Completed | 311 units |
| 19 | Corners I | - | Renewed | - |
| 20 | Azure on the Park | 20.00 | Proposed | - |
| **Municipal & Other** | | | |
| 21 | Capital City Downtown Plan CRL Projects (Excluding Arena and Jasper Ave New Vision) | 208.00 | In Process | - |
| 22 | Norquest College North Learning Centre | 192.00 | Opening September 2017 | 242,188 sq. ft. |
| **Total Proposed** | | | | **535.00**
| **Category 3 - Rumoured Projects** | | | |
| **Commercial** | | | |
| 23 | Edmonton Arena Development Group - Commercial Developments | 907.00 | In Process | 1.3 million sq. ft. office + 300,000 sq. ft. retail |
| 24 | 102 Street Centre - AIMCo | 400.00 | Proposed | - |
| 25 | McEwan Centre | - | Cancelled | - |
| 26 | The Cascadia | 70.00 | Proposed | - |
| 27 | Melton Block | 20.00 | Proposed | - |
| **Residential** | | | |
| 28 | Edmonton Arena Development Group - Residential | 625.00 | In Process | 1,292 units |
| 29 | Corners II | 80.00 | Proposed | - |
| 30 | 10330 106 Street Condo | - | Renewed | - |
| 31 | 9847 Bellamy Hill Condo | - | Cancelled | - |
| 32 | Augustana Lutheran Church Redevelopment | 80.00 | In Process | 216 units |
| **Municipal & Other** | | | |
| 33 | Edmonton Performing Arts Centre/Galleria | 200.00 | Proposed | - |
| 34 | Francis Winspear Centre for Music Expansion | 100.00 | In Process | - |
| 35 | Citadel Redevelopment | - | Cancelled | - |
| 36 | Stanley A. Miliner Library Renovation | 69.00 | In Process | - |
| **Total Rumoured** | | | | **2,351.00**
| **TOTAL** | | | | **5,447.80**
## Development Prospects: 2017 and Beyond

<table>
<thead>
<tr>
<th>Name of Development</th>
<th>Developer</th>
<th>Category</th>
<th>Estimated Value ($M)</th>
<th>Current Status</th>
<th>Key Figures (Units)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Category 1 - Probable</strong></td>
<td></td>
<td></td>
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<td></td>
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</tr>
<tr>
<td>1 WSP Tower Reclad</td>
<td>ProCura</td>
<td>Commercial</td>
<td>15.00</td>
<td>Estimated Opening Summer 2017</td>
<td>-</td>
</tr>
<tr>
<td>2 Encore Tower</td>
<td>Westrich Pacific Corp.</td>
<td>Residential</td>
<td>120.00</td>
<td>Estimated Opening 2019/2020</td>
<td>179</td>
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<tr>
<td>3 Symphony Tower</td>
<td>Allan Wasnea</td>
<td>Residential</td>
<td>70.00</td>
<td>Estimated Opening 2018</td>
<td>143</td>
</tr>
<tr>
<td>4 Jasper House Condominiums</td>
<td>Lamb Development Corp.</td>
<td>Residential</td>
<td>100.00</td>
<td>Estimated Opening 2020</td>
<td>240</td>
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<tr>
<td>5 Students’ Association of MacEwan University Building</td>
<td>MacEwan University</td>
<td>Institutional</td>
<td>40.00</td>
<td>Estimated Opening 2019</td>
<td>-</td>
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<tr>
<td><strong>Total Probable</strong></td>
<td></td>
<td></td>
<td>345.00</td>
<td></td>
<td>562</td>
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<tr>
<td><strong>Category 2 - Proposed</strong></td>
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<tr>
<td>6 North</td>
<td>Lamb Development Corp.</td>
<td>Residential</td>
<td>150.00</td>
<td>Proposed</td>
<td>350</td>
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<tr>
<td>7 Sedona 1 and 2</td>
<td>ProCura</td>
<td>Residential</td>
<td>Not Available</td>
<td>Proposed</td>
<td>106</td>
</tr>
<tr>
<td>8 X-Tower</td>
<td>ProCura</td>
<td>Residential</td>
<td>Not Available</td>
<td>Proposed</td>
<td>450</td>
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<tr>
<td>9 Jasper and 108 Street</td>
<td>John Day and Maclab Enterprises</td>
<td>Residential</td>
<td>320.00</td>
<td>Concept/Rezoning</td>
<td>800</td>
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<tr>
<td>10 Quarters - Corners Site</td>
<td>Cidex Group</td>
<td>Residential</td>
<td>70.00</td>
<td>Proposed - Pending</td>
<td>221</td>
</tr>
<tr>
<td>11 Healy Towers (106 street condo)</td>
<td>Rise Developments</td>
<td>Residential</td>
<td>400.00</td>
<td>Proposed</td>
<td>1,300</td>
</tr>
<tr>
<td>12 Ice District Phase 2</td>
<td>Katz Group/One Properties</td>
<td>Mixed Use</td>
<td>Not Available</td>
<td>Concept/Rezoning</td>
<td>3,000</td>
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<tr>
<td>13 Alldritt Tower</td>
<td>Alldritt Land Corp.</td>
<td>Mixed Use</td>
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<td><strong>Total Proposed</strong></td>
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<td>1,190.00</td>
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<td>6,227</td>
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<td><strong>Category 3 - Rumoured</strong></td>
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<tr>
<td>14 109 Street and Jasper Avenue</td>
<td>ProCura</td>
<td>Residential</td>
<td>Not Available</td>
<td>Planning – Two Projects</td>
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<td><strong>Total Rumoured</strong></td>
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<td></td>
<td></td>
<td>750</td>
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<tr>
<td><strong>TOTAL</strong></td>
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<td>1,535.00</td>
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<td>7,539</td>
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</table>
To Support, Connect, and Enrich Edmonton’s Downtown Community