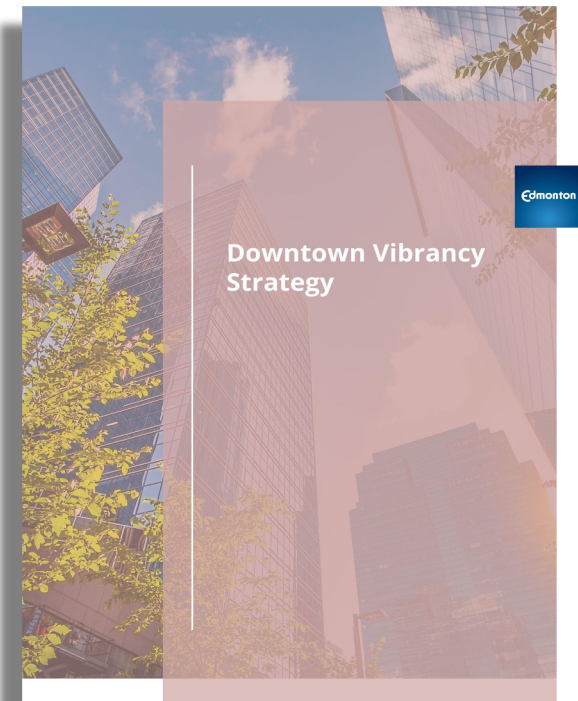






DOWNTOWN VIBRANCY STRATEGY

City of Edmonton



Edmonton

Downtown Vibrancy Strategy



Downtown
as a
HOME

(Actions 1 - 4)

Downtown
as an
ECONOMIC HUB

(Actions 5 - 9)

Downtown
as a
DESTINATION

(Actions 10 - 14)

Downtown
as a
SAFE, WELCOMING PLACE

(Actions 15 - 20)

Edmonton

Core Partners Committee

- \$5M in funding approved by City Council in June 2021
- Core Partner membership includes City administration and external partners including:
 - Edmonton Downtown Business Association
 - Explore Edmonton
 - NAIOP
 - Downtown Edmonton Community League
- Responsible for funding decisions
 - Awarded 9 projects a total of \$543,460
- Identified Priority Actions

POLICY CHANGES + FINANCIAL TOOLS

MORE FLEXIBILITY – LESS ‘RED TAPE’

2020/2021 CHANGES

- Relaxed and streamlined patio and street retail regulations
- More space for humans
- Local grant programs structured for speed and impact



RESIDENTIAL CONSTRUCTION GRANT

CREATIVE 2021 CONSTRUCTION INCENTIVE

- \$23mil property tax offset program for private residential construction projects in the core
- Construction must have started in 2021
- Minimum 50 new housing units per project



PROJECTS + PARTNERSHIPS

NEW DOWNTOWN CENTRAL PARK

WAREHOUSE DISTRICT PARK

- Originally identified in 2010 Capital City Downtown Plan
- Funded by Downtown CRL
- 14,700 m² (2 football fields!)



COMMUNITY SAFETY INITIATIVES

INNOVATIVE PARTNERSHIPS

- EPS's HELP program brings together 9 social agencies, AHS, and government supports to address root causes of social disorder & crime
- Downtown Community Safety Outreach Team prototype in 2021 helped build bridges between businesses & vulnerable populations



'BRICK & MORTAR' – EXPERIENTIAL RETAIL

THE NEW FACE OF RETAIL

- 6 local businesses set up in their first-ever brick & mortar storefront
- Funded by PrairiesCan and COE
- 50+ participating individual businesses and contractors
- Introducing retail and food & beverage to an underserved, high opportunity area of downtown



DOWNTOWN SPARK



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