The Revitalization of 104 Street in Edmonton’s Historic Warehouse District
City of Edmonton.
Sustainable Development.
Urban Design and Heritage

The Revitalization of 104 Street Promenade

104 Street Boundary within Downtown
A very long time ago…

Background and History
The dark period - pre 1997
City of Edmonton
Urban Design and
Heritage
The Revitalization of
104 Street
Promenade

DOWNTOWN AREA
REDEVELOPMENT
PLAN BYLAW

1981 -1997

Capital City Downtown Plan
The Revitalization of 104 Street Promenade

Roadway Rehabilitation Improvements
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Streetscape Improvements

2000
City of Edmonton
Urban Design and Heritage

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Before

After

2001+
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Housing 2001+
HA-Zoning - General Purpose

The purpose of this Zone is to establish a special heritage character Zone, in which the existing concentration of historical resources shall be preserved, rehabilitated and reused, and to ensure new developments are pedestrian friendly and compatible in scale, function, built form and design continuity with the historical, architectural and urban village character of the area.

2006
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Public Art and Banners
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Alley of light
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Spin-off Effects - Neon sign museum
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Façade Improvement
“Growth is inevitable and desirable, but destruction of community character is not. The question is not whether your part of the world is going to change. The question is how”

- Edward T. Mahon, The Conservation Fund

Questions?