

# Share your feedback on 78 Avenue Entertainment District (Happy Beer Street)

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entertainment-district](http://edmonton.ca/projects_plans/downtown/entertainment-district)

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**Edmonton**

ADVISE

## At A Glance

The City is exploring the creation of a new Entertainment District on 78 Avenue NW, between 100 Street and 99 Street, which would allow for the extension of food and alcohol service into the street when the roadway is closed. Edmontonians were invited to participate in an online survey to gauge their level of support for establishing an Entertainment District on 78 Avenue, part of an area branded by the local business community as Happy Beer Street.

### What We Heard: Key Takeaways

- **A More People-Focused Street:** Respondents believe the Entertainment District would improve the area's walkability and create a more enjoyable, pedestrian-friendly atmosphere.
- **Injecting Vibrancy and Community:** Respondents expressed that the Entertainment District would inject new energy into the neighbourhood and foster a greater sense of community.
- **Boosting Local Businesses:** The Entertainment District is viewed as an opportunity to increase foot traffic and provide a boost to local shops and restaurants.
- **Safety and Order are Crucial:** For those in opposition, the main reservation centered on the need for a robust security plan to manage noise and prevent public disturbances.
- **Public Consumption:** Respondents in opposition also expressed concern about the potential negative social impacts of increased public alcohol consumption.
- **Pedestrian Experience Outweighs Traffic Worries:** While some concerns about traffic and parking were raised, the desire for an enhanced pedestrian environment was more prevalent.

## Project Overview

Municipalities are granted the authority to create a bylaw that permits the establishment of an Entertainment District by the Government of Alberta through the Alberta Gaming, Liquor and Cannabis Commission (AGLC) and the Gaming, Liquor and Cannabis Act. An Entertainment District permits the consumption of alcohol in a public place. This bylaw will limit that consumption to alcohol purchased from licensed establishments and vendors, including restaurants and bars, within the defined boundaries of the Entertainment District, which will be indicated with signage.

The proposal for the creation of the 78 Avenue Entertainment District, part of an area branded by the local business community as Happy Beer Street, was brought forward by a partnership of key business community members. A dedicated group, consisting of local businesses, property owners, and an event management company, collaborated to develop the proposal. They have formally requested that the City establish the entertainment district, presenting it as a strategic step to enhance the area's economic health and overall appeal.

The creation of a 78 Avenue Entertainment District, Happy Beer Street, is expected to create a vibrant commercial area, delivering impactful, long-term benefits that include increased pedestrian traffic, improved business retention and attraction, reduced red tape and an overall positive economic impact on the area. Ideally, Happy Beer Street will become a sought-after destination that feels safe and vibrant for residents, workers and visitors alike.

## Public Engagement Approach

The project conducted public engagement to gather input on general support for the proposed Entertainment District as well as any concerns and suggestions for addressing them.

Level of influence: **Advise** level

**Engagement Activities:** Online Survey

The project identified that an online survey was the most effective way to connect with community members about the proposed Entertainment District.

The survey gathered information on the extent to which respondents supported the creation of Happy Beer Street Entertainment District on 78 Avenue, between 99 Street and 100 Street, as well as their considerations and concerns regarding its establishment.

The survey was publicly accessible on the City of Edmonton website from June 16 to July 6, 2025.

Promotion included:

- Sharing on the City's social media
- A postcard mailout to nearby residential and commercial properties
- Two road signs along 99 Street
- In-person postcard distribution at the three breweries on 78 Avenue for their patrons and staff

## Who We Engaged

Most respondents (97 per cent) identified as residing in Edmonton, with 2 per cent from outside the city. The largest age group represented was 35-44 (33 per cent), followed by 25-34 (26 per cent) and 45-54 (16 per cent). Further demographic data, including information on household makeup, gender identification and identity, is available in Appendix 1: Survey Data.

## Research Analysis

Out of 1,484 survey respondents, 65 per cent (958) were aware of Edmonton's current Entertainment Districts. The survey also explored how people currently use and access the proposed area on 78 Avenue. The majority of the respondents visit and buy from the businesses in

this area (76 per cent), followed by those who live in the area (48 per cent). The most common travel modes to access the area include walking (63 per cent), driving (52 per cent) and biking (49 per cent).

The survey primarily assessed support for establishing Happy Beer Street Entertainment District. The results show strong support, with 87 per cent agreeing that they support the creation of Happy Beer Street Entertainment District.

## Key Takeaways

### *General Support for the District*

Of total responses, 87 per cent of respondents support the proposed district. The enthusiasm was primarily driven by three key themes.

- **People-Focused Street:** Respondents indicated the district would enhance walkability and create a pedestrian-friendly environment.
- **Boosting Local Businesses:** The project is seen as an opportunity to increase foot traffic and support local businesses.
- **Injecting Vibrancy and Community:** Respondents expressed that the district could bring more vibrancy and foster a sense of community in the neighbourhood.

### *Neutral Support for the District*

Of 1,484 responses, 16 respondents (1 per cent), remained neutral to the proposed district, with two themes emerging.

- **Crime and Public Safety:** While not wholly opposed, a few respondents expressed reservations about the potential for increased crime. Their support is contingent on seeing a clear and robust public safety plan that addresses security, policing and preventative measures within the proposed Entertainment District.
- **Public Consumption:** A few respondents were concerned about potential problems that could arise from public alcohol consumption. They expect the City and Entertainment District operators to have plans in place for managing public intoxication, ensuring the safety of patrons and reducing disruptions within and around the district area.

### *Unsupportive of the District*

There were 11 per cent of respondents opposed to the proposed District. Their opposition was primarily driven by three key themes.

- **Concerns Over Noise and Public Disturbance:** A primary objection was the potential for excessive noise from venues, events and late-night crowds, leading to public disturbances that would negatively affect the quality of life for those living in or near the area.
- **Negative Impacts of Public Alcohol Consumption:** Opponents voiced concerns about potential social issues that could result from concentrated alcohol consumption, including public intoxication, disorderly conduct and an increased burden on emergency and police services.
- **Traffic Congestion and Parking Scarcity:** Many who were against the Entertainment District thought it would increase traffic congestion on event nights and lead to a shortage of parking, frustrating both residents and visitors.

The survey also invited respondents to share additional concerns, suggestions and comments. Overall, comments were aligned with the themes provided in the 'Key Takeaways' section. There is strong support for the Entertainment District, with respondents anticipating enhanced vibrancy, character and a boost for local businesses. However, key concerns revolve around the need for improved pedestrian and cyclist infrastructure and safety, especially with the potential for increased visitors. Respondents also expressed a desire for broader expansion and integration of local businesses, potential for increased noise, lack of parking and a concern for safety. 45 per cent of respondents had no immediate concerns.

## Conclusion

Public engagement indicates support for Happy Beer Street Entertainment District. A majority of respondents see the potential for a vibrant, pedestrian-focused area that could benefit local businesses. The concerns raised—primarily regarding public safety, noise and alcohol management—are valid and represent key operational considerations.

The City recognizes the need for a robust safety and operational plan to proactively manage the identified concerns, ensuring the district becomes a safe and successful asset for the community.

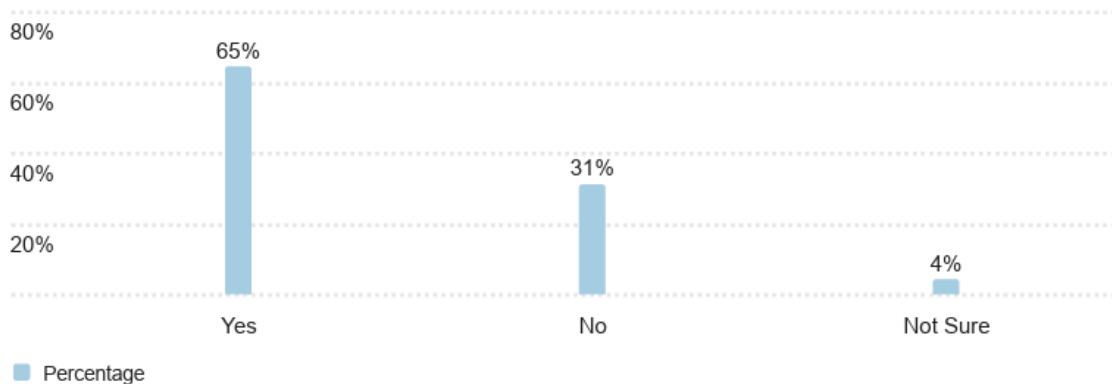
## Next Steps

A report with these findings will be presented to the Executive Committee, with February 11, 2026 requested in the development of the 2026 Council Meeting Calendar. Should the committee grant approval, the Local Economy team will then collaborate with Happy Beer Street partners to implement the new Entertainment District.

## Appendix 1: Survey Data

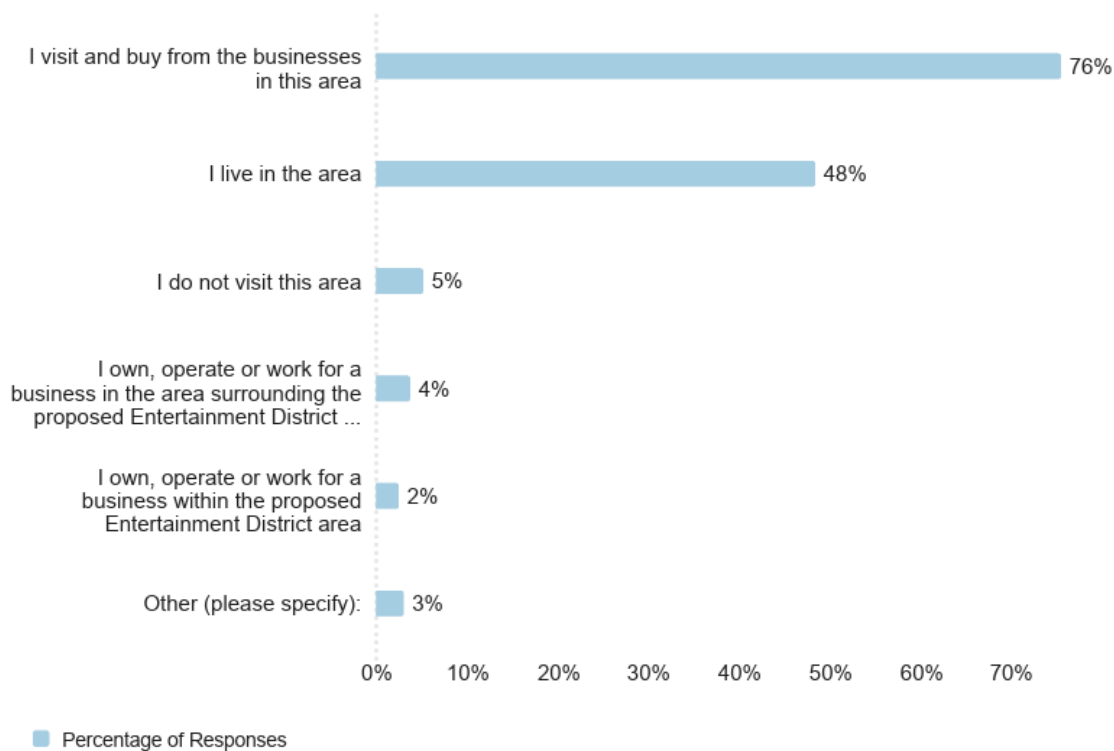
### Q1 - Before today, were you aware of the City of Edmonton Entertainment Districts?

1484 Responses



### Q2 - How do you typically use 78 Avenue (between 99 Street and 100 Street) within the Happy Beer Street area? Please select all that apply.

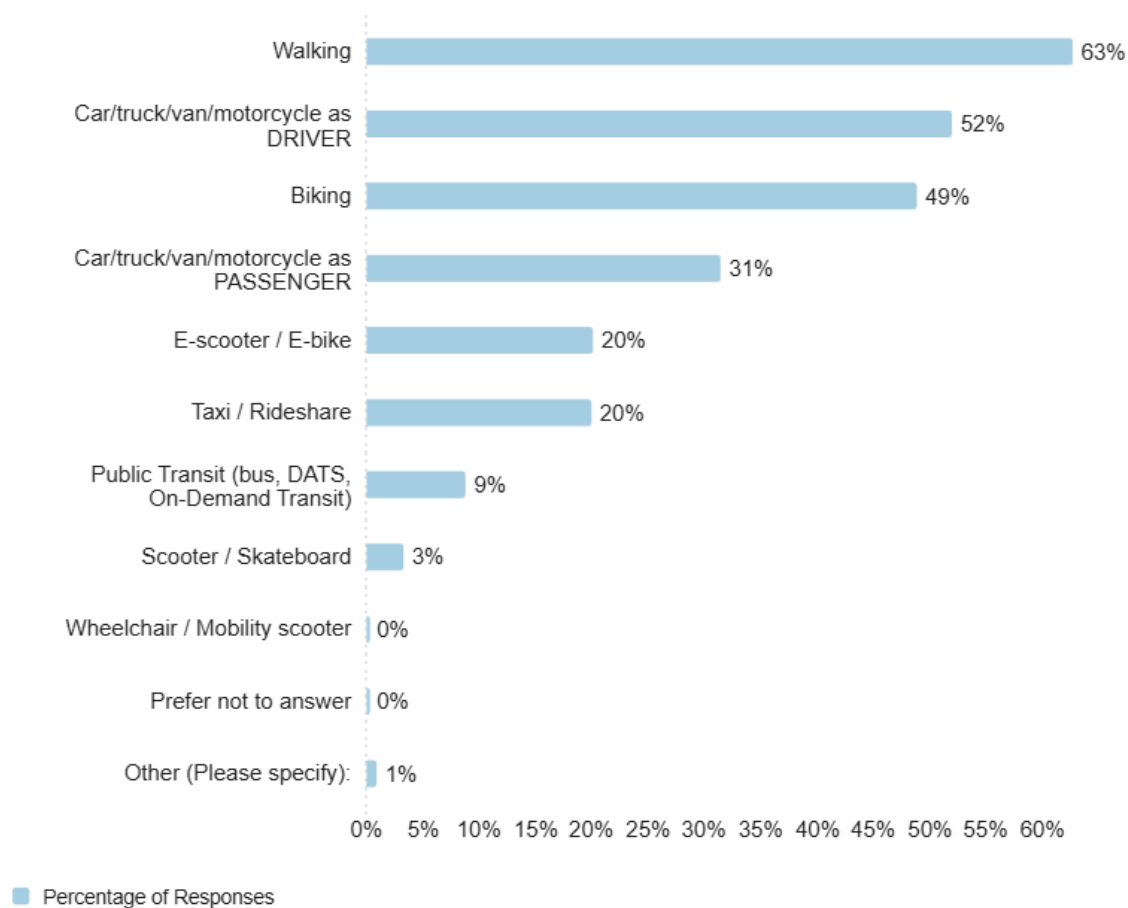
1484 Responses



**Q2a - If you do access Happy Beer Street on 78 Avenue, how do you typically travel to the area?**

Please select all that apply.

1406 Responses



**Q3 - To what extent do you agree or disagree with the following statement: I support the creation of an Entertainment District on 78 Avenue between 99 Street and 100 Street in the Happy Beer Street area.**

1484 Responses

■ Strongly agree [80%] 
 ■ Somewhat agree [7%] 
 ■ Neither agree nor disagree [1%] 
 ■ Somewhat disagree [1%] 
 ■ Strongly disagree [10%] 
 ■ Unsure [1%]



**Q3a - Please tell us the reason for your choice.**

**Please note:** Below table only captures up to 20 open ended comments. To view all the open ended comments, please refer to the raw data download.

865 Responses

Please tell us the reason for your choice.

I think the city needs to have more entertainment spots

It's becoming a slum, now adding an "entertainment" district. Give me a break!

Supports local businesses

I'm excited to see the businesses in this area being developed and thriving and I think Happy Beer St in particular has been a really community-oriented addition to the surrounding neighborhoods. I'd be very supportive of efforts by the city to further support these businesses and the community events they create.

noise

I agree if it helps cut red tape to activate for events, but wouldn't want it to be closed off to cars or parking full time or during most days. It's a living street, and cars are part of that now and it works.

Great idea

Seems too small to be able to use for any kind of event. Safety of intoxicated patrons is a concern with the CN rail yard right there too..

As long as its good for businesses in the area and neighbors approve and there's parking for everyone

Even with the required security, there is still the risk of unruly individuals and behaviour. So, the onus must fall on the City to ensure the event organizer has all measures in place - not meeting the minimum, but actually exceeding all requirements and recommendations. This is a good idea for the City because it will encourage the use of outdoor space to residents and visitors alike. Everyone involved needs to do their due diligence. Cheers

I don't like the public alcohol consumption. And I think the name is triggering for alcoholics

I lived in Europe for 4.5 years, and the more of these outdoor districts, the better! A vibrant, outdoor, urban experience is essential for keeping cities from turning into decrepit cesspits.

The city could do more to ensure there was actually parking downtown.

People are able to socialize, move, and engage in more creative ways than sitting in a restaurant consuming.

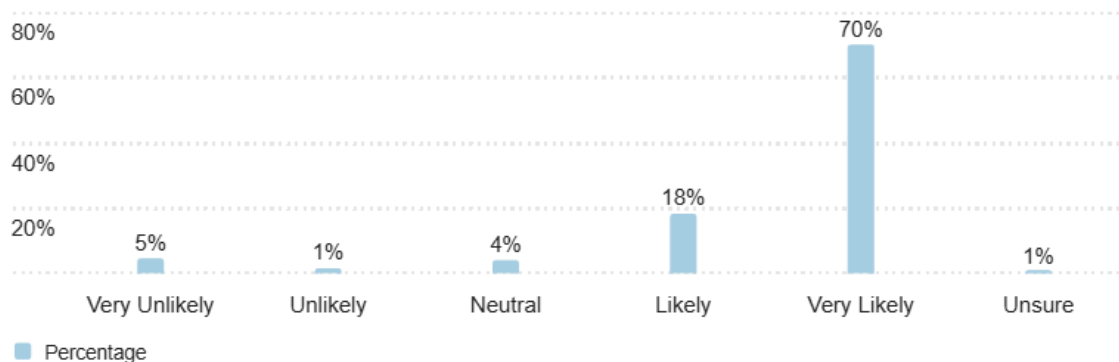
We don't need more places for people to drink and then get in their cars and drive. Closing more and more streets causes hardship for disabled and older people as well as young kids.

\*For more comments, please access the [Survey Data](#) link



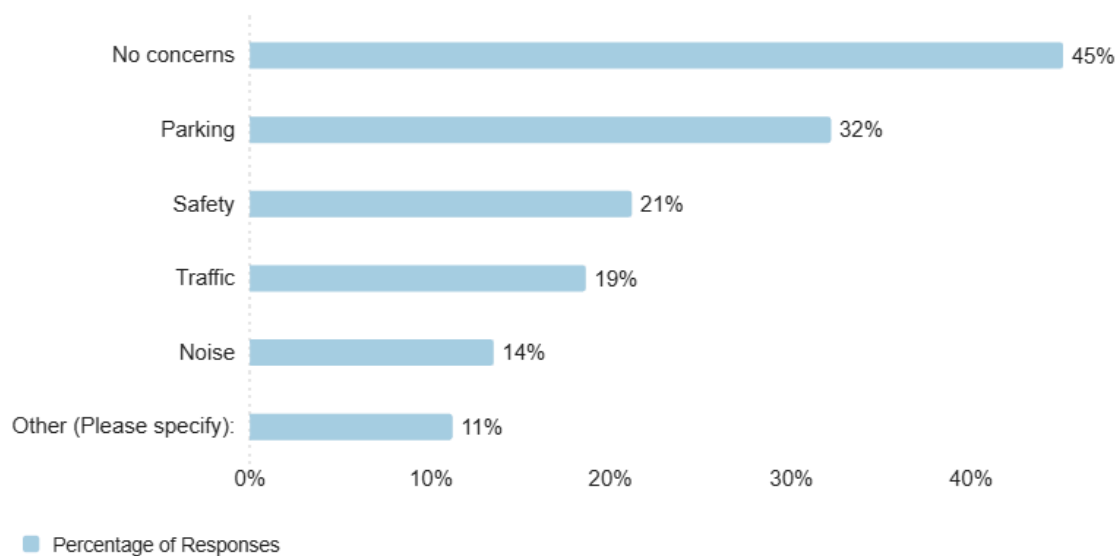
**Q4 - The Entertainment District would be open to all ages and could be activated during activities such as street parties, markets, performances and holiday events. To what extent are you likely to participate in the Entertainment District on 78 Avenue in the Happy Beer Street area?**

1484 Responses



**Q5 - What concerns, if any, do you have about the proposed Entertainment District? Check all that apply.**

1472 Responses



**Q5a - Please tell us the reason for your choice.**

**Please note:** Below table only captures up to 20 open ended comments. To view all the open ended comments, please refer to the raw data download.

512 Responses

Please tell us the reason for your choice.

Condos near this area, when Shiddys opened it was incredibly loud. Other establishments seem to have been very mindful of the neighborhood

Said above, and it's a tax dollar waste!

Location might exclude businesses located nearby (breweries on 76 Ave) or detract from the wider "Happy beer Street" initiative

99th St is fairly busy and I would like to see clear supports for pedestrian and cyclist traffic in the area during events

it is already way too loud and we have to keep our windows closed hot nights as the noise keeps us awake and we have to turn on music in our own back yard to drown out Shiddys and Grindstone and when they have live music we have to move inside it is ridiculous

I don't think it should be permanently pedestrian or cars only. I like the mix.

Parking can already be an issue for this area, but it's okay if you don't mind walking a block

Health (exposure to airborne contaminants and viruses); psychosocial and psychological impact of crowds, including any possible unwelcome behaviours of others. Measures must be in place to mitigate the risk to patrons and others in the areas.

You can allow outside alcohol consumption, but it needs a new name

Europeans have managed to figure these things out forever without any major issues that I'm aware of, so I'm confident the city and the establishments in the area can do the same.

Drinking and driving, homeless drug addicted people,

No place to park for people who for various reasons do not want to take transit

Recognize that parking is limited and can impact businesses and residents. But i can bike

It's obvious from my choices! City already has parking issues in the city

Just a reality. Not something I'm worried about as I'm sure it will be a managed.

\*For more comments, please access the [Survey Data](#) link

**Q6 - Are there any other comments you would like to share about the proposed 78 Avenue****Entertainment District?**

**Please note:** Below table only captures up to 20 open ended comments. To view all the open ended comments, please refer to the raw data download.

537 Responses

Are there any other comments you would like to share about the proposed 78 Avenue Entertainment District?

There is not a real sidewalk, I think it's great to think about making the area more walkable in a safe manner. Currently the traffic is getting out of hand on the weekends here

Waste

Make sure 100 street stays for cars too. The mix and industrial vibe MAKE the area cool. Would HATE it if it became artificial (sorry) like rice Howard or ice district.

Make sure all bars actually follow liquor laws and cut people off BEFORE they get intoxicated.

nope

Think it would create an opportunity for other businesses to thrive and do well in the area

Make it permanent and not just for special events.

No

I hope city council takes the opinions of the businesses & residents in the area in higher consideration over those who aren't vested in the area. This council seems to do whatever they want.

Anything to encourage and foster the growth of community, the use of outdoor spaces, and to drive home the importance of supporting local is a great thing. Let's roll!

Love pedestrian friendly streets with businesses, stores, restaurants, bars etc. I would come

Make sure there is secure bike parking.

The city needs to stick to the basics of running a city before they attempt to delve into social engineering. They simply aren't qualified

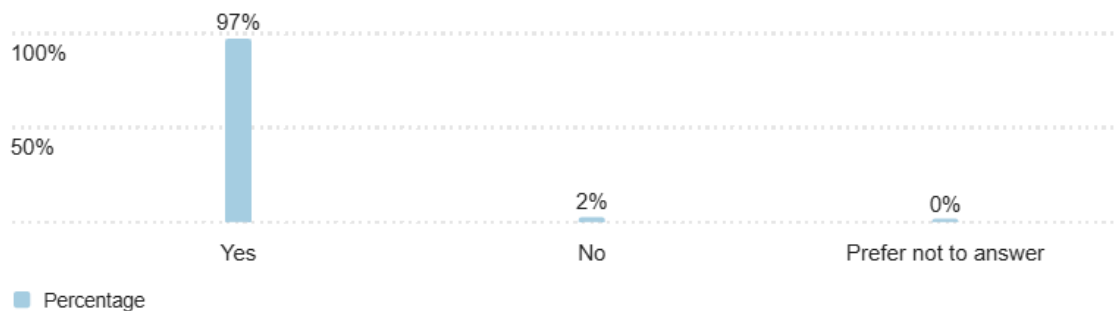
Open it up as an Entertainment area

Edmonton needs to do more of this planning to encourage more European-style gathering in common areas

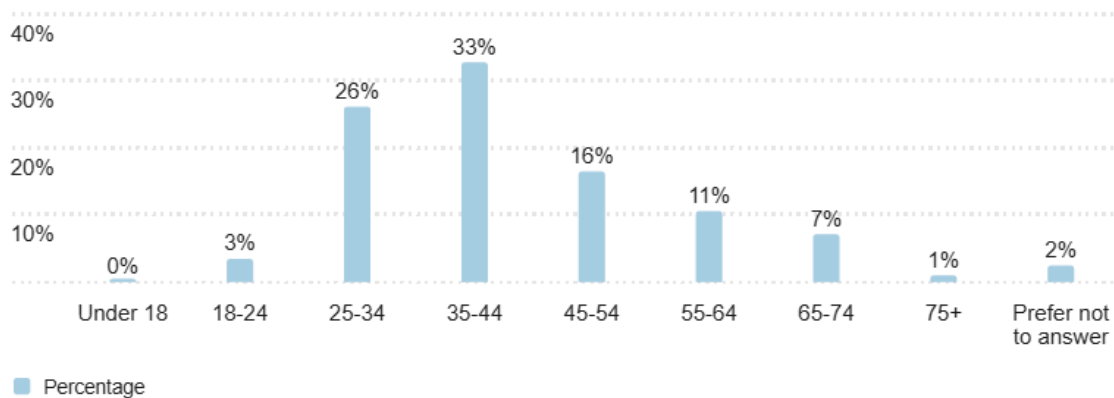
\*For more comments, please access the [Survey Data](#) link

**D1 - Do you currently live in the city of Edmonton?**

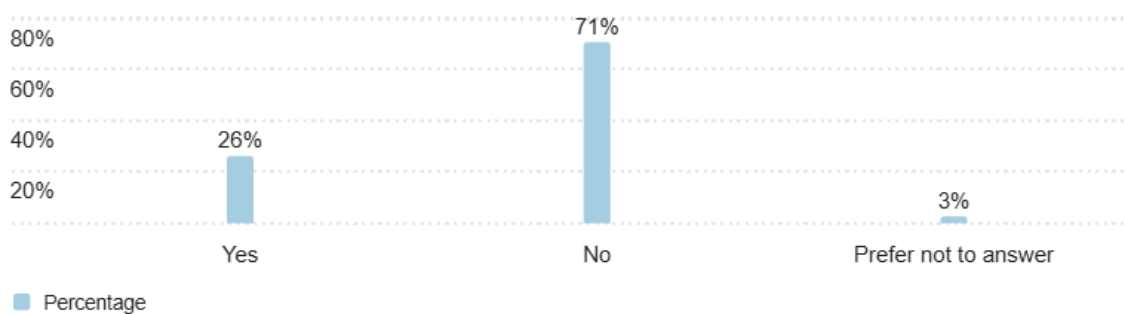
1484 Responses

**D3 - What is your age category?**

1484 Responses

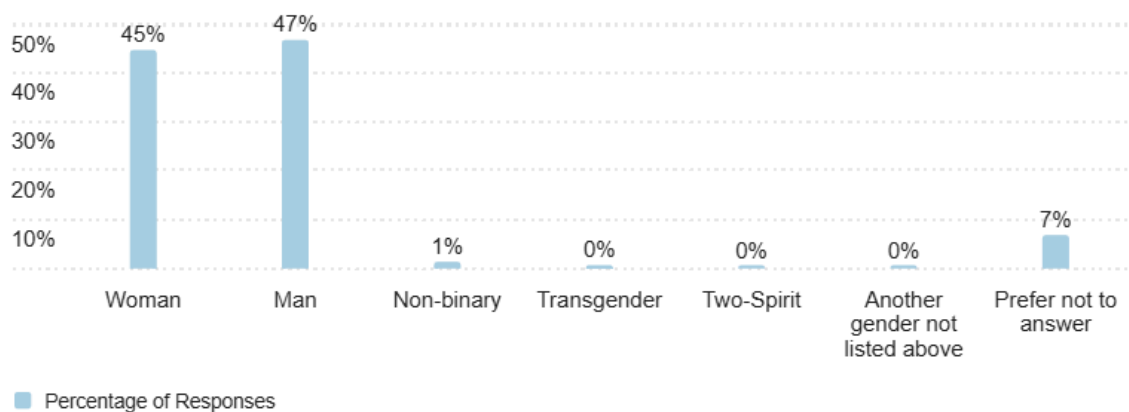
**D4 - Do you have children/grandchildren under 18 years of age living at home?**

1484 Responses



**D5 - What gender do you identify as? Choose all that apply.**

1484 Responses

**D6 - Do you identify with any of the following? Choose all that apply.**

1484 Responses

