



# Update on the Establishment of a Downtown District

PUD2020-0204

March 4, 2020





## Previous Council Direction

At the 2019 June 5 SPC on Planning and Urban Development, the following direction was provided:

Refer Report PUD2019-0677 back to the Administration, to work in partnership with the Calgary Convention Centre Authority (Calgary TELUS Convention Centre), and return to the Standing Policy Committee on Planning and Urban Development with key stakeholders, having considered multiple civic strategies, including but not limited to, The Rivers District, the Economic Strategy, the Downtown Strategy, etc., to further discuss the merits of formally establishing a Downtown Convention District, reporting back no later than Q4 2019.

Note: On 2019 November 6, this reporting requirement was deferred to March 2020.



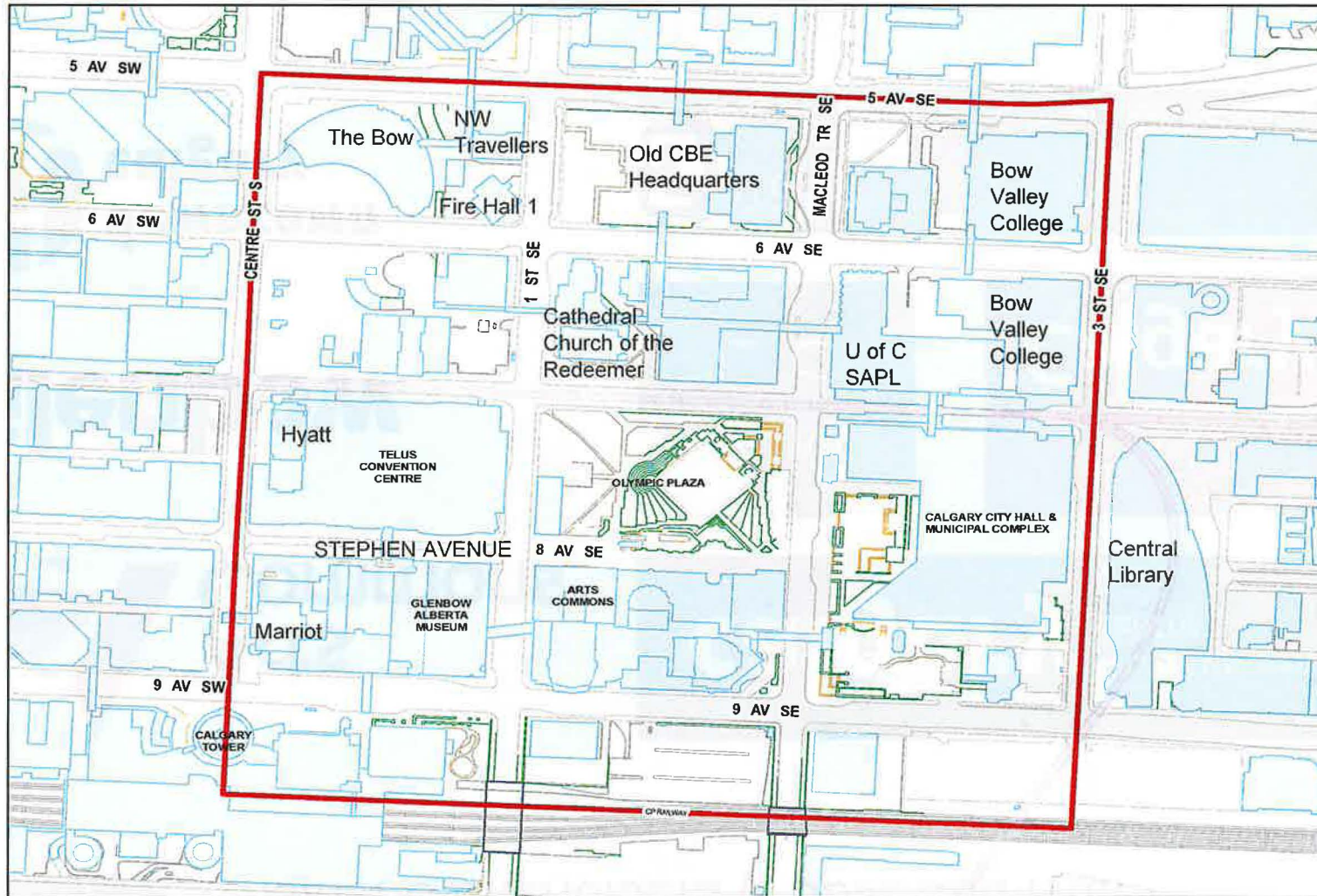
## District Stakeholders (Public and Non-Profit)







# Proposed District Boundary



# Projects Underway

- Arts Commons Transformation (ACT)
- Glenbow Revitalization
- Future of Stephen Avenue
- 9 Block
- City Hall Restoration
- Fire Hall No. 1 and NW Travellers Building





# Proposed Projects & Initiatives

Number	INITIATIVE
<b>2020</b>	
1	Investigate ways to enable of longer term road closures to support multi-day events.
2	Investigate ways to enable greater programming and revenue generating options in Olympic Plaza
3	Pilot a banner program to promote events at Arts Commons, Convention Centre, the Glenbow Museum and events hosted by the Calgary Downtown Association BIA
4	Complete 9 Block Project and identify opportunity to pilot projects and interventions
5	Investigate a 5G pilot to help activate a living lab playground that strengthens the innovation ecosystem while adding programming opportunities for area stakeholders
6	Implement coordinated marketing and hosting amongst area stakeholders
7	Include policies in the new Centre City Plan that define the boundaries of the district and set direction for future direction and desired outcomes.
<b>2021-2023</b>	
8	Review signage regulations in the area with a view to identifying any barriers that may exist to enhance promotion of local attractions and installation of wayfinding for the district.
9	Design and construct short term modifications to Olympic Plaza and Stephen Avenue that will enable the hosting of more events activities throughout the year
10	Explore governance models and criteria to enable revenue generation and revenue sharing amongst area stakeholders. Revenues would be used to invest in programming and improving the physical environment. Possible revenue sources include parking revenues, facility rental (for private events) and third-party advertising opportunities.
11	Develop area brand strategy
<b>2024+</b>	
12	Plan, design and construct long term reconstruction of Olympic Plaza
13	Design and construct improvements to Stephen Avenue within the district



## Highlights

- Establish a formal Working Group of stakeholders
- Enable better and easier use of public space
- Examine ways to generate new revenue to support district investments
- Animate through information, pageantry, programming
- Explore governance models
- Plan for long term reconstruction of Olympic Plaza and Stephen Avenue

# Recommendation

That the Standing Policy Committee on Planning & Urban Development recommend that Council approve the proposed boundary of the downtown district as outlined in Attachment 2.

