Downtown Strategy

Summary of Focus Areas

The Future of Stephen Avenue: Activate + Experiment is fully aligned with the Downtown Strategy. Below is a description of the desired outcome of each of those focus areas and the proposed strategies to get there.

FOCUS AREA: PLACE

Outcome

Downtown is a central setting and built form that is desirable to current and future businesses, residents and visitors.

Strategies

- Support private investment.
- Invest in physical Infrastructure and provide amenities/services.
- Align safety resources and address social disorder for optimal benefit.
- Work with Calgary Heritage Authority and City heritage specialists on downtown heritage priorities.

FOCUS AREA: WORK

Outcome

Downtown office spaces are re-energized with diverse and innovative businesses and jobs supporting the community's strategy, Calgary in the New Economy.

Strategies

- Grow existing and attract new companies that support the economic ecosystem downtown.
- Retain, retrain and recruit top talent to support Calgary in the New Economy.

Focus AREA: LIVE

Outcome

Downtown is an inclusive and vibrant neighbourhood; a destination of unique experiences for visitors and all Calgarians.

Strategies

- Provide programming and services to enhance visitor and resident experiences.
- Identify and prioritize programming that increases visits locally and from afar.

Focus Area: CONNECT

Outcome

Our downtown is where people, goods, information and ideas connect**.**

Strategies

- Strengthen the resilience of our mobility, utility and digital networks.
- Foster a future focused ecosystem that embraces disruptors and innovation

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