

**Proposed Actions, Initiatives and Explorations to Support the  
Long-Term Success of Arts Commons and the broader Olympic  
Plaza District**

1. Initiate Road Closure application for the portion of Stephen Avenue between 1 ST SE and Macleod TR SE to expand both design, construction and programming opportunities while maintaining access through the site to connect Stephen Avenue from downtown through to East Village.
2. Explore and investigate ways to enable greater programming and revenue generating opportunities including ticketed events that could help fund/subsidize greater levels of free and accessible programming.
3. Implement coordinated marketing and promotion for Arts Commons and Olympic Plaza that will also align with the other venues and attractions in the broader culture and entertainment district. This includes print, social, mainstream media and place-based promotion including wayfinding, banners and signage.
4. Review the regulatory environment in the area to identify and remove any barriers to certain commercial activities such as retail and hospitality from being accommodated in the outdoor public spaces. This will include both municipal and provincial contexts (e.g., Alberta Health Services, AGLC, etc.).
5. Review signage requirements in the area to accommodate strategic third-party advertising campaigns that can both animate the public spaces while also promoting events and local businesses and generate revenue to support the operation and maintenance of the buildings and public spaces.
6. When redesigning 1 ST SE, actively plan for the logistical operation of the culture and hospitality venues in the area to ensure their ability to be successful and active as much as possible.
7. Any other items identified by the eventual consulting team retained to design both the physical and operational model of the outdoor public space.