



**Downtown | Public Market**

## Key Statistics

**\$2.9M**

Estimated capital cost, not including land if required to purchase

**\$0**

Current project funding

## Downtown Markets

Attract new life downtown and generate economic activity in nearby stores

**2-4 years**

Project planning and site selection

**1-2 years**

Build and operational

**\$2.9M**

Current budget request to move from Plan thru Build in an accelerated fashion (excluding land costs)

## Downtown's Public Market

The coexistence of community commerce, local small retail, and vibrant public space — all under one roof.

### Project Vision

The Downtown Public Market is intended to advance the goal of downtown vibrancy and reinforce downtown as a unique community to live and visit, while creating a sustainable, versatile and dynamic public space.

### Project Approach

The appropriate location, alongside a residential catchment large enough to support the market, has been a key consideration in the development of this project. The market is envisioned as a gathering place for the community, whose support makes it a destination for the rest of the city.

### Implementation Strategy

The Downtown Public Market is envisioned as a community operated four season market, making community engagement and participation paramount to its development and long-term sustainment. The City will work with its corporate partners to identify suitable land, design the space to integrate existing paths of travel and desire lines to local business streets and nodes, and develop a governance structure that sets the community up for successful operation of the market.

### Key Considerations

- Create a sustainable public space that reflects the surrounding communities and The City's social, environmental, economic and cultural priorities
- Create dynamic and distinctive public environments for all Calgarians to enjoy
- Support existing local businesses by encouraging people to spend time not only in the market, but in nearby shops and businesses
- Enhance tax bases and real estate values, and keep local dollars in the local economy
- Serve as an anchor for local businesses and encourage spin-off development, allowing entry points for new entrepreneurs due to the relative low cost to start and operate a business in a market

