2017 / CHALLENGE 3: PRESENTED BY LIFETIME DEVELOPMENTS

Liberty Market Galleria

Prize: $5,000
Challenge

How can we make the Liberty Market Galleria a more inviting public space for pedestrians?

Background

The Liberty Market Galleria is a pedestrian-only walkway that cuts through the middle of the building complex, similar to an interior private laneway. At the time that the building was built in the late 1940s, this was a dead-end corridor that was used to bring raw materials, on railroad tracks, into the building.

A portion of the railroad tracks still remain in this walkway today as homage to its original industrial roots. In the early 2000s, after Lifetime purchased the property, an underpass through the existing building was created to connect Hanna Avenue to this corridor and a 4-storey metal roof was added to create the open-air galleria that we see today.

Today, “The Shops” of the Galleria host a number of retail storefronts, including restaurants, boutiques, a salon and other businesses that cater to the nearby neighbourhood.

The space is in need of a big idea to make it a more conducive to lingering, strolling and enjoying. Think of the great pedestrian high streets of the world – how might we infuse public space elements into a semi-private space to make it a safer, more enjoyable experience for residents, tourists, shoppers, and others in the community?
CONSIDERATIONS AND FURTHER INFORMATION

- The Liberty Market Galleria is a privately-owned public space (POPS) operated by Lifetime Developments.
- Liberty Village is home to more than 600 businesses, with an approximate employee base of 8,000 people and counting.
- The Liberty Village Residents Association is the largest residents association in the country, advocating for more than 21,000 residents who live nearby.
- 70% of the people living in the area are between 25–54 years old.
- In June 2016, Lifetime Developments commissioned artist Ben Johnston to paint two large-scale murals within the Galleria to attract more pedestrians.
- An underground sewer line runs the length of the galleria walkway, preventing any digging or planting.

CHALLENGE PARAMETERS

The sky’s the limit! Our challenge partners is open to design options and ideas that include:

- Public art
- Public furniture
- Heritage elements
- Lighting
- Signage
- Decorations
- Programming

SELECTION PROCESS

A high-profile jury will determine the entries to be shortlisted using the following scoring criteria:

- How well does the idea address and/or solve the design challenge?
- How well does it consider seasonal/environmental factors?
- How feasible and/or cost-effective is it to implement?
- How clear is the idea and presentation?

Download additional resources, materials and submission template at nxtcity.ca/nxt-city-prize