

Springer Market Square

City of Kingston
Ontario

117, 207 city population

Project significance

Kingston's market is the oldest open-air, continuously running farmer's market in North America. The square is part of the grounds surrounding the historic 1844 City Hall building.

Site area

1.09 acres (.44 hectares)

Previous use

parking lot (55 spaces) with farmer's market

Project period

2006-2008
conceptual planning since 2001

Project costs

\$6.5 million

Funding sources

\$2,600,000-City of Kingston
\$2,400,000-community fundraising
\$1,000,000-single private donor
\$500,000-Kingston BIA

Current operator

City of Kingston
Downtown Kingston (BIA)



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SQUARE
STRATFORD

publication of the:
Market Square
Project Team
Stratford, Ontario



Project Drivers

- need for increased pedestrian traffic in the downtown, especially from November to March
- part of a broader downtown revitalization (*Downtown Action Plan; Focus Kingston*)
- improved use of prime downtown real estate

Benefits and Economic Impact

- market square more effectively utilized
- square has provided promotional opportunities for businesses
- increased pedestrian traffic (ranging from 25%-75% depending on season and use)
- visits to downtown Kingston have increased 10-fold
- 4-season use of square has strengthened the area's tourism economy
- downtown businesses have realized greatly improved 1st quarter sales
- filtering up of many downtown commercial properties
- enhanced visual attractiveness & cohesiveness of design

Current Programming and Activities

- year-round farmer's market (4x/week)
- recreational skating & skating events (e.g. *The Limestone Classic*)
- major festivals (e.g. blues, busker, culinary)
- community activities in the square (e.g. concerts, drama, movies, yoga, dance)

Reasons for Success

- *Market Square Task Force* – key community leaders coming together to move project forward
- supports and is complemented by downtown revitalization
- skating rink – brings visitors downtown in the winter season
- programming – attracts visitors year round to downtown