

Calgary



Engagement
Summary Report
August -
December 2019
Engagements

Future of

Stephen Avenue

What We Heard #1:
Stakeholder Workshops + Public Storefront
March 2020



Contents

Project Overview	03
Engagement Overview	04
Public Space Public Life (PSPL)	05
What We Asked	06
What We Heard	07
Next Steps	12
Appendix	A

Project Overview

Stephen Avenue is one of Calgary's busiest, most animated and recognizable streets. The avenue means different things to different people. For some, Stephen Avenue is Calgary's premier hospitality and retail destination. For others, it's a pedestrian-friendly environment to take a walk, to people watch and socialize. It is this diversity that makes Stephen Avenue attractive to so many people and a focal point of Calgary's downtown.

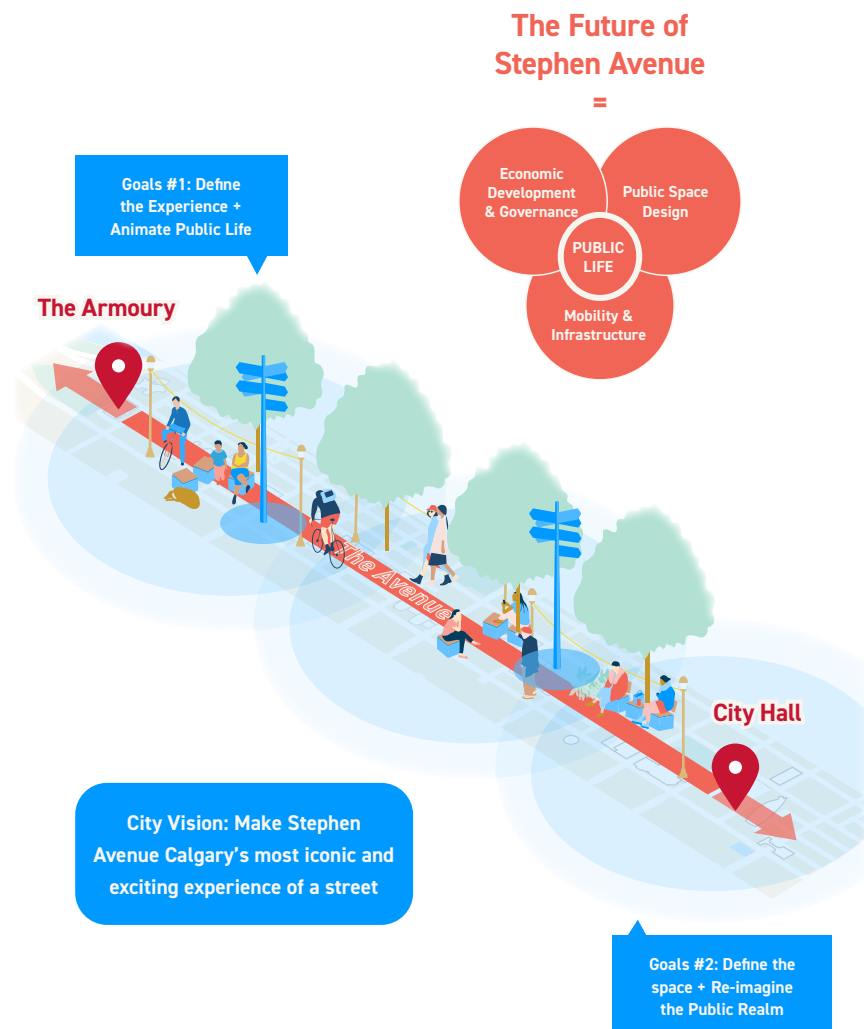
So why this project now? Over the years Stephen Avenue has adapted to Calgary's cycles of growth and change rather well and yet today the public realm and public life profile is no longer consistent with the culture and energy of present-day Calgary. The energy and vibrancy of Stephen Avenue is not sufficient to attract investment from new industry partners, the physical condition of the mall has deteriorated and has resulted in vacancies in key locations. Combined with the growing presence of less socially acceptable behaviour and many missing amenities of a complete neighbourhood, it is time to re-imagine Stephen Avenue and its place in downtown Calgary.

Generating a bold and compelling vision for the future of Stephen Avenue will require new ways of working and thinking for the City of Calgary and its cultural and business partners. A great public space must be well located and well designed; seeded with the right combination of culture, commerce and play; and create authentic invitations for many people to care and participate in actively stewarding and caring for the space.

A beautiful new streetscape design is necessary but not sufficient to catalyze the transformation of Stephen Avenue. Great design must be paired with a robust program for economic investment and redevelopment and a strong framework for operations, maintenance and stewardship.

This project will provide a strong vision for future enhancements and development that unifies districts, reinforces a sense of place and enhances the pedestrian experience by focusing on improving the public realm, creating an environment that enhances partnership with local businesses and strengthens the connections to local cultural partners.

This document provides a summary of the engagement put forth for re-imagining Stephen Avenue and the key findings gathered from the public storefront, stakeholder workshops and on-line engagement.



Engagement Overview

The initial engagement for the Future of Stephen Avenue (8th AVE SW from 11th ST SW to Macleod Trail SE) has been broken up in four categories:

- **Public Space Public Life Study (PSPL)**
- **Public Store Front Open Houses**
- **Stakeholder Workshops**
- **Online Engagement**

The consultant and client team kicked off the Future of Stephen Avenue project in August 2019 with a Public Space Public Life (PSPL). The PSPL survey was conducted using methods developed by Gehl, involved more than 64 Calgarians generously donating their time to learn the Gehl methods and apply them on site to the benefit of the Future of Stephen Avenue.

The second round of engagement took place in December of 2019 and included a public storefront, targeted stakeholder workshops and an on-line engagement questionnaire. Stakeholders were given the opportunity to provide comments and feedback and to confirm the 'hunches' developed by the consultant team. It was also an opportunity for stakeholders to tell their own stories about Stephen Avenue and provide the consultant team with the perspective of a citizen and how they use Stephen Avenue today and what could help improve Stephen Avenue tomorrow and over the long term.

The lessons learned from the various forms of public engagement will serve both as benchmarking for future change and help to inform preliminary concept designs.



Public Space Public Life Study (PSPL)

A Gehl developed method focusing on putting people first in urban design and planning.

Measure what you care about!

All cities conduct detailed analyses of traffic and parking. Motor vehicles are ever-present in the planning process. It is unsurprising then that many plans and policies are oriented around the behavior of cars, instead of people.

A growing number of cities now count and observe how people actually use the city, how they move through the city and what they do when they spend time there.

Measuring how people use space allows cities to optimize public space for human comfort and active mobility, allowing for holistic solutions that take all users of the public realm into account.

What is public life?

Public Life is the shared experience of the city created by people when they live their lives outside of their homes, workplaces and cars. It is the everyday life that unfolds in streets, plazas, parks, and spaces between buildings.

Public Spaces are all places publicly owned or of public use, accessible and enjoyable by all for free and without a profit motive.

Why study public life?

- Identify opportunities to increase people's quality of life
- Understand and visualize the impact that your work has on people
- Tell stories and make evidence based arguments for change

What was studied?

Counting People Moving

Measure how many people pass through a space and by what means. Looking across multiple count locations in an area can provide insights into which modes are under-represented, and how this corresponds with the invitations provided for these modes. This tool also counts age and gender representation by mode.



Mapping Stationary Activity

Public Life 'Stationary Activity Mapping' provides insights into where people are spending time, what they are doing, and how they are occupying space. These activities represent much of the life of the public realm. This tool also takes age and gender representation into account.



Mapping Public Space Quality

In addition to public life data, the public space quality was assessed and mapped. Public space components mapped and assessed include ground floor activation, lighting, and paving quality, furniture and more.

What We Asked

Public Store Front

Stakeholders were able to drop into a location directly on Stephen Avenue to view engagement boards, provide their input, and speak with project team members directly. The store front took place on December 4, 5, and 6, 2019 and individuals were asked the following questions:

- Q: Are we missing anything about the current life on Stephen Avenue?
- Q: What should be prioritized on Stephen Avenue?
- Q: Any additional feedback?
- Q: Comments on programs and spatial characteristics?

Stakeholder Workshops

Stakeholder workshops were held on December 4, 5, and 6, 2019 with internal City staff, key stakeholders and partners. Through group discussions, participants were asked:

- Q: How does Stephen Avenue compare to other main streets and neighborhoods? What kind of 'mile' is it today? And what kind of 'mile' should Future Stephen Avenue be?
- Q: What is the role and identity of Stephen Avenue in Calgary today and how can this be redefined through leveraging existing assets, new investments and better connecting Stephen Avenue to the rest of Downtown Calgary?
- Q: What are the key economic factors that defines the current conditions in and around Stephen Avenue and what might be the future economic drivers?
- Q: What is the current public space/public life profile of Stephen Avenue and how might this be expanded short term - medium term and long-term to secure a thriving downtown main street for all to enjoy?

- Q: How is Stephen Avenue governed and funded today and what may be crucial steps in securing future success?

Online Survey

Online engagement was available from November 8 – 28 to allow for stakeholders to review the project and provide feedback on-line.

The questions from the on-line engagement were designed to cover overall sentiments about Calgary and Downtown Calgary, how people experience it, how often they visit, where they mostly go when visiting and why. The intention was to keep it broad, but also short. We are asking beyond Stephen Avenue as we want to learn what people value about Calgary in general in order to learn what might need to be added to the Stephen Avenue experience in order to invite people to come more often and stay for longer.

Questions related specifically to Stephen Avenue have been included to capture further sentiments from the general public, beyond what was captured in the 2018 survey conducted by the City of Calgary. The intent is to both capture people that spend time on Stephen Avenue today, what they value and would like to see, as well as people that may not spend time on Stephen Avenue today, but could be future audiences.



What We Heard | Summary

During the various forms of engagements held in December 2019 the overall sentiment from the public and stakeholders was that the consultant team was going in the right direction and that the site analysis and 'hunches' developed represented accurately the current public space and public life profile on Stephen Avenue.

During this phase of public engagement the consultant team captured over +600 comments from the community, respondents wanted to see Stephen Avenue become more:

- Pedestrian friendly
- Active at night
- Active over the weekend
- Safer
- Greener
- Better lit
- 4-season design

and expressed a need for change through:

- A well-defined experience for all users and all modes of transport
- Accessible and attractive for all people, all day, and all year round
- Inclusive and diverse, with activities for all ages, abilities and price-points
- A comfortable place to both move through and linger for longer
- A mixed use street, with more residents, more small shops and more events
- A well-governed place, designed and programmed in its' entirety
- Designed with a unique mix of programming elements that respond to the seasonality of the Calgary climate

Participants expressed a need for focus on...



What We Heard | Public Storefront

The public storefront took place from December 4 - 6, 2019 in a vacant storefront on Stephen Avenue. 165 community members and stakeholders (136 community members + 29 stakeholders) passed through the storefront and provided verbal feedback, submitted comment cards and selected elements on the presentation boards that most closely aligned with their views in the form of a 'dot-mocracy'.

The general feedback was positive and demonstrated that the community and stakeholders were excited for change.

The consultant team identified the following emerging themes from the public storefront engagement sessions:

Divergent Views:

- Presence of homeless population + perception of safety
- A place for kids & families vs. a hang-out spot for adults
- Pedestrian only street vs. better bike lanes, more convenient & cheaper parking
- Importance of cars & parking on and adjacent to Stephen Avenue

Convergent Views:

- A destination for tourists and locals
- A year round place with all season programming and events
- Honor and celebrate history, heritage, character
- More lively place on the nights and weekends
- More diversity



What We Heard | Stakeholder Engagement

Stakeholder workshops took place in both August and December of 2019. The stakeholder groups were broken down into three groups:

Taking Care of Business

- Building Owners
- Landlords
- Building Tenants

Institutions and Anchors

- University & Colleges
- Museum & Arts + Cultural Institutions
- Convention Centre

Civic Partners

- Key City Staff
- Councilors

During each of the stakeholder meetings the groups were asked “what are your major priorities for the project”, “what should be prioritized” and “do you have any projects that might impact Stephen Avenue that the design team should take into consideration”.

The consultant team identified the following emerging themes from the public storefront engagement sessions:



Emerging Themes:

- Scale
- Flexible/Changing Spaces
- Varied Patio Location
- Defining Space / Layering of Space and uses

Safety

- Movement
- Multi-modal Street
- Street design for all modes
- Seamless design curb to curb
- Improved Circulation

Ensure area for business Loading

- Spending time
- Comfortable + Flexible Seating Options
- Kids Play
- Something for all ages and abilities
- Personal Intimate Connection Opportunities

Early Activation

- Pop-up Design Ideas
- Vendors on the Street
- Micro Business
- More Late Night Activity
- Improved Programming
- Both Passive and Active Opportunities for Rec

Environment - Sustainability - Maintenance

- Integrated drainage
- Environmental options
- Sense of Nature
- Textures
- Natural Elements
- Importance of Detail as it Relates to Maintenance

Process

- Transparency
- Great Civic Presence for Events
- Winter City Strategy



"We need a vibrant and diverse set of experiences to get people out of the sky and onto the street."

"We need to define what kind of mile we want Stephen Avenue to be."

"Stephen Avenue is the spine of Calgary - from end to end. Make it connected!"

"Let's encourage early activation, pop-ups and improve conditions for vendors on the street and for small businesses to set up shop"

"There is a need to plan for how this is built, make sure to coordinate efforts when planning the implementation"

"Remove red tape, make it easier to host events and encourage more people to do so."

"Develop a realistic strategy for activity and programming"

"Create spaces for big events with infrastructure in place"

"Take cars out to make it safe, current navigation is messy and makes it unsafe for all"

"Include terror and disaster (storms) mitigation into the redesign"

"Make sure to measure before and after implementation to understand impact"

"Some businesses are crime attractors, advise on how to mitigate"

"Vacancies are a big issue, there is a need to think in mixed-use development"

"Leverage all the great assets already here! Showcase them!"

"Think heritage 'beyond old' - there are many wonderful assets on Stephen Avenue that should be preserved and built on"

"Calgary is 'sneakily walkable' - we forget about Stephen Avenue"

What We Heard | Online Engagement

The on-line engagement questionnaire was available to the public from November 8 – 28, 2019 and received 294 responses.

The questions from the on-line engagement were designed to cover overall sentiments about Calgary and Downtown Calgary, how people experience it, how often they visit, where they mostly go when visiting and why. The intention was to get a broad understanding of what people value and why. The consultant team also looked beyond Stephen Avenue to learn what people value about Calgary in general in order to learn what might need to be added to the Stephen Avenue experience in order to invite people to come more often and stay for longer.

The consultant team identified the following emerging themes from the on-line engagement questionnaire:

Emerging Themes:

- Survey respondents frequently used words such as 'beautiful', 'lively', 'green', 'natural', 'variety of shops' and 'walkable' when describing their favourite place in Calgary.
- The majority of survey respondents spend time on Stephen Avenue every day, every week or a couple times a month
- Over two thirds of survey respondents spend time in downtown Calgary every day or every week
- Almost 2 out of 3 people walk or take public transportation when visiting Stephen Avenue
- The majority of survey respondents stay on Stephen Avenue for 1-2 hours
- The majority of survey respondents say parking is not a major factor
- The majority of survey respondents are between the ages of 24-44



On-line Survey Key Take Aways

68% of people surveyed spend time in Downtown Calgary weekly

31% of people surveyed come to Stephen Avenue for food and drinks, followed by 20% for shopping and services

Walking was the main mode of transportation used when visiting Stephen Avenue.

43% arrived via foot

What do you like about your favourite places in Calgary?

'beautiful', 'lively', 'green', 'natural', 'variety of shops' and 'walkable'



Next Steps

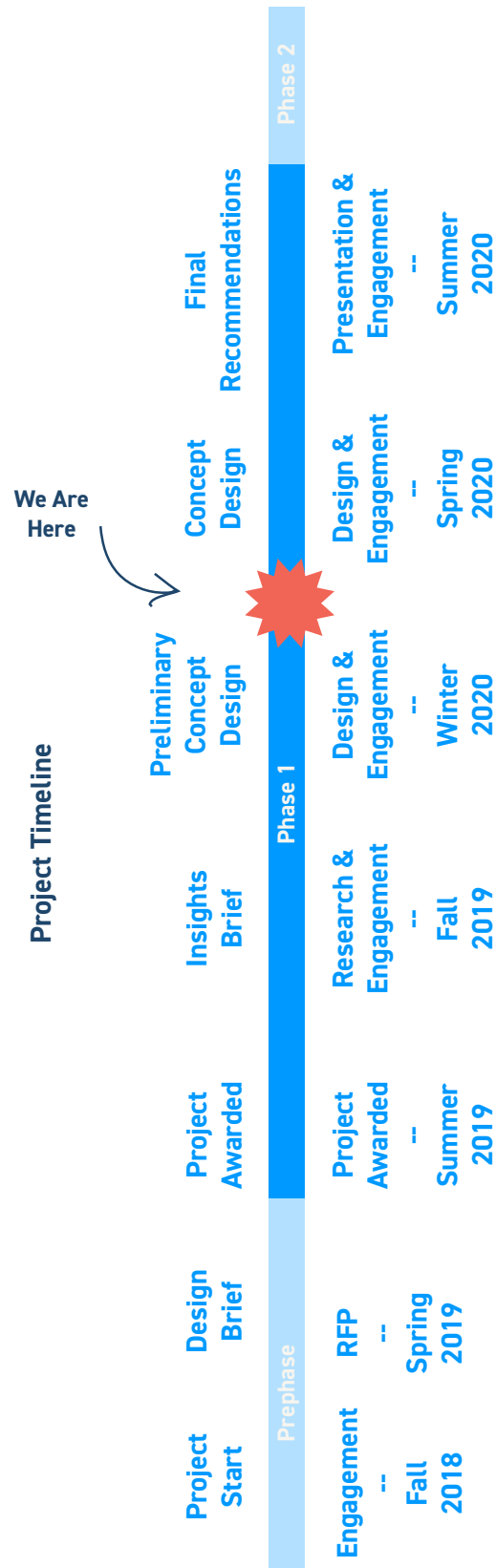
The feedback received from the public, stakeholders and City staff during this stage of engagement will serve both as benchmarking for future change and help to inform the projects vision and goals, preliminary concept designs and the strategic moves to help transform Stephen Avenue.

The future of the project and decisions will require that the consultant team and City of Calgary address the opposing viewpoints on design details arising from stakeholders' differing values. Additional parameters, such as internal policies, technical constraints, and strategic plans, will also need to be taken into consideration to ensure the design solutions closely align with the overall vision for Calgary.

Thank you for your continued participation!

We have endeavoured to work collaboratively with you throughout this process and greatly value your ideas, feedback, and knowledge. Although this stage of the process is at a close, we would be happy to continue to receive your input moving forward, as we work towards establishing a new vision for Stephen Avenue that creates opportunities for private investment and redevelopment, creates short, medium and long-term strategies that can be implemented over time to make Stephen Avenue better for all Calgarians and visitors and extends the energy and liveliness of the entire 8 Avenue SW corridor.

We will share more information regarding the next phase of engagement in the coming months. Please visit www.Calgary.ca/StephenAve for project and engagement updates.



Appendix: Recorded Comments

The Future of Stephen Avenue

Key Stakeholder Engagement

August 2019

Stakeholder workshops

- 'Taking Care of Business'
 - Favorite Images



- Words associated with images
 - Vibrant
 - Family Oriented
 - Green
 - Comfortable Scale
 - Mix of Uses
 - Safety / Comfort
 - Unique Art Features
 - Free things to do (dancing in the street)
- What we heard - wall capture
 - Think big – 'visionary realism'
 - Be fearless, people will be negative
 - Plan for HOW to build, coordinate efforts

- Implementation
 - Design / program
- Define the experience – varying identity across 2.2km
 - Businesses
 - Restaurants
 - Programming
 - Exciting food culture
- Public / private
 - Build trust
 - Relationship building
 - Governance model
 - Incentivize businesses to invest
 - Including building housing
- Develop a realistic strategy for activity and programming
 - Live – work - play
 - Edgy public art ‘cool creepy’
 - Pop-up programming / temporary installations
 - Vitality
 - 7 days a week
 - All year – winter!!!
- Infrastructure
 - WiFi + Fibre + 5G
 - Heating/cooling – covering
 - Getting rid of patios / patios 2.0
- Leverage all the great assets already here – showcase them!
- Access - linking
 - Walkability for all – people in heels too
 - Different modes
 - Parking
 - Mitigate for the physical/mental disconnect
 - Pedestrianize one of the underpasses
- Create amenities for
 - the ‘new work-force’ coming in
 - and for the people already there – the 9-5 crowd
- Clean and safe
- Improve ties to the downtown network
- Find ways to program the empty spaces
- Plans for temporary space activation
- Winter Strategy
 - Snow Storage
 - Activation
- Ability to host events
 - Create spaces for big civic events

- Design space with the infrastructure in place to put up tents, screens, disaster management strategy
- Continued communication / engagement
 - How do we manage scope with continued conversations and connecting with people that was not here today?
 - One on one meetings
 - Consolidated workshops in November including businesses on Stephen Avenue not represented at this first meeting

- **'Institutions and anchors'**

- Favorite Images



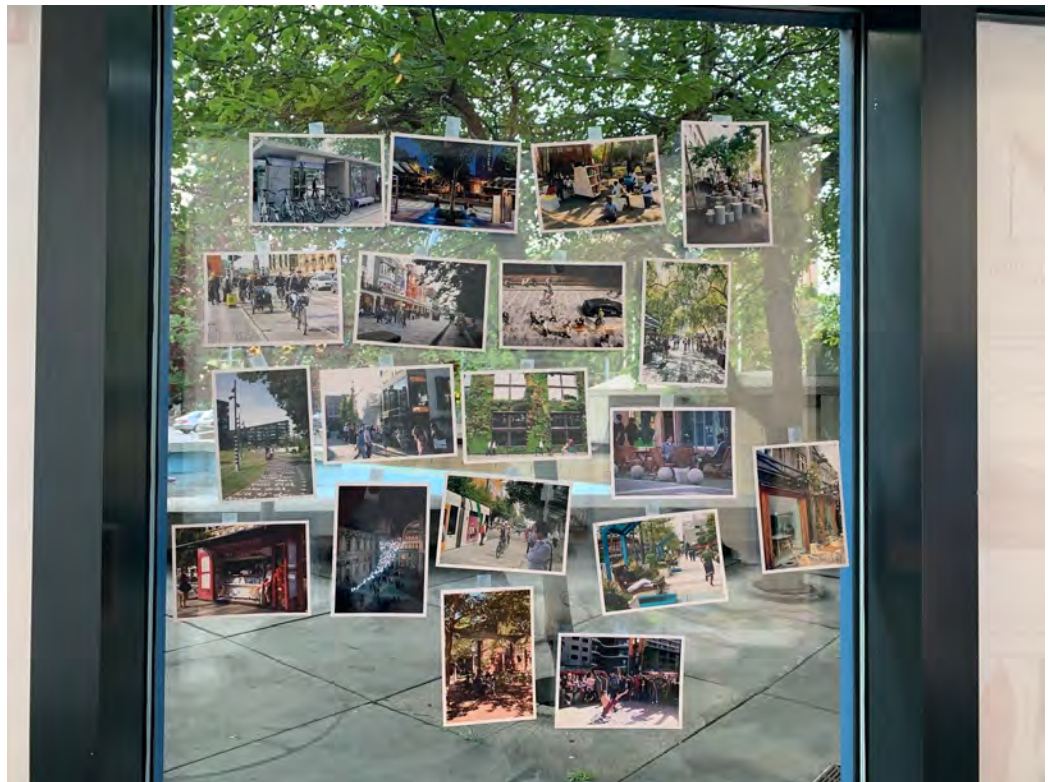
- Words associated with images
 - Night Lighting
 - Vibrancy throughout 4-seasons
 - Family Friendly
 - Compelling Experiences
 - Think Big
 - For All
 - Colourful
 - Lots of Seating Options
 - Fun Factor
- What we heard - wall capture

- Prompt from MM: What kind of mile is Stephen Avenue going to be?
- S.A is the spine of Calgary - from end to end, make it connected
 - Connected identity and character
 - Think of Heritage beyond 'old', there is a lot of contemporary architecture to include
- Melbourne model
 - Small businesses
 - Startups let the millennials come in'
 - Micro retail
 - San Francisco flower shop model to detract from illicit behaviour
- Character
 - Reasons for locals to go
 - Different from other main streets in CA
- Mobility for all - and make it clear
 - It's confusing today, cars vs no cars allowed at different times of the day
 - Who is the street for?
 - Make it flexible, but clear who it's for
 - Calgary is 'sneakily' walkable - we forget about S.A.
- Environment - sustainability
 - Trees
 - 'Age well'
 - City Tree Oslo
 - Green Street Washington DC
- Inclusivity
 - A place for all, also marginalized
- Make lingering comfortable and layer activities and functions
 - Benches for varying duration of stays
 - Program for all
 - Free
 - Pet access
 - For kids
 - Flexibility
 - Pop-up public events
- Governance and activation
 - Communicate - coordinate - collaborate
 - Change to bylaws / remove red tape
 - Students, institutions as activators
- Economic development
 - Vacancies is a big issues
 - Mixed-uses necessary
 - Utilize small spaces - invite small businesses in
 - Smaller and more interesting retail

- Bring in more residents - There are residents - bring in amenities for them (West End), utilize existing residents as catalysts
 - Complete neighbourhood with amenities for locals
 - Grocery store
 - Good access to S.A.
 - Existing residents as catalysts
- Utilize conventions as economic driver - lever
- Ambassador program?
- Get people that live in the sky to come down on street level
- Tax holiday for heritage - density transfer

- **'Civic'**

- *Favorite Images*



- Words associated with images

- European
- Vegetation
- Multimodal
- Clever design of infrastructure
- Variety of seating options
- Shared Space
- Lighting
- Comfortable micro-climates
- Safety

- Connections to the alleys and side streets
- What we heard - wall capture
 - Don't tell us what we already know
 - Use existing data and work to inform the Stephen Avenue work
 - Focus on bringing in new methodology, approach and thinking. New ideas, perspectives and uses.
 - Create a shared common vision
 - Differentiate
 - Connect S.A. efforts to other DT investments
 - Celebrate various characters along S.A.
 - Connect to alleys and +15
 - Physical
 - Visibility
 - Use side-streets to complement S.A.
 - Balance movement with street activity
 - Multi-modal in a safe manner
 - Walk
 - Bike
 - Micro-mobility
 - All welcome!
 - Shared street?
 - Universal access!
 - Make it work at night for all modes too
 - Safety and security
 - Measure before and after
 - Covered areas attract illicit behaviour e.g. bus shelters were taken out
 - Take cars out to make it safe, current navigation is messy and makes it unsafe for all
 - Include terror and disaster mitigation (storms) - make it integrated into design, not add on solutions
 - More new residents is resulting in more reporting of illicit behaviour
 - Combine safety measures with public art
 - Some businesses are crime attractors e.g. McDonalds
 - Accessible and attractive for all, all day and all year
 - Aging population
 - Families
 - Kids
 - Low-cost / no-cost
 - Free recreational opportunities
 - Play

- Extend hours beyond 9-5
 - Winter activation
 - Late night
 - Use is already changing with more evening activities and more residents - leverage!
 - Encourage social connectedness
 - Governance
 - Red tape removal...
 - Ability to host events
 - Encourage small businesses
 - Infrastructure and maintenance
 - Mindful about cost, make it sustainable
 - 5G
 - Loading
 - Parking
 - Event infrastructure integrated into the design
 - Winter operations
- **Major Themes for Stakeholder Workshops**
 - Overarching themes
 - Scale
 - Flexible/Changing Spaces
 - Varied Patio Location
 - Defining Space / Layering of Space and uses
 - Safety
 - Movement
 - Multimodal Street
 - Street design for all modes
 - Seamless design curb to curb
 - Improved Circulation
 - Ensure area for business Loading
 - Spending time
 - Comfortable + Flexible Seating Options
 - Kids Play
 - Something for all ages and abilities
 - Personal Intimate Connection Opportunities
 - Early activation / activation
 - Pop-up Design Ideas
 - Vendors on the Street
 - Micro Business
 - More Late Night Activity
 - Improved Programming
 - Both Passive and Active Opportunities for Rec

- Environment / sustainability / maintenance
 - Integrated drainage
 - Environmental options
 - Sense of Nature
 - Textures
 - Natural Elements
 - Importance of Detail as it Relates to Maintenance
- Process
 - Transparency
 - Great Civic Presence for Events
 - Winter City Strategy
- **Sticky Notes:**

The following is a list of the text written by the various individuals at the three stakeholder workshops. The question was posed “*what are your major priorities for the project*”:

 - Transportation! Including private cars
 - More attractive, brighter, more accessible
 - Durable + flexible design
 - Governance structure
 - Attractions & retaining talent
 - Vibrancy & showcase
 - Stimulate new residential downtown
 - Events + festivals
 - Create space for winter activities
 - Create connectivity to the entertainment district
 - Activation at night and on weekends
 - Destination for visitors
 - Connectivity
 - Nightlife
 - Experience sense of place
 - Improving basic maintenance of the public realm
 - Work with City/CPS on increasing security and patrols along Stephen Ave 24/7
 - Make Stephen Avenue Inviting to traffic from +15 level to street level
 - Create incentives to building owners to improve their private properties (private public partnerships, store fronts, sidewalks etc)
 - Instagramable
 - Become a prime civic space for YYC
 - Four Season Life
 - Connections
 - Flexibility
 - Ability to flip from day to night and one day to the next

- Improved definition of the ROW
- Create a real shared street
- A vibrant business street front
- A vibrant balance between safety and security
- Disaster mitigation as part of the built environment
- Culture and art components that are dual purpose
- Common shared vision
- Differentiate
- Methodology is exciting - reveal new perspectives, opportunities and vision
- Ensure that existing data available is accessed
- Do not tell us what we already know
- Dynamic public space
- Better use of the ROW
- Strong connections
- Accessible and age friendly
- Listen to users needs
- Improved programming
- Four season activations
- Create something unique to Stephen Avenue and Calgary
- Ability to host events (not simply a passage)
- A place that visitors want to go + locals want to take visitors
- Longer day + night uses of the mall
- Improve public private interface
- Linking together key spaces
- Expand vibrancy to the west and 2-8th
- Review modal allowances
- Better open space destinations
- Programming
- Compelling experiences - mix of programming and retail for a broad audience
- More late night activity
- Make the space safe
- Give it a cool unique brand
- Safety
- Seasonality
- User Friendly
- Economic Activity
- Inclusivity
- Engagement/Programming/Experience
- Social connection / pro social behaviour
- Wayfinding
 - Where to go
 - Connections to
 - East Village

- West Stephen Avenue
 - North / South Downtown
 - Contemporary Calgary
- Creating reasons to locate on Stephen Avenue
 - Stay after work
 - Come down for something other than work
 - Get locals to explore
 - Make Stephen Avenue a habit for Calgarians
- Unleash the west ... Market
 - Downtown west has a high residential density with nowhere to go and little to do. We need vibrant and diverse set of experiences to get people out of the sky and onto the street.
 - Grocery stores
 - Restaurants
 - Retail
 - Public leisure space
 - Market / Maker Space
- Make it safer by design
 - I recently had my kids on Stephen Avenue and it was uncomfortable and not safe due to illicit behaviour, homelessness. How can design and activation support a natural displacement of that activity. At night everyone is gone or inside, we need to activate the street not just businesses.
- How do we connect character? Historic district to the 1970's architecture.
- We need smart design or a design direction for what the next street (west stephen ave) should be - Facades, Materials, How do we blend new and old?
- Priority - Environmental Sustainability
 - City tree Oslo
 - Functional Air pollution
 - Stormwater management
 - Green street Washington DC
- Priority - Create places that prompts conversation
- Priority - Safety
- Priority - Jazzy, Pop, Think Big and be inclusive (families, seniors, new Canadians)
- Priority - Programming as it adds to the Stephen Avenue experience
 - Good reasons to loiter
 - Diverse cultural experiences
- Safety
 - Wayfinding / Lighting that helps to promote safety
- Focus on safety and balancing use of space
- Priority - Story + narrative experience
 - Go home with the feeling of an experience

- Stephen Avenue is the 'XX Mile'
- General CPTED Principles
- Improve Social disorder & crime
- Improve type of business attracted to area
- Walking welcome
- A shared street
- Cool things in the alleys
- Biking welcome
- Micromodes welcome
- Add play / design for children
- Priority - Getting out of the way
- Universal accessibility
- Make Stephen Ave the centerpiece of a vibrant and active centre city district
- Micro Economy - Retail opportunities (Melbourne Model)
- Passive and active opportunities
- Low or no cost activities
- Winter city strategy
- Develop a realistic strategy to encourage evening and weekend activity
- Find ways to integrate multi modes of transportation with no conflict zones
- Incentives the business community to invest in the redesign
- Lift the City's cultural ground work by elevating bottom up ideas
 - Free and accessible cultural events
- Clear, cohesive connection of cultural 'dogbone' Contemporary Calgary + Glenbow and Jack Signer
- Encourage civic engagement in the cultural sector
- Safety of Public Space
- Loading for business
- Priority - Plan for winter
 - Snow storage
 - Activation
 - Safety and maintenance
- Priority - Utility access
 - Fibre + 5G
 - Water
 - Electricity
- Priority - Revenue for sustainability
- Priority - Maintenance costs
- Relax the by-laws on Stephen Avenue for special events, patio space, usage and signage
- Achieve the multi modal goal 'bikes and peds in harmony'
- Great ties to the overall network
- Constructability
 - Design something that can be constructed in Calgary

- An end product which allows us to implement the plan - governance, maintenance, budget. Ensure we can get this built
- Ensure we understand what's under the ground to avoid surprises and \$\$\$\$
- Space/Opportunities for pop-up design build projects by the architecture and planning students SAAPLE
- Flexible customizable space
- Design for festivals/temporary equipment
- Make it cool
- Give it a unique brand
- Make it safe
- Create a strong connection to the arena and bmo
- Clean up, beautified, consistent look
- Strong model for governance
- Designated pedestrian only zone
- Priority - Safety
 - Comfort
 - Being / Staying not just walking by
- Focus on mobility
 - How/When and priority
 - Pedestrians
 - Bikes
 - Scooters
 - Cars
- Finding ways to fill all the empty spaces
- How do we address retail and office vacancies. The project should look at economic development in tandem. You can create pretty art but the vacancies are a huge issue.
- Beautification and ambiance. Think of Victoria - flower baskets, lights
- Activity and social gathering
 - This adds life to the street
 - Food trucks
 - Pop up music
 - Calgary seems to drop all programming when the cold hits
- Climate control features for patio space
 - Denmark has heat lamps, blankets to extend the seasons
- Create a space that encourages stickiness

General notes:

- Alignment of public and private investments
 - Density brings amenities
 - Move away from the grand scheme and onto 'if you invest – we invest'
- BID representation – who do they connect with, a lot of business owners are not part of this

- Glow is the 'takeover' not 'the City' but Stephen Avenue as an entity
- 3 months is not enough for activation, needs to be more
- Governance – public private
 - other groups will approach us wanting to do things
 - capacity building with key partners
 - stewardship framework
- November – big meeting / workshop around governance
 - Tied to Blue Ribbon panel Q&A / party
- Areas of influence
 - Scope vs big ideas
 - City responsible to answer to that
- CRL new model used for East Village
 - Look at this for Stephen Avenue
- Levies goes into a big pot, but a lot is collected, can this be utilized for S.A. development
- Center Street 'red tape removal'
 - Slate / Scotia Bank building

Storefront & Blue Ribbon Panel

Feedback and Comments

The Future of Stephen Avenue Engagement

Wednesday, Thursday, Friday | December 3rd, 4th, 5th

Contents

Emerging Themes	1
Direct Quotes	1
Storefront Attendance	3
Board Votes	3
Feedback Cards	3
Storefront	4
Blue Ribbon Panel	17

Emerging Themes

- Presence of homeless population + perception of safety | *divergent views*
- A place for kids & families vs. a hang-out spot for adults | *divergent views*
- Pedestrian only street vs. better bike lanes, more convenient & cheaper parking | *divergent views*
- A destination for tourists and locals | *convergent views*
- A year round place with all season programming and events | *convergent views*
- Honor and celebrate history, heritage, character | *convergent views*

Direct Quotes

"Make it a people street." – *Calgary resident*
"Make it a 'Live' Place." – *Calgary resident*
"Quality over quantity" – *Calgary resident*

Storefront Attendance

of Storefront attendees

	Stakeholder	Public	Total
Wednesday	14	30	44
Thursday	15	61	76
Friday		45	45

Board Votes

of Respondents for the Boards (sticker dots)

Board		Response										Total
#	Heading	Yes		Yes, somewhat		Neutral		To some degree		Not at all		
		Public	Stakeholder	Public	Stakeholder	Public	Stakeholder	Public	Stakeholder	Public	Stakeholder	
5	Working on Stephen Avenue	11	6	5	7	3		1				33
		52%		36%		9%		3%		0%		
6	Living on Stephen Avenue	7	13	9	5	4	3	1			1	43
		47%		33%		16%		2%		2%		
7	Shopping + Entertainment on SA	15	12	4	1	4	1	1	2	1		41
		68%		12%		12%		7%		2%		
8	Moving on Stephen Avenue	27	17	1	4							49
		90%		10%		0%		0%		0%		
9	Staying on Stephen Avenue	17	8	7	4				2		1	39
		64%		28%		0%		5%		3%		
10	Staying on Stephen Avenue	22	9	6	1	1	3		1			43
		72%		16%		9%		2%		0%		
11	Safety on Stephen Avenue	10	7	2	1	2	1			1		24
		71%		13%		13%		0%		4%		
12	Public Space on Stephen Avenue	14	8	8	3		1					34
		65%		32%		3%		0%		0%		

Feedback Cards

of Respondents for the Feedback Cards

	Unique Responses	Calgary Resident	Downtown Resident	Local Business Owner	Local Business Employee	Downtown Student	Downtown Student	Tourist	City Staff	Developer/Property Owner	Local Institution Rep	Other
Blue Ribbon Panel	6	1	2		2					2	1	
Storefront	Wednesday	15	9	4	1	4	1		1	2		1
	Thursday	16	12	5	1	3	1		2			3
	Friday	11	10	6	3				1			

Storefront



Q: Are we missing anything about the current life on Stephen Avenue?

Downtown Residents:

- Great coverage of the street in the presentation. -*Downtown resident*
- There is a major tourist space and we need to both define the characteristics of Stephen Avenue but not neglect connectivity (& perceived optics) to 7th and 9th Avenue and C-train platforms. -*Calgary resident, Downtown resident, Local business employee*
- The gap between the rich and the poor is for me, the most visible on Stephen's Avenue. There's nothing at the end towards the armoury. -*Calgary resident, Downtown resident, Local business employee*
- I think the lack of mixed-use in the structures around the core, more residential means more 'locals'. -*Calgary resident, Downtown resident, Downtown student*
- Something besides drinking to keep people downtown after 5pm -*Calgary resident, Downtown resident*
- More entertainment like it was stampede time. -*Calgary resident, Downtown resident*
- You've summarized the situation quite well. Love the board on public space - this could be given higher priority over things like safety (I feel this is a broader Calgary issue - don't know how much upgrading Stephen Avenue will help with this). -*Calgary resident, Downtown resident (Beltline)*
- More activity at weekends especially winter pretty dead. -*Downtown resident*
- In winter when it gets dark early, I'm reluctant to go to events because of safety concerns as a single woman. -*Calgary resident, Downtown resident*

Calgary Residents:

- As a cyclist, the current infrastructure is not great in winter, including snow removal in pedestrian areas & lanes. Poor drainage & businesses ploughing their snow into the bike lane. -*Calgary resident, Local business employee* (I cycle from Edworthy Park daily including 8th Ave SW)

- No, I think the most important topics were mentioned here. The images here are really useful!
-*Calgary resident*
- Something that connects 8th Avenue to the library without going around city hall - we have a treasure trove of people who may need that little boost to access Stephen Avenue. -*Calgary resident (live in mission - border community)*
- Get rid of cars, more seating, higher quality, more plants, recreation that encourages sociability
-*Calgary Resident*
- Most of the activities on Stephen Avenue are aimed at business people after work so after 7 pm it's dead. -*Calgary resident, Local business employee*
- It is run down (cracks in concrete, broken bricks). Look at Inglewood trash/recycle containers; move McDonald's/Tims out (local bus preferred) -*Calgary Resident*
- Using the street to get from one place to another. 'Moving' board doesn't address broader connectivity. -*Calgary resident*
- Difficult to say why but Stephen Ave doesn't feel (a certain section) like a historical street with shopping but shopping with some historical facades. How did it lose its quality? Not enough area? (like Seattle's old town). No definition of street? Denver? Re-make the street so it feels like a historical street with shops? Not allowing cars even the best idea anymore? Distance in between too far? -*Calgary resident, Other: Inner city resident*
- Local amenities are important - living in Mission without a car, the Dollarama, Winners etc are my walkable options. -*Calgary resident*
- Think "market". Pike Place in Seattle for example. Always 1000's of people. -*Calgary resident*

Developer/Property Owners:

- Needs more residential. -*Developer/Property Owner*
- I feel safe on Stephen Avenue between 7 am-6 pm Monday to Friday, after 6 pm/evenings, I don't.
-*Developer/Property owner*
- I don't feel safe at night in downtown. -*Developer/Property owner*

City Staff:

- What has worked? -*City Staff: CEMA*
- Welcoming places for families -*Calgary resident, City staff*
- More evening activation, more flexible seating, more play infrastructure for kids. -*Calgary resident, City staff (ERU)*
- There are conflicts with bikes when the avenue is used as a pedestrian mall. -*Calgary Police*
- Social disorder takes up most of police time. -*Calgary Police*
- 100,000 people, 170 police officers = limited resources -*Calgary Police*
- Actively trying to reduce/address the perception of safety as it's declining -*Calgary Police*
- 'Areas of concern' instead of 'hot spots' -*City staff*
- What happens if/when the safe injection site closes? -*City staff*

Local Business Owners:

- It would be great to have more residential/loft living in some of these heritage buildings. Also more benches outside of restaurants and zoned roof-top patios. Have an ave festival (eg sun + sun salsa, mardi gras, lilac fest) art walk, winter market with licensed beer garden or mulled wine. Winter fires all the time! -*Local business owner*
- Even for a business owner, it's too expensive to park here. -*Local business owner*

Local Business Employees:

- It doesn't need to bring children or appeal to the old people. It's not about attracting people to sit and loiter, it's about getting people to 'use' the area in a positive way -*Local business employee*
- There are not enough children outdoor free activities over the year. I would like to see more of those types of events. -*Calgary resident, Local business employee*

Students:

- Try to make Stephen Ave a busy and vibrant place around the clock rather than during "working hours". -*Calgary resident, Local business employee, Downtown student*
- Weekday life, night time activity. -*Calgary resident, Other: Student at UofC*

General:

- Safety in Olympic Plaza + City Hall Station specifically. Reasons and ease of movement from one end to the other. All your points are very relevant! Good job.
- Get local produce on mall during summer time but not justy 1 day of the week
- History, heritage, character vitally important
- How do locals and tourists understand what is happening here/when? -*Calgary resident, Downtown resident, Local business employee*
- Programs and spatial characteristics boards are confusing
- Stephen Ave is an iconic spot, thanks for taking public input! -
- People need a grocery store + everyday amenities. How can the new accommodation indulge diverse and affordable options for low income and families?
- We need to turn it into a 'Live Place'. How do we get developers to repurpose office?
- The downtown is fractured - the new plan needs to fix the missing links.
- Really well-structured presentation in scope and language used. Questions + Ideas + examples from across the world were well placed for impact + ease of understanding of the general population looking at this project.
- CHARACTER shops & restaurants - The way they were just over 10 years ago.
- We are missing a 'LOOK' or brand. People perceive Stephen Ave as a 9-5 office workers only space.
- A destination showing the excitement and being proud of being a Calgarian, Albertian, Canadian. No flags on buildings indicating these characteristics.
- Interactive and accessible art that can be consumed by the general public (ie. \$0 admission costs, not too abstract).
- Integrated living arrangements / residential facilities.
- Incorporation of digital technology.
- Stephen Avenue doesn't need to try and become a 'complete neighbourhood'. It should maintain its unique business district identity that serves the adjacent residential downtown districts.
- Look at other similar districts in large cities rather than other districts within Calgary to keep a distinct identity.
- High-quality street treatment.
- Public art/infrastructure & dismal facades.
- Take away 'Stale' sections.
- Replace tacky stucco film theme street treatment on Globe theatre sidewalk between 5th and 6th Streets.
- The Core Mall closing SO early, no need for people to come downtown for shopping etc. weekends/evenings so they find other places as there is no real entertainment.
- Like the idea of the evening market and street vendors, an increase in foot traffic + attracts more people to existing businesses.

- There is NO reason we need cars on Stephen. Use the cross street. Make this area truly special and for people.

Q: What should be prioritized on Stephen Avenue?

Downtown Residents:

- Movement, the opportunity for interaction. Please, no bible-thumping! -*Downtown resident*
- I think community programming should be prioritized. I don't think we need more 'retail' unless they are local businesses. Pop-ups to test business ideas! -*Calgary resident, Downtown resident, Local business employee*
- Pedestrian safety. Winter activation. Cultural activation/animation. -*Calgary resident, Downtown resident, Local business employee*
- Bring more retail (even temporary) to Stephen Ave, more family style dining (fewer bars), fix sidewalk to remove uneven bricks, have a drop-in warming/cooling site for homeless to extricate them away from merchants/crime involvement. -*Calgary resident, Downtown resident*
- Brighter lights, cheaper transit fare will draw people downtown more. -*Calgary resident, Downtown resident*
- I believe that this street needs the ability to adapt to weather conditions so that it is utilized more. If we are able to provide some key areas with shelter and more adaptive architecture features. Providing green areas along the streets with seating will encourage more individuals to sit down, stay, have more eyes on the street and feel safer. This will allow for interaction between people, business along the street. -*Downtown resident*
- It's history. We should be honouring the heritage buildings and working with what we already have (love the ideas to convert more office to residential, better connect street with +15, improve the streetscape for walkability. -*Calgary resident, Downtown resident (Beltline)*
- Safer and more lively around century garden to Cactus Club, more patios and culture and small speciality shops, add character. -*Downtown resident*
- Safety is a big issue for me. As a single female downtown resident whose lived here for almost 30 years, I've seen the downtown decline. -*Downtown resident*
- The downtown location is so fabulous. It's close to everything. I love living here. -*Downtown resident*

Calgary Residents:

- Moving. I think there are some obstacles in the way. -*Calgary resident*
- Saskatoon has a great example of a riverfront water park - all materials are integrated into natural stone, powers, greenery (no primary colour play equipment) allows all ages to play - *Calgary resident (live in mission - border community)*
- Don't just push homeless folks out, it doesn't solve the problem -*Calgary Resident*
- Free parking data after 4pm M-F, free on weekends. More trees, places to sit, 100 traffic (cars). More street festivals. More police presence - on foot. -*Calgary Resident*
- It's unclear, is modal priority bad? -*Calgary resident*
- Supporting a more even activity level. Make it a destination for even the local residents. Make it interesting, comfortable, human-scale, and more flexible programming such as summer outdoor farmers markets and allow them to grow organically. Not everything needs to be a home run. -*Calgary resident, Other: Inner city resident*
- Pedestrians! An interesting walk year-round that feels like the heart of Calgary. -*Calgary resident*
- More people = more safety and less crime. Focus on bringing the people. -*Calgary resident*

Developer/Property Owners:

- More police patrols on foot. -Developer/Property Owner
- Well defined transportation modes, pedestrian safety (both accidents and attacks). Pre-defined event spaces (better for operation and predictably). -City Staff: CEMA
- Increase police presence after hours. -Developer/Property owner

City Staff:

- People :). -Calgary resident, City staff
- Pedestrian and cycling safety and infrastructure. -Calgary resident, City staff (ERU)
- Bring the mall as a partner for events and programming. -City staff
- Consolidate standpipes (for fire hookups) so events can have more space for programming -City staff
- Live space: activities help reduce social disorder -Calgary Police
- Talk to police commission + Bylaw regulation (e.g. pop up office in vacant unit, presence needed) -Calgary Police
- Police office in vacant storefront (currently none in downtown) and it's needed! -Calgary Police

Local Business Owners:

- Lighting is terrible. Remove lamp posts. Main stage + secondary stage (3rd) Shared equipment is C.C. -Local business owner
- Ped prioritization, the reduced tariff for deliveries. Centre street closure with a stage for 365 programs. "Tower stage". Tracked and mapped potential program options, Shannon Calhoun. -Local business owner
- Safety! This is a prime area for tourists to hang out and enjoy the history, sights, sounds and the taste of our beautiful city. This shouldn't include people shooting up or peeing in the street. Gross! At the moment no one is acknowledging these as issues, police just tell homeless to 'move along' if they even show up when called. Hopefully if more people want to hang out on the ave again and find it desirable the riff-raff will find its way out. -Local business owner
- Business success, need more people, parking cost is an issue. -Local business owner

Local Business Employees:

- Clear lanes for bikes in a pedestrian area, better drainage and snow clearing. -Calgary resident, Local business employee (I cycle from Edworthy Park daily including 8th Ave SW)
- Creating spaces that are useful across all seasons. A high density of things happening - engaging and creates a choice. -Calgary resident, Local business employee
- Making it either just pedestrian or turning it into a trolley thoroughfare. Getting rid of the negative homeless impact. -Local business employee

Students:

- Residential/Commercial, Mixed-use in towers. A remade streetscape, new materials, more priority to activation/pedestrians. -Calgary resident, Downtown resident, Downtown student
- Making it a place for people rather than cars. -Calgary resident, Local business employee, Downtown student
- Improve cycling conditions. -Student, Downtown resident

General:

- Safety
- Remove all bricks from area and put in smooth surface especially for people in wheelchairs and all handicap people -

- Controlled development and investment into affordable housing options
- A well-balanced combination of quantitative items like clearer transportation use/access (car vs foot) and less easily measured constructs of balancing different social groups (homeless vs. more accepted social classes).
- ** No more bars ** with multiple screens / need small businesses that provide more services (ie. Hardware, fabric shops, boutique style spaces, arts & culture)
- Consider the historic architecture
- Create an inviting and distinct identity.
- Please do not gentrify our only historic street. 17th Ave & Beltline is a prime example of what NOT to do.
- Canadian pride, history, the avenue should educate tourist and Canadians via plaques, signs, etc.
- Safety + cleanliness.
- Limited areas to sit and watch.
- Walkable regardless of the time of day.
- Link to East Village Riff through city hall.
- Replace arts commons dated frontage and update Olympic Plaza.
- Pedestrian-friendly at night, attracting young adults.
- Evening events/activities to enjoy art, maybe look at interactive pieces.
- Really enjoy the lights + making it look active, vibrant + attractive.
- Pedestrian movement and high quality programmed public spaces.

Q: Any additional feedback?

Post-it Notes:

- Close street traffic at all times
- Get more people here
- See a lot of people confused by the +15 network and navigating around downtown
- Lots of trip hazards
- I don't feel super comfortable walking alone
- Vacant buildings downtown attract crime and push people away
- Hours for entertainment are challenged, complaints on noise, but people want longer hours
- City-CDA disconnect? Building relationships is key
- Noise pollution is an issue -*Public*
- Snow clearing needs to be coordinated -*Public*
- 8th Avenue bike conditions are unsafe, uneven pavers, snow
- Bike theft is an issue, never stop to shop when biking on Stephen Avenue -*Public*
- Sparks street Ottawa, don't do that! -*Public*
- "Every city has a Stephen Avenue" -*Public*
- Lighting on Stephen Avenue is terrible, include with "entertainment power"
- Way too much light, light pollution -*Public*
- Parking is an issue, not the right type/location
- Stephen Avenue is a driving mall, should be a walking street -*Stakeholder*
- +15 maps are missing, heavily used
- Live entertainment in all businesses on Stephen Avenue, patio gigs, music, dance
- Culture brings people in, commerce is the result
- More functional for a variety of events
- Olympic plaza, city hall plaza, not safe, drugs
- Microclimate considerations for tall buildings, shade + wind
- A lot of people just see Calgary as a stopover but there are so many arts and cultural events here

- People need to feel safe on Stephen Avenue before they will stay or come downtown
- \$ parking discourages 6pm and visits
- Safety is a big thing, homeless need a place but they influence the impression of safety
- Need to change mindset about what downtown offers, people in their own bubbles
- Parking authority needs to change pricing, parking draws people to the mall
- Tickets in downtown scare people away
- Parking has to change
- Emphasis on +15 system as critical to mobility and accessibility network and more connection to Stephen Avenue
- No street level life downtown west end
- High priority animation, low priority +15
- Broken, poorly maintained sidewalks need attention
- Currently: cracked walkways, broken bricks
- Move McDonald's, Tim's off the mall (magnet for homeless)
- Better removal of litter/trash
- Eliminate vehicular traffic
- Why no mention of heritage buildings?
- I never go down to the west end, there's nothing there
- Extend Stephen Avenue around the corner, especially to bus stops
- +15 islands needs connection, missing link
- No more cars, bikes. Bikes, scooters, rollerblades, skateboards ... etc. are find. Maybe give them a lane?
- Get rid of bikes and cars.
- Stephen Avenue has historic buildings but it's not a historic street
- Surprising that it's even between male/female, why is that? Perception is otherwise
- Think of Stephen Avenue as a "retail mall" - where the anchor tenants at both ends?
- Reinvent the +15 convo, they're important
- Walking down Stephen Avenue from the armoury, there's a magical line you cross and then all of a sudden you are surrounded by all of these great assets.

Q: Comments on programs and spatial characteristics?

Post-it Notes:

Perception of safety

- Get a police station back downtown
- Downtown police station
- Less defensive architecture as a response to social disorder
- Get rid of McDonald's

Informal/Flexible

- More busking on the mall! More informal
- Pop-up shops, don't wait for long terms solutions
- More street buskers and cultural activation

Heritage + History

- History or walking tours (I attended a James walk where Harry Saunders gave a tour, it was fascinating!)
- 'Free' or city sponsored walking tour
- Needs western art (history of calgary ex. Stampede)
- Profile of local landmarks along historic Stephen Avenue
- Keep the old buildings please!

- Keep historic buildings

Greenery + Nature

- More greenery, more character (architecture and activities)
- Big trees!
- More natural elements, a water feature
- We want 30 year + trees

Comfort

- More intentional transit/bus stop improvements, re: shelters, seating, lighting, signage
- Covered roof over Stephen Avenue like Fremont in Las Vegas (but see through)
- No seating except at businesses

Wayfinding

- Better way-finding in addition to naming of landmarks (eg: Olympic Plaza station vs. 1st St Station SW)
- Signs that direct people to other attractions (eg. Eau Claire, East Village)

Lighting

- Softer LED lights, more “glow”
- LED walls or advertising signage to enhance nightlife
- Better lighting for safety

Food + Beverage

- Food trucks!
- More food establishments and speciality stores
- More rooftop patios!

Co-working + Community

- Collaborative working spaces for entrepreneurs
- Community hubs to be more prominently featured: Arts Commons, Central Library, Convention Centre

Entertainment + Events

- Casino on Stephen Avenue would bring people down
- Entertainment in alleys could be interesting (and connect to +15)
- Stage on center street (dead end) facing north with Calgary tower as a backdrop, “tower stage”, substage in west end, penny lane (3rd southwest?)
- I have to go to multiple websites and research events, there’s not one consolidated place to find out what’s happening downtown
- Need a place or platform that highlights events happening downtown, a consistent place where I can find out what’s going on today, this week, this month. Important it stays up-to-date and current or else it’s not useful at all.
- With the economy people are a little depressed but they get joy from events, more events!
- Artwalk Stephen Avenue fest
- No night clubs

Winter

- More winter activation
- Outdoor winter patio (eg. Grey cup fire pits and seating)
- Fire pits!

Kids + Families

- It’s not a popular opinion but I don’t want to see more events and activities for kids, I like that this area is more of an adult hangout spot
- More activities for all ages, more events
- Welcoming places for families traveling by bike

- Play opportunities!
- Stephen Avenue needs to figure out what it wants to be and who it's for. It needs to integrate existing assets.

Residential

- More residential (with variety) along Stephen Avenue
- Downtown needs more residential
- 2nd story residential along Stephen Avenue
- Vacant condos in west end are hurting existing residents, seems unregulated.

Maintenance

- It needs more love, dated and worn

Dog-friendly

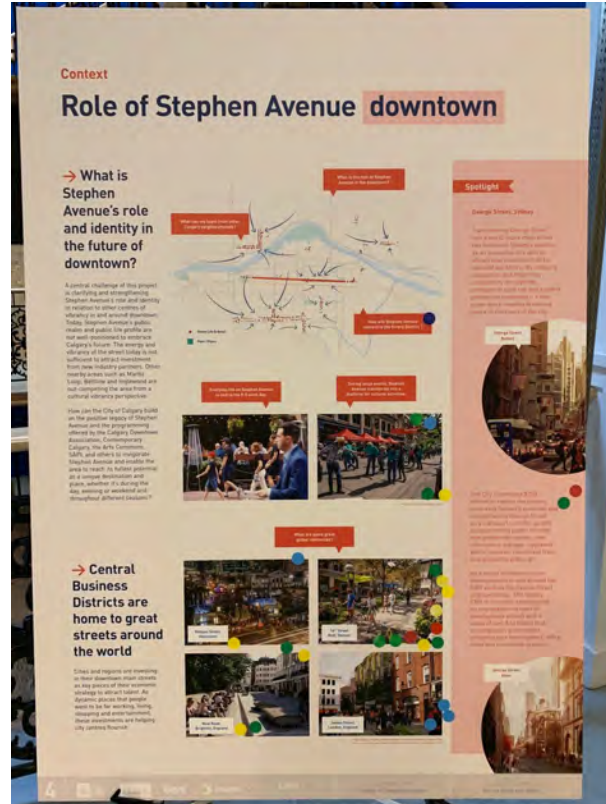
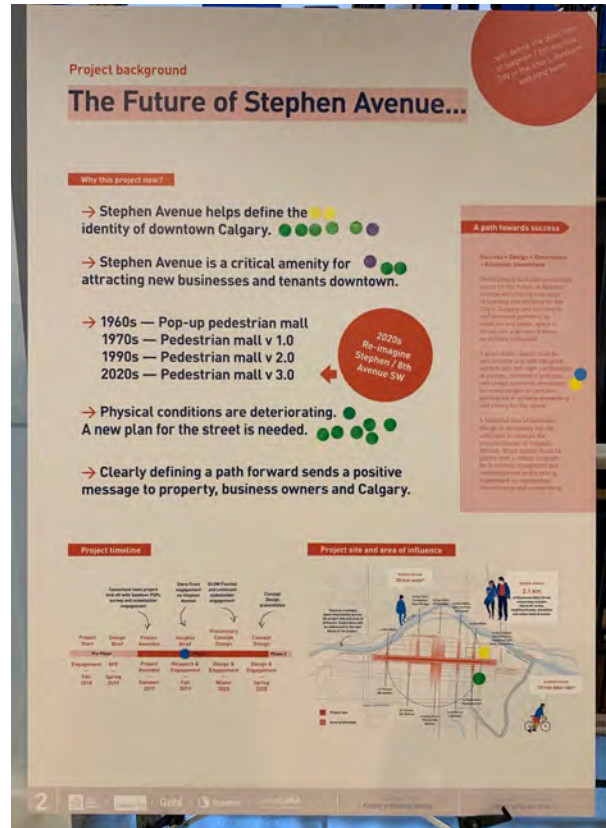
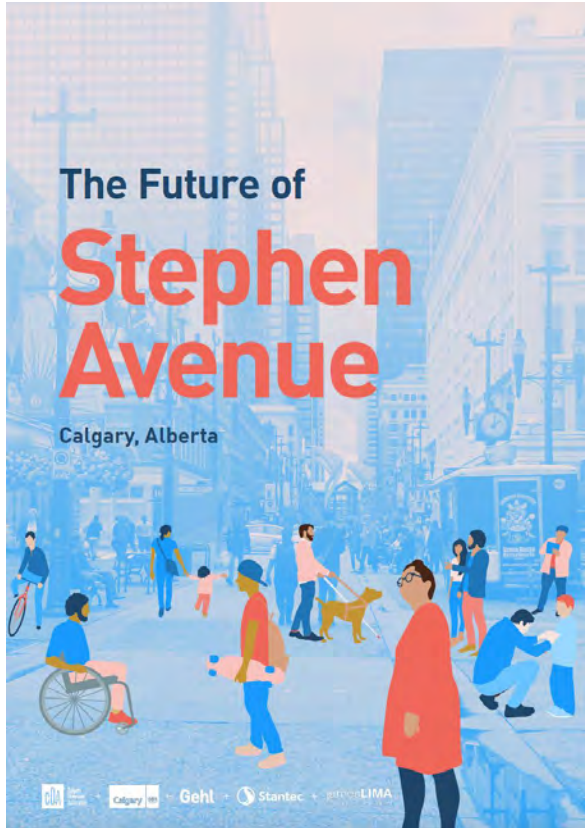
- Needs animal relief areas for surrounding dog-friendly businesses/offices & visitors

Pedestrian only vs. Cars

- Pedestrian only avenue
- 6pm-6am cars does not work, creates confusion
- Free street cars along Stephen Avenue corridor. Stop c-train free fare zone. Safer c-trains.
- No vehicles (except trolley) on 8 ave. Have designated uber/taxi zones in the evening on streets crossing 8th ave.

Other

- Blow up, move city hall!
- More focus on 7th & 9th avenue as well for improved optics
- No smoking on the avenue



Hunches

Working on Stephen Avenue

Does this resonate with you? Please place a sticker on the color and fill in a card to let us know what you think.

Month of: _____ To some degree: _____ Not at all: _____

→ Developments are changing the dynamic along Stephen Avenue

There is an opportunity to leverage downtown's assets and build on this momentum to establish a strategic identity for Stephen Avenue. City involvement in development for connectivity and mobility, parks and public spaces, cultural assets, and amenities. Take an ongoing interest in Downtown City as a shared public investment and involvement. For example, identify first office occupant/tenant to address. To fully realize the potential of this emerging district, new investments need to be made together as a network of complementary assets. Stephen Avenue can play a key role in building Stephen City as a place defined by and for all of its users.

→ High vacancy rates

The changing economy is causing new space along Stephen Ave to seek. The 2014 recession is impact on the property and gas industry generated significant vacancies downtown and along Stephen Ave, along other downtown areas like Bank and City. New office space and retail structures increased for today's more modest economy. An "over-invested" building stock is also opening up. This is an opportunity to re-imagine through creative uses, job and retention in a retail and government agency.

→ Stephen Ave links social, cultural and economic assets

There is an opportunity for Stephen Avenue to connect the dots between new investment in downtown, the built, and cultural infrastructure. City is growing and supported by private industry and the infrastructure which has the potential to generate an "Urban 15" 7 days a week experience that will link social, cultural, economic and new institutions, businesses and amenities. Stephen Avenue is well positioned to support and connect these investments as well as government and private agencies.

Spotlight

The Corner
The Corner is a growing mix of an office redevelopment in a building located on the east end of Stephen Avenue. The project is a mix of office, residential, and retail. It is a key location for the city's future growth and development. The building is a mix of office, residential, and retail. It is a key location for the city's future growth and development.

Trends

- Increasing office investment
- Residential development
- Retail & leisure assets
- Cultural & recreation
- High vacancy & vacancy

Hunches

Living on Stephen Avenue

Does this resonate with you? Please place a sticker on the color and fill in a card to let us know what you think.

Month of: _____ To some degree: _____ Not at all: _____

→ People are looking to live in and around downtown

20% 71,000 47,000
Population in downtown
Population in Stephen Avenue
Population in downtown + Stephen Avenue

Spotlight

The Barnes Building
The Barnes Building is an opportunity to leverage downtown's assets and build on this momentum to establish a strategic identity for Stephen Avenue. City involvement in development for connectivity and mobility, parks and public spaces, cultural assets, and amenities. Take an ongoing interest in Downtown City as a shared public investment and involvement. For example, identify first office occupant/tenant to address. To fully realize the potential of this emerging district, new investments need to be made together as a network of complementary assets. Stephen Avenue can play a key role in building Stephen City as a place defined by and for all of its users.

→ Stephen Avenue lacks everyday amenities that make up a 'complete neighbourhood'

Stephen Avenue lacks everyday amenities that make up a 'complete neighbourhood'. There is an opportunity to re-imagine through creative uses, job and retention in a retail and government agency.

Trends

- Increasing office investment
- Residential development
- Retail & leisure assets
- Cultural & recreation
- High vacancy & vacancy

Hunches

Shopping + Entertainment on Stephen Avenue

Does this resonate with you? Please place a sticker on the color and fill in a card to let us know what you think.

Month of: _____ To some degree: _____ Not at all: _____

→ Downtown has a wide array of cultural and recreational assets

There is an opportunity for Stephen Avenue to connect the dots between new investment in downtown, the built, and cultural infrastructure. City is growing and supported by private industry and the infrastructure which has the potential to generate an "Urban 15" 7 days a week experience that will link social, cultural, economic and new institutions, businesses and amenities. Stephen Avenue is well positioned to support and connect these investments as well as government and private agencies.

→ The +15 network fractures the public realm on Stephen Ave

The +15 network is a key element of the city's future growth and development. It is a key location for the city's future growth and development.

→ High retail vacancy rates on Stephen Avenue

There is an opportunity to re-imagine through creative uses, job and retention in a retail and government agency.

Spotlight

Common Library Calgary Public Library
The Common Library Calgary Public Library is a key location for the city's future growth and development. It is a key location for the city's future growth and development.

Trends

- Increasing office investment
- Residential development
- Retail & leisure assets
- Cultural & recreation
- High vacancy & vacancy

Hunches

Moving on Stephen Avenue

Does this resonate with you? Please place a sticker on the color and fill in a card to let us know what you think.

Month of: _____ To some degree: _____ Not at all: _____

→ The street design today doesn't give clear mode priority

There is an opportunity to re-imagine through creative uses, job and retention in a retail and government agency.

→ Connections to and from public transit need strengthening

There is an opportunity to re-imagine through creative uses, job and retention in a retail and government agency.

→ Is vehicle accommodation on Stephen Ave appropriate?

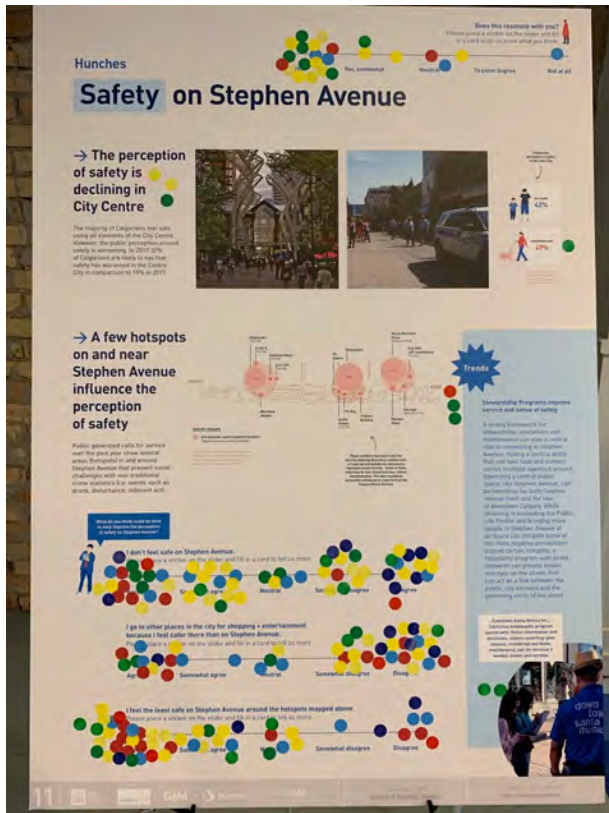
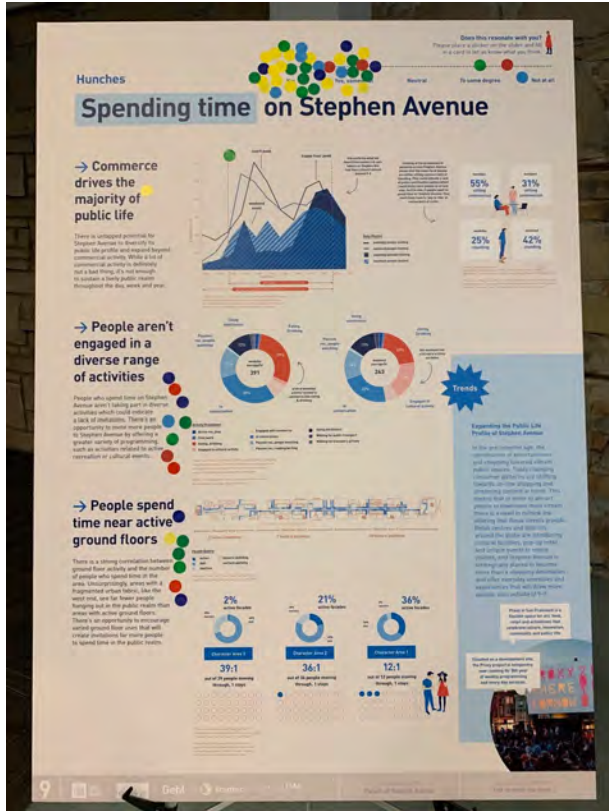
There is an opportunity to re-imagine through creative uses, job and retention in a retail and government agency.

Spotlight

Common Library Calgary Public Library
The Common Library Calgary Public Library is a key location for the city's future growth and development. It is a key location for the city's future growth and development.

Trends

- Increasing office investment
- Residential development
- Retail & leisure assets
- Cultural & recreation
- High vacancy & vacancy





Blue Ribbon Panel



Q: Are we missing anything about the current life on Stephen Avenue?

- More diversity, various businesses. Safety of all, including businesses. Café culture is missing. Entertainment on weekends. Defining focus. Why stay in downtown? –*Downtown Resident, Local Business Employee*
- More coffee shops –*Downtown resident*
- No residents to activate 24/7. More residential! –*Calgary resident*
- A lot of what happens here is at night (outside of work people), but the survey was only done until 8 pm. Need to catch people coming out of places later. –*Local business employee*
- The library is not a true asset to Stephen Avenue. Disconnected. Different audiences. Out of sight. It's a Central Business District (CBD).

Q: What should be prioritized on Stephen Avenue?

- Not sure another streetscape plan is the cure. Need to work on improving tenancy (not restricting) but encourage outcomes, not mandating. –*Developer/Property Owner, Local Institution Rep: NAIOP*
- Parking is a huge issue. Cost and safety. Offsets the benefits of coming downtown. –*Downtown Resident, Local Business Employee*
- Free parking to attract more weekenders. –*Downtown resident*
- Great frontages. – *Calgary resident*
- Collaborations between businesses to draw people down for an experience rather than one event. – *Local Business Employee*
- "Glow could be a thing"

The Future of Stephen Avenue

Online Engagement Data Results

Responses: 294

Data Range: November 8th - 28th, 2019

1. My favourite place in Calgary is:

- **Inglewood, Prince's Island, Kensington** and **Stephen Avenue** were among the top favourite places stated by survey respondents

2. It is my favourite because:

- Survey respondents frequently used words such as **'beautiful', 'lively' 'green' 'natural' 'variety of shops'** and **'walkable'** when describing their favourite place in Calgary.

3. I spend time in Downtown Calgary:

- Over two thirds of survey respondents spend time in downtown Calgary every day or every week
 - i. **45% everyday**
 - ii. **23% every week**
 - iii. 12% a couple times a month
 - iv. 9% monthly
 - v. 6% rarely
 - vi. 5% a couple times a year
 - vii. 1% never

4. When I am in Downtown Calgary I mostly spend time in or at:

- Survey respondents frequently stated that they spend time at work, on Stephen Avenue, and on 17th Avenue when in downtown Calgary.
 - i. **13% Work**
 - ii. **10% Stephen Avenue**
 - iii. **4% 17th Avenue**

5. I like spending time there because:

- Top responses for why people spend time in downtown Calgary were **'friends', 'fun', 'work', 'lively', 'vibrant'** and **'shopping'**

6. I spend time on Stephen Avenue in Downtown Calgary:

- The majority of survey respondents spend time on Stephen Avenue every day, every week or a couple times a month

- i. **27% spend time every week**
- ii. **22% spend time a couple times a month**
- iii. 15% a couple times a year
- iv. **14% spend time every day**
- v. 14% monthly
- vi. 7% rarely
- vii. 1% never

7. My main purpose for coming to Stephen Avenue is (check one box):

- The majority of survey respondents come to Stephen Avenue for food and drinks, followed by shopping/services, and work
 - i. **31% food and drinks**
 - ii. **20% shopping or services**
 - iii. **14% work**
 - iv. 13% bike, walk
 - v. 7% events
 - vi. 5% other
 - vii. 4% cultural institutions
 - viii. 2% business
 - ix. 2% sightseeing
 - x. 1% exercise
 - xi. 0% education
- 5% of survey respondents checked the box 'other' (responses below)
 - i. Atmosphere
 - ii. Commuting from parking to City Hall/Theatre Calgary
 - iii. I love to walk downtown during my lunch breaks. As an influencer, it's also my favourite spot to take photos in Calgary because of the beautiful heritage buildings.
 - iv. I walk on Stephen Avenue on my way to work
 - v. Medical appointments
 - vi. Meeting friends for lunch
 - vii. My bus transfer to MRU is on Stephen Avenue
 - viii. Stop wasting money and give everyone and every business a tax break
 - ix. This is my commuting route to/from home and work
 - x. To get my money back from those who owe me
 - xi. To get to elsewhere, Stephen Avenue is a dive
 - xii. To take the bus to get home, number 13 bus
 - xiii. Walking from the parking lot to University of Calgary Downtown Campus, the theatre or the Telus Convention Centre
 - xiv. White Hat Ceremonies for Tourism Calgary

8. My main mode of transport when visiting Stephen Avenue is:

- Almost 2 out of 3 people walk or take public transportation when visiting Stephen Avenue
 - i. **43% walking**
 - ii. **21% public transportation**
 - iii. 16% biking
 - iv. 9% driving myself
 - v. 8% driving with others
 - vi. 3% other
- 3% of survey respondents checked the box 'other' (responses below)
 - i. Electric scooter
 - ii. Scooter
 - iii. Scooters, or uber
 - iv. Stop wasting money, and give everyone and every business a tax break
 - v. Uber
 - vi. Uber/taxi
 - vii. Until recently car2go, now uber or train

9. When I spend time on Stephen Avenue the thing I value most is:

- Top responses for what people value the most on Stephen Avenue are **'car-free space', 'walkability', 'heritage, architecture and history', 'pedestrian-friendly', 'safety', 'people-watching'** and **'a variety of shops, shopping'**

10. I would spend time/more time on Stephen Avenue if:

- Survey respondents stated they would spend time/more time on Stephen Avenue if: **'felt safer', 'easier to get to', 'things to do besides eat/drink', 'more greenery', 'more inviting', 'more diversity of restaurants and shops', 'no cars', 'more entertainment', 'evening activity', 'family-friendly events', 'cleaner'**

11. When I spend time on Stephen Avenue I stay for:

- The majority of survey respondents stay on Stephen Avenue for 1-2 hours
 - i. **40% 1-2 hours**
 - ii. 24% less than 1 hour
 - iii. 23% 2-4 hours
 - iv. 7% I'm just passing through
 - v. 6% more than 4 hours

12. The amount of time I am here that is allocated to shopping and getting food/drinks is:

- The majority of survey respondents who spend time on Stephen Avenue spend most of the time shopping and getting food and/or drinks
 - i. **30% most of the time**
 - ii. 20% about ½ the time
 - iii. 17% less than ½ the time

- iv. 16% more than ½ the time
- v. 11% all the time
- vi. 6% none of the time

13. Is parking a major factor in how often you visit downtown Calgary?

- The majority of survey respondents say parking is not a major factor
 - i. **53% no**
 - ii. 38% yes
 - iii. 9% other
- 9% of survey respondents checked the box 'other' (responses below)
 - i. At grade parking has gutted downtown over the past 50 years.
 - ii. Bike parking , secure and covered
 - iii. Do not drive
 - iv. For myself, this is not a factor as I don't have private transport. When with my partner, this is a challenge.
 - v. I cannot drive for disability reasons so its mute.
 - vi. I don't have a car
 - vii. I live in the belt line so walking is easy
 - viii. I live on the edge of downtown so I mostly walk but when running errands, rushing for appointments, or during inclement weather, it is nice to drive but parking can be tricky
 - ix. I prefer not to drive downtown at all. The driving/parking experience discourages brief errands to downtown when transit/biking would take too long.
 - x. I walk to work but parking is a huge problem.
 - xi. I work downtown. I do not come downtown when not working
 - xii. It depends if I'm driving, but bussing is also a challenge
 - xiii. It used to be, but now that office towers are practically empty, finding a parking spot isn't an issue and the cost of parking is lower.
 - xiv. More secure bike parking would be great. I often don't bike down for errands because of that.
 - xv. No car
 - xvi. No problem at all. Build better bike racks.
 - xvii. No, but only because I live downtown already.
 - xviii. No, I am transiting or cycling. The safety, frequency, and availability of transit and cycling infrastructure is. Parking sort-of-kind of played a factor when I had access to Car2Go.
 - xix. Not a major factor, but parking is a minor factor. Downtown does not have most of stores/stuff I need
 - xx. Not for me, I live downtown. But i have heard people complain.
 - xxi. On the weekends, yes
 - xxii. Parking is not an issue, but safe public transit and pedestrian accessibility is

- xxiii. Parking lot is a bit expensive
- xxiv. Secure bike parking is an issue
- xxv. The amount of space devoted to cars downtown is excessive and makes the experience extremely unpleasant... noise, pollution, danger, smell

14. I am between the age of:

- The majority of survey respondents are between the ages of 24-44
 - i. **65% 24-44**
 - ii. 20% 45-64
 - iii. 11% 15-24
 - iv. 2% 65+
 - v. 2% Prefer not to say

15. I identify as:

- The majority of survey respondents identify as female
 - i. **51% female**
 - ii. 41% male
 - iii. 6% prefer not to say
 - iv. 2% other

16. My/our average yearly household income is:

- Almost ½ of survey respondents make over \$100k
 - i. **12% \$200K or more**
 - ii. **12% \$150-200K**
 - iii. **21% \$100-150K**
 - iv. 9% \$50-75k
 - v. 5% \$35-50k
 - vi. 3% \$25-35k
 - vii. 4% \$15-25k
 - viii. 1% \$10-15k
 - ix. 1% \$0-10k

17. My postal code is:

- **Need to clean up entries in excel file in order to analyze**

Gehl

+



Stantec

+

jamesLIMA

Planning + Development