



Crescent Road Master Plan

Phase 2 Engagement Report Back // What we Heard

July 21, 2022



Crescent Road Master Plan

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June 24, 2022

Contents

Executive Summary	3
Project overview	5
Engagement strategy	6
Engagement approach	6
Communication and outreach	7
Who we heard from	7
What we asked	8
What we heard	9
Common Themes	9
Design Options	10
Design Elements	12
Temporary Closure	12
Detailed charts and verbatim	13
Next steps	13
Summary of Input	14
Design Options	14
Design Elements	22
Temporary Closure	26
Participant Evaluations	27



Crescent Road Master Plan

Phase 2 Engagement Report Back // What we Heard

June 24, 2022

Executive Summary

The Crescent Road N.W. Master Plan is intended to guide future investment for the roadway and adjacent park spaces, including Crescent Heights Park and McHugh Bluff, by creating a cohesive vision for a safe, accessible street and public space for all users.

A first phase of public engagement for this project was conducted in August and September of 2021, in order to Listen and Learn about issues and opportunities related to the space and evaluate potential design interventions.

In the spring of 2022, three unique design options for the space were developed that presented different ways of addressing the issues and opportunities highlighted in phase one engagement. Phase two engagement was conducted in April and May of 2022, and this phase sought to consult on the various concepts, ideas, or elements found within the three design options and how aspects of the different designs could be combined into a final proposed option for the space.

Phase two engagement occurred between April 6 to May 4, 2022. This included:

- Online engagement through the City's engagement portal at <https://engage.calgary.ca/crescentroad>.
- Two on-site 'walk-shops' on April 9th, and
- Two online 'virtual-workshops' on April 11th and 13th, as well as
- Ongoing check-ins with local community associations.

Phase two engagement saw 1,044 online engagement visitors, as well as 34 participants at the on-site events and 43 participants at the virtual workshops, submit over 2,200 pieces of feedback through three areas of engagement questions:

1. Design options – Feedback on positive and negative first impressions and elements of each of the three potential design options.
2. Design elements – Feedback on how core engagement themes from Phase One engagement could be incorporated into the final design option.
3. Closure opportunities – Feedback on potential flexible closure opportunities.

Feedback from participants indicated that while there is general agreement on things like traffic calming, maintaining traffic circulation, and providing additional amenity space, there continue to be differing positions on the details related to how this should be done.

Some key take-aways from this second round of engagement include:

- Traffic calming will be appreciated by all in the community, as long as care is taken that calming measures do not just push traffic issues further into the neighbourhood.
- Participants are generally supportive investment into the area and the considerations being taken in designing a space that meets the needs of both local residents and the broader community;



Crescent Road Master Plan

Phase 2 Engagement Report Back // What we Heard
June 24, 2022

however, some are unsure if the proposed design approaches will do enough to address the social disorder and safety concerns of those in the immediate area.

- While the temporary closures of Crescent Road continue to be divisive and largely unsupported for anything other than short-term or special-event approaches, it was not the primary topic of conversation or feedback in the way that seemed like it had been in Phase One engagement.



Crescent Road Master Plan

Phase 2 Engagement Report Back // What we Heard
June 24, 2022

Project overview

Crescent Road N.W. is a special public space in our city. It provides access to natural areas, parks, paths and streets with dramatic views of the Bow River, downtown Calgary, and the mountains.

Over the years Crescent Road N.W. and adjacent parks have become popular spaces for recreating, gathering, and celebrating. The popularity of this area comes with several concerns raised by the community: late night disruptive activities, parking issues, vehicle stunting and speeding, heavy fitness use, increased garbage and littering.

The Crescent Road N.W. Master Plan will guide future investment by creating a cohesive vision for a safe, accessible street and public space for all users.

This project intends to:

- Amplify this as a special place in Calgary while balancing different uses
- Re-imagine Crescent Road N.W. between 1 St N.W and 6A St N.W. and adjacent parks spaces
- Use a variety of interventions such as expanding park space and traffic calming
- Identify opportunities for placemaking and economic development
- Recommend a long-term design concept and identify short-term investments



LEGEND

- AREA A Crescent Road Park Block (Crescent Road NW between 2 Street and 3 Street NW, & 2 Street NW)
- AREA B Crescent Road East (Crescent Road NW between 2 Street and Centre A Street NW, including 1 Street NW Intersection)
- AREA C Crescent Road West (Crescent Road NW between 4 Street and 3 Street, & 3 Street NW)
- Areas of Future Consideration / Areas of Supporting Traffic Calming



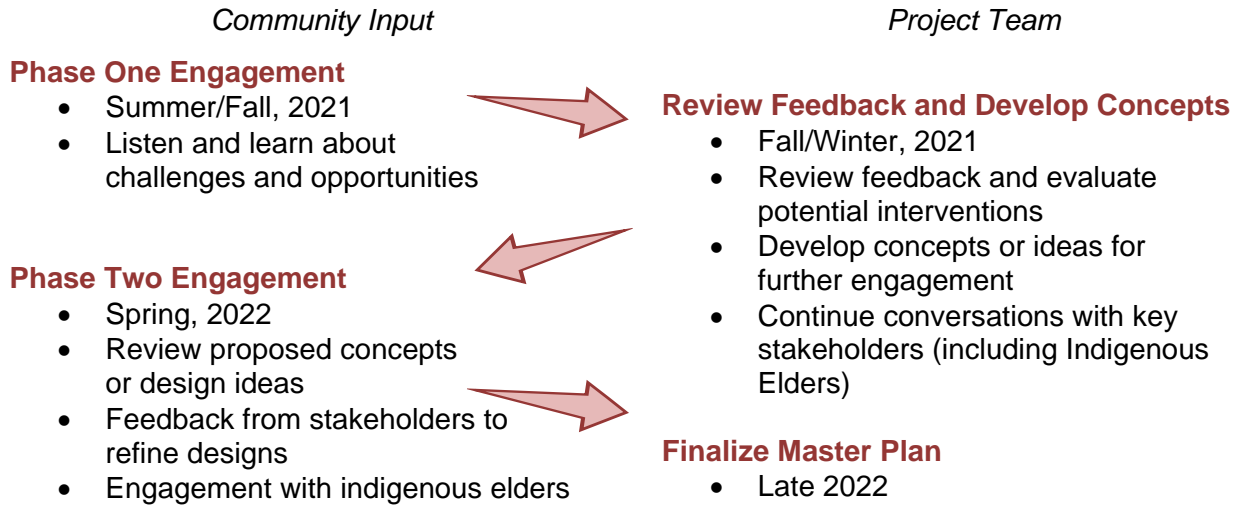
Crescent Road Master Plan

Phase 2 Engagement Report Back // What we Heard

June 24, 2022

Engagement strategy

A two-phase engagement approach was developed for the Crescent Road Master Plan, each with corresponding work phases to incorporate stakeholder feedback into project decision-making.



The purpose of the first phase engagement was to introduce the project to the local community and interested city-wide stakeholders, and then to Listen and Learn from their feedback on issues and opportunities related to the space.

Phase Two engagement was designed to solicit more detailed feedback on the various concepts, ideas, or elements found within the three design options and how aspects of the different designs could be combined into a final proposed option for the space.

Engagement approach

A combination of online tools, as well as in-person engagement and virtual events were selected for this phase of engagement. Online engagement tools often allow for broad-reach and flexibility in how people participate, while in-person and virtual workshops ensure that highly engaged, interested, or impacted stakeholders had the opportunity to ask questions and give detailed or specific feedback on the designs.

The initial in-person walk-shop on the Master Plan site on the morning of April 9th was expanded to include a second afternoon walk-shop to accommodate interest. The virtual engagement workshops on April 11th and 13th included both a large-group presentation on the different design options, as well as small-group discussions to ensure



Crescent Road Master Plan

Phase 2 Engagement Report Back // What we Heard

June 24, 2022

Communication and outreach

Engagement opportunities were communicated through a combination of community-based and online methods. This included:

- A large sounding board was placed on-site along Crescent Road with information about the project and a QR code link to take participants to <https://engage.calgary.ca/CrescentRoad>
- Postcard were mailed to 3867 residences within the project area.
- On-site signage using smaller A-frames and paper posters were also placed on the walking path along McHugh Bluff, on the stairs and around the Crescent Heights Park to direct park users to the engagement website.
- Bold signs with project information were posted along ...
- The City Project team shared information about the upcoming engagement with the Community Associations for both Crescent Heights and Rosedale and asked the CA share that information within their networks.
- The City Project team reached out to administration at the adjacent Crescent Heights High School to share information about the project.

Who we heard from

From April 6 to May 4, 2022 the engagement page received 1,596 total visits and collected 526 multi-part submissions from 253 active participants using the engagement tools described below. The largest group of site visitors in that time came to the site by entering the project URL directly (51%), followed by a number who accessed the site using a search engine (21%), followed by visitors who scanned the QR code link on the on-site signage or home-delivered postcard (12%) and then those who came via social media (15%).

A small number of total participants (online and in-person) completed the optional demographic and evaluation survey (15 total responses). Participants who did indicate which community they lived in, were evenly split between Crescent Heights and Rosedale, with one outlying response from Mission.

What we asked

Both online and in-person participants were asked to provide feedback focused on three primary question sets.

1. Design Options – How do we layout the space?

Central question: What are participants positive and negative impressions of the different design solutions outlined in each of the three options?

- Open-ended survey questions
- Questions focusing on three different geographic sections of each of the three design options.
- 196 responses received

2. Design Elements – How does the space feel?

Central question: How can elements from the Phase One engagement themes be incorporated into the final design option?

- Open-ended survey questions
- Four categories: Comfort and Safety, Experience and Inclusion, Connectivity and Circulation, Activities and Amenities
- 118 responses received

3. Temporary closure feedback

Central question: How comfortable are participants with different temporary closure scenarios and are there any other types of short-term closures that should be considered?

- One closed and one open-ended survey question
- 199 responses received

1) Design Options
'How can we layout the space?'

Survey: 20 min



2) Design elements
'How does the space feel?'

Survey: 10 min



3) Closure Opportunities

Survey: 3 min



FLEXIBLE DESIGN

- Propose a street design that can accommodate some degree closure to be responsive and flexible to community concerns.



Crescent Road Master Plan

Phase 2 Engagement Report Back // What we Heard

June 24, 2022

What we heard

Common Themes

Similar to Phase One engagement, some common and consistent themes were heard across feedback from all of the different approaches. These high-level themes offer useful insight into the underlying values and interests that inform participants' preferences and can also play a central role in influencing the final proposed design option in the Master Plan:

- **Broad support for traffic calming elements in the designs**
 - Aspects of the draft designs that were intended to slow traffic, while still allowing for access to and through the space were largely considered positive. This included raised crosswalks and the chicaning shown in Option 3. Support for the traffic calming elements was accompanied and balanced by similar interest in ensuring that traffic was still able to move through the area, albeit just slower.
- **Importance of minimizing traffic impacts within the broader community**
 - Similar to the balance between traffic calming and accessibility in the design options. Feedback also emphasized that design elements along the bluff – traffic calming, lane configuration, or parking location – should be approached in a way that minimizes the traffic impacts in the parts of the neighbourhood adjacent to the Master Plan area.
- **Need for clarity on issues and opportunities of one-way vs two-way traffic**
 - While feedback on the one-way vs. two-way traffic options was generally mixed, it was not uncommon to hear participants express confusion or ask for clarification on why differing directional approaches were being taken in some areas but not others.
- **Ensure adequate separation of walking and wheeling spaces**
 - Consistent with feedback heard throughout the engagement process, participants emphasized the importance of designs that offered distinct and separate spaces for differing non-motorized uses – separating higher-speed wheeling traffic from slower or more leisure focused walkers.
- **Need for clarity on impacts to parking and optimizing parking amount and configuration**
 - While specific inclusion of accessible parking was largely supported, many participants also noted confusion about the total amount of parking in each of the designs and the rationale for why certain parking approaches would be taken in different spots.
- **Emphasize placemaking, Indigenous history connection to natural environment, amenities, and lighting in final design**
 - Previously heard feedback around the importance of highlighting the natural environment and views was once again heard, along with increased support for indigenous cultural

interpretation and inclusion. This was also joined by a somewhat emergent theme around the importance and potential to use thoughtful lighting approaches to increase both comfort and safety, as well as sense of place and enjoyment.

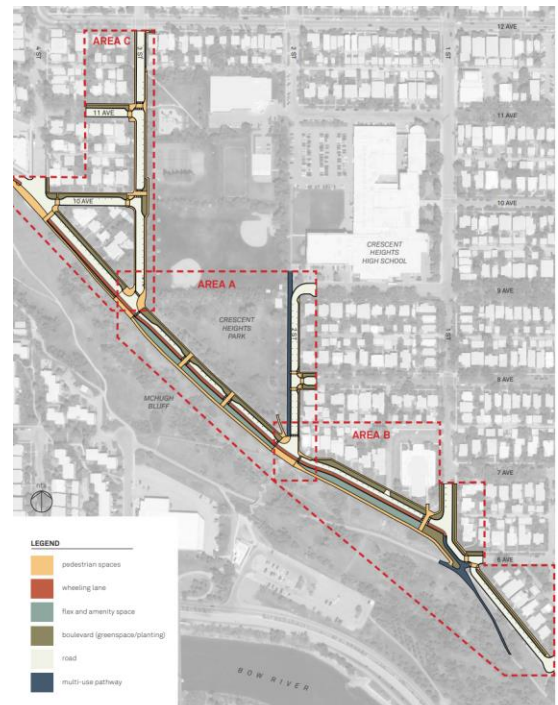
Design Options

Specific feedback related to both positive and negative aspects of the three proposed design options will help the project team to combine aspects of the differing designs into a final design option that seeks to meet a wide range of stakeholder needs.

Option 1

Specific feedback related to Option 1 included:

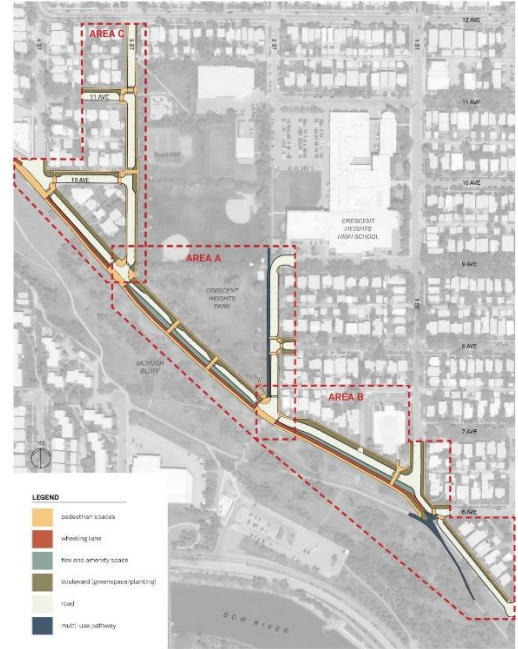
- One-way traffic along Crescent Road was divisive, with participants expressing both positive and negative views.
- Traffic calming in general was viewed as a positive.
- There were concerns about pushing traffic into community.
- Raised crossings were almost universally popular.
- Separation between non-motorized users (walkers & cyclists) continued to be key.
- Integration of parking along the park was appreciated.



Option 2

Specific feedback related to Option 2 included:

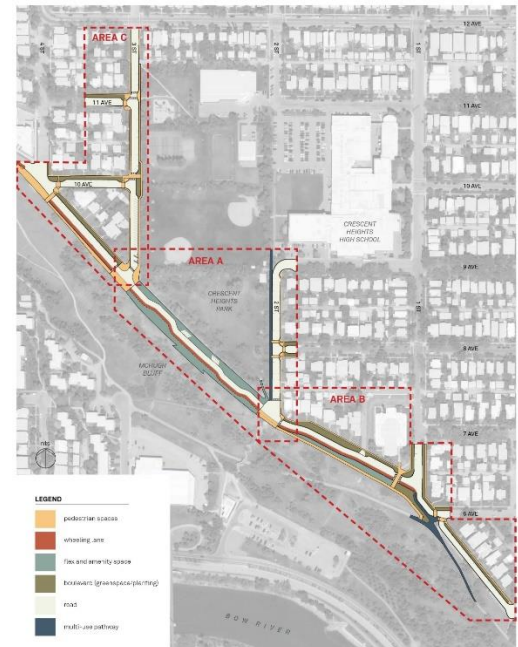
- One-way / two-way sections were confusing to some. Some discussion of extended one-way outside of the study area.
- Paved pathway along bluff was divisive.
 - Pros focused on better snow-clearing and accessibility.
 - Cons focused mostly on off-leash, but also runoff and type of footbed for walking.
- Both commuter and leisure users preferred more buffer zone between people walking and wheeling.
- Paired walking/wheeling lane also made it seem like there was less amenity space or usable seating.



Option 3

Specific feedback related to Option 3 included:

- Positive responses to maintaining two-way traffic access throughout the area.
- Chicanes as a traffic-calming measure were viewed quite positively.
- Raised block was seen as positive when considered as amenity space.
- Concerns that angled parking would encourage people to linger and loiter in the spaces.
- Confusion about overall amount of parking change in the area.



Shared/Common Areas

Specific feedback related to approaches shared across all three options:

- Excitement for 2nd street Multi-Use Path and interest in seeing how it and other walking and wheeling areas connect to larger network. Some concern about it taking park space or impacting parking.
- Appreciation for traffic calming at problem junctions.
- Split on parking – some saw too much, others too little – as with other options.



Design Elements

Questions focused on the four previous engagement themes of Comfort & Safety, Experience & Inclusion, Connectivity & Circulation, and Activities & Amenities generated useful feedback can help to identify what experiential aspects are important to include in the final design of the space.

Unique insights that emerged from these questions included:

- A split in perception between a small number of participants who noted that an active and developed space with more users will likely be safer for all users and an equal number of participants who felt that investment in the space would attract more users, and that in itself would create more problems.
- Improved lighting emerged as an appreciated element of the experience to a degree not heard in earlier engagement feedback. This related both to supporting safety in the space, but also adding to the overall feel or sense of place.
- Connectivity and circulation feedback wasn't dominated by comments about vehicle traffic or walking and wheeling connections, but rather showed both in equal measure.

Temporary Closure

Preferences around the temporary closure of Crescent Road continue to be split, with around twice as many participants advocating to keep the road open than closed.

- When asked specifically how they would feel about keeping the road open all the time, 120 indicated they would be comfortable or very comfortable with that direction, while 64 indicated they would not be comfortable with that approach.



Crescent Road Master Plan

Phase 2 Engagement Report Back // What we Heard

June 24, 2022

- Similarly, when participants were asked specifically how they would feel about a seasonal closure for every day during the summer, only 71 noted that they would be comfortable or very comfortable with that, but 114 participants said they would not be.
- However, when participants were asked how they would feel about having some closures, but only during specific permitted special events there was the broadest agreement from the group, with 125 participants indicating they would be comfortable or very comfortable with that and only 54 participants opposed.

While operational decisions around closing or not closing the road in the long-term fall outside of the scope of this project, the feedback on preferences around special-event closures is useful to hear.

Detailed charts and verbatim

- For a detailed summary of all the input that was provided, please see the [Summary of Input](#) section.
- For a verbatim listing of all the input that was provided, please see the Verbatim Appendix document linked on the Engage Portal page: www.engage.calgary.ca/crescentroad

Next steps

In addition to public feedback, the project team continues to review traffic and incident data to inform the proposed design. The project team has also had the chance to meet with Indigenous Elders to hear their perspective on the historical and ongoing significance of this area.

Following this phase of engagement, the project team will review the feedback and work to combine elements of the three options, informed by public engagement and technical expertise, into a final draft design and recommended Master Plan for Crescent Road.

The recommendations in that plan will help set the stage for a more detailed design of the road and adjacent park space in coming years.



Crescent Road Master Plan

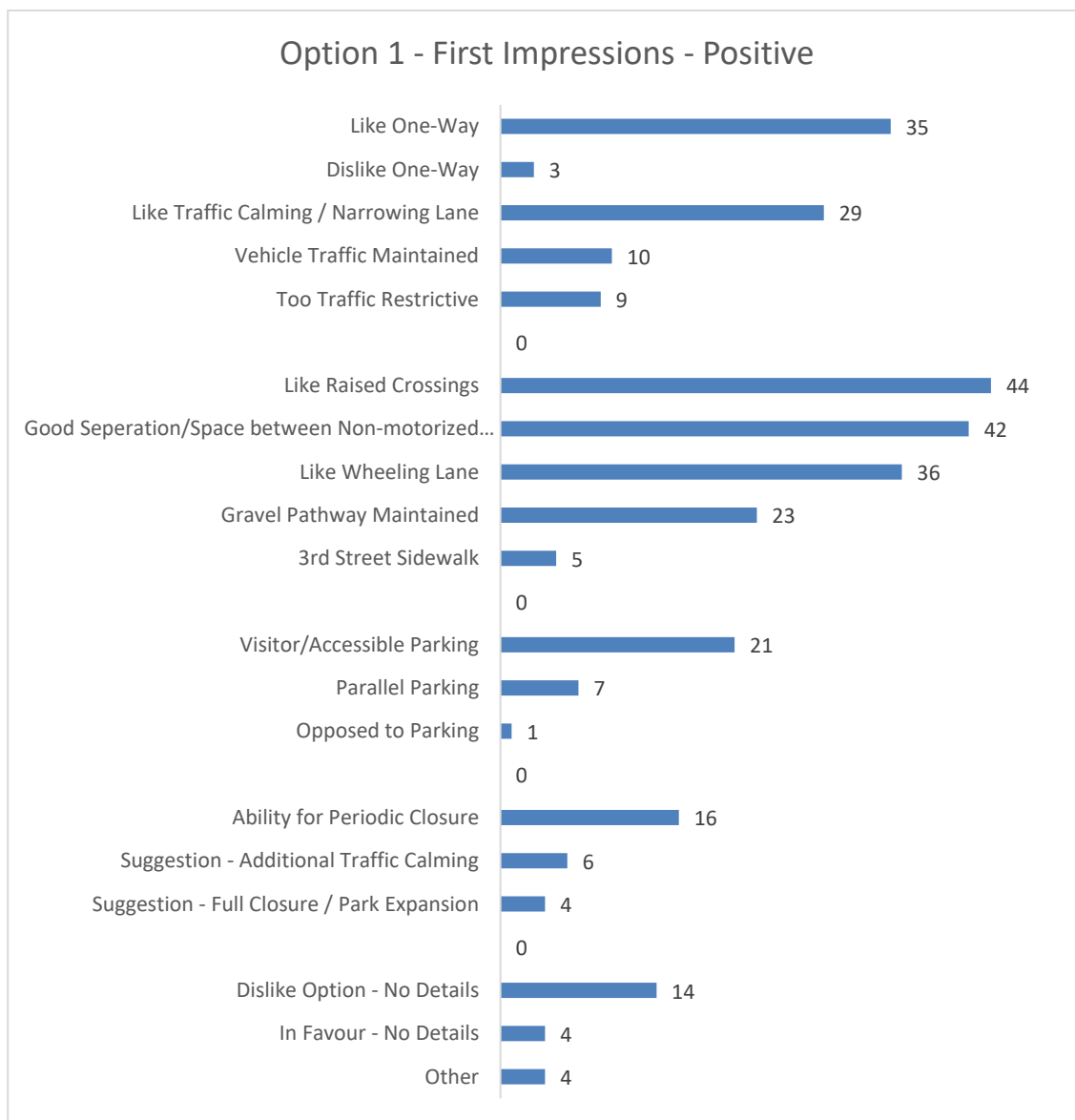
Phase 2 Engagement Report Back // What we Heard
June 24, 2022

Summary of Input

Design Options

Option 1 - First Impressions – Positive

What did you see in Option 1 that you liked or found exciting?



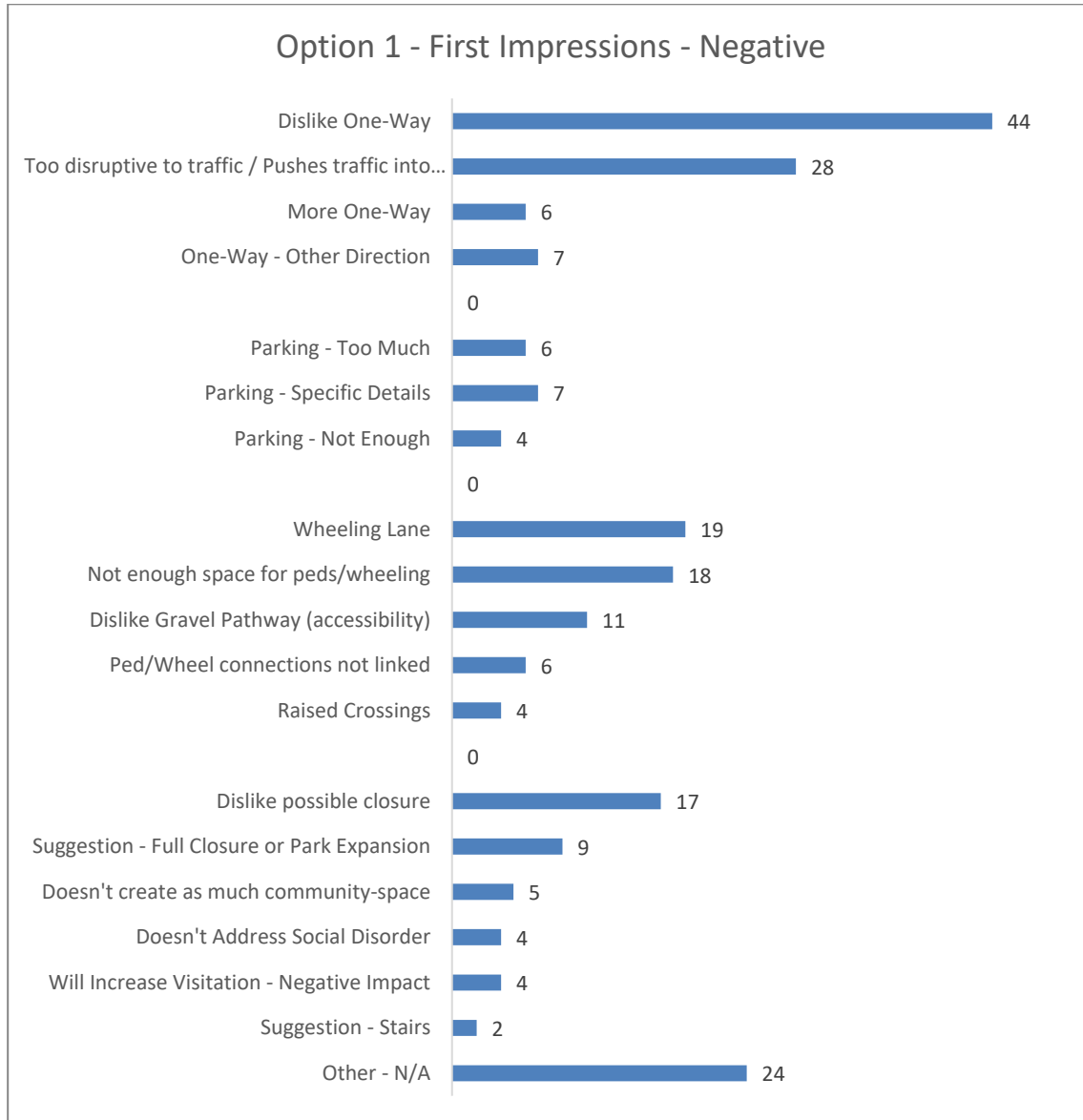


Crescent Road Master Plan

Phase 2 Engagement Report Back // What we Heard
June 24, 2022

Option 1 - First Impressions - Negative

What did you see in Option 1 that you disliked or found challenging?



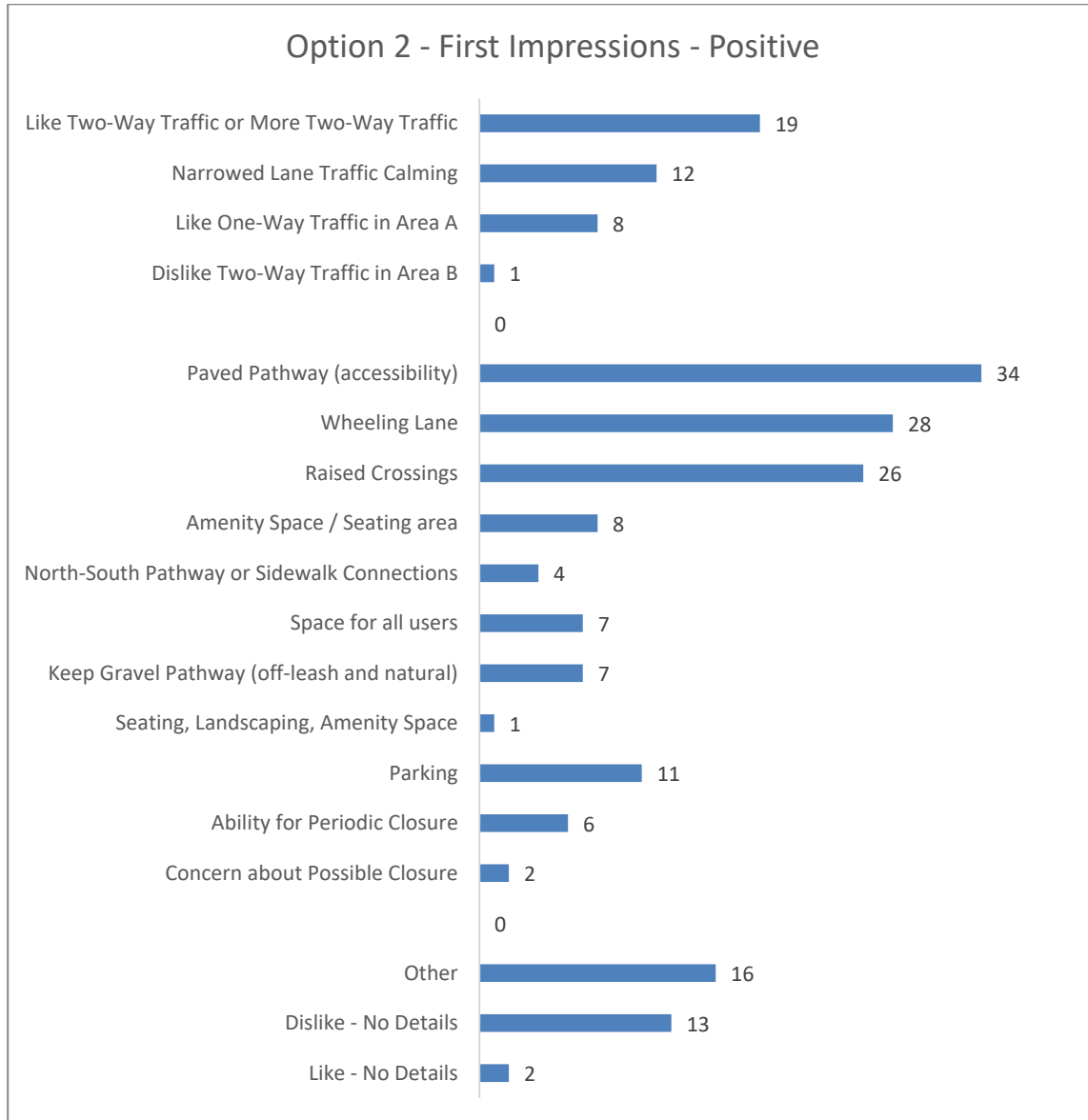


Crescent Road Master Plan

Phase 2 Engagement Report Back // What we Heard
June 24, 2022

Option 2 - First Impressions – Positive

What did you see in Option 2 that you liked or found exciting?



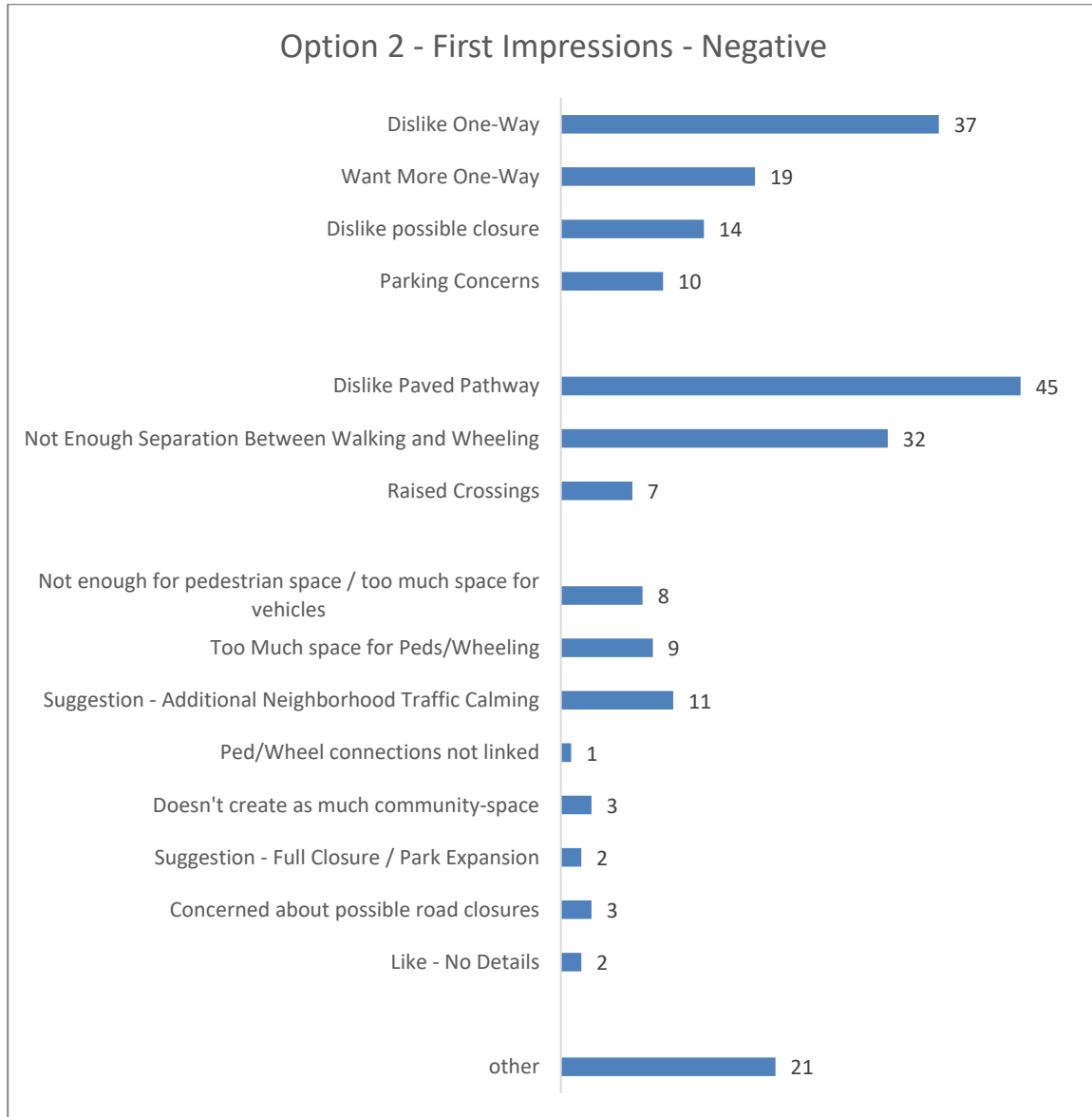


Crescent Road Master Plan

Phase 2 Engagement Report Back // What we Heard
June 24, 2022

Option 2 - First Impressions - Negative

What did you see in Option 2 that you disliked or found challenging?



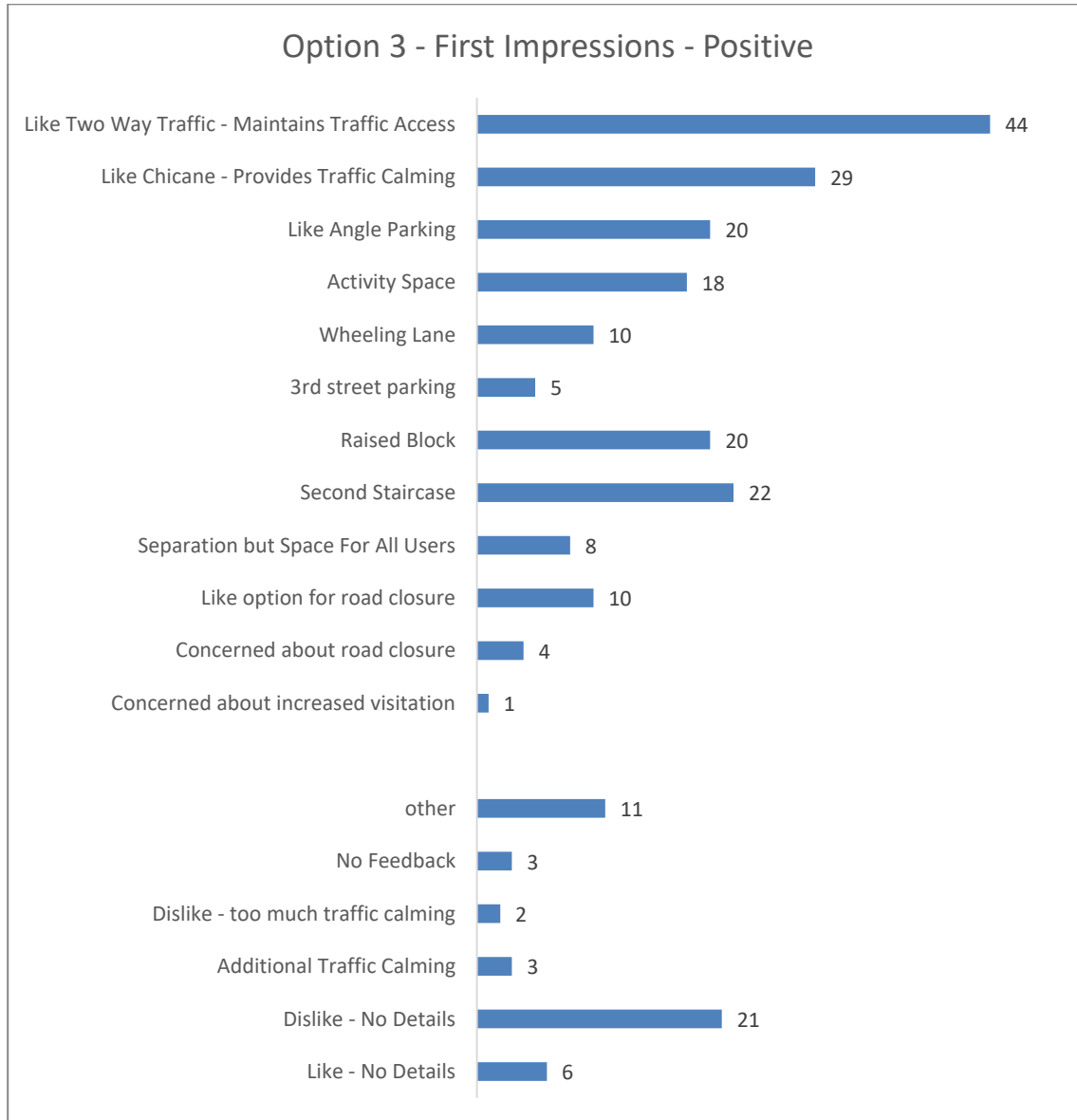


Crescent Road Master Plan

Phase 2 Engagement Report Back // What we Heard
June 24, 2022

Option 3 - First Impressions – Positive

What did you see in Option 3 that you liked or found exciting?



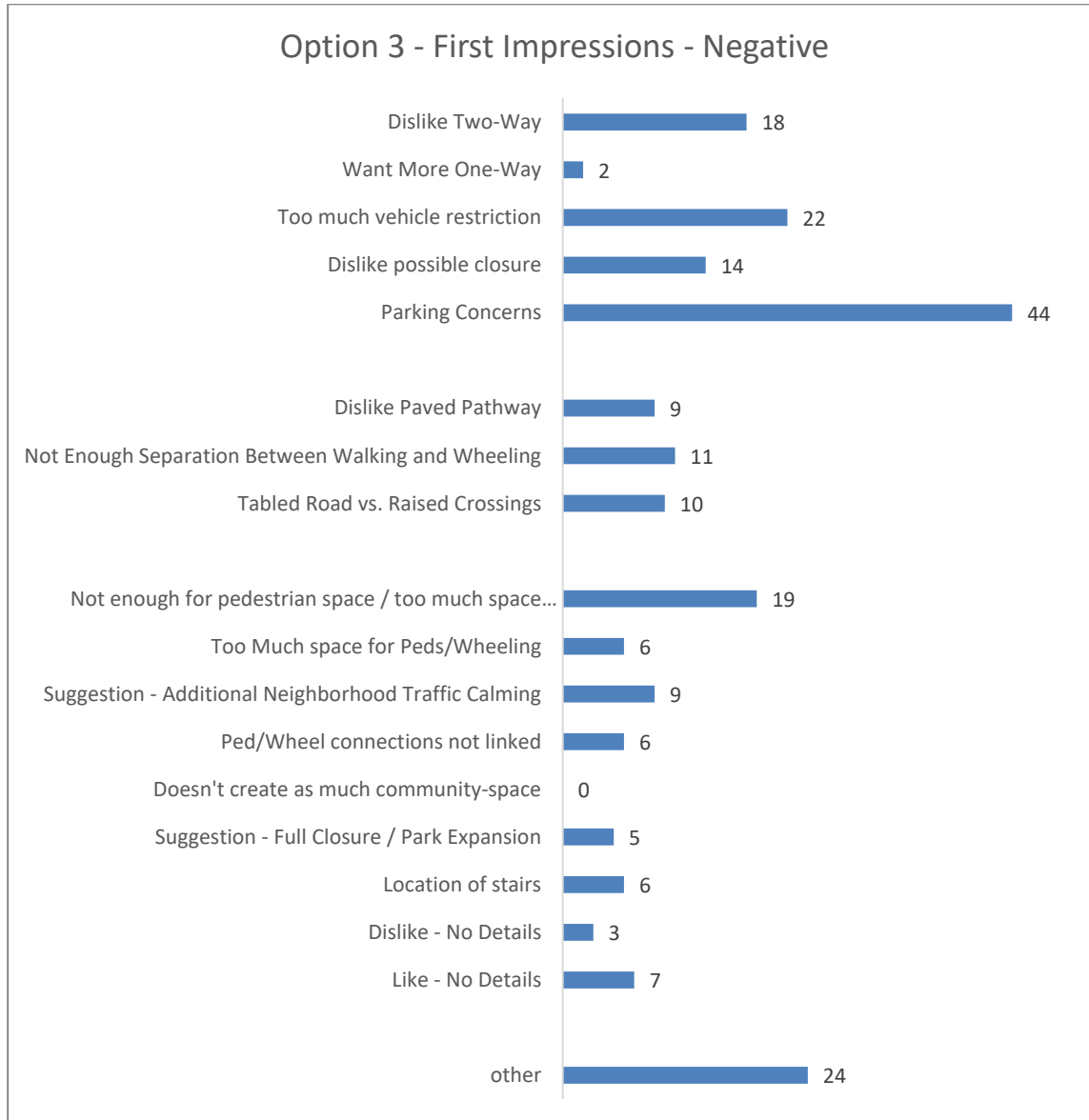


Crescent Road Master Plan

Phase 2 Engagement Report Back // What we Heard
June 24, 2022

Option 3 - First Impressions - Negative

What did you see in Option 3 that you disliked or found challenging?



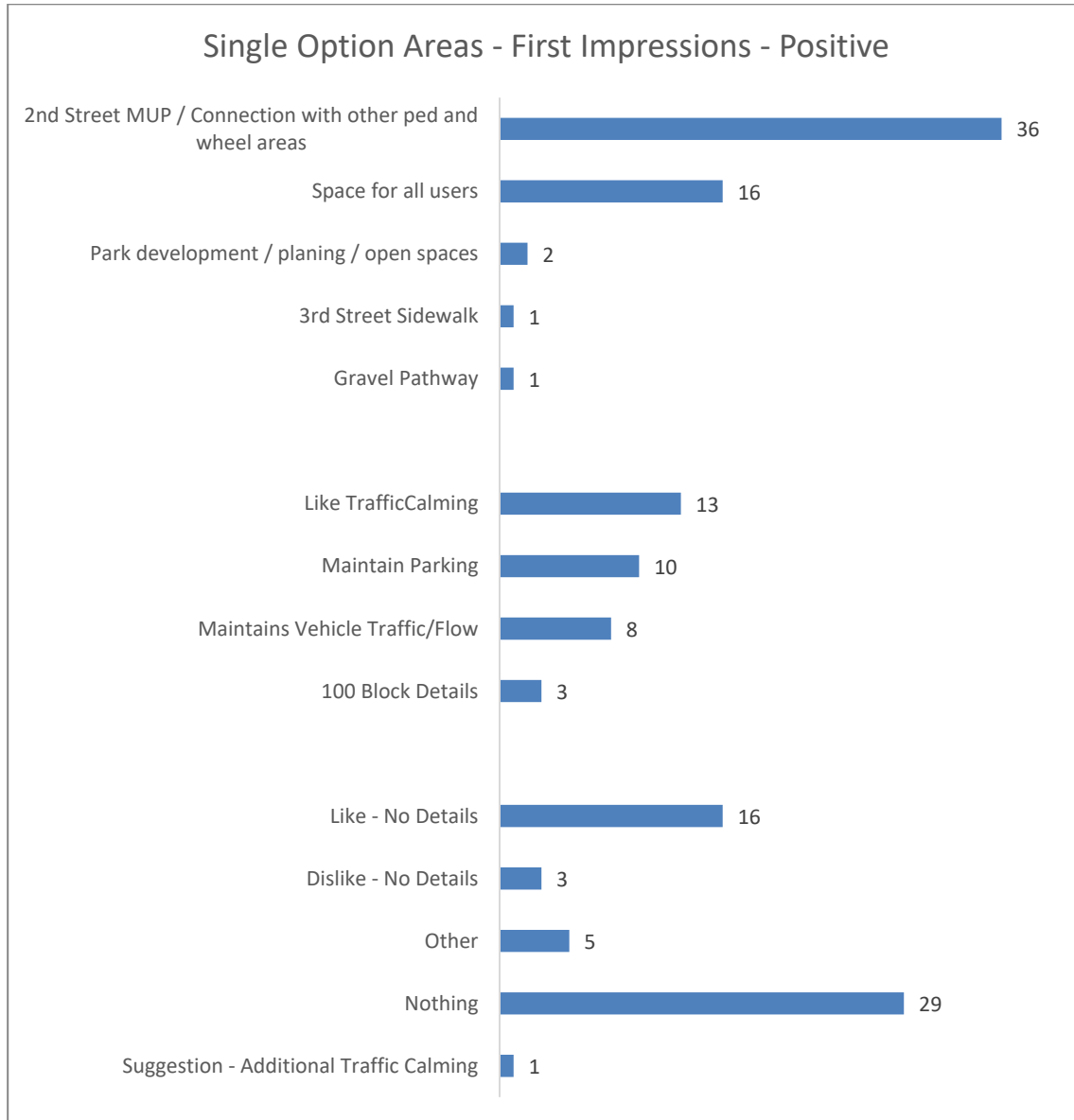


Crescent Road Master Plan

Phase 2 Engagement Report Back // What we Heard
June 24, 2022

Single Option Areas - First Impressions - Positive

What did you see in the 2 Street or 100 block areas that you liked or found exciting?



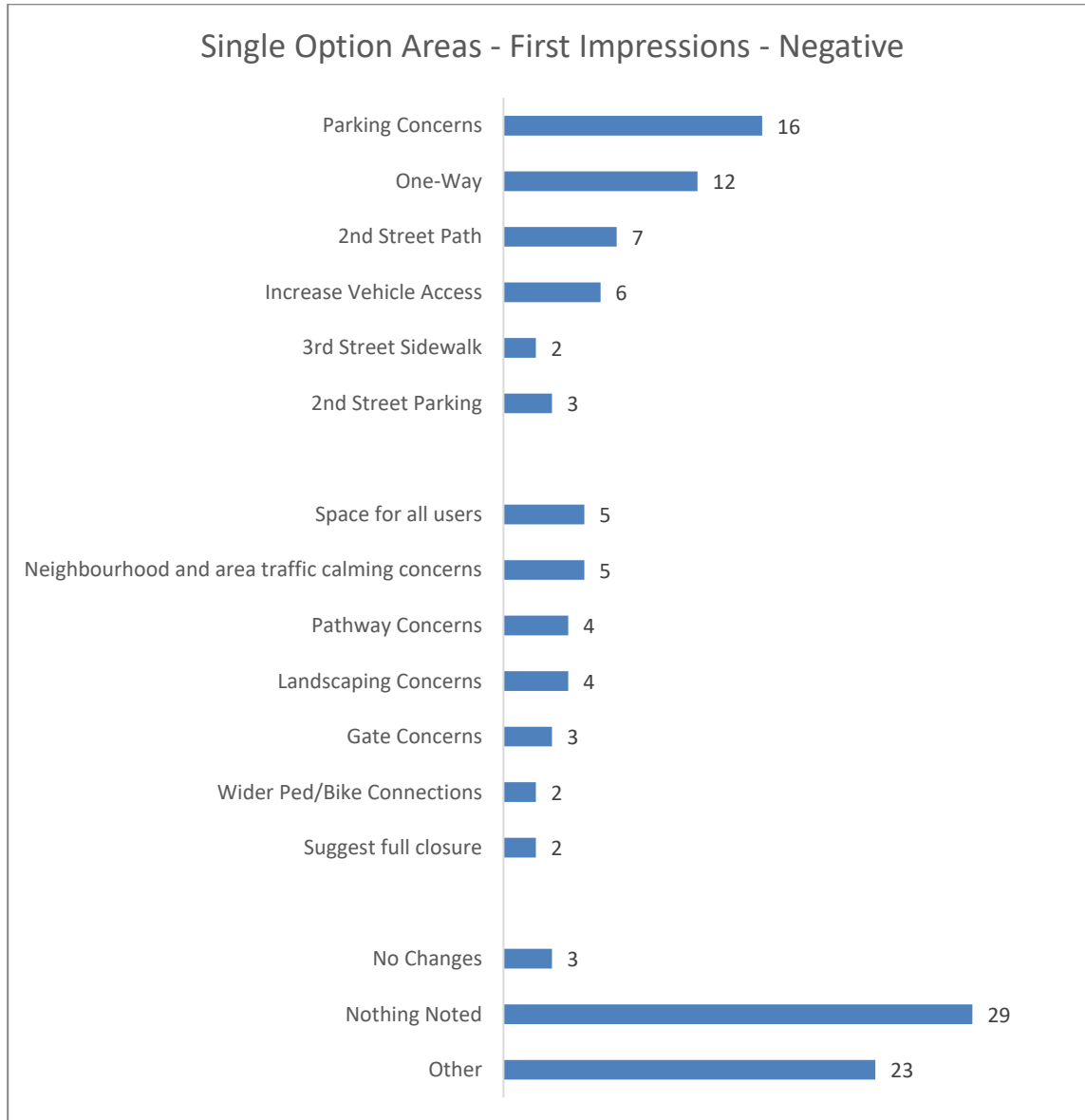


Crescent Road Master Plan

Phase 2 Engagement Report Back // What we Heard
June 24, 2022

Single Option Areas - First Impressions - Negative

What did you see in the 2 Street or 100 block areas that you disliked or found challenging?





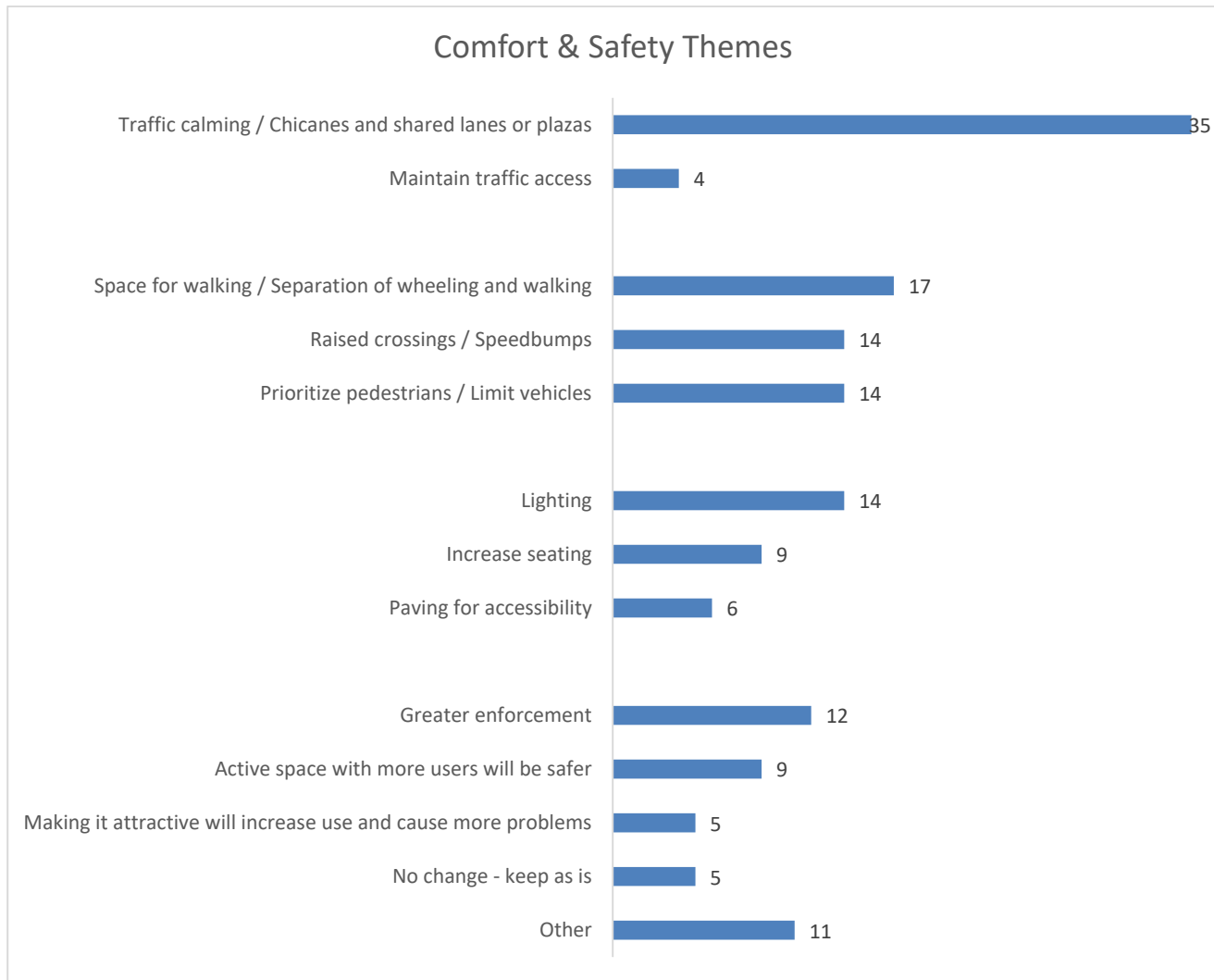
Crescent Road Master Plan

Phase 2 Engagement Report Back // What we Heard
June 24, 2022

Design Elements

Comfort and Safety Feedback

Based on what you've seen in options 1, 2, & 3, or the precedent images in the previous slide, what elements or ideas do you think best increase comfort and safety?



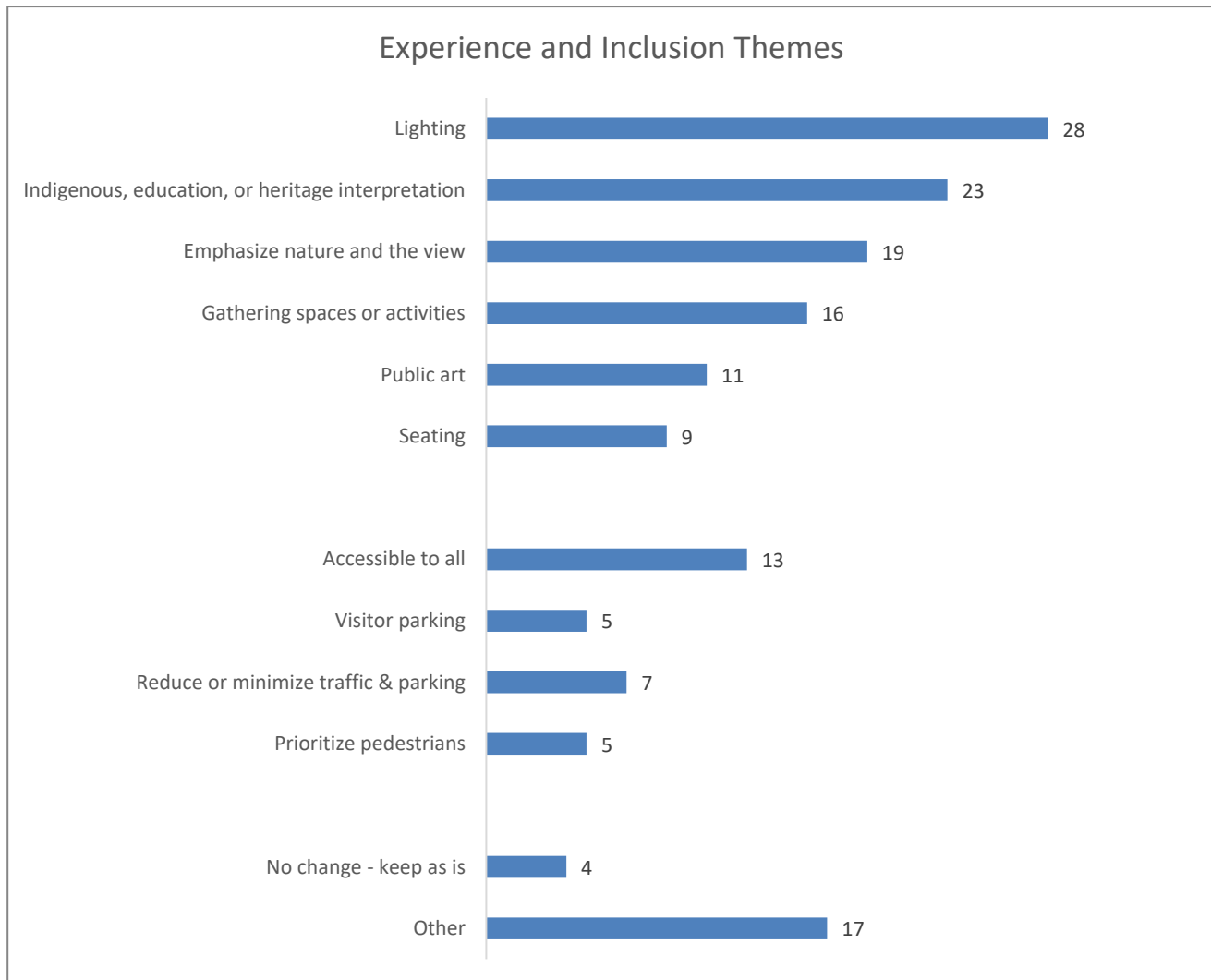


Crescent Road Master Plan

Phase 2 Engagement Report Back // What we Heard
June 24, 2022

Experience and Inclusion Feedback

Based on what you've seen in options 1, 2, & 3, or the precedent images in the previous slide, what elements or ideas do you think best elevate experience and inclusion?



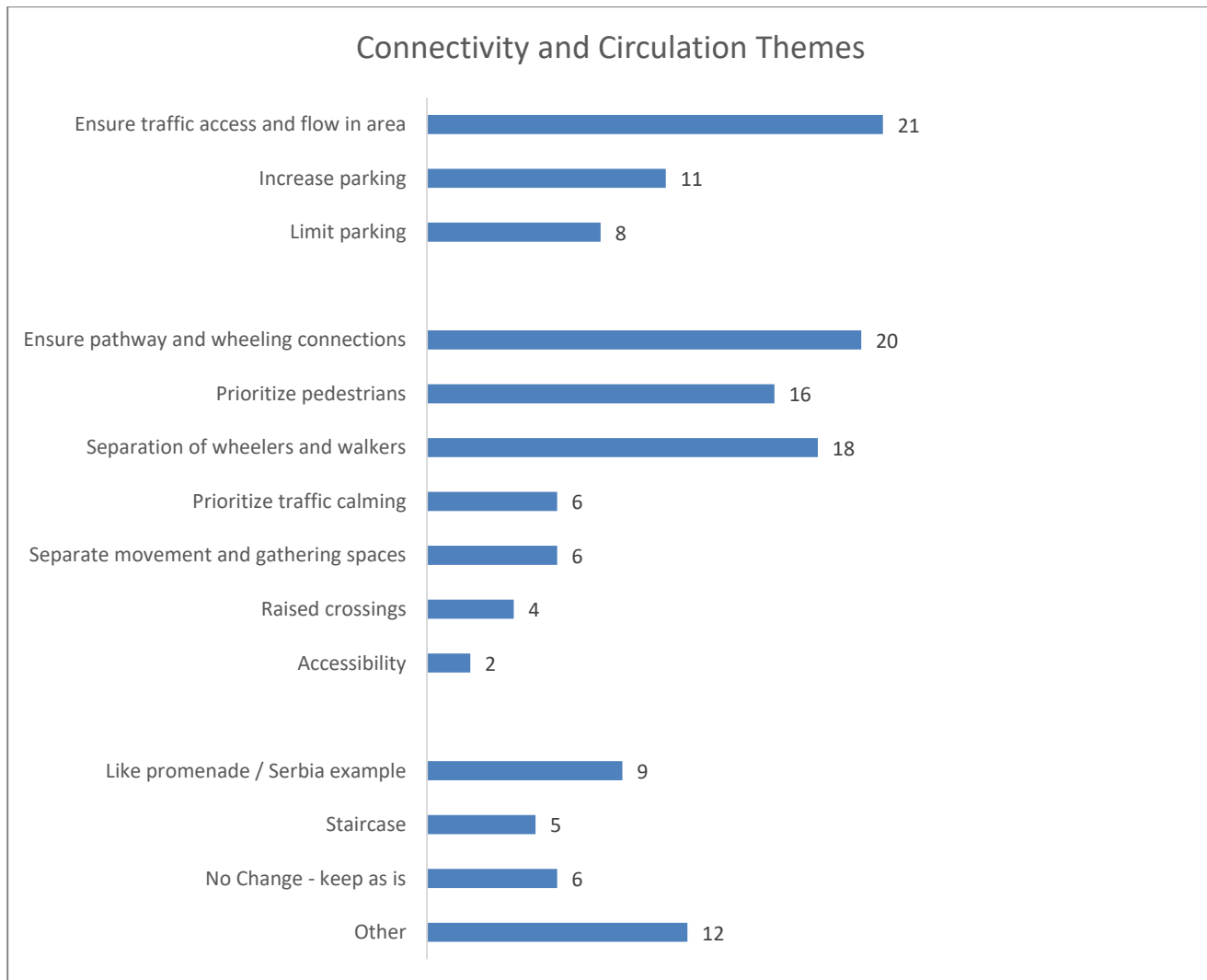


Crescent Road Master Plan

Phase 2 Engagement Report Back // What we Heard
June 24, 2022

Connectivity and Circulation Feedback

Based on what you've seen in options 1, 2, & 3, or the precedent images in the previous slide, what elements or ideas do you think best improve circulation and connectivity?



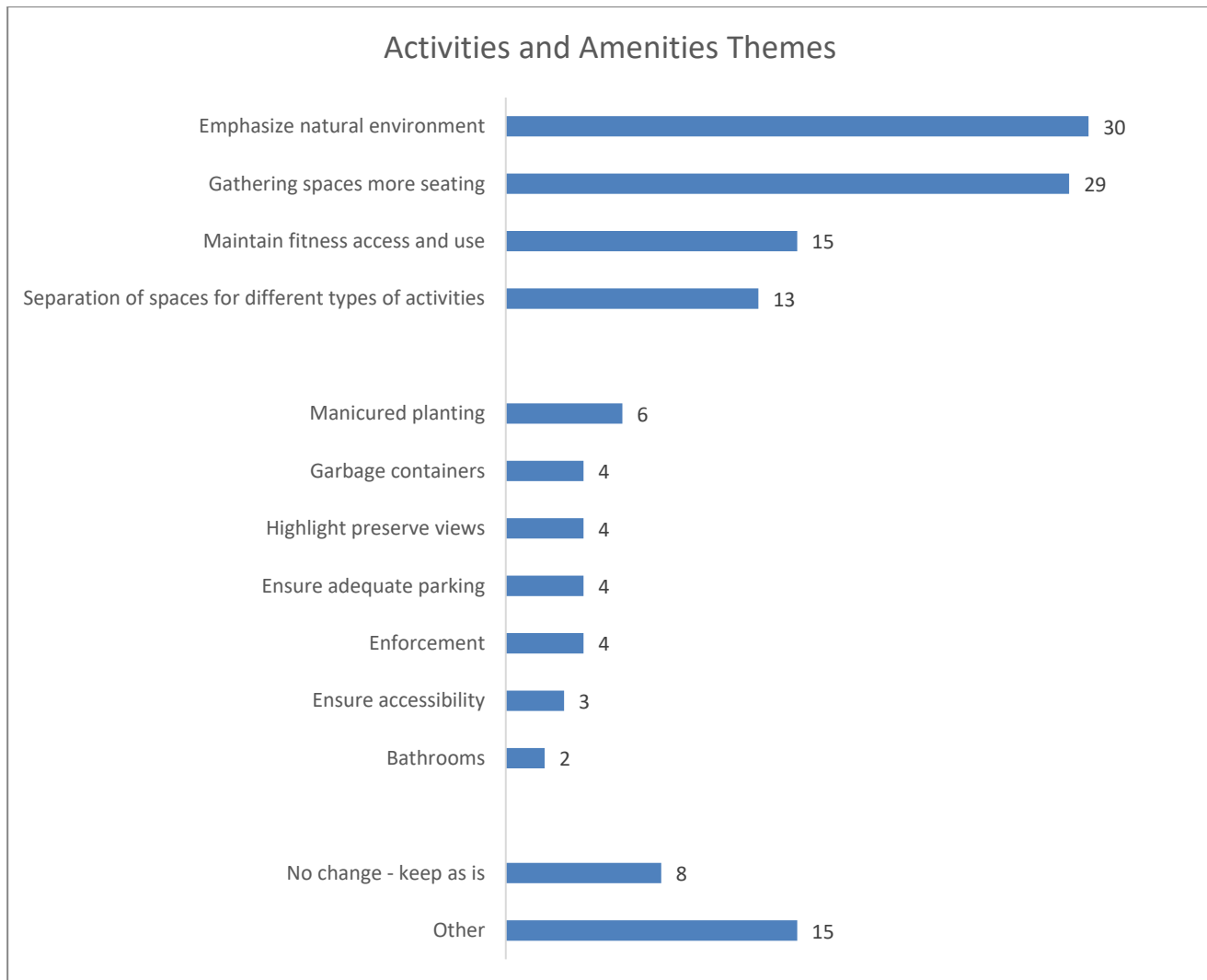


Crescent Road Master Plan

Phase 2 Engagement Report Back // What we Heard
June 24, 2022

Activities and Amenities Feedback

Based on what you've seen in options 1, 2, & 3, or the precedent images in the previous slide, what elements or ideas do you think best support activities and amenities?

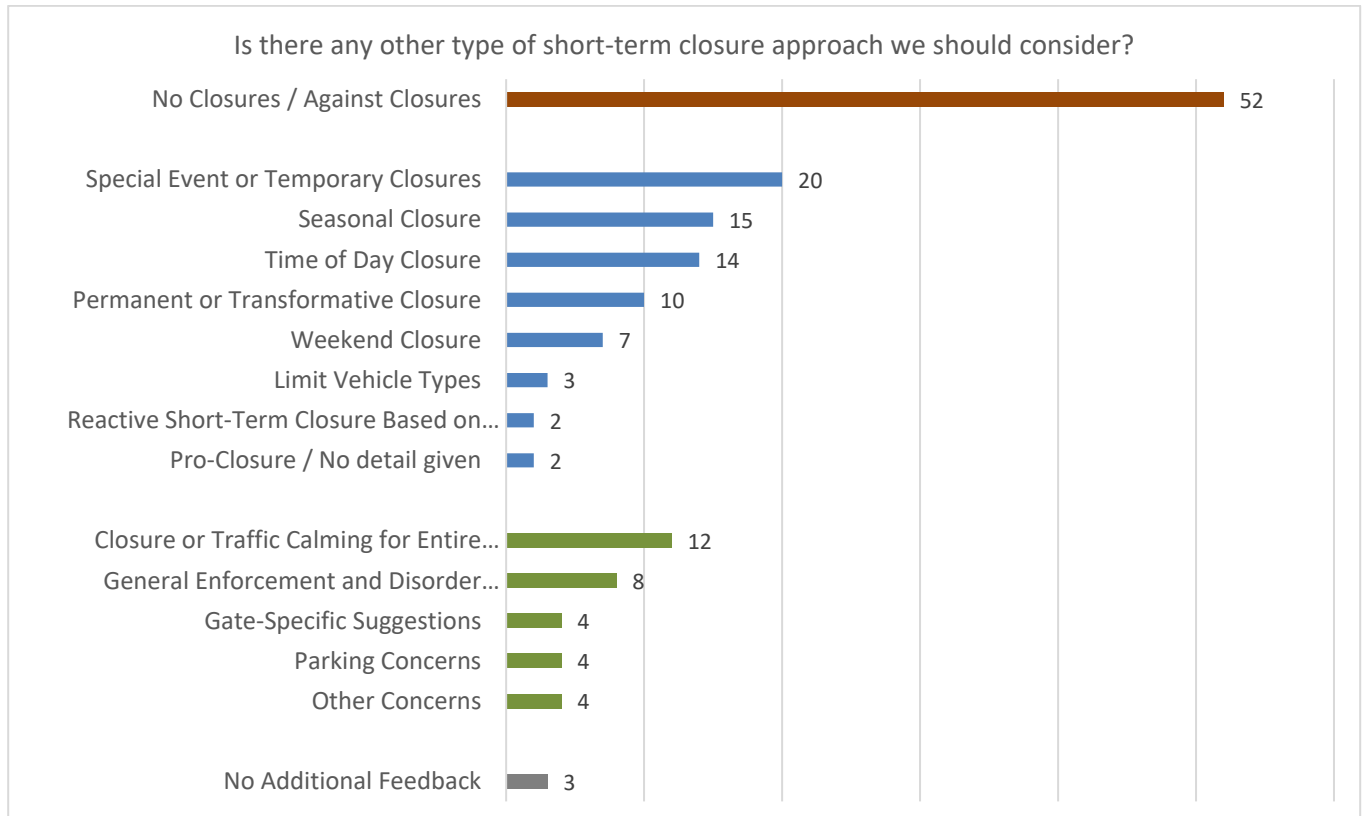


Temporary Closure

Q1. How comfortable would you be with the following scenarios?

	No closures, always open	Special event closures - weekends or specific days but only during permitted special events.	Seasonal closure - weekends during the summer	Seasonal closure - all days during the summer
☹️ Not at all comfortable	44	44	85	97
Not comfortable	20	10	16	17
🤔 Unsure	7	15	8	8
Comfortable	26	58	27	18
😊 Very comfortable	94	67	57	53
<-- Always Open ----- More Open ----- More Closed -->				
Don't Like	64	54	101	114
Like	120	125	84	71

Q2. Is there any other type of short-term closure approach we should consider?



Participant Evaluations

