

CALGARY'S CENTRE CITY

WHERE YOU WANT TO BE

2010/2011 ANNUAL UPDATE

A strong Centre City is a key driver of our city's economic success. A safe, clean and energetic core attracts business, big and small, and also means more visitors and residents.

There are many different City of Calgary teams working with community partners to create a livable, thriving and caring Centre City. From the creation and redevelopment of **vibrant places** day and night, to enhancing **communities** through amenities and social programs, to providing more sustainable options for **getting around** our Centre City, to the ongoing effort to improve **safety** and **cleanliness**, the work being done is making a difference. This report reflects the progress made in these areas in 2010 and provides a look at what's in store for 2011.

CENTRE CITY IMPLEMENTATION
LAND USE PLANNING & POLICY



2010

VIBRANT PLACES

2010 HIGHLIGHTS

Events and Festivals

- The City programmed a number of events including Canada Day at both Prince's Island and Olympic Plaza drawing a combined 110,000 people.
 - Other City programmed events included the High Noon Music Series, CJSW Concerts on the Plaza, Spaghetti Western, Sing and Skate, Fire and Ice New Years Eve Celebration and Wagonstage.
 - Calgary's Olympic Heritage was celebrated through the following special events:
 - Snowblower
 - Olympic Paralympic Athlete Salute
 - CTV Olympic Broadcast
 - Olympic Torch Relay
- **Calgary Chinatown Centenary Celebration** was a year-long celebration with events designed to bring vibrancy and vitality to the area, including:
 - The Calgary Chinatown 100 Fireworks Grand Celebration on Centre Street Bridge. More than 150 youth volunteers and community members contributed to the success of this event which attracted more than 100,000 people.
- **Celebrating 100 Years of Parks** with a number of events and projects, including:
 - The Landscape of Celebration at Olympic Plaza
 - +15 planters and signage
 - Parks 100 Banner Program
- **Central Memorial Park Redevelopment** grand re-opening.

Beautification

- **The City's Banner Program** transformed Centre City's seven gateway bridges into vibrant, outdoor art exhibitions. The banners were also installed in Chinatown, Olympic Plaza and along Barclay Mall.

Visitor Experience

- **Centre City Parks & Public Realm Enhancements Plan** identifies potential enhancements to parks, plazas and open space that aim to contribute to the overall identity, vitality and public enjoyment of our Centre City.
- **Festival and Event Policy** adopted to recognize the value events bring including enhancing the quality of life in Calgary and creating complete neighbourhoods.
- **Event Stimulus Program** implemented in partnership with Calgary Arts Development to increase both the quantity and quality of festivals and events in Calgary.
- **Canadian Pacific Railway Visioning Phase 1** workshop identified the corridor as a special area and created a vision for this vibrant Centre City passageway.

Public Art

- **Celebration of the Bow 2010** a six-part art series that featured installations and events to showcase the Bow River and its place in our city.
- **Downtown Public Art Circuit App** was launched in May of 2010. The app includes photographs, audio and details about 16 Centre City public art pieces.
- **Open Spaces: Windows to a View** provided a highly visible window space for rotating art exhibits at the Centre Street CTrain station.

A livable Centre City, day and night. This is a core vision of the Centre City Plan. It includes elements of public art, events and outdoor activities. It's the creation of places where people can meet, mix and grow community.

2011 OUTLOOK | VIBRANT PLACES

- Devonian Gardens refurbishment and completion.
- Dr. Carl Safran School Park public engagement and design concept underway.
- Poetic Garden plaza development.
- Prince's Island Lagoon Skating Rink opening.
- Parks Seasonal Flower program expansion.
- Sien Lok Park Phase 1 redevelopment.
- Enoch Park development.
- Canadian Pacific Railway Visioning Phase 2.
- Downtown Land Use and Bonusing review and update.
- Illumination and Bird-friendly Guidelines.
- Centre Street Bridge Lighting Project.
- Chinatown 100 Year banners and planters continuing.
- International Monetary Development Bank Conference.



2011

GETTING AROUND

2010 HIGHLIGHTS

- **Centre City Mobility Plan** provides a balanced and coordinated long-term plan for pedestrians, cyclists, transit users and vehicles in our Centre City.
- **The Downtown Underpass Urban Design Guidelines** provides design guidance for future development or improvement of the Canadian Pacific Railway underpasses.
- **13 Avenue Heritage Greenway** completion of planning and design.
- **Peace Bridge** construction underway.
- **Centre City Urban Wayfinding** conceptual designs completed.
- **Holt Renfrew +15** walkway refurbishment completed to connect with new 4th Street CTrain station.

Public Transit

- **3 Street CTrain Station** completed.
- **West LRT** route construction initiated.

East Village

- Completion of Phase 6 and 7 infrastructure upgrades, including utility upgrades and relocations and improved streetscapes and urban spaces. Work focused on:
 - 9 Avenue SE
 - 6 Street SE
 - Parts of 4 and 5 Streets SE
- **St. Patrick's Island Bridge** final design selected.
- Construction began on the final phase of the **4 Street SE Underpass**, completing a critical link connecting East Village and downtown Calgary with the Beltline, Stampede Park and beyond.



It's important Calgarians travel to and move within the Centre City easily. The Centre City Plan makes pedestrian, transit and bicycle travel a priority through walkable and accessible streets, expansion of CTrain and bus service, and safe and convenient cycling options.

2011 OUTLOOK | GETTING AROUND

- East Village infrastructure upgrades (8 Avenue cul-de-sac and Riverfront Lane) on Phase 8 and 9.
- RiverWalk Phase 2 construction.
- St. Patrick's Bridge construction.
- Peace Bridge construction underway.
- City Hall twinning and 4 Street SW CTrain stations completed.
- 8 Avenue SW LRT Tunnel pre-engineering study.
- West End of Downtown Gateway CTrain station construction.
- Recycling units added to 7 Avenue CTrain stations.
- 7 Street and 8 Avenue SW bikeway improvements.
- 4 Street SE underpass completion.
- Underpass upgrade design review.
- +15 Policy Review.
- 13 Avenue Heritage Greenway Phase 1 construction.
- 11 Avenue South streetscape improvements.
- 14 Street and 10 Avenue SW intersection conversion.
- Barclay Mall redesign and operational improvements.



COMMUNITY

2010 HIGHLIGHTS

Chinatown

- **Calgary Chinatown Centenary Celebration** was an opportunity to encourage cultural understanding and to create a lasting legacy of an inclusive and caring Centre City. Some of the projects included:
 - Vivid banner art installed on red lampposts.
 - Vibrant flowers planted along area streets.
 - Grey signal boxes wrapped with images.
 - Community murals.
 - Recycling bins installed.
- Over 2,000 youth participated in centenary projects and events.
- Over 115 community organizations hosted over 60 events and programs.
- **Centre Street Public Realm Improvement** to create a vision for a two block section on one of Calgary's original streets.

East Village

- Completion of Phase 1, Stage 1 of **RiverWalk**, a pathway that improves pedestrian and bike safety, enhances connectivity and contributes to community beautification.
 - New amenities include unique lighting, separated bicycle and pedestrian paths, a large plaza and sloped stairs and landings to get close to the Bow River.
- Construction began on **RiverWalk Stage 1, Phase 2**, which will connect westward toward Chinatown.
- Development of the **St. Patrick's Island Master Plan**, which included public engagement of over 6,000 citizens, soliciting ideas and opinions for the re-development of the park.
- **ENMAX District Energy Centre** completed.
- Private sector commitment to revitalize East Village was demonstrated through the first signed land development deal. Details include:
 - 700,000 square feet of new residential and retail space at an approximate market value of \$300 million.
 - Over 600 new residential units over the next five years with first occupancies planned by late 2013.

Centre City

- The City of Calgary held its second **Centre City Congress**. The goal was to inspire collaboration and create fresh ideas to improve our Centre City.
- **Attainable Homes Calgary** launched, along with securing a building partner, establishing an advisory committee and the development of community partnerships.
- **Louise Crossing Mixed Use Project** completed and includes affordable housing units and a new fire station to serve the west side of Centre City.
- **Welcoming Community Policy** developed to address the needs of Calgary's immigrants.
- With The City's support the **Downtown West Community Association** expanded its community boundary providing more Centre City residents with community association representation.
- **Family & Community Support Services** funding provided over \$3 million to social agencies primarily serving Centre City residents with programs relating to homelessness, mental illness, affordable housing, vulnerable youth and seniors.
- **West Village Area Redevelopment Plan** completed, providing a framework for the long term redevelopment of the site. It provides direction on key aspects such as the vision, scale, urban form and character for the future West Village.

Awards

- Heritage Canada Prince of Wales Prize for Municipal Heritage Leadership – Honourable Mention.
- Alberta Historical Resources Foundation Municipal Heritage Preservation Award.

Attracting residents is key to the area and that is why the Centre City Plan outlines the importance of building communities that are of the highest quality, where residents feel connected, secure, valued and included.

➔ 2011 OUTLOOK | COMMUNITY

- Centre City Congress 2011.
- St. Patrick's Island Master Plan completion.
- RiverWalk Phase 2, Stage 1 completion with future phases in the planning stages.
- Centre City Sign Bylaw review and update.
- Beltline Clustering Policy review.
- Beltline Community Investment Fund Terms of Reference development.
- Beltline Average Land Value review.
- Beltline Area Redevelopment Plan review.
- 17 Avenue Setbacks review.
- Centre City Urban Design Guidelines.
- Shadow Design Guidelines review.



MARK II PHOTOGRAPHY

SAFETY

2010 HIGHLIGHTS

Visibility and Enforcement

- **Public Safety Compliance Team, Public Safety Task Force and Safe Housing Inspection Program** were assigned dedicated police officers and conducted late night inspections, education, coordination of licence reviews and planning applications.
- **Gang Suppression Team** performed its ongoing collaborative work with Calgary BarWatch to enhance patron and staff safety.
- **District One** officers logged over 60,000 hours (May 1 to December 31, 2010) focusing on social disorder, criminal acts, operational plans and crime prevention.

Safety Strategies & Achievements

- **Late Night Economy Strategy** developed to bring focus and find opportunities to bring positive attention to our Centre City during the evening hours. Four priority focus areas were identified: transportation, governance, economic measures and safety.
 - **Late Night Ride Home Stands** launched and installed in 12 locations throughout the Centre City to offer patrons and drivers a safe and convenient way to access taxis.
- **Vulnerable Persons Officer Training** for District 1 officers to work with and provide assistance to social agencies. Officers are also assisting with the strategies outlined in the 10 Year Plan to End Homelessness.

- **Operation Webfoot** continued as a multi-agency approach to tackling water safety and social disorder issues along the Elbow River.
- The award-winning **Chinatown Safety Council** continued its work. It is made up of members from non-profit agencies, City of Calgary business units, the Calgary Police Service, Chinatown building managers and businesses. The Council has been spearheading many initiatives and programs that the Calgary Chinese Community Service Association (CCCSA) runs such as the Sidewalk Greeter Program and the strategy to create murals in high crime areas.
- **Calgary Police Service and the business community** teamed up to provide free bicycle repair workshops. This program provided an opportunity for the homeless to bring their bicycles and get a free safety check and any necessary repairs.

Awards

- **The Centre City Safety Impact Team** received the 2010 Jim Gray Safer Calgary Corporate Award in recognition of its leadership in promoting and implementing safety practices and awareness within the organization and in the community.



A safe Centre City is the foundation for a thriving core. From protective services to social agencies, to businesses and the citizens who live and work here - everyone has a role to play when it comes to ensuring the continued safety of the core.

2011 OUTLOOK | SAFETY

- Safety Call boxes installed along RiverWalk.
- Operation Webfoot sustainment.
- CCTV Camera repositioning.
- Underpass Lighting Review.
- Late Night Ride Home Stands expansion.
- Community Addictions Strategy development.



CLEANLINESS

2010 HIGHLIGHTS

East Village

- East Village Automated Public Toilets installed along RiverWalk.

Clean to the Core Initiative & Achievements

- The City of Calgary's Clean to the Core program began in 2006 to strengthen safety, add vitality and make our Centre City an appealing and exciting place to visit, explore and enjoy. Clean to the Core is a collaborative effort of The City, community partners and businesses, to implement real and sustainable change in our community.

Chinatown

- Bubbles and Butts program expanded into Chinatown and beyond the Centre City boundary.
- As part of the **Calgary Chinatown 100 Celebration** a number of cleanliness initiatives were implemented, including:
 - Nine traffic signal boxes were wrapped with Chinese-themed art vinyl covers. This initiative enhances the streetscape and acts as a graffiti deterrent.
 - Additional waste and recycling bins were installed at 14 locations throughout the community to improve cleanliness and create a more pleasant pedestrian experience.



The Centre City Plan supports initiatives that create a clean and well-maintained core, because a clean Centre City is viewed as safe and increases its attractiveness to residents, businesses and visitors.

2011 OUTLOOK | CLEANLINESS

- Bubbles and Butts Small Litter Bin Program expansion.
- Dumpster Free Laneway Pilot Project.
- On-Street Food Cart Policy.
- Graffiti Program Audit.
- 20 Minute Makeover.
- Litter Survey.
- CPR Task Force formation.





ABOUT CALGARY'S CENTRE CITY

Calgary's Centre City includes downtown and the surrounding five communities. It boasts a natural border of the Bow and Elbow Rivers to the north and east, and is marked to the south and east by the bustling businesses of 17th Avenue and 14 Street SW. The City of Calgary's Centre City Plan (2007) lays out an exciting way of thinking about these urban communities. It recognizes the value they bring to our city with vibrancy, vitality and possibility.

The City of Calgary's Centre City Implementation (CCI) is a division of Land Use Planning & Policy. CCI brings leadership, focus, action and awareness to collaboratively achieve and sustain the vision of the Centre City Plan. CCI also leads Clean to the Core and the Centre City Safety Impact Team; programs that are critical in keeping our core a safe and clean place to work, live, play and visit.

For more on Calgary's Centre City, go to CALGARY.CA/CENTRECITY or read our blog and give us your input at CENTRECITYTALK.COM.

CENTRE CITY PARTNERS

The Centre City Implementation team has identified and in many cases coordinated the efforts of many City of Calgary business units and community groups working in our core. CCI acknowledges the work of the following: Animal & Bylaw Services, Assessment, Attainable Homes Calgary, Calgary Arts Development, Calgary Fire Department, Calgary Municipal Land Corporation, Calgary Police Service, Calgary Transit, Community & Neighbourhood Services, Corporate Properties & Buildings, Corporate Security, Development & Building Approvals, Land Use Planning & Policy, Office of Land Servicing and Housing, Parks, Recreation, Roads, Transportation Infrastructure and Transportation Planning. Our vibrant Centre City would not be possible without the collaboration and guidance of these partners.