



17th Ave SW Streetscape Master Plan

Stakeholder Report Back: What we Heard

Reveal - May 2019

Project Overview

Main Streets Program

Program Overview

The Main Streets Program is one of the ways that the City of Calgary is working to make our city “a great place to make a living, and a great place to make a life.” The program shares The City’s common purpose of “making life better every day” by implementing a comprehensive process to transform our main streets into places where people want to live, work and play.

Main Street Master Plan

A Main Street Master Plan is more than improved accessibility, safety and beautification. It is about place-making, creating vibrant places that place priority on sociability, access and linkages, comfort and image, uses and activity.

Vision

Main Streets are places where citizens come together. They allow us to travel less and live more by providing the things we need right in our own communities.

Core Principles

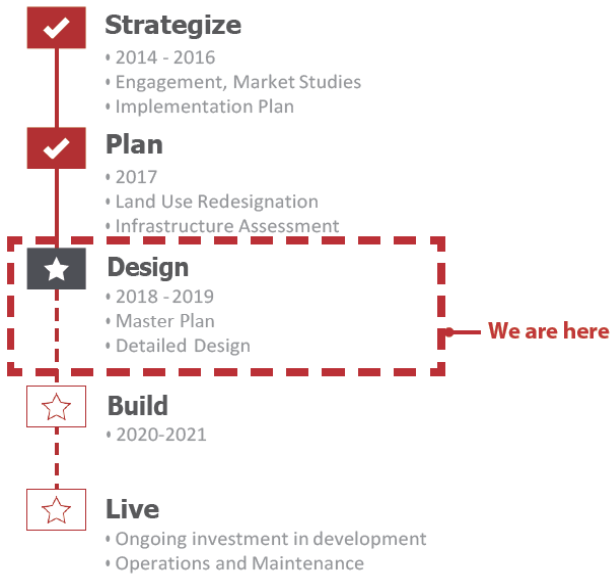
Main Streets are resilient, adaptable, and attractive places that:

- Celebrate the character of the community;
- Encourage diversity of businesses, buildings and residents;
- Create a vibrant destination, and;
- Improve public health.



Program Approach

The Main Street initiative focuses on implementation approaches and programs to enable the policies, goals and targets contained in the Municipal Development Plan (MDP). The Main streets program consists of the following approach.



Streetscape Master Plan

A streetscape is the area that spans between two building faces (or property lines) on either side of the road (Exhibit 1). This includes the road, sidewalks, boulevards and public / private spaces leading up to the building face. The streetscape includes all visual and functional elements of a street.

The Streetscape Master Plan represents the design and investment phase of the program. A Streetscape Master Plan is intended as a high-level design guideline for public realm improvements such as sidewalks, landscaping, lighting, public furniture, crossings, and other elements of urban design. The Plan communicates the “big moves,” while leaving enough flexibility to adapt as the street evolves over time.

Exhibit 1. Streetscape



Study Area

17th Ave S.W was identified as one of the main streets in the City of Calgary Municipal Development Plan (MDP). This project focuses on one of these segments spanning 17th Ave S.W from Crowchild Trail SW to 37 Street SW (Exhibit 2). The study area is boarded by the communities of Killarney/Glengarry, Richmond, Rosscarrock, Scarboro Sunalta West, Shaganappi and Glendale-Glendale Meadows.

Exhibit 2. Aerial view of Study Area



Engagement Process

Within the Main Streets Master Plan process we engage the public in three phases; Discover, Explore and Reveal to better understand community’s values for their street.



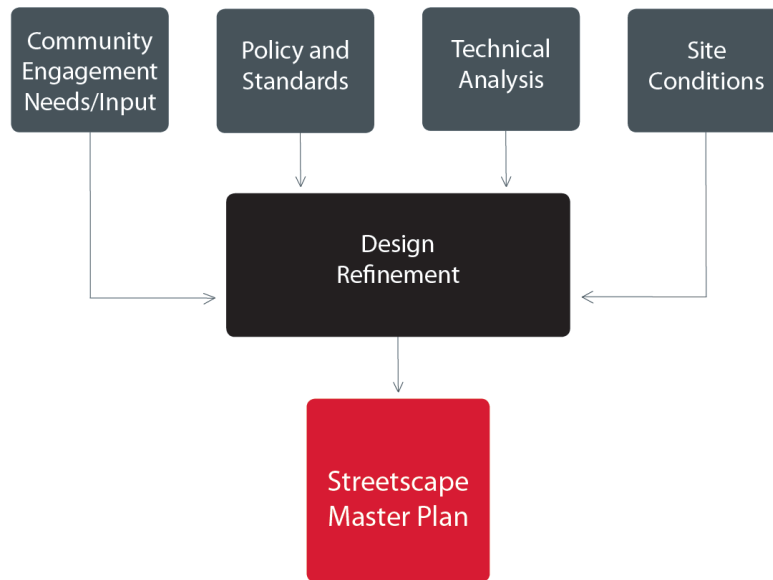
In the Discover Phase we Listen & Learn; stakeholders and The City listen to and learn about public views, plans, concerns, and expectations.

In the Explore phase, public feedback is obtained through consultation to review preliminary design ideas and options developed from input discussed at the Discover phase. We ensure issues and concerns are understood and considered prior to design resolution in the Master Plan.

The Reveal phase focuses on communicating the short and long term strategies that will be carried forward into detail design for the project. The information communicated will include: (a) the proposed design; (b) what is different from the existing condition; (c) why it is different, and; (d) how engagement input influenced the design, and; if not, explaining how the input was considered and why it could not be incorporated into the design.

How We Use Your Input

Feedback gathered from public and stakeholder engagement is reviewed with City of Calgary policy and standards, site conditions, and technical design analysis then refined for the next stage of engagement.



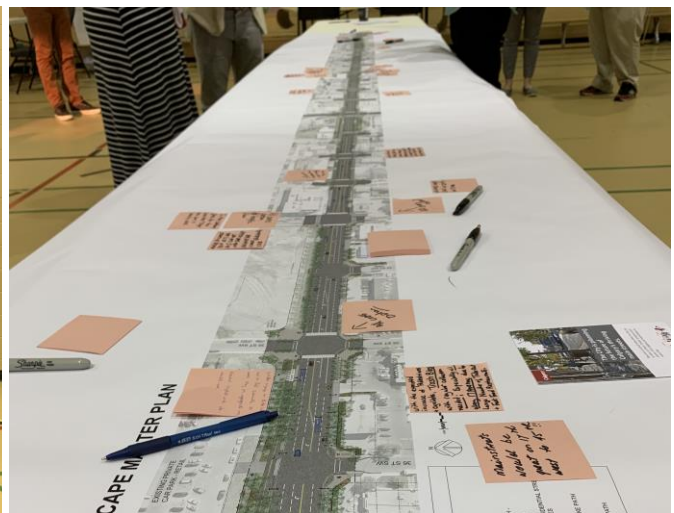
What We Did

This report back focuses on the results of the “**Reveal Phase**” only. A Reveal Open House was held on May 30, 2019 at the Salvation Army Facility (17th Ave SW and 29th St SW) to present the final design and collect feedback. The open house materials and a survey were available online from May 30, 2019 to June 17, 2019. This report includes a summary of the input received from both the open house and online engagement components.



What We Asked

1. Do you understand how community feedback informed the design?
2. Does the design achieve the Project Vision, Goals and Objectives (Highly Achieves / Somewhat Achieves / Do not Achieve):
 - a. Improves pedestrian comfort and provides high quality public realm
 - b. Increases the number of trees for a healthier environment
 - c. Creates space for more social interaction
 - d. Maintains the traffic functionality and flow along 17th Ave
 - e. Provides safer crossings, wider pathways, and access for cyclists
 - f. Creates space for public art and community gateway features at major intersections
 - g. Provides opportunity to reflect the diversity of the community
 - h. Incorporates durable, high-quality materials
3. Are there any questions or concerns with this project moving forward into detail design and construction?
4. What are you most excited about then you see this plan?
5. How will you use this street in the future?





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What We Heard Summary

This section provides a summary of both the open house and online feedback received during the Reveal phase of the 17th Ave SW Streetscape Master Plan project. For a verbatim listing of all the input that was provided, please see the [Verbatim Responses section](#).

Do you understand how community feedback informed the design?

UNDERSTANDING OF COMMUNITY FEEDBACK		
AGREE	SOMEWHAT AGREE	DO NOT AGREE
78%	8%	14%

Does the design achieve the Project Vision, Goals and Objectives?

SOCIAL + ECONOMIC OBJECTIVES	HIGHLY ACHIEVES	SOMEWHAT ACHIEVES	DOES NOT ACHIEVE
Objective 1: Improves pedestrian comfort and provides high quality public realm	46%	38%	17%
Objective 2: Increases the number of trees for a healthier environment	52%	40%	8%
Objective 3: Creates space for more social interaction	36%	38%	26%
MOBILITY + FUNCTIONALITY OBJECTIVES	HIGHLY ACHIEVES	SOMEWHAT ACHIEVES	DOES NOT ACHIEVE
Objective 4: Increases the number of crossings and improves safety and accessibility for pedestrians	54%	38%	8%
Objective 5: Maintains the traffic functionality and flow along 17th Ave	50%	31%	19%
Objective 6: Provides safer crossings, wider pathways, and access for cyclists	58%	29%	13%
CHARACTER + IDENTITY OBJECTIVES	HIGHLY ACHIEVES	SOMEWHAT ACHIEVES	DOES NOT ACHIEVE
Objective 7: Creates space for public art and community gateway features at major intersections	35%	48%	17%
Objective 8: Provides opportunity to reflect the diversity of the community	31%	38%	31%
Objective 9: Incorporates durable, high-quality materials	43%	38%	19%



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The table below is ordered to show the most highly achieved objective to the least highly achieved objective.

#	MOST HIGHLY ACHIEVED OBJECTIVES	THEME
1	Objective 6: Provides safer crossings, wider pathways, and access for cyclists	Mobility + Function
2	Objective 4: Increases the number of crossings and improves safety and accessibility for pedestrians	Mobility + Function
3	Objective 2: Increases the number of trees for a healthier environment	Social + Economic
4	Objective 5: Maintains the traffic functionality and flow along 17th Ave	Mobility + Function
5	Objective 1: Improves pedestrian comfort and provides high quality public realm	Social + Economic
6	Objective 9: Incorporates durable, high-quality materials	Character + Identity
7	Objective 3: Creates space for more social interaction	Social + Economic
8	Objective 7: Creates space for public art and community gateway features at major intersections	Character + Identity
9	Objective 8: Provides opportunity to reflect the diversity of the community	Character + Identity

Are there any questions or concerns with this project moving forward into detail design and construction?

CONCERNS	
THEME	NOTES
Safety	<ul style="list-style-type: none"> • Cross walks, lighting, and users • Westbrook LRT is a major safety concern on 17th Ave and is not addressed by this plan. • Ensure safe pedestrian crossing between 33rd Street SW and 26th Street SW. often see people run across 17th rather than use the cross-over. • Consider an improved crossing at Suffolk Street to the Transit stop (S side). • These spaces provide places for homeless people to congregate.
Implementation	<ul style="list-style-type: none"> • Concerned that implementation will deprioritize trees in favour of utilities and red light cameras; and the benefits of the design will be diluted.
Multi-use Pathway Conflict	<ul style="list-style-type: none"> • Multi-use pathways in the position of sidewalks increase cyclist/pedestrian conflict and decrease the safety of intersections
Impact on Businesses	<ul style="list-style-type: none"> • Concern with business being impacted. Construction should be completed as quickly as possible to prevent disruption to businesses. • Unique businesses will be pushed out and replaced with franchises.
Winter Conditions	<ul style="list-style-type: none"> • Concerns with winter conditions and whether this plan will still work.



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City Spending and Tax Rates	<ul style="list-style-type: none"> Concern with City spending and tax payers. How is the project being funded?
Impacts on Traffic Flow	<ul style="list-style-type: none"> The design negatively impacts traffic flow.
Wheelchair Access	<ul style="list-style-type: none"> Access for wheelchairs is a priority.
Use of Setback Area	<ul style="list-style-type: none"> The designs don't use the full bylaw setback area. Will these setbacks be removed from the bylaw, so as not to hinder future redevelopment?
Native Vegetation	<ul style="list-style-type: none"> Emphasize tree, shrub and ground cover that are either native to the region or adaptive to it and tolerant of salt.
Parking	<ul style="list-style-type: none"> Taking away parking just pushes cars to the side streets.
Maintenance of Vegetation	<ul style="list-style-type: none"> Maintenance of vegetation and impacts of salt on new landscaping.

What are you most excited about then you see this plan?

- Interesting materials
- More space/accessibility for walkers, bikers, all abilities.
- Improved walkability and bike safety
- The bridge is a huge improvement for crossers
- Street trees and greenery
- Improved usability
- Completion
- Improved pedestrian realm
- Reduced speeding
- More vibrant / activity
- Stronger sense of community
- Nothing

How will you use this street in the future?

- Drive
- Walk
- Bike
- Avoid it
- Commute to work
- Shopping
- Street usage will not change



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Mapping Comments

MAPPING COMMENTS	
LOCATION	NOTES
17 th Ave & 37 th Street SW	<ul style="list-style-type: none"> Extend 17th Ave Main Street west to the 45th Street LRT Station. Trash bins with regular collection are needed along 17th. Signage to direct pedestrians and bikes on multi-use pathways (potential conflict).
17 th Ave & 35-33 Street SW	<ul style="list-style-type: none"> Include an all cross intersection at 17th Ave & 35 Street. Concerns with the bike lanes not crossing 33 Street. In favor of the bump-outs and narrow pedestrian crossings. Suggestion for left turn lane from south bound 33rd Street onto 17th Ave.
17 th Ave & 32-31 Street SW	<ul style="list-style-type: none"> In favor of the bump-outs and narrow pedestrian crossings. Difficult access from 31 & 32 Street. Are there pedestrian crossing lights here?
17 th Ave & 29-27 Street SW	<ul style="list-style-type: none"> Concern with bike crossing. Keep pedestrian crossing lights at 27th Street. This is a c-train connection and bus route.
17 th Ave & 26-25a Street SW	<ul style="list-style-type: none"> Improved pedestrian route to c-train station. Make an all cross interest ion. Traffic calming required here. Protect access to gas station. Concerns with safety and kids crossing at this intersection (K-6 school kids). Suggest that this area be a playground zone. Recommendations to use the old school site area to widen sidewalks, add parking, etc. Challenges with backed up traffic trying to turn onto 17th.
17 th Ave & 24 th Street SW	<ul style="list-style-type: none"> More parking needed east side 24th Street.
Crowchild Bridge / Richmond Road	<ul style="list-style-type: none"> Crowchild bridge sidewalk enhancements are welcomed. Pedestrian crossing and lights needs better visible markings. Confusion existing with bike signal on right turn. Concern that landscaping will not survive here.

Next Steps

- The Engagement Report will be finalized for the project with final comments and feedback incorporated into the final master plan where feasible;
- The Master Plan Report will be [presented to TLT and The Steering Committee (mid-July)
- Detail Design and Approvals will take place during 2019
- Tendering and Contractor Selection will take place in early 2020.
- Phased construction will commence in spring of 2020 and will take a minimum of 2 years with final completion of the project occurring approximately 2022/23.



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Verbatim Comments

Verbatim comments include all written input that was received through both the online engagement and public open house.

The verbatim comments have not been edited for spelling, grammar or punctuation. Language deemed offensive or personally identifying information has been removed and replaced with either (offensive language removed) or (name removed).

Do you understand how community feedback informed the design?

- This was a multiple choice question. Comments were not provided.

Does the design achieve the Project Vision, Goals and Objectives?

- This was a multiple choice question. Comments were not provided.

Are there any questions or concerns with this project moving forward into detail design and construction?

- Safety and lighting as there will still be vagrants and homeless using Westbrook station and the park areas
- 35 street Xlight crossing is super dangerous. Two crosswalks might not work. Traffic lights needed? Work with Alexander F. school for new safe fencing (or need school zone). Jaywalking heavy @ 30th - 33rd. with more stores being built add crosswalk?
- The success of the proposed design relies on the density and abundance of street trees. I'm concerned that implementation will deprioritize trees in favour of utilities and red light cameras, and the benefits of the design will be diluted.
- The Westbrook LRT station is surrounded by a 10 acre lot of mud weeds and garbage. The station is a major crime hub and an eyesore. The 10 acre lot is on 17th ave. This plan does nothing to fix the most serious problem on 17th ave S.W.....
- Multi-use pathways in the position of sidewalks increase cyclist/pedestrian conflict and decrease the safety of intersections
- Please ensure that crossing over from south to north is easy for pedestrians between 33rd str SW and 26th Str SW. I am tired of seeing people run over 17th because the cross over is 2-3 blocks away and takes a long time to change over for pedestrians.
- Does anyone realize the number of businesses impacted? Why are crews not working 7 days a week from sun up to sun down. At least two shifts should be scheduled to get this work completed. There won't be any businesses left by the time you complete this.
- Please consider an improved crossing at Suffolk Street to the Transit stop (S side). The road widens there and traffic speeds up. Taking up the parking lane with a landscaped "bump out curb" would be consistent with the improvements along the bridge.



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- These pictures look great, but add snow, ice and it is no longer safe for anyone. Pavers in snow or even rain are extremely slippery. People that are out for a walk do not want to walk down a main street. You have done enough to frustrate drivers making u
- This poor design affects the traffic flow. Why would you remove the fence by the school on 26th that will affect the safety of the kids. Low shrubs look good in the summer but in the winter will be hidden by snow and people will hit them.
- The biggest need is to considerably reduce the volume and speed of the traffic along 17th avenue from 33 st and Crowchild at the same time allow for sidewalk patios for restaurants and additional parking along 17.
- This project should be put off until you know what you are doing. 17th Avenue east of 14th Street has been torn apart so much it just shows you have no idea what you are doing. Also the bricks you have used on 17th Ave were a complete waste.
- My concern is in regards to the City weighing the benefits of the project against the cost impacts to taxpayers. It is disheartening when the City continues to raise taxes, has major shortfalls, yet continues to move forward on spending. Please stop.
- How is the project being funded if the BIA has been cancelled and the city is running a deficit?
- This looks like an expensive project which should be shelved until the City has more expendable money. I do not support this project.
- budget but I feel this will be a good addition to the community
- Calgary cannot afford this construction costs. Property taxes are too high and the local government needs to properly allocate these funds. I do not agree with this scope of work
- Prettying up 17 ave and bike access should not be your priority. I live just down the street and it is just fine. Access for wheelchairs absolute priority. The one thing it needs that you do not address is a pedestrian bridge just passed 35th street Sw
- Consider all cross pedestrian intersections at 33 Street and 35 Street, where most pedestrians are crossing to the LRT and in the future to higher density housing and retail.
- Please stop spending our money on useless projects to beautify the city! Right now there are people in crisis mode on the verge of losing their homes and you're increasing their taxes to pay for fancy sidewalks! Fix the potholes, that's all that's needed.
- I live in the area. Don't raise taxes to make a great diversified area worse. You can't afford it. You can't afford to fix the pot holes.
- I hope the shared crosswalk idea is also at 35th street and 17th ave, so cyclists can continue through there.
- Integration with "dead zone" near Westbrook LRT??
- Potential Duration and severity of traffic disruption.
- Since the streetscape design's don't use the full bylaw setback, as indicated in Section 53 of the Land Use Bylaw, will

these setbacks be removed from the bylaw, so as not to hinder future redevelopment?

- Don't do it. Like similar areas all unique businesses will be pushed out and replaced with franchises.
- Lots of references to "potential" improvements -> are these just because pictures + the fine results will disappoint?
- Beautiful!
- Hope we can emphasize tree, shrub and ground cover that are either native to the region or adaptive to it and tolerant of salt!

- I can't believe you're taking out the parking. Will push people to the side streets. The cars don't go away just because you take the parking away.
- Only whether the design will significantly reduce traffic flow.
- All crossing options @ 35 Street & 17th and at 33rd & 17th would be practical and create a better pedestrian environment adjacent to Westbrook LRT Station future density.

What are you most excited about then you see this plan?

- Interesting materials and greenery
- Curb bulbs / reduced parking near exits (ex. 30th & 26th.) So we can better see oncoming traffic and pedestrians while you try to exit onto 17th. More space/accessibility for walkers, bikers, all abilities. The bridge is a huge improvement for crossers!
- I love the street trees!
- Walkability and safe biking in the area is much improved. I will be able to easily use 17th avenue as a pedestrian/cyclist.
- Completion!
- Improved pedestrian realm: seems it will be more safe/desirable to walk along, with less speeding traffic through thoughtful design. Less concrete jungle! (I am concerned about maintenance - how do we keep the greenery when we salt the roads in winter?)
- Not excited to see any of this happen. You have done enough to frustrate drivers and make the roads less safe for everyone
- Better pedestrian walkways
- Nothing

- Nothing. It will be another waste of city money with little to show for it. Plus all your tree planting doesn't work - they all seem to die and now we have more places for weeds and dandelions to grow.
- More greenery
- Walk ability within my community
- pedestrian pathways and trees.
- I would prefer to see the City operate within budget and without escalating taxes. Do you have any more literature on how this will improve the viability of businesses within the community?
- Nothing really. This is a nice to have and in our current environment it's not necessary.
- Hearing that it is rejected to save us tax payers money
- Nothing. It achieves nothing. And what it claims to achieve (Pretty green spaces and more bikes on busy roads) is not the priority of this neighborhood. It's a waste of money. Improve wheelchair access and build a pedestrian bridge



- This project is a terrible idea. What residents love about our community is that it's old and it doesn't fit the cookie cutter mold of new communities. All this project does is makes our quirky home look like every other new community in Calgary.
- Nothing! Traffic jams, construction overage on time/\$\$. Small shops going out of business due to people not able to access them. Street narrowing? REALLY???
- The multiuse pathway will be great! The new proposal makes the area feel alive rather than kind of industrial before.
- Trees and cycle/pedestrian paths
- The fact that I can bike down 17th Ave. safely.
- Widen sidewalks, additional trees, right-of-way for lights. Love the bump-outs at

How will you use this street in the future?

- Yes
- Safer at night for walking for everyone. Encourage more people to visit local businesses. = Stronger sense of community.
- Need better buses more time
- Cycling
- I would love to be able to bicycle safely along 17th Avenue, though I'm not sure this design will make that possible.
- I live in the area and I will drive, walk and bike these routes. This concept is much better for the community. I am very sure that all the people complaining are the speeding unhealthy obese car commuters out there who are too good to use the C-train.
- I am not convinced the project will ever be completed at the rate it's going and there

curbs to shorten pedestrian crossing distance + slow traffic. Crowchild Trail sidewalk improvements with makes a huge difference.

- Bike path.
- Trees + pedestrian friendly and less traffic driving _____ rush hours and no parking on side of streets.
- Public realm improvement; multi-modality of travel "not just cars"; visual aesthetics, enhancement.
- Taking parking + drive lanes away. E.g. condos with lower parking rules > but they park in front of houses.
- That visitors to my area will no longer ask if I live "in the hood".

won't be any businesses left if it ever is completed.

- Will definitely walk and drive along it more enjoyably. Especially from Suffolk to the east, I would walk 17th ave instead of going through the community of Scarboro. Currently, I avoid that section. Driving may also be less stressful in that section.
- Avoid it
- Commuting & shopping
- This is a flow road and dont need more bike lanes.
- I won't if the car traffic isn't reduced or at least slowed substantially
- If this goes thru I will try and by pass it as much as possible. I expect the poor citizens who live in this area will see more traffic on their residential streets during the build and after with people trying to get around.



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- I drive this road every day, and occasionally walk
- Unsure.
- Live in area. I will bike as well.
- Street usage will not change. Will continue to walk to stores in the area depending on weather.
- Yes, I drive down this street every other day
- May take my family there for a walk or to visit businesses
- Revitalization or not, it is not going to change the way I use this street
- I shop, drive and walk on it daily.
- I will continue to use this street to take the bus to the train station. I definitely will not be socializing on the sidewalks or stopping to sit on a bench to admire the new trees. All these spaces do is provide a place for homeless people to congregate.
- Like I do now...avoid huge pot holes and check my hubcaps as I go. is it asking too much for basic street maintenance?
- Walk/driving
- I will use it to commute to work using my bike.

Mapping Comments

Location	Comments
17th Ave & 37th Street SW	Why not extend 17th Ave Main Street west to 45th Street LRT station
17th Ave & 37th Street SW	Main Streets would be great on 17th west to 45th!!
17th Ave & 36 Street SW (McDonalds)	With the expected increase of pedestrians + cyclists, trash bins with regular collection needed; especially all along 17th Ave due to large number of takeout + fast food restaurants.
17th Ave & 36 Street SW	Visible signage on bike lanes and on pedestrian sidewalks so users stay on appropriate one. Potential conflict with the multi-use.
17th Ave & 35 Street SW	All cross option.
17th Ave & 33 Street SW	All cross option for traffic flow.
17th Ave & 33 Street SW	Is there space for two lanes here? Right turn lane is heavily used. So is left!
17th Ave & 33 Street SW	Bikes to cross 33rd Street at 17th Ave so I can get into the alley behind the Corus building.
17th Ave & 33 Street SW	Turning from _____ 33 to east 17th is hard as it is! All cross will be a nightmare.
17th Ave & 33 Street SW	All cross-option
17th Ave & 33 Street SW	No bike path east of 33rd Street on 17th Ave?
17th Ave & 32 Street SW	Love the bumpouts + narrow pedestrian crossings!
17th Ave & 32 Street SW	Difficulty in entering and exiting store in Shaganappi as it is. No access from 31 & 32 Street. How to cross to exit east?
17th Ave & 32 Street SW	Pedestrian crossing light?
17th Ave & 31 Street SW	Cars turning right, left and going straight through have to line up in a single line. This will slow things up. Re: bump outs on curb.
17th Ave & 29 Street SW	29th a connection route and by patting bikes path will create issues.
17th Ave & 28 Street SW	COOP development - don't want.



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17th Ave & 27 Street SW	Keep pedestrian crossing lights c-train connector & bus traffic.
17th Ave & 26 Street SW	Traffic calming required at 26th & 14th
17th Ave & 26 Street SW	Improve pedestrian access to the C-Train Station + widen sidewalks.
17th Ave & 26 Street SW	Route to station need upgrade.
17th Ave & 26 Street SW	I appreciate the traffic calming features at 17th & 26th.
17th Ave & 26 Street SW	All cross option for traffic flow.
17th Ave & 26 Street SW	Check right hand turns onto 17th Ave. Traffic will back up!
17th Ave & 26 Street SW	Access for gas station entrance x2.
17th Ave & 26 Street SW	Please cross this intersection as a child walking (K-6). E -> W is this hireazoavcer
17th Ave & 26/25a Street SW	Remove on street parking. Make old school site a parking lot.
17th Ave & 26/25a Street SW	This should be a playground zone. This is an unsafe crossing for elementary student.
17th Ave & 26/25a Street SW	I would recommend using a portion of the school playground to widen for pedestrians.
17th Ave & 24 Street SW	More parking east side 24th Street.
Crowchild Bridge	Crowchild bridge sidewalk enhancement would be a huge + welcome change.
Crowchild Bridge	Glass sound barrier north side cantilever out
Richmond Road SW	Ladder?
Richmond Road SW	Pedestrian crossing needs better visible markings + pedestrian lights right merge from 17th west bound to Crowchild.
Richmond Road SW	Confusion existing with bike signal on right turn. Also in 3 years I have seen very little bicycle use!
Richmond Road SW	Landscaping will die. Smooth curve + lose island.