



33rd and 34th Avenues Streetscape Master Plan

Report Back: What We Heard
Storefront Engagement May 2018

Project overview

Main streets are important to the long-term growth of our city. The Main Street Program focuses on implementation approaches and programs to enable the policies, goals and targets contained in the Municipal Development Plan. The program consists of three phases:

1. Planning - City-initiated land use re-designation and amendments to local area plans.
2. Investment - Streetscape Master Plan and water service analysis.
3. Innovation - solutions to a variety of issues, including parking management, historic resource conservation, enhancement of local businesses and flexibility for retail and commercial areas to provide more events and activities to draw more people to main streets.

It is within this Main Streets Implementation Program that we discover, explore and reveal the Streetscape Master Plan. We are producing a detailed plan that provides a blueprint to rebuild 33rd and 34th Avenues S.W. in a way that meets the needs of current and future residents, visitors and business owners.

Engagement overview

Phase 2 engagement on 33rd and 34th Avenues S.W. Streetscape Master Plan built on the feedback gathered in phase 1 that took place at the Marda Loop Community Hall on February 26, 2018.

To ensure all stakeholders are working towards a common goal the design team, based on the feedback gathered from the first public engagement event, is proposing the following vision statement for the Streetscape Master Plan project:

'A vibrant corridor that prioritizes the pedestrian experience and introduces new high quality public realm elements and proposed public spaces, creating a vibrant streetscape that will support current businesses and residents to shape the future of Marda Loop.'

Streetscape Design Priorities

The streetscape design priorities below were developed using a combination of information from the phase 1 engagement process and the technical experience of the design team. These priorities were presented at the May engagement sessions and will allow the design team to examine how the upgraded street design will best balance issues and opportunities with community needs.

Pedestrian Comfort and Enhanced Landscape: Establishing a vibrant streetscape through enhanced landscaping, repeated elements and design styles.

Parking: Establishing clearly defined parking zones to help prioritize the parking within the corridor.

Public Transit and Automobiles: Upgrades to public transit stops and locations are being explored to improve the riders' experience. Travel lanes will be maintained to create a consistent travel experience throughout the corridor.

Bicycles: Bicycle amenities will be considered; however, the pedestrian and parking experience will be a priority as bicycle amenities are explored.

Goods / Services: Large vehicle pick up and drop off will be facilitated through lane access not at curb side.



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The storefront, located at 1939 33 Avenue SW, was used as a location in response to a request from the Business Improvement Area (BIA) and feedback from phase 1 which indicated that stakeholders would prefer to have drop-in style events and smaller, face to face meetings. This location met both of these criteria. The storefront was open on three different days, May 8, 10 and 12, and offered varying drop in times to allow stakeholders to choose a time that worked best for them. A total of 307 people visited the storefront during this time.

In addition to the storefront opportunity, The City's Engage web portal was open from May 8-31, 2018. The online portal received 501 total page visitors and of those visits we received 124 total responses.

What we asked

At the storefront stakeholders could use an iPad or their mobile device to complete the survey on the Engage web portal or complete an identical paper survey. The project team was looking for feedback on flex zone spaces and parking. We also asked where people lived and about their experience at the event.

During phase 2 stakeholders were asked to consider Urban and Residential zones which included travel lanes, pedestrian and flex zone spaces. For more detail please see the Storefront boards [here](#).

Next Steps

The feedback received will be part of the information the project team will consider as they develop ideas for the 33rd and 34th Avenues streetscape. Those concepts will be shared with the community in the Fall 2018.



33rd and 34th Avenues Streetscape Master Plan

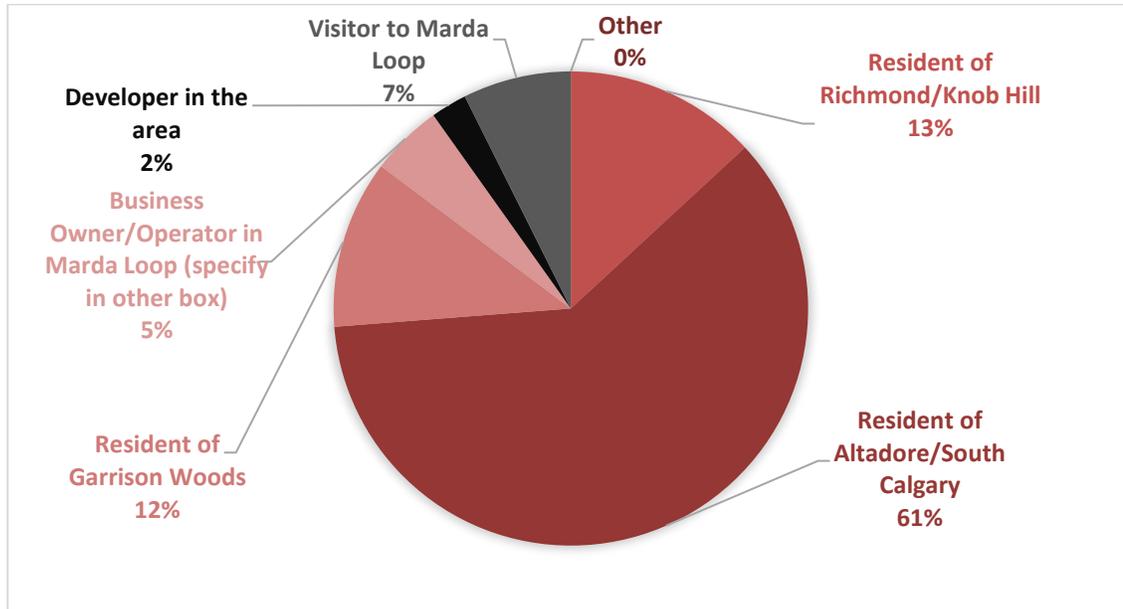
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What we heard/Summary of input

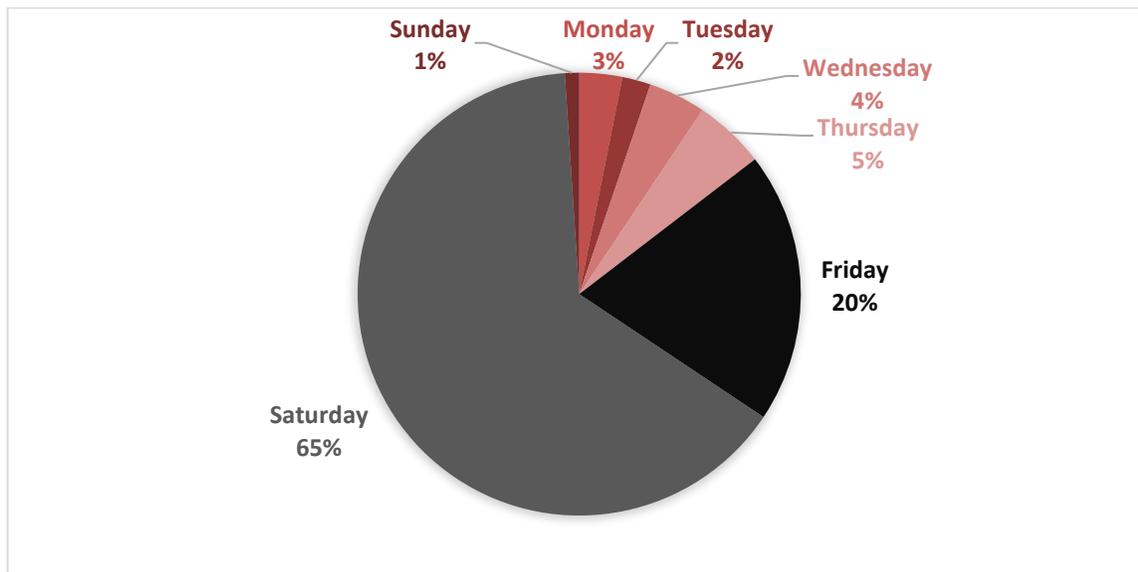
Note: Results are based on 124 completed surveys both online and at the storefront engagement sessions.

At the Storefront and online we asked the following questions:

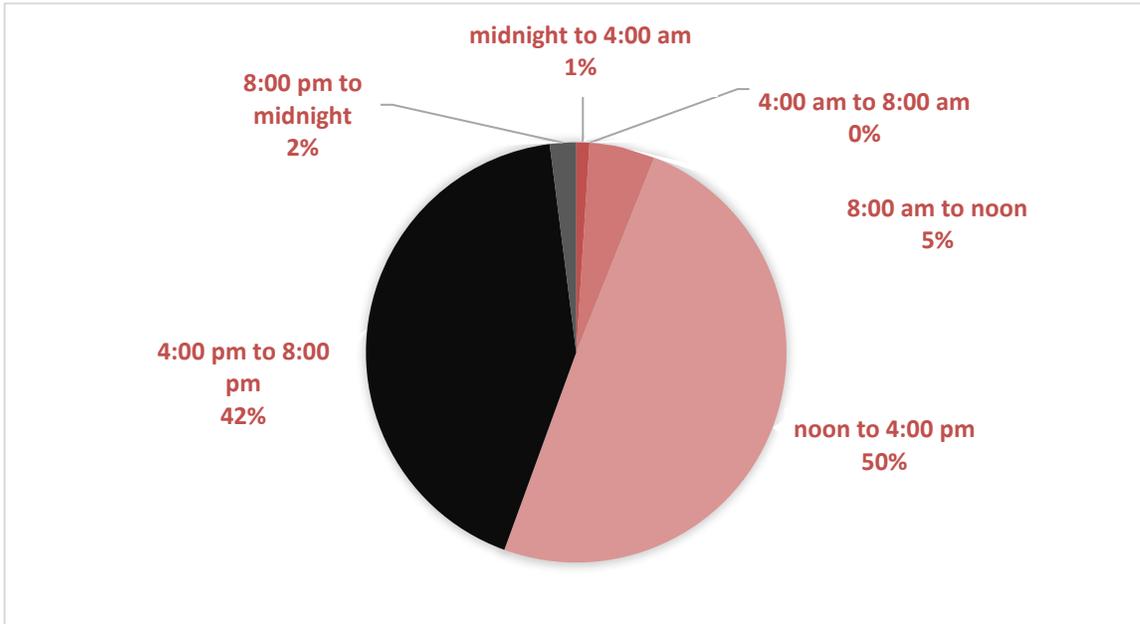
Q. Which of the following best describes you? (Choose all the apply)



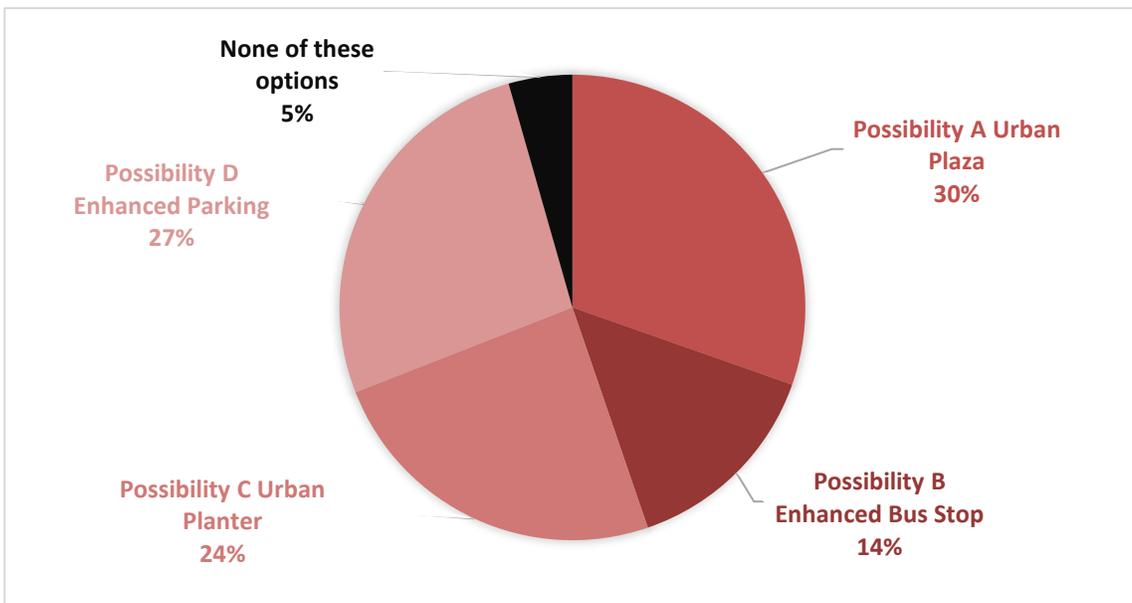
Q. A parking study is being considered as part of the streetscape master plan. To better understand these parking trends, when do you find parking to be the most difficult in Marda Loop? Choose one day.



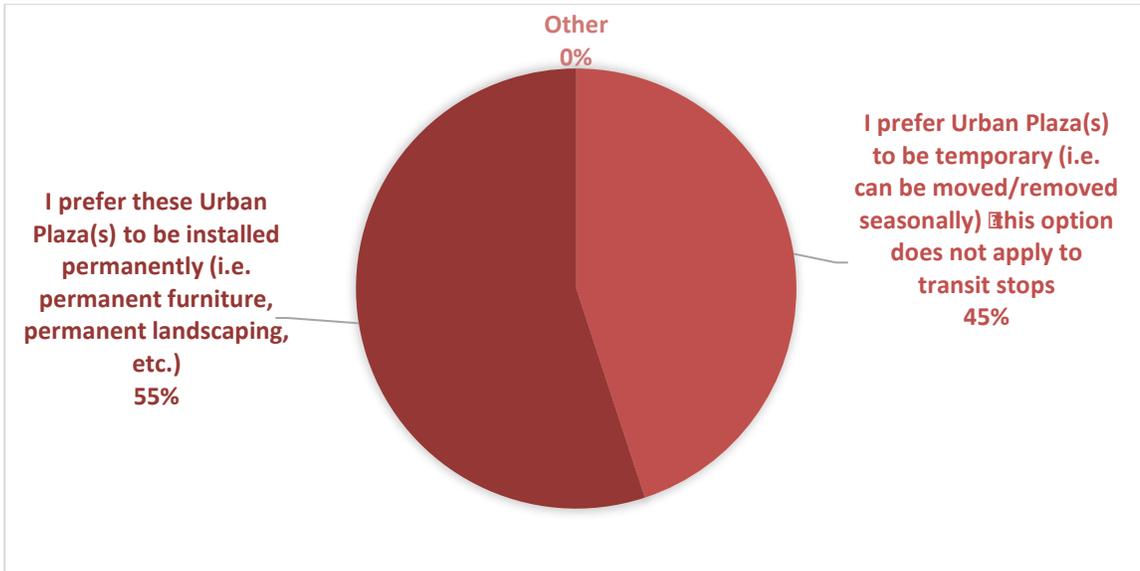
Q. What time of day do you find parking to be the most difficult in Marda Loop?



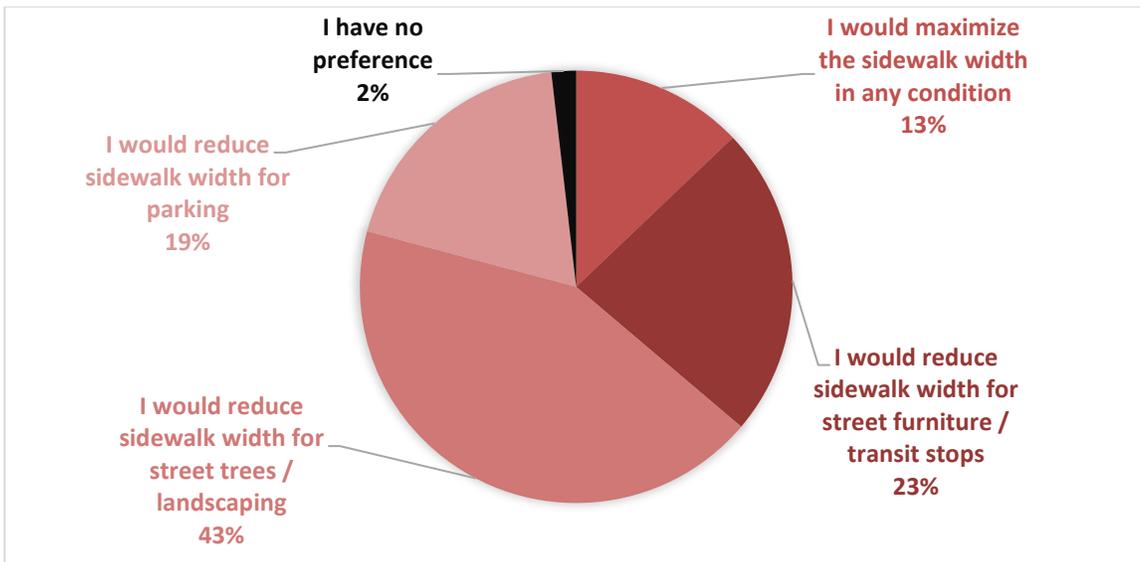
Q. Referring to the 4 Flex Zone images below, which 2 options do you prefer in the context for Marda Loop?



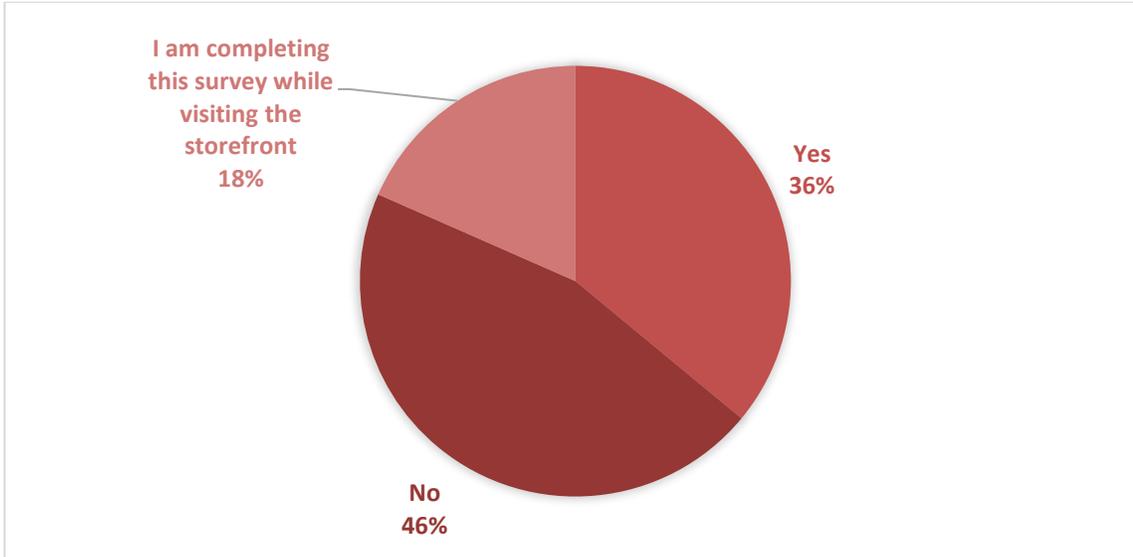
Q. When thinking about the Urban Plaza flex zone, which method of implementation do you prefer?



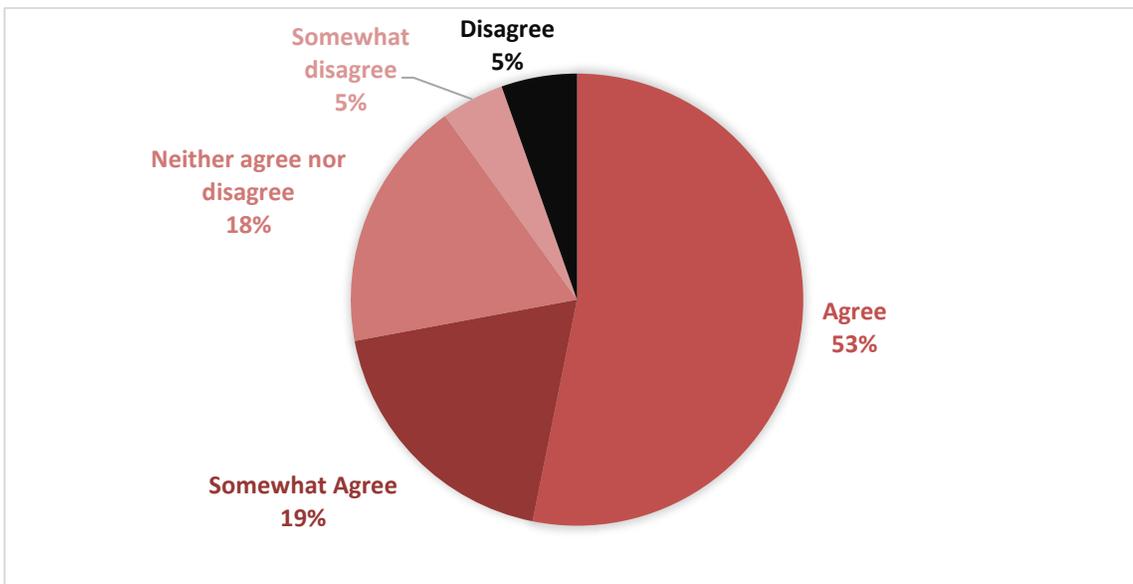
Q. In a situation where the sidewalk width may be reduced to provide space for public features, which of the following would you prefer?



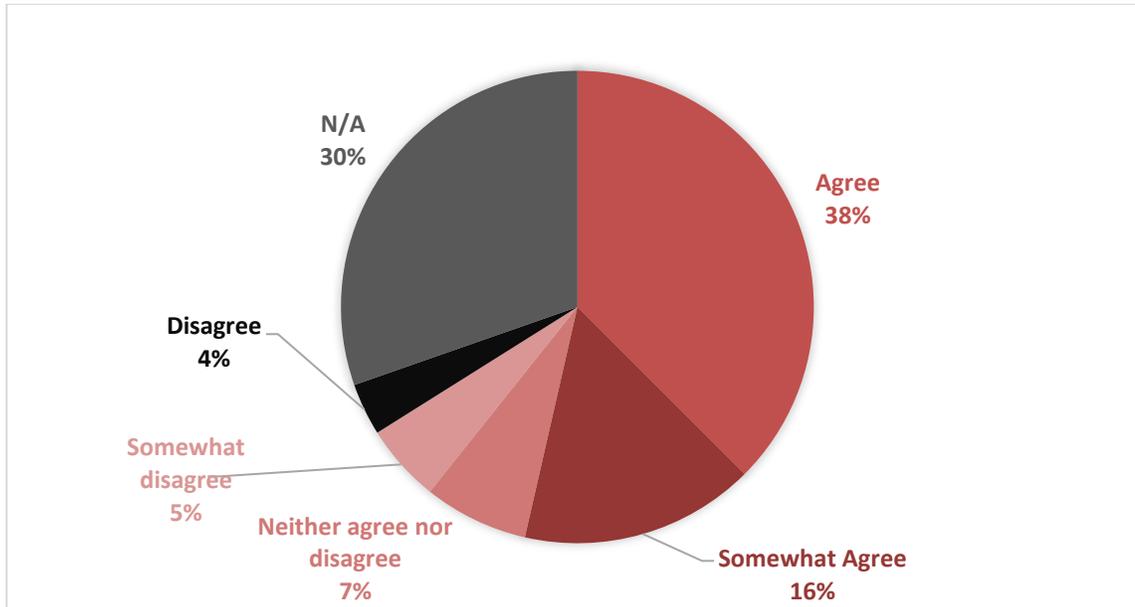
Q. Have you attended the storefront at 1935 33 Ave SW prior to completing this survey?



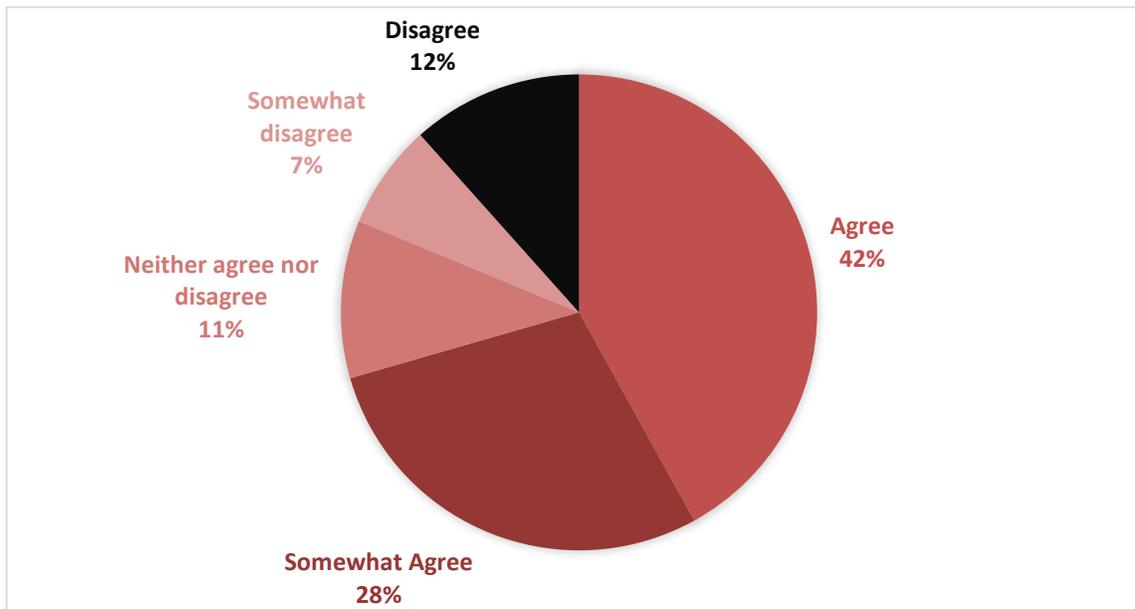
Q. At our last engagement event we asked how the community would like to be engaged. The community expressed a preference for a larger format drop-in style opportunity. How satisfied are you with this opportunity to provide feedback?



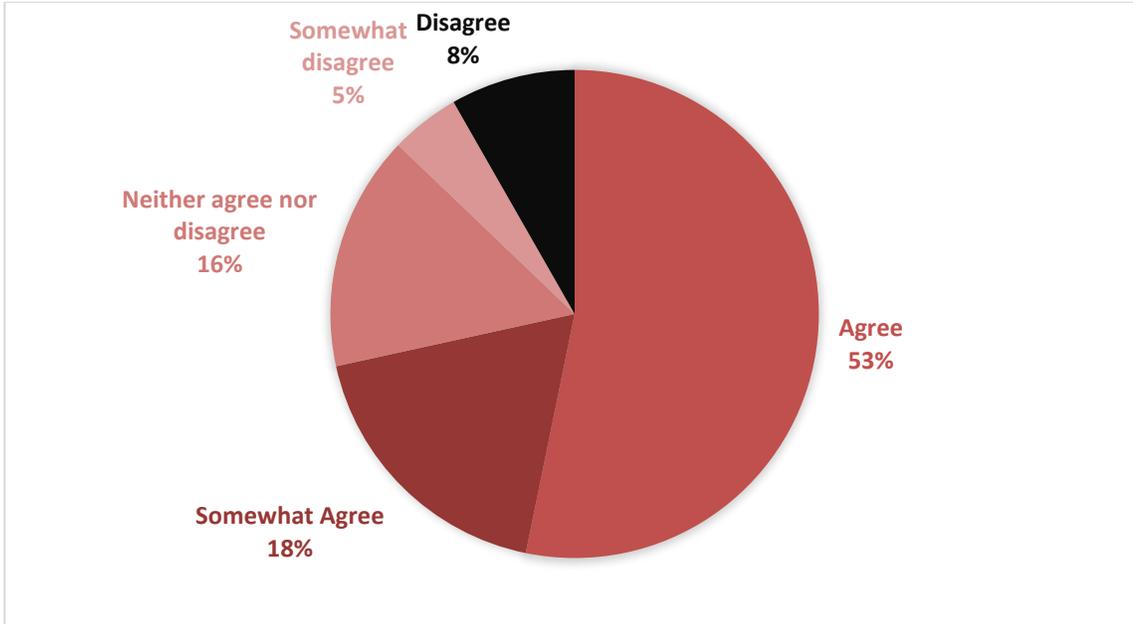
Q. I received enough information from the "storefront" to provide meaningful input.



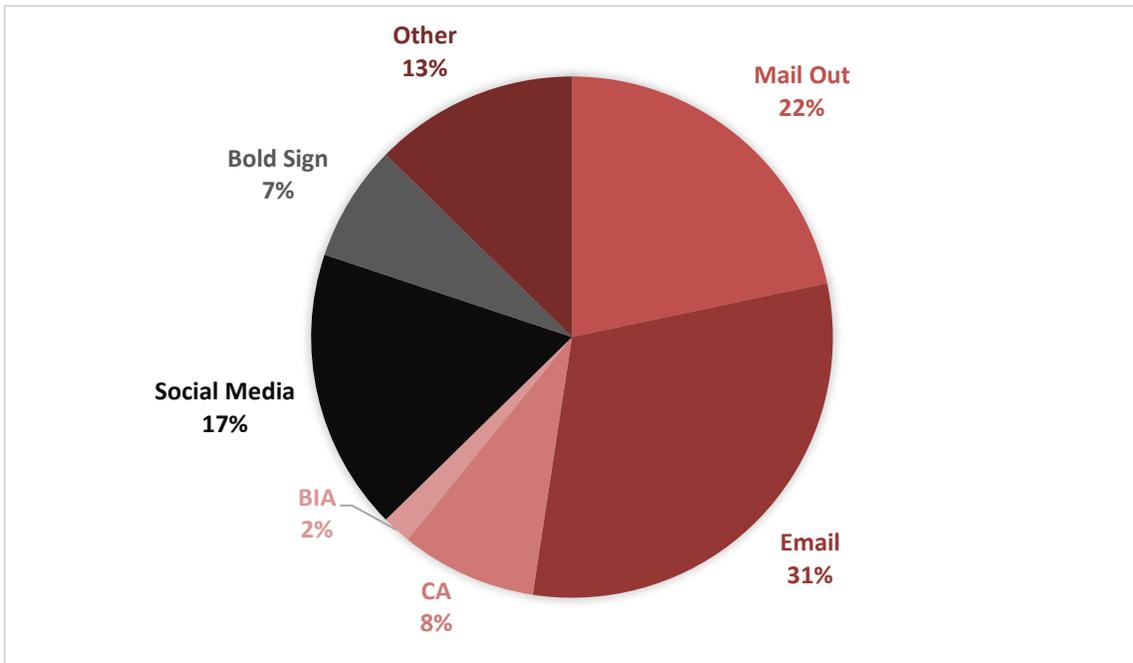
Q. I understand how my input from this survey will be used for the project.



Q. The "storefront" format was an effective way for the City to collect my input.



Q. How did you hear about this event?



Those who choose **other** indicated they:

- Noticed walking by or driving by
- Heard from a neighbour
- Live nearby



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Verbatim Comments

Verbatim comments include all written input that was received through the online engagement.

NB: 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).

Is there anything else you would like to tell us?

- Thank you for your work on this!
- Since parking is difficult, perhaps finding a place with better parking options would have allowed for people to want to visit the location. I forced myself to go, and had to walk several blocks to get there. Perhaps the MLCA would have been a better spot?
- Good information, City and Stantec were able to answer my questions.
- "Prior to the last engagement I got a notice in the mail. That would have been good so more neighbors knew about this. Please do mail drops again for the fall session.
- For the traffic study, please consider all day on Saturday.
- For the urban flex zone I favour plazas and planters."
- Needs to be multiple methods to calm street speed along 33rd.
- I feel as though my input doesn't really matter... prove me wrong
- One way side streets into and out of the community need to be maximized.
- Beautiful historical area...let's keep it inviting, walkable and reasonable to navigate. Enhancements look inviting and pleasing but they need to have a defined and intended purpose otherwise not useful and can be annoying. Encouraging alternative ways to travel in the community may be key with densification which typically means more cars. If people could get around in their own community by bike/walking it may make enhancements liveable with taking away some of the parking stalls to beautify and enhance. If done properly, some of these enhancements could encourage walking/biking residents to make certain areas destinations to meet.
- "...great event, well organized, good information
- "make Marda Loop the best place to live in the city"
- Cannabis storefront is less desirable in a family friendly neighbourhood.
- as a board member of a large condo in marda loop, our major concern is the high level of traffic along 33 and 34th. residents need to use these two streets to access major roads and it traffic does not move effectively along 33/34 street. please incorporate this into your planning and consideration. it is great to have spots for people to spend time we need to ensure traffic flows and people of the community can get to where they need to go.
- Did not know about the storefront. Needs to be advertised better.
- I didn't know the storefront was there.
- I don't think the area by the new BRT connection would make a very good



park/seating area (not much foot traffic and too far away from the stores) I say put a large piece of art there to remind people about the community then spend the money on the 33 ave and side street changes and urban plazas.

- I'd like to see developers keep to these plans and spirit of them by council and our councilor. The constant gaming of the ARP by developers on each new development is exhausting, the people that actual live in and invest their lives and energy into making the community better know it better than the developers who only want to maximize their profit. They game the ARP already in place by putting forward initial plans that are well outside the ARP then pretending to give something up only to end up with concessions that give them more than the ARP allows. With out some leadership from council what is to stop the same gaming of this new format of a redevelopment plan presented as Main Streets?
- I didn't go to the storefront. What I would like to see is a plan based on the overall community densification that referenced other cities and examples from Canada or even across the world that drive vibrant communities while not leading to over congestion of vehicles in/out of the community. You may be over consulting and not be providing simple alternatives based on urban planning experiences. The city should be the experts, not the community members. Communities are too disjointed...they need better guidance.
- I really appreciate all you do to try to get feedback. I feel your pain when people come in at the last minutes with their complaints that anything in their world might change!
- "Re parking study: varies, time depends on day"
- Q. How may one delivery these answers without returning to the store front?"
- As a local property owner I received NOTHING about this project until I stumbled across it myself. I pay my \$70,000+ property tax bill and should have been notified as an directly affected location
- Online is very useful as well.
- Don't park often
- Large travel zone - referring to urban planter
- "Cut through traffic scary/dangerous"
- "Not a lot of data available i.e. impact of rezoning"
- this form is only on streetscape. I am way more concerned about rezoning. No form to provide feedback on that aspect."
- Keeping us in the loop is great
- "Listen to the community + stop the fast talking sell of an embarasingly under evaluated PLAN!"
- I will find my updates on Calgary.ca"
- "re Flex Zones side walk, pull in stop, sidewalk, parking. Inset bus stops should be in place in order to not back traffic up behind busses.
- Cute gardens impede traffic flow"
- Speed bumps on 34 St - high speed traffic in the area.
- I will be visiting the Store front!
- I walk 33 ave every day and had no idea about the store front. Consider additional signage on the busier part of the road (West of 20th) or in store fronts (ie Safeway & restaurants)



- "The plan should be mindful of what the "heart" of marda loop is. Is there a way to incorporate some of the history into the plan? Where will people congregate? If a visitor or tourist were to come to Marda Loop, where would they pose for a selfie?
- Marda Loop is kind of underwhelming at the moment as a community destination
- Also, the enmax building at 14th and 34th should be repurposed. it's a great location that is currently underutilized."
- good effort
- *But is the City going to listen to the community folks who live here!?*
- With more kids in the neighbourhood, make sure you are incorporating their safety needs in the planning. Also, glad to this process of consulting with the citizens.
- The intersection of 22nd / 34th continues to become a growing problem. With the warmer weather the influx of foot traffic to the Village Ice Cream creates a vehicle traffic problem that extends west up 33rd
- I expected much more detail. This is not a master plan at this time.
- Make it safe for pedestrians and people with reduced mobility.
- Nope.
- Love Marda Loop and have resided for 18. The transition is promising. A very engaged community association.
- In the nearly 9 years I've lived in Altadore, the population has exploded, but there has been barely ANY investment in the community in pedestrian safety. Oh, and that beg button on 33rd Ave and 20th Street makes me angry every single time I press it. Why do I need to ask for permission to cross a road?!
- Don't ignore residents and do whatever you think is best...you don't live here