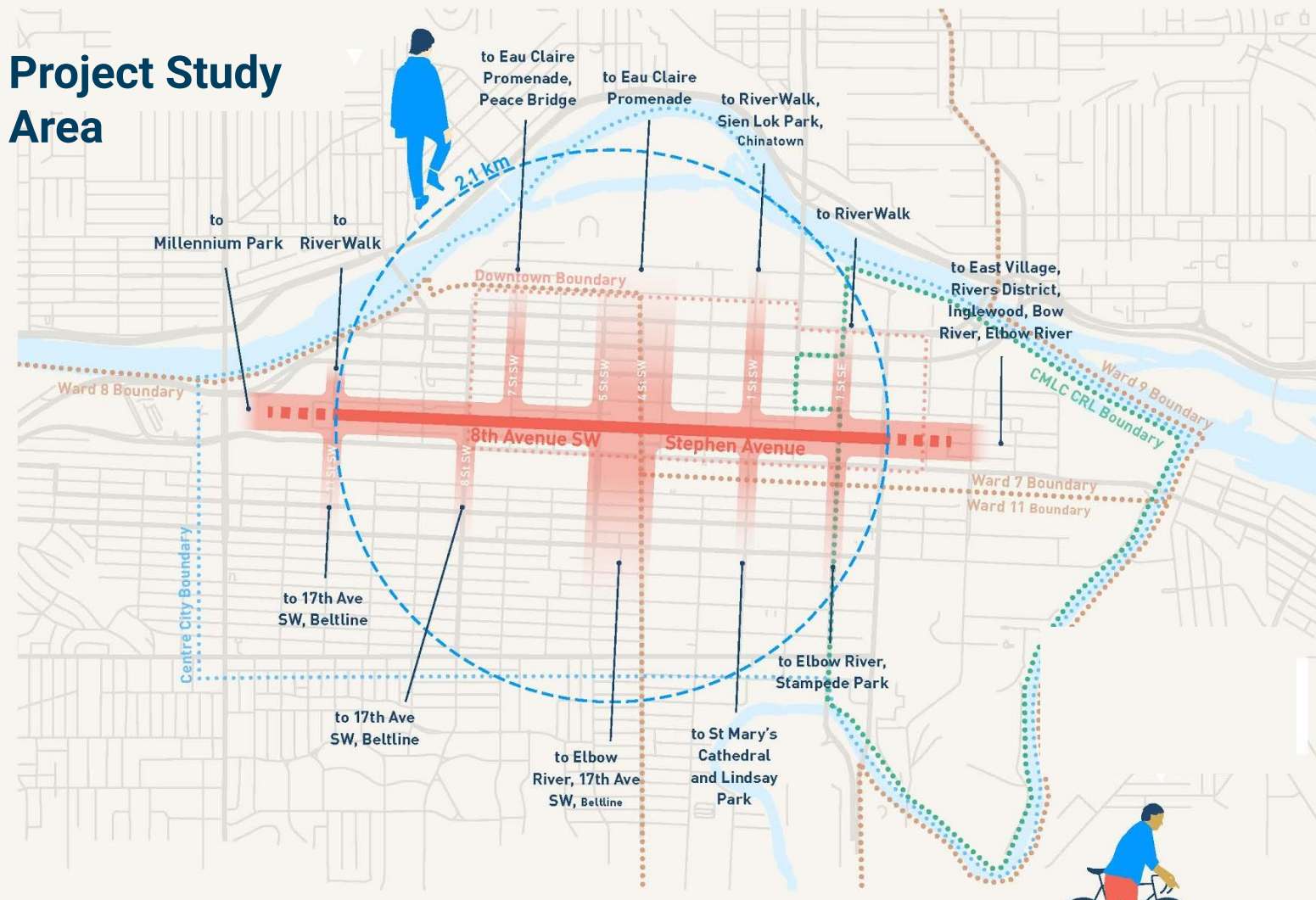




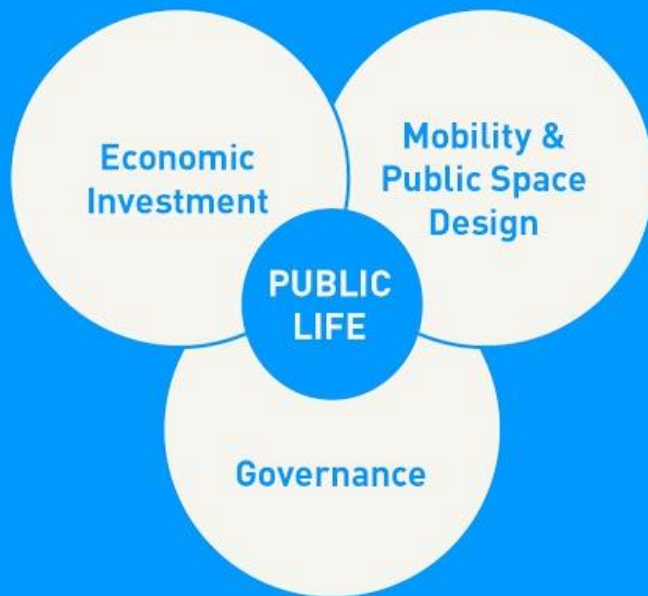
1

Project Context + Key Findings

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Project strategy

Success on Stephen Avenue requires a holistic approach to fostering vibrant public life.



Success =

Design + Governance +
Economic Investment

Public Engagement to date:

We have been listening and learning from citizens, stakeholders and business owners.



People engaged in stakeholder workshops

August + December 2019



People engaged in 1-on-1 interviews

August 2019



Volunteers for the Public Space, Public Life survey

August 2019



Online engagement survey respondents

November 2019



Attendees to the “Future of Stephen Avenue” open house storefront

December 2019



Summer PSPL survey zones on the Avenue

August 2019



Targeted Winter PSPL survey zones on the Avenue

February 2020



What We Heard

These are the key considerations that emerged from our **CONVERSATIONS** with citizens, stakeholders and business owners.

- People want to see a mixed-use street with more small shops, retail and everyday amenities.
- People want a diverse and inclusive space for all ages, abilities, race and price points.
- People want more diverse programming and events across the day and throughout the year.
- People want a more dignified and comfortable experience for all users and modes.
- People have a varied perception of safety on the avenue.
- People want the avenue to celebrate its heritage and history.

What We Saw

These are the key considerations that emerged from our **OBSERVATIONS** of public life and public space on the avenue.

- New developments are changing the dynamic along the avenue.
- The changing economy and pandemic is reshaping how space is used on the avenue.
- The avenue is a link between multiple social, cultural and economic assets.
- People are looking to live in and around the downtown.
- The avenue lacks everyday amenities that make up a complete neighbourhood (particularly to the west).
- There are lulls in activity and programming on evenings and weekends.
- The street design today does not signal clear priority between pedestrians, cyclists and vehicles.
- Connections to and from public transit need strengthening, including pedestrian priority at key intersections.
- The avenue is not universally accessible.
- Physical conditions of the avenue detract from user experience.



2

Vision, Goals + Strategic Moves

Our Vision

This is what we want the avenue to become.

The Avenue is Calgary's main connector to arts, culture and commerce, and offers a stage for experimentation and innovation.

Our Goals

These are the high level outcomes we want to achieve:

Arts, Culture + Commerce

Intensify the existing cultural assets, and diversify existing retail and commercial experiences

Experimentation + Innovation

Improve how the avenue is governed, test new ideas, and collaborate to improve the avenue

Network + Connection

Improve walking and wheeling connections and wayfinding to the river and adjacent neighbourhoods

Programs + Activation

Make the Avenue more vibrant on evenings and weekends and inviting to all walk of life

Strategic Moves

These action areas were developed to focus our collective efforts on improving the avenue.



1

Branding the Avenue



2

Connecting the Avenue



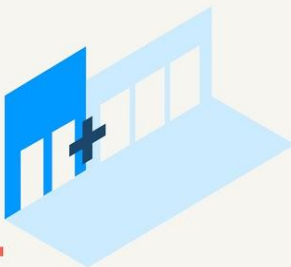
3

Activating the Avenue



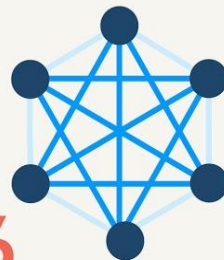
4

Opening up and onto
the Avenue



5

Repositioning the Avenue

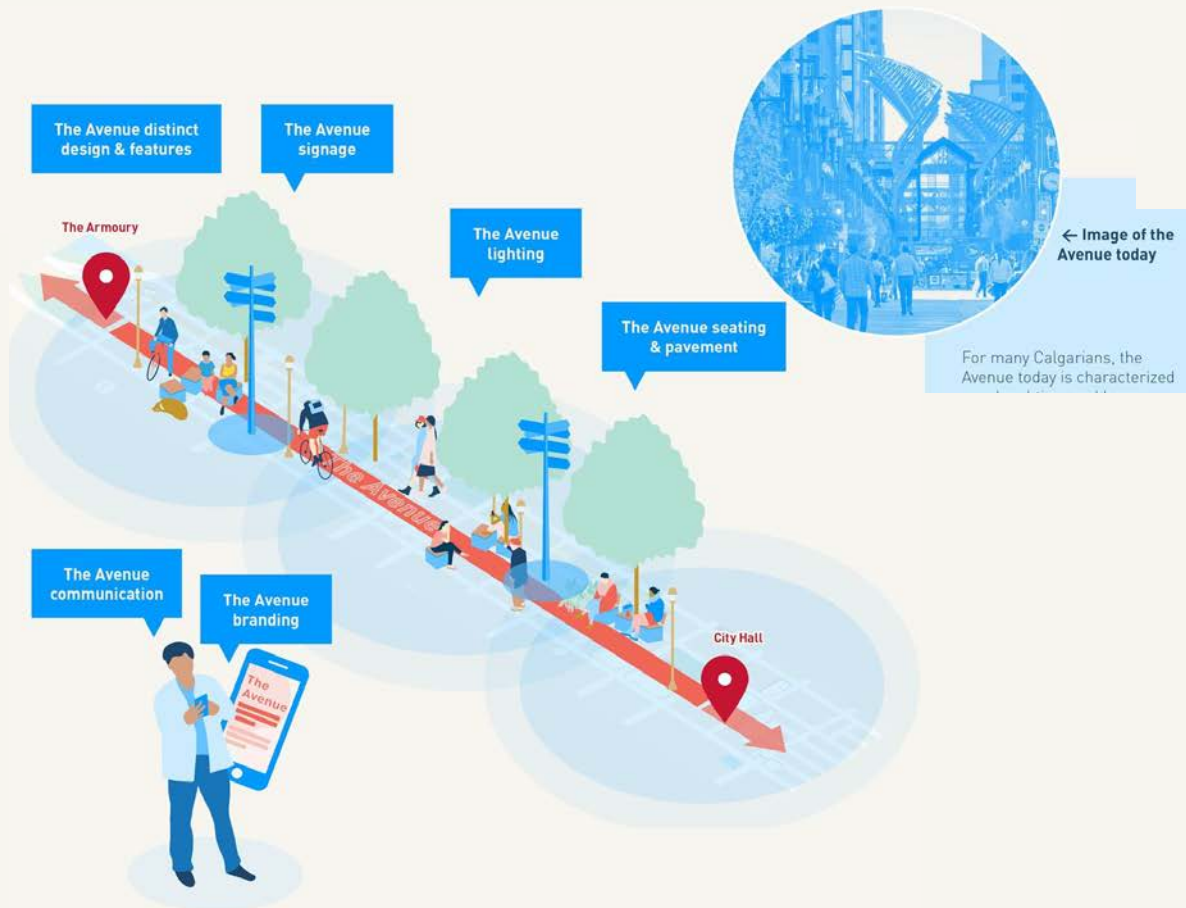


6

Governing the Avenue

1 Branding the Avenue

Stephen Avenue needs a unified identity from City Hall to the Armoury, as well as a cohesive approach to marketing and communications.



Example: Develop a creative wayfinding system for the avenue



2 Connecting the Avenue

Improving connections between the avenue and its surroundings creates “experience loops” for people to explore.

- Project area
 - Missing links - immediate area of influence
 - Plazas + Parks - immediate area of influence
 - Existing bike connections
 - Bike connections to prioritize
 - Existing stronger links to connect to
 - Missing/weak links to prioritize for complete streets / pedestrian focus #1
 - Missing/weak links to prioritize for complete streets / pedestrian focus #2
 - Missing/weak links to prioritize for complete streets / pedestrian focus #3
 - Parks, Plazas
- Note: Destinations are marked with text

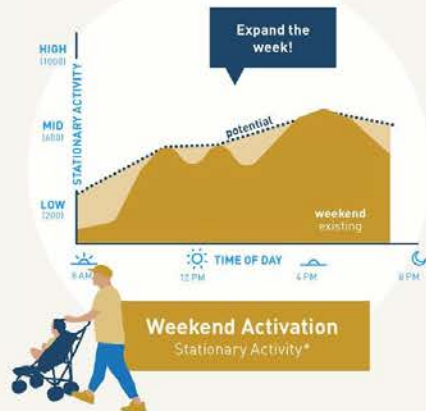
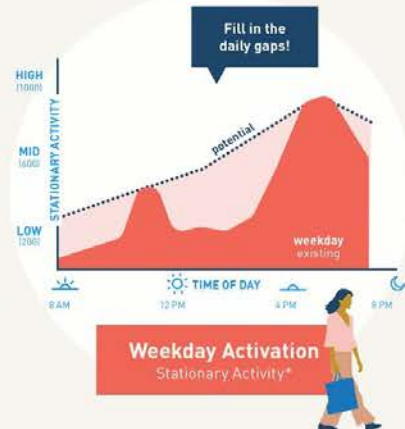


Example: Prioritize the pedestrian at intersections



3 Activating the Avenue

Attracting people to the avenue at all times, including evenings and weekends, will help businesses thrive and create a more vibrant public life.

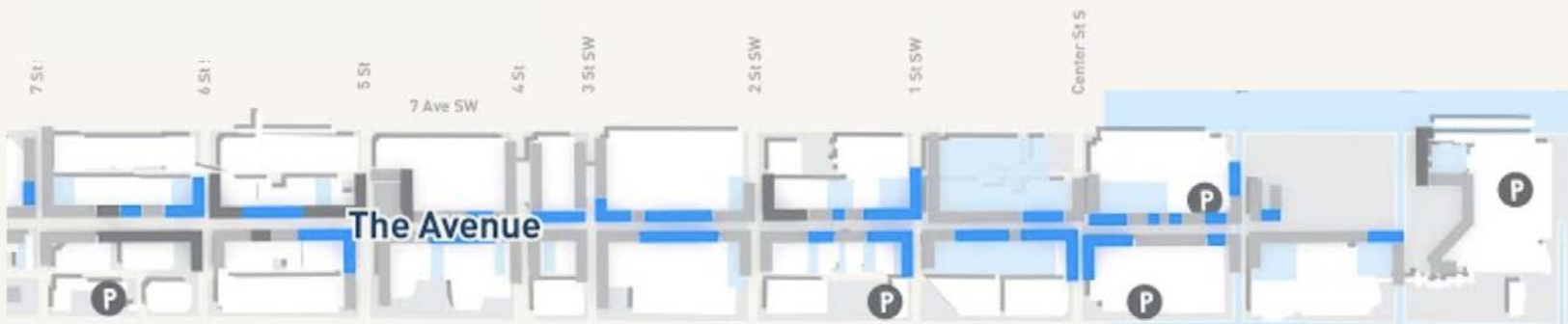


Example: Deploy colourful furniture and informal programming that is inviting for families and children



4 Opening up and onto the avenue

Avoid blank walls and empty shop windows. Expressing what's inside adjacent buildings makes for a better visitor experience.

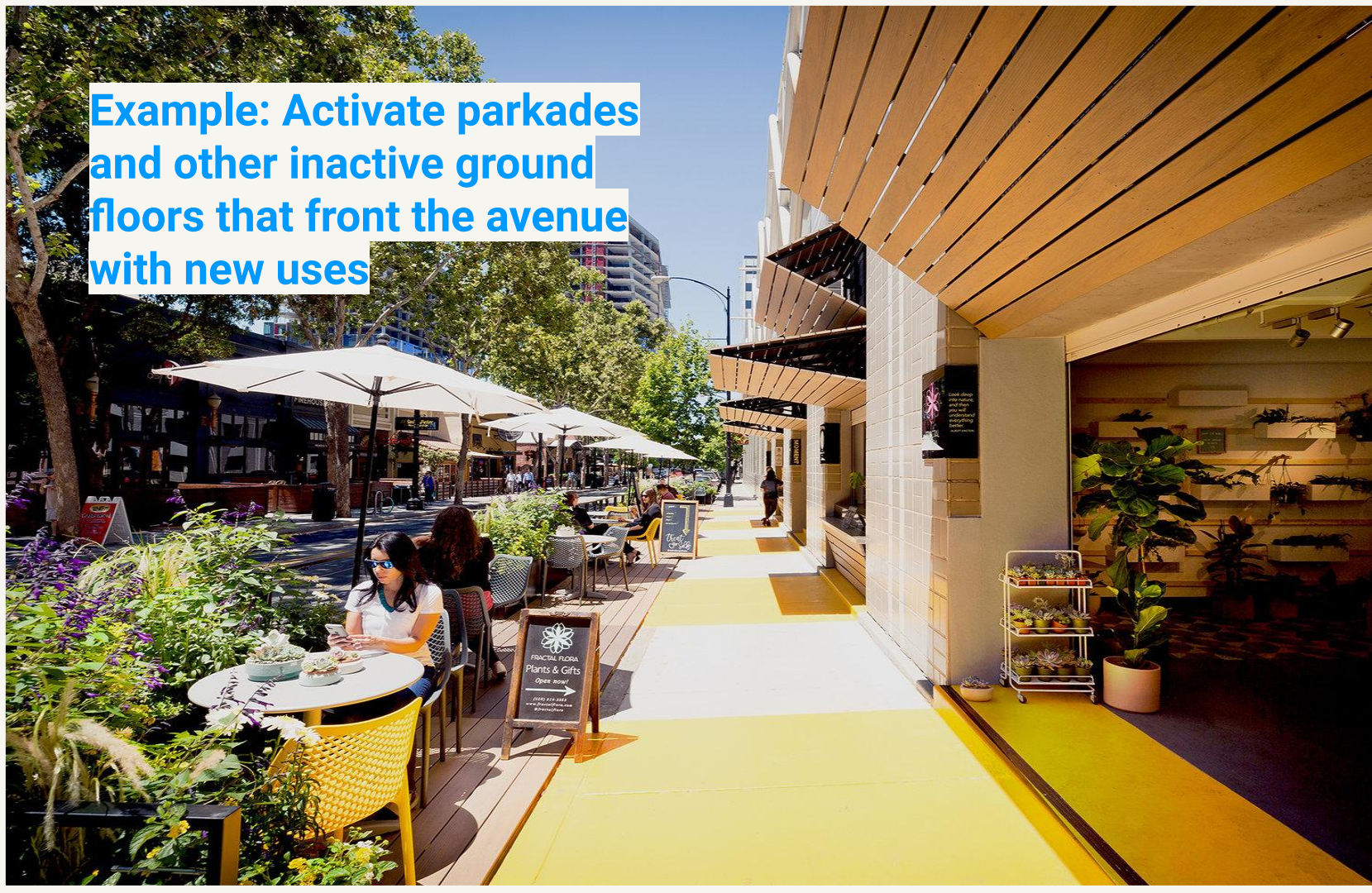


During the summer
PSPL Survey 2019:

18% dull facades

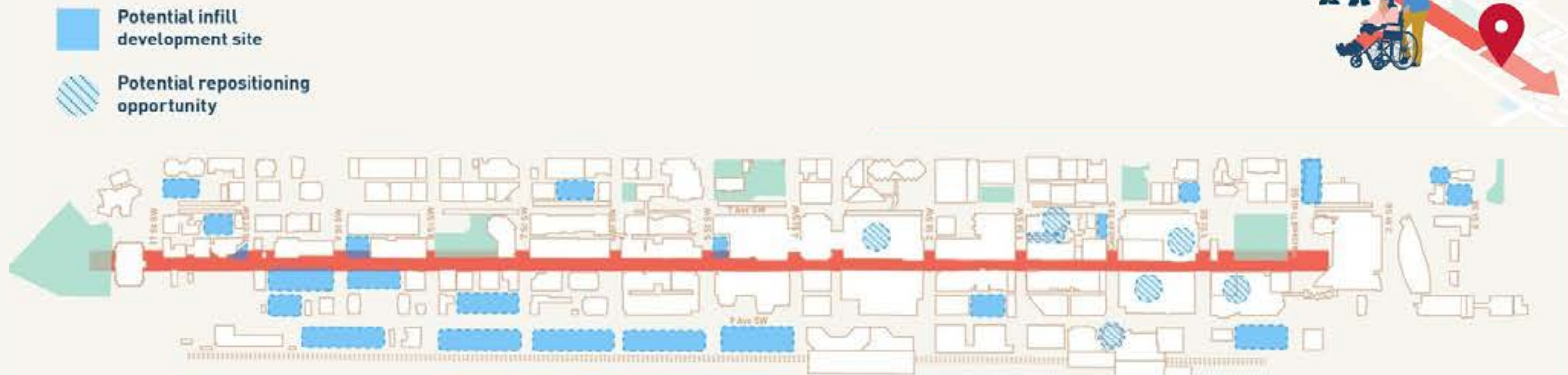
9% vacant storefronts

**Example: Activate parkades
and other inactive ground
floors that front the avenue
with new uses**

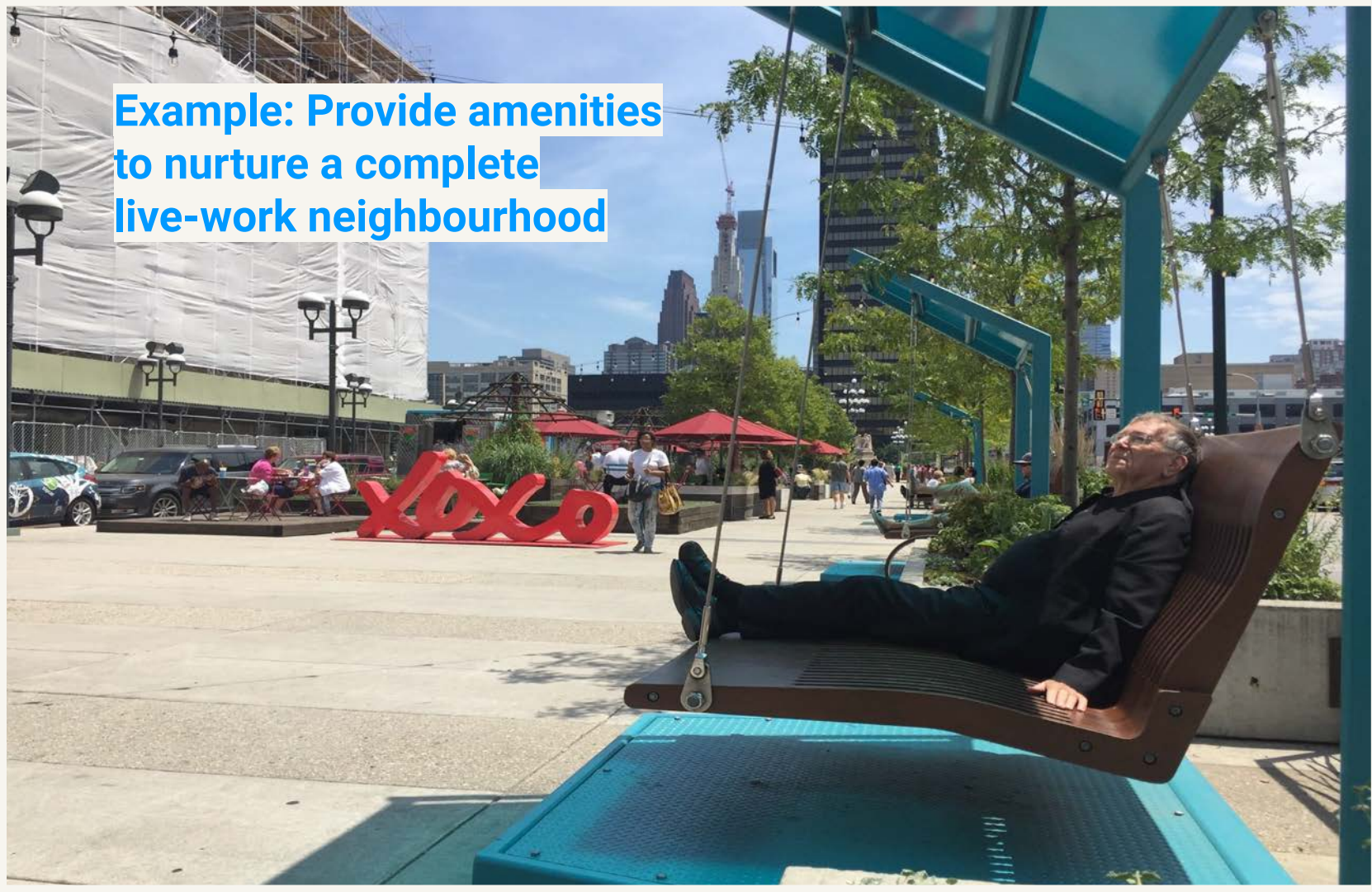


5. Repositioning the Avenue

Attracting the right kind of investment to the Avenue will transform it into a "complete neighbourhood" that offers the right amenities for live, work and play.

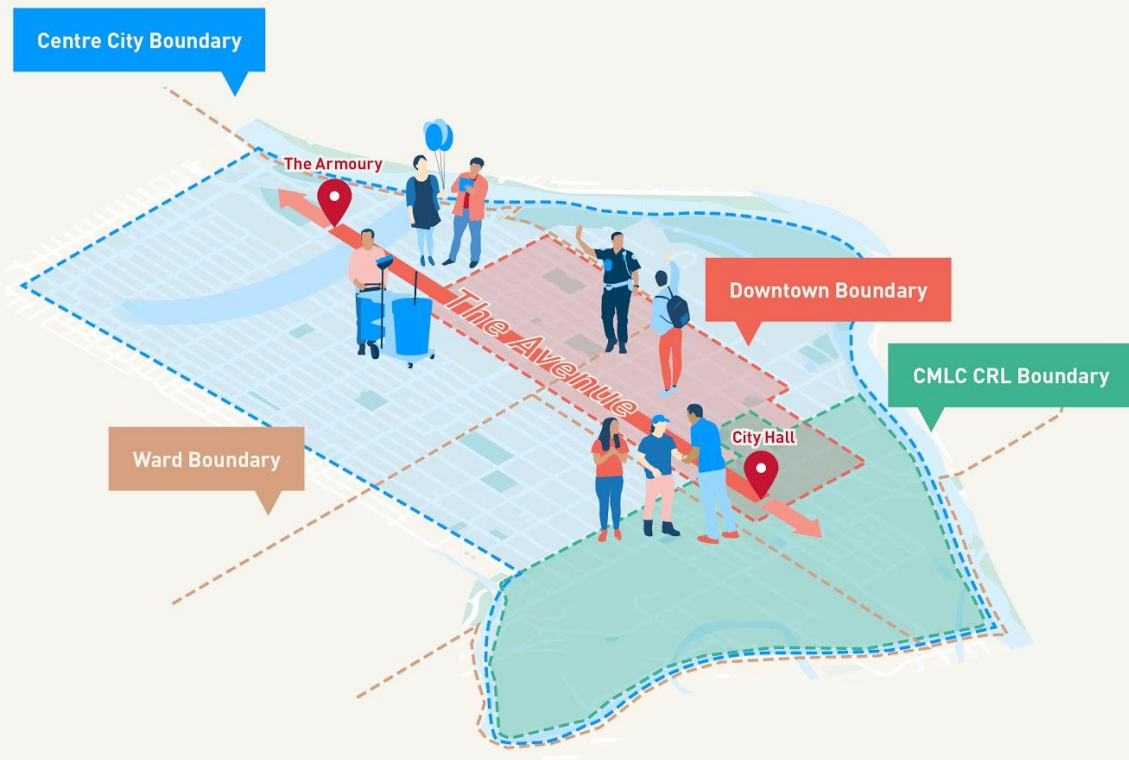


**Example: Provide amenities
to nurture a complete
live-work neighbourhood**



4 Governing the avenue

Improvements can be made to how The City, Calgary Downtown Association and other stakeholders manage the Avenue together.



Example: CDA + The City's ambassador pilot

A group of five people, three women and two men, are standing on a city sidewalk. They are all wearing bright red jackets and face masks. The person on the far left is a woman with dark hair and a black mask. The person next to her is a man with dark hair and a black mask. The person in the center is a woman with short grey hair and a light blue mask. The person next to her is a man with a black mask. The person on the far right is a man with a black mask. They are all wearing red jackets with a small logo on the left chest. The background shows a city street with a building and a sign that says "OFFICE".

DOWNTOWN AMBASSADOR PROGRAM

Our new Ambassador Program will focus on outreach, safety, and cleanliness, providing a presence within the nine blocks surrounding the Calgary Municipal Building and Stephen Avenue.

Working as part of a team, the Ambassadors will:

- Connect Calgarians and visitors to services, information, and supports
- Build ties with local businesses, community organizations, and economically diverse citizens who may be spending time in the area
- Be a resource to the vulnerable population by helping connect them with social services

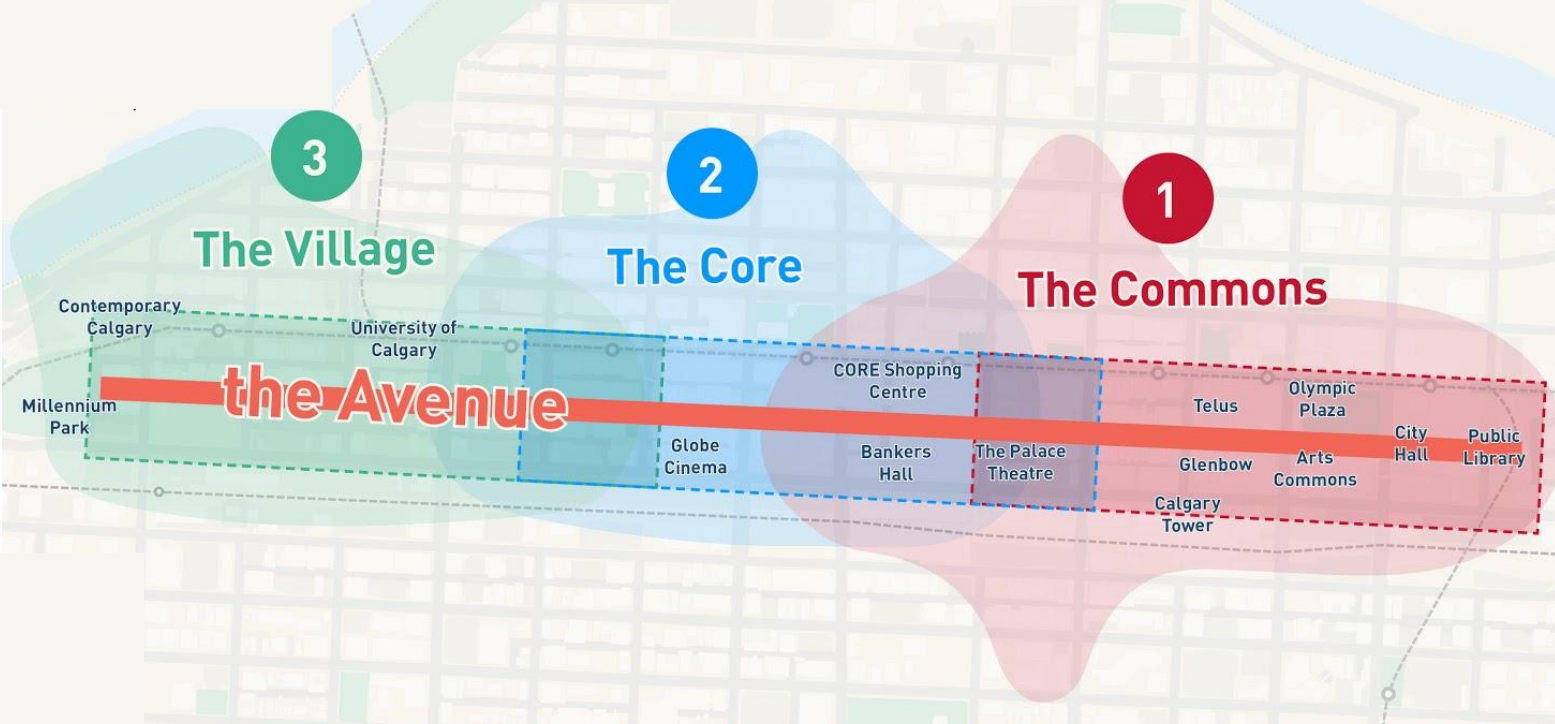


3

Character Areas

Character Areas

The avenue has been divided into character areas which reflect: the types of buildings nearby and their uses, how people use and move on the street, and our desired 'typical' user experience.



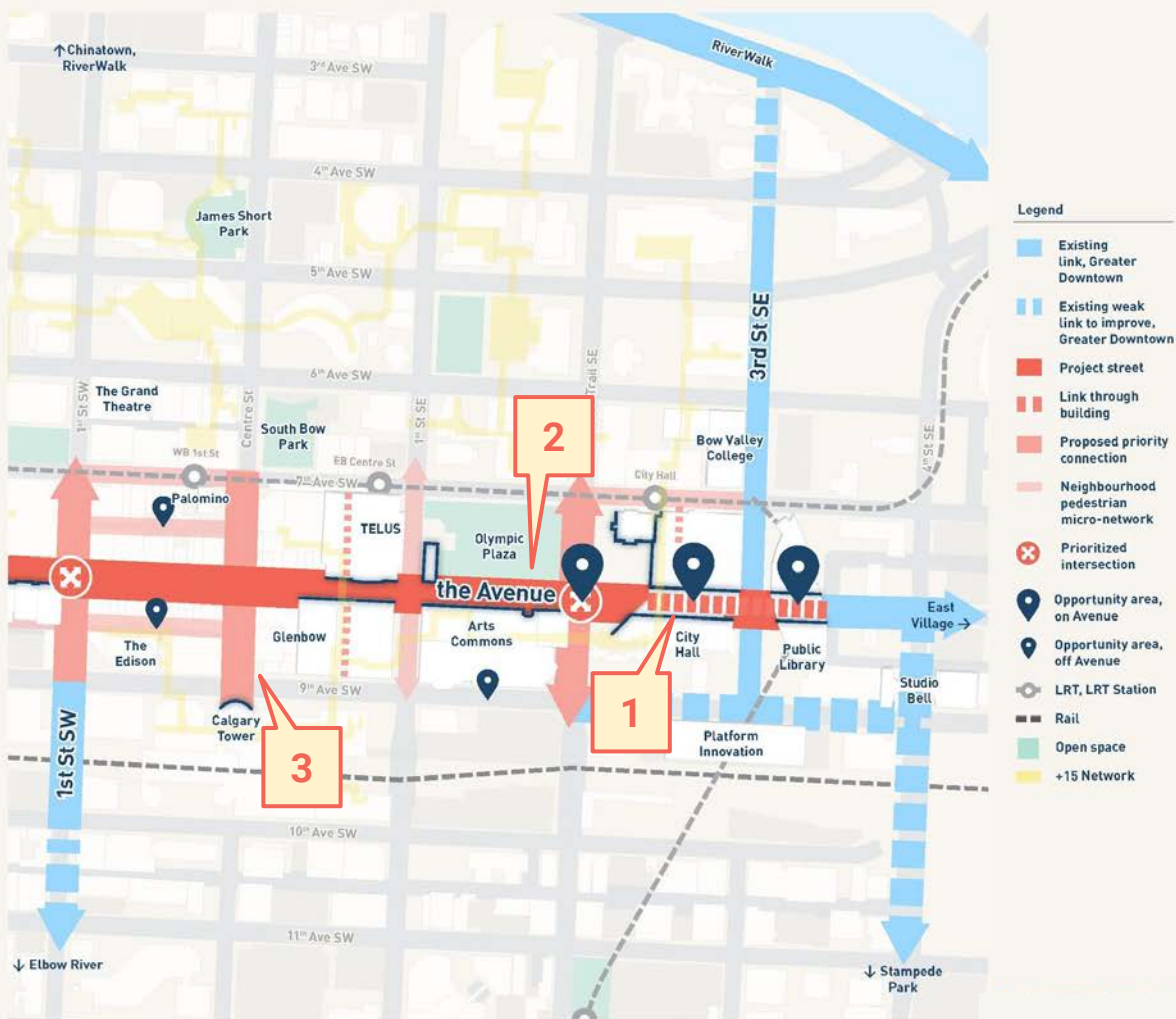
Aspirational Profile

The Commons is a hub for arts, culture and civic organizations. These civic destinations are coupled with high quality parks and plazas for everyday enjoyment and special events, and offers the best of Calgary in a concentrated area.



Big Moves

1. Extend public access of the avenue through City Hall to East Village
2. Integrate the avenue with a transformed Olympic Plaza
3. Transform Centre Street from the avenue to the Calgary Tower as a space for temporary programs and events



The Commons 1

Best Practices

Global and local precedents

Kungsträdgården, Stockholm →

Popular central square with open-air concerts and events throughout the seasons, lined with outdoor cafés, restaurants and art galleries



↓ Lawn on D, Boston

Playful furniture for all ages, night time activation



Bryant Park, NY →

Public, flexible seating with shade provided by mature trees



← Dillworth Plaza, Philadelphia

Waterplay fountain and movable seating next to metro station allow for flexible use for larger events, while activating the every day



← Vitrynes Habitées, Montreal

Micro-commercial space adjacent to public space

↓ Church Street, Burlington, Vermont

Large public events, recreation



↑ UBC Robson Square, Vancouver

Lively public space adjacent to The University of British Columbia and the Vancouver Art Gallery with events and winter skating



Brighton New Road, UK →

High quality streetscape design and public seating with active edges



The Grand Theatre, Calgary →

An active hub in downtown Calgary for the creative community through events, gatherings and performances.



Aspirational Profile

The Core is the epicenter of retail and hospitality activity on the Avenue, as well as the highest concentration of office workers along the Avenue. A mix of modern and historic buildings creates an unique urban experience that attracts a wide audience all year long.



Big Moves

1. Extend the pedestrian mall to 4th Street SW
2. Work with property owners to activate ground floors + improve vacant or blank facades
3. Collaborate with Green Line LRT to transform 2 St SW to a pedestrian oriented commercial corridor



The Core 2

Best Practices

Global and local precedents

Moment, San Jose →
Parkade converted into
creative micro-retail units



**Clyde & Co, PDP,
San Francisco →**
Privately Owned
Public Space with a
generous entrance and
transparent ground floor



↑ Food Pods, Portland
An 'edge' of food pods
line a large surface
parking lot downtown in
Portland and contribute to
neighborhood livability



**← Pitt Street
Mall, Sydney**
Street plaza



**← A Tilt of Light,
Melbourne**
Playful public
furniture, night
light activation



**↑ Social Stairs,
Highline NYC**
Activation of
blank wall with
social seating



↑ The Hall at 400 Fairview, Seattle
Office building with operable and public ground
floor featuring local retailers and gathering spaces

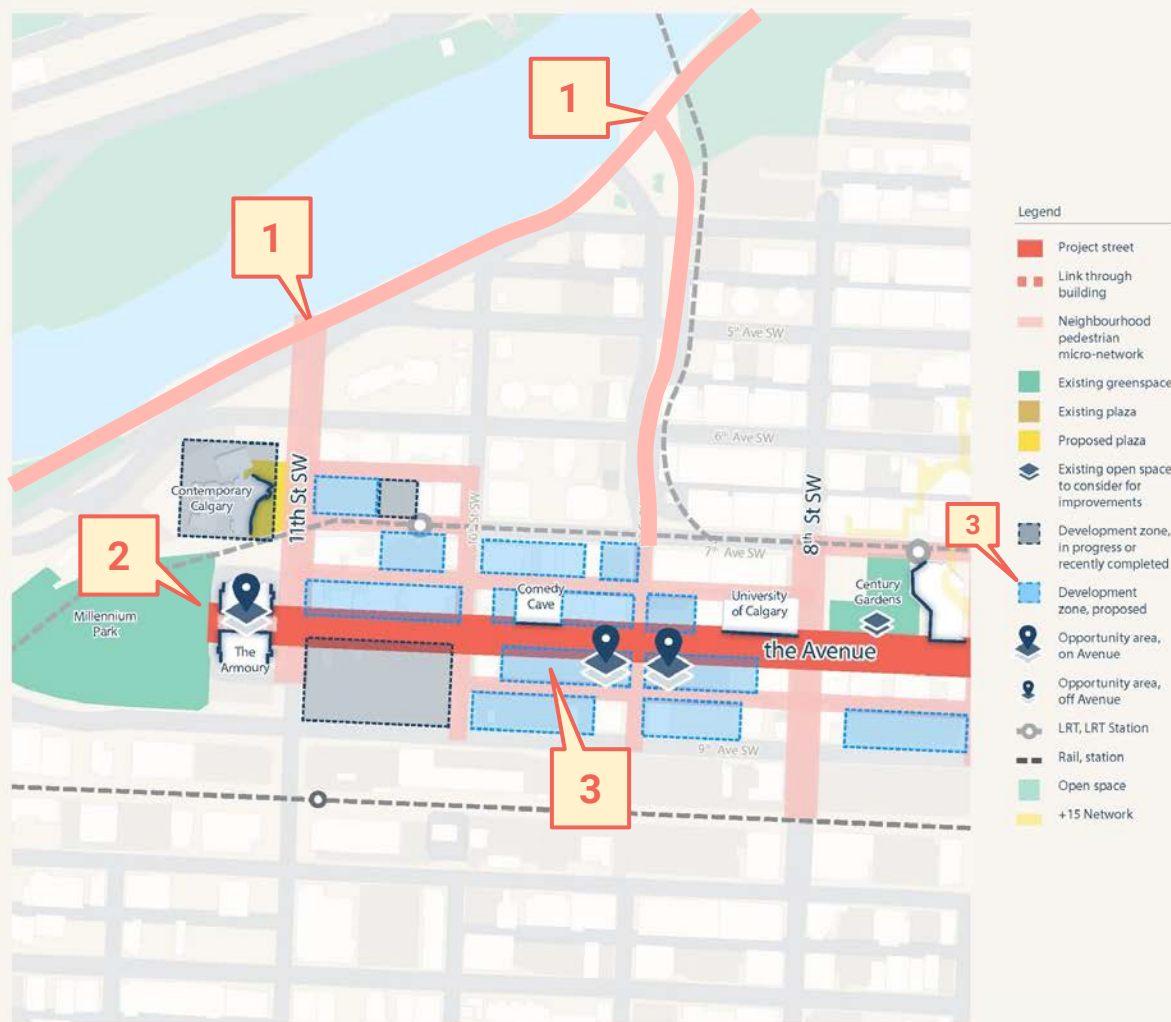
Aspirational Profile

The Village reimagines Downtown West as a more complete neighbourhood by focusing on the redevelopment of underused and vacant lands, attracting new uses, and transforming the Avenue into a neighbourhood main street where citizens come together to live, work and play.



Big Moves

1. Create a stronger connection from The Avenue to the Bow River
2. Better integrate the avenue with 11 St SW, including the Armoury, Millenium Park and Contemporary Calgary
3. Incentivize the redevelopment or temporary use of underutilized parcels and vacant buildings.



The Village 3

Best Practices

Global and local precedents

Olympic Sculpture Park, Seattle →

The Olympic Sculpture Park, created and operated by the Seattle Art Museum, is a park, free and open to the public, in Seattle, Washington that opened on January 20, 2007. The park consists of a 9-acre outdoor sculpture museum and beach.



Park Avenue Armory, New York →

The massive drill hall of the Park Avenue Armory in Manhattan was converted into a flexible cultural and exhibition space.



← Belmar Apartments, Santa Monica

Affordable housing development aimed at a supporting community of artists and makers, below market rate units, live/work studios and lofts



← Jepson Young Laneway, Vancouver

Lush, leafy residential laneway



← Bridgeland Market, Calgary

Neighbourhood amenities

← Bo01, Malmö, Sweden

Neighbourhood streetscape

↓ ContainR, Calgary

Art Park and mural installations made of retrofit shipping containers



← Proxy, San Francisco

A temporary two-block project which seeks to mobilize a flexible environment of food, art, culture, and retail within renovated shipping containers.



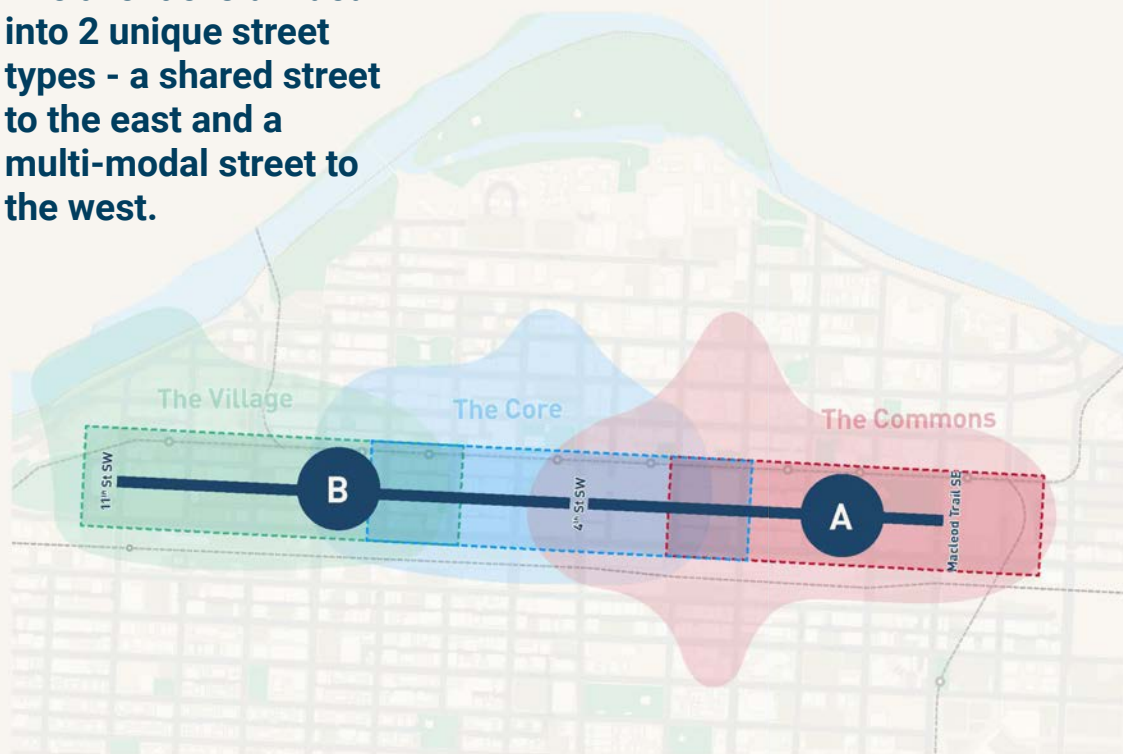


4

Structuring the Avenue

Streetscape types

The avenue is divided into 2 unique street types - a shared street to the east and a multi-modal street to the west.



Streetscape Classifications Types:

A Shared Street

The pedestrian mall is redesigned to improve visitor experience, address safety concerns and create new opportunities for programs and activations. It is also extended one block west (from 3rd to 4th St SW).

B Multi-Modal Street

The street is reconfigured to better serve the needs of pedestrians, cyclists and local vehicular traffic. The energy and excitement of the pedestrian mall is extended all the way to 11th Street to embrace Mewata Armoury, Millenium Park and Contemporary Calgary.

Existing Issues:

Macleod Trail SE - 4th ST SW

Built in the 1990s, the pedestrian mall is reaching the end of its usable life. Now is the opportunity to improve the Avenue and reposition it for a new era of success.

Vacant storefronts with blank facades

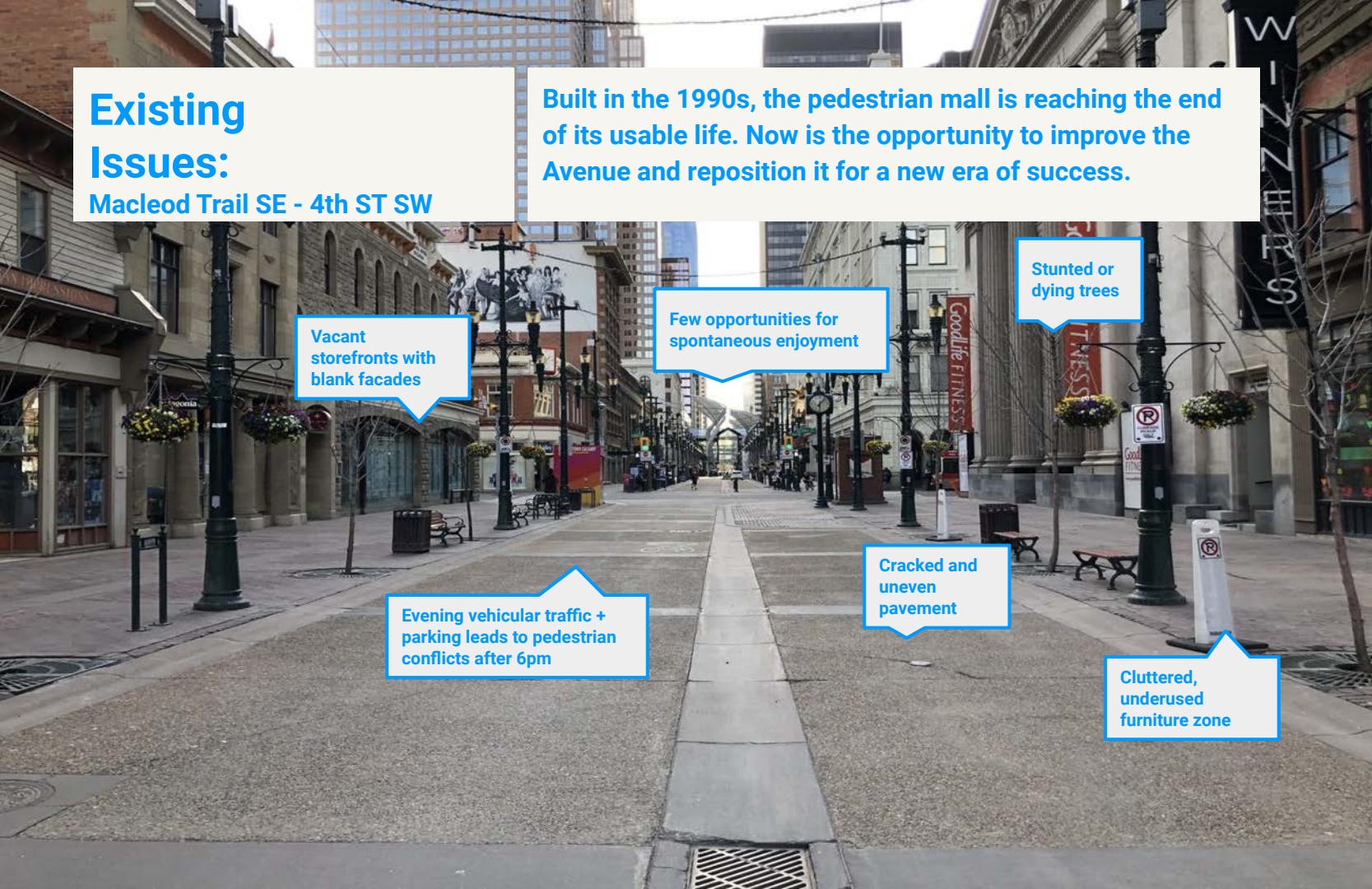
Few opportunities for spontaneous enjoyment

Stunted or dying trees

Evening vehicular traffic + parking leads to pedestrian conflicts after 6pm

Cracked and uneven pavement

Cluttered, underused furniture zone



Existing Opportunities:

Macleod Trail SE - 4th ST SW

The avenue can be transformed over time through short, medium and long-term improvements.

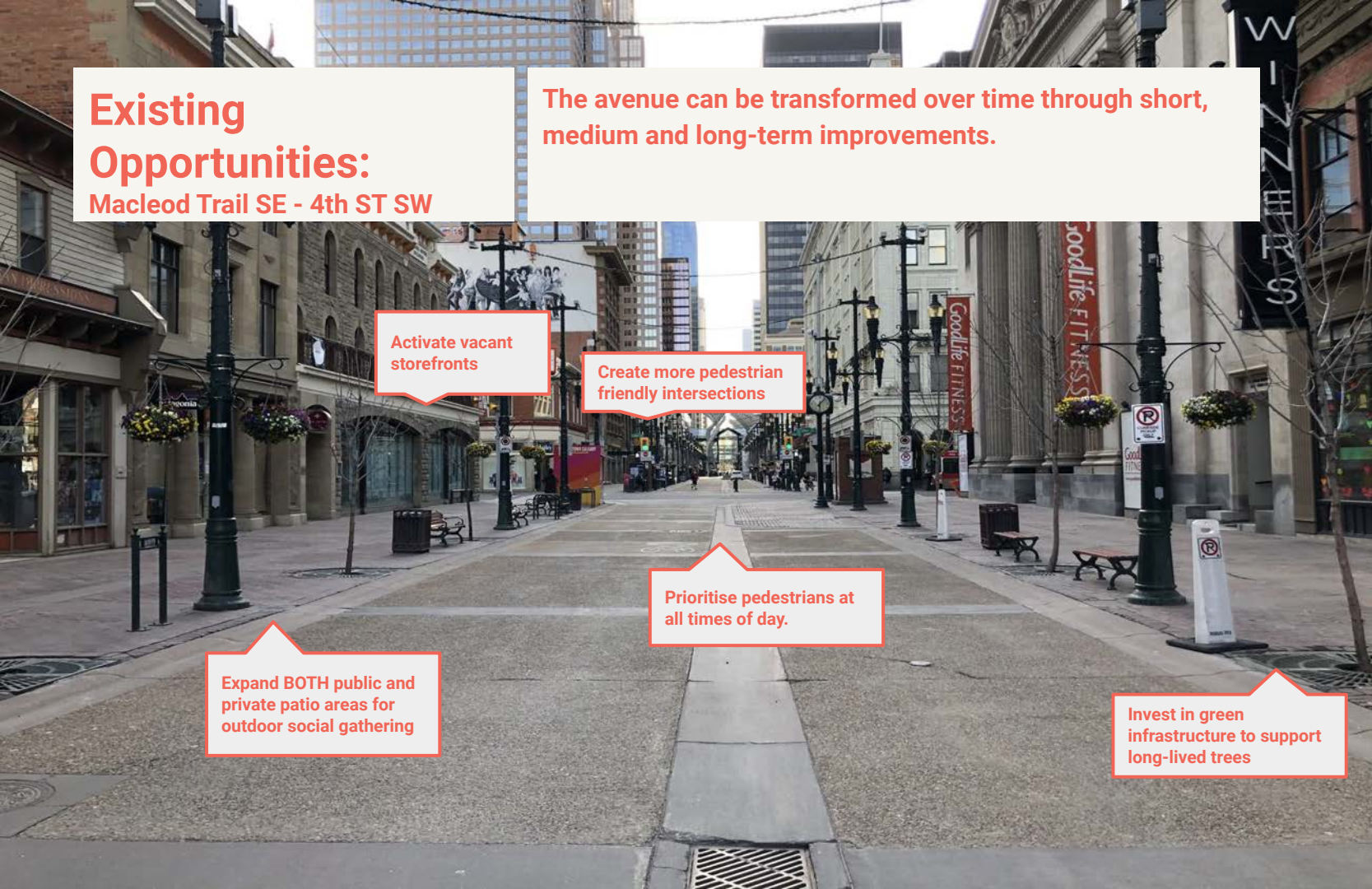
Activate vacant storefronts

Create more pedestrian friendly intersections

Prioritise pedestrians at all times of day.

Expand BOTH public and private patio areas for outdoor social gathering

Invest in green infrastructure to support long-lived trees



A

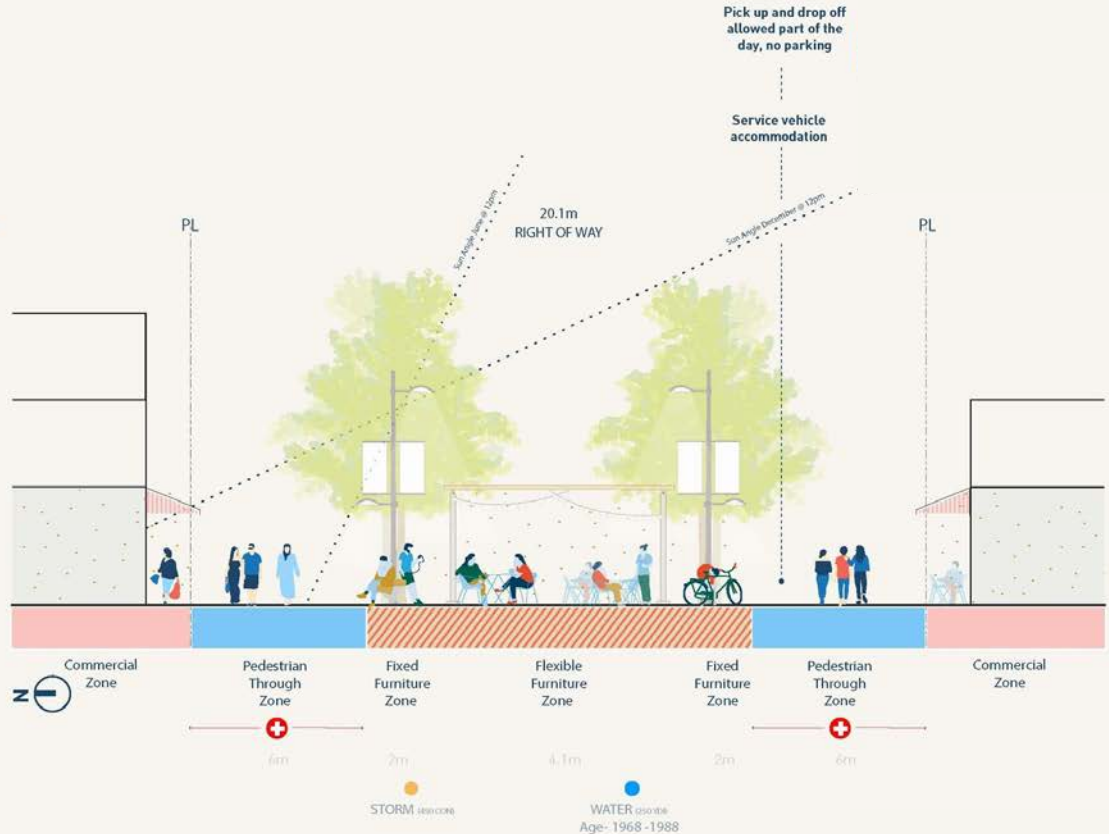
Shared Street

4th St SW - Macleod Trail SE



Option 1:

A centralized zone for public seating and restaurant patios in the center of the Avenue. This option will impact vehicular access for passenger vehicles and ride-share, but allow for local deliveries and emergency access.

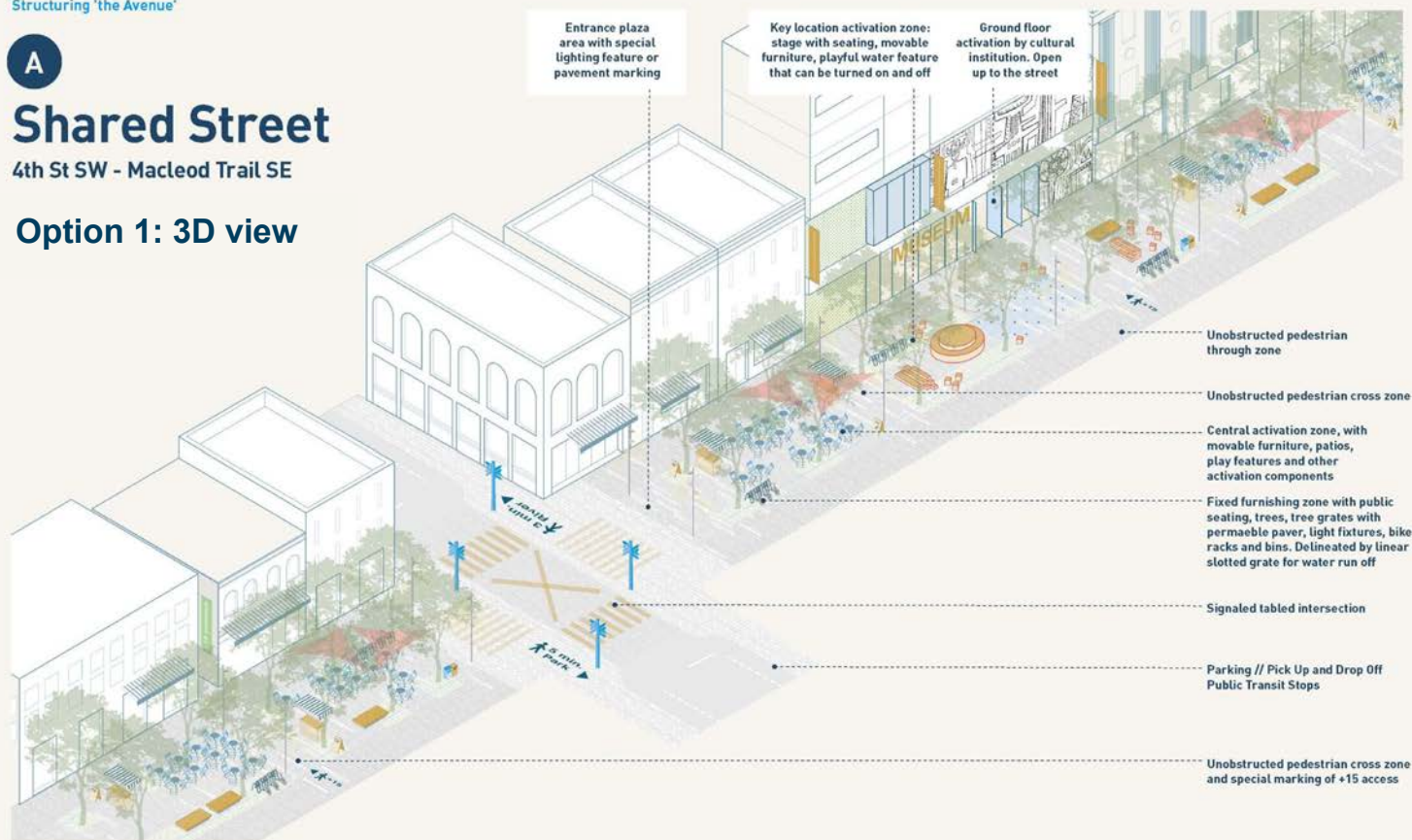


A

Shared Street

4th St SW - Macleod Trail SE

Option 1: 3D view



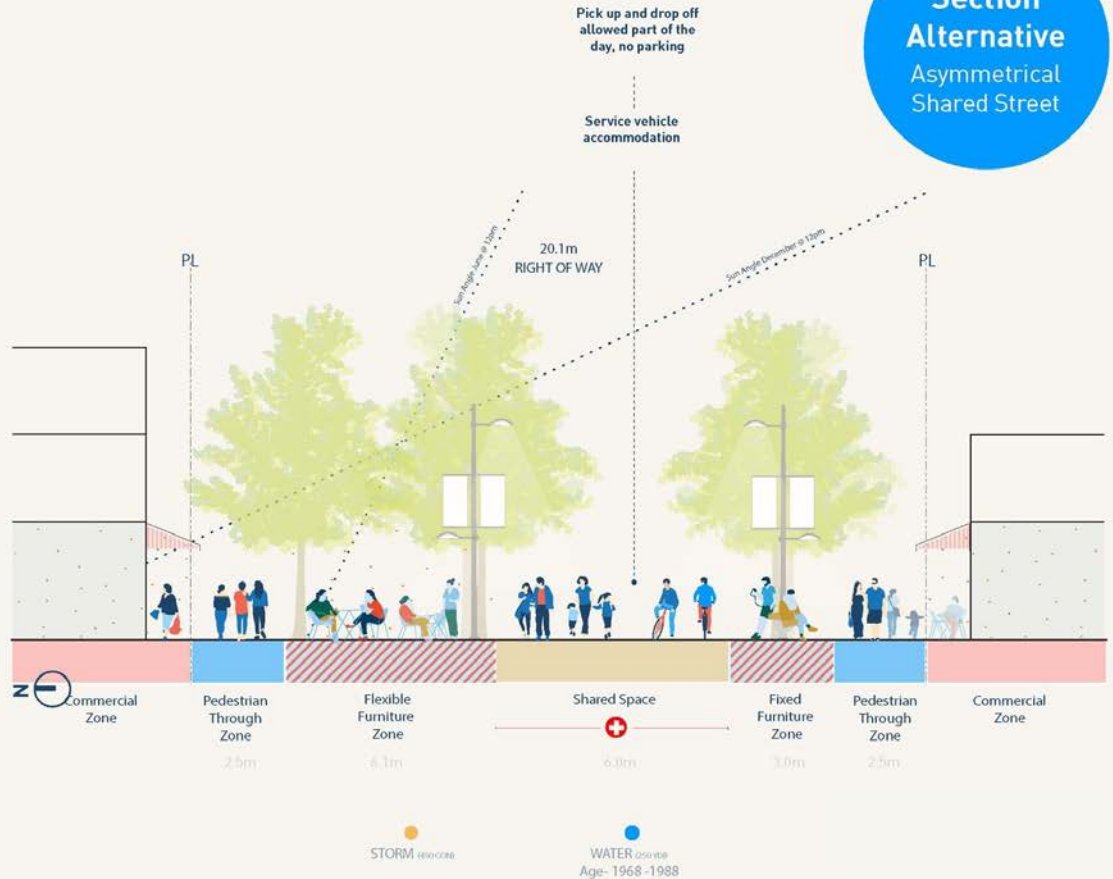
A

Shared Street

4th St SW - Macleod Trail SE



Option 2:
Separate zones for public seating and restaurant patios on either side. This option is more flexible for allowing vehicular access than Option 1, but lacks a centralized area for activities and programs.



Existing Issues:

5th - 11th Street SW

The west end of the Avenue is not well designed or governed to meet the needs of its users. Building a better street will help stimulate private investment in new developments, building retrofits, and new businesses along the avenue.

Many blank facades, mirrored glass and buildings "closed to the street"

Very few street trees, lighting and furnishings

Underutilized and vacant lots

No "sense of community" on the street

Substandard and worn out walking and cycling infrastructure



Existing Opportunities:

5th - 11th Street SW

The west end of the avenue can become a quaint, multi-purpose street that serves as the Main Street of people who come to live, work and play.

Incentivise active storefronts that spill out onto the street

Invest in green infrastructure to support long-lived trees

Better manage on-street parking

Improve wayfinding to places like Millenium Park, Contemporary Calgary and the Bow River

Create a clear hierarchy between pedestrians, cyclists and motorists



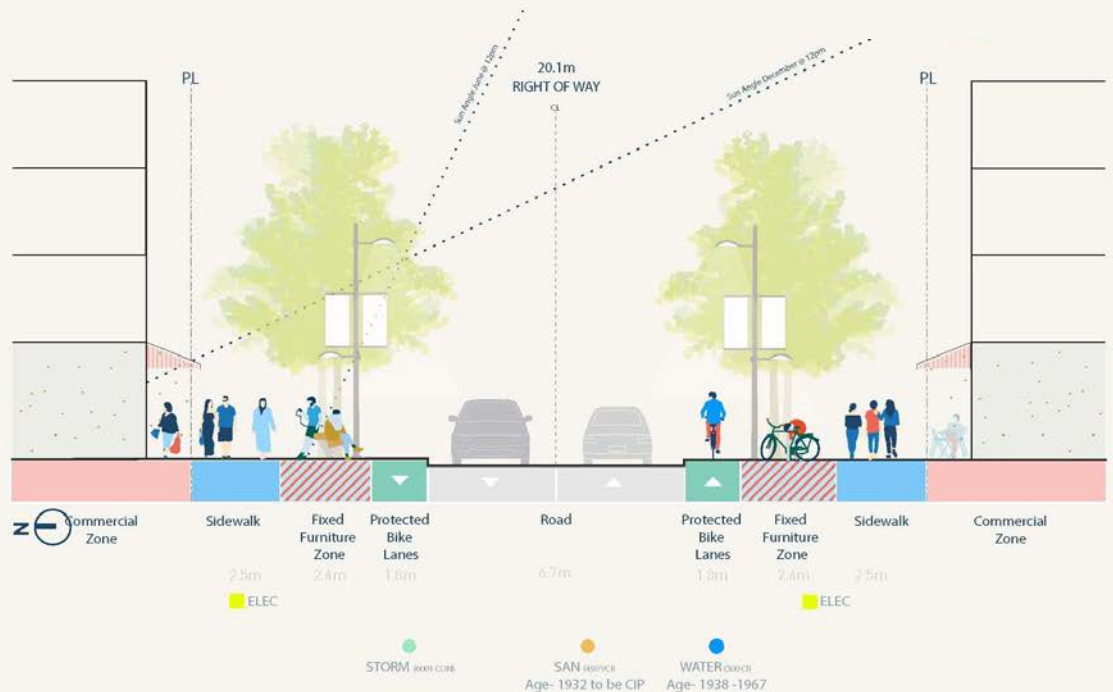
B

Multi-modal street

11th St SW - 4th St SW



Improved pedestrian realm, dedicated cycling facilities and a mixture of trees, street furnishings and short-term on-street parking / loading creates a safe and attractive environment for all users.

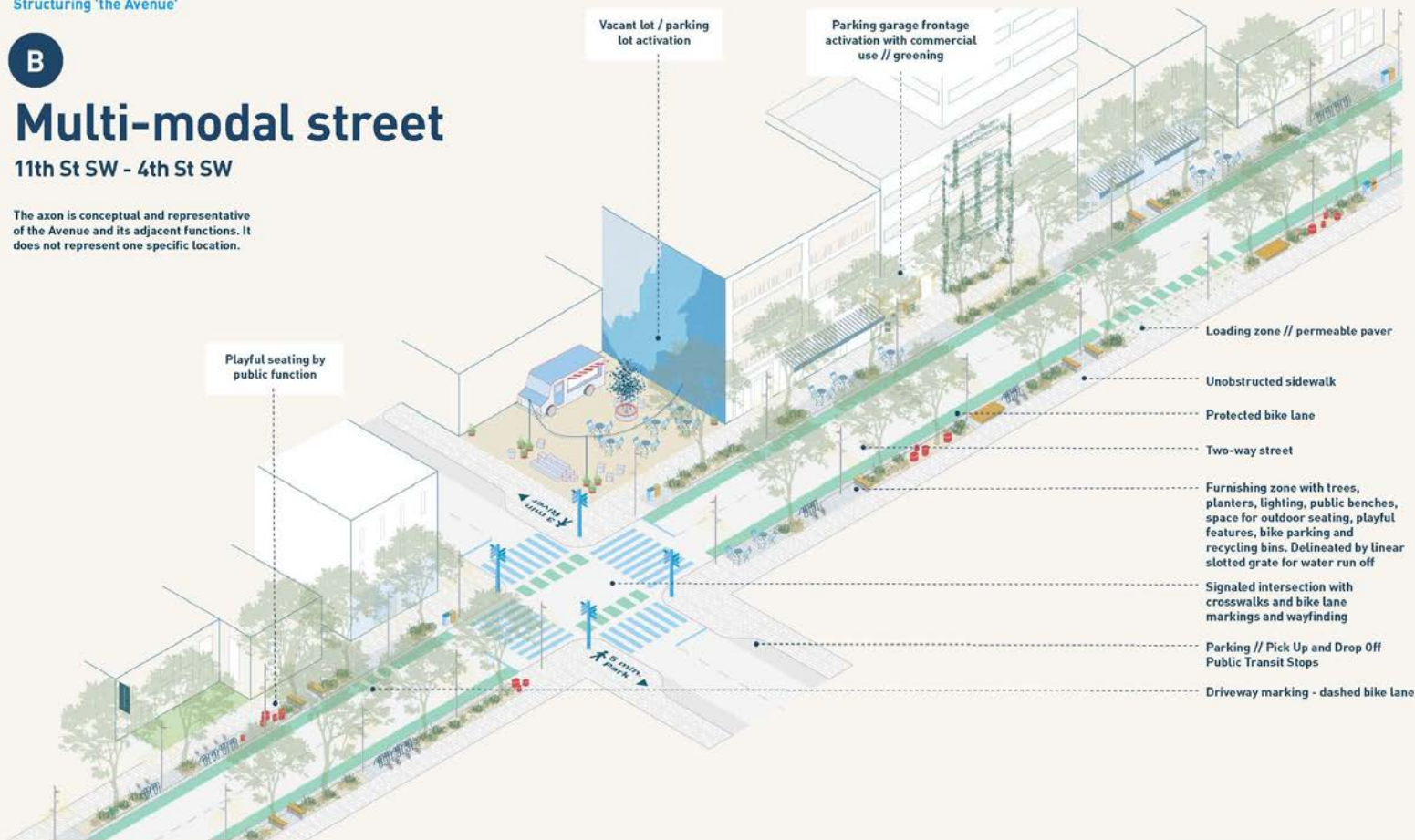


B

Multi-modal street

11th St SW - 4th St SW

The axon is conceptual and representative of the Avenue and its adjacent functions. It does not represent one specific location.



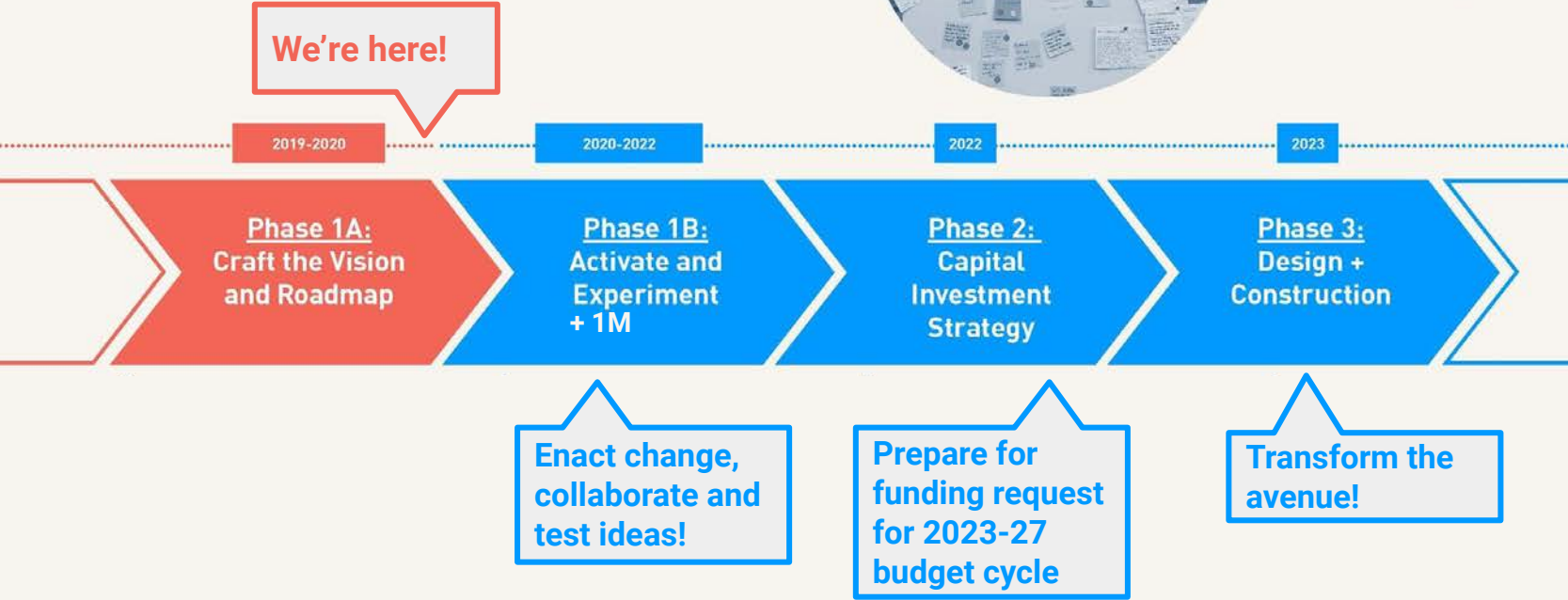


5

Implementation + Next Steps

Next Steps

Transforming the avenue will not happen overnight. It starts by enacting incremental changes NOW and having a clear plan for the FUTURE that responds to our rapidly evolving social and economic climate.



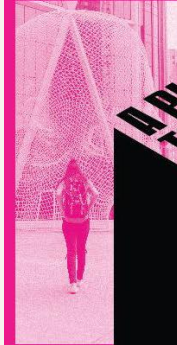
Activate + Experiment

Starting this winter, The City, CDA and strategic partners will begin testing ideas presented here along the Avenue. If you would like to get involved, sign up through the website for periodic updates and opportunities for involvement.



1M Program

The Calgary Downtown Association and Makespace are launching a program that aims to activate one million square feet of retail and amenity space in the downtown through a curated mix of pop-up, special events and entrepreneur development programming. Visit www.downtowncalgary.com for more information.



What could we do with
one million square feet
downtown?

Accelerating
hundreds of small
projects, spaces
and businesses to
reactivate
downtown – one
million square feet
at a time.



Google Earth



The
end.

Thank you!

For more information, visit
www.calgary.ca/stephenavenue