Calgary

City of Calgary

Sunalta Main Street

10 Ave SW Streetscape Master Plan | Fall 2026



ARUP + 02

Prepared for City of Calgary

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Prepared by:

ARUP + O2 + The Good Future Co. + Martinson Golly Ltd.

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Executive Summary

The Sunalta Main Street Master Plan establishes a visionary framework to transform the 10 Avenue SW corridor into a vibrant, safe, and inclusive community hub. Grounded in the City of Calgary's Main Street Program, this plan reflects robust public engagement sessions, as well as a multi-phase co-design process that brought together a diverse group of residents, business owners, artists, and community interest holders to collaborate directly with urban planners, engineers, and City representatives. By shifting the paradigm from designing *for* the public to designing *with* them, this framework creates a continuous feedback loop that successfully balances community aspirations with technical constraints.

The Co-Design Process

The engagement followed an intentional, iterative "Double Diamond" design framework spanning seven in-person workshops, community walkabouts, and technical storytelling exercises from April 2025 through June 2026:

- **Discover & Define (Pre-Design):** Participants utilized narrative-based exercises ("Stories from the Future"), empathy walks, and values mapping to diagnose street constraints and draft a unified Problem and Opportunity Statement. This work established that 10th Avenue is currently an under-realized main street that struggles to offer a cohesive, people-first experience.
- **Develop & Deliver (Schematic Design):** Through large-scale tactile modelling and technical "fireside chats" with engineering teams, the co-design group directly informed, refined, and evaluated three distinct street design concepts, leading seamlessly to the preferred design direction.

Alignment with Main Street Principles

The co-design process directly generated a shared community values framework. These core pillars serve as the structural foundation for all recommended public realm interventions:

- **Sense of Belonging:** Prioritizing the street as a shared social space for gathering, inclusivity, and public life, fostering meaningful social connections among Sunalta's diverse community members.
- **Community Identity:** Celebrating Sunalta's eclectic personality, heritage buildings, and local stories by embedding public art, creative details, and cultural representations directly into the streetscape fabric.
- **Safety and Comfort:** Transforming the 24-hour pedestrian environment through high-quality street lighting, expanded sidewalk clearways, and protective tree canopies that ensure the public realm feels welcoming to all people at all times of day.
- **Accessibility:** Prioritizing universal design, shortened intersection crossings, and balanced multi-modal infrastructure to ensure safe, seamless pedestrian, rolling, cycling, and transit access.
- **Connection to Nature:** Expanding the urban tree canopy, continuous planting zones, and climate-resilient greenery to integrate natural elements into the urban landscape.
- **Local Economic Vitality:** Rebalancing the right-of-way to optimize public space for sidewalk cafes, patios, and community gathering, while carefully maintaining essential commercial loading and business access.

Ultimately, this Master Plan moves beyond treating 10 Avenue SW purely as an infrastructure corridor. By embedding the shared values of the community into a technically viable blueprint, the plan future-proofs municipal asset investments and establishes a vibrant, multi-season social spine where community life can thrive.



1. Introduction

1.1 Project Timeline



The Sunalta Main Street Master Plan follows a structured, iterative multi-phase framework designed to balance community aspirations with municipal technical requirements. By establishing continuous feedback loops between residents, business owners, technical consultants, and City planners, the project ensures that the transformation of 10 Avenue SW reflects a truly collaborative, people-first vision.

Discover Phase

This foundational phase focused on establishing a shared community framework. Early efforts involved recruiting a diverse co-design cohort representing residents, business owners, and local artists. Public engagement sessions successfully mapped localized, site-specific issues and opportunities along 10 Avenue SW. Key milestones from this period included drafting the core Problem and Opportunity Statement, publishing a Cultural Landscape Guide, and solidifying a community values framework to guide subsequent decisions.

Explore Phase

In this phase, the abstract values of the community were translated directly into physical design choices. The project team hosted a series of hands-on Street Design Labs and Design Charrettes, utilizing large-scale modeling, mapping, and neighbourhood empathy walkabouts to evaluate emerging spatial layouts. Multiple draft concepts were presented to citizens and interest holders to gather transparent feedback regarding critical infrastructure trade-offs and spatial constraints.

Reveal Phase

Following a technical review in late 2025 and a Community Energizer event in April 2026, the project has officially reached the Reveal Phase as of Fall 2026. The primary objective at this milestone is sharing the preferred design option back with the community. This ensures full transparency, explaining explicitly how previous community input influenced the final selection, what technical considerations were balanced, and specific design decisions.

Streetscape Master Plan

This milestone marks the formalization of the preferred schematic design. The report will establish the finalized project concept, spatial layout, and high-level architectural elements before advancing the corridor into detailed engineering.

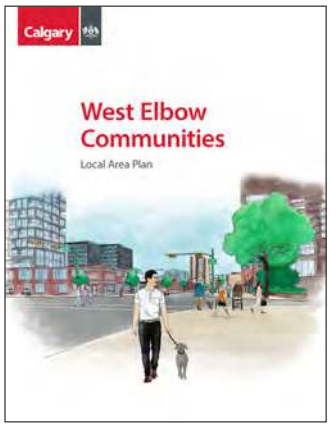
Design Development & Planning

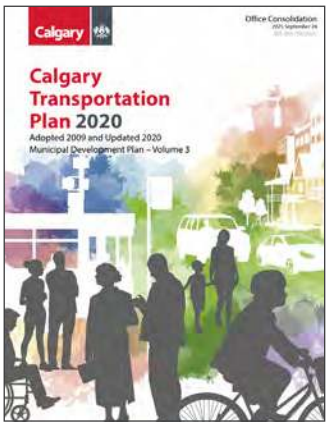
This highly technical phase shifts focus toward sub-surface and civil engineering requirements. The scope will encompass detailing underground utility infrastructure, traffic and circulation dynamics, plant material selection for urban tree canopy expansion, public art integration, and multi-year operations, maintenance, and lifecycle management planning.

Construction

Currently targeted for 2028, construction is subject to formal funding approval from the City of Calgary during its next municipal funding cycle.

1.2 Policy Review





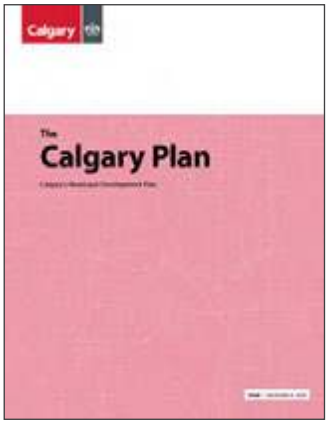














The Sunalta Main Street Master Plan responds to the high-level themes, directives, and community values established across broader City of Calgary municipal planning. The following summary highlights key municipal findings and outlines the resulting public realm opportunities along the 10 Avenue SW corridor.

West Elbow Communities Local Area Plan (Draft 2025)

- **Key Findings:** Prioritizes continuous, unobstructed, well-lit, and universally accessible pedestrian routes on both sides of the road. Mandates 5A Mobility Network enhancements to improve active mode connections to the Sunalta LRT Station along 10 Avenue SW. Discourages vehicle-oriented uses in high pedestrian zones and calls for greening streets via soil cells, continuous trenches, and tree plantings. Specifically identifies developing a 10 Avenue SW Main Street master plan, programming the space under the Blue Line tracks, and adding new signalized pedestrian crossings.
- **Design Opportunity:** The 10 Avenue SW right-of-way can be optimized to deliver continuous, barrier-free pedestrian sidewalks while establishing clearer active mobility links directly to the transit hub and exploring creative use of the under-track space.

Beltline Parks and Public Realm Playbook (2020)

- **Key Findings:** Focuses on improving the public realm by prioritizing pedestrian experience and safety, sustainable landscaping, and continuous sidewalk clearways. Identifies 10 Avenue SW as a primary "Key Move" focus area to address large public realm gap areas. Recommends using soil cells for trees, implementing universal accessibility, extending curbs, and utilizing curb space for pedestrian buffers.
- **Design Opportunity:** Corridor streetscape interventions can target these designated network gaps, reallocating standard roadway space to widen narrow sidewalks, maximize pedestrian buffers, and introduce healthy tree planting systems.

10 Avenue SW & 14 Street SW Main Street What We Heard Reports (2015)

- **Key Findings:** Community input emphasizes a strong desire for enhanced public realm elements, improved pedestrian and bicycle mobility, and safer, vibrant main street environments. Feedback explicitly highlights the integration of public art into safe, active open spaces designed for year-round functional use.
- **Design Opportunity:** Visual treatments and reconfigured lane footprints present an opportunity to mitigate user conflicts, calm vehicular traffic, and integrate flexible zones for community gathering and public art expression.

Calgary's Greater Downtown Plan (2021)

- **Key Findings:** Identifies 10 Avenue SW as a target area for significant streetscape and public realm enhancements. Mandates giving pedestrians the highest priority, adjusting intersection designs to be pedestrian-first, and re-evaluating road rights-of-way to allocate continuous space for trees and green stormwater management. Recommends integrating utility hooks (water/electricity) to facilitate street events and gathering places.
- **Design Opportunity:** Redesigning the street profile provides a platform to transition the corridor into a pedestrian-prioritized asset, balancing urban tree trench setups and green infrastructure with integrated utility service points to host community events.

Calgary Transportation Plan

- **Key Findings:** Directs that pedestrians and cyclists receive the highest priority on Main Streets and within the Greater Downtown. Requires Complete Streets principles to guide all designs, re-establishing natural processes by filtering roadway runoff, and introducing a layered tree canopy to combat the urban heat island effect.
- **Design Opportunity:** Applying multi-modal design principles allows the corridor to prioritize active travel modes over single-occupancy vehicles while embedding universal accessibility and sustainable low-impact development drainage options.

Calgary's Cultural Plan

- **Key Findings:** Advocates for urban design excellence and creative placemaking to build authentic public realms that reflect a shared local identity. Explicitly highlights increasing the visibility of Indigenous communities and built heritage through public art, urban design, and the employment of Indigenous artists.
- **Design Opportunity:** The public realm can function as an open canvas, utilizing elements like custom street furniture, localized interpretive signage, and designated art zones to meaningfully display the neighbourhood's cultural identity and heritage.

Calgary's Climate Change Strategy (2022)

- **Key Findings:** Sets directives to drive mode shift toward active mobility and transit by updating complete streets guidelines and repurposing vehicle travel lanes. Prioritizes investing in natural infrastructure, maximizing biodiversity, and expanding the urban tree canopy to hit critical environmental coverage targets.
- **Design Opportunity:** Reallocating vehicular right-of-way space to support walking, wheeling, and a layered urban canopy offers a direct path toward reducing the corridor's heat island vulnerability and supporting city-wide sustainability targets.

Calgary Plan (Final Draft 2026)

- **Key Findings:** Prioritizes walking over other travel options in the Greater Downtown and High-Activity Neighbourhoods by providing high-quality, accessible, and well-lit sidewalks with frequent crossings. Directs the management of curb space as a strategic public asset for public space activities, loading, and amenities. Mandates integrating green stormwater infrastructure, naturalized landscapes, and climate-adaptive vegetation directly into boulevards.
- **Design Opportunity:** Establishing a modern, flexible curb management framework along 10 Avenue SW can strategically balance short-term logistics and business loading operations with seasonal public spaces and climate-adaptive planting beds.

1.3 Main Street Principles

The City of Calgary's Main Streets Program is a comprehensive municipal initiative designed to realize the city's overarching vision of creating "a great place to make a living, a great place to make a life." The program strategically invests in the public realm of designated growth corridors to transform them into vibrant, well-connected, and climate-resilient urban spaces. By rebalancing right-of-way infrastructure to prioritize social connection, active mobility, and local commercial vitality, the program helps established neighbourhoods accommodate long-term population growth while cultivating a distinct sense of place. For the Sunalta Main Street Master Plan, these city-wide objectives are localized along the 10 Avenue SW corridor, translating municipal policies into tailored, community-driven design priorities.



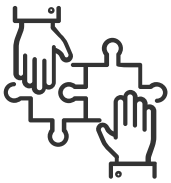
Boosting local business and community life

10 Avenue SW already has great local spots, bike lanes, and transit—but aging infrastructure and uneven sidewalks need attention. We're working to make the area safer, more comfortable, and people-friendly.



Improving how people move around

By following the Calgary Transportation Plan, we're improving sidewalks, bike lanes, and transit stops to make it easier for everyone to walk, bike, or roll. These upgrades will support a more inclusive, connected community with better travel choices.



Bringing out the street's unique identity

10 Avenue SW has its own character, shaped by the people who live and spend time there. We want to work with the community to better understand what makes this street special and how to highlight those features in the redesign.

We're also seeing positive changes at the Sunalta Community Hall. It's being transformed into a hub with a coffee shop, commercial kitchen, and spaces for community programs. The hub will help fund local events and services by working as a social enterprise.



Creating a greener and healthier Street

Right now, 10 Avenue SW does not have many trees or plants, and in some areas, overgrown shrubs block visibility.

We want to add more trees and greenery. A full tree canopy will improve air and water quality, offer shade and protection, make the street look better, and encourage more people to walk and spend time there.

These changes help Calgary reach its 2050 climate goal to cut emissions by 80%. Since travel makes up a big part of emissions, better streets matter. We may also add EV chargers, improved bus stops, and more paths for walking and biking depending on the design process.

1.4 Community Values

The foundational principles shaping the Sunalta Main Street Master Plan were established through a deeply collaborative co-design process. To achieve this, the project team worked directly alongside residents, local business owners, and artists through a series of interactive planning workshops, design sessions, and site walks. This participatory approach allowed the community to directly translate their daily, lived experiences along 10 Avenue SW into shared spatial priorities. By distilling the common threads across these diverse community conversations, the project team synthesized six foundational values. Expressed as direct aspirations, these values authentically reflect Sunalta's identity and serve as the qualitative benchmarks used to evaluate all subsequent streetscape design options.

Community Identity

- "**I value a strong neighbourhood identity**, such as design that blends Sunalta's heritage buildings and quirky shops with thoughtful new development, local stories, and creative details that make the street feel uniquely 'ours.'"

Sense of Belonging

- "**I value inclusive design and safety in public spaces**, such as wide sidewalks, good lighting, shade from trees, and spaces that feel welcoming at all times of day and for all people."
- "**I value walkability and connection,** such as safe pedestrian crossings, a street that's easy to navigate on foot, and connections to transit, parks, and nearby amenities."
- "**I value creativity and vibrancy**, such as colourful design, interactive spaces, pop-up events, or installations that make the street feel alive and ever-changing."
- "**I value pet-friendly spaces**, a main street is a place where four-legged friends are welcome."
- "**I value streets that support everyday life**, such as having places to sit, rest, eat, gather, play, and access daily essentials - making the street feel like an extension of home."

Connection to Nature

- "**I value nature in the city**, such as street trees, gardens, planters, pollinator habitats, and green features that soften the urban environment and support wellbeing."
- "**I value proximity and connection to the Bow River**."

Accessibility

- "**I value inclusive design for all ages and abilities**, such as accessible seating, play areas, features for older adults or children, pet-friendly spaces, and amenities like water fountains or restrooms."
- "**I value seamless multimodal mobility**, such as clear and connected routes for walking, biking, rolling, and transit that make it easy for everyone — no matter how they move — to access the street safely and comfortably."

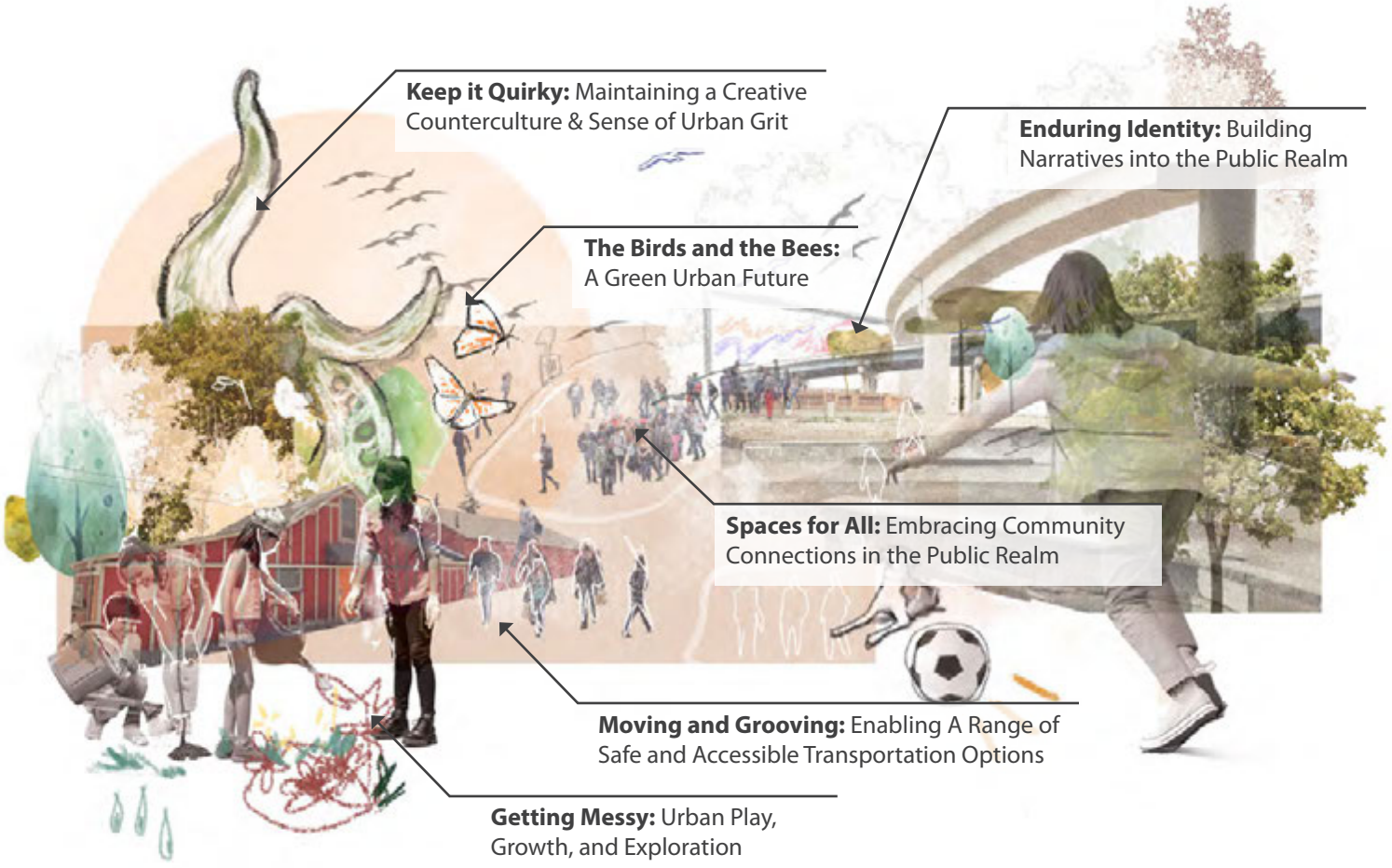
Safety & Comfort

- "**I value places to gather, linger, and connect**, such as benches, patios, plazas, community gardens, and inviting corners to meet friends or people-watch."
- "**I value a functional and flexible street**, such as spaces that can be used for multiple purposes — like walking, biking, rolling, deliveries, pop-up markets, or performances — throughout the seasons and times of day."

Local Economic Vitality

- "**I value supporting local**, such as main street businesses, patios, sidewalk cafes, pop-up vendors, and design that supports bringing energy to the street."

1.5 Vision



To transform 10 Avenue SW into a vibrant, people-centered public realm that celebrates Sunalta's unique heritage and creative identity. Through a collaborative co-design framework, this streetscape balances placemaking with inclusive mobility, climate resilience, and local economic vitality to create a safe, welcoming space where all Calgarians can live, work, and play.

1.6 Goals & Objectives

Community Value Proposition

Grounded in a robust collaborative framework, this Master Plan serves as a high-value investment in Calgary's future. It rebalances public right-of-way space to support public realm where there is none, transforming a heavily engineered, vehicular-oriented corridor into a highly functional, resilient community asset that exemplifies the four core principles of Calgary's Main Streets Program.

These goals are further informed by the findings of the 2026 Safe System Audit, a supporting technical study of collision patterns and safety conditions along the corridor.

Goals & Objectives

Character and Identity

Goal 1: Celebrate Sunalta's diverse history, social fabric, and unique local grit.

- **Objective 1.1:** Provide deliberate spaces and physical platforms that treat the streetscape as a canvas for community expression, local art, and neighbourhood storytelling.
  - + Design Response: Increase the density of public art installations or community-driven placemaking opportunities per linear kilometre, matching benchmarks from Calgary's top-performing cultural corridors.
- **Objective 1.2:** Formally emphasize key gateway entries and historical touchpoints to anchor a distinct, memorable sense of place along 10th Avenue.
  - + Design Response: Identify locations for distinct gateway elements along the corridor, ideally where significant flow of people is expected.

Goal 2: Restore and enrich the corridor's ecological network.

- **Objective 2.1:** Substantially increase urban vegetation quality along the roadside using climate-resilient, low-maintenance plant palettes.
  - + Design Response: Transform existing underutilized 1.4m to 1.8m wide grass strips into ecologically deliberate, multi-layered planting beds to boost urban biodiversity.
- **Objective 2.2:** Maximize tree canopy growth to mitigate intense solar exposure and optimize seasonal thermal comfort.
  - + Design Response: Increase overall tree canopy coverage, strategically placing trees along highly exposed east-west pedestrian paths and prioritizing the north sidewalk to improve winter thermal comfort.

Healthy and Social Lifestyles

Goal 3: Promote social connection and neighbourhood cohesion through highly adaptable public spaces.

- **Objective 3.1:** Reallocate right-of-way space to support seasonal programming and community-led events.
  - + Design Response: Design flexible streetscape zones to transition between daily use and partial street closures for events, ensuring integrated utility and power access to support local vendor programming.
- **Objective 3.2:** Create comfortable, inviting outdoor spaces that encourage informal gathering and spontaneous interaction to counter local isolation.
  - + Design Response: Reconfigure the corridor to expand wider sidewalks beyond the current baseline, utilizing the gained space to introduce multi-user seating arrangements (such as communal dining tables) that facilitate contact.

Goal 4: Establish the streetscape as an active, supportive "neighbourhood backyard."

- **Objective 4.1:** Address physical public realm deficiencies to increase pedestrian comfort and lingering times along the corridor.
  - + Design Response: Reallocate curb space to increase the amount of seating areas, and create flexible zones to encourage an increase of outdoor patios to make the street more inviting to dwell and linger.
- **Objective 4.2:** Establish low-glare, dark-sky compliant pedestrian-scale illumination to support basic physical path safety.
  - + Design Response: Utilize fully shielded, down-directed warm fixtures to maintain a consistent pedestrian illumination, preventing urban light pollution while respecting the adjacent residential context.

Mobility and Functionality

Goal 5: Optimize the corridor geometry to balance multi-modal transit with community public life.

- **Objective 5.1:** Implement a strategic roadway shift or realignment to naturally calm vehicular travel speeds while reclaiming localized public space.
  - + Design Response: Reconfigure the corridor with a roadway shift that curves the travel lanes to facilitate the widening of the sidewalk, creating one large, flexible public zone along the streetscape.
- **Objective 5.2:** Transition the shift into a raised, curbless streetscape profile for safer crossing and programming flexibility.
  - + Design Response: Raise the roadway to sidewalk level where the block-shift occurs, creating a barrier-free, universally accessible interface along pedestrian crossings to minimize conflicts in high-exposure zones.
- **Objective 5.3:** Maximize intuitive, safe, and connected active transportation routes that tie into regional networks.
  - + Design Response: Deliver a dedicated active transportation connection linking the dedicated bike-lane at 19 Street SW directly to the Bow River pathway system under the western flyover.

Goal 6: Modernize public infrastructure performance and manage surface drainage.

- **Objective 6.1:** Integrate low-impact development (LID) features to intercept and filter surface runoff in highly paved zones.
  - + Design Response: Convert underutilized hardscape zones into functional bioretention cells and permeable surfaces capable of capturing the first 15–20mm of urban runoff, as part of the multi-layered planting strategy.

Economic Vitality

Goal 7: Drive local business growth and active frontages by balancing flexible streetscape configurations.

- **Objective 7.1:** Expand the pedestrian zone to support commercial activation, outdoor patios, and seasonal programming.
  - + Design Response: Increase sidewalk widths to maximize pedestrian safety and lingering times, dedicating expanded flex spaces along the corridor to host diverse local business uses.
- **Objective 7.2:** Reconfigure curb space into multi-functional, adaptive infrastructure that minimizes traditional parking loss.
  - + Design Response: Reallocate existing parking footprint into flexible, paved laybys that can be seasonally transformed into outdoor patio spaces or sea-can kiosks based on community preference, while functioning as short-term parking during off-peak periods.

Goal 8: Future-proof public asset investments to stimulate long-term parcel redevelopment value.

- **Objective 8.1:** Leverage high-quality public realm upgrades to accelerate the market readiness and attraction of adjacent properties.
  - + Design Response: Target public infrastructure investment—specifically street trees, structural soil cells, and unified surface treatments—to catalyze private redevelopment on challenging or underutilized parcels, particularly along the corridor's north edge.



2. Site Context

2.1 Character and Identity

Historic Evolution

Existing Condition

10 Avenue SW transitioned from a 1920s residential suburb into a dense, transit-oriented hub anchored by the 1910 Sunalta Block and the 2012 LRT station. However, its public realm remains heavily hardscaped and vehicle-dominated, completely lacking a supportive tree canopy.

Design Opportunities and Challenges

To celebrate Sunalta's unique local character, the design could embed dedicated public art, placemaking opportunities or gateway features directly adjacent to historically important areas. The challenge will be reconfiguring hardscaped constraints to comfortably accommodate these cultural nodes.



10 Ave SW, 1924-26 - Not to scale



10 Ave SW, 1950s - Not to scale



Sunalta Block, 1910s
Source : Alison Jackson Collection, Calgary Public Library


Addition to Sacred Heart Roman Catholic Church 1955
Source : Heritage Calgary



10 Ave SW, 1960s - Not to scale



10 Ave SW, 1980s - Not to scale



10 Ave SW, 2000s - Not to scale


The Condon Building, 1966
Source : Canadian Architectural Archives, University of Calgary


Telus Data Centre, 1984
Source : Google


Addition to Sacred Heart Roman Catholic Church (steeple), 1955
Source : Heritage Calgary

Historical Map

Existing Condition

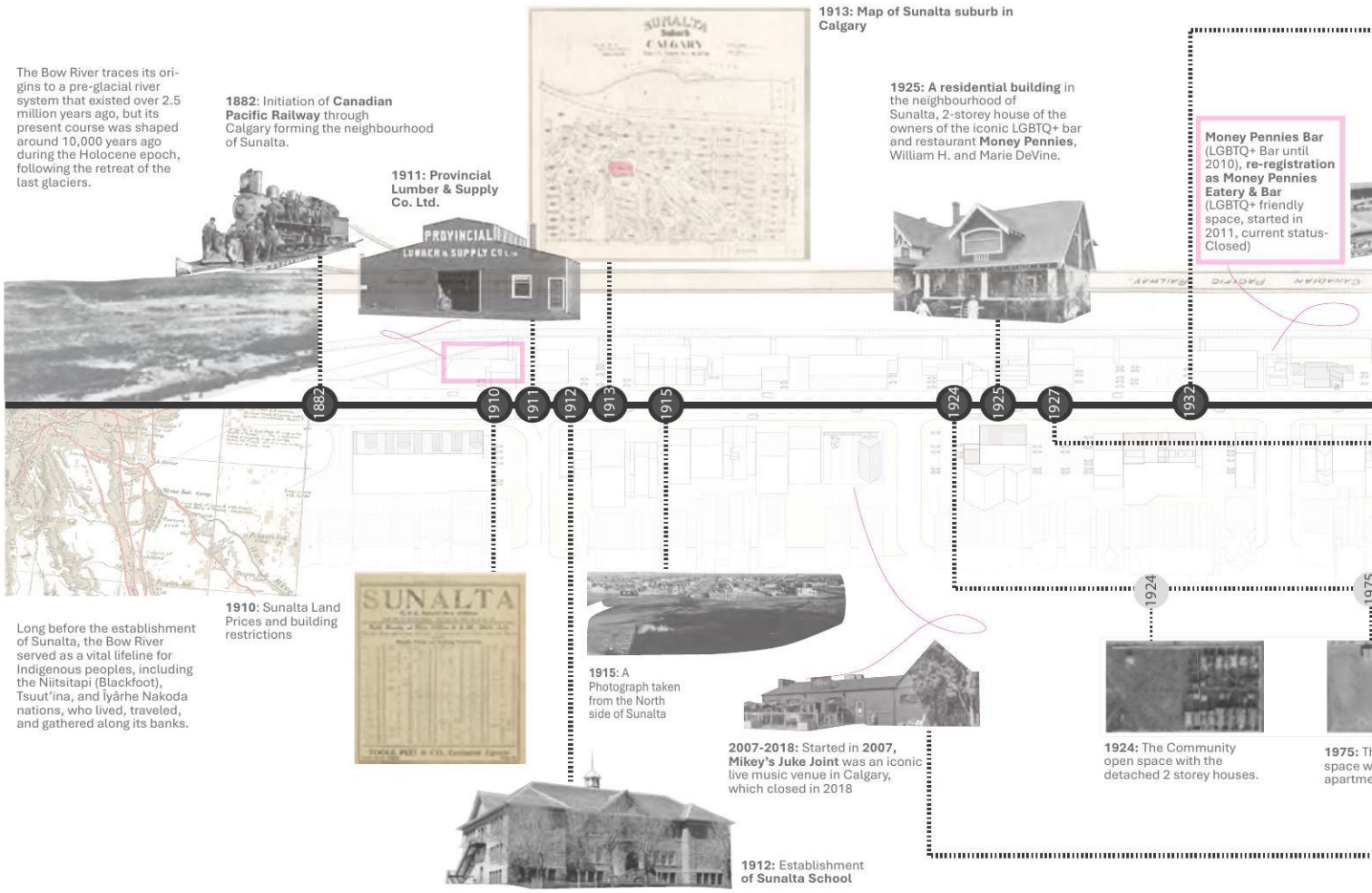
10 Avenue SW rests within Treaty 7 territory, built over a deep history extending from ancient Bow River glacial channels to a vital First Nations travel route and Métis cart path.

The corridor's modern physical fabric was heavily defined by the 1882 arrival of the Canadian Pacific Railway and early commercial footprints like the 1911 Provincial Lumber warehouse.

Local sandstone extraction constructed enduring civic anchors like the 1912 Sunalta School, while modest workers' cottages slowly gave way to mid-century walk-up apartments and industrial infrastructure like the 1932 Greyhound terminal.

Later, this gritty industrial envelope sheltered foundational cultural sanctuaries, including the pioneering Money Pennies LGBTQ+ bar and Mikey's Juke Joint.

Today, this dense matrix of structural and social memories is completely obscured beneath an uninviting, heavily paved automotive streetscape that cuts the neighbourhood off from its river origins.



Design Opportunities and Challenges

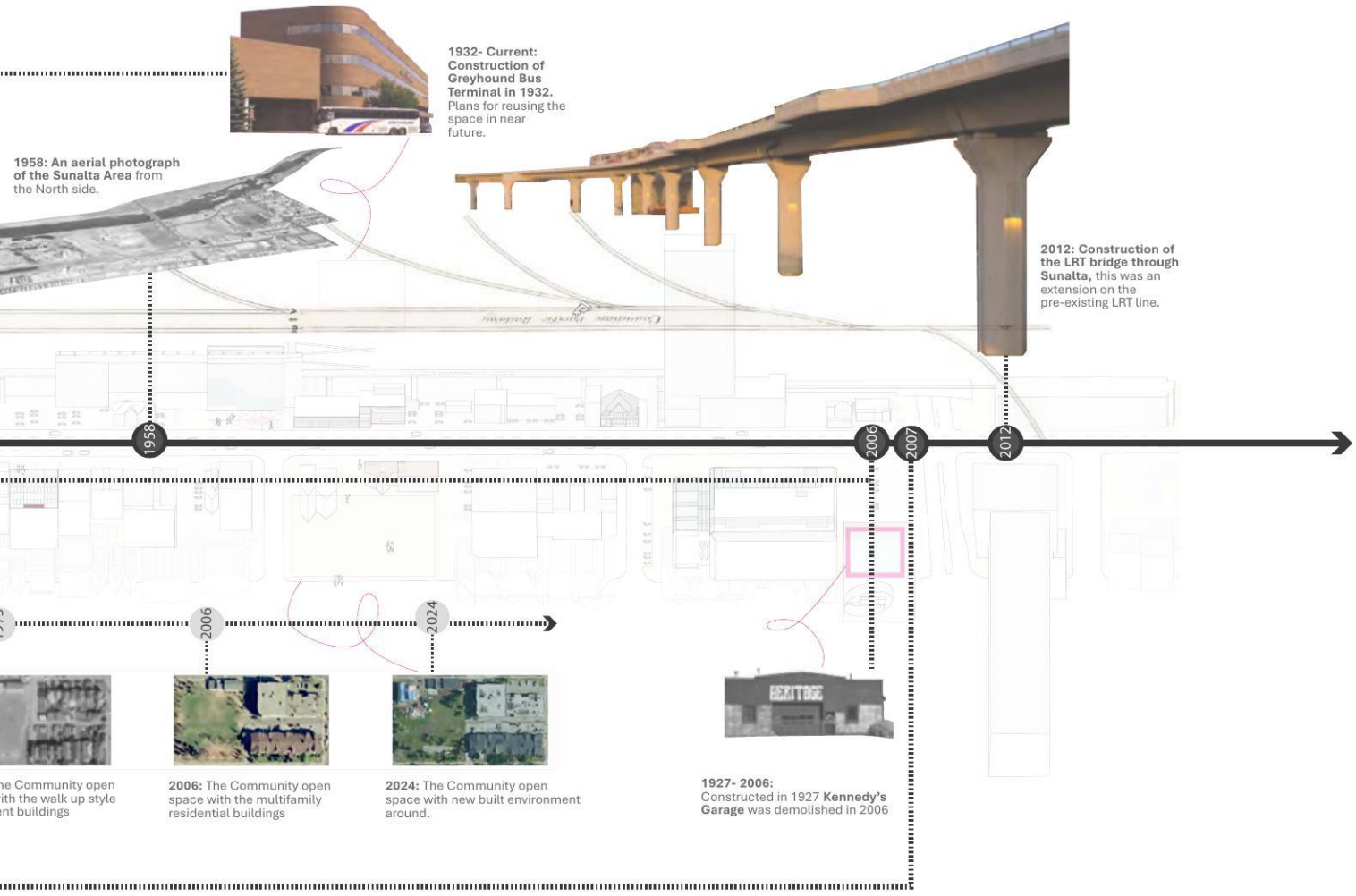
The local "grit" was something that the community, through the co-design group, continuously referenced.

To celebrate it, future design moves could use this rich timeline to inspire a highly tactile, narrative-driven materiality throughout the public realm.

Streetscape details could integrate rough-hewn sandstone accents recalling the 1912 school, structural railway steel reflecting the 1882 CPR corridor, and weathered timber referencing the 1911 lumber yard to ground the street's identity.

Distinct gateway elements built from these materials could frame major historical arrival nodes, visually marking the corridor's evolution from an Indigenous trail to the 2012 LRT expansion.

The defining design challenge will be balancing this raw, industrial aesthetic with the high-quality, durable finishes required to elevate public comfort and combat perceptions of neglect.



Placemaking Map

Existing Condition

The placemaking analysis reveals a highly fragmented social landscape along 10 Avenue SW, mapping clear discrepancies in how public spaces are currently utilized.

Anonymized mobile location data identifies active hubs clustered around vital formal community assets—such as the Sunalta Community Hall and Park, West Village Theatre, Two House Brewing, Tailgunner, Alberta Beer Exchange, and Bright Kids Daycare—which draw consistent, localized foot traffic. Prominent retail anchors like The Sentry Box similarly generate steady daytime pedestrian interest.

However, these highly used destination nodes frequently interface with vulnerable lingering zones near local social service providers, RX Pharmacy, and specific high-occupancy plazas where pedestrians express distinct safety concerns.

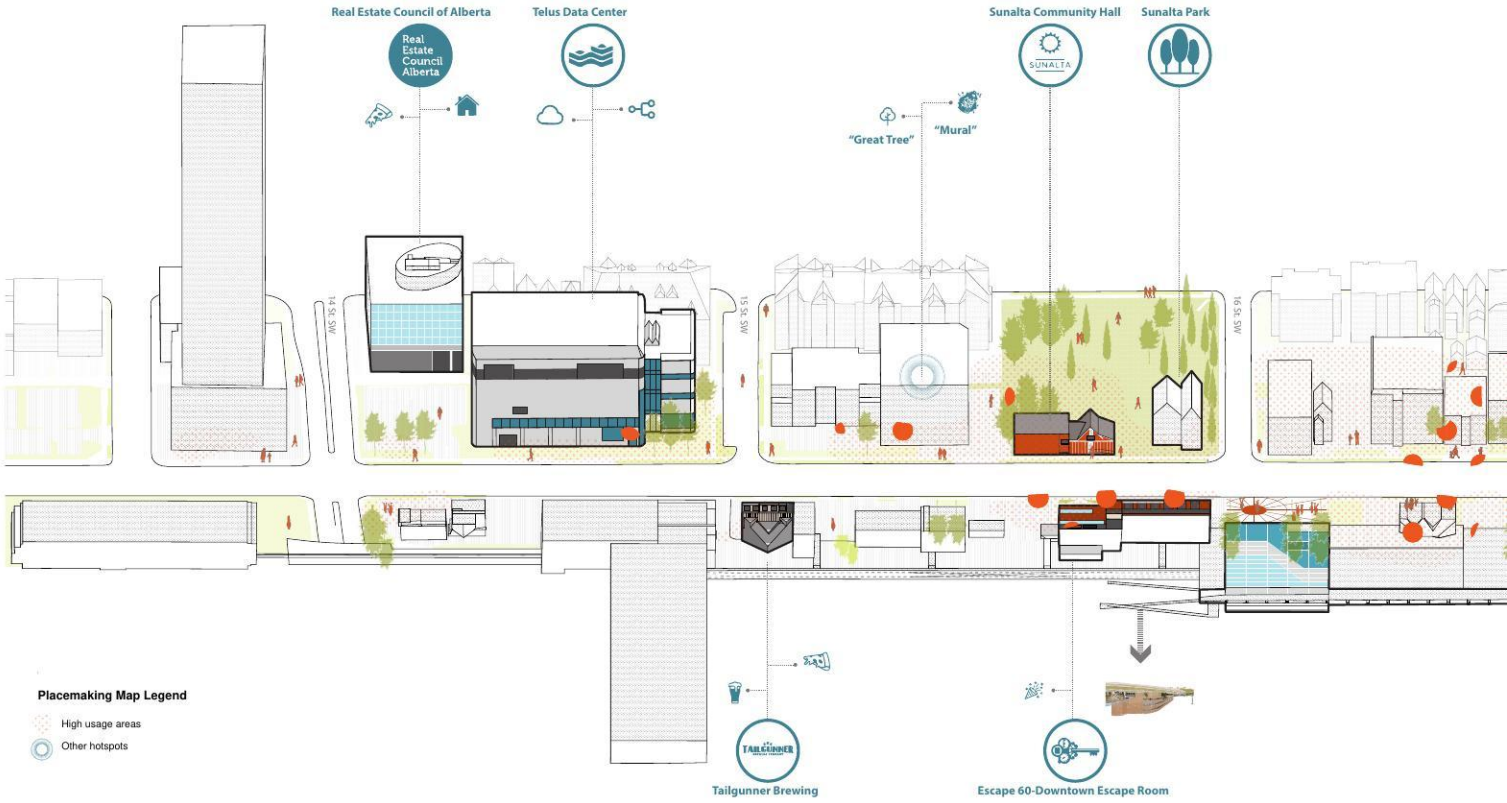
Furthermore, despite these high-activity zones, the corridor severely lacks a cohesive visual identity or neighbourhood storytelling, currently featuring only two existing murals across the entire streetscape.

Design Interventions and Challenges

To counter local isolation and establish an active public realm, the design could reconfigure these high-traffic nodes into flexible, highly adaptable public spaces.

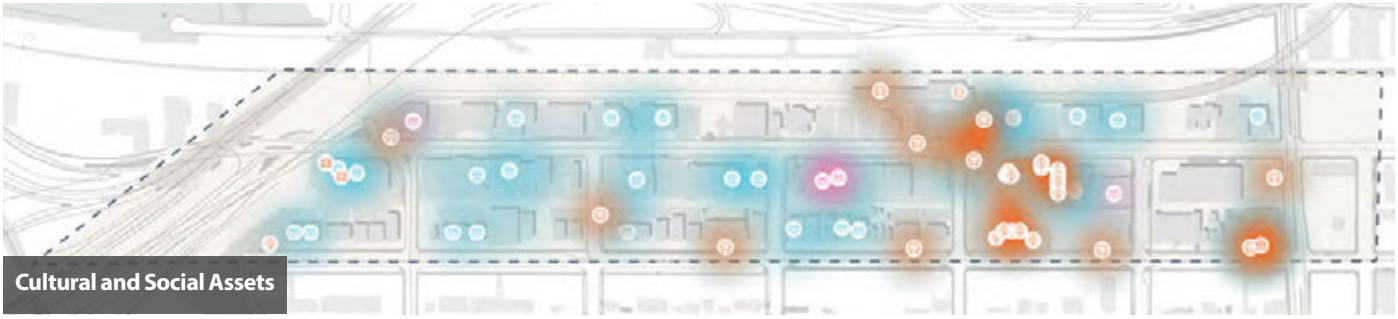
By expanding sidewalks well beyond the existing baseline, the streetscape could comfortably introduce multi-user seating arrangements, communal dining tables, and pocket gathering spaces to encourage spontaneous social interaction.

To address the lack of community identity, the design could systematically increase public art installations to turn the corridor into a vibrant, safe, and welcoming narrative canvas.





Gathering Areas figure



Cultural and Social Assets

Priority Population Support Center

Priority Population Density
Sparse
Dense

Visual and Performing Art Institutes

Historic

Parks Amenity

Parks Seating

LRT Stops

Transit Stops

Recreation Gathering Gradient
Sparse
Dense

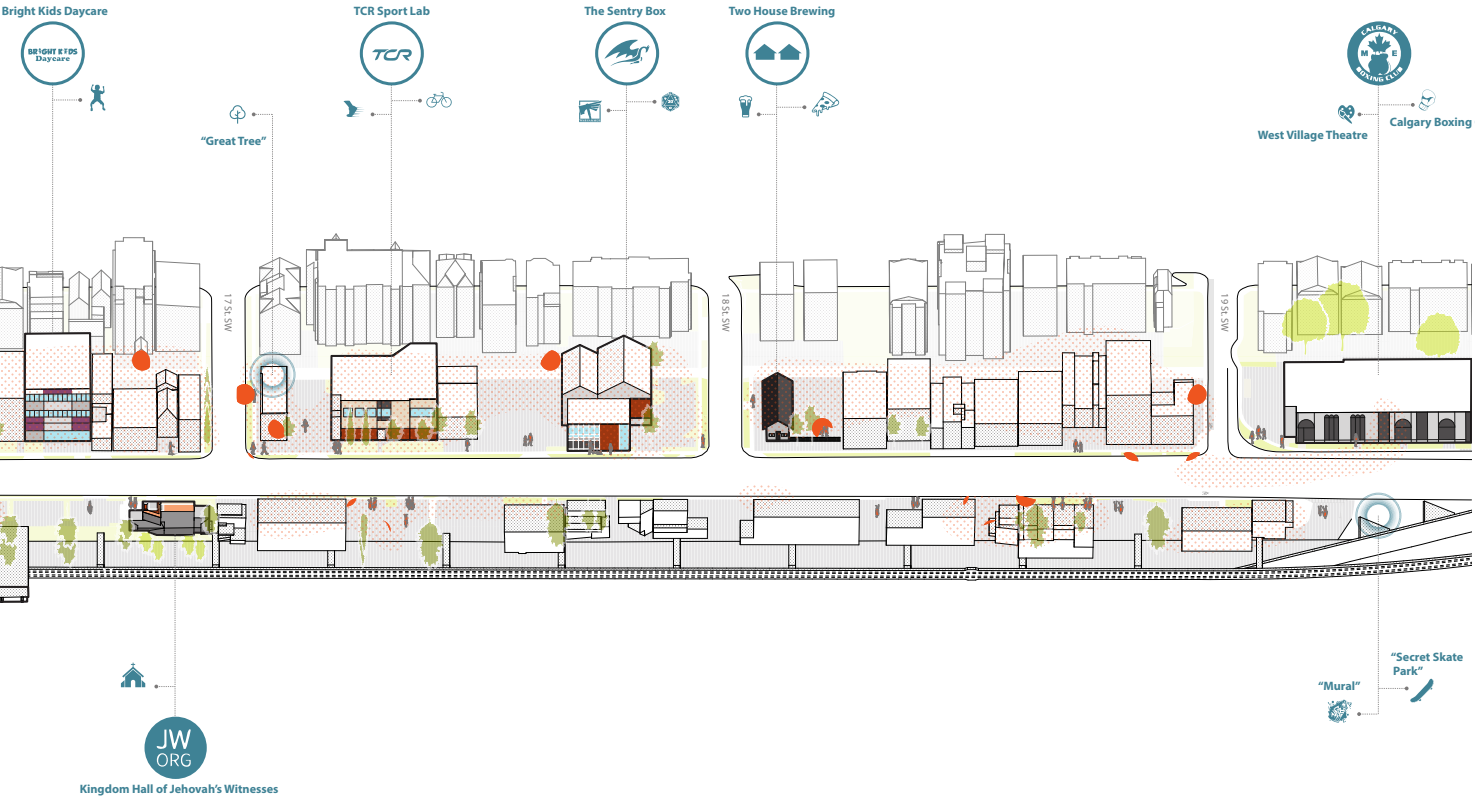
School

Retail

Residential

Restaurant and Bar

Commercial Gathering Gradient
Sparse
Dense



Journey Map

Existing Condition

Fictional user profiles, mapped directly from localized community engagement, highlight severe spatial barriers along everyday pedestrian and wheeling routes throughout the corridor.

Active users face frequent friction points, exposure risks, and uninviting transitions when moving between neighbourhood residences, local employment sites, and key institutional nodes like the Sunalta School or the LRT station.

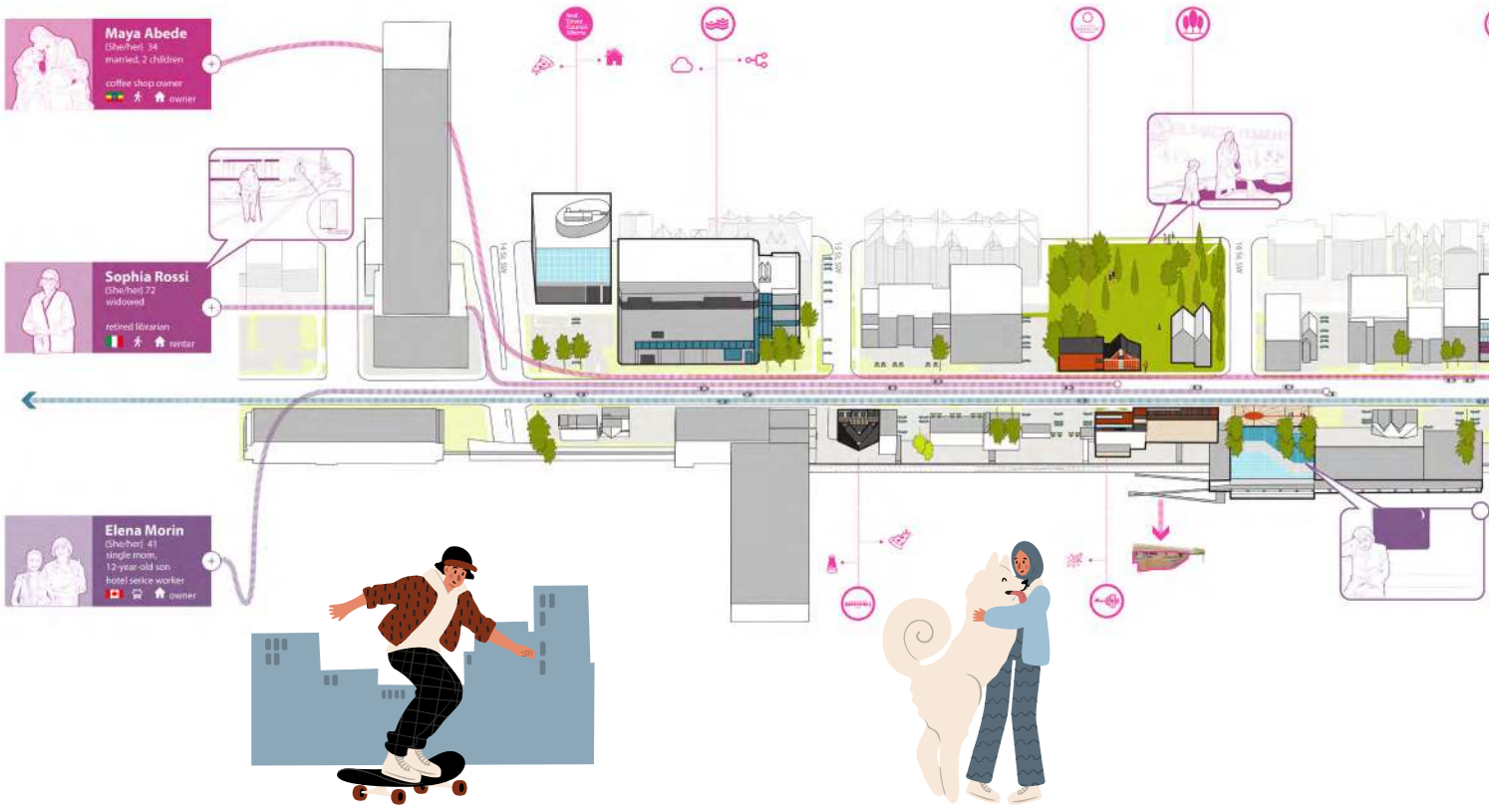
The current right-of-way configuration fails to deliver a predictable, continuous, or intuitive journey, negatively impacting the daily travel experience of transit-reliant residents, parents pushing strollers, and seniors navigating degraded sidewalks.

Design Opportunities and Challenges

To establish a supportive neighbourhood backyard, the design could transform these fragmented daily travel paths into safe, highly continuous, and dignified public spaces.

Future interventions could utilize a strategic roadway shift to significantly expand the sidewalk footprint, safely bypassing mapped vehicle conflict zones and securing smooth, barrier-free transitions to transit nodes.

The challenge will be weaving clear pedestrian links across heavy intersection geometries without completely disrupting essential vehicular flows or transit drop-off requirements.



Over 90% of Residents Live in Apartments

In Sunalta and Surrounding Communities

45% of Residents Live Outside a Family Unit

In Sunalta and Surrounding Communities

Demographics

Existing Condition

Sunalta features a distinct demographic profile of younger, transient, and transit-reliant residents who experience an immense reliance on the shared public realm, given that over 90% of the population live in apartments and 45% reside in non-family or single-person households.

The neighbourhood reflects pronounced cultural diversity—including a significant population of refugees and recent immigrants primarily from East Africa and Asia—alongside serious socio-economic pressures, such as double the city's low-income rate and a highly transient 70% rental base.

Active transportation rates are incredibly high, with over 31% of residents walking or utilizing transit to commute.

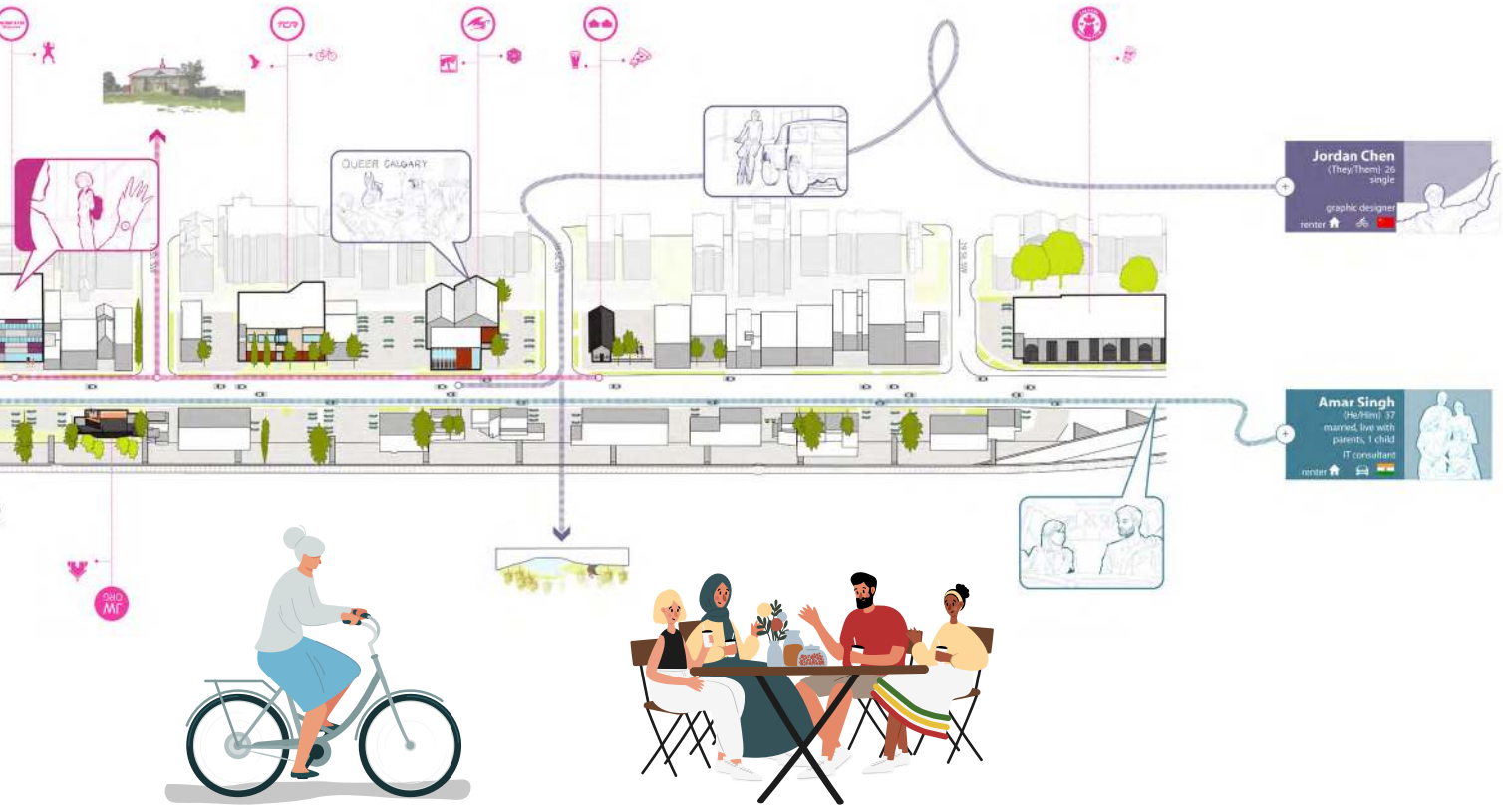
While population levels are currently stable, municipal projections forecast over 100% growth in the next 20 years, intensifying the need for communal spaces.

Design Opportunities and Challenges

To counter local isolation and establish an active street, the design could expand sidewalks beyond the current baseline to introduce generous, highly inclusive social spaces and multi-user seating.

Incorporating diverse public art representing these specific multicultural backgrounds can directly celebrate the neighbourhood's pronounced cultural fabric and unique social history.

The primary challenge will be to balance the needs and aspirations of current and future residents, given the projected population growth.



1/3 of Residents Commute to Work Without a Vehicle

In Sunalta and Surrounding Communities

Ethiopia and Eritrea are the Most Common Countries of Origin for Newcomers

In Sunalta

Demographic Highlights, from Stats Can census data & City of Calgary Community Profiles & Projections

Biophysical Conditions

Existing Condition

Driven by its heavy industrial heritage, 10 Avenue SW maintains a remarkably sparse and fragmented tree canopy that currently sits at a low 4% coverage. Public street trees are nearly absent along the entire corridor, restricted to a few isolated specimens near 18 Street SW—where they actively constrain the narrow north sidewalk—and at the 17 Street SW intersection.

Design Opportunities and Challenges

To mitigate urban heat island effects and enhance biodiversity, future designs could introduce ecologically deliberate tree planting to increase the overall canopy cover. The design could naturalize the landscape with resilient, native perennial species to transform the corridor into a comfortable public realm.

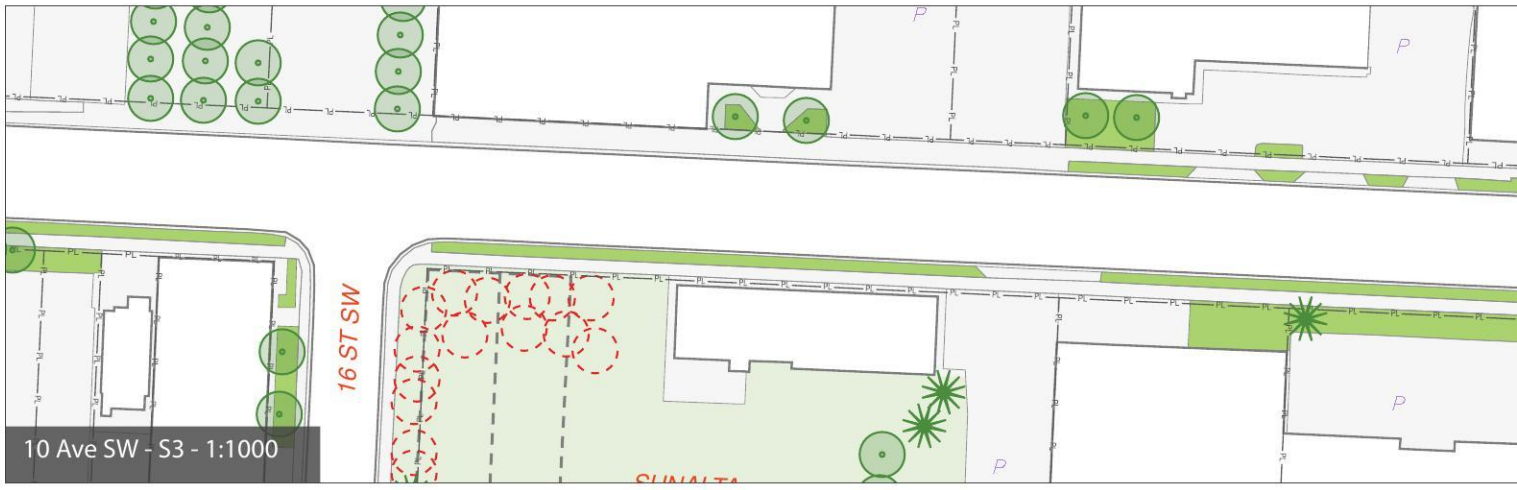
The primary challenge will be finding completely unconstrained areas for successful planting, balancing the required soil volumes with utilities.

LEGEND

- Removed tree
- Evergreen tree
- Deciduous tree
- Shrub
- Grass strip
- Barren strip



10 Ave SW - S2 - 1:1000



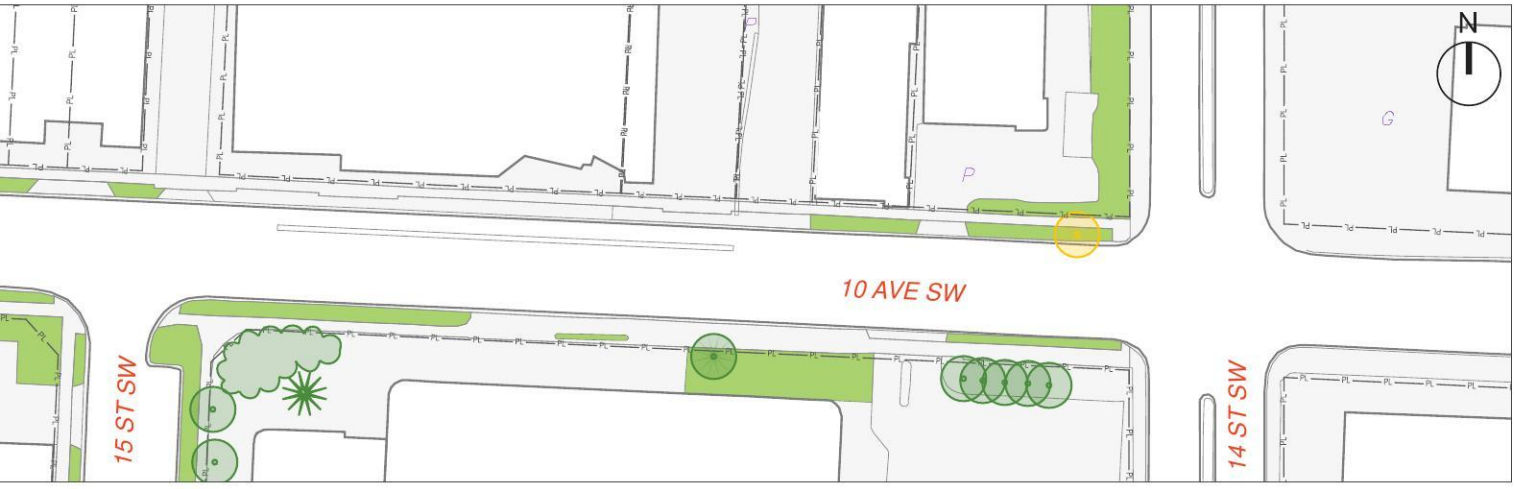
10 Ave SW - S3 - 1:1000

KEY PLAN


10 Ave SW - S1
10 Ave SW - S2
10 Ave SW - S3


N
10 AVE SW
19 ST SW
10 Ave SW - S1 - 1:1000


N
10 AVE SW
17 ST SW


N
10 AVE SW
15 ST SW
14 ST SW

2.2 Healthy and Social Lifestyle

Sidewalk width and Front Boulevard

Existing Condition

Along 10 Avenue SW, sidewalks are highly constrained and fall below standard accessibility widths, averaging 1.9 metres, except at the LRT plaza and other areas where the boulevard is paved. Only 16% of sidewalks are wider than 3.0 metres.

Design Opportunities and Challenges

To establish a safer pedestrian realm, future designs could widen sidewalks and introduce a continuous, planted or programmed zone to buffer walkways.

The primary challenge will be physically reallocating the constrained right-of-way without compromising essential vehicular travel lanes.

LEGEND

- <1.0 m
- 1.0 - 1.5 m
- 1.5 - 2.0 m
- 2.0 - 2.5 m
- 2.5 - 3.0 m
- >3.0 m
- Paved boulevard
- Grass boulevard





KEY PLAN

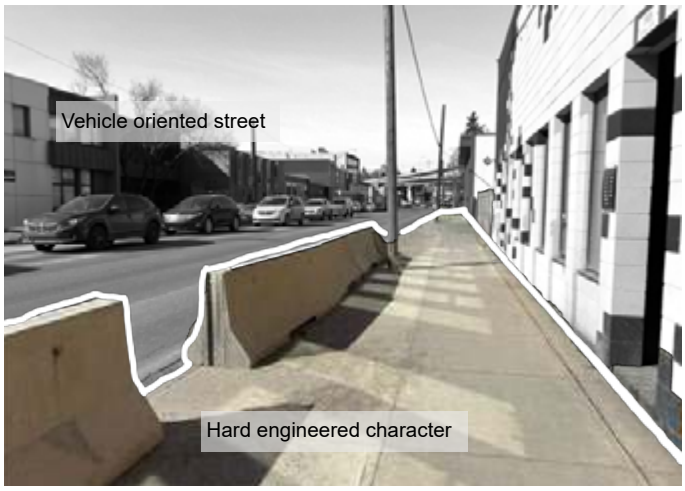

10 Ave SW - S1
10 Ave SW - S2
10 Ave SW - S3


N
10 AVE SW
19 ST SW
10 Ave SW - S1 - 1:1000


N
10 AVE SW
17 ST SW


N
10 AVE SW
15 ST SW
14 ST SW





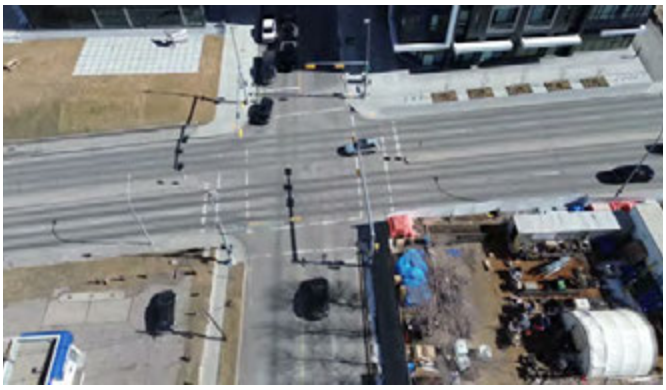




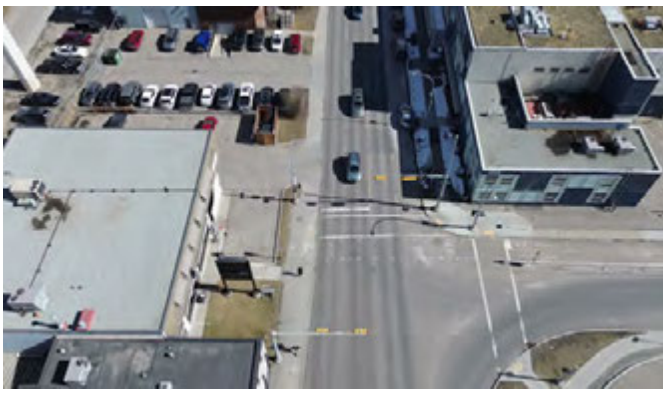




Annotated photos of typical conditions along 10 Ave SW







Aerial imagery of various intersections along 10 Ave SW, showing current condition, from 14 St SW to Bow Trail.

East Gateway

- Vehicle dominated space
- Tired public realm
- Uneven surfaces
- No sense of arrival
- Missing main street identity
- Grey character
- Wide cross section
- Longer crossing distances

Central Gateway

- Plaza and arrival space
- Trees & planting
- Missing wayfinding & signage
- Weaker links to community park space
- Limited pedestrian experience along connecting pedestrian routes
- Wide cross section
- Longer crossing distances

West Gateway

- Key AAA bike connection
- Uncomfortable connecting bike facilities
- Vehicle dominated spaces
- Missing Main Street identity
- Grey character
- Wide cross section
- Longer crossing distances

Outdoor Thermal Comfort–Extended Summer

Existing Condition

A summer solar analysis reveals abundant sunlight across Sunalta, averaging 1,700–2,700 sun hours. High sun angles mean nearby buildings cast minimal shadows, leaving major east-west corridors like 10 Avenue SW highly exposed across the sidewalks.

Design Opportunities and Challenges

This extreme sunlight exposure creates an optimal environment for active pedestrian street life and outdoor gathering. The challenge will be integrating street trees, shade structures, and creative cooling features to offer thermal relief during Calgary's intense 25–30°C summer days.

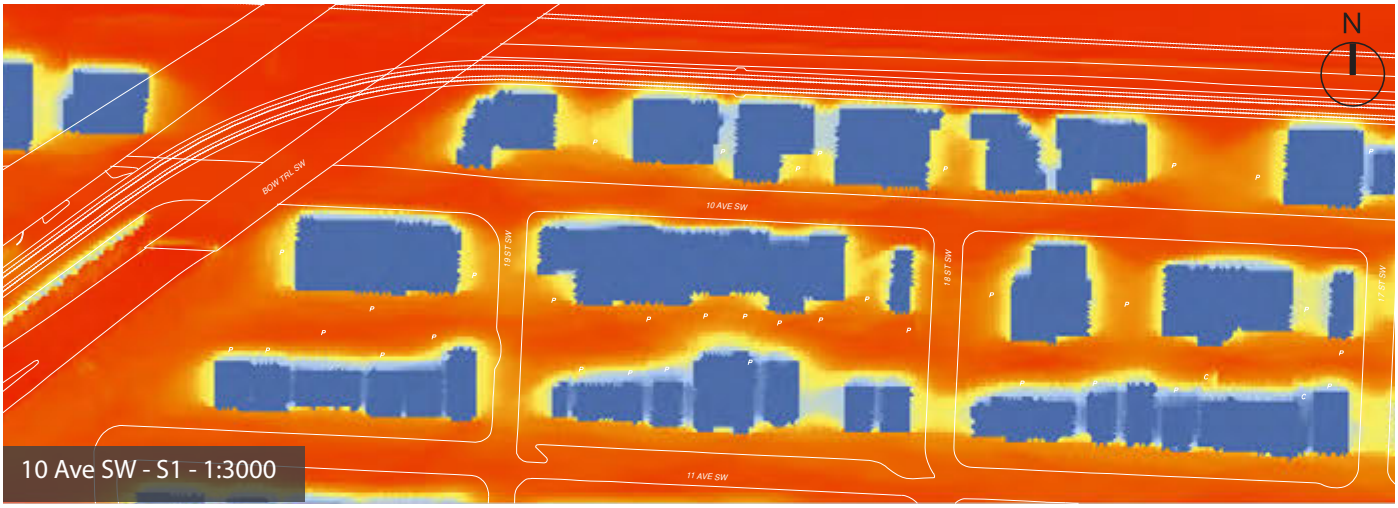
KEY PLAN



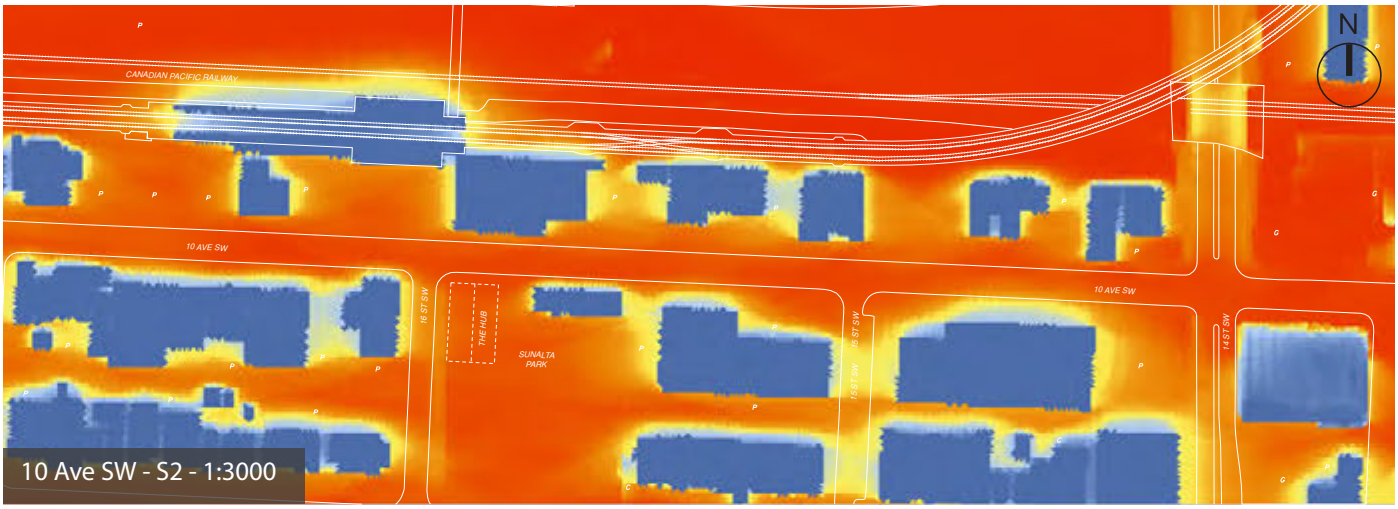
LEGEND



2701.00 hours
2430.90
2160.80
1890.70
1620.60
1350.50
1080.40
810.30
540.20
270.10
0.00



10 Ave SW - S1 - 1:3000



10 Ave SW - S2 - 1:3000

Outdoor Thermal Comfort–Extended Winter

Existing Condition

Winter solar analysis reveals a stark contrast, with the corridor receiving only 870–1,750 sun hours. Calgary's low winter sun angle casts extensive shadows over the south sidewalk of 10 Avenue SW, creating a challenging microclimate for winter pedestrians.

Design Opportunities and Challenges

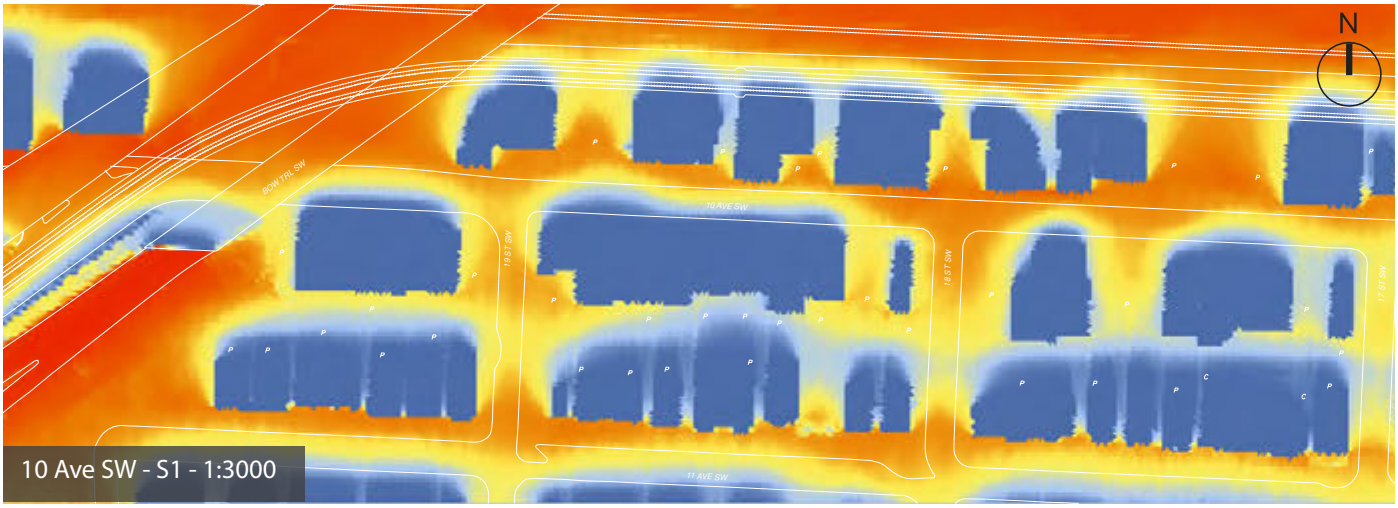
Conversely, the highly exposed north sidewalk offers a prime opportunity to cluster active winter public spaces. The primary challenge will be integrating these comfortable, activated rest areas on the north side while navigating severe conflicts with underground and overhead utilities.

KEY PLAN

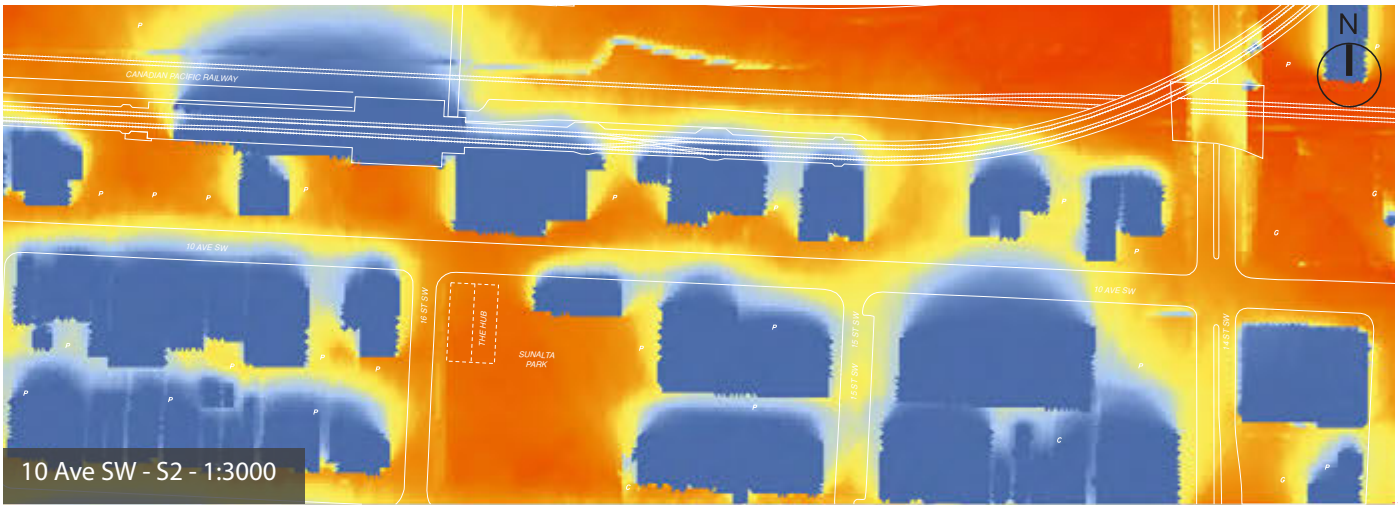


LEGEND





10 Ave SW - S1 - 1:3000



10 Ave SW - S2 - 1:3000

Main Streets Metrics (2023-2024) - Social Life

The biggest concentration of people staying is between 16 Street and 17 Street at the location of the Sunalta LRT Station. Secondary concentrations exist at either end, near the 14 Street Main Street in the east and near a concentration of office, clinic and arts uses in the west.

While 10 Avenue SW ranks low for interactions with people they don't know, it is simultaneously the highest performing street for interactions with people they know and attending community events. Due to low survey response rates on this Main Street, caution should be used when interpreting these results. 10 Avenue SW is now the only Main Street to have no patios. It is also one of the Main Streets with the fewest benches.

The aggregated principles scores shown are based on the list below.

– Decreasing
+ Increasing
/ Stable (less than 1% change)

Social & Healthy Environment

-1%

+ People Walking
/ Cycling Trips
+ Running Trips
- People Staying
/ Dwell Time
+ Tree Quality

Mode Share:

- Pedestrians
- Biking

Satisfaction:

+ Accessibility
+ People Staying

Perception of Safety:

+ Day
+ Night

Social Interactions:

+ Attend community events
+ Seeing people you know
- Interact with people you don't know

Dwell Time

25min
average length of time people stay on the street

+0.03%
change in length of time spent on the street



Social Interactions

33%
interact with people they don't know

80%
see people they know

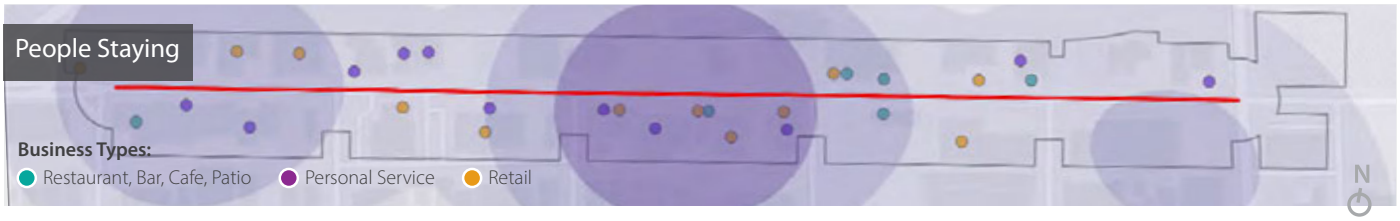
82%
attend community events

Streetscape Features

5
benches/seating areas

0
outdoor patios

16%
sidewalks wider than 3m for **gathering spaces**




What have you enjoyed most in the co-design process so far?

2.3 Mobility and Functionality

Physical Conditions

Existing Condition

Along 10 Avenue SW, pedestrians navigate highly narrow, inconsistent sidewalk widths and irregularly paved boulevards. Active travel is further degraded by intrusive, unsightly fencing at key intersections, while the difficult-to-access back lane forces frequent driveway cuts that continuously disrupt the walking path.

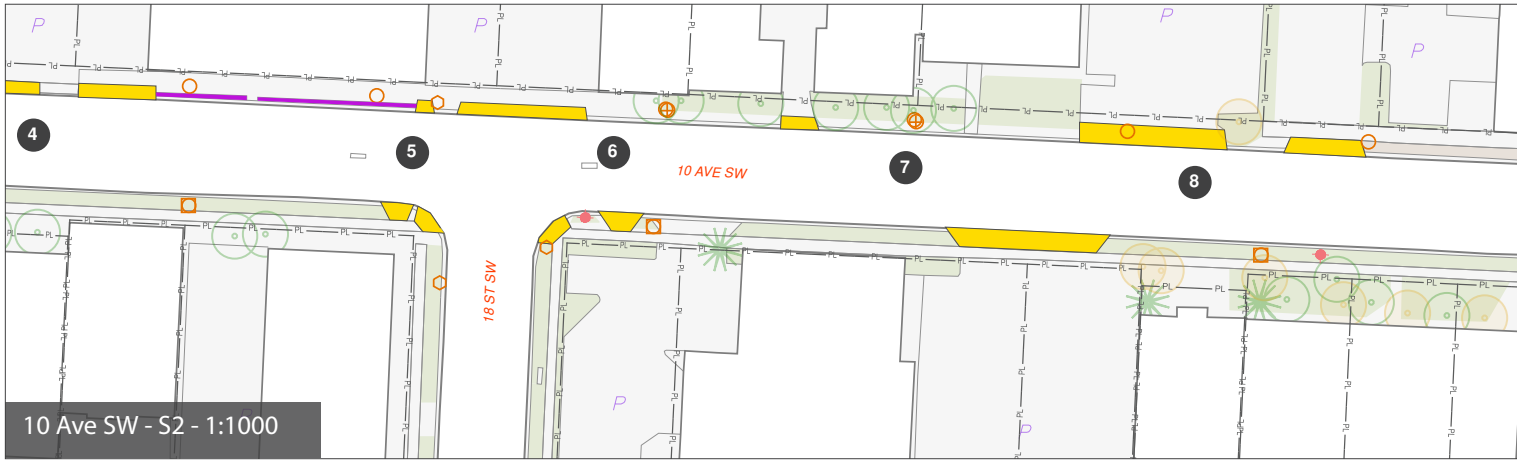
Design Opportunities and Challenges

To restore pedestrian priority and comfort, future designs could widen walkways, and provide consistency and usability to paved boulevards.

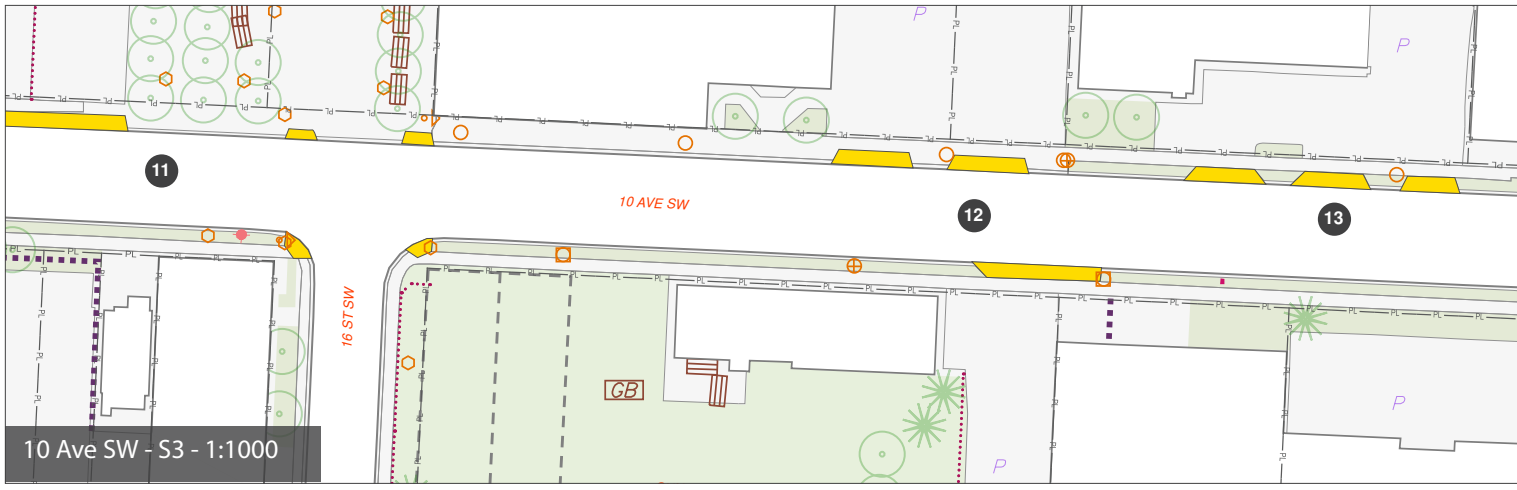
The primary challenge will be consolidating driveways, where possible, while maintaining essential vehicle access.

LEGEND

- Fence
- Garbage Bin
- Retaining Wall
- Jersey Barrier
- Bridge
- Light Poles (metal)
- Light Poles (wood)
- Curb cuts & driveways



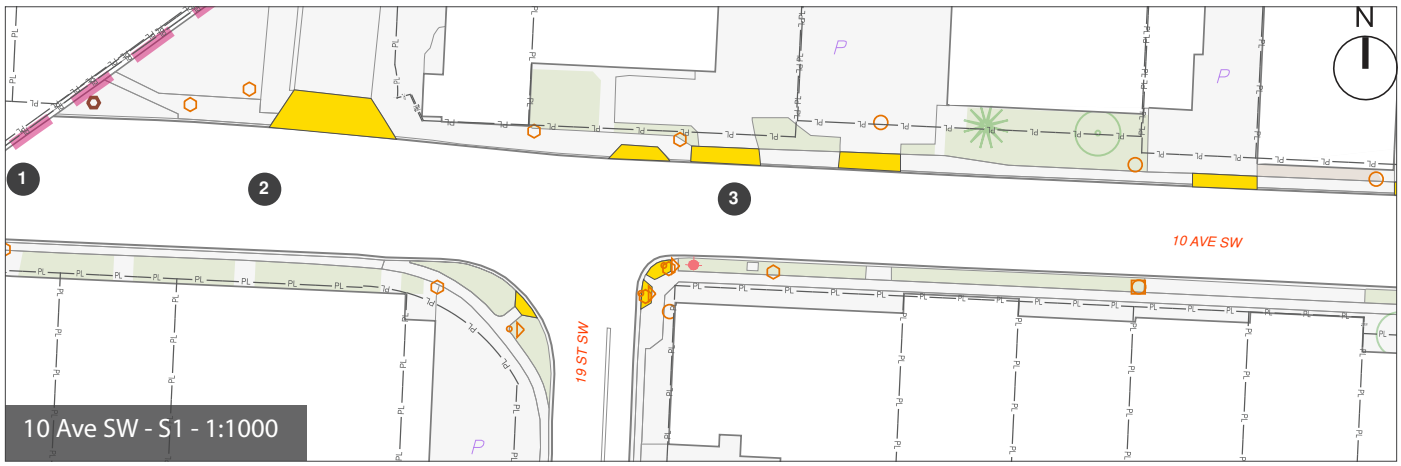
10 Ave SW - S2 - 1:1000

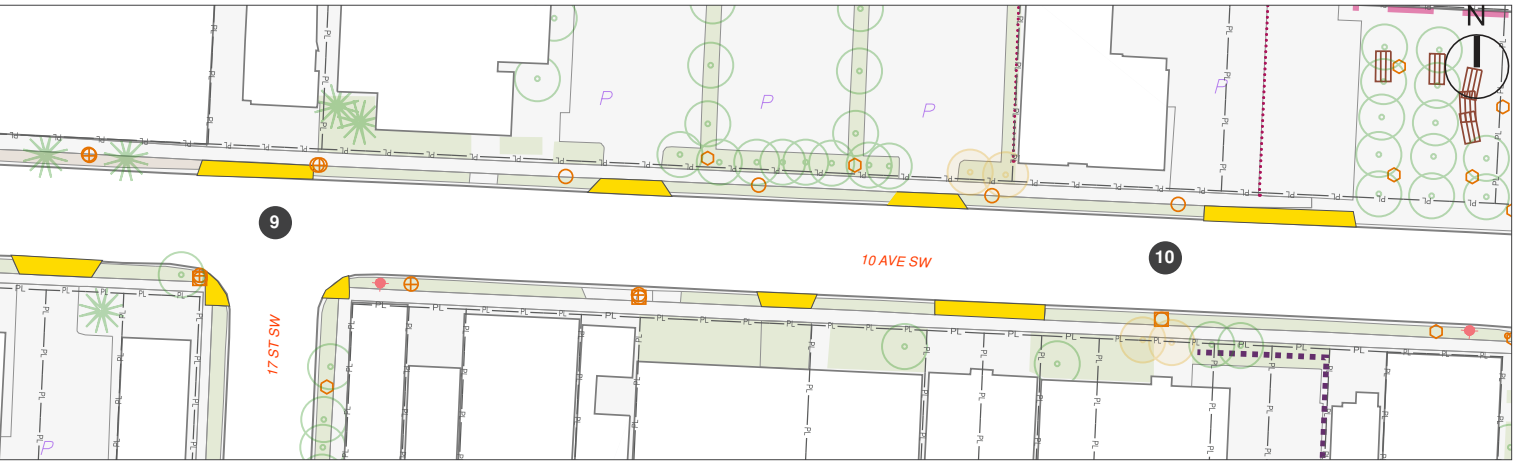


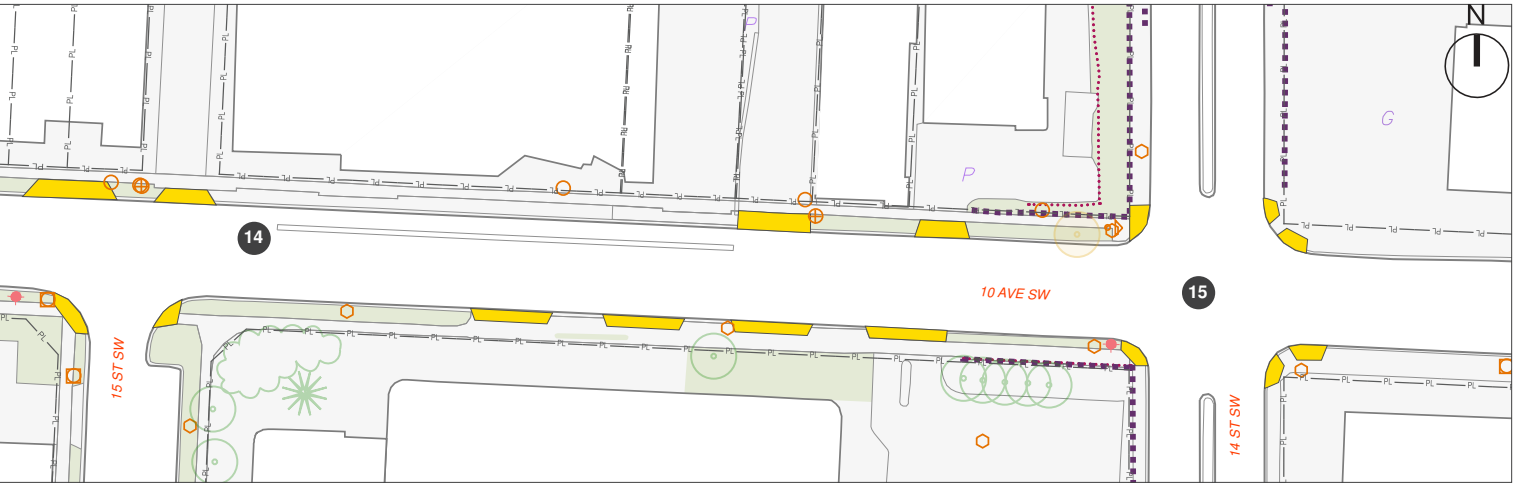
10 Ave SW - S3 - 1:1000

KEY PLAN


10 Ave SW - S1
10 Ave SW - S2
10 Ave SW - S3


N
1
2
3
10 AVE SW
19 ST SW
10 Ave SW - S1 - 1:1000


N
9
10
10 AVE SW
17 ST SW


N
14
15
10 AVE SW
15 ST SW
14 ST SW


10 Ave SW @ Bow Trail
1


10 Ave SW @ Bow Trail
2


10 Ave SW @ 19 St SW
3


10 Ave SW between 19 and 18 St SW
4


10 Ave SW @ 18 St SW
5


10 Ave SW @ 18 St SW
6

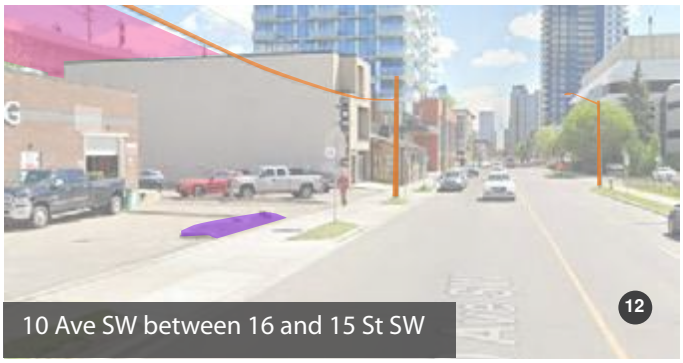

10 Ave SW between 18 and 17 St SW
7


10 Ave SW between 18 and 17 St SW
8



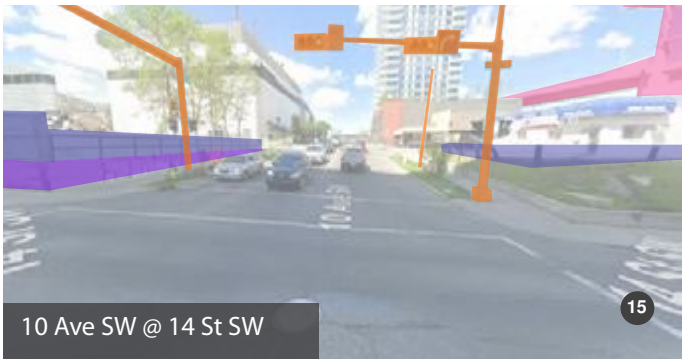












LEGEND

- Fences and Jersey Barriers
- Retaining Walls
- Bridges and Elevated Structures
- Poles, overhead utilities and traffic fixtures
- Paver boulevard and driveways

Road Safety

Existing Condition

A 2026 Safe System Audit reviewed ten years of collision data along 10 Avenue SW. Of 33 injury collisions in the study area, 24 occurred at the 14 Street SW intersection, and people walking, wheeling, and cycling account for 39% corridor-wide. The audit also flagged the 17 Street SW intersection, where a missing marked crossing, a lighting gap, and a narrow north sidewalk compromise safety.

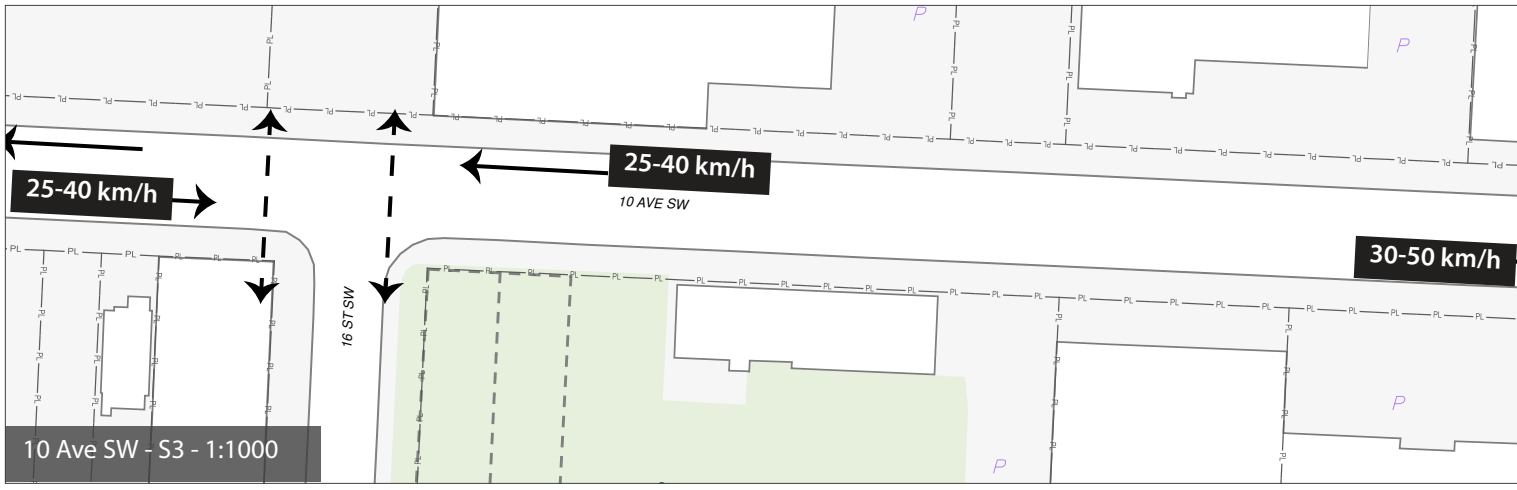
Design Opportunities and Challenges

The audit's recommendations reinforce this Master Plan's design direction: curb extensions, raised crossings, a widened north sidewalk, consolidated driveways, and corridor-wide lighting. The primary challenge will be sequencing these improvements alongside utility coordination and coordinating with City programs on measures beyond the streetscape scope, such as intersection operations at 14 Street SW.

LEGEND

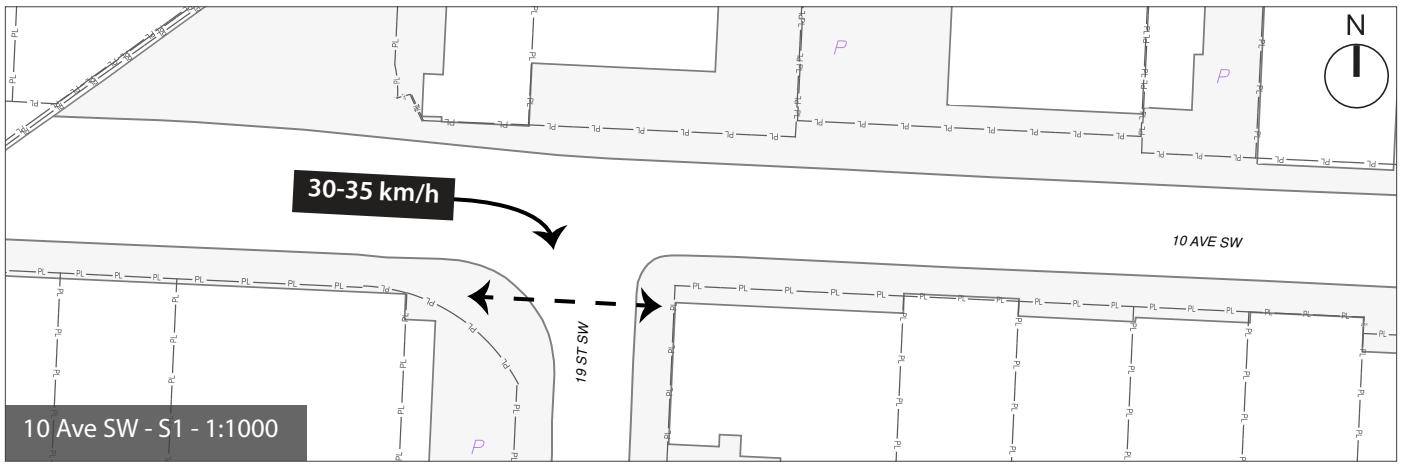
→	Vehicle movement
- - →	Pedestrian movement
XX km/h	Potential crash speed

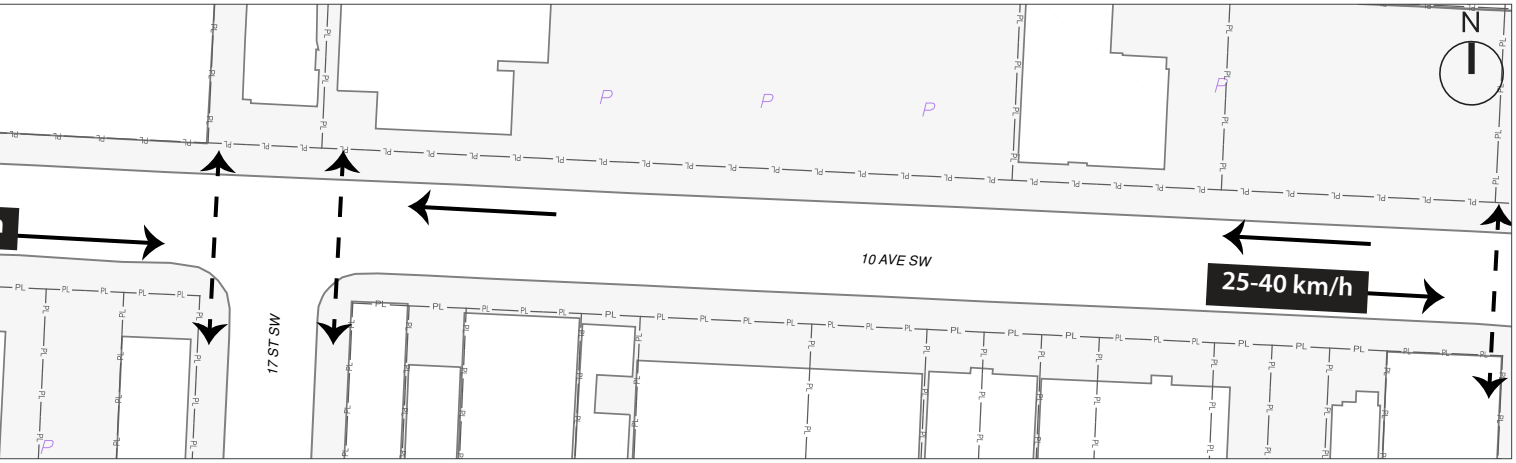


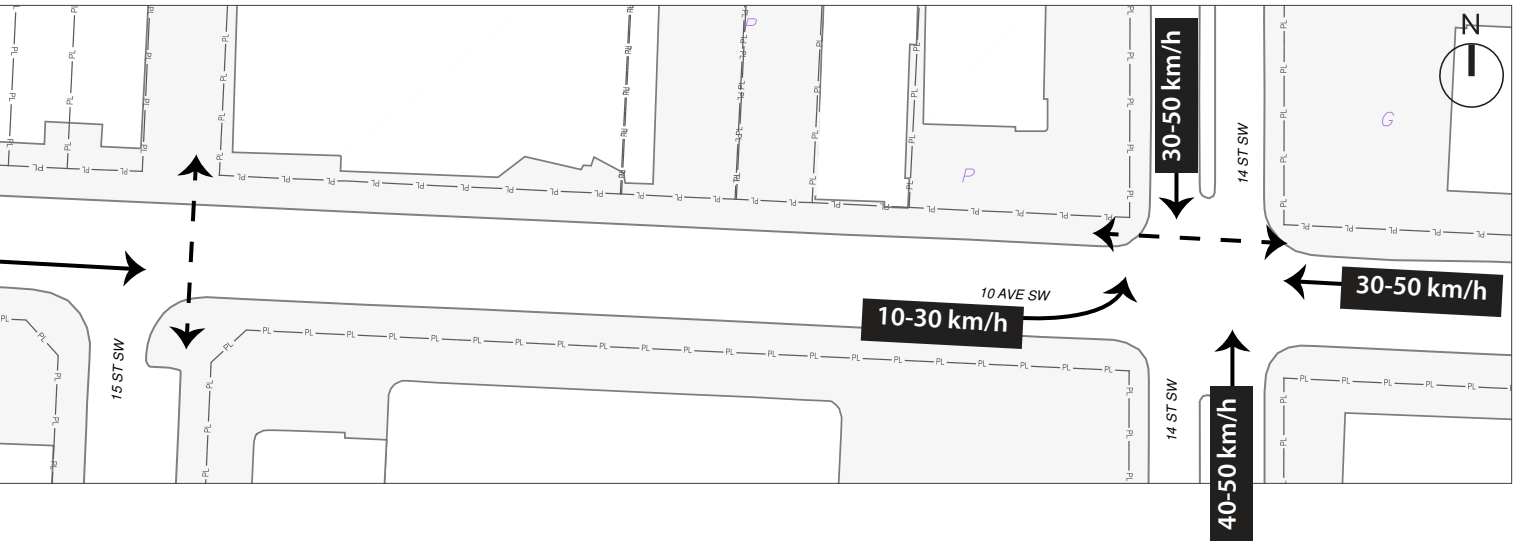


KEY PLAN


10 Ave SW - S1
10 Ave SW - S2
10 Ave SW - S3


N
30-35 km/h
10 AVE SW
19 ST SW
10 Ave SW - S1 - 1:1000


N
10 AVE SW
25-40 km/h
17 ST SW


N
30-50 km/h
14 ST SW
30-50 km/h
10 AVE SW
10-30 km/h
15 ST SW
14 ST SW
40-50 km/h

Drainage

Existing Condition

The existing corridor of 10 Avenue SW is dominated by highly impermeable, heavily paved surfaces that leave stormwater runoff entirely unmanaged. Traditional catch basins struggle to handle intense rain events, while the severe lack of green infrastructure and absorbent soils means runoff carries urban pollutants directly into the Bow River watershed, failing to provide any localized stormwater retention or filtration.

LEGEND

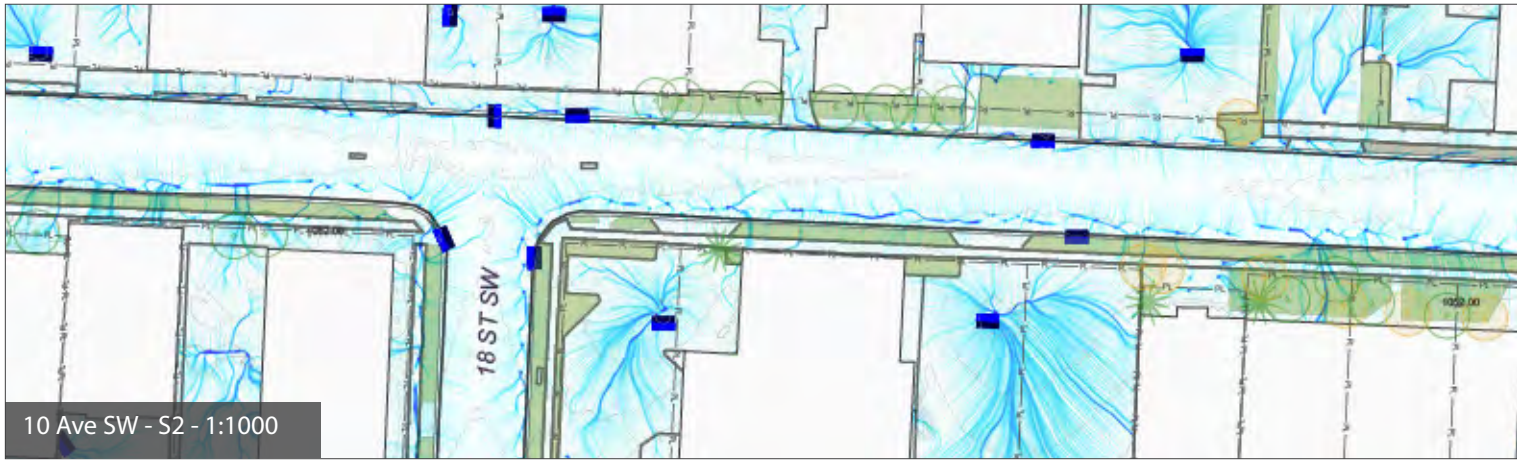
Water flow

Catch basin

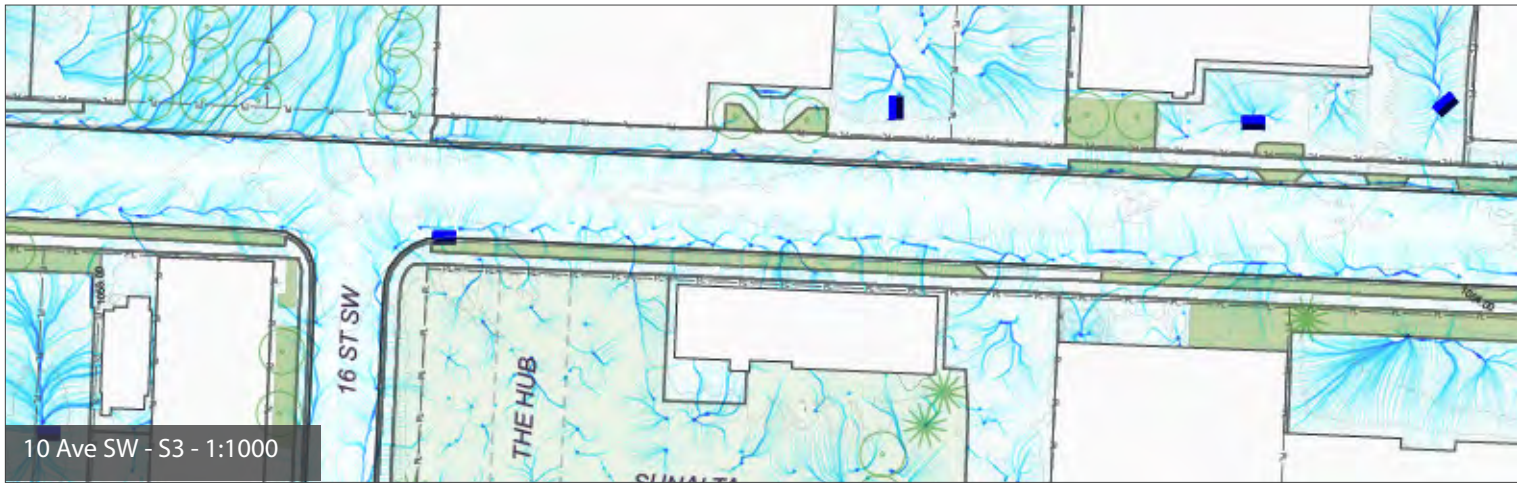
Design Opportunities and Challenges

To transition the street into a climate-resilient corridor, the design could integrate Low Impact Development (LID) features, such as bioretention cells and soil cells, to target a reduction in runoff volume for minor storm events.

The central challenge will be retrofitting these advanced LID systems into a highly constrained right-of-way congested with utilities and driveway crossings without compromising soil volumes. Flat blocks may complicate drainage where intersections or whole blocks could be raised, which will require additional coordination.



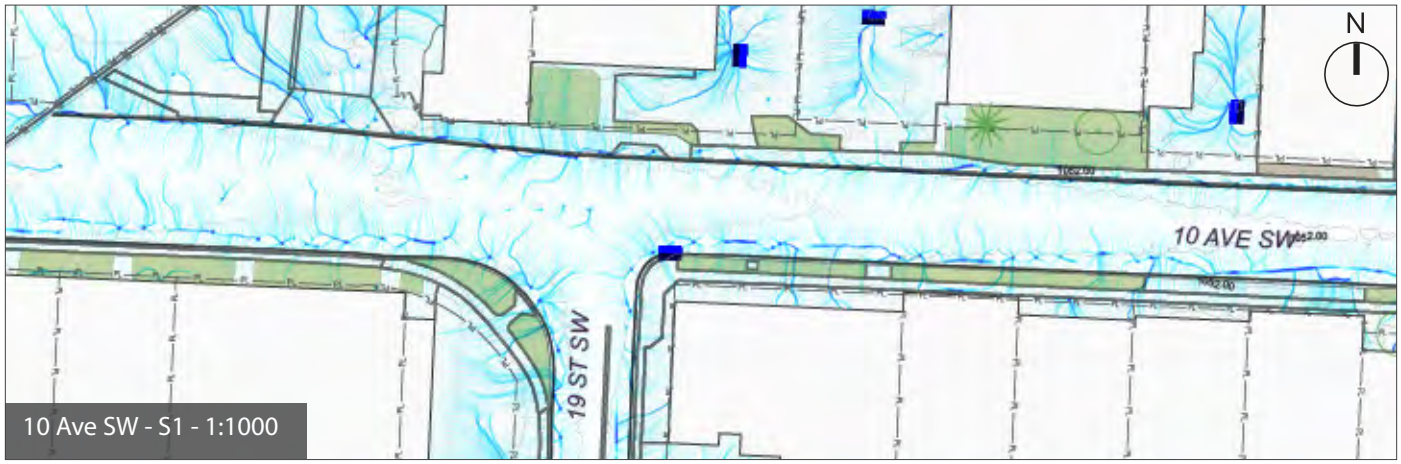
10 Ave SW - S2 - 1:1000



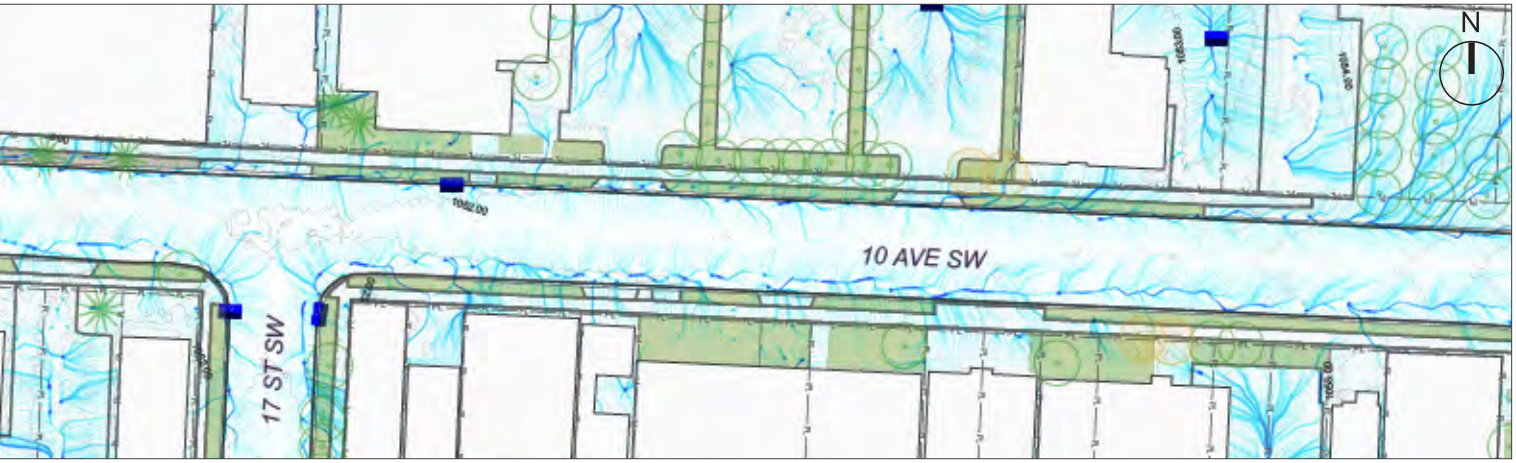
10 Ave SW - S3 - 1:1000

KEY PLAN





10 Ave SW - S1 - 1:1000





Deep Utilities

Existing Condition

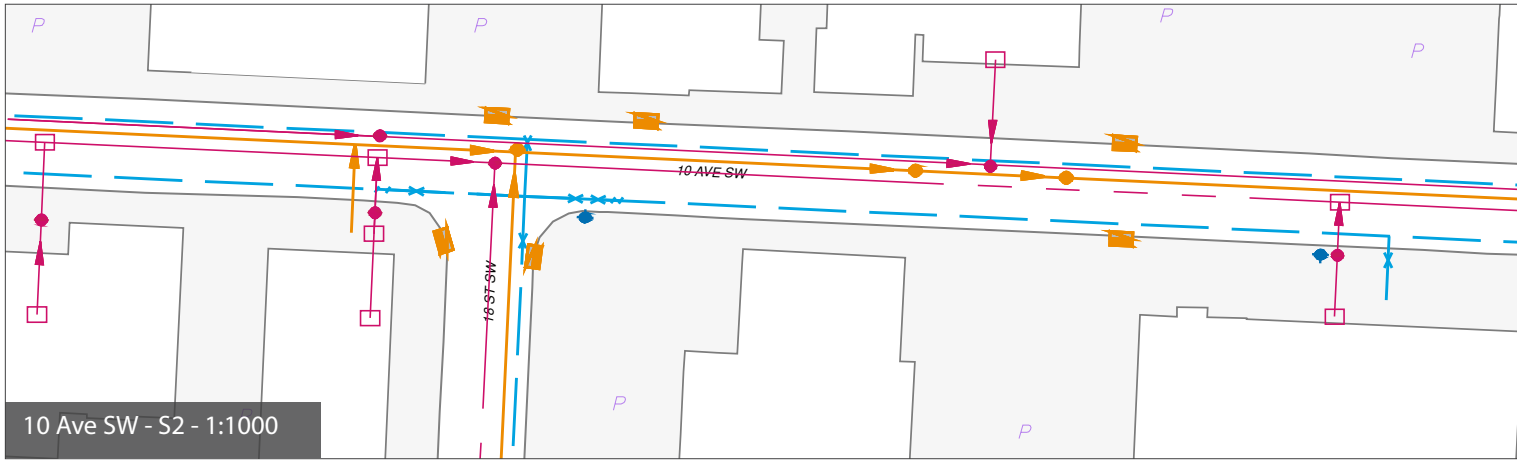
Existing deep utility infrastructure comprises sanitary, storm, and water pipes. The design has been developed to avoid major impacts to these assets wherever possible, recognizing the significant cost, schedule, service disruption, and permitting implications associated with relocations. As such, the preferred approach is to retain and protect existing deep utilities in place while adapting surface improvements around identified constraints.

Design Opportunities and Challenges

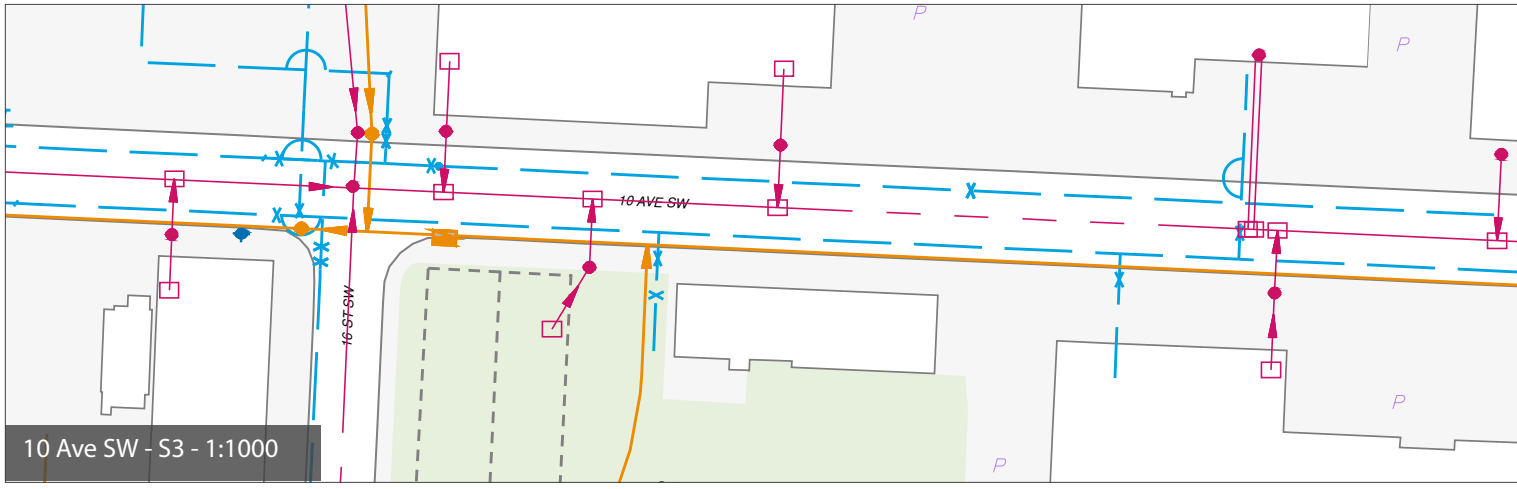
Where unavoidable conflicts are confirmed, options may include localized utility protection measures, lowering or raising of utility infrastructure, selective relocation of appurtenances, or modifications to the proposed roadway and public realm geometry. These opportunities will be evaluated during detailed design through utility coordination, survey verification, and subsurface utility engineering investigations.

LEGEND

- Storm system
- Water system
- Sanitary system



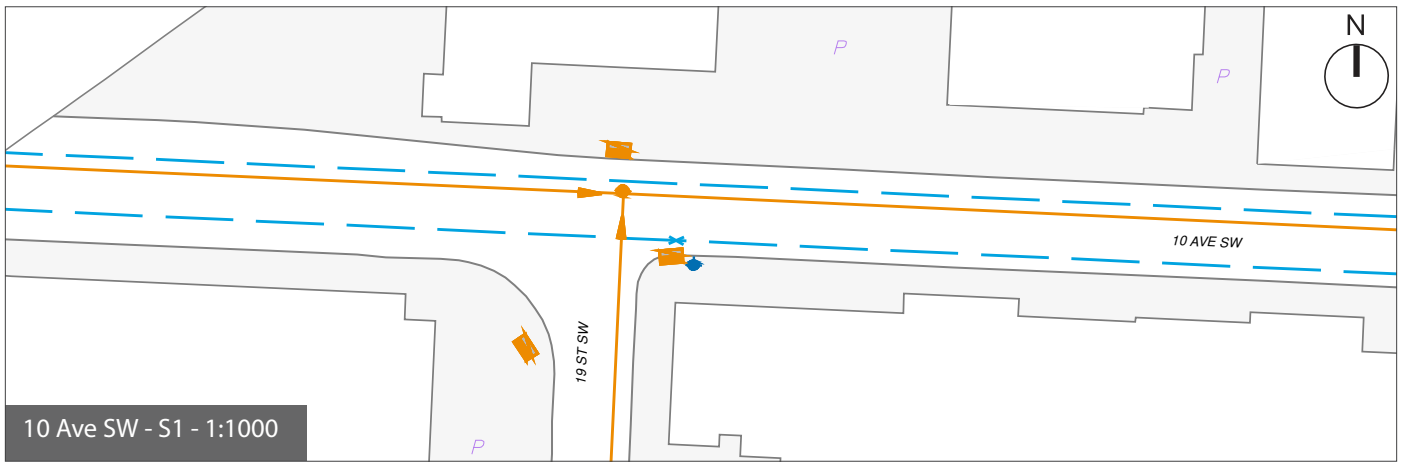
10 Ave SW - S2 - 1:1000

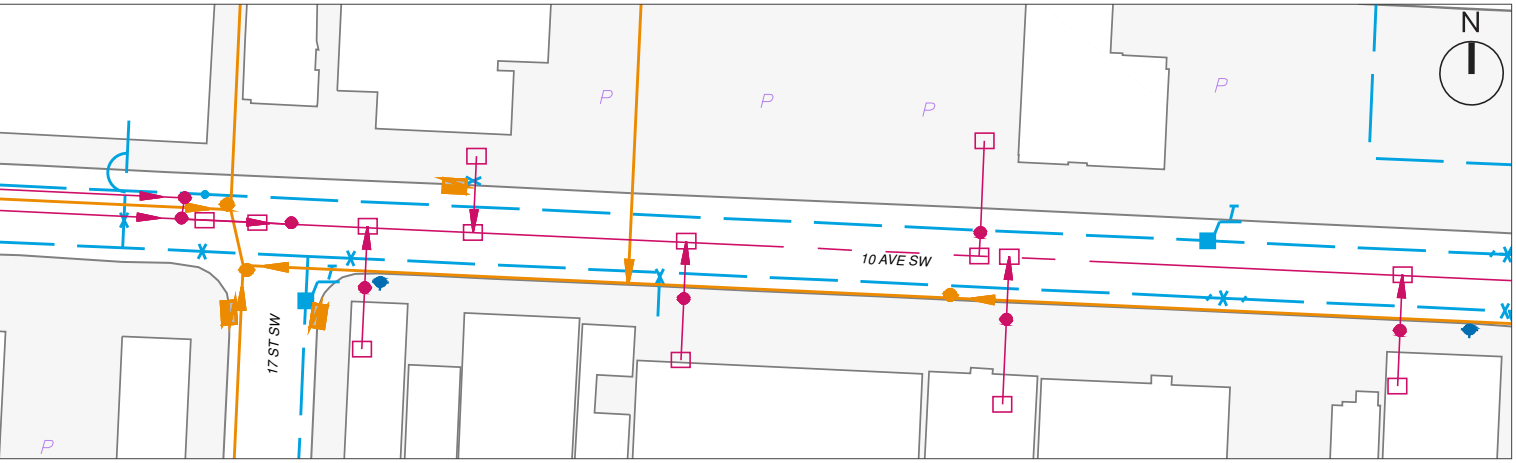


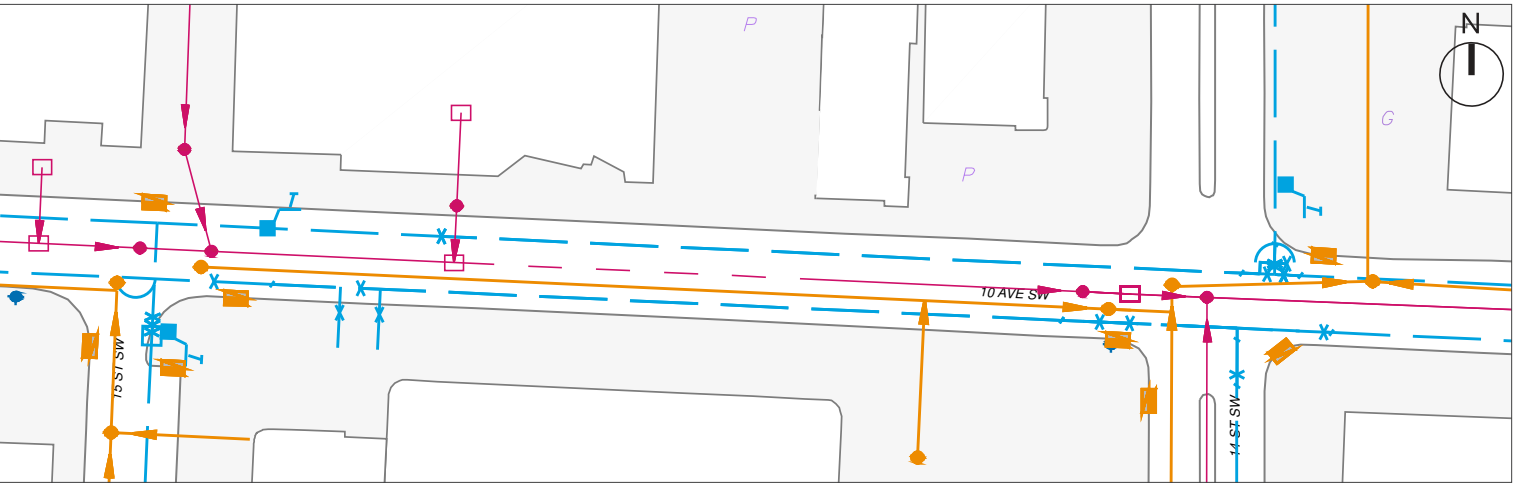
10 Ave SW - S3 - 1:1000

KEY PLAN


10 Ave SW - S1
10 Ave SW - S2
10 Ave SW - S3


N
10 AVE SW
19 ST SW
10 Ave SW - S1 - 1:1000


N
10 AVE SW
17 ST SW


N
10 AVE SW
15 ST SW
14 ST SW

Shallow Utilities

Existing Condition

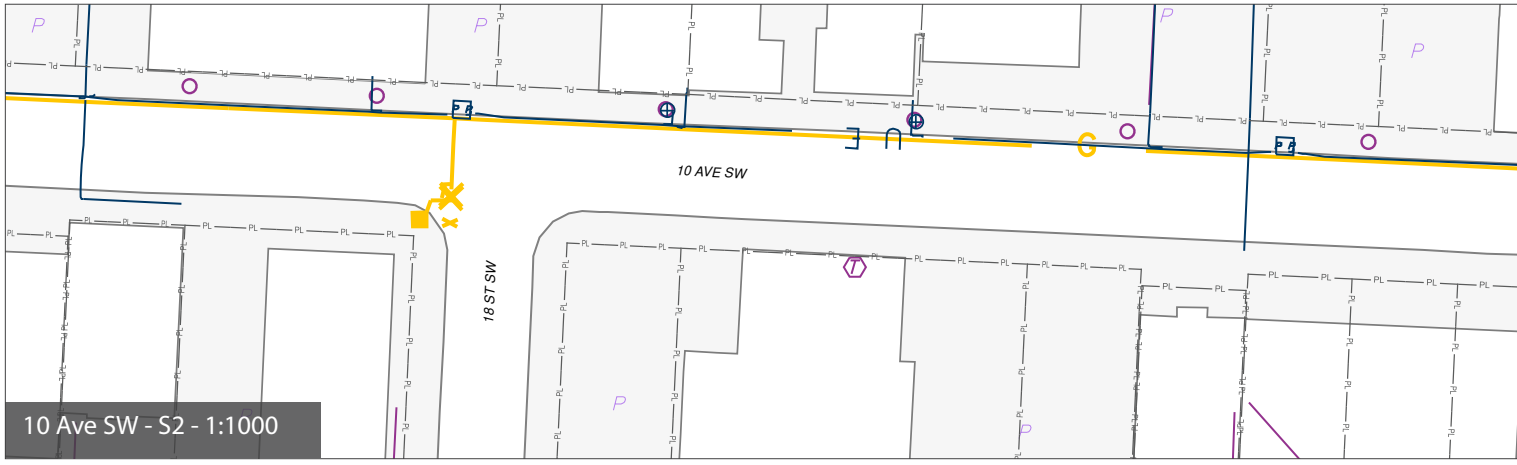
Existing shallow utility infrastructure comprises street lighting, telecommunications, gas services and power services. They present a greater potential for conflicts with the proposed streetscape improvements.

Design Opportunities and Challenges

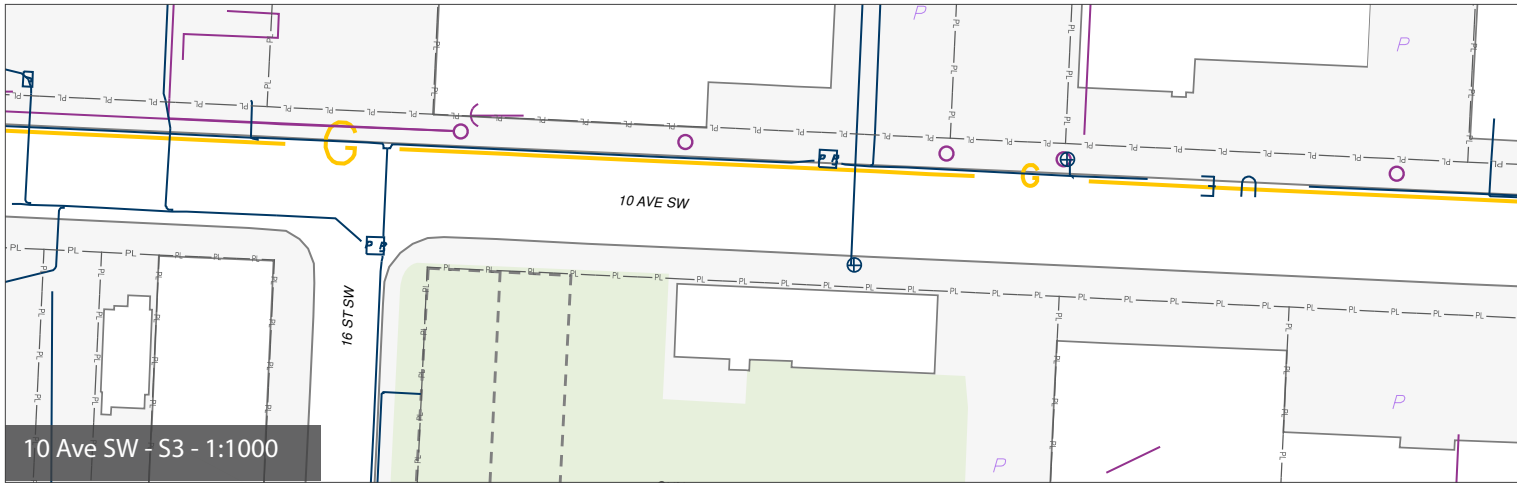
The design introduces wider pedestrian zones, enhanced landscaping, public realm amenities, and modified curb alignments, all of which occupy the same shallow zone typically used by utility providers. The preferred approach is to coordinate and adjust landscape features to avoid utility conflicts wherever feasible. Alternatives may include localized utility relocations and revised boulevard widths. Early engagement with utility providers will be essential to confirm servicing requirements, identify future needs, and establish acceptable clearances. Detailed design will refine the streetscape layout to balance utility servicing with the project's objectives for increased tree canopy, improved pedestrian experience, and enhanced public realm functionality.

LEGEND

- Telecom network (Telus)
- Electrical (Enmax)
- Natural Gas (ATCO)



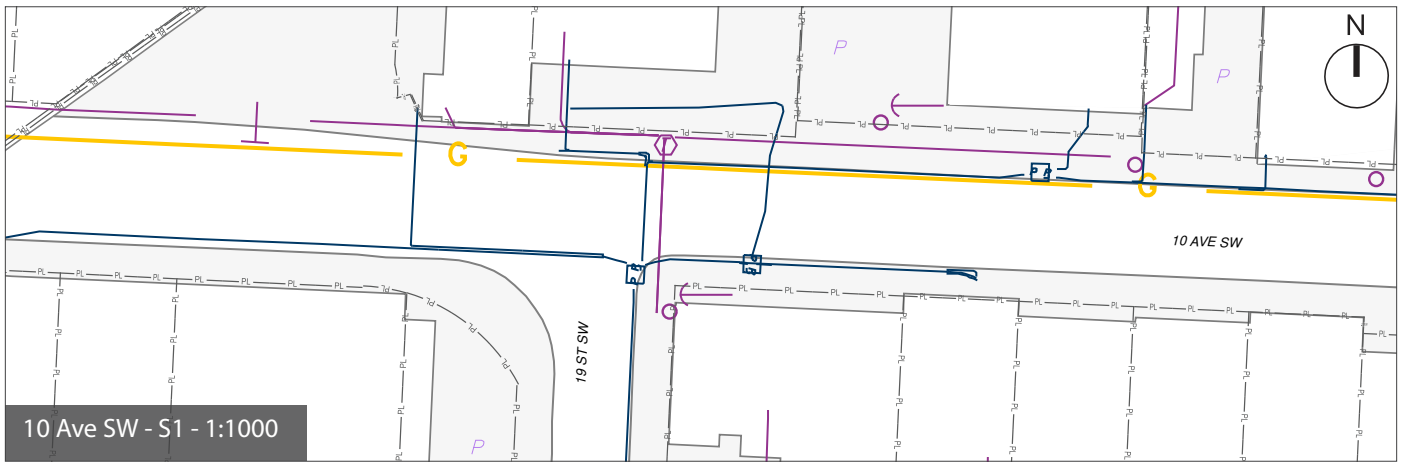
10 Ave SW - S2 - 1:1000

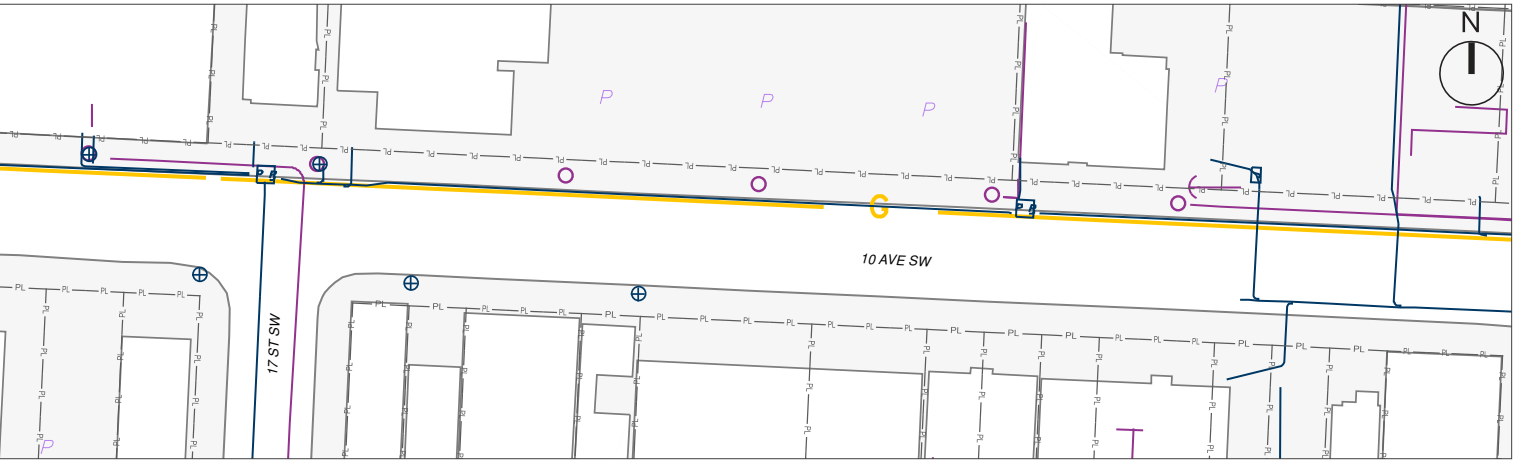


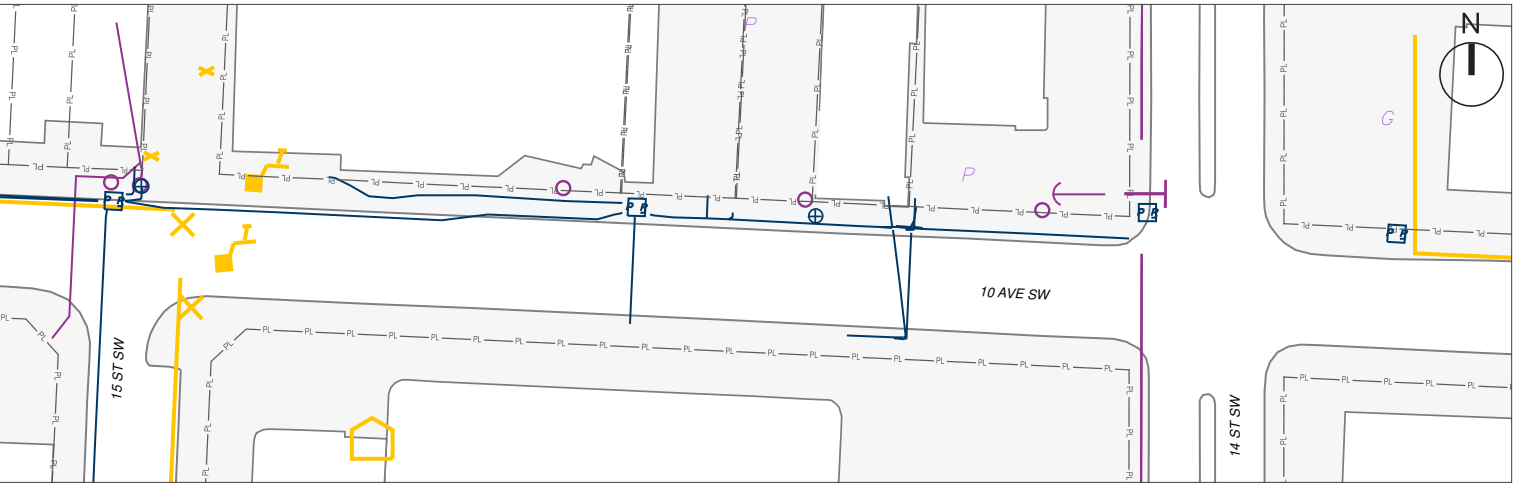
10 Ave SW - S3 - 1:1000

KEY PLAN


10 Ave SW - S1
10 Ave SW - S2
10 Ave SW - S3


N
10 AVE SW
19 ST SW
10 Ave SW - S1 - 1:1000


N
10 AVE SW
17 ST SW


N
10 AVE SW
15 ST SW
14 ST SW

2.4 Economic Vitality

Groundfloor Uses

Existing Condition

10 Avenue SW exhibits a mixed ground-floor landscape of offices and retail, creating competing operational and curbside demands along the corridor.

Design Opportunities and Challenges

The changing eastern end offers a prime opportunity to upgrade public infrastructure, directly fostering active, pedestrian-oriented storefronts.

LEGEND

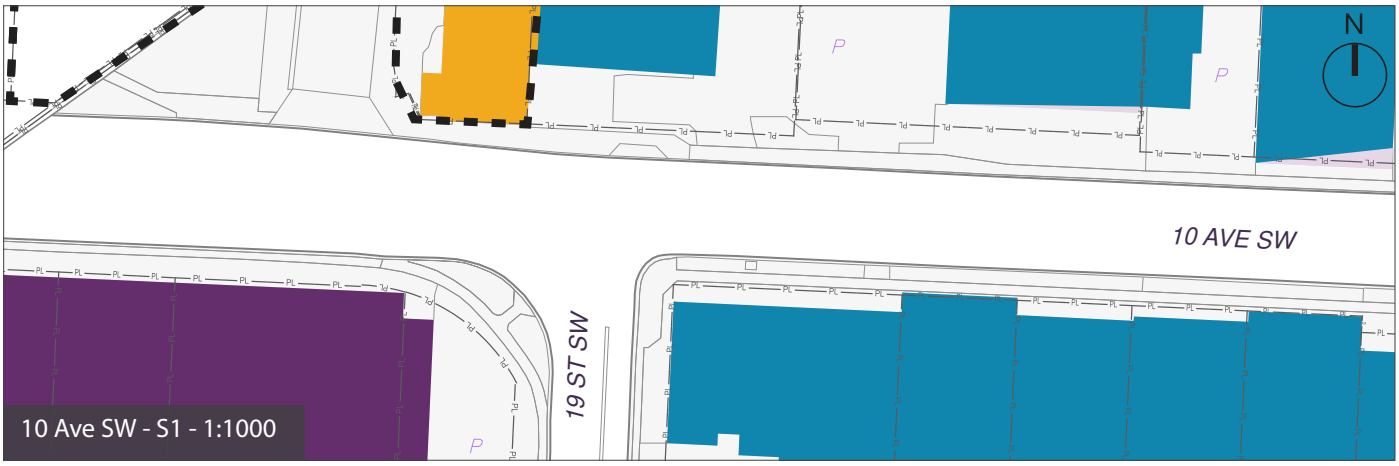
- Comm. - retail & entertainment
- Comm. - personal services
- Comm. - auto-oriented
- Office & professional service
- Civic
- Religious & cultural
- Public Space / Park
- Transit
- New mixed use
- Unknown or Vacant
- Utility
- Other Uses
- City-Owned parcels





KEY PLAN


10 Ave SW - S1
10 Ave SW - S2
10 Ave SW - S3


N
10 AVE SW
19 ST SW
10 Ave SW - S1 - 1:1000


N
10 AVE SW
17 ST SW


N
10 AVE SW
15 ST SW
14 ST SW

Streetscape Interface

Existing Condition

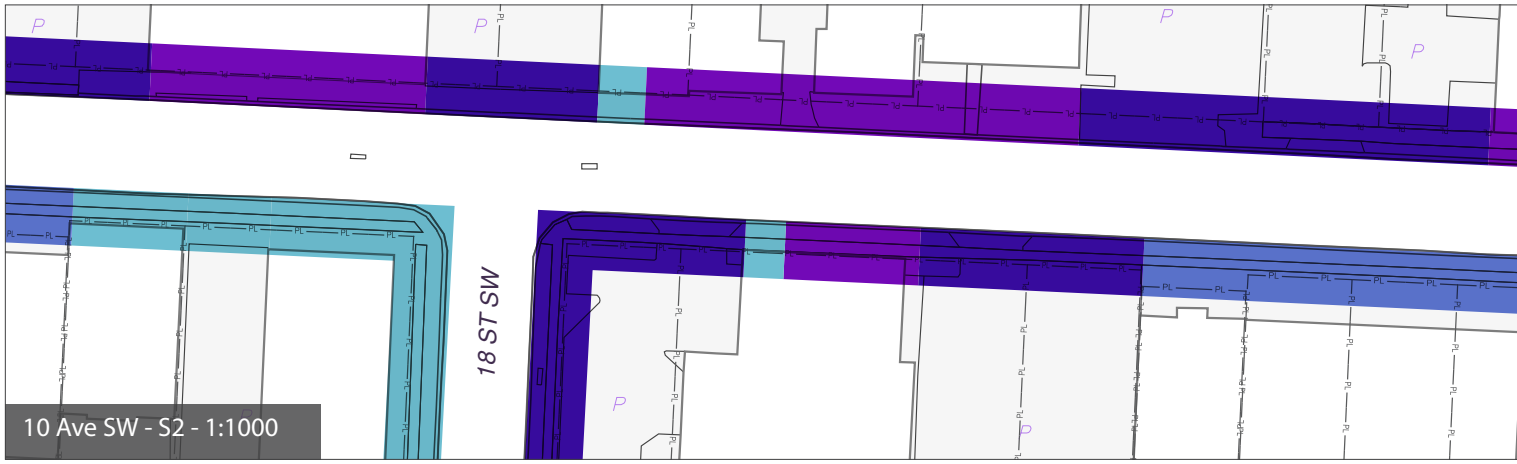
10 Avenue SW is defined by inactive building frontages and harsh interfaces that force pedestrians uncomfortably close to traffic. This vehicle-oriented, hardscaped streetscape lacks identity and exposes users to heavy noise. The edge is further fragmented by varying setbacks and highly inconsistent Direct Control (DC) land-use zones.

Design Opportunities and Challenges

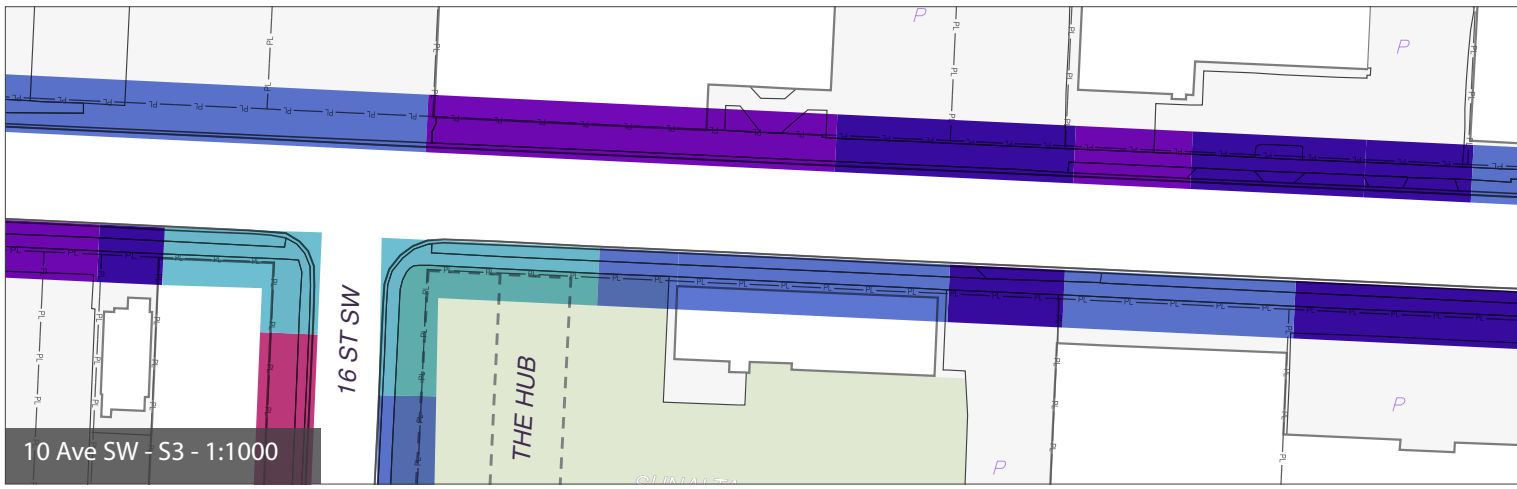
Expanding sidewalks can establish vital traffic buffers and flexible spaces for greenery, street furniture, and commercial spillover. The primary challenge lies in the limited ability to influence or predict private edge conditions that remain outside the project's immediate scope, as private redevelopments could take years to fully materialize.

LEGEND

- Active frontage
- Pedestrian setback
- Car setback or parking
- Semi-active frontage
- Inactive frontage



10 Ave SW - S2 - 1:1000



10 Ave SW - S3 - 1:1000

KEY PLAN


10 Ave SW - S1
10 Ave SW - S2
10 Ave SW - S3


N
10 AVE SW
19 ST SW
10 Ave SW - S1 - 1:1000


N
10 AVE SW
17 ST SW


N
10 AVE SW
15 ST SW
14 ST SW

Approved Developments

Existing Condition

Recent high-impact developments near the 14 Street SW intersection have introduced vital density and vibrancy, bringing residential property values to $1.08B and commercial values to $642M. Despite this, 10 Avenue SW historically ranks at the bottom of all Main Streets for total permit and pre-application counts.

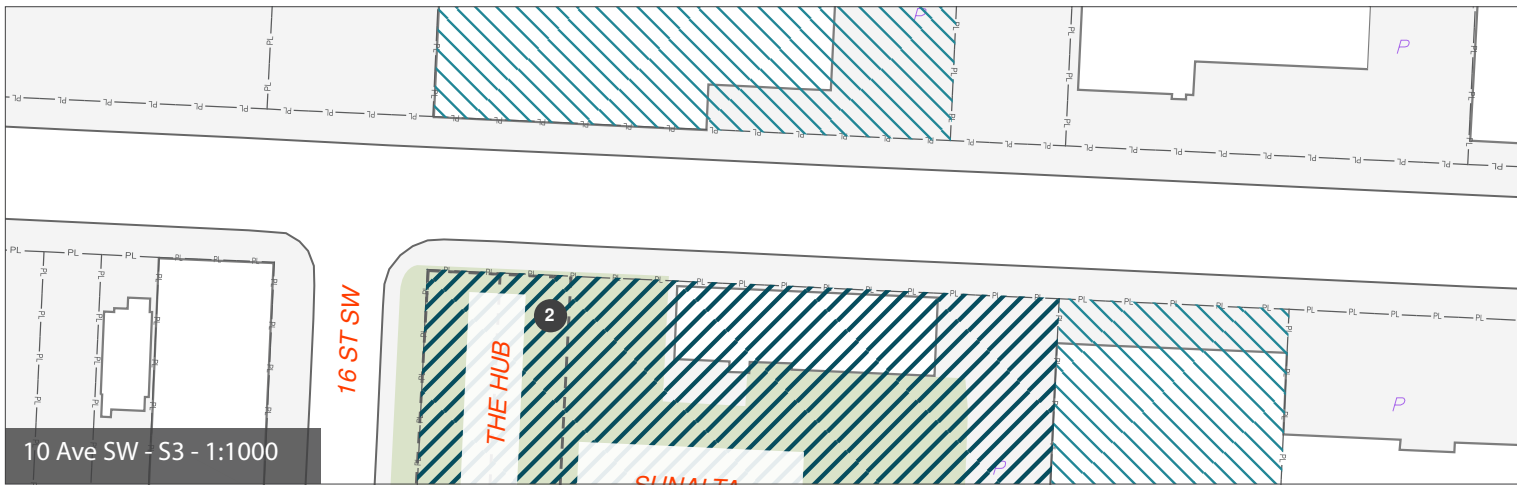
Design Opportunities and Challenges

The primary challenge lies in utilizing public realm investments to stimulate long-term value and accelerate growth on underutilized parcels, given their form and proximity to the elevated LRT line.

LEGEND

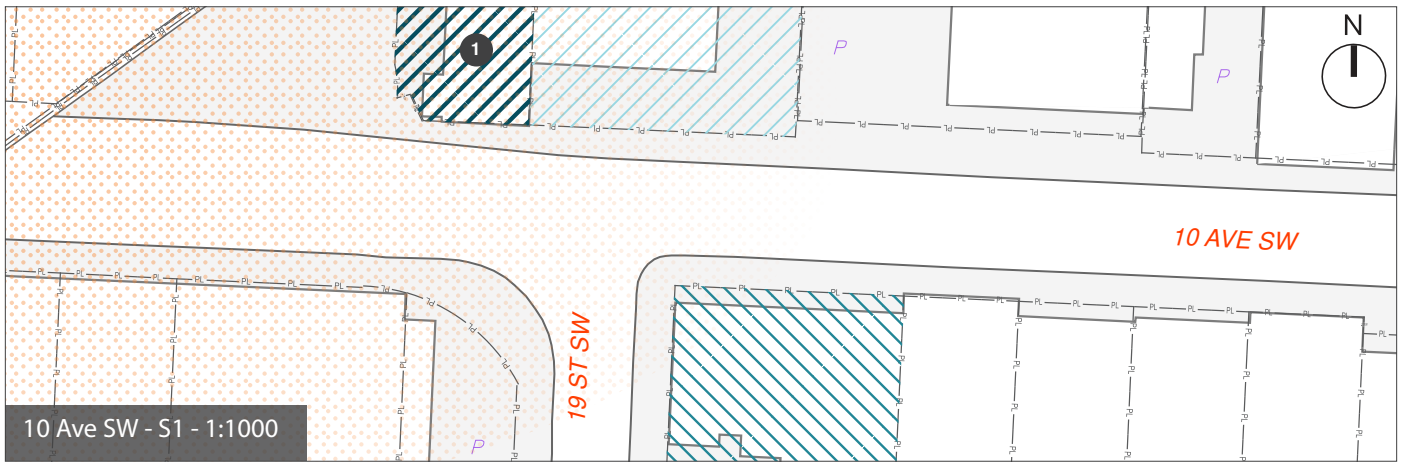
- Low-impact development (e.g. signage)
- Medium-impact development (e.g. site plan changes)
- High-impact development (e.g. new building)
- Opportunities (e.g. Underused areas below overpass)
- 1 Kennel in Outdoor Dog Run
- 2 Community Recreation Facility Landscaping
- 3 Outdoor Cafe at a Brewery
- 4 Outdoor Play Area in Child Care Facility

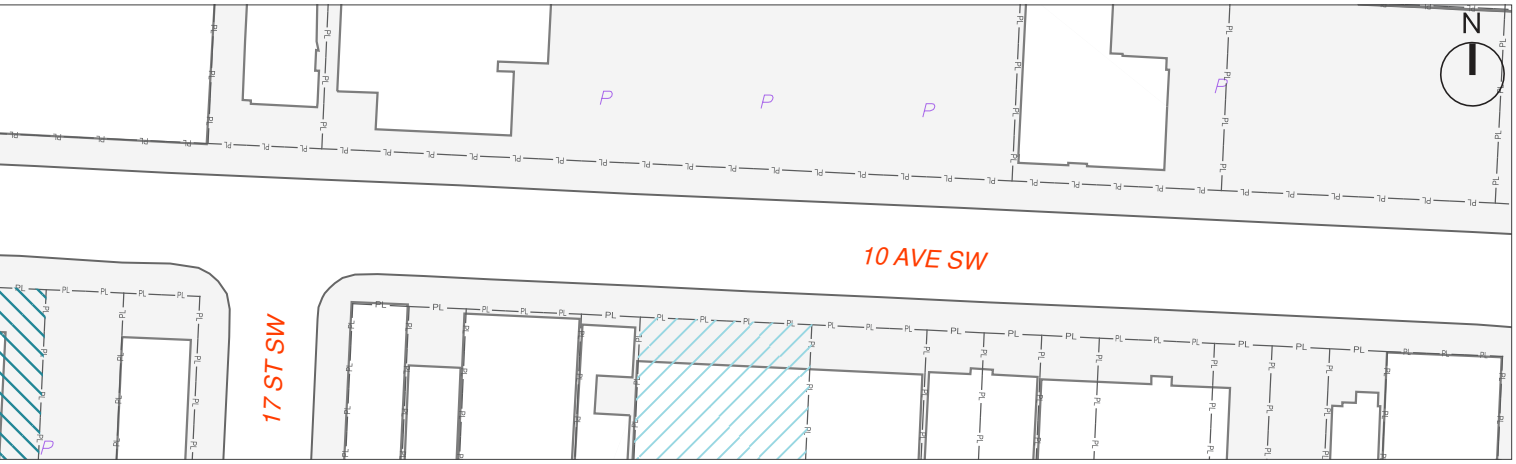


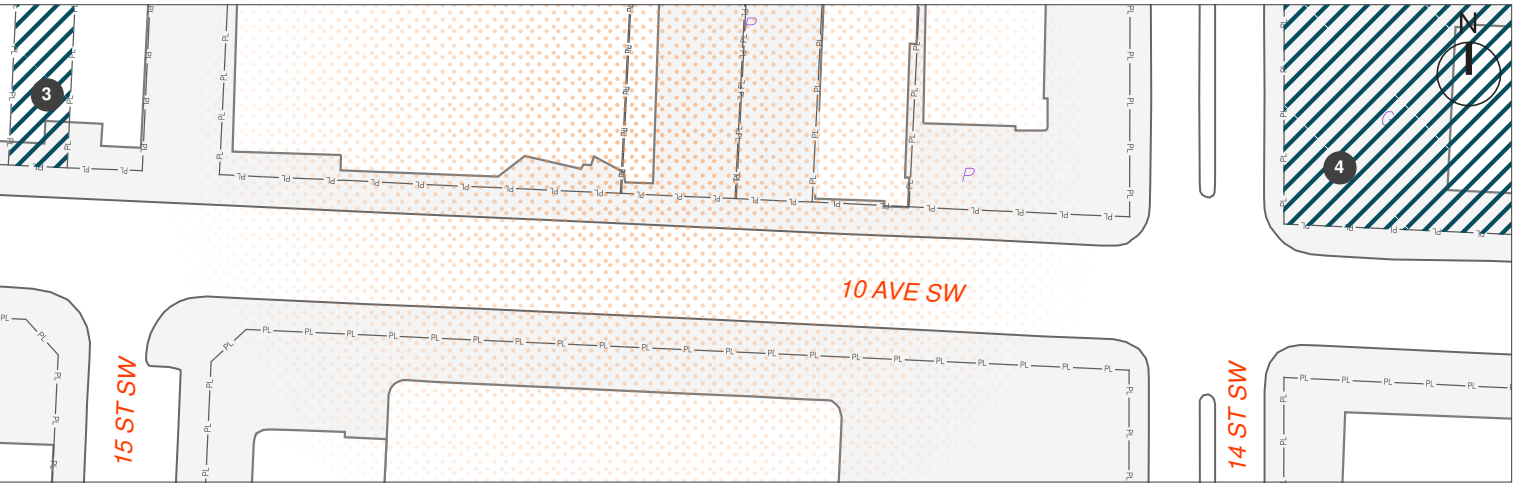


KEY PLAN


10 Ave SW - S1
10 Ave SW - S2
10 Ave SW - S3


1
N
10 AVE SW
19 ST SW
10 Ave SW - S1 - 1:1000


N
10 AVE SW
17 ST SW


3
4
N
10 AVE SW
15 ST SW
14 ST SW

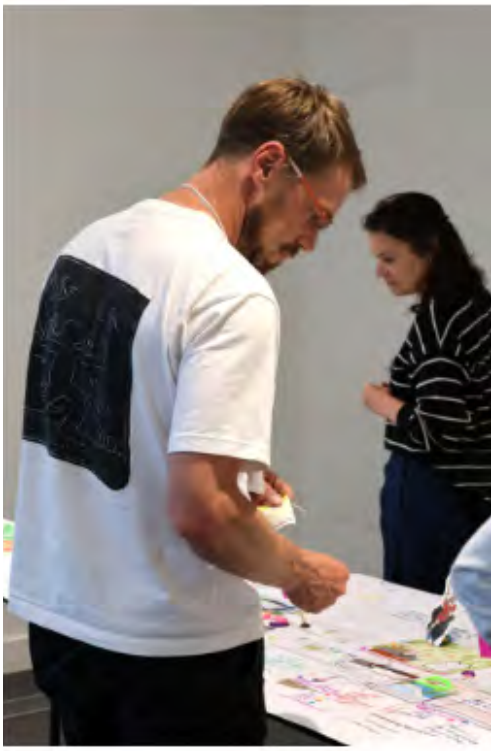


3. Engagement

3.1 Co-design



The Sunalta Main Streets Co-design process brought together residents, business owners, and community interest holders to help shape a shared vision for the redesign of 10 Avenue SW in Calgary. Through seven in-person workshops, the process evolved from imagining the future experience of the street through narrative-based design exercises and values mapping, to informing and refining street design concepts through ongoing dialogue with the consulting and project teams.



Participants consistently emphasized themes such as safety, belonging, greenery, accessibility, vibrancy, and the importance of preserving Sunalta's unique personality and identity. Workshops surfaced both opportunities and challenges related to the street itself and its surrounding context, including questions about connectivity, future growth, public life, and social wellbeing.

In addition to community members, representatives from across the consulting team and City of Calgary attended workshops throughout the process. This created an ongoing feedback loop between community insights, technical considerations, and design evolution.

The Co-design process directly informed the development and refinement of three street design concepts and contributed to the preferred design direction. Beyond informing the design itself, the process also fostered stronger relationships between community members, increased understanding of project trade-offs and constraints, and generated momentum around future community activation and placemaking opportunities connected to the Main Street.



Outcomes Included:

- Shared community values framework
- Problem & opportunity statement
- Community-informed concept refinement
- Increased transparency around trade-offs
- Stronger trust between project team and community
- Emergence of community activation opportunities

3.2 Why Co-design

The transformation of 10th Avenue is not simply a streetscape upgrade, it is an opportunity to rethink how the corridor functions as a social, economic, and mobility spine within the community.

The Co-design approach was chosen to ensure the project was informed not only by technical requirements, but also by the lived experiences, values, and aspirations of the people who use the street every day.

Throughout the workshops, participants consistently reflected on how the street was not simply a route for movement, but also a place for gathering, connection, and neighbourhood identity.

Co-design is a collaborative methodology that brings diverse interest holders together to help shape solutions to shared challenges. It shifts from designing for people to designing with them by:

- Positioning community members as active contributors, not just respondents.
- Creating iterative feedback loops where ideas are tested and refined.
- Building trust, transparency, and shared understanding throughout the process.
- Developing a shared problem and opportunity statement to guide the work.

The most valuable role of Co-design in this project was helping inform the public-life experience, values, priorities, and community use of the future street, while technical and engineering requirements remained integrated through the broader design team. Co-design also complemented the City's broader public engagement process by creating a more integrated and sustained pathway for community insight throughout the evolution of the project.



Co-Design working session

3.3 The Approach

Objectives

The Co-design process was structured around several core objectives:

Establish a Shared Foundation

- Recruit participants representing diverse perspectives and lived experiences.
- Develop a shared social contract and project framework.
- Establish a community-informed problem and opportunity statement
- Identify values to guide project decision-making

Translate Values into Design

- Explore how values such as belonging, safety, accessibility, and vibrancy can be interpreted into physical design responses.
- Use mapping, modelling, and storytelling tools to bridge abstract ideas and street design.

Enable Meaningful Participation

- Provide multiple ways for participants to engage, including:
  - Storytelling and journalling.
  - Mapping and modelling.
  - Walkabouts and discussions.
  - Prototype conversations.
- Ensure participants could see how their input influenced outcomes.

Support Informed Decision-Making

- Introduce technical considerations, trade-offs, and design constraints.
- Invite Subject Matter Experts into workshops to discuss topics such as mobility, safety, ecology, public life, and city-building.
- Build participant understanding of how infrastructure decisions are made.

Create Ongoing Feedback Loops

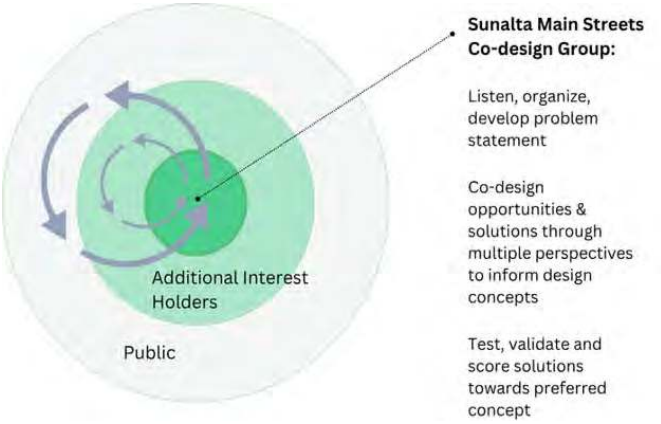
- Iteratively test and refine ideas through workshops, public engagement updates, and concept discussions.
- Integrate both community priorities and technical feasibility into evolving concepts.

Process

Through a series of in-person workshops, walkabouts, prototype discussions, and feedback loops with the project team and broader public engagement process, the Co-design Group worked collaboratively to surface community values, define opportunities and challenges, and help shape the public-life experience of the future street.

The process was intentionally iterative and emergent. Each workshop built upon previous conversations, insights, and design responses, allowing ideas to evolve transparently over time. Subject Matter Experts were invited into select workshops to provide technical insight, inspiration, and context on topics connected to mobility, public life, placemaking, safety, ecology, and city-building.

All workshops included opening circles that revisited "what we heard" and "what we did" between sessions, helping participants understand how community input was influencing the project as it evolved. Workshops concluded with reflection circles that invited participants to share thoughts, reactions, and insights about the activities, the project, and what should come next.



Workshops

Workshops followed a "double diamond" design framework, guiding participants through four stages:

Discover - Define - Develop - Deliver

This framework allowed participants to:

- Imagine the future of the Main Street.
- Define values and project priorities.
- Explore design opportunities and trade-offs.
- Refine and respond to evolving concepts.

DISCOVER — Workshops 1 + 2

- Visioning exercises.
- Place futures storytelling.
- Community values development.
- Problem and opportunity statement.

DEFINE — Workshops 3 + 4

- Concept exploration.
- Mapping and modelling exercises.
- Feedback on emerging design options.
- Review of What We Heard from Engage DISCOVER.

DEVELOP — Workshops 5 + 6

- Public realm refinement.
- Technical discussions and trade-offs.
- Fireside discussion with City representatives.
- Review of What We Heard summary from Engage EXPLORE.

DELIVER — Workshop 7

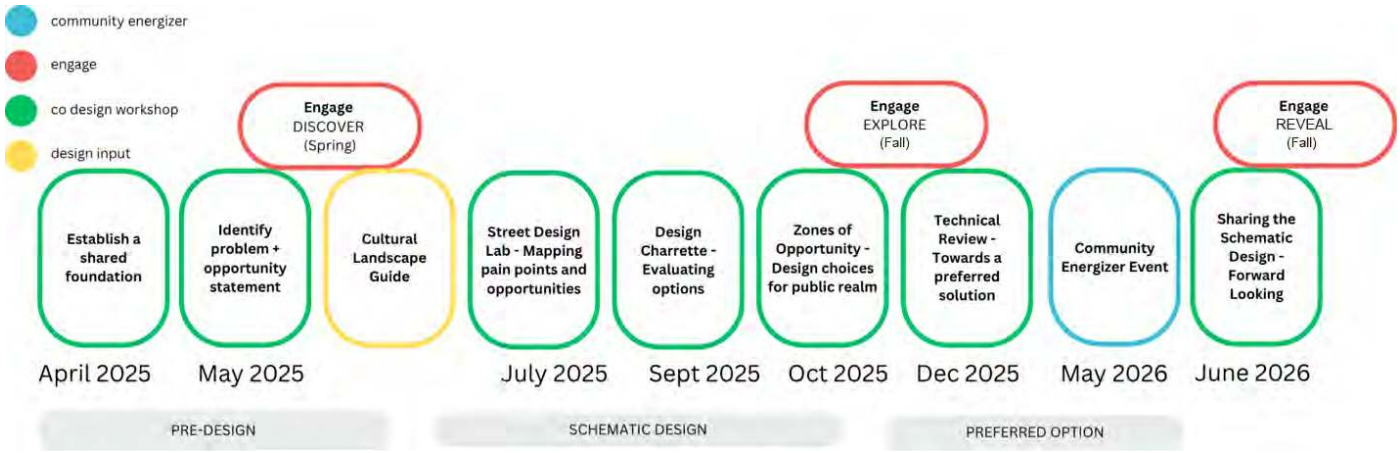
- Review and discussion of the preferred concept.
- Feedback on key design elements and priorities.
- Reflection on the Co-design process and next steps.

Integration of Public Engagement

Public engagement was integrated throughout the Co-design process. At Workshop 2, the City's Engage team shared themes from the initial What We Heard report, followed by facilitated discussion with the Co-design Group around areas of alignment, surprise, or concern. The group generally felt the themes reflected and reinforced their own conversations, helping inform the project's Problem Statement and community Values.

At Workshop 6, the City shared additional public feedback gathered through the EXPLORE engagement phase, including reactions to the three street design concepts. Insights from both the Co-design process and broader public engagement were used by the Design Team to inform the evolution of the concepts and the preferred design direction.

The foundational work established by the Co-design Group also aligned with the themes of broader public engagement, particularly around values, priorities, and lived experience of the street.



3.4 What We Heard / What We Did

Shared Values and Project Direction

Early workshops focused on identifying the values and experiences participants felt should guide the future of 10 Avenue SW. Six core themes emerged: Community Identity, Sense of Belonging, Connection to Nature, Accessibility, Safety and Comfort, and Local Economic Vitality.

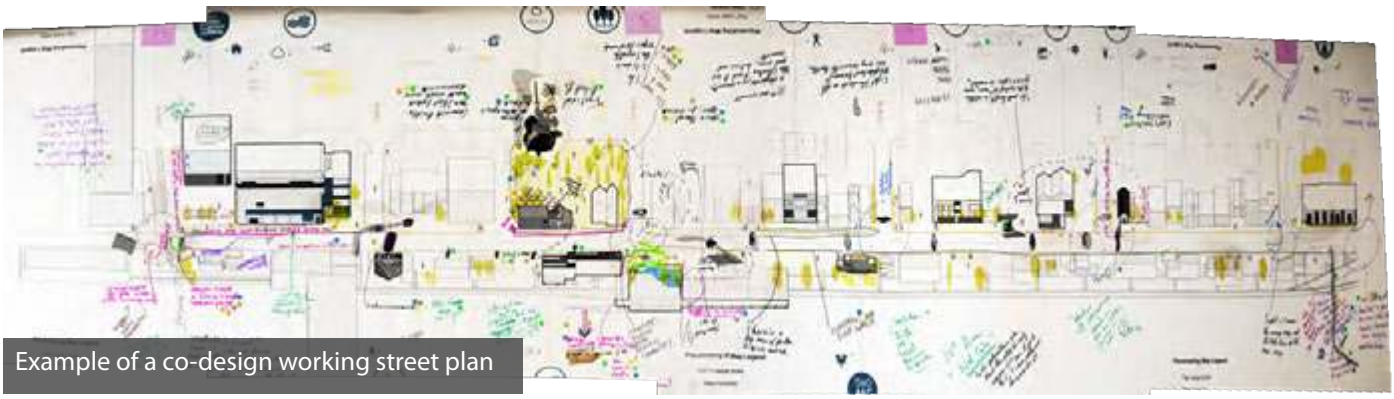
Values statements were drafted with the Co-design Group to further define how these values might be experienced along the Main Street, informing both design conversations and the project's Problem and Opportunity Statement:

"*10th Avenue in Sunalta is a well-used but under-realized main street that does not yet reflect the neighbourhood's vibrant identity, diversity, or walkable character. Sunalta now has the opportunity to transform 10th Avenue into a vibrant, people-first street — one that honours its unique character while building for the future.*"

Process Reflections

Throughout the process, participants also provided feedback on the Co-design experience itself. Participants expressed a desire to better understand how technical decisions and trade-offs are made within infrastructure projects. In response, the project team hosted a facilitated discussion with engineers and City representatives to walk through the opportunities and constraints connected to the design concepts.

What We Heard	How it Influenced the Co-design Process
We want to better understand how technical decisions are made. What do engineers look at? How does the City make choices around design trade-offs?	The project team hosted a fireside chat with engineers from the consulting team and the City of Calgary, walking the group through all three design options from a technical lens.
We want to participate in shaping this street and play an active role in creating what it feels like as the construction rolls out.	The potential for a parallel stream of community activation work became evident through these conversations. The City, alongside community partners, is now exploring how to support and scale these ideas alongside the Main Street project.



Example of a co-design working street plan

Public Engagement

Alongside the Co-design Group, the City ran two phases of public engagement open to the broader Sunalta community. Phase 1 – Discover (June–July 2025) invited the public to flag local issues and rank community values, reaching over 800 online contributors and 600+ in-person participants across six pop-up events and door-to-door business outreach. Phase 2 – Explore (November 2025) asked the public to react to the three street design concepts, reaching over 3,000 online visitors and nearly 200 in-person participants — including targeted sessions with the Circle of Wisdom Elders and Seniors Centre and Safelink Alberta to hear from seniors and underserved populations who are harder to reach through standard channels.

Across both phases, the same six themes that emerged through Co-design surfaced independently through public engagement — reinforcing that the Co-design Group's values reflected the broader community's priorities.

What We Heard	How it Influenced the design
Community Identity: A top-ranked Phase 1 value (231 points, second only to Walkability), with strong interest in Sunalta as an arts and culture district and Phase 2 advice to "celebrate community identity" through gateway signage and murals.	The Block Shift concept includes a prominent eastern gateway feature anchoring a sense of place at 14 Street SW, with dedicated public art and community-driven placemaking integrated into the Block 5 curb realignment.
Sense of Belonging: Across both phases, respondents consistently wanted Sunalta to feel like "a welcoming and vibrant community," with casual gathering spaces for its different cultural groups and conversation-friendly seating. Phase 2 named "a welcoming destination" as one of the things people are most excited about.	The design responds with informal, unprogrammed gathering spaces along the Flex Zone and into the block shift, with some seating oriented to encourage conversation rather than single-purpose use. Community-driven placemaking and public art at the gateways help establish a shared identity as one moves into the space.
Safety and Comfort: The most consistently raised concern across every Phase 1 section, tied to social disorder and lighting. Phase 2 respondents specifically flagged that Block Shift's open green spaces could invite loitering if left unprogrammed.	The design integrates double-headed lighting fixtures, wider sidewalk clearways, and traffic-calming through the curved block geometry. The Flex Zone is designed for regular activation (markets, block events, winter festival programming), directly addressing the loitering concern raised.
Accessibility: Phase 1 respondents repeatedly flagged narrow or missing sidewalks; Phase 2's Safelink session specifically raised the need for improved accessibility on the north side.	Sidewalks are expanded with raised, barrier-free crosswalks, and the sun-exposed north sidewalk is prioritized for winter thermal comfort. Safety, accessibility, and operations will continue to inform refinements through detailed design.
Connection to Nature: "Nature in the City" and "Connection to the River" ranked among the top four Phase 1 values, with near-universal Phase 2 support for more trees and green space.	The design targets an increased canopy coverage, up from the current sparse baseline, with trees clustered along exposed east-west paths and the sun-exposed north sidewalk.
Local Economic Vitality: "Supporting Local" was a clear Phase 1 value, while parking and business access were the most repeated Phase 2 concern specific to Block Shift.	Curb space is reconfigured into multi-functional, adaptive infrastructure rather than eliminated, minimizing parking loss, with utility hook-ups built in to support patios, markets, and business activation along the north side.

3.5 Tools and Methods

A variety of engagement and design tools were used throughout the process to support participation, storytelling, and shared understanding.

Double Diamond Framework

Used to guide the process from visioning and exploration toward concept refinement and preferred direction.

Narrative-Based Design ("Stories from the Future")

Participants imagined future experiences along 10 Avenue SW through storytelling and journalling exercises focused on everyday life, belonging, safety, and public life.

Output Example: PODCAST episode: "Diaries from the Future of Sunalta Main Streets" Journal entries were collected from Co-design members and reviewed to find common themes. A podcast episode was generated with an AI tool using them as the input. The episode was a narrative-based reference for the design team.

Empathy Walks

Participants explored the corridor together to discuss lived experience, movement, accessibility, safety, and opportunities for improvement.

Output Example: Main Street Song: In addition to informing values and the project's Problem Statement, this exercise informed a SONG, reflective of the Co-design Group's experiences and wishes for the neighbourhood and this project.

Values Mapping

Participants identified the values, needs, and priorities they felt should guide design decisions throughout the project.

Mapping & Modelling

Large-scale maps, annotations, tactile materials, and modelling tools helped participants explore movement, gathering spaces, connections, and design interventions along the street.

City-led Public Engagement

The Sunalta Main Street project has three phases of engagement:

Phase 1 – Discover: Identified local and site-specific issues and opportunities that helped inform design options.

Phase 2 – Explore: Presented design options for citizen and interest holder feedback.

Phase 3 – Reveal: Shared the preferred design and the rationale behind it.

Ensuring that everyone in the community could participate in public engagement was important. Events were chosen at times and locations where people already were. A variety of dates and times were selected to reach students, families, seniors, cultural organizations, and accommodate various work schedules. The translation function was enabled on the City's online engagement website, allowing information to be translated into up to 15 languages.

See a recap of Co-design workshops #1-3 by clicking here of follow the QR Code.



4. The Streetscape Plan

4.1 Design Overview

Design Approach

The concept design approach for the 10 Avenue SW corridor rebalances the right-of-way to expand the public realm, increase landscape presence, and foster community vibrancy. The design maximizes public space by positioning vehicular travel lanes so that existing deep utilities remain beneath the asphalt, while shallow utilities sit behind the curb. Keeping utilities in these zones frees up the continuous soil volume needed to sustain a robust tree canopy and increase the amount of pedestrian space. A defining design move is the 'block shift', which curves the roadway north along two blocks to introduce traffic calming, and facilitate flexible spaces where residents can rest, socialize, and activate the streetscape.

The design responds directly to the 2026 Safe System Audit of the corridor. Audit-recommended measures embedded in the schematic design include curb extensions and raised, barrier-free crossings at key intersections, a widened and continuous north sidewalk between 17 and 18 Street SW, consolidated driveways, and corridor-wide pedestrian-scale lighting that closes existing gaps. Together, these measures target the collision patterns identified in the audit — particularly those affecting people walking, wheeling, and cycling.

Public Realm Elements

The streetscape framework establishes targeted strategies for the following elements:

- **Surface Treatment:** The public realm is divided into three universally accessible zones — Edge, Flex, and Through (Sidewalk). Pathways use de-icing salt-resistant concrete and textured, slip-resistant unit pavers to support safety and mechanical snow removal.
- **Site Furnishing:** Within the Flex Zone, benches provide accessible break points, while high-top tables and chairs at strategic block-shift nodes support larger gatherings.
- **Planting & Green Infrastructure:** Self-sustaining without active irrigation, the landscape anchors urban-tolerant canopy trees in structural soil cells that deliver root volume while protecting nearby utilities, with understory vegetation arranged into mounded, at-grade, and depressed bioretention planters.
- **Lighting Strategy:** Illumination prioritizes multi-modal safety using 9-metre double-headed poles with independent photometrics for drivers and pedestrians, paired with overhead catenary lighting at major block-shift intersections for ambient, decorative illumination.
- **Public Art:** Opportunities fall into three categories — Community-driven Placemaking, Gateway Elements, and Seasonal Events — reflecting neighbourhood character, with residents engaged as collaborators throughout.

Civil Infrastructure Integration

The surface enhancements are directly integrated with underlying civil and transportation criteria to ensure long-term functionality:

- **Stormwater Management:** The corridor utilizes a sustainable stormwater management treatment train approach. Depressed bioretention planters function as low-impact development features, capturing and filtering localized street runoff through specialized curb-cut inlets. These features act to enhance water quality while also providing temporary storage and flow attenuation during larger rainfall events before water enters the storm sewer network.
- **Roadway Geometric Design:** Reconfigured into a Primary Collector cross-section, the roadway uses tight geometries to maximize pedestrian areas. The corridor layout features a 3-lane cross-section between 19th and 17th Street SW, which constricts to a 2-lane cross-section between 17th and 15th Street SW. The engineering framework enforces standard 3.3-metre lane widths, 2.1-metre parking laybys, and a minimum 2.0-metre monolithic sidewalk clearance.
- **Utility Coordination:** Because subsurface utility locates were not available at the schematic design stage, the corridor design prioritizes a Utility Avoidance approach, retaining existing deep and shallow utilities in place and adapting surface features, planting, and grading around identified constraints. Where conflicts are confirmed through detailed design, targeted shallow utility relocations will be considered where they yield significant public realm benefit.

4.2 The Block Shift

Block Shift refocuses the heart of the street, connecting LRT commuters, neighbours and visitors along 10 Avenue SW through an extended sidewalk with enhanced programming and placemaking opportunities.

10th Avenue's streetscape is defined by three universally accessible zones—Through (sidewalk), Edge, and Flex—organized by pedestrian volume and proximity to vehicular traffic.

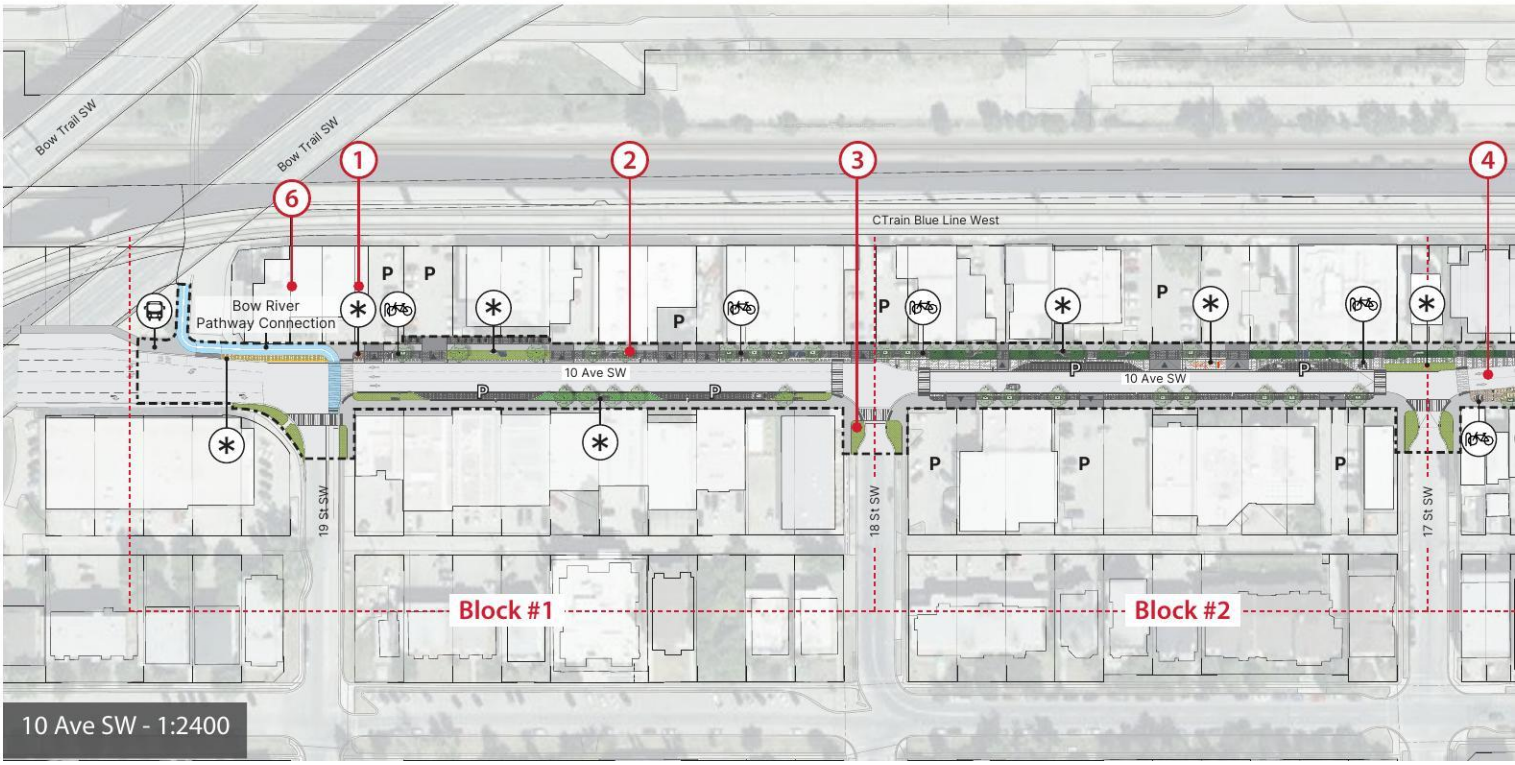
The larger public spaces are well defined, and have significant foot traffic to provide gathering opportunities in a safe and well-connected way.

Key moves:

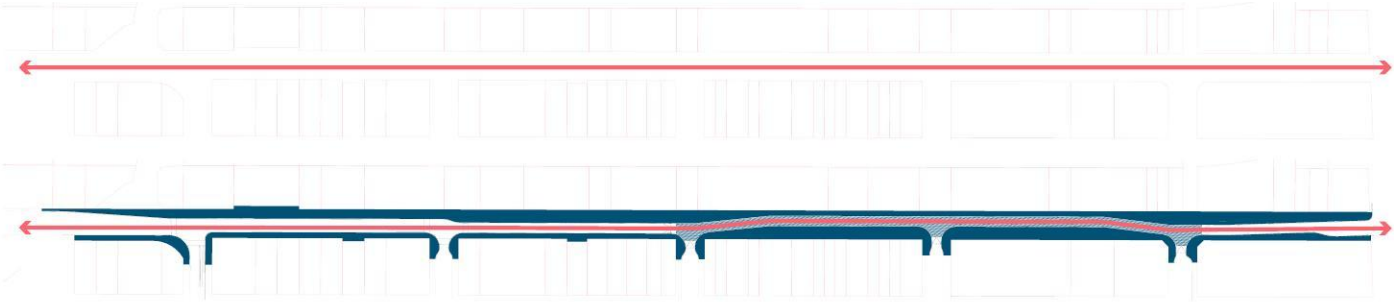
1. Define gateways into the community through public art and community-driven placemaking.
2. Increased public realm space at the North with the addition of wider accessible pedestrian through zones, street trees and lush planting beds.
3. Curb extensions with the integration of recessed planting beds for bioretention.
4. Raised streetscape from 17 Street SW to 15 Street SW creates an open, flexible and barrier-free public space at the heart of the street.
5. Extension of the public realm to facilitate opportunities for seasonal events and a diversity of seating and gathering types.
6. Delineate cyclist travelway with surface treatment at mixing zones.

LEGEND

- Project Boundary
- Surface Parking
- On-Street Parking
- Driveway Entrance/Exit
- Bus Stop
- Public Art & Community-driven Placemaking Opportunities
- Bike Parking



10 Ave SW - 1:2400



Existing and Proposed (Block Shift) roadway geometry

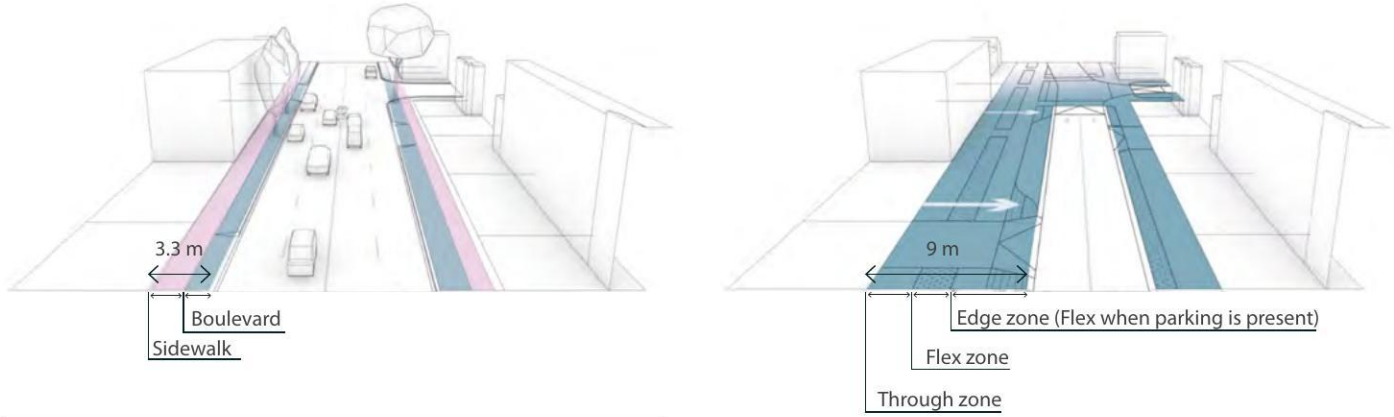
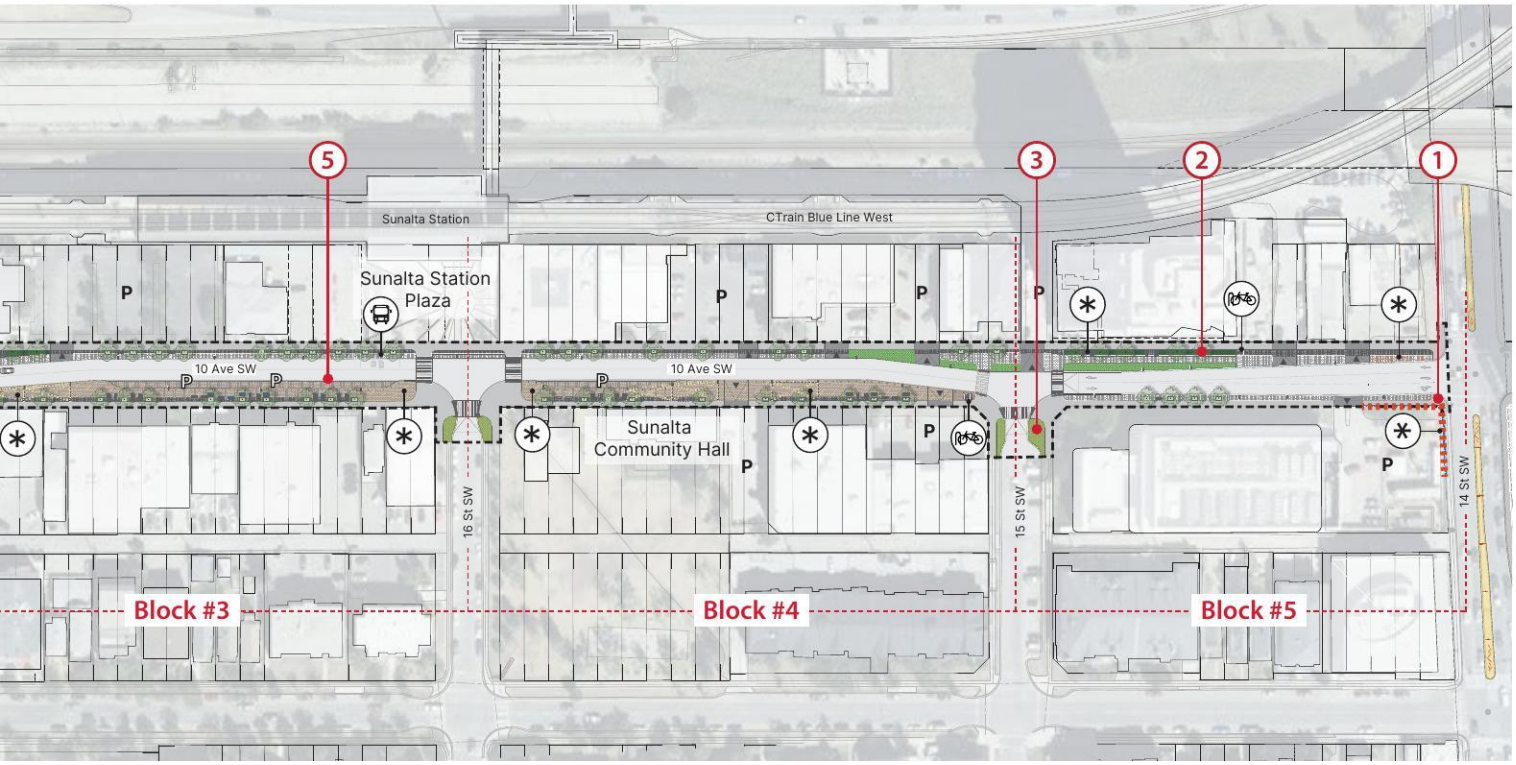


Diagram of curb realignment and sidewalk zones



Block #1 - 19 St SW to 18 St SW

The existing streetscape between 19 Street SW and 18 Street SW features a vehicular oriented condition with narrow sidewalks, underused public realm, and no street tree planting.

Entering from the west, the proposed 10 Avenue SW road geometry narrows into three lanes: two westbound and one eastbound, and shortens the north-south crossing.

Along this segment:

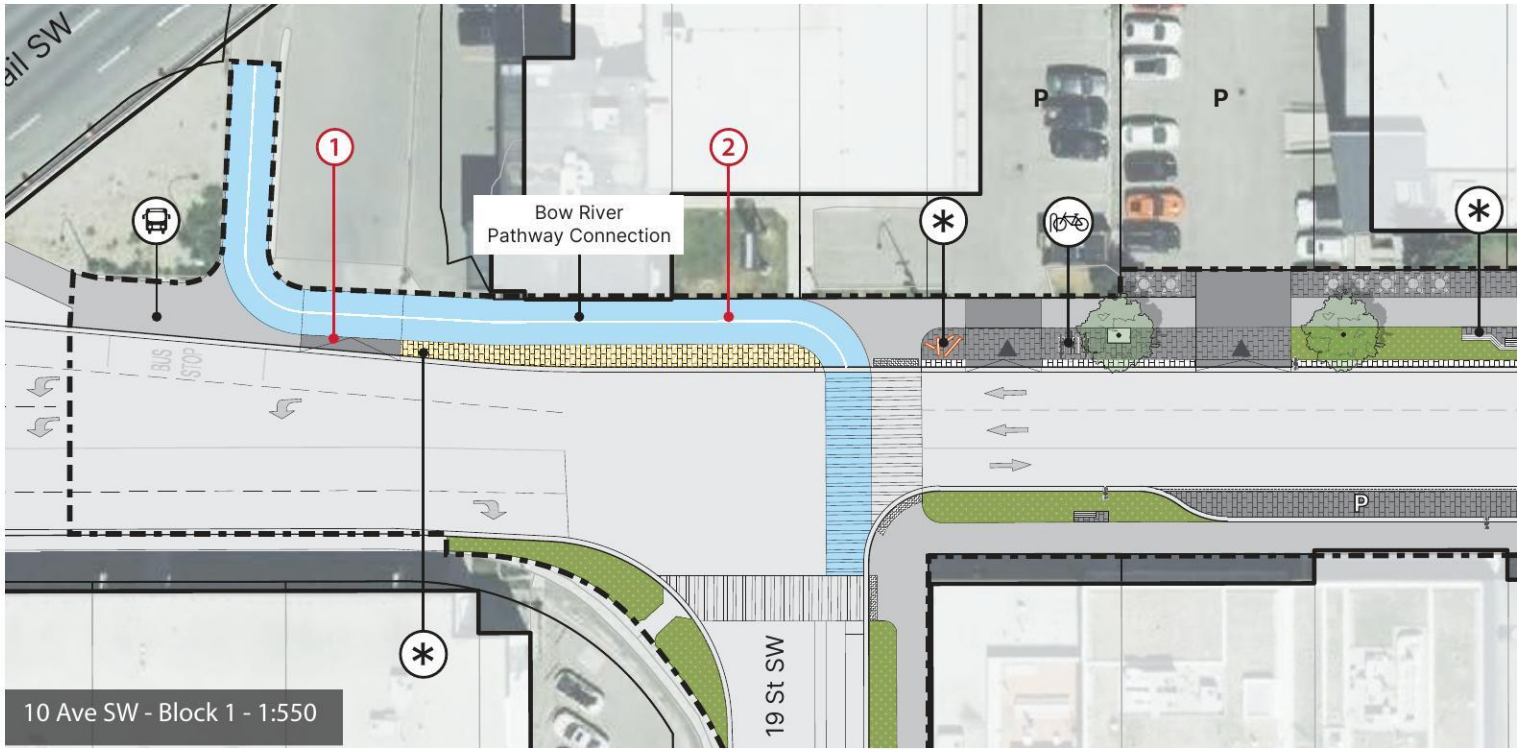
1. Shifting the curb south expands the north public realm and forms a safety buffer for those moving southbound along the Bow River pathway. This extra clearance provides more room to slow down and turn.
2. A custom surface treatment highlights this multi-modal gateway network, which delivers a dedicated active transportation connection linking the bike-lane at 19 Street SW directly to the Bow River pathway.
3. The widened north sidewalk anchors shaded seating and community gathering areas.
4. Curb on the south side is extended at intersections to provide safer crossings, and in other areas to increase opportunities for tree planting and seating, while maintaining parking spaces.

KEY PLAN

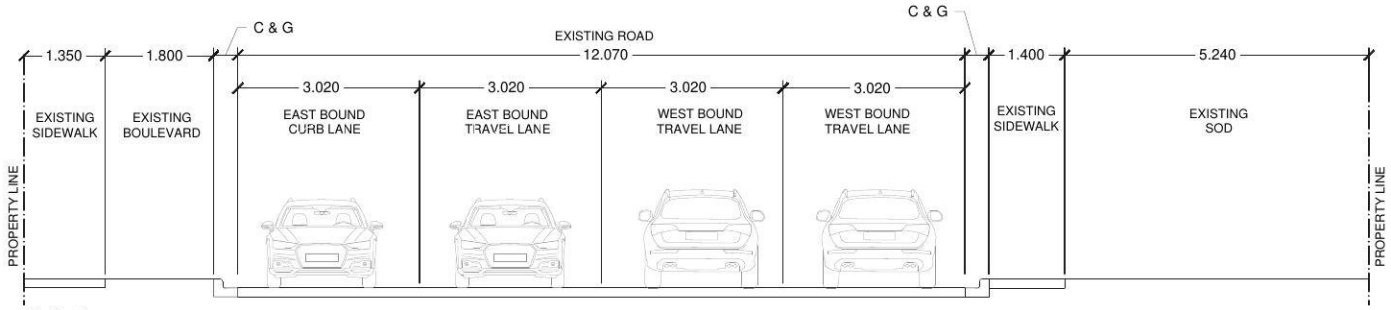


LEGEND

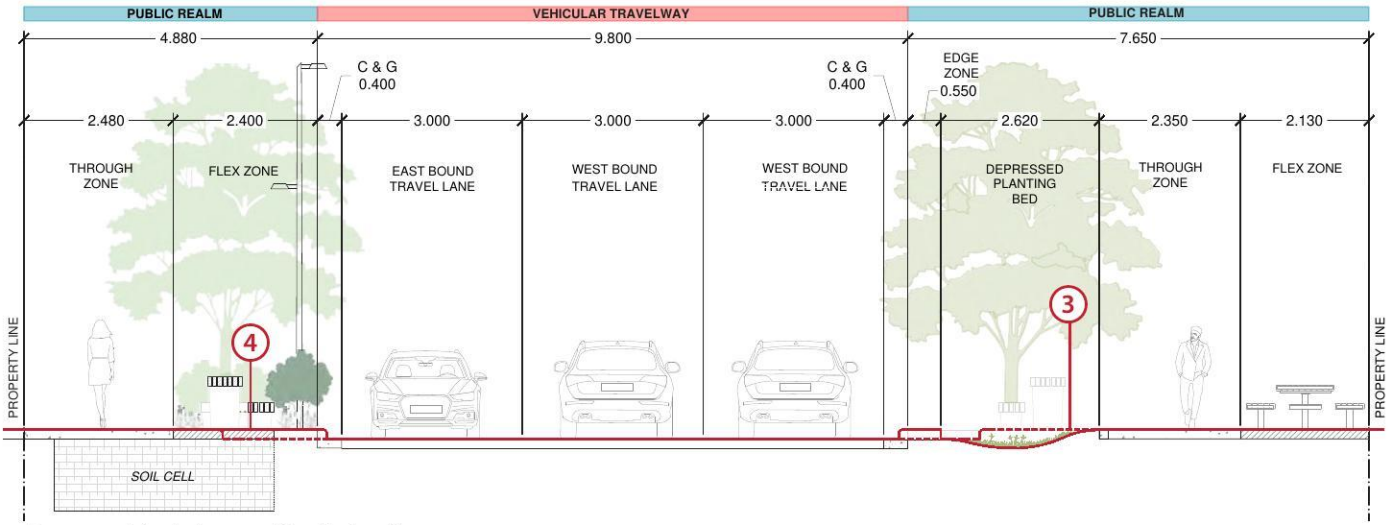
- Project Boundary
- P Surface Parking
- P On-Street Parking
- Driveway Entrance/Exit
- Bus Stop
- Public Art & Community-driven Placemaking Opportunities
- Bike Parking



10 Ave SW - Block 1 - 1:550

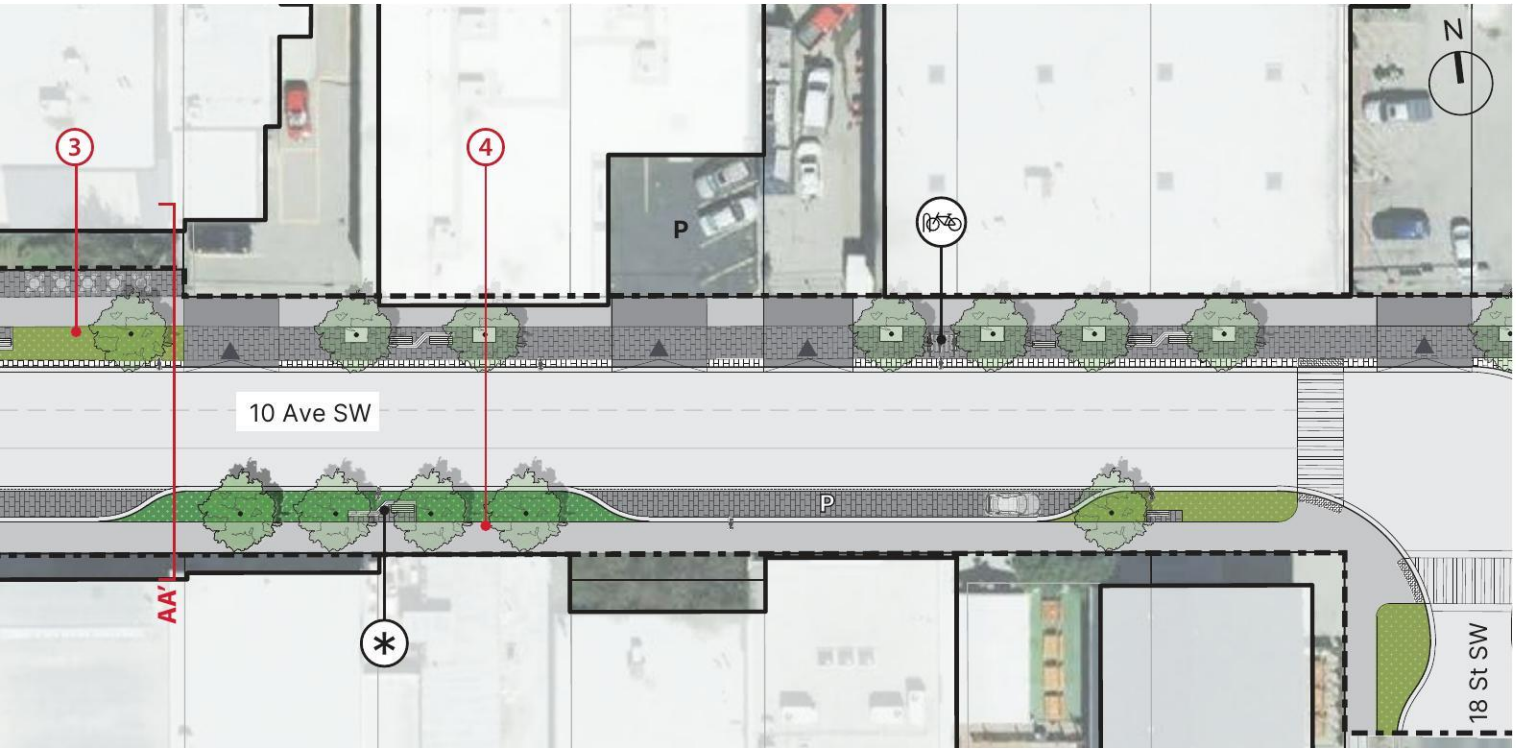


Existing



Proposed (existing profile dashed)

Cross-section A-A'



Block #2 - 18 St SW to 17 St SW

The existing streetscape between 18 St SW and 17 St SW features a vehicular oriented condition with narrow sidewalks and underused boulevards.

Transitioning east, the proposed roadway design narrows into a two-lane cross-section— one lane in each direction — freeing space to more than double the width of the north sidewalk, and introduce new corridor lighting. Together, these moves address findings of the Safe System Audit — a substandard walkway that forced pedestrians and wheelchair users into the travel lane, and a lighting gap at the 17 Street SW intersection.

Along this block:

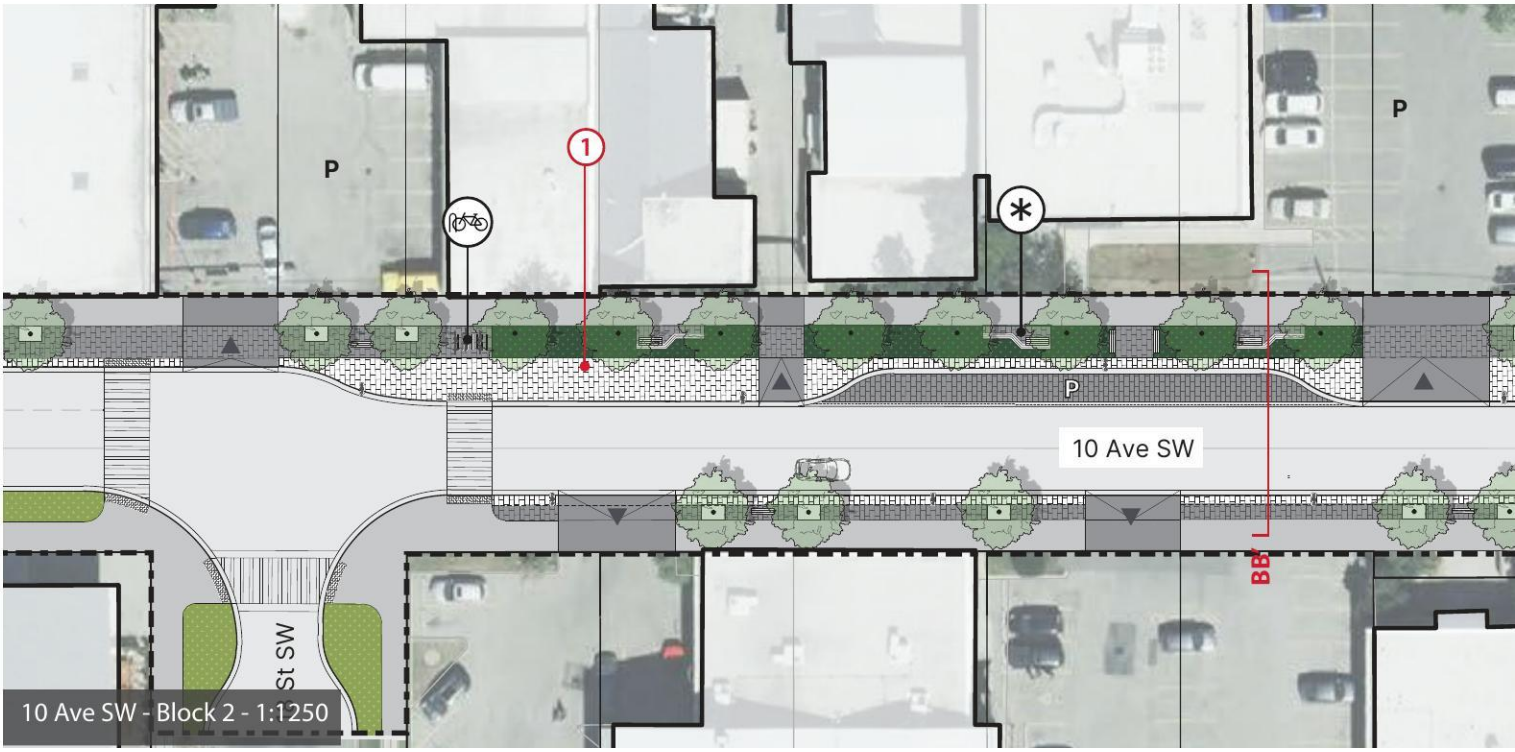
1. This consolidation expands the north public realm, creating vital spillover space in the sidewalk's Flex Zone which integrates parking and/or loading areas.
2. High visibility edge condition offers key opportunities for community-driven placemaking and public art.
3. The increased width accommodates regular street trees, lush planting beds, seating, and bike parking.
4. Approaching 17th Street SW, a deliberate block shift transitions the roadway north where a halfway raised streetscape creates an open, flexible, and 100% barrier-free public space that increases the flexibility for events and other programming.

KEY PLAN

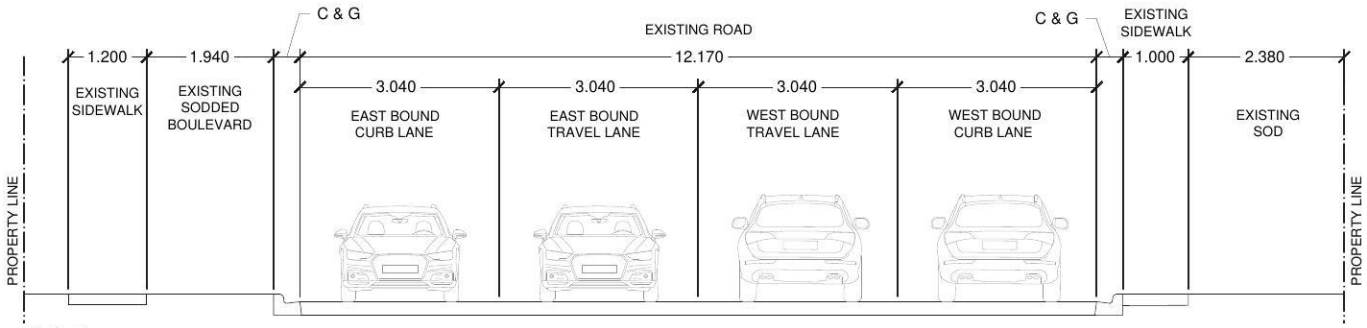


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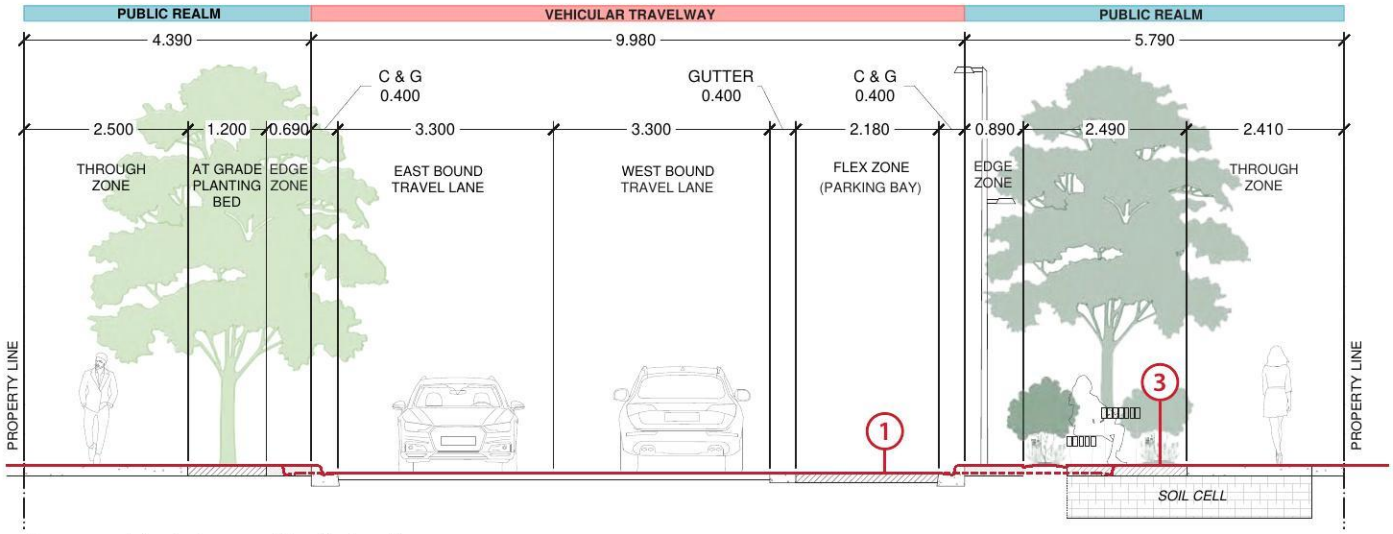
- Project Boundary
- P Surface Parking
- ℙ On-Street Parking
- ▲ Driveway Entrance/Exit
- Bus Stop
- Public Art & Community-driven Placemaking Opportunities
- Bike Parking



10 Ave SW - Block 2 - 1:1250

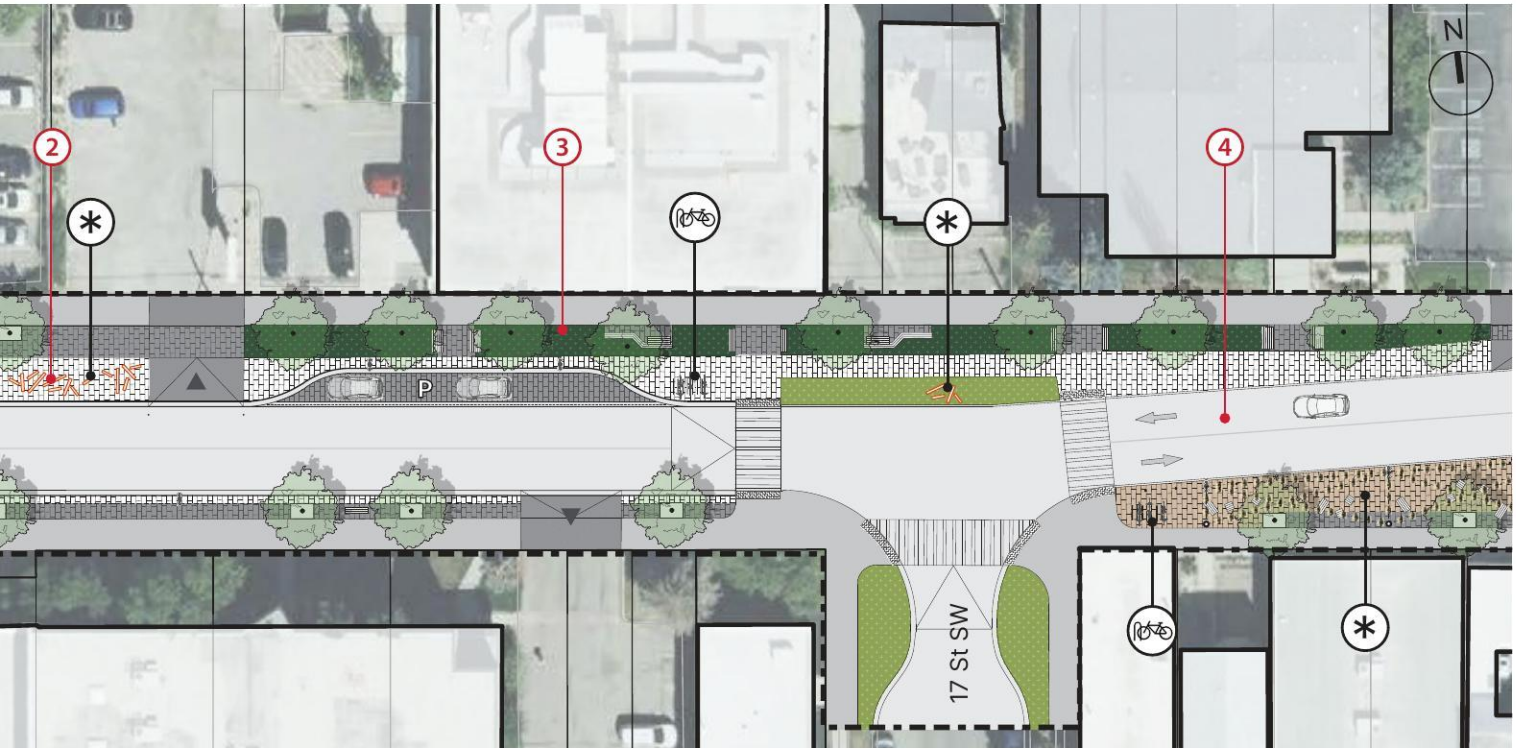


Existing



Proposed (existing profile dashed)

Cross-section B-B'



Block #3 - 17 St SW to 16 St SW

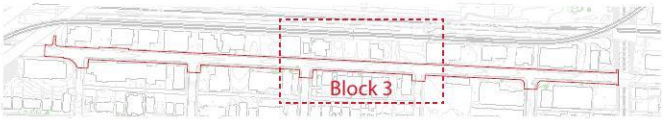
The existing sidewalk between 17 Street SW and 16 Street SW features a vehicular-oriented condition with underused boulevards.

The block-shift configuration curves the roadway north, calming traffic and opening a flexible zone at the heart of the corridor, while the south sidewalk expands well beyond the existing baseline to support patios, activation opportunities and hosting events along this block and into 15 Street SW.

Within this segment:

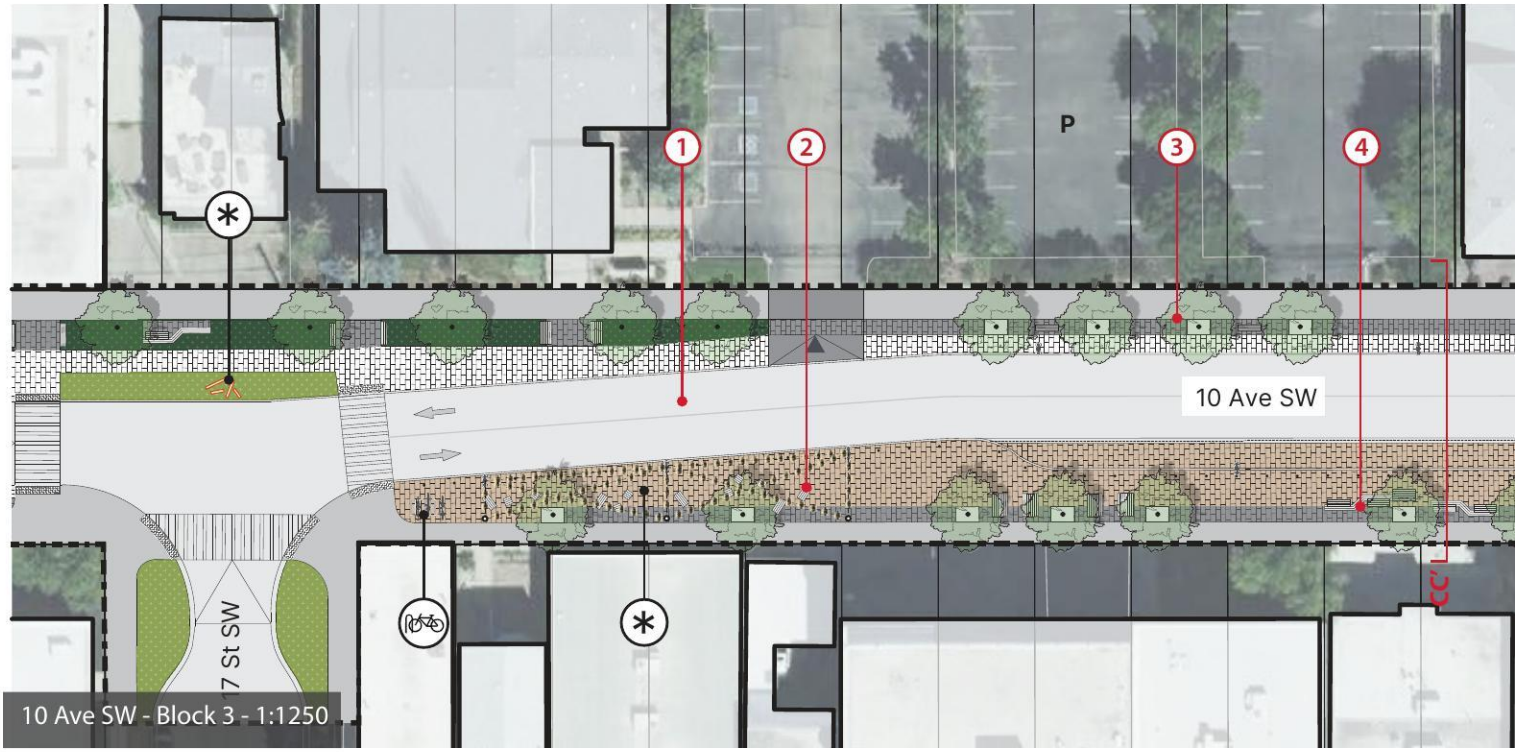
1. The unique block-shift configuration curves the roadway north, combining traffic calming measures to naturally encourage slower vehicular travel speeds.
2. The expanded zone introduces flexible site furnishings that accommodate a diverse range of everyday seating types, neighbourhood gathering nodes, and seasonal events.
3. While the north side remains narrower, it maintains an extended public realm complete with street trees and an enhanced canopy.
4. This alignment expands the public realm along the south side, providing generous sidewalk widths well beyond the existing baseline to support commercial activation, outdoor patios, and seasonal programming.

KEY PLAN

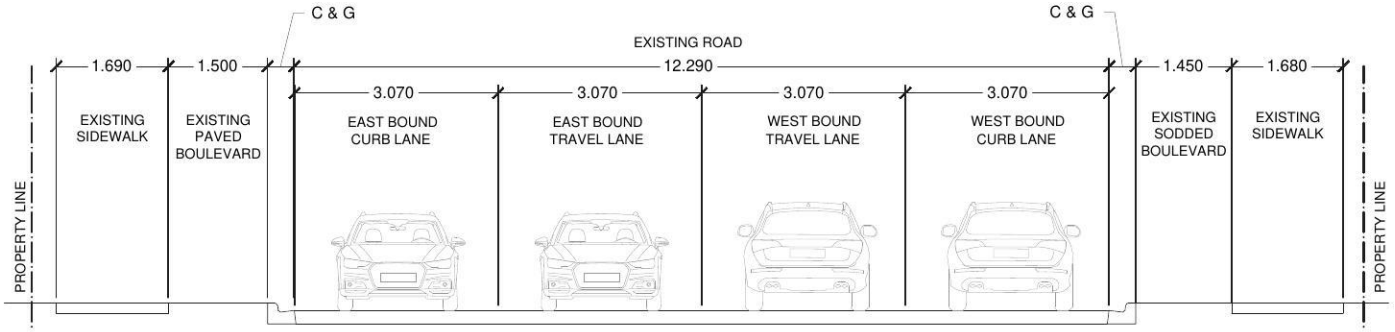


LEGEND

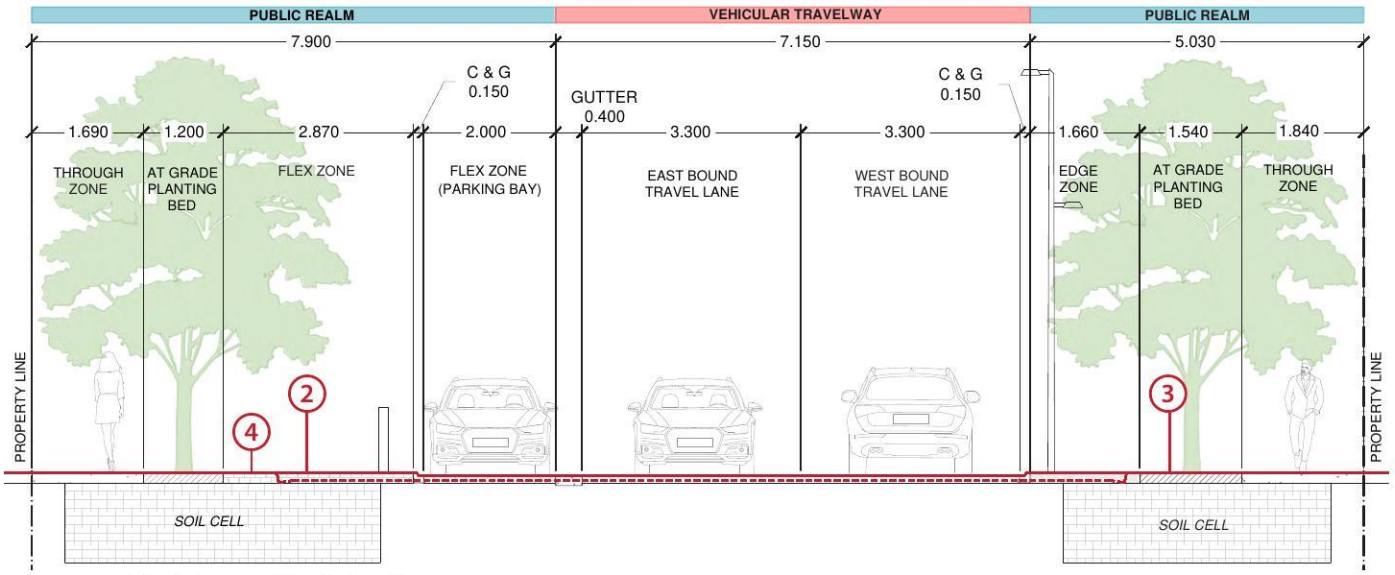
- Project Boundary
- P Surface Parking
- ℙ On-Street Parking
- ▲ Driveway Entrance/Exit
- Bus Stop
- Public Art & Community-driven Placemaking Opportunities
- Bike Parking



10 Ave SW - Block 3 - 1:1250

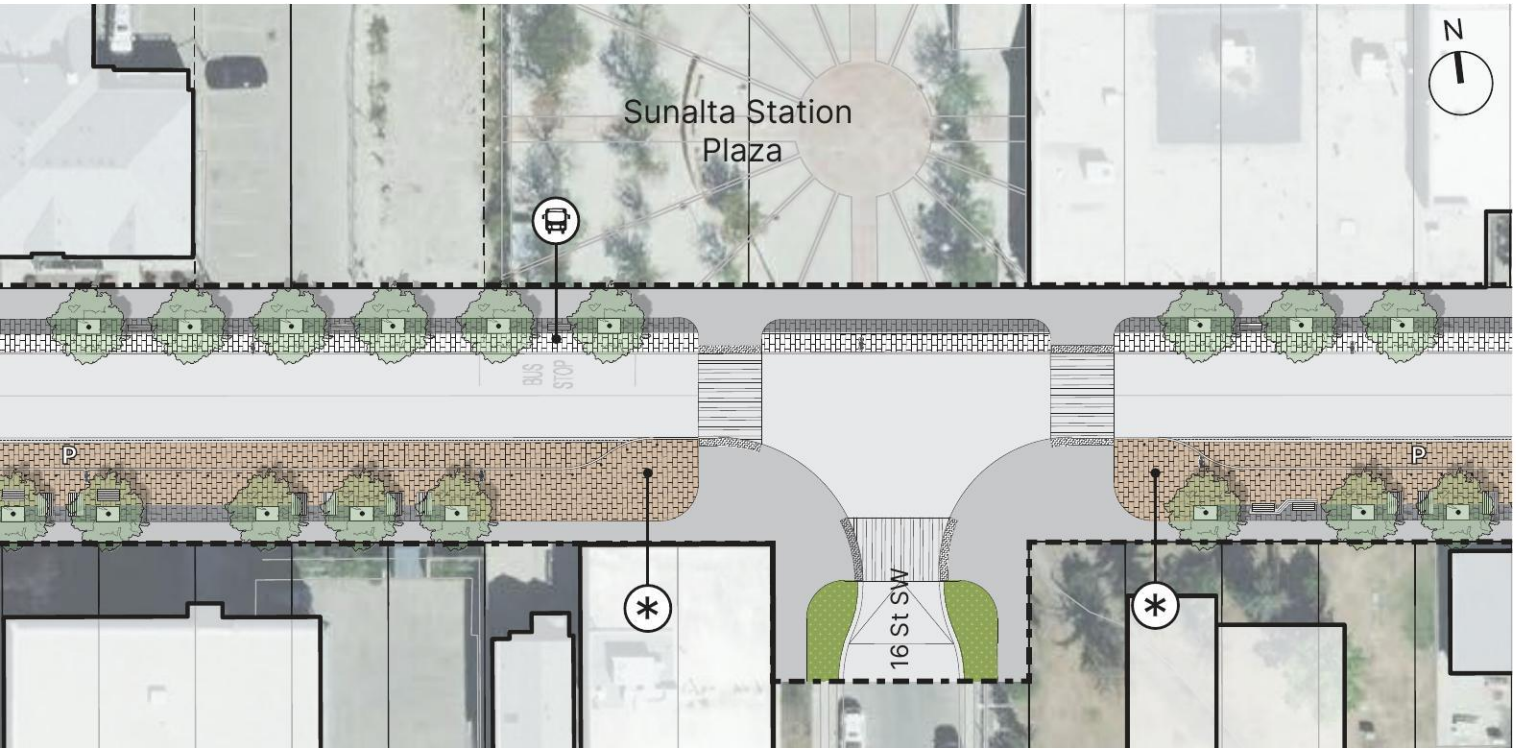


Existing



Proposed (existing profile dashed)

Cross-section C-C'



Block #4 - 16 St SW to 15 St SW

Positioned at the neighbourhood's core, this block interfaces directly with the Sunalta Community Hall, the LRT, Sunalta Park, and The Hub facility. The existing conditions between 16 Street SW and 15 Street SW feature a high amount of driveways and wider sidewalks closer to the LRT Station.

The block-shift configuration realigns the travel lanes north, widening the sidewalk to achieve enough width to create more space and increase the potential for placemaking and hosting seasonal events along this block and into 17 Street SW.

Along this segment:

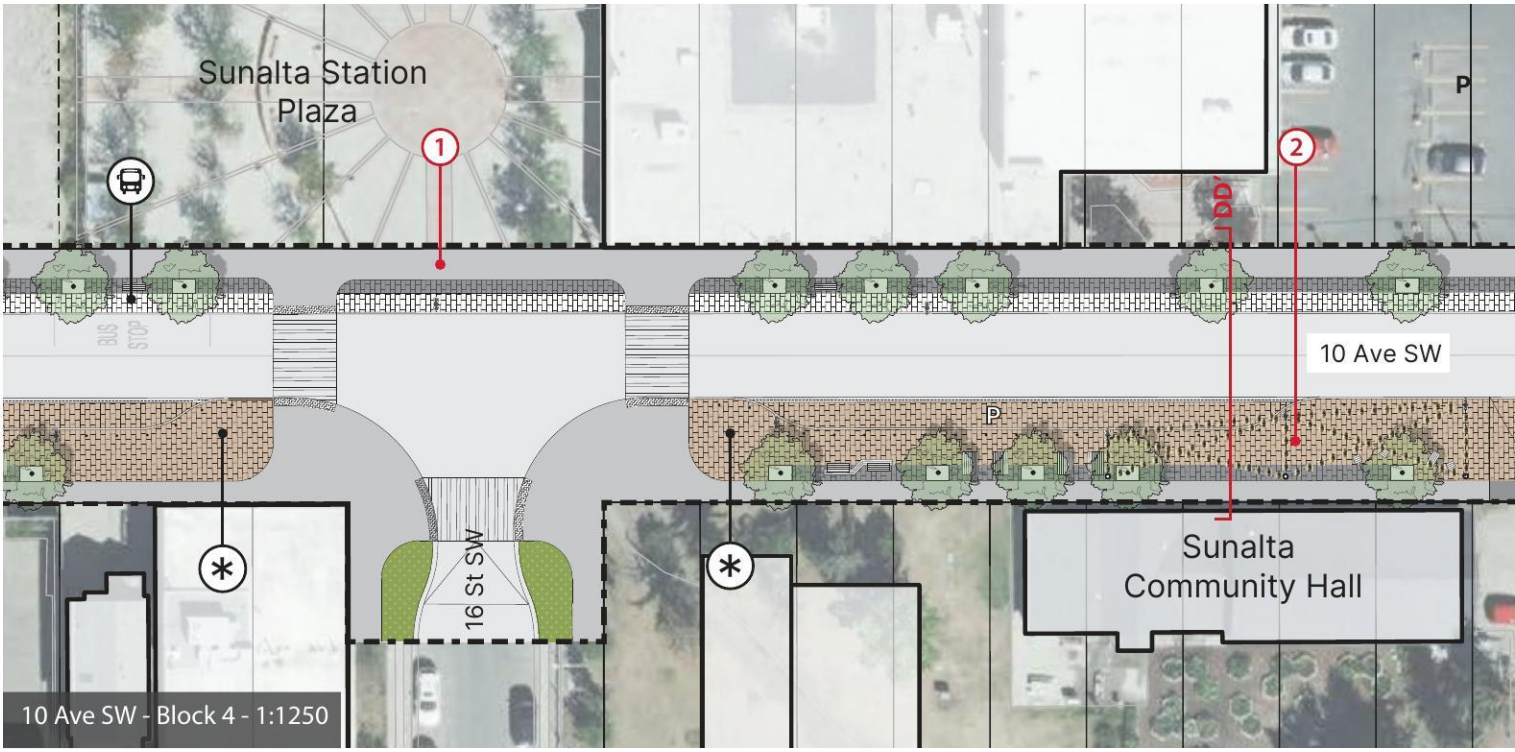
1. This high-foot-traffic node anchors community activation, supported by nearby custodians and the Sunalta Station Plaza to the north. The streetscape becomes an extension of the plaza.
2. The expanded public realm offers significant area to enhance seasonal programming, markets, and community-led events.
3. Moving east, the block-shift configuration realigns the travel lanes south. The segment finishes at 15 Street SW with a raised intersection that creates a universally accessible interface to physically slow traffic and enforce pedestrian safety.

KEY PLAN

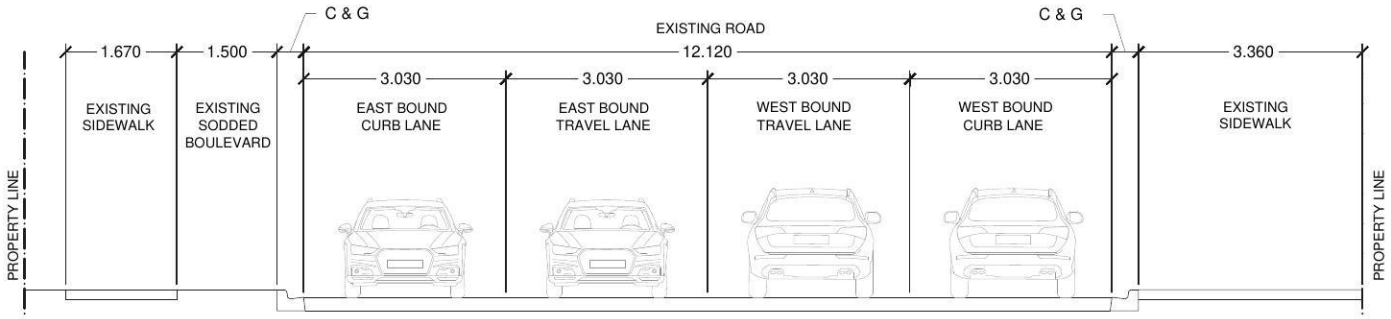


LEGEND

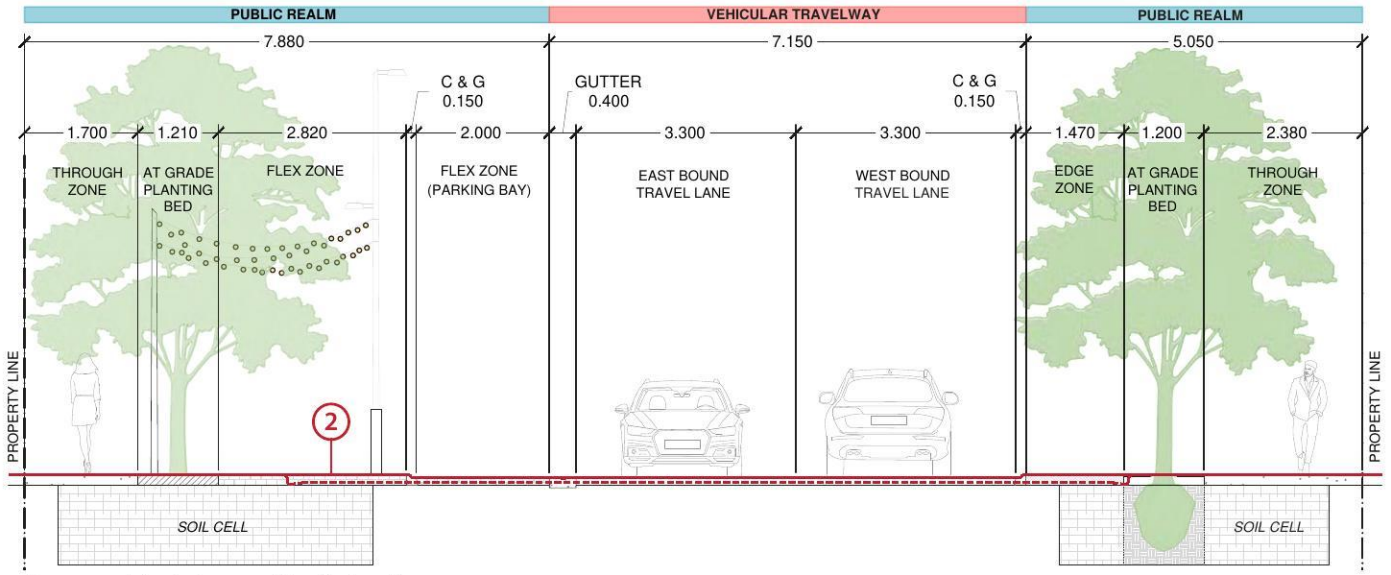
- Project Boundary
- P Surface Parking
- P On-Street Parking
- Driveway Entrance/Exit
- Bus Stop
- Public Art & Community-driven Placemaking Opportunities
- Bike Parking



10 Ave SW - Block 4 - 1:1250

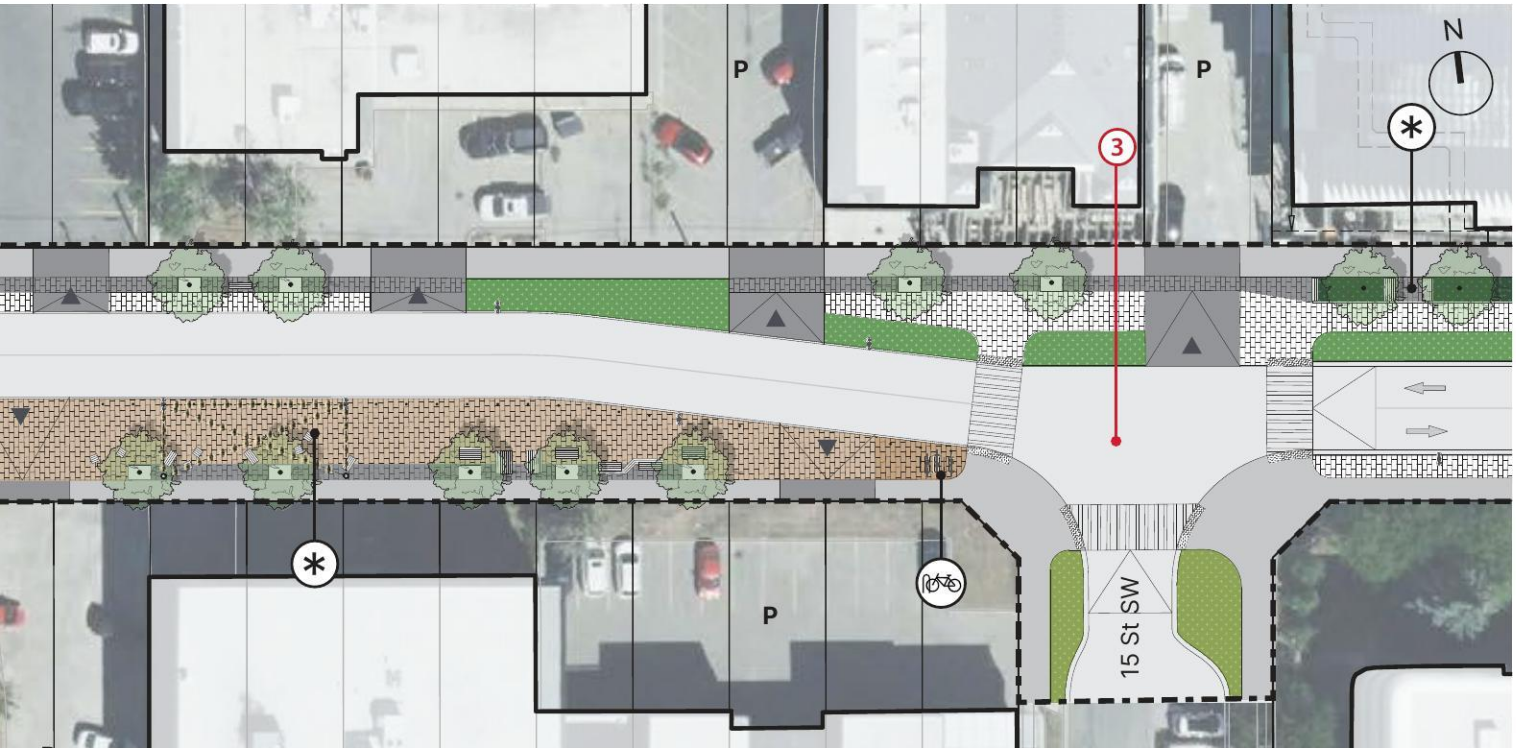


Existing



Proposed (existing profile dashed)

Cross-section D-D'



Block #5 - 15 St SW to 14 St SW

The existing streetscape between 15 St SW and 14 St SW features an uneasy pedestrian conditions on both sides with no buffer to the road.

Curb extensions and the raised crossing at 15 Street SW respond directly to the Safe System Audit, improving driver yielding and pedestrian visibility at a crossing the audit identified as a priority.

In this segment:

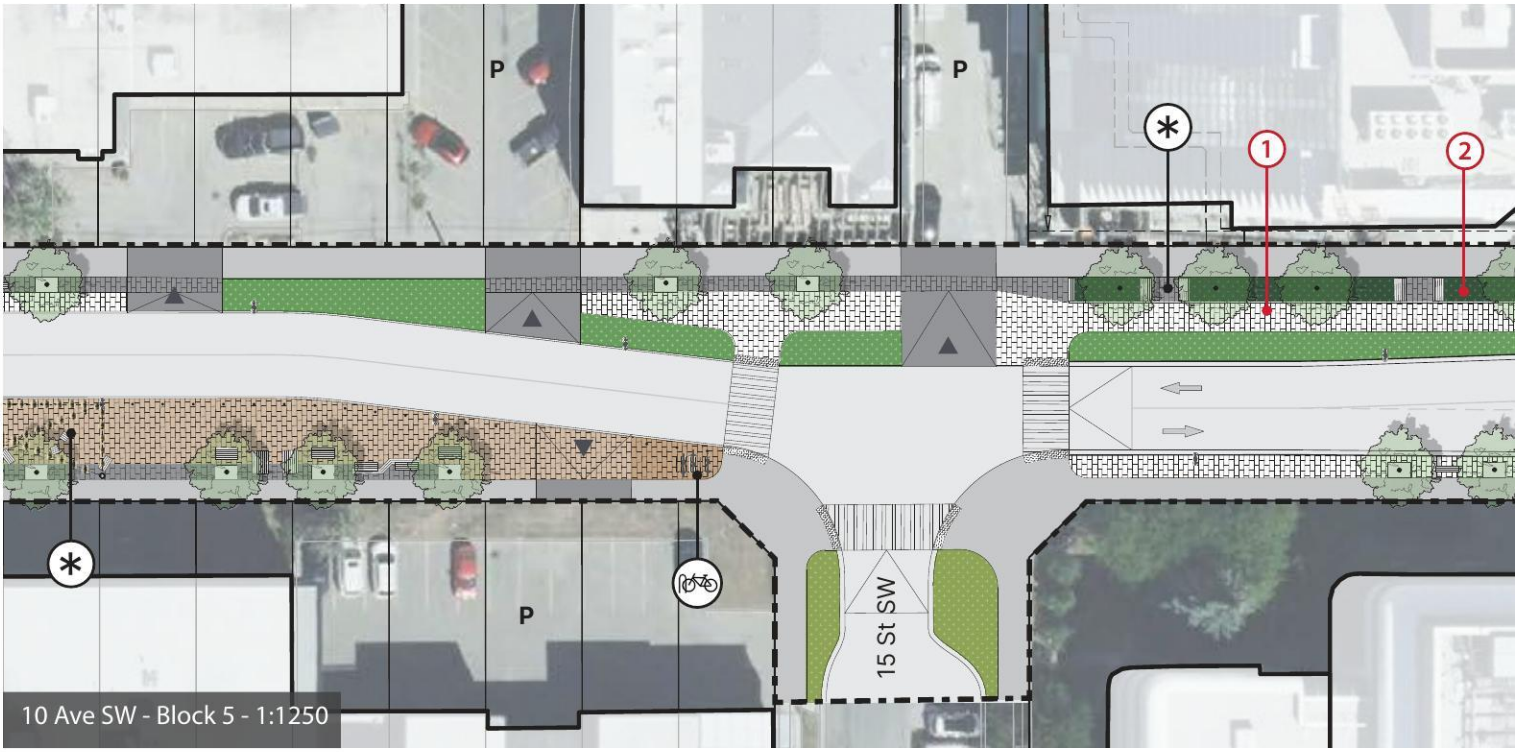
1. While the reconfigured north side naturally tapers to accommodate the transitioning travel lanes, the optimized curb realignment still secures valuable public realm depth as it approaches 15 Street SW.
2. This gained width yields expanded areas to transform grass strips into multi-layered planting beds.
3. The proposed eastbound travel lanes transition to ensure continuity across the 14 Street SW intersection.
4. Reflecting community-identified feedback for distinct entrance thresholds, this block integrates a high-visibility eastern gateway feature.
5. Grades drop significantly near the 14 Street SW intersection, particularly on the north side. Despite the limited sidewalk space, additional stormwater management opportunities could be explored along this edge to help reduce the volume of stormwater flowing into the 14 Street SW underpass.

KEY PLAN

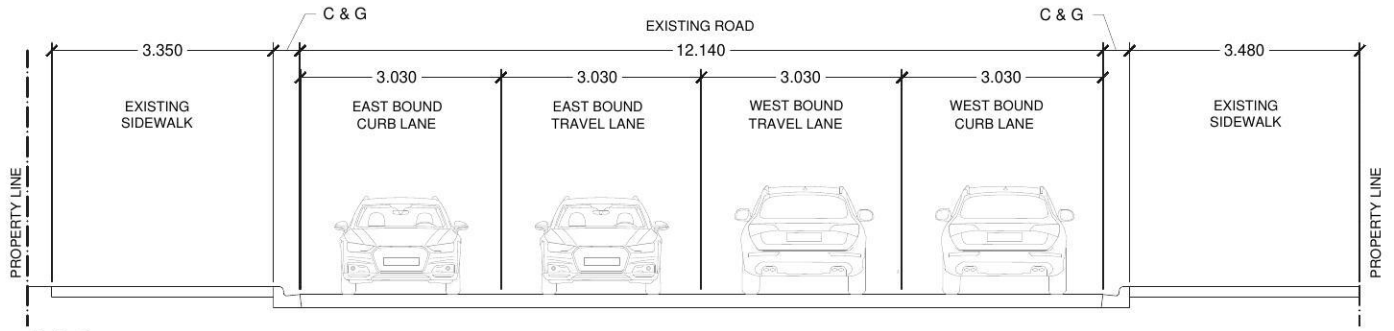


LEGEND

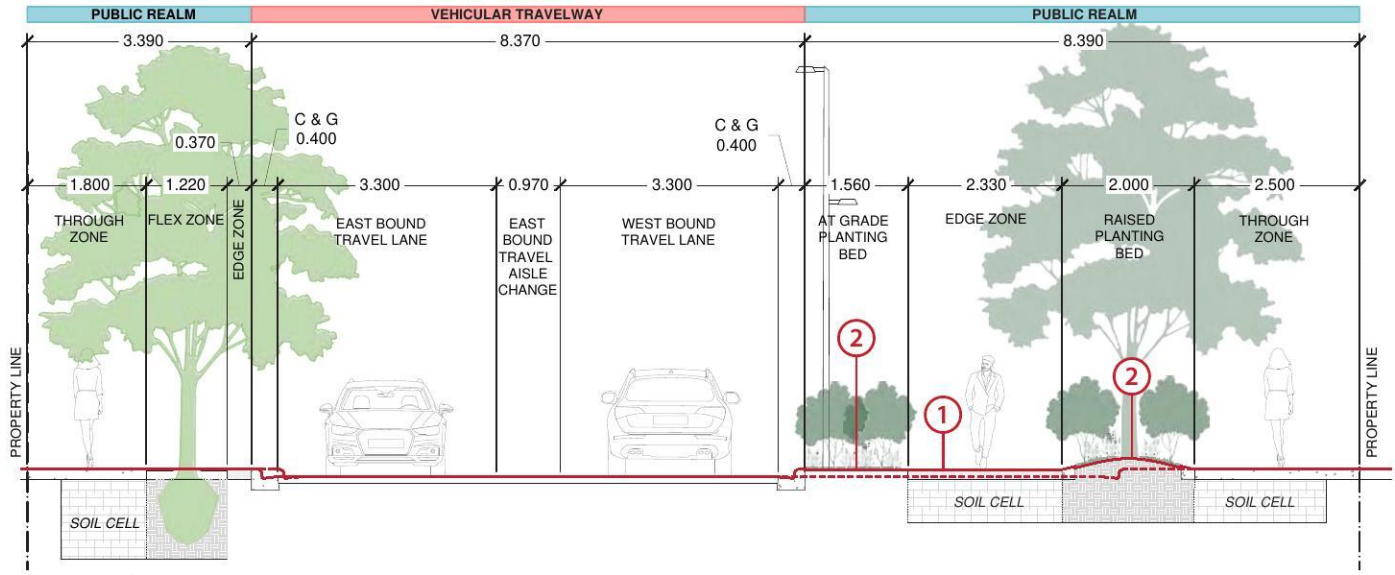
- Project Boundary
- P Surface Parking
- ℙ On-Street Parking
- ▲ Driveway Entrance/Exit
- Bus Stop
- Public Art & Community-driven Placemaking Opportunities
- Bike Parking



10 Ave SW - Block 5 - 1:1250

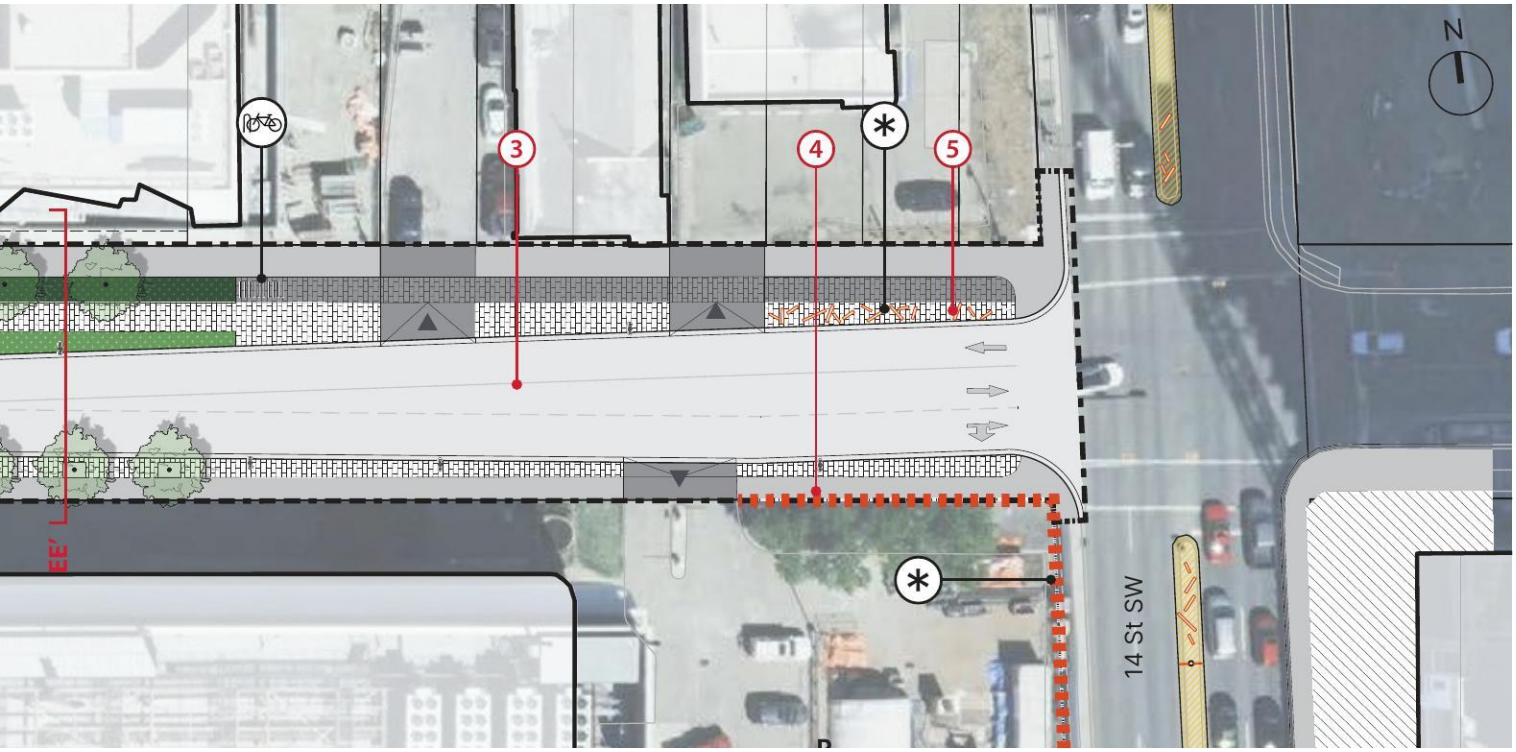


Existing



Proposed

Cross-section E-E'





Seasonal flexibility along the block shift, between 16 Street SW and 15 Street SW



Design moves

1. Street trees are aligned along the Flex Zone to clearly delineate the different areas.
2. Catenary lighting frames certain spaces for year-round use, and promotes a safer street for pedestrians.
3. The Sunalta LRT Station Plaza allows for additional event space, if needed, on the north side of the street.
4. The expanded public realm offers significant area for permanent or seasonal communal activities.



Placemaking opportunities along the block shift, between 16 Street SW and 15 Street SW



Design moves

1. The travelway is halfway raised to allow for more flexibility in the uses of the entire right of way along the block shift, and for improved accessibility when crossing the road. Parking bays are paved similarly to the sidewalk to visually integrate it as a usable extension of the public realm.
2. This area allows for various placemaking opportunities for day-to-day uses and seasonal programming.
3. The expanded public realm benefits from having the larger areas adjacent to important community custodians, such as the Sunalta Community Hall and The Hub.



Roadway realignment,
between 15 Street SW and 14 Street SW



Design moves

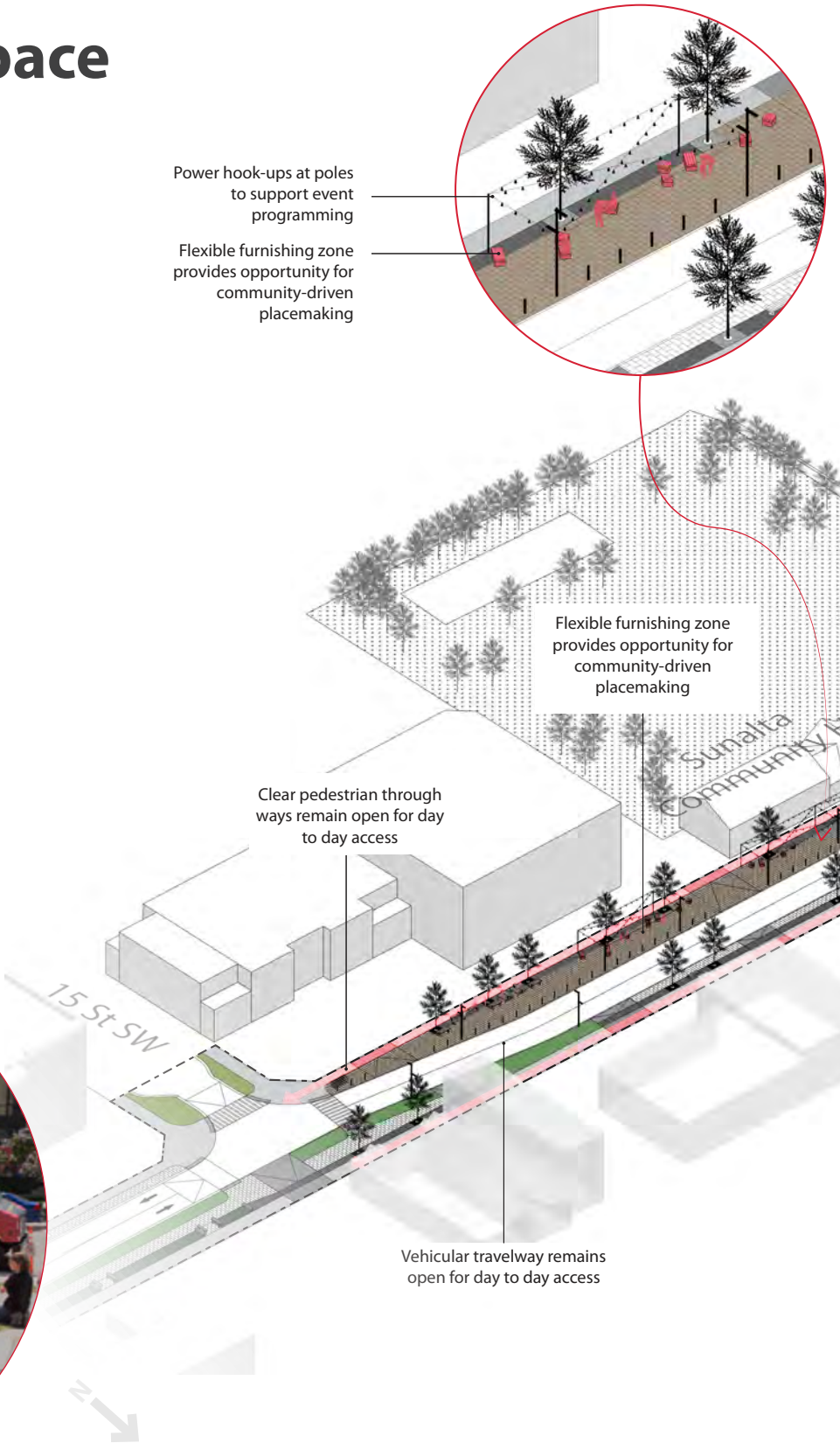
1. The width of the north side tapers as it approaches the block shift, with the edge zone adjusting its geometry to maintain a continuous through zone.
2. Driveways are maintained where required, and integrated into the design of the space to maintain consistency in the surface treatment.
3. The unique block-shift configuration curves the roadway north, combining traffic calming measures to naturally encourage slower vehicular travel speeds.

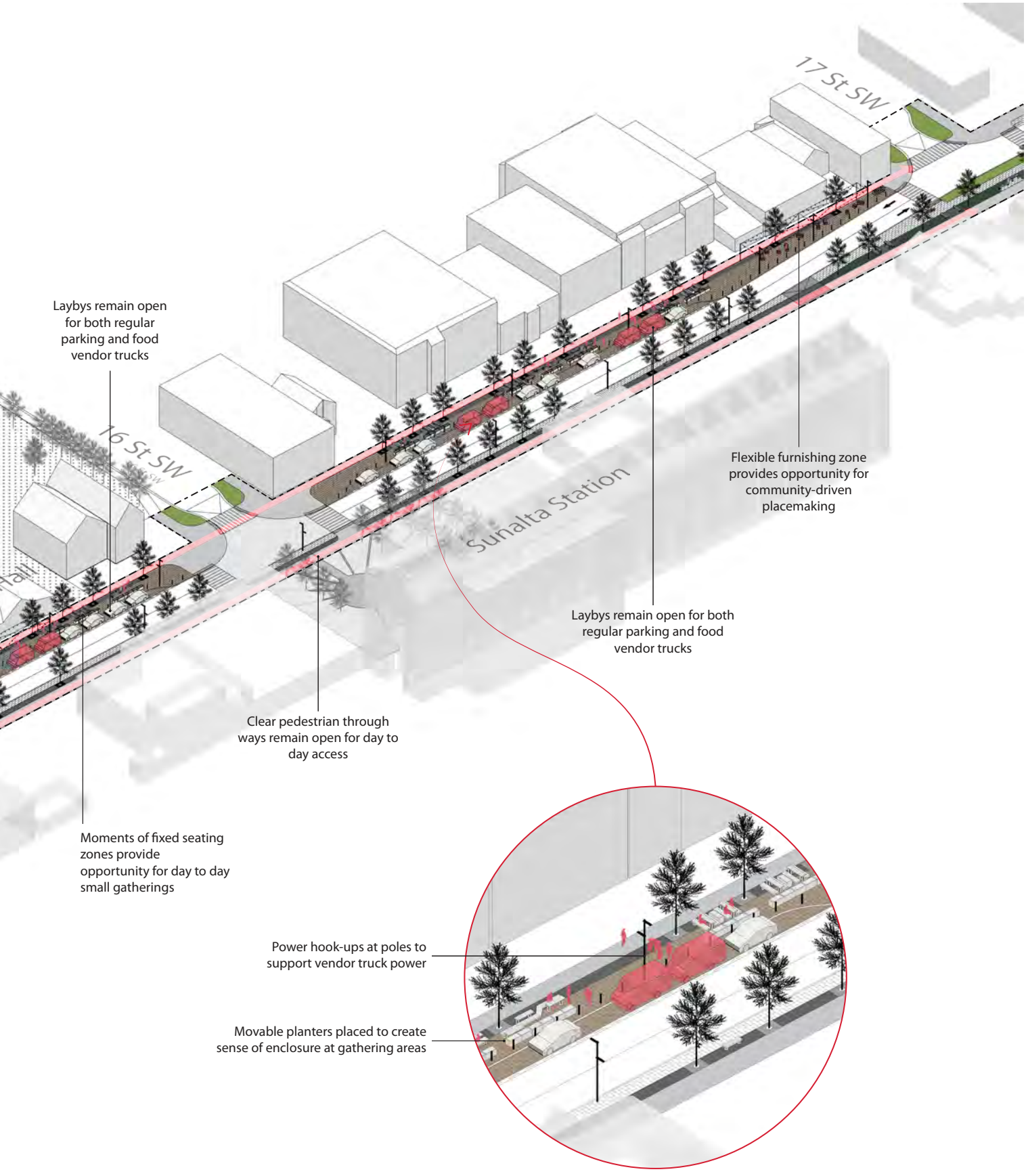
4.3 Adaptable Space

Scenario — 1 Day-to-Day

In day-to-day conditions, the block shift functions with unrestricted pedestrian throughways, vehicular travel lanes, and layby parking. The expanded Flex Zone that is unique to this configuration introduces accessible break points with comfortable seating, reconfiguring the corridor to provide informal gathering spaces that counter local isolation. Layby spaces, along with integrated power hook-ups, support vendor truck operations and function as multi-functional, adaptive infrastructure that minimizes traditional parking loss by serving as short-term parking during off-peak periods.



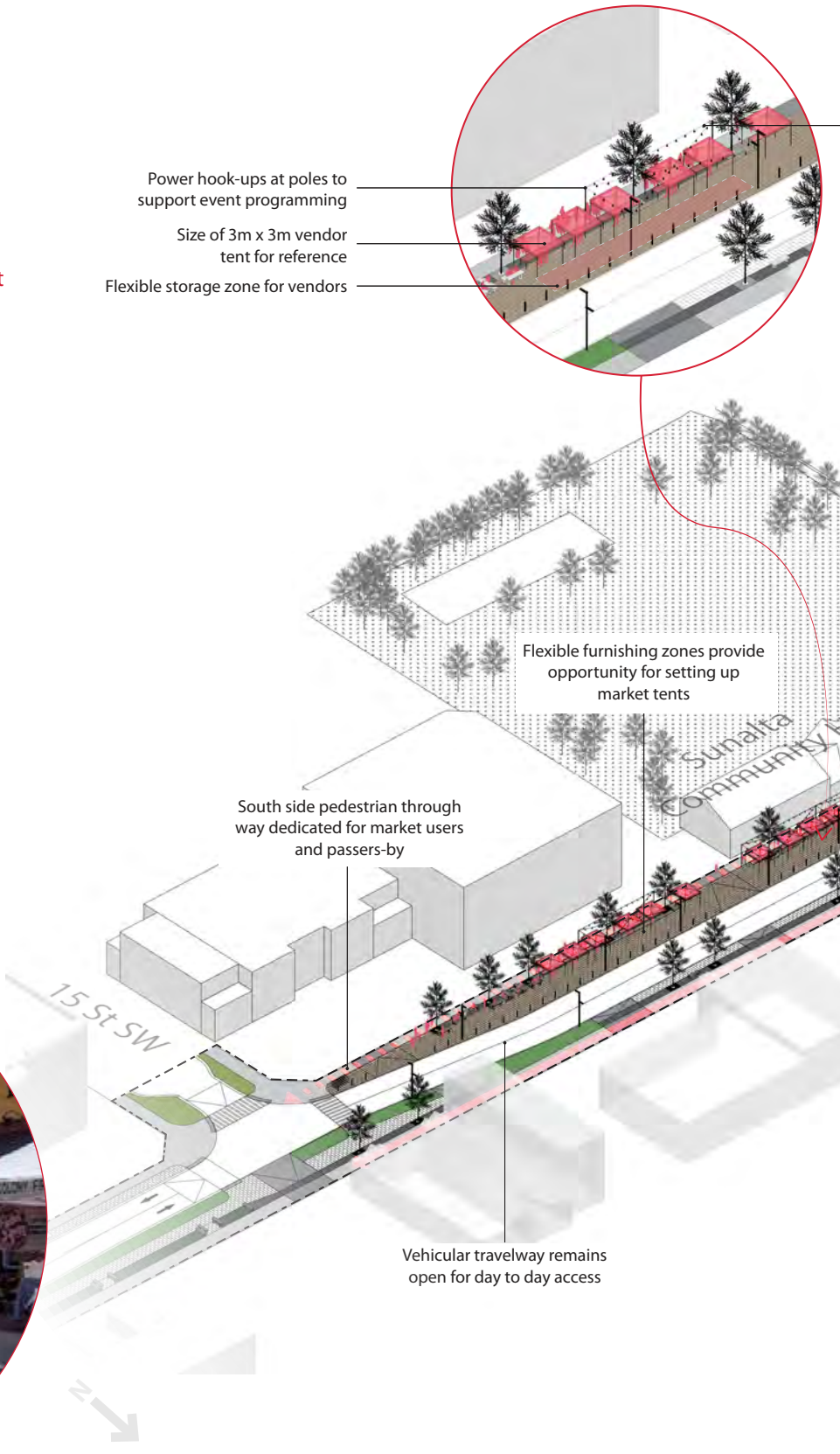


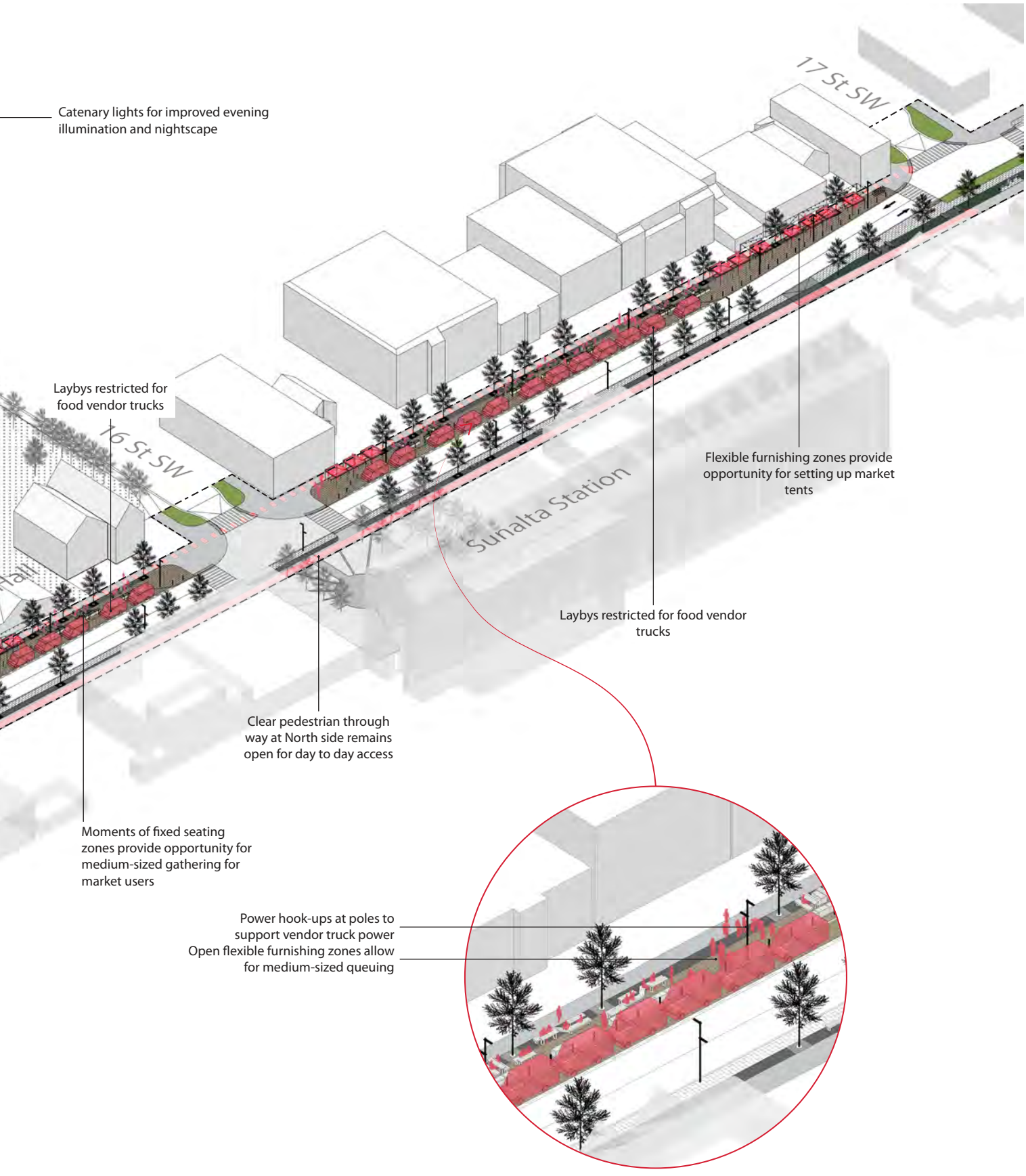

17 St SW
16 St SW
Sunalta Station
Laybys remain open for both regular parking and food vendor trucks
Flexible furnishing zone provides opportunity for community-driven placemaking
Laybys remain open for both regular parking and food vendor trucks
Clear pedestrian through ways remain open for day to day access
Moments of fixed seating zones provide opportunity for day to day small gatherings
Power hook-ups at poles to support vendor truck power
Movable planters placed to create sense of enclosure at gathering areas

Scenario 2 — Pop-up Market

In a pop-up market condition, the block shift retains an unrestricted pedestrian throughway along the north side, alongside active vehicular travel lanes. The south side pedestrian throughway is designated primarily for market users, while the expanded sidewalk zones support commercial activation and seasonal vendor programming. The Flex Zone is fully activated to support market tents, staging areas, and gathering spaces, utilizing integrated utility and power hook-ups to host diverse local business uses.

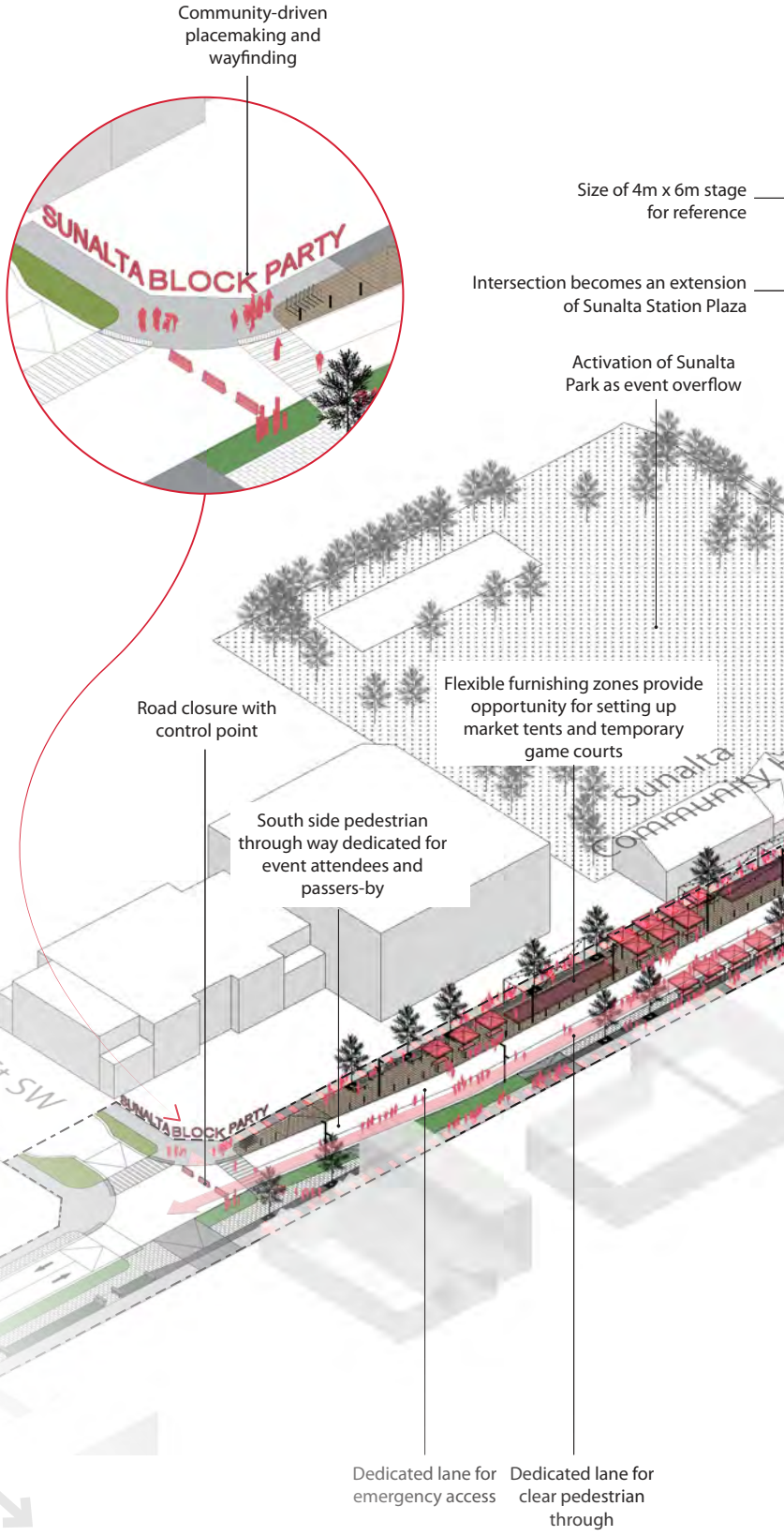




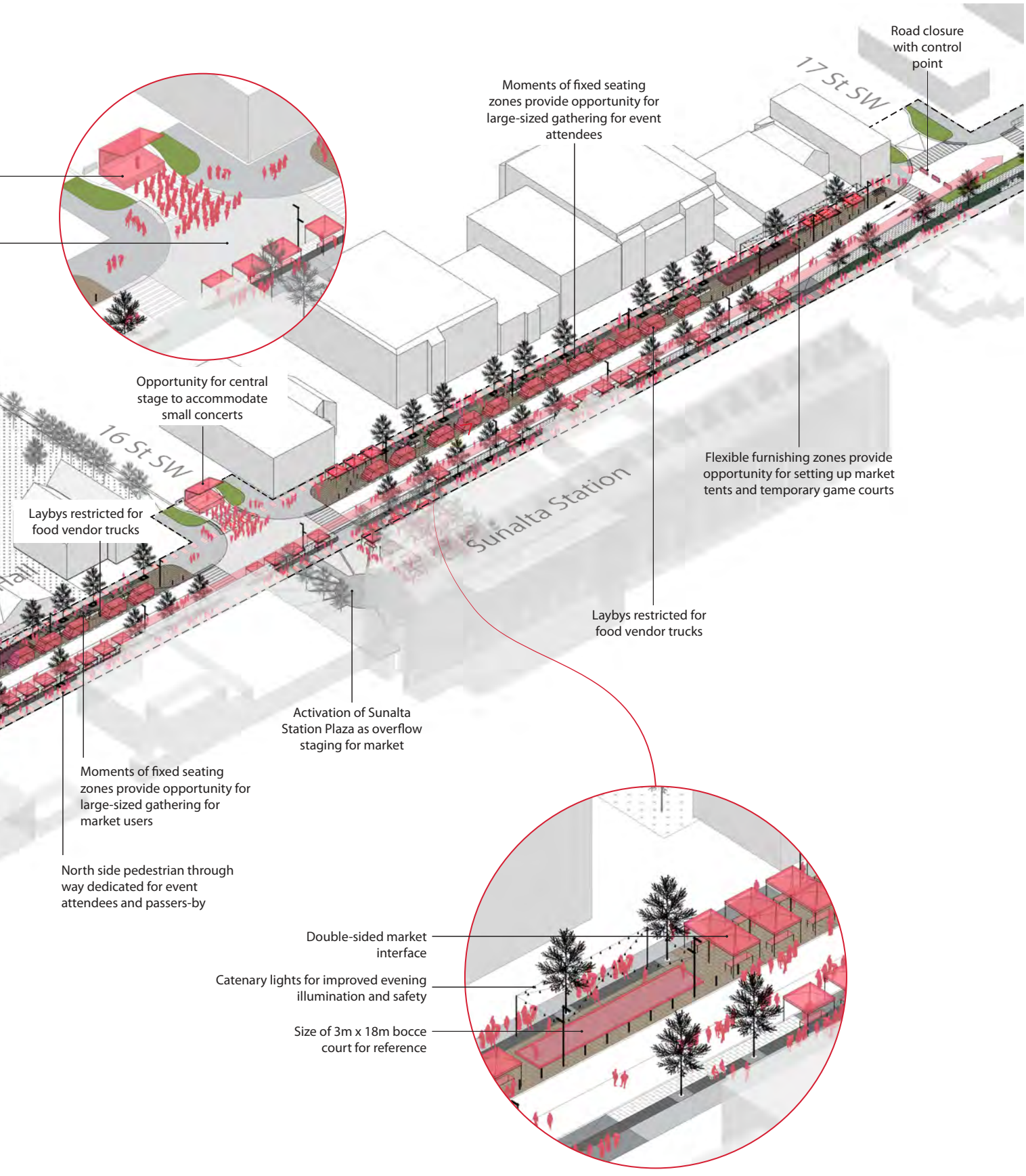

Catenary lights for improved evening illumination and nightscape
17 St SW
Laybys restricted for food vendor trucks
16 St SW
Sunalta Station
Flexible furnishing zones provide opportunity for setting up market tents
Laybys restricted for food vendor trucks
Clear pedestrian through way at North side remains open for day to day access
Moments of fixed seating zones provide opportunity for medium-sized gathering for market users
Power hook-ups at poles to support vendor truck power
Open flexible furnishing zones allow for medium-sized queuing

Scenario 3 — Block Event

In the block event scenario, the segment between 17 Street SW and 15 Street SW is fully open to accommodate larger-capacity pedestrian circulation. Both the north and south pedestrian throughways are dedicated to market users, while the roadway is halfway raised to sidewalk level to establish a 100% barrier-free, universally accessible central promenade for pedestrians. This temporary closure treats the street as an active neighbourhood backyard with multiple opportunities for engagement and connection.



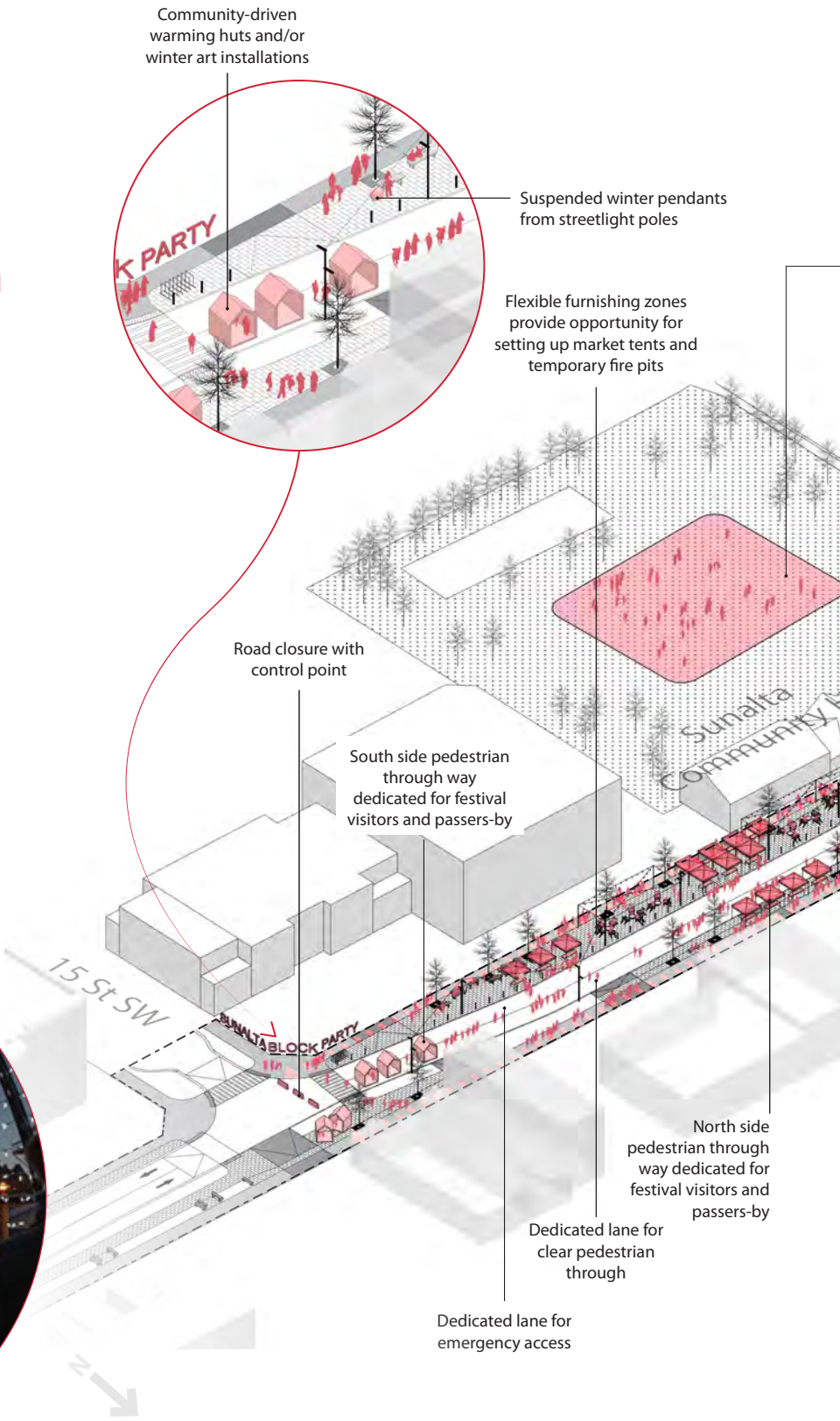


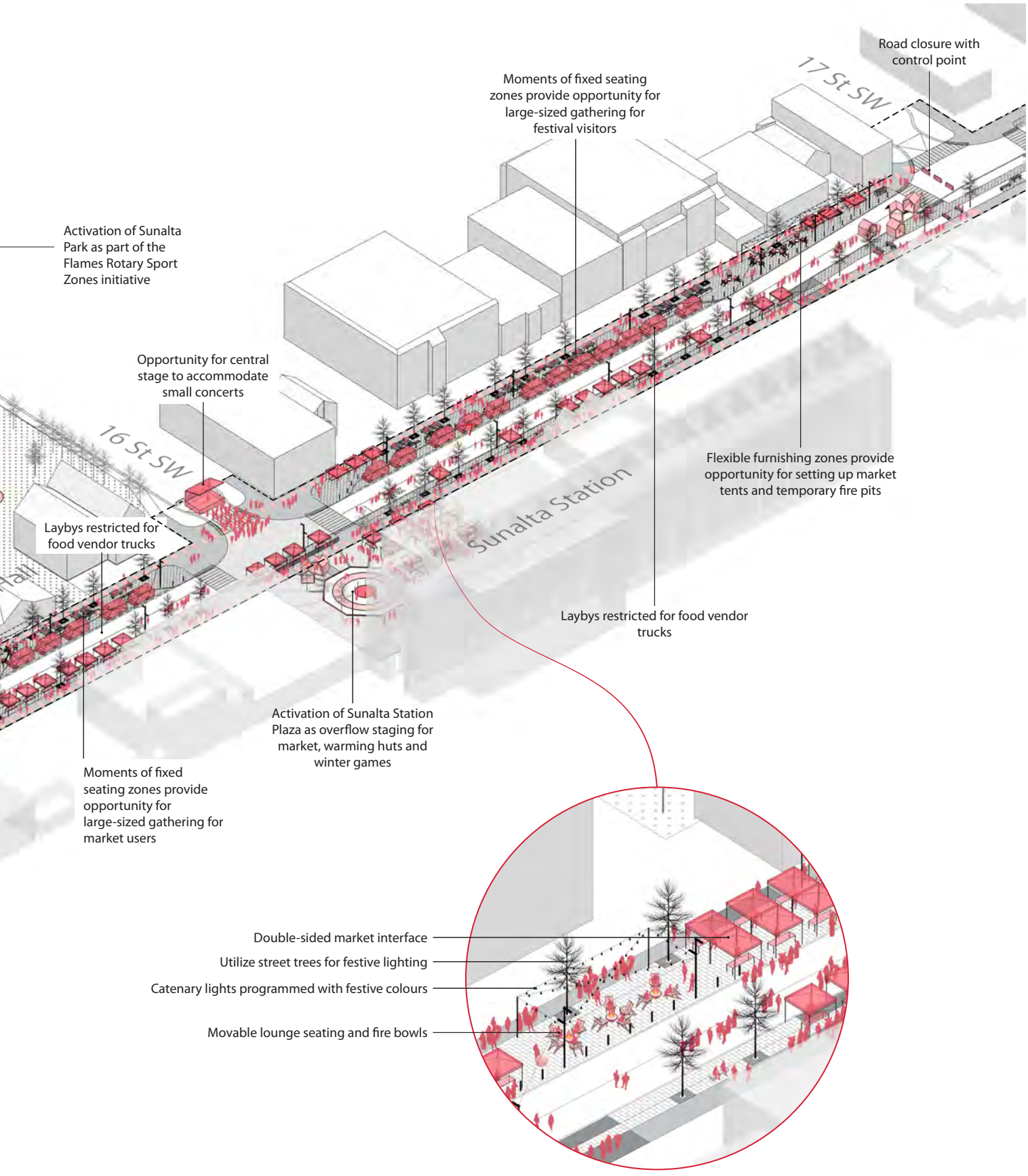

Road closure with control point
17 St SW
Moments of fixed seating zones provide opportunity for large-sized gathering for event attendees
Opportunity for central stage to accommodate small concerts
16 St SW
Laybys restricted for food vendor trucks
Sunalta Station
Flexible furnishing zones provide opportunity for setting up market tents and temporary game courts
Laybys restricted for food vendor trucks
Activation of Sunalta Station Plaza as overflow staging for market
Moments of fixed seating zones provide opportunity for large-sized gathering for market users
North side pedestrian through way dedicated for event attendees and passers-by
Double-sided market interface
Catenary lights for improved evening illumination and safety
Size of 3m x 18m bocce court for reference

Scenario 4 — Winter Festival

In the winter festival scenario, the block shift operates fully open between 17 Street SW and 15 Street SW for large-capacity pedestrian circulation. Pedestrian throughways are dedicated to market users, while the central thoroughfare hosts festive programming. Strategic winter programming elements—such as warming huts, outdoor patios, and fire pits—are clustered along the highly exposed north sidewalk to maximize winter solar exposure, mitigate wind, and optimize seasonal thermal comfort. This transforms the winter streetscape into an active, comfortable 'neighbourhood backyard' destination.






Road closure with control point
17 St SW
Moments of fixed seating zones provide opportunity for large-sized gathering for festival visitors
Activation of Sunalta Park as part of the Flames Rotary Sport Zones initiative
Opportunity for central stage to accommodate small concerts
16 St SW
Sunalta Station
Flexible furnishing zones provide opportunity for setting up market tents and temporary fire pits
Laybys restricted for food vendor trucks
Laybys restricted for food vendor trucks
Activation of Sunalta Station Plaza as overflow staging for market, warming huts and winter games
Moments of fixed seating zones provide opportunity for large-sized gathering for market users
Double-sided market interface
Utilize street trees for festive lighting
Catenary lights programmed with festive colours
Movable lounge seating and fire bowls



5. Design Elements



5.1 Materials

The 10th Avenue surface treatment plan outlines three primary zones in the public realm: Through (Sidewalk), Flex, and Edge.

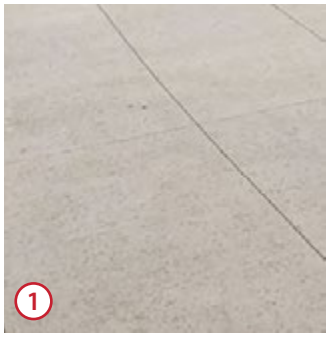
All zones will be universally accessible with the anticipated pedestrian traffic volumes being greatest in the Through Zone adjacent to private property and lowest in the Flex Zone adjacent to the vehicular traffic, reinforcing a barrier-free streetscape interface.

Appropriate joint details will be applied to each transition between different materials to ensure a smooth surface across the public realm, establishing a high-quality unified treatment to balance functionality and character. The final material selections will be resistant to de-icing salts, have a textured non-slip finish, and supportive of snow removal operations.

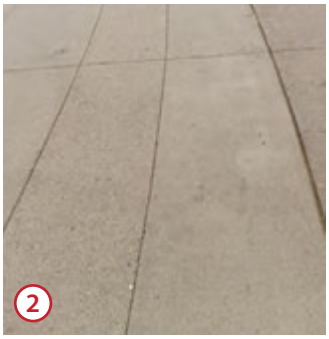
LEGEND

Project Boundary

Marked Pedestrian Crossing



Through Zone Type 1



Through Zone Type 2



Flex Zone Type 1



Edge Zone

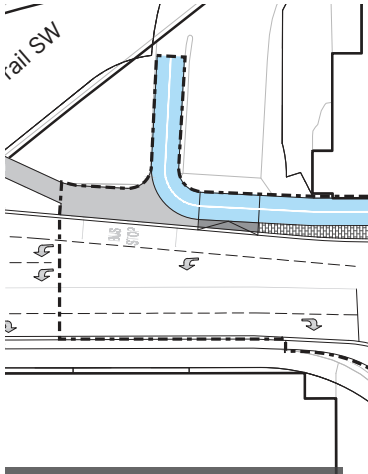


Flex Zone Type 2

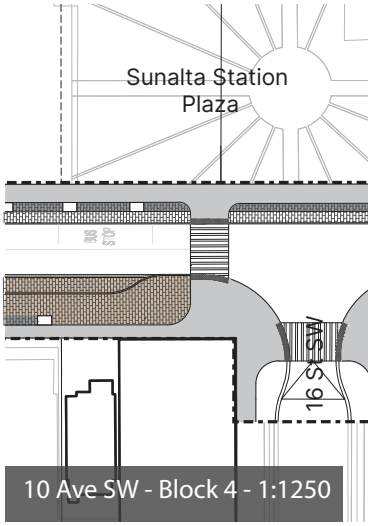


Delineated Asphalt

Custom paving similar to Flex Zone Type 1, as part of the Gateway District/Bridgeland Main Street project



10 Ave SW - Block 1 - 1:1250

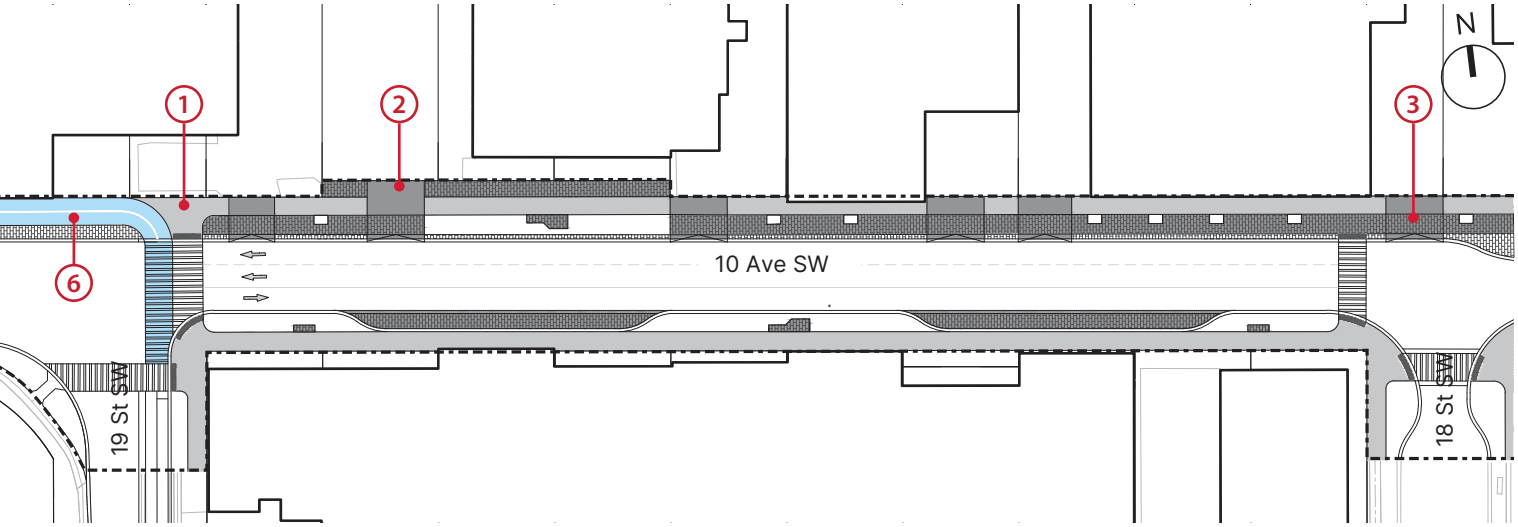


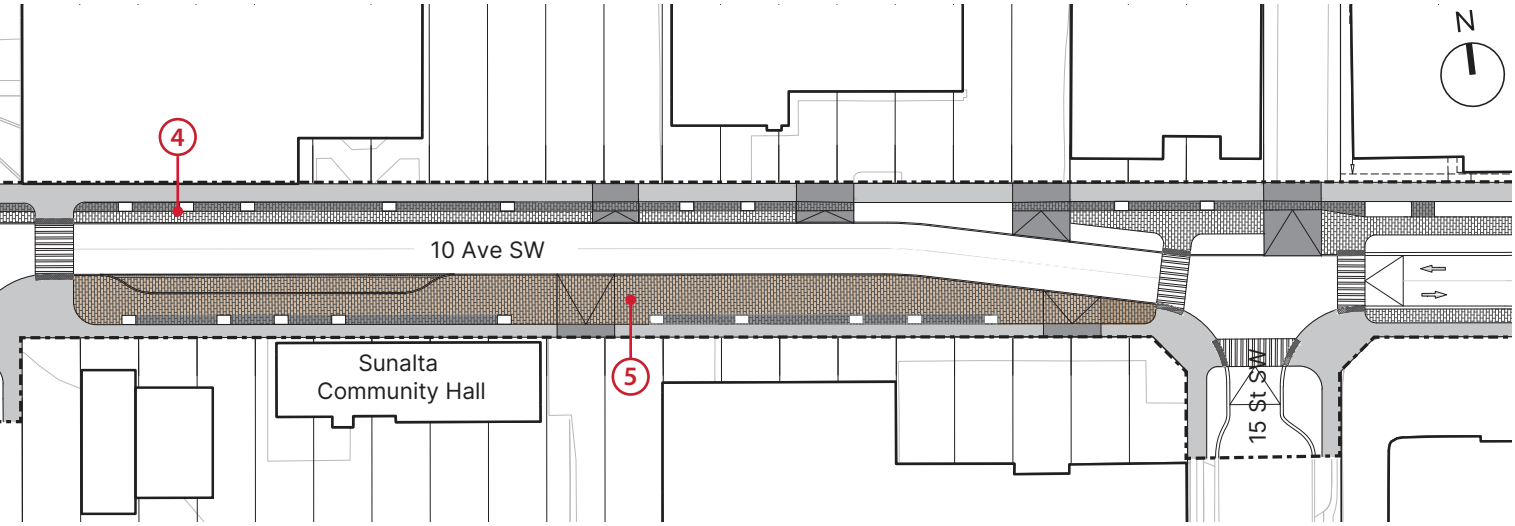
10 Ave SW - Block 4 - 1:1250

KEY PLAN


Block 1
Block 4




1
2
3
6
10 Ave SW
19 St SW
18 St SW
N


4
10 Ave SW
Sunalta
Community Hall
5
15 St SW
N

5.2 Furnishings

Careful selection and positioning of site furniture will provide frequent opportunities for respite along 10th Avenue. The proposed seating typologies include Rest, Socialize, and Activate, which are strategically deployed to increase the amount of seating areas per linear kilometre. Benches will be implemented throughout the Flex Zone, offering accessible break points for pedestrians, while High-Top Tables and Chair Sets will complement regular seating for larger gathering nodes at strategic locations within the block shift to encourage informal gathering and counter local isolation. There will also be opportunity for custom furniture within the block shift, treating the streetscape as a physical platform for community expression.

Custom Litter and Recycling Receptacles and Bike Racks (see detailed Block Plans for exact locations) will be positioned regularly to support cycling and wheeling while maximizing intuitive, safe active transportation connections.

Seating Typology 1 - Rest







Seating Typology 2 - Socialize





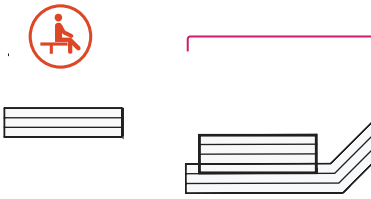
Seating Typology 3 - Activate

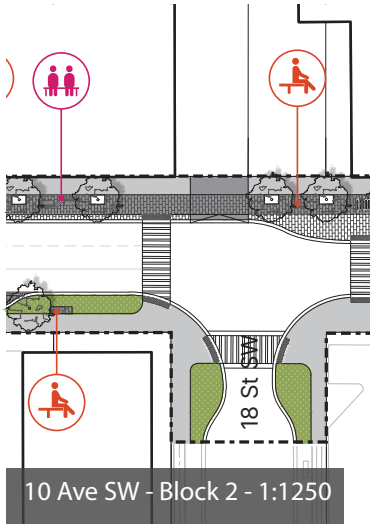




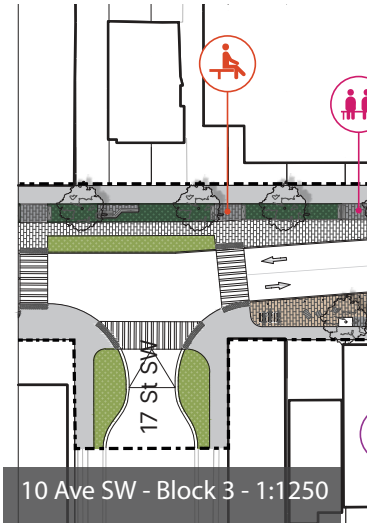
LEGEND

Project Boundary



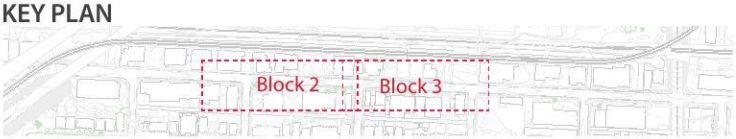


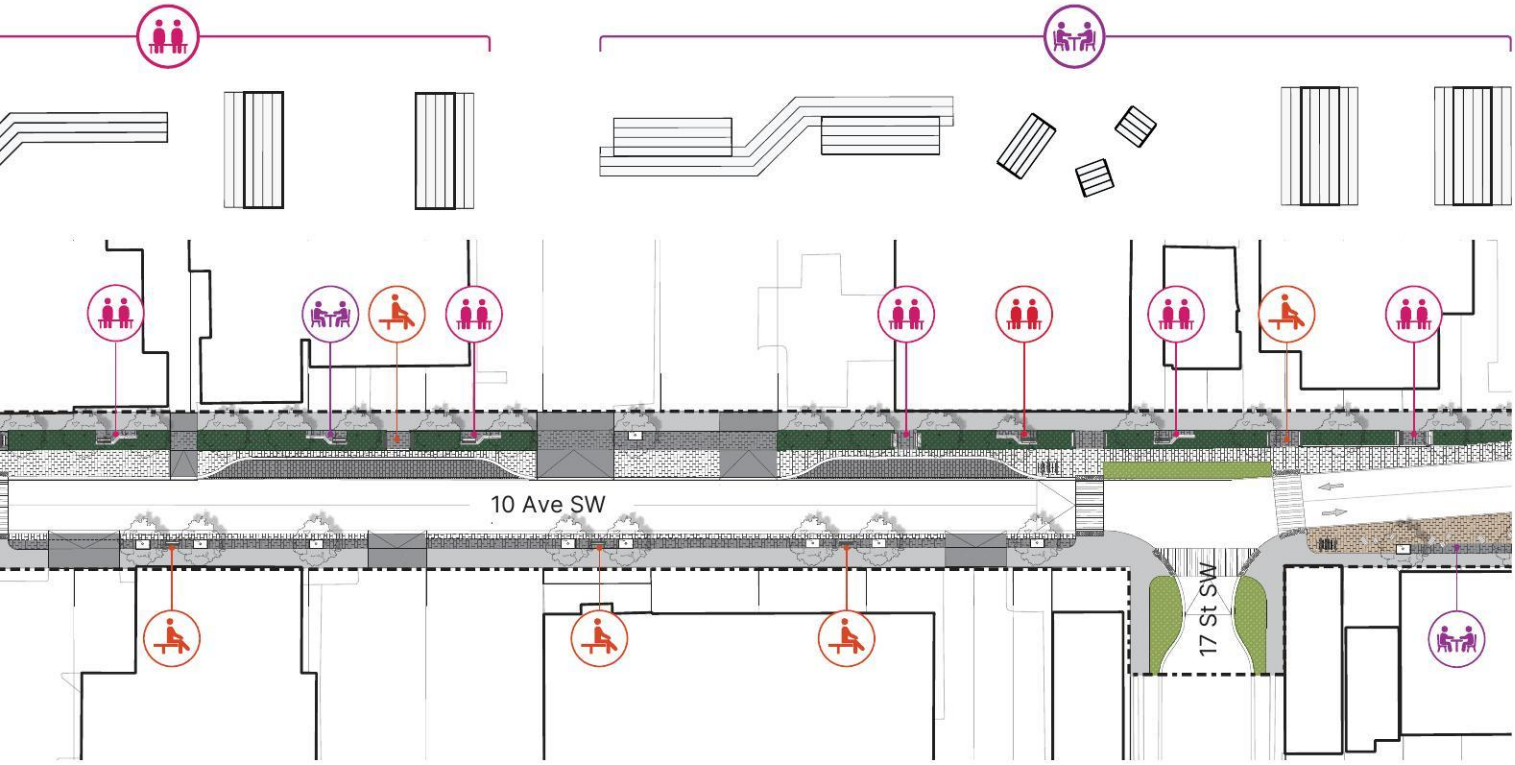
10 Ave SW - Block 2 - 1:1250

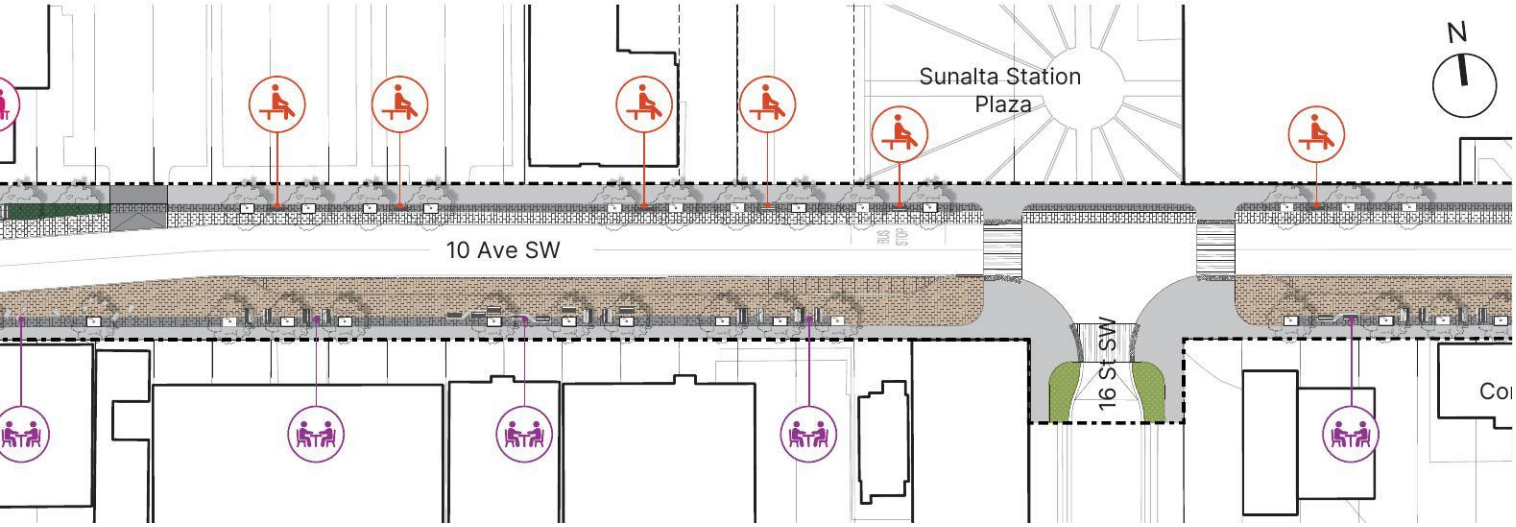


10 Ave SW - Block 3 - 1:1250

KEY PLAN


Block 2
Block 3


10 Ave SW
17 St SW


Sunalta Station
Plaza
N
10 Ave SW
16 St SW

5.3 Planting

The planting scheme focuses on urban diversity with foundational attributes of hardiness, shade, and visibility. The planting along 10 Avenue SW will not have an active irrigation system. Selecting plant material that can tolerate an urban environment will help create a self-sustaining landscape, resulting in low-maintenance requirements while increasing biodiversity and ecological function. The proposed tree planting will range in size, colour, and texture to maintain durability for the urban Calgary context and a high canopy for maximum shade, strategically clustering trees along the sun-exposed north sidewalk to optimize seasonal thermal comfort.

To support long-term viability and align with City direction on soil volumes, all trees will be supported by a structural soil vault system that integrates with low-impact development (LID) bioretention cells to intercept and filter local runoff.



Acer x freemanii
Autumn Blaze Maple



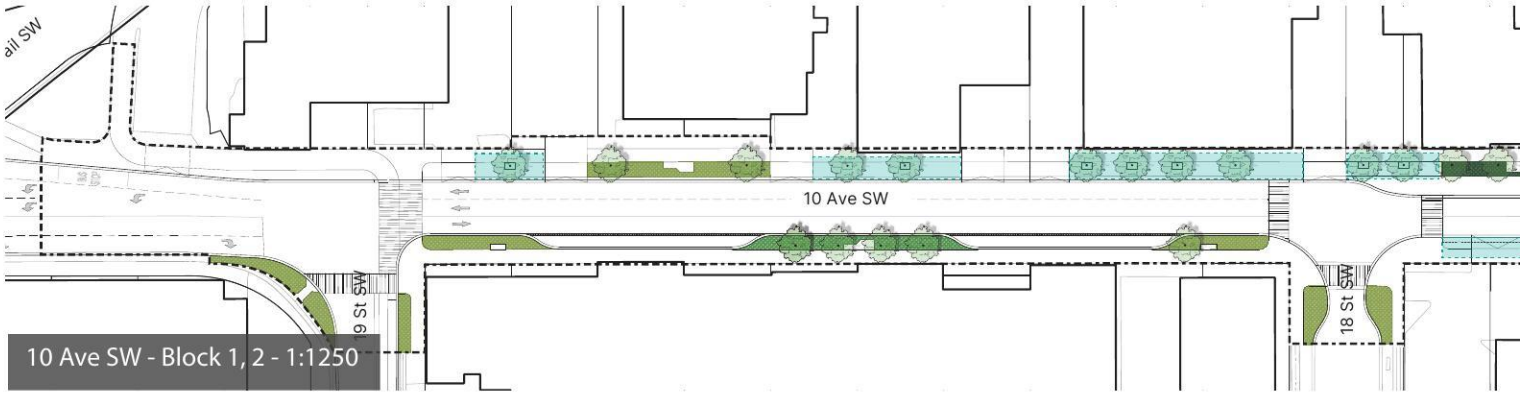
Tilia x flavescens
Dropmore Linden



Ulmus americana
American Elm

LEGEND

- Project Boundary
- Depressed Planting Bed
- Mounded Planting Bed
- Approximate Extent of Soil Cells
- Street Tree Planting(See Sample Species List)
- At-Grade Planting Bed

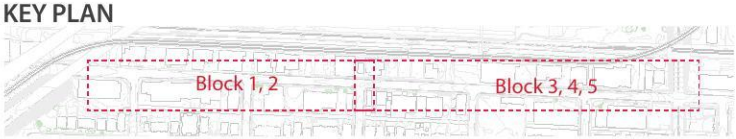


10 Ave SW - Block 1, 2 - 1:1250



10 Ave SW - Block 3, 4, 5 - 1:1250

KEY PLAN





Pinus mugo 'Slowmound' mugo pine



Allium cernuum Nodding Onion



Juniperus horizontalis Hughes Juniper



Symphoricarpos albus Snowberry



Echinacea purpurea Purple Coneflower



Arrhenatherum elatius 'Variegatum' Oat Grass



Monarda didyma 'Fireball' Fireball Beebalm



Salix brachycarpa 'Blue Fox' Willow



Cornus sericea 'Kelseyi' Kelsey Dwarf Dogwood



Bouteloua gracilis Blue Grama

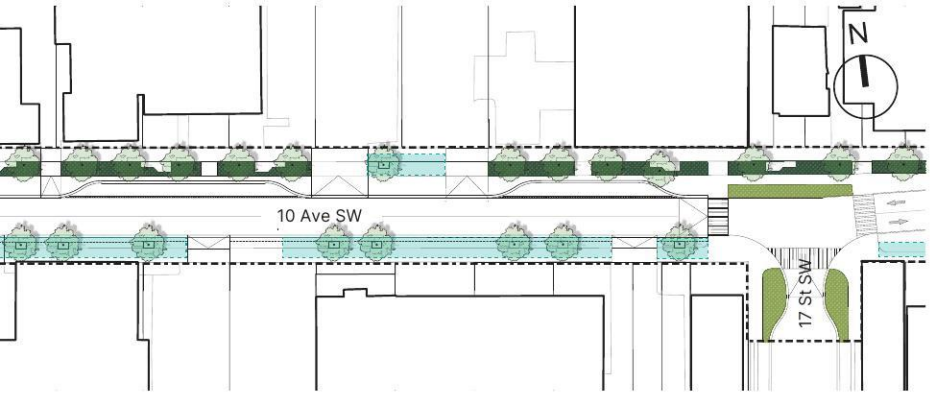
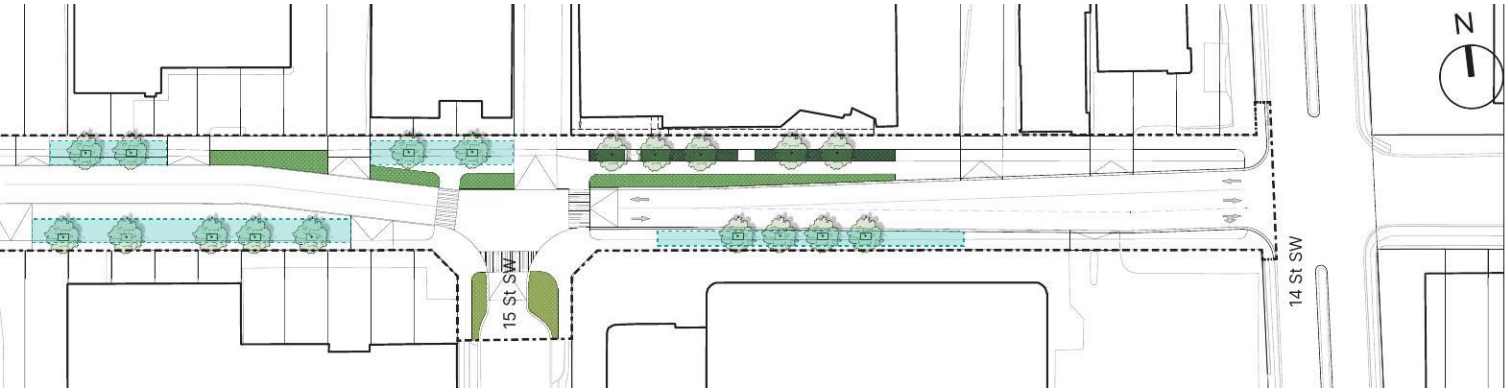




Diagram of a Structural Soil Vault System



5.4 Lighting

Vehicular and pedestrian lighting will be provided through double-headed light poles on both sides of the street. The double-headed fixture will offer opportunity to modify the photometrics to suit the two different spaces being illuminated, vehicular and pedestrian, utilizing fully shielded, down-directed warm fixtures to maintain consistent illumination levels along travel paths while respecting the adjacent residential context.

In select locations, catenary lighting will be installed in addition to the pole lighting to emphasize the larger gathering nodes within the block shift, highlighting flexible streetscape zones designed to support seasonal programming and community events. The proposed catenary lighting will be set to a height that offers ambience without impeding tree canopy or lending itself to vandalism, and it is only placed in pedestrian areas.

Feature lighting could be considered for specific gateway or placemaking elements, if required.

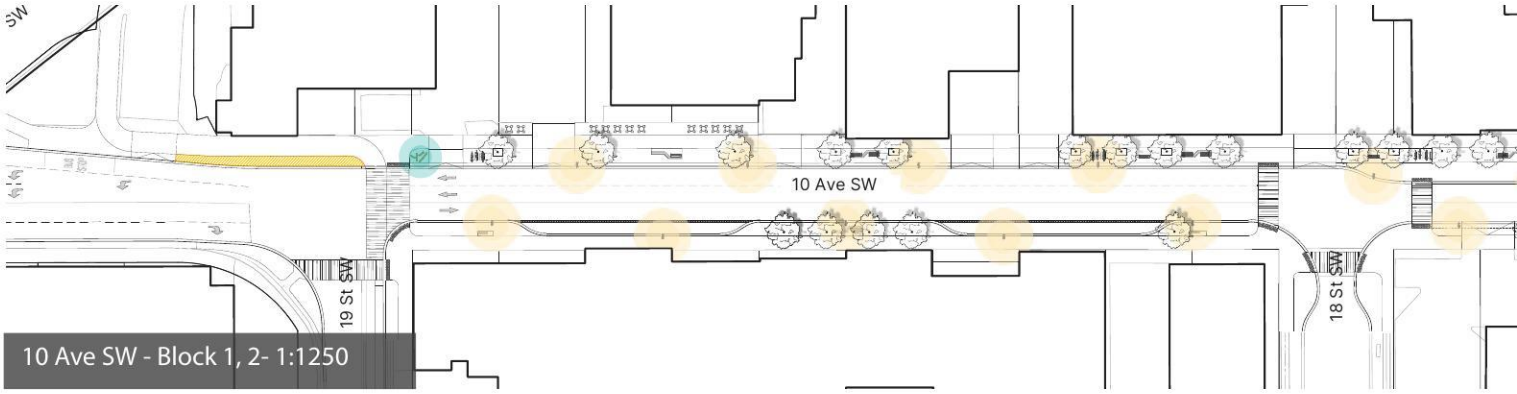
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Project Boundary

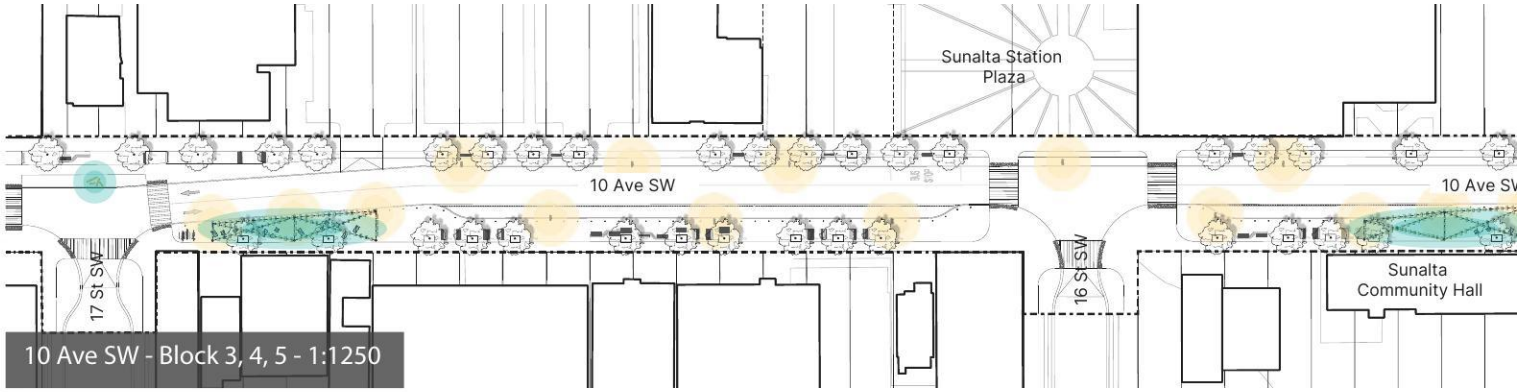
Roadway and Pedestrian Lighting

Catenary Lighting

Featured Lighting



10 Ave SW - Block 1, 2- 1:1250



10 Ave SW - Block 3, 4, 5 - 1:1250

KEY PLAN

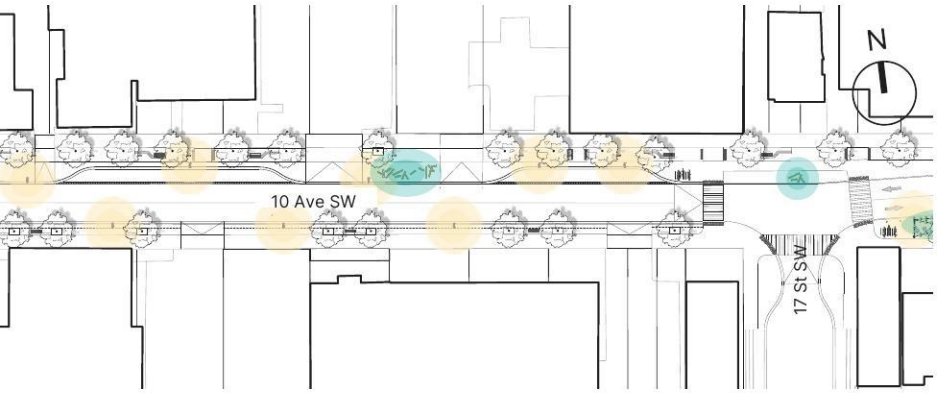


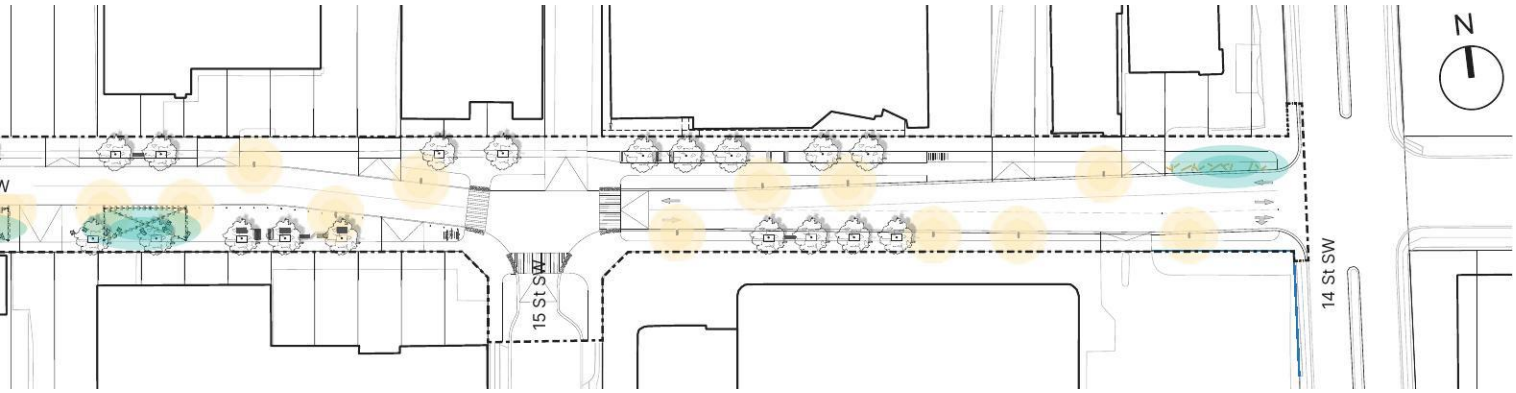


9m Tall Double-Headed Light Pole



Catenary Lighting





5.5 Public Art and Placemaking

Public art plays a vital role in fostering a vibrant, inclusive, and thriving community. 10 Avenue SW is already home to a number of artist-run spaces, and partnering with local artists, cultural organizations, and community groups presents an opportunity for the Main Street design to reflect the character of the neighbourhood.

The design distinguishes public art opportunities into three categories: Community-driven Placemaking Opportunities, Gateway Elements, and Seasonal Events.

Community-driven Placemaking Opportunities are intended as permanent additions to the street — site furniture, murals, or other artistic experiences integrated directly into the public realm. Gateway Elements are similarly permanent but different in scale, and can potentially adapt to existing infrastructure, such as fences or underpasses, and incorporate wayfinding. Seasonal Events, by contrast, allow for temporary installations and activations of the public realm — potentially in partnership with local businesses or studios — and will generally be located along the Block Shift area.

To ensure the successful delivery of meaningful public art, this project seeks to actively engage residents as collaborators in the design process. By positioning residents, local organizations, and interested holders as agents of the design, the project aims to create public art that reflects the neighbourhood's identity, values, and aspirations while strengthening a sense of ownership and connection to place.

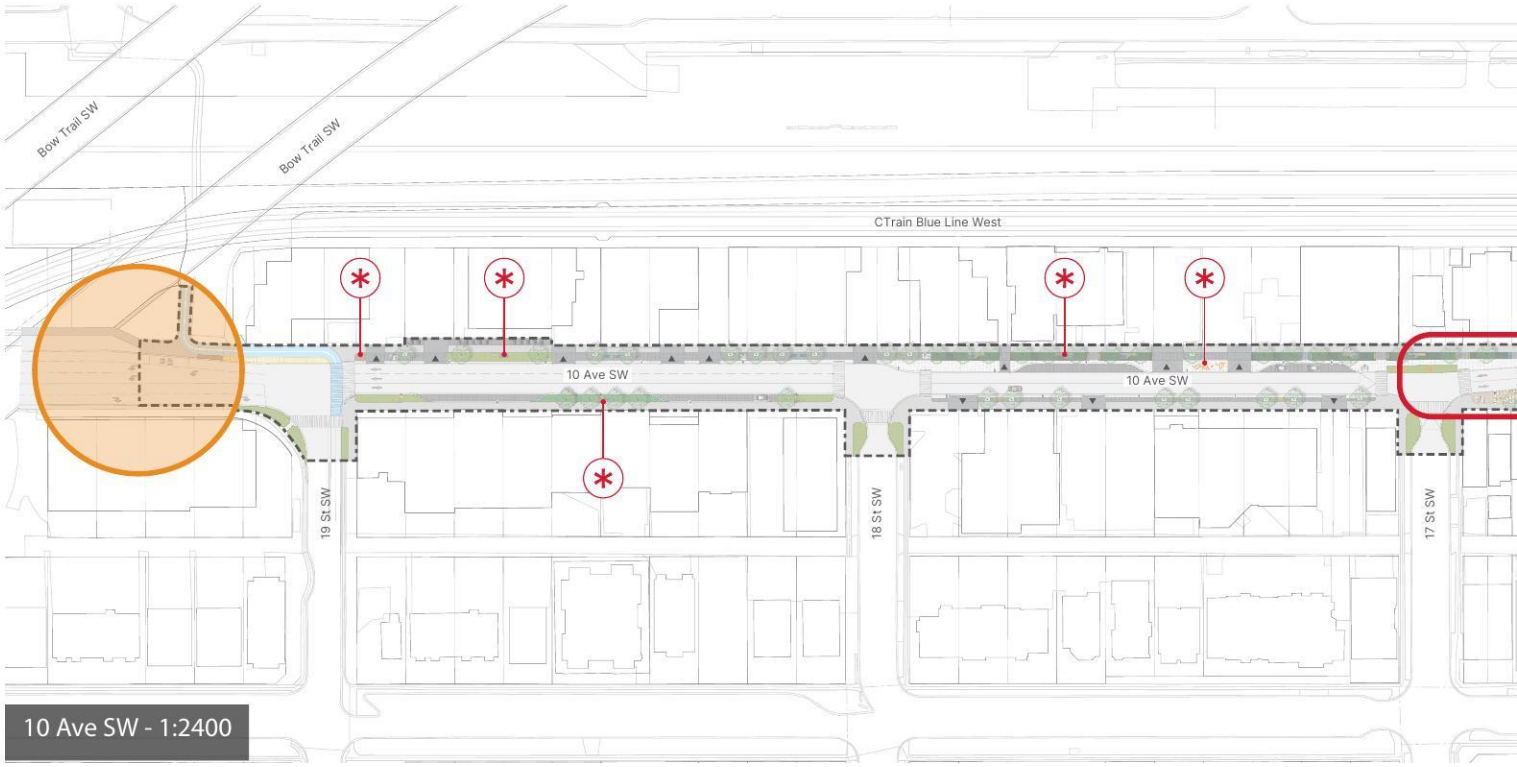
LEGEND

Project Boundary

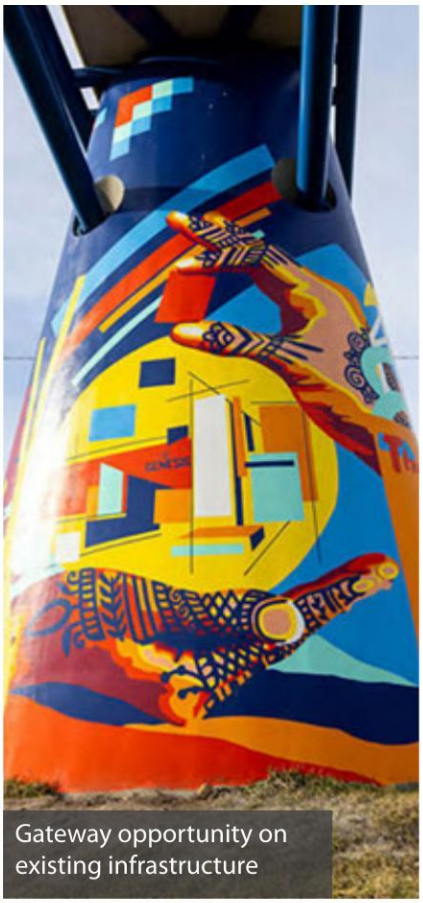
Community-driven Placemaking Opportunities

Gateway Elements

Seasonal Events



10 Ave SW - 1:2400



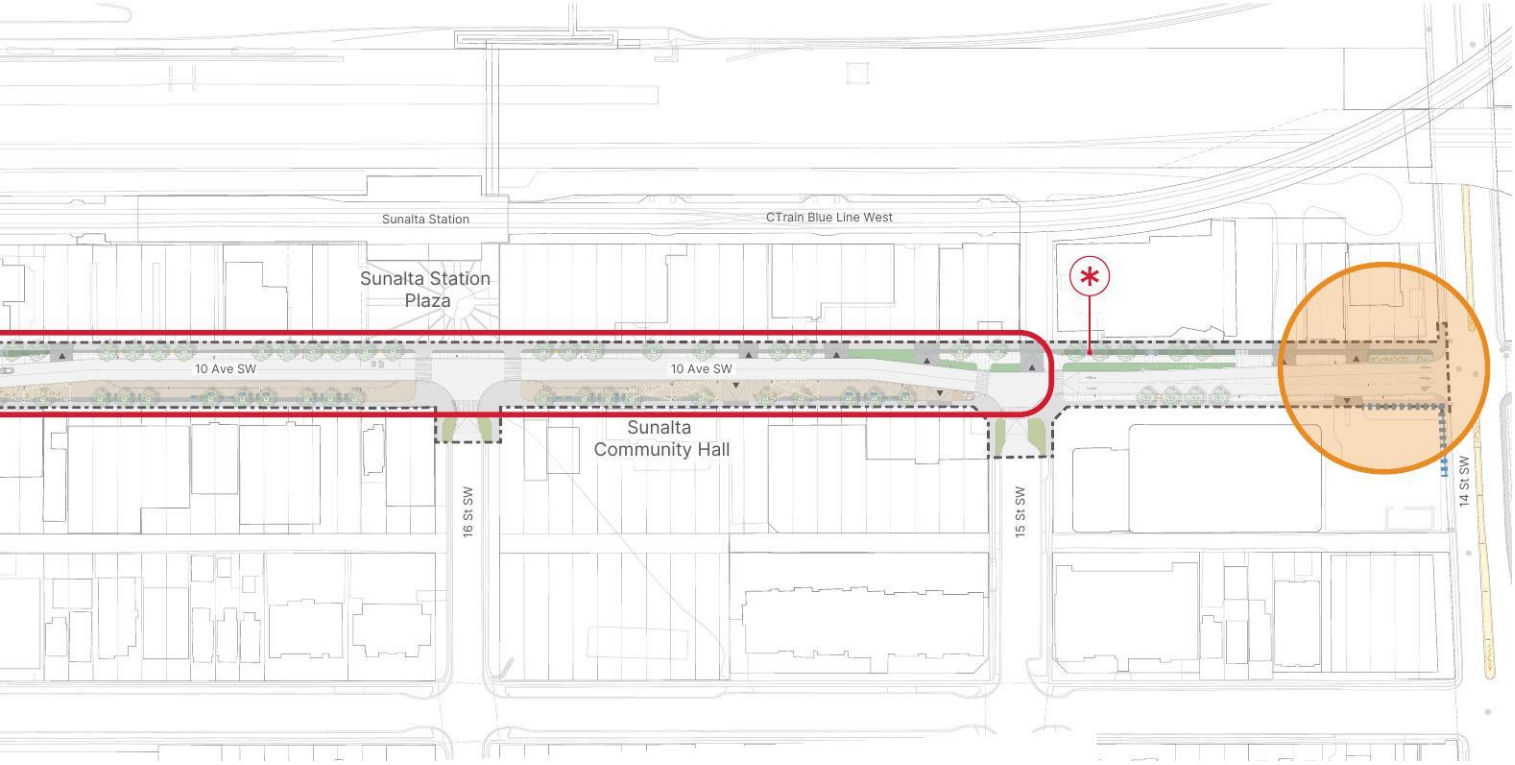
Gateway opportunity on existing infrastructure



Activation and Community-driven Placemaking



Gateway opportunity on fences or limited spaces



5.6 Utilities

Civil Infrastructure Integration

The proposed design has been developed using the utility information currently available from the City of Calgary and third-party utility providers. As detailed underground utility investigations have not yet been completed, the exact locations and depths of some underground services are not fully known. As a result, there is a risk that there may be conflicts between existing utilities and some of the proposed streetscape improvements, such as wider sidewalks, new trees, landscaping, green infrastructure features, and roadway changes.

The current schematic design is intended to illustrate the overall vision and direction for the corridor. It should be considered preliminary. As more detailed information becomes available during the next stage of design, portions of the plan may need to be adjusted. Any refinements will aim to maintain the vision for a greener, more vibrant, and pedestrian-friendly main street while ensuring essential utility infrastructure remains protected and accessible for future maintenance and upgrades. The detailed design phase will therefore focus on resolving identified utility conflicts and refining the proposed plan to accommodate existing conditions.

Stormwater Management

The stormwater management design generally maintains the way stormwater currently moves through the corridor. However, instead of stormwater directly entering the municipal system, it will pass through green infrastructure elements, such as trees with underground soil vault systems. This approach helps:

- Improve water quality/pollutant control.
- Reduce peak runoff thereby reducing pressure on the municipal system
- Improve growing conditions for trees.

Further grading analysis will be undertaken to ensure that stormwater continues to drain effectively throughout the corridor. This work will help confirm that water does not collect in unwanted low point locations and that nearby properties, businesses, and roadways are not adversely affected. Particular attention will be given at intersections, driveway locations, and locations where existing utility infrastructure may constrain grading adjustments.

During the next stage of design, the project team will refine roadway, sidewalk and boulevard elevations, review stormwater collection locations, and confirm that the drainage system can safely manage both everyday rainfall and more significant storm events. If challenges are identified, adjustments may be made to grading, road cross-section, or drainage infrastructure to ensure the corridor functions as intended while supporting a greener and more resilient streetscape.



Soil cell system within road right of way completed in Edmonton in 2025

Design Options

Design measures and mitigation strategies will be needed as more detailed information becomes available. Three primary utility coordination strategies should be considered as the project advances into detailed design:

Option 1: Utility Avoidance (Preferred)

Maintain existing deep and shallow utilities in place and adjust surface features, planting areas, furnishings, and grading to avoid conflicts. This may include:

- Adjustments to the roadway geometry such as shifting the extent of the block shift or modifying the location of the block shift. This would shift the road and curb to avoid clashing with underground utilities.
- Adjustments to the road profile to maintain appropriate cover over existing infrastructure.
- Shift and/or modify dimensions of planters and public realm elements.
- Alter grading design to shift new catch basins.

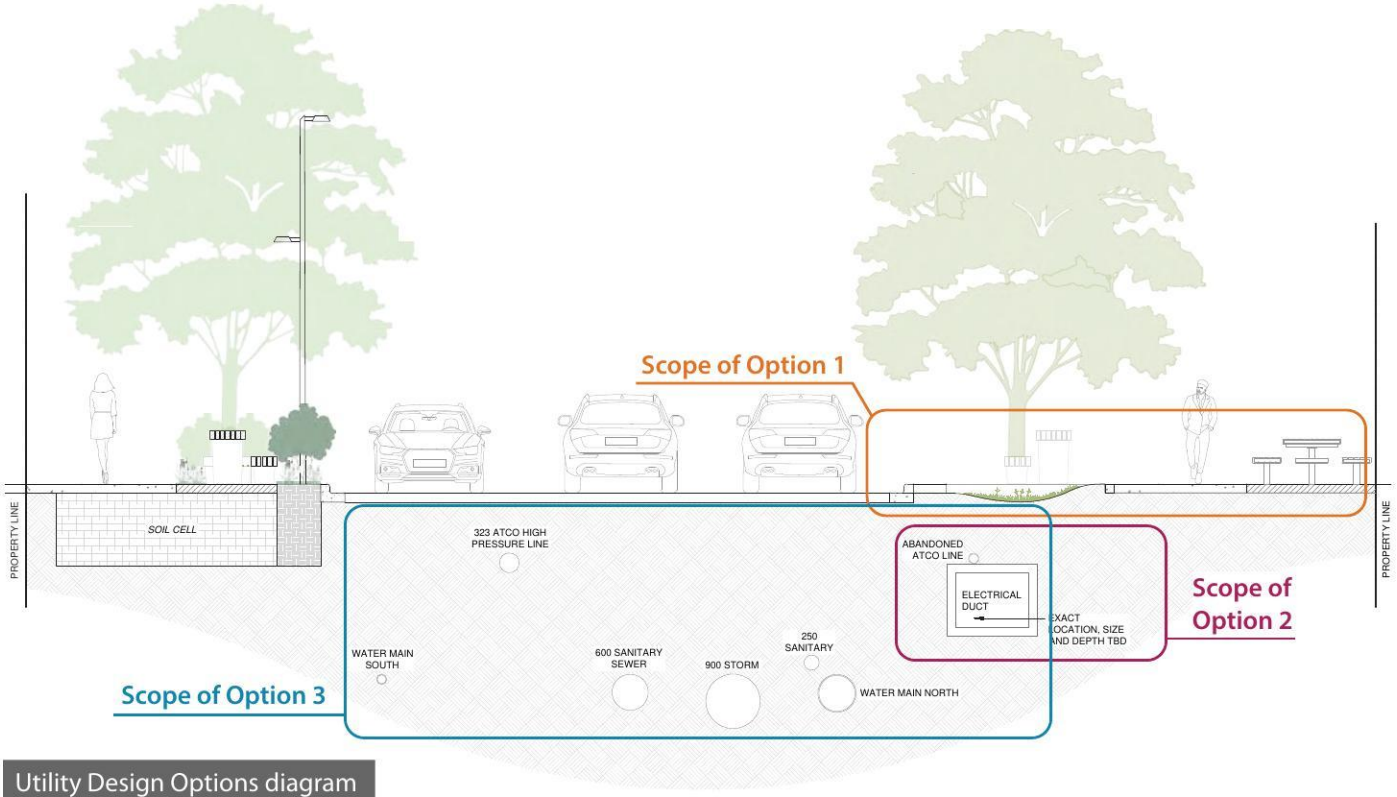
This approach minimizes construction costs, utility impacts, service interruptions, and permitting requirements while maintaining flexibility during detailed design.

Option 2: Targeted Utility Relocations

In some locations, relocating shallow utility services may be considered where significant public realm benefits can be achieved. This may include relocating franchise utility equipment, service connections, or utility duct banks to accommodate tree planting, pedestrian space expansions, or intersection improvements. This option provides greater design flexibility but increases cost and coordination requirements.

Option 3: Comprehensive Utility Reconstruction

Larger-scale relocation of major utilities remains an option but would only be considered if necessary to fully optimize the public realm vision and future development opportunities. While this option offers the greatest design flexibility and long-term corridor transformation potential, it would significantly increase project costs, schedule risk, utility coordination complexity, and construction impacts. As such, this option is not currently anticipated to be required based on the schematic design objectives.



Utility Design Options diagram



6. Implementation

6.1 Pathway to Realization

The Sunalta 10 Avenue SW Streetscape Master Plan establishes a flexible spatial framework and design direction for the corridor, grounded in 30% schematic engineering. Rather than a fixed sequence, it sets out a set of core principles intended to guide phasing, detailed engineering, and construction, to be refined as the project advances toward delivery.

The 2026 Safe System Audit identified several recommendations that extend beyond the streetscape scope and will be advanced through coordination with City programs during detailed design: intersection operations at 14 Street SW, including turn-phase and signal-timing improvements and longer-term intersection options; a protected north–south cycling connection in the 14 Street SW area; and near-term maintenance items, including streetlight repairs at 18 and 19 Street SW, which can be actioned ahead of construction.

Funding Status & Scope Boundary

Planning and design for the Sunalta Main Street project were approved by City Council for the 2024–2026 cycle; construction remains unfunded and contingent on future capital budget approval, with a target start no earlier than 2028.

Currently the schematic project boundary extends along 10 Avenue SW from Bow Trail SW to 14 Street SW, encompassing the full corridor addressed by this Master Plan.

Core Implementation Principles

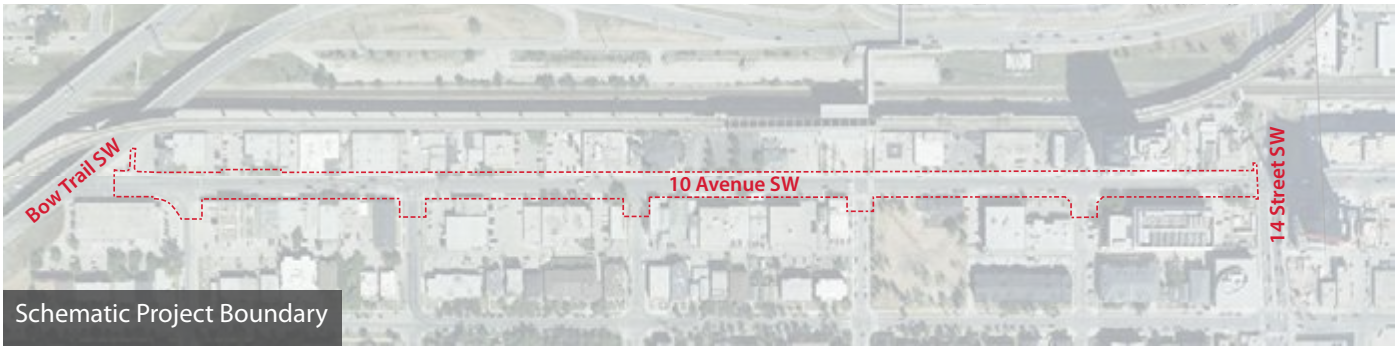
Lessons learned across municipal public realm projects, and feedback from the Sunalta Co-Design Group, point to the same conclusion: predictability is essential to protecting local business and community trust throughout construction. All future engineering and construction phases should adhere to the following principles:

Linear Predictability: Construction should progress in a clear, block-by-block sequence, with work in a given segment completed in a single coordinated pass wherever feasible.

Integrated Utility Synchronization: Shallow utility works should be fully coordinated and completed within a single subsurface trenching window ahead of surface finishes, preventing repeated excavations.

Uncompromised Access: Safe, continuous pedestrian access to storefronts, residences, and the Sunalta LRT Station plaza must be maintained throughout construction.

Preserving Key Mobility Anchors: Staging around 16th Street SW and the LRT plaza should prioritize uninterrupted pedestrian and transit connections to the Blue Line and Bow River Pathway.



Schematic Project Boundary

6.2 Phasing Plan

The Master Plan phasing is intended to illustrate potential groupings of project areas that may be implemented together and does not represent the final construction sequence. Actual construction phasing and sequencing may vary based on utility coordination, adjacent project dependencies, funding availability, and other implementation considerations. The detailed construction plan will be developed and confirmed during the detailed design phase.

Phase A

This phase is situated between 19 Street SW towards Bow Trail, and it includes minor improvements to the north and south sidewalks, with geometry adjustments to the vehicular travelway to improve the bike lane connection to the existing multi-use pathway.

Construction staging will be carefully planned to maintain traffic flow throughout the work. Particular consideration will be given to preserving access at this key circulation point connecting to Crowchild Trail.

Design Highlights

- Western gateway.
- Buffer separating the travelway from the multi-use pathway.
- Improvements to surface treatment to delineate circulation types.

Phase B

This phase occurs between 17 Street SW and 19 Street SW, split between the north and south sides of the road to maintain traffic flow.

Proposed utility service connections may need to cross both traffic lanes, requiring careful coordination with adjacent phases on the implementation strategy.

Particular consideration will be given to maintaining westbound vehicular access to Crowchild Trail from 18 Street SW throughout construction.

Design Highlights

- Enhanced tree canopy.
- Accessibility improvements.
- Community-driven placemaking site elements.
- Site furnishing improvements.



Phase C

This phase includes public realm improvements to the north side of the corridor between 15 Street SW and 17 Street SW, advancing the Block Shift.

To maintain access to the Sunalta LRT Station during this phase, construction immediately adjacent to station access points may need to be staged in smaller work zones.

Coordination with adjacent phases will help minimize the duration of temporary conditions and reduce disruptions.

Design Highlights

- Block Shift improvements
- Community-driven placemaking, spillout activation and seasonal programming
- Accessibility improvements
- Enhanced tree canopy.
- Support a diversity of gathering types.

Phase D

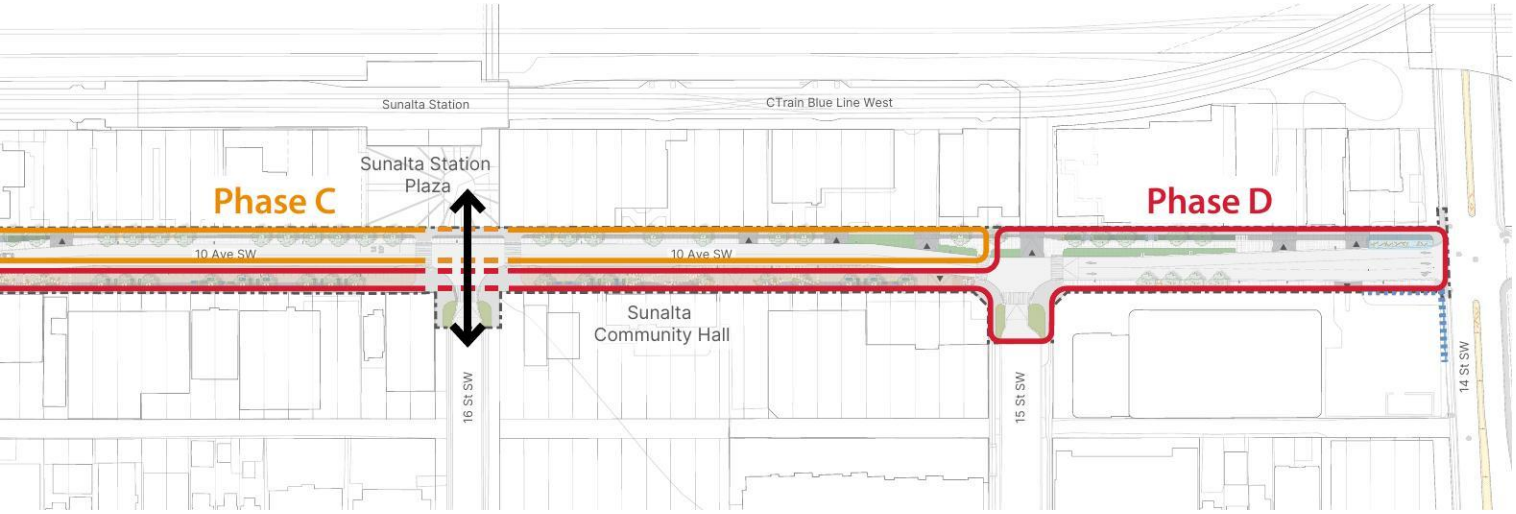
This phase will occur primarily between 14 Street SW and 17 Street SW.

This strategy enables the Block Shift to be constructed along the south side, providing an interim public space. This phase will coordinate with planned water main upgrades identified through the City's utility circulation process.

Access to the Sunalta LRT Station will be maintained throughout this phase. Due to roadway realignment requirements, construction may be limited to the south side of 10 Avenue SW during this phase to ensure continuous vehicular access along the corridor.

Design Highlights

- Roadway realignment.
- Eastern gateway.
- Site furnishing and green infrastructure improvements.



6.3 Technical Feasibility Summary

Overview & Technical Alignment Strategy

To bridge conceptual public realm visioning with physical constructability, the Sunalta 10 Avenue SW Streetscape Master Plan is underpinned by a 30% schematic civil engineering vetting process. A central challenge in inner-city streetscape design is balancing pedestrian enhancements with sub-surface utility constraints that often conflict with urban forestry and stormwater systems.

The civil strategy establishes a spatial hierarchy that protects municipal infrastructure while maximizing public realm quality. The defining 'Block Shift' horizontal geometry was developed in response to sub-surface mapping. By curving vehicular travel lanes, existing deep utility mains (water, sanitary, storm trunks) remain protected beneath the asphalt. Conversely, shallow utilities (electrical, telecommunications, gas) are designated behind the curb line. This spatial segregation creates an unencumbered sub-surface corridor beneath the sidewalk Flex Zone, providing the continuous soil volumes required for long-term tree canopy growth.

Stormwater Management & LID

The 10 Avenue SW corridor currently relies on a conventional grey-infrastructure storm drainage network consisting of asphalt cross-slopes, concrete gutters, and catch basins discharging directly into storm sewers. Under existing conditions, heavy rainfall events cause localized ponding along narrow pedestrian clearways due to aging gutter grades and extensive hardscaping.

The proposed plan modernizes drainage performance by integrating Low Impact Development (LID) bioretention features directly into the public realm, following a "treatment train" approach — a series of connected features, including permeable paving, rain gardens, and street trees, that work in stages to slow, filter, and reduce runoff before it reaches the sewer system. The strategy operates on a dual-tier approach:

1. At-Source Surface Interception (Bioretention Cells): Underutilized hardscape and curb bulb-outs in the Flex Zone are converted into depressed bioretention beds designed with engineered soil. These areas allow water to slowly infiltrate through the soil, filtering road particulates and providing passive hydration to street trees without active irrigation.
2. Conveyance & System Integration: Topographic grading directs overland flow toward new or relocated catch basins. Raised crosswalks and curbless transitions feature continuous slot drains to prevent water accumulation across accessible paths.

Wastewater Infrastructure

The existing wastewater network serving 10th Avenue SW consists of vitrified clay and concrete sanitary mains positioned centrally beneath the right-of-way. Surface-level streetscape modifications avoid these deep assets to avoid costly relocation works. The City has indicated that an upgrade is planned for a section of wastewater sewer along 10th Avenue SW. Scope, timing, and extent will be confirmed with the City during detailed design and integrated with streetscape construction.

During schematic design, travel lane alignments and structural soil vaults were calibrated to keep sanitary mains accessible beneath the roadway. Root barrier membranes within structural soil cells prevent tree root intrusion into pipe joints, ensuring expanded urban forestry does not compromise pipe maintenance. Where curb realignments coincide with existing sanitary manholes, rim elevations will be adjusted flush with finished paver or asphalt grades to maintain utility access.

Water Infrastructure

The water distribution network along 10 Avenue SW supplies potable water and fire suppression capacity to surrounding residential, commercial, and light industrial parcels. The main distribution lines run longitudinally within the roadway, interfacing with property services and municipal hydrants along the boulevard.

The plan preserves primary water main alignments under the asphalt footprint, avoiding disruptive pipe realignments. Key technical accommodations include:

- Hydrant Relocations & Clearances: Existing hydrants impacted by sidewalk expansions or curb shifts will be relocated to the Edge Zone behind the curb. Hydrant placement will maintain 1.5m clearance from trees, furnishings, and structures for emergency access..

- Service Valve Box Adjustments: Municipal water service valve boxes (curb stops) located within expanded sidewalk Flex and Through Zones will be adjusted to match finish paver elevations. Selected paver surrounds will accommodate localized settlement and prevent freeze-thaw cracking around valve casings.

The City has also identified portions of the existing watermain along 10th Avenue SW for potential replacement due to pipe condition. Scope, timing, and extent will be confirmed with the City during detailed design and integrated with streetscape construction.

Third-Party Utilities (TPUs)

Managing third-party infrastructure - including ENMAX electrical distribution, ATCO Gas infrastructure, and TELUS and Rogers telecommunication corridors - represents a key risk factor for public realm construction, given overhead pole lines, buried gas mains, and fragmented communication conduits along the corridor. Multiple utility owners and varying infrastructure ages will require ongoing coordination to avoid service interruptions and conflicts.

To eliminate multi-excavation conflicts and protect surface investments, the Master Plan establishes a unified TPU coordination protocol:

- Shallow Utility Trenching Window: Electrical undergrounding, transformer vault adjustments, and telecom conduit upgrades will be consolidated into a single trenching window preceding streetscape construction.
- ENMAX & Telecom Clearances: Street tree and pole foundation locations have been mapped against record utility drawings to maintain standard clearances; where constraints occur, root-deflector barriers and utility sleeves will be specified during Detailed Engineering.
- Gas Main Protection: The high-pressure gas main represents a major design constraint due to its required clearance setbacks, limited relocation potential, and sensitivity to excavation activity. Abandoned gas mains will require on-site confirmation and coordination with ATCO Gas to determine whether they can remain in place or require removal.

Roadway Design

The geometric framework transforms a vehicle-dominated street into a multi-modal complete street while maintaining operational compliance with City of Calgary Complete Streets guidelines and TAC geometric design standards.

Key design metrics and performance features include:

- Lane Width Optimization: Vehicle travel lanes are standardized to 3.3m–3.5m widths, naturally calming traffic speeds while maintaining capacity for Calgary Transit routing, delivery logistics, and emergency vehicles.
- The Block Shift Alignment: The central structural feature curves travel lanes northward between 17th Street SW and 15th Street SW, creating an asymmetrical right-of-way. This shift reclaims over 300m^2 of former roadway asphalt, reallocating it into the south sidewalk zone to accommodate outdoor dining, public seating, and neighbourhood events.
- Barrier-Free Raised Interfaces: At key intersections (17th Street SW and 15th Street SW), the roadway is raised to sidewalk grade, establishing a 100% curbless interface that enhances pedestrian priority and universal accessibility.

Key Areas for Detailed Exploration

While 30% schematic civil vetting establishes baseline constructability, advancing into 60%–100% Detailed Engineering will require targeted technical investigations:

- Advanced Sub-Surface Locates (Soft-Dig Potholing): Executing 3D utility potholing along critical tree vault and bioretention footprints to verify exact depths beyond record drawings.
- Geotechnical Infiltration Testing: Conducting borehole soil testing and percolation analysis along bioretention nodes to confirm subgrade absorption rates and design appropriate underdrains.
- Pavement Structure & Paving Detailing: Finalizing asphalt and concrete paver cross-sections to withstand heavy vehicular loading at laybys while accommodating mechanical snow removal equipment.

Appendices

City of Calgary

Sunalta Main Streets Project

Cultural Landscapes Guide

| 16 October 2025

This report has been prepared in accordance with the specific instructions and requirements of the City of Calgary. It is intended solely for the client's use and should not be relied upon by any third party. No responsibility is accepted to any third party for the contents or conclusions of this report.

Arup Canada Inc.
685 Centre Street SW, Suite 1670
Calgary, AB T2G 1S5
Canada
arup.com

Contents

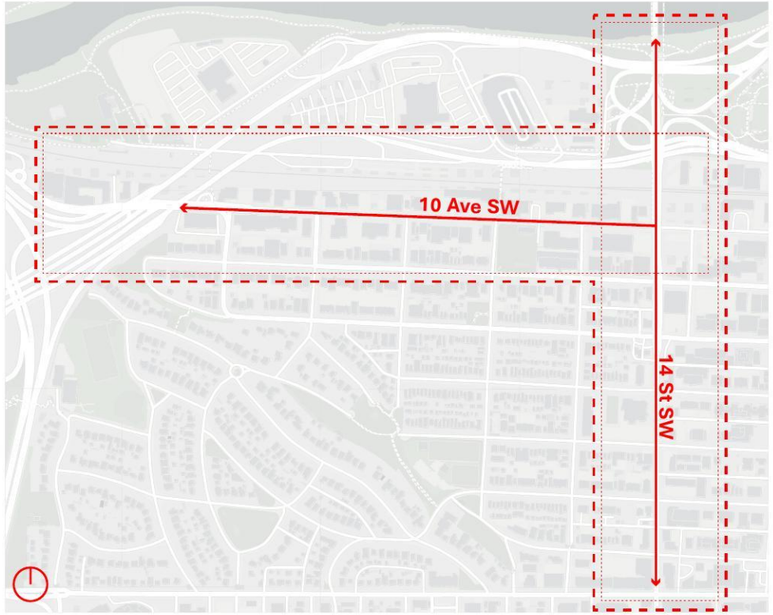
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1. Map orientation

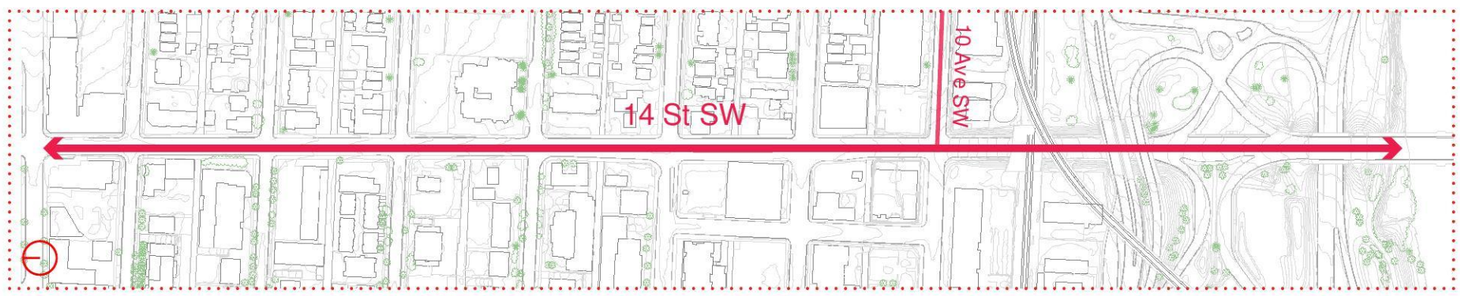
Corridors

This guide for Sunalta Main Streets includes 10 Ave SW, and 14 St SW. 10 Ave SW runs east-west, and as such the maps will not be rotated. 14 St SW runs north-south, and it will be rotated in every map that focuses on the corridor so that north faces the left hand side of the page..

Analysis of 10th Ave SW includes input from the Co-Design Committee and has more detailed findings as a result.







Background & Methods

Purpose

To create Main Streets that successfully contribute to the public realm in Sunalta, it is critical to root decisions in the cultural and social context of the neighbourhood. This Cultural Landscapes Guide presents a range of information, exploratory maps, and interpretive visuals that, together, create a comprehensive understanding of the cultural and social fabric of Sunalta and its Main Streets. This document captures Sunalta's historical evolution, current dynamics, and future potential, and is informed by methodical research and analysis, alongside community engagement, to inform future planning and design decisions.

Contents

This document contains three map sets, analytical outputs, and three visual essays. The maps use non-traditional mapping approaches to illustrate the history, placemaking, and user journeys that define 10th Ave SW and 14th St SW. The Demographics, Usage, and Assets section captures the outputs of more quantitative research. Finally. The Visual Essays present annotated collages that capture the historical, current, and desired future cultural and social fabric of the site.

Research Streams & Contents

To inform the work in this guide, six research streams were used that cover a wide range of analytical approaches. See Appendix 1 for more details around research questions and methods.

Stream 1: Demographics

A look at who currently lives in and around the neighborhood and how the population is expected to grow and change in the future.

Data Sources: Stats Can census data & City of Calgary Community Profiles & Projections

Study Boundaries: Sunalta Neighbourhood Boundary & Sunalta Contextual Boundary

Stream 2: Usage Patterns

Documentation of how public space is currently used, what patterns usage follows, and where informal gathering places exist.

Data Sources: Anonymized opt-in mobile location data representing the usage patterns of a subset of the population

Study Boundaries: 10th Ave SW Study Area, 14th St SW Study Area

Stream 3: Cultural & Social Assets

An inventory of the components of the cultural and social fabric such as art, historical buildings, community hubs, and social resources.

Data Sources: Open data, 211 data, engagement results

Study Boundaries: 10th Ave SW Study Area, 14th St SW Study Area

Stream 4: Site Walk

On-site observations providing qualitative insights and the opportunity to fill data gaps.

Study Boundaries: 10th Ave SW Study Area

Stream 5: Media Review

A review of past, present, and future narratives, events, and stories gathered from various media sources.

Data Sources: Desktop review of articles, webpages, social media

Study Boundaries: Sunalta Neighbourhood Boundary & Sunalta Contextual Boundary

Stream 6: Engagement Activities

A collection of stories, memories, insights, and aspirations from current residents and visitors.

Data Sources: Co-Design Committee outcomes, three selected interviews with knowledge holders, City-led engagement portal results (Sunalta Main Street engage page only)

Study Boundaries: 10th Ave SW Study Area, 14th St SW Study Area

Study Boundaries

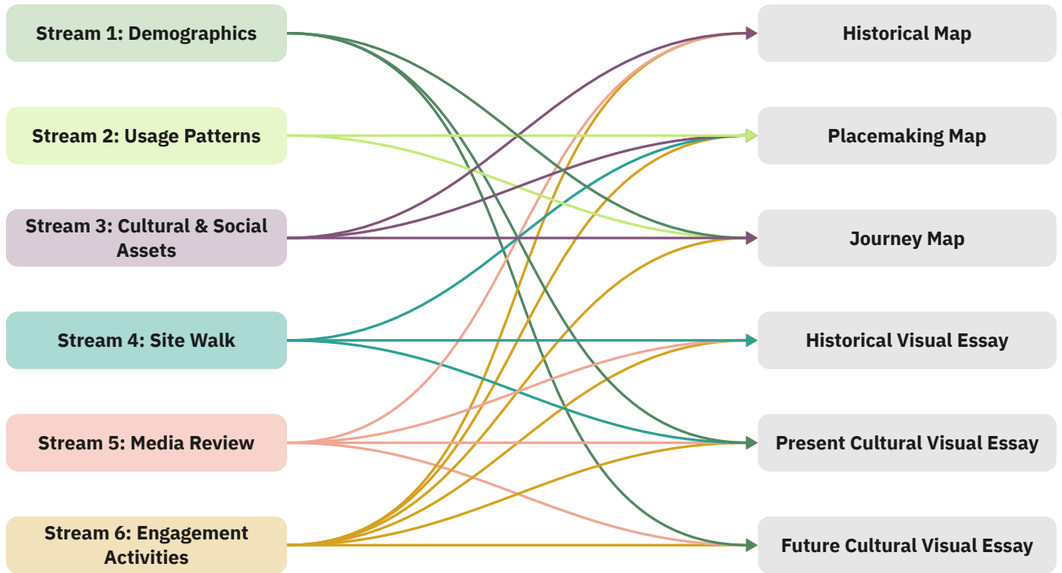
Different areas of research and documentation in this guide align with different geographies depending on the scope and focus of that activity. Geographies include:

10th Ave SW study boundary: This Main Street is one of the two included in this project scope, and the only street that received Co-design Committee input. It is therefore a primary focus in this document and has the most amount of community input.

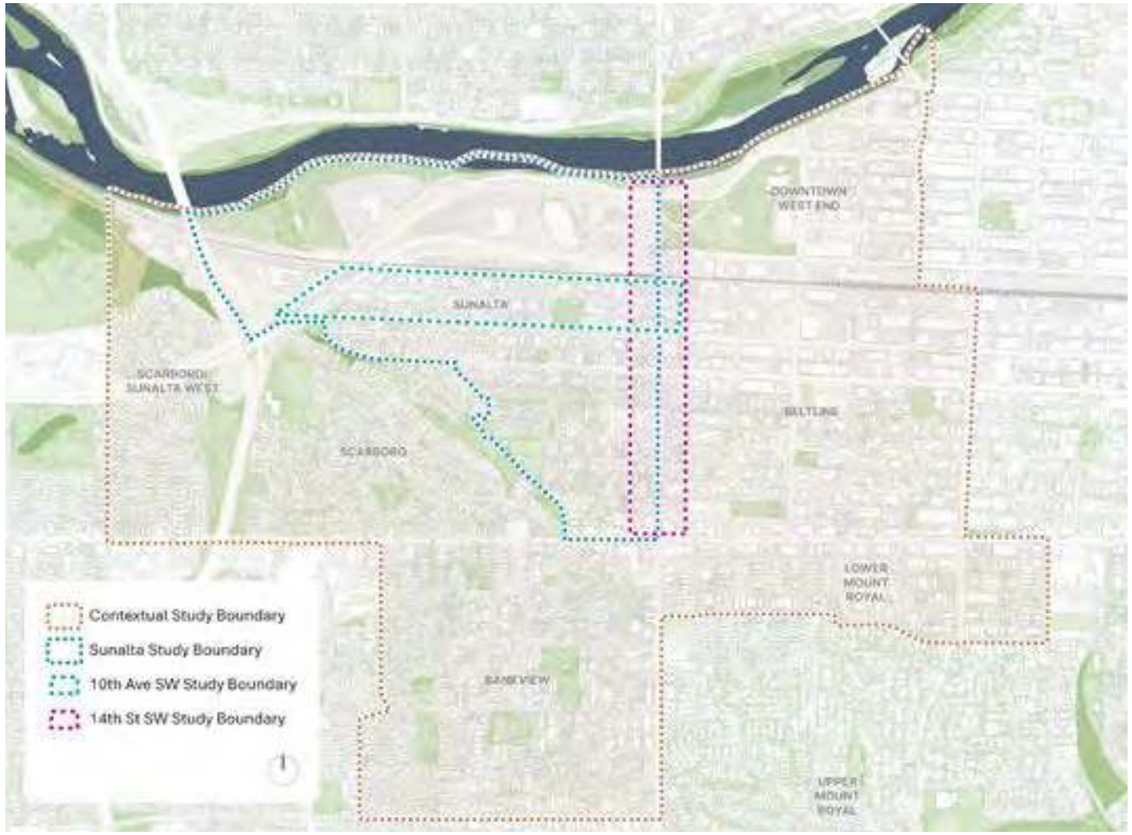
14th St SW study boundary: This Main Street is also included in project scope but received more limited input from engagement activities. Research around this street was conducted primarily through desktop research and analysis.

Sunalta Neighbourhood Boundary: Portions of this research focus on the entire neighbourhood of Sunalta, such as the demographic analysis and engagement portal responses.

Sunalta Contextual Boundary: Recognizing that the community of Sunalta and its Main Streets serve a larger community beyond neighbourhood boundaries, components of the demographic analysis and media scan were applied to this expanded study boundary.



Research Streams and Outputs



Study Boundaries

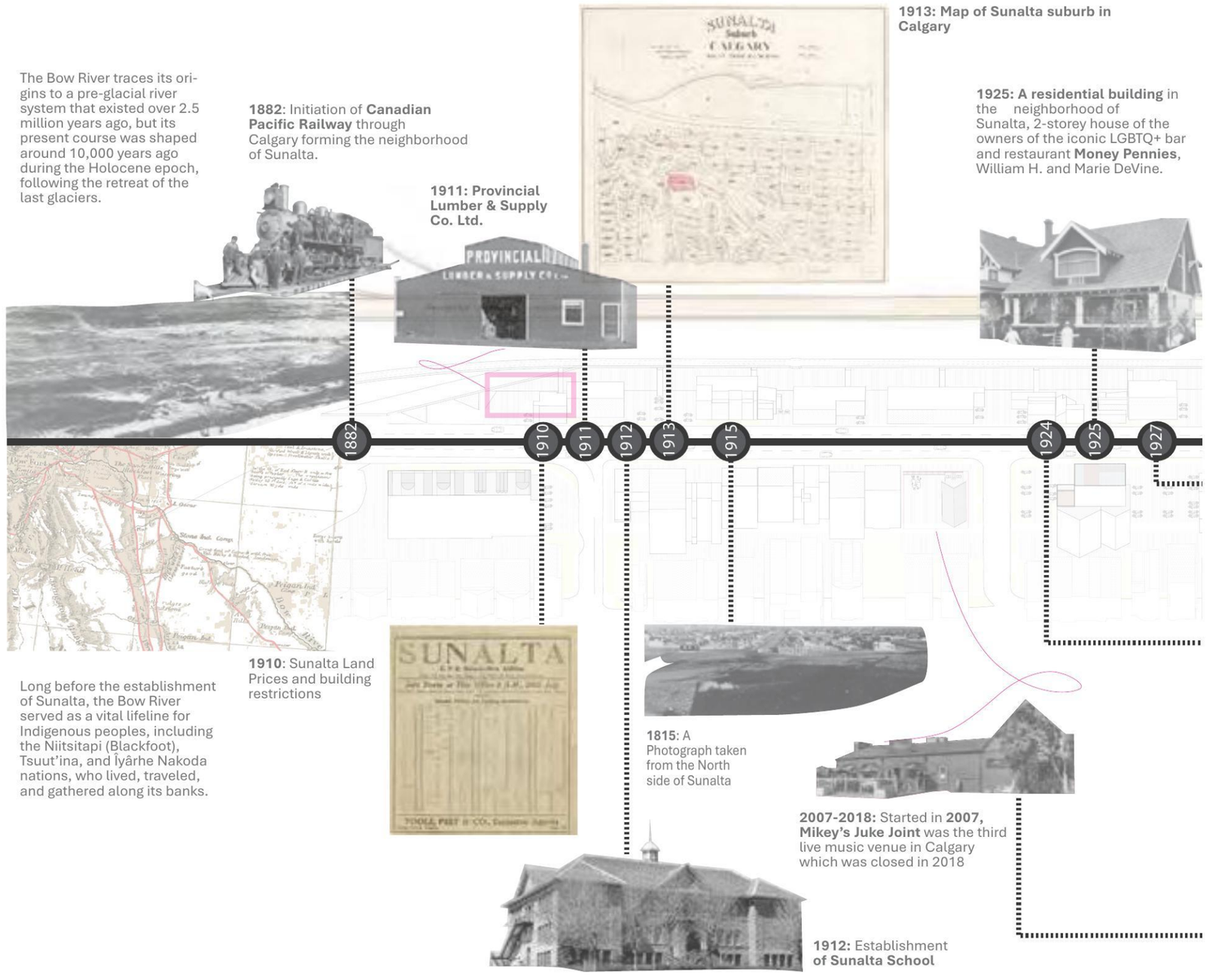
Historical Map - 10th Ave SW

10th Ave SW Historical Map

The following historical map and timeline illustrates how 10th Ave SW has been shaped over time. It spans from geological formation and First Nations travel to the arrival of quarrying, the railroad, and the urban development that followed. This includes everything from workers' cottages and light industrial uses to a community that now caters to artists, musicians, newcomers, and students.

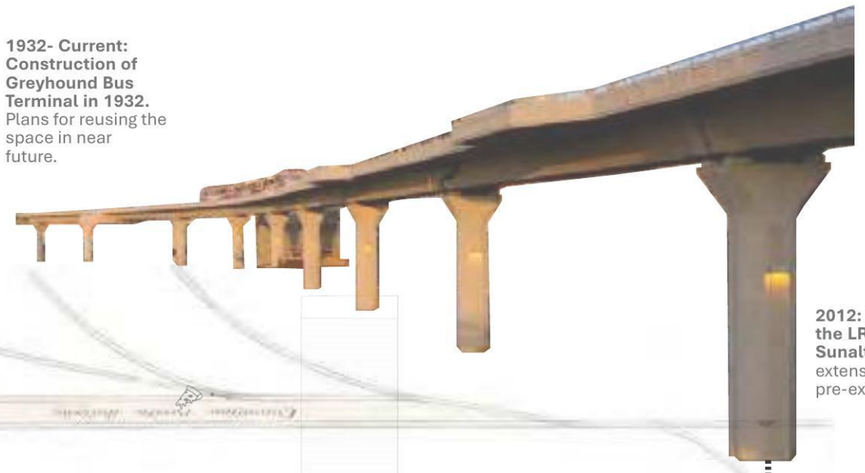
The streetscape design could commemorate lost iconic structures through materials, interpretive art, wayfinding, and embedded design elements. Interpretive features may reference First Nations and Métis routes that historically crossed the site, while strengthening connections to the river and the area's geological and natural history. Design motifs might draw from the neighbourhood's working-class and industrial origins, including workers' cottages, the railway, and light industrial buildings.

This map was informed by the media review, as well as interviews with knowledge holders.





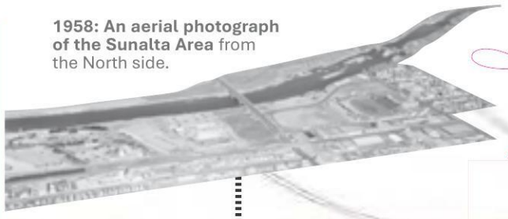
1932- Current: Construction of Greyhound Bus Terminal in 1932. Plans for reusing the space in near future.



2012: Construction of the LRT bridge through Sunalta, this was an extension on the pre-existing LRT line.

Money Pennies Bar (LGBTQ+ Bar till 2010), **re-registration as Money Pennies Eatery & Bar** (LGBTQ+ friendly space,started in 2011, current status-Closed)

1958: An aerial photograph of the Sunalta Area from the North side.



1932

1958

2006

2007

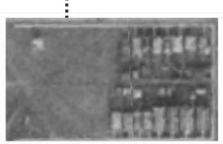
2012

1924

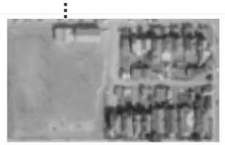
1975

2006

2024



1924: The Community open space with the detached 2 storey houses.



1975: The Community open space with the walk up style apartment buildings



2006: The Community open space with the multifamily residential buildings



2024: The Community open space with new built environment around.



1927- 2006:
Constructed in 1927 **Kennedy's Garage** was demolished in 2006

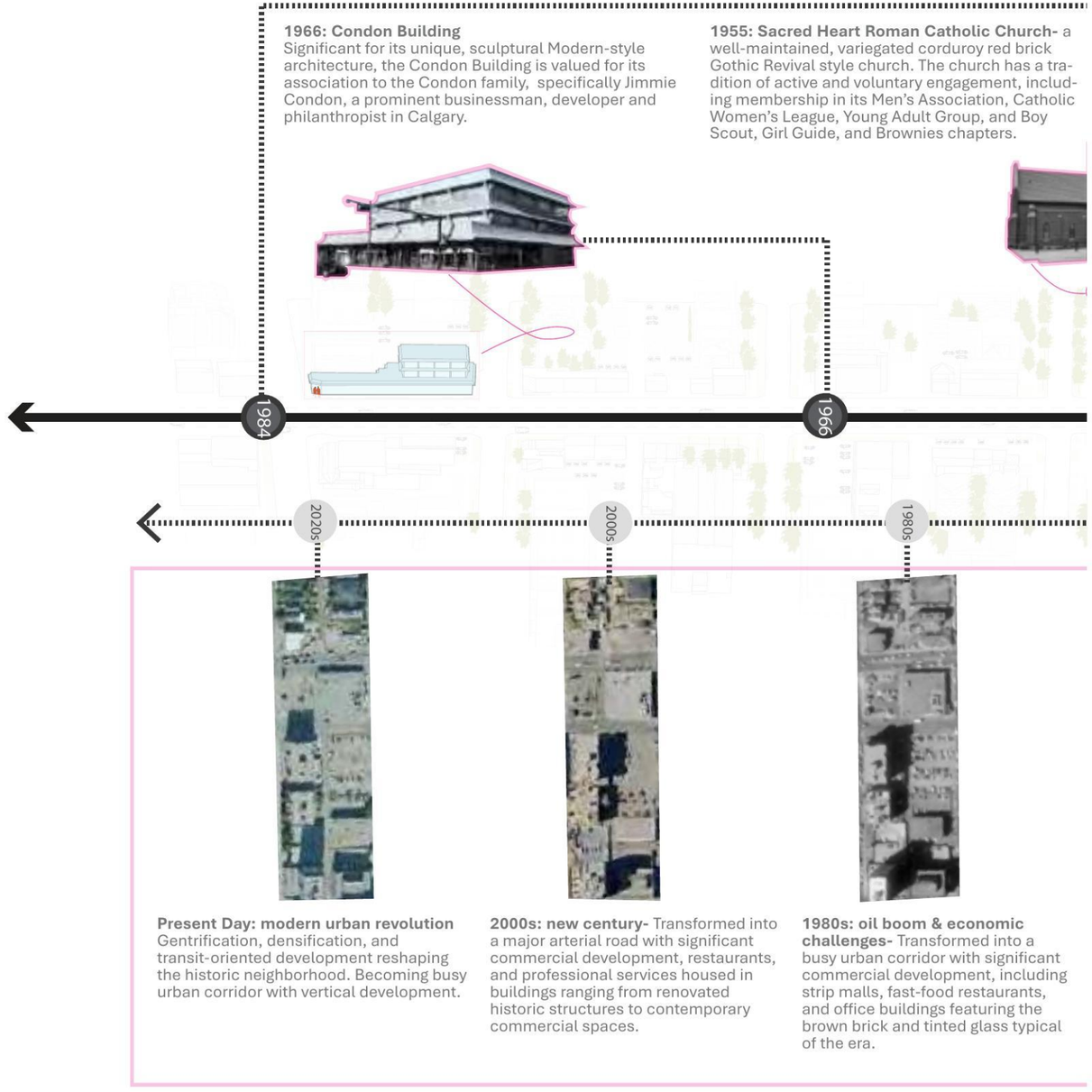
Historical Map - 14th St SW

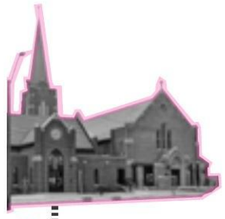
14th St SW Historical Map

The following historical map and timeline illustrates the shaping of a Main Street, this time, for 14th St SW. This map focuses on development of the iconic buildings lining this street, which greatly contribute to the current character and feel of the street.

The public realm could acknowledge existing iconic buildings such as the Sacred Heart Church and Condon Building through design interventions. Opportunities may exist to reinstate a more human-centred scale and fine-grain character that reflected the street prior to the 1980s oil boom.

This map was informed by the media review, as well as interviews with knowledge holders.











1984: Telus Data Centre

1912: Curtis Residence
a handsome two-storey detached Edwardian Gable Front duplex dwelling for Linda Curtis and her husband

1910: Sunalta block
right on the streetcar line, occupied by various businesses (grocery, beauty salon, meat market)

1955 | 1920 | 1912 | 1910

1950s | 1950s | 1920s







1960s: modernist influences- low-rise apartment buildings with flat roofs and minimalist designs. 14 St. SW evolved into a more significant thoroughfare with wider roadways, traffic lights, and commercial establishments.

1950s: post-war densely populated neighborhood- paved roads lined with mature elm trees and a mix of single-family homes and small apartment buildings in the simplified architectural styles.

1920s: young residential suburb dirt roads, wooden sidewalks connected newly built crafts-man-style bungalows and corner stores.

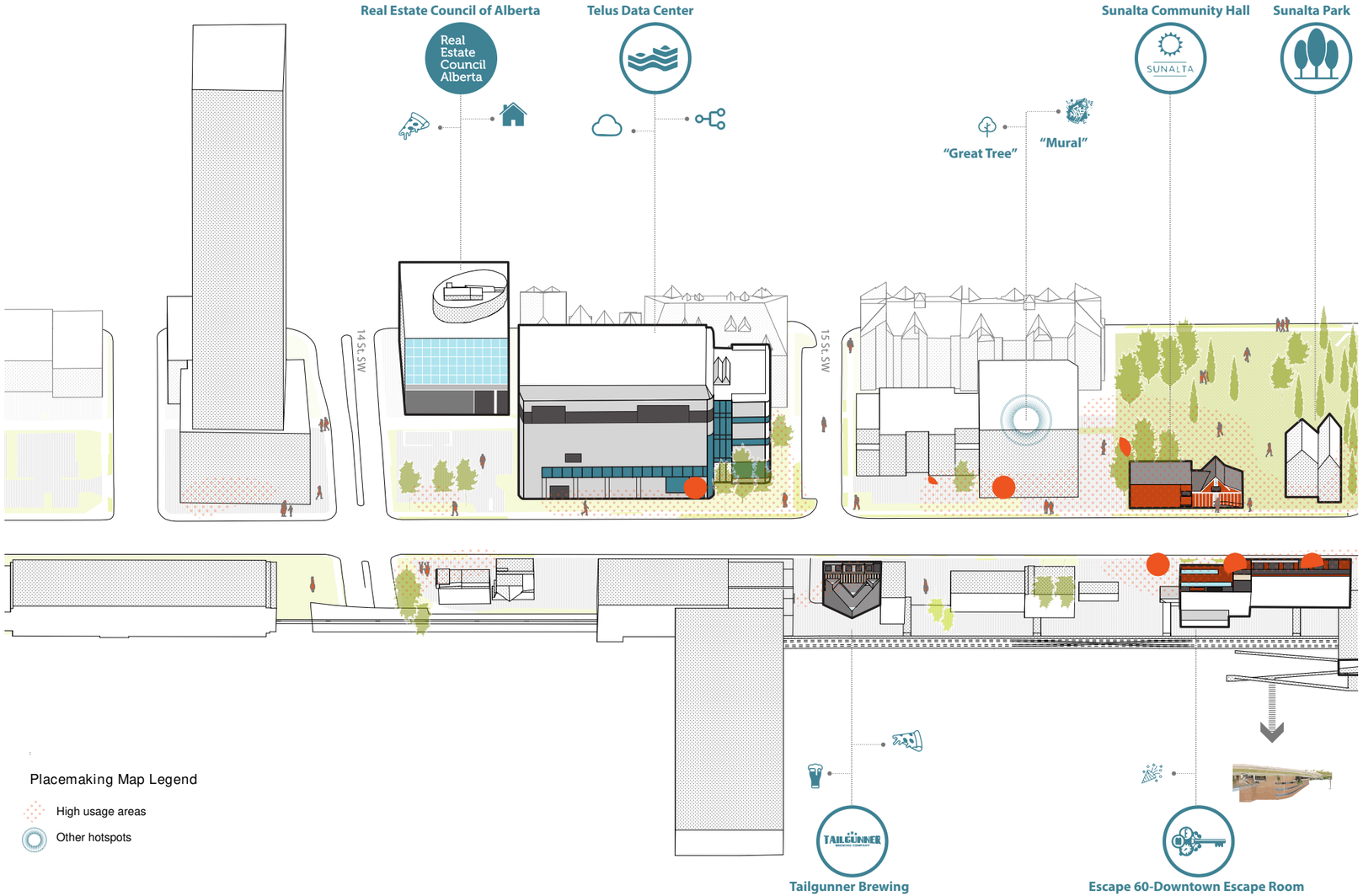
Placemaking Map - 10th Ave SW

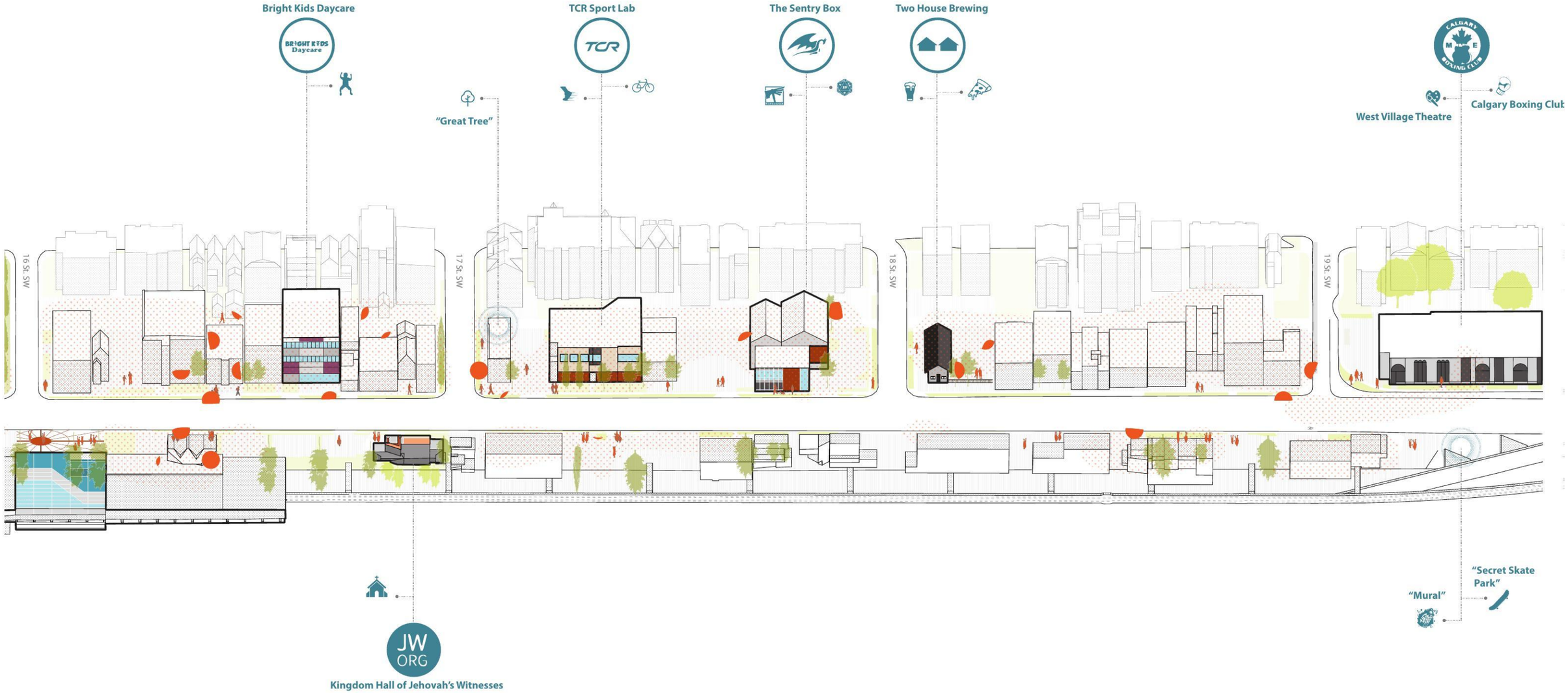
10th Ave SW Placemaking Map Description

The following placemaking map of 10th Ave SW illustrates the built fabric and architectural character of the street in detail. The map is an “unfolded” 3D map, illustrating the façades, open space, and built form on both sides of the roadway that contribute to the sense of place on the street. Placemaking is further illustrated by highlighting key businesses and the services they offer the public (such as social table top gaming at the Sentry Box), hidden gems (such as the DIY underpass skatepark), and zones where people on the street spend time, highlighting formal and informal gathering spaces. More details on gathering locations can be found in the Demographics, Usage, and Assets Section.

The public realm could create generous spaces around key destinations such as Sunalta Community Hall and Park, Bright Kids Daycare, The Sentry Box, and Tailgunner and Two House Brewery, allowing public life to extend into the street. High-usage areas including Sunalta Station plaza, RX Pharmacy, and the greenspace at 17 Street SW may benefit from robust design that incorporates comfort and safety elements to accommodate diverse users.

Key business and hidden gem information was gathered from business license data, media review, and community engagement activities. Formal and informal gathering spaces were identified using mobile location data, analysed from 2019 to 2023, isolating locations where street users stayed in the same location for longer than 5 minutes.




Bright Kids Daycare
BRIGHT KIDS Daycare
"Great Tree"
TCR Sport Lab
TCR
The Sentry Box
Two House Brewing
CALGARY BOXING CLUB
West Village Theatre
Calgary Boxing Club
16 St. SW
17 St. SW
18 St. SW
19 St. SW
JW ORG
Kingdom Hall of Jehovah's Witnesses
"Mural"
"Secret Skate Park"

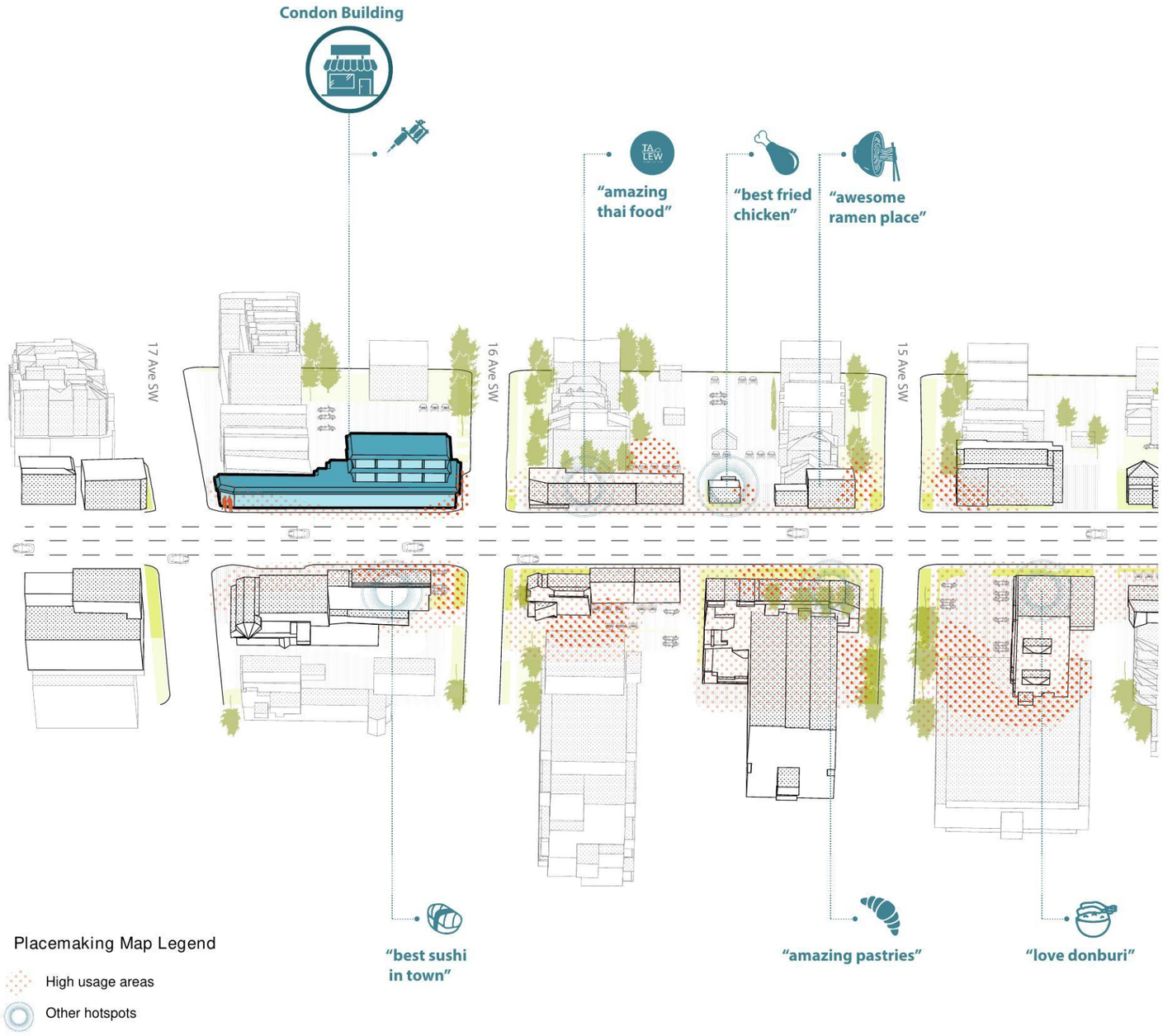
Placemaking Map - 14th St SW

14th St SW Placemaking Map Description

The following map takes the same approach as the previous map of 10th Ave SW, this time diving into the character and placemaking of 14th St SW. More details on gathering locations can be found in the Demographics, Usage, and Assets Section.

Design could consider spill out spaces for identified popular restaurant destinations through increased public space or parking area activations

This map was created using the same data sources as 10th Ave SW. See the previous page for more information.



Sacred Heart Church & Columbarium

Luubann East African Restaurant

Real Estate Council of Alberta

"Great brewery and restaurant"

14 Ave SW

13 Ave SW

12 Ave SW

11 Ave SW

10 Ave SW

"Mural"

"hangout spot"

Dollarama

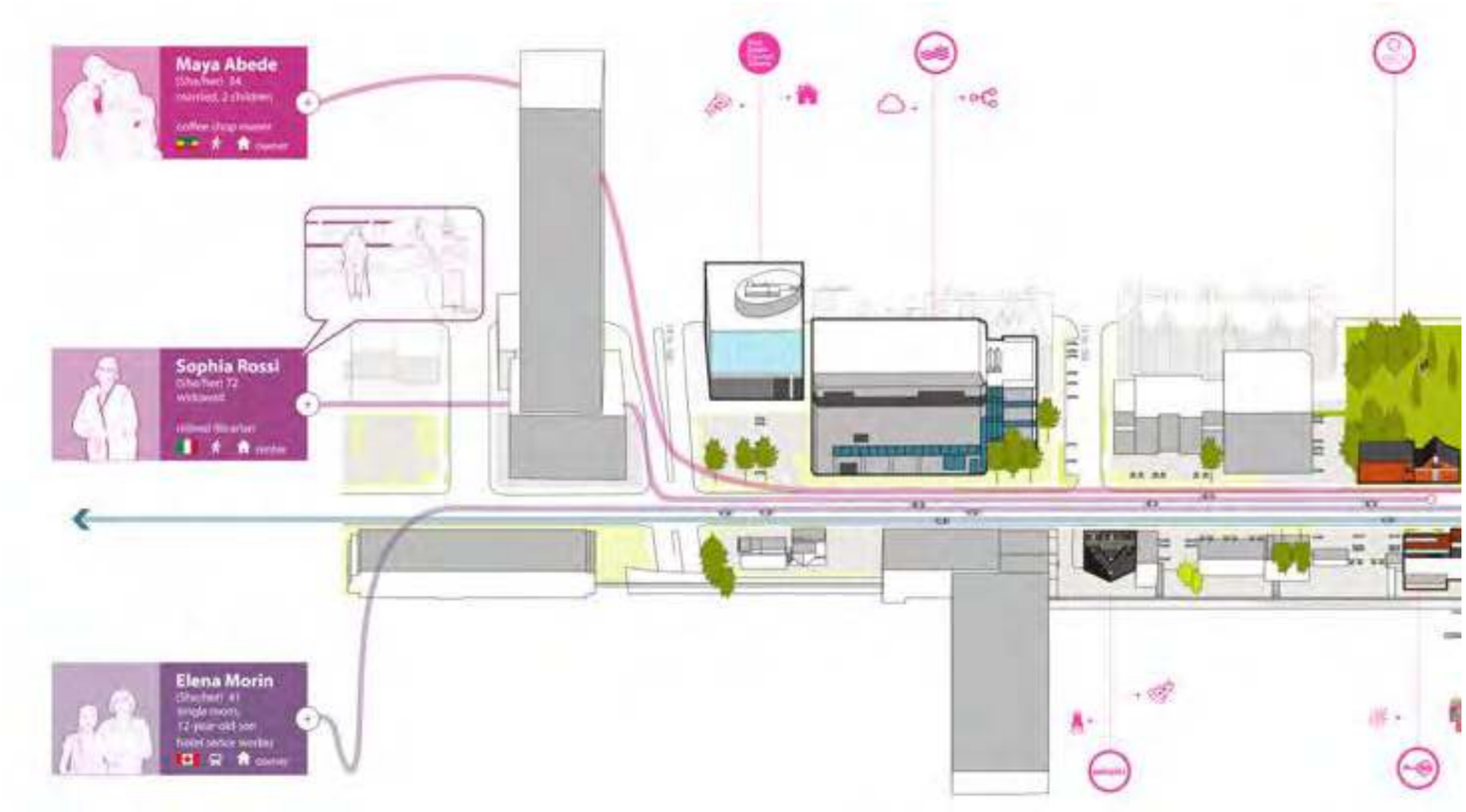
Journey Map - 10th Ave SW

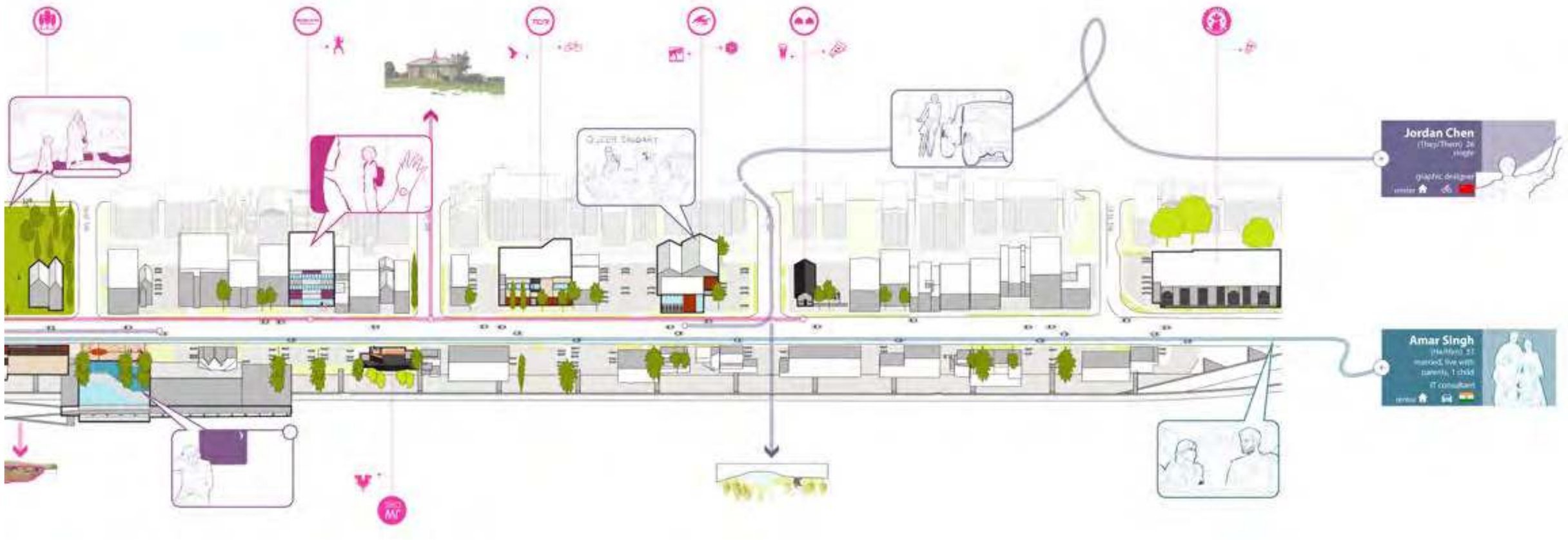
10th Ave SW Placemaking Map Description

The following journey map illustrates the experience of fictional users of 10th Ave SW, and how their journey plays out across the fabric of the street. These journeys include the user's mode of transportation, where they are coming from, places they visit, and interactions they may have on street, both positive and negative, given the street's current fabric and configuration.

The fictional profiles used to illustrate potential are based on demographic trends identified for Sunalta and their interactions are informed by input from the media review, Co-Design Committee, and community engagement activities.

The public realm could provide comfortable, safe, and curated spaces that encourage social interaction and cohesion along key journeys. Safe, protected, accessible, and connected routes for walking and wheeling may accommodate diverse abilities, with particular attention to challenge areas identified in the journeys. Legible and connected routes could link to nearby destinations such as Sunalta School, the Bow River pathway network, and adjacent public spaces.

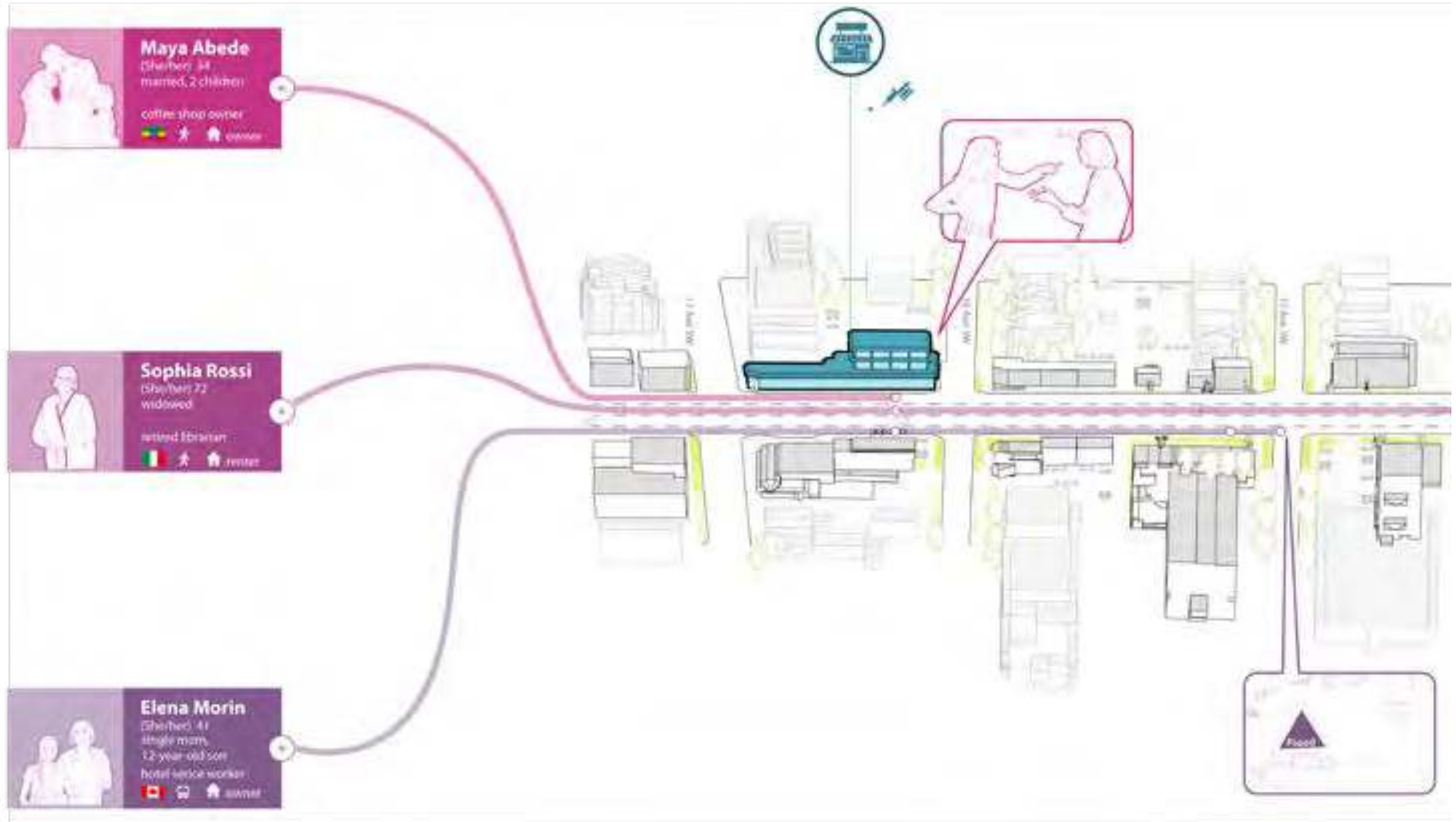


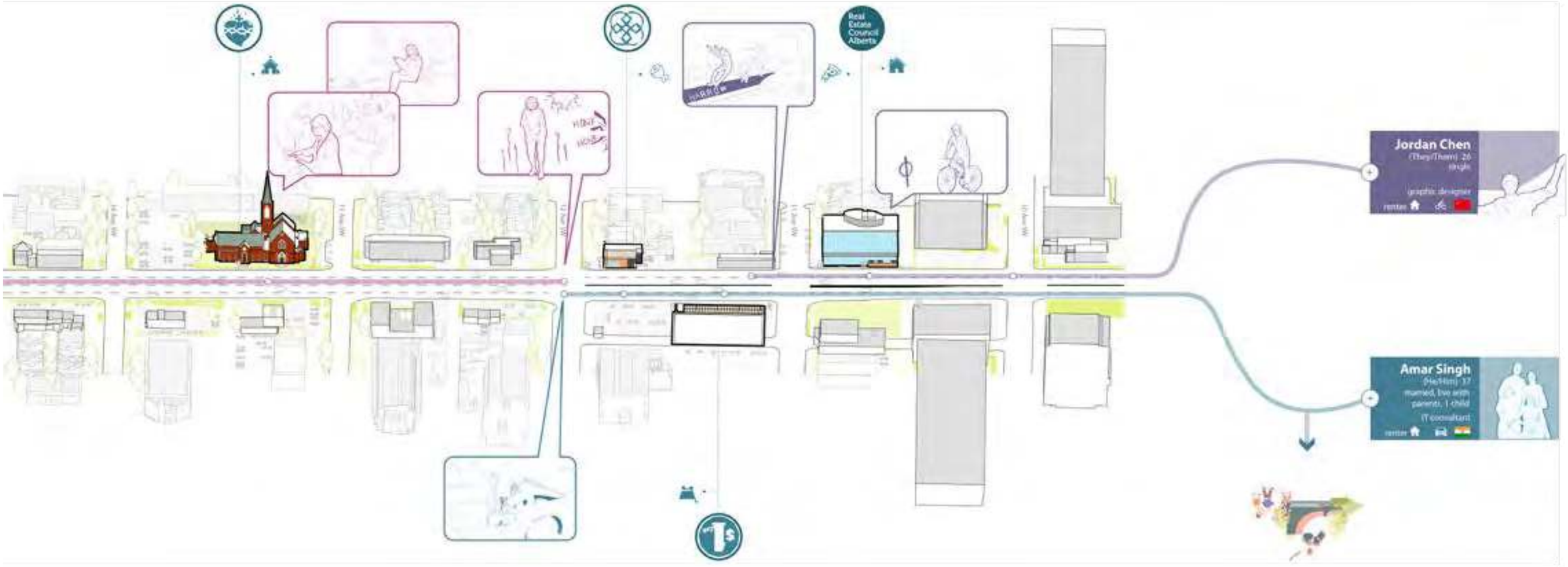

Jordan Chen
Amar Singh

Journey Map - 14th St SW

14th St SW Placemaking Map Description

The following journey map for 14th St SW follows the same fictional users of the site, this time documenting their journeys through this Main Street. Methods align with the 10th Ave SW journey map, but did not receive input from the Co-Design Committee.




Real Estate Council Alberta
Jordan Chen
graphic designer
renter
Amar Singh
IT consultant
renter

Demographics, Usage, and Assets

This section captures insights emerging from the data-driven analysis streams. They support the understanding of the present-day cultural and social fabric of Sunalta and its Main Streets, as well and potential impacts of future growth. Insights include demographics informed by Census data, usage patterns informed by mobile location data, and social and cultural assets informed by open data and Alberta 211 data.

Demographics & Growth

Age Demographics

Sunalta and surrounding areas have very different age demographics compared to the rest of Calgary. There are fewer children and seniors (9% vs 18% and 9% vs 14% respectively). This pattern is even more pronounced when looking at Sunalta proper alone. Despite these demographics, it remains important to design for all ages and abilities.

Housing and Living Arrangements

Sunalta and surrounding areas see over 90% of residents living in apartments, compared to just under 30% across Calgary. This means residents rely much more on outdoor space to recreate and socialize.

Additionally, 45% don't live with a family, compared to 18% in Calgary. There are more one-person households, meaning the social fabric of the neighbourhood is particularly important.

Income and Economic Factors

The median personal income in Sunalta is $40,800 compared to Calgary's average of $44,400. This may be influenced by a high number of students and folks in their early careers. The percentage of low-income residents is 19% in Sunalta proper compared to 9% in Calgary. This increases the need for public realm to offer free and accessible space for socializing and support a range of mobility options.

Housing Tenure and Mobility

There is a higher percentage of renters in Sunalta and surrounding areas (70% vs 30% in Calgary). In Sunalta, 30% of people have moved in the last year, compared to 14% in Calgary. This signals a more transient neighbourhood.

Cultural Diversity

There is a slightly higher Indigenous population compared to the rest of Calgary at 4.4% compared to 3.2%.

The ratio of immigrants in Sunalta is similar to the Calgary average (around 30%). However, there are more recent immigrants who came to Canada in the last 10 years, meaning there may be higher reliance on strong ethnic communities and support networks. There is also a higher percentage of refugees.

The most common countries of origin for immigrants in Sunalta proper are Ethiopia, Eritrea, and China. The Sunalta Neighbourhood Association hosts East African-centered events in this community.

While there is a lower percentage of visible minorities in Sunalta proper compared to Calgary, there is a higher percentage of Black visible minorities (this aligns with the higher population from East Africa).

Transportation Patterns

Sunalta and surrounding areas have much higher percentages of people who commute by public transit, walking, and cycling (15%, 16%, 2.5% compared to 9%, 4%, and 0.5% respectively). This does not align with the current automobile-dominant streetscape.

Future Growth

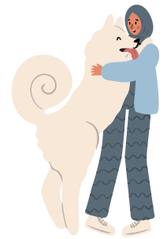
Sunalta's population has remained stable in recent years. However, it is expected to increase by over 100% in the next 20 years according to City of Calgary Projections. This is a result of high-density tower developments, already seen to the west of the neighbourhood. This type of development will add to the already culturally diverse population, likely still centred around younger students and professionals living in apartments with smaller family units and relying on active and public modes of transportation.

With this drastic population increase, it will be important to provide a more multi-modal streetscape with ample social space while retaining community character and history.



Over 90% of Residents Live in Apartments

In Sunalta and Surrounding Communities



45% of Residents Live Outside a Family Unit

In Sunalta and Surrounding Communities



1/3 of Residents Commute to Work Without a Vehicle

In Sunalta and Surrounding Communities



Ethiopia and Eritrea are the Most Common Countries or Origin for Newcomers

In Sunalta

Demographic Highlights

Usage Patterns

The following usage patterns have been gathered to build an understanding of how 10th Ave SW and 14th St SW support urban life. By examining where people come from, where they linger or gather, and when they visit, we can gain more insight on whether these streets are reaching their potential of acting as a destination where people meet, gather, and engage in the local economy.

Data from this analysis comes from opt-in anonymized mobile location data. This data captures a sampling of visits to the public realm and commercial buildings on both Main Streets, and includes data from 2019 to 2023.

User Origins

This analysis captures where people who visit the public realm or business on each Main Street originate from in Calgary. Neighbourhoods in darker orange have a higher number of sample visits coming from that location.

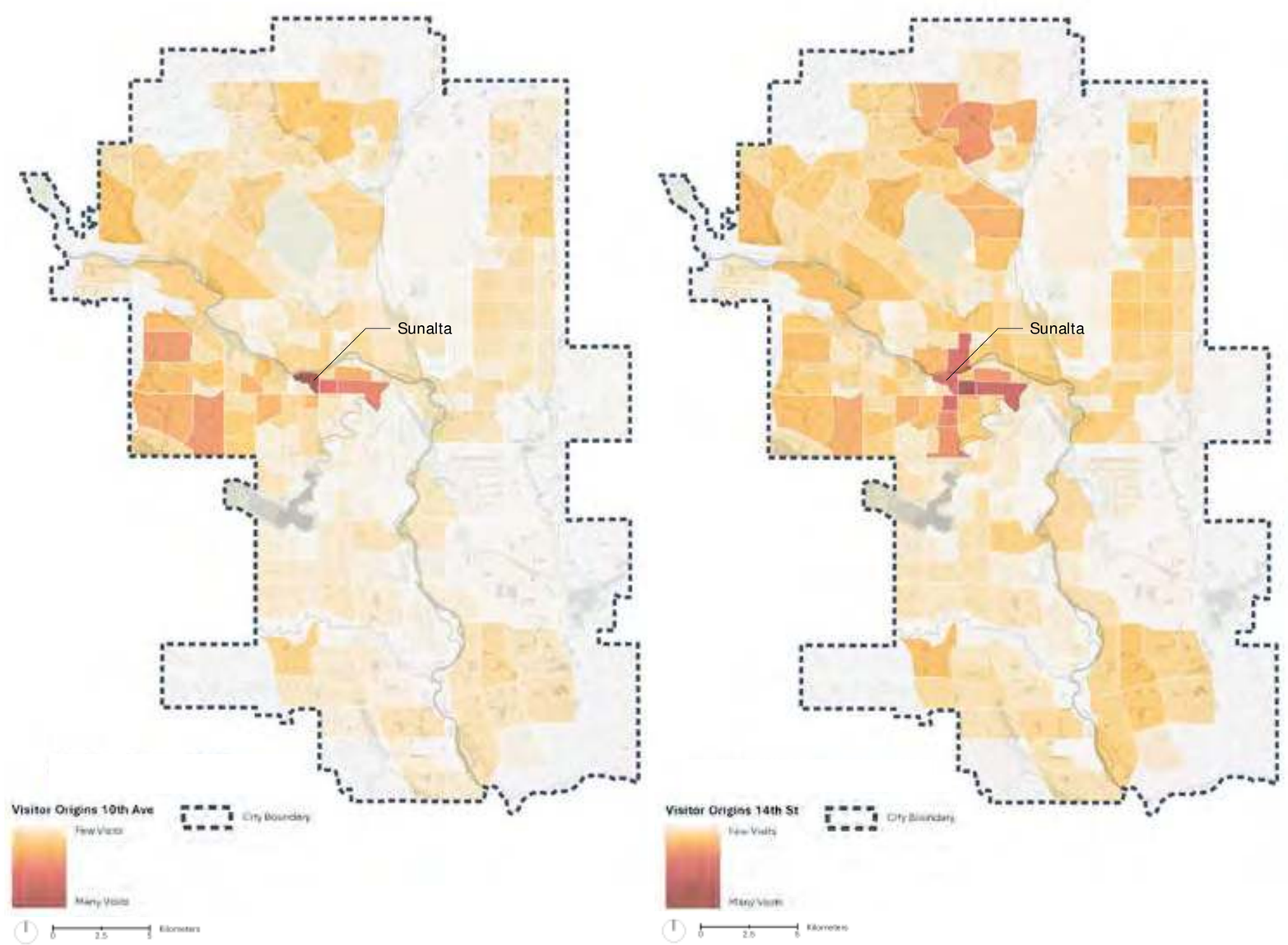
Origin patterns for both streets are similar; however, 14th St SW experiences higher visitation overall. The neighbourhood with the highest visitation to 14th St SW is the western portion of the Beltline, whereas visitation to 10th Ave SW primarily originates within Sunalta itself.

For 10th Ave SW, users tend to be somewhat more localized than 14th St SW, which sees higher visitation from more dispersed geographies of the City. Most users of this street are coming from Sunalta and the Beltline; however, a few neighbourhoods west of Sunalta tend to have higher visitation, including West Springs, Signal Hill and Springbank Hill. This may reflect residents from the west coming through or stopping in Sunalta on their way downtown

Along 14th St SW, many users originate from the southwest quadrant (north of Stoney Trail SW / 50 Ave SW), as well as the northwest and northeast quadrants. There are relatively fewer users from the southwest quadrant or southwest quadrant, below Stoney Trail SW / 50 Ave SW.

Specific neighbourhoods with high visitation to 14th St SW include Beltline, Bankview, Hillhurst, South Calgary, Altadore and the Downtown Commercial Core. Panorama Hills (and some surrounding neighbourhoods) are users of the 14th St SW Main Street.

The design character could differentiate between a more local, community-oriented approach for 10th Avenue SW and a city-wide character for 14th Street SW. Both main streets may serve as gateways to the downtown core, with 14th Street SW potentially emphasizing a mobility-oriented focus.



Calgary Communities by number of sample visits to 10th Ave SW (left) 14th St SW (right)

Gathering Areas

These maps highlight areas where people spend time on the Main Streets in the public realm. To create these maps, anonymized mobile location data is filtered to only highlight locations where people are stationary for 5 minutes or more. The information is aggregated to hexagons, creating a heat map of where people linger or gather.

The places where people linger along 10th Ave SW represent a blend of experiences. For some residents and visitors to Sunalta, these hotspots are considered to be “hidden gems,” including areas around West Village Theatre, Two House Brewing, The Sentry Box, Alberta Beer Exchange, Sunalta Community Hub and more. These areas may present opportunities for the public realm to accommodate more spill out, gathering, and lingering. Other gathering areas along this Main Street; however, have been highlighted through engagement activities as places where people tend to feel unsafe due to the gathering of people experiencing houselessness, mental health challenges, and addiction. These activities are sometimes connected to the social service providers with locations along 10th Ave SW.

Gathering areas along 14th St SW tend to be identified through engagement activities as various beloved restaurants and breweries along the Main Street, such as Best of Kin, Begonia Bakehouse, and others. Other places identified in the maps as hotspots are various restaurants, businesses, and adjacent parking lots.

Design interventions could create spaces for lingering and spillover from popular destinations, as noted in placemaking maps. Tactics may be explored to promote safety, comfort, and dignity in areas with high lingering that may be associated with people experiencing houselessness, addiction, or mental health challenges.



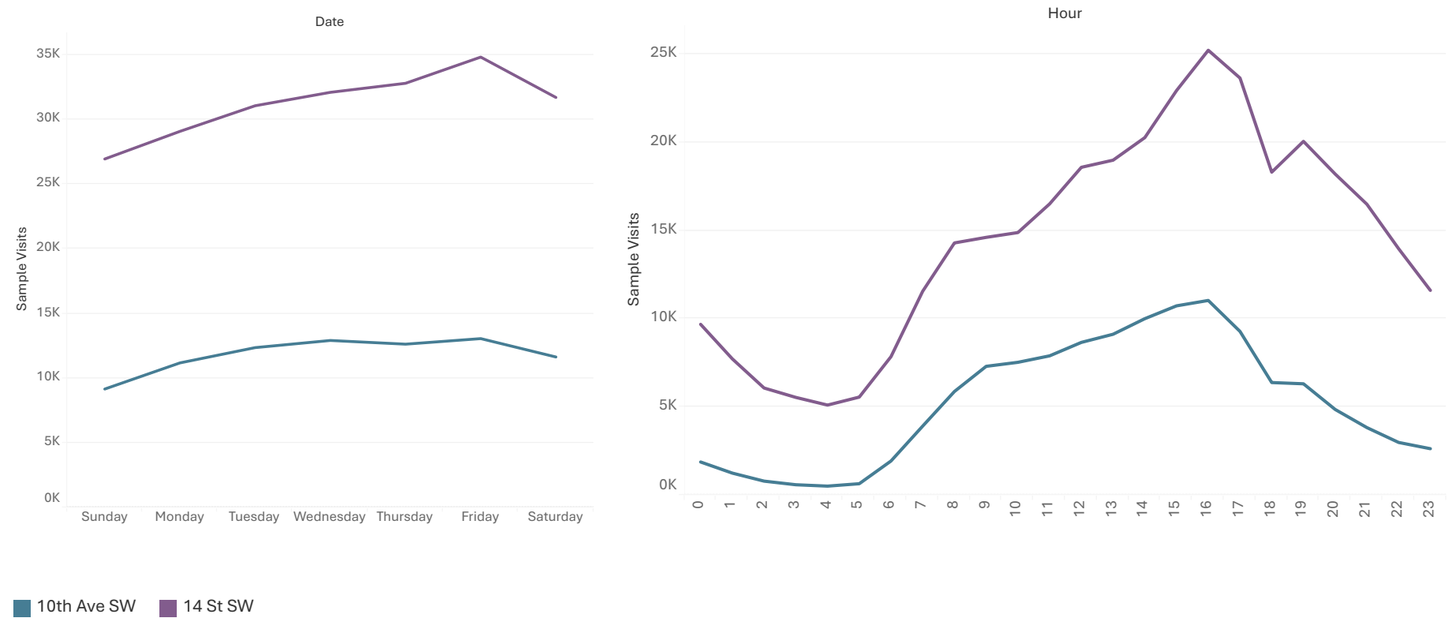
Areas where people spend time in 10th Ave SW (top) and 14th St SW (bottom)

Temporal Patterns

When examining how visitation numbers on these Main Streets change over time, trends around how these streets are used emerge. The graph for usage by day of the week highlights that neither of the streets are currently acting as a weekend destination, with much more usage through the week, peaking on Fridays. This may capture people communicating as well as engaging in social activities after work later in the week on these streets. The graph by hours of the day presents similar findings, with high usage during commuting times and business hours, peaking around 4pm. 14th St SW sees slightly higher sustained usage after 4pm, which may reflect more restaurants along this stretch.

Analysis of dwell times further supports findings that these streets do not currently have high draw as destinations, with both streets having lower dwell times than other Main Streets in Calgary. 10th Ave SW has a slightly longer average dwell time than 14th, likely due to less traffic and more community oriented spaces.

Programmable, activatable spaces could serve as draws on weekends and evenings through features such as power hookups, water access, lighting, and installations, potentially referencing downtown programming and activation strategies. Well-furnished spaces that promote safety and comfort may encourage lingering and patronage of nearby businesses.



Visitation patterns for 10th Ave SW and 14th St SW including sample visits by day of the week (left) and hour of they day (right)

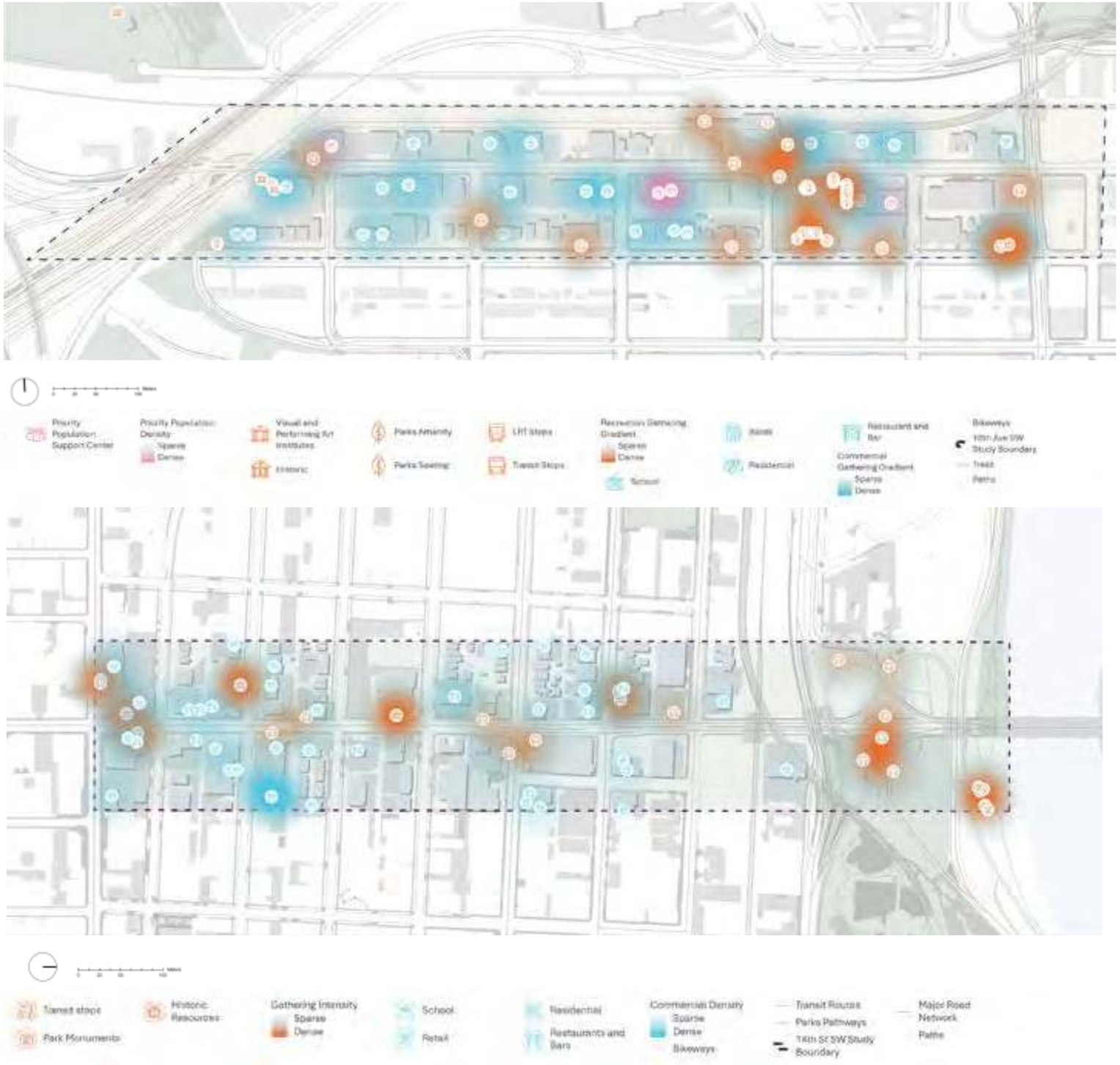
Cultural and Social Assets

These cultural and social assets maps highlight different assets types that contribute to the social and cultural context of the Main Streets. Areas highlighted in the map also signal where the public realm could create larger spaces for different types of gathering. Icons in blue represent more formal businesses and institutions where people may gather. More informal gathering spaces such as transit stops and park infrastructure are highlighted in orange.

Pink icons highlight where social support resources are located, where people may rely more heavily on the public realm. These locations align with areas identified through both the engagement platform and The City of Calgary's outreach to businesses. Because these spaces play a vital role in meeting basic needs, holistic approaches are needed that uphold dignity for all users and support the coexistence of people from diverse socio-economic backgrounds within shared public spaces.

Design approaches could accommodate increased foot traffic and lingering around formal and informal gathering points. Considerations may align with approaches noted regarding social supports.

Assets captured in this map are gathered from open data including business licenses, as well as Alberta 211 data.



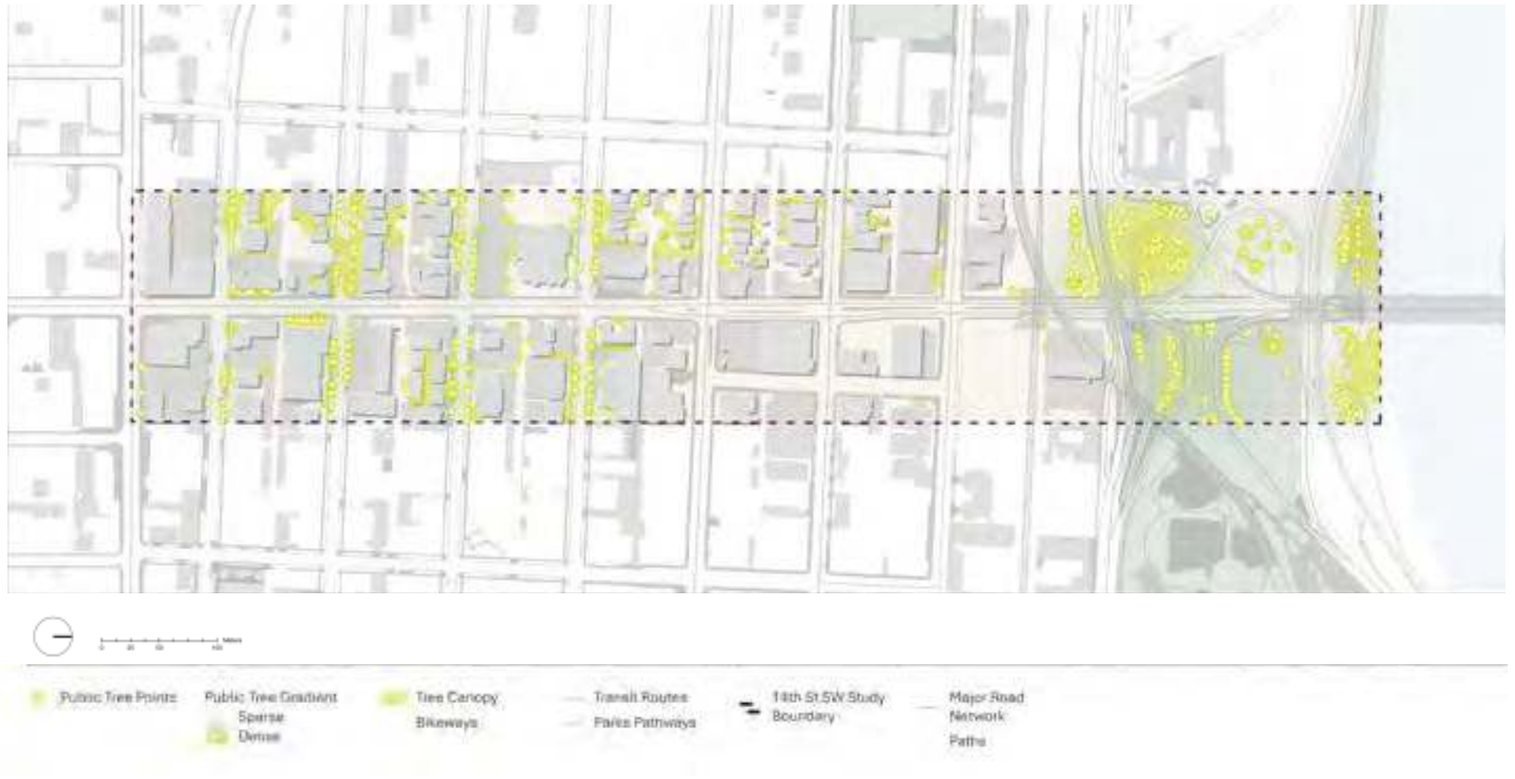
Areas where people spend time in 10th Ave SW (top) and 14th St SW (bottom)

Green Assets

While both 10th Ave SW and 14th St SW have tree canopy within the study area on cross streets, parallel streets, or in parks, both Main Streets have extremely limited tree canopy on the street itself. This creates challenges with thermal comfort in the warmer seasons, which in turn can reduce people gathering, spending time, making connections, and building a sense of belonging on the street. Further to this, analysis conducted in the Main Street Metrics project has shown tree canopy on Calgary Main Streets has a moderate correlation with perceived safety, suggesting further benefits of increasing green infrastructure on the street.

Increased urban tree canopy could address existing gaps and enhance comfort alongside sense of place.





Historical Visual Essay

This annotated visual essay highlights historical influences on the cultural and social fabric of Sunalta and its Main Streets.

1. A Path Well-Travelled: First Nations Routes

Sunalta is located in close proximity to the Bow River, which served as a vital corridor for First Nations long before colonization. Based on the understanding of how trails ran along the river, it is likely that 10th Ave SW originated as a First Nations trail and then a Métis Cart Path. Today, Sunalta is located within Treaty 7 Lands, which was made between the Government of Canada and the Blackfoot Confederacy, Stoney-Nakoda, and Tsuut'ina Nations.

2. Written In (Sand)Stone: Quarry Origins

Sunalta has historical roots in a sandstone quarry, with some of its iconic buildings—such as the school—built from locally sourced sandstone.

3. All Aboard: Railroad Origins

The western settlement of Sunalta was spurred by the arrival of the railroad, with many of the first houses built on land owned by the Canadian Pacific Railway. The railroad played a central role in shaping Sunalta's development, creating challenges by cutting the neighbourhood off from the river, while providing future opportunities, including the eventual C-Train station.

4. Cottages to Industry: Built Form Over the Years

This community has seen an evolution of built form and experienced significant construction over the years. The neighbourhood began with workers' cottages, then transitioned to more light industrial buildings and low-rise apartments. This mix of older modest homes, apartments, and light industrial buildings has set the stage for today's Sunalta, creating space for a diverse range of creative and commercial uses. Today, Sunalta is starting to see the development of high-density towers, bringing a new scale and building type to the area.

5. Building Community: Structures of Significance

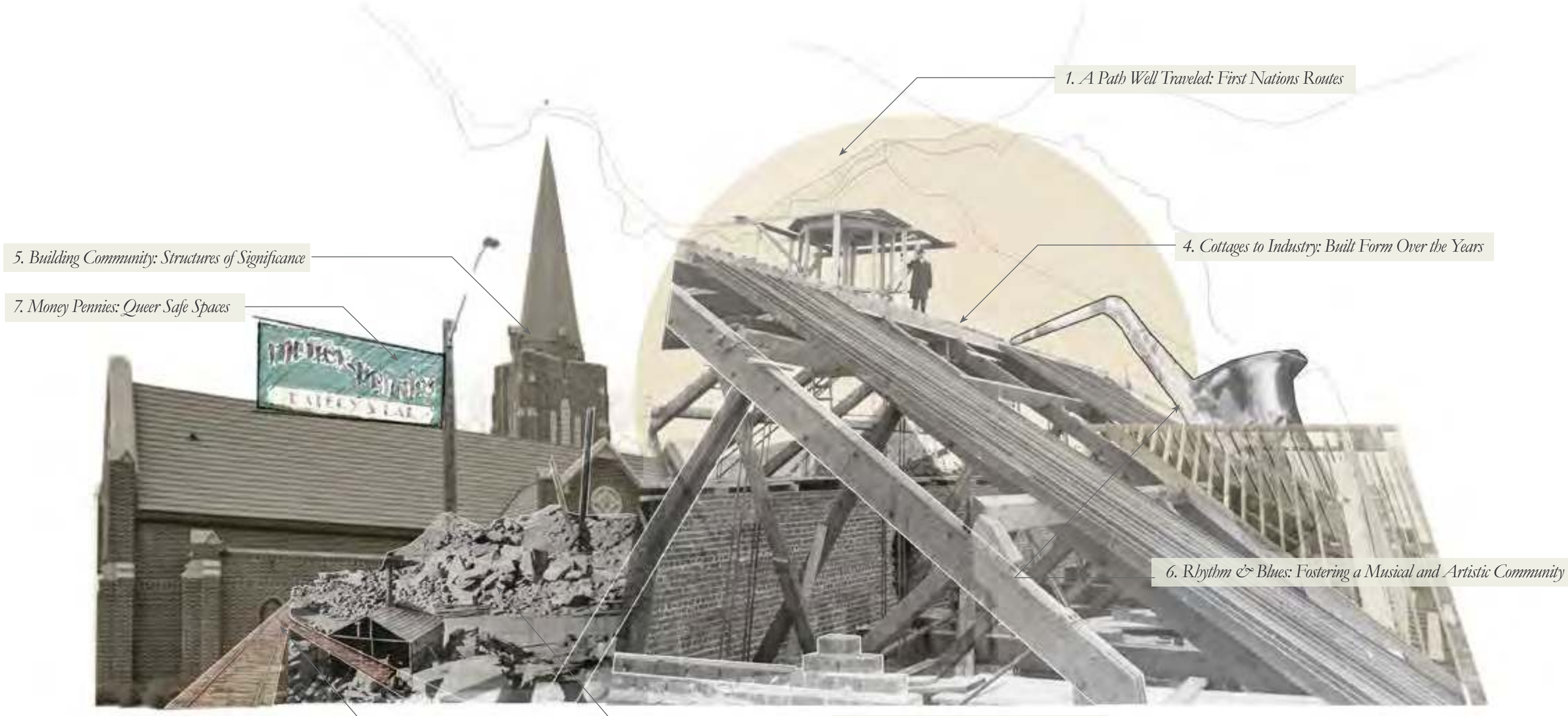
Through Sunalta's development, several buildings, organizations, and establishments have defined the community-oriented character of the neighbourhood. Examples include the Sunalta Block, Sunalta School, the Sacred Heart Church and One-Way Corner Store. Notably, Sunalta's Community Association was one of the first in Calgary, acting as a hub for community connections and programming since the 1950s.

6. Rhythm & Blues: Fostering a Musical and Artistic Community

Sunalta has been shaped by cultural institutions and family-owned businesses that have shaped its unique character. Mikey's Blues Bar is one such business. While it has since moved out of the community, it served as a nightly live music venue, helping to foster today's artistic and musical scene.

7. Money Pennies: Queer Safe Spaces

Another cultural institution in Sunalta's recent history was Money Pennies —a now-closed establishment that served as a safe space for the 2SLGBTQIA+ community. This legacy has been carried on in inclusive spaces like the Sentry Box.



Historical Visual Essay Collage

Present Cultural Visual Essay

The Present Cultural Visual Essay highlights key qualities of Sunalta and its Main Streets that have emerged through the Cultural Landscapes research. These elements speak to the current-day cultural and social experiences of the study area.

1. Build it and They Will Come: DIY Skateboard Scene

Present-day Sunalta is defined by a sense of urban grit, do-it-yourself culture, and community resourcefulness. This is exemplified by the DIY skatepark located under the overpass, which has transformed underutilized space into a valued community asset.

2. Car-centric: Auto-Oriented Streetscape

While Sunalta has a high percentage of folks who use active and public transportation, the current streetscapes of Sunalta's Main Streets feel dominated by personal vehicles. This creates an environment that can feel unsafe or even hostile for those who are walking and wheeling.

3. Social Supports: Addressing Needs of Underserved Communities

Sunalta is home to a range of vital support services for people experiencing houselessness, mental health challenges, addiction, or other social or economic challenges. Examples of these service providers include Safelink Alberta, Closer to Home Community Services, and the Elizabeth Fry Society. These services are essential in supporting those who need help the most. In the future, it will be important to ensure Sunalta develops in a way that makes spaces feel safe and accessible for everyone using the street across all walks of life.

4. Creative Collectives: Artistic Programming & Creative Expression

Sunalta, and especially 10th Ave SW, is home to a range of artistic, creative, expressive, and fringe communities. The street is punctuated with murals and is home to small art galleries and community institutions such as Quick Draw Animation Society and the Sentry Box – a community icon that creates a space for role playing games and expressive and social hobbies.

5. Circle of Wisdom: Connecting & Supporting Indigenous Elders and Seniors

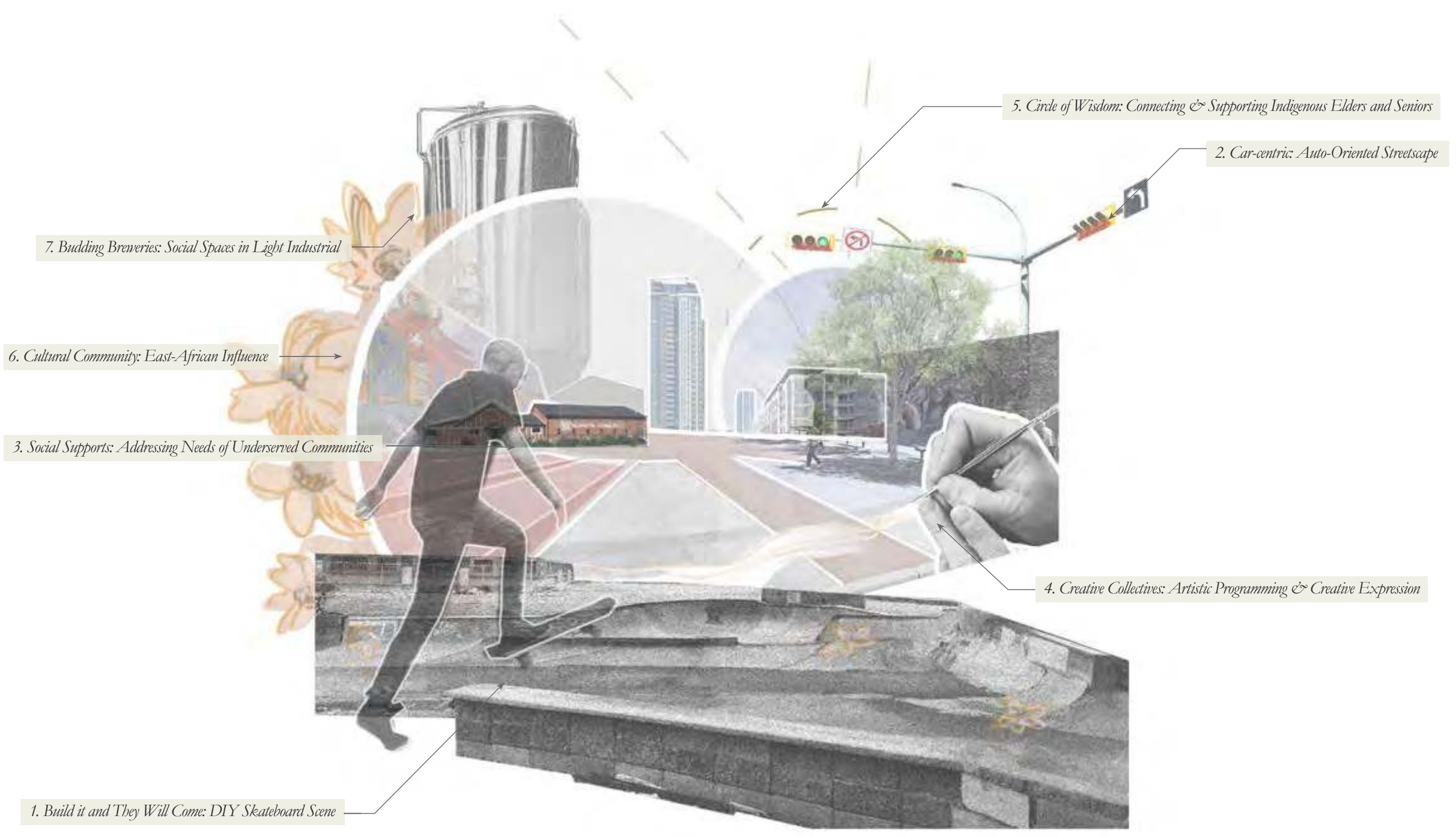
Sunalta is home to a slightly higher than average Indigenous population. It also hosts important Urban First Nations, Inuit, and Métis organizations and businesses, such as the Circle of Wisdom located on 10th Ave SW, which serves as a resource connecting and supporting Indigenous Elders and Seniors.

6. Cultural Community: East-African Influence

A high percentage of Sunalta's newcomer population has recently immigrated from East Africa, with high representation of people from Ethiopia and Eritrea. This cultural community is reflected in the programming at the Sunalta Community Hub, which hosts East African cultural programming and community-building events.

7. Budding Breweries: Social Spaces in Light Industrial

Due to its industrial past, 10th Ave SW's building stock creates prime locations for light industrial and commercial uses that serve inner-city residents, exemplified by the mix of breweries and other businesses such as doggy daycare and upholstering.



Present Cultural Visual Essay Collage

Future Cultural Visual Essay

Building on ideas emerging from a range of engagement inputs, co-design activities, and one-on-one conversations, this annotated visual essay captures a vision of what the future of Sunalta's Main Streets could look like. This future vision is one where the public realm supports the needs and desires of the growing community.

1. Enduring Identity: Building Narratives into the Public Realm

As seen in the previous two visual essays, Sunalta has a unique historical and present-day context that should be expressed in the public realm through gateways, wayfinding and public art to tell its stories. Narratives should highlight Indigenous history and identity on the site, celebrate cultural groups in Sunalta, and honour the figures and establishments that have shaped the community.

2. Keep it Quirky: Maintaining a Creative Counterculture & Sense of Urban Grit

Residents in Sunalta have expressed a keen desire to highlight the community's gritty and quirky character moving forward. To achieve this, the public realm should offer inviting spaces for experimental activations, impromptu performances, and iconic events such as Calgary's Beakerhead that was previously held on 10 Ave.

3. The Birds and the Bees: A Green Urban Future

Currently, Sunalta is not known for being especially green. Going forward, there is an opportunity to enhance greening efforts and connect to nearby habitat corridors, such as the river, to build a public realm that is comfortable, stimulating, and supportive of urban biodiversity.

4. Spaces for All: Embracing Community Connections in the Public Realm

Sunalta is home to a diverse community of people from all walks of life. Many residents do not have access to private outdoor spaces to gather, connect, and recreate. In the future, Sunalta's Main Streets should provide open, welcoming and accessible spaces for people to move, gather, and connect. This means ensuring everyone can access spaces freely and safely, regardless of their age or ability. It also means continuing to support underserved communities while making sure there are safe spaces for everyone to enjoy.

5. Moving and Grooving: Enabling A Range of Safe and Accessible Transportation Options

Based on its proximity to downtown and unique demographic, people using Sunalta's Main Streets rely on walking, cycling, public transit, and other mobility methods to get around. Sunalta's future streetscapes should respond to this reality, by creating a well-connected network that enables people to move safely and efficiently, no matter their chosen method of transportation.

6. Getting Messy: Urban Play, Growth, and Exploration

In the spirit of urban grit, community connection, and a sense of discovery, Sunalta should offer opportunities for play, recreation, cultural exploration, and education. Examples could include gardening or urban agriculture, water-based play features, interactive artistic installations, and places to explore nature or local history. These opportunities will help to ground people in a sense of place, production, and culture through play.



Future Cultural Visual Essay Collage

Appendix 1

Research Questions & Methods

Stream 1: Demographics

Research Questions:

- Which cultural backgrounds are common within the site and surrounding areas?
- What demographics groups have higher or lower representation in this area compared to the average in Calgary? (age groups, family compositions, income levels, education levels, etc.)
- How many people live in the area now, and how is that expected to grow?

Data / Analysis:

- Review of City of Calgary Demographic Profile and Growth Projections
- Additional Analysis of Stats Can Data for the contextual study area
- Creation of representative profiles to represent demographic changes

Stream 2: Usage Patterns

Research Questions:

- Where do people spend time within the public realm? How do these patterns change during different days of the week, or through different seasons?
- When does 10th Ave SW receive the most visitation? How long do they stay?
- Where do people come from who currently visit 10th Ave SW?

Data / Analysis:

- Analysis of Anonymized opt-in mobile location data representing the usage patterns of a subset of the population
- Integration of Main Street Metrics findings using the same data set

Stream 3: Cultural & Social Assets

Research Questions:

- How are social resources distributed in the project area?
- Where do resources have the potential to activate the public realm?
- Where should the public realm accommodate higher volumes of people accessing different destinations and resources?

Data / Analysis:

- Mapping of assets drawn from:
  - City Engagement
  - Alberta 211
  - Calgary Open Data

Stream 4: Site Walk

Research Questions:

- What built form, materials, and architectural languages exist that can inform future design?
- What informal gathering spaces or assets exist? Do they align with the Stream 2 results?

Data / Analysis:

- Site walks as part of the Co-Design process

Stream 5: Media Review

Research Questions:

- What historical and current influences exist that can shape the future of the site?

Data / Analysis:

- Review and summary of media including archival maps / images, articles, events, and online media such as community pages

Stream 6: Engagement Activities

Research Questions:

- What cultural and social places and spaces are valued by the community?

- How do people come to the site, what journeys do they take through the site?

- What are key stories and elements that make up the past, present and future identities of the site?

Data / Analysis:

- Integration of findings coming from Co-Design process › (podcast, visions, stories)

- Integration of City Engage results (maps and visions › from the Sunalta Main Street engage page)

- Supplementary interviews to fill knowledge/perspective gaps with:
    - Matt Masters (Local grit, character, and cultural scene)
    - Harold Horsefall (Indigenous perspectives)
    - Pam Downey (Newcomer & business perspectives)

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