



33 and 34 Avenues Streetscape Master Plan

Stakeholder Report Back: What we Heard

October, 2018

Project overview

Calgary's Main Streets are places where citizens come together. They are places where we want to go, we enjoy, and we come together as a community. The transformation of Calgary's Main Streets will occur jointly through public and private investment, and will empower citizens to travel less and live more by providing the things we need right in our own communities.

Main Streets are resilient, adaptable, and attractive public spaces that:

- Celebrate the character of the community
- Encourage diversity of local businesses, buildings and residents
- Create a vibrant destination

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

The transformation of individual Main Streets occurs through 4 steps:

- Strategize
 - Completed in 2014-2015, public engagement, area-specific market demand research and area planning and policy reviews led to the development of Main Street specific strategies
- Plan
 - Planning and policy revisions that allow for higher population densities, a greater mix of building types, and more access to transportation options
- Design
 - The creation of streetscape master plans that feature safe, comfortable, high quality street and sidewalk environments that encourage all modes of transportation along Main Streets
- Build
 - Short-term investments and permanent construction based on a Main Street's streetscape master plan

33 and 34 Avenues S.W. are currently in the Plan and Design steps. As part of the Design step, the Main Streets team is producing a detailed streetscape master plan that provides a blueprint to reconstruct 33 and 34 Avenues S.W. in a way that meets the needs of current and future residents, visitors and business owners.

Engagement overview

Phase 3 engagement on 33 and 34 Avenues S.W. Streetscape Master Plan built on the feedback gathered in phase 1 and 2 that took place in Marda Loop and online in February and May of 2018 respectively. Phase 3 of engagement hosted two public open houses on September 22 and 25, 2018. For those unable to attend the open house, an online feedback form was open September 25 – October 16, 2018. The public



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open houses had a combined attendance of roughly 142 participants who provided 34 pieces of feedback, as well as the project received 38 submissions of feedback online.

Phase 3 of public engagement focused on the presentation of the streetscape master plan concept for 33 and 34 Avenues S.W., as the project team works towards a final concept. In previous project phases, The City explored values and design priorities with community members.

What we asked

Stakeholders were presented with the 33 and 34 Avenues S.W. streetscape master plan concept that was developed as a result of the previous engagement phases and technical considerations. Stakeholders were then asked to review the 33 and 34 Avenues S.W. streetscape master plan concept and give their impressions of the concept. Stakeholders were specifically asked “What is your impression of the Streetscape concept?”

For more details on the 33 and 34 Avenues S.W. streetscape master plan concept and the information panels presented at the open house please visit www.engage.calgary.ca/33ave

What we heard

Below is a summary of the themes that emerged through the 3rd phase of engagement. The themes are listed from most frequent to least frequent. Being that only 1 question was asked during this phase and that relatively low amounts of feedback were received, it is recommended that the reader review the verbatim section to gather a fulsome understanding of the feedback.

Question: ‘What is your impression of the Streetscape concept?’

Neutral Themes	Verbatim Examples
Desire for pedestrian mobility to be a high priority	<ul style="list-style-type: none"> • “Good pedestrian treatments” • “I think more crossing signals would also help pedestrians in Marda Loop”

Supportive Themes	Verbatim Examples
General support for the 33 and 34 Avenues S.W. streetscape master plan concept	<ul style="list-style-type: none"> • “Love the work you've done! Very supportive. Support density plans. Thank you.” • “We vote yes. Do it all!” • “Great forward thinking! Keep up the great work”



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	<ul style="list-style-type: none"> • “Love the streetscape plan!” • “Good to go! This will make Marda Loop even more of a 'destination'. Great work!” • “It looks nice and should be a big improvement.”
Support for traffic calming features that increase pedestrian safety (E.G. bumpouts, planters, etc).	<ul style="list-style-type: none"> • “Bumpouts, intersection sidewalks and crosswalks seem good” • “Really like planters and bump outs” • “Good pedestrian treatments”
Desire for increased infrastructure to support safe bicycle transportation	<ul style="list-style-type: none"> • “Marda Loop should be both walkable and bikeable” • “34 Avenue is an important bike connection.” • “Protected bike lanes needed and bicycles should not be blocked by planters/ partial closures to cars on 34th.”
General support for urban parklets	<ul style="list-style-type: none"> • “Temporary summer spaces are awesome! Need more!”
General support for closed street plaza concept	<ul style="list-style-type: none"> • “...love closed street plaza” • “I like the 21 street closed street plaza idea :)”

Critical Themes	Verbatim Examples
Concern over pedestrian safety in relation to the increased traffic flow in the area	<ul style="list-style-type: none"> • “We need immediate improvements in pedestrian safety (34 ave @ 19th street)” • “Keep children/ pets safe from traffic lanes” • “I think more crossing signals would also help pedestrians in Marda Loop.”
Concern about increased traffic flow and congestion and a desire for concurrent updated transportation infrastructure and traffic controls in order to accommodate this increase	<ul style="list-style-type: none"> • “I'm concerned about traffic volume and flow” • “I like it, but concerned that it doesn't suggest strongly enough how traffic controls will be added (e.g. stop signs and signals). 33/34 big issue is speeding and a wall of cars with no breaks due to increased population, I don't see how this plan helps” • “Needs to be combined with lower speed limits and traffic calming on adjacent residential roads since no improvements for traffic congestion are proposed” • “If roads are not widened, cars coming in from Crowchild will generate a traffic jam”



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Desire for a review of local transit routes to increase efficiency	<ul style="list-style-type: none"> • “Review transit route - Seniors want to go to Safeway”
General lack of support for the 33 and 34 Avenues S.W. streetscape master plan concept	<ul style="list-style-type: none"> • “Not integrated between land use and transportation infrastructure. Lack of holistic approach”

**Please note there were also numerous pieces of feedback that relate to the proposed land use changes (zoning) to the 33 and 34 Avenues S.W. master plan. To view this project and feedback please visit <https://engage.calgary.ca/33aveMS>

Verbatim Comments

The following is a record of the feedback received through in person and online engagement.

Please note: Personally identifying information, as well as any portions of comments not in compliance with the City's Respectful Workplace policy are removed from participant submissions, the intent of the submissions remains.

Question: ‘What is your impression of the Streetscape concept?’

- Love the work you've done! Very supportive. Support density plans. Thank you.but we need immediate improvements in pedestrian safety (34 ave @ 19th street)
- New / updated "marda loop" streetlamps and signage....
- No urban parklet what is the point?
- We vote yes. Do it all!
- Keep urban parklets away from exhaust filled heavy traffic areas...
- M-H1 & 3H16 rows should be 3-4 storeys only!!!
- Are not in favor of "at all costs" R-CG in R-C2 - lacks character
- Conflicts with established infill and upgraded lots. Height is an issue. Community representation is being ignored and dismissed
- Review transit route - Seniors want to go to Safeway
- Love the landscaping and planters
- Bumpouts, intersection sidewalks and crosswalks seem good, I'm concerned about traffic volume and flow
- Slow..residential traffic
- Great forward thinking! Keep up the great work
- Safer intersection @ tres Maria
- Closed St Plaza
- Love the streetscape plan! Still think proposed rezoning on 34/33 east of 19th is too dense
- I'm pedestrian friendly! I like it!
- Looking great!



- Keep all streets and sidewalks and alleys well lit...
- Can't wait! ...love public artlove closed street plaza
- Not integrated between land use and transportation infrastructure. Lack of holistic approach
- Why this session in a space that belongs to a developer?
- Love the number of trees
- Really like planters and bump outs
- Love the mixed use projects built on 33rd and 34th! Those are very welcome
- Good pedestrian treatments
- No RCG!
- Unsure urban parkettes. Keep children/ pets safe from traffic lanes
- 33rd and 19 street needs a crosswalk (lots of near misses)
- I like the 21 street closed street plaza idea :)
- Love it! Council better fund!
- Good to go! This will make Marda Loop even more of a 'destination'. Great work!
- Temporary summer spaces are awesome! Need more!
- New BRT stop is great!
- Would like to see 34th slowed so bikes migrate there and stay off 33rd.
- I like it, but concerned that it doesn't suggest strongly enough how traffic controls will be added (e.g. stop signs and signals). 33/34 big issue is speeding and a wall of cars with no breaks due to increased population, I don't see how this plan helps
- It looks nice and should be a big improvement. Needs to be combined with lower speed limits and traffic calming on adjacent residential roads since no improvements for traffic congestion are proposed
- Very concerned with traffic, bikes, pedestrians, parking and the height of proposed buildings.
- No RCG! This is totally ridiculous. The lack of feedback is astonishing.
- 250 characters for feedback?
- No building should be greater than 3 stories tall. No dwelling should be more than 2 stories tall. Allowing RCG is an ugly disaster. They all look the same. Do we live in the soviet block?
- No respect to elderly neighbors, or those with disabilities, or with families. If you are 35 and walk around with a latte, then you are set.
- Who wants these towering monster buildings next to the residents? Nobody! Listen to the people who live here!
- The concept looks fantastic, on paper. if roads are not widened, cars coming in from Crowchild will generate a traffic jam; Transit route (#7) does not connect well with Crowchild routes (#20...).Senior can't access supermarket / pharmacy.
- Please, extend the number of character one can use: this is NOT twitter.
- Does not appear to improve traffic flow. Very concerned about partial closure of some connections as this will funnel all traffic onto remaining residential roads that do not have capacity for existing volume. No improvements to dangerous cycling route



- Protected bike lanes needed and bicycles should not be blocked by planters/ partial closures to cars on 34th. If partial closures on some 34th interchanges, what is the impact on the remaining open roads? only 16, 19 and 20 are designed for volume
- It appears that the plan calls for widening sidewalks along 33rd Ave to 2.5 m width. This will put a significant burden on residents of homes facing 33rd Ave in that the amount of sidewalk the city will expect them to clear will be more than doubled.
- I am certainly a proponent of some updates to the 33rd and 34th Avenues, however traffic on 33rd and 34th Avenues is ALREADY AT CAPACITY. Try getting across 33rd ave to 34th on 20th street (light, stop sign, bus, bikes pedestrians). Density NEEDS to slow.
- Way to dense, extends into currently R1 residential, does not follow the marda loop development plan. Are all the councillors in the developer pockets?
<http://www.calgary.ca/PDA/pd/Documents/arp-asp/arp/marda-loop-arp.pdf?noredirect=1>
- Consolidating bike racks into corrals is not practical! Having evenly spread racks integrates better and will be used because convenient. Are the raised planters located within the amenity zone proposed? If so the design needs to be very high quality.
- What do you mean by "place making"? Are you thinking green spaces? Small fenced dog parks? Please stop designing a little East village. If I wanted to live there I would be. The aesthetics of the buildings where chosen by the builders not the residents.
- The developers need to be held accountable for the flow of traffic. They cannot be allowed to create an inadequate parkade that is too small for trucks/vans/SUVs which can be only accessed by turning across the flow of traffic or blocking the travel lane.
- PLEASE DO NOT install those "traffic calming" bump outs. They create major congestion and limit the parking spaces.
- I like the retail plaza and patio space for restaurants. I would like to see better transit floor from neighbourhood to swbrt stops. It would be good if route 7 continued along 33 avenue to swbrt stop at crow child.
- Why the heck would we prioritize parking?? This is a pedestrian area, make cycling and walking the priority, the intersections on 33rd are backed up. Get rid of the cars and make crosswalks better. We need more curb extensions also!!!
- Shitty parking.
- RCG are an eyesore. Thanks for ruining the neighbourhood, Evan.
- Really like it. Looks good
- 34 Avenue is an important bike connection.
- I was at the open house on September 22 and had a hard time finding parking on 34th on a Saturday afternoon. 33rd and 34th are being over developed with streets that are not able to accomodate increased parking and traffic needs - this is a real problem.
- Vague
- In favour f with the land use proposal as well as the streetscape plan. What I am NOT in favour of is the proposal for turning restrictions and curbing of north/south street travel! NOT desired. Will only create further bottlenecks!! RETHINK!

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- Confusing. You say people don't use underground parking in area but yet you say more parking is needed to address problems. Don't enable people to be lazy. Marda Loop should be both walkable and bikeable before we provide more parking.
- Pedestrians would be a lot safer if shop keepers would stop placing merchandise and displays on the sidewalks. This is a hazard with people trying to avoid the expanding storefronts. The stores should not infringe on public spaces
- I would like to see new speed bumps and new traffic calming measures put in place along 32nd Avenue SW to slow down drivers using 32nd as a shortcut avoiding 33 & 34 Avenues. Also...I think more crossing signals would also help pedestrians in Marda Loop.
- This looks nice but I don't understand how it will dramatically improve pedestrian safety. High traffic volumes, high traffic speed, and too much parking at intersections makes the pedestrian experience very unsafe

As a frequent walker and bicycle commuter, the streetscape concept is exciting! I love the community spaces and more walkable feel.