

Engagement
Summary Report
Fall 2020
Engagement

Future of

Stephen Avenue

What We Heard:

Report on Engagement for Phase 1a: Discover, Explore, Review

November 2020

A partnership project by:

City of Calgary

Calgary Downtown Association

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Project Overview

Stephen Avenue is one of Calgary’s busiest, most animated and recognizable streets. The avenue means different things to different people. For some, Stephen Avenue (“the Avenue”) is Calgary’s premier hospitality and retail destination. For others, it’s a pedestrian-friendly environment to take a walk, to people watch and socialize. It is this diversity that makes Stephen Avenue attractive to so many people and a focal point of Calgary’s downtown.

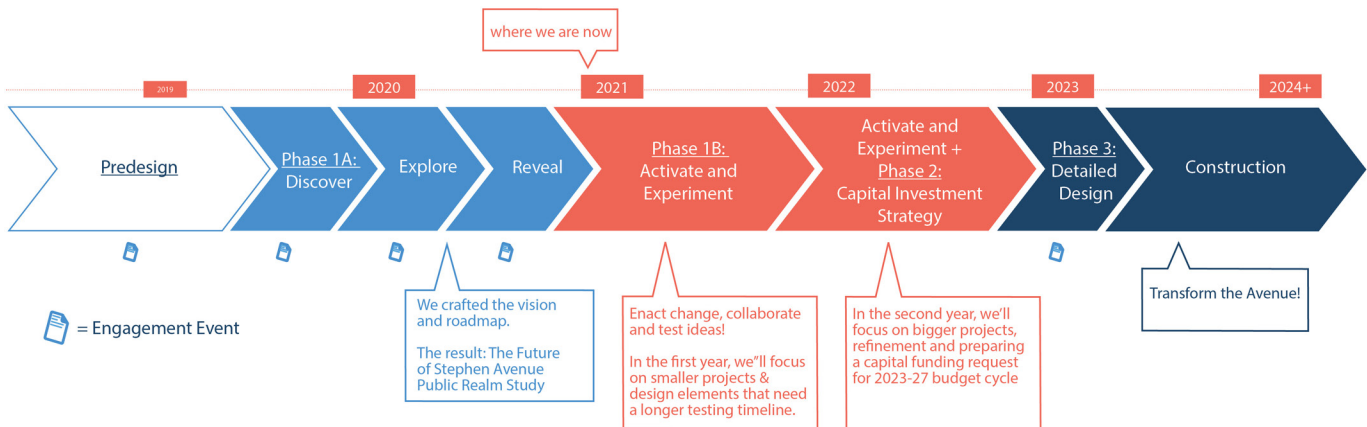
So why this project now? Over the years Stephen Avenue has adapted to Calgary’s cycles of growth and change rather well and yet today the public realm and public life profile is no longer consistent with the culture and energy of present-day Calgary. The energy and vibrancy of Stephen Avenue is not sufficient to attract investment from new industry partners, the physical condition of the mall has deteriorated and has resulted in vacancies in key locations. Combined with the growing presence of less socially acceptable behaviour and many missing amenities of a complete neighbourhood, it is time to re-imagine Stephen Avenue and its place in downtown Calgary.

Generating a bold and compelling vision for the future of Stephen Avenue will require new ways of working and thinking for the City of Calgary and its cultural and business partners. A great public space must be well located and well designed; seeded with the right combination of culture, commerce and play; and create authentic invitations for many people to care and participate in actively stewarding and caring for the space.

A beautiful new streetscape design is necessary but not sufficient to catalyze the transformation of Stephen Avenue. Great design must be paired with a robust program for economic investment and redevelopment and a strong framework for operations, maintenance and stewardship.

This project will provide a strong vision for future enhancements and development that unifies districts, reinforces a sense of place and enhances the pedestrian experience by focusing on improving the public realm, creating an environment that enhances partnership with local businesses and strengthens the connections to local cultural partners.

Project Timeline



Phase 1A Engagement Overview

Public engagement for the Future of Stephen Avenue was conducted in four stages:

Public Space Public Life Surveys (PSPL)

PSPL surveys measure how people use space and allows cities to optimize public space for human comfort and active mobility, allowing for holistic solutions that take all users of the public realm into account.

From Summer 2020-2021, a number of PSPL surveys were conducted both large and small to create a baseline and better understand movement and use of the Avenue by citizens and visitors.

Discover Phase - Fall 2019

The Discover phase is about listening & learning. In this phase preliminary findings were unveiled to the public at store-front open houses and through online engagement. We obtained feedback on these findings and a greater understanding of what Calgarians want the Avenue to be - ultimately influencing our final plan.

Explore Phase - Spring 2020

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

As this phase took place at the beginning of the COVID-19 Pandemic, the team made the decision to focus engagement on impacted and targeted stakeholders through online workshop sessions. Stakeholders helped us identify priorities and their input informed the final deliverable - the Public Realm Study.

Reveal Phase - Fall 2021

The Reveal phase focuses on communicating the short and long term strategies that will be carried forward into detail design of the project. In this phase we unveiled The Future of Stephen Avenue Public Realm Plan to the public through an online live presentation and Q&A, alongside a 3-week online engagement period. Through this engagement we gained feedback on priorities and specific ideas to inform our focus for the next phases.

The Reveal phase is the focus of this What We Heard Report.

Summaries of the Discover and Explore phase are provided on the following pages. For the full What We Heard Reports, visit calgary.ca/stephenavenue.



Previous Engagement Summary | Discover Fall 2019

In December 2019 the public and stakeholders were engaged in the following ways:

- Engagement Storefront on Stephen Avenue
- Online Engagement
- Stakeholder Workshops
- 1 on 1 Stakeholder Meetings

During the various forms of engagements held, the overall sentiment from the public and stakeholders was that the project team was going in the right direction and that the site analysis and 'hunches' developed represented accurately the current public space and public life profile on Stephen Avenue.

During this phase of public engagement the project team captured over +600 comments from the community, respondents wanted to see Stephen Avenue become more:

- Pedestrian friendly
- Active at night
- Active over the weekend
- Safer
- Greener
- Better lit
- 4-season design

and expressed a need for change through:

- A well-defined experience for all users and all modes of transport
- Accessible and attractive for all people, all day, and all year round
- Inclusive and diverse, with activities for all ages, abilities and price-points
- A comfortable place to both move through and linger for longer
- A mixed use street, with more residents, more small shops and more events
- A well-governed place, designed and programmed in its' entirety

Participants expressed a need for focus on...



Previous Engagement Summary | Explore Spring 2020

Initially, the engagement plan for the Explore phase included an Engagement Storefront on Stephen Avenue and a broad business stakeholder session hosted as part of the Calgary Downtown Association's Annual General Meeting. However, COVID-19 restrictions came into place shortly before the planned engagement sessions. In response, the decision was made to focus on targeted stakeholders and not engage the public and wider business community at a time when more critical and immediate issues were at hand.

The project team held two virtual engagement sessions in the form of targeted stakeholder workshops with 39 participants in May 2020. At these sessions the preliminary vision, goals and recommendations were shared, alongside a series of potential actions which serve as overarching concepts for addressing the future of the Avenue.

Participants were given the opportunity to ask questions and provide insights during the presentation. Following the workshops, participants were asked to complete an online survey to help prioritize the strategic moves, actions and section alternatives. There were 28 respondents total. The project team used the take-aways from the workshop and survey to help shape the priorities for the final Public Realm Study.

Some of the key themes from the responses are highlighted on the right and the following page (7). For the full report please find the What We Heard Report #2 on engage.calgary.ca/stephenavenue.

Vision

“The Avenue is Calgary’s main connector to **arts, culture and commerce**, and a dynamic stage for **experimentation and innovation**. A 21st century street, the Avenue **links Calgary’s walkable urban core to its neighbourhoods** through a superlative public realm. **Active day and night, and throughout the year**, the Avenue is a catalyst for a resilient economy, enabling adaptation towards Calgary’s future. As Calgary’s premier local and tourist destination, the Avenue fosters social interaction, civic gathering, and community pride.”

Respondents were asked to identify which parts of the vision resonated with them.

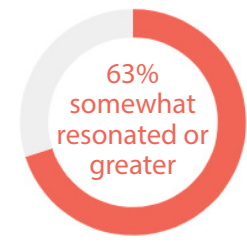
Arts, Culture & Commerce

78% resonated & 22% resonated somewhat



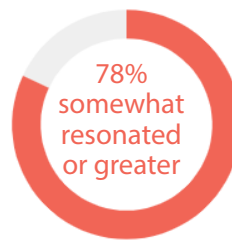
Experimentation & Innovation

42% resonated & 21% resonated somewhat



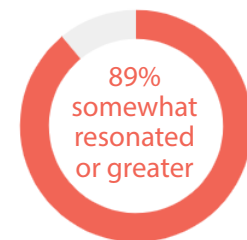
Network & Connections

53% resonated & 25% resonated somewhat



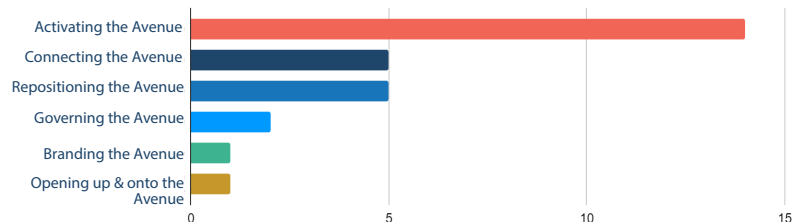
Active day and night, and throughout the year

64% resonated & 25% resonated somewhat



Strategic Moves

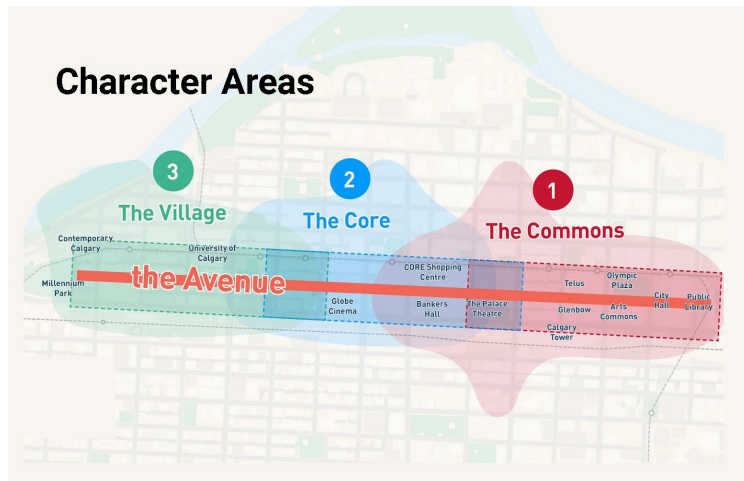
Respondents were asked which of the “strategic moves” was most important to them.



Explore Spring 2020 cont.

Character Areas

The project team presented the below proposed character areas along with a number of proposed moves under the categories of ‘links and connections’ and ‘spaces & places’.



Respondents were asked to indicate which moves were most important to them:

Links + Connections

in all 3 character areas the following was rated the highest:

Transform the Avenue into a high quality complete street with a continuous street treatment. Focus on active mobility and integrate vehicular access.

Spaces + Places

Each character area had different moves that were highest rated.

The Commons:

Transforming Olympic Plaza into an at-grade flexible front-porch to the Commons with a micro-commercial retail edge (30%)

The Core:

Activate vacant and underutilized storefronts with active and interim uses eg., artist in residency programs (37%)

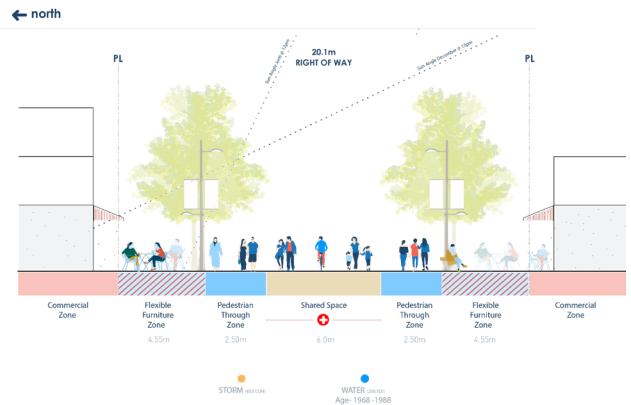
The Village:

Incentivize and support mixed-income, mid-rise residential developments in vacant and under-utilized parcels (37%)

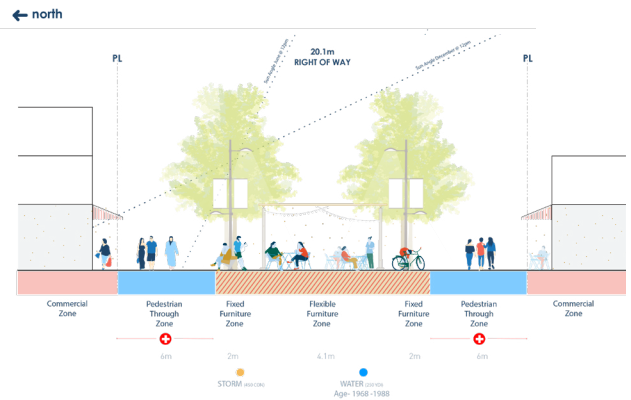
Section Alternatives

Respondents were asked to rank their top section alternatives. Three shared street options for Macleod Trail SE to 4th Street SE were proposed: Symmetrical Shared Street, Central Commercial and Assymetrical Shared Street. Preferences were close with the following two in a tie (36% support each):

The Avenue Pedestrian Mall Option 1 | Symetrical Shared Street
4th Street SW - Mcleod Trail SW



The Avenue Pedestrian Mall Option 2 | Central Commercial
4th Street SW - Mcleod Trail SW



The top choice for the multi-modal street section from 4th to 11th Street SW was option #3: assymetrical (two-way), grade separated bike lanes at 43%. However, due to technical and legal challenges with this option it was not carried forward into the Public Realm Study.

What We Heard | Engagement Format

The intent of the engagement in this Reveal stage was to share The Future of Stephen Avenue Public Realm Study - the Vision and pathway forward - and gain feedback on the plan and the public's priorities. Engagement was held and feedback solicited through two main engagement strategies - a live online event and the City of Calgary's Online Engagement Portal.

Through both these events, critical feedback was gained from the public for future stages of the project. The engagement questions were broken into the following sections:

1. Demographics & icebreaker

Polled on demographics to give us a sense of the audience. An icebreaker was also conducted to give people a chance to share what they currently like and dislike about the Avenue.

2. Vision & Strategic Moves

Presented the Vision and Strategic Moves to identify how well the different components of the vision resonated with the public and their priorities for action in both the short and long term.

3. Character Areas and Big Moves

Shared the identified character areas and asked the audiences' preferences on specific focussed actions (ie. big moves) for each area.

4. Structuring the Avenue

Shared our initial design ideas for the roadway and polled the public on the options. Collected feedback on vehicular access on the pedestrian mall.

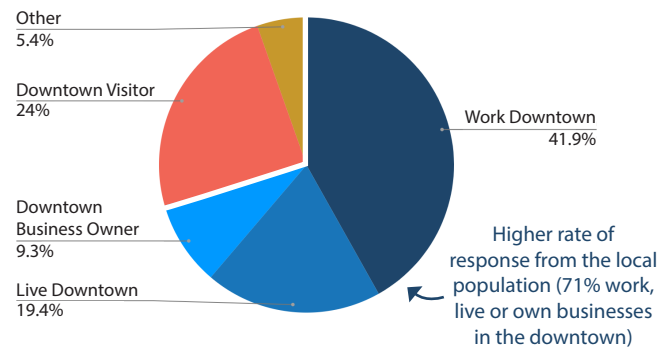
Some questions did vary slightly from the live event to the online portal, and is reflected in this report.

Please note: percentages are used throughout this document. These percentages are based on the number of responses received, however they are not statistically valid sample sizes or formalized research.

Live Event

The live presentation unveiling The Future of Stephen Avenue Public Realm Study took place October 20, 2020 online. There were 204 people in attendance. Attendees were asked to answer live poll questions during the presentation, with an average response rate of 108 people per question. The Q&A function was also available to attendees, and over 50 questions and 100 comments were received. Throughout the presentation a live poll was conducted, with questions similar to those asked through the Online Portal.

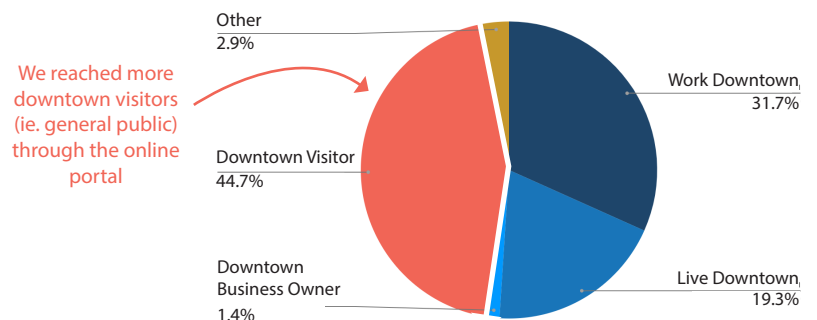
Demographics of Live Event Attendees



Online Portal

The online engagement portal hosted on the City's Engage website presented a summary of the Public Realm Study, hosted a video of the presentation and elicited feedback from October 20 to November 10. There were over 500 respondents.

Demographics of Online Portal Respondents



What We Heard | Summary & Key Take-Aways

The below table provides a summary of key take-aways from the Fall 2020 Engagement as well as the actions that will be taken in response to these findings.

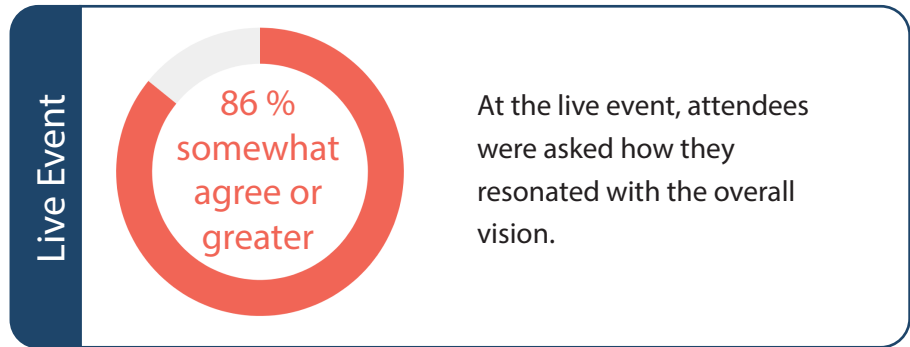
Key Take-Aways	Actions
The vision for The Future of Stephen Avenue resonated well overall, with activating the Avenue day, night and throughout the year receiving over 90% support.	During the next phase of Activate + Experiment, we will be piloting actions that fit within the four categories of the vision; 1) arts & culture, 2) experimentation & innovation and 3) connectivity, with an emphasis on 4) expanded hours and seasons of activity. We've noted a strong desire for winter friendly actions along the Avenue, a focus area for our next phase.
'Activating the Avenue' was identified as the top short-term priority by the public during the reveal stage and by our targeted stakeholders during our explore phase in spring 2020.	Our next phase, Activate + Experiment, will be focussed on activating the avenue and testing out solutions in the short-term, over the next two years.
When asked about longer term solutions, respondents during the live event, indicated 'Connecting the Avenue' as their top priority. Among those that responded through our online engage portal, 'Repositioning the Avenue' was identified as number one.	In the long-term the City will work closely with citizens and stakeholders to find the right balance of strategic moves, be it Connecting the Avenue or Repositioning the Avenue. Our intent is to request funding during the next budget cycle (2023-2027) for detailed design and construction. Further analysis will be completed to determine connections to prioritize.
Transforming Olympic Plaza was indicated as a top priority within The Commons among the public who responded through the online portal, as well as the targeted stakeholders in our Spring 2020 engagement sessions.	The City and strategic partners have a shared understanding of the importance of a well coordinated approach to transforming Olympic Plaza and Stephen Avenue. In general, the Future of Stephen Avenue Project will proceed as planned, and the transformation of Olympic Plaza will be more carefully considered once that initiative is more well defined by strategic stakeholders.
Activating vacant spaces and blank facades in The Core was the preferred big move among the public and targeted stakeholders.	In the short-term, the Calgary Downtown Association (CDA) will focus on the activation of vacant spaces along the Avenue and throughout the downtown core. The CDA and the City, through the Activate + Experiment phase will also aim to improve blank facades. In the long-term, a more coordinated approach to addressing vacancies and transforming blank facades through redevelopment will occur through this project, other corporate initiatives such as the Downtown Strategy, and coordination with property developers, businesses and the Calgary Downtown Association
Incentivize redevelopment or temporary use of underdeveloped parcels and vacant buildings was the top priority in The Village .	Further study is required to better understand how to incentivize temporary use or redevelopment of underutilized buildings and parcels. This will include additional engagement with the development community and may result in changes to City policies and non-statutory plans to formalize the incentives.
There is strong support for additional vehicular restrictions along the pedestrian mall with reduced parking and access after 6 pm, excluding taxis and rideshare.	Parking and vehicular access restrictions are being tested along the pedestrian mall during COVID to allow for increased patio and pedestrian space. Access and parking changes will continue to be tested and monitored over the next few years.

What We Heard | The Vision

Next we asked respondents how well they resonated with the below vision for The Future of Stephen Avenue:

“The Avenue is Calgary’s main connector to arts, culture and commerce, and a dynamic stage for experimentation and innovation. A 21st century street, the Avenue links Calgary’s walkable urban core to its neighbourhoods through a superlative public realm. Active day and night, and throughout the year, the Avenue is a catalyst for a resilient economy, enabling adaptation towards Calgary’s future. As Calgary’s premier local and tourist destination, the Avenue fosters social interaction, civic gathering, and community pride. “

On the engage portal, respondents were asked to indicate how they resonated with the the four main components of the vision



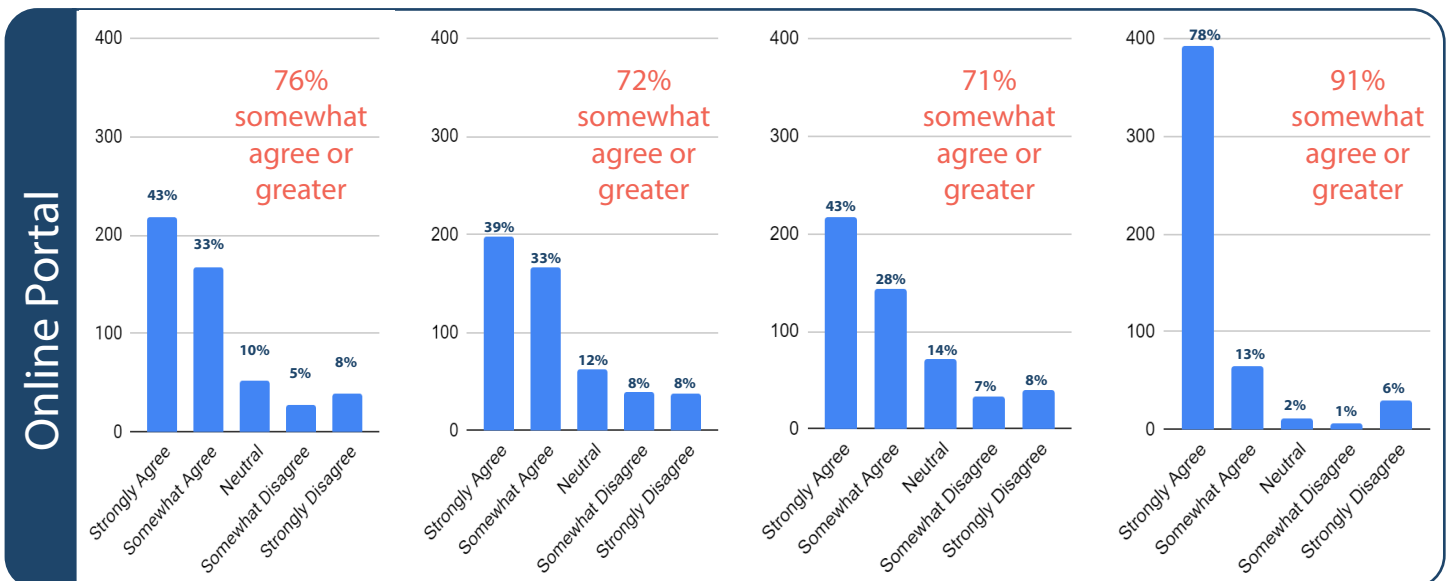
The Avenue is...

...Calgary’s main connector to arts, culture and commerce

...a dynamic stage for experimentation and innovation

...a 21st century street that links Calgary’s walkable urban core to its neighbourhoods

...active day and night, and throughout the year



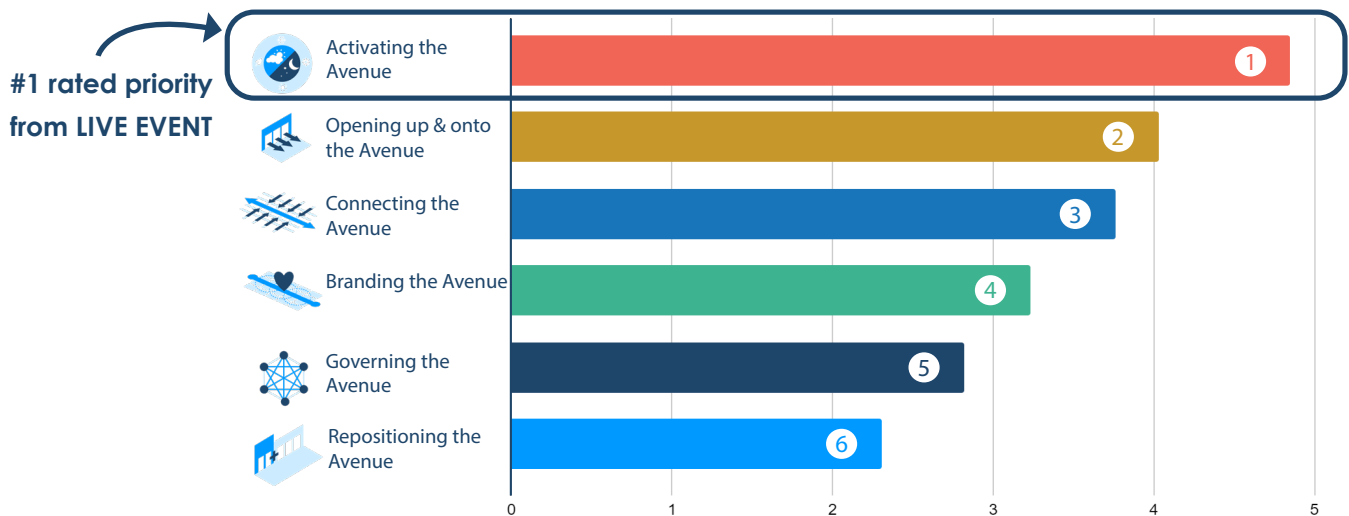
What We Heard | Strategic Moves

Respondents were asked to rate their top strategic moves, both in the short and long term. The tables below highlight the results from the online portal responses, between short and long term preferences, which resulted in a perfect inverse. 'Activating the Avenue' is seen as a top short term action, whereas 'Repositioning the Avenue' is #1 among the majority of respondents in the long term. Many of the top priorities identified go

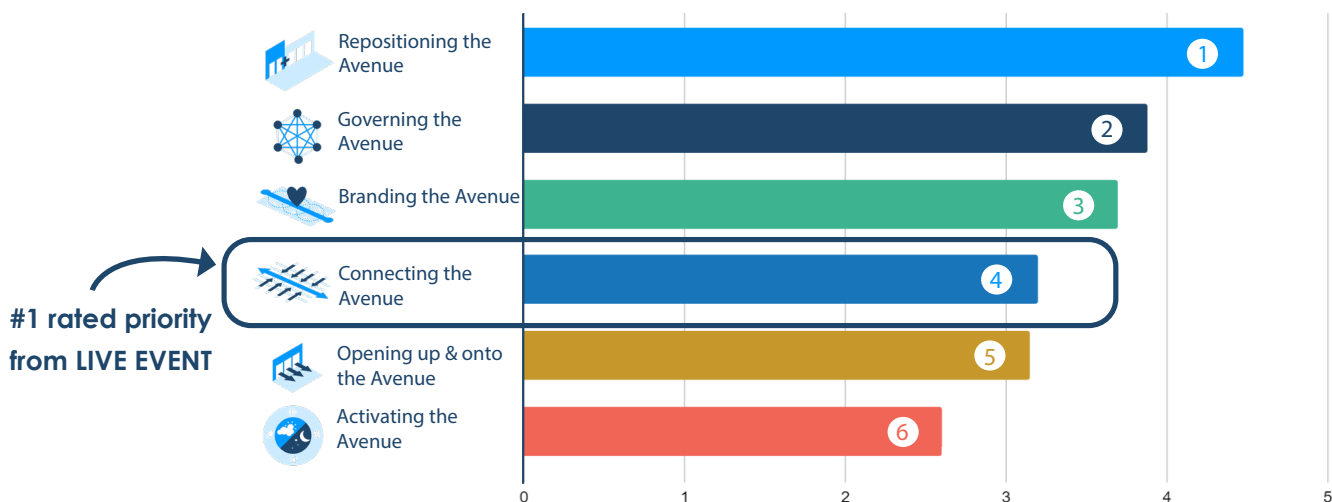
beyond the typical infrastructure updates that are generally the focus of more traditional streetscape designs. The results show a clear desire among the public for a more innovative and holistic approach for The Future of Stephen Avenue.

For more information and further descriptions of the strategic moves, refer to the Public Realm Study, found here: calgary.ca/stephenavenue.

Short Term



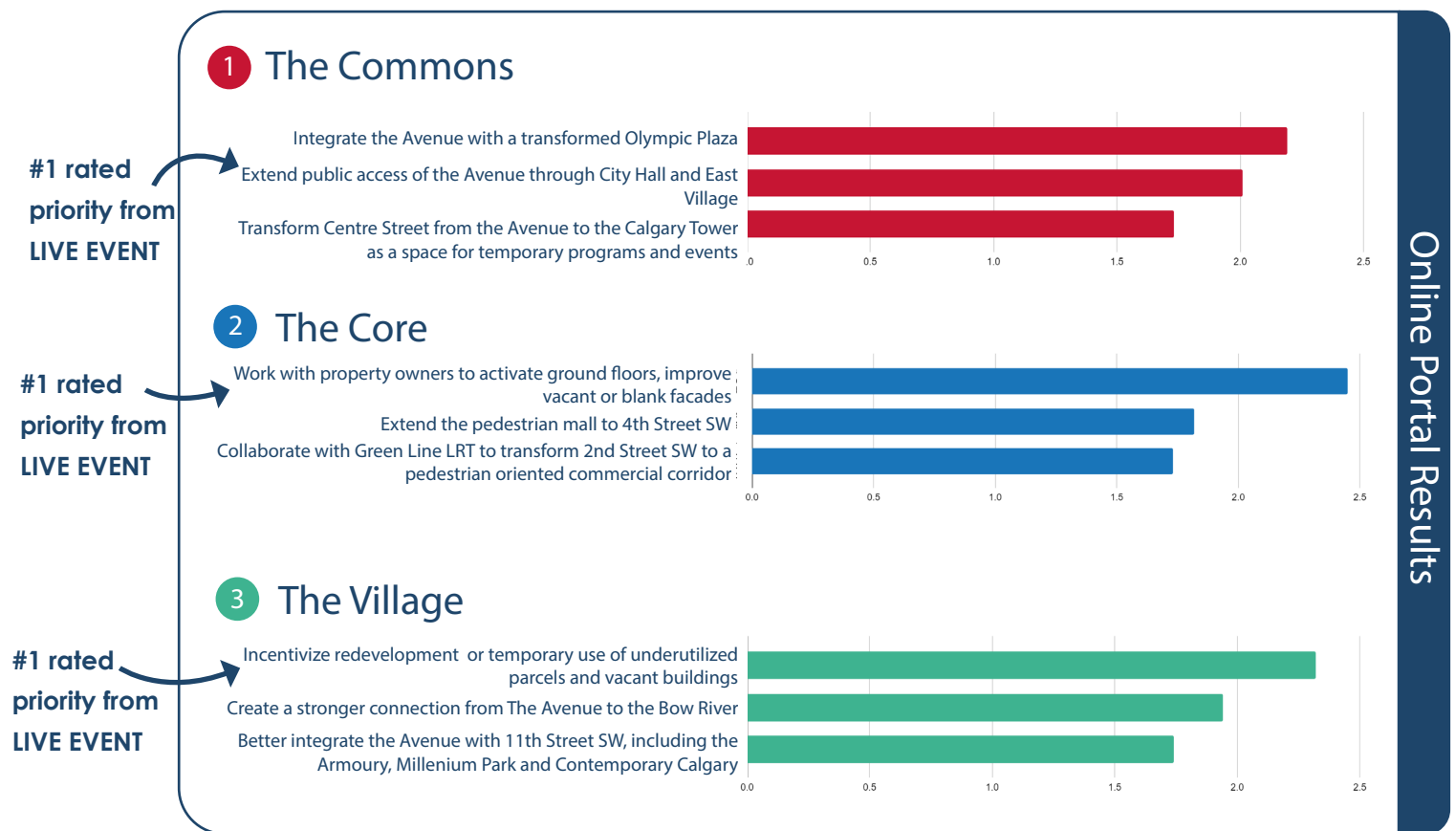
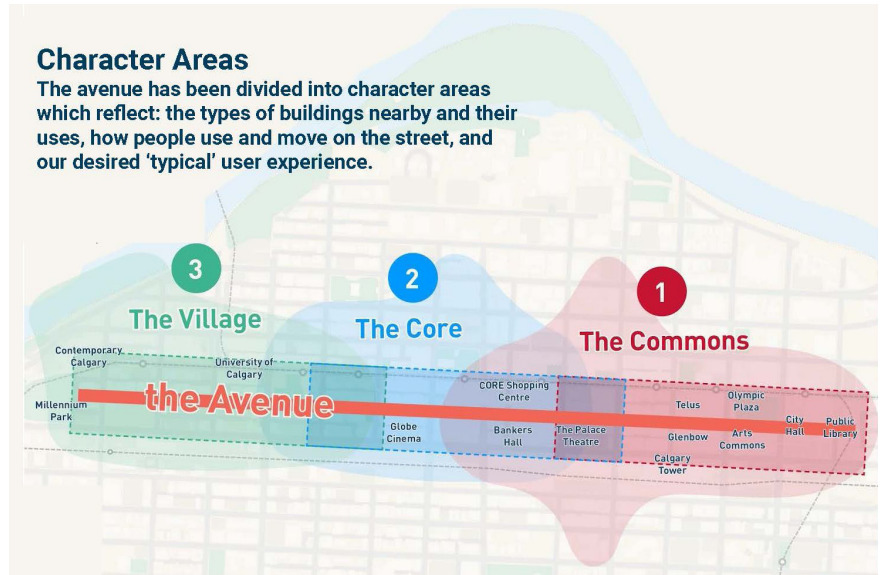
Long Term



Note: The score was calculated by the sum of the weight of each ranked position, multiplied by the response count for the position choice, divided by the total contributions. Weights are inverse to ranked positions.

What We Heard | Character Areas

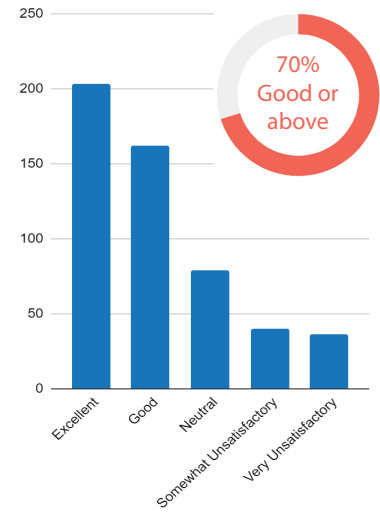
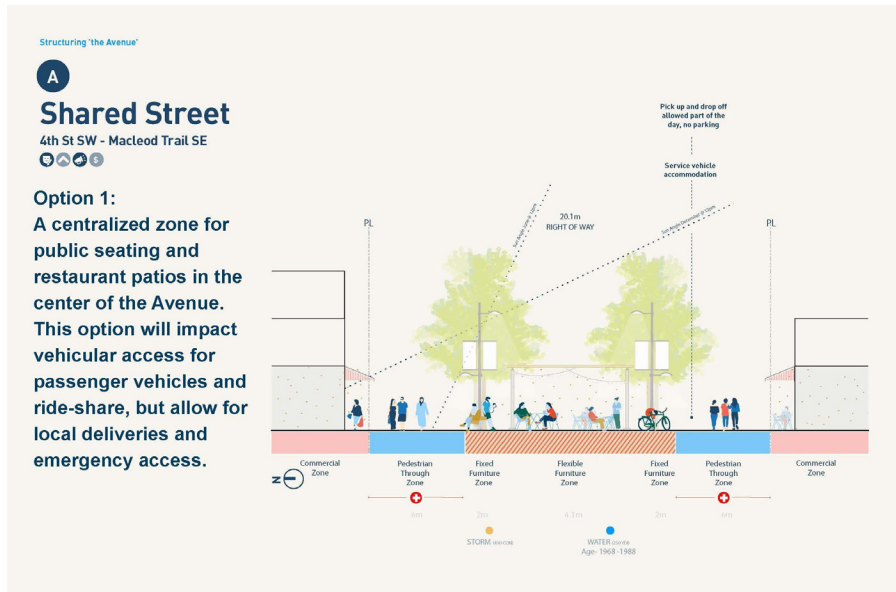
The public was presented 3 big moves - high level ideas - for each character area. Respondents were asked to identify which big move they felt would have the most impact on the Avenue, within each character area. Top priorities were largely similar among the two engagement groups with the exception of The Commons, where the online portal indicated a preference for a focus on Olympic Plaza and the live event attendees preferred extending public access through City Hall to East Village.



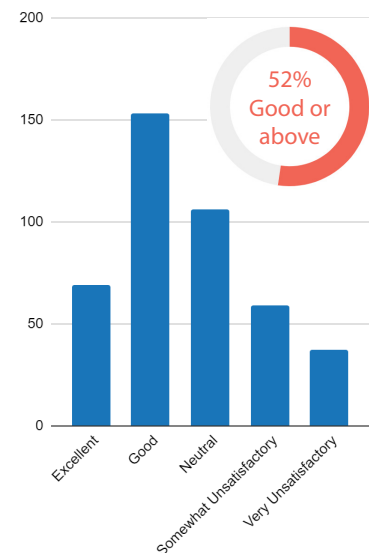
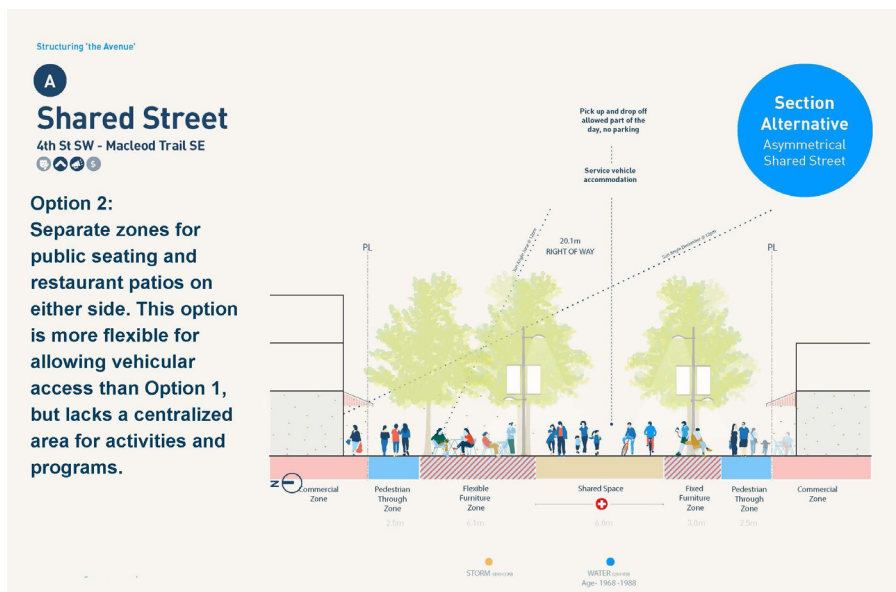
What We Heard | Structuring the East Avenue

Structuring the Avenue

Two options for Macleod Trail SE to 4 Street SW were presented and respondents were asked to indicate their satisfaction for the proposed options.



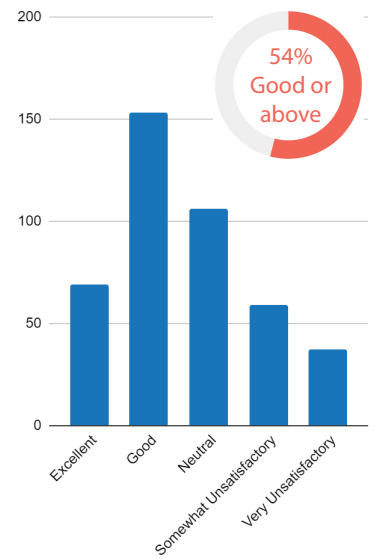
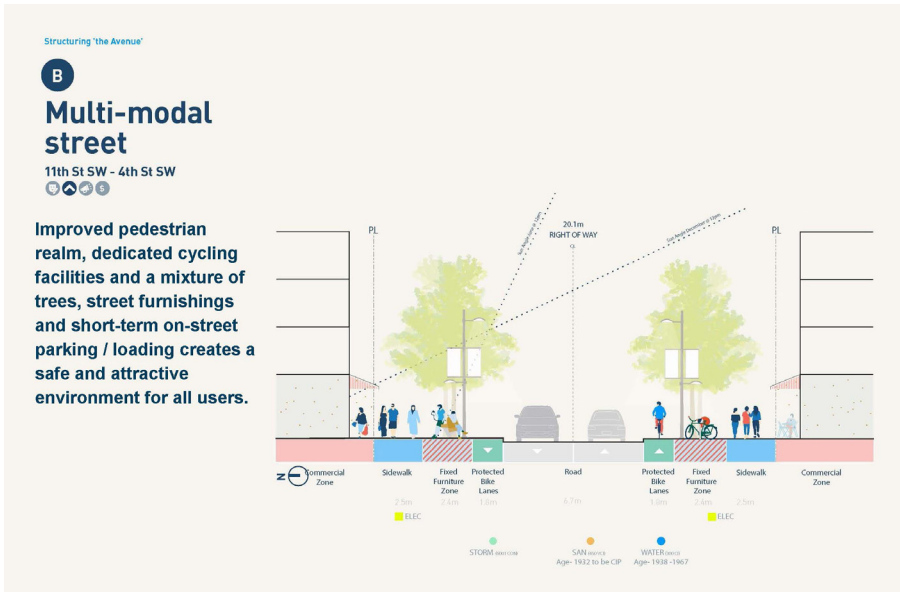
Option 1 with the centralized zone for public seating and patios is the preferred option. Further investigation is required to understand the feasibility of this approach on the Avenue (ie. EMS, fire, delivery access, restaurant needs).



What We Heard | Structuring the West Avenue

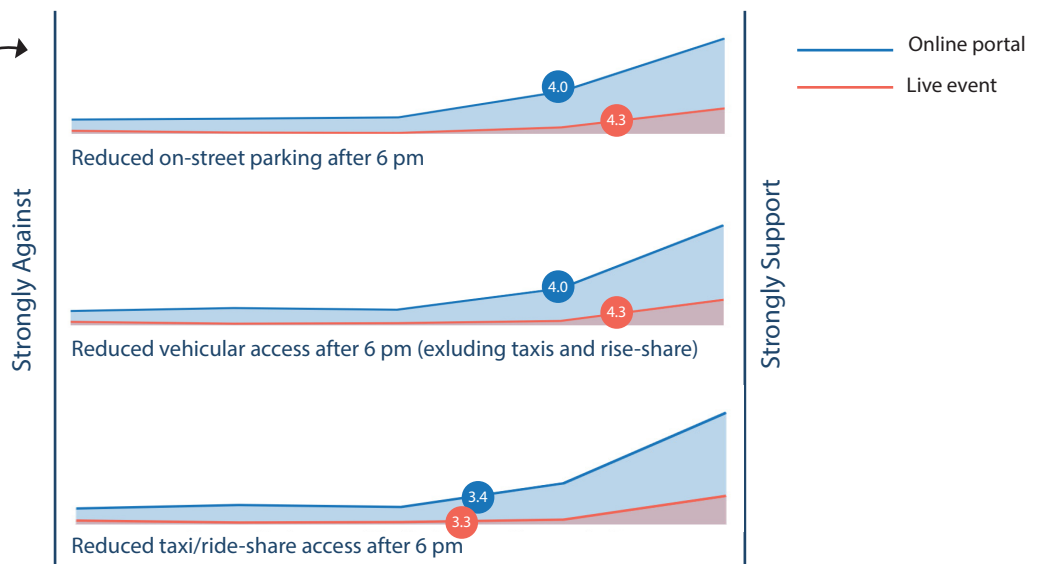
Structuring the Avenue

The public was presented with a street option for 4th Street SW to 11 St SW and asked to indicate their satisfaction.



Along the pedestrian mall, additional vehicular restrictions are being considered after 6 pm to allow for new or expanded uses. What do you think?

These two were tested this past summer (2020) in order to extend patios as a response to COVID-19 restrictions. Both restrictions are strongly supported. Further measurement and analysis of changes to vehicular access will be completed in 2021 if COVID restrictions persist and patio extensions impact vehicular access.

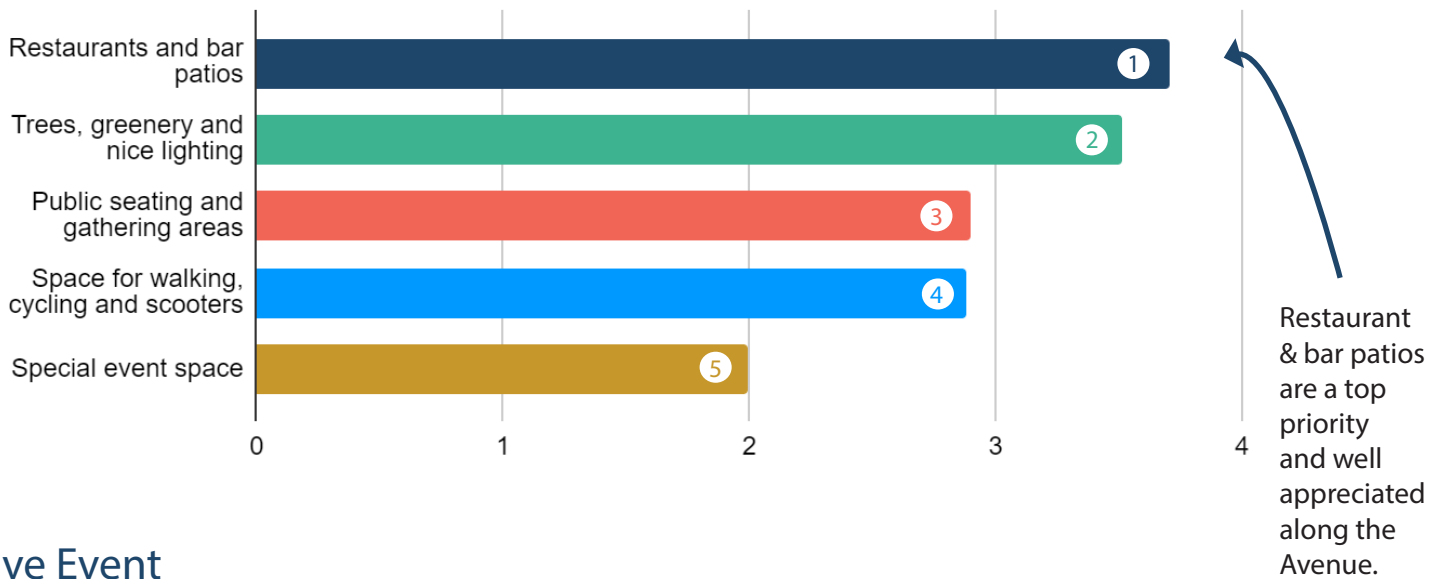


What We Heard | Structuring the Avenue

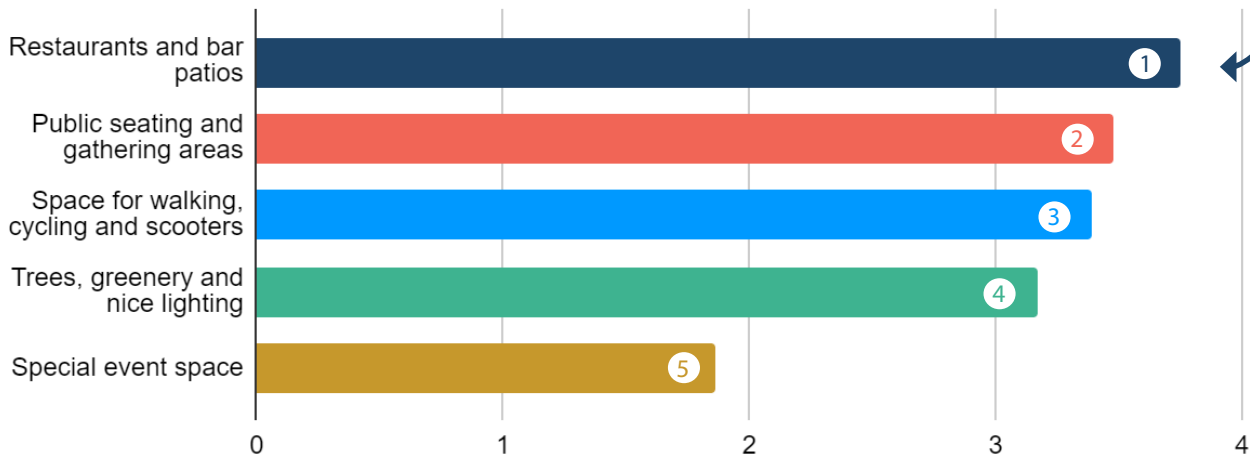
For the last question, we wanted to get a sense of peoples' preferences along the avenue, when acknowledging that space is limited and due to this there are sometimes competing priorities. To better understand this we asked 'if space were limited on the Avenue and you had to choose, how would you rank the following...?'

Restaurants and bar patios were number one with both engagement groups. Trees, greenery and nice lighting was #2 on the online portal, with public seating identified as #2 during the live event.

Online Portal



Live Event



Note: The score was calculated by the sum of the weight of each ranked position, multiplied by the response count for the position choice, divided by the total contributions. Weights are inverse to ranked positions.

Next Steps

The feedback received from the public and stakeholders during this stage of engagement is critical to ensuring we are on the right path forward, and will help to inform the next phases of the project:

- Phase 1B: Activate & Experiment
- Phase 2: Capital Funding Strategy
- Phase 3: Detailed Design & Construction

The Public Realm Study presented at this engagement contains a myriad of recommendations for The Future of Stephen Avenue. We will use the input obtained from this process in conjunction with our own findings and analysis to prioritize actions and areas of focus.

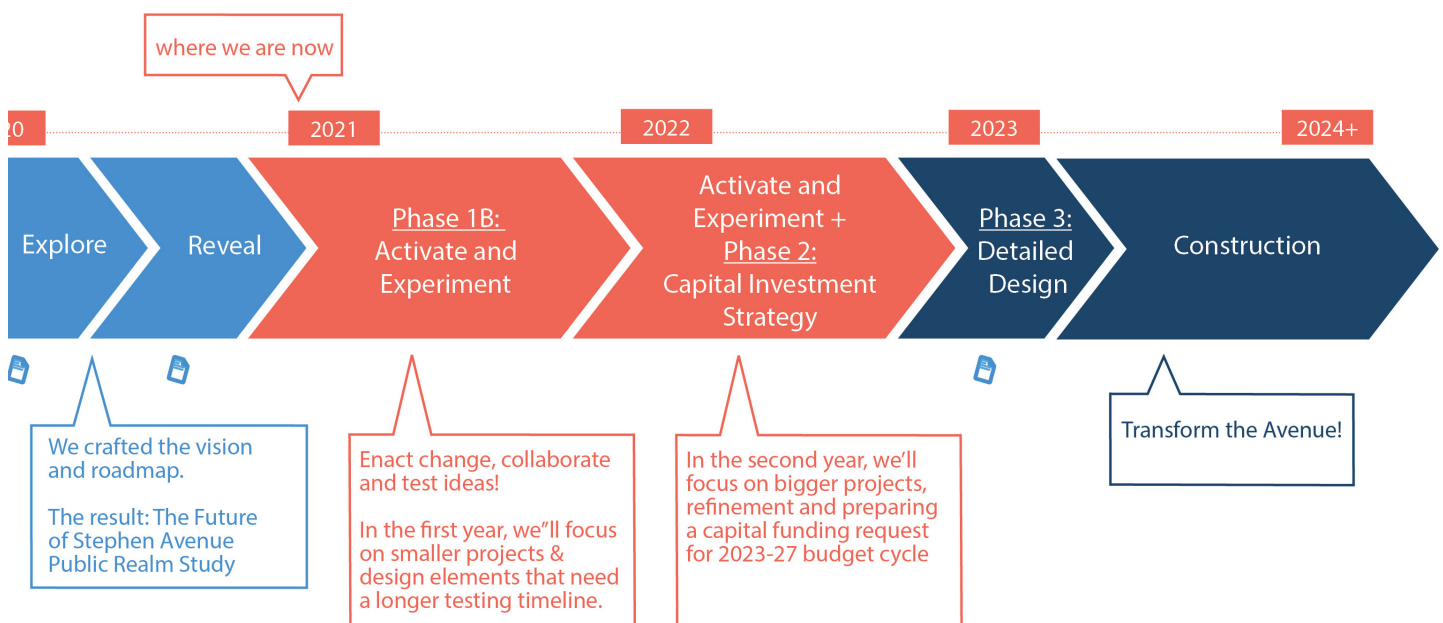
Our next major focus will be Activate + Experiment. This phase sets out to envision long term change on the Avenue through an iterative process of testing ideas to better understand and measure the impacts of change. Through the Activate + Experiment phase the goal is to bring the community on board throughout

the process, before making any investments in a permanent redesign.

[Thank you for your continued participation!](#)

We have endeavoured to work collaboratively with you throughout this process and greatly value your ideas, feedback, and knowledge. Although this stage of the process is at a close, we would be happy to continue to receive your input moving forward, as we work towards implementing the short, medium and long-term strategies identified to make Stephen Avenue better for all Calgarians and visitors and extends the energy and liveliness of the entire 8 Avenue SW corridor.

We will share more information regarding the next phase in the coming months. Please visit www.Calgary.ca/StephenAve for project and engagement updates.



Appendix: Questions & Answers from Live Event

During the live online event, attendees were asked to submit questions through a Q&A function.

Many questions were answered during the event, however, we could not answer all within the allotted time. In the following pages we've provided answers to those questions, or question topics.

General

Q. Looks great - where do we sign up? Where can we submit ideas?

A. If you would like to be added to our stakeholder list, send an email to kate.zago@calgary.ca. In the future, we will have an intake form on the website for ideas that align with our Activate + Experiment phase.

calgary.ca/stephenave

You can also connect with the Calgary Downtown Association and the 1M Project through their respective websites:

downtowncalgary.com

onemillionfeet.com

Q. About a year ago, the CDA did an event where they unveiled the plans for Stephen Avenue and it was very impressive. What progress has been made over the last year? I understand we are a ways away but just want to know what has happened since the last event.

A. The event referred to was the Blue Ribbon Panel Event the Calgary Downtown Association coordinated with partners as part of the overall Future of Stephen Avenue project. Many ideas heard there were captured in the Public Realm Study.

Downtown Strategy

Q. With the focus on East Village, convention centre, arena and entertainment district, are you working with CMLC to ensure their efforts don't cannibalize the Avenue further?

A. Yes the City and the team is working closely with CMLC to understand their plans and monitor the development happening in that area. However, we do not see these two areas as competing. The Entertainment District will be a premier destination for large events. Stephen Avenue provides a different offering as a thriving main street with over 100 years of history. The Future of Stephen Avenue will build upon this already rich urban fabric to expand the activities and offerings on the street, and the Avenue's role as a conduit to connecting all the best things that Calgary has to offer.

Q. I'd be curious to hear about the studies of the current (or pre-covid) use of the spaces, spaces between buildings. The type of on-site observations and surveys that the Gehl team is known for. And the results/conclusions from those studies?

A. Findings from the pre-covid studies conducted by Gehl and the team can be found in the Future of Stephen Avenue Public Realm Study in Key Findings on pages 102 to 108. The Public Realm Study can be found at calgary.ca/stephenave.

Q. Great ideas - but how does this align with growth strategies at the City?

A. The Future of Stephen Avenue is tied to a larger initiative - The Downtown Strategy, focussed on bringing downtown back and supporting Calgary's

economic recovery. The major capital flagship projects under the Downtown Strategy are Stephen Avenue, the Bow River promenade and Eau Claire Plaza and coordinating the Green Line along 2nd Street SW. For more information about the downtown strategy visit:

calgary.ca/pda/pd/downtown-strategy/downtown-strategy.html

This project is also tied in with the Greater Downtown Plan, the vision document for downtown Calgary's next decade.

calgary.ca/greaterdowntownplan

Timeline

Q. What is the approximate timeline for the project?

A. The timeline for this project can be found on Page 17 of this document.

Q. Things have changed - for the worse- since you started. Any increased sense of urgency?

A. The project team recognizes that socio-economic conditions downtown have changed very quickly. The Activate and Experiment Program will help address some issues in the short term.

Q. How can we make sure this idea doesn't fizzle out, like so many others have done? Sustained attention, priority and funding - what measurements will we use for success?

The Activate and Experiment Program is intended to accomplish this exact purpose – to allow the project team to start to take action, continue to build momentum, and demonstrate the value of investing in Stephen Avenue.

Budget

Q. How will this project be funded?

A. The Public Realm Study was jointly funded by the City of Calgary and the Calgary Downtown

Association. The next phase, Activate + Experiment will be funded through the Council Innovation Fund, by Calgary Downtown Association, as well as partnerships with other groups.

For detailed design and construction we intend to request funds from Council at the next budget cycle in 2023.

Q. Have you asked if some of the stakeholders on Stephen Avenue would contribute financially if it helped expedite things? Most are institutional building owners that would benefit from this greatly and they might be willing to help.

A. As new major developments occur along the Avenue we will work as closely as we can with institutions and developers to get our work done at the same time and improve the Avenue incrementally, while working towards the greater construction project.

We do intend to work with institutional and business partners along the Avenue in our next phase, Activate + Experiment, to help them test out and realize ideas along the Avenue that contribute to their organizations presence.

Q. What is the anticipated impact of 2021 Civic Election on planning / funding of the plan?

A. The next project phase - Activate + Experiment - is currently funded through the Council Innovation Fund for \$300,000 to implement pilot and short-term animation and activation initiatives along Stephen Avenue. This funding will not be impacted by the upcoming Civic Election. There is no funding for construction at this time.

A Winter City

Q. So in effect, the Stephen Avenue redevelopment will come into fruition before the city has a comprehensive Winter City Policy? Is there any opportunity for it to encourage the development of one?

A. The City is currently developing a Winter Strategy, along with its Civic Partners. The Future of Stephen Avenue project team will be working with the Winter Strategy team to align our animation and activation initiatives with the work they are undertaking.

Q. Would the City be open to allowing restaurants to operate covered heated patios in the furniture zone? These on other streets in Calgary have been great for extending the patio season and adding vibrancy to the street.

A. The Calgary Downtown Association is working on an opportunity to expand the seasonal and year round patios program.

Historic Buildings

Q. Will the historic buildings be protected from any streetscape renovations?

A. There is an existing National Historic District that will be carefully considered during redevelopment.

Safety

Q. What will be done to decrease social disorder and make the Avenue safer?

A. Social disorder on the Avenue is a part of a larger issue - rising homelessness rates in Alberta, the fentanyl crisis, as well as the impacts of downtown vacancy rates and now work from home measures that decrease vibrancy along the Avenue. In the short term the City and the CDA have instituted an Ambassador Pilot program where ambassadors provide a presence along Stephen Avenue and within the nine blocks surrounding City Hall with a focus on outreach, safety and cleanliness.

As part of the longer term strategies, we'll be working to increase activity along the Avenue and extending those hours of activity. Streets that are active experience less social disorder and an increased sense of safety.

COVID-19 Response

Q. What adjustments have been made in response to the COVID-19 pandemic or future viral outbreaks? Asking about Social distancing, bubble activities etc?

A. The Calgary Downtown Association has championed many adjustments in response to the COVID-19 pandemic. The CDA Winter Patio operating season opened on November 6th at the discretion of participating restaurateurs. Prior to the most recent public health restrictions, four restaurants were successfully operating winter patios (these were James Joyce Irish Pub, The Guild, National on 8th and Social Beer Haus). As restrictions gradually lift, CDA aims to support more businesses to open winter patios until March 31, 2021.

In the interim, with the implementation of greater provincial COVID restrictions in December 2020, the CDA launched the Downtown Drive-thru pilot. Downtown Drive-Thru allows for temporary vehicle traffic on 8th Avenue/Stephen Avenue, specifically for curbside/takeout order pickup. During this time, Stephen Avenue will be open to all vehicle traffic from 11 a.m. until 6 a.m. The City and CDA will review the results of these adjustments for future pandemic responses. In terms of the future public realm, flexibility in design will be a critical focus to accommodating changing needs over time.

Q. There are lots of small and unique businesses already along Stephen Ave. Many are hard hit due to COVID and may all do dark. Can City or others help keep them afloat? Better to keep existing businesses rather than lose them and have to attract more new ones.

A. The project team recognizes the impacts COVID has had on small business. It is our intention through the Activate and Experiment phase that we will be able to attract people back to Stephen Avenue in the short term by focusing on

strategic short-term initiatives that align with the Future of Stephen Avenue Public Realm Plan.

Stakeholders

Q. How does the plan include the existing businesses on the Avenue?

A. Throughout the project we have been engaging with businesses and other stakeholders along the Avenue through one-on-ones, stakeholder sessions, open houses, our live events and online portal. The Calgary Downtown Association has also been a major partner on this project and has been representing the business sector.

Q. How will stakeholders be involved in coming years? Will there be working groups as part of the governance changes mentioned?

A. Stakeholders will continue to be engaged throughout the process, including any changes proposed to governance.

Residential

Q. What residential development is happening adjacent to Stephen Avenue?

A. At this time there is one residential development occurring along Stephen Avenue. The West Village Towers at 1110 9th Avenue SW are currently under construction.

Q. Is there going to be a focus on bringing residential into the core? Has the city considered providing incentives to real estate owners, developers and investors to build more residential downtown?

A. There are pockets of residential that currently exist in the Downtown - Downtown West, Eau Claire, and the neighbouring Beltline neighbourhood. However, further residential in the Downtown is recognized as an important strategy to increasing the vibrancy and resilience of the area.

Through the next phases of work we will be investigating different policy tools,

incentives and other strategies to entice further residential development and increase neighbourhood amenities in the Downtown in alignment with recent council direction.

Tourism

Q. There is a lot of talk about local residents and using the space for them, is tourism being considered in the planning to ensure that we can draw visitors to the area as well?

A. Tourism and the visitor experience have been important aspects of this plan. Wayfinding, expanded and integrated cultural assets, diverse retail amenities, unique events and expanding active hours along the Avenue are just a few of the strategies to draw tourists as well as local visitors to the Avenue.

Incentives

Q. Can grants or subsidies be available for landowners to upgrade their facades?

A. Facade subsidies have been piloted in Downtown West and their use will be further investigated for Stephen Avenue.

Inclusion

Q. How will the space be shared with all people including the homeless/vulnerable population? How will the redevelopment plan make sure a revitalized avenue isn't just a space for affluent Calgaryans and is welcoming and inclusive to all?

A. The future of Stephen Avenue will not only be a place for businesses to thrive but also a street where everyone feels they belong. Equity, diversity, inclusion and access is an important element of this project. We know that a more diverse and inclusive Avenue is critical to its future success and we believe that public space should be accessible and enjoyable by all for free.

Public Space

Q. Why stop the magic at Olympic Plaza? Why not at least conceptually continue east all the way to Fort Calgary, thus repairing the cruel break at the Municipal Building and reestablishing the historical complete Stephen Ave linking Downtown west to East Village as part of a wholistic vision...?

A. The Future of Stephen Avenue Public Realm Study does contemplate the conceptual connection to Fort Calgary.

Q. What is the City thinking with respect to Olympic Plaza?

A. The City and strategic partners have a shared understanding of the importance of a well coordinated approach to transforming Olympic Plaza and Stephen Avenue. In general, the Future of Stephen Avenue Project will proceed as planned, and the transformation of Olympic Plaza will be more carefully considered once that initiative is more well defined by strategic stakeholders.

Cross Sections

Q. Do you have global examples/references for the A and B examples you showed?

A. The team was inspired by elements in a variety of of global best practice examples.

Shared Street (A) precedents

These provide examples of centre patios:

- Las Ramblas, Barcelona, Spain
- Markt, Burges, Belgium
- Mariahilfastrasse, Vienna, Austria

These provide examples of flexible shared streets:

- New Road, Brighton, UK
- Exhibition Road, London, UK
- Stroget, Copenhagen, Denmark
- Argyle Street, Halifax, Canada

Multi-Modal Street (B) precedents

With regards to the multi-modal cross sections outlined in the Public Realm Study, the team used best practices in multi-modal roadway design along with City of Calgary standards for lane widths, cycling infrastructure, and pedestrian clear zones to create a dynamic street that continued the design intention proposed for the shared space and integrated it with vehicular, bicycle and pedestrian movement. There are many examples of great multi-modal streets throughout the world, including but not limited to:

- Queens Quay Toronto, Ontario, Canada
- N Interstate Avenue Portland, Oregon, US
- Ringstrasse, Vienna, Austria
- Pine St and Second Ave Seattle, Washington, US

Site Furnishings

Q. Calgarians tend to have an aversion to moveable furniture due to security concerns. Although I think its largely perception based, how do you plan to address this?

A. Moveable furniture has been successfully used in many Calgary parks including Olympic Plaza and Central Memorial Park. We intend to test out different types of public furnishings during the Activate + Experiment phase to understand what works best.

Q. Will more places to lock bikes be included?

A. This will be determined during detailed design.

1M Project

Q. What is the marketing plan to inform Calgarians outside of downtown about the 1M platform?

A. As the 1M initiative develops, they will be promoting creators, projects and opportunities to the broader community through the 1M and CDA website and other online channels. 1M will be launching remote livestreams and podcasts featuring creators that will be available to everyone, and in the future hosted showcase events that invite the community to experience projects downtown. As a start, simply sign