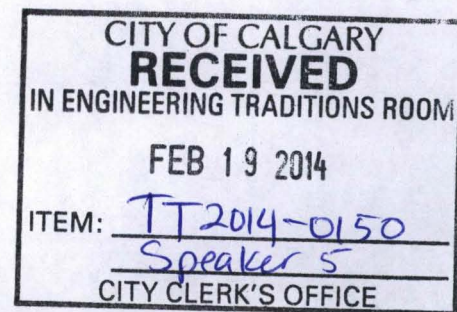


VICTORIA PARK

urban calgary

February 19, 2014
City of Calgary
SPC on Transportation and Transit



The Victoria Park Business Revitalization Zone to the best of its ability has undertaken its own impact analysis of the proposed 1st SE cycle track and concurs with administration's assessment and recommendations. Further, we feel that the cycle track would improve the opportunities for businesses along 1st SE, increase at grade animation and reinforce the existing TOD nature of the area.

We would like to bring up the following points:

- 1) The pedestrian realm is extremely uncomfortable on 1st SE, in particular narrow sidewalks on some block faces place pedestrians in very close proximity to fast moving traffic.
- 2) The vehicular-orientated nature of 1st SE does not facilitate pedestrian activity or commercial/retail vitality.
- 3) The cycle track is a solution that will heighten pedestrian comfort, promote street animation and improve business and retail activity.
- 4) There historically has been a high vacancy rate along certain block faces of 1st SE, a cycle track will attract businesses at grade and improve the commercial environment.
- 5) The 1st Street SE cycle track does offer a complete connection between the north and south river pathways.
- 6) The area is well known as a tourist destination and cycling is increasingly a preferred mode of transport for visitors.
- 7) The area's residential base is becoming less dependent on motor vehicles and the cycle track would support this trend, aligning with the goals of City policies such as the MDP.
- 8) There is a growing body of research that indicates that cycle tracks:
 - a. Increase property values
 - b. Increase desirability of the area to prospective residents and employees
 - c. Increase trip efficiency and lower accident rates amongst all modes of transport
 - d. Increase in health, wellbeing and productivity
 - e. Increases bike ridership and reduces trip generation by motor vehicle
 - f. That the demographic of cyclists is not fully understood and that cyclists contribute more to local economies and businesses more than conventionally understood.

The Victoria Park BRZ thanks you for considering our comments.

David Low
Executive Director