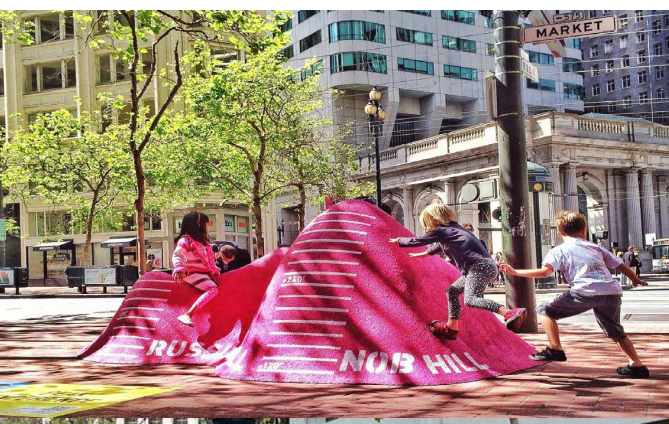


# ACTIVATIONS + EXPERIMENTS

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ISC: Unrestricted

# ACTIVATIONS + EXPERIMENTS

**Our intent for The Future of Stephen Avenue is straightforward.**

**Make Stephen Avenue Calgary’s most iconic and exciting street by leveraging the existing elements that make it a great space – pedestrian friendly; prominent location; a balance of historical and contemporary buildings; and an abundance of destinations and things to do.**

Now is our opportunity to innovate, field test ideas, build partnerships and engage the public through direct experience. Let’s make Calgary better – right away! – and learn along the way. Findings will allow us to recalibrate final solutions, providing us with greater assurance in testing new ideas.

The following pages contain a range of **example projects** that could be adopted or emulated in the next two years if funding is approved. This list is intended to provide Council with an idea of the types of projects that could be undertaken in the next two years. Final projects will be chosen based on the following criteria:

## **Triple Bottom Line Approach**

(Please refer to Council Report, page 5 for further detail)

- Does the project meet social, environmental and/or economic goals?
- Is there a range of projects that collectively contribute to each area?

## **Aligned with the Public Realm Study for Stephen Avenue**

- What is the impact of the project on the final design, governance models or economic solutions for the Avenue?

## **Partnership Opportunities**

- Are there organizations, businesses or other stakeholders interested in testing out ideas? Can additional funding be leveraged?

## **Location**

- Are testing locations spread throughout the project area?



# PROTOTYPING STREET FURNITURE

SOCIAL

ECONOMIC

## PARTNERSHIP OPPORTUNITIES

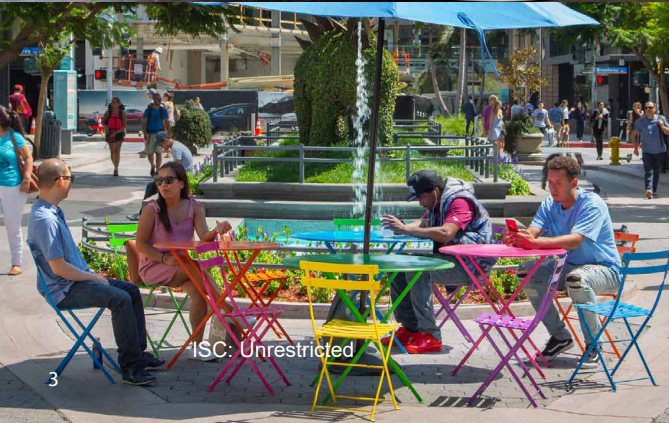
Calgary Downtown Association  
School of Architecture, Planning and  
Landscape (SAPL)  
Calgary Telus Convention Centre



Great public spaces require places for people to sit, take a moment, have a conversation and watch the world go by. Streets that function as pedestrian corridors also have similar needs for places to rest. For example, Stephen Avenue is a popular route for strolling seniors and access to a bench for rest has a direct impact on this population's desire and ability to utilize these corridors. Let's work with creative Calgarians and enterprising institutions and businesses to test out street furniture design solutions.

Questions that could be addressed:

- What type of seating are people drawn to? Traditional, novel, colourful, moveable, etc?
- Are there configurations that foster social interaction or increase length of stay?
- What are the most successful locations? Can we identify a latent need?
- Does an increase in street furniture impact the number of people on the Avenue?



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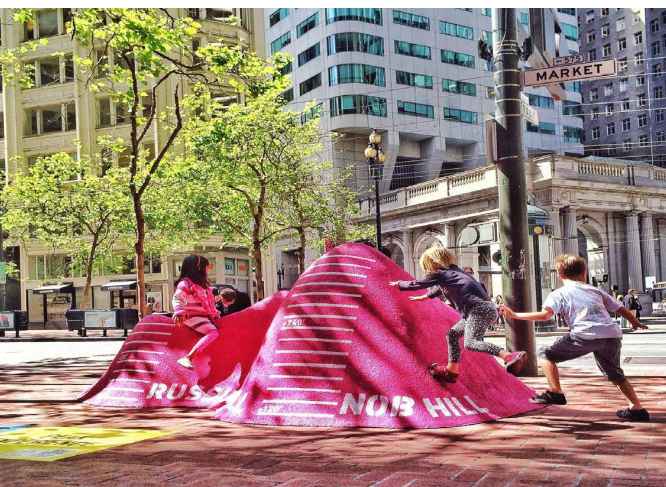
# PLAYFUL MOMENTS

SOCIAL

ECONOMIC

## PARTNERSHIP OPPORTUNITIES

Calgary Downtown Association  
Telus Spark  
Recreation, City of Calgary



Can play be integrated into a seamless pedestrian experience or should it be kept tucked away in more formal park spaces? At present, Olympic Plaza users are about 10% children, whereas the rest of the avenue is only 1%. Playful moments have the potential to attract this younger audience and at the same time draw in and spark the whimsical nature of all ages.

Questions that could be addressed:

- Does the demographic of children along the avenue increase?
- Does it impact user experience and perceptions of the avenue?
- Is there an impact on the number of people visiting Stephen Avenue?
- Is there an impact on businesses in the area?



ISC: Unrestricted

# PAVEMENT IMPROVEMENTS

SOCIAL

ENVIRONMENTAL

## PARTNERSHIP OPPORTUNITIES

Roads, City of Calgary  
School of Architecture, Planning and Landscape (SAPL)  
Alberta Association of Landscape Architects



Sections of Stephen Avenue act as a prominent public space first and foremost, while others provide multi-modal connections to important destinations. We would like to test out design solutions for pavement that will increase and maintain the function and readability of the Avenue as an inviting pedestrian corridor and contribute to a resilient Downtown, while still providing some flexibility.

Questions that could be addressed:

- Are there permeable pavement options that would reduce the impact of storm events on the stormwater system?
- Can pavement enhancements be used to assist with wayfinding?



ISC:

# GREENING THE AVENUE

SOCIAL

ENVIRONMENTAL

## PARTNERSHIP OPPORTUNITIES

Parks, City of Calgary  
Roads, City of Calgary  
Alberta Association of  
Landscape Architects



Incorporating nature into the urban realm has a proven positive impact on citizen well-being, biodiversity, storm water retention and air quality. It can also be a useful tool to enhance the aesthetic experience along the Avenue in both vibrant areas and those that are less inspiring.

Questions that could be addressed:

- Can we add more plantings to the Avenue while ensuring space for mobility needs?
- Are there simple solutions to increase street tree lifespans on the avenue over their current four to seven years?



ISC: Unrestricted

# DOWNTOWN AMBASSADOR PROGRAM

SANTA MONICA

SOCIAL

ECONOMIC

## PARTNERSHIP OPPORTUNITIES

Calgary Downtown Association



The Downtown Santa Monica Ambassadors provide friendly help to tourists and locals. The program has been a huge success and serves a whole host of needs including safety, cleaning, hospitality, outreach and landscaping services. They provide eyes on the street, act as a friendly concierge, help keep the streets clean and can assist vulnerable populations in accessing services.



Questions that could be addressed through similar interventions:

- Is there a positive impact on the number of people visiting Stephen Avenue?
- Is there a positive impact on businesses in the area?
- Does the perception of safety increase?
- Do incidents along the avenue decrease?



ISC: Unrestricted

# BUILDING RAINCOAT PROTOTYPE

TORONTO

SOCIAL

ENVIRONMENTAL

## PARTNERSHIP OPPORTUNITIES

Calgary Downtown Association

Triovest

School of Architecture, Planning and  
Landscape (SAPL)



The Raincoat is one of Sidewalk Labs many prototypes to provide protection during harsh weather and is one example of the many microclimate innovations in development, working to enhance outdoor comfort year-round in public spaces. The Raincoat consists of an adjustable awning or second skin that could extend outward from a building's edge to protect the sidewalk from rain, wind and sun.

Questions that could be addressed through similar interventions:

- Are there opportunities to increase outdoor comfort through microclimate considerations?
- Do microclimate interventions increase pedestrian activity on the Avenue during colder months?



ISC: Unrestricted



# STOREFRONTS EXHIBITION PROGRAM

VICTORIA

SOCIAL

## PARTNERSHIP OPPORTUNITIES

Calgary Downtown Association  
Contemporary Calgary  
Glenbow



The City of Victoria worked with the business community and local artists to animate vacant storefronts on Douglas Street with dynamic art installations. Artists working with visual or new medias including but not limited to printmaking, fibre arts, mixed media, photography, video, light installations, and conceptual work, were invited to submit applications for the City of Victoria's new Storefronts Victoria Exhibition Program. Submissions went through a two-stage process, where artists were assessed on concept, execution and how well their exhibit appealed to a diverse audience.

Questions that could be addressed through similar interventions:

- Can this type of program contribute to a sense of ownership along the avenue, with partnering organizations?
- Is there a positive impact on the number of people visiting Stephen Avenue?
- Does it impact user experience and perceptions of the avenue?

# KING STREET PILOT

TORONTO

SOCIAL

ECONOMIC

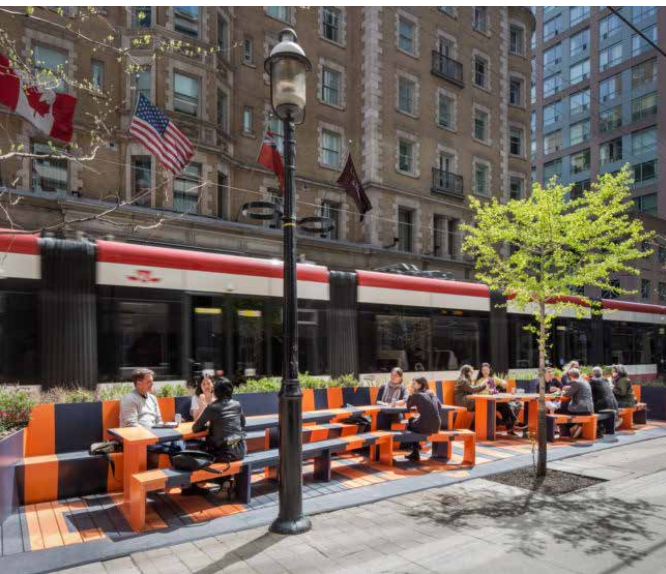
## PARTNERSHIP OPPORTUNITIES

Parks, City of Calgary

Roads, City of Calgary

Slate Asset Management

Triovest



Toronto took on a bold pilot to prioritize transit and people on King Street, a busy corridor in the heart of Downtown. The city limited through traffic and expanded opportunities for public life and activity in the curb lanes with temporary parklets. Many of these parklets were created through a design competition, and others were established as licensed cafes that provided additional space for businesses. The pilot was a success and Toronto's City Council voted to make the program permanent.

This pilot is an example of how we can creatively reconsider our right of ways in a way that benefits both people and business.

Questions that could be addressed through similar interventions:

- Can patios be reconfigured and reconsidered along Stephen Avenue and select side streets to enhance both the public realm and better meet business needs?
- Is there a positive impact on businesses in the area?
- Is there a positive impact on the number of people visiting Stephen Avenue?



# 16TH STREET MEET IN THE STREETS

DENVER

SOCIAL

ECONOMIC



## PARTNERSHIP OPPORTUNITIES

Calgary Downtown Association  
Roads, City of Calgary  
Calgary Telus Convention Centre



In 2015 The City of Denver and Gehl Studio transformed the 16th Street Mall, a main street in Denver's historic downtown core. Although it is a high-volume pedestrian corridor, only one percent of pedestrians were found to stop and spend time on the street. In response, Meet in the Streets events were held over 5 weekends in the summer, turning the street into a people oriented oasis with programming, play spaces and places to hang out. Through an iterative process of measuring the use of the street, testing ideas and refining initiatives, short, medium and long-term improvements for the area were identified.

Questions that could be addressed through similar interventions:

- What interventions attract the most use?
- Is there a positive impact on the number of people visiting Stephen Avenue, including on evenings and weekends?
- Does the diversity of users increase?
- Is there a positive impact on businesses?
- Does it impact user experience and perceptions of the Avenue overall?

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