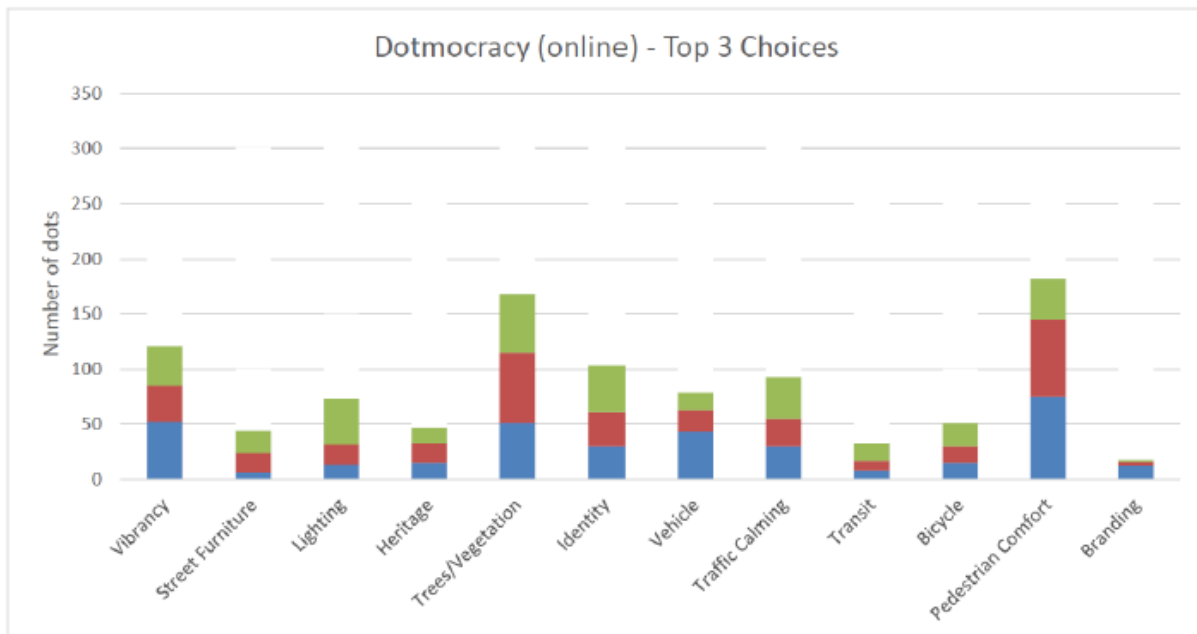


**Phase 1 – Discovery (2018 February 26)**

Location: Marda Loop Community Hall

The discovery phase of engagement focused shaping the vision for 33rd and 34th Avenues S.W. and on gathering feedback on design elements to be considered. To help develop a vision, participants were asked to respond to the question “What makes Marda Loop, Marda Loop?” It was important to understand the views and interests of residents’, businesses’, pedestrians’, commuters’ and shoppers’, in relation to the existing 33rd and 34th Avenues streetscape and what it may look like in the future. Members of the public were also asked how they would like to be engaged in the future and they indicated larger format/drop in style events were their preference. A large aerial map was shown and comments from the public were collected. At the open house we asked stakeholders to use dots to indicate the streetscape design elements that were most important to them. Online participants were able to use a ranking tool to indicate their preferences. On street parking was identified as the communities biggest concern (identified by verbatim comments) whereas pedestrian comfort and trees/vegetation were identified as the most important elements to the community. The results of the dotmocracy exercise are show below.

Blue indicates 1<sup>st</sup> preference      Red indicates 2<sup>nd</sup> preference      Green indicates 3<sup>rd</sup> preference





### Phase 2 – Explore (8<sup>th</sup>, 10<sup>th</sup>, 12<sup>th</sup> May 2018)

Location: Storefront along 33<sup>rd</sup> Avenue S.W.

#### **STREETSCAPE DESIGN PRIORITIES**

The streetscape design priorities were developed using a combination of information from the engagement process and the technical experience of the design team. The streetscape priorities allowed the design team to examine how the upgraded street design would best balance issues and opportunities with community needs and guide us moving forward.

**Pedestrian Comfort and Enhanced Landscape:** Establishing a vibrant streetscape through enhanced landscaping, repeated elements and design styles.

**Parking:** Establishing clearly defined parking zones to help prioritize the parking within the corridor.

**Public Transit and Automobiles:** Upgrades to public transit stops and locations are being explored to improve the riders' experience. Travel lanes will be maintained at the current spacing to curb line to create a consistent travel experience throughout the corridor.

**Bicycles:** Bicycle amenities will be considered; however, the pedestrian and parking experience will be a priority as bicycle amenities are explored.

**Goods / Services:** Large vehicle pick up and drop off will be facilitated through lane access not at curb side.

At the storefront stakeholders could use an iPad or their mobile device to complete the survey on the Engage web portal or complete an identical paper survey. The project team was looking for feedback on potential options for flex zone spaces and when parking was an issue. Another question asked was if the community would accept a reduced sidewalk width if it meant getting in boulevard trees. We also asked in what community people lived and about their experience at the event. During phase two stakeholders were asked to consider Urban and Residential zones which included travel lanes, pedestrian and flex zone spaces, and potential locations for urban plazas.

The full results can be found online at: [www.engage.calgary.ca/33Ave](http://www.engage.calgary.ca/33Ave)

### Phase 3 – Reveal (22<sup>nd</sup>, 25<sup>th</sup> September 2018, Nov 2018 TBD)

Location: Storefront along 34<sup>th</sup> Avenue S.W.

Phase three of public engagement focused on the presentation of the streetscape master plan concept for 33 and 34 Avenues S.W. In previous project phases, we explored values and design priorities with community members. The result of this engagement, alongside technical considerations, was the streetscape concept design. The community was presented with the concept and it was communicated how the project team, with input from community members, reached its design conclusions. We asked the community for input on the 33 and 34 Avenues S.W. streetscape master plan concept and asked: "What is your impression of the streetscape master plan concept?"

The full results can be found online at: [www.engage.calgary.ca/33Ave](http://www.engage.calgary.ca/33Ave)