

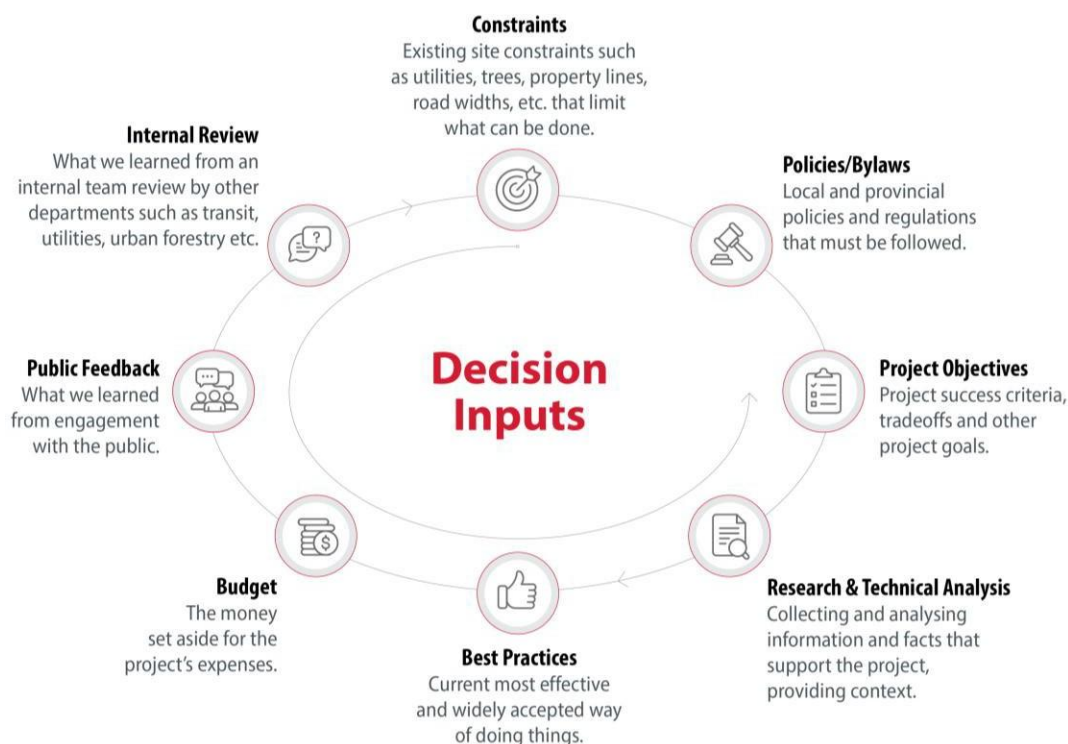
Project overview

We're redesigning 10 Avenue S.W. to create a welcoming, pedestrian-friendly space that improves safety, accessibility and community connections. The current design focus is 10 Avenue S.W. from Bow Trail to 14 Street S.W.

The project follows Calgary's Main Streets Program goals: support local business and community life, improve how people move, strengthen neighbourhood identity, and create a greener and healthier street.

Public engagement was completed in three phases. **Phase 1 - Discover** identified local issues, opportunities, and community values. **Phase 2 - Explore** gathered feedback on three design concepts. In **Phase 3 - Reveal**, The City is sharing the selected Master Plan concept and explaining how feedback shaped the design.

The project team has been integrating what was heard along with further studies and design review to produce the final design we are sharing now. The graphic below shows the inputs into decisions at The City.





Sunalta Main Street

Reveal Phase: What We Did
October 2026

What we heard – What we did

Discover below how your feedback from **Phase 1 - Discover** and **Phase 2 - Explore** helped shape the finalized streetscape design:

Theme	What we heard	What we did
Celebrate community identity	People valued Sunalta’s character and wanted an arts and culture district with murals, public art and gateways features.	We’ve included a prominent eastern gateway feature at 14 Street S.W. and included dedicated public art and community-driven placemaking.
Sunalta should feel like a welcoming destination	Across both phases, respondents consistently wanted Sunalta to feel like “a welcoming and vibrant community,” with casual gathering spaces for its different cultural groups and conversation-friendly seating. Phase 2 named “a welcoming destination” as one of the things people are most excited about.	We’ve included informal, unprogrammed gathering spaces, as well as some seating oriented to encourage conversation. We’ve also included community-driven placemaking and public art at the gateways to help show Sunalta’s identity.
Ensure safety and comfort	The most consistently raised concern across both phases of engagement, tied to social disorder and lighting. Phase 2 respondents specifically flagged that Block Shift’s open green spaces could invite loitering if left unprogrammed.	The design integrates double-headed lighting fixtures, wider sidewalks, and traffic-calming through the curved block geometry. The Flex Zone is designed for regular activation to help avoid loitering.
Improve accessibility	Respondents repeatedly flagged narrow or missing sidewalks and highlighted the need for improved accessibility on the north side of the street.	We’ve expanded sidewalks and included raised, barrier-free crosswalks. The north sidewalk is designed so the sun can keep people warmer in winter.

Stronger connection to nature, and more trees and green space	Participants consistently supported more trees, green space, and stronger connections to nature.	The new design increases the tree canopy, with trees clustered along exposed east-west paths and the sun-exposed north sidewalk.
Maintain access to businesses and encourage local shopping	“Supporting Local” was a clear Phase 1 value, while parking and business access were the most repeated Phase 2 concerns.	We’ve reconfigured the curbs into a multi-functional space to minimize parking loss, with utility hook-ups built in to support patios, markets, and business activation along the north side of the street.
Traffic flow and vehicle speed	Feedback showed a need to balance pedestrian safety with vehicle and transit movement. Some participants worried about congestion and traffic spillover, while others supported street geometry that naturally slows vehicles.	Most of the street will have one lane for traffic in each direction. The road will shift slightly from block to block to create more public space and help slow traffic. At the west end, the road will widen to three lanes. The eastbound lanes will be lined up so traffic can continue through the 14 Street S.W. intersection.
Cycling and river connections	Participants asked for safer cycling connections, clearer routes and better access toward the Bow River pathway and existing cycling facilities.	At 19 Street S.W., a coloured surface on the road identifies the cycling crossing toward the Bow River Pathway. Clearly marked cyclist travel paths and surface treatments are proposed at mixing zones, with bike parking accommodated in the streetscape.
Operations, maintenance, and construction	Participants asked about snow clearing, drainage, garbage, long-term upkeep, driveway needs and construction disruption.	Operational requirements, drainage, utilities, maintenance, driveway access, and ease of construction will continue to be reviewed through detailed design. The master plan establishes the overall direction for the project, while site-specific details may change as technical information is confirmed.
Out-of-scope requests	Participants suggested improvements to nearby streets, alleys, parks, the Bow Trail underpass, cycling and river connections, and other locations along the broader transportation network. Participants also raised broader concerns related to social	Feedback on improvements outside the project scope have been shared with the appropriate City teams for consideration in future projects.



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	services, security, transit service and community amenities.	
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