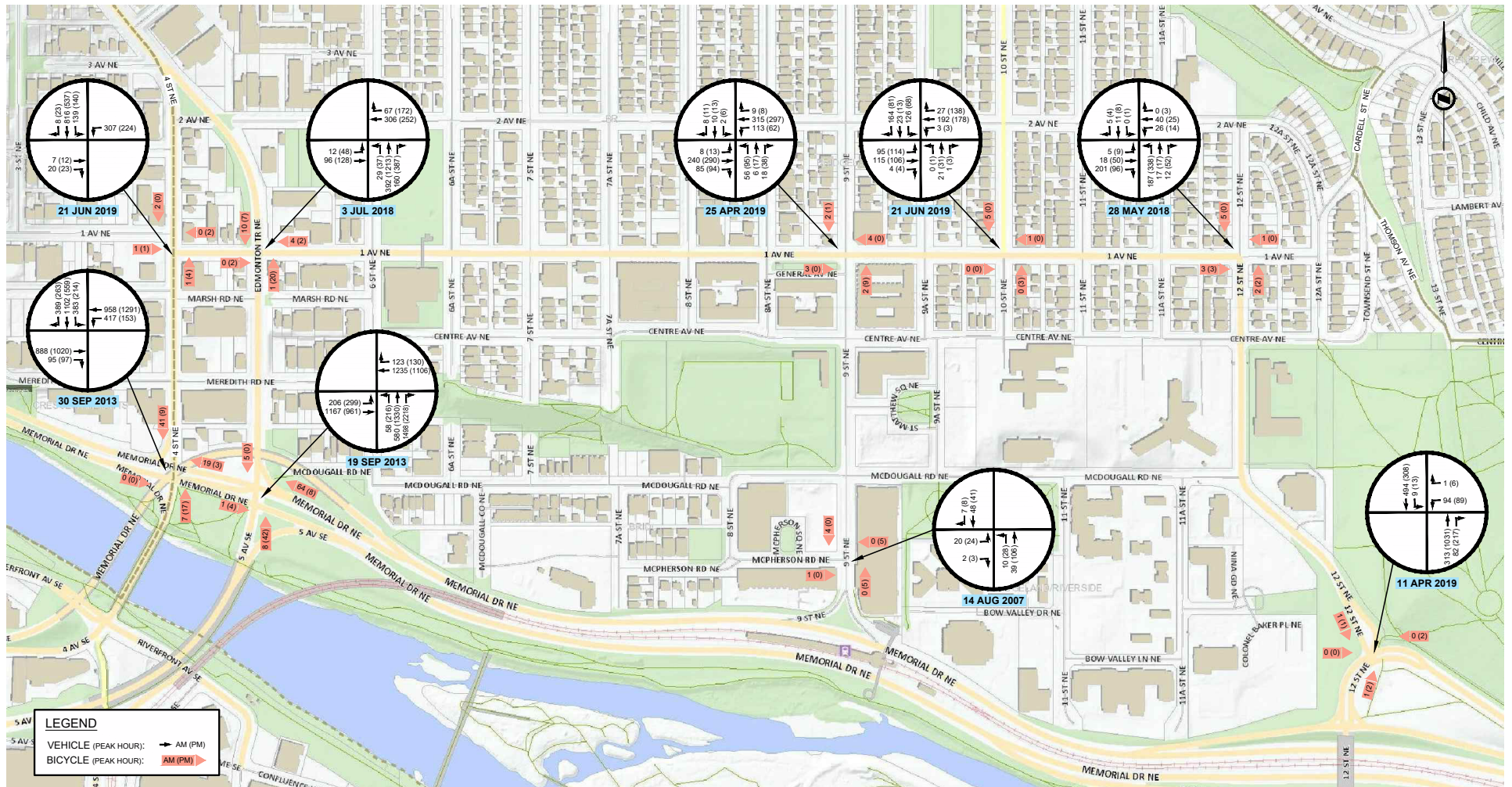


8.0 Appendix



8.1 Traffic Volume Analysis



Map 11. Vehicle and Bicycle Traffic Volumes

8.2 Summary - What We Heard Reports

Phase One: Discovery

The objective of Discovery Phase engagement was to listen and learn from stakeholders and the public about their views, plans, concerns, and expectations for the Plan Area.

Input was collected through a public open house and online engagement portal concerning ideas raised in previous community projects, opportunities and issues

in the Plan Area, streetscape design elements, potential design principles and public engagement preferences. The input collected in Discovery Phase was analyzed and used to help guide the project by defining a vision and set of design principles. Input identifying opportunities and priorities within the Plan Area was used in the overall site analysis and informed the design process.

Design Element Priority Hierarchy

- Trees and vegetation
- Enhanced pedestrian crossings
- Sidewalks and enhanced lighting
- Character features
- Seating and benches

Project Design Principles

A set of design principles under three categories were developed using participant input to drive the overall Master Plan and design concept.

Mobility + Function

Connect:

Create mobility ease for all by enhancing pedestrian crossings + improved sidewalk and feature lighting

Protect:

Offer traffic calming and appropriate bike infrastructure to reduce conflicts

Social + Economic

Pause:

Give people spaces to rest and socialize through seating and benches

Thrive:

Support business and attract innovation by developing a more inviting public realm

Character + Identity

Breathe:

Add more trees and vegetation to give shade, comfort and character

Be Bridgeland:

Invest in unique character features that say Bridgeland

Phase Two: Explore

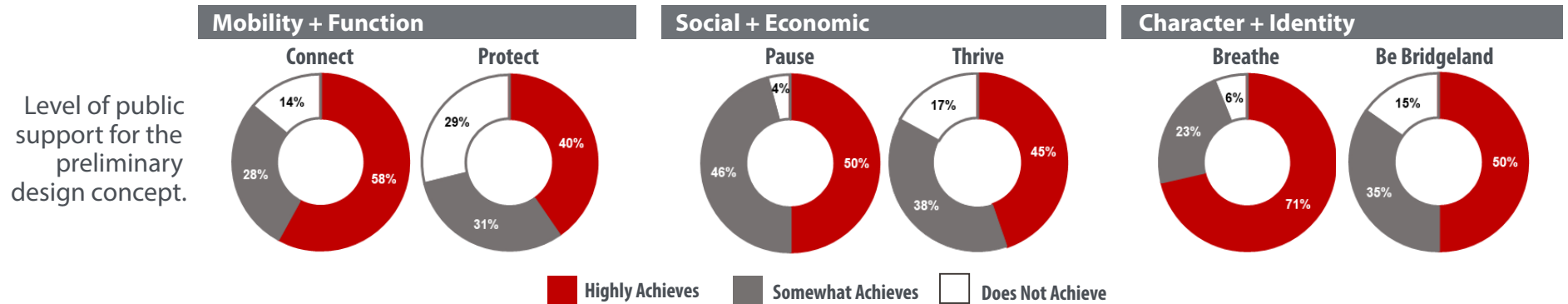
The objective of Explore Phase engagement was to test the preliminary design ideas and options with the public.

Engagement sought to collect input to confirm the project vision, assess preliminary design options through the project design principles and objectives developed from Discovery Phase input, and to collect ideas about strategies that should be considered for how to better achieve the project objectives through each of those categories.

Explore Phase Engagement Themes

- Identity and character can be infused into streetscape elements like public art, heritage and cultural features, and interpretive signage
- Human-scale design enhances comfort and safety of all through pedestrian-focused lighting, crossings, and traffic calming
- Cycling routes need to be addressed including considerations for increased safety, and connection points
- Trees and natural elements are strongly supported
- Connections for all forms of mobility options including walking, biking and transit are vital to attract people to the neighbourhood's commercial corridor
- Flexible spaces like patios, pop-up parks and seating areas are an opportunity to animate the street and business
- Both car and bike parking are essential to support access to commercial businesses and local institutions

Assessing the Preliminary Design Concept



Phase Three: Reveal

The objective of the Reveal Phase was to present the refined design concept with the public and collect final input on their impressions of the overall Master Plan.

Reveal Phase engagement closed the loop with the public by communicating the

purpose of the Streetscape Master Plan, the final design concept, changes made to the concept through the process, and how engagement input influenced the Plan.

"I like the priority given to pedestrian / bike traffic over vehicular traffic."

"I've always felt that Bridgeland is awesome but this will add more a more interesting urban street feel, support businesses and draw people."

"I'm thrilled to see these changes coming to Bridgeland."

-Comments from Community Engagement

How the Plan Responded to Public Feedback

- Enhanced connections for people who walk and bike across Edmonton Trail and 4 Street N.E.
- Scaled back the General Avenue Plaza design to preserve regular parking and manage cost considerations
- Coordinated with adjacent projects like the 4 Avenue Flyover Park and possible future developments
- Incorporated design concept for the Edmonton Trail gateway greenway
- Identified opportunities and potential locations for cultural and heritage storytelling to be developed through detailed design
- Reviewed 2 Avenue N.E. as a slow street to provide an all ages and abilities bikeway through the existing road network
- Added landscape design features and pedestrian safety elements through the Memorial Drive Gateway

For full details on the input we heard and to read project engagement reports visit engage.calgary.ca/1AVE