



# Montgomery Gateways

Stakeholder Report Back: What we Heard

June 2022

## Project overview

Through the Montgomery Streetscape Master Plan Engagement Process in 2018, the community identified Montgomery as a “Gateway to the city.” To frame the recently re-constructed Montgomery Main Street, The City of Calgary worked with stakeholders to confirm guiding community values and define design parameters which have been used to develop gateway feature concepts that are now being presented for public feedback. Feedback on these concepts will be used to inform our final decision.

Throughout engagement for the Montgomery Main Streets project, feedback included creating distinct features within the public realm that represent the character of Montgomery and highlights its vibrancy and uniqueness. During a stakeholder workshop in January 2022, many common themes emerged around the questions of how the gateway features should look, what types of materials should be incorporated and how it should function.

## Guiding Statement

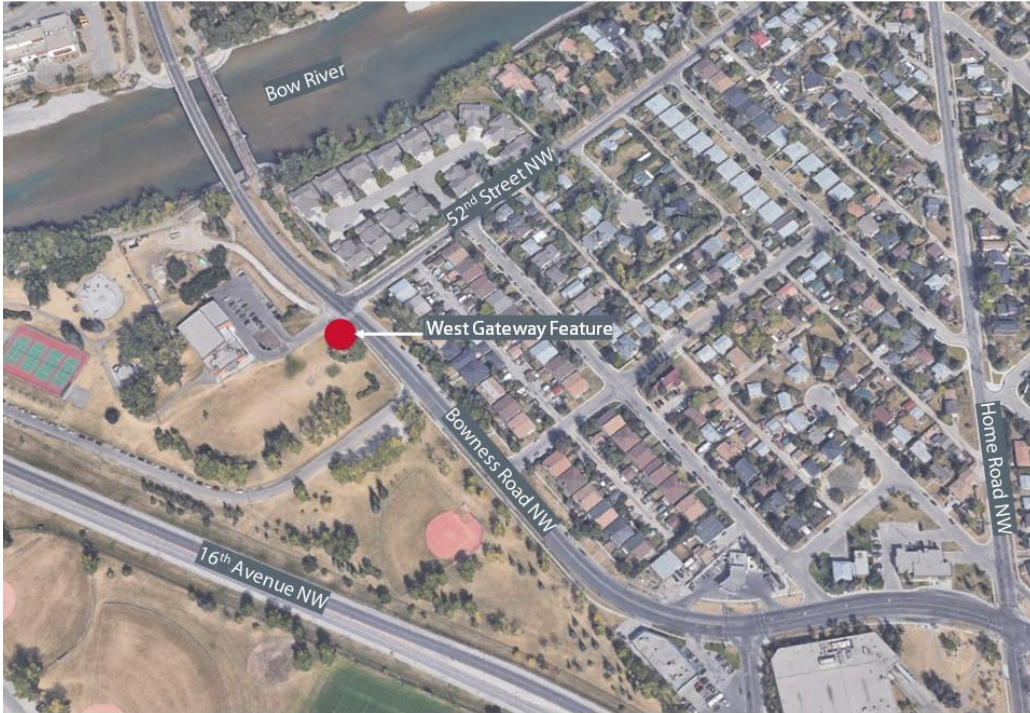
*The Montgomery Gateways should be welcoming with high impact, and reflect the community’s unique identity, historical roots and valued attributes such as nature and a thriving neighbourhood.*

## Locations

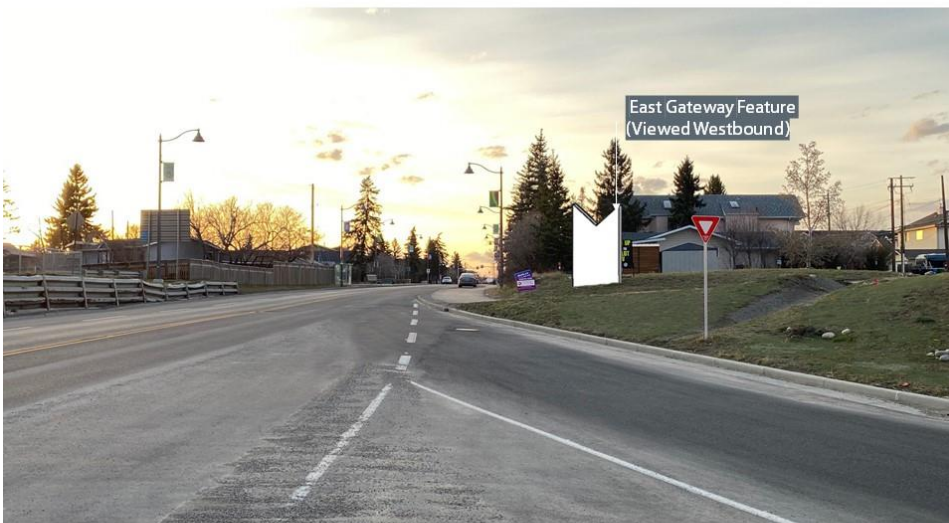
The West Gateway is planned to be located at the southeast corner of Bowness Road NW and 52nd Street NW, adjacent to the entrance to Shouldice Aquatic Centre. High visibility from both eastbound Bowness Road NW as well as eastbound pathways, will welcome all modes entering Montgomery on the west boundary.

The East Gateway is planned to be located at the north edge of Bowness Road NW at the end of 16th Avenue NW on ramp. High visibility from both westbound Bowness Road NW and the merge from 16th Avenue NW as well as westbound pathways, will welcome all modes entering Montgomery on the east boundary.

## West Gateway Location



## East Gateway Location



## Engagement overview

For the project, an online engagement opportunity was offered from May 11 - 31, 2022 at <https://engage.calgary.ca/montgomery-gateways>. 1321 participants visited the page during this time and 175 contributions of feedback were submitted.

## What we asked

In response to the feedback, the project team has developed two concept designs for the Montgomery Gateway features. We collected public feedback on these overall concepts as well as the accent colour and accent texture. Stakeholders were presented the following information to provide informed feedback.

### Concept 1

#### Concept 1 Design Description

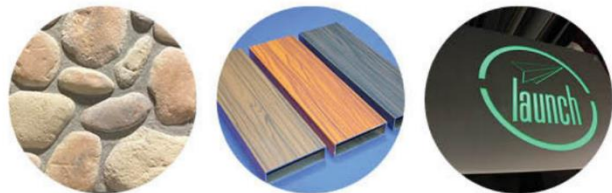
Concept 1 is inspired by the celebration of natural and urban elements found in Montgomery.

The vertical form of the feature represents the elevation gain of the community – as you wander your way north, the hillside steeply climbs to overlook the Bow Valley and Paskapoo slopes to the south. The “M”, crowning the top, is a nod to the other “M’s” found throughout the community such as the Montgomery Town Square monument at the intersection of Home Road and Bowness Road NW or the colourful “M” bike racks, recently installed along Bowness Road NW. The M extends the entire height of the gateway feature to represent Home Road, and its unique alignment – running north to south and grounding the community in its historical significance.

Graphics of the neighbourhood ties Home Road to the blocks where people live, play and work. The river cutout (which could be illuminated) and wood post introduce natural elements which are supported by a river rock base, representing the banks of the Bow River, a foundational component of what draws people to and through Montgomery.



**Inspiration Imagery**



**River Rock Veneer on Concrete Base**

**Aluminum Composite Sheetting with Wood Finish**

**Backlit ACM Panel with translucent Acrylic inlay**

**Proposed Materials**

#### Concept 1 - Precedent Imagery



Perspective  
NTS

Section  
NTS

**Concept 1**

NOTE: Concept is subject to change pending approvals and detailed design

## Concept 2

### Concept 2 Design Description

Concept 2 intends to be bold and historically inspired with subtle natural elements. It incorporates the “M” as an icon that represents the community’s recognizable symbols that is repeated in playful and vibrant colours throughout the Bowness Road NW main street.

This concept is more industrial and nods to the historical charm and style of the Shouldice Bridge with a heavy-set steel screen that create a portion of the letter “M”. The other portion is created with the use of wooden posts. The wood texture introduces a warmer, natural-looking material to tie back to the values of nature and open space that Montgomery strongly identifies with.

A cage filled with river rock links to the importance of the Bow River and create contrast and additional texture. Diamond patterned steel accents retain the rock and reflect the railing design of the Shouldice Bridge. The year of establishment is added as a reminder of the community’s heritage and growth.

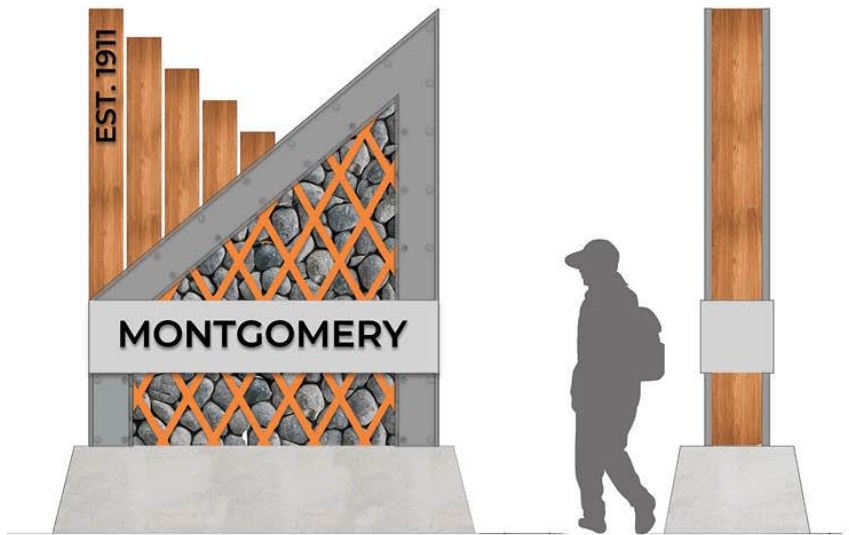


#### Inspiration Imagery



#### Proposed Materials

#### Concept 2 - Precedent Imagery



Perspective  
NTS

Section  
NTS

**Concept 2**

NOTE: Concept is subject to change pending approvals and detailed design

Palette: Accent Colour



A  
Blue



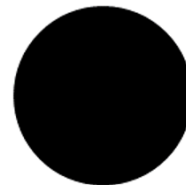
B  
Green



C  
Orange



D  
Silver



E  
Black

## Palette: Accent Texture



**A**  
Smooth Sawn  
Timber



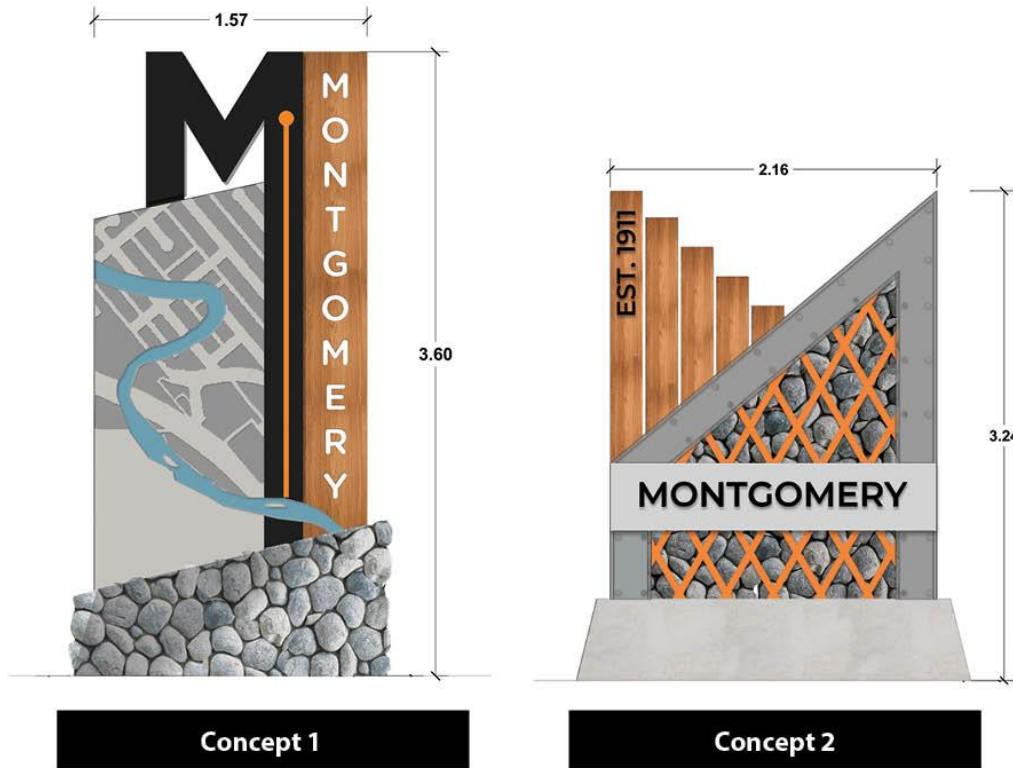
**B**  
Rough Sawn  
Timber



**C**  
Young Aspen  
Bark



**D**  
Mature Poplar  
Bark



NOTE: Concepts are subject to change pending approvals and detailed design





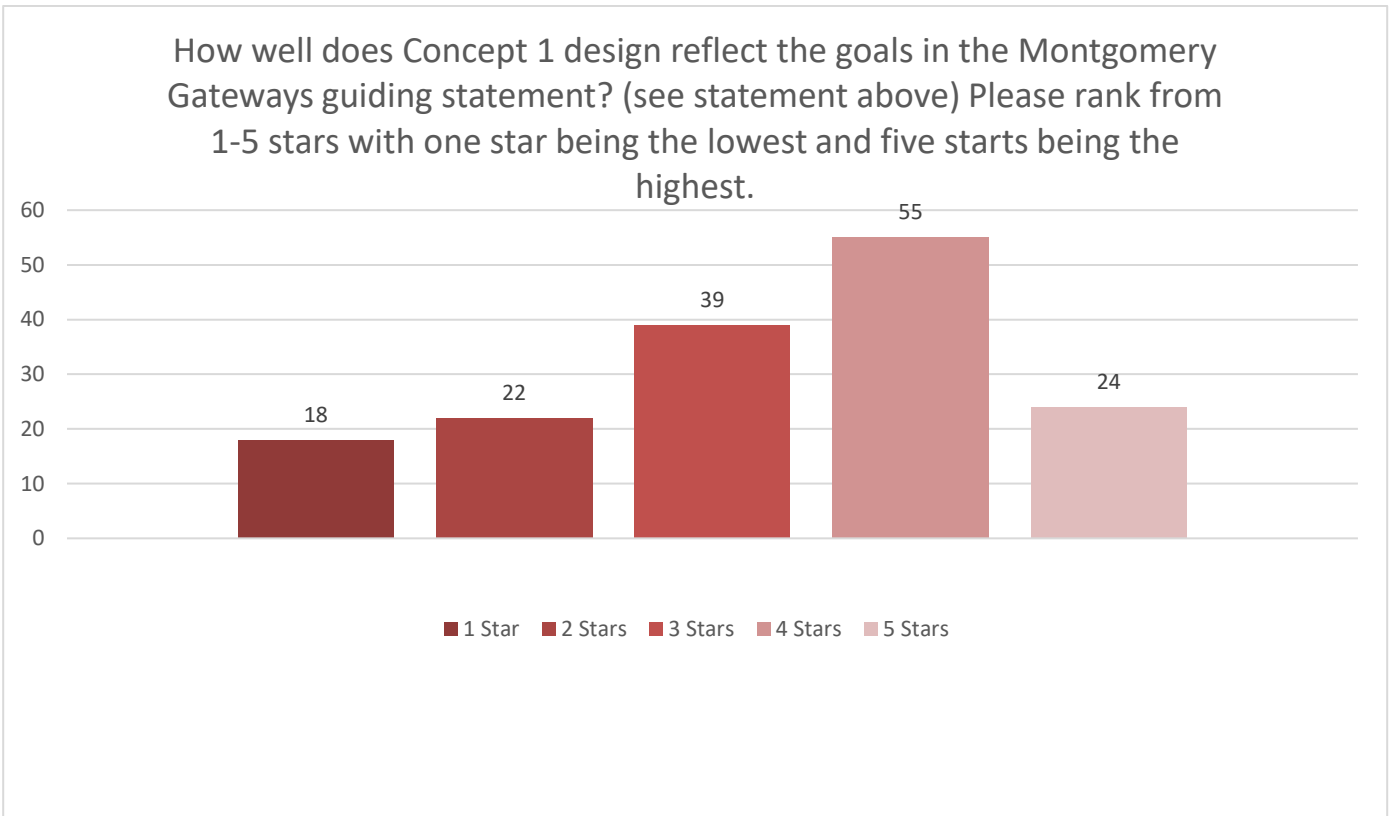
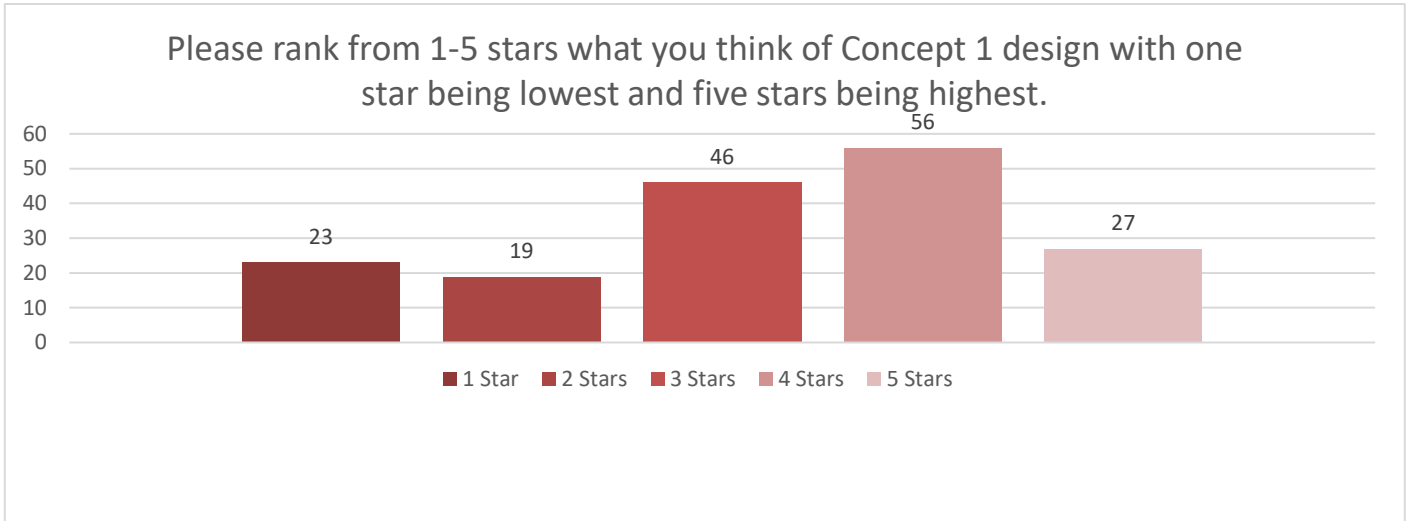
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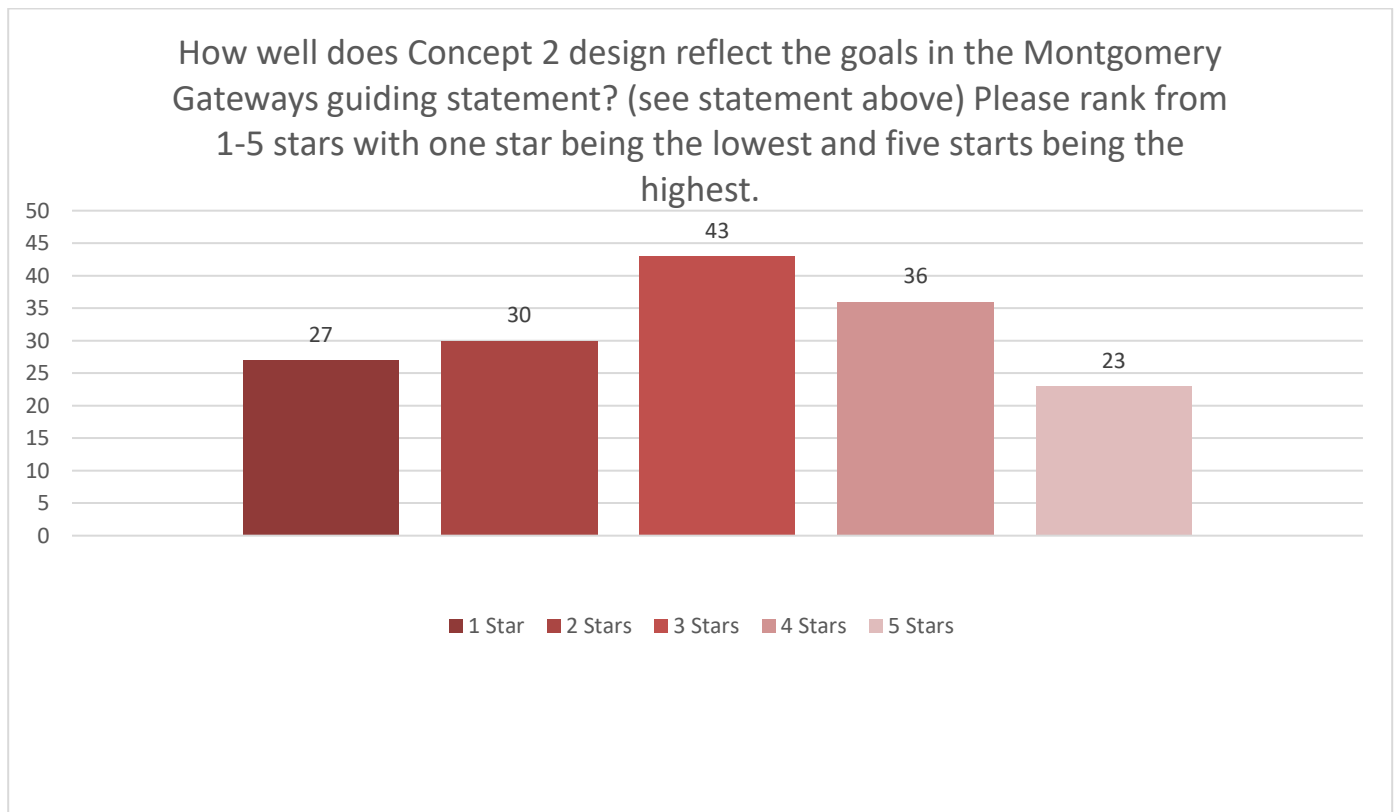
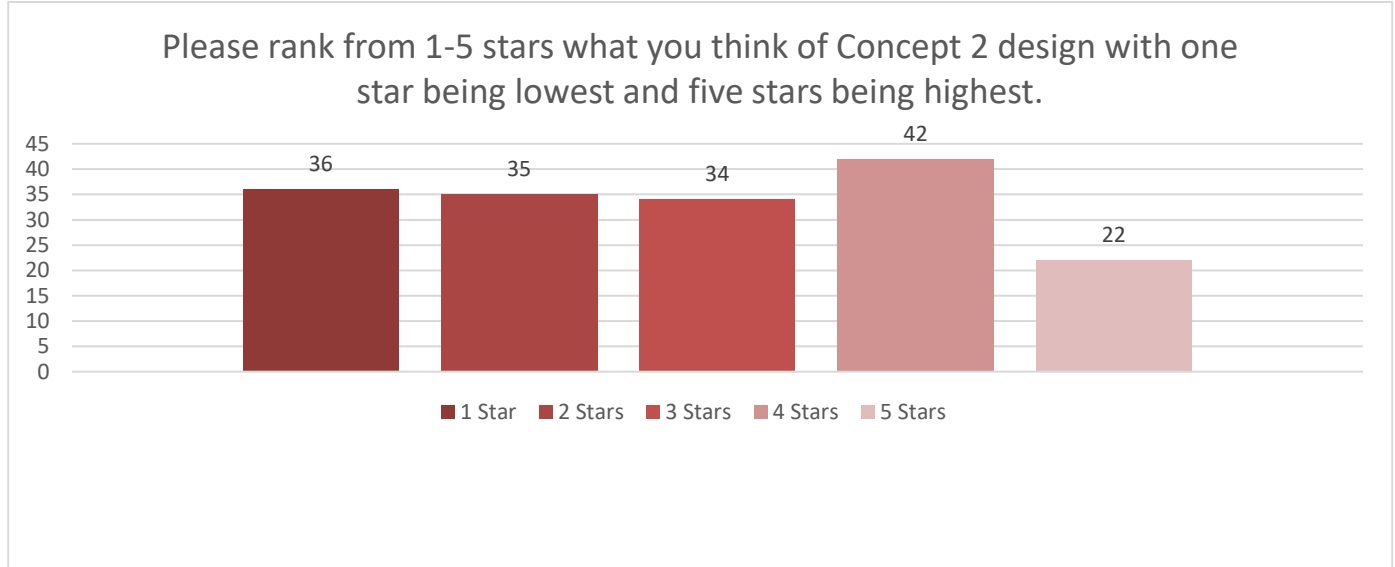
June 2022

## What we heard

### Concept 1



## Concept 1



## Palette: Accent Colour



A  
Blue



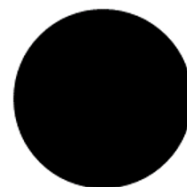
B  
Green



C  
Orange

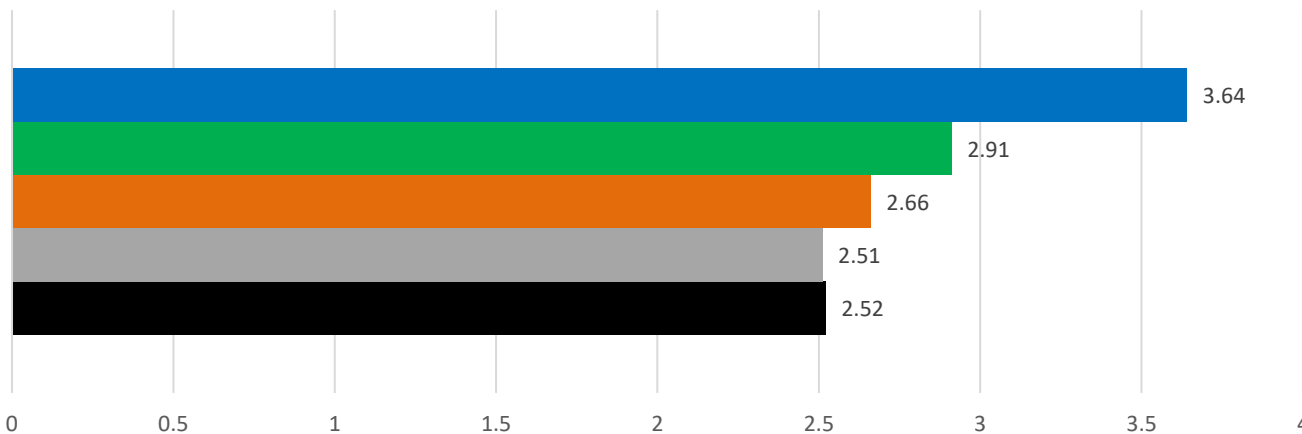


D  
Silver



E  
Black

In both concept designs, there are opportunities to change accent colours. From the palette below, rank the COLOURS by dragging and placing the options in descending order of how relevant they are to reflecting the community of Montgomery (top being most



■ A (Blue)2 ■ B (Green) ■ C (Orange) ■ D (Silver) ■ E (Black)

Palette: Accent Texture



**A**  
 Smooth Sawn  
 Timber



**B**  
 Rough Sawn  
 Timber

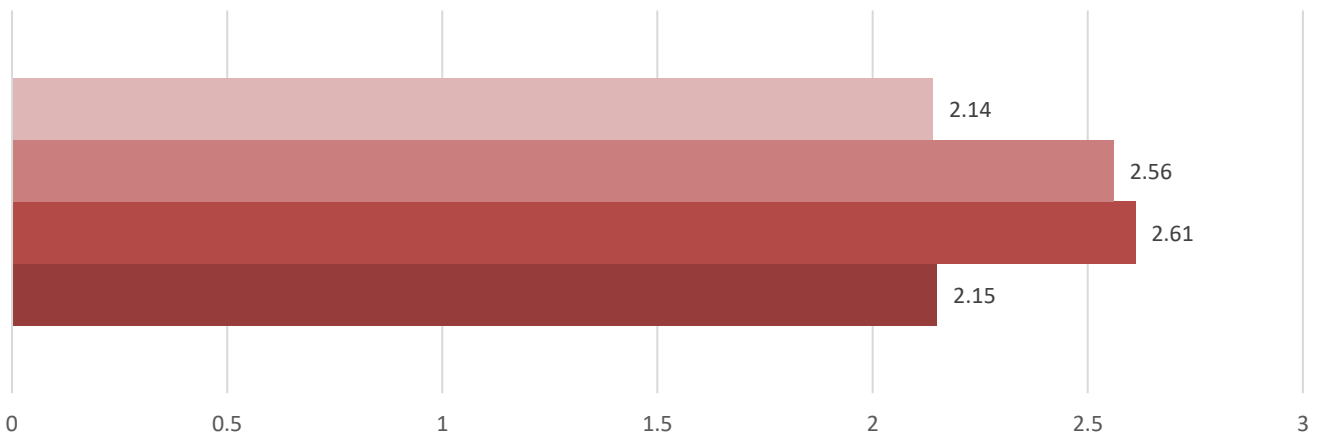


**C**  
 Young Aspen  
 Bark

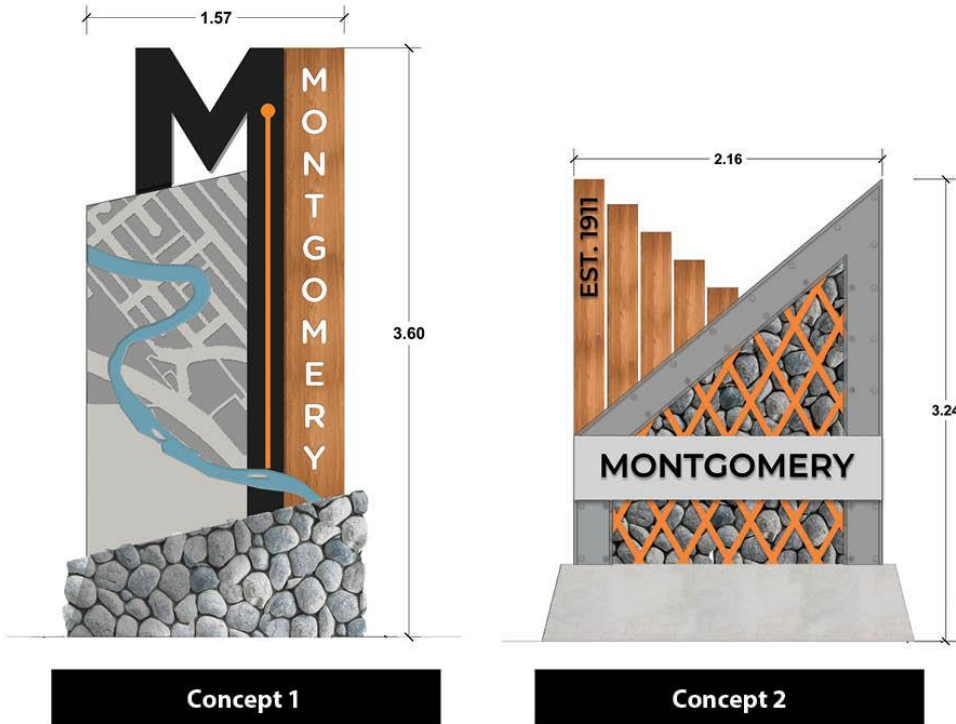


**D**  
 Mature Poplar  
 Bark

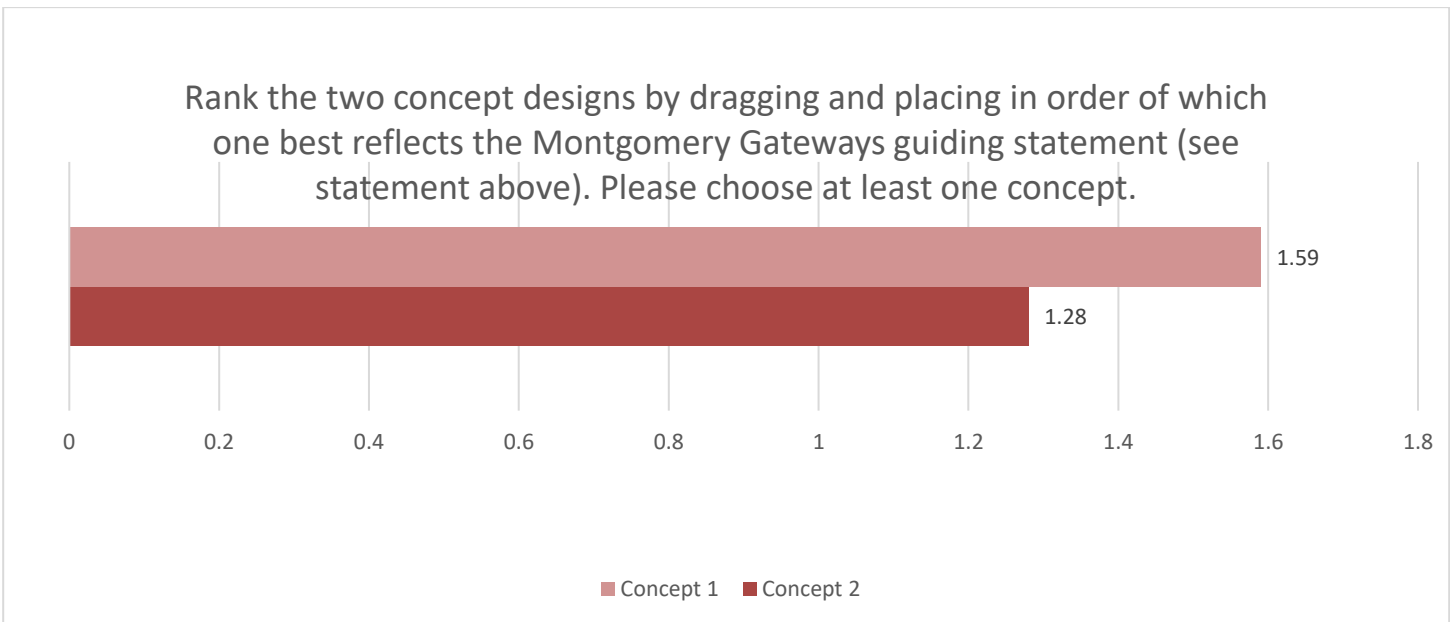
In both concept designs, there are opportunities to change textures of certain elements of the design. From the palette below, rank the TEXTURES by dragging and placing the options in descending order of how relevant they are to reflecting the community o



■ A (Smooth Sawn Timber) ■ B (Rough Sawn Timber) ■ C (Young Aspen Bark) ■ D (Mature Poplar Bark)



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Are there any additional thoughts about Concept 1 design you would like to share?

Supportive Themes	
General support	Portions of the feedback received expressed general support for this design option.
Critical Themes	
Inclusion of map of Montgomery	Many comments expressed a lack of support for the inclusion of the map within the gateway. Participants felt it is not aesthetically pleasing and confusing.
Lack of uniqueness, energy, and vibrancy	Some stakeholder feedback expressed a sentiment that this design lacks uniqueness, energy, and vibrancy.
Design is too 'busy'	Many comments received expressed feelings that the design is 'too busy' with a cluttered design.
General lack of support	Portions of the feedback received for this design expressed a general lack of support.
Other Themes	
Color	Feedback indicated mixed feelings towards the colors being used in the Gateway. Specific comments over the confusion over the intent of the orange line were submitted.

Are there any additional thoughts about Concept 2 design you would like to share?

Supportive Themes	
General support	Portions of the feedback received expressed general support for this design option.
Established date	Feedback indicated support for the inclusion of the established date of Montgomery on the gateway.
Critical Themes	
Industrial feel	Feedback indicated criticism that the materials used in the gateway give a very 'industrial feel'.
Color	Stakeholder feedback felt the design lacks vibrant colors.
General lack of support	Portions of the feedback received for this concept and project expressed a general lack of support.
'M' symbolism	Stakeholder feedback expressed confusion over the sign representing an 'M' for Montgomery and felt it was unclear.
Other Themes	



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Materials	Many comments were received regarding the materials used. It is recommended the viewer read the verbatim comments for a fulsome understanding of this feedback.
Diamond Pattern/ Cage	Many comments were received regarding the diamond pattern and cage were received. It is recommended the viewer read the verbatim comments for a fulsome understanding of this feedback.

## Next steps

We're committed to keeping you informed and up-to-date as this project progresses from design towards construction and beyond. We'll be communicating with residents, property owners and businesses over the coming months to provide more detail and the next step once details are finalized.

## Verbatim Comments

Verbatim comments presented here include all feedback, suggestions, comments and messages that were collected online and in-person through the engagement described in this report. All input has been reviewed and provided to Project Teams to be considered in decision making for the project.

Any personal identifying information has been removed from the verbatim comments presented here. Comments or portions of comments that contain profanity, or that are not in compliance with the [City's Respectful Workplace Policy](#) or [Online Tool Moderation Practice](#), have also been removed from participant submissions.

Wherever possible the remainder of the submissions remains. No other edits to the feedback have been made, and the verbatim comments are as received. As a result, some of the content in this verbatim record may still be considered offensive or distasteful to some readers.

### Are there any additional thoughts about Concept 1 design you would like to share?

- Map is confusing. Too many Ms already
- I like it, but the "map" is not accurate at all. The streets do not go in straight rows as show and it is misleading for Bowness and Varsity areas. Someone just looking at this might think it is representative and accurate. Make the street more like they really are please!
- nice clean font. does a street map need to be included? is this what identifies Montgomery?
- I was born in Montgomery in 1958 and parents moved there since 1955. I still live in Bowness and drive through the mess the city created by so called street calming for Main streets alignment. There should be some Shouldice Heritage as they donated the lands for Shouldice park! There should be more greenspace or Green in the sign as we are surrounded by parks; Bowmont. Montalban, Shouldice and Edworthy!
- The Map is tacky. Why not just fill that space abstractly with blue and green



- That's not a map of Montgomery. It is a representation of the Bow. So do without the map and just stylize the river aspect. Doesn't need to be illuminated, garish and crass. Can have a reflective metal instead. Lengthen the M side, looks out of proportion.
- Just make sure it is large enough and far enough from the road so as not to create just another distraction.
- nice, but too busy.
- Maybe the water could be a brighter blue. EST 1911 in the gray below the water.
- " -instead of illuminating (I'm assuming electrically), you could use reflective tape.-the elevation marker reads as a thermometer (albeit upside down); add the cross hairs -really liked the height and presence of this concept"
- The map to be brighter
- I would like this concept better if an established date was included.
- Don't like it. Don't feel like it represents the character of our neighborhood.
- It is clean but kind of lacks energy and vibrancy, either in colour or action. The blue streak is confusing because I think of the river and it goes oddly through the community.
- Not a big fan of the orange line
- Too dull to show a welcoming energy. Doesn't highlight nature well enough.
- Sure is ugly
- Don't like the map. Especially as it's presented in the concept.
- Love the style but the road map/river graphic looks odd and at a glance while driving doesn't make much sense or provide meaning to a driver
- I am not sure about the map. It would be more engaging if it were a functional map of the area. It could be artistic but it would for sure be useful for pedestrians and cyclists at those junctures if the map showed the main roads and sights along them.
- Risk that lighting fails or is not consistently used, affecting impact eg Firefighters memorial at City Hall
- A sign similar to what we had, colourful thoughtful painting of happy Children in our community. The current design reflects the terribly low quality infills being built.
- Is the vertical orange line necessary?
- 0 stars. Stop doing construction on bowness road. It's congested enough
- Rename the Bowness road area in Montgomery to 'Montgomery Way! The gateway to Montgomery! We are not Bowness!!
- Quit destroying the roads. It's making things worse. It's horrible to drive that way now. Take out the bike lanes. It's so dangerous.
- Materials used are good choices. Lettering feel a bit too modern - maybe use a serif letter shape instead? Not a fan of the streetscape background - could we incorporate more trees and sky instead like in the one photograph? I do like the river running through, the M design, and the rocks at the bottom. I don't understand what the long orange pole thing is.
- Doesn't seem natural to me. I find it rather ugly.





- I don't mind that traffic is slower or that vehicles have to wait behind buses, but the line of site, for vehicles turning on to Bowness Rd from 45th Street, is horrific! I did not take part in any of the meetings because we did not live in Calgary during the planning process.
- The map illustrated does not appear to be of the neighborhood
- "On the East Gateway, the Atco gas valve station and the northwest storage facility, and coming under an overpass give Montgomery a very poor industrial feel. Is there a way to put up a decorative barrier to hide these eye-sores? Maybe plant a bunch of evergreens? Put up a sound barrier that matches the decorative quality of the sign? It may also be nice to put up the same "M" on the south of the street as well - an archway would have been nice, but an M on each side would be good - almost like a "gate"
- Too busy.
- Nice but too busy
- It would be nice if there was a reflection of the Indigenous ppl from this land or some reflection of the beautiful natural areas that surround the neighbourhood.
- It's awkward looking with the long leg of the M.
- "The overall structure is way too small and easy to miss. It does not feel welcoming. It looks insignificant. Not something Montgomery residents can really be proud of. The 'Montgomery' script is too small and the vertical format is not easy to read at a glance. The Evanston neighborhood sign is an example of a good size and structure that really defines the entry in to the neighborhood. The sign feels cold and bland. It needs some greenery (flowers, shrubs, plants) to really associate with nature."
- Is the silhouette of the person part of it? Or just for perspective on size? I don't like the silhouette. The rest is fine.
- If the M is made out of I beam style blackened Steel it would give a ruggedness to the feature that should contrast nicely with the clean lines of the ACM.
- The design itself is very pedestrian, indicative of literally any of the new cookie cutter communities out there. It doesn't showcase the uniqueness of our community, nor does it present an iconic piece that will garner social attention on instagram. Nobody is going to take a picture next to this. The gateway piece should celebrate the history, uniqueness, and the diversity of nature, then river pathway, and the upcoming social scene within the community. We want to stand out and be a place people want to visit, not just another revitalized community.
- Too much happening, concept isn't very special or specific to Montgomery
- The map is confusing because it appears that the river runs through the street which is inaccurate. I like the idea of it being lit up. I would prefer a design that spans the road and is more flashy, this feels a bit boring to me. Like the idea of natural elements but trees/greenery would be nicer rather than the river rocks.
- I like the rocks at the bottom. I don't like the stretched out M or the map. It would be good to include the "est. 1911" part.
- How about you just save the tax dollars, nobody wants this.



- This without the big M would be great. The big M is tacky and makes it look like a home builders sign
- This is by far the most unsafe and useless design. Drive lanes are too narrow, cyclists using the bike lanes are in danger every time they come to a cross street with traffic potentially turning right and hitting them. With the bike riders not in drivers sight lines, they're not seen until the last minute.
- Protected Bike lanes
- The map graphic doesn't represent the entire Montgomery community!! And how do you capture "thriving" in a graphic design anyway??
- this is just meh...
- "No thought given to traffic flow on a road that is too narrow. Three cars hit on the 4500 block a week ago. Visibility for right hand turns onto Bowness road is terrible, turning into and out of the narrower side roads is terrible"
- It's just not inspiring. I see what the designer(s) tried to do, but it's like too many busy elements that don't fit together well. The river rock doesn't match the aesthetic of the sign. The river shape is being distracted by the grid of streets behind it. The 'M' is asymmetrical. The orange line has no purpose. The plain 'M' sculptures in the neighbourhood have more impact than this sign.
- I like the look of this. It reflects the emerging contemporary character of the neighborhood as it redevelops. Unlike the mess that the road and street redevelopment, it won't actually make the neighborhood unsafe.
- Love that we are getting new signs !
- I find both designs somewhat cluttered and not visually unified
- I worry the appearance of the map will change and fade with time.
- "Terrible design over all, way to much space for cyclists that ride on the road anyway, no bus turnouts, parking pullout to narrow, road way to narrow. Did anyone in the planning department ever actually measure a bus and a firetruck passing by each other, along with a 3 foot snowbank. I think not. Might have been a good start. Absolutely a ridiculous design."
- Your picture of east gateway doesn't show what you are doing here. We already have a road coming in to the neighborhood there. The one change adding parking to that block at the entrance was great. The rest of this stuff seriously needs to be considered to be taken out. All you have done is make an already Congested and dangerous street way more so. The lights by the Safeway need to be reconsidered to have turning lights with the setup you have now. Seriously, who planned this stuff? Maybe I should get a job as a planner.
- What is the purpose of the orange needle? What does it reflect? Unclear
- The roads are too narrow, unsafe and causes delay when a bus is stopping to pickup commuters. The roads are worse with very limited clearance during winter. Can you undo what you just did?
- There really is not many areas to share concerns about the recent "upgrade" to Bowness Road, but as comments on this post state, it's horrible the road is so narrow now and is a main use road. I regularly see residents' vehicles that have been side swiped. Whoever designed this did not make it wide enough for two vehicles to safely pass each other and then also have vehicles safely parked on the road either. It's absolute crap.



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- I'm not sure it doesn't seem super unique.
- Love the idea of the river being backlit.
- Too corporate
- It lacks the colour I was expecting, perhaps that isn't shown as much on the concept but right now this looks like something I'd expect in a brand new suburb like Cornerstone or something. The rocks look cheap due to their size and shape, like an afterthought and not a focus that takes up 1/4 of the space. More rugged edges and not so uniform might make it look more modern
- The blue swoosh is not called for and has no relation to the reality of where the Bow River is in relation to the community. In previous consultations with the community, no composite material was mentioned by anyone and mentioned. A huge sandstone rock is what is needed. With bold lettering.
- Iffy
- Thank you City of Calgary for taking the time to invest in our community.

## Are there any additional thoughts about Concept 2 design you would like to share?

- Awesome! Love the abstract character!
- Don't like it. Not clear that this is an "M" and the wood boards will be subject to damage. #1 is much better
- Less industrial looking. Like the shapes and lines, very clean.
- Don't like the orange color on the lower part.
- Caged rocks. Why caged rocks?
- Looks like someone couldn't decide whether to use metal, wood or rocks. Heck, let's just all throw them in.
- Do not like the colours or the shape.
- Clean and modern.
- I like the "EST. 1911". Not sure I like the wooden posts as part of the large "M" it doesn't show as well.
- " - the M doesn't come across at all - I like all the parts - doesn't have the presence of the first concept; too small - you've influenced the results by showing the shape of Concept 2 in your photos - you've also influenced the results by showing colour in the design - you should have shown options or just black and white - this is the first community people come through off the highway - the Gateway needs to be stronger - Hopefully, colour will be used as a highlight and for contrast; - BTW - instructions were misleading - at first I just reordered the list in the left hand column - just sayin'."
- I like the addition of an established date. I don't like the red cage for the rocks. I would like it better with a less noticeable rock cage. Too modern and conceptual - I don't see how a thriving community is represented in the concept
- I like the M that is definitely there but not as overt as other designs.



- Could the wood feature at the top be a brighter colour to make it stand out more? I do like the vertical line, diagonal lines and criss cross all combined with road rocks.
- To many different materials
- The wood is warm and welcoming. The stones and concrete not so much.
- Less ugly than design 1
- Hard to see the "M" in this concept. You have to look for it.
- The diamond pattern just comes across as a fence, especially at a glance.
- Grid suggests a fence or wall, less natural and more prison
- The sign should be similar to what we have, colourful and happy children playing. This proposal reflects the low quality infills being built now.
- Pretty uninspiring. Nothing that really reflects community. Just rocks...
- 0 stars. Scrap the idea
- Quit destroying the roads
- I like the incorporation of the established date. The materials and design (mainly the steel and the rocks behind the orange diamonds) feel a bit too industrial and draw heavily upon the Hextall Bridge which is only one part of Montgomery, shared with Bowness. The M shape of the whole element is very cool - really like that.
- I like this one even less than the last. It is less natural. The orange is ugly.
- The 'M' bike racks are a joke. Attaching a bike to the mesh inside the 'M' is inviting theft - it's flimsy.
- the diamond pattern looks too much like steel girders or bridge support
- Looks like a hydro-electric project.
- Too industrial. Needs colour: Trees, Rockies + Bow River.
- Not as busy but no distinctive 'M'
- Would take away the wire on the rocks. It looks like an orange prison. Free the rocks! Otherwise love the look. But would pick number 1 specifically because of the wire on the rocks
- It might be interesting to have the rock/grid area a living wall
- I like that it reminds me of the Bow river. I like that it is a stylized M, but it's a bit too hard to notice without the prompt.
- "Too small and insignificant. Too industrial and cold. Not welcoming. The orange diamond patterned steel is very tacky. Nothing about this says unique and thriving. Needs greenery (flowers, plants, shrubs) to associate with nature. Needs good accent lighting/leds to make it stand out at night."
- It's pretty!
- Framing the wood along the top in some way would emphasize the "M" shape and make that more impactful... it's not a clear "M" upon first glance
- I think it leans into the ruggedness too much. While I'm a big fan of the use of many materials it lacks a sense of welcoming. Some softer lines may be needed.



- Although not fantastic, this one better reflects the iconic landmarks of the community and speaks to the natural elements and the history of the neighbourhood. Not quite unique, but better than option 1.
- Doesn't really express train bridges. Don't use fake metal wood.
- Hate this design, it is too industrial for the welcoming, warm, nature filled community values of a thriving neighbourhood. I don't like anything about it. Hate the shape, the cage, the concrete, it is ugly and doesn't represent the community at all.
- I like that it includes EST. 1911. I like the wider M. I like the design in general but I don't love the grates in front of the rocks - but not sure what the alternative would be - perhaps having the grates in grey, black or blue would be better?
- Actually quite like this look, but miss the height concept 1 offers. The hills of Montgomery are defining as a neighbourhood feature for me and that elevation represented, I like. This concept with more height would get my vote.
- The M shape isn't as clear, width is better than concept 1,
- How about you just save the tax dollars, nobody wants this.
- The Orange is a little much
- I like the many "M"s in the design....but surely there is much more to celebrate in our community than just the first letter in our name!!
- it's much better than the last one.
- This is definitely better than concept 1. The orange mesh is very distracting. I like how it has the shape of an 'M'. I think it could look better if you lost the whole part under Montgomery to the top of the base. Then it's shaped even more like an 'M'.
- I find both designs somewhat cluttered and not visually unified
- The mesh doesn't look quite right
- Looks like a gravel pit prison detail
- Fix back to way it was or at least expand road and put in bus pulloffs
- It is not clear AT ALL what you are planning to do. So with that being said, my vote is NO. Your last plan didn't work, this one won't either. Leave this community alone. You are forcing us all out after decades. LEAVE. IT. ALONE. We are actually planning to move out of this city completely as this was the only quality place left.
- It looks like rocks in a metal box at Walmart
- I don't see any changes on the bridge and take my dog there for walks
- I hope this design upgrade is stopped until the road is fixed to be able to handle the traffic safely.
- I like the addition of the year.
- Looks too industrial.
- I like the design. Don't love that bright orange colour.
- Better reflects heritage



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- I love the colour and the mesh look that really encapsulates our iconic bridge, i much prefer this to option one. Again though, I don't like the uniformity of the rocks, it's looks very 2006 suburban development.
- I do not know where these concepts stem from. 3 sides surround the community by the bow river. Sandstone is the natural outcropping in the area. Why are you bringing composite material into the design? It is not natural to the surroundings of the community. Very large hard sandstone please.
- Very nice