



Project overview

The vision for the Sunalta Main Street project is to create a welcoming and pedestrian-friendly space that enhances safety, accessibility, and community connections. Once complete, it will support local businesses, provide new gathering spaces, and reflect Sunalta's unique character. The focus is presently 10 Avenue S.W. (from Bow Trail to 14 Street S.W.) with an additional study of 14 Street S.W. (from north of 17 Avenue S.W. to the Bow River).

This project follows the four key principles of Calgary's Main Streets Program.

- Boosting local business and community life
- Improving how people move around
- Bringing out the streets' unique identity
- Creating a greener and healthier Street

These principles help guide how we improve and redesign important streets in the city. More information about the background of this project and what the concept of a "Main Street" means can be found [here](#).

Engagement overview

Engagement phases

The Sunalta Main Street project has three phases of engagement:

Phase 1 – Discover: Identify local and site-specific issues and opportunities that will help inform design options.

Phase 2 – Explore: Present design options for citizen and interest holder feedback.

Phase 3 – Reveal: Share the final design option(s) we chose and why.

Ensuring that everyone in the community can participate in our public engagement is important. Events were chosen at times and locations where people already were, including the Sunalta Mini Christmas Market at the Sunalta Community Hub. A variety of dates and times were selected to reach students, families, seniors, cultural organizations, and accommodate various work schedules. The translation function was enabled on our online engagement website, allowing information to be translated in up to 15 languages.



** The City project team attended the Sunalta Mini Christmas Market on November 22, 2025*

The goal of phase 2 of public engagement was to obtain community/ interest holder feedback on three proposed Main Street design options for 10 Avenue S.W. The information collected during phase 2 will be used by the project team to help refine a final Main Street design option to present to the public in phase 3 of engagement.



Sunalta Main Street

Phase 2: Explore Report Back: What We Heard

January 2026

Feedback

Phase 2 engagement was open for feedback between **November 3 – November 30, 2025**. This feedback will serve as one input into the development of a final design option, alongside best practices, research, policy, and technical considerations.

Working with the community

The project is using a Co-Design process to involve the community in shaping the future of 10 Avenue S.W. This means The City is working with residents, businesses, and community groups to share ideas and explore options together.

The Sunalta Main Street Co-Design group brings together community members from Sunalta, design professionals, and City of Calgary representatives. This group works collaboratively to shape the vision and design for the new Main Street along 10 Avenue S.W. The Co-design Group has been meeting during the design process to take part in workshops that help guide the project's direction and help shape the final design for the street.

The application for the Co-Design group was open to all Calgarians and promoted directly to residents of Sunalta. The application was open for two weeks and over 50 people from diverse backgrounds, experiences, and historic community ties applied. Through a score-based selection process, the Co-Design group was selected by a team of City staff. Currently, there are 20 active Co-Design group members.

Community outreach approach

This project has taken a team approach to community outreach, involving our Community and Business Relations (CBR) team, Indigenous Relations Office, Communications, and Engage Resource Unit.

Phase 2 public engagement included an online survey with **3,034** visitors, **406** contributions by **117** people over **28 days**. To encourage participation and meaningful input, we hosted three in-person public pop-ups, three targeted business / organization engagement sessions, and two targeted interest holder sessions.

Our public engagement in-person events interacted with **188** people, our business / organization sessions interacted with **28** people, and our targeted interest holder sessions interacted with **38** people.

Public engagement sessions:

- November 5: Pop-up engagement at Sunalta C-Train Station
- November 15: Pop-up engagement at Sunalta Coffee Co
- November 22: Pop-up engagement at Sunalta Mini Christmas Market at the Sunalta Community Hub



Sunalta Main Street

Phase 2: Explore Report Back: What We Heard

January 2026

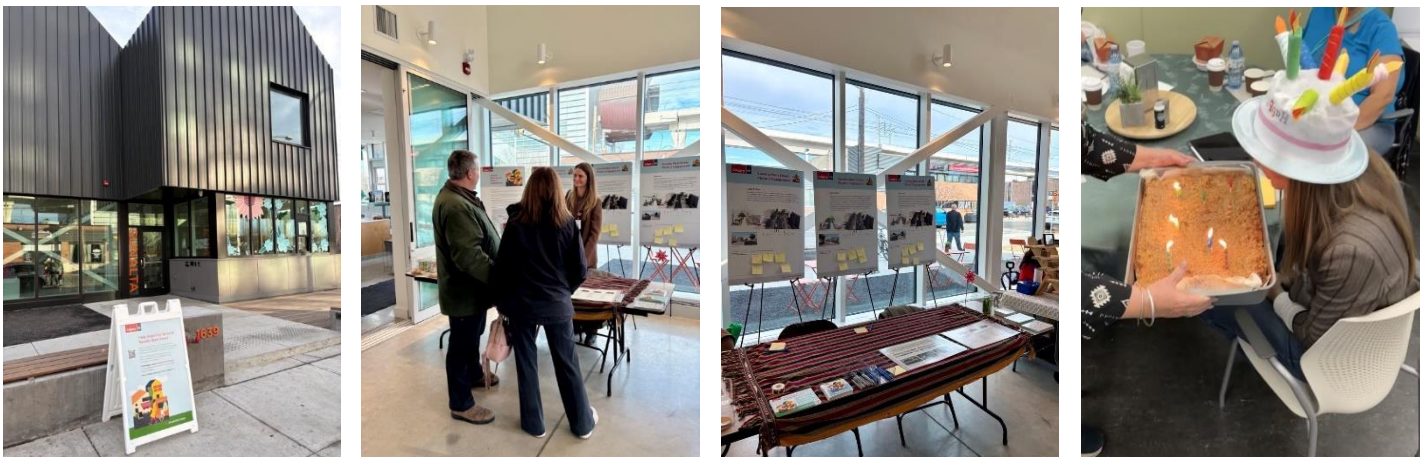
Business / organization engagement sessions:

- November 3: Business / organization engagement session at West Village Theatre
- November 12: Business / organization engagement session at Sentry Box Cards
- November 25: Online Business / organization engagement session

Targeted interest holder sessions:

- October 29: Targeted pop-up engagement session at Circle of Wisdom Elders and Seniors Centre
- November 5: Targeted pop-up engagement session at Safelink Alberta

Engagement opportunities were advertised in partnership with the Sunalta Community Association, and the Sunalta Co-Design group. Our partners helped share this information via email and social media.



** Pop-up at Sunalta Mini Market 10 Ave. S.W. & Circle of Wisdom Targeted Interest Holder session*

Communication and advertising

A communication plan was developed and implemented to inform community members and interest holders about public engagement events and encourage visits to our engagement website.

A social media campaign ran from **November 3 – November 30, 2025**, with targeted posts on Facebook, Instagram, Instagram Threads, and NextDoor channels. The posts shared information about upcoming pop-up engagement events and promoted visits to the engagement website

engage.calgary.ca/SunaltaMainStreet. Data shows the social media posts generated **3,413** page views.

Digital ads were geotargeted to postal codes in the communities of Downtown West, Beltline, Sunalta, and Scarboro, and were shared on Corus, Bell, Rogers, Postmedia, The Weather Network and other similar

channels. The ads encouraged people to go to our website and share their feedback. Digital ads generated **209,369** impressions despite being geo-targeted to a small, localized area.

Five bold signs were placed around the community directing people to the engagement website from November 3 to November 30, 2025.

Postcards with project information and a QR code linking to the project engagement page were created. The project postcards were distributed to Calgarians attending in-person pop-up events.

On November 3, 2025, more than **800** postcards were delivered to single family homes and businesses in Sunalta, informing residents and business owners about in-person public engagement events and how they could participate online. Results show **629** engage webpage views from the mailed postcards and postcards given out at our in-person events.



** Bold sign outside Sunalta C-Train Station*

What we asked & what we heard

In the following section, we will list the questions we asked online and in-person and summarize the high-level results.

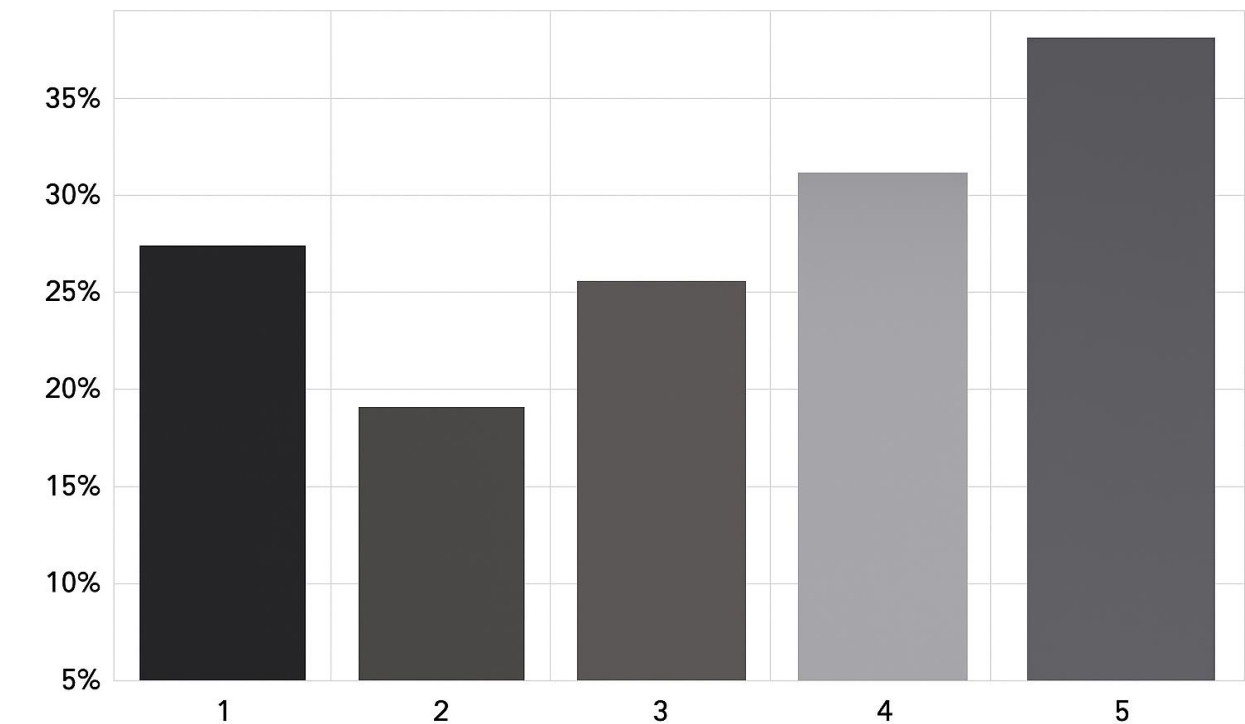
Online and in-person, participants were shown a series of images for each Main Street design concept and asked to rate the concept on a scale of 1-5 using stars and then prompted to provide their reasoning for the rating in an open-ended question.

All feedback received at our public in-person events was added to the online engagement website so that all comments were recorded.

Question 1: Rate Concept 1 - Jagged Edge (on a scale of 1-5)



* Online image of Concept 1: Jagged Edge



Result: The graph represents the results from online engagement combined with the results of the in-person engagement for rating (on a scale of 1-5) the Jagged Edge concept. Please note that the graph is not statistically representative. Results show a pattern of preference for how people responded.

Why did you rate this concept the way that you did?

Below, we have summarized the main themes that were most prevalent in the comments received for **Concept 1: Jagged Edge**. The sample comments shown are the exact words input by respondents and have not been edited for grammar or spelling. A comprehensive list of all verbatim comments in their entirety is included in the [Verbatim comments](#) document.

Theme	Summary	Sample Comments
Parking concerns	Concerns about losing on-street parking.	<ul style="list-style-type: none"> - “My clients need parking to meet with me.” - “The notion of the project fails to recognize business on 10 Ave. There is NO PARKING

		included in the plan this means no parking for customers, staff or even deliveries.”
Traffic flow & congestion concerns	<p>Concerns about increased traffic congestion, driver frustration, and traffic spillover to 11th and 12th Avenue S.W.</p> <p>Concern that the jagged design will confuse drivers and cause accidents.</p>	<ul style="list-style-type: none"> - “I am concerned that reducing traffic flow on 10th Avenue will push commuters to the one-way couplet on 11th and 12th.” - “Jagged Edge, people might get confused while driving.”
Social disorder concerns	<p>Concerns about social disorder and open drug use and loitering in new public spaces.</p> <p>Concerns that benches and green areas may attract unwanted activities.</p>	<ul style="list-style-type: none"> - “May encourage homeless people to gather. Already existing issue.” - “...The only people using your extended walkway and trees and added seats will be homeless people sleeping underneath them or on top of them...”
Pedestrian friendly design	<p>Appreciation for wider sidewalks, greenery, and slowing traffic.</p> <p>Respondents like the idea of making the street more inviting and vibrant.</p>	<ul style="list-style-type: none"> - “Looks nice, sidewalks are expanded which is the main problem currently.” - “Sounds win-win... vibrant street life mixed with retail is Jane Jacob's dream, isn't it? And I like arteries with pedestrian life too.”
Design appeal & character	<p>Excitement for the creative, artsy look, and the potential for street events.</p> <p>This concept supports Sunalta’s character and could make the area more of a destination.</p>	<ul style="list-style-type: none"> - “Artsy and has murals. Like the way it looks. I’m more visual, like arts and crafts. Lots of people I know do the murals.” - “It’s very characteristic of Sunalta. It fits the ‘push and pull’ of the

		inherent building scape of 10th ave. Keep Sunalta weird!”
Practicality & maintenance concerns	<p>Concerns about snow clearing, construction delays, and long-term upkeep.</p> <p>Some participants feel the design is too complicated and costly.</p>	<ul style="list-style-type: none"> - “Over complicated construction (aka DELAY's).” - “I do not see the point of winding. Seems like it would cost a lot!”

Question 2: Rate Concept 2 - Block Shift (on a scale of 1-5)



Concept 2: Block Shift



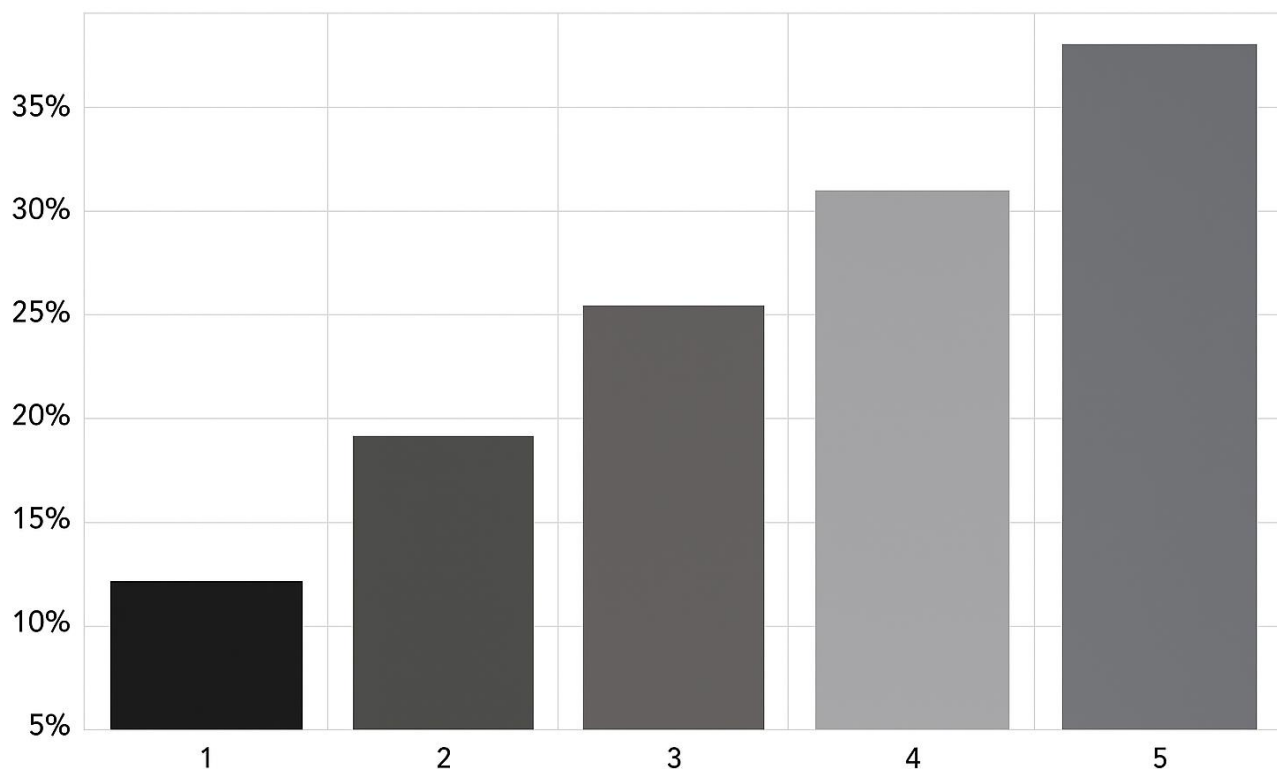
Click on each image to zoom in

*Images above are being shared to gather public feedback and are subject to change.

Concept 2: Block Shift

Block Shift reimagines 10 Avenue SW as a vibrant pedestrian-focused corridor, with select blocks strategically shifted south to create wider, sunlit sidewalks on the north side of the street. These expanded zones offer space for social activity, enhanced vegetation, and diverse public realm configurations. A raised intersection adjacent to the LRT plaza and Community Hub introduces a festival zone, forming a continuous, programmable surface for year-round activation. This thoughtful design improves pedestrian flow, encourages community gathering, and reinforces the street's role as a central place for connection and creativity.

* Online image of Concept 2: Block Shift



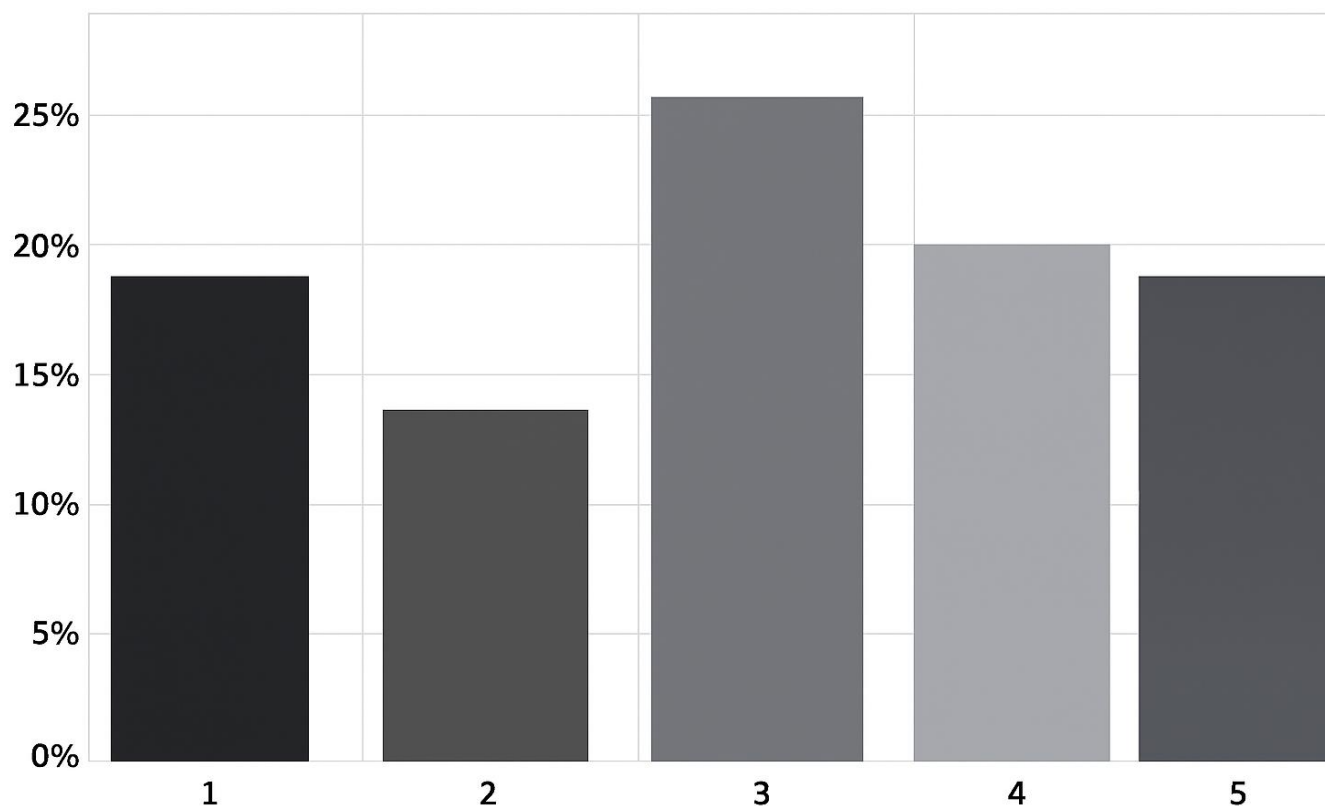
Result: The graph represents the results from online engagement combined with the results of the in-person engagement for rating (on a scale of 1-5) the Block Shift concept. Please note that the graph is not statistically representative. Results show a pattern of preference for how people responded.

Why did you rate this concept the way that you did?

Below, we have summarized the main themes that were most prevalent in the comments received for **Concept 2: Block Shift**. The sample comments shown are the exact words input by respondents and have not been edited for grammar or spelling. A comprehensive list of all verbatim comments in their entirety is included in the [Verbatim comments](#) document.

Theme	Summary	Sample Comments
Pedestrian friendly design	<p>Strong support for the wider sidewalks, greenery and safer crossings for this concept.</p> <p>Interest in the idea of patios, markets, and festival zones to make the street vibrant.</p>	<ul style="list-style-type: none"> - "I like the wide pedestrian areas to encourage walking and pop up stalls, produce markets, etc" - "Good pedestrian flow, opportunity for street festival would be excellent."
Parking & business access concerns	<p>Concerns about losing on-street parking and the impact on businesses.</p> <p>Request for clear parking plans and drop-off zones.</p>	<ul style="list-style-type: none"> - "This is a business street not a residential street. Customers and clients need a place to park, taking away half of the street parking would be detrimental to many of the business here." - "...I wish there was a more clear drop off and pick up zone to make traffic flow better."
Green space & trees	<p>Excitement for the potential of adding more vegetation, tree canopy, and shade to the street.</p> <p>Some respondents worry about the maintenance and safety in green areas.</p>	<ul style="list-style-type: none"> - "...The addition of trees, grasses, and increased green space and green infrastructure would really benefit 10th Ave."

		<ul style="list-style-type: none"> - "...adding too much greenspace will simply draw more homeless to the area."
Social disorder concerns	<p>Concerns about homelessness, open drug use, and loitering in new public spaces.</p> <p>Some respondents suggested better lighting, well programed spaces, and security to help mitigate loitering.</p>	<ul style="list-style-type: none"> - "Again, caveat is the indigent population that exhibits addictive behaviour in the area such as open consumption of drugs and frequent camping." - "The festival zone and wider sidewalks sound great for local markets and community events. I'd support this if the area is regularly activated and monitored, but open spaces without programming might attract loitering."
Traffic flow & speeding	<p>Some worry that long straight roads encourage speeding.</p> <p>Some think that this concept provides a good balance between pedestrian safety and vehicle movement.</p>	<ul style="list-style-type: none"> - "cars can speed up - street feels less safe compared to jagged edge." - "Seems to hit the "sweet spot" in terms of creating a safe space for pedestrians while also making for a slightly more interesting street cross section."



Result: The graph represents the results from online engagement combined with the results of the in-person engagement for rating (on a scale of 1-5) the High Street concept. Please note that the graph is not statistically representative. Results show a pattern of preference for how people responded.

Why did you rate this concept the way that you did?

Below, we have summarized the main themes that were most prevalent in the comments received for **Concept 3: High Street**. The sample comments shown are the exact words input by respondents and have not been edited for grammar or spelling. A comprehensive list of all verbatim comments in their entirety is included in the [Verbatim comments](#) document.

Theme	Summary	Sample Comments
Parking retention & business access	Respondents like that this concept retains more street parking to serve businesses and visitors.	<ul style="list-style-type: none"> - "This will provide wide spaces for pedestrians, ample street parking for local businesses which in turn provides a good safety buffer to traffic." - "preserving parking on the street is important for business' nearby."
Pedestrian space & safety	Positive support for wider sidewalks and raised crosswalks.	<ul style="list-style-type: none"> - "More safe. Accessible on both sides. Raised crosswalks good for slowing traffic." - "High Street. The expansion of the sidewalk areas for the public is great allowing pedestrians more room and engagement with others."
Traffic flow & speed	Some respondents like the straight road for simplicity and flow, others worry it encourages speeding and feels too car focused.	<ul style="list-style-type: none"> - "Best of the 2 design options with a straight road. At least this design has equality of sidewalks, and should have equal trees,shrubs." - "The long, continuous car lanes will not effectively slow car traffic to create a safe

		<p>pedestrian realm and cars will likely travel a similar speed as today (especially if car lanes are kept too wide - ie. wider than 2.5 metres)."</p> <ul style="list-style-type: none"> - "Seems a bit too vehicle focused."
Green space & streetscape	<p>Desire for more trees, greenery, and character for this option.</p> <p>Some respondents feel the design is boring and lacks vibrancy.</p>	<ul style="list-style-type: none"> - "...Nice but not quite enough trees and green space..." - "This is the most boring of the designs and feels like it offers the least in terms of place making."
Social disorder concerns	<p>Concerns about homelessness and loitering in new public spaces.</p> <p>Suggestions for better security to help mitigate loitering in public spaces.</p>	<ul style="list-style-type: none"> - "the big challenge is how to entice more business owners onto 10 ave given the proliferation of gangs of intoxicated people now occupying 10 ave especially near LRT, pharmacy, and aid centres. a walking police presence would make people feel safer as theyre browsing along 10 ave." - "Yet again, what's to be done with the indigent/homeless/drug-addicted population?"
Boring design	<p>Concept lacks uniqueness and does not create a strong sense of place.</p>	<ul style="list-style-type: none"> - "This is the most boring of the designs and feels like it offers the least in terms of place making."

	<p>Compared to the other options, it feels safe but bland/ boring.</p>	<p>- “Boring. Do something that creates a stronger sense of place, that defines this as a unique historic high street in a diverse neighbourhood. Jagged edge all the way.”</p>
--	--	---

Circle of Wisdom Elders and Seniors Centre in-person event

On October 29, 2025, members of the project team popped into the [Circle of Wisdom Elders and Seniors Centre](#), on Birthday Cake Day connecting with **18** people in meaningful conversations about both the project and the Sunalta community.



** Images of the project team at the Circle of Wisdom Elders and Seniors Centre on October 29.*

Key themes raised during these conversations included:

- **Transit access and parking:** Participants emphasized the desire to ensure that transit access and free 2-hour parking is maintained in the area.
- **Signal improvements:** Improve traffic flow (desire for advanced green at 10 Ave and 14 Street S.W.)

- **Planting strategy:** Desire for edible gardens to help contribute to alleviating food insecurity in a small way. Desire for pollinator gardens and incorporating bee hives. Suggestion to plant clover instead of grass as it requires less maintenance.
- **Arts and culture:** Suggestion to include native indigenous art and Blackfoot history in the design. Other suggestions included gateway installations with photo opportunities and incorporating murals on the buildings.
- **Programming and activation:** Desire to create an area intended for Smudging. Purposeful programming by integrating a checkerboard / chess table into part of the design.

We are grateful for the opportunity to participate in this event and look forward to building on our partnership with the Circle of Wisdom Elders and Seniors Centre.

Safelink Alberta in-person event

On November 5, 2025, the project team was invited to attend a townhall hosted by [Safelink Alberta](#), a non-profit organization dedicated to reducing risks and promoting health for underserved communities in Southern Alberta (*Safelink Alberta, 2025*).

The event, held at Safelink Alberta's 10 Avenue S.W. location, offered a unique opportunity to engage with individuals who are often harder to reach through traditional engagement. We connected with **20** people in meaningful conversations about both the project and the Sunalta community.



* Images of in-person event held at Safelink Alberta on November 5.



Sunalta Main Street

Phase 2: Explore Report Back: What We Heard

January 2026

Key themes raised during these conversations included:

- **Welcoming public spaces:** Participants expressed a desire for truly inclusive spaces where people can sit, rest, and gather without being asked to move along. There were calls for “permission spaces” that allow individuals to simply “be,” reflecting a need for dignity and belonging.
- **Support for vulnerable populations:** Comments frequently focused on resources for unhoused individuals, such as warming stations offering water, snacks, clothing, and showers. Suggestions also included designated rough sleeping areas (e.g., small cabins) and a navigation centre to connect people with housing and community services.
- **Safety and accessibility:** Concerns about fast-moving traffic and unsafe intersections, particularly under Bow Trail, were raised. Participants want safer pedestrian walkways and improved accessibility, especially on the north side where sidewalks are very narrow.
- **Community and cultural identity:** There was strong enthusiasm for green spaces, parks, and fitness areas, as well as public art, Indigenous cultural representation, and eco-friendly buildings. People want to honor the history of the area while creating vibrant, modern spaces.

Tangible design suggestions:

Participants identified several practical improvements to make 10 Avenue S.W. more functional and inviting. Common suggestions included:

- Adding garbage cans, public washrooms, drinking fountains, and power outlets to support everyday use and comfort.
- Improved lighting along the entire avenue to enhance safety and usability after dark.
- Additional benches strategically placed closer to building sides of the sidewalks for added safety. Participants also emphasized that bench materials should be chosen to avoid extremes in temperature, ensuring year-round comfort.
- Shade and shelter were also highlighted as essential, given Calgary’s hot summers and strong westerly winds along the corridor. Many noted the shrinking urban tree canopy and suggested increased trees to address heat and wind exposure.
- Beyond these essentials, people expressed interest in creating a livelier atmosphere through more restaurants, convenience stores, and places to eat, as well as hosting community events that foster connection and vibrancy.

Connecting with businesses and organizations in the community

The project team hosted three business / organization interest holder sessions during our second phase of engagement. These sessions provided people who operate a business or organization, own property, or manage a building along 10 Avenue S.W. (between the Bow Trail flyover and 14 Street S.W.) an opportunity to learn about the three proposed design options and share their feedback.

Participants had multiple ways to connect with the project team: two in-person drop-in sessions and one virtual session. In total, **28** people attended, offering valuable input on the proposed designs and sharing their priorities for the future of 10 Avenue S.W.

Discussions focused on key questions, including:

- How do you feel about the proposed design options?
- What excites you about the main street?
- What worries you about the main street?
- What advice do you have for the design team? What do you hope to see in the future streetscape, and what's missing from our current designs?



* Images of in-person Interest Holder session at West Village Theatre on November 3.

What we learned:

Participants reviewed three proposed design options and rated each on a 1–5 scale, sharing their reasoning. Below is a summary of what we heard:

- **Jagged Edge:** Some participants expressed concerns that the meandering street geometry could lead to increased construction complexity, longer timelines, or future traffic congestion. Others, however, appreciated how this design would naturally slow traffic, creating a safer and more comfortable environment for pedestrians and all road users. Many also viewed this option as the most fun, creative, and distinctive, reflecting Sunalta's unique character, and praised its strong pedestrian-friendly design.
- **Block Shift:** Participants liked the focus on LRT access and activation, improved pedestrian safety, and sunny north-side spaces for gatherings. They also valued opportunities for active programming and a balance between pedestrian-friendly design and car/transit access. However, concerns included reduced parking, current lack of interactive businesses on the north side, and the need for well-programmed spaces to prevent loitering.
- **High Street:** Some participants viewed this as the most straightforward and logical option, participants appreciated its clean, functional design and assumed easier construction. It was seen as supportive of vehicle access and businesses reliant on driving, while maintaining pedestrian safety. However, some felt it lacked creativity and vibrancy, describing it as too sterile for Sunalta's character.

What excites people about the main street?

Participants shared what excites them most about the project. Key themes included:

- **Investment in Sunalta:** Excitement about the attention and resources being directed toward the neighborhood, with hopes for increased vibrancy and vitality.
- **Community beautification:** Enthusiasm for cleaning up the area and making aesthetic improvements that enhance pride in Sunalta.
- **A welcoming destination:** Interest in creating a great place for people to spend time and visit, with opportunities for events and community activation.
- **New amenities and businesses:** Excitement about the potential for the main street to attract a diverse mix of new services, shops, and businesses, creating a more lively and convenient destination for both residents and visitors.
- **Pedestrian-friendly design:** Appreciation for wider sidewalks, seating areas, and spaces that prioritize people over cars.
- **Improved safety:** Positive feedback on design elements that increase safety for pedestrians and all road users.
- **Transit access:** Recognition of the benefit of convenient train access as part of the main street experience.

What worries people about the main street?

Participants also shared concerns about the project. Key themes included:

- **Social disorder:** Calls to prioritize addressing crime, social disorder, and open drug use, along with a need for increased social service support.
- **Loitering:** Worries unprogrammed spaces could unintentionally encourage loitering.
- **Parking:** Concerns about reduced on-street and free parking, with suggestions to improve LRT parking lot efficiency and alley parking access to offset this.
- **Traffic congestion:** Individuals expressed fears of increased traffic congestion, especially since the street is a major connector to Bow Trail and Crowchild Trail.
- **Construction disruption:** Anxiety about long timelines and disruptions during construction.
- **Safety concerns:** Current road safety issues, including vehicles speeding off ramps onto 10th Ave S.W. and 19th St S.W., and the need for improved pedestrian protection.
- **Operational and maintenance considerations:** Requests for wide driveway aprons for large vehicles, snow storage and plowing solutions, and adequate loading zones.
- **Design suggestions:** Interest in adding an eastbound turning lane from 10 Ave S.W. onto 14th Street S.W. and incorporating cycling infrastructure.
- **Taxes and rent:** Worries about potential increases in taxes and rents for residents and businesses.

Advice for the design team

Participants shared thoughtful advice and aspirations for the future streetscape, along with ideas they felt were missing from current concepts. Key themes included:

- **Create a vibrant arts and culture district:** Participants expressed a desire to build a lively, creative hub for arts, culture, food, drink, and community events, transforming Sunalta into a destination street with public art, murals, lighting, and spaces for festivals and activities.
- **Prioritize walkability and accessibility:** people like the design including wider sidewalks, greenery, seating, and pedestrian-friendly spaces, while balancing access for large vehicles to support business continuity.
- **Address safety and social issues first:** There is a call to reduce crime, improve lighting, and implement traffic calming measures. Many emphasized that social disorder must be addressed in order for the design to succeed.
- **Provide parking solutions:** Some participants suggested the design team mitigate parking loss through alley parking improvements, curbside management, and clear communication on parking availability. Maintaining parking for businesses and customers was highlighted as very important.
- **Improve traffic flow and road safety:** To reduce congestion, it was suggested to add a dedicated left-turn lane onto 14th Street. Additional suggestions for enhanced safety for all road users include clear wayfinding, traffic calming, and including wheeling infrastructure and parking to connect to existing infrastructure along 12 Avenue SW.



Sunalta Main Street

Phase 2: Explore Report Back: What We Heard

January 2026

- **Enhance green spaces:** Increase trees, landscaping, and community activity areas to create inviting spaces. Explore community stewardship for planting and maintenance.
- **Minimize construction impacts:** The participants indicated a strong desire to keep timelines reasonable and avoid prolonged disruptions that could harm businesses, suggesting that simpler construction is preferred.
- **Expand transit and mobility options:** Maintain strong LRT access and consider additional transit solutions beyond the train.
- **Celebrate community identity:** Incorporate bold signage, neon lights, and branding for an arts district. Ideas include “Arts Alley,” gateway signs, and creative placemaking to reflect Sunalta’s character.

Next steps

As part of the next steps for this project, input from Phase 2: Explore will be considered alongside factors such as climate impact, technical analysis, feedback from the Sunalta Co-Design group, and long-range plans to inform a single final design option for Sunalta Main Street. This concept will aim to balance community aspirations with operational realities and will be shared during the next phase of engagement in 2026.