

Project overview

During public engagement sessions in 2018 and 2019 focused on the [1 Avenue N.E. Main Streets area](#), we heard that people are supportive of adding a gateway to the community of Bridgeland-Riverside off Memorial Drive N. This gateway is seen as a way to enhance the sense of place, community character and provide a feeling of arrival. We heard that this could be a welcoming and distinguishing landmark for Bridgeland-Riverside and this is a high priority project for the community.

The gateway site that has been selected is the area under the 4 Avenue flyover between Edmonton Trail N.E. and 4 Street N.E. facing onto Memorial Drive N. as shown on the map (area inside pink outline).





Bridgeland-Riverside Gateway

Stakeholder Report Back: What We Heard

June 2021

Project goals

The goals of this project include:

1. Improving pedestrian safety by providing a well-lit space with barrier-free access and widened or new sidewalks that connect the community to adjoining areas including the river. The space will be inclusive, safe and equitable.
2. Providing a welcoming gateway that attracts people to visit the Bridgeland-Riverside community.
3. Celebrating the unique history and identity of the community through design elements. These may include art and educational signage or features.
4. Ensuring the space is designed to last, is well-maintained and that it shows stewardship.
5. Creating a sustainable urban landscape by using native plants and natural materials.

Project considerations – design elements

The project design elements that are being considered to enhance the space include:

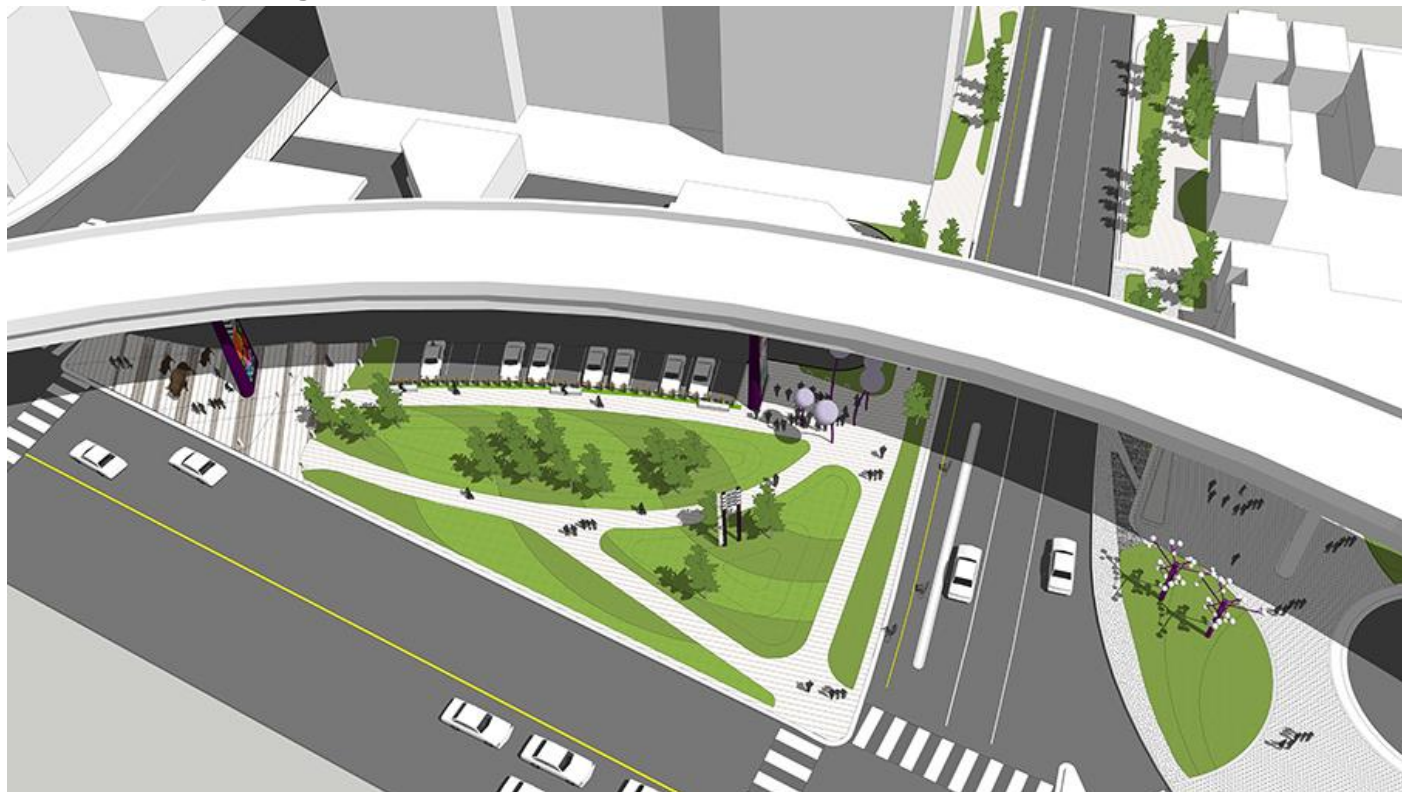
1. Maps and infographics that provide direction and information about the special attractions in the community.
2. Art, images or signage that help tell the story of the culture and history of the area.
3. Stand-alone gateway elements that are visible from a distance and may include lighting.
4. Lighting elements that are designed to attract attention and are not just functional.
5. Educational signage that tells the story of storm water and sustainable water handling.
6. Flyover art such as murals on the pillars or on the underside of the flyover.

Gateway

Our vision for the Gateway presents us with the opportunities to:

- Utilize the flyover structure and pillars for public art and wayfinding as creative gateway elements to the community of Bridgeland-Riverside;
- Include a pedestrian promenade brought beneath the flyover structure away from Memorial Drive to improve quality and safety of experience;
- Provide a rehabilitated open space between the flyover and Memorial Drive including planting islands filled with native vegetation and trees signifying the beginning of the Greenway along Edmonton Trail
- Add pedestrian-scale light fixtures enhancing the safety and quality of the space for pedestrians travelling through the Gateway in shoulder seasons and at night

Overall concept design



East Plaza concept design



East Anchor – Community Cultural Plaza

The East Anchor envisions a public art beacon continuing the language of Flyover Park. Flower-like elements inspired by other community artworks and “Bridgeland Love” would celebrate the community’s culture. Additionally, a wayfinding element would act as a distinctive map that identifies key landmarks and fun places to go in Bridgeland-Riverside.

West Plaza concept design



West Anchor – Heritage Plaza

The West Anchor recognizes the history of 4 Street NE as a route travelled by First Nations herding bison across the Bow River. This space would celebrate the cultural history through the use of sculptures, murals and engraved messages in the plaza rippling like the edges of the Bow River.

Engagement overview

This report covers feedback that was collected during an online virtual presentation which took place on May 6 and online engagement from May 6 – May 20, 2021. Engagement activities were limited to online because of the COVID-19 pandemic restrictions on in-person gatherings. The virtual presentation was attended by approximately 45 participants. Participants who were unable to attend the virtual presentation were able to view it at a later date on the online engagement page. The online engagement page received approximately 70 contributions of feedback.

What we asked

Citizens were asked the following questions with regards to the project during the online virtual presentation:



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What best represents your interest in the Bridgeland-Riverside gateway?

- Live in Bridgeland- Riverside
- Work in Bridgeland- Riverside
- Visit Bridgeland- Riverside
- Other

What words come to mind when you think of the community of Bridgeland-Riverside?

Does the concept for the East Plaza meet the goals of celebrating the community of Bridgeland-Riverside?

- Very much
- Somewhat
- Not at all

What do you think of the East Plaza concept?

- Excellent
- Good
- Neutral
- Somewhat Unsatisfactory
- Very Unsatisfactory

Does the concept for the West Plaza meet the goals of celebrating heritage in Bridgeland-Riverside?

- Very much
- Somewhat
- Not at all

What do you think of the West Plaza concept?

- Excellent
- Good
- Neutral
- Somewhat Unsatisfactory
- Very Unsatisfactory

What elements are most important to you to have in the plaza designs?

- *Public Art Beacon (East Plaza)*
- *Heritage Sculpture (West Plaza)*
- *Wayfinding Element (East Plaza)*
- *Heritage Mural (West Plaza)*



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- *Engrave Messaging (West Plaza)*

Citizens were asked the following questions with regards to the project during the online engagement at engage.calgary.ca:

What best represents your interest in the Bridgeland-Riverside gateway?

Check all that apply

- Live in Bridgeland- Riverside
- Work in Bridgeland- Riverside
- Visit Bridgeland- Riverside
- Other (please specify)

Does the concept for the East Plaza meet the goals of celebrating the community of Bridgeland-Riverside?

- Very much
- Somewhat
- Not at all

Please tell us why...

What do you think of the East Plaza concept?

- Excellent
- Good
- Neutral
- Somewhat Unsatisfactory
- Very Unsatisfactory

Does the concept for the West Plaza meet the goals of celebrating heritage in Bridgeland-Riverside?

- Very much
- Somewhat
- Not at all

Please tell us why...

What do you think of the West Plaza concept?

- Excellent
- Good
- Neutral
- Somewhat Unsatisfactory



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- Very Unsatisfactory

What elements are most important to you to have in the plaza designs and why?

- *Public Art Beacon (East Plaza)*
- *Heritage Sculpture (West Plaza)*
- *Wayfinding Element (East Plaza)*
- *Heritage Mural (West Plaza)*
- *Engrave Messaging (West Plaza)*

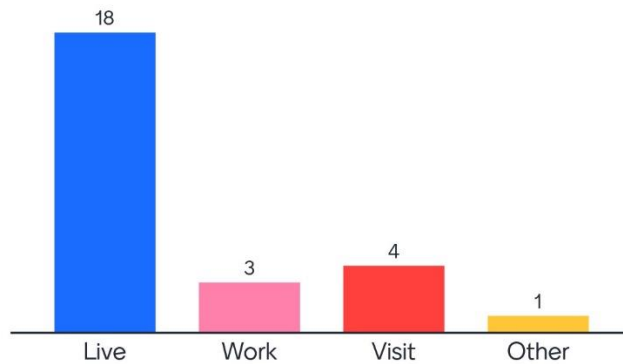
Please tell us why...

What we heard

The following feedback was collected during the online virtual presentation using the online tool Mentimeter:

What best represents your interest in the Bridgeland-Riverside gateway?

Mentimeter

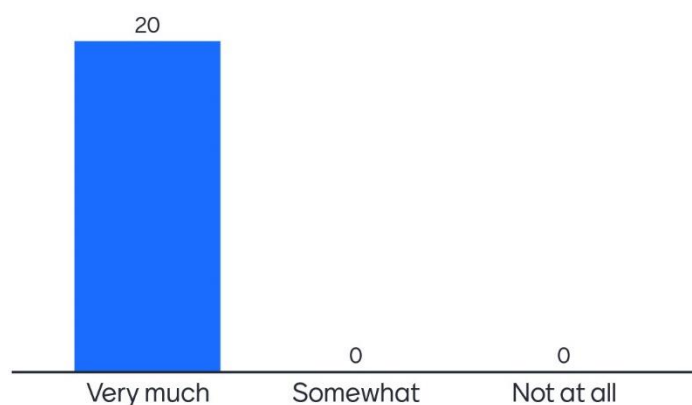


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What words come to mind when you think of the community of Bridgeland-Riverside?

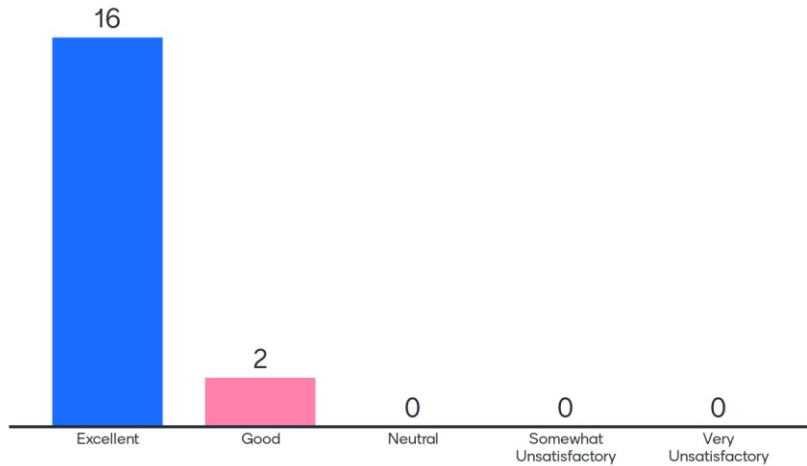


Does the concept for the “East plaza” meet the goals of celebrating the community of Bridgeland-Riverside?



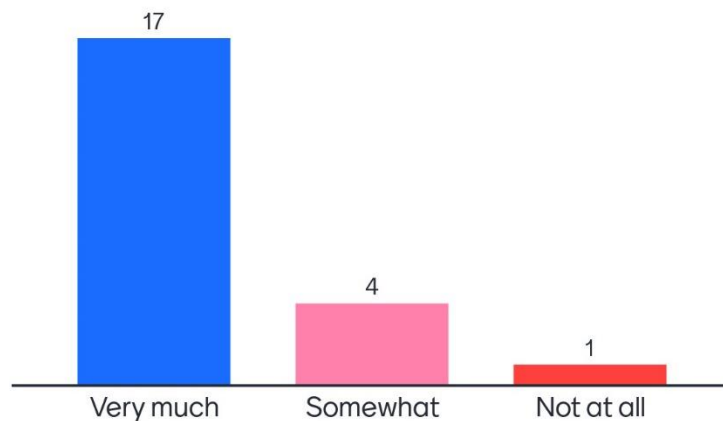


What do you think of the “East Plaza” concept? Mentimeter



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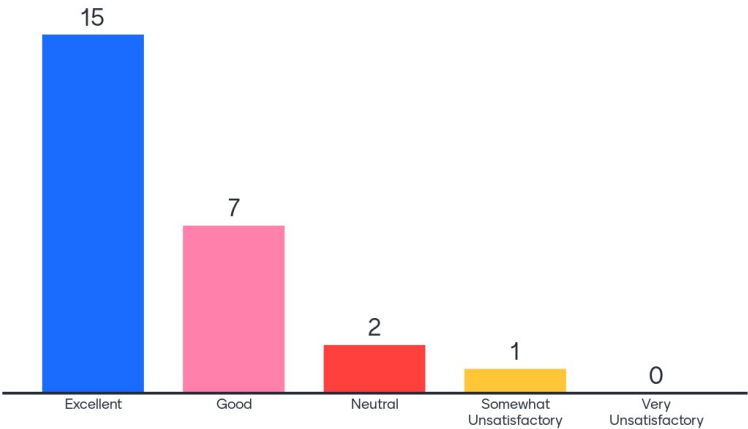
Does the concept for the “West Plaza” meet the goals of celebrating heritage in Bridgeland-Riverside? Mentimeter



22

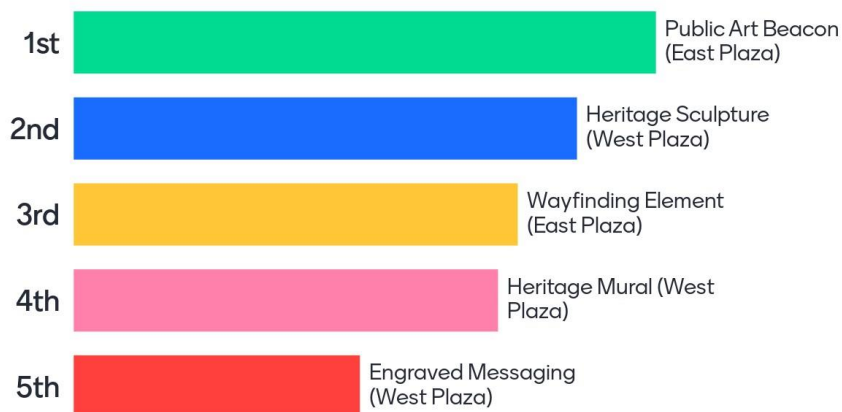
What do you think of the “West Plaza” concept?

 Mentimeter



What elements are most important to you to have in the plaza designs ?

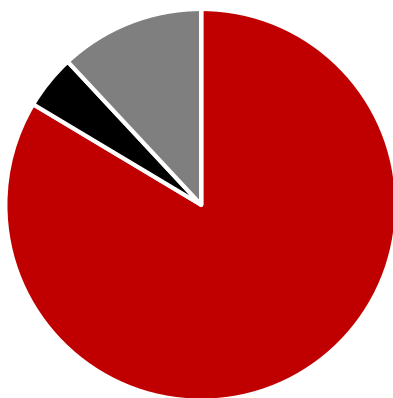
Mentimeter



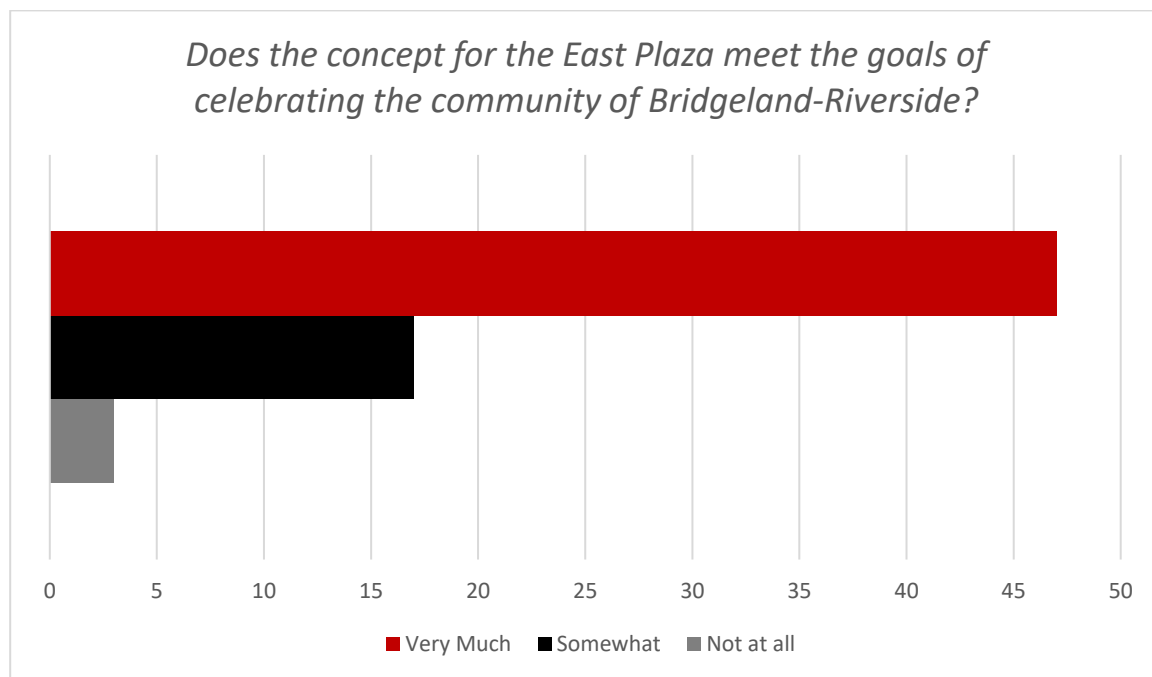
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The following feedback was collected during the online engagement at engage.calgary.ca:

What best represents your interest in the Bridgeland-Riverside gateway?



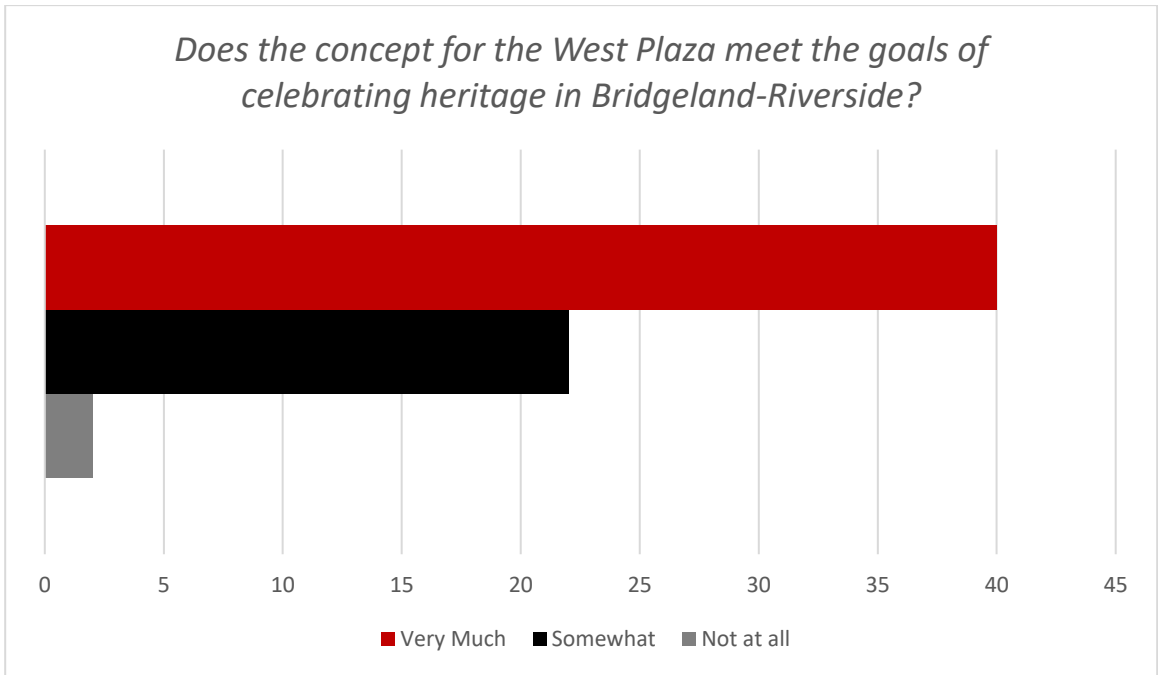
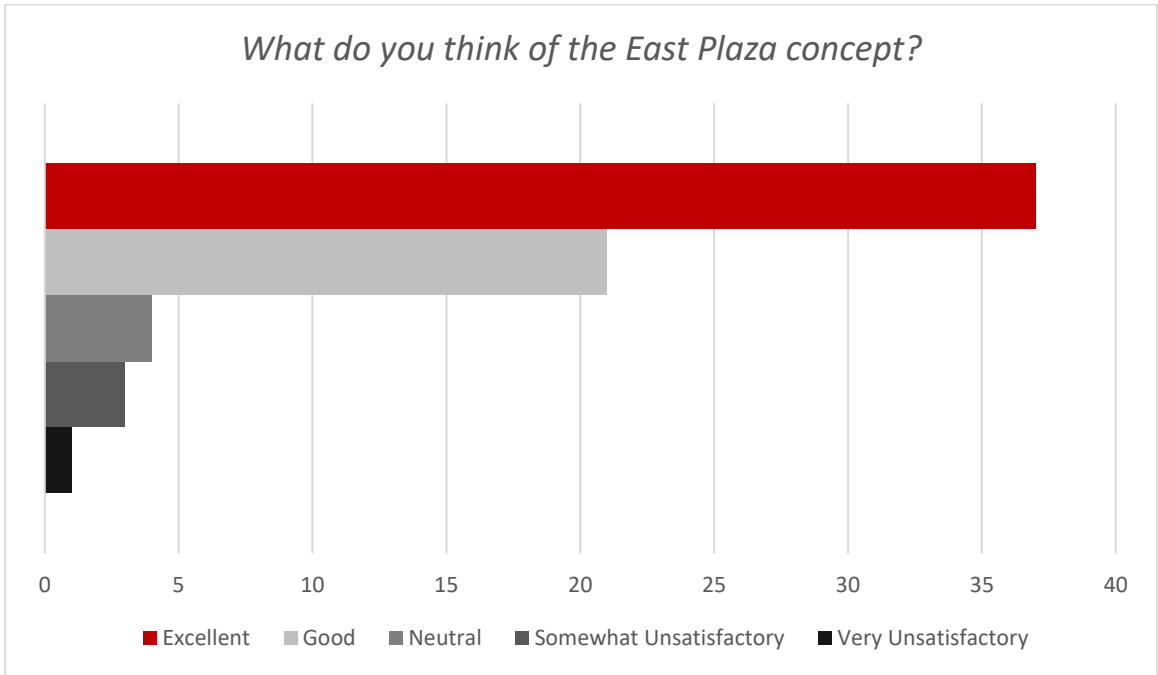
■ Live in Bridgeland-Riverside ■ Work in Bridgeland-Riverside ■ Visit Bridgeland-Riverside ■ Other



Please tell us why...

Theme	Detailed explanation and sample verbatim
General support	<p>Feedback received indicated overall general support that the concept for the East Plaza meets the goals of celebrating the community of Bridgeland-Riverside.</p> <p>Sample verbatim:</p> <ul style="list-style-type: none"> “I love it! I couldn’t have thought better myself.” “Beautiful, functional, educational, use of a neglected space,”
Public Art	<p>Citizen feedback indicated a strong appreciation for the public art incorporated within the design.</p> <p>Sample verbatim:</p> <ul style="list-style-type: none"> “Bright, Fun, engaging, and plays with the beautiful new sculptures at flyover” “Love the art and welcoming greenery”
Safety	<p>Safety was a prominent theme within the feedback collected. Some citizens felt the design is a benefit for safety in the area,</p>

	<p>while others did not share the same sentiment, but safety in general was identified as very important.</p> <p>Sample verbatim:</p> <ul style="list-style-type: none"> • <i>“Safe for pedestrians and encouraging people to come to the community”</i> • <i>“It doesn’t make it safer...prettier which might attract more people...but not safer”</i>
Pathways, Connections, & Pedestrian Focus	<p>Many citizens expressed the appreciation that the design has in relation to pathways, connections, and an overall pedestrian focus.</p> <p>Sample verbatim:</p> <ul style="list-style-type: none"> • <i>“Removes the very unsafe entrances and exits that currently exist and threaten pedestrians and cyclists, green walkable, cyclable family and friend friendly space, key visual design elements with meaning”</i> • <i>“Pedestrian friendly, cultured and green. It also cuts the access by cars increasing safety”</i> • <i>“Provides a pedestrian oriented gateway, rather than an auto-oriented under the bridge wasteland.”</i>
Lighting	<p>Lighting was a common theme identified within the feedback collected.</p> <p>Sample verbatim:</p> <ul style="list-style-type: none"> • <i>“I like the lighting having a floral vibe fits with the mural on general”</i> • <i>“Interesting lighting, art, wayfinding”</i>

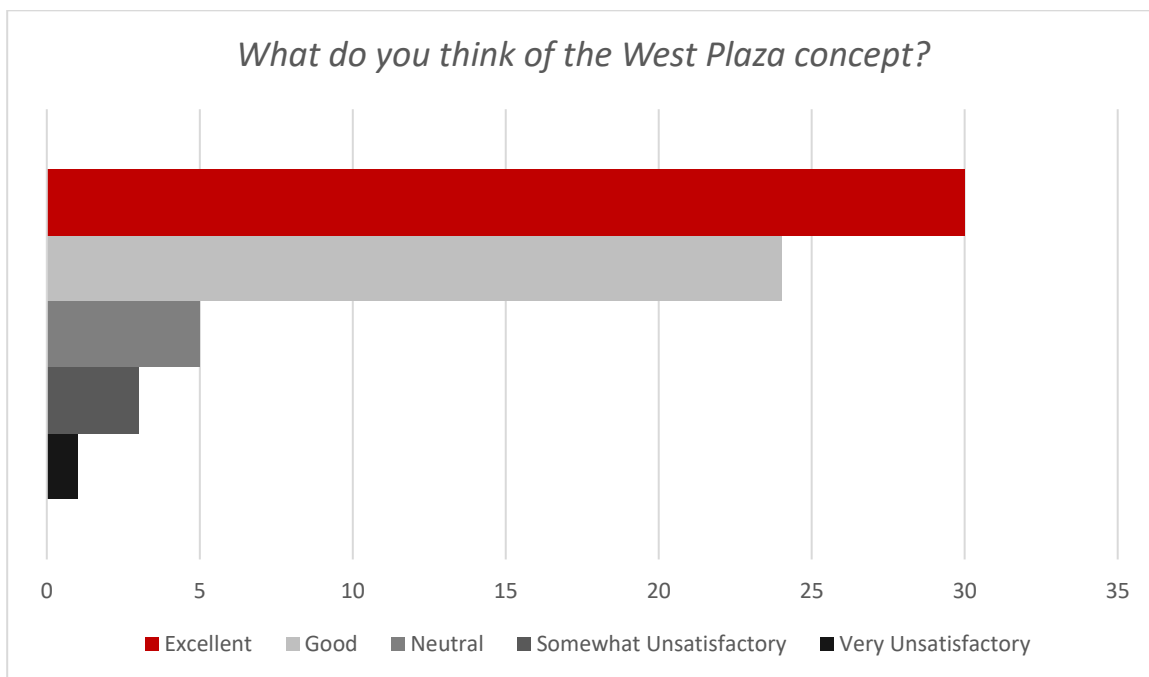


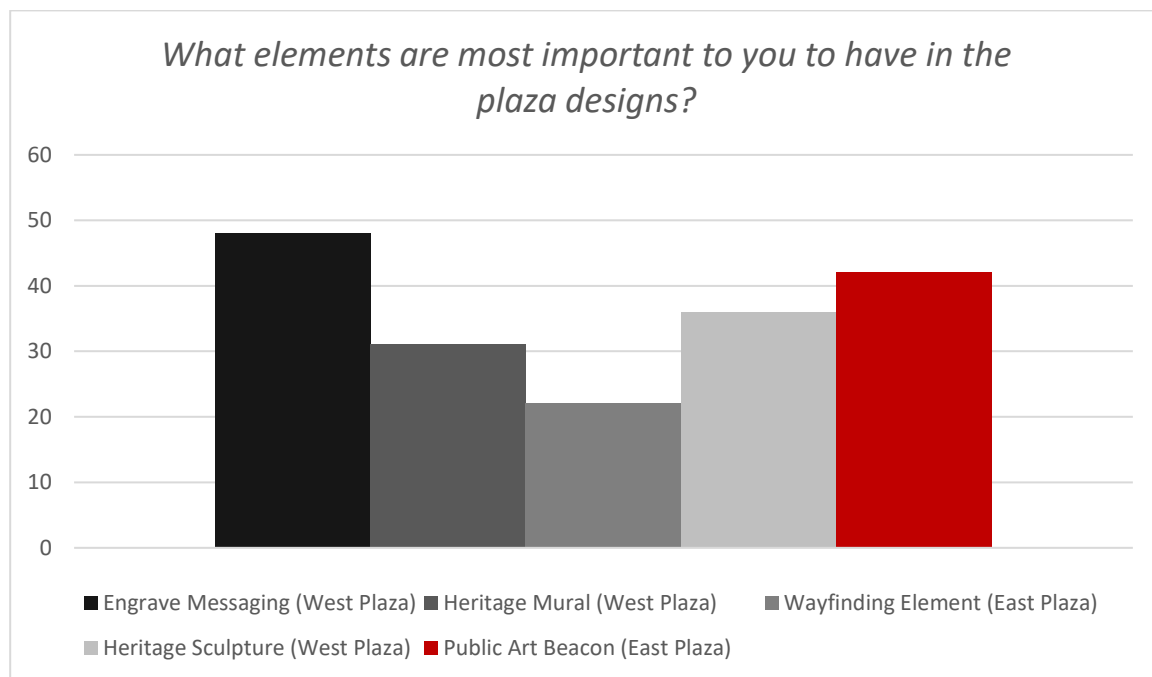
Please tell us why...

Theme	Detailed explanation and sample verbatim
Indigenous History	<p>Citizen feedback indicated the importance of including Indigenous history within the design, and the importance of consultation with the Indigenous community.</p> <p>Sample verbatim:</p> <ul style="list-style-type: none"> • <i>"This would celebrate indigenous culture and the impact they have in our community and daily lives"</i> • <i>"Including our Indigenous heritage!! Vital for this space."</i> • <i>"Love the nod to the Indigenous History close to reconciliation bridge"</i> • <i>"It's creative and has elements for everyone, but it is important the Indigenous community be involved in final design/art"</i>
General Support	<p>Feedback received indicated overall general support that the concept for the West Plaza meets the goals of celebrating the heritage of Bridgeland-Riverside and the importance of celebrating heritage in general.</p> <p>Sample verbatim:</p> <ul style="list-style-type: none"> • <i>"Celebrating our heritage and providing historical information by way of art where it's available to everyone is a great idea."</i> • <i>"I like that it bridges Reconciliation Bridge with the community, and reflects the bow etc. It situates the community historically and geographically. Love the continuity of the story b/w east plaza, west plaza & flyover park"</i>
Public Art	<p>Citizen feedback indicated a strong appreciation for the public art incorporated within the design.</p> <p>Sample verbatim:</p> <ul style="list-style-type: none"> • <i>"This is a vibrant community that is better represented by an art beacon than a gas station and Starbucks drive thru."</i> • <i>"Making it more appealing and more arty"</i>
Safety	<p>Safety was a common theme within the feedback collected.</p>

Sample verbatim:

- *“I am mostly excited to feel safe when I bike and walk through this area from my office to my home. The well lit and taken care of vibe will be helpful to feeling safe here.”*
- *“much safer and wide open for pedestrians, art concept of bison/buffalo ideally touch friendly”*





Please tell us why...

Theme	Detailed explanation and sample verbatim
General support	<p>General support of all of the identified elements was indicated within the feedback.</p> <p>Sample verbatim:</p> <ul style="list-style-type: none"> “All of those elements would help with enabling Bridgeland as a vibrant community” “I believe all of these capture the heritage of the areas past, as well as, the vibrant and artistic community that Bridgeland has become”
Heritage/ History	<p>Citizen feedback indicated the importance of including historical heritage, including Indigenous history within the design. Specifically for the Indigenous history comments expressed the importance of consultation with the Indigenous community.</p> <p>Sample verbatim:</p> <ul style="list-style-type: none"> “Public art and celebrating / learning about who came before us is important.”

	<ul style="list-style-type: none"> • <i>"It would be nice to see what efforts were made to ensure Indigenous community was involved and this is not "token diversity"</i> • <i>"It's important to remember history and the culture of the people that made Bridgeland what it is today."</i>
Safety	<p>Safety was a common theme within the feedback collected.</p> <p>Sample verbatim:</p> <ul style="list-style-type: none"> • <i>"I like large art because it encourages people to spend time in the area, which makes it safer and more inviting"</i> • <i>"Lighting and safety and community feel are my top priorities"</i>
Public Art	<p>Citizen feedback indicated a strong appreciation for the public art incorporated within the design.</p> <p>Sample verbatim:</p> <ul style="list-style-type: none"> • <i>"I think some really cool, attention drawing art (like the trees in the flyover park across the road) would be great at giving the space a new look and energy."</i> • <i>"This really shows the artsy and trendy nature of Bridgeland. It will be an awesome way to beautify the community."</i> • <i>"Art or murals makes the area eye catching and more vibrant"</i>

Next steps

This feedback will be used as input into the decision making process for the project.

We're committed to keeping citizens 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 on the project and it's next steps.

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.

Does the concept for the East Plaza meet the goals of celebrating the community of Bridgeland-Riverside? Please tell us why...

- I love it! I couldn't have thought better myself.
- This is a vibrant community that is better represented by an art beacon than a gas station and Starbucks drive thru.
- Will need to add bio sharp disposal boxes & Narcan dispensary for druggies using the park
- I'm not sure I would mingle/rest there, when there are more aesthetically pleasing places along the river. And the proximity to the drop in center means those patrons would be the most likely users of the space.
- It doesn't make it safer...prettier which might attract more people...but not safer
- I think it's going to be a very nice entry point to the community. The real celebration however is in what happens here and how people share / spend their time in this community.
- removes the very unsafe entrances and exits that currently exist and threaten pedestrians and cyclists, green walkable, cyclable family and friend friendly space, key visual design elements with meaning
- I'm worried that it's proximity to a very busy intersection on Memorial Drive will limit the potential for pedestrian usage of this area in general. If people aren't moving through here regularly it won't feel like a cool, welcoming space.
- Like the green, not the bulbous lights. Find a better way to light the area. Patio like string lights reflect the neighbourhood better. Add lampposts and flowers like in Eau Claire, and along Memorial Drive to reflect the old city feel of Bridgeland
- Bridgeland is an eclectic vibrant community that has a lot to offer. The map would enable visitors to understand different areas.

- I like the idea of recognizable landmark
- Bright, Fun, engaging, and plays with the beautiful new sculptures at flyover
- I like the art and the better walking paths
- Fun place intended to activate a formerly desolate area... reduce social disorder and foster positive interactions. Well done efforts and fundraising by the Flyover team!
- Fun place - bright cheery to deter social disorder that has been rampant in this area.. but not sure how it celebrates the community. Will it attract rallies, tribal activity and protests that block traffic to attract attention?
- Design is not inspiring. The park/tree aspect are nice, but those are already there today and hard to see how different it is from today. Painting on the bridge structure is great idea.
- Beautiful, functional, educational, use of a neglected space,
- The iconic structures in Bridgeland and its most recent history is not recognized. The copper domes of the churches, German and Italian immigrant families making Bridgeland their first home, etc
- Pedestrian friendly, cultured and green. It also cuts the access by cars increasing safety
- Making this area brighter, safer and pedestrian and bicycle accessible is a must! This is our access point to river pathways and to groceries and entertainment venues downtown. Our community has worked hard to reflect the areas history
- Provides a pedestrian oriented gateway, rather than an auto-oriented under the bridge wasteland.
- I like that it connects and extends Flyover Park because the park is a great example of the spirit of Bridgeland and it's unique, people-first community building. I like the lighting having a floral vibe fits with the mural on general ave & ties to history
- colourful lively area to detract from other negative factors that have taken over this area previously
- Fun and colorful. Prefer this design because it focuses on the larger space and ties in the flyover park
- I like the whimsy, colour, and tie into Flyover Park
- Includes interesting and unique murals and art. The design takes an ugly flyover and turns it into something interesting.
- Would like to see more diversity represented in the design...was a community of immigrants past and present...would like to see that represented somehow in the mural or design.
- Yes! Great to have something that symbolises the entrance to the community
- I like the concept of Bridgeland love and showcasing what a vibrant area it's becoming
- It acknowledges that pedestrians and bikes utilize this space, and that there are people here who care about the community
- Love the art and welcoming greenery
- The poof balls make zero sense
- this should be more than what one person wants, I would like to see more diverse voices included in the artwork, not just the flowers and "Bridgeland Love" which is another pet project...
- Current flyover park has been a great addition and using it as a public art beacon will enhance the area and showcase the area more for car traffic and foot traffic

- Interesting lighting, art, wayfinding
- It's so pretty. We love the ball trees on east side of edm. Trail, and the three element are so techy cool (like the art existing in east village by superstore) but reflect the river valley and nature
- I walk through here all the time to get to work.
- I'm unclear on the goals
- Safe for pedestrians and encouraging people to come to the community
- I love this neighborhood and all the beauty of this community. It would be great to see enhanced features and a where to go element.
- The gas station and Starbucks create traffic problems
- I walk this footpath daily. Our indigenous peoples walked it long before we did and they should be showcased.
- Lights tie in with Flyover Park - whimsical, large scale and fun!
- Intro to neighbourhood as people enter

**Do the concepts for the West Plaza meet the goals of celebrating heritage in Bridgeland-Riverside?
Please tell us why...**

- It looks great but I guess it only celebrates the heritage of the Flyover. Lol.
- This is a vibrant community that is better represented by an art beacon than a gas station and Starbucks drive thru.
- See above
- I love public art. What do our first nations people think of the West Plaza? That's the important thing.
- much safer and wide open for pedestrians, art concept of bison/buffalo ideally touch friendly
- I'm worried that it's proximity to a very busy intersection on memorial drive will limit the potential for pedestrian usage of this area in general. If people aren't moving through here regularly it wont feel like a cool, welcoming space.
- Needs more trees and flowers. What about planting lilacs? And cherry blossoms?
- This would celebrate indigenous culture and the impact they have in our community and daily lives
- I love, love, love celebrating First Nations use of the space
- Love the nod to the Indigenous History close to reconciliation bridge
- It's creative and has elements for everyone, but it is important the Indigenous community be involved in final design/art
- Light on heritage... buffalo were not here'd by FN... they came to eat grass and cross a shallow section of the river. Important bridge/road north used by horses, carts before railway bringing goods to Edm. More history needed here as people do not know
- Buffalo were not herded by FN.. they moved in search of food and the shallow river crossing. the Historic Edmonton Trail is not mentioned yet critical to the development of B-R, north hill and the route north to the capital city.
- I believe it celebrates the First Nation heritage which is great, but fails to recognize the Little Italy heritage.

- I am new to Calgary but I do know the area had early settlers, as well as the indigenous peoples, so hope this celebrates them too.
- There are more churches in Bridgeland than most communities, I love the diversity of the Churches and their cultural significance to the area.
- Love the Buffalo sculptures
- Provides a pedestrian oriented gateway, rather than an auto-oriented under the bridge wasteland.
- I like that it bridges reconciliation bridge with the community, and reflects the bow etc. It situates the community historically and geographically. Love the continuity of the story b/w east plaza, west plaza & flyover park
- its new meets old, so there's always a bit of back and forth on heritage vs modernization
- I like the bison and design but prefer the east design because it focuses on a larger, more usable space.
- I love the bison/buffalo tie in and it helps us "connect back to the Bow River" (we already have a fence art mural depicting that in our hood!)
- I really like paying homage to the indigenous peoples and history
- Only concern is there is a lot of homeless people in that area, so would it become a hangout spot for them or possible damage?
- I really like and think it's important to reference who was here before settlers came. Love the idea of bringing awareness to the First Nations and how they lived and used this land
- I am mostly excited to feel safe when I bike and walk through this area from my office to my home. The well lit and taken care of vibe will be helpful to feeling safe here.
- Could you make the bike rack into an art piece? could be more interesting/unique
- The Buffalo honour western culture
- Not a fan of the buffalos in such a literal piece of artwork. This whole concept is a complete miss. Where's the cyclists here? This is a key connection for cyclists to get across the river.
- Including our Indigenous heritage!! Vital for this space.
- Love the bison
- I can't share how.
- I'm unclear on the goals, please explain
- Making it more appealing and more arty
- Celebrating our heritage and providing historical information by way of art where it's available to everyone is a great idea..
- There's a lot of history here so choosing one piece is only part of the story
- Reflects the Buffalo Crossing trail history - our long history Pre settlers gets short shrift so am happy to see this

What elements are most important to you to have in the plaza designs and why?

- I believe it will still mainly be a space that people drive by/commute through, but that doesn't mean it shouldn't be beautiful. Human-scale stuff might be less important.
- This really shows the artsy and trendy nature of Bridgeland. It will be an awesome way to beautify the community.
- No art - Defund the arts!!!! Public money should not be used to pay artists. If city is going to pay artists then they should also be paying the salaries of professional hockey players
- Love to learn about Calgary history
- It doesn't take the community into account
- All sound good but it would be nice to have a preview of the final design for the art elements
- Public art and celebrating / learning about who came before us is important.
- becomes a signature when describing my neighbourhood and guiding someone here
- I think some really cool, attention drawing art (like the trees in the flyover park across the road) would be great at giving the space a new look and energy.
- These are useful and practical, we need also lighting and a help button for crime.
- All of those elements would help with enabling Bridgeland as a vibrant community
- It would be nice to see what efforts were made to ensure Indigenous community was involved and this is not "token diversity".
- Given that attention/public art has been given to the other side of the Ed. Trail in the new park, West Plaza is the more important part of this project.
- Heritage info is essential for this area but might it be better placed on the west side of 4th St.. this west Plaza is noisy, dirty due to high speed traffic. Need the history of early Calgary as not well known
- this area has a lot of social disorder (panhandling, drug use) and garbage accumulation. It is noisy and dirty due to the volume of high speed traffic. A better somewhat quieter place for mural/sculpture/engraving about history is the west side of 4 St.
- Same reasons as stated above
- It's important to remember history and the culture of the people that made Bridgeland what it is today.
- I believe all of these capture the heritage of the areas past, as well as, the vibrant and artistic community that Bridgeland has become
- These increase engagement, add a feeling of place, and really make the area feel more inviting. I also like that it is educational (history, cultural and way finding) for people who are visiting/less familiar. Wonderful ideas and I can't wait for this!!
- I like large art because it encourages people to spend time in the area, which makes it safer and more inviting
- biggest problem with West/East plazas is Memorial Drive/Edm Trail are very unfriendly, unsafe, and have too high traffic speed, car volume, v unpleasant ped/cycle environ. You need to mitigate that for your designs to be successful

- The Easy plaza design looks great in the renderings, hopefully it can actually be executed. The mural portion on the bottom of the flyover deck could be improved. Larger welcome signage to "Bridgeland" on the bridge itself would provide a nice gateway.
- I like something to say "Bridgeland" :) thanks!
- Art or murals makes the area eye catching and more vibrant
- Lighting and safety and community feel are my top priorities
- It's an old community and should honour heritage
- Look forward at the diversity in Bridgeland not just to the past. It's disappointing that a few people seem to have all the say in our community about what they want (basketball court) w/out actually engaging ppl. Very Disappointed.
- Vital to collaborate with our First Nation to honour them for the land this plaza will sit on.
- Spend more money on slowing traffic coming into that area to make it more pedestrian friendly ie. memorial 50@zoo station. Traffic in Starbucks
- I want a comfortable place to move through as a pedestrian.
- I'm so confused
- I think any enhancement to this already incredible community and neighbourhood would be great!
- Like the big public art sculptural features - provides some interest to an otherwise bland area
- All are great but I don't think people look down much to benefit from the engraved messaging. Eg the ring of historical women south of st Patrick's island - I rarely see people stop to read those. Love all the other ideas, thanks