



BRIDGELAND- RIVERSIDE

From temporary measures to permanent measures

The Bridgeland-Riverside neighbourhood in Calgary has been a great example of the snowball effect that is possible when collaborating with passionate residents and local leaders, and building on their good work. A neighbourhood with active residents and associations is fertile ground for innovation and change.

POP UP MEASURES TO CALM TRAFFIC

Since 2013, the Safer Calgary Coalition has been organizing the annual Safe and Smooth Symposium. The goal is to explore innovations in road safety and urban design through knowledge-sharing, brainstorming and field experiments. In 2015, Safer Calgary partnered with Active Neighbourhoods and featured Bridgeland as the case study for its conference.

As part of this case study, the City of Calgary volunteered to install pop-up traffic calming measures¹ - temporary infrastructure used to alter the street and test its effect on human behaviour. In one intersection in Bridgeland, it was possible to host a full-size street hockey game for conference attendees without impeding vehicle traffic. As a result the city announced that the greater part of the street would become a permanent park the following year. Bridgeland residents now have a new place to play Canada's national sport!

BUILDING MOMENTUM

Several organizations have ramped up their involvement in addressing the neighbourhood's built form, and are contributing to broader momentum in the community. The Women's Centre in Bridgeland organized a Women's Safety Walk in 2015 and it has since become an annual activity. The walks help identify locations and design features that reduce women's safety, leading to recommendations being made to the appropriate decision makers.

Senior citizens' groups were some of the earliest champions of this work, leading a seniors' walk audit and producing a report on their needs and challenges. Collaboration with these groups and individuals over the course of a few years helped the community realize that it now had the data it needed in order to take action.

MOBILIZATION PAYS OFF

The Active Neighbourhoods Canada project reached hundreds of people and helped spark significant mobilization in

A neighbourhood with mobilized citizens and groups is fertile ground for innovation and change through ambitious projects that require significant mobilization.



the neighbourhood. Some benefits can already be quantified. Bicycle lanes have been installed to create much needed connections to the downtown core. The East Riverside Master Plan was drafted for the southeast part of the neighbourhood, which houses many elderly residents who felt isolated from the rest of the community; and design charrettes were organized by the City of Calgary with the goal of revitalizing an intersection identified as having safety issues. These last two activities focused on the four places identified as high priority by Bridgeland residents during a design workshop organized by Sustainable Calgary. Proof that mobilization works and helps residents put their concerns on the agenda.



VIEW THE PORTRAIT HERE:

Bridgeland-riverside

SUSTAINABLECALGARY.ORG/HOME/ANC/

¹ The pop-up traffic calming measures are temporary initiatives aimed at demonstrating the potential effect of permanent measures. They also enable experimentation with playful elements and highlight design problems that can be difficult to see in the abstract.