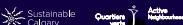


MARLBOROUGH

A community portrait prepared by
Active Neighbourhoods Canada.



Active Neighbourhoods Canada

How can the design of our communities contribute to public health, well-being and safety? Respond to traffic congestion? Stimulate the economy? Work towards the overall sustainability of our city?

These are questions that inspired the development of Active Neighbourhoods Canada, a collaboration between Sustainable Calgary, the Montreal Urban Ecology Centre and the Toronto Centre for Active Transportation. Funded by the Public Health Agency of Canada's "Healthy Weights" program, Active Neighbourhoods supports walking, cycling and vibrant streets. Our philosophy is that people will walk more if they have destinations nearby to go to.

and great pathways – safe, accessible, beautiful – to get there with. Sustainable Calgary is working alongside 4 communities in Calgary and Alberta over 4 years, with Marlborough as our third community. We help neighbourhoods identify strengths and weaknesses in their neighbourhoods, explore design solutions with professionals, and work towards the implementation of at least one design change within 2 years. These experiences are shared with professionals, decision-makers and community organizations over the course of the project to contribute to best practices in participatory planning and sustainable urban design.

Active Neighbourhoods in Marlborough

Active Neighbourhoods has been partnering with the Marlborough Community Association (ACA) since June 2015 to find out the good, the bad, and the "meh" of Marlborough's public spaces. Engaged in this project are local residents, Saidi Calgary, various City of Calgary departments, the Ward 10 office, Spinal Cord Injury Alberta, NHTV University (Breda, Netherlands), and more.

The approach in Marlborough was to spring-board off of the City of Calgary's *This Is My Neighbourhood* initiative, which documented residents' priorities for improving their neighbourhood. These included: improving walkability, creating better visibility, installing more "urban furniture" such as garbage cans, and revitalizing the neighbourhood with public art. Sustainable Calgary decided to pick up the baton by developing a better understanding of resident priorities spatially – where were common walking routes? Gathering spaces? Where should interventions focus? SCS would also try to connect with harder-to-reach residents.

Since then, we've been collecting information through community bike rides and walks, door-to-door surveys, community mapping, location observations, accessibility and emotional walk audits, photo surveys and short interviews. We've attended the local Stampede BBQ, dropped in on local recreational groups, chatted with local business owners, collaborated with the Calgary Immigrant Women's Association and local religious organizations. We have been supported by teachers and students in developing tools to communicate with people learning English as a second language. In July of 2016, we were fortunate to be joined by two students from NHTV University (Breda) who took a lead role in

the Design Selection Kiosk.



Population and Dwellings

Population

Total Population
8,989
Marlborough

1,195,194
Calgary

Median Age
40
Marlborough

36
Calgary

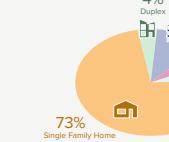
Living Alone
7%
Marlborough

10%
Calgary

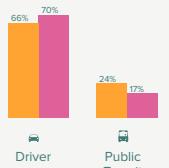
Percent Immigrants
35%
Marlborough

28%
Calgary

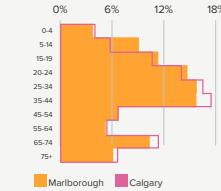
Housing



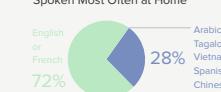
Mode of Transport



Age Distribution



Language



Housing Not Suitable

Housing Not Suitable
11%
Marlborough

5%
Calgary

Households Spending >30% of total income on Shelter
31%
Marlborough

25%
Calgary

What Do You Want to Do in Your Neighbourhood?

We asked citizens in Marlborough and surrounding area what they want to do in their neighbourhoods, in order to help the community plan and design accordingly. Popular activities are noted to the right.

Consultation revealed varying access to activities based on availability, proximity and programming. Parks, recreational facilities, and libraries were particularly in demand, but not

always within reach. Limitations at times were due to a lack of safe and enjoyable pathways to their destinations, particularly for women with more than one child.

Marlborough currently contains a large number of parks. There are promising opportunities to develop better connections between park spaces, and to intensify park programming and facilities.



Activity Surveys

Activity Profile

Marlborough residents were surveyed by Active Neighbourhoods. Here's what they had to say:

Why they might choose not to walk:

Weather 52%

Personal Security 19%

Health/Disability 19%

Distance & Time 19%

Why they might choose not to bike:

Weather 32%

Health/Disability 29%

Traffic Safety 16%

Social Connectivity

68% of respondents said the **sense of community** in Marlborough is strong or very strong.

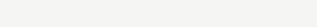
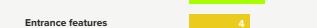
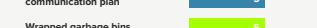
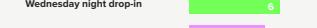
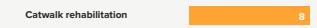
87% of respondents said that the neighbourhood is a **safe place to live**.

84% of respondents said they could **count on people in their neighbourhood** in an emergency.

94% of respondents would like to **stay in their neighbourhood for many years to come**.

Improvement Preferences

Back lane campaign



Data from City of Calgary survey conducted in 2016.



Hotspots

Walkscore

According to walkscore.com, Marlborough has the following scores:

Location A

90

68

Walkability

Transit

Location B

65

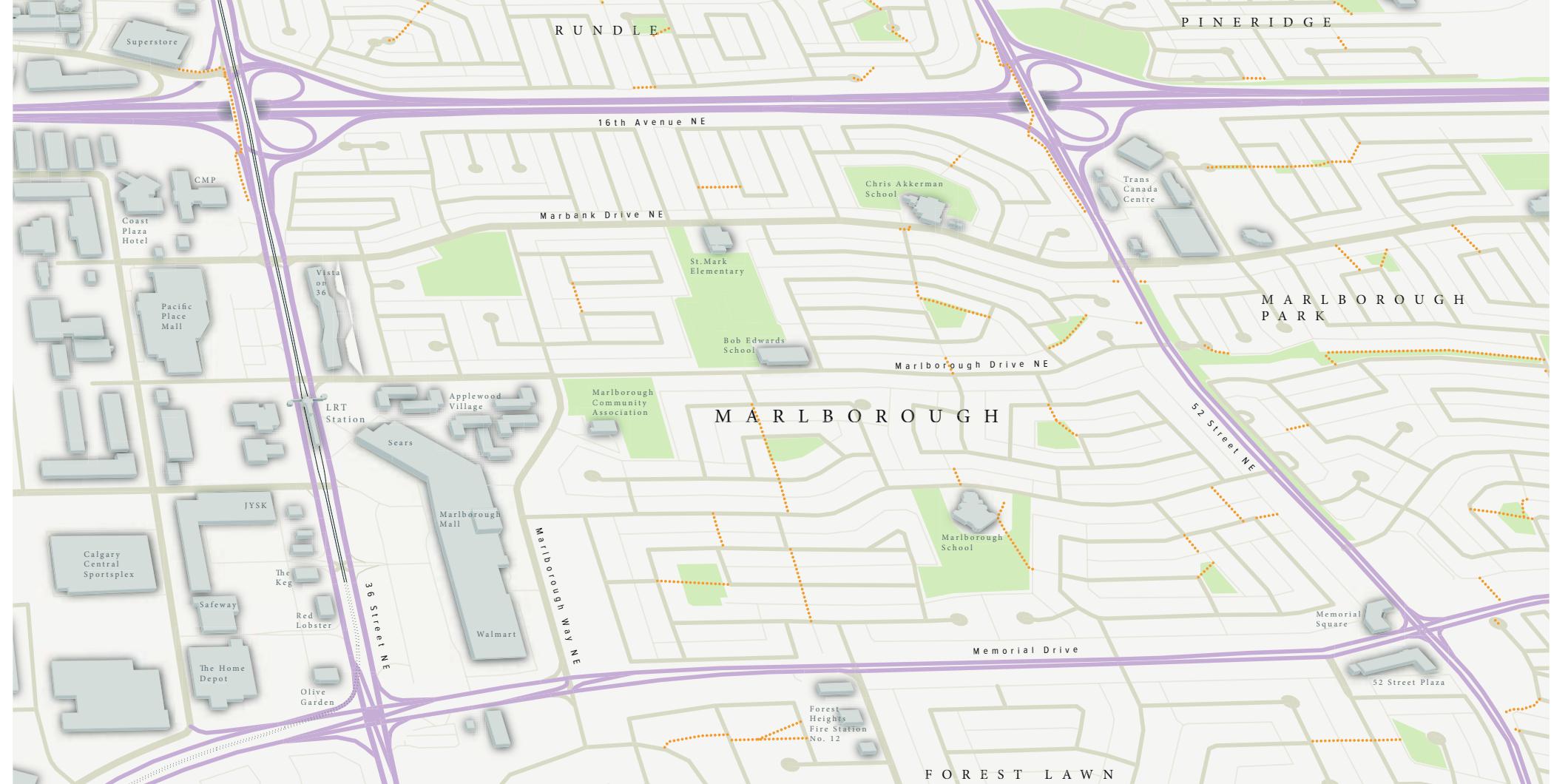
58

Walkability

Transit



- Narrow sidewalks; scary place to bike or walk.
- ALL CATWALKS: Catwalks are popular; green/overgrown catwalks even more positively received in the daytime; lighting, maintenance and bike access are significant issues.
- Scary place to walk or bike; major destinations for pedestrians and drivers; requires traffic calming.
- High-traffic area for vehicles and pedestrians; speeding/aggressive driving; no drop-off zone; no dedicated pedestrian paths.
- Popular destination for some; unpopular for others, especially as relates to strolling shopping carts; provides some sense of security because it is open late.
- Lots of vehicle and pedestrian traffic here; challenging parking capacity; Canada Post mailboxes near sidewalks; potential for outdoor seating?
- South end of park considered sketchy. Suggestions to add programming or change zoning for development.
- Walking track requested by local seniors' group; great place to put a skating rink; fences necessary?
- Lots of vehicle and pedestrian traffic here; challenging parking capacity; Canada Post mailboxes near sidewalks; potential for outdoor seating?
- Narrow sidewalks and high speed traffic.
- Interface between strip mall and townhouses in need of aesthetic improvement.
- Pedestrian routes to the church would be lovely.
- Walking destination.
- Feels narrow and crowded; high-traffic C-train station; inconvenient for people with strollers; would be great to mimic NW C-train stations in Marlborough.
- Bus stops should be sheltered; at this bus stop, mall is too far away to wait inside during inclement weather.
- Great place to walk! Concerns about lighting and safety.
- Make more pedestrian-friendly, particularly with consideration for children and youth; most direct way to get to Village Square Library; residents say it's easier to drive than walk.
- Road design in school zones does not lend itself to driving at 30km/hour.
- Community cut-throughs.



Resident Priorities:

- Bus Shelter Suitability
- Catwalk Maintenance
- LRT / Mall Interface
- Park Programming
- Absentee Landlords
- Winter Walking in Calgary
- Speed / Street Design
- Park Fencing
- Access to Shopping
- Usable/Paved Laneways
- Sidewalk Width
- Healthy, well-connected green spaces

Neighbourhood Overview

Marlborough boasts a strong community association, a variety of recreational programs, proximity to downtown, ample green space and a strong local sense of belonging. It is a shopping destination, a culinary hub, a transit node and home to a variety of non-profit and social service organizations.

Like many other Calgary suburbs, Marlborough is primarily residential, with commercial along the thoroughfares that mark its boundaries. These streets can act as barriers to pedestrian traffic, particularly 36th Avenue, through which runs the LRT, and the northeast corner of Marlborough, which lacks pedestrian access to the rest of the community. In other Calgary suburbs, Marlborough houses several malls that face onto thoroughfares, but turn their backs (or loading zones) to the local community, providing little access along this edge. This has been identified as an opportunity to create a "softer" back edge that provide pedestrian access and more vibrant streetscapes.

Marlborough is one of a few neighborhoods that have "cavalcades", which are series of pedestrian pathways between schools and parks. Enjoyed by local residents, they also reveal challenges when it comes to wheelchair and bike accessibility, lighting and feelings of safety at night. They also raise questions of jurisdiction – while these spaces are public spaces, they are maintained by local residents, and lighting, if desired, must be paid for by local residents.

By bicycle, Marlborough is a relatively short distance from the downtown core, and current plans to install bicycle lanes are likely to improve access to riverside bicycle pathways.

Marlborough Mall has emerged as an important gathering space for the neighbourhood and

region: part of a transit node, close to services and amenities, and one of just a few places where people can comfortably gather year-round – which some have been doing regularly over the course of decades. Some residents note that the mall serves as a function of Marlborough, and have commented in winter climate. Marlborough is also a community of youth, with significantly more 5-14 year-olds than the Calgary average. Together with Marlborough's role as a transit hub, this builds the case for bolstering walking infrastructure in the community.

Additional urban design opportunities that have been identified include feelings of personal security (eg lighting and slightly reducing traffic safety and pedestrian mobility around the LRT station; revitalizing underused green space; and improving the distribution and quality of gathering spaces.

