



# BELGRAVIA — END OF THE WORLD

2015 PUBLIC  
SURVEY RESULTS

## Background

The area known as the “End of the World” is located above a landslide between 74 Avenue and 76 Avenue along Saskatchewan Drive. The area is closed to the public and currently poses significant public risk for falling and injury.

In an effort to reduce inappropriate behaviour and public risk in the area, the City of Edmonton, with support from the Belgravia Community League, has created a plan to convert the site into a formal viewpoint with enhanced safety features.

## Concept Plan

As part of the survey, the City shared a concept plan for the formal End of the World viewpoint with the public. The proposal includes a granular trail, wooden staircase, safety fences, and bench seating.



## Survey Objectives & Methodology

In summer 2015, the City developed a survey to ensure that its proposed approach for improving the site would meet citizens' needs.

The survey objectives were:

- To understand current site usage
- To obtain input regarding the design of the formal viewpoint
- To understand existing issues and potential impacts
- To explore ideas to address possible issues

The survey was available online from **August 25** to **September 24, 2015**. A paper version was available by request and at the Belgravia Community League Day event on **September 19, 2015**.

2,568 citizens participated and 2,282 completed the survey, including nearly 600 Belgravia residents.

## Highlights

- \* About **half** of the survey respondents had been to the End of the World in the previous 12 months. The majority of those who had been to the site went one to three times per year.
- \* Many respondents came to enjoy the view or stopped by as they were using nearby trails and sidewalks.
- \* The majority of respondents liked the proposed concept design and would support proceeding with developing the site.
- \* However, many Belgravia residents were concerned about ongoing parking, litter, late night noise, and vandalism issues through developing this site.
- \* The majority of Belgravia residents (approximately **60%** of respondents) agreed that development of the site would help mitigate illegal or inappropriate behaviors at the site.
- \* Belgravia residents agreed that the development would help improve safety. Residents suggested enforced security, more lighting, and better park design/management/maintenance to resolve these issues.

## Survey Outcome & Next Steps

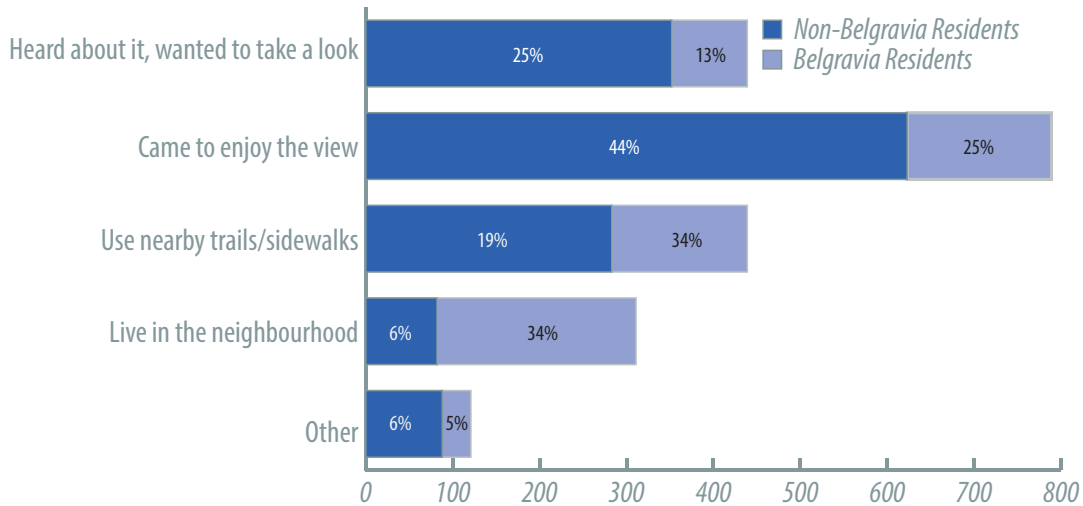
Based on the survey results, the City is moving forward with the proposed concept plan. Overall, survey respondents supported the project.

The End of the World viewpoint will now move into the detailed design phase, after which City Administration will present the project to Council for funding approval. The project team anticipates construction will start in 2017 or early 2018. The viewpoint should be in use by late spring 2018.

The City will also work with the Belgravia community on the best approach to operating the site once it is finished, with a focus on mitigating potential security issues.

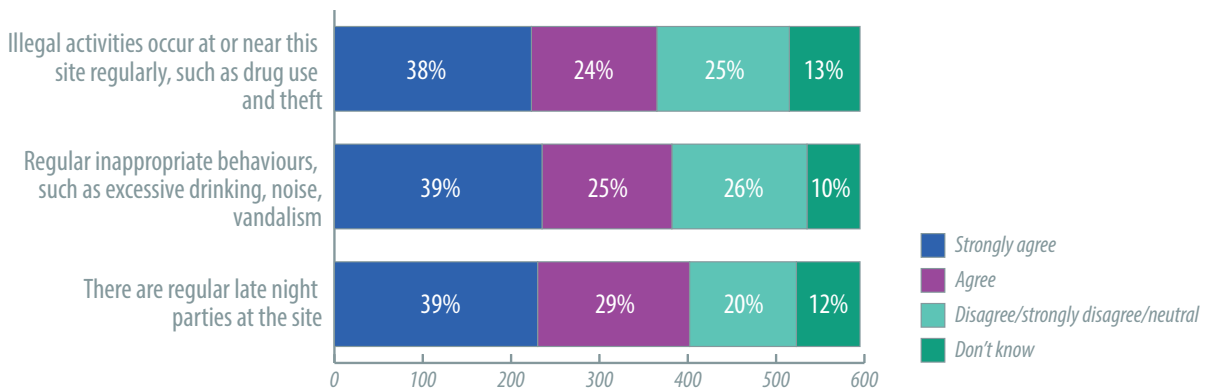
## Survey Results: Current Usage & Concerns

What brought you to the “end of the world” site in the past 12 months?



Thinking about the behaviors at this site, to what extent do you agree or disagree with each of the following statements?

*The majority of residents agree that the site is being used inappropriately.*

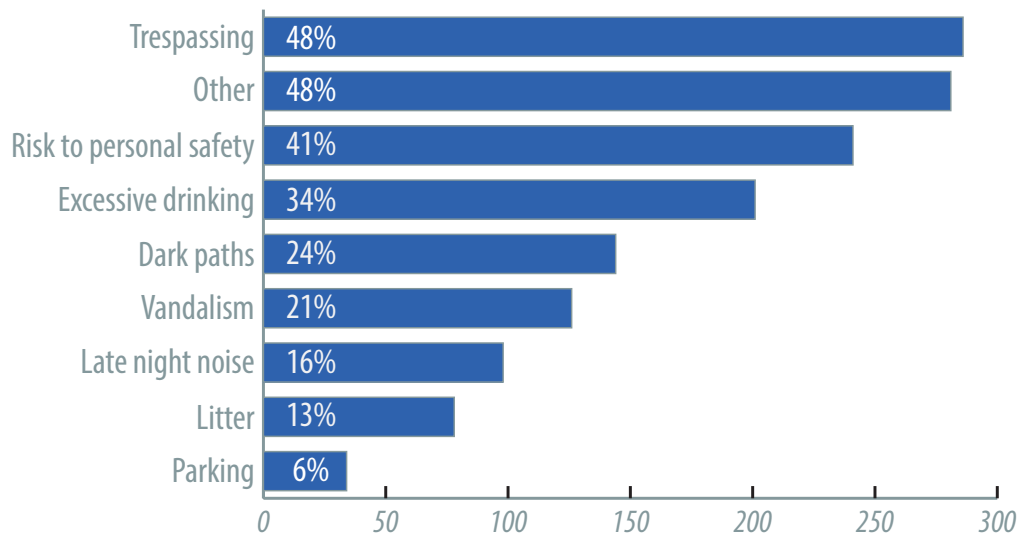


### Other Activities at or near the site

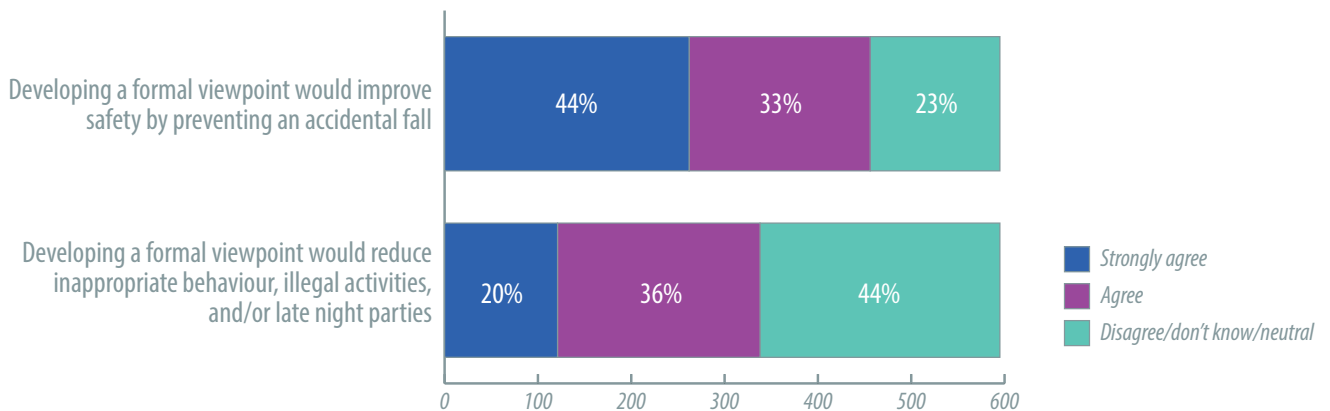
- *Speeding and illegal driving/parking*
- *Fireworks/fires*
- *Inappropriate behaviours (e.g. fighting, harassment, etc.)*

## Survey Results: Future State of the Site

Thinking about a formal viewpoint, what might be some possible issues for the site?



Thinking about the possible impact of having a formal viewpoint, to what extent do you agree or disagree with the following?



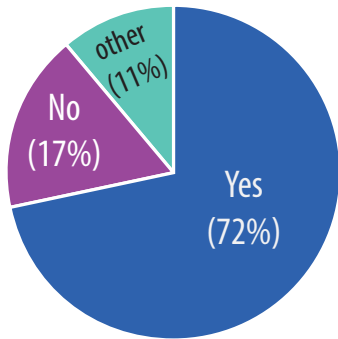
### Thoughts about how to resolve site issues

- *More peace officers/police patrols and increased fines/tickets*
- *Surveillance/security cameras or an emergency phone*
- *Increased lighting*
- *Increase accessible parking and encourage public use*
- *Graffiti-resistant coatings on furnishings and more garbage bins*
- *Restricted park hours/parking times*
- *Regular site clean-up/maintenance*
- *Do not develop the site*

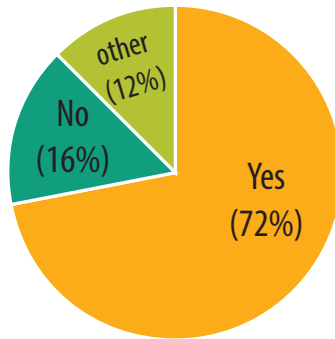
## Survey Results: Support for the Concept Plan

### Do you like the concept plan?

Non-Belgravia Residents



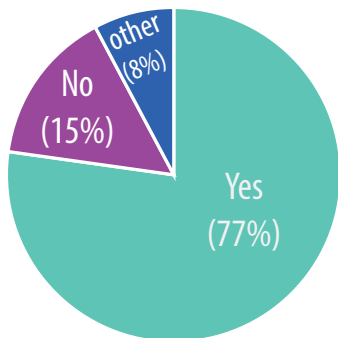
Belgravia Residents



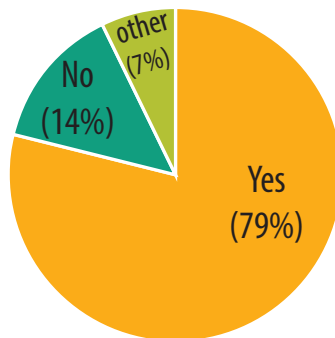
*Other responses included “don’t know” or “didn’t have enough information”*

### Would you go to this site if there was a formal viewpoint?

Non-Belgravia Residents



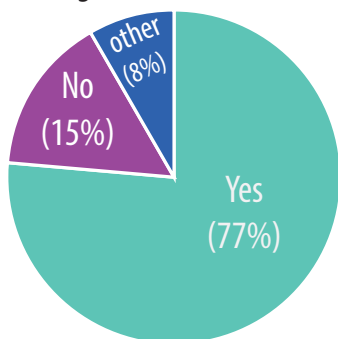
Belgravia Residents



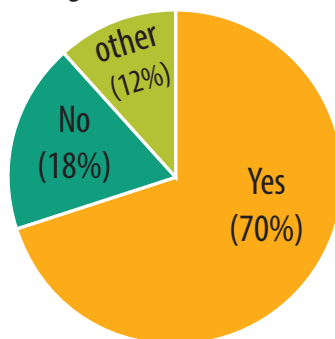
*The main concerns for respondents were the height of the fence and whether the site would lose its “natural” feel.*

### Do you support proceeding with development of the proposed concept?

Non-Belgravia Residents



Belgravia Residents



*Most “other” respondents would support the development with some changes or felt they needed more information to decide.*