



Beltline Area Redevelopment Plan Amendments & Rivers District Master Plan

Stakeholder Report Back – Engagement Summary
What We Heard Report – Summer 2018

Project overview

Beltline Area Redevelopment Plan Amendments

The City of Calgary is amending the Beltline Area Redevelopment Plan (ARP) to create policies that will guide future development of East Victoria Park – a 286 acre portion of land in downtown Calgary’s east end. The Beltline ARP was adopted by City Council on May 15, 2006. Over the last 12 years, the area has experienced significant growth, transforming into a vibrant diverse community. A number of projects are contributing to the need for ARP amendments, including a new Rivers District Master Plan being created by Calgary Municipal Land Corporation (CMLC), the 17 Avenue S.W. extension project and the arrival of the Green Line.

This area is envisioned to become the cultural and entertainment district of Calgary. The goal of the Beltline ARP amendments are to realize the vision described by CMLC’s Rivers District Master Plan, and to put in place the policies and framework to help guide the development of this cultural and entertainment district.

Rivers District Master Plan – Calgary Municipal Land Corporation (CMLC)

CMLC is creating a vision for east Victoria Park within Rivers District—a 20-year vision that will result in four million square feet of mixed-use development and more than 8,000 new residents moving into a vibrant community nestled on 500 acres of Calgary’s downtown east side. Specifically, to east Victoria Park, the master plan vision has been designed to be flexible enough to imagine and integrate modernized amenities (arena facility and an expansion of the BMO Centre) and the delivery of a Stampede Trail retail destination. As the development progresses, the plan and community will accommodate and support a variety of entertainment and cultural amenities.

Communications and engagement program overview

East Victoria Park is envisioned to be the cultural and entertainment district for the City of Calgary. This means, that all Calgarians may have a vested interest in the proposed changes and future direction for the area. The engagement strategy developed ensured people from across Calgary, as well as special interest groups, had the opportunity to learn about the project and provide meaningful input. Our approach has included a variety of in-person and online engagement opportunities that facilitate multiple touch points and ensure inclusivity for all who want to provide input and learn about the project.

City of Calgary and CMLC joint engagement program

In an effort to alleviate confusion between the ARP process and Rivers District Master Plan and to mitigate engagement fatigue, CMLC and the City joined forces for a joint public engagement

program to collect feedback from Calgarians on their vision for Calgary’s future culture and entertainment district. This report compiles those findings and the joint engagement program.

Engagement spectrum of participation

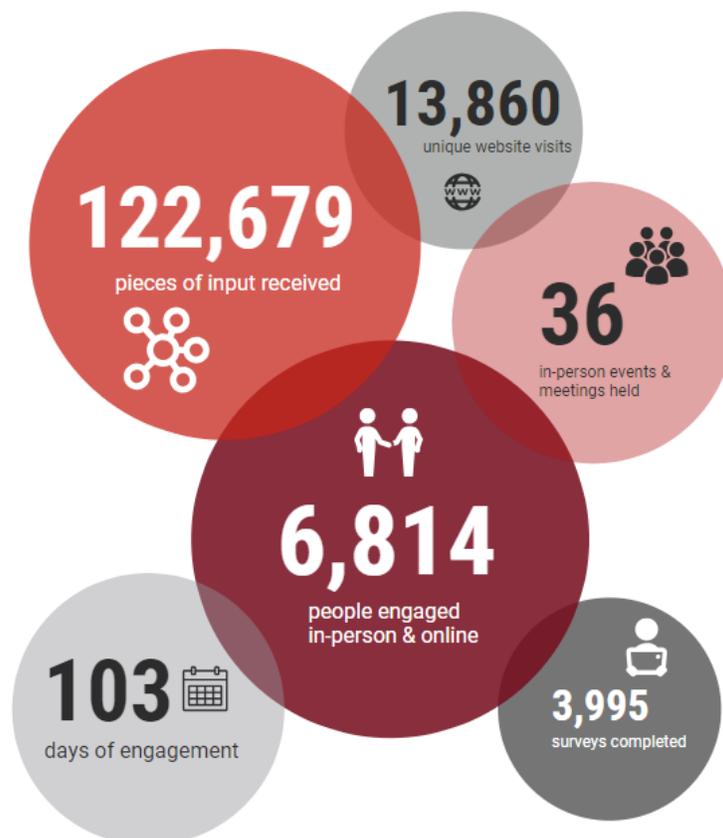
The Engage Spectrum level for the first phase of engagement was ‘Listen & Learn’ which is defined as “We will listen to stakeholders and learn about their plans, views, issues, concerns, expectations and ideas.”

Phase one engagement objectives

- Inform the public about CMLC’s Rivers District Master Plan, The City’s planning process, the ARP amendment process and overall expected project timelines.
- Gather input from public to help confirm the community vision for the plan area
- Gather high-level understanding of current issues and future opportunities from the public that will inform the Rivers District Master Plan and the ARP amendments

What did we do and who did we talk to?

Our engagement program ran from April 4 through to July 16, 2018. Over the course of 103 days, we held 36 in-person events and targeted stakeholder meetings, plus an online survey. In total, we engaged with 6,814 people both in-person and online and received 122,679 individual pieces of input through 3,995 completed surveys.



In-person public engagement opportunities

To ensure we were reaching people Calgary-wide a robust in-person engagement program was developed to provide Calgarians the opportunity to engage with project team members on a face-to-face basis and provide meaningful input. Our program included open house events in the project area, pop-ups at important facilities across this City, in addition to City-wide reaching events such as Comic Expo, Lilac Fest and Stampede. At each event we had project team members from The City and CMLC on hand to answer questions and provided people with the opportunity to fill out our engagement survey.

3,191 people engaged at 28 public engagement events and we received 478 complete survey responses.

| Event | Date | People engaged | Surveys received |
|--|--|-----------------------|-------------------------|
| Public Open House – St. Louis Hotel | April 11, 2018 | 158 attendees | 26 surveys |
| Ward Pop-up: Forest Lawn Public Library | April 21, 2018 | 29 attendees | 5 surveys |
| Engagement Booth: Comic Expo – BMO Centre | April 26 – 29, 2018 | 746 attendees | 28 surveys |
| Ward Pop-up: Shawnessy YMCA | May 5, 2018 | 146 attendees | 9 surveys |
| Ward Pop-up: Quarry Park YMCA | May 10, 2018 | 81 attendees | 9 surveys |
| Ward Pop-up: Country Hills Vivo | May 12, 2018 | 72 attendees | 16 surveys |
| Engagement Booth: East Village Junction Container Park | May 18 – 21, 2018 May 25 – 27, 2018 | 953 attendees | 256 surveys |
| Ward Pop-up: Best of Calgary Awards | May 25, 2018 | 25 attendees | 0 surveys |
| Engagement Booth: Lilac Festival | June 3, 2018 | 472 attendees | 70 surveys |
| Ward Pop-up: Sunridge Mall | June 6, 2018 | 36 attendees | 5 surveys |
| Ward Pop-up: Shane Homes YMCA | June 16, 2018 | 50 attendees | 19 surveys |
| Ward Pop-up: Genesis Centre | June 27, 2018 | 59 attendees | 5 surveys |
| Engagement Booth: Canada Day at River Walk | July 1, 2018 | 100 attendees | 2 surveys |
| Ward Pop-up: Westside Rec Stampede Breakfast | July 7, 2018 | 100 attendees | 10 surveys |
| Engagement Booth: Stampede Rope Square | July 9 – 13, 2018 | 164 attendees | 18 surveys |

Online public engagement opportunities

Through our online engagement program, we provided project details about the Beltline ARP and the Rivers District Master Plan and offered people the opportunity to provide their comments through our online survey. The online survey replicated the same survey provided at all in-person sessions. The survey was open from April 9 – July 16, 2018.

Over the course of phase one engagement we received 3,475 completed online survey responses.

Targeted engagement sessions

Landowners engagement

There are currently 59 landowners located in east Victoria Park. As part of our engagement program we conducted outreach with landowners through the following methods.

- On February 14, 2018, sent a direct mail piece to all 59 landowners to provide project overview and encourage participation in the upcoming engagement
- Hosted a landowner-only Open House on April 4, 2018 with 15 attendees
- Made direct phone calls and/or sent emails to all landowners to provide survey information
 - o A follow-up mail piece to those that had not responded was issued on June 1, 2018

In total, we received 12 survey responses from the 59 landowners.

Community Association engagement

Over the course of phase one of engagement we met with the Beltline Neighbourhood Association and the Victoria Park Business Improvement Association to provide an overview of the project and give an opportunity to provide feedback. We met with each association twice.

Industry engagement

We partnered with BILD and ULI to provide the opportunity for members of the development industry to engage in the project. On June 21, 2018 we hosted a presentation and walking tour of east Victoria Park. Attendees were given the opportunity ask questions and provide feedback through our public engagement survey. There were 59 representatives from the development industry at our session.

Arts & Cultural Organization engagement

The project team attended Calgary Arts Development Authority Report to Community on June 20 to share project details and encourage sign-up for a future engagement opportunity.

On July 4, we hosted a Lunch and Learn event for members of the Arts & Culture Community to learn about the project, ask questions and provide their feedback through our public engagement survey. We had 30 members of the arts community attend this session and received 18 completed surveys.

Indigenous engagement

In the spirit of truth and reconciliation and with east Victoria Park being an important location at the confluence of the Bow and Elbow rivers, our engagement strategy includes engaging with Indigenous peoples. The purpose of this engagement is to recognize Indigenous historical and cultural places, learn about the areas significance and learn about how we might recognize its importance to Indigenous people through recommendations in the area redevelopment plan. This engagement process is guided by The City's Indigenous Policy. At the time of writing this report, we are still in the process of engaging with elders and traditional knowledge keepers from the Blackfoot Confederacy, the Iyârhe Nakoda, the Metis Nation, the Tsuu T'inna and the Urban Indigenous community through the Indigenous Gathering Place. We do not have

summary information to provide about this engagement at this time, but this information will be included in future reports.

How did people hear about engagement?

A comprehensive communications plan was developed to inform the community about the project and all of our engagement opportunities. The City and CMLC each employed a program that included; project websites, mailed postcards, email newsletters, social media, signage, paid advertisements, Councillors and Community Association communications and media releases. Details of channels employed and their metrics can be found in [Appendix A](#).

What did we ask?

We asked people to answer the following questions to gain a high-level understanding of how people use the area today and what they would like to see in the area for the future.

1. **What are the first three digits of your postal code?**

2. **How did you hear about this project?** (select all that apply)

- | | |
|---|--|
| <input type="checkbox"/> Attended open house | <input type="checkbox"/> TV / News |
| <input type="checkbox"/> Pop-up event in my community | <input type="checkbox"/> Email newsletter |
| <input type="checkbox"/> City-wide pop-up event (i.e. Lilac Fest, Comic Expo, East Village) | <input type="checkbox"/> Newspaper (Metro, Herald) |
| <input type="checkbox"/> Facebook | <input type="checkbox"/> Road sign in my community |
| <input type="checkbox"/> Twitter | <input type="checkbox"/> My Councilor |
| <input type="checkbox"/> Mailed post card | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Report to Calgarians | |

CURRENT USE

3. **When did you last visit east Victoria Park?** (please select one)

- | | |
|--|---|
| <input type="checkbox"/> Within the last few weeks | <input type="checkbox"/> 9-12 months ago |
| <input type="checkbox"/> 1-4 months ago | <input type="checkbox"/> More than a year ago |
| <input type="checkbox"/> 5-8 months ago | <input type="checkbox"/> Never |

4. **Why did you visit east Victoria Park?** (please select one)

- | | |
|---|---|
| <input type="checkbox"/> For Stampede | <input type="checkbox"/> For the casino |
| <input type="checkbox"/> For a sporting event | <input type="checkbox"/> To travel through the area to get to other community |
| <input type="checkbox"/> For a concert or entertainment event | <input type="checkbox"/> I live here |
| <input type="checkbox"/> For an agriculture event | <input type="checkbox"/> To visit family or friends |
| <input type="checkbox"/> For work | <input type="checkbox"/> Go to school |
| <input type="checkbox"/> For a conference or function | <input type="checkbox"/> Other: _____ |

5. **How did you get to the area the last time you visited?** (please select one)

- | | |
|--|---------------------------------------|
| <input type="checkbox"/> Vehicle | <input type="checkbox"/> Cycle |
| <input type="checkbox"/> Transit – Bus | <input type="checkbox"/> Uber/Taxi |
| <input type="checkbox"/> Transit – LRT | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Walk | |

6. **Are there any barriers/ challenges that currently exist and prevent you from enjoying the area?** (select all that apply)

- | | |
|---|--|
| <input type="checkbox"/> Safety (crime) | <input type="checkbox"/> Lack of open space |
| <input type="checkbox"/> Safety (pedestrian/ cycling) | <input type="checkbox"/> Parking |
| <input type="checkbox"/> Transportation challenges | <input type="checkbox"/> Too busy/ congested |

- Not enough amenities to visit
- Not enough activities or events to visit

Other: _____

FUTURE USE

7. In your opinion what does a world-class cultural and entertainment district offer?

(select all that apply)

- | | |
|---|---|
| <input type="checkbox"/> Performance venues (theatres, concert halls) | <input type="checkbox"/> Public art |
| <input type="checkbox"/> Live performances | <input type="checkbox"/> Diverse residential options |
| <input type="checkbox"/> Museums and art galleries | <input type="checkbox"/> Retail shops |
| <input type="checkbox"/> Additional sporting events | <input type="checkbox"/> Cinemas and theatres |
| <input type="checkbox"/> Cultural events/festivals | <input type="checkbox"/> Community centre |
| <input type="checkbox"/> Vibrant, lively streets | <input type="checkbox"/> Sports fields |
| <input type="checkbox"/> Diverse restaurant options | <input type="checkbox"/> Schools and/or childcare options |
| <input type="checkbox"/> Outdoor public spaces | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Green space and parks | _____ |

8. The Rivers District Master Plan is a twenty year vision that imagines east Victoria Park as a mixed-use cultural and entertainment district that is inspired by its entertainment DNA. The master plan seeks to create a cohesive vision for the community that will balance new residential development offerings for some 8000 new residents, over 4 million square feet mixed-use development, vibrant walkable streets and establishing critical connectors in and out of the district based on this vision what experiences are most important to you?

(Select your top three choices) *These are subject to future project approval

- | | |
|---|---|
| <input type="checkbox"/> Riverfront access, parks and open spaces | <input type="checkbox"/> Urban residential options |
| <input type="checkbox"/> Pedestrian and biking access | <input type="checkbox"/> Office spaces (specialty) |
| <input type="checkbox"/> Better transit and circulation | <input type="checkbox"/> Hotels |
| <input type="checkbox"/> Food and beverage options | <input type="checkbox"/> Expanded BMO Centre* |
| <input type="checkbox"/> Retail | <input type="checkbox"/> Festival street |
| <input type="checkbox"/> Entertainment attractions | <input type="checkbox"/> Modernized arena facility* |

9. The Rivers District Master Plan is a twenty year vision that imagines east Victoria Park as a mixed-use cultural and entertainment district that is inspired by its entertainment DNA. The master plan seeks to create a cohesive vision for the community that will balance new residential development offerings for some 8000 new residents, over 4 million square feet mixed-use development, vibrant walkable streets and establishing critical connectors in and out of the district based on this vision what experiences are least important to you?

(Select your top three choices) *These are subject to future project approval

- | | |
|---|---|
| <input type="checkbox"/> Riverfront access, parks and open spaces | <input type="checkbox"/> Urban residential options |
| <input type="checkbox"/> Pedestrian and biking access | <input type="checkbox"/> Office spaces (specialty) |
| <input type="checkbox"/> Better transit and circulation | <input type="checkbox"/> Hotels |
| <input type="checkbox"/> Food and beverage options | <input type="checkbox"/> Expanded BMO Centre* |
| <input type="checkbox"/> Retail | <input type="checkbox"/> Festival street |
| <input type="checkbox"/> Entertainment attractions | <input type="checkbox"/> Modernized arena facility* |

10. Think about your favourite cultural and entertainment destination you may have visited in other cities (examples: Edmonton's Ice District, L.A. Live, London's West End) what was it about these destinations that you loved? What attributes from these places would you like to see in Calgary?

11. What attributes would make the Rivers District a great neighbourhood to live in?

(select all that apply)

- | | |
|---|--|
| <input type="checkbox"/> Unique residential offerings | <input type="checkbox"/> Nearby daycare |
| <input type="checkbox"/> Nearby schools | <input type="checkbox"/> Access to park spaces |

- Shops and restaurants nearby
- Cultural attractions (theatres, galleries, museums)
- Entertainment attractions (concerts)
- Places of worship
- Access to transit
- Health services
- Recreation services
- Daily convenience services (i.e. grocery)
- Good pedestrian and cycling connections
- Other: _____

12. Based on the images/icons below, what development styles would you consider appropriate for this area? (Select all that apply)



13. Are there any other issues or opportunities that you would like The City and CMLC to consider as we plan for the area? (Select all that apply)

ABOUT THE ENGAGEMENT

14. How satisfied are you with the opportunity to provide input?

| | Satisfied | Somewhat Satisfied | Somewhat Dissatisfied | Dissatisfied | Not Applicable |
|-----------------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| • Clarity of information provided | <input type="checkbox"/> |
| • Opportunity to provide my input | <input type="checkbox"/> |

15. What worked for you about the feedback opportunities provided to you? Is there anything we could do differently to make it better?

Note: Please see [Appendix B](#): for the engagement evaluation results.

Some of the main themes that emerged through all of the comments received both in-person and online were:

- People overall shared excitement about the potential of a revitalized culture and entertainment district
- People shared that a culture and entertainment district is more than just sporting and entertainment venues, and also should include a diverse variety of shops, restaurants, places to gather (like plazas and patios) and good green spaces.
- People shared that the success of a culture and entertainment district is ensuring that it is vibrant, lively, unique and interesting. That it is a space that offers something for everyone, that it is a tourist attraction that draws people in year-round and not just for episodic events.
- People shared mixed opinions about the potential of a new arena site. Some think this is a critical need where others shared opinions in varying degrees of opposition to the idea. However, a common theme was a concern of this being funded by taxpayer dollars.
- People stated that it is important for this area to be planned with overall safety top-of-mind. They feel that there are currently safety concerns and made suggestions for lighting, crime prevention measures, improved accessibility and flood prevention measures.
- People shared the importance of this area being well-connected for all modes of transportation. They would like good transit connections (Bus and LRT), pathways and bikeways, improved road connections and adequate parking available.
- People shared that there currently are not enough amenities or attractions in the area which is a current barrier to enjoying the area.
- People shared that this area is currently a 'hidden-gem' with its proximity to the river. Future planning should take advantage of the rivers proximity and highlight it as a feature and make it more accessible.
- People shared the importance of ensuring that there is affordable housing available in the area and ensuring there is a mix of development types so there can be a variety of population demographics and incomes living within the area.
- People shared the importance of ensuring that there are small, local businesses included in the area and not big-box stores or chains. Comments also highlighted the importance of ensuring affordable spaces for these types of businesses.

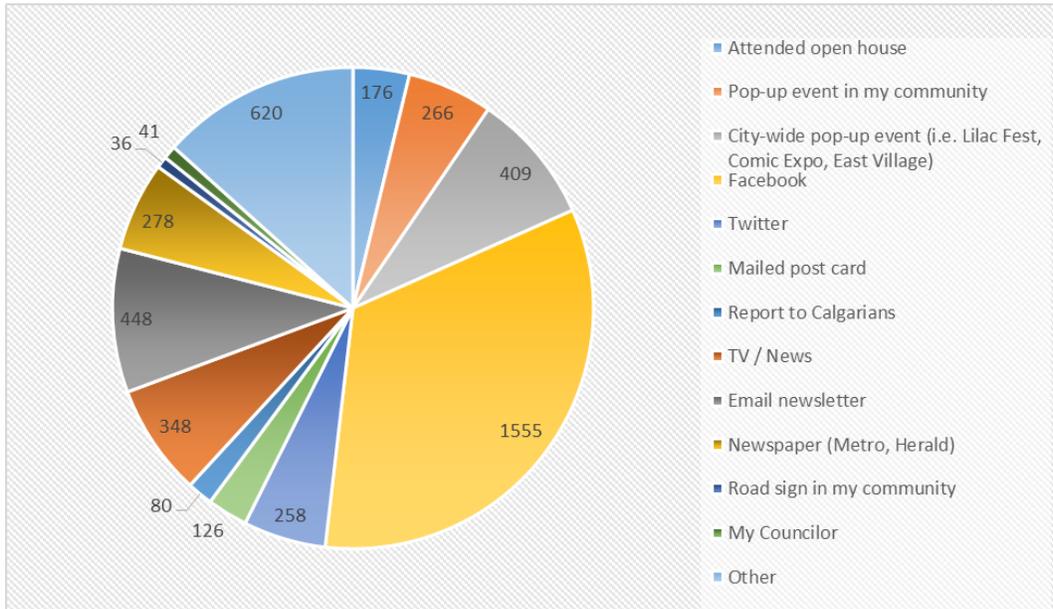
Summary of responses

Responses to each of the questions are broken out further and highlighted in a series of charts below. For the multiple choice questions, the chart displays the total of numbers a response was selected for each question. For the text base responses, we have assigned each response into themes and the chart represents the high-level themes that emerged from text comments.

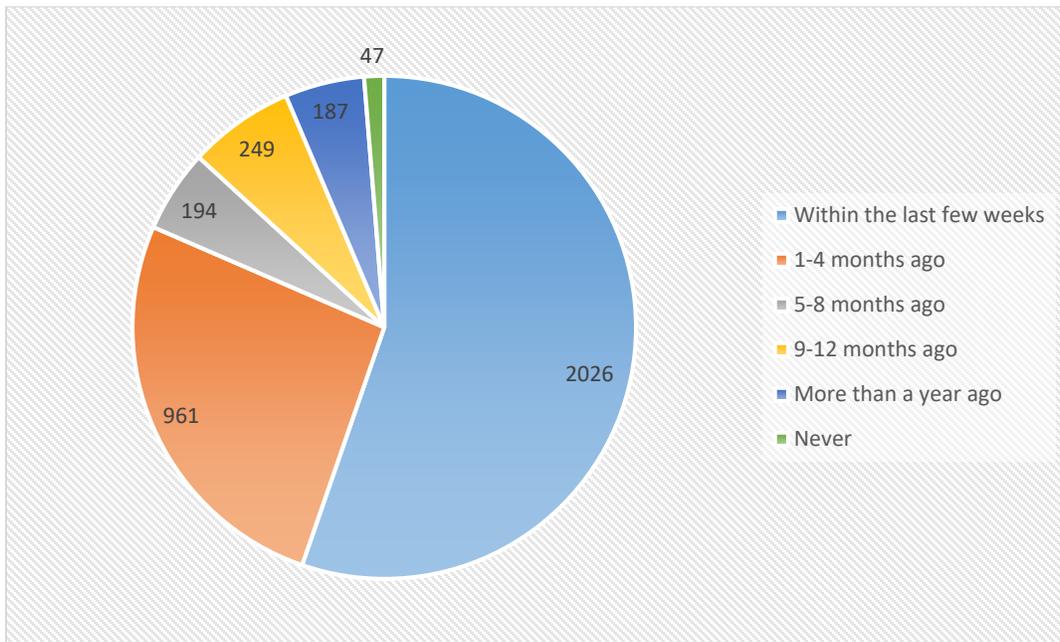
Question 1: What are the first three digits of your postal code?

Please see [Appendix: C](#) for a map that shows where respondents who completed the survey came from.

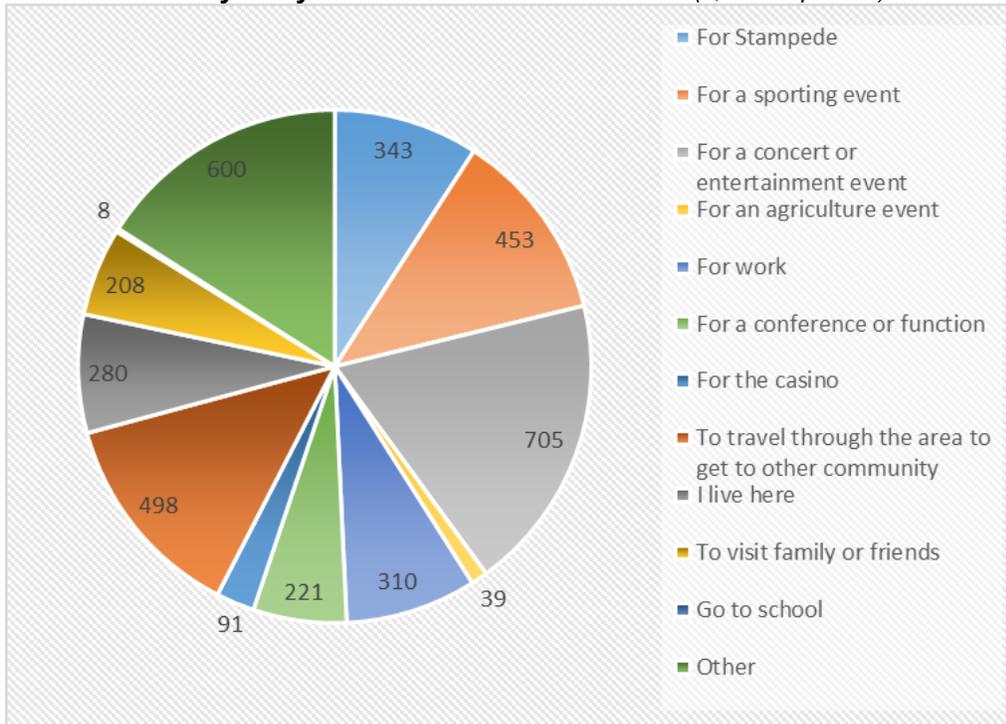
Question 2: How did you hear about this project? (4641 responses)



Question 3: When did you last visit east Victoria Park? (3664 responses)

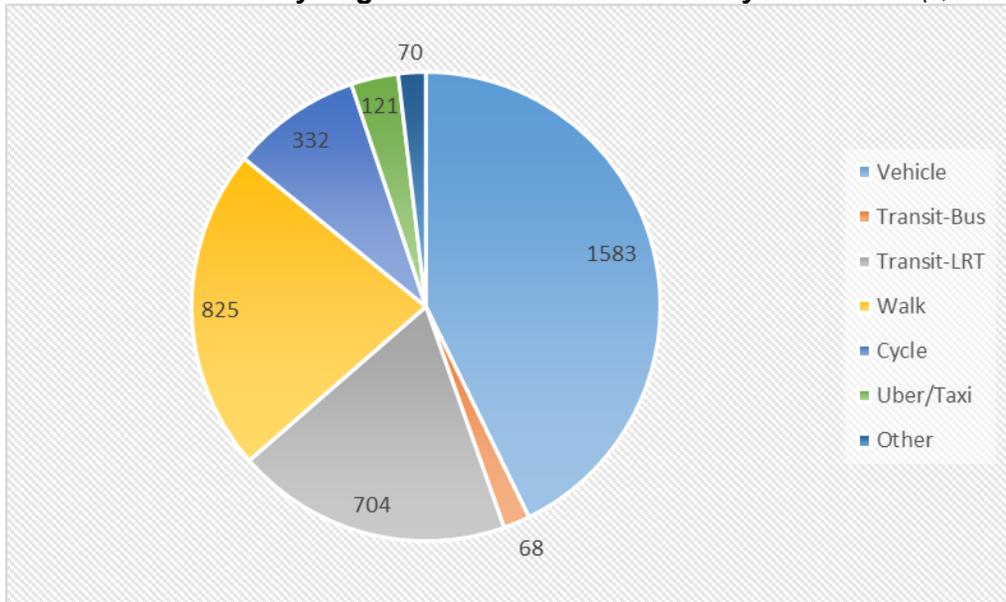


Question 4: Why did you visit east Victoria Park? (3,756 responses)



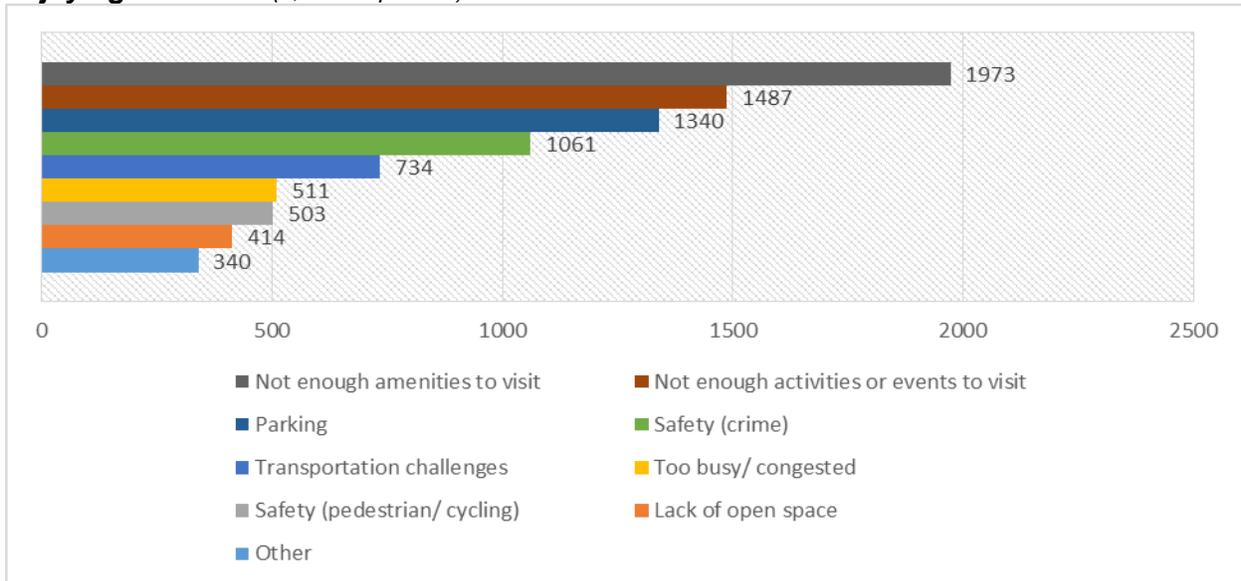
Other response themes include: Walking/ Cycling through area, Out for dinner, Village Ice Cream

Question 5: How did you get to the area the last time you visited? (3,703 responses)



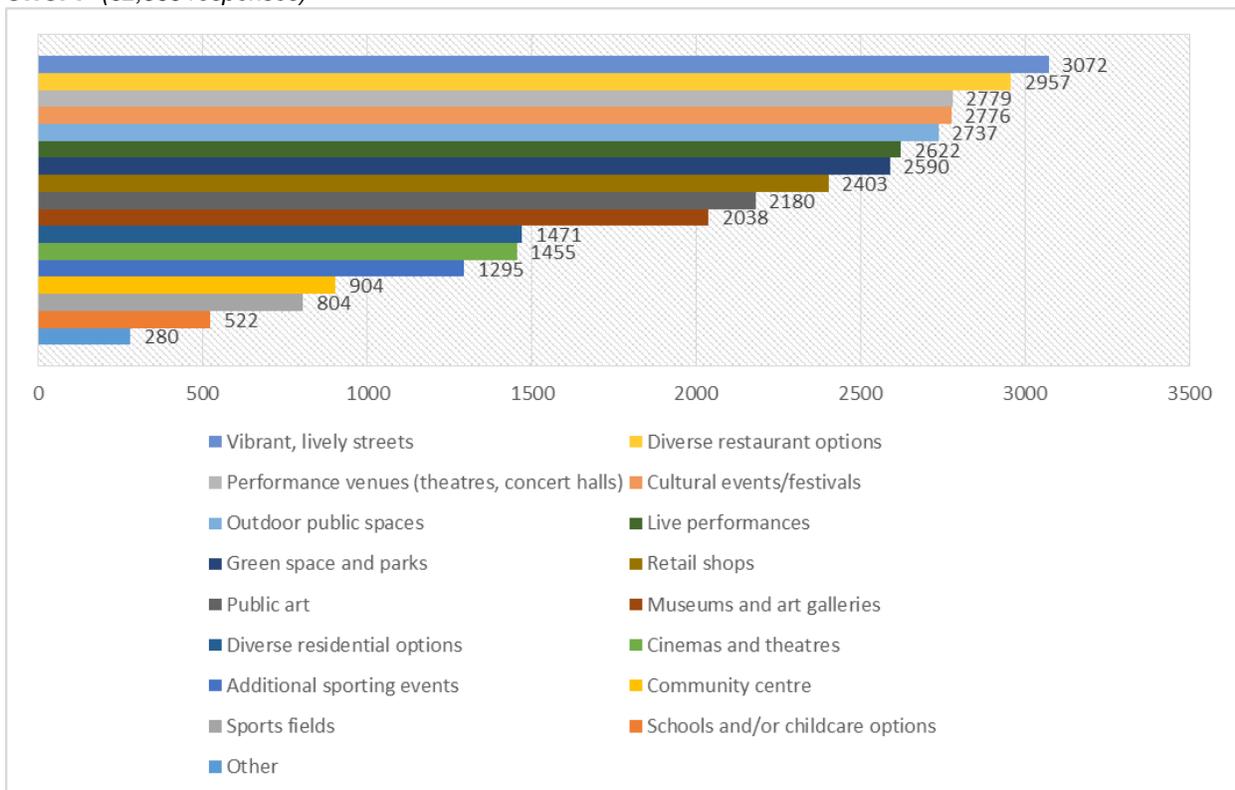
Other response themes include: Car2Go, running through pathways.

Question 6: Are there any barriers/ challenges that currently exist and prevent you from enjoying the area? (8,353 responses)



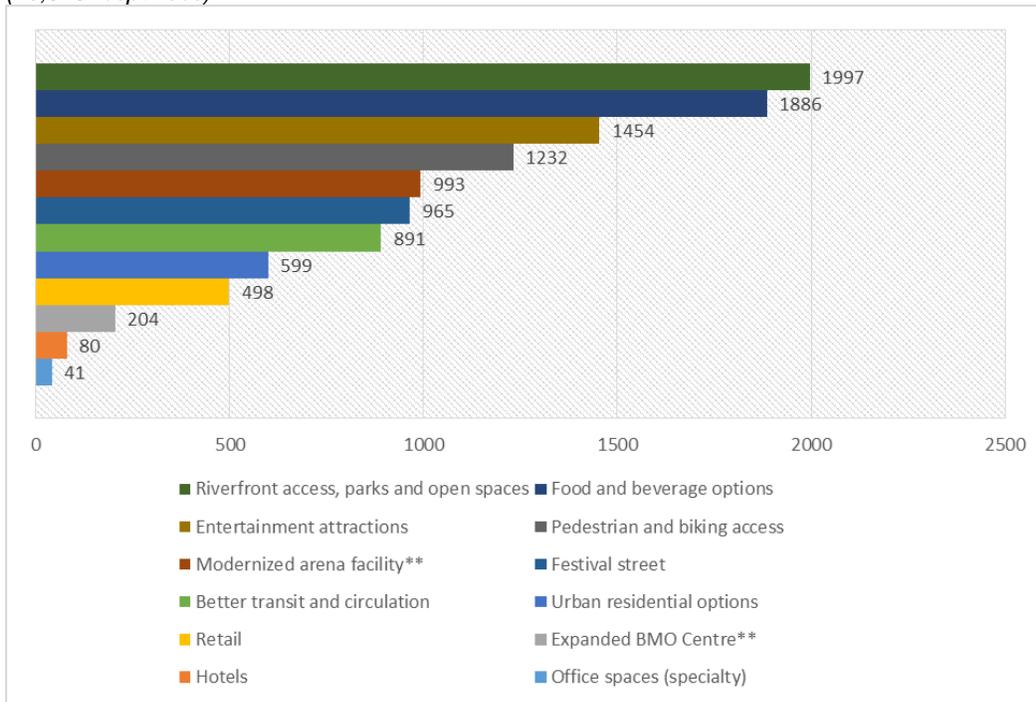
Other response themes include: Not pedestrian friendly, winter weather challenges, it's too expensive, visually unappealing and reiterating safety concerns.

Question 7: In your opinion what does a world-class cultural and entertainment district offer? (32,885 responses)

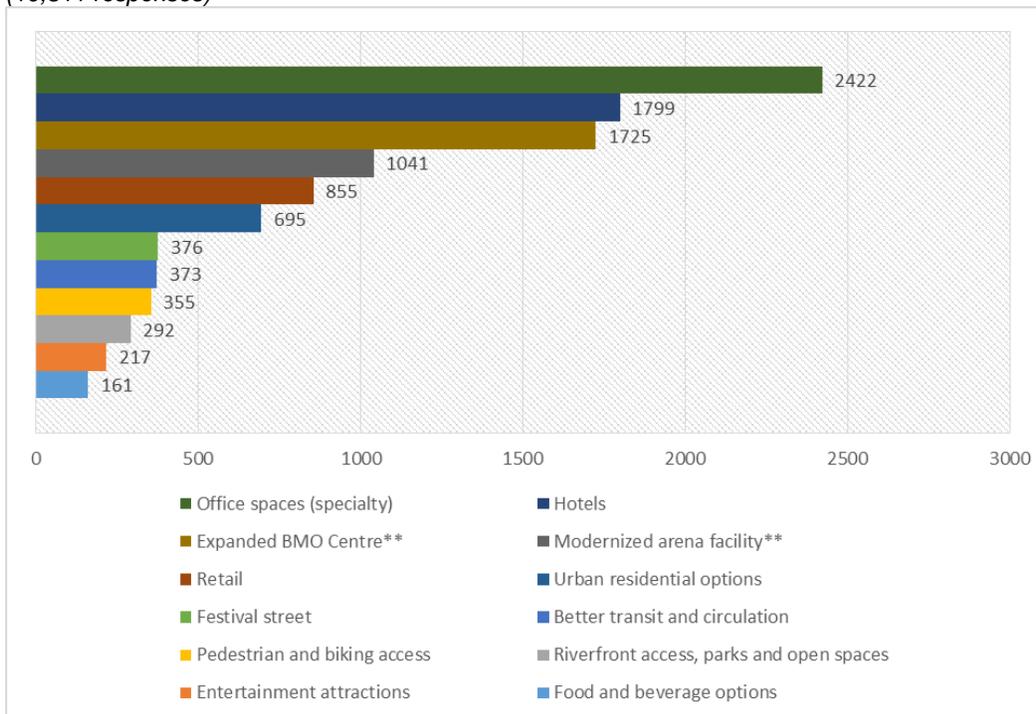


Other response themes include: affordable housing, markets, breweries, historic elements, dog parks, amusement park, digital signage, good wayfinding, pedestrian only streets, fitness facilities, space dedicated to indigenous peoples, public washrooms.

Question 8: Based on this vision what experiences are most important to you?
 (10,848 responses)

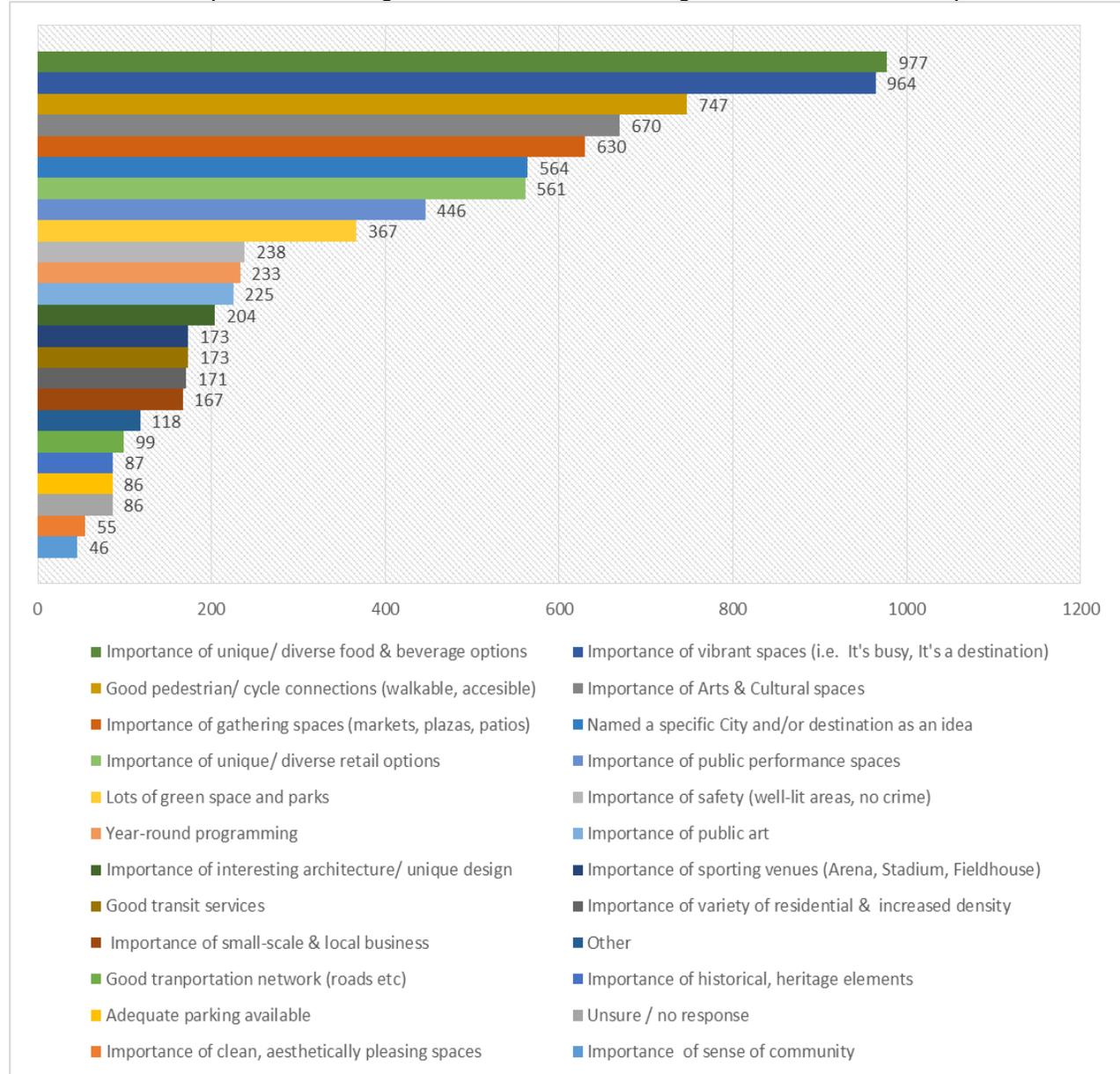


Question 9: Based on this vision what experiences are least important to you?
 (10,311 responses)

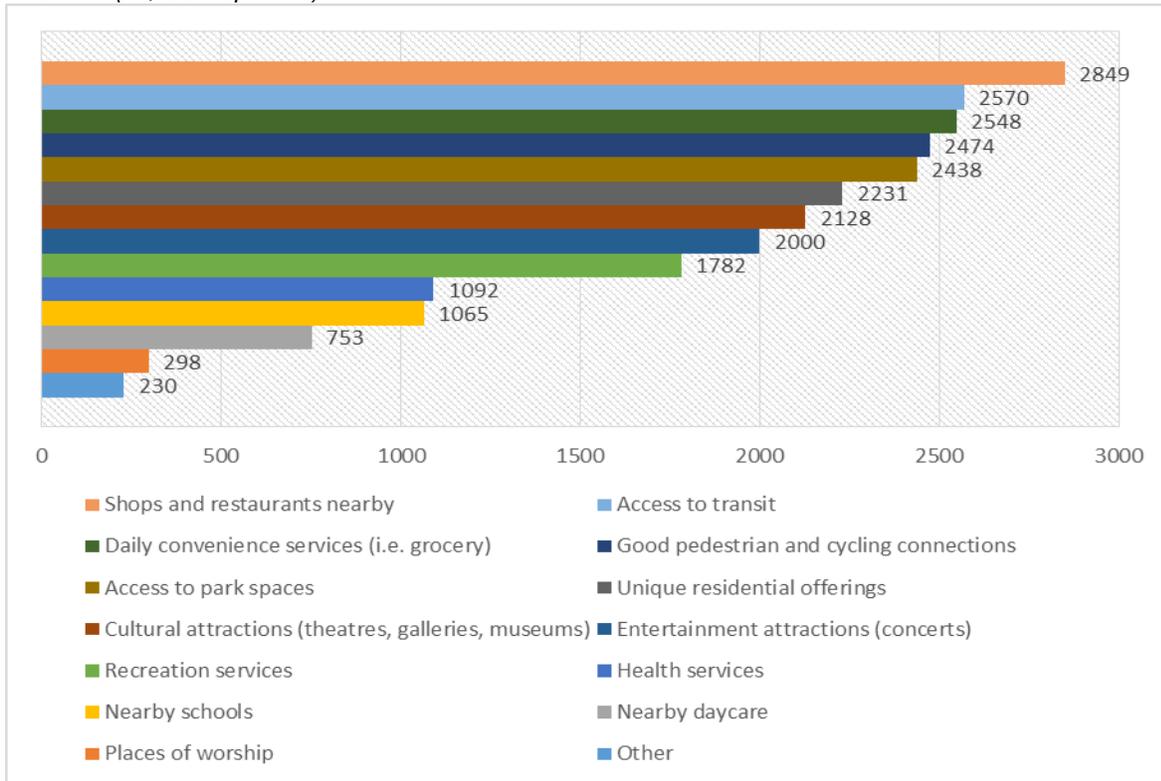


Question 10: Think about your favourite cultural and entertainment destination you may have visited in other cities (examples: Edmonton’s Ice District, L.A. Live, London’s West End) what was it about these destinations that you loved? What attributes from these places would you like to see in Calgary? (2,704 responses)

Note: this chart represents the high-level themes that emerged from the comments provided.

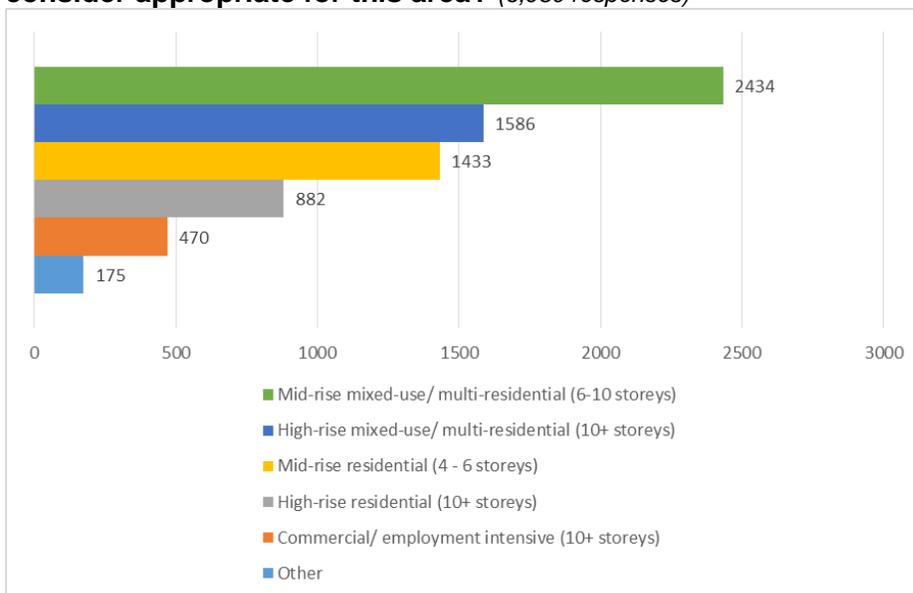


Question 11: What attributes would make the Rivers District a great neighbourhood to live in? (24,458 responses)



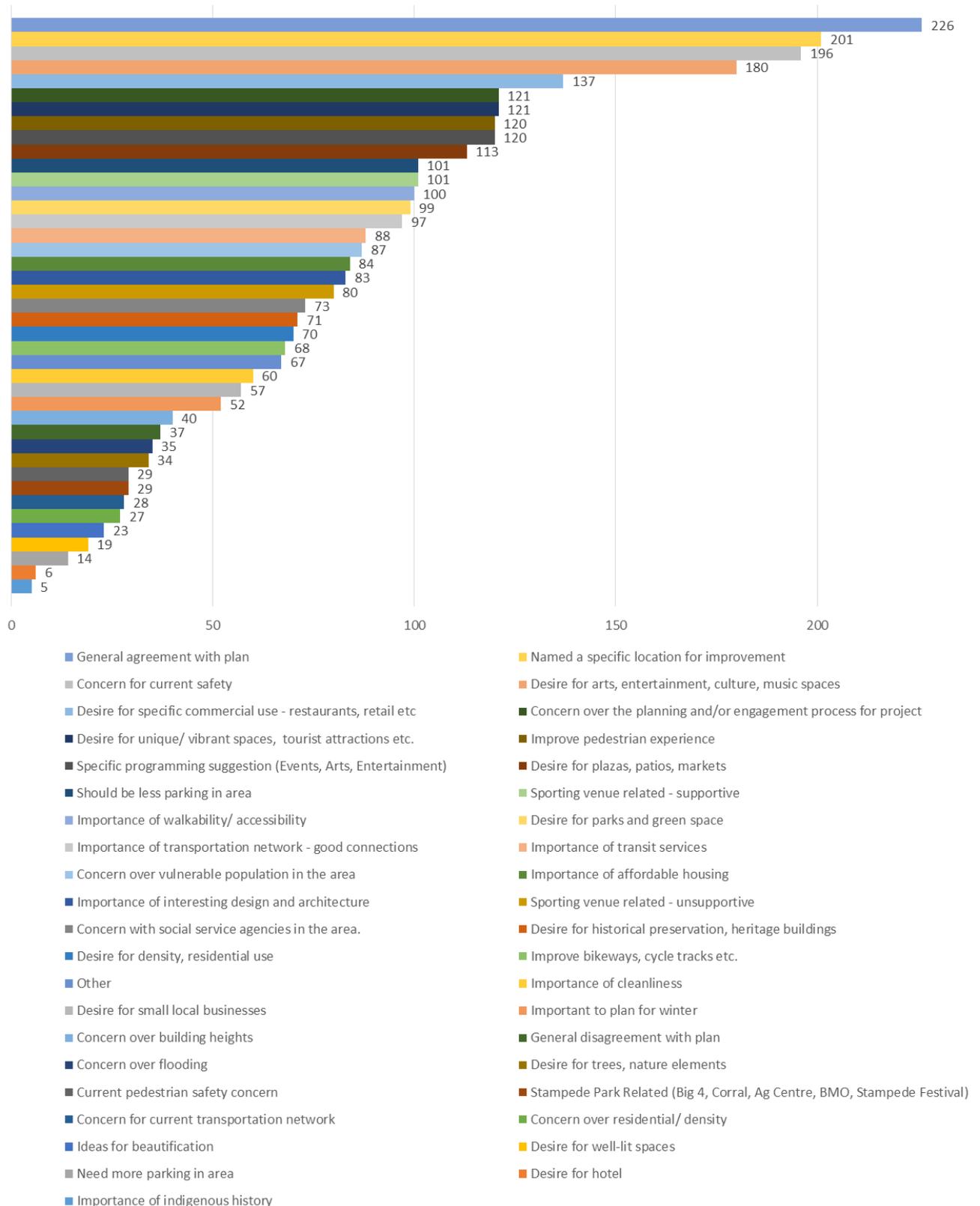
Other response themes include: Flood prevention measures, population and housing diversity, affordable housing, safety measures/ crime prevention, proximity to the river as a feature, pet friendly places, strong sense of community, environmentally friendly.

Question 12: Based on the images/icons provided, what development styles would you consider appropriate for this area? (6,980 responses)



Other responses include: needs to be a mix, single family homes, townhouses, affordable housing

Question 13: Are there any other issues or opportunities that you would like The City and CMC to consider as we plan for the area? (3,299 responses)



What are the next steps?

The City and CMLC are currently reviewing the feedback provided through phase one of engagement and will use this information to help inform a draft of the amended area redevelopment plan and the Rivers District master plan.

We will be returning to the community in October to share a draft of the plans and tell you how we have used or addressed the input received to inform the draft. To stay up-to-date on future engagement opportunities, please check our website at calgary.ca/beltlinearp

Verbatim comments

To read all of the verbatim comments received through the entire engagement program, please click [here](#).

Appendix A: Communications channels and metrics

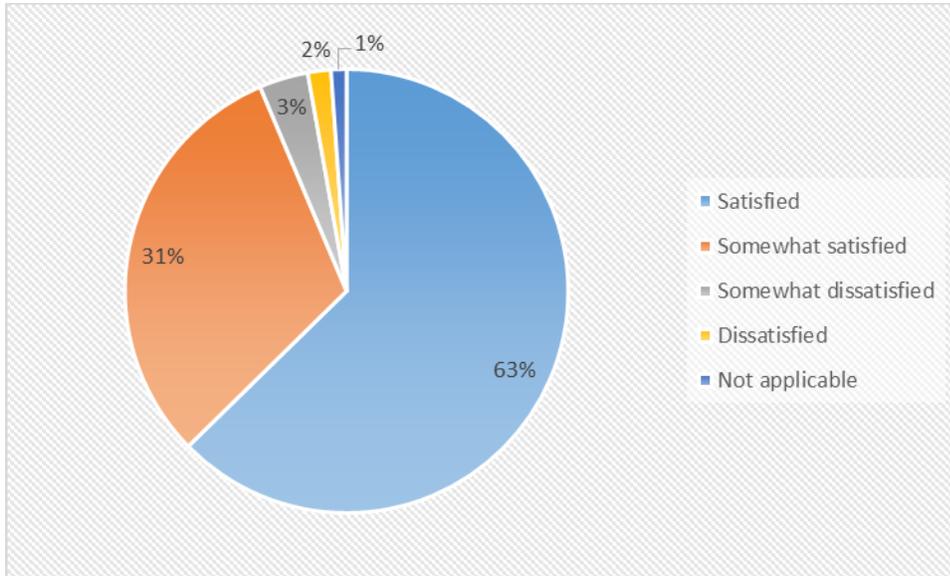
| The City's Communications Campaign | | |
|--|---|---|
| Communications channel | Dates / Number of Posts | Metrics |
| Project website: calgary.ca/beltlinearp | Launched January 2018 | 13,860 unique visitors |
| Mailed post card | March 22 | Sent to 16,747 households throughout the Beltline ARP plan boundary. |
| Councillor communications | March 22 | Regular updates provided to Council members. |
| Curbex signs | March 28 – April 11 | High traffic areas on 12 Ave. S.W. and in the plan area. |
| @cityofcalgary Twitter | 8 posts April 5, 11, 12. May 15, 18. June 6, 13. July 16. | 71,971 impressions 106 likes 68 retweets 8 comments 238 link clicks 749 "other" clicks |
| cityofcalgary Instagram post | June 6 | 15,697 impressions 584 likes 4 comments 23 clicks |
| cityofcalgary Instagram stories | June / July | Reach: 8,016 Clicks: 35 |
| facebook.com/cityofcalgary | 5 advertisements June 12 – 16. June 20 – 27 June 29 – July 7 July 3 – 13 July 13 – 16. | 428,685 impressions Clicks: 4,723 Link clicks: 2,080 Link click-through rate: 0.39% Comments: 39 Shares: 148 Reactions: 415 |
| Report to Calgarians (30 second TV commercial) | June 11 - 17 | Aired on CTV, CBC, Omni, Cineplex theatres, social media and on The City's Calgary-wide digital display unit network. Approximate impressions: 90,000. |
| Email distribution list | | 247 subscribers |
| Dispatch – City of Calgary Planning department e-newsletter | April and June editions. | 867 subscribers |
| CMLC's Communications Campaign | | |
| Communications Channel | Dates/Number of Posts | Metrics |
| CMLC Project Website: https://www.calgarymlc.ca/riversdistrictmasterplan/ | Launched March 2018 | 29,000 unique visits |

| | | |
|---|------------------------------|---|
| Media release | April 5 | Earned media coverage picked up in the Calgary Sun, Global, CTV and 660 News. |
| EV-News | April 6. May 10, 16. June 7. | 9,815 subscribers |
| E-blast to CMLC Friends & Family | May 16 | 344 subscribers |
| CMLC & EV Facebook | 40 Posts | 19,720 Impressions 173 Post Likes 15 Shares 14 Comments |
| CMLC & EV Twitter | 74 Tweets | 97,754 Impressions 375 Likes 191 Retweets 6 Comments |
| CMLC & EV Instagram | 44 Posts | 55,880 Impressions 2,650 Likes 36 Comments |
| CMLC & EV Instagram Stories | 59 Posts | 15,635 Impressions |
| CMLC LinkedIn | 6 Posts | 2,124 Impressions 22 Likes |
| CMLC & EV YouTube | April 6 | 665 Views |
| Calgary Stampede - Engagement Video | July 5 – 15 | 1.27 Million people came visitors 140 hours of broadcasting throughout Stampede Park Video was played 3 times every hour on 7 screens |
| Paid Advertising Campaign: cross platform display advertising, mobile advertising and social media. | April 14-July 15 | 3.7 million impressions served 37,200 clicks |

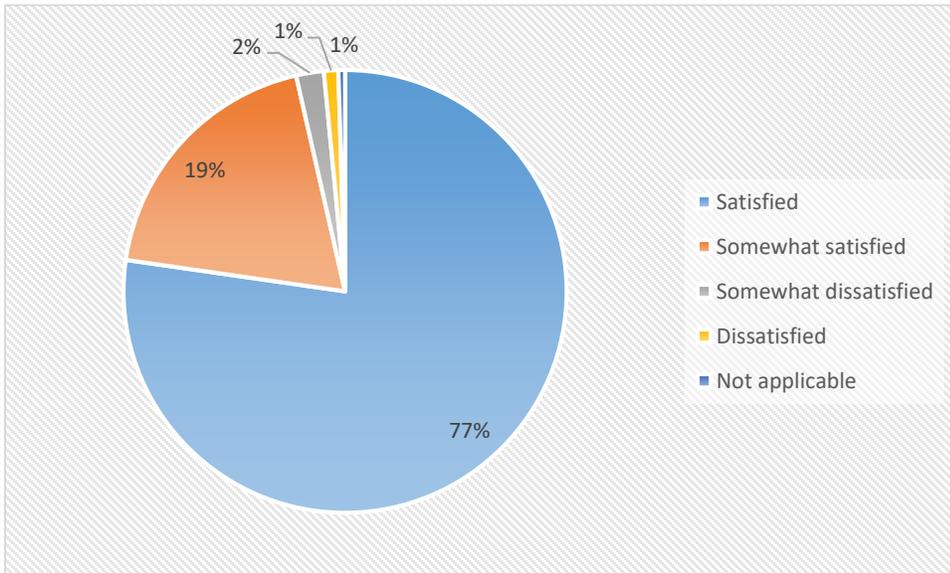
Appendix B: Engagement evaluation

Question: How satisfied are you with the clarity of information provided to you?

(3,557 responses)



Question: How satisfied are you with the opportunity to provide input? (3,520 responses)



Appendix C: Postal code map of respondents

