



What we heard:

Public engagement results for the East Village Area Redevelopment Plan and Centre City Guidebook

Open house on November 23, 2016, 4:00 to 7:00 p.m., at the East Village Experience Centre for the East Village Area Redevelopment Plan and Centre City Guidebook.



Project overview

The City of Calgary is in the process of reviewing and proposing updates to the existing East Village Area Redevelopment Plan (ARP) and preparing a guidebook for the Centre City to guide growth and development of urban, mixed-use neighbourhoods. The purpose of this work is to provide additional implementation policy specific to the Centre City and East Village. While the vision for East Village will not change, the aim is to better align policy with the East Village Master Plan, create consistent policy for mixed-use neighbourhoods and simplify and provide more flexibility for development.

Communication techniques employed

The project team hosted an open house for the East Village ARP and the Centre City Guidebook on November 23, 2016 with the following methods of participation available:

1. An open house held on November 23, 2016 from 4:00 to 7:00 p.m. at the East Village Experience Centre (553 Riverfront Avenue S.E.). Planning staff attended this meeting to provide details on the project, answer any questions, and solicit feedback.
1. Paper copies of a comment sheet were available at the open house and no comment sheets were returned.
2. An online comment box was available at calgary.ca/eastvillage and calgary.ca/centrecityguidebook between November 18 and November 30, 2016.

The project team employed a number of techniques to advertise the public engagement. These included:

1. Bold signs	<p>Bold signs were placed at the following locations from November 9 to November 24:</p> <ul style="list-style-type: none"> • Riverfront Avenue, between Second St. S.E. and Fifth St. S.E. • Ninth Ave. S.E., between the Elbow River and Fourth St. S.E.
2. Twitter	<p>The City of Calgary Twitter account has more than 201,000 followers and two tweets were posted prior to the open house.</p> <ul style="list-style-type: none"> • November 17, 2016 – 9 likes, 4 retweets, 81 engagements, 7,584 impressions • November 23, 2016 – 5 likes, 3 retweets, 60 engagements, 6,991 impressions
3. Email Blast to Email List	<p>An East Village email list was established through previous engagement and as of this engagement session had 37 subscribers. An email blast was sent to this list on November 14 with information about the open house. The email received 67.6% opens and 27.0% click throughs to learn more.</p>
4. Email to landowners and partners within and adjacent to the East Village	<p>An email was sent to:</p> <ul style="list-style-type: none"> • All Community Associations and Business Revitalization Zones in the Centre City; • 30 industry stakeholders and organizations that have participated in the process; and • 12 landowners and partners in East Village.
5. East Village Community Association	<p>Helped spread the word.</p>



6. Calgary Municipal Land Corporation	Helped spread the word.
7. Ward Councillor's office	Helped spread the word.
8. Posters	50 posters were put up in various businesses, residential and office buildings to spread the word.
9. 311 Script	311 was provided a script for citizens questions and inquiries. The script provided contact information for Project Manager Juliet Pitts and directed citizens to visit the website for more information.

As this is the last engagement prior to Calgary Planning Commission and Council, input collected during this engagement is summarized and will be in the report going forward.

The open house

16 people attended the open house at the East Village Experience Centre (553 Riverfront Avenue S.E.). Only adults who stopped to view the panels or spoke with staff were counted as participants. People who passed by in the East Village Experience Centre were not counted.

Summary of comments

The following is a summary of comments received following the November 23, 2016 open house for the East Village Area Redevelopment Plan and Centre City Guidebook.

Land use

- Support for entertainment type uses that is balanced by restricting size and locating primary entrances to face 4 St. S.E. (active frontage)
- Pleased with flexibility provided in transition area and keen to support amenities.
- Concern about increasing activity impacting the riverfront.

Transportation

- Need to finish pedestrian connection through the Municipal Building.

Safety

- Concern about what is being done to make sure the neighbourhood is walkable and safe throughout the day and evening.

Sunlight protection

- Concern about sunlight protection on Fort Calgary.