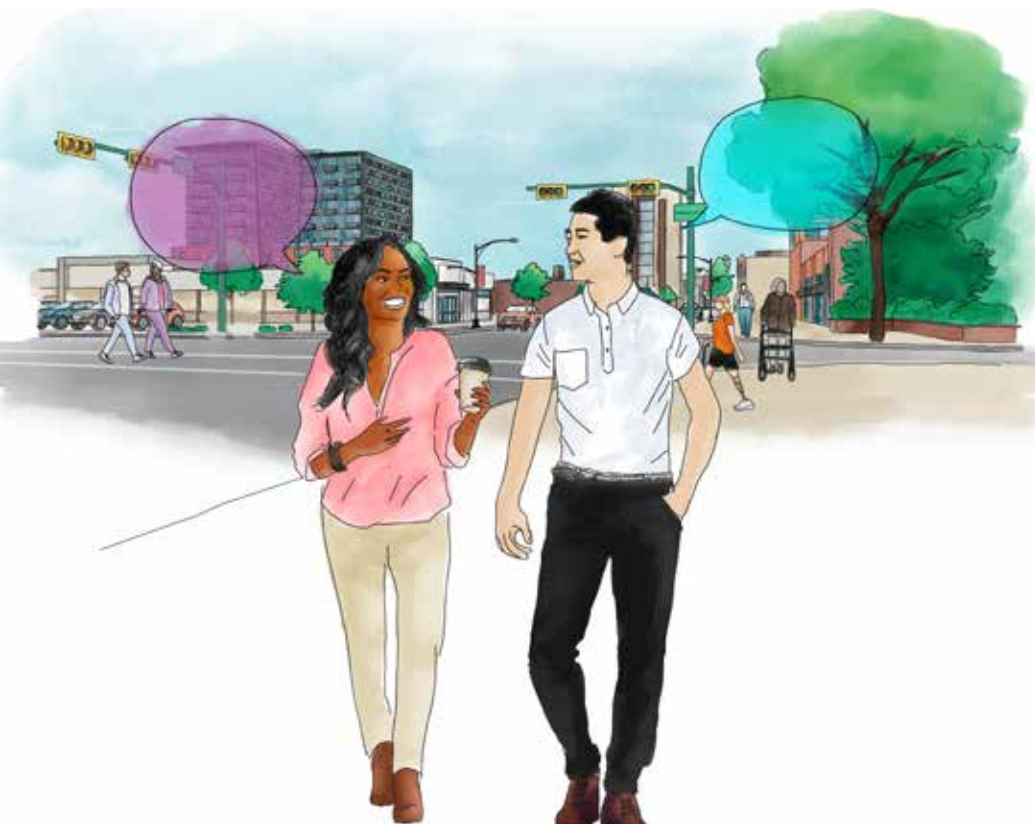


Engagement Summary

Phase 3: Refine

This phase was focused on refining the Draft Plan and confirming community improvement ideas. In addition to broad public outreach and engagement, meetings and engagement took place with the general public from September to October 2024, and with targeted participants from September to December 2024.



Awareness building, education and engagement resulting in:

Total **ADS DISPLAYED**
701,500+

Total **INVOLVED**
7,100+

Total **ENGAGED**
900+

Total **CONTRIBUTIONS**
1,100+



What We Heard

Detailed information about all outreach and engagement activities can be found on the subsequent pages and within the **Phase 3 What We Heard Report** at calgary.ca/WestElbowPlan

Building Awareness

Tools used to build awareness of the project and opportunities to get involved included:

- Education and engagement booklets mailed directly to all homes and businesses in the area.
- 16 Engagement Stations were used to raise awareness and provide additional education and engagement booklets to community members.
- 18 large-format street level signs located in high-traffic areas.
- Two waves of geo-targeted social media ads (Facebook, Twitter, Instagram, Nextdoor).
- Geo-targeted video ads on YouTube.
- Geo-targeted audio ads on Spotify.
- Full page advertisements in six local community newsletters.
- Email updates to project subscribers.
- Communications toolkits provided to local community associations and Ward Councillors to make it easy to help spread the word through their established communications channels and networks.

Focus of Engagement

This phase was focused on further discussing and refining how redevelopment and revitalization could happen in your community.

Topic 1: Heritage Guidelines

Topic 2: Draft Urban Form and Building Scale Maps

Topic 3: Community Improvements

A revised draft Chapter 1 & 2 and initial draft Chapter 3 of the Plan were also available for review and feedback.

"I think the city needs to very much reinforce expansion of the tree canopy across the city, including in these neighbourhoods."

— Participant



Opportunities for Involvement

Public education and engagement booklets – magazine-style education and engagement booklets mailed to all households and businesses in the Plan area with the opportunity to respond and mail back an attached feedback form (pre-paid return postage provided). Booklets were also available for pick up at 16 Engagement Stations throughout the Plan area.

Online public engagement – opportunity to provide feedback online via desktop or mobile device.

In-person public engagement – opportunity to meet the project team face-to-face, ask questions and provide feedback.

Virtual public engagement – multiple opportunities to meet the project team online, ask questions and provide feedback.

Working group session – one session where the working group and project team were able to dig deeper into discussions about the draft Urban Form and Building Scale Maps and ideas for potential future community improvements for the Plan area.

Heritage Guidelines working group session – one session for the heritage working group to provide feedback on Heritage Guidelines so that new development complements identified heritage assets within the West Elbow area.

Community association/development industry/post-secondary institutions sessions – several sessions for community association, developers or industry representatives and post-secondary students, to learn more, ask questions and provide feedback.

Community conversation series – two sessions to connect with the project team to learn more about the project and ask questions.

“I think we should be more strict about new developments in heritage areas when it comes to the design of these new homes.”

— Participant



“For this plan to work, we need improved public transit. We also need to continue to improve our bike and walking pathways, and to maintain them. It is important that bike pathways are a priority for snow removal in the winter. If we are going to have increased density, then we need to have less reliance on cars. I hope this plan goes forward.”

— Participant



Engagement Timeline

Phase 3: REFINE

(Refining the Plan and confirming the community improvement ideas)

“Consider allowing the high-rise on the streets behind these flagship roads. Make very wide sidewalks mandatory so that café is an outdoor space for shops is available.”

— Participant



September 4, 2024

- » Heritage Working Group Engagement Session #4: Review Draft Heritage Guideline Policy and Maps

September 10, 2024

- » Community Association Meeting – Phase 3 (Virtual)

September 12, 2024

- » Community Association Meeting – Phase 3 (Cliff Bungalow – Mission Community Association)

September 17, 2024

- » Engagement Booklets mailed to residents and businesses
- » Engagement Booklets available for pick up at 16 Engagement Stations
- » Online engagement open for feedback

September 26, 2024

- » Public Engagement Session (Virtual)

October 2, 2024

- » Public Engagement Session (Marda Loop Communities Association)

October 3, 2024

- » Development Industry Session #2 (Virtual)

October 9, 2024

- » Public Engagement Session (Virtual)

November 5, 2024

- » Urban Calgary Students Association Session (Earth Sciences Building, The University of Calgary)

November 13, 2024

- » Pop-up session (Wyckham House, Mount Royal University)

November 21, 2024

- » Working Group Engagement Session #7 (Virtual)

November 25, 2024

- » School of Architecture, Planning and Landscape Session (City Building Design Lab, University of Calgary)

November 28, 2024

- » Pop-up session (MacEwan Hall, University of Calgary)

December 9, 2024

- » Conversation Series #1 (The Water Centre)

December 12, 2024

- » Conversation Series #2 (The Water Centre)

What We Heard and How Feedback Was Actioned

Key Themes Heard

Key themes heard from participants through the first phase of the project included:

TOPIC 1: Heritage Guidelines

- Participants felt the Guidelines are too restrictive and did not encourage development.
- Participants felt the Guidelines do not go far enough, and lack prescription or the means for enforcement.
- Participants commented on the equitability of distribution of Heritage Guideline areas across communities, and the omission of certain areas and buildings of certain ages from the Guidelines.
- Participants made specific comments around the development of multi-residential and multi-storey buildings in Heritage Guideline areas.
- Participants commented on design features and provided location- and building-specific feedback.

Topic 2: Draft Urban Form and Building Scale Maps

- Participants provided location-specific feedback and suggestions across the West Elbow Communities Plan area when talking about the urban form and building scale maps as proposed (for example feedback on commercial use in Rideau/Roxboro and building heights in Erlton and the Holy Cross site).
- Participants highlighted the importance of preserving neighbourhood tree canopy and green spaces.
- Participants expressed concerns around traffic and parking in their communities.
- Participants commented on their perception of inequitable distribution of density across the Plan area.
- Participants voiced concern about the potential effects of growth on privacy, shadowing and property values.
- Participants commented on the level of readiness of infrastructure in the Plan area to accommodate growth.



What We Heard

Additional information can be found within the **Phase 3 What We Heard Report** at calgary.ca/WestElbowPlan

Topic 3: Community Improvements

- Participants would like to see more walking and wheeling (Calgary's Pathway and Bikeway Network) connections throughout the Plan area.
- Participants suggested enhancements to the neighbourhood tree canopy, parks and green spaces.
- Participants commented on the need to consider traffic calming enhancements, sidewalk improvements and safety in general in the Plan area.
- Participants commented on the level of readiness of infrastructure in the Plan area to accommodate growth.
- Participants made location-specific comments and suggestions for community improvements.

"I live in Mission, and something I hear from my neighbours all the time is that they love the proximity and variety of commercial areas, and the pedestrian and cyclist focus of the area. Being able to walk or bike to my daily needs means I don't need to use public transit so much, and they are the top reason I moved to this area and continue to enjoy living here."

— Participant



Key Changes Made

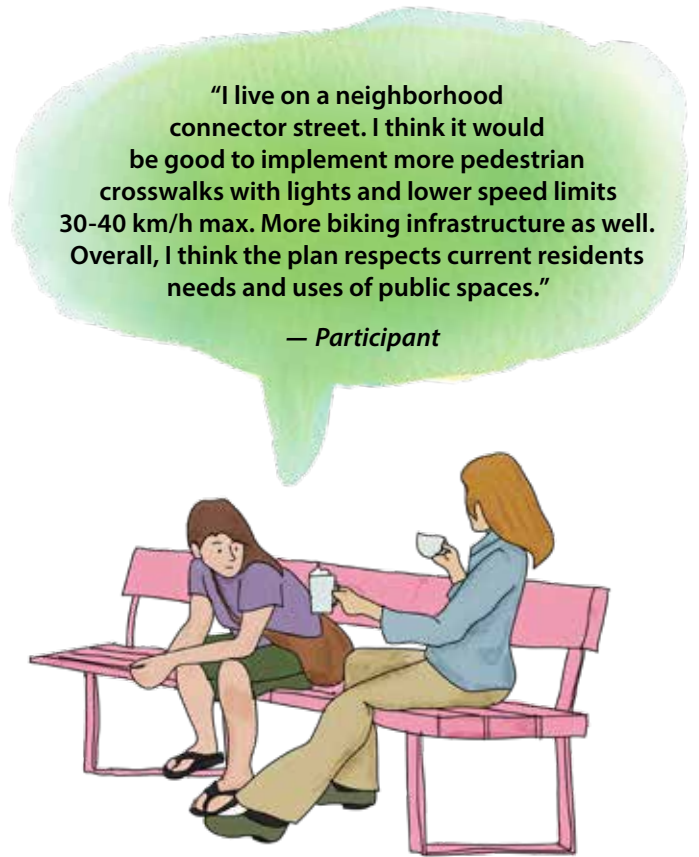
How Feedback Was Actioned

Feedback was used to refine the Plan, specifically refinements to the draft Urban Form and Building Scale maps and policies in Chapter 2. Input gathered was also used to help refine and confirm ideas for potential future community improvements in the Plan area. Key changes made to the final draft West Elbow Communities Local Area Plan based on feedback included:

1. Refinement to Building Scales and Urban Forms in Areas Adjacent to Main Streets

Comments received from Phase 3 engagement noted that building scales and urban form categories along Main Streets could be refined to better align to the surrounding context. We heard that in some of these areas there are inconsistencies in urban form and building scales that should be reconsidered. In response, Map 3: Urban Form and Map 4: Building Scale have been updated to better reflect barriers and opportunities along Main Streets in the Plan area, while recognizing that Main Streets are envisioned as high-activity areas that generally support higher densities than adjacent neighbourhoods.

Feedback included comments that some areas adjacent to Main Streets where commercial and mixed-use opportunities are proposed should be reconsidered, and that commercial opportunities should be focused closer to or directly on the Main Street. In response, map refinements have been made



along 17 Avenue SW, between 14 Street SW and Crowchild Trail SW, as well as along 14 Street SW, south of 17 Avenue SW, where maximum building scales and commercial uses have been decreased and concentrated to orient toward the Main Streets. Other map amendments have been made to provide more consistency in building scale and urban form along Main Streets. This includes areas such as Marda Loop, particularly along 34 Avenue SW, and in Cliff Bungalow between 4 Street SW and 5 Street SW.

These refinements support higher-scale development in areas near Main Streets and support businesses along Main Streets, while allowing for transitions to adjacent residential areas.

2. Higher Intensity Near Transit Station Areas

We heard feedback that there is opportunity in and around select Transit Station Areas to accommodate higher building scales. In response, building scale recommendations in areas around LRT and BRT stations have been further considered and refined. This includes the area south of Sunalta LRT Station, where building scales on the south side of 11 Avenue SW have increased from Mid Scale (up to 12 storeys) to High Scale (up to 26 storeys), and the north side of 12 Avenue SW increased from Low Scale (up to 6 storeys) to Mid Scale (up to 12 storeys). These refinements support higher density development within proximity to transit stations, supporting public transit ridership and transit-oriented development.

3. Garrison Woods Special Policy Area

We heard that people value the military history of the Canadian Forces Base (CFB) East area, comprising the community of Garrison Woods today. People feel that future developments should respect the area's history. Until 1998, CFB East served as the Private Married Quarters (PMQs) for the military base, many of which were renovated as part of the redevelopment of CFB East into the Garrison Woods community. A special policy area has been drafted in Chapter 2, which identifies blocks in the Garrison Woods community with PMQs that have been retained and renovated. These policies will inform new developments to take inspiration from surrounding PMQ housing and reflect the historic nature of residential development in the area.

4. Policy Guidance for Park and Open Space Improvements

We heard a range of perspectives from the public confirming ideas for better connecting the parks and open space network throughout the Plan area and opportunities for specific park improvements. In response, community improvements and investment priorities in draft Chapter 3 have been refined to include policies to support the provision of new parks and open spaces. These policies prioritize new park opportunities in communities that are below parks provision targets and developing green corridors that better connect existing parks and open spaces.

Feedback we heard for specific park improvements, including for South Calgary Park, Glenmore Athletic Park and Lindsay Park, identified current challenges and suggestions on how to better balance uses to best serve all park users. This informed policies to guide future improvements to each park unique to their context, including opportunities for new civic facilities, improving access to parks and green infrastructure recommendations to improve and protect park ecological functions. These revisions aim to improve the park and open space network in the Plan area to meet the evolving needs of residents and all park users.

5. Refinements to Heritage Guidelines

We received input informing the draft Heritage Guidelines, including recommendations for refinements and additional policy suggestions. In response, refinements have been made to plan wide and area specific Heritage Guideline policies. These refinements include advancements to general policies around site design, landscape (such as discouraging artificial turf) and building design (such as discouraging vinyl siding), as well as new policies specific to Heritage Guideline Area precincts. Further, a supplemental Heritage Guidelines Implementation Guide will be drafted to provide a concise document to support policy implementation and use of these Guidelines in practice.

"I would like to see more amenities in this area for students. Also, the sidewalks are too narrow and the speed limit feels too high."

— Participant



What We Did

Additional information about key changes made can found within the **Phase 3 What We Did Report and Summary of Map Changes** at calgary.ca/WestElbowPlan