



Naato'siyinnipi (Aurora) Area Structure Plan

Final Engagement Report

Engagement overview

The engagement process for this Area Structure Plan (ASP) was designed as a multi-phased approach where we collected input at key intervals throughout the area structure planning process. This project includes engagement during three project phases:

- In **Phase 1: Envision**, we asked the public about their questions, concerns, and ideas for the Aurora ASP, to help the project Team develop a draft vision, draft core ideas and a draft land use concept for the area.
- In **Phase 2: Explore**, using feedback from Phase 1 alongside technical studies and information, the project team developed the draft land use concept. During this phase, we presented initial drafts of the land use concept, vision, and core ideas for public feedback, with the intent to inform and refine the drafts.
- In **Phase 3: Refine**, along with technical studies, City policies, and best practices, the feedback from Phase 2 was used to refine and finalize the vision, core ideas and land use concept. In Phase 3, we shared the final draft Aurora Area Structure Plan with Calgarians for review as we prepared the policy document for Council review and approval.



Opportunities for involvement

The City of Calgary's Engage Policy includes a Spectrum of Strategies and Promises related to reaching and involving Calgarians and other communities or groups in specific engagement initiatives. For Aurora ASP, public engagement for Phases 1 & 2 were on the CONSULT level on The City's Engagement Spectrum and Phase 3 was on the LISTEN & LEARN level.

Over a period of 18 months, the Aurora Area Structure Plan project team organized different public engagement opportunities to answer questions and gather feedback from the public for consideration in the development of a new plan for the Aurora lands.

- The City's Engage portal page for this project was launched and available throughout all project phases. Participants were able to visit the portal page to learn about the project and to complete feedback forms during periods when the portal was opened for public input (Phase launch).
- The project team hosted information sessions to allow Calgarians the opportunity to learn more and discuss the project with the project team and provide feedback. This included in-person, online and pop-up sessions.

The figure below demonstrates the approximated number of participants that got involved and shared input on the webpage and at the various online and in-person information sessions:



ONLINE FEEDBACK FORMS
576+ contributions



IN-PERSON & ONLINE SESSIONS
559+ participants



POP-UP SESSIONS
44 participants



PUBLIC ENGAGEMENT OPPORTUNITIES
9

Getting the word out

To encourage public involvement and to create awareness at every phase of public engagement, a variety of communication and marketing channels were deployed to inform and invite residents, landowners, and business owners within the land area and in adjacent communities to the various public engagement opportunities.



POSTCARDS MAILED
56230 copies



SOCIAL MEDIA
342K impressions



DIGITAL & YOUTUBE ADS
666K impressions

The communication and marketing tactics included tools such as postcards, large sized road signs, geotargeted digital ads. Social media platforms such as YouTube, Facebook, Instagram, Twitter (X) and Nextdoor were very helpful in spreading the word on project launch dates and opportunities for the public to share their input.



NEWSLETTERS

- MailChimp
- The Federation of Calgary Communities
- Planning and Development Dispatch



BOLD SIGNS
21
(English, Traditional and Simplified Chinese languages)

What we did with feedback

Along with technical studies, City policies and best practices, feedback from Phases 1, 2 and 3 was considered in the creation of a proposed Aurora Area Structure Plan that will be presented to the Council for review and approval. As a report back mechanism to Calgarians, what we heard and what we

did reports were provided on the project webpage. These reports highlight key themes from the feedback we received and explain how some of the themes have informed some of the policies that are included in the Aurora Area Structure Plan.



What we heard | Key themes:

- Natural areas and parks, greenspace conservation, dog-friendly spaces and community value
- Housing diversity, affordability, density and livable communities
- Pathways and connected communities
- Support for small businesses
- Planning process

What we did | Key themes: (5 big moves)

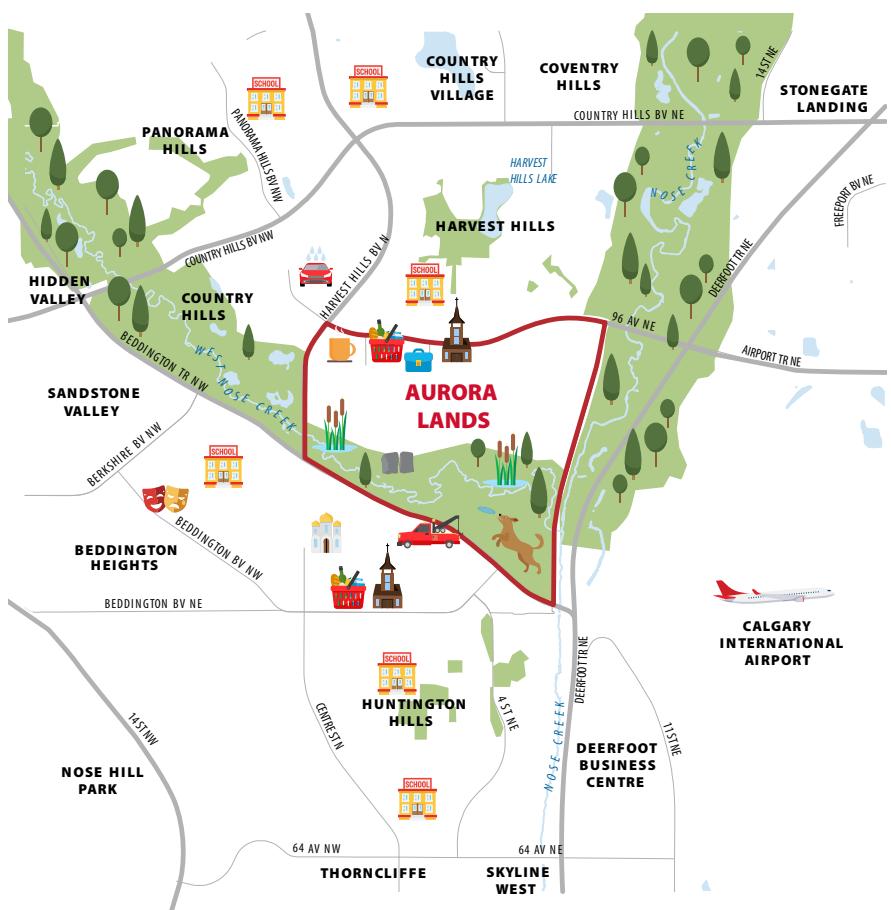
1. The Plan supports housing development. New community plan will provide as many as 7,300 new dwelling units.
2. New housing development is provided on lands near existing rapid bus service.
3. The Plan includes significant areas dedicated for parks and open spaces.
4. City owned lands are being used to address community needs including new high school site and fire station.
5. The Plan supports efforts towards reconciliation, by sharing and promoting indigenous perspectives of the site. On June 26, 2025 the name Naato'siyinnipi was gifted to The City by members of the Piikani Nation in a ceremony that took place within the Plan Area.



Aurora Area Structure Plan

Engagement Summary – Phase 1: ENVISION

This phase was focused on envisioning the future of the Project area and to help the project team develop a vision and design concept for the Aurora ASP



Efforts made at building awareness, providing information, broad public outreach and engagement took place from May 20 to June 14, 2024.

Total ads displayed: 361K+

Total involved: 468+

Total contributions: 665+



How was input used?

Feedback from Phase 1: ENVISION was used to develop the concept and draft plan, which will be presented in September 2024 for public feedback.



What we heard

Summary information about what we heard in Phase 1 can be found on subsequent pages. Check out the full **What We Heard Report** online at calgary.ca/AuroraASP

Getting the word out

Several tools were deployed to build awareness of the project and encourage people to participate at the open house. All campaigns were in-market starting May 20 till May 29. All communication tactics performed above set expectations. Here is a breakdown of what was done:

- **Postcards** – mailed out to homes and businesses within a 3 km radius of the plan area
- **Information boards** – sixteen information boards that highlighted important components of the project were displayed at the information session for education and for collection of feedback
- **Large-format road signs in high-traffic areas**
 - seven Curbex signs in English, Simplified and Traditional Chinese languages
- **Geo-targeted social media ads** – Facebook, Twitter, Nextdoor
- **Digital ads** – geo targeted Premium Banner Ads in English, Simplified and Traditional Chinese languages
- **Newsletters** – Planning & Development Services 'Dispatch' and Federation of Calgary Communities 'Get Engaged'
- In addition, **communications toolkits** were 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 focused on creating awareness on a new Aurora ASP that is being considered for Aurora Business Park and to get input on the following topics:

- Topic 1: Project ideas and community development goals
- Topic 2: Housing and other forms of development.
- Topic 3: Environment and amenities.

OPPORTUNITIES FOR INVOLVEMENT

To gather feedback, we hosted the following events and opportunities:

In-person events:

- **Open house (188 attendees)**
Wednesday, May 29, 2024, 5–8 p.m.
Executive Residency by Best Western
9665 Aurora Park Link N.E.
- **Pop-up event (14 attendees)**
Saturday, June 8, 2024, noon–3 p.m.
West Nose Creek Off-leash Area

Online opportunities:

- **Feedback form (266 respondents)**
Monday, May 22 to Friday, June 14, 2024

PARTICIPANT QUOTES



Engagement timeline

PHASE 1: ENVISION (SPRING 2024) – COMPLETED

This phase focused on information sharing and getting input on project ideas and development goals for the new area structure plan.

For this project, we are engaging with interested groups and the public at a **CONSULT** level on The City's Engagement Spectrum. This means that engagement is centred around gathering feedback from participants through events and online opportunities, to analyze issues and explore alternatives.



Key considerations

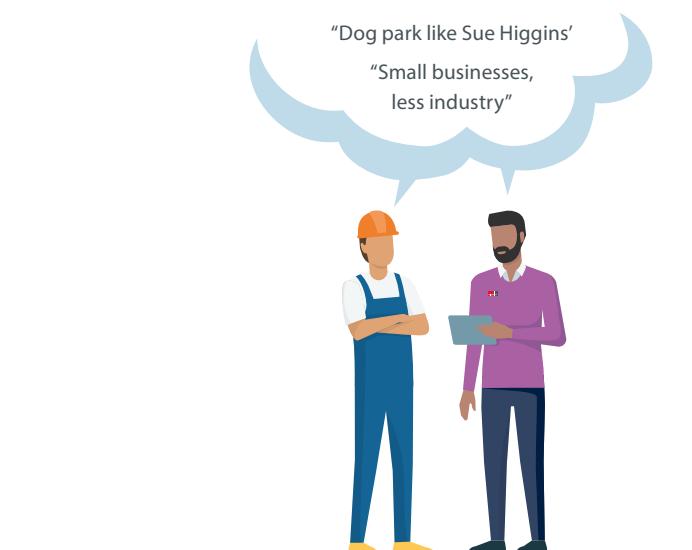
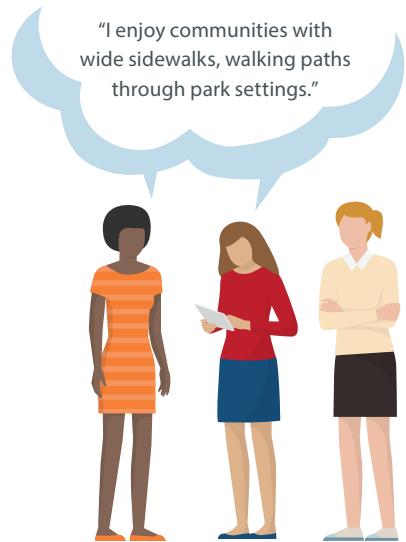
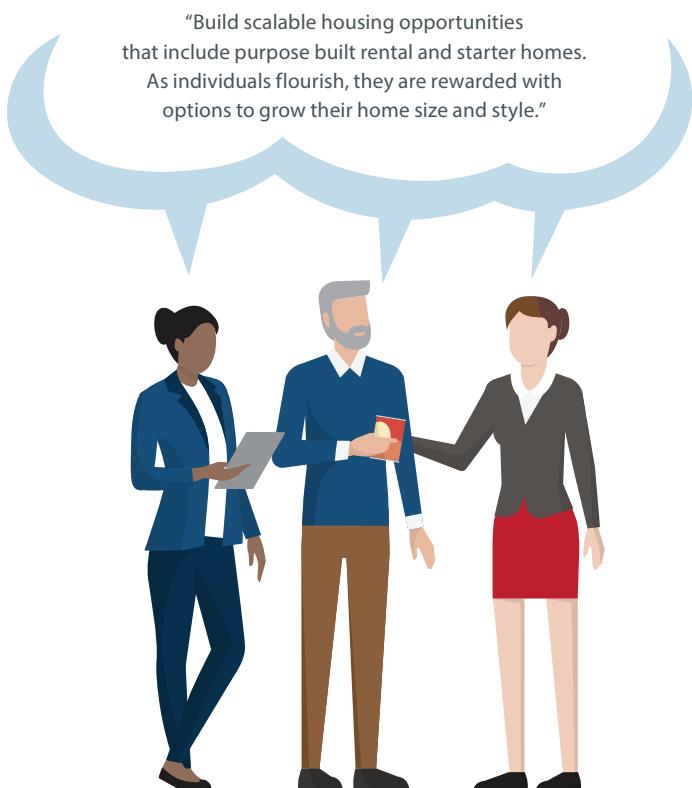


What we heard

Overall, feedback received in the first phase, alongside other key considerations, informed the draft vision and core ideas and draft land use concepts that will be presented for review in the second phase.

KEY THEMES*

- Greenspace conservation and community value
- Housing diversity, affordability, and density
- Connected communities
- Pathways
- Dog-friendly spaces
- Support for small businesses



How feedback was actioned

ACTION*

Explanation of how feedback was considered and used or if feedback could not be used, explanation of why not.

1. Greenspaces and public parks

We've identified areas of interest for new parks and proposed no changes to the West Nose Creek ravine area.

2. Accessible neighborhood

We considered housing for seniors and allowed for a range of housing types that will meet a variety of needs and lifestyles; and complement single family homes.

3. Maintain access to parkland

We've identified new road and pathway connections to Harvest Hills, 96 Avenue and adjacent to parks, broadwalks and high streets.

4. Dog-friendly spaces

The location of neighborhood parks and Off Leash areas are determined in Outline Plan application and are not identified in a land use concept.

5. Small businesses

We've included locations for new commercial opportunities next to future transit stations and high street (where small restaurants, retail shops and patios are prioritized).

* Additional information can be found within the **Phase 1 What We Heard Report** online at calgary.ca/AuroraASP

"Wildlife depend on the land surrounding Nose Creek, many of the creatures and plants that called this place home are threatened, endangered and protected, who will stand for them?"

"Please ensure due diligence is done to protect Nose Creek. More Parkland in the area is always welcomed. Please protect Nose Creek."



Other feedback

Following is some feedback that we were unable to incorporate in the plan and why:

1. Designate the Aurora lands as regional park

A separate initiative is required to scope and define the areas for a new regional park and the designation of regional parks is outside the Area Structure Planning Process.

3. Retain large areas for an off-leash dog park

Municipal Reserve (MR) lands are prioritized for playgrounds, school sites and community association buildings. Current estimates indicate there may not be sufficient Municipal Reserve (MR) areas to accommodate an off-leash area. Also, environmentally significant areas (ER) are not appropriate locations for off-leash dogs.

2. Build only low-density forms of housing

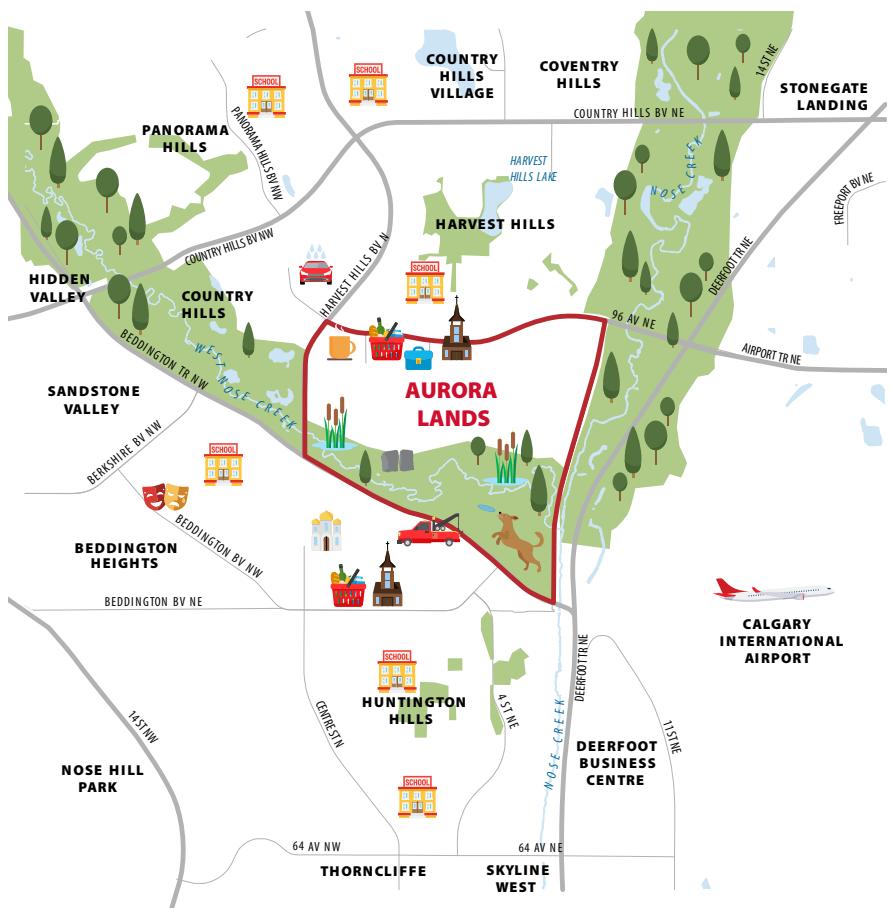
More high-density development is required to support future transit investment and a plan comprised exclusively or primarily of single-family homes does not meet municipal or regional regulations.



Aurora Area Structure Plan

Engagement Summary – Phase 2: EXPLORE

During Phase 2 of engagement, we asked for feedback on the draft vision, core ideas and draft land use concept that is been proposed for the Aurora Area Structure Plan (ASP).



Awareness building towards public engagement and engagement opportunities for this phase took place between Sept. 4 and Oct. 10, 2024.

Total ads displayed: 343K+

Total involved: 340+

Total contributions: 480+



How was input used?

Feedback from Phase 2: EXPLORE will be used to develop the final draft Aurora ASP that will be presented in Phase 3: REFINE for public review.



What we heard

A summary of Phase 2 what we heard (WWH) and what we did (WWD) reports can be found in subsequent pages.

Getting the word out

A number of tools were deployed for building awareness of the project and to encourage people to participate at the Phase 2 open house. All campaigns were in-market starting Sept. 4 till Sept. 18. All communication tactics performed above set expectation. Here is a breakdown of what was done:

- **Postcards** – mailed out to home and businesses within 2 km radius of the plan area.
- **Information boards** – nineteen information boards that highlighted important components of the project were displayed at the engagement session for education and for collection of feedback.
- **Large-format road signs in high-traffic areas** – seven Curbex signs in English, Simplified and Traditional Chinese languages
- **Geo-targeted social media ads** – Facebook, Twitter, Nextdoor
- **Digital ads** – geo-targeted Premium Banner Ads in English, Traditional and Simplified languages
- **YouTube Bumper Ads** – geo-targeted
- **E-newsletters** – Planning & Development Services 'Dispatch' and Federation of Calgary Communities 'Get Engaged'
- In addition, **communications toolkits** were provided to local Community Associations and Ward Councillors to make it easy to help spread the word through their established communications channels and networks.

PARTICIPANT QUOTES

"The draft vision captures many key concepts, but needs to start with protecting the irreplaceable and fragile park space that follows Nose Creek watershed."

"More recreation opportunities. Tennis, pickleball, basketball, skating, a hall, pathways. An indoor facility. Vivo isn't enough."

"Transit should be planned around homes and businesses instead of homes and businesses around transit."

"Ensure green spaces reserved for public use are implemented in the development. Parks and playgrounds will also be appreciated, as well as ample parking for visitors in the community."



FOCUS OF ENGAGEMENT

Phase 2 focused on getting feedback on the draft vision, core ideas and draft land use concept that is been considered for Aurora ASP and to get input on the following topics:

- **Topic 1: Vision statement and core ideas**
- **Topic 2: A first draft of the concept plan**
- **Topic 3: Guiding principles for the future development of the lands**

OPPORTUNITIES FOR INVOLVEMENT

To gather feedback, we hosted the following events and engagement opportunities:

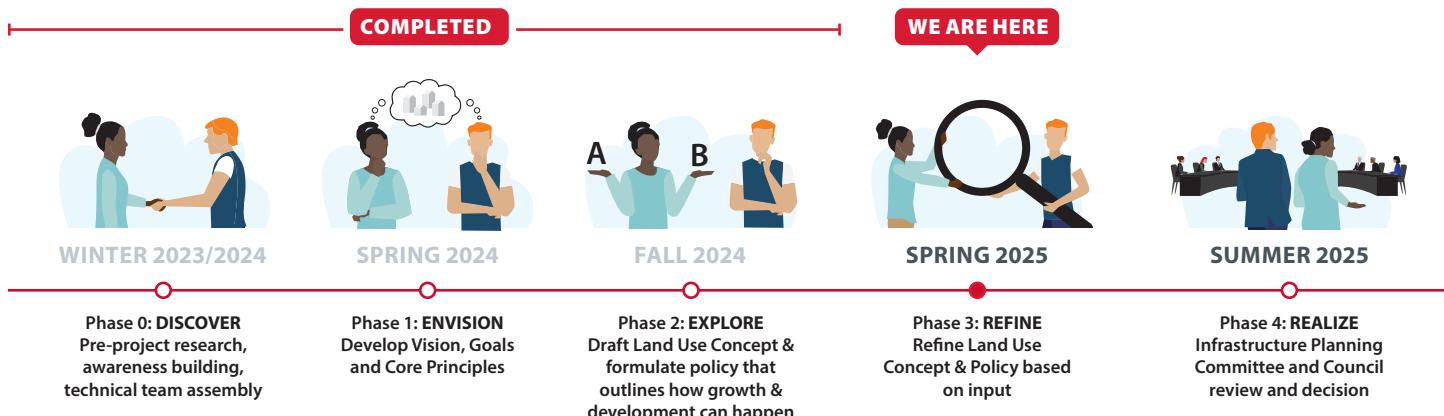
In-person events:

- **Open house (190 attendees)**
Wed., Sept. 18, 2024, 5–8 p.m.
Vivo Centre
11950 Country Village Link N.E.
- **Pop-up event (30 attendees)**
Sat., Oct. 3, 2024, 4 p.m. – 6 p.m.
Safeway, Beddington Towne Centre
8120 Beddington Blvd. N.W.

Online opportunities:

- **Feedback form (250 responses)**
Sept. 11 to Oct. 9, 2024

Project timeline



What we heard

Feedback received in Phase 2 alongside other key considerations such as context, professional expertise, policies and regulations, and Council directive, informed the final draft Aurora ASP that is being presented for review in Phase 3: REFINE.

Key theme	Description
Natural areas and parks	Participants told us that they value the Aurora lands and adjacent open green spaces. While some participants suggested leaving the area undeveloped, others would like to see green spaces feature prominently in the ASP. Participants commented on potential impacts on birds, wildlife and habitat and formal and informal spaces for dogs.
Connected communities	Participants told us that it is important that a future community has the infrastructure, road and transit connections in and out of the community, and multi-use pathways within the community.
Liveable communities	Participants told us that a future community development on the Aurora lands should include diverse affordable housing options. Participants identified opportunities for services and amenities that could serve the community and neighbouring communities including schools, healthcare options, recreational facilities, commercial and retail including grocery stores. Some contributors commented on impacts related to the proximity of the airport.
Planning process	Participants raised questions and provided us with specific feedback on proposed land uses in the draft land use concept, the area structure planning process and engagement with Calgarians. Some participants also drew attention to the histories of First Peoples on the Aurora lands and associated sites and artifacts.



“Transit-oriented means nothing if it’s not connected to anything. Without Green Line, will this be a transit-oriented community? I want it to be!”



“There should be schools planned to this area.”



“Leaving lots of green space reserved is excellent.”



“Include lands for indigenous cultural spiritual need.”



“I like the idea about the diversity of housing. I would like to know that some of that housing will be affordable and cooperative housing.”



“Beddington Trail to Deerfoot would need to be widened. Traffic congestion already exists.”

"I appreciated the emphasis on keeping green space and walk/bike paths within the Nose Creek ravine."

"I do not like the idea of developing the area. I would much prefer it stay as a nature preserve/park."



What we did

The following briefly summarizes how the feedback we received informed the final draft Aurora Area Structure Plan we are presenting in Phase 3.

What we heard

What we did

<p>Green space Preserve natural habitats and wildlife; maintain recreational and off-leash areas.</p>	<ul style="list-style-type: none">▪ A large part (minimum of 37 per cent) of the plan area will remain as parks and open space.▪ Priority for any new parkland (Municipal Reserve) is for school sites and preservation of cultural resources.▪ Existing off-leash area in the south-eastern portion of the plan area will remain.
<p>Housing Support affordable, diverse housing options; address concerns about traffic and green space loss.</p>	<ul style="list-style-type: none">▪ We've included policies that encourage building non-market housing, i.e. affordable, social and emergency housing, throughout the Plan Area except areas reserved for parks and open space.
<p>Connectivity Easy access to green spaces, residential areas, and amenities by car, foot, and transit.</p>	<ul style="list-style-type: none">▪ We've included a primary road network, open space network, a local transit network and pedestrian network.
<p>Pathways Extend the multi-use pathway system for walking, jogging, and wheeling.</p>	<ul style="list-style-type: none">▪ We added an urban cycling network that is connected to the recreational pathway system in West Nose Creek Park, Nose Creek Valley, and adjacent communities.
<p>Small businesses Encourage small businesses over large retail chains and industrial developments.</p>	<ul style="list-style-type: none">▪ We included an Neighbourhood Corridor at the centre of the community. This area is ideal for small scale restaurants, patios and shops.▪ Community uses such as schools, Community Association buildings are also located on this street.