

Saatoohsi (West Macleod Residual Lands) 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 Saatoohsi (formerly West Macleod Residual Lands) ASP, to help the project team develop a draft vision, draft core goals and draft land use concepts for the area.
- In **Phase 2: Explore**, using feedback from Phase 1 alongside technical studies and information, the project team developed two draft land use concepts. During this phase, we presented initial drafts of the land use concepts, vision, and core goals for public feedback, with the intent to inform and refine the drafts. At this phase, we introduced a new name for the policy document “Saatoohsi” to the public.
- 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 goals and land use concept. In Phase 3, we shared the draft Saatoohsi (West Macleod Residual Lands) Area Structure Plan with Calgarians for review as we prepared the policy document for Council review and decision. We started the use of the new name in all public communication materials at this phase.



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 Saatoohsi (West Macleod Residual Lands) 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 Saatoohsi 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 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 with the project team and provide feedback. This included in-person and online 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:



**TOTAL
CONTRIBUTIONS**
565+



**IN-PERSON &
ONLINE SESSIONS**
299+ participants



**PUBLIC ENGAGEMENT
OPPORTUNITIES**
9 opportunities; 8.8k+
webpage visits

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.

The communication and marketing tactics included tools such as postcards, large sized road signs, Spotify and geotargeted digital ads. Social media platforms including 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.



POSTCARDS MAILED
56k copies
Letters to Foothills County
Residents = 1.6k copies



SOCIAL MEDIA
381k+ impressions



MARKETING DIGITAL ADS
654.5k impressions



NEWSLETTERS

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



BOLD SIGNS
41
(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 Saatohtsi (West Macleod Residual Lands) Area Structure Plan that will be presented to the Council for review and decision. 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 Area Structure Plan.



What we heard | Key themes:

- Conservation of greenspace and natural areas.
- Diverse housing options, affordability, density and livable communities.
- Important amenities including recreation.
- Need for Infrastructure and services including water and schools.
- Mobility and connected communities.
- Support for small businesses and retail.
- Recognition of history and preservation of cultural significance of the area.

What we did | Key themes: (4 big moves)

The Plan has placed strong emphasis on the following:

1. Mobility and access
2. Housing diversity & density
3. Environmental stewardship
4. Cultural placekeeping & placemaking

Saatootsi (West Macleod Residual Lands) Area Structure Plan

Engagement Summary – Phase 2: EXPLORE

During Phase 2 of engagement, we asked for feedback on the draft vision, core goals and draft land use concepts that is been proposed for Saatootsi (formerly West Macleod Residual Lands) Area Structure Plan (ASP).



Public engagement and awareness building towards public engagement for this phase took place between Nov. 19 and Dec. 10, 2024.

Total ads displayed: 368K+

Total involved: 163+

Total contributions: 218+



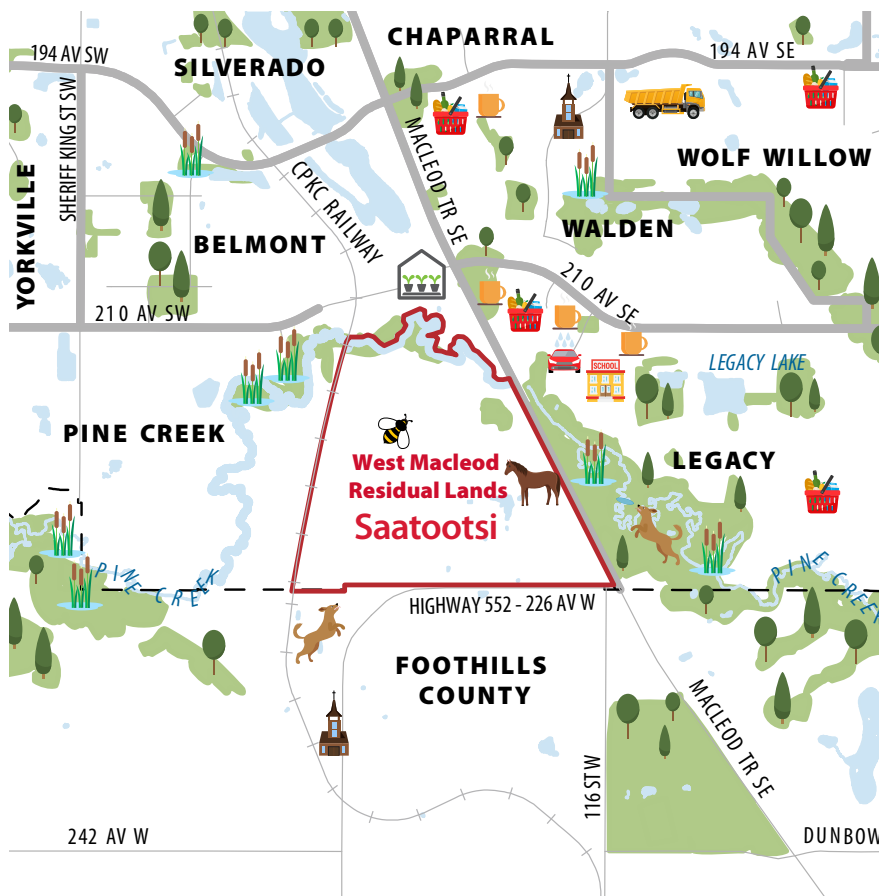
How was input used?

Feedback from Phase 2: EXPLORE will be used to develop a draft Saatootsi 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

Several tools were deployed for building awareness of the project and to encourage people to participate at the information sessions. All campaigns were in-market starting Nov. 19 to Dec. 3, 2024. All communication tactics performed above set expectation. Here is a breakdown of what was done:

- **Postcards** – mailed out to home and businesses within the plan area and to adjacent communities.
- **Information boards**— twenty-three (23) 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** (14 Bold Signs in English)
- **Geo-targeted social media ads** (Facebook, twitter (X) and Nextdoor)
- **Geo targeted YouTube Bumper Ads**
- **Digital Ads** (geo targeted Premium Banner Ads in English, Simplified Chinese and Spanish languages)
- **Newsletters** (Planning & Development Services Dispatch & 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 an area structure plan that is being created for West Macleod Residual Lands and to get input on the following topics:

- **Draft vision statement and goals**
- **Draft land use concept plans**

OPPORTUNITIES FOR INVOLVEMENT

To gather feedback, we hosted the following engagement events:

Information sessions:

- **In-person session:** Nov. 27, 2024, 6- 8 p.m. at West Commons in Bishop O'Byrne High School. **60 attendees**
- **Online session:** Nov 25, 2024, 7-8:30 p.m. & Dec.3, 2024, 5-6:30 p.m. **103 attendees**

Online opportunities:

- **Feedback form:** Nov. 12 to Dec. 10, 2024. **50 respondents**

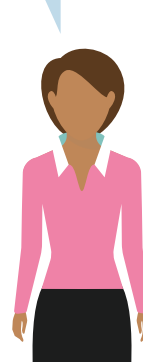
PARTICIPANT QUOTES

"I like the high street concept and pedestrian connections to the creek and future LRT station"

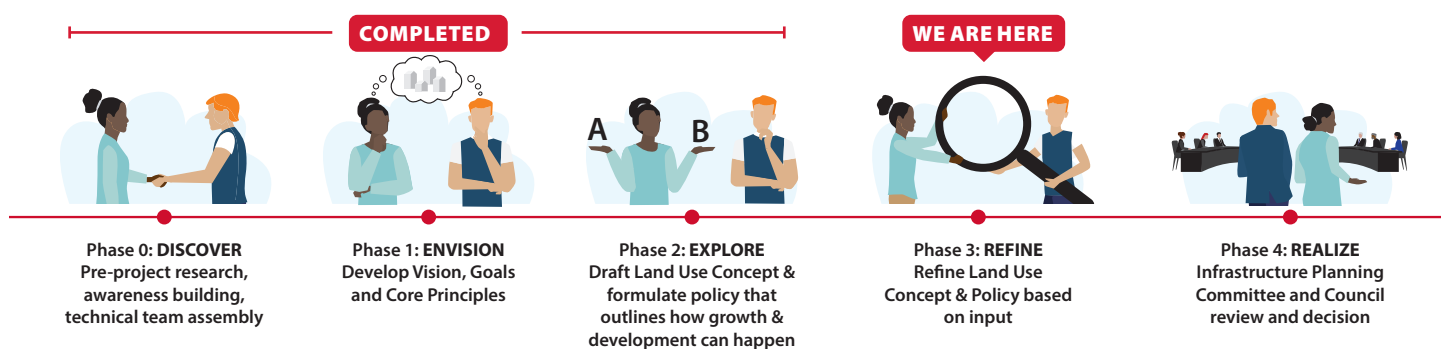
"I like that Pine Creek will be preserved and appreciate the multi housing options. I prefer no commercial development as there is already plenty in that area. More green space connectivity would be nice."

"I like that there are pathways included that would join to Legacy and potential arena/ recreation."

"Seems promising! Looking forward to the LRT station. Always, traffic problems emerge with large developments. If there are roundabouts, I think decreased speeds should be marked ahead of them - they're already getting dicey in Legacy. Also, education on their use!"



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 draft Saatootsi Area Structure Plan (ASP) that is being presented for review in **Phase 3: REFINE**.

KEY THEME	DESCRIPTION
Green spaces and natural areas	Participants described their connection to the natural area within the ASP area. Suggestions included leaving the area as-is with no development or the creation of a park or protected greenspace such as a nature reserve.
Housing options	Participants would like to see a variety of housing options ranging from higher densities that support mixed-use and transit-oriented development, to lower densities that support single-detached homes.
Recreation, retail and amenities	Participants would like to see amenities in the ASP area including various general and specific services such as recreational facilities and gas stations for the area. Participants suggested pathway connectivity and greenspace as important factors in a new community. Whereas some participants saw retail opportunities in the future, other felt that there was already sufficient retail in neighbouring communities.
Connections and Mobility	Participants identified potential challenges with traffic management due in part to existing volumes of traffic and due also to the topography and constraints of the ASP area.
Infrastructure and services	Participants identified potential challenges with infrastructure in the area including water infrastructure and schools. Participants wondered if infrastructure and services would be able to keep pace with residential development of the ASP area.
History and Culture	Participants would like to see recognition of Indigenous histories and preservation of areas of cultural significance.

What we did

The following briefly summarizes how the feedback we received informed the draft Saatootsi (West Macleod Residual Lands) Area Structure Plan we are presenting in Phase 3.

WHAT WE HEARD	WHAT WE DID
Protecting Natural Areas	<p>We've included policies that:</p> <ul style="list-style-type: none"> • Protect Pine Creek and nearby wetlands through a green buffer. • Identify an Environmental Study Area where more environmental studies will be done before development is allowed. • Is supported by Traditional Indigenous Knowledge.
Balancing Housing Types	<p>We've included policies that allow:</p> <ul style="list-style-type: none"> • Ground-level homes, with a mix of townhouses and low-rise apartments in several areas. • Taller buildings only in areas where future public transit may be built.
More Community Amenities	<p>We've included:</p> <ul style="list-style-type: none"> • A site for a future recreation facility, three school sites, and a community association building and placed them within walking distance of homes and linked to future walking and biking paths.
Better Mobility and Traffic Solutions	<p>We've planned for:</p> <ul style="list-style-type: none"> • Road access as infrastructure is built. • Walking and cycling paths, safe crossings over the railway and busy roads, and future access to public transit. • Road and path designs that follow City of Calgary's Complete Streets policy and Calgary's Transportation Plan.
Infrastructure and services	<p>In the Plan:</p> <ul style="list-style-type: none"> • New buildings can only be constructed when the necessary infrastructure is in place. • Planned for utility servicing, school access, and emergency services.

Other Feedback

Here is a summary of some feedback that we were unable to incorporate in the Plan and why:

WHAT WE HEARD	WHY WE ARE UNABLE TO INCORPORATE THE FEEDBACK
Do not allow any development near Pine Creek; turn it into a protected park.	<ul style="list-style-type: none"> While we are protecting Pine Creek through environmental buffers, ecological policies, and cultural recognition, we cannot prohibit all development. These are privately owned lands, and under Alberta's Municipal Government Act, The City cannot impose blanket restrictions that prevent development without acquisition or compensation.
Eliminate all tall buildings - keep everything low-rise.	<ul style="list-style-type: none"> We've limited taller buildings to specific, transit-supportive areas. Eliminating all mid- and high-density housing would limit housing choice, reduce affordability, and result in inefficient land use. Calgary's long-term planning supports mixed housing for multi-generational living and inclusive, complete communities. Building heights and forms will be reviewed in more detail at the Outline Plan stage to ensure appropriate transitions.
Cancel the floating commercial area—it's not necessary.	<ul style="list-style-type: none"> Instead of removing this entirely, we revised and renamed it as a Commercial Flex Area with better guidance. This flexible space is designed to serve early residents with needed shops and services, then evolve into a walkable hub. Removing it would reduce walkability and delay basic amenities. Design rules and placement have been improved based on public feedback.
Add a new train station now or guarantee bus service.	<ul style="list-style-type: none"> Transit infrastructure is managed by Calgary Transit and requires population growth, budget allocation, and long-term ridership demand. We cannot commit to a train station or immediate service today, but the Plan lays the groundwork by concentrating homes and services near potential transit routes and ensuring walkability to future stops.
Preserve all wetlands and natural areas exactly as they are.	<ul style="list-style-type: none"> While we are preserving high-value natural areas and requiring environmental studies, not all wetlands and natural lands meet the criteria for legal protection. Some areas may be developed if they are not eligible as Environmental Reserve under provincial regulations.

"The thing I'm thinking about most is a Soccer centre, I'm aware of the current strain on the system and with personally having an under 2 year old I would greatly appreciate an epi-centre to keep youth busy and close to home."



"I like the Activity Center, High Streets, and School Sites. I'd like to see as much nature preservation as possible."



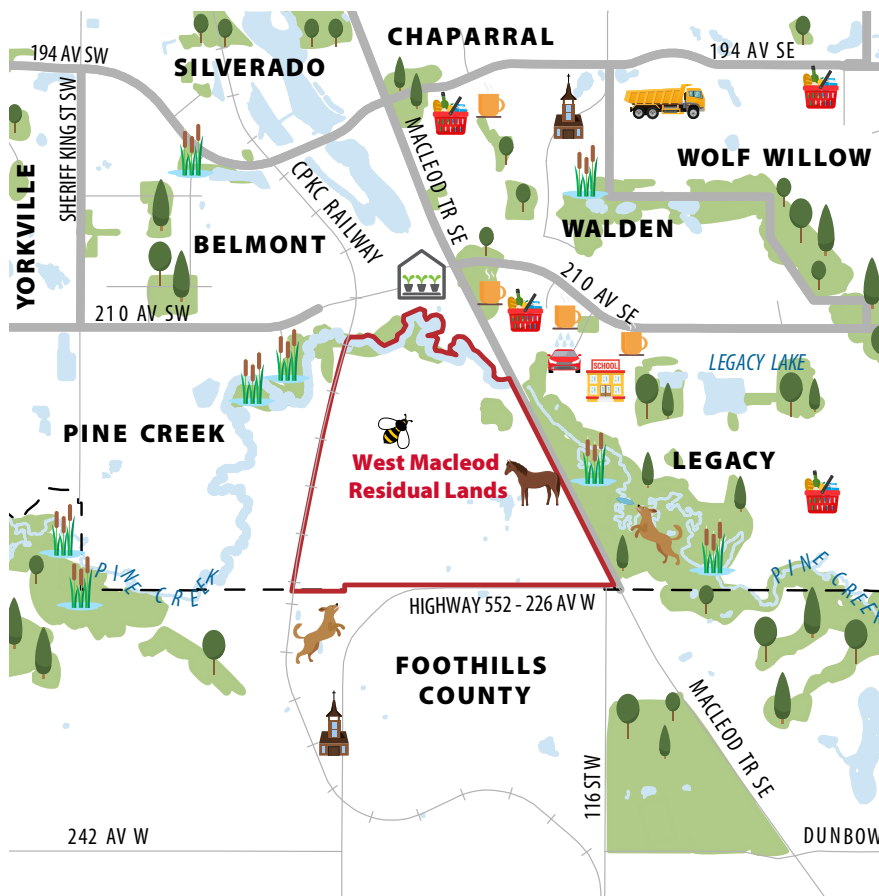
"I like the higher density and the variety of commercial offerings in the first proposed idea. I think incorporating more greenspace to allow people to enjoy nature nearby is also important to consider. I also like the pathway across Macleod for pedestrians."



West Macleod Residual Lands Area Structure Plan

Engagement Summary – Phase 1: ENVISION

At the first phase of engagement, focus was on asking the public about their concerns and ideas for the new plan that is being considered for the West MacLeod Residual Lands and to help the Project Team develop a vision and design concept for the area.



Efforts made at building awareness, providing information and public engagement took place from June 1 – June 30, 2024.

Total ads displayed: 360K+

Total involved: 260+

Total contributions: 174+



How was input used?

Feedback from Phase 1: ENVISION will be used to develop the concept options, which will be presented in November 2024 for public feedback.



What we heard

Detailed information about Phase 1 What We Heard Report and engagement activities can be found on subsequent pages.

Getting the word out

Several tools were deployed for building awareness of the project and to encourage people to participate at the open house. All campaigns were in-market starting June 6 – June 17, 2024. All communication tactics performed above set expectation. Here is a breakdown of what was done:

- **Postcards** – mailed out to home and businesses within the plan area and to adjacent communities.
- **Information boards** – seventeen 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**
– (16 Bold Signs in English)
- **Geo-targeted social media ads** – (Facebook and Nextdoor)
- **Digital ads** – (geo targeted Premium Banner Ads in English, Traditional & Simplified Chinese)
- **Newsletters** – (Planning & Development Services Dispatch & 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 an area structure plan that is being created for West Macleod Residual Lands and to get input on the following topics:

- Topic 1: **Project’s vision for future development**
- Topic 2: **Opportunities and constraints that will affect development**
- Topic 3: **Your connection to the land and how you are impacted by its development.**

OPPORTUNITIES FOR INVOLVEMENT

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

In-person events:

- **Open house** – June 17, 2024, 5 – 8 p.m. at Cardel Rec South. **90 attendees**

Online opportunities:

- **Feedback form** – June 1 to June 30, 2024.
170 respondents

PARTICIPANT QUOTES

“I drive past it every day and enjoy the beauty of the wetland and the many many birds that call this area home.”

“A park would really be nice, a reserve of sorts.”

“The development for this area should be a high density, walkable, mixed-use development with lots of park space and minimal surface parking. This can be facilitated with transit connections.”

“We ride bicycles along Macleod Trail and turn onto highway 552 to ride back roads in the area. We see a lot of wildlife on these rides and hope that any development will not impact the presence and movement through habitat and especially the valley.”

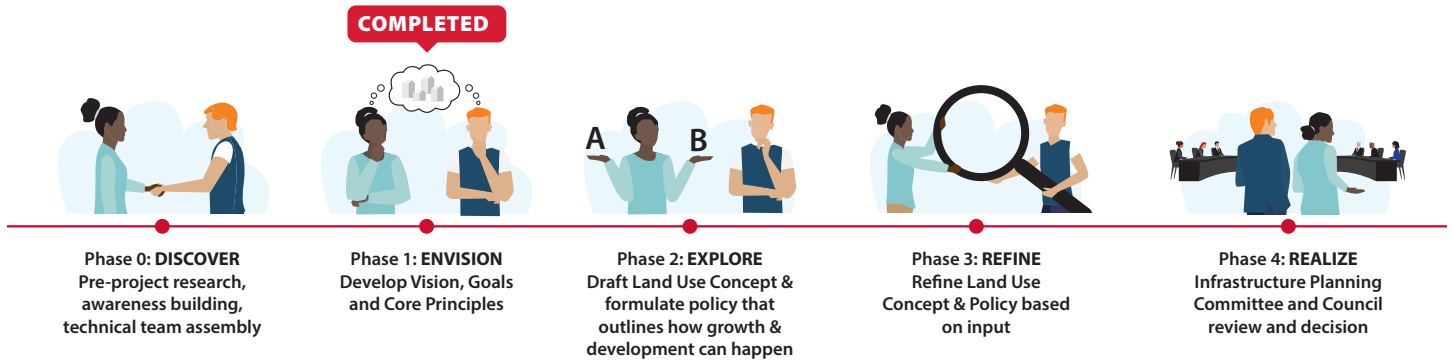


Engagement timeline

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 centered 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 with other key considerations, informed the draft vision and core values and draft land use concepts that will be presented for review in the second phase.

KEY THEME	DESCRIPTION
Preserve natural areas	Participants described their connection to the natural area within the ASP area. Suggestions included leaving the area as-is with no development at all, or creating a park or protected greenspace such as a nature reserve. Participants suggested pathway connectivity and greenspace are important factors in a new community.
Create a balance between different housing types	Participants would like to see a variety of housing options ranging from higher densities that support mixed-use and transit-oriented development, to lower densities that support single-detached homes.
Foster community gathering spaces, retail and amenities	Participants would like to see amenities in the ASP area including various general and specific services such as recreational facilities and gas stations for the area. Whereas some participants saw retail opportunities in the future, other felt that there was already sufficient retail in neighbouring communities.
Create an efficient and well-connected street system for all users	Participants identified a potential challenge with traffic management due in part to existing volumes of traffic and due also to the topography and constraints of the ASP area.
Provide infrastructure and services	Participants identified potential challenges with infrastructure in the area including water infrastructure and schools. Participants questioned whether infrastructure and services would be able to keep pace with residential development of the ASP area.

"The development for this area should be a high density, walkable, mixed-use development with lots of park space and minimal surface parking. This can be facilitated with transit connections."



"Multi use with lots of green space and opportunity for red line expansion. Build for future and not for now and then have to continue to redo infrastructure."



"I would love to see the space kept as a natural green space with no development. Pathways for walking and biking would be okay, as well as maybe an interpretive center to learn about the biodiversity of the area."



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

How feedback was actioned

ACTION*

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

WHAT WE HEARD	HOW FEEDBACK WAS CONSIDERED	WHY WE'RE DOING IT
Preserve natural areas	We've identified Pine Creek as an important environmental feature and marked it as an Environment Open Space Study Area (EOSSA). To protect it, we've included green buffers, regional pathways, and connections for walking and biking in the draft plan to ensure it fits well with the surrounding development.	Pine Creek marks the northern edge of the plan area and it has environmental importance and value to the community. By protecting and improving Pine Creek, we want to create a place where nature and development work well together. This will help build a strong community identity and make the area more resilient with eco-friendly and climate-conscious design.
Create a balance between different housing types	We are proposing a mix of residential land uses, and the draft plan shows a mix of housing types to support various needs. This will create a community for all ages and needs.	Guidelines and policies, like the Municipal Development Plan highlight the need for communities with different housing types for all ages and needs. This approach helps everyone find suitable housing in one community, thereby promoting social unity.
Foster community gathering spaces, retail and amenities	We've included gathering spaces in the ASP plan to support a lively and healthy community. The draft plan features connected open spaces, community centers, schools, parks, and recreational areas, along with "High Streets". These amenities will encourage social interactions and create an engaging public space.	Creating gathering spaces is important because they help people connect and create a sense of belonging within the community. The community gathering spaces are accessible to everyone and encourage social interaction, physical activity, and engagement. They also boost the local economy by attracting people to nearby businesses and improve the overall quality of life.
Create an efficient and well-connected street system for all users	We focused on creating a street system that works well for everyone. The draft plan uses a grid layout to make it easy for people to walk, bike, drive, and use public transit. Important connections include future links to the Belmont LRT station, shared spaces on High Street, and pathways connecting the community to nearby areas.	A good street system makes it easy and safe for everyone to get around. It reduces traffic, helps emergency vehicles, and makes daily travel easier. Connected streets encourage walking and biking, which are healthy and eco-friendly. Plus, it helps build a stronger community
Provide infrastructure and services	We are planning essential infrastructure for the ASP. Technical studies such as for transportation, water, sewage and storm water are being done to support the proposed land use. ASP policies will cover current and future infrastructure needs.	Planning for infrastructure and services is key to building functional communities. It ensures residents have easy access to amenities and supports economic growth by attracting businesses. Well-planned services improve quality of life and promote stability. Early integration of infrastructure reduces future disruptions and costs, allowing the community to grow smoothly and sustainably.

* Additional information can be found within the **Phase 1 What We Did Report** online at calgary.ca/WestMacleodRL-ASP