

# Final Engagement Summary



# **Together, over a two-and-a-half-year period with thousands of participants, a local area plan for the Chinook Communities was created.**

A robust multi-phased public engagement process was undertaken to create the Chinook Communities Local Area Plan (Plan). Thousands of ideas and comments were shared, compiled, reviewed, and used to shape and refine content and concepts within the Plan.



# The Chinook Communities



# Highlights: Public Participation

Winter 2023 to fall 2024, conversations about where, why and how revitalization and redevelopment should happen took place with a range of participants. Thousands of individuals were involved in the creation of the Plan.

From youth to seniors, residents and business owners, community association and development industry representatives, and a dedicated and diverse working group that provided in-depth insights and feedback.

**2+ years** in **4 phases** of public participation to create the Chinook Communities Local Area Plan.

**1.2K+**  
instances of  
**direct engagement participation**

**115 days**  
of **online engagement**

**10M+**  
**advertisements**  
displayed

**29K+**  
instances of  
**involvement**

**39K+**  
**engagement**  
booklets mailed

**2.4K+**  
**contributions**  
submitted



**51**  
engagement  
**sessions**

**12** community association  
**sessions**

**8** working group  
**sessions**

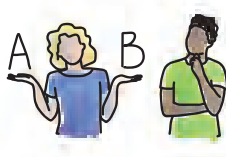
**19** public  
**sessions**

**7** walking  
**tours**

**5** landowner/  
development industry  
**sessions**



# Engagement Approach



## Phase 0: Discover

Pre-project research, relationship building, and knowledge transfer.

## Phase 1: Envision

Looking back at the past, understanding the present and envisioning the future of the area.

## Phase 2: Explore

Exploring where and how growth and change could happen in the area.

## Phase 3: Refine

Refining the plan and confirming the community improvements.

## Phase 4: Realize

Committee and Council review and decision.

A multi-phased approach enabled discussion, consideration, creation and refinement of the local area plan with participants over time. Information and education about key considerations, benefits and tradeoffs were woven directly into the engagement topics within each phase to build participant capacity as each chapter of the local area plan was engaged on and refined.

A multi-phased approach allowed for education and discussions to start at a broad and visionary level and progress to become more focused and refined through the process. The local area plan itself goes from visionary (Chapter 1) to more focused local-specific guidance and direction (Chapter 2), to very specific investment priorities and implementation options (Chapter 3). Aligning the phases of engagement to the creation and refinement of each chapter provided participants with iterative opportunities for feedback with clear outputs at the end of each phase.

**“New units should be carefully located and configured to and within existing communities. New building technologies and internal technologies must be as efficient as the existing communities that they will be built in! All supporting utilities must be located and expanded to the highest standards.”**

**— Participant**





# Engagement Guiding Principles

## 1. Phased Program

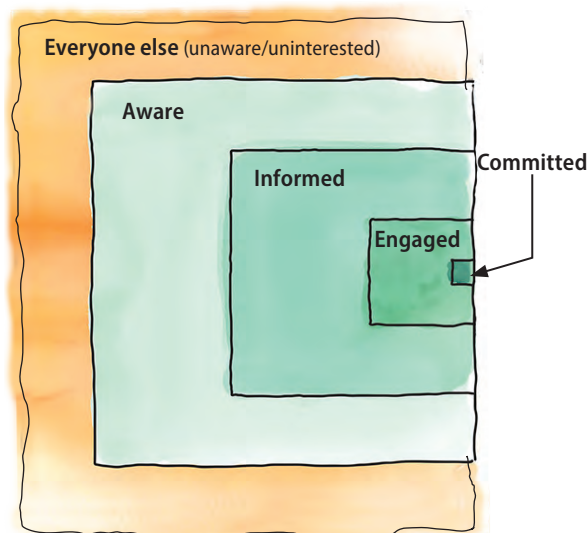
The engagement process for the Chinook Communities Local Area Planning project was designed as a multi-phased approach. Input was collected at key intervals throughout the planning process to help influence the Plan as it was created and to provide multiple touch points and opportunities for participants to get involved.

## 2. Inclusive Process

The needs of participants were considered through the process and the project team removed as many barriers to participation as possible. Effort was made to ensure public engagement was accessible to all, despite potential limitations that might prevent them from being included in the process. A key objective was to ensure that at the very least, people within the area were aware of the opportunity to participate and understood that we were interested in hearing from them. Accessibility accommodations were also available for engagement by request via 311.

## 3. Participation Interests & Intensity

Out of thousands of participants within the Chinook Communities, we know that people will land in various places in terms of their participation interest level. Despite our best efforts, some people will never really be aware or are simply uninterested in getting involved, some are highly engaged and committed, and many fall somewhere in between. The engagement process was designed to cater to a broad spectrum of participation interests and intensities – based on the corresponding levels of interest, time and commitment participants wanted, and were willing and able to commit to.



A broad mix of communications and engagement tools and techniques were used to ensure people were reached and able to get involved at a level and through a method that best suited their needs. The tools and techniques used for the Chinook Communities Local Area Plan project were informed by: communications and engagement best practices, local demographics and socioeconomic information, participant feedback and lessons learned through the project.

## 4. Grassroots Conversations

Throughout our engagement process, there was a focus on getting out into the community, building relationships and building mutual and shared understanding. We aimed to achieve this by getting the project team out in the community to meet people where they are, igniting interest and involvement in conversations about change and redevelopment. We ensured the project team met people face-to-face where possible, but also virtually to make sure everyone was able to get involved. Toolkits were also provided directly to underrepresented groups and community leaders with existing community connections to support community-based conversations. A key objective was to ensure the topics and opportunities for involvement were presented and discussed in ways that were clear, understandable and inviting. Another key objective was to be open, honest and transparent in all conversations and to be available to meet and answer questions at any time through the process.

## 5. Clear Engagement Reporting

Transparency and an open process was demonstrated through clear reporting and connecting the dots between the input that was provided and how it was considered as decisions were made through the process. What We Heard reports that shared verbatim feedback and themes were created and shared following each phase of engagement. What We Did reports were also created for each phase of the project, outlining how the project team considered and responded to each of the key themes that emerged through each phase of the project.

# Opportunities for Involvement

A variety of opportunities for involvement were available through the process that aimed to accommodate a range of participation interest and intensities (high, medium, low) and remove a range of barriers to participation (time, understanding, trust, audio/visual, mobility, internet, language, etc.).

## Chinook Communities Working Group Sessions

The Chinook Communities Local Area Planning project offered the opportunity to apply to join a multi-community working group – this would be considered a high-interest/high-intensity opportunity. The working group was designed to have more in-depth discussions, diving deeper into public feedback and guiding planning policy, and building on the knowledge and insights of previous sessions.

Through a recruitment process, 37 members of the broader community as well as community association and development industry representatives were selected to participate in dialogue on the planning interests of the entire area. The working group participated in a number of sessions where they brought different perspectives, viewpoints, ideas and concerns to the table. The working group expanded on the ideas and concerns shared by the broader community and acted as a sounding board for the project team as content and concepts for the local area plan were drafted.

## In-person & Virtual Engagement Sessions (public, community association & development industry representatives)

In-person and virtual engagement sessions were offered to the general public as medium interest/medium intensity opportunities. Virtual engagement sessions were offered throughout the project via Microsoft Teams as a method to engage virtually and directly with the project team. In addition to the public opportunities, in-person and virtual engagement sessions were also offered for community association board members and development industry representatives.

**“By removing the ‘Limited’ lots we would be removing a lot of green space and trees. Planned communities like University District make better sense where you can plan for infrastructure and environmental issues.”**

**— Participant**



## Mailed Engagement Packages

Engagement packages and booklets were mailed to households and businesses in the Chinook Communities area to ensure people were aware of the project, had key information directly in their hands and had the option of mailing a feedback form as an alternative option to in-person, virtual or online engagement. Mailed engagement booklets that included a pre-paid feedback form were an alternate medium interest/medium intensity way to provide feedback (pre-paid postage was included to reduce financial barriers associated to return postage fees).

## Engagement Stations

In-community My Idea Stations were placed at high-traffic and accessible locations throughout the Chinook Communities to ensure a physical presence in the community to help raise awareness and as vessels to share information and collect feedback. In addition, if someone did not receive a mailed engagement package or booklet, they were able to pick one up at one of the eight My Idea Stations in the plan area or download a booklet online.

## Online Engagement

Online engagement opportunities were offered as a low-medium interest/intensity opportunity. Online engagement at [calgary.ca/Chinook](http://calgary.ca/Chinook) was available within each phase for weeks at a time as an option for people to get involved at a time and place that worked for them. Within each phase of the project, multiple topics were open for input. Online engagement provided people with a quick and easily accessible opportunity to get involved.

## Community Walking Tours

Community walking tours were held with community representatives. The project team met with community association members and residents who were interested in discussing specific aspects of different communities face-to-face and out on the ground.

**"I think what's here now works for the communities. Taller buildings kept closer to main arteries, the idea of a C-Train station at 50 Ave is amazing! I am a transit rider, don't own a car. Being able to walk to a station instead of taking the bus would be a huge improvement."**

**— Participant**





# Engagement Summary

## Phase 1: Envision

This phase was focused on looking back at the past, understanding the present and envisioning the future of the area.

In addition to broad public outreach and engagement, meetings and engagement took place with targeted groups starting in December 2022 and through to September 2023.



### What We Heard

Detailed information about all outreach and engagement activities can be found on the subsequent pages and within the **Phase 1 What We Heard Report** at [calgary.ca/Chinook](https://calgary.ca/Chinook)

Awareness building, education and engagement took place with the general public from April 18 to May 23, 2023, resulting in:

Total **ADS DISPLAYED**  
**2.4M+**

Total **INVOLVED**  
**10,500+**

Total **ENGAGED**  
**300+**

Total **CONTRIBUTIONS**  
**800+**

# 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.
- Engage Stations were also installed to raise awareness and provide additional education and engagement booklets to community members.
- Large-format signs located in high-traffic areas.
- Two waves of geo-targeted social media ads (Facebook, Twitter, Instagram, Nextdoor).
- Digital ads/billboards located at Chinook CTrain Station and Blackfoot Trail.
- Geo-targeted video ads on YouTube.
- Geo-targeted ads on high-traffic websites.
- Two-page advertisement in the local community newsletters.
- English and translated (Arabic) information boards at Insect Park.
- 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.

**“This area is rich in terms of the maturity of landscapes and trees, has always been single family and has afforded families through all stages to stay active and engaged.”**

**— Participant**

## Focus of Engagement

This phase was focused on the creation and refinement of the first chapter of the local area plan. Engagement was focused on looking back at the past, understanding the present and envisioning the future of the area.

**Topic 1:** PAST – the area’s history and roots

**Topic 2:** PRESENT – the area as it exists today

**Topic 3:** FUTURE – the next 30 years

An Initial Draft of **Chapter 1** of the local area plan was also available for review and feedback.



# 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 the feedback form (pre-paid return postage provided). Booklets were also available for pick up at seven engage stations through 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, asked questions and provide feedback.

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

**Working group sessions** – multiple sessions where the working group and project team were able to dig deeper into discussions related to asset mapping, vision and core values and potential focus areas for growth.

**Community association sessions** – multiple sessions for community association members to learn more, ask questions and provide feedback.

**Development industry session** – a session for industry members to learn more, ask questions and provide feedback.

**"I love being able to walk around the neighbourhood to grab groceries or a coffee. I like the development of residential buildings being constructed in the area."**

**— Participant**

**"I was born and raised in the community and want to preserve it as a single-family community."**

**— Participant**





# Engagement Timeline

## Phase 0: DISCOVER

(pre-project research, awareness building and knowledge transfer)

NOTE: Phase 0 outreach efforts not included in Phase 1 engagement summary above.

Prior to the project's official launch with the community, a number of meetings and walking tours with local community leaders such as community association representatives, institutional representatives and others were held to share information and get to know each other.

December 5, 2022	●	Walking Tour with Elboya and Britannia Community Association Representatives
December 12, 2022	●	Walking Tour with Windsor Park Community Association Representatives
February 2, 2023	●	Walking Tour with Meadowlark Park Community Association Representatives
March 2, 2023	●	Community Association Meeting 1 (Virtual)
March 16, 2023	●	Community Association Meeting 2 (Virtual)
March 21, 2023	●	Walking Tour with Mayfair and Bel-Aire Community Association Representatives

## Phase 1: ENVISION

(focused on looking back at the past, understanding the present and envisioning the future of the area)

April 18, 2023	●	Community Association Session #1 (Virtual)
April 18 – May 23, 2023	●	Engagement Booklets Mailed to Residents/Businesses Engagement Booklets available for pick up at Engage Stations Online engagement open for feedback Working Group Applications accepted
April 25, 2023	●	Community Association Session #1 (In-person)
April 26, 2023	●	Development Industry Engagement Session
May 2, 2023	●	Public Engagement Session (In-person)
May 9, 2023	●	Public Engagement Session (Virtual)
May 15, 2023	●	Public Engagement Session (Virtual)
May 25, 2023	●	Walking Tour with Parkhill Stanley Park Community Association Representatives
June 15, 2023	●	Working Group Engagement Session 1: Asset Mapping (Parkhill Stanley Park Community Association)
September 12, 2023	●	Working Group Engagement Session 2: Vision & Core Values (Virtual)
September 28, 2023	●	Working Group Engagement Session 3: Focus Areas for Growth (Virtual)

**"I love the abundance of local businesses and walkable parks, schools, and other infrastructure."**

**— Participant**

**"The main challenge my area is currently facing would be safety, it happens to be centrally located and with that comes people who are down on their luck or facing some form of drug addiction."**

**— Participant**

**"We love the parks because it is a very convenient place to revitalize and recreate in a beautiful setting (next to a river with view of the mountains)."**

**— Participant**

**"I love the community's location and accessibility to nearby amenities. I love it because, as I cycle as often as I can, I find (for the most part) there are many pathways to use as alternatives to driving."**

**— Participant**



# What We Heard and How Feedback Was Actioned

This phase was focused on the creation and refinement of the first chapter of the local area plan. Engagement was focused on looking back at the past, understanding the present and envisioning the future of the area.

## Key Themes Heard

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

### PAST:

**What is important for people to know about the area's history?**

- Heritage Buildings/Culture
- Natural Spaces/Tree Canopy
- Single-Family Community

### PRESENT:

**What do you love about the area and your community and why?**

- Parks/Open Spaces/Trees
- Good Amenities/Services
- Walkability/Biking/Mobility/Transit

### PRESENT:

**What are the challenges your area is facing and why?**

- Safety, Crime, Traffic & Parking Concerns
- Density
- Homelessness/Drug Use

### FUTURE:

**What's important to you and for future generations when thinking about how the area could evolve in the next 10-30 years and why?**

- Walkability/Mobility/Public Transit
- Green Spaces/Tree Canopy
- Low Density

**"As I try to bike as much as possible, I think the constant improvement of the cycling network will serve as a way to improve the area and be more sustainable in the long run."**

**— Participant**



## What We Heard

Additional information can be found within the **Phase 1 What We Heard Report** at [calgary.ca/Chinook](http://calgary.ca/Chinook)



# Key Changes Made

## How Feedback Was Actioned

Overall, feedback was used to refine the first chapter of the local area plan including refining the history section, refining the current context section and creating the draft Vision & Core Values. Input was also used to inform initial potential focus areas for growth and development policies for review and discussion in the next phase of engagement.

Key changes made to the draft Chinook Communities Local Area Plan (Plan) based on feedback included:

### 1. Chinook Communities' Plan boundary has been amended.

Based on the public feedback received in Phase 1, the Chinook Communities' Plan boundary has been amended to include the 39 Avenue LRT Station and nearby area. The Plan boundary was amended to recognize the potential for Transit-Oriented Development in proximity to amenities and destinations as a key community characteristic identified in Chapter 1: Visualizing Growth. The draft vision recognizes the Red Line transit station areas and the Macleod Trail S/SW Main Street as focal points supported by the draft core values to drive decision-making and policy development throughout the Plan.

### 2. Additional research on diverse histories, culture and heritage buildings.

To supplement the history section developed in draft Chapter 1, additional research into local histories for Black, Indigenous, (and) People of Colour (BIPOC) was included in response to feedback received. Additional opportunities to explore incorporating diverse local histories for the Chinook Communities will continue as the Plan is developed.

### 3. Enhancing and improving healthy and thriving natural areas.

In response to public feedback, the draft Plan includes Parks, Open Spaces, and Natural Areas as a draft core value that is specific to enhancing and improving parks, open spaces, and natural areas to create inclusive and programmable spaces for all ages, abilities and seasons with a focus on protecting natural areas along the Elbow River, Glenmore Reservoir and Stanley Park. The draft Plan will continue to prioritize suggested parks and open space improvements that will inform the work in subsequent phases for the Chinook Communities.

**"Integration of businesses and residential through mixed use zoning to facilitate an interconnected community and to allow walkability."**

**— Participant**



#### 4. Increasing the walkability, mobility and opportunities to access public transit in the area.

In response to public feedback, the draft Plan includes Mobility Choices and Transit-Oriented Development as draft core values that are specific to improving Macleod Trail S/SW as the main corridor while encouraging complementary mobility connections throughout the Plan that include safe, comfortable, and equitable year-round mobility options for pathways, cycling, wheeling, and walking. Proximity to amenities and destinations is highlighted as a key community characteristic in Chapter 1 and will be further built upon in subsequent phases of the Plan. Increased density near Transit-Oriented Development and enhanced public spaces for pedestrian activity along Main Streets close to a unique mix of residential, commercial and employment opportunities will further enhance mobility choices and access to public transit in the area.

**"This rate of development is unsustainable + will lead to congested/suffering natural areas, higher infrastructure maintenance costs and lower property values (everyone suffers)."**

**— Participant**



**"I think that having a better urban fabric which includes: walkability, transit, bike infrastructure, community gathering spaces, public art, and parks. As of right now the inner city just kinda unravels as it gets closer to the suburbs and industrial area."**

**— Participant**



#### 5. Enhance the pedestrian experience and proximity to goods, services and amenities.

In response to public feedback, the draft Plan includes Main Streets as a draft core value that supports a broad range of mixed-uses, placemaking initiatives and enhanced connections within the Macleod Trail S/SW and 50 Avenue SW Main Streets that create well-integrated links to other key nodes and corridors, such as Elbow Drive SW, 58 Avenue SW and 61 Avenue SW. The draft core value will inform the approach to potential focus areas for growth in Phase 2: EXPLORE and guide the policy development for Mobility and Area Specific Policies for Main Streets to enhance the pedestrian experience and public space while supporting medium to high levels of pedestrian activity.



### What We Did

Additional information about key changes made can found within the **Phase 1 What We Did Report** at [calgary.ca/Chinook](http://calgary.ca/Chinook)

## Engagement Summary Phase 2: Explore

This phase focused on exploring where and how growth and change could happen in the area. Engagement took place with the general public from November 14 - December 11, 2023, and with targeted groups from October through to December 2023.

Awareness building, education and engagement took place with the general public from November 14 to December 11, 2023, resulting in:

Total **ADS DISPLAYED**  
**1.8+ Million**

Total **INVOLVED**  
**12,800+**

Total **ENGAGED**  
**600+**

Total **CONTRIBUTIONS**  
**1,300+**



### What We Heard

Detailed information about all outreach and engagement activities can be found on the subsequent pages and within the **Phase 2 What We Heard Report** at [calgary.ca/Chinook](https://calgary.ca/Chinook)



# 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.
- Engage Stations were also installed to raise awareness and provide additional education and engagement booklets to community members.
- Large-format signs located in high-traffic areas.
- Two waves of geo-targeted social media ads (Facebook, Twitter, Instagram, Nextdoor).
- Digital ads/billboards located at Chinook LRT Station and Blackfoot Trail.
- Geo-targeted video ads on YouTube.
- Geo-targeted ads on high-traffic websites.
- Two-page advertisement in the local community newsletters.
- Twelve information boards at various locations (Insect Playground, 39th Avenue LRT Station, Mayfair Playground, Windsor Park Community Association & by Mayfair Sign).
- 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 creation and refinement of the second chapter of the Local Area Plan. Engagement was focused on where and how growth and change could happen in the area.

In this phase, engagement topics included:

**The Draft Vision and Core Values for the Chinook Communities**—the big ideas, hopes and priorities for the area’s evolution.

**Potential Focus Areas for Moderate-to Large-Scale Growth**—where homes and businesses that are 4+ storeys might fit best.

**Small-Scale Growth**—opportunities and challenges when thinking of welcoming a variety of small-scale homes in the Chinook Communities.

**An Initial Draft of Chapter 2 of the Local Area Plan** was also available for review and feedback.

**“Opportunity for mixed use near chinook TOD and highest density in the LAP including the shopping centre land to include for youth, young adults students, seniors and families.”**

**— 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 the feedback form (pre-paid return postage provided). Booklets were also available for pick up at eight engage stations through 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, asked questions and provide feedback.

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

**Working group sessions** – multiple sessions where the working group and project team were able to dig deeper into discussions related to asset mapping, vision and core values and potential focus areas for growth.

**Community association sessions** – multiple sessions for community association members to learn more, ask questions and provide feedback.

**Development industry session** – a session for industry members to learn more, ask questions and provide feedback.

**Conversation Series** – two sessions organized to provide additional opportunity to connect with the project team to learn more about the project and ask questions.

**Manchester Industrial Area Workshop** – a session for landowners or business owners/operators to review and discuss the evolution of the area over the next 30 years.

**“Let’s also find homes for people in our local community plan that are unhoused as all communities and neighbourhoods should.”**

**— Participant**

**“These values align with where I think our area should be going.”**

**— Participant**



# Engagement Timeline

## Phase 2: EXPLORE



A vertical timeline for Phase 2: EXPLORE. A central vertical line has red dots at each event date. Dates are listed to the left of the line, and event descriptions are to the right. The events span from October 2023 to April 2024.

October 4, 2023	•	Community Association Session #1 (In-person)
October 17, 2023	•	Community Association Session #2 (Virtual)
November 14 -December 11, 2023	•	Engagement Booklets Mailed to Residents/Businesses Engagement Booklets available for pick up at Engage Stations Online engagement open for feedback
November 21, 2023	•	Public Engagement Session (Virtual)
November 22, 2023	•	Development Industry Session (Virtual)
November 28, 2023	•	Public Engagement Session (In-person)
December 04, 2023	•	Public Engagement Session (Virtual)
January 30, 2024	•	Working Group Session #4 (Virtual)
February 27, 2024	•	Working Group Session #5 at Meadowlark Park Community Association (In-person)
March 13, 2024	•	Conversation Series #1 at Calgary Water Center (In-person)
March 19, 2024	•	Working Group Session #6 at Windsor Park Community Association (In-person)
March 21, 2024	•	Conversation Series #2 at Calgary Water Center (In-person)
April 11, 2024	•	Manchester Industrial Area Workshop at Days Inn (In-person)



**"Parks, Open Spaces, and Natural Areas are a good thing. My family and I utilize the parks, open spaces, and natural areas all year long for the following: dog walks, biking, skating, playing, commuting and socializing."**

**— Participant**

**"I understand the wish for cities to increase density, but I think the approach needs to be very thoughtful, so that our City is a place that people want to live, not just a large, congested city. Thanks for the opportunity to share."**

**— Participant**

**"Mobility Choices – I agree. I am a large supporter of additional mobility choices as my family are avid bikers and walkers where possible and safe. "**

**— Participant**

**"The area has lost its charm after many years of adding population to meet the growth. Britannia Plaza is still fighting for space to expand and is too close to high end residential area."**

**— Participant**



# What We Heard and How Feedback Was Actioned

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

## Topic 1: Vision & Core Values

- Participants are not supportive of the draft vision and core values and require further refinement to reflect the Chinook Communities.
- Participants highlighted the importance of preserving neighbourhood tree canopy and green space.
- Participants are generally supportive of the draft vision and core values as they are presented.
- Participants indicated they value existing character, neighbourhood charm and RC1.

## Topic 2: Potential Focus Areas for Growth

- Participants expressed location-specific concerns when talking about moderate to large-scale growth as it was proposed throughout the Plan area.
- Participants indicated they value existing character, neighbourhood charm and RC1.
- Participants highlighted the importance of preserving neighbourhood tree canopy and green space.
- Participants expressed traffic and parking concerns when talking about moderate to large-scale growth.
- Participants indicated opposition to the Plan and increased density.

## Topic 3: Small-Scale Growth

- Participants expressed traffic, accessibility and parking concerns when talking about small-scale growth.
- Participants indicated they value existing character, neighbourhood charm and RC1.

- Participants expressed concerns over affordability and inequities when discussing small-scale growth.
- Participants indicated opposition to the Plan and increased density with concerns around lack of infrastructure.

## Draft Chapter 2

- Participants expressed traffic, accessibility and parking concerns when talking about small-scale growth.
- Participants expressed location-specific concerns when talking about moderate to large-scale growth as it was proposed throughout the Plan area.
- Participants highlighted the importance of preserving neighbourhood tree canopy and green space.
- Participants indicated mobility and safety concerns.

**“There is a need to create a safer transit hub at 39th Avenue Station. Making it more walkable with mixed use and businesses open at night would make it feel safer.”**

**— Participant**



## What We Heard

Additional information can be found within the **Phase 2 What We Heard Report** at [calgary.ca/Chinook](http://calgary.ca/Chinook)



# Key Changes Made

Key changes made to the draft Chinook Communities Local Area Plan (Plan) based on feedback included:

## 1. Revised Moderate-to Large-scale Growth near Schools, Parks and Open Spaces.

Based on public feedback received in Phase 2: EXPLORE, many areas previously considered for moderate-to large-scale development (four storeys or more) around schools and parks have been removed from consideration. Moderate-to large-scale growth is no longer proposed around schools and parks with the exception of parks and open spaces that are located close to higher activity areas, such as transit station areas, Britannia Plaza, Insect Playground and park spaces adjacent to the Macleod Trail S/SW Urban Main Street.

Additionally, public feedback for parks, open spaces and natural areas informed investment priorities and community improvements in draft Chapter 3 and Appendix A. The project team will continue to consider ideas for potential improvements surrounding parks, open spaces and natural areas as part of engagement in Phase 3: REFINE.

## 2. Exploring Industrial Transition East of Macleod Trail S/SW.

Based on public feedback received in Phase 2: EXPLORE, maintaining industrial areas east of Macleod Trail S/SW continues to be important due to the locational advantage and proximity to downtown for emerging industrial trends such as last-mile goods delivery or smaller industrial users.

Feedback from the public informed changes to the draft Urban Form and Building Scale maps and draft Chapter 2 to maintain the primary industrial use of the Manchester Industrial area, while providing opportunities for residential and commercial uses west of heavy rail line and near transit station areas, and at other strategic locations. In draft Chapter 3, investment priorities that speak to industrial areas include those related to streetscape

improvements, pedestrian and cycling connections, and investing in parks and open spaces to facilitate flexible industrial development in the Plan.

## 3. Key Nodes and Improved Mobility Corridors.

Based on public feedback, the draft Urban Form and Building Scale maps were revised with a nodal approach to support Macleod Trail S/SW as the main corridor and encourage complementary mobility connections between the 50 Avenue SW Neighbourhood Main Street and Elbow Drive SW, and other key nodes and mobility corridors within transit station areas and near Activity Centres. Implementation options are included in draft Chapter 3 to continue building out mobility corridors for north-south and east-west connectors with a focus on improving connections across Macleod Trail S/SW to safely access transit station areas.

**“The area needs more density,  
not small scale homes.”**  
— Participant





#### 4. Creating Vibrant Areas near Transit Station Areas.

Based on public feedback, the draft Urban Form and Building Scale maps have been revised to provide a transition from the tallest buildings closest to transit station areas and smaller buildings closer to existing homes and surrounding communities.

Policy in draft Chapter 2 speaks to providing opportunities for transit supportive development and housing opportunities around the Chinook LRT station and 39 Avenue LRT Station. Policy has also been included that speaks to a potential future LRT station near 50 Avenue SW. Draft Chapter 3 includes community improvements to address concerns about mobility and safety by prioritizing transit station area improvements for streetscapes, incorporating amenities for new civic facilities, parks, and public spaces. Ideas for community improvements will be further explored for transit station areas as part of engagement in Phase 3: REFINE.

**"I believe that in the next 30 years the population is going to grow rapidly and therefore infill and mixed-use development needs to be a priority."**

**— Participant**



**"Some properties values would go up if they are purchased with the intention of subdividing; the challenges would be parking, traffic, increased strain on green spaces"**

**— Participant**



#### 5. Revised Moderate-to Large-scale Growth within the Major Activity Centre.

In response to public and internal feedback, the focus areas for moderate-to large-scale growth within the Major Activity Centre were revised to remove lands located east of the LRT tracks to retain primary industrial uses with exception to lands near transit station areas and other strategic locations. The draft Urban Form and Building Scale maps were revised to focus lower building scale transitions east of the tracks with additional policy guidance to support opportunities for industrial transition.

Additionally, redevelopment of underutilized lands was identified as Comprehensive Planning Sites such as Admiral Court, Home Depot, and the potential future LRT Station near 50 Avenue SW. Although the municipal impound lot located at 39 Avenue SE was outside the Major Activity Centre, it was identified as a suitable Comprehensive Planning Site for redevelopment over time. Comprehensive Planning Sites provide additional policy direction for redevelopment. Based on public feedback for the Manchester Industrial area, a Special Policy Area south of 58 Avenue S and east of the tracks is proposed to better integrate opportunities for residential, commercial, and industrial uses while removing urban form categories that would be incompatible with heavy industrial uses within the Major Activity Centre.



#### What We Did

Additional information about key changes made can found within the **Phase 2 What We Did Report** at [calgary.ca/Chinook](http://calgary.ca/Chinook)

## 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 May - June 2024 and with targeted participants from Spring 2024 - Fall 2024.

Awareness building, education and engagement took place with the general public from May 28 - June 24, 2024, resulting in:

Total **ADS DISPLAYED**  
**4.5M+**

Total **INVOLVED**  
**2,500+**

Total **ENGAGED**  
**240+**

Total **CONTRIBUTIONS**  
**300+**



### 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/Chinook](https://calgary.ca/Chinook)

# Building Awareness

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

- Thirteen large format (Curbex) signs placed throughout the communities and at high-traffic intersections.
- Community Association posts, website updates, news articles.
- Ads in each of the Plan area Community Association newsletters.
- Ward Councillor email updates.
- Mailed engagement packages.
- Paid social media advertisement campaign on Facebook, Instagram and X (Twitter).
- Organic social media posts on NextDoor.
- Paid geo-targeted digital advertisement campaign on YouTube and geo-targeted banner ads.
- Poster Horizontal Digital and transit ads.
- Email newsletter campaign through Chinook Communities subscriber list.
- Engage stations were used to raise awareness and provide additional education and engagement booklets to community members.
- 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:** Draft Maps

**Topic 2:** Community Improvements

**Topic 3:** Additional Feedback

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

**"I want the city to ensure infrastructure is in place to support all residents. The city needs to make a big push to improve public transit."**

**— 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 the feedback form (pre-paid return postage provided). Booklets were also available for pick-up at eight Engage 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** – session focused on reviewing refinements to the map and collecting additional input on both the map refinements and community improvements identified for the area.

**Community Association sessions** – multiple sessions for community association members to learn more, ask questions and provide feedback.

**Walking tours** – an opportunity to reflect upon the draft Urban Form and Building Scale maps and the draft community improvement opportunities with community association members.

**Development industry session** – a session for industry members to learn more, ask questions and provide feedback.

**Community conversation series** – a touch-point between open public engagement phases to meet with the project team for an update on the work being done and have questions answered.

**“There should be pathway that links future residents to the river pathways either via a pathway/ bike path or an overpass.”**

**— Participant**



**“Any long-term vision for development east of Macleod needs green spaces for people to walk their dogs and ride their bikes.”**

**— Participant**



# Engagement Timeline

**Phase 3: REFINE**  
**(Refining the Plan and confirming the community improvement ideas.)**





"Right now east of Macleod has several breweries, let's keep this local craft beer vibe and build on it with incentives for restaurants, shops, etc, to move into the area."

— Participant

"Please add enough parking spaces & options for all of these multi-unit homes. In our cold Calgary climate people are still going to drive and are not reducing vehicle use, even in inner city, as much as you are planning for."

— Participant

"I have two adult children looking for housing and the current development does not offer affordable or sensible housing."

— Participant





# What We Heard and How Feedback Was Actioned

This phase was focused on discussing, reviewing and refining the draft Urban Form and Building Scale Maps, determining ideas for future community improvements, and gathering additional feedback on the draft chapters of the Plan.

## Key Themes Heard

Key themes heard from participants in the third phase of the project included:

### TOPIC 1: Draft Maps

- Participants expressed location-specific concerns as it was proposed throughout the Plan area.
- Participants indicated frustration and distrust regarding the “Home is Here” Blanket Rezoning R-CG Engagement and council direction.
- Participants indicated traffic, mobility and safety concerns.
- Participants indicated concerns about impacts to privacy and shadowing, and property values.
- Participants indicate that they are not supportive of the Plan and increasing growth in the Plan area.
- Participants indicated opposition to the Plan and increased density with concerns around lack of infrastructure (waste and recycling was top of mind).

### TOPIC 2: Community Improvements

- Participants expressed desire to see more walking and wheeling (5A Network) connections throughout the Plan area.
- Participants highlighted the importance of preserving neighbourhood tree canopy, and enhancing parks and open spaces.
- Participants expressed the need to see that safety overall in the Plan area is considered.
- Participants expressed the desire to see more LRT station and transit improvements.
- Participants indicated concerns about infrastructure in the Plan area to accept growth.



## What We Heard

Additional information can be found within the **Phase 3 What We Heard Report** at [calgary.ca/Chinook](https://calgary.ca/Chinook)

### TOPIC 3: Additional Feedback

- Participants expressed many mobility and safety concerns throughout the Plan area.
- Participants expressed location-specific concerns as it was proposed throughout the Plan area. Specifically, around the Building Scale Map.
- Participants indicated concerns about impacts to privacy and shadowing, and property values.
- Participants expressed Parkhill location-specific concerns.

**“Young families in this neighbourhood have only Stanley Park as a public park to enjoy. This is way too far away to walk in a stroller to enjoy a natural area.”**  
— 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 draft Chinook Communities Local Area Plan based on feedback included:

### 1. Additional policy guidance for industrial transition

We received public feedback that there was a desire for portions of the Manchester Industrial area, near transit stations and east of Macleod Trail S, to continue to evolve and incorporate additional uses beyond industrial. In response, draft Chapter 2 identifies strategic locations for additional policy guidance for industrial transition within the Manchester Community. Refinements to Map 3: Urban Form expanded the Manchester Industrial Special Policy Area along the east side of the Red Line LRT alignment where mixed uses (such as residential, commercial and industrial) would support industrial transition.

These refinements are linked to implementation options in draft Chapter 3 for the Manchester Industrial area, including supporting the Barley Belt as a cultural destination, providing streetscape improvements, investing in parks and open spaces and enhancing the pedestrian and cycling connections. These improvements will enhance the public space and pedestrian experience and help welcome a variety of residential, commercial, and industrial uses in key areas identified as appropriate for transition in the Manchester Industrial area.

### 2. Consideration for improvements to transit station areas

We heard that people value improved walkability, safety, and public spaces to support access to public transit in the Chinook Communities. In response, refinements to Map 3: Urban Form expanded the Neighbourhood Flex urban form category further east along 61 Avenue SE as part of a direct linear mobility network that connects to the CF Chinook Centre and the Chinook LRT station. Additional refinements included the adjustment of the Neighbourhood Connector urban form category near the Parkhill Community Association site to reflect where more pedestrian and cyclist activity would occur to support and enhance connection to

the 39 Avenue LRT station. In alignment with refinements to urban form, Map 4: Building Scale increased scale modifiers east of Macleod Trail S near the 39 Avenue LRT station and several parcels east of the Chinook LRT Station.

These refinements will further support intensity near existing LRT station areas and align with community improvements in draft Chapter 3 to enhance pedestrian and cycling connections for missing mobility links, streetscape improvements, wayfinding to key amenities and facilities, and opportunities for new civic facilities and parks and open spaces to further enhance safe access to public transit.

**“Also, as density occurs, it is necessary that services and amenities keep pace - for instance, there is no library, and no dog parks south of 50th Ave (as far as I know).”**

**— Participant**



### 3. Refined transitions between higher-and lower-scale development

In Phase 3, public input expressed concerns regarding the building scale transitions between higher- and lower-scale development in the Parkhill and Elboya Communities.

In response, refinements to Map 4: Building Scale were made to modify the building scales in areas along 34 Avenue SW, 38 Avenue SW, 38A Avenue SW, and 40 Avenue SW from Low to Low-Modified scale to provide additional building scale transitions. Changes have also been made to reduce the scale along Parkhill Street SW and 1 Street SW from Low-Modified to Limited scale. To align with these changes to building scale, refinements were made to Map 3: Urban Form, which included changing the Neighbourhood Connector urban form category to Neighbourhood Local along Stanley Road SW.

Policy in Chapter 2 also speaks to consider context when adjacent parcels have different scale modifiers.

### 4. Location-specific refinements to Urban Form and Building Scale maps

We received public feedback with location-specific concerns regarding urban form categories in the Chinook Communities, specifically along Elbow Drive SW to be consistent in urban form south of 50 Avenue SW. In response, refinements were made to Map 3: Urban Form, which include modifying Neighborhood Local parcels that have frontage on Elbow Drive SW to Neighbourhood Connector urban form category along Elbow Drive SW, south of Britannia Plaza.

We also heard a range of feedback on building scale, specifically along 61 Avenue SW, Macleod Trail S, Elbow Drive SW, and Meadowview Road SW. In response, refinements were made to Map 4: Building Scale, which include modifying Highest to High scale along 61 Avenue SW and Macleod Trail SW to allow for more development flexibility. Additionally, refinements were made to reduce building scale from Low to Low-Modified scale along Meadowview Road SW to provide a scale transition from the CF Chinook Centre. In alignment with changes to urban form, building scale

for parcels that have frontage onto Elbow Drive SW, south of Britannia Plaza, were adjusted to Low scale.

These refinements are linked to implementation options in draft Chapter 3 to support growth and change along these evolving Main Streets, Community Corridor, north-south and east-west connectors.

### 5. Refined community improvements for mobility and safety

We heard a wide range of perspectives from the public on confirming ideas for mobility, safety and addressing different preferences and changing needs for the Chinook Communities. In response, community improvements and implementation options in draft Chapter 3 were developed to include enhanced transit connections and amenities along the Primary Transit Network, specifically along 1A Street and 58 Avenue S. Refinements to draft Chapter 3 also include policy to enhance pedestrian and cycling connections between Meadowview Road SW and 5 Street SW to improve accessibility and safety.

Improvements were also modified in Appendix A to explore enhanced cycling infrastructure along Manhattan Road SE that links to 46 Avenue SE to support flexible industrial development. We also heard a range of feedback on mobility improvements including considering signalization at the intersections of 50 Avenue SW with 6 Street SW, 4A Street SW, and 4 Street SW.

These refinements to draft Chapter 3 and Appendix A will improve safety, connectivity, and increase mobility options for people who live, work, and visit the area.



## 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/Chinook](http://calgary.ca/Chinook)**



**“I am very supportive of densification but am worried about schools. A priority for me is that my son can attend walking distance for school.”**

**— Participant**



# Participation Summary

## Phase 4: Realize

This final phase of the project was focused on sharing the final draft Plan with key participants for final comment and sharing the proposed Plan with the public prior to bringing it forward to Committee and Council for review and decision.

### Engagement Timeline

September 26, 2024	• Community Association Session #1
October 1, 2024	• Community Association Session #2 (Virtual)
October 15 – November 7, 2024	• Information Booklets mailed to residents and businesses (and available for pickup at Engagement Stations) and engagement process feedback open online.
October 22, 2024	• Public Engagement Session (Virtual)
October 23, 2024	• Development Industry Session (Virtual)
October 24, 2024	• Public Engagement Session (In-person)
November 5, 2024	• Public Engagement Session (Virtual)
November 26, 2024	• Conversation Series Session #1 (In-person)
December 3, 2024	• Conversation Series Session #2 (In-person)
January 14, 2025	• Conversation Series Session #3 (In-person)
January 23, 2025	• Working Group Session #8 (In-person)

**“The proposed development east of Macleod Trail isn’t so bad as that is mostly industrial anyway. Could we limit the re-zoning on the west side of the Macleod Trail to only 3 or 4 stories? We should also decrease the amount of areas in the Macleod Trail area that can be re-zoned to limit how busy these areas will get and the parking issues that will ensue.”**

**— Participant**



# Local Area Plan – Key Considerations



## Local Area Plan



### Context & Trends

What is the current context of the area? What is changing when it comes to population demographics, needs and trends?



### Equity

How do we plan for equity within our communities and city?



### Participant Input

What ideas, insights, opportunities and concerns have been raised by the public and other participants?



### Professional Expertise

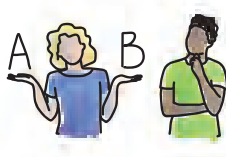
What are the urban planning best practices, what is economically feasible and technically possible?



### City Policies

How do we ensure alignment to the Municipal Development Plan, Climate Strategy and other City policies?

# Creating the Local Area Plan



## Phase 0: Discover

Pre-project research, relationship building, and knowledge transfer.

## Phase 1: Envision

Looking back at the past, understanding the present and envisioning the future of the area.

## Phase 2: Explore

Exploring where and how growth and change could happen in the area.

## Phase 3: Refine

Refining the plan and confirming the community improvements.

## Phase 4: Realize

Committee and Council review and decision.



### CHAPTER 1:

#### VISUALIZING GROWTH

*What do we know about the history of the area, what's loved about the area today, what could be improved, and what's the vision for the future?*

- **History & Current State**  
history of the area and current context.
- **Vision**  
statement that outlines the vision for the area's future
- **Core Values**  
key priorities to keep in mind as the area evolves in the future

### CHAPTER 2:

#### ENABLING GROWTH

*What type of growth makes sense where and what local/custom direction is needed to realize great development in this area?*

- **Future Growth Concept**  
Urban Form & Building Scale Maps outline a future vision for the types and forms of new development through the plan area
- **Development direction**  
development policies that provide direction to help shape and guide decisions on future development proposals

### CHAPTER 3:

#### SUPPORTING GROWTH

*If growth occurs, what physical and social investments are needed?*

- **Future investment goals & objectives**  
goals and objectives aligned with the Plan's core values
- **Implementation options**  
specific implementation actions or investment options to achieve the supporting growth objectives



# What We Heard & What We Did reports

The Chinook Communities Local Area Plan was informed by input provided by thousands of participants over multiple phases and multiple years. The Plan sets the vision for the next 30 years – providing direction on future development and investment that residents, landowners, builders/developers, City Planners and Council can commonly refer to as new development and investment ideas are proposed.

For more detailed information about what was heard through the project or to learn more about how input provided in each phase informed the creation and refinement of the Chinook Communities Local Area Plan, please review the following What We Heard & What We Did reports.

[Phase 1: What We Heard Report](#)

[Phase 1: What We Did Report](#)

[Phase 2: What We Heard Report](#)

[Phase 2: What We Did Report](#)

[Phase 3: What We Heard Report](#)

[Phase 3: What We Did Report](#)

