

**plan it calgary**  
integrate · grow · sustain

## Report on Results of Qualitative Research

**March 18, 2008**

**Prepared by**



**Qualitative Coordination**

The Right Choice

**Weaver**  
marketing research

# Executive Summary

Above all else, *transportation* emerged as the single most important factor that will impact Calgary lifestyle as the City develops into the future.

The majority of focus group participants understood and supported the need for Calgarians to move away from current dependency on private motor vehicles and towards alternate transportation and public transit. The degree to which this sustainable transition will appeal to and be comfortable for residents will depend not only on *extension and improvement of public transportation systems* but also on *changes in location and design of Calgary communities*.

Collectively, participants envisioned the future Calgary consisting of a series of “small towns within the big city.” Communities would vary one from the next, with housing/commercial style and mix dependent on community age and location. However, each would be largely self-contained, with some workplaces and most essential services, shopping, schools, parks, recreation and community facilities all in 20 to 30 minute walking distance or a short (i.e., 5 to 10 minute) shuttle bus ride from residences.

A diversity of building types would be present in each neighborhood, including some single family dwellings, some multi-family dwellings (e.g., subdivided homes, townhouses) and some low-rise condo/apartment buildings. Mixed use buildings would be encouraged, with stores, restaurants and services on street level, office space and residential space on higher floors. For aesthetic appeal, buildings would comprise a variety of *compatible* designs - as opposed to stylistically jarring infills or what respondents consistently referred to as the repetitive “cookie cutter” designs prevalent in many newer Calgary communities today. Streets would be pedestrian friendly and include landscaping features. Small (well lit) parks, small sports fields and as many trees/garden features as possible would offer enhanced recreational and aesthetic appeal.

Small bus service (ideally operating with environmentally friendly energy sources) would run frequently and consistently throughout residential neighborhoods, shuttling residents from their homes directly to local services or to the near-by LRT hub.

# Executive Summary

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Focus group participants felt that this community and transportation design would greatly reduce people's need to rely on private motor vehicles. It would encourage pedestrianism, promote personal interaction, and create a desired feeling of community comfort, "coziness" and pride.

LRT stations would be spread throughout the City, each one acting as a hub serving surrounding communities. Larger scale commercial and higher density residential developments would be centred around each LRT station, including big box shopping centres and chain store retail malls, business office complexes, major leisure/recreation centres and so on. High rise commercial and residential developments would most likely be located in the vicinity of these commercial/transit hubs.

LRT routes would be constructed to run on elevated tracks (to reduce motor vehicle crossing delays) or underground. Stations would deliver passengers directly in to the commercial hubs (i.e. underground). Buses would enter and exit directly from the same stations, so passengers did not have to walk/wait at outside locations. Routes would traverse the City, eliminating the constant need to pass through the downtown core, and would run on a consistent and frequent schedule.

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# Research Objectives and Methodology

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In January 2008, the City of Calgary contracted *Qualitative Coordination* and *Weaver Marketing Research* to conduct qualitative research to explore Calgary residents' long-term visions for the City, with a particular view to establishing a plan for sustainable development. The research was to provide the Plan It Calgary team with a general sense of what Calgarians feel are the issues that must be overcome in order that the City can intensify and still maintain a high quality of life for its residents.

More specifically the focus group research set out to :

- Explore perceptions of a complete community that provides a high quality of life for residents, including factors such as
  - land use
  - design and aesthetics
  - population density and diversity
  - how people get around
  - proximity of destinations
  - comparison with existing communities in Calgary or other cities
  
- Determine attitudes and potential options for making Calgary less auto-dependent in the future
  - impact on lifestyles
  - impact on community design
  - impact on design of public transportation systems
  
- Assess opportunities for intensification and growth of housing and jobs within the city as they relate to quality of life and sustainability
  - potential obstacles to be overcome
  - impact on housing types
  - proportions and location of high, medium and low density
  - location and size of green spaces
  
- Gather residents' viewpoints on what existing elements of the City should be enhanced or protected.

# Research Objectives and Methodology

A total of nine focus groups were held in Calgary between February 11 and February 20, 2008. As detailed below, six groups were selected according to their current residential community type and their primary means of transportation; one was selected by age; and one by previously expressed interest.

## February 11<sup>th</sup>

1. Downtown/Residential Established - Primarily Private Single Occupancy Transportation
2. Downtown/Residential Established - Primarily Alternative Transportation (e.g. transit, walking, cycling, taxis, carpooling, etc)

## February 13<sup>th</sup>

3. New Residential /Suburb - Primarily Private Single Occupancy Transportation
4. New Residential/Suburb - Blended Transportation
5. Youth 18-24 (any residential location) - Blended Transportation

## February 19<sup>th</sup>

6. Blended Residential - Primarily Private Single Occupancy Transportation
7. Blended Residential - Primarily Alternative Transportation

## February 20<sup>th</sup>

8. Reside within walking distance of LRT station - Blended Transportation
9. Engaged Calgarians - invited by City of Calgary among individuals who previously expressed an interest in participating

With the exception of the Engaged Calgarians, respondents were professionally recruited by *Qualitative Coordination (QC)*, and each paid a cash incentive for their participation. Focus groups were moderated by Tracy Thomson of QC and Sheila Weaver of *Weaver Marketing Research (WMR)*.

The report which follows presents main findings of the research based on moderators' observations and review of notes and materials produced in the groups. Audio and video recordings of the focus group discussions are available to the City. Detailed flipchart and exercise notes are attached as appendices to the report, along with copies of the discussion guide, recruiting screener and community map. These materials will provide the reader with a level of granularity and comprehensive detail to supplement the summary findings in the body of this report.

## Benefits and Limitations of Qualitative Research

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Qualitative research includes many methodologies, one of which is the focus group. Focus group discussions are moderator-led, informal, non-threatening interactions. They permit in-depth probing of selected groups of individuals with similar characteristics on their behaviour, habits, usage patterns, perceptions, and attitudes related to an issue. Focus groups allow for a more complete understanding of a population segment, in that the thoughts and feelings are expressed in the respondents' *own language* and at their *own levels of passion*.

The focus group technique is valuable in marketing research as a means of developing a range of ideas and insight that can inform and fuel organizational discussions and ultimately, decision-making. Due to the small sizes of these groups and inherent biases, the information presented in this report *cannot be projected to the entire population*. More precise or decisive analyses of the population can be provided by quantitative research methods, depending of course on the design and wording of the survey questionnaires to yield actionable data.



## Research Findings



# Summary of Main Findings

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Several main themes emerged over the course of the focus group discussions. While some participants may have placed more emphasis on certain issues or ideas than others, there was a noticeable consistency of theme and general approach among most.

## Getting Around

### *Public Transit*

Transportation issues were consistently named as Calgary's most serious current problem, with near-universal mention of traffic congestion and inadequacy of public transit. Respondents called for:

- improved transit reliability
- greater pick-up frequency
- greater consistency of transit schedule 24/7
- Make transit a better customer service
- increased number of transit routes, including direct routes to major destinations and cross-city routes that do not pass through downtown
- easier access / proximity to transit stops so people do not have to drive to the LRT stations
- Better waiting areas with shops and services close by
- easier access in entering trains and buses.

Since buses often involve outdoor wait times and slow rides due to road congestion, respondents expressed a preference for trains (except for short local trips such as those from residential street corner to LRT station). Preference was expressed for trains to be designed as a combination underground and elevated system to further alleviate congestion at intersections or crossings.

Participants felt that, like other large cities, Calgary's train stations must be well-designed complexes, with feeder buses linked directly and with stores and services within stations. Station complexes might also include offices / business centres and residential areas attached to the station directly.

Respondents note that especially as our population ages and the senior demographic becomes larger over time, Calgary's public transportation system needs to cater more to this group, with attention to proximity and frequency of stops as well as wheelchair and walker accessible vehicles.

# Summary of Main Findings

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## *Getting Around, continued*

Many focus group respondents appeared to hold a (spoken or implied) view that a majority of Calgary's current transit users are individuals who do not own a vehicle or are in a lower income range. This finding presents a challenge for sustainable development, as a perceptual / attitudinal transition will be required to make public transit a more broadly socially acceptable practice.

However, participants pointed out that if the transit improvements listed above were made, the transit system would be much more appealing to Calgarians: the greater convenience, efficiency and comfort afforded would overcome any distaste residents may currently feel towards public transit.

### *Alternate Means*

One of Calgary's existing strengths, according to the focus groups, is its bike paths. Respondents heartily encouraged the City to maintain and expand the bike path system.

Support was also strong for community design to enable residents to walk to many of places they need to go – stores, services, amenities, LRT hubs. Some further suggested that central commercial locales within neighborhoods be restricted to pedestrian access.

In addition, a few respondents mentioned the use of carpool lanes, bike lanes, taxis, etc., as an alternate means to move around.

## *City Size and Densification*

Currently, the city is perceived to be spreading too far outward, reaching and passing the periphery. Respondents in several groups referred to "urban sprawl" and commented that the city should begin growing "up" versus continually "out."

The general feeling was that a more sustainable Calgary – the Calgary of the future – would include more multi-story buildings outside the downtown core. A minority were comfortable with inclusion of high rise commercial and residential developments in different parts of the city. The majority were more at ease with low-rises within residential communities, and welcomed the concept of mixed use buildings with commercial outlets on lower floors and residences above.

# Summary of Main Findings

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## *City Size and Densification, continued*

Respondents did not make a great deal of specific comment about increasing density in older neighborhoods. Some did suggest that, as existing housing came to the end of its practical lifespan, it be gradually transitioned to multi-family dwellings in styles architecturally compatible with other neighborhood dwellings. These could be old large homes subdivided into suites, or newly constructed condos/ townhomes. However, the current practice of removing older homes and filling the lots with what was described as “great big aesthetically vulgar infills” was strongly critiqued as destroying the neighbourhood character Calgarians desire.

Focus group participants supported the concept of redeveloping old industrial or currently vacant locations as new communities. Locations suggested were: Westhills, West Winds, Mount Royal College, East Village, parts of the Beltline, Crossroads Market, near old army barracks, north of Saddle Ridge, near Deerfoot Meadows, near McKenzie Towne, Victoria Park and Eau Claire.

## *Community Design*

No matter which type or location of community was being discussed, focus group participants seemed unanimous in their desire for a real “sense of community.” One of Calgary’s strengths is seen to be its warm, friendly people; respondents want to retain and build on this through community design.

Such design was referred to in several of the groups as a “small town atmosphere” within the bigger city. Each community would have its own sense of distinct spirit, pride of community and neighborly comfort. Each would be quite self-contained, with its own essential services, independent shops, medical, fire, schools, restaurants, recreation facilities, etc. within walking distance of residences. More regional services, like big box malls, large scale recreation areas, etc. would be located outside the community, readily accessible by transit.

Existing communities that respondents referred to in illustration of the “small town concept” included Kensington, Bridgeland, parts of Inglewood, Marda Loop and McKenzie Towne.

# Summary of Main Findings

## *Community Design, continued*

Additional features of these desirable communities include:

- increased demographic and cultural diversity within neighbourhoods
- no cookie cutter designs; diversity of housing styles (including single homes, townhomes, condos and apartments) to suit various demographic and income groups -- especially as Calgary real estate prices continue to rise
- lots of trees throughout
- Less front drive garages
- Move sidewalks to encourage front porches
- mixed land use – combo of retail and other business, amenities, services and residences – will require significant revisions to the existing zoning bylaws
- includes buildings up to 4 to 6 stories tall
- Community shops and amenities in the centre of the community
- employment opportunities in immediate area; corporations to establish offices / light industry sites outside downtown, nearer residential areas.

Respondents' top of mind comparisons of current community types compared to sustainable future Calgary communities are set out on the following page.

## *Varying Points of View*

While similar themes emerged across the course of all nine focus group discussions, some diversity of opinion among respondents was of course also expressed.

Some participants were much more content than others to retain much of the city's current pattern of development. The most noticeable distinction was among participants whose primary means of transportation was the private single occupancy vehicle. Private drivers tended to be more supportive of the status quo and expressed the greatest enthusiasm for improving roadways -- faster thoroughfares, more cloverleaves, more parking and a ring road to get around the city. This group was hard pressed to envision a city which could provide efficient and appealing service via public transit.

They youth group identified some creative ways to enhance the idea of retaining a sense of community; specifically by creating neighbourhood websites and encouraging employers to consider telecommuting as an efficient means of work, thereby improving the opportunity for residents to stay within their neighbourhoods.

# Summary of Main Findings

## TOP OF MIND VIEWS OF EXISTING VERSUS IDEAL CALGARY COMMUNITY TYPES

### EXISTING

### IDEAL

#### City Core

- |  |   |
|--|---|
| <ul style="list-style-type: none"> <li>• Convenient to get around</li> <li>• Character</li> <li>• Independent shops</li> <li>• Able to walk to destinations</li> <li>• Safety issues</li> <li>• Mainly for young singles; less child friendly</li> <li>• Heavy traffic / parking issues</li> </ul> | <ul style="list-style-type: none"> <li>• Improved transit frequency and reliability</li> <li>• Transit is less intrusive on streetscape</li> <li>• More small independent shops, cafes and pubs</li> <li>• Smaller recreational facilities</li> <li>• More lighting</li> <li>• More parks and trees</li> <li>• Areas of mixed park and commercial use (e.g. along river)</li> </ul> |
|--|---|

#### Established Residential

- |  |   |
|--|---|
| <ul style="list-style-type: none"> <li>• Character</li> <li>• Spacious yards</li> <li>• Still not too difficult to get around</li> <li>• Opinion is mixed regarding accessibility / transit</li> <li>• Opinion is mixed regarding diversity</li> <li>• More family oriented</li> <li>• Close to services, amenities</li> </ul> | <ul style="list-style-type: none"> <li>• All communities would have schools</li> <li>• Streets would have curves while maintaining a grid structure</li> <li>• Transit nearby, but buffered from residences</li> <li>• Direct transit routes to major retail areas</li> <li>• Quiet residential areas</li> <li>• Infills designed to fit with existing buildings, in style and scale</li> <li>• Three to four storied apartment buildings in neighbourhood</li> <li>• Variety of intensification options (redevelop large houses into condos, maintain aesthetic appeal with infills, etc)</li> </ul> |
|--|---|

#### Suburbs

- |  |   |
|--|---|
| <ul style="list-style-type: none"> <li>• Cookie cutter home design</li> <li>• Necessity to drive leads to an absence of sense of community/you don't get to meet your neighbours</li> <li>• Some mixed, but primarily single family dwellings</li> <li>• Best prices for housing</li> <li>• Car is essential; limited transit (need to drive to shops, parks, etc)</li> <li>• Bottlenecked driving routes, esp. at peak times</li> <li>• Big box mall close by</li> <li>• Appealing sense of quiet and safety</li> </ul> | <ul style="list-style-type: none"> <li>• Pedestrian friendly neighbourhood (e.g. walk to corner store)</li> <li>• Very similar to existing neighbourhoods</li> <li>• Pedestrian friendly big box mall close by</li> <li>• Feeder buses will deliver riders to not only train stations, but local destinations as well</li> <li>• Varied opinions regarding acceptable height of tall buildings</li> </ul> |
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# Summary of Main Findings

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## *Varying Points of View, continued*

Suburban respondents tended to differ from other groups in that they viewed the downtown core quite negatively as concrete and unappealing, and established residential areas as unaffordable. These groups described their current suburban lifestyle as extremely appealing.

Younger respondents talked about a progression of residential type according to lifestage: downtown/core when young; suburban when settling/starting families; then striving to reside in established residential communities as they matured. A single family home with a treed yard on a quiet street in an older neighborhood appealed to this group as the ideal.

## *Input from Engaged Calgarians*

The final session in the focus group series consisted not of random members of the general public like the other groups, but rather of Calgarians with personal or professional involvement with community planning and development. These participants had previously expressed interest in taking part in the focus group project, or were BRZ reps invited by Plan It or were invited directly by the Federation of Calgary Communities.

Despite their previous experience in development issues and some pre-established points of view, these participants were led through the same focus group discussion exercises as the other eight groups. Interestingly, the themes, concepts and general direction envisioned for the future of Calgary by the Engaged Calgarians closely paralleled those of other respondents – albeit at a somewhat greater level of creativity and detail. Transportation was again emphasized as key to future community development.

More specifically, the Engaged Calgarians group identified the following:

- Need for improved transportation – more/closer LRT stations
- Preference for trains over buses for efficient transportation

# Summary of Main Findings

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## *Input from Engaged Calgarians, continued*

- Trains and buses do not all intersect with downtown; more routes established to cross town or take passengers directly to major destinations
- Call for LRT hubs in many locations around the city in addition to downtown
- Feeder buses would bring people to the centralized hubs; feeder buses need to be frequent and reliable in order to eliminate the need to drive to hub
- Train access might best be located underground, below mixed use developments
- Enthusiasm for shops, service and employment located within LRT station complexes
- Barrier free transit design to improve mobility and access, especially for seniors
- Public transportation to be environmentally conscious, with greater emphasis on low emissions and alternate power sources
- Necessity to transition Calgarians to perceive transit as “the preferred way to travel”
- Redesigned communities could exist anywhere as long as they were complete communities
- Neighbourhood appeal and residents’ quality of life based in large part on feelings of comfort and ‘coziness’ within community; self sufficient communities create pride in neighbourhood
- Improve community ‘feel’ by promoting interaction of neighbors, e.g. through housing guidelines to encourage front porches, discourage front garages, improve neighbourhood walkability
- City should play a greater role in developer direction to ensure that property owners have more options / greater control of the design and aesthetics of their own home
- Appealing building design, including size and scale, essential to encourage more Calgarians to accept living in a multi-family dwellings
- Call for multifunctional green space that is easily accessible by residents living in multi-family dwellings

# Summary of Main Findings

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## *Input from Engaged Calgarians, continued*

- Mix of residential price ranges within each community
- Appeal of mixed use buildings – residential and commercial
- Suggestion to create public facilities that can adapt for changed uses over time (e.g. a school later converted into a senior’s home)
- Seniors facilities should be present in community “pods” with services close by
- Each community should include services such as medical, fire and police
- Improved lighting to enhance perception of personal safety
- Preference for smaller recreational facilities spread throughout communities, rather than one major facility in driving distance
- Greenery is more important than large scale parks, depending on the location (e.g. flower pots lining street may hold equal appeal); in general, call for more trees, greenery, pots
- Recycling facilities / services essential
- Residential density increases with proximity to transit hubs
- Large scale shopping centres and recreational facilities would be regionally based.

## *Sites and Features to be Preserved*

Focus group participants named four general categories of existing Calgary sites and features they felt must be preserved for the future:

- Natural Areas and Parks
- “Signature” / Heritage Buildings and Commemorative Sites
- Festival, Market, Arts and Recreation Facilities
- Interesting Neighborhoods
- Views



# Specific Results: Experiences Living in Calgary

As an initial warm up exercise, respondents were asked to share their experiences about living in Calgary. In order to focus their feedback, they were asked to comment on three community types: downtown/core, established residential and new suburbs. Overall, the majority of comments concentrated on convenience and accessibility of transportation, recreation and outdoor opportunities, the rapid growth of the city, and the variety of lifestyles each community type catered to.

## DOWNTOWN/ CORE COMMUNITIES

The balance of participants offered both positive and negative comments about downtown areas, including:

- Varied exterior design details enhanced the overall aesthetic
- Had the highest density of population with the greatest volume of apartments and condos
- Offered its residents a multitude of social and recreational activities
- Provided the greatest variety of unique retail venues
- Transit was accessible and convenient
- Driving was perceived to be a cumbersome task, parking was expensive and lacking overall
- Residents were primarily young, single or professional couples (i.e. not well designed for children)
- The area was unaffordable for single detached dwellings.

In contrast some suburb respondents, especially those who primarily drove their own vehicle, felt the downtown/core offered little appeal. They described it as all concrete -- dirty, crowded, unsafe and lacking green space.

*“There’s interesting shopping, niche shopping, more mom and pops.” Gp 6*

*“The downtown areas have a lot more character than the newer developments. The houses are different from each other.” Gp 5*

*“It’s more fast paced, you’ve got somewhere to be, somewhere to go. In those areas you always have something to do, you can shop, you can always find a reason to be there.” 5*

*“If you need to take transit or get around, downtown’s the best place to be. Easy to get to the train and easy to catch a bus.” 2*

*“Traffic doesn’t keep up with how fast the city’s growing. It’s really bad in the downtown neighbourhoods because they were built so long ago, it’s no longer efficient to drive there.” Gp 5*

*“You sacrifice something when you move closer to work (downtown). It’s grossly unaffordable, you can’t find a decent home in the core because the prices are a lot higher.” Gp 3*

*“The closer you get to downtown the more you lose out on green space, there’s more cement, more traffic, more people.” Gp 3*

# Specific Results: Experiences Living in Calgary

## ESTABLISHED RESIDENTIAL

For a majority of respondents, this community type was seen to offer dual advantages – close to public transportation and numerous amenities and facilities. Further, established communities maintained a distinct character due to their residential architectural designs and spacious yards.

Additional comments included:

- Adequate spacing between residences
- Increased diversity of resident demographics
- Most communities included a centrally located shopping plaza within walking distance
- Lots of parks and green spaces, mature trees
- Recreational amenities such as arenas, hockey rinks, soccer fields, baseball diamonds, etc.
- More architectural diversity – not “cookie cutter”
- Close to LRT and transit

For the youth group, it is the established communities where they wanted to settle down and raise a family.

Some suburban participants, interestingly, did not consider this community type to be a viable residential option – in fact they did not seem to even recognize their existence. For them it was a choice of either living downtown or living in the “burbs”.

*“Each community has its own sense of community spirit” Gp 4*

*“20 or 30 years ago in the older neighbourhoods like Sundance you could pick your own design, choose what you wanted, it gave the neighbourhood some depth.” Gp 4*

*“There’s always a small shopping area built nearby specifically for that community.” 5*

*“There’s lots of bus stops and the train station isn’t usually too far away, within walking distance or a short drive.” Gp 5*

*“People’s yards are bigger and they still have some space between houses” Gp 8*

*“They used to be oriented for families, but now those people are getting older and younger families are moving in” Gp 1*

*“The community centres are family oriented. You can always find schools with good playgrounds, outdoor arenas and sports parks.” Gp 6*

*“Just relaxed in the older neighbourhoods, a sense of community would be big for me because if I’m going to live somewhere 20 years from now I’ll have a family and I’ll want to feel like I can be there with my family, where they can grow up and make friends, a sense of community.” Gp 5*

# Specific Results: Experiences Living in Calgary

## NEW SUBURBS

This community type was considered to offer the best price for purchasing a home. Many respondents felt life in the suburbs came with compromise, in that they were giving up conveniences such as shortened commutes, local schools, easy train/transit access and the proximity to shopping and services. However, the flipside is that this community type offered a sense of comfort and safety for their families.

No clear consensus was identified regarding diversity of dwelling type. Some respondents pointed out that these newer communities included more diverse housing types (condo's, single detached, etc), while the rest of participants thought they focused on single family homes. All agreed however that the architectural designs were very similar within the community. Also mentioned:

- Residences are closely spaced together
- Smaller green spaces throughout
- Home quality may be a concern
- Small yards
- Road access is "one way in, one way out"
- Quiet
- Major routes are bottlenecked during peak traffic times
- Limited transit during evenings/holidays/weekends
- Little sense of community – people live in their cars

*"Even for driving, the drives are longer, it seems like you either have to take Macleod Trail or even worse, it seems like you have to take the bottleneck routes to get anywhere." Gp 6*

*"The newer communities have way less character. Same siding, same window designs, same placement of trees on the lawn...it's like an old 1950 movie where everyone has the exact same car in the front." Gp 4*

*"There aren't enough buses where I live so you either drive downtown or drive to the LRT and if you're always driving you don't meet your neighbours, you don't get a neighbourhood culture." Gp 4*

*"We choose to live in these communities because we want the quiet, we want nice neighbours, less crime, decent yards." Gp 3*

*"When I first moved there I couldn't find my house, the streets all look the same and the street names are almost identical." Gp 4*

*"Transit can be pretty bad out there, especially on weekends. Like if you have to be somewhere on a Sunday early...good luck." Gp 5*

# Specific Results: Designing The Ideal/Sustainable Community

A significant portion of each focus group discussion was spent designing “the ideal community for Calgary’s future”. In the first part of this exercise, respondents were asked to participate in a visioning exercise and then quickly commit their ideas to paper. In part two of the exercise, the moderator clustered participants into “mini groups” (based upon where they lived currently) and asked each group to develop the basic concept for an “ideal community” - whether that be a new suburb, a redeveloped established residential area or a downtown/core community. The following captures the concepts produced.

## DOWNTOWN/ CORE COMMUNITIES

Overall, most respondents wanted to “enhance” the existing feel of this community type. For example:

- Add more LRT cars and buses to alleviate traffic congestion and wait times
- Ensure that LRT routes are either above or below ground to be less intrusive to the streetscape
- Maintain and even increase the diversity of independent shops, restaurants and pubs
- Increase the number of recreational centres, but make them smaller in scale compared to what currently exists
- Improve the overall lighting to alleviate crime or safety concerns
- Create more parks and plant more trees throughout
- Capitalize on the current appeal of the river shore – introduce mixed park and commercial use
- Create more “pedestrian only” routes and pedestrian only crossroads (like Stephen Avenue/Kensington)

*“Maybe develop more around the river...restaurants along the river – utilize the space.” Gp 1*

*“The transit is adding to the congestion, not alleviating it – especially downtown. The C-trains should be underground.” Gp 1*

*“Our downtown is dead and scary at night and it’s getting worse...we need better lighting at night.” Gp 4*

*“Pedestrian only streets would stop people from driving as much. Also, block off some streets so you can’t get through...add crossroads, pedestrian roads and cobblestones so it promotes community.” Gp 5*

*“It’s great because you wouldn’t have to travel far to find food, entertainment....it would be more personalized, you’d get to know the shopkeepers.” Gp 1*

# Specific Results: Designing The Ideal/Sustainable Community

## ESTABLISHED RESIDENTIAL

In general, most respondents thought that intensification efforts along with transportation improvements would be of most benefit to the established neighbourhoods of the future. Specifically:

- Ensure that all communities retained their schools so that families could stay within the community and thus enhance the “feeling of community”
- Curved residential streets would improve the visual appeal of the communities, however grid structures should be maintained
- Offer convenient transit stops throughout the community. Larger systems such as the LRT would be “buffered” from residences by incorporating mixed use buildings or green spaces
- Continue to focus on providing a “quiet” community feel in the established residential areas
- New residences such as infills must be built to blend with existing residential style
- Acceptance for midlevel housing not exceeding 4 to 6 stories in residential areas
- Mixed use buildings and a variety of residential dwelling types such as row-houses, townhouses, apartments, etc. would enhance the community and intensify populations

*“I like the fact that there would be diverse housing, a range...you don’t have to go downtown, you can upgrade within your own community, you can stay in your community.” Gp 1*

*“Straight rows are ugly, offensive, a bit of a curve on the streets would make a big difference.” Gp1*

*“Make the bus service more reliable and convenient. There has to be an LRT in the community for accessibility, but probably a shuttle bus system would be better to get us around, get us to shopping or whatever.” Gp 5*

*“I’m still a big fan of the single home, but you can have condos, rowhouses and apartments behind -- no cookie cutter, all different.” GP 4*

*“What makes the community feel safer? There’s lighting, there’s people, it’s alive. The density creates coziness and security.” Gp 4*

*“I’m picturing taller buildings within areas, 3 to 4 stories, maybe condo buildings, townhomes, apartments...” Gp 4*

*“Either reduce the number of infills or design them with scale to fit the neighbourhood. Right now they look really weird.” Gp 2*

# Specific Results: Designing The Ideal/Sustainable Community

## NEW SUBURBS

Ideally, most respondents foresaw these communities emulating more established residential neighbourhoods. Specifically:

- Create an environment that promoted pedestrian traffic for mainstream services and shopping
- Improve community access by replacing traffic lights with cloverleaves or overpasses and/or increasing the number of entrances to the community
- Create working environments that alleviate the need for downtown travel. Entice corporations to locate outside the city core
- To reduce traffic and reliance on vehicles, situate large/regional shopping centres close by, central to several suburban neighbourhoods
- Introduce a more efficient shuttle/feeder bus system that not only delivers residents to LRT stations, but also to other local destinations
- Provide a centralized location that offers recreation and emergency services
- Create cloverleaf's/overpasses entering the community to alleviate traffic congestion during peak times to eliminate the need for traffic lights

*“We basically created an inner city suburb...we want transportation, community shuttles...” Gp 9*

*“Most people will live and work in their community. Try and get rid of traffic on the roads, create work pods....mixed use buildings near where you live.” Gp9*

*“Be more self sufficient in the suburbs, like have everything in one hub -- medical, recreation, all in the same area. Make it accessible to walk to as well.” Gp 6*

*“McKenzie Towne has a few name brands, but you have the smaller independent stores, the big box isn't sitting on your doorstep. It's a small town feeling and it's designed for walking.” Gp 4*

*“Emphasize overpasses, no lights, like a cloverleaf. The turnoffs are the worst thing in the world because they stop traffic, they don't keep traffic moving.” Gp 3*

# Specific Results: Designing The Ideal/Sustainable Community

## NEW SUBURBS

Interestingly, there was no consensus of opinion regarding the acceptable height for multi family living. Opinions ranged from 4 to 6 stories, to actual high-rise complexes proximate to the community. What was similar amongst participants was these buildings must be visually appealing, appropriate to the general aesthetic of the rest of the community.

*“Diverse housing styles -- we want senior complexes, multi family, some high rise, lower rise, maybe 6 stories max....” Gp 3*

*“With regard to high rises...what they’re doing downtown right now isn’t bad, it looks good - glass design on the outside, maybe put in some aesthetics, more contemporary.” Gp 3*

# Specific Results: Designing The Ideal/Sustainable Community

In some focus groups, respondents were asked to design a community surrounding an LRT station, located in either an established residential or new suburb community.

## AREA AROUND LRT STATION

Regardless of its location, the majority of respondents who participated in this design exercise indicated that the ideal would include a diversity of housing and mixed use buildings. The LRT would be physically linked to other development in the community. Shuttle buses would operate on frequent and consistent timetables.

Additionally respondents called for:

- Locating shops and services within the LRT station
- Consideration to be given to placing the LRT station underground, with mixed use buildings above the station
- Ensuring green spaces are prevalent in and around the station
- Providing pathways to and from the station for alternate travel (i.e. walking, cycling)
- Entire neighbourhoods are designed with an LRT hub

*“More density , like condos, houses and townhouses, all used to create that ideal density. Have the multi family units located closest to the LRT station.” Gp 7*

*“Higher density, closer to transit, more affordable homes.” Gp 7*

*“Have more bushes everywhere instead of one central place, not as much concrete.” Gp 7*

*“The shops are on the bottom, the residences up top, surrounded by a courtyard.” Gp 6*

*“It’s a diversity of housing....use those buildings where you can combine residential, shopping, services all together, all the time...the station’s a 10 minute walk.” Gp 8*

*“Have shops at the LRT, like Paris....something to do while waiting for the train, it would have to be underground.” Gp 9*



# Specific Results: Designing The Ideal/Sustainable Community

In some focus groups, respondents were asked to redevelop a mall site location.

## DEVELOPMENT OF MALL SITE

Many respondents suggested that the ideal community would have public transportation and regional shopping located close together. Residential housing could also become part of the overall design of the commercial / transportation complex.

As well, respondents indicated they would consider:

- Reducing the number of parking stalls to promote the use of public transit
- Including business centres at the mall
- Live, work and shop in the same environment
- Locate LRT stations at a large regional mall
- Buildings are stepped back to avoid blocking the sun

*“Cut it down to 3 stalls per 1000 feet to force public transit use....” Gp 9*

*“A little further away have townhouses and apartments, a little further have coach houses for seniors.” Gp 9*

*“Have a housing mix on top of the mall.” Gp 9*

*“The LRT is at the mall, the shuttle buses will do the short rides from within the community and join up with the subway or LRT station.” Gp 9*

*“Build offices in the same area as the mall.” Gp 7*

# Specific Results: Preservation and Protection

In closing the group discussions, participants were asked to name any existing natural or constructed features in Calgary that they felt must be preserved and protected for future generations. Mentions fell into four general groupings as shown below with examples.

## Natural and Park Areas

- Weaselhead
- Bird and wildlife reserves
- Sandy Beach
- Riley Park
- Nosehill Park
- Off-leash parks
- River side
- COP
- Edworthy Park
- Fish Creek
- Glenmore Park
- Prince's Island

## “Signature” / Heritage Buildings and Commemorative Sites

- Calgary Tower
- Centre Street Bridge
- Heritage Park
- Statues
- Deane House
- Lougheed House
- Mewata Armory
- McDougall House
- King Edward School
- All sandstone buildings
- Old churches
- TD Square/ Devonian Gardens
- Western Canada High School

## Festival, Market, Arts and Recreation Facilities

- Eau Claire
- Jack Singer
- Art galleries
- Olympic Plaza
- Saddledome
- Spruce Meadows
- Stampede
- Zoo

## Interesting Neighborhoods

- Bowness
- Chinatown
- 17<sup>th</sup> Avenue
- Marda Loop
- Kensington
- Inglewood



## **Appendices**

Written Materials Produced in Focus Groups  
Discussion Guide  
Recruiting Screener  
Community Map

# Experiences Living in Calgary

## Group 1 - Downtown/ Residential Established

### Primarily Private Single Occupancy Transportation

- Close to mountains
- Stampede
- Lots to do
  - Shop
  - Restaurants
  - Arts
  - Outdoor
  - Sports
- Rush hour traffic/ congestion
- Friendly – easy going people
- Safe
- Need car in winter
- Dry climate/ extreme weather
- Family oriented
- Employment opportunity = \$
- High cost of living
- Clean
- Many seniors homes
- Lots of house for the money – big
- Lots of schools, parks, etc nearby unless in suburbs, new areas (no school)
- Convenient to live in older areas – close to get places
- Lots of choice in some neighborhoods
  - Housing style
  - Others no diversity – new areas (never)
  - No access in and out
  - Same shopping
  - Less public transport
- Downtown core – no “life” - little pedestrian traffic
- Life only on 17<sup>th</sup> Avenue/ 8<sup>th</sup> Avenue
- Very car focused/ single person in vehicle
- Getting around

## Group 2 - Downtown/ Residential Established

### Primarily Alternative Transportation

- Cowboy stuff
- Chinooks
- Bow river, biking/ fishing
- Expensive
- Brown and grey (green is brown)
- Elbow tubing
- Aggressive drivers
- Construction – new condos everywhere
- Expensive rent
- Stampede
- Suburban sprawl
- Same/ Lego land
- Strip malls
- Congested C-trains
- Driving downtown
- Not enough buses
- Road conditions
- Cycling paths/ walking
- Buses don't wait
- Run longer schedules
- Lack transit options
- Generic housing
- Grass patches
- Need parking/ visitor
- Proximate to rivers

# Experiences Living in Calgary

## Group 3 - New Residential Suburb

### Primarily Private Single Occupancy Transportation

- Barren – dead/ brown grass
- Lots of open spaces/ green – for dogs/ kids/ hiking
- Lots/ long pathways – able to get from a to b walking/ biking on pathway
- Pathways too busy now, not 1as enjoyable
- Limited routes to downtown from suburbs (NE)
- NW is okay, south is worst
- Grid pattern city confusing, causes bottlenecks, lockups vs.. spokes/ wheel ring road
- Stay away from NE
- Access to malls (both transit and car)

## Group 3 - New Residential/ Suburb

### Primary Private Single Occupancy Transportation

#### New Suburb

- Private/ safe neighborhood
- Far from work
- Transits 2 hours on a good day, busses are full, get behind in schedule, don't come
- Cookie cutter, no originality, all double car front garage
- More dollars = more original/ customized design
- Rocky Ridge has diverse housing types
- Stander/ midrange – all the same looking neighborhood
- \$ = diverse housing/ estates/ lakes
- Green spaces okay
- Need recreation – hockey
- Newer community – flat prairie, fields need trees
- 10 minutes = walking
- 11+ minutes= driving

# Experiences Living in Calgary

## Group 4 - New Residential/ Suburb

### Blended Transportation

- Busy
- Modern
- Family oriented – people in groups
- Friendly
- Big square miles
- Sprawl – especially single family homes
- Amenities
  - Pools
  - Community centers in community
  - Sports
  - Gathering areas
- Scenery/ mountains
- High cost of living
- Discrete named community
  - Each has a spirit of its own
- Some green space – more than many cities  
– drive there, parking lots
- Bring a car! – need it, especially if living on outskirts (no transit)
- Transit doesn't reach too far
- Limited capacity relative to city growth
- Good access to malls – all same!
- Access depends where you live
- Lots of small condos
- Too expensive in central core
- New houses built too fast – quality is in question
- Have to drive between stores
- New/ old condos
- Apartments
- “Normal” = single family house
- New community = all same/ less character
- Houses very close
- Developers limit choices
- Few trees
- No ice time
- Pathways not planned/ repairs
- Outdoor rinks/ baseball

# Experiences Living in Calgary

## Group 5 - Youth

### Blended Transportation

#### New Suburbs

- Quiet
- Cookie cutter houses
- No green spaces
- One big park
- Mini mansion
- Tall and skinny
- Similar
- Smaller yards
- One way in/ out
- Little playgrounds everywhere
- Young families
- Modern
- Some "have" to have some green space, every 15 – 20 houses pathway green space
- Transportation okay if driving - transit is not reliable/ little weekend access
- Routes need to be broadened in community
- Confusing to follow directions, all streets begin with same name
- Central retail/ service close by
- Safer

#### Beltline

- Infill's
- Small apartments
- Starter homes to move on
- Shopping/ restaurants
- Festivals
- Cultural centre
- Always busy
- Anybody lives there
  - Young
  - Families
- Easy access
  - Close to c-train transit
  - Close to shopping
- Parks close by
- Riley/ Stanley Park
- Trendy – vintage/ "in"
- Traffic isn't as efficient as can be, built older/ longer ago
- Expensive
- Character (houses look different)
- Community feel
- Fast paced lifestyle – go there to do something
- Artsy design

#### Established Residential

- Smaller shopping centre near by – strip mall
- Old school, old houses 25+ years
- Space – big yards, driveways, big trees
- Streets are narrower than new communities
- More green space
- Spaced wider between houses
- Bus stops close by, LRT's within walking
- More central to downtown
- Design freedom/ less architectural controls
- Mostly bungalows - 40 – 70%/ duplexes
- Apartment building 10-20%
- Quiet
- Older residents/ baby boomers
- Lots of parks and schools

# Experiences Living in Calgary

## Group 6 – Blended Residential

### Primarily Private Single Occupancy Transportation

- Expensive housing
- Great pathways – e.g. communities, parks downtown
- Sprawling – huge in area
- Close to mountains
- +/- 20 minutes by driving to get anywhere – except rush hour bad
- Cross city = 1 hour drive
- Cool areas
  - Buildings – architectural mix – new and old
  - Laid back feeling
  - Unique from other communities
  - Small town feel
  - Different street lights/ signs
  - Low rises
  - Mom and pop stores/ no big buildings
  - Marketplace atmosphere/ independent
  - On road/ not big parking lots
  - Not pay \$ for parking
- Neat communities
  - Restaurants, coffee shops
  - Kensington, Marda Loop
  - 17<sup>th</sup> Avenue, Bowness, Inglewood
- Parks
  - Edworthy
  - Glenmore
  - Fish Creek
  - Many pet friendly
- Lots of facilities for kids
  - Pools
  - Parks
  - Fitness facilities
  - Libraries
- Fun facilities
  - Stampede
  - Olympic Oval
  - COP
  - Round up centre
  - Museums



# Experiences Living in Calgary

## Group 6 – Blended Residential Primarily Private Single Occupancy Transportation

### Suburbs

- Difficult for transit
- Most drive, or drive to LRT
- Long journey by transit – transfers
- Long drives by car – mostly by bottleneck roads
- Cabs very expensive
- 2 storey single or attached home
  - Lots of condos large
- All look the same
- Smaller, close lots
- Few trees
- Working class and professorial
- Families, young families
- Density and diversity between other 2 types
  - Varies among communities
- Get lost! same names
  - One way in
  - Not good for kids
- More green spaces
- No rec centre yet
- Lots of shopping
  - All driving
- Some have small local shopping but you still have to drive

# Experiences Living in Calgary

## Group 6 – Blended Residential

### Primarily Private Single Occupancy Transportation

#### Downtown

- Difficult to get around
  - Congested, busy
  - Construction
- More walking
- Transit
- Okay not to have car
- Lots of apartments/ condos
- Houses older, smaller, character houses e.g. older soften “new ‘ blow” – aesthetics
- Single family homes
- Busy lifestyle
- Seldom at home
- Singles/ professionals/ not families or pets
- Condos – dense/ higher
- Diverse
  - Mix of socio-economics
  - Various vocations, income
- Right downtown younger
  - Don’t mind noise
- Homeless
- Inconsistent transit schedule – why?
- Princes Island
- Parks may not be safe
  - E.g. drug use
  - Step on glass, needles
  - People hanging out
- Some nice parks and rec areas/ facilities
- Community halls in established areas
  - Family events, classes, etc, functions
- Poor access to major malls
  - Have to drive
- Transit only part way – still have to walk to mall
- More independent shops/ niche/ interesting
  - Pain to get there – no parking
- +15’s in core

#### Established Residential

- Easier to drive to malls and services
- Most drive
- Can do public transit – close enough
- Transit schedule inconsistent
- Lots of young people – take transit
- One road in and out of community – congestion, potential paths
- Amenities walk able or short drive e.g. groceries, videos
- Single family homes
  - Big lots
  - Some multi’s/ low rises
- Young families/ retirees/ seniors
- Long tenure residents
- Some immigrant concentrations
- Lower density
- Concentration of similar demographics
- Trees! Paths/ mature
- Fewer parks than suburbs
- Family rec/ community centers/ schools/ playgrounds. rinks

# Experiences Living in Calgary

## Group 7 – Blended Residential Primarily Alternative Transportation

### Calgary

- “corporate” population
- Expensive
- Big/ expansive
- Lots of entertainment and culture
- Clean – some exception
- Lots green
- Lack of recycling system
- Bad transit
  - Waiting for buses
  - Lack of taxis
  - Trains not enough extensions
- Good selection of housing – buyers market
- Close to mountains – beautiful/ and scope
- Good recreation close
- Good pathway system
- Climate easy to deal with
- Crime/ scary
- Variety of people
  - Things to do
  - Young people
- Ethnic dining

### Suburbs

- Car
- Not contusive to foot
- Possibly, not easy to transit
- Cookie cutter
- Small lots/ yards/ close
- Mostly detached houses
- Some condos
- Leave community to do almost anything
- Lots to do – rec facilities
  - Rec facilities – 10 minute drive
- Fewer singles
- Families
- Density varies
- Lots of green
- Central mall with parking
  - Have to drive
  - Box store oriented

# Experiences Living in Calgary

## Group 7 – Blended Residential Primarily Alternative Transportation

### Downtown/ Core

- Walk
- Maybe walk to stores – access not as easy to less expensive store
- Transit – day (bus)
- Bike
- Still lots of parkade for residents
- Car – night
- Lots of apartments/ condos/ older houses/ expensive/ unaffordable
- Lots of singles
- Younger
- Arts and culture
- Diverse
- Less dense than other cities, but dense in Calgary
- Dead in evenings – no reason to be downtown
- Green space – hikes and parks/ paths
- Theatres/ bars/ restaurants
- No gym except for rich people – except in condos

### Established Residential

- Better bus access/ more people
- Most use cars
- Near to major routes to get around by bus
- Close drive to big stores
- Access to bike paths
- Easier to transit or bike downtown
- Corner store – walk
- Character homes – not all same
- Single family, big yards
- Established trees
- Lifestyle between downtown and suburbs
- Active/ get around
- Less time commuting
- Walk the dog
- Age diverse – lots of rentals – people not wanting to commute
- Fewer kids
- Wide variety of recreation – easy access
- Lots of parks and school

# Experiences Living in Calgary

## Group 8 – Proximity to LRT

### Blended Transportation

#### Calgary

- Growth
- Class divisions
- Expensive to live
- Hard to find doctors/ lack of medical services
- Sub cultures e.g. gender, Orientals, musicians, artists, business, etc
- Spread out – bring your car – 2 hour commute without car
- Parking is a killer
- Car not needed if live downtown or close to train
- Outdated medical facilities
- Busy – heavy traffic
- Rushed pace
- Clean water
- Clean city
- Some drug problems/ gangs, shootings up/ crime up/ homelessness, increased crime
- A lot of wealth

#### Downtown/ Core Community

- Transit (long trips)
- Need cab for “big” shopping
- Walk
- Lots of cars from other areas drive in to work = traffic
- Cabs
- Residences –
  - 1960's
  - Modern
  - High rises/ condos/ apartments
  - Getting denser
  - Up not out
- Tons of green space, especially 17<sup>th</sup> Ave, Mount Royal
- Not enough affordable housing – most expensive
- Very dense for Calgary but not compared to other cities
- Minimum, dangerous recreational
- Talisman Centre good- crime at night
- Princes Island nice
- Avoid malls
- 17<sup>th</sup> Ave/ 14<sup>th</sup> St small shops (like Kitsilano)

# Experiences Living in Calgary

## Group 8 – Proximity to LRT

### Blended Transportation

#### Suburbs

- Cars 95%
- Little sense of community – people live in cars
- Bus
- Lack of public transit – only rush hours
- Single detached + some condos/ townhouses
- Close together
- Big houses on small lots
- No guest parking
- People seldom home during day – never see them
- No sidewalks, some pathways
- Same income/ age groups together
  - Based on buying/ renting/ price
- Seniors facilities
- Safe to walk around
- Diversity depends on quadrant
- Walled communities – one way in and out/ traffic jams
- Less noisy
- All look alike
- Kids playgrounds, pathways
- Strip malls but not all required stores/ services
- No room left for rec facilities/ fire halls/ medical centers etc
- Not planned ahead

#### Established Residential

- Bus/ walk/ drive – options
- Bus – more regular routes; maybe train
- Infill's – removes history
- Cul de sacs/ grid system
- Long time residents – know your neighbors
- Variety of housing – building diversity
- Family homes – generations
  - Caring
  - Pride
- Parking
- Some crime
- Mid density population
- Some space between houses
- Trees, sidewalks
- Still available land
- Rec facilities and parks
- Safe
- Neighborhood feel – watch for each other
- People like to raise their kids here
- Sports teams/ community feel
- Mix of ages/ income and always people around

# Experiences Living in Calgary

## Group 9 – Engaged Calgarians

### Recruited by City of Calgary

#### Calgary

- Need to have a car
- Stampede
- Expensive
- Confusing to get around on transit
- Need map to drive around
- Spread out / sprawl
- Beautiful in summer – flowers, parks
- Avoid downtown at night – dangerous
- Go downtown at night – vibrant, active
- Suburbs especially NW - soccer Moms/ schools/ community activities/ kid oriented
- System of communities - community associations/ participation in community/ can work from home
- Diverse – culture, art, nature, festivals, some of everything
- Still small town feel in big city - friendly, hospitable, okay to talk to people

#### Suburbs

- No walk able stores/ cars – drive
- Transit if work downtown 9-5
- Free parking
- Transit inefficient – irregular/ empty buses
- Shuttles good for children and seniors only
- Hub and spoke must go to core
- Will drive to LRT – not busses
- Single family
- Houses same
- Garage in front
- Yard
- Home openness – population age, \$, culture
- Residents don't like high density
- Big homes don't see neighbors
- Have to drive to power shopping centre

#### Established Residential

- Public transit
- Car/ walk
- Bus
- Bicycles
- Kids public transit to school
- Walking or one bus ride
- Skinny in fills
  - Transition – not “life long homes”
- Mixed apartments/ condos/ bungalow, cottage etc
- Turning into high density (in fills)
- More age diversity
- Convenience stores
- Lots of rec amenities

#### Downtown Core

- Walk
- Some pay parking/hard to find in core
- Better on weekends
- Mixed use – shops/ office/ residential
- Walking or one bus ride
- Not single family homes
- Luxury condos
- Not family oriented – no back yards or if have yards – gets sold to developers
- More age diversity
- pathways

# Perceptions of Own Community

## Group 1 - Downtown/ Residential Established Primarily Private Single Occupancy Transportation

### Downtown

- Easy to get downtown
- Close amenities
- Handy/ easy to get around
- Parking bad/ experience
- Not friendly to pedestrians/ cyclists – except TIS's (especially if you don't have a route planned)
- Confusing one way streets/ lane reversals
- Mish mash of housing – high end to low – too extreme!
- Walk to store
- Transit good
- Oriented to young developments – bars – 20-30's – restaurants

### Established Residential

- The Deerfoot!!
- Easy driving access/ options
- 20 minutes – easy to downtown (route options)
- More/ some individual houses and condos; others mixed
- Can walk to park, store, services
- Close to schools/ shopping
- Handy pubs
- More family oriented; mix of ages

## Group 2 - Downtown/ Residential Established Primarily Alternative Transportation

### Downtown

- Walk to work
- Walk to pub, to restaurant, bank, video/ cycling
- Shops are family run, unique
- New money – established
- Transportation is great
- Low crime rate
- Unique housing
- Bit of all residential styles
- Character homes
- Feels like a neighborhood
- People saying hi
- Always something going on lots of apartments
- No rent contracts

### Established Residential

- Quiet
- Different buildings/ diversity/ real community
- People live there
- Porches/ decks
- No interesting things
- Not as safe
- Convenience – close to LRT
- Shopping close by
- Mostly houses
- Convenient to major roads
- Fewer condo conversions (rent up)
- Can't walk like downtown
- Grid



# Visioning the Ideal Community

- Trees, parks – ball diamonds, ice rinks – outside, soccer, walking
- Many access roads in and out
- Close to major roads
- Access to public transportation – close
- Walking, bike riding paths
- Stores nearby/ services
- Diverse housing (single family, semi-detached, townhouses, apartment buildings - rental, owned)
- Kids laughing, playing road hockey
- Dogs barking
- Birds
- Cars off the street
- Friendly people
- All ages (young to old)
- Diverse population, but respectful of all
- Clean lawns
- Clean alleys

- Streets on a grid, with easy pedestrian/ bike access to all streets, easy to go out for a stroll
  - Garages in back, so the street isn't defined by garages
  - Interaction among neighbors, people know each other, visit, children play out front, road hockey
  - Children go to the same school – not so spread out with diverse schools and extra curriculum activities
  - Walk to get a movie, pick up groceries, grab a bite to eat
  - Hear the crack of a baseball and bat, crowd cheering
  - Buses and C-trains are frequent and handy
  - Lots of trees
  - Front porches
  - Easy access to park
  - No dogs barking!
  - No colossal churches
- Blue team – redeveloping an existing established neighborhood.

## Established Residential

### Group 1 - Downtown/ Residential Established Primarily Private Single Occupancy Transportation

- Easy access to major roads
- Kids able to walk to school
- Recreation/ community centre
- Single homes, no apartments, condos, skyscrapers
- LRT close proximity to community
- Multiple access to community
- Shopping not needed in community
- Walking paths, parks – pretty sizeable
- Reduce density
- Reduce cars
- Mixture of young and old
- Crescents
- Trees
- Street lights better

- Haysboro is as quiet community
- Mixture of young and old
- Safe area
- Close to all schools, churches, etc
- Plenty of playgrounds for children
- Easy access to shopping malls, C/T trains
- Transit system
- Starting to see a lot of reno work being done to older houses, etc bungalows, changes the appearance a lot.
- Well treed

- Trees
- Variety of shops, restaurants, pubs close by
- Maintained green space
- Cycling
- Mix of low rise apartments, single family dwellings
- Friendly
- Safe
- Few cars
- Easy to get around
- Mix of people
- Small businesses
- Extend the LRT

- Kids
- Porches
- Backyards
- Trees
- Front lawns
- Flower beds
- Dogs barking
- Barbeques
- Quiet/ quiet neighborhoods
- Walk to the park, LRT, downtown, grocery store
- Community centers
- Kids walking to school
- Old housing
- Lots of diversity
- People walking dogs
- People sitting on front porches
- Walk home from work

## Established Residential

### Group 2 - Downtown/ Residential Established Primarily Alternative Transportation

- Single family home
- Close to work
- Families
- Seniors
- Easy access to shops, entertainment
- Green space
- Local strip malls

# Visioning the Ideal Community

- Market street/ farmers market – not junk for tourists but also for locals
- Patio
- Lots of people on the street for recreation and entertainment but not overcrowded
- People don't take cars - no traffic noise
- They may take cable cars or alternative transportation
- The area is open and busy until night. People can easily come in and out of the area
- Kids have fun, so do adults
- Art performance happen in the area
- Reduce dependency of car
- Reduce density of population

- Pedestrianized
- Small shops/ café bars
- People sitting outside bars and coffee shops/ delis, restaurants
- Tree lined streets, dogs, children
- Overhead trains
- People walking to public transport
- House, traditional/ gardens, trees
- Pubs on the river and restaurants – kid friendly

## Downtown Core

### Group 1 - Downtown/ Residential Established

#### Primarily Private Single Occupancy Transportation

- Mix of housing types and architecture
- Shorter front yards, no front garages
- Narrow alleys
- Easy access to community arteries to use
- Bus or car
- Green spaces with multi function use, so all can enjoy not just special interest groups e.g.. Hockey or soccer
- Shopping/ schools that can be walked to in mild weather
- Safe routes for pedestrians/ cyclist/ rollerblades
- Easy access to business districts
- Curving roads

- Open and free flowing, lots of people walking, playing with their families.
- Young and old together in the same neighborhoods.
- Not too much traffic.
- Lots of different looking homes.
- Decentralized- no downtown core
- Not visible transit system

- Parks
- Independent shops
- Multicultural (everything)
- Apartments and condos
- Laid back
- Efficient transit
- Green
- Trees
- Quiet, yet close to activities
- Central
- Safe
- Walking
- Cheap parking
- Diverse demographics
- recycling

- Bigger community centers
- Less big malls, more strip malls
- More bike paths
- Less apartments, more single family homes

## Downtown Core

### Group 2 - Downtown/ Residential Established

#### Primarily Alternative Transportation

- Unique housing – for everyone to purchase
- Lots of trees/ gardens
- Ample parking
- No alleys – garbage
- Easy access to roads to C-trains
- Cute interesting stores
- Transit/ housing/ access

- Trees
- Flowers
- More activities for every age group at the community halls
- Park full of plants for leisurely walks
- More spaces between houses with bigger yards
- Benches to sit on

- More buses
- Safer
- Green spaces/ parks
- Less condo conversion
- Places for sports, walking, jogging
- Walking distance for leisure
- Variety of people – young, old, families
- Close to work
- More transit routes

# Visioning the Ideal Community

- Sunny
- Lots of trees
- Community lake
- Young/ old/ in between
- Get away
- Rival communities (sports)
- Bridge
- Variety of outdoor activities
- All kinds of houses/ some apartments
- Animal life – varied and bright
- Home far, but not too far from work
- Safe getaway
- Motor sports on lake/ beach
- Sunny but shaded
- Cars, but not too many
- Main drag
- Strolling down the street
- Community is the bridge between home and work
- Quality of life

- Green grass (space)/ trees (tons)
- Trees and bushes on the roof tops (buildings and residential dwellings)
- Original home design (unique architecture)
- Some multi family units scattered amongst residential subdivisions
- Small shops amidst residential dwellings (Artisans/ small businesses)
- Underground transit (tunnels) and elevated train system (sky train)

- Front porches – no front garages
- Block parties and organized activities for teens (skateboard parks, outdoor pools, etc) free or cheap
- Lakes with stocked fish so families can fish together
- Transit within 5 – 10 minutes walk. Clean and safe transit (LRT)
- Shops and stores: small coffee shop, produce, butcher, etc. so we can buy fresh each day
- Groomed sidewalks with trees, flowers and benches to encourage walking
- Off leash areas
- Groomed pathways for biking and roller blading

## Group 3 - New Residential/ Suburb

### Primarily Private Single Occupancy Transportation

- Deerfoot, McLeod Tr – car pool lanes
- Better bus transportation (more parking)
- Ring road
- Schools – elementary, high schools
- Rec centre – hockey, soccer, baseball, football, tennis, lake
- Parks
- Gym and pool
- Pathway
- LRT within 5 minute walk (also big parking area, drop off area and pick up)
- Trees
- Grass boulevards
- Small malls with 2 food stores, gas station. Restaurants, movie theatre, medical centre
- Large senior complex
- Single family homes
- Multi family homes
- Fire hall/ police substation

- People walking dogs
- Parks, pathways
- People doing gardening
- Schools
- Nice houses
- Nice cars on the street
- Strip mall/ shopping centers/ movie theatre
- Small pond or lake

- You described McKenzie Town/ Garrison Woods
- Don't like it
- Too controlled
- Too small, narrow roads
- Parking tough
- Row housing
- Accesses – exits – not easy
- Too many traffic circles
- I want ...
  - Wide open
  - Spacious
  - Great space between houses
  - Large traffic infrastructure, overpasses, no traffic lights
  - No tall towers obstructing views
- New communities must have all major roads and access developed before designs of houses are put in

# Visioning the Ideal Community

## Group 4 – New Residential/ Suburb Blended Transportation

- Schools in community to reduce busing
- Quiet as in can't hear traffic
- A well developed downtown core with ideal and appealing condo/ apartment. High rises with some green space surrounding
- A clean downtown with accessible amenities such as grocery stores, etc
- Community centers with activities geared to all (kids games, adult wine and cheese tasting etc)
- Frequent and equal service via bus
- Buses that go to more than just the train stations

- Expanded downtown
- More high rises in communities
- Another hospital (or 2)
- Cleaned up grungy industrial areas
- Less road construction (more completed projects)
- Less homelessness (more homeless shelters)
- Further c train lines in both directions

- Build upwards for city transit
- Communities with more apartment buildings
- Main roads are larger. Deerfoot up to 5 lanes in both directions
- Beautiful green parks within walking distance beside the river with actual hiking paths
- Less gravel on the roads during the winter
- Children playing in more adventurous, fun colorful playgrounds
- Trains smaller, more often

### Years down the road...

- Diverse housing (condos, single, family homes)
- Parks being vitalized by families (community events)
- Large trees, open green space
- Pathways connecting neighborhoods
- Smaller shopping centers, more of them spaced out
- Shopping centers almost look like houses
- Transit system connecting to surrounding cities
- Pathways connecting to transit

- Single dwelling homes
- Quiet residential streets
- Green spaces – trees
- Water features
- Schools close by – walking distance
- Shopping within walking
- Yards – flowers – gardens
- Frequent bus service close by

- "Nodules" of high density near c train stations
- Small shop clusters through neighborhoods
- Electric car charge plugs (key or transponder) at c train and some shopping centers
- Priority parking spaces for electric cars
- Satellite downtowns

- Road systems are double stacked yet not busy
- Sky train type transportation
- Treed green spaces with amply parks/ walkways/ family areas
- Transit goes to a mall rather than independent stops
- People of all ages enjoying a community environment

- Pathway near (adjacent to each house)
- Single-detached dwellings – smaller, 3-4 bedroom homes
- Multi-unit dwellings – townhouses/ apartments
- Along pathway ..
  - Green spaces
  - Residential diversity
  - Transit hub/ link to shopping
  - Transit links to main c-train network
- Community – semi self enclosed
  - Exit onto roadway trunk

# Visioning the Ideal Community

- Cultural diversity
- Mix of cars, birds, children
- Renovated homes
- New and already established transportation
- Redevelopment for population
- Modernization

## Established Residential (near Beltline)

### Group 5 – Youth

#### Blended Transportation

#### Ideal Neighborhood...

- The houses would all be 3 stories, with just enough lawn for a small garden, maybe a couple of trees
- There is the opportunity to “live taller”, not “outwards” i.e. 3 story houses allow for renters. Maybe two families or/ family plus one person could live in the same house
- There would be freedom of expression architecturally. Additions to each home are allowed
- There would be a diverse set of restaurants nearby
- The houses would be built to last
- A central community centre

- Bigger trees
- Renovated houses
- Demolished and rebuilt house/ structures
- Change of scenery
- Run down buildings

- Widened streets
- More greenery
- “Cultural centre”
  - Cobblestone area
  - Pedestrian only, no cars in sections
  - More welcoming
- Outdoor dining and cafes for summertime
  - Getting community to interact
- Larger area – (Kensington to stretch past 14 ST)
- More street lighting – at night it should feel safe
- 14 ST should bridge over Kensington area to keep traffic to downtown separate
- Pedestrian bridges over to river path – not enough – right now you have to cross a busy road

## Beltline

### Group 5 – Youth

#### Blended Transportation

- Lots of recreational facilities
  - Tennis courts
  - Parks
  - Skating rinks
  - Volleyball courts, etc
- Shopping near by
- Lots of trees/ green spaces
- Houses are nice, but not all the same
- Public transit is efficient and safe
- Work close by

## Established Residential

### Group 5 – Youth

#### Blended Transportation

- Almost the same
- Newer houses – more modern
- Public transit improved
- Friendly neighbors
- Schools
- Shopping centers
- Sports facilities
- Trees
- Open space
- More easily o get to places
- Still a nice place to live in
- Everything is more modern

- The schools have been maintained but the property they're on has lots more trees, more greenery
- There a people walking to the park to play with their dogs or taking their children to the playground
- More community activities
- Condos have been updated – old ones torn down with new ones in place that are more visually appealing but also are more efficient
- The main streets are more pedestrian friendly

- Parks
- Trees
- Grass
- Houses
  - Yards/ spaced out/ breathing room
- Families/ Young and old/ Diverse all cultures
- Community centre/ Youth centre
- Sports complexes for community sports
- Clean/ Safe
- New form of public transit – underground
- Less cars or different cars less gas consumption
- Shops and businesses
- Community mentality
- Events
- Houses with character but new look
- Houses that relate and are individual

# Designing a Sustainable Calgary

- More multi family dwellings
- Parks
- Shopping close by
- Regularly running public transit
- Clean public transit
- Family friendly public transit
- Shared vehicles
- Children
- Roof top gardens
- Mix of old and new
- Older homes replaced with multi family homes
- Community facilities
- Schools in communities – kids walk
- Good lighting in recreation areas

- Solar panels on tops of buildings
- C train legs into each community
- Schools in communities that are portable – built in sections so that as time rolls on these schools can be moved to other communities to use
- I see smaller spaces that the schools are on – less green space there as schools not into gym and extra curriculum activities
- Parks – open green spaces – allow some to be natural
- Plant lots of trees along main roads and C train tracks to quiet noise and buffer
- Communities are almost self contained
- Recycling, including plastics
- Some office type buildings integrated in the community

**New Community – City Periphery**  
**Group 6 – Blended Residential**  
**Primarily Private Single Occupancy Transportation**

- Each community is equipped with facilities to sustain the people living there, such as.... Schools, hospitals, park, recreation facilities, grocery stores, gas station, central locations for transit in case people want to travel to another part of the city, bike paths, walkways
- The people of that community can find everything they need there – convenient, sense of community, safe, friendly (the type of lifestyle encourages neighbors to get to know each other). Almost feels like a small town
- Convenient transportation to other parts of town
- Areas like this will prevent main places to get overcrowded, like DT or certain malls, shopping centers
- New residential common outskirts of town

- Housing is smaller with veranda in front – parking in the back
- Shopping, schools, recreation is the centre of the community
- Small shuttle buses run through the community bringing people to these centers for those that live to far to walk
- Yards are small in front, larger space in the back
- Pathways running through the community
- Shopping and offices mixed in the same community space with parking underneath and living quarters above
- Narrow streets for a more intimate feel to the area

# Designing a Sustainable Calgary

- Mixed housing – tall, multi level buildings that have apartments in them. Looks like a house from the outside. They look pretty
- Sidewalks both sides of the street
- Trees, flowers, baskets
- Stores look, fit in with the neighborhood design
- All building structure has character, classic looking not sci-fi
- Transit – is eco friendly, is very accessible
- Families recycle!!!
- Shopping is done at the stores along the streets – with no driving – walking access only

- Attached single family homes – row houses with front garages
- Streets in a grid pattern
- Each community has a community centre with activities for all age groups
- Transit buses (short rides) that connect to underground LRT stations (long rides)
- Shopping centers/ malls in each area that will encompass a number of communities
- Schools of all levels that would encompass immediate surrounding areas

## LRT/ Mall

### Group 6 – Blended Residential

#### Primarily Private Single Occupancy Transportation

- Like a co-housing development
  - Townhouses and apartment style multi family dwelling sharing a central courtyard and small yards behind the townhouses
- Underground parking beneath the whole complex
- Transit busses and shuttles (green energy) to LRT stations in close proximity and at frequent regular intervals
- More LRT routes/ lines across city north and South (heading east and west)

- Every house has a driveway and garage to keep cars in
- Roads have been doubled up so that they form bridges over each other
- Downtown has moving sidewalks
- Parents walk children to school
- More time with your family
- Front yards are green and have tons of flower beds
- Home are 2 or 3 floors tall not wide
- Lots of windows
- Everyone is walking their pets
- Community programs keep kids busy on days off
- Parks have fountains/ lakes
- People get to each others homes by golf carts
- Clean air
- Recycling program city wide
- Trees, clean streets
- C train stations very close

# Designing a Sustainable Calgary

- Neighborhood schools
- More mom and pop shops
- Redevelopment of older communities
- More transit – more extensions
- More diverse communities – all styles of housing
- Better recycling opportunities

- Underground transit station/ fountains and flower landscaped/ branch off
- Bungalow homes/ older
- Starbucks/ Tim Horton's/ boutique shops
- Like gem in woods/ Marda Loop
- Cleaner brighter streets
- Community buses
- Yoga in the park
- No big parking lots because everything is accessible by walking

## LRT

**Group 7 – Blended Residential**  
**Primarily Alternative Transportation**

- More than 1 downtown or urban centre
- Vertical residences in varying diversity
- Less traffic
- Frequent LRT/ subway shuttles
- Easy access to all corners of the city
- Less mass construction/ construction projects balanced
- More vertical in edges of city

- Mixed use: residential/ commercial + cottage industry
- Eco friendly buildings: maximum southern exposure, living roofs, solar panels
- Multicultural and multi demographic
- Short distance to all amenities, rec, schools
  - Foster use of feet, bikes, transit vs. auto only
- Smaller houses, 1500 sq ft, higher density i.e. brownstones
- Lots of green spaces

- People wouldn't have to travel to work, could work from home
- Lesser vehicles
- Travel through teleportation
- Meets all their needs – recreation/ entertainment/ shopping would be close by within walking distance
- Large outdoor green places close by within walking or biking

- Parks and recreation
- Close access to everyday basic needs – movies, corner store, groceries, gas station
- Option to take transit bus or train to work
- More to do for teenagers (rather than bars)
- Lots of different cultures/ ages/ family/ single people

## Mall

**Group 7 – Blended Residential**  
**Primarily Alternative Transportation**

- Parking lots, parkades on the outskirts of downtown with buses and a sky train taking people from the parkade to downtown
- A sky train
- Deerfoot Trail widened
- A good combination of high rise/ condos/ apartments with older houses in the established residential communities
- Existing parks are left in-tact
- More taxis
- A good/ exciting integration of new technology
  - Special paths for scooters and bikes near major roads
- More people working from home
- Better use of space for small shopping areas - 2 story shops

- Lots of transit - below ground
- People commuting in cars with 4 people or more
- Lots of families together, young and old
- Easy access roads
- Truck routes away from other traffic
- Large parking lots for commuters
- Green spaces with parks and outdoor activities
- Green lawns with different designed houses

- Houses very similar today
- No more parking downtown
- Less residences downtown
- Smaller families
- More people working from home
- Expanded transit/ underground, buses
- More hybrid cars
- More facilities, more amenities, More schools
- Maintain current green spaces

## New Suburb

**Group 7 – Blended Residential**  
**Primarily Alternative Transportation**



# Designing a Sustainable Calgary

- Trees everywhere
- Much cleaner
- New transit system
  - Underground metro
  - Safe for environment
  - Fast, quick, clean
  - Repositioned as the cool way to get around
- Less cars
  - Repositioned as environmentally irresponsible
- Recreational centers, services, shopping districts built around Transit (metro)
- Carbon tax implemented
- Recycling bins outside on peoples walks
  - Compost pick up
- bicycles
- Car co-ops
- Community gardens (organic only)
- Bike paths, walkways safe and accessible

- Above ground hi-speed train system
- Multi sized housing – single, family, apartment, condos, seniors, individuals
- Accessible shopping
- Business area clearly defined
- Rec and green spaces included, planned along with community – integrated into community
- Downtown area turned into pedestrian only – major parking lots at train hubs.
- Parking area security maintained and patrolled
- Multiplex housing

- Completely revamped metro
  - Underground, fast transit system

## Community built around LRT station in an Established Residential Community

### Group 8 – Proximity to LRT

### Blended Transportation

- Infrastructure:
- How people get around the city – walk/ transit
- Housing design
- Livability – kind of lifestyle
- Neighborhood density
- Rec areas/ green areas
- Shopping services
- Learn from others mistakes
- Embrace good points
- Kelowna – highway, right thru the city
- Considerations
  - Population size will double within 10 years
  - Use land in same way – create ways to accommodate water shortages/ environment/ pollution from vehicles
  - Build without thought – transportation/ re-use land differently

- Diversity is the key to sustainability
- Multi family with single family with senior residences
- People work in their communities or at home
- Green spaces – parks, playgrounds, community gardens combined with shops and services in the local neighborhood
- Perhaps a hub of high rise buildings (max/ min # of floors with businesses and services (health) big social, recreational on the first floor or integrated with residences in the same building
- Public transportation, car pools with hybrid vehicles available in all communities along with walking/ cycling paths in a network that is connected

# Designing a Sustainable Calgary

- Just annexed Airdrie, Chestemere, and Okotoks
- Dense population/ high rise buildings around the downtown core and around train stations
- Multiple train lines for commuters (SE, SW, all extended)
  - Added more platforms in between stops so people can walk not drive to the train
  - Run express trains through the busy stops, and regular trains to all stops
- More local shopping/ service outlets within residential community – able to walk
- People still drive
- Low emission

- Low emission vehicles/ emission stations
- Trains – newer
- Brick houses/ wood/ stone houses
- Duplex/ townhouse
- Lots of trees/ shrubs
- Water gauges – low flow toilets/ water lawn times
- Overpasses
- Not as many high rises
- People respecting environment – clean up garbage in ditches
- More recycle places i.e. grocery stores
- Basic design – proposal – land use – population double

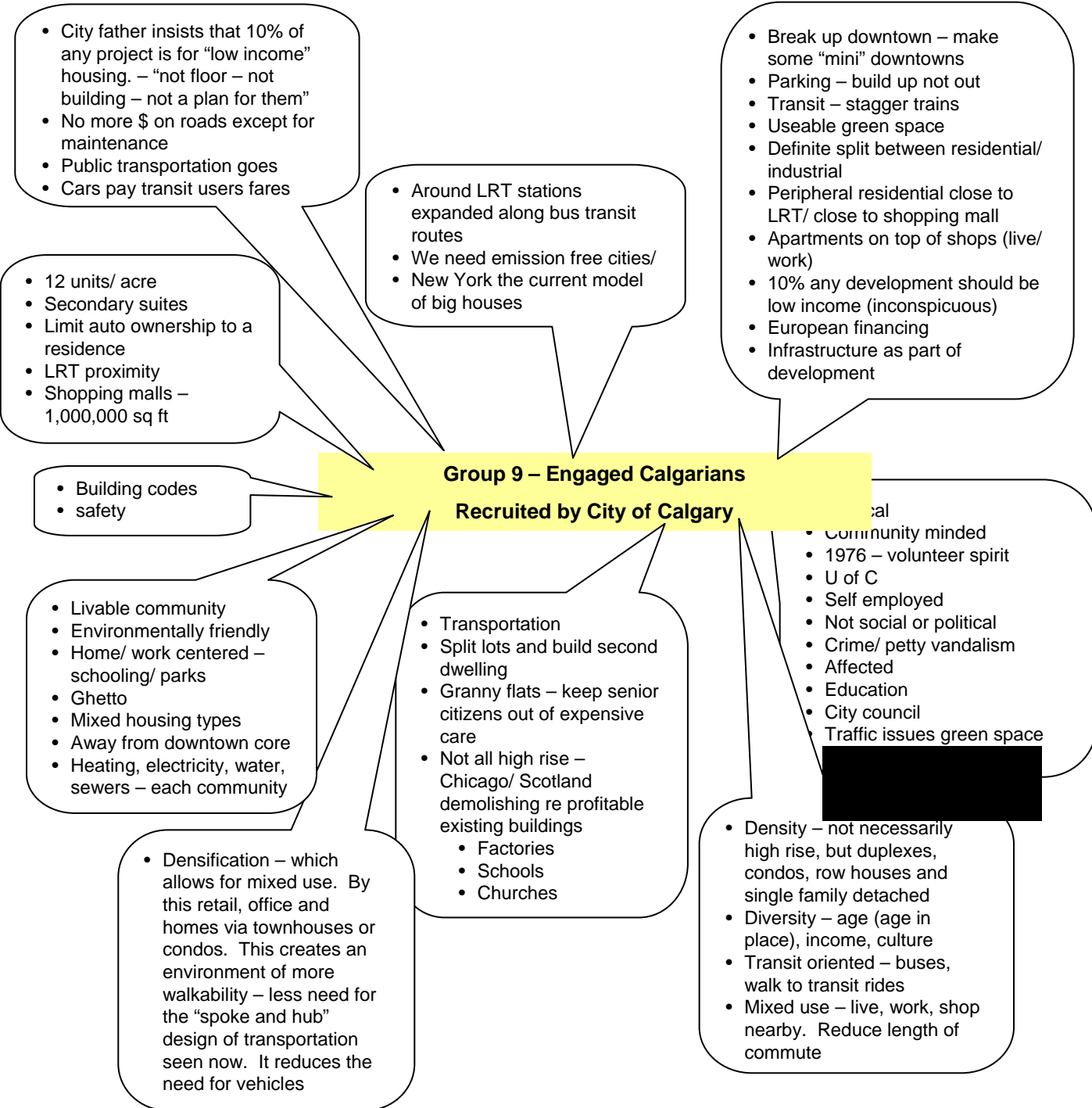
## Community built around LRT station in an New Residential Suburb

### Group 8 – Proximity to LRT

### Blended Transportation

- Looks very much like what is contained in an established community now
  - Houses are built more sturdy
  - Large yards with grass and established trees
  - Condo complexes that are built several layers high
  - Senior citizen homes
  - Hospitals and clinics are easily accessible
  - There are several recreational facilities
  - Grocery stores and shopping stores close by
  - Roads are open, sidewalk available, easy access to bus and train
  - “Safe feeling”

# Designing a Sustainable Calgary



# Designing the Ideal Community

**Group 1 - Downtown/ Residential Established**  
**Primarily Private Single Occupancy Transportation**

**Ideal Downtown Core**

- More personalized businesses i.e.. corporate owned/ shops – corner stores
- Take advantage of available green space
- More green spaces/ user friendly – less vehicle traffic
- No visible transit system

**Group 2 - Downtown/ Residential Established**  
**Primarily Alternative Transportation**

**Ideal Downtown Core**

- |   |                     |                                |                           |
|---|---------------------|--------------------------------|---------------------------|
| ▪ Longer service, buses, buses more often | ▪ Cheaper parking   | ▪ More recreational facilities | ▪ 2 way streets           |
| ▪ More bike paths, lit bike paths         | ▪ Cheaper rent      | ▪ More diverse demographic     | ▪ Murals                  |
| ▪ More trees/ plants. Parks, benches      | ▪ Independent shops | ▪ Bike lanes/ bike routes      | ▪ Lighting on streets     |
| ▪ Cheaper bus fare                        | ▪ Multicultural     | ▪ More colorful                | ▪ Garbage cans on streets |
|   | ▪ Recycling         |                                | ▪ Character lighting      |
|   | ▪ Less building     |                                |                           |

**Group 2 - Downtown/ Residential Established**  
**Primarily Alternative Transportation**

**Ideal Established Residential**

- |  |                                       |                                    |
|--|---------------------------------------|------------------------------------|
| ▪ Unique, smaller houses                   | ▪ More trees, maintained green spaces | ▪ No alleys                        |
| ▪ Larger houses divided into smaller units | ▪ More pedestrian friendly            | ▪ Expand car sharing (easy to use) |
| ▪ More shuttle buses                       | ▪ More family run, small businesses   | ▪ Curbside recycling               |
| ▪ More parking at C-train stations         |                                       |                                    |

# Designing the Ideal Community

## Group 3 - New Residential/ Suburb

### Primarily Private Single Occupancy Transportation

#### New Suburb

##### **Transportation/ getting around/ proximity to work/ school, etc.**

- LRT station close to community (park n drop area)
- Access to major route (built before community is in)
- Clover leaf overpass
- Bike ways/ pathways
- Ring roads
- Car pool lane

##### **Housing design**

- Diverse housing styles (single, multi family, senior complexes)
- Different designs
- Large, spacious

##### **Livability – impact of design on lifestyle**

##### **Neighborhood design/ diversity/ density**

- Diverse housing styles (single, multi family, senior complexes)
- Different designs

##### **Recreational areas/ green spaces**

- Rec centre
- Small lake or pond
- Trees
- Parks, pathways
- City services

##### **Shopping/ access to services**

- Medical
- Stores
- Restaurants
- Police/ fire hall

##### **Overall characterization of community**

# Designing the Ideal Community

**Group 3 - New Residential/ Suburb**  
**Primarily Private Single Occupancy Transportation**  
**New Subdivision**

**Transportation/ getting around/ proximity to work/ school, etc.**

- Close to work 10 – 20 minutes
- Carpool lanes
- Every quadrant within 30 – 45 minutes
- Ring road
- Website for carpool arrangements specific to communities
- Large freeways many access points
- train

**Housing design**

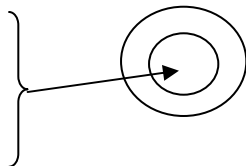
- Big yards, variety of size
- Architectural lottery to have varied style/ look

**Livability – impact of design on lifestyle**

- Community centre – free or cheap
- Lake with fish
- Laidback/ diverse
- Boutique with hyper center close by

**Neighborhood design/ diversity/ density**

- Church
- Stores
- Community centre
- Lake



**Recreational areas/ green spaces**

- Lake/ strolling
- Off-leash area
- Trees

**Shopping/ access to services**

- Close – varied
- Country hills – no parking

**Overall characterization of community**

- I strolled down the street because it means safe and I had lake because my life was close by. More of a community feel.

# Designing the Ideal Community

## Group 4 - New Residential/ Suburb Blended Transportation

### **Transportation/ getting around/ proximity to work/ school, etc.**

- Network of pathways connecting to green spaces, transit system, shopping centers. Major road connect to major shopping.

### **Housing design**

- Lots of trees, close to schools, parks, access to pathways, green space etc. Diverse design yet constraints within reason.

### **Livability – impact of design on lifestyle**

- Welcoming neighborhood. All amenities available, families outside taking advantage of outdoors.

### **Neighborhood design/ diversity/ density**

- Character – aesthetically pleasing
- Lots of trees
- Friendly

### **Recreational areas/ green spaces**

- Recreational areas in the centre of community so easily accessible to all areas. Pathways!

### **Shopping/ access to services**

- Easy! Many ways of getting there

### **Overall characterization of community**

# Designing the Ideal Community

## Group 4 - New Residential/ Suburb Blended Transportation

### Transportation/ getting around/ proximity to work/ school, etc.

- Schools in walking distance
- Build trains upwards, smaller rides, more frequent
- Build different directions. Bus routes directly to amenities

#### Housing design

- High rises
- More apartment buildings with green spaces
- More formal
- Blocks structure

#### Livability – impact of design on lifestyle

- More hospitals
- Homeless shelters
- To have fun, have suburban clubs
- C-trains and community buses travel longer

#### Neighborhood design/ diversity/ density

- More diversity restrictions

#### Recreational areas/ green spaces

- In walking distance
- Greenery, developed hiking paths
- Rec centers

#### Shopping/ access to services

- More diversity
- Smaller independent stores
- Stores outside a mall

#### Overall characterization of community

- Outgoing
- Friendly
- Welcoming
- Ways to communicate community activities



# Designing the Ideal Community

## Group 5 - Youth

### Blended Transportation

#### Established Residential (Near Beltline)

##### **Transportation/ getting around/ proximity to work/ school, etc.**

- Everything in walking distance or at least convenient. By building paths, more convenient ways to access school/ work.

##### **Housing design**

- Architectural freedom. Easy renos
- Houses that are built “up” not “out”
- Houses that last

##### **Livability – impact of design on lifestyle**

- Parks nearby.
- Shops/ galleries
- Independently owned shops
- No gated communities

##### **Neighborhood design/ diversity/ density**

- Diversity – diverse crowd
- Not dense like downtown, but dense enough so that everything is convenient

##### **Recreational areas/ green spaces**

- Parks that are conducive to community events
- Bike paths
- Big trees – good for climbing

##### **Shopping/ access to services**

- Window shopping, lots of independently owned shops
- Neighborhood discount to promote community
- Accessible to transit/ police/ fire/ medical
- Good crosswalk locations

##### **Overall characterization of community**

- Funky
- Diverse
- Modernized
- “Something for everybody”

# Designing the Ideal Community

## Group 5 - Youth Blended Transportation

### Beltline

#### Transportation/ getting around/ proximity to work/ school, etc.

- Widen streets
- Safer transit/ stations (more “presence” of security)
- Overpasses to create less traffic in Kensington
- Bus shelters

#### Housing design

- Renewal of older houses, restoration of Heritage buildings

#### Livability – impact of design on lifestyle

- Less congested – more efficient streets for traffic
- Pedestrian at certain hours – atmosphere needed

#### Neighborhood design/ diversity/ density

- Could add more living space to create a community – apartments on top of retail, surrounding more lighting – night time is unsafe right now

#### Recreational areas/ green spaces

- Sufficient as is

#### Shopping/ access to services

- Diversify types of shops, expand, close parking – stacked or underground at one end of Kensington
- Street parking not so great – slows traffic

#### Overall characterization of community

- Pedestrian, community, safer, calmer – spend more time
- Homeless shelter moved

# Designing the Ideal Community

## Group 5 - Youth

### Blended Transportation

### Established Residential

#### **Transportation/ getting around/ proximity to work/ school, etc.**

- More reliable transit – regular scheduling
- Sports facilities
- Easily accessible within walking distance
- New form of public transport
- School close by

#### **Housing design**

- Updating housing while maintaining individuality
- Introducing/ upgrading condos

#### **Livability – impact of design on lifestyle**

- Improved livability – more efficient road system/ transit
- Community design that is welcoming, encourages family living
- Encourage diversity

#### **Neighborhood design/ diversity/ density**

- Maintain population level – Cambria would like more people
- More cultural diversity, balance of ages but still able to attract younger and middle aged groups
- Maintain quality

#### **Recreational areas/ green spaces**

- More trees
- Sports facilities – update and new

#### **Shopping/ access to services**

- More shops/ businesses
- closer

#### **Overall characterization of community**

- Clean
- Welcoming
- Modern but diverse

# Designing a Sustainable Calgary

## Group 6 – Blended Residential

### Primarily Private Single Occupancy Transportation

#### New Community – City Periphery

##### **Transportation/ getting around/ proximity to work/ school, etc.**

- LRT's – transit – consistent schedule, services full area
- Family friendly buses - smaller buses, more often to feed LRT

##### **Housing design**

- More distance between houses
- Less distance between houses
- Less room for parking/ cars

##### **Job location**

- More telecommuting – work from home
- Offices in/ near suburbs

##### **Neighborhood design/ diversity/ density**

- Hub centered – medical, school, work, recreation all within community serviced by transit
- More diverse culturally – including business and shopping
- Higher diversity, more multi family houses

##### **Recreational areas/ green spaces**

- More playgrounds. More trees, buffer sound and aesthetics.
- Pathway system through parks, community, to train
- Maintained pathways
- Bike paths/ lanes

##### **Shopping/ access to services**

- Within community – smaller areas
- Major shopping surrounded by several communities
- Schools – portable- transformable to newer areas
- Recycling ability

##### **Overall characterization of community**

- Self sufficient
- Visually pleasing – trees
- People caring about community
- Restricted access

# Designing a Sustainable Calgary

## Group 6 – Blended Residential

### Primarily Private Single Occupancy Transportation

#### LRT/ Mall

##### **Transportation/ getting around/ proximity to work/ school, etc.**

- Underground parking, underground transit
- Transit buses which connect with subway
- Shuttle buses to LRT stops, more less bus riding
- Bike paths/ lanes

##### **Housing design**

- Multi family units
- Row houses, town houses, tall not wide

##### **Job location**

- Smaller business centers
- No need to go “downtown”

##### **Neighborhood design/ diversity/ density**

- Multi family units
- Row houses, town houses, tall not wide
- Easy access to health care/ schools
- No more outlets
- Family and singles

##### **Recreational areas/ green spaces**

- Court yards, rec centers/ hockey area's
- Playgrounds, green space
- Off leash area for animals

##### **Shopping/ access to services**

- Walking or shuttle buses
- Recycling program

##### **Overall characterization of community**

- Quaint, quiet and self contained
- All you need, right at your foot steps including comfort

# Designing a Sustainable Calgary

## Group 7 – Blended Residential Primarily Alternative Transportation

### LRT

#### **Transportation/ getting around/ proximity to work/ school, etc.**

- Major use of LRT
  - More frequent LRT cars and buses
  - More stations
  - Branched out LRT
  - Underground

#### **Housing design**

- Mixed diversity – condos/ houses/ townhouses

#### **Job location**

- Get anywhere < 30 minutes

#### **Neighborhood design/ diversity/ density**

- Developers less restrictions/ control over design options

#### **Recreational areas/ green spaces**

- More trees and vegetation
- More permanent

#### **Shopping/ access to services**

- Independent store options
- Attached LRT station to shopping mall

#### **Overall characterization of community**

- Function and form

# Designing a Sustainable Calgary

## Group 7 – Blended Residential Primarily Alternative Transportation

### Mall

#### Transportation/ getting around/ proximity to work/ school, etc.

- Public transport, bike/ walking paths
- More frequent established routes

#### Housing design

- Affordable infill's for middle income people/ families

#### Job location

- More corporate offices (outside of downtown)

#### Neighborhood design/ diversity/ density

- More diversity, but keep with a theme
- Pedestrian friendly

#### Recreational areas/ green spaces

- Linked by paths, there is quite a few green space, keep it up

#### Shopping/ access to services

- Spread the shops out rather than all in one spot (Westhills)

#### Overall characterization of community

- Inviting to all (age, family/ elders)
- Keep the green spaces and lots of trees

# Designing a Sustainable Calgary

## Group 7 – Blended Residential Primarily Alternative Transportation

### New Suburb

#### Transportation/ getting around/ proximity to work/ school, etc.

- Car pooling (car pooling lanes)
- LRT parkades/ LRT – below or above
- More buses/ More taxis
- Roads and transit should be built and planned before community construction
- Solid planning of roads

#### Housing design

- Consistency in the “look” of houses
- More affordable housing
- Family oriented

#### Job location

- More people working from home
- Commercial/ residential mix
- Self sustainable community
  - Business incentives to create these communities

#### Neighborhood design/ diversity/ density

- Recreation/ parks in the middle, communities built around it
- Equal amenities
- Equal transit access

#### Recreational areas/ green spaces

- In every community, accessible to everyone – ideally on foot
- Hockey rinks, soccer fields, etc

#### Shopping/ access to services

- More stores available to these outer communities
- More diverse shops, diversity in shopping
- More schools

#### Overall characterization of community

- Easy to get around within community
- Good transit in/ out of community
- Family oriented



# Designing a Sustainable Calgary

## Group 8 – Proximity to LRT

### Blended Transportation

#### Community built around LRT station in an Established Residential Community

##### **Transportation/ getting around/ proximity to work/ school, etc.**

- Under or above ground metro (i.e. sky train or Montreal metro) fast, convenient, safe, low pollution, environ responsible, power source
- Keep costs accessible to provide incentive
- Feeder vehicles also environ responsible
- Repositioning as “cool way to get around”

##### **Housing design**

- Diversity of design/ diversity of demographics
- Housing co-ops/ affordable housing/ community gardens/ recycling bins/ compost bins curbside
- Solar/ wind technologies/ green spaces/ less waste/ low flows everything/ Energy Star appliances

##### **Job location**

- More flexible accommodation towards lifestyle/ more satellite locations
- Local communities so people can work there/ more people working from home
- More flex space residential/ business/ shopping - efficient

##### **Neighborhood design/ diversity/ density**

- More acceptance of diverse groups
- Schools

##### **Recreational areas/ green spaces**

- More of them/ lots of trees/ community gardens/ ponds
- Diversity within green space (multi use)

##### **Shopping/ access to services**

- Local
- Close to metro

##### **Overall characterization of community**

- Diverse/ safe/ union/ sense of community/ small businesses/ emphasis on arts/ decentralize

# Designing a Sustainable Calgary

## Group 8 – Proximity to LRT

### Blended Transportation

#### Community built around LRT station in a New Residential Suburb

##### **Transportation/ getting around/ proximity to work/ school, etc.**

- Underground subway system with multiple veins – get rid of “driving to take the train” – more frequent shuttles (automated)
- Low emission vehicles
- Ring road

##### **Housing design**

- More natural materials used (stone, wood)
- Smaller homes
- Multiplex housing

##### **Job location**

- Community based locations
- Working from home
- Downtown stays similar to current state

##### **Neighborhood design/ diversity/ density**

- Multiplex housing
- Community public service offices dispersed throughout
- Roadside recycling and recycling drop offs; many garbage's
- Water gauges to prevent water wastage

##### **Recreational areas/ green spaces**

- Community complexes with an outdoor design (high ceilings, glass walls, etc)
- More frequent green spaces

##### **Shopping/ access to services**

- Mom and pop corner stores with apartments built on top

##### **Overall characterization of community**

- Caring about the community

# Designing a Sustainable Calgary

## Group 9 – Engaged Calgarians

### Recruited by City of Calgary

### Proximity to Shopping Malls

#### Transportation/ getting around/ proximity to work/ school, etc.

- Infrastructure as part of the development

#### Housing design

- Step design
- Housing on top of shopping center with a (housing trust) 10% to mortgage

#### Job location

- Live/ work – downtown/ close to Deerfoot

#### Neighborhood design/ diversity/ density

- Having mix including secondary suites/illegal 4-plexes

#### Recreational areas/ green spaces

- Tie onto existing system/ 10%

#### Shopping/ access to services

#### Overall characterization of community

- Zoning keeps pace with property value

# Designing a Sustainable Calgary

## Group 9 – Engaged Calgarians

### Recruited by City of Calgary

#### Proximity to LRT Station

##### **Transportation/ getting around/ proximity to work/ school, etc.**

- Too much north/ south transportation
- Need a grid system main route – rotating feeder (bio diesel fuel) bus every 10 minutes
- LRT stations cleaner, security, gated access
- Need central station to be transportation hub
- Machines need to give change

##### **Housing design**

- Mixed, close by use buildings
- Residential, commercial, retail, day care and services
- No big box
- Further away townhouses, apartments, single family homes and coach homes/ granny flats

##### **Job location**

- Live/ work near by
- Secondary work centers away from downtown
- Easy transit access to employment as maybe further away

##### **Neighborhood design/ diversity/ density**

- Must be diverse in age, senior citizens, empty nesters, kids
- Don't close down schools
- Keep families in area
- Seniors stay in familiar neighborhood, support system in place

##### **Recreational areas/ green spaces**

- Need lots – outdoor rinks/ safe playgrounds/ dog walking areas/ staggered green spaces throughout neighborhoods
- Well lite

##### **Shopping/ access to services**

- Close to train and in complexes
- Convenience close by

##### **Overall characterization of community**

- Neighborhood friendly/ public washrooms (safe and well lite)
- Walk able/ green space
- Clean, safe and well lite, video surveillance in public areas

# Designing a Sustainable Calgary

## Group 9 – Engaged Calgarians

### Recruited by City of Calgary

#### New Suburban Residential

##### **Transportation/ getting around/ proximity to work/ school, etc.**

- Multi use buildings (for schools, community, other purposes)
- Community shuttle/ taxi for community and residents in a sense a shuttle for employees

##### **Housing design**

- Low maintenance, aesthetic, blended multi family as opposed to outer edges
- Single families and senior care facilities

##### **Job location**

- Employment centers – mini centers which are walk able for residents
- Certain target areas – oil gas, technical, arts, eliminate need for downtown

##### **Neighborhood design/ diversity/ density**

- Multi use design
- Mixed diversity

##### **Recreational areas/ green spaces**

- Require wet ponds – parks – pathways
- Meaningful green space i.e. Confederation Park

##### **Shopping/ access to services**

- Shuttle services – combined with mix use
- Tri services

##### **Overall characterization of community**

- Safe, comfortable, aesthetic, walk able, desirable, cohesive

# Preservation and Protection

## Group 1 - Downtown/ Residential Established Primary Private Single Occupancy Transportation

### WOW!

- Aesthetics!
  - Planning
  - design
  - good architecture – home, comfort, pride, walk more
- Access to services - car routes, transit, community centers
- Diverse demographics, mixed developments
- Green space
  - nature preservation
- Pedestrians
  - kids playing

### POW!

- Aesthetics
  - strip mall (bad)

## Group 2 - Downtown/ Residential Established Primarily Alternative Transportation

### WOW!

- Transit improved
- Longer platforms
- Trains to specific retail
- Shopping close to LRT (Mtl)
- Encourage alternatives – green environment
- Incentives for alternate
- Curbside recycling

### POW!

- Rely too much on cars
- Not enough parking
- Housing options
- Rent control

## Group 3 – New Residential/ Suburb Primarily Private Single Occupancy Transportation

### WOW!

- LRT S-7 walk
- Encourage telecom bring work to the people
- Community websites
- Clover leaf (16<sup>th</sup> Ave Stoney Tr)
- App. Recreation
- Medical facilities in community

# Preservation and Protection

## Group 4 – New residential/ Suburb

### Blended Transportation

#### WOW!

- More areas like Kensington, Mardi Loop, etc
  - Good for all groups
  - Walk able – get out
  - Meet neighbors
- Improved/ more frequent trains
- Schools in walking distance
- Pathway
- Community centre

#### POW!

- Poorly designed train stations
- Utilities annexing
- Tree chopping

## Group 5 - Youth

### Blended Transportation

#### WOW!

- Traffic diversion from central core
- Diverse housing
- Keeping space up, not out – keeping outdoor space

#### POW!

- Pedestrian
- Too much car dependence
- Encouraging moving in – new/modern

# Preserve

## Preserve

Airport – where it is with LRT (group 9)	Natural areas as natural
Bird Sanctuary (group 2)	Kensington – as is (group 2, 5,9)
Bowness (group 4, 9)	Knox United (group 2)
Bronzes - statues	Lougheed House (group 1, 9)
Calgary Tower/ Tower (group 1, 4, 5)	Maintain infrastructure (group 9)
Central Memorial (group 9)	Marda Loop (group 9)
Centre Street Bridge (group 5)	Nosehill (group 4, 5, 9)
Chinatown (group 9)	Off leash Parks (group 1)
Commemorate sites (group 9)	Old Churches (group 5)
Confederation (group 9)	Old buildings e.g. Chambers (group 4)
COP (group 5, 9 )	Old sandstone buildings (group 1)
Devonian Gardens (group 5)	Olympic Plaza (group 5)
Eau Claire (group 2)	Princes Island (group 4, 5)
- outdoor markets (group 2)	Riley Park (group 9)
- shopping (group 2)	River areas (group 9)
- farmers market (group 2)	River Park – dog park (group 2)
Edworthy (group 9)	River paths (group 5)
Existing architecture (group 9)	Saddledome (group 4, 5)
Fences (group 9)	Sandy Beach (group 9)
Festivals and venues (group 9)	Spruce Meadows (group 9)
Fish Creek Park (group 1, 4, 9)	Stampede (group 2, 9)
Galleries (group 5)	Stephen Avenue (group 2, 9)
Glenmore Park (group 1)	TD Square – Devonian Gardens (group 2)
Heritage buildings – King Edward School, Mawata Armory, McDougal, All sands Home, (group 9)	Turtle Hill (group 9)
Heritage/ historical homes i.e. Deane House (group 1)	Weasel head (group 9)
Heritage Park (group 1,2)	Western High (group 2)
Inglewood (group 2, 9)	Wildlife Reserves (group 9)
Jack Singer (group 2)	Zoo (group 1, 2, 4)
	17 <sup>th</sup> Avenue SW (group 5)