

Engagement Summary

Phase 1: Envision

This phase was focused on looking back at the past, understanding the present and envisioning the future of the area. In addition to broad public outreach and engagement, meetings and engagement took place with targeted groups from September 2023 to April 2024.



How was input used?

Input was used to create and refine the first chapter of the local area plan including the history section, the current context section and the draft future Vision & Core Values. Input was also used to inform initial growth focus areas and development policies that will be engaged on in the second phase of engagement.

Total **ADS DISPLAYED**
760K+

Total **INVOLVED**
5,300+

Total **ENGAGED**
1,050+

Total **CONTRIBUTIONS**
2,800+



What we heard

Check out the full **What We Heard Report** online at calgary.ca/WestElbowPlan

Building Awareness

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

- **Engagement booklets**
Education and engagement booklets mailed directly to all homes and businesses in the area.
- **Engagement Stations**
16 Engagement Stations were also installed to raise awareness and provide additional education and engagement booklets to community members.
- **Street Level Signs**
13 large-format street level signs located in high-traffic areas.
- **Digital Restobar Ads**
Washroom Network ads in restaurants and bars in the area.
- **Social Media Ads**
Two waves of geo-targeted social media ads (Facebook, Twitter, Instagram, Nextdoor).
- **Video Ads**
Geo-targeted video ads on YouTube.
- **Elevator Ads**
Residential network elevator ads.
- **Community Newsletter Ads**
Full page advertisement in the local community newsletters.
- **Email updates** to project subscribers.
- **Communications toolkits** provided to local community associations and Ward Councillors to make it easy to help spread the word through their established communications channels and networks.

Love the connection to the river, and accessibility to the downtown and surrounding areas.

– PARTICIPANT

Focus of Engagement

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

- **Topic 1: PAST** – the area’s history and roots
- **Topic 2: PRESENT** – the area as it exists today
- **Topic 3: FUTURE** – the next 30 years

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



Opportunities For Involvement

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

- **Online public engagement**
Opportunity to provide feedback online via desktop or mobile device.
- **In-person public engagement**
Opportunity to meet the project team face-to-face, ask questions and provide feedback.
- **Virtual public engagement**
Multiple opportunities to meet the project team online, ask questions and provide feedback.
- **Working group sessions**
Three sessions where the working group and project team were able to dig deeper into discussions related to asset mapping, vision and core values and focus areas for growth.
- **Heritage guidelines working group sessions**
Two sessions for the working group to provide feedback on heritage guidelines so that new development complements identified heritage assets within the West Elbow area.
- **Community association sessions**
Three sessions for community association members to learn more, ask questions and provide feedback.
- **Development industry sessions**
Two sessions for landowners, developers or industry representatives to learn more, ask questions and provide feedback.

We should be encouraging housing options that are accessible (physically, financially, etc) to all income levels and lifestyles.
— PARTICIPANT



Engagement Timeline

Phase 0: DISCOVER

This phase included pre-project research, awareness building and knowledge transfer.

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

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

There is too much construction.
Change from bungalows to two story
houses which tend to eliminate all
mature trees but the City owned trees.
More traffic, noise, pollution.

– PARTICIPANT



- **June 1, 2023:**
Virtual Meeting with with Erlton
Community Association Representatives
- **June 2, 2023:**
Walking Tour with Elbow Park Residents
Association Representatives
- **June 13, 2023:**
Community Association Meeting –
Phase 0 (Virtual)
- **June 16, 2023:**
Walking Tour with Marda Loop
Community Association Representatives
- **June 19, 2023:**
Community Association Meeting –
Phase 0 (Virtual)
- **July 5, 2023:**
Walking Tour with Sunalta Community
Association Representatives
- **July 19, 2023:**
Walking Tour with Rideau Roxboro
Community Association Representatives
- **July 20, 2023:**
Walking Tour with 17th Avenue
BIA Representatives
- **July 20, 2023:**
Walking Tour with 4th Street
BIA Representatives
- **July 26, 2023:**
Walking Tour with Marda Loop
BIA Representatives
- **September 13, 2023:**
Walking Tour with Cliff Bungalow-
Mission Community Association
Representatives
- **September 27, 2023:**
Walking Tour with Bankview Community
Association Representatives
- **October 18, 2023:**
Walking Tour with Richmond Knob Hill
Community Association Representatives
- **October 28, 2023:**
Walking tour with North Glenmore Park
Community Association Representatives

Engagement Timeline

Phase 1: ENVISION

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

My community is becoming more and more walkable, and there are some good examples of gentle density being built here and there.

– PARTICIPANT



September 19 to October 23, 2023:

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

September 20, 2023:

Community Association Meeting – Phase 1 (Virtual)

September 25, 2023:

Community Association Meeting – Phase 1 (Marda Loop Communities Association)

October 3, 2023:

Public Engagement Session (Virtual)

October 11, 2023:

Public Engagement Session (Scarboro Community Association)

October 23, 2023:

Public Engagement Session (Virtual)

December 12, 2023:

Working Group Engagement Session #1: Asset Mapping (Marda Loop Communities Association)

January 23, 2024:

Working Group Engagement Session #2: Vision & Core Values (Virtual)

January 31, 2024:

Heritage Working Group Engagement Session #1: Key Values and Character Defining Elements (cSPACE Marda Loop)

February 7, 2024:

Development Industry Session #1 (Virtual)

February 28, 2024:

Heritage Working Group Engagement Session #2: Refining Character Defining Elements and Heritage Guideline Area Boundaries (Virtual)

March 5, 2024:

Working Group Engagement Session #3: Focus Areas for Growth (The Military Museums)

April 16, 2024:

Development Industry Session #2 (Virtual)

What We Heard

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

Key Themes Heard

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

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

- Indigenous History
- Historical Significance
- Heritage Homes/Buildings

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

- Green Spaces/Tree Canopy
- Access to Amenities/Services
- Single Family Home Community
- Heritage Elements

PRESENT: What are the challenges your area is facing and why?

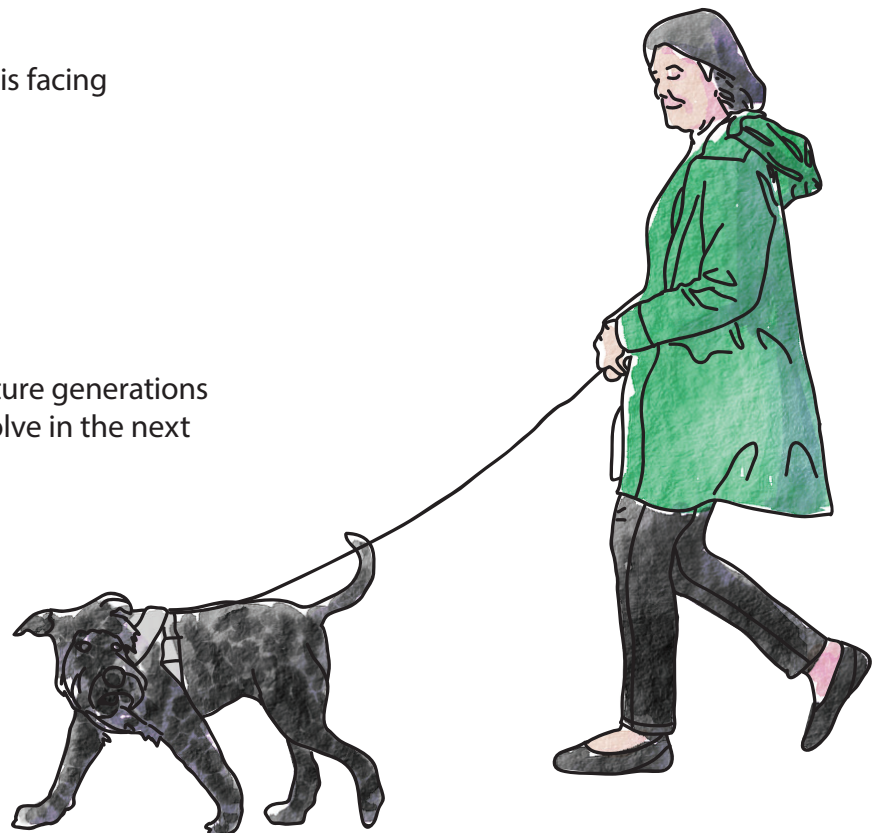
- Affordability/Housing Options
- Density
- Safety/Crime/Unhoused Population/Drug Use
- Traffic Safety/Parking

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

- Green Spaces/Tree Canopy
- More Amenities/Services/Community Spaces
- Low Density
- Housing Affordability/Housing Options
- Climate Resilience/Sustainability
- Connectivity

The recreation is the BEST, we waited 2 years for the right house/location to come onto the market. I'm never moving again. Love the amenities here including the walking trails and dog park.

– PARTICIPANT



How Feedback Was Actioned

Key Changes Made

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

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

1. West Elbow Communities' Plan boundary has been amended

The West Elbow Communities' Plan boundary has been amended to remove the West Village lands located in the community of Sunalta. These lands will be incorporated into the Greater Downtown boundary as part of the Calgary Plan. This was done in recognition of the current and future opportunities for the West Village lands, as a subject for transit-oriented development emphasized by its proximity to the Greater Downtown, Bow River, and Main Streets.

2. Historic home retention, heritage and housing diversity

We heard the public values the retention of historic homes and the need for new development to respect existing historic blocks. The draft core value: Housing for All, emphasizes the need for diverse housing options comprised of both newer and older homes, through providing opportunities for the retention of historic homes. As this local area plan is developed, policy tools including Heritage Guideline Areas will be explored to guide development in respect to surrounding historic blocks and properties. The engagement process for this Plan also includes a Heritage Working Group, made up of volunteer members from the community, representatives from community associations, heritage advocacy group representatives and members of the development industry, to contribute to the development of the Heritage Guidelines for the West Elbow Communities.

3. New approach to mapping

From lessons learned from other local area plans, we heard that when proposed growth areas were first presented, this information was difficult to interpret as the maps provided did not provide enough information regarding the building scale of potential growth. This Plan is taking

an updated approach by using three categories of potential focus areas for growth maps, that present more detail including existing and proposed heights, to guide more meaningful conversations. These potential focus areas for growth maps will inform the development of the draft urban form category and building scale maps to be developed through Phase 2.

4. Develop a Draft Vision and Core Values to reflect key considerations in the Plan Area

We heard considerations unique to the Plan's study boundary and applicable to all the West Elbow Communities. This included expanding the open space network and improving safety in public spaces to encourage more social connections. From this feedback, we developed a draft vision and core values to reflect these plan wide ideas. Further, we heard mention of specific areas, corridors and networks with development or investment opportunities or gaps. This included Main Streets, transit station areas and the Elbow River Valley. These locations have also been reflected in the draft vision and core values, and policy and investment opportunities will continue to be explored.

5. Support sustainable housing options and increase housing affordability

We heard that sustainable housing options and increasing housing affordability are important to the West Elbow Communities. In response, the draft Plan includes Housing for All as a draft core value which emphasizes the demand for diverse housing options to meet people's unique needs. The draft Plan also includes Climate Adaptation and Resiliency as a core value which supports developments built and operated sustainably, including reducing per capita greenhouse gas emissions. The project team will continue to explore policies to encourage climate friendly design and incentives to increase housing affordability.