

Engagement Summary

Phase 2: Explore

This phase focused on exploring where and how growth and change could happen in the area. Engagement took place with the general public from May 28 - June 24, 2024, and with targeted groups from May through to September 2024.



Awareness building, education and engagement resulting in:

Total **ADS DISPLAYED**
692K+

Total **INVOLVED**
7,300+

Total **ENGAGED**
1,300+

Total **CONTRIBUTIONS**
1,900+



What We Heard

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

Building Awareness

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

- Education and engagement booklets mailed directly to all homes and businesses in the area.
- 16 Engagement Stations were utilized to raise awareness and provide additional education and engagement booklets to community members.
- 18 large-format street level signs located in high-traffic areas.
- Two waves of geo-targeted social media ads (Facebook, Twitter, Instagram, Nextdoor).
- Geo-targeted ads on high-traffic websites and YouTube.
- Full page advertisement in six 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.

Focus of Engagement

This phase was focused on creation and refinement of the second chapter of the Local Area Plan. Engagement was focused on where and how growth and change could happen in the area.

- **The Draft Vision and Core Values** — the big ideas, hopes and priorities for the area's evolution.
- **Potential Focus Areas for Moderate-to Large-Scale Growth** — where homes and businesses that are 4+ storeys might fit best.
- An Initial Draft of **CHAPTER 2** of the local area plan was also available for review and feedback.

I believe that making the West Elbow Communities a destination that promotes social connections, housing for all, and preserving natural areas is great.

— Participant



Opportunities for Involvement

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

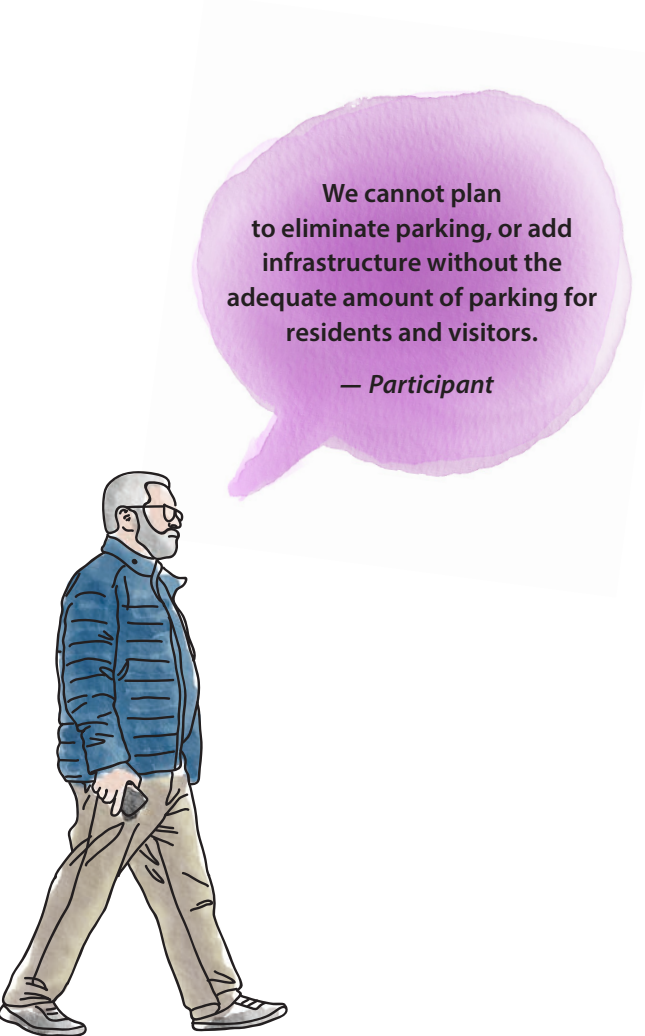
Virtual public engagement — two opportunities to meet the project team online, ask questions and provide feedback.

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 — one session 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 — two sessions for community association members to learn more, ask questions and provide feedback.

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



We cannot plan to eliminate parking, or add infrastructure without the adequate amount of parking for residents and visitors.

— Participant



Perhaps if this area became more developed it could be transformed into protected cycle tracks to ensure that people on bikes don't have to give up their space.

— Participant

Engagement Timeline

Phase 2: EXPLORE

This plan lacks ambition and will not go far enough in addressing housing supply needs. Specific areas that worry me: I think the nodes and corridors are well placed, but 3-6 storeys is not even remotely tall enough for those areas.

— Participant



May 7, 2024

- » Community Association Meeting – Phase 2 (Virtual)

May 9, 2024

- » Community Association Meeting – Phase 2 (Sunalta Community Association)

May 28 to June 24, 2024

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

May 30, 2024

- » Heritage Working Group Engagement Session #3: Review Updated Draft Heritage Guideline Area Maps and Policy Direction (cSPACE Marda Loop)

June 4, 2024

- » Public Engagement Session (Virtual)

June 5, 2024

- » Working Group Engagement Session #4: Urban Form and Building Scale (Virtual)

June 12, 2024

- » Public Engagement Session (Elbow Park Residents Association)

June 18, 2024

- » Public Engagement Session (Virtual)

June 25, 2024

- » Working Group Engagement Session #5: Key Areas for Urban Form and Building Scale Maps (cSPACE Marda Loop)

July 23, 2024

- » Working Group Engagement Session #6: Urban Form and Building Scale Maps; Implementation Options (Marda Loop Communities Association)

September 9, 2024

- » Conversation Series #1 (The Military Museums)

September 16, 2024

- » Conversation Series #2 (The Military Museums)

What We Heard and How Feedback Was Actioned

Key Themes Heard

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

TOPIC 1: Vision & Core Values


- Some participants are not supportive of the draft vision and core values and require further refinement to reflect the West Elbow Communities. Other participants requested more clarity around the vision and core values.
- Some participants are generally supportive of the draft vision and core values as they are presented.
- Participants indicated they would like to see the area's history and importance of heritage more clearly reflected in the draft vision and core values.

TOPIC 2: Potential Focus Areas for Growth

- Participants expressed traffic, parking, and mobility concerns when talking about moderate to large-scale growth as proposed within the Plan area.
- Participants noted location-specific concerns with moderate to large-scale growth as proposed within the Plan area.
- Participants indicated opposition to the Plan and increased density.
- Participants noted concerns around the ability of current infrastructure and services to be expanded to handle increased density.
- Participants are concerned about potential effects increased density, growth and change could have on their neighbourhood.

Draft Chapter 2

- Participants are concerned with potential inequitable distribution of density across the Plan area.
- Participants expressed location-specific comments related to the draft chapters.
- Participants indicated opposition to the Plan and increased density.



I do believe this entire area will need improved mobility improvements (protected bike lanes, every 10 minute bus service) to support this growth.
— Participant



Key Changes Made

How Feedback Was Actioned

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

1. Refined Areas for Growth Around Strategic Locations

Areas of moderate-to-large scale growth were revised in various locations throughout the Plan area based on feedback received through engagement in Phase 2. Additionally, select areas previously considered for moderate- to large-scale development (four storeys or more) have been reduced to allow for development up to three storeys. For example, locations along Elbow Drive SW and Richmond Road SW previously proposed for four to six storeys have since been modified to allow for development up to four storeys, and other areas such as 10 Street SW and Carleton Street SW have been removed from higher density considerations and will remain to allow for development up to three storeys. The draft Urban Form and Building Scale maps shown in Phase 3 maintain moderate-to-large scale growth in strategic locations such as along Main Streets, around transit station areas, and along community corridors such as 26 Avenue SW and 16 Street SW.

2. Identified Desired Mobility Improvements

The project team received public feedback regarding desired mobility improvements throughout the Plan area. The Plan's draft Chapter 3, which focuses on community improvements, builds off the Plan's six draft core values, including the core value 'Safe and Convenient Mobility', which explores opportunities to improve mobility corridors. These improvements reflect key themes heard, including the need for better east-west connections, addressing missing links in the pathway network, and improving transit station areas. Phase 3 engagement will focus on opportunities to provide additional feedback on community improvements and investment priorities.

3. Developed Heritage Guideline Areas and a Heritage-focused Core Value

Heritage Guideline Areas have been drafted in areas of concentrations of heritage assets. New development within identified Heritage Guideline Area precincts will be required to contribute to the ongoing historic nature of those areas by requiring new development to be contextual and sensitive to surrounding historic buildings. Further, the draft core value 'Historic Places and Spaces' has been added to reflect the importance of heritage in the Plan area.

I believe the city should continue to invest in transit networks and infrastructure in this area to help manage increasing density.

— Participant



4. Identified Opportunities for Small-Scale Commercial

The project team has received feedback that some areas would benefit from allowing small-scale commercial interior to communities and along community corridors, allowing people to access amenities closer to home. In response, policies have been added to Chapter 2 that enable small-scale commercial throughout the communities of Bankview, South Calgary, Mission and Cliff Bungalow. Other locations and opportunities for well-integrated commercial uses will continue to be explored in Phase 3.

The map is ambitious and shows a responsible, yet visionary approach for this area.

— Participant



Sustainable, smart growth is critical: growth should not come at the expense of greenspaces, history, safety, or the environment.

— Participant



5. Drafted Shadowing Policy for Main Streets

The project team has received feedback about the importance of solar exposure along Main Streets such as 17 Avenue SW and 33 Avenue SW, particularly in areas with high amounts of pedestrian traffic. Draft Chapter 2 includes policy that may require building heights to be modified to meet shadowing policy requirements. For example, sites south of 17 Avenue SW and south of 33 Avenue SW are proposed to have a modified height maximum that reflects shadow studies to protect the adjacent Main Streets from shadowing at specified times.



What We Did

Additional information about key changes made can found within the **Phase 2 What We Did Report** at calgary.ca/WestElbowPlan