

North Hill Communities

Local Growth Planning

PHASE 1 DISCOVER & DISCUSS HIGHLIGHTS

Phase 1 was about building mutual understanding. Understanding why growth and redevelopment is needed (DISCOVER) and understanding community values, improvement area, key focus areas, hopes and fears, and the past (DISCUSS). We asked participants to share their ideas and concerns, then turned that information into guiding principles that will be used to help evaluate ideas and concepts as the project progresses.

WHO WE REACHED



AWARE 300,000+

The number of people who were made aware of the project and opportunity to get involved. Tools used to build awareness included: Facebook, Twitter, bold signs and informational displays, mailed postcards, community newsletter ads, and email updates.



INVOLVED 5,000+

The number of people who actively or passively got involved in some way. This includes people who visited the website, attended a pop-up event, subscribed for email updates, attended a working group session, etc.



ENGAGED 250+

The number of people who provided input online, at a pop-up event or through the working group.



WHAT WE HEARD



CONTRIBUTIONS 800+

The total number of contributions received through all participation opportunities.

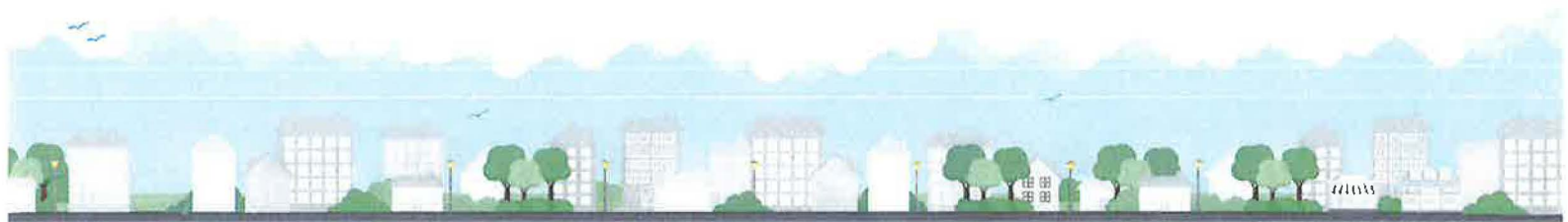
KEY THEMES:

1. **Density and development:** Citizens believe density and redevelopment can have benefits such as: an increase in amenities and other improvements to the area. However, there are fears that too much density or development not done right, can negatively impact the community.
2. **Pedestrian and bike access:** Citizens expressed desire for improved pedestrian and bike infrastructure to promote a reduction of car use in the area and improve alternate mobility choices.
3. **Amenities and local businesses:** Citizens expressed a desire for more local businesses and a diversity of retail offerings in their communities.
4. **Parks, trees and open spaces:** Citizens value green space and have a desire to increase, preserve and protect current green and open spaces in the area. Citizens also shared strong value for mature trees and tree-lined streets and want to see these maintained and protected through redevelopment.
5. **Character and community:** Citizens value the unique community feel and character that exists in their communities and want to ensure this is recognized and/or maintained as the area grows and evolves.

WHAT WE DID

GUIDING PRINCIPLES:

1. Maximize the opportunity for people to choose to live in close proximity to varied mobility options that safely and conveniently reach a diversity of destinations.
2. Recognize and enhance open spaces, the public realm, the urban forest/ tree canopy, natural systems, and the connections between them.
3. Foster vibrant mixed-use main streets that support local businesses and are in turn supported by diverse housing options on tree-lined streets.
4. Build on and strengthen existing clusters of small-scale neighbourhood shops and community amenities outside of the main streets.
5. Enable the creation of housing that fosters accessibility and diversity among people, ages, incomes, and household types.
6. Support the ongoing vitality of the Greenview Industrial Area and its role as an important employment area.
7. Encourage resilience in the built environment that allows adaptability to a changing society, economy, and climate.



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PHASE 2 – ENVISION: HIGHLIGHTS

Phase 2, Envision, was about: Discussing the future vision for growth, discussing key opportunities and big ideas, and identifying topics that require further exploration. We engaged with the community in a variety of ways online and in-person. Information collected through broad public engagement and targeted stakeholder sessions was compiled and shared with the North Hill Communities Working Group. Additional feedback was collected, validated and refined with the Working Group through two sessions. All feedback collected through Phase 2, Envision, will be used to help inform a draft land use concept.

- **Online input** (February 12 – March 10, 2019)
- **North Hill Communities Tradeshow** (March 2, 2019)
- **Main Streets - Business Owner & Landowner Workshop** (February 20, 2019)
- **Greenview Industrial Area - Business Owner & Landowner Workshop** (February 21)
- **Pop-up events** (seven pop-up events took place from February 13 to March 9)
- **North Hill Communities Working Group Sessions** (April 3 and May 4, 2019)

PARTICIPATION



AWARE 800,000+

The number of times an advertisement or information about the project and opportunity to get involved could have been seen. Tools used to build awareness included: Facebook, Twitter, digital ads, ethnic ads, community newsletter ads, bold signs, informational displays and email updates.



INVOLVED 7,000+

The number of people who actively or passively got involved in some way. This includes people who visited the website, interacted on social media, attended a pop-up event, subscribed for email updates, attended a working group session, etc.



ENGAGED 800+

The number of people who provided input online or in person.



CONTRIBUTIONS 1,700+

The total number of contributions received through all participation opportunities.

KEY THEMES

The high-level themes that emerged throughout all of the comments received in phase two include:

Density and redevelopment: Citizens expressed the need for thoughtful development and smart density within the North Hill Communities. Comments identify a variety of heights and building uses appropriate for specific focus areas and want to ensure that a variety of redevelopment will support a diverse population in terms of their needs and preferences.

Revitalization and appropriate growth: Citizens identified a number of focus areas where growth and redevelopment was more appropriate over others and expressed an eagerness for revitalization and growth along the Main Streets in the area and within the Greenview Industrial Area calgary.ca/northhill

Green Line: Citizens identified Green Line as an exciting opportunity for these communities and citizens want to ensure that it is thoughtfully integrated into the community.

Amenities and local businesses: Citizens value many of the existing services and business in the area and would like to see redevelopment that helps strengthen these as well as the creation of new businesses and complementary uses that make North Hill a vibrant community for residents, and a destination for visitors.

Transit Access: Citizens felt transit has improved access to the North Hill communities and specifically the Greenview Industrial area and there is potential to grow and increase vibrancy in the area.

Traffic and parking: Citizens shared that solutions are needed to address both parking concerns and traffic congestion within the area. This was raised as a critical item necessary to support current and future businesses in the area, as parking and traffic is a big issue along the Main Streets and in the Greenview Industrial Area.

Pedestrian and bike access: Citizens value a walkable and accessible community and want to see enhancements to pedestrian and cycling infrastructure.



North Hill Communities Working Group

The North Hill Communities Working Group includes locals from each community, representatives from local community associations and builders / industry representatives.

Enabling engagement to happen at a more in-depth level, the working group brings a range of different perspectives and viewpoints to the table, discusses the broad planning interests of the area and acts as sounding board as the local area plan for the North Hill Communities area is created.

Over the past year, the North Hill Working Group has participated in six sessions:

