

# Feedback: Downtown West Community Association



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## What we think?

- We would like the Plan to be approved, *but* further consultation with community to shape list of strategic Investments instead of existing list  
revisit the governance of **Downtown Strategy Leadership Team**

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## Implementation

Page 93

### Role of the Downtown Strategy program

The Downtown Strategy was approved by City Council in April of 2019. It is a program that brings together The City of Calgary, our civic partners, community partners and business improvement areas in a co-ordinated and collaborative effort to make life better every day for citizens, customers, residents and businesses as it relates to the downtown. The Downtown Strategy brings new energy to a future-focused, collective approach to align existing projects and initiatives, thereby increasing the impact of our work. The City and our partners are striving to support and incentivize private investment in business and buildings, align programming that generates visits and spending in the downtown, and provide amenities and services to enhance the quality of life for people living and working in the downtown. The Downtown Strategy focus is on vibrancy, to make the downtown a welcoming, inclusive and thriving place for all — a destination for Calgarians and visitors alike.

The Downtown Strategy includes four pillars important to a vibrant downtown and our city's economic resilience. These working areas are built on the four areas of focus in Calgary's economic strategy, Calgary in the New Economy:

It will take all of us to build and take a shared position in steward Downtown Strategy is built on tl and its organizational structure

The Downtown Strategy Leaders from The City, Calgary Economic Corporation, Greater Downtown University of Calgary. This team l progress for initiatives in Greater implementation of this Plan. Sup Group comprised of subject mat partners to provide the necessar and deliver on strategic prioritie

Calgary's Greater Downtown PI pillar and as such, its implement the Downtown Strategy organiz City departments through their

Organizational focu

# Project Timeline

Lack of engagement  
with community on  
the list of strategic  
investments

## Timeline



### Q2 2021

- April 7, 2021 - Bring draft Plan to Standing Policy Committee on Planning and Urban Development.
- April 26, 2021 - The draft Plan will be presented to Council for final approval after that point.



### Q1 2021

- Host stakeholder session to provide an update on the plan and seek feedback



### Q2-Q4 2020

- Prepare draft Plan.



### Q3/Q4 2019

- Prepared a working document, including actions to ensure alignment with City policy and strategy. We will use this information to inform the content for the new Plan.



### Q1/Q2 2019

- Met with internal stakeholders to: review the input; refine the vision and principles; and Identify big moves or policy changes.
- Prepared subject matter briefs to inform focused workshops.
- Held six focused workshops to refine, outcomes, goals, and initiatives.



### Q4 2018

- Gathered and analyzed data from the engagement sessions
- Reported back on previous engagement to help inform further engagement and policies.



### Q3 2018

Public and stakeholder engagement sessions

- Online engagement
- Two stakeholder workshops
- One public workshop

March 31st



# What We Thought?

March 31<sup>st</sup>

117 pages

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## The vision for Greater Downtown

Greater Downtown is the economic and cultural heart of Calgary. It is a resilient and vibrant place for everyone, with welcoming neighbourhoods, active streets and well-used public spaces.

## The principles for Greater Downtown

This Plan builds on the foundation of the Centre City Plan by offering a modernized set of principles. These principles express a sought-after end state that is not time dependent. They provide context and direction for decision-making in Greater Downtown.



### 1. Economic vitality and innovation

Create exciting places that attract, support and retain businesses, entrepreneurs and talent to provide diverse employment opportunities.



### 2. Identity and place

Design neighbourhoods that Calgarians are proud to call home. Ones that are inclusive, connected, and accessible to businesses and services.



### 3. Opportunity and choice

Give everyone access to places to live, shop, learn, work, eat and play, plus diverse housing choices and mobility options.



## Vision

Greater Downtown is the economic and cultural heart of Calgary. It is a resilient and vibrant place for everyone, with welcoming neighbourhoods, active streets, and well-used public spaces.

## 10 Principles Greater Downtown Plan

### Strategic move 1: Neighbourhoods for vibrant urban life

- Create and support mixed-use neighbourhoods
- Reinforce neighbourhood gateways, landmarks, view corridors
- Celebrate diversity, culture, art and history
- Develop an array of key gathering places
- Make downtown living more attractive
- Shift the image of the Downtown Core

### Strategic move 2: A green network for a healthy environment

- Plan, expand and connect to the green network
- Protect, maintain and grow the tree canopy
- Connect and celebrate the rivers
- Be flexible and accommodating in design and implementation
- Leverage green infrastructure to create year-round vibrancy

### Strategic move 3: Streets for people

- Invest in a multi-modal transportation network
- Re-envision street space and public rights of way
- Improve connectivity throughout Greater Downtown
- Invest in the public realm
- Support the Plus 15 network

### Strategic move 4: Transit for all

- Expand and enhance transit service
- Improve transit stations and stops to create welcoming experiences

### Strategic move 5: Future-proof and innovate for the next generation

- Encourage innovation and testing
- Innovate the regulatory environment
- Reduce vulnerabilities
- Improve energy use and reduce GHG emissions

# 5 Building on our investments

## Strategic Investments

- Downtown Core: 9 (14 completed)
- Downtown West: 5 (7 completed)
- Eau Clair + Chinatown: 3
- Beltline west: 10 (17 completed)
- River District: 4 (27 completed)

## Place-based investment

Calgary's future success relies on our downtown being set up businesses and go to work. When our downtown neighbourhoods are at different stages of redevelopment next decade, investment in physical spaces, buildings, residents and visitors, and drive investment. Each area features and opportunities that have influenced the priority is stronger as a whole. Investment and planning within priority of this plan.

make significant vibrancy within chapter presents our strategic direction in the areas of:

town and Eau Claire

Each area presented in this chapter the strategic direction for the area of the strategic moves — outlined in Chapter 4 of this Plan. Then we examine significant investment maps.

The aim is to show proposed plans and how they related to current Greater Downtown.





# Projects Proposed vs. Community Priorities



## Community Priorities

1. Acquisition of BowForth Park
2. Sidewalk improvement
3. Children playground
4. ...

The future Downtown West River Promenade will:

1. Improve the Bow River promenade and pathway system from Eau Claire to 14 Street S.W.
2. Create a better connection between the neighbourhood and the Bow River.
3. Create a better connection between the pathway



- Flower pot program - temporary
- Downtown West Action Strategy (Action refers to the whole neighbourhood)

## Projects – Proposed

### Park / Plaza Projects

- 8 Shaw Millennium Park upgrades

### Streetscape Enhancement

- 9 4 Avenue S.W. Realignment
- 10 10 Street S.W. potential main street activation
- 11 Stephen Avenue Public Realm upgrade

### Underpass Enhancement

- 12 11 Street S.W. underpass design and build

### Project and Programs

- Downtown West local area plan update or visioning (Action refers to the whole neighbourhood)



# Implementation

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## Role of the Downtown Strategy program

The Downtown Strategy was approved by City Council in April of 2019. It is a program that brings together The City of Calgary, our civic partners, community partners and business improvement areas in a co-ordinated

It will take all of us to build and reshape downtown and it's important to take a shared position in stewarding our downtown into the future. The Downtown Strategy is built on the foundation of community collaboration and its organizational structure reflects that principle.

The Downtown Strategy Leadership Team is comprised of leadership from The City, Calgary Economic Development, Calgary Municipal Land Corporation, Greater Downtown Business Improvement Areas and the University of Calgary. This team leads, guides, supports and communicates progress for initiatives in Greater Downtown and will be key to the implementation of this Plan. Supporting the Leadership Team is a Working

**Place** — Investing in the physical spaces, buildings, and infrastructure to increase the number of downtown residents and visitors, and drive investment into our downtown.

## Organizational focus

Calgary's Greater Downtown Plan was prepared by a cross-corporate team representing key functional areas that are responsible for delivering on the

Community	Municipal Taxes Residential	Provincial Taxes Residential	Total Taxes Residential
DWCA	\$5,331,956.44	\$3,059,836.83	\$8,391,793.26
Eau Claire	\$3,953,102.70	\$2,268,557.40	\$6,221,660.10
East Village	\$4,098,298.75	\$2,351,880.70	\$6,450,179.45



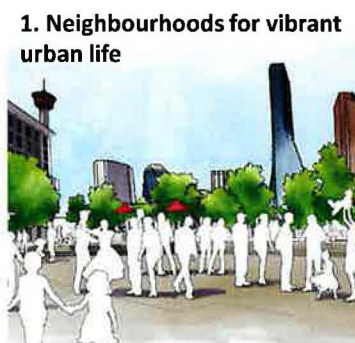
# Calgary's Greater Downtown Plan

Roadmap to reinvention



## Our Feedback

- ✓ Great vision
- ✓ Great principles (10 Principles)
- ✓ Great Strategic Moves (5 Strategic Moves)
- *Concerns* about list of Strategic Investments (chapter 5)
- *Concerns* about governance of Downtown Strategy Leadership Team (page 93)



We recommend the Plan to be approved, *but*

Further consultation with community to shape list of Strategic Investments instead of existing list

Revisit the governance of Downtown Strategy Leadership Team to include communities voice

## We believe...

With more time for consultations, it will be easier to shape list of investments in line with community priorities

More time will allow for more transparency, more clarity, and more meaningful engagement



# Downtown West

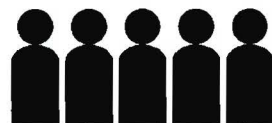
## Small, but mighty

2016 Census of Canada Snapshot

Downtown West End= ■ Calgary= ■

Population in private households in 2016:

**2,105**



1,222,390



2016 Census of Canada Snapshot

Downtown East Village= ■ Calgary= ■

Population in private households in 2016:

**1,725**



1,222,390

2016 Census of Canada Snapshot

Chinatown= ■ Calgary= ■

Population in private households in 2016:

**1,570**



1,222,390

2016 Census of Canada Snapshot

Eau Claire= ■ Calgary= ■

Population in private households in 2016:

**1,600**



1,222,390