Engagement Summary

Overview

Since September of 2021, community association members, area residents, heritage advocates and the development industry have been involved in the development of the North Hill Communities Heritage Guidelines. This work aims to maintain the unique feel and character of heritage-rich parts of the North Hill Communities, developing the first set of Heritage Guidelines in the city as part of the Local Area Planning Program. The engagement for the project consisted of two approaches:

Working group engagement
- From November 2021 to June of 2022, the working group helped to define and refine a list of heritage character elements within the North Hill Communities, and to refine the draft Heritage Guidelines. The working group consisted of community association members, area residents, development industry representatives, Heritage Calgary, and members of local heritage advocacy groups.

Public engagement
- In April 2022, Administration hosted online engagement through The City's Engage Portal to learn from Calgarians in the North Hill Communities about what they saw as the benefits, possible concerns with and proposed modifications to the Heritage Guidelines. Administration used this feedback to help further refine the Guidelines.
- In September 2022, Administration shared the final Guidelines publicly on the project website and supported by an advertising and notification campaign using social media and community signage.

How did people hear about our engagement opportunities?
- **Direct mail:** two mail outs with information about the project, information about upcoming engagement opportunities, and information about how to stay connected to the project.
- **Letters:** mailed letters to property owners within the Heritage Guideline areas.
- **Road signs:** Large formal road signs at high-traffic intersections and smaller a-frame signs in green spaces throughout the North Hill Communities.
- **Social media:** multiple paid and organic social media advertisement campaigns on Facebook, Twitter and NextDoor.
- **Emails:** to impacted community associations, the development industry organizations, heritage builders, heritage architects and applicants, Heritage Calgary, and heritage advocacy groups.
- **Councillor updates:** Councillor email updates.
- **Email updates:** to the North Hill Communities Heritage Guidelines subscriber list.

Engagement summary

- **25 working group members**
- **5 working group sessions**
- **82,000+ social media impressions:** number of times an advertisement or other form of media was viewed, based on publication circulation and devices reached
- **2,950+ total views of the project website**
- **1,850+ unique visitors to the project website**
- **130+ people engaged:** number of people who got involved online and through the working group

Summary of Feedback

The following table provides an overview of the top themes from responses to our online engagement.

Benefits	Concerns
Will support the **heritage feel** of areas by creating a shared aesthetic and consistent feel.	Concern that the Guidelines **may impede development** and add costs to new homes negatively affecting affordability.
Will help **discourage developments that are incongruous** with heritage assets in the area.	Feeling that Guidelines may be **difficult to enforce**.
Will provide **clear guidance for new development** and allow for housing that's more in keeping with the neighbourhoods.	Will **still allow for new development** such as multi-residential in the area and doesn't do enough to protect heritage assets.

Administration made further revisions to the Heritage Guidelines following our online engagement. These included revisions to strike a balance between allowing for flexibility in home design while still ensuring new development fits with heritage assets in the Heritage Guideline Areas, providing clarification on the interpretation of 'should' and 'encouraged' statements and changing certain 'encourage' statements to 'should' statements. This will allow us to better enforce the Guidelines without stifling development in the area.

Further information on engagement feedback can be found in the project's What We Heard Report.