

Final Engagement Summary



Heritage Communities
Local Area Planning

Engagement Summary



22-0023054-ADV/18314

Together, over a three-year period with thousands of participants, a local area plan for the Heritage Communities was created.

A robust multi-phased public engagement process was undertaken to create the Heritage Communities Local Area Plan (the Plan). Thousands of ideas and comments were shared, compiled, reviewed, and used to shape and refine content and concepts within the Plan.

Highlights: Public Participation

From fall 2019 – winter 2023, conversations about where, why and how revitalization and redevelopment should happen took place with a range of participants. Thousands of individuals were involved in the creation of the Plan from

youth to seniors, and residents and business owners, community association and development industry representatives and a dedicated and diverse working group that provided in-depth insights, and feedback.

3+ years
to create the **Heritage Communities Local Area Plan**

4 phases of public participation



21 community association sessions

13 working group sessions



30 public engagement events

5 landowner/development industry sessions

145 days of online engagement

76K+ engagement packages & booklets mailed

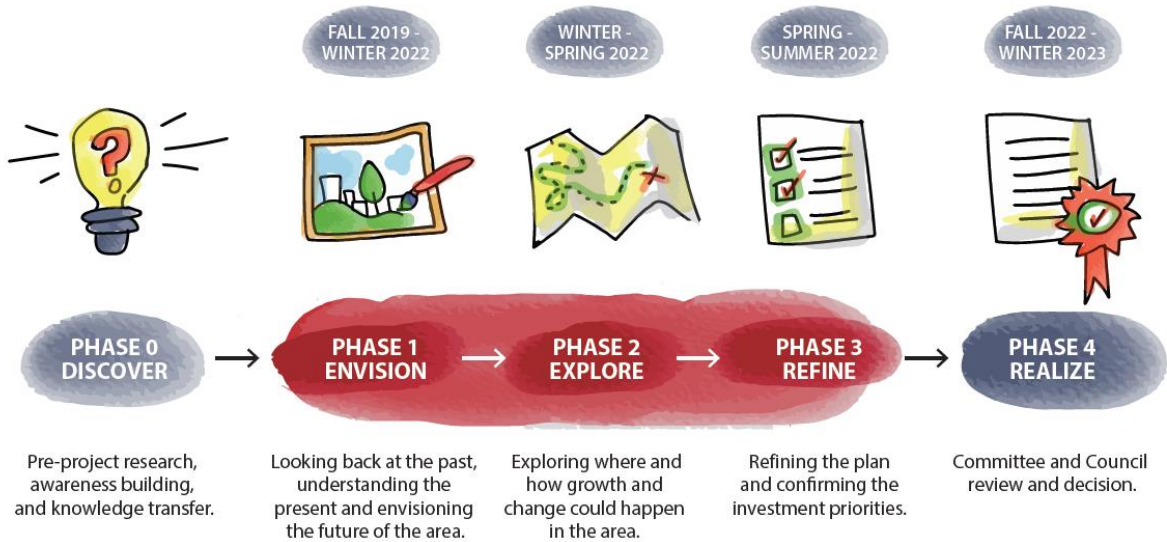
2M+ advertisements displayed

62K+ instances of involvement

3K+ instances of direct engagement participation

5K+ contributions submitted

Engagement Approach



A multi-phased approach enabled discussion, consideration, creation and refinement of the local area plan with participants over time. Information and education about key considerations, benefits and tradeoffs were woven directly into the engagement topics within each phase to build participant capacity as each chapter of the local area plan was engaged on and refined.

An iterative approach allowed for education and discussions to start at a broad and visionary level and progress to become more focused and refined through the process. The local area plan itself goes from visionary (Chapter 1) to more focused local-specific guidance and direction (Chapter 2), to very specific investment priorities and implementation options (Chapter 3). Aligning the phases of engagement to the creation and refinement of each chapter provided participants with iterative opportunities for feedback with clear outputs at the end of each phase.

“This is our chance to shape the future and have a voice in how that change happens in our communities and make things even better. I want to see our communities remain vibrant and right now all I see is businesses closing, schools on the verge, arenas falling apart etc.”
— Participant



Engagement Guiding Principles

1. Phased Program

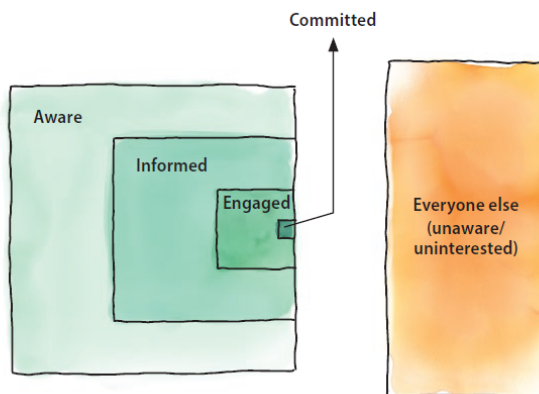
The engagement process for the Heritage Communities Local Area Planning project was designed as a multi-phased approach. Input was collected at key intervals throughout the planning process to help influence the Plan as it was created and to provide multiple touch points and opportunities for participants to get involved.

2. Inclusive Process

The needs of participants were considered through the process and the project team removed as many barriers to participation as possible. Effort was made to ensure public engagement was accessible to all, despite potential limitations that might prevent them from being included in the process. A key objective was to ensure that at the very least, people within the area were aware of the opportunity to participate and understood that we were interested in hearing from them. Accessibility accommodations were also available for engagement by request via 311.

3. Participation Interests & Intensity

Out of thousands of participants within the Heritage Communities, we know that people will land in various places in terms of their participation interest level. Despite our best efforts, some people will never really be aware or are simply uninterested in getting involved, some are highly engaged and committed, and many fall somewhere in between. The engagement process was designed to cater to a broad spectrum of participation interests and intensities – based on the corresponding levels of interest, time and commitment participants wanted, and were willing and able to commit.



Heritage Communities Local Area Plan – Final Engagement Summary

A broad mix of communications and engagement tools and techniques were used to ensure that people were reached and able to get involved at a level and through a method that best suited their needs. The tools and techniques used for the Heritage Communities Local Area Plan project were informed by: communications and engagement best practices, local demographics and socioeconomic information, participant feedback, lessons learned through the project and the impacts of an evolving global pandemic.

4. Grassroots Conversations

Throughout our engagement process, there was a focus on getting out into the community, building relationships and building mutual and shared understanding. We aimed to achieve this by getting the project team out in the community to meet people where they are, igniting interest and involvement in conversations about change and redevelopment. We ensured the project team met people face-to-face where possible, but also virtually to make sure everyone was able to get involved. Toolkits were also provided directly to underrepresented groups and community leaders with existing community connections to support community-based conversations. A key objective was to ensure the topics being discussed and opportunities for involvement were presented and discussed in ways that were clear, understandable and inviting. Another key objective was to be open, honest and transparent in all conversations and to be available to meet and answer questions at any time through the process.

5. Clear Engagement Reporting

Transparency and an open process was demonstrated through clear reporting and connecting the dots between the input that was provided and how it considered as decisions were made through the process. What We Heard reports that shared verbatim feedback as well as key themes were created and shared following each phase of engagement. What We Did reports were also created for each phase of the project, outlining how the project team considered and responded to each of the key themes that emerged through each phase of the project.

Opportunities for Involvement

A variety of opportunities for involvement were available through the process that aimed to accommodate a range of participation interest and intensities (high, medium, low) and remove a range of barriers to participation (time, understanding, trust, audio/visual, mobility, internet, language, etc.).

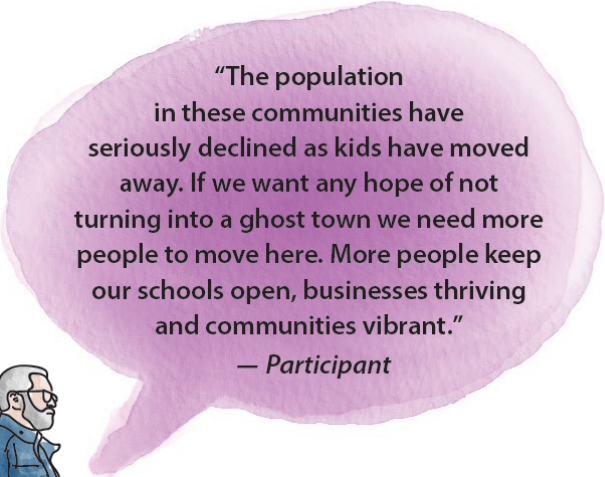
Heritage Communities Working Group Sessions

The Heritage Communities Local Area Planning project offered the opportunity to apply to join a multi-community working group – this would be considered a high-interest/high-intensity opportunity. The working group was designed to have more in-depth discussions, diving deeper into public feedback and guiding planning policy, and building on the knowledge and insights of previous sessions.

Through a recruitment process, 34 members of the broader community as well as community association and development industry representatives were selected to participate in dialogue on the planning interests of the entire area. The working group participated in a number of sessions where they brought different perspectives, viewpoints, ideas and concerns to the table. The working group expanded on the ideas and concerns shared by the broader community and acted as a sounding board for the project team as content and concepts for the local area plan were drafted.

In-person & Virtual Engagement Sessions (public, community association & development industry representatives)

In-person and virtual engagement sessions were offered to the general public as medium interest/intensity opportunities. Virtual engagement sessions were offered throughout the project via Microsoft Teams as a method to engage virtually and directly with the project team. In addition to the public opportunities, in-person and virtual engagement sessions were also offered for community association board members and development industry representatives.



“The population in these communities have seriously declined as kids have moved away. If we want any hope of not turning into a ghost town we need more people to move here. More people keep our schools open, businesses thriving and communities vibrant.”

— Participant



Mailed Engagement Packages

Engagement packages and booklets were mailed to households and businesses in the Heritage Communities area to ensure people were aware of the project, had key information directly in their hands, had the option of mailing a feedback form as an alternative option to in-person, virtual or online engagement. Mailed engagement packages that included a pre-paid feedback form were an alternate medium interest/intensity way to provide feedback (pre-paid postage was included to reduce financial barriers associated to return postage fees).

My Idea Stations

In-community My Idea Stations were placed at high-traffic and accessible locations throughout the Heritage Communities to ensure a physical presence in the community to help raise awareness and as vessels to share information and collect feedback. In addition, if someone did not receive a mailed engagement package or booklet, they were able to pick one up at one of the nine My Idea Stations in the plan area or download a booklet online.

Conversation Starter Kits

Conversation Starter Kits were created and distributed to targeted community partner organizations like Seniors' Facilities, Junior High Schools and Affordable Housing Providers to directly reach and provide on-site opportunities to provide feedback. The conversation kits included information packages, comment cards, pens and a locked comment card collection box.

Pop-Up Engagement

Ten pop-up engagement opportunities were offered as a low-medium interest/intensity opportunity and alternative to online engagement. Pop-up engagement took place at high-traffic locations throughout the plan area (community centres, grocery stores, recreation centres and libraries, etc.) in the early phases of the project. This got the project team into the communities to meet people where they naturally spend their time. Pop-up engagements were used to let people know about the project, to recruit people to apply to join the working group and to collect feedback in the first phase of engagement.

Online Engagement

Online engagement opportunities were offered as a low-medium interest/intensity opportunity. Online engagement at calgary.ca/HeritageCommunities was available within each phase for weeks at a time as an option for people to get involved at a time and place that worked for them. Within each phase of the project, multiple topics were open for input. Online engagement provided people with a quick and easily accessible opportunity to get involved.

Community Coffee & Walk-and-Talks

Four in-community coffee or walk-and-talk sessions were held with community representations out in various plan communities. The project leads met with community members who were interested in discussing specific areas of their communities.

**"I want to see
our communities survive
and thrive well into the future and
if we maintain status quo that isn't
going to happen. Let's embrace change
and shape the change in the way that
makes this the most desirable
place to live in Calgary."**

— Participant



Key Themes

High-level themes (from all phases of engagement)

- Participants value their parks and open spaces.
- Participants feel that there could be improvements made to the pedestrian realm to make the community safer for walking and cycling.
- Participants desire improvements to the recreation and leisure amenities in their communities.
- Participants expressed a desire for existing single-detached zoning to be preserved.
- Participants expressed concerns of 4+ storey growth in the plan area.
- Participants expressed location-specific concerns for any type of growth in the plan area (ie. Community Corridors, Haysboro Farm, Southwood Corner and Mayfair Centre).
- Participants expressed traffic, parking and safety concerns with proposed 4+ storey growth near Transit Station Areas.
- Participants shared concerns of any type of 4+ storey growth in RC-1 (single-detached) communities.
- Participants share positive sentiment for 4+ storey growth along Macleod Trail.
- Participants feel that of any type of 4+ storey growth is not appropriate along Elbow Drive.
- Participants shared positive sentiment that 4+ storey growth is appropriate in industrial areas.
- Participants expressed positive sentiment for revitalization and growth in the Haysboro and Fairview Industrial area.
- Participants feel that transit access should be prioritized in the plan area.
- Participants value revitalization and the need to adhere to appropriate and balanced growth in the entire plan area.
- Participants expressed concerns to preserve and maintain community character.
- Participants expressed concern over how proposed growth will impact future property values.
- Participants expressed concern with regards to safety and traffic and small-scale 3+ unit homes.
- Participants expressed that they wanted to see small-scale 3+ unit homes adjacent to transit and commercial shops.
- Participants shared positive sentiments around small-scale 3+ unit homes.
- Participants shared negative sentiments around small-scale 3+ unit homes.
- Participants expressed concerns around community character with small-scale 3+ unit homes.
- Participants shared negative sentiments around the urban form map and small-scale 3+ unit homes.
- Participants feel that additional changes related to congestion, traffic, safety, parking, and crime need to be considered.
- Participants would like to see investment in more alternate forms of safe transportation such as dedicated bike lanes, sidewalks and wheelchair accessibility.
- Participants expressed that they would like to see preservation and protection of green spaces, parks, and urban forest.
- Participants expressed a desire for more investments in safety in the plan area.
- Participants would like to see investment in recreation opportunities.

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. Initial engagement took place with the public and targeted participants from fall 2019 to fall 2020. After a pause due to the pandemic, we reconnected with the public and targeted participants again from fall 2021 to winter 2022 to validate what was heard previously and to provide opportunities for input on the initial draft of the first chapter of the local area plan.



Total **AWARENESS**
649,000+

Total **INVOLVED**
18,000+

Total **ENGAGED**
2,000+

Total **CONTRIBUTIONS**
2,750+

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 future Vision & Core Values. Input was also used to inform initial growth focus areas and development policies that would be engaged on in the second phase of engagement.



What we heard:

Check out the full **What We Heard** report online at calgary.ca/HeritageCommunities

Phase 1 Engagement Opportunities

Phase 1.1: Initial – pre-COVID (Fall 2019 – Spring 2020)

ENGAGEMENT FOCUS: Understanding what people love about the community and the existing challenges, their hopes, fears and vision for the future.

Topic 1: Values – What do you love about the area?

Topic 2: Hopes & Fears – What are your hopes & fears about growth & redevelopment?

Topic 3: Calling all Kids! Draw us a picture.

Topic 4: Show us. Have a location-specific opportunity or challenge to share with us?

10 Community Pop-up Engagements

Project team was out in the community to raise awareness of the project, collect feedback and recruit for working group.

- September 14, 2019 – Willow Ridge Community Association, Facility Reopening
- September 15, 2019 – CKE Community Association Clean-up & Facility Grand Opening
- September 17, 2019 – Ward 11 Town Hall
- September 19, 2019 – Heritage CTrain Station
- September 28, 2019 – Trico Centre for Family Wellness
- October 1, 2019 – Heritage Drive Co-op Grocery Store
- October 5, 2019 – Sue Higgins Dog Park
- October 10, 2019 – Calgary Farmer's Market
- October 23, 2019 – Southwood Library
- November 2, 2019 – Acadia Recreation Centre

5 Drop-in Engagements (Planners in Public Spaces)

Project team and Sam Hester, a local graphic recording artist, were in attendance to document participant feedback.

- October 4, 2019 – Fish Creek Library
- October 11, 2019 – Fish Creek Library
- October 18, 2019 – Fish Creek Library
- October 25, 2019 – Fish Creek Library
- November 1, 2019 – Fish Creek Library

48 Days of Online Engagement

September 17, 2019 to November 3, 2019

(Feedback was collected through a number of online dialogue tools.)

5 Working Group Sessions

- 170+ working group applications received
- 34 members total. Twenty-four members representing the general community, seven members from community associations in the plan area, and three members from the development industry were selected to participate in the working group.
- Working group members participated in five focused workshop sessions:
 - » **October 16, 2019**
Session 1: Planning 101
Haysboro Community Association
 - » **November 6, 2019**
Session 2: Community Assets & Amenities
CKE Community Association
 - » **December 11, 2019**
Session 3: Activity Levels & Attributes
Indefinite Arts in Fairview
 - » **January 21, 2020**
Session 4: Function & Scale
Willow Ridge Community Association
 - » **June 2020**
Session 5: Deeper Dive Focus Areas
(multiple session dates / times offered)

Phase 1.2: Validate – following COVID pause (Fall 2021 – Winter 2022)

ENGAGEMENT FOCUS: Looking back at the past, understanding the present and envisioning the future of the area. Engagement on the first chapter of the local area plan including: the area's rich history (PAST), the area as it exists today (PRESENT), the vision for the area and core values that support this vision (FUTURE).

Topic 1: PAST – Historic Highlights

Topic 2: PRESENT – Highlights from the area as it exists today

Topic 3: FUTURE – Vision and Core Values to guide the area's evolution

2 Working Group Sessions

- June 23, 2021 – 6–7:15 p.m. & June 24, 2021 – 7–8:45 p.m.
Working Group Regroup Sessions
- November 15, 2021 – 6–8 p.m.
Session 6: Validate Vision & Core Ideas

6 Community Association Sessions (Virtual)

- September 14, 2021 – CKE, Fairview, Willow Ridge
- September 15, 2021 – Fairview, Southwood
- October 26, 2021 – CKE and Kingsland
- October 28, 2021 – Haysboro and Southwood
- November 2, 2021 – Acadia, Willow Park, Maple Ridge
- November 9, 2021 – Fairview

2 Landowner / Development Industry Sessions

- November 29, 2021 – 3–4 p.m.
(Major Landowners)
- December 6, 2021 – 11 a.m.–12 p.m.
(with BILD and NAIOP)

12,250 Public Engagement Packages Mailed

Engagement packages were mailed to residents and businesses in the Plan area with pre-paid postage comment card to provide input.

43 days of Online Public Engagement

- November 22, 2021 to January 4, 2022
(Opportunities to review information and provide feedback online were available.)

4 Online Public Engagement Sessions

- November 29 – 7:15–8:15 p.m.
- December 7 – 6–7 p.m.
- December 9 – 11 a.m.–12 p.m.
- December 13 – 5:30–6:30 p.m.

7 My Idea Engagement Stations

My Idea Engagement Stations, located in visible, pedestrian-friendly spots throughout the communities, were stocked with information and content cards that could be submitted via a lockbox attached to the Station.

6 Conversation Starter Kits

Conversation Starter Kits were distributed to targeted community partner organizations like Seniors' Facilities, Junior High Schools and Affordable Housing Providers to directly reach and provide on-site opportunities to provide feedback.





FALL 2019 – SPRING 2020

Who we reached:

400,000+ ADS DISPLAYED

The number of times the project and the opportunity to get involved was displayed to an audience. Tools used to build awareness included: Facebook, Twitter, bold signs and informational displays, mailed postcards, community newsletter ads, and email updates.

7,700+ INVOLVED

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

1,500+ ENGAGED

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

What we heard:

2,500+ CONTRIBUTIONS

The total number of contributions received through all participation opportunities.

FALL 2021 – WINTER 2022

Who we reached:

249,000+ ADS DISPLAYED

The number of times the project and the opportunity to get involved was displayed to an audience. Tools used to build awareness included: Facebook, Twitter, NextDoor, bold signs and informational displays, mailed engagement packages, digital website and audio streaming ads, and email updates.

10,449+ INVOLVED

The number of people who actively or passively got involved. This included unique visitors to the engagement webpage, people who registered for a virtual engagement session, shared or commented on social media posts or subscribed for email updates.

534+ ENGAGED

The number of people who provided input online, at a virtual event, through working group or targeted participant sessions.

What we heard:

269+ CONTRIBUTIONS

The total number of contributions received through all participation opportunities.

Phase 1 Public Engagement – Key Themes

Phase 1.1

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

- Citizens value proximity to amenities and destinations (i.e. river & downtown).
- Citizens value the mature trees in their community.
- Citizens value a strong sense of community.
- Citizens value their public transit options/access.
- Citizens value their parks and open spaces.
- Citizens value the pathway connections in their communities.
- Citizens value the diversity of local businesses (restaurants, shops, etc.) in the area.
- Citizens value the larger lot sizes in the area.
- Citizens feel that the cycling infrastructure and bike lanes in their communities could be improved.
- Citizens find pedestrian access and walkability to be challenging in their communities.
- Citizens feel that there needs to be road infrastructure improvements in the area.
- Citizens feel that there is a need for traffic calming measures in the area due to speeding issues.
- Citizens feel that the overall community could be more esthetically pleasing.
- Citizens find the pathway connections in their communities to be challenging.
- Citizens feel that there could be improvements made to the pedestrian realm to make the community safer for walking and cycling.
- Citizens feel that the playgrounds and park spaces in the community need to be updated.
- Citizens would like to see more parks and green spaces in their communities.
- Citizens desire improved bike and pathway connectivity in their communities.
- Citizens have a desire for revitalization of existing retail spaces in their communities.
- Citizens have a desire for their community to be more walkable.
- Citizens desire improvements to the recreation and leisure amenities in their communities.
- Citizens would like to see a revitalization of the retail options in their communities.
- Citizens hope that the existing single-family zoning in the community is preserved.
- Citizens have concerns about adding more density in their communities.
- Citizens are concerned that growth and density will cause more traffic issues in their communities.
- Citizens are concerned that redevelopment will compromise the character of their communities.
- Citizens shared concerns about infill development.
- Citizens fear that redevelopment will remove trees and open park spaces.



Phase 1.2

PAST:

- **Additional historic sites and persons:** Several additional historic sites and persons were highlighted by participants. Additionally, interest was expressed in general historical information about Indigenous history, Immigrant population history, Immigrant population and the development history of the communities.
- **R-C1 Zoning / densification:** Some participants took the opportunity to express concern regarding any potential zoning change proposals.
- **Other themes mentioned:** Other themes mentioned included: recreation facilities (Bonzi Water Park, YMCA) and transportation History (Heritage Trolley).

"I love our neighbourhood and while I understand the need for growth and diversity I do not want to see many of the characteristics that make it home change."

— Participant



PRESENT:


- **Inclusion of specific missing assets:** There were several additional assets suggested that should be considered that were not highlighted on the illustrative map that was provided
- **Green spaces:** Many participants mentioned the variety of green spaces throughout the region
- **Improvements to community and recreation assets:** Many participants also mentioned the wide variety of recreational facilities and opportunities in the region.
- **Infrastructure improvements:** Some participants highlighted potential infrastructure upgrades (e.g. transportation infrastructure, active modes of transportation, pedestrian pathways and crossings, etc.) that should also be considered.
- **R-C1 Zoning / Densification:** Some participants took the opportunity to express concern regarding any potential zoning change proposals.

FUTURE:

- **R-C1 Zoning / Densification:** Many participants took the opportunity to express concern regarding any potential zoning change proposals.
- **Infrastructure and public realm improvements:** Many participants highlighted potential infrastructure upgrades (e.g. transportation infrastructure, active modes of transportation, Pedestrian pathways and crossings, etc.) that could also be considered
- **Green space preservation and enhancement:** Some participants also recognized the variety of green spaces throughout the region, commenting on the value of preserving and maintaining green space
- **Vision / Core Values / Process:** Some participants comments on the draft vision statements, expressing a need for further clarification. Additionally questions were raised regarding the process of engagement for this project.



"We paid a premium
to live in Chinook Park.
An awesome R1 community.
Lets keep it that way.
Hands off!"
— Participant



"Cities and neighbourhoods
are organic. They grow, mature, have the
generations changeover. My vision is to see the
heritage communities organically grow more dense
from basement suites/garage suites in the lower density
parts, to high rises along Macleod, and mixed residential/
commercial strip mall redevelopments. With smaller
families, this is what keeps our schools full and our
local independent business thriving."
— Participant

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 targeted participants starting in February 2022, and with the general public March to April 2022.



Total **AWARENESS**
619,000+

Total **INVOLVED**
16,600+

Total **ENGAGED**
420+

Total **CONTRIBUTIONS**
1,440+

How was input used?

Input was used to refine the second chapter of the local area plan including the draft policies and the creation of draft Urban Form and Building Scale maps. Input collected in phase 1 and phase 2 was also used to inform the initial draft of Chapter 3 of the local area plan which outlines investment priorities that support growth.



What we heard:

Check out the full **What We Heard** report online at calgary.ca/HeritageCommunities

Phase 2 Engagement Opportunities

ENGAGEMENT FOCUS: Exploring where and how growth and change could happen in the area including exploring what's driving change, where growth could be focused, where larger buildings could go, and what direction is needed to ensure new development integrates well in the area.

Topic 1: Focus areas for growth & change

Topic 2: Direction for growth & development

3 Working Group Sessions

- February 15, 2022 – 6–8 p.m.
Session 7: Evaluate What Could Happen Where
- March 15, 2022 – 5:30–7 p.m.
Session 8: Small-scale Growth
- April 7, 2022 – 6–7:30 p.m.
Session 9: Refining the Plan

2 Community Association Sessions

- February 24, 2022 – 6–7:30 p.m.
Virtual Community Association Session 1 of 2
(open to all board members).
- March 1, 2022 – 6–7:30 p.m.
Virtual Community Association Session 2 of 2
(open to all board members).

14,517 Engagement Booklets Mailed

Engagement booklet mailed to residents and businesses in the Plan area with pre-paid postage comment form to provide feedback.

29 days of Online Public Engagement

Opportunities for input were available online from March 7 to April 4, 2022.

2 Virtual Public Engagement Sessions

- March 10, 2022 – 7:30–8:45 p.m.
- March 29, 2022 – 6–7:15 p.m.

1 Landowner / Development Industry Session

- March 14, 2022 – 3–4 p.m.

"In my opinion,
the large-scale developments
should be limited to the stations
and nodes where commercial
developments already exist."

— Participant





WINTER – SPRING 2022

Who we reached

619,000+ ADS DISPLAYED

The number of times the project and the opportunity to get involved was displayed to an audience. Tools used to build awareness included: mailed engagement booklets, large format road signs and informational displays, geo-targeted social media ads (Facebook, Twitter, Instagram, Nextdoor) geo-targeted video ads (YouTube), digital ads on websites, community newsletter articles, and email updates.

16,600+ INVOLVED

The number of people who actively or passively got involved. This included people who visited the website, attended a virtual event, or attended an engagement session, received an engagement booklet in the mail or picked one up from an idea station etc.

420+ ENGAGED

The number of people who provided input online, through a mailed feedback form, or through working group or targeted participant sessions.

What we heard

1,440+ CONTRIBUTIONS

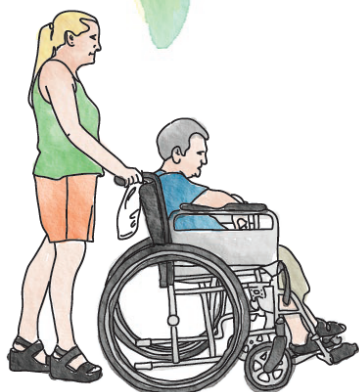
The number of contributions received through all public participation opportunities. See the What We Heard report to see what we heard from all participants.



Phase 2 Public Engagement – Key Themes

- Participants shared concerns about proposed 4+ storey growth near Transit Station Areas as it pertains to the proximity of Elbow Drive.
- Participants expressed concerns of any type of proposed 4+ storey growth in the plan area.
- Citizens shared concerns about specific locations in the plan area that have been proposed for 4+ storey growth.
- Participants expressed concern in regard to safety, parking and traffic and the proposed 4+ storey growth near Transit Station Areas.
- Participants shared concerns about the proposed 4+ storey growth near RC-1 (single-family) communities.
- When considering growth along corridors, citizens identified RC-1 communities as not appropriate to accept any type of 4+ storey growth.
- When considering growth along corridors, citizens shared various 4+ storey concerns throughout the plan area as proposed.
- Participants cite traffic safety and parking concerns when considered 4+ storey growth as proposed along corridors.
- Participants expressed positive sentiment with 4+ storey as proposed along the Macleod Trail S corridor.
- When considering growth along corridors, citizens expressed that it was not appropriate for any type of proposed 4+ storey growth along Elbow Drive.
- Participants expressed positive sentiment for revitalization and growth in the Haysboro and Fairview Industrial area.
- Participants shared positive sentiment that 4+ storey growth is appropriate in this area.
- Participants expressed that prioritizing transit access should accompany the proposal for growth in the Haysboro and Fairview Industrial areas.
- Participants cite traffic safety and parking concerns when looking at growth in the Haysboro and Fairview Industrial areas
- Participants expressed that they value revitalization and the need to adhere to appropriate and balanced growth in the entire plan area.
- Participants shared concerns and desire to maintain the community character in the plan area.
- Participants shared that they would like to see an emphasis put on safe pedestrian, accessible and cycling connectivity throughout the plan area.
- Participants cite traffic safety and parking concerns when looking at growth in the entire plan area.
- Participants expressed concern over how proposed growth will impact future property values.
- Participants feel that the Heritage Communities plan area would benefit from more investment opportunities.

“Please make more
community focused neighbourhoods
around Macleod Trail so more people can
look at it as a desirable hub.”
— Participant



Engagement Summary

Phase 3: Refine

This phase focused on refining the plan and confirming investment priorities. Engagement took place with key participants starting in May 2022, and with the general public June 6–30, 2022.



Total **AWARENESS**
766,000+

Total **INVOLVED**
27,800+

Total **ENGAGED**
600+

Total **CONTRIBUTIONS**
1,200+

How was input used?

Input was used to refine the second chapter of the local area plan including the draft policies and the Urban Form and Building Scale maps. Input collected was also used to refine draft Chapter 3 of the local area plan which outlines investment priorities that support growth.



What we heard:

Check out the full **What We Heard** report online at calgary.ca/HeritageCommunities

Phase 3 Engagement Opportunities

ENGAGEMENT FOCUS: In this phase we'll focus on refining the plan content and concepts, and confirming investment priorities.

Topic 1: Small-Scale Homes

Topic 2: Draft Urban Form & Building Scale Maps

Topic 3: Investment Priorities

2 Working Group Sessions

- May 2, 2022 (in-person option)
Southwood Community Association
Session 10: Refining the Plan
- May 4, 2022 (virtual option)
Session 10: Refining the Plan
- November 15, 2022
Acadia Recreation Complex
Session 11: Refining the Plan 2.0

5 Community Association Sessions

- May 18, 2022 (in-person)
Kingsland Community Association.
- May 26, 2022
Virtual session open to all Community Association Board Members.
- May 31, 2022
Virtual session open to all Community Association Board Members.
- June 14, 2022 (in-person)
Willow Ridge Community Association.
- June 15, 2022 (in-person)
Chinook Park, Kelvin Grove and Eagle Ridge (CKE) Community Association.

1 Development Industry Session

- June 22, 2022 – 2:30–4 p.m.

25,797 Engagement Booklets Mailed

Engagement booklets were mailed to residents and businesses & available for pick up at nine My Idea Station locations out in the community.

25 days of Online Public Engagement

- June 6–30, 2022

4 Public Engagement Sessions

- June 9, 2022 – 5:30–7 p.m. (virtual)
- June 16, 2022 – 6–8:30 p.m.
Acadia Recreation Complex
- June 20, 2022 – 5:30–7 p.m. (virtual)
- June 23, 2022 – 7:30–9 p.m. (virtual)

“As for allowing for choice of housing, I want to make sure I still have the choice that I want – and this is to live in a community with single-family homes. When you talk about choice, it needs to support all choices – including single-family homes.”

— Participant





SPRING – FALL 2022

Who we reached

766,000+ ADS DISPLAYED

The number of times the project and the opportunity to get involved was displayed to an audience. Tools used to build awareness included: mailed engagement booklets, large format road signs, geo-targeted social media ads (Facebook, Twitter, Instagram, Nextdoor) geo-targeted video ads (YouTube), digital ads on websites, print and digital ads in restaurants, and email updates.

22,800+ INVOLVED

The number of people who actively or passively got involved. This included people who visited the website, attended an in-person or virtual engagement session, received an engagement booklet in the mail or picked up from an idea station etc.

600+ ENGAGED

The number of people who provided input online, through a mailed feedback form, emailed the project, or through working group or targeted participant sessions.

What we heard

1,200+ CONTRIBUTIONS

The number of contributions received through all public participation opportunities. See the What We Heard report to see what we heard from all participants.



Phase 3 Public Engagement – Key Themes

- Citizens expressed concern in regard to safety and traffic and the proposed small-scale 3+ unit homes.
- Citizens expressed that they wanted to see small-scale 3+ unit homes on main streets only.
- Citizens expressed that they wanted to see small-scale 3+ unit homes near transit/LRT only.
- Citizens expressed concern in regard to privacy and shading and the proposed small-scale 3+ unit homes.
- Citizens value their parks and open spaces and expressed concern in regard to small-scale 3+ unit homes around parks and open spaces.
- Citizens shared positive sentiments around small-scale 3+ unit homes.
- Citizens expressed concerns around changes in RC-1 communities with small-scale 3+ unit homes. Citizens shared negative sentiments around small-scale 3+ unit homes.
- Citizens feel that additional changes related to congestion, traffic, safety, parking, and crime need to be considered.
- Citizens feel that proposed growth should be equally balanced through all communities.
- Citizens feel that commercial development should be limited.
- Citizens feel that development should not be adjacent to parks, recreational facilities, schools, and playgrounds.
- Citizens shared location-specific concerns.
- Citizens feel that there are congestion, traffic, parking, safety, and crime concerns.
- Citizens feel that there is sunlight, shading and privacy concerns.
- Citizens feel that proposed building scale near parks and open spaces is not appropriate.
- Citizens shared positive and balanced feedback about the proposed building scales in the in the plan area.
- Citizens shared negative sentiments around the proposed building scales in the in the plan area.
- Citizens expressed a desire for more investments in safety in the plan area such as train stations and traffic.
- Citizens expressed that they would like to see preservation and protection of green spaces, parks, and urban forest.
- Citizens shared positive sentiments about proposed investment priorities.

“Accessibility will be key as there is a lot of aging population in these areas. Also plans to bring young families to these communities. They need schools, transportation options, and affordable homes. I’d hate to see another dead community.”

— Participant



Participation Summary

Phase 4: Realize

This final phase of the project was focused on sharing the final draft Plan with key participants for final comment and sharing the proposed Plan with the public prior to bringing it forward to Committee and Council for review and decision.

Participation Opportunities

8 Community Association Meetings

- November 23, 2022 – 10 a.m.–12 p.m.
CKE Walking Tour
- November 28, 2022 – 12–1:30 p.m.
Kingsland Coffee Chat
- November 29, 2022 – 10 a.m.–12 p.m.
Southwood Walking Tour
- December 7, 2022 – 7–9 p.m.
Trico Centre
- December 12, 2022 – 6:30–8:30 p.m.
National accessArts Centre
(Fairview Community Association)
- December 13, 2022 – 7–9 p.m.
Trico Centre
- January 6, 2023 – 10:15–11:30 a.m.
Walk with CKE Community Association Board Members
- January 26, 2023 – 7:30–9 p.m.
CKE Community Association

1 Working Group Information Session

- January 30, 2023 – 6–8:30 p.m.
Rose Kohn Arena
Session 12: Sharing the Final Draft Plan.

3 Public Information Sessions

- Tuesday, January 31, 2023 – 6:30–8 p.m.
- Monday, February 6, 2023 – 6–8:30 p.m.
Acadia Recreation Complex
- Wednesday, February 8, 2023 – 7–8:30 p.m.

23,462 Information Booklets Mailed

Information booklets outlining highlights of the Plan were mailed to residents and businesses & available for pick up at seven My Idea Station locations out in the community.

8 Conversation Series Sessions

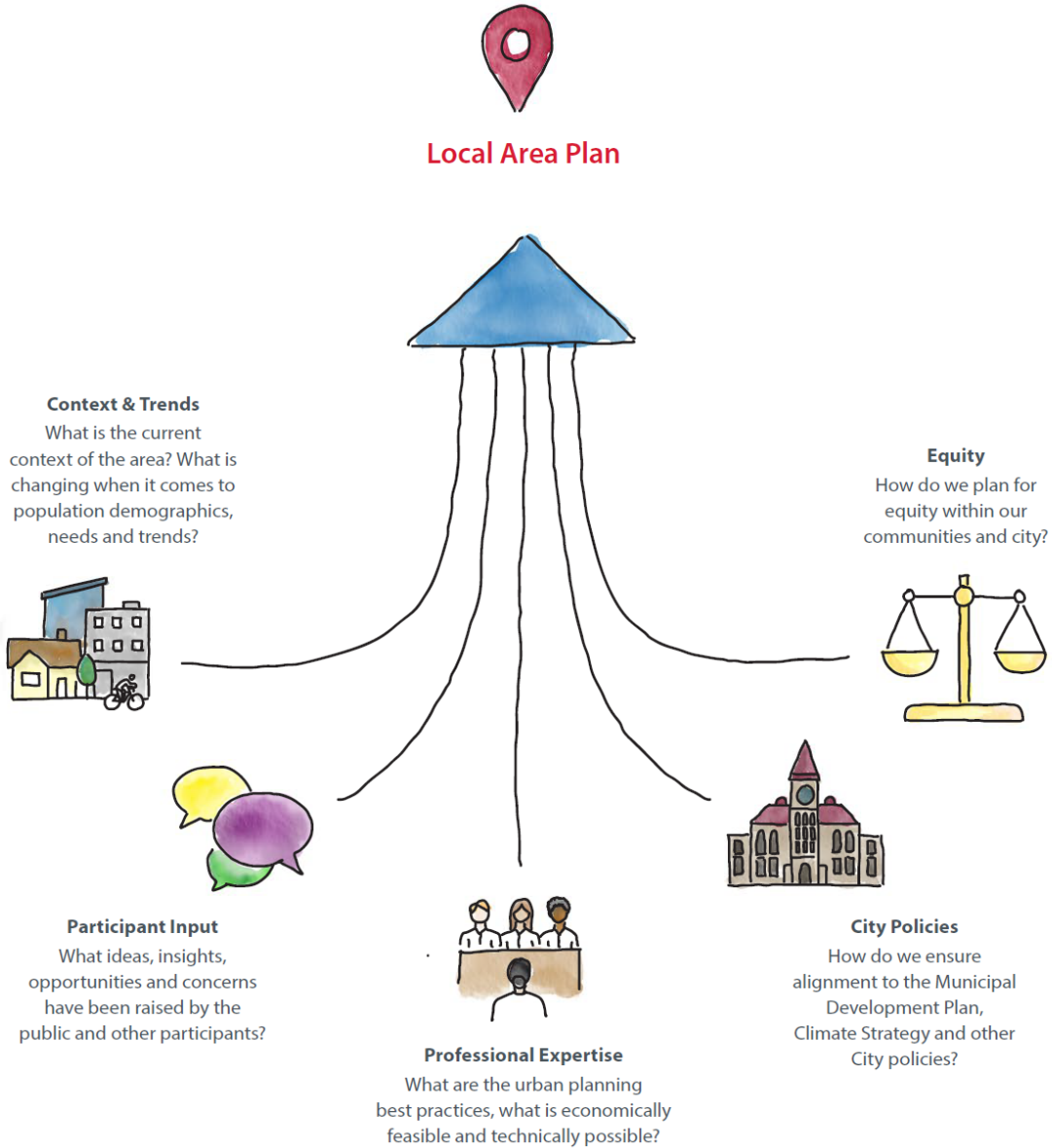
- Monday, March 6, 2023
Four one-hour sessions between 3 p.m. and 7 p.m.
- Monday, March 20, 2023
Four one-hour sessions between 3 p.m. and 7 p.m.

1 Development Industry Session

- Tuesday, March 7, 2023 – 1–2:30 p.m.



Local Area Plan – Key Considerations

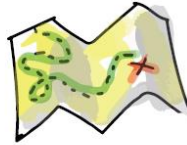


Creating the Local Area Plan



PHASE 1 ENVISION

Looking back at the past, understanding the present and envisioning the future of the area.



PHASE 2 EXPLORE

Exploring where and how growth and change could happen in the area.



PHASE 3 REFINE

Refining the plan and confirming the investment priorities.



LOCAL AREA PLAN

<p>CHAPTER 1: VISUALIZING GROWTH</p> <p><i>What do we know about the history of the area, what's loved about the area today, what could be improved, and what's the vision for the future?</i></p> <ul style="list-style-type: none"> • History & Current State history of the area and current context. • Vision statement that outlines the vision for the area's future • Core Values key priorities to keep in mind as the area evolves in the future 	<p>CHAPTER 2: ENABLING GROWTH</p> <p><i>What type of growth makes sense where and what local/custom direction is needed to realize great development in this area?</i></p> <ul style="list-style-type: none"> • Future Growth Concept Urban Form & Building Scale Maps outline a future vision for the types and forms of new development through the plan area • Development direction development policies that provide direction to help shape and guide decisions on future development proposals 	<p>CHAPTER 3: SUPPORTING GROWTH</p> <p><i>If growth occurs, what physical and social investments are needed?</i></p> <ul style="list-style-type: none"> • Future investment goals & objectives goals and objectives aligned with the Plan's core values • Implementation options specific implementation actions or investment options to achieve the supporting growth objectives
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What We Heard & What We Did reports

The Heritage Communities Local Area Plan was informed by input provided by thousands of participants over multiple phases and multiple years. The Heritage Communities Local Area Plan sets the vision for the evolution of the area over the next 30 years – providing direction on future development and investment that residents, landowners, builders/developers, City Planners and Councillors can commonly refer to as new development and investment ideas are proposed.

For more detailed information about what was heard through the project or to learn more about how input provided in each phase informed the creation and refinement of the Heritage Communities Local Area Plan, please review the following What We Heard & What We Did reports.

[Heritage Communities Local Area Planning Project Key Themes & What We Did report](#)

[Phase 1.1 What We Heard report](#)

[Phase 1.2 What We Heard report](#)

[Phase 1 What We Did report](#)

[Phase 2 What We Heard report](#)

[Phase 2 What We Did report](#)

[Phase 3 What We Heard report](#)

[Phase 3 What We Did report](#)



Heritage Communities Local Area Plan – Final Engagement Summary