

# Applicant Outreach Summary



## Community Outreach on Planning & Development Applicant-led Outreach Summary

Please complete this form and include with your application submission.

Project name: West Huxley

Did you conduct community outreach on your application?  YES or  NO

If no, please provide your rationale for why you did not conduct outreach.

### Outreach Strategy

Provide an overview of your outreach strategy, summary of tactics and techniques you undertook (Include dates, locations, # of participants and any other relevant details)

For the West Huxley Outline Plan and Land Use Redesignation outreach took place in May 2022 in conjunction with the outreach for the East Huxley Outline Plan and Land Use Redesignation. This outreach and the outline plan took into consideration the 2013 engagement that took place for the Belvedere Area Structure Plan (ASP) boundary. Using the City's Community Outreach Assessment Tool, the West Huxley Outline Plan and Land Use Redesignation received a score of 3B, due to the project's potential community impact and complexity. The level of community outreach identified as appropriate for the West Huxley Outline Plan and Land Use Redesignation was: Listen & Learn, and where appropriate, Consult. The applicant identified these two levels of engagement using the City of Calgary Engage Policy and the Spectrum of Strategies and Promises.

### Purpose of Engagement:

The purpose of community outreach for this project is to share project information with **Stakeholders**

Who did you connect with in your outreach program? List all stakeholder groups you connected with. (Please do not include individual names)

Through the engagement for the West Huxley Outline Plan and Land Use Redesignation, the project connected with a many of stakeholders including.

- The owner and tenants of East Hills Shopping Centre
- Garden Road Seventh-day Adventist Church
- Prince of Peace Retirement Community
- Chateau Estates Manufactured Home Park
- The Prince of Peace Condo Board
- Residents of Calgary
- Residents of Chestermere

[calgary.ca/planningoutreach](https://calgary.ca/planningoutreach)

**What did you hear?**

Provide a summary of main issues and ideas that were raised by participants in your outreach.

For a summary of the main issues and ideas that were raised by participants throughout this engagement period, please refer to the Engagement Tactics section of the What We Heard Report.

**How did stakeholder input influence decisions?**

Provide a summary of how the issues and ideas summarized above influenced project decisions. If they did not, provide a response for why.

As an outcome of the engagement for the West Huxley Outline Plan and Land Use Redesignation, the Huxley project team has a better understanding of the topics that are important to stakeholders. By understanding the interests of stakeholders, it has influenced how the project will communicate with stakeholders moving forward. The project will ensure the all communications are clear, timely, and informative epically as it relates to the topics that matter to the stakeholders.

**How did you close the loop with stakeholders?**

Provide a summary of how you shared outreach outcomes and final project decisions with the stakeholders that participated in your outreach. (Please include any reports or supplementary materials as attachments)

To close the loop with stakeholders, a What We Heard Report has been created to summarize the engagement period for this project. The report will be shared on the project website [www.huxleycommunity.ca](http://www.huxleycommunity.ca) for stakeholders to review.



**PREPARED FOR:**

**Truman**

**Development Corp.**

#2236, 10 Aspen Stone Boulevard, SW  
Calgary, AB T3H 0K3

**Genesis Land**

**Development Corp.**

6240, 333 – 96 Ave., NE  
Calgary, AB T3K 0S3

Suite 101, 134 - 11 Avenue SE, Calgary, AB T2G 0X5 | T: 403.291.1193

File: 3575.0013.01/2197.0013.02

This report is prepared for the sole use of Truman Development Corp. and Genesis Land Development Corp. No representations of any kind are made by Urban Systems Ltd. or its employees to any party with whom Urban Systems Ltd. does not have a contract. © 2022 URBANSYSTEMS®.

## CONTENTS

EXECUTIVE SUMMARY.....	2
OUTREACH ASSESSMENT .....	3
OUTREACH AND ENGAGEMENT APPROACH .....	3
OUTREACH TACTICS.....	3
ENGAGEMENT TACTICS .....	4
1.1 VIRTUAL ENGAGEMENT.....	4
1.1.1 VIRTUAL PARTICIPATION.....	5
1.1.2 PICTURES FROM THE WEBSITE.....	6
1.2 IN-PERSON ENGAGEMENT .....	7
1.2.1 OPEN HOUSE ATTENDANCE.....	7
OPEN HOUSE – FORMAL FEEDBACK.....	8
OPEN HOUSE – PROJECT TEAM REPORT-BACK.....	8
PICTURES FROM THE OPEN HOUSE.....	10

## Executive Summary

This What We Heard (WWH) Report outlines the engagement and outreach conducted as part of the East Huxley and West Huxley Outline Plan and Land Use Redesignation Applications initially submitted to the City of Calgary in 2021. As part of these 2021 submissions, the applicants – Truman Development Corp., for East Huxley, and Genesis Land Development Corp., for West Huxley – each submitted a *Community Outreach on Planning and Development, Applicant-led Outreach Summary*.

In each *Applicant-led Outreach Summary*, a proposed engagement approach was outlined, and the applicants committed to reporting back on engagement once it was complete. This WWH Report completes this requirement.

Truman Development Corp. (Truman), and Genesis Land Development Corp. (Genesis) have developed the East Huxley Outline Plan and the West Huxley Outline in close collaboration. In doing so, the two Outline Plan and Land Use Redesignation Applications work in concert to create one complete community—Huxley.

### PURPOSE OF ENGAGEMENT

The purpose of the engagement for Huxley was:

- to share information about the project with stakeholders; and,
- to listen and learn from stakeholder comments and questions.

### HOW DID WE ENGAGE?

We used tactics to spread the word about the upcoming engagement opportunities, including highway signage, posters, and email distribution.

We provided two (2) ways to engage with the project.

1. An in-person open house on May 26, 2022, from 6:30-8:30 pm at the Prince of Peace Manor Senior Living Facility.
2. An interactive project website ([www.huxleycommunity.ca](http://www.huxleycommunity.ca)).

Regardless of the engagement opportunity participants selected (in-person, or virtual), we developed engagement materials to ensure all interested stakeholders' received the same information and had an equal opportunity to connect with subject matter experts from the Huxley project team.

In total, over two hundred and forty (240) participants reviewed information about the project and/or participated in engagement opportunities. Through conversations at the open house and the website, participants shared a variety of comments and questions related to traffic impacts, stormwater management, parks, and trails.



## Outreach Assessment

Following the *City of Calgary's Outreach Assessment Tool*, the outreach level identified for the Huxley project was "Listen and Learn", and where appropriate, "Consult". As a result, several associated engagement and outreach tactics were employed to achieve engagement objectives.

It is important to note that the East Huxley and West Huxley Outline Plan and Land Use Redesignation Applications align with the Belvedere Area Structure Plan (ASP), 2013. As part of the Belvedere ASP development process, the City conducted broad community engagement.

## Outreach and Engagement Approach

The purpose of the engagement for Huxley was:

- to share information about the project with stakeholders; and,
- to listen and learn from stakeholder comments and questions.

To identify the appropriate engagement and outreach tactics, the Huxley project team completed a high-level stakeholder mapping exercise. Stakeholders were identified by considering their proximity to the project lands, and their potential interests in the community.

To ensure that a broad range of participants had the opportunity to get involved, the Huxley project team selected a variety of outreach tactics to raise awareness about the upcoming engagement and provide in-person and virtual engagement activities.

## Outreach Tactics

To encourage broad project awareness with the surrounding community and stakeholders, a variety of tactics were undertaken to share the engagement opportunities with those that might be interested in participating.

- **Project posters** – A member of the Huxley project team reached out to contacts from identified stakeholder groups to ask if they would be able to post or distribute project posters sharing upcoming engagement opportunities for Huxley. Stakeholders groups included:
  - Prince of Peace Condo Board
  - Chateau Estates Mobile Home Park
  - East Hills Shopping Centre
  - Garden Road Seventh Day Adventist Church

All contacted stakeholder groups agreed to post or distribute the prepared project posters. Physical and/or digital copies of the posters were sent to each stakeholder group for distribution within their networks.

- **Highway signs** – Four (4) large signs which described the upcoming engagement opportunities and where to find more information were placed along major roads adjacent to the project lands.
  - **Project boards** – Two (2) project branded signs were placed near the entrances of two nearby residential communities: one (1) project branded sign at the Prince of Peace community, and the second, near the entrance to the Chateau Estates Mobile Home Park. These boards described the upcoming in-person engagement event and included the project branding to increase participant recognition of the project.
- Personal invitation to Councillor Gian-Carlo Carra, Ward 9, from the City of Calgary. – One (1) invitation to the in-person engagement event was sent via email to Ward 9 Councillor's office; the invitation included details about the open house and the project website. Councillor Gian-Carlo Carra declined the invitation to attend the open house.

## Engagement Tactics

### 1.1 Virtual Engagement

A website ([www.huxleycommunity.ca](http://www.huxleycommunity.ca)) was developed to act as a project information hub for participants. Additionally, the project website enabled participants who were unable to attend the in-person engagement event, an opportunity to review the same project information and connect with subject matter experts from the Huxley project team.

The website featured the following key sections.

- **Welcome** – Content included a landing area for participants to orient themselves to the project.
- **Background** – Content was separated into two sections. The first section explained the broader planning context, and how an Outline Plan fits within the City of Calgary's planning and development framework. The second section shared the rationale for the community's name, Huxley.
- **Location** – Content included a map of the City of Calgary to share Huxley's geographic location. Additionally, a link to the Belvedere ASP was available for community members interested in learning more about the overall planning and development direction for the Belvedere ASP area.
- **Proposed changes** – Content included the proposed changes within the East Huxley and West Huxley Outline Plans, such as a series of maps and renderings to explore the look, feel, and layout of Huxley in the following areas:
  - Land use plan



1.1.2 Pictures from the website



Figure 1: Image of the huxleycommunity.ca homepage



Figure 2: Image of the huxleycommunity.ca Proposed Changes webpage content

## 1.2 In-person Engagement

An open house was held on May 26<sup>th</sup>, 2022, at the Prince of Peace Manor Senior Living Facility Banquet Room from 6:30-8:30 pm. The open house featured a registration desk where participants were asked to sign in, get a name tag, and pick up a comment card. Following the registration, participants were encouraged to walk through the provided project information at their own pace. Project information was displayed on a series of poster boards that outlined the purpose of the project and the proposed changes. The information presented at the open house mirrored the information available on the project website. Subject matter experts from the Huxley project team were present at the open house to discuss the project with participants.

### 1.2.1 Open house attendance

Upon arriving at the event, participants were asked to register and by the end of the event, roughly sixty (60) participants had signed in and participated in the open house.

As part of the registration process, we asked participants to share where they live to understand where participants live in relation to the Huxley project and the effectiveness of the project's outreach tactics. We learned that most participants either lived in the Prince of Peace community, the Prince of Peace Manor Senior Living Facility or the Chateau Estates Mobile Home. Several other participants lived in various areas of Calgary and Chestermere.

### Open House - Formal feedback

In total, three (3) participants submitted comment cards at the open house. All who submitted comment cards indicated that they did not want to receive a response to their input; however, general responses have been provided in Table 1 below. The following themes emerged from the comment cards.

**Table 1: Formal feedback from the open house**

Theme of comment	Responses to comments
Concerns about the distance between homes and the potential for fires spreading within the community.	The spacing of homes will adhere to the City of Calgary standards for spacing between dwellings to ensure a safe and comfortable community.
Noise mitigation on 8 <sup>th</sup> Avenue and access onto Garden Road with increased traffic.	The 8 <sup>th</sup> Avenue and Garden Road intersection will eventually see the implementation of a stop sign. When it is required, Garden Road will undergo a changing speed limit as it is widened to a 4-lane road. The changes mentioned above will help to minimize traffic noise in this area.
Excitement about the new biking and walking paths in the Huxley community.	As a multi-modal transportation community, Huxley will provide convenient amenities such as bike and walking paths to connect Huxley to the surrounding areas.

### Open House - Project Team Report-Back

Through the open house, the community had the opportunity to connect with the Huxley project team to share their comments and questions. Table 2 outlines the main themes that the project team heard during the in-person open house and reported back on following the event.

**Table 2: Informal feedback from the open house**

Themes of questions or comments	Responses provided to participants
Drainage under 8 <sup>th</sup> Avenue.	An allowance will be made for the small pond to spill through a drainage channel or culvert under 8 <sup>th</sup> Avenue into the East Huxley wetland. Additionally, the channel will be maintained to ensure its ability to continuously facilitate this drainage.
Traffic impacts on 8 <sup>th</sup> Avenue.	Considerations have been made regarding the anticipated impacts Huxley will have on 8 <sup>th</sup> Avenue. Eventually, a stop sign will be added to the intersection of 8 <sup>th</sup> Avenue and Garden



	<p>Road, however, major impacts are not anticipated on the traffic volumes of 8<sup>th</sup> Avenue.</p>
<p>Anticipated traffic routes until the Memorial Drive flyover is constructed across Stoney Trail.</p>	<p>While it is difficult to predict traffic patterns in the interim, it is anticipated that 17<sup>th</sup> Avenue will be the primary traffic route until the Memorial Drive flyover is constructed over Stoney Trail.</p>
<p>Support for pathways that would connect residents with nature and nearby proposed communities such as Princeton.</p>	<p>Huxley has been carefully laid out to ensure residents can travel easily throughout the neighborhood and connect with the surrounding natural beauty.</p>
<p>The irrigation of fields and parks in Huxley.</p>	<p>The fields and parks in Huxley have not been designed with an irrigation system, although, it is permitted within the City of Calgary policies.</p>
<p>Wetland location.</p>	<p>The wetlands that are currently on site will be replaced with a large reconstructed wetland in the center of the community to support stormwater management functions and to serve as creating a vibrant community hub.</p>
<p>Enthusiasm for a variety of parks and open spaces in Huxley.</p>	<p>Parks and open spaces will be distributed throughout the community with carefully considered pathways and access points.</p>
<p>Timing of development.</p>	<p>East Huxley and West Huxley will begin development at approximately the same time, following the phasing diagram shown at the event and on the website.</p>
<p>Excitement about future commercial areas.</p>	<p>The commercial areas of the community will provide convenient services for residents.</p>
<p>Support for a unique look and feel to Huxley.</p>	<p>Truman and Genesis are committed to developing communities with high-quality housing choices that meet the needs of their future residents.</p>
<p>A school for the community.</p>	<p>The proposed school will provide a much-needed nearby resource for Huxley and nearby communities.</p>

Pictures from the open house



Figure 3: Participants reviewing the Huxley community development concept



Figure 5: Urban Systems employee discussing development concept with open house participants



Figure 4: Participants in a group discussing the Huxley servicing information

