

# Final Engagement Summary



# **Together, over a two-and-a-half-year period with thousands of participants, a local area plan for the South Shaganappi Communities was created.**

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

# South Shaganappi Communities



# Highlights: Public Participation

Winter 2023 to fall 2024, 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, residents and business owners, community association and development industry representatives, and a dedicated and diverse working group that provided in-depth insights and feedback.

**2+ years** in **4 phases** of public participation to create the South Shaganappi Communities Local Area Plan.

**2.7K+** instances of **direct engagement participation**

**115 days** of **online engagement**



**9M+** advertisements displayed

**49K+** instances of **involvement**

**70** engagement sessions

**72K+** engagement booklets mailed

**5.5K+** contributions submitted

**13** South Shaganappi Area Strategic Planning Group **Meetings<sup>1</sup>**

**9** community association **sessions**

**8** working group **sessions**

**3** joint **sessions<sup>2</sup>**

**19** public **sessions**

**9** walking **tours**

**6** student **sessions**

**2** landowner/development industry **sessions**

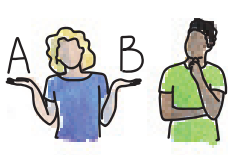
**1** senior **session**



<sup>1</sup> South Shaganappi Area Strategic Planning Group (SSASPG) sessions were held by the group and attended by the project team.

<sup>2</sup> Joint Sessions. In the initial two phases of the project, separate sessions were held for Community Association Board members, SSASPG, development industry members / landowners and students. Members from SSASPG indicated the desire for joint sessions to be held between all targeted groups. Therefore, the second half of the project sessions were restructured to move from individual targeted sessions to joint session for the remainder of the project. Where desired, stand-alone individual sessions were held with groups such as seniors and students, in addition to the joint sessions.

# Engagement Approach



## Phase 0: Discover

Pre-project research, relationship building, and knowledge transfer.

## 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 community improvements.

## Phase 4: Realize

Committee and Council review and decision.

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.

A multi-phased 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 plan adds more options for local businesses through the neighbourhood flex designation, especially near University station which is a high traffic area that would benefit from more retail options.”**

**— Participant**



# Engagement Guiding Principles

## 1. Phased Program

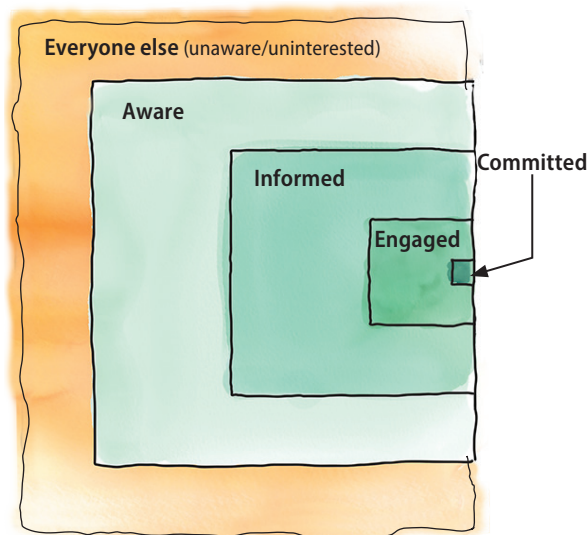
The engagement process for the South Shaganappi Communities Local Area Planning project was designed as a multi-phased approach. Input was collected at key intervals throughout the planning process to help influence the Plan as it was created and to provide multiple touch points and opportunities for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



A broad mix of communications and engagement tools and techniques were used to ensure 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 South Shaganappi Communities Local Area Plan project were informed by: communications and engagement best practices, local demographics and socioeconomic information, participant feedback and lessons learned through the project.

## 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 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 was considered as decisions were made through the process. What We Heard reports that shared verbatim feedback and 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.).

## South Shaganappi Communities Working Group Sessions

The South Shaganappi 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, 47 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, student, institution and development industry representatives)

In-person and virtual engagement sessions were offered to the general public as medium interest/medium 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, students, institutions, and development industry representatives.

**“Amenities are lacking in Varsity – libraries and doctor’s offices, for example. If we are planning on increasing the density in the area we should focus on meeting the needs of current residents first.”**

**— Participant**



## Mailed Engagement Booklets

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

## Engagement Stations

In-community My Idea Stations were placed at high-traffic and accessible locations throughout the South Shaganappi 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 seven My Idea Stations in the plan area or download a booklet online.

## Online Engagement

Online engagement opportunities were offered as a low-medium interest/intensity opportunity. Online engagement at [calgary.ca/Shaganappi](http://calgary.ca/Shaganappi) 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 Walking Tours

Community walking tours were held with community representatives, community members and students out in various communities. The project team met with community association members, students and residents who were interested in discussing specific aspects of different communities face-to-face and out on the ground.

**“A priority for me is that my son can attend walking distance for school. I want the city to ensure infrastructure is in place to support all residents.”**

**— Participant**





# 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.

In addition to broad public outreach and engagement, meetings and engagement took place with targeted groups starting in December 2022 and through to September 2023.



### What We Heard

Detailed information about all outreach and engagement activities can be found on the subsequent pages and within the **Phase 1 What We Heard Report** at [calgary.ca/Shaganappi](https://calgary.ca/Shaganappi)

Awareness building, education and engagement took place with the general public from April 18 to May 23, 2023, resulting in:

Total **ADS DISPLAYED**  
**2M+**

Total **INVOLVED**  
**19,800+**

Total **ENGAGED**  
**510+**

Total **CONTRIBUTIONS**  
**1,400+**

# Building Awareness

Tools used to build awareness of the project and opportunities to get involved included:

- Education and engagement booklets mailed directly to all homes and businesses in the area.
- Engagement Stations were also installed to raise awareness and provide additional education and engagement booklets to community members.
- Large-format signs located in high-traffic areas.
- Two waves of geo-targeted social media ads (Facebook, X (Twitter), Instagram, Nextdoor).
- Advertisements on digital screens located at Market Mall.
- Geo-targeted video ads on YouTube.
- Geo-targeted ads on high-traffic websites.
- Full page advertisement in the local community newsletters.
- Translated radio advertisements on Fairchild Radio.
- English and translated (Mandarin, Arabic, Persian/Farsi) information boards at Foothills Aquatic Centre.
- Email updates to project subscribers.
- Communications toolkits provided to local community associations and Ward Councillors to make it easy to help spread the word through their established communications channels and networks.

**“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**

# Focus of Engagement

This phase was focused on the creation and refinement of the first chapter of the local area plan. Engagement was focused on looking back at the past, understanding the present and envisioning the future of the area.

**Topic 1:** PAST – the area’s history and roots

**Topic 2:** PRESENT – the area as it exists today

**Topic 3:** FUTURE – the next 30 years

An Initial Draft of **Chapter 1** of the local area plan was also available for review and feedback.



# Opportunities for Involvement

**Public education and engagement booklets** – magazine-style education and engagement booklets mailed to all households and businesses in the plan area with the opportunity to respond and mail back the feedback form (pre-paid return postage provided). Booklets were also available for pick up at seven engagement stations through the plan area.

**Online public engagement** – opportunity to provide feedback online via desktop or mobile device.

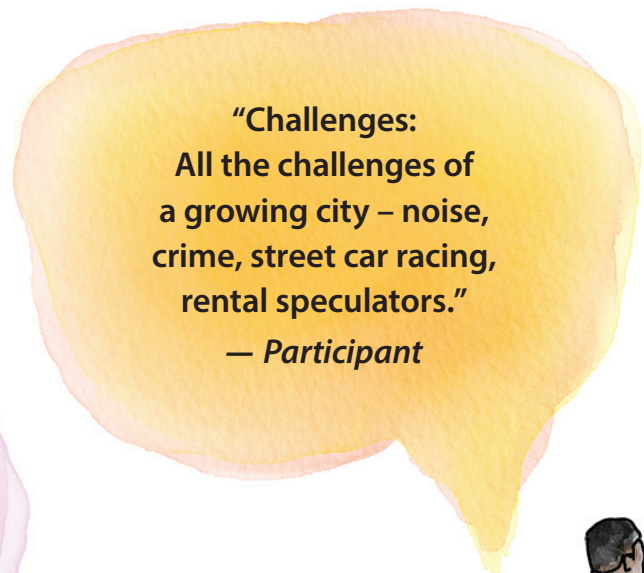
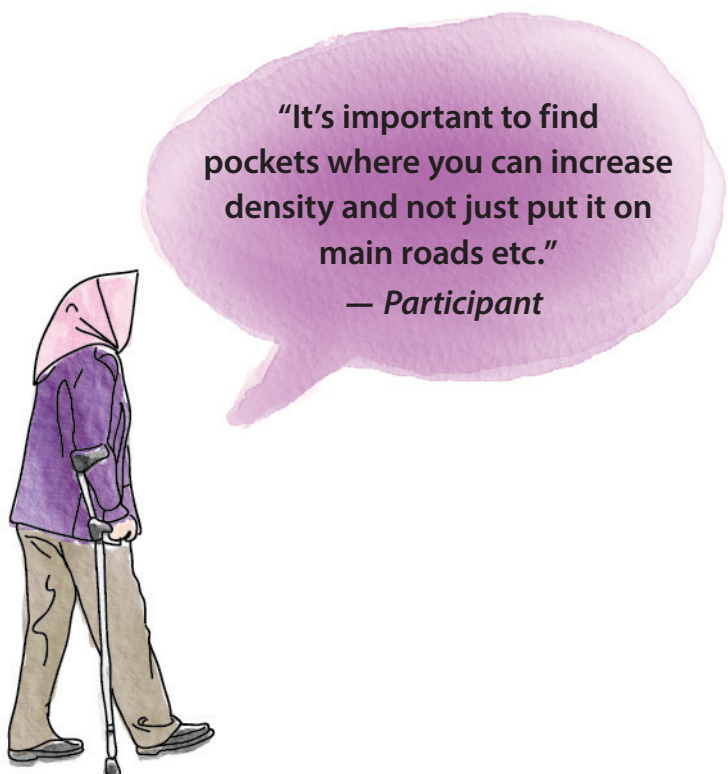
**In-person public engagement** – opportunity to meet the project team face-to-face, asked questions and provide feedback.

**Virtual public engagement** – multiple opportunities to meet the project team online, ask questions and provide feedback.

**Working group sessions** – multiple sessions where the working group and project team were able to dig deeper into discussions related to asset mapping, vision and core values and potential focus areas for growth.

**Community association sessions** – multiple sessions for community association members to learn more, ask questions and provide feedback.

**Development industry session** – session for development industry members to learn more, ask questions and provide feedback.



# Engagement Timeline

## Phase 0: DISCOVER (pre-project research, awareness building and knowledge transfer)

**NOTE: Phase 0 outreach efforts not included in Phase 1 engagement summary above.**

Prior to the project’s official launch with the community, a number of meetings and walking tours with local community leaders such as community association representatives, institutional representatives and other were held to share information and get to know each other.

- December 8, 2022 ● Walking Tour with University Heights Community Association Representatives
- January 5, 2023 ● Walking Tour with Parkdale Community Association Representatives
- February 28, 2023 ● Community Association Meeting 1 (virtual)
- March 1, 2023 ● South Shaganappi Area Strategic Planning Group Meeting (virtual)
- March 7, 2023 ● Community Association Meeting 2 (virtual)
- March 20, 2023 ● Walking Tour with Varsity Community Association Representatives

## Phase 1: ENVISION (focused on looking back at the past, understanding the present and envisioning the future of the area)

- April 5, 2023 ● South Shaganappi Area Strategic Planning Group Meeting
- April 18 – May 23 ● Engagement Booklets Mailed to Residents/Businesses  
Engagement Booklets available for pick up at My Idea Stations  
Online engagement open for feedback  
Working Group Applications accepted
- April 24, 2023 ● Community Association Session (in-person)
- May 3, 2023 ● Walking Tour with St. Andrews Heights Community Association Representatives
- May 3, 2023 ● South Shaganappi Area Strategic Planning Group Meeting
- May 3, 2023 ● Public Engagement Session (virtual)
- May 10, 2023 ● Walking Tour with Montgomery Community Association Representatives
- May 11, 2023 ● Development Industry Engagement Session
- May 11, 2023 ● Public Engagement Session (Varsity Community Association)
- May 16, 2023 ● Community Association Engagement Session (virtual)
- May 17, 2023 ● Public Engagement Session (virtual)
- May 25, 2023 ● Montgomery Community Association Session (virtual)
- June 7, 2023 ● South Shaganappi Area Strategic Planning Group Meeting
- June 22, 2023 ● Working Group Engagement Session 1: Asset Mapping (Varsity Community Association)
- September 6, 2023 ● South Shaganappi Area Strategic Planning Group
- September 14, 2023 ● Working Group Engagement Session 2: Vision & Core Values (virtual)
- September 26, 2023 ● Working Group Engagement Session 3: Focus Areas for Growth (virtual)
- October 4, 2023 ● South Shaganappi Area Strategic Planning Group

**“People should have the opportunity to learn more about the Indigenous history of the area and of the early settlers (good and bad)”**

**— Participant**

**“The most important facilities in the area are the Foothills Hospital, the University of Calgary and McMahon Stadium. We are fortunate to be close to these facilities and enjoy the benefits they bring.”**

**— Participant**

**“Green spaces – there’s never enough greenery/ trees but there are lots in this area used by people everyday! More walkable areas = more accessibility.”**

**— Participant**

**“Varsity is a well developed community, has access to schools, hospitals, groceries, churches parks, rec areas, libraries, trains and buses, walking paths and close enough to downtown and the outskirts beyond Calgary areas.”**

**— Participant**



# What We Heard and How Feedback Was Actioned

This phase was focused on the creation and refinement of the first chapter of the local area plan. Engagement was focused on looking back at the past, understanding the present and envisioning the future of the area.

## Key Themes Heard

Key themes heard from participants through the first phase of the project included:

### PAST:

**What is important for people to know about the area's history?**

- Natural Spaces/Wildlife
- Indigenous History/Cultural Heritage
- University of Calgary

### PRESENT:

**What do you love about the area and your community and why?**

- Parks/Open Spaces/Trees/Wildlife
- Walkability/Mobility/Transit
- Good Amenities

### PRESENT:

**What are the challenges your area is facing and why?**

- Safety, Traffic & Parking Concerns
- Homelessness/Drug Use

### FUTURE:

**What's important to you and for future generations when thinking about how the area could evolve in the next 10-30 years and why?**

- Natural Spaces/Parks/Trees
- Access to goods, services and amenities
- Pedestrian/Biking Infrastructure
- Walkability/Mobility/Transit

**"There is a place for high density – I just don't think the heart of the community is the right place to do it."**  
— Participant



## What We Heard

Additional information can be found within the **Phase 1 What We Heard Report** at [calgary.ca/Shaganappi](http://calgary.ca/Shaganappi)

# Key Changes Made

## How Feedback Was Actioned

Overall, feedback was used to refine the first chapter of the local area plan including refining the history section, refining the current context section and creating the draft Vision & Core Values. Input was also used to inform initial potential focus areas for growth and development policies for review and discussion in the next phase of engagement.

Key changes made to the draft South Shaganappi Communities Local Area Plan (Plan) based on feedback included:

### 1. Focus more on the livability aspect of the communities and less on the economic and institutional facets.

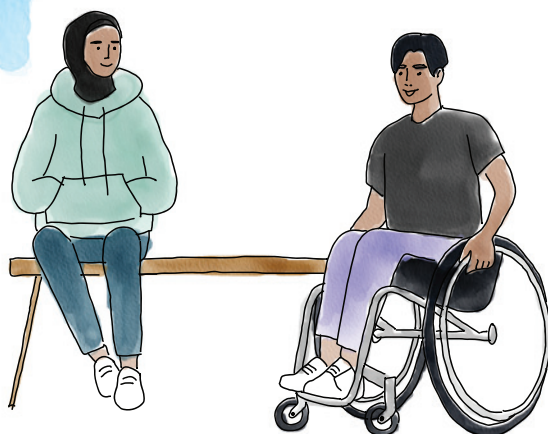
In response to public feedback, the draft vision was revised to focus on the livability aspect of the South Shaganappi Communities, while still supporting the economic aspects and institutional anchors of the area. The draft vision recognizes the importance of providing a livable, inclusive and vibrant environment for current and future residents who live in the area through well-connected mixed-use spaces.

### 2. Provide more emphasis on parks, open spaces and natural areas.

We received public feedback that parks, open spaces and natural areas are significant to the South Shaganappi Communities. In response, the draft Plan includes Parks, Open Spaces, and River Pathway System as a draft core value to emphasize the importance of enhancing and conserving these spaces. Providing inclusive and programmable spaces for social gathering and year-round activities is also reflected in the draft core value. The draft Plan will continue to explore potential implementation options and improvements for parks, open spaces and natural areas with a specific focus on the Bow River Pathway system.

**“I love natural spaces,  
small schools, close to  
downtown + mountain life.”**

**— Participant**



### 3. Improved mobility within the South Shaganappi Communities Plan area.

In response to public feedback, the draft Plan includes Improved Mobility Network as a draft core value which focus on providing safe and accessible mobility options, connecting recreational assets, institutions, the Red Line LRT and MAX BRT Stations and major destinations within and surrounding the South Shaganappi Communities. Improvements to walking and wheeling networks will be further explored in upcoming phases of the project.

#### 4. Access to goods, services and amenities within the community.

During Phase 1, we heard that the public valued access to goods, services and amenities in the community. The draft Plan includes the Transit Oriented Development draft core value which highlights the Dalhousie, Brentwood, University of Calgary, and Banff Trail LRT station areas as community hubs that will provide accessible services and amenities for all residents and visitors. The draft core value supports a concentration of a mixture of pedestrian-oriented commercial and residential development around transit station areas.

**“Walkability (esp. north/ south), groceries w/in 15 min walk, more arts + culture in the park (Edworthy)”**

**— Participant**



**“The climate crisis will be with us for several generations. I think maximizing green spaces is critical for storing carbon, reducing the heat island effect and for the mental health of all generations.”**

**— Participant**



#### 5. Safety concerns around increased traffic in the South Shaganappi Communities.

In response to public feedback regarding safety concerns around increased traffic, the draft core value Improved Mobility Network was developed to support safe mobility options for all users including transit, walking and wheeling within and around the South Shaganappi Communities. The draft core value emphasizes safe movement throughout the Plan area and will support the policy framework as the Plan develops. During the next phases of the project, investment opportunities to improve traffic and mobility safety will be considered.



### What We Did

Additional information about key changes made can found within the **Phase 1 What We Did Report** at [calgary.ca/Shaganappi](http://calgary.ca/Shaganappi)



# 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 the general public from November 14 - December 11, 2023, and with targeted groups from October through December 2023.



Awareness building, education and engagement took place with the general public from November 14 to December 11, 2023 resulting in:

Total **ADS DISPLAYED**  
**5.4+ Million**

Total **INVOLVED**  
**21,900+**

Total **ENGAGED**  
**1,400+**

Total **CONTRIBUTIONS**  
**2,900+**



### What We Heard

Detailed information about all outreach and engagement activities can be found on the subsequent pages and within the **Phase 2 What We Heard Report** at [calgary.ca/Shaganappi](http://calgary.ca/Shaganappi)

# Building Awareness

Tools used to build awareness of the project and opportunities to get involved included:

- Education and engagement booklets mailed directly to all homes and businesses in the area.
- Engagement Stations to raise awareness and provide additional education and engagement booklets to community members.
- Large-format signs located in high-traffic areas.
- Two waves of geo-targeted social media ads (Facebook, X (Twitter), Instagram, Nextdoor).
- Advertisements on digital screens located at Market Mall.
- Geo-targeted video ads on YouTube.
- Geo-targeted ads on high-traffic websites.
- Full page advertisement in the local community newsletters.
- Fourteen English and translated (Mandarin, Arabic, Persian/Farsi) information boards at various locations.
- Email updates to project subscribers.
- Communications toolkits provided to local community associations and Ward Councillors to make it easy to help spread the word through their established communications channels and networks.

## Focus of Engagement

This phase was focused on creation and refinement of the second chapter of the Local Area Plan. Engagement was focused on where and how growth and change could happen in the area.

**In this phase, engagement topics included:**

**The Draft Vision and Core Values for the South Shaganappi Communities**—the big ideas, hopes and priorities for the area’s evolution.

**Potential Focus Areas for Moderate-to Large-Scale Growth**—where homes and businesses that are 4+ storeys might fit best.

**Small-Scale Growth**—opportunities and challenges when thinking of welcoming a variety of small-scale homes in South Shaganappi Communities.

**An Initial Draft of CHAPTER 2 of the local area plan was also available for review and feedback.**

**“I would like to make sure my community is safe and retains the green spaces and accessibility that we currently have..”**

**— Participant**



# Opportunities for Involvement

**Public education and engagement booklets** – magazine-style education and engagement booklets mailed to all households and businesses in the Plan Area with the opportunity to respond and mail back the feedback form (pre-paid return postage provided). Booklets were also available for pick up at seven engagement stations through the Plan Area.

**Online public engagement** – opportunity to provide feedback online via desktop or mobile device.

**In-person public engagement** – opportunity to meet the project team face-to-face, ask questions and provide feedback.


**Virtual public engagement** – multiple opportunities to meet the project team online, ask questions and provide feedback.

**Working group sessions** – multiple sessions where the working group and project team were able to dig deeper into discussions related to asset mapping, vision and core values and potential focus areas for growth.

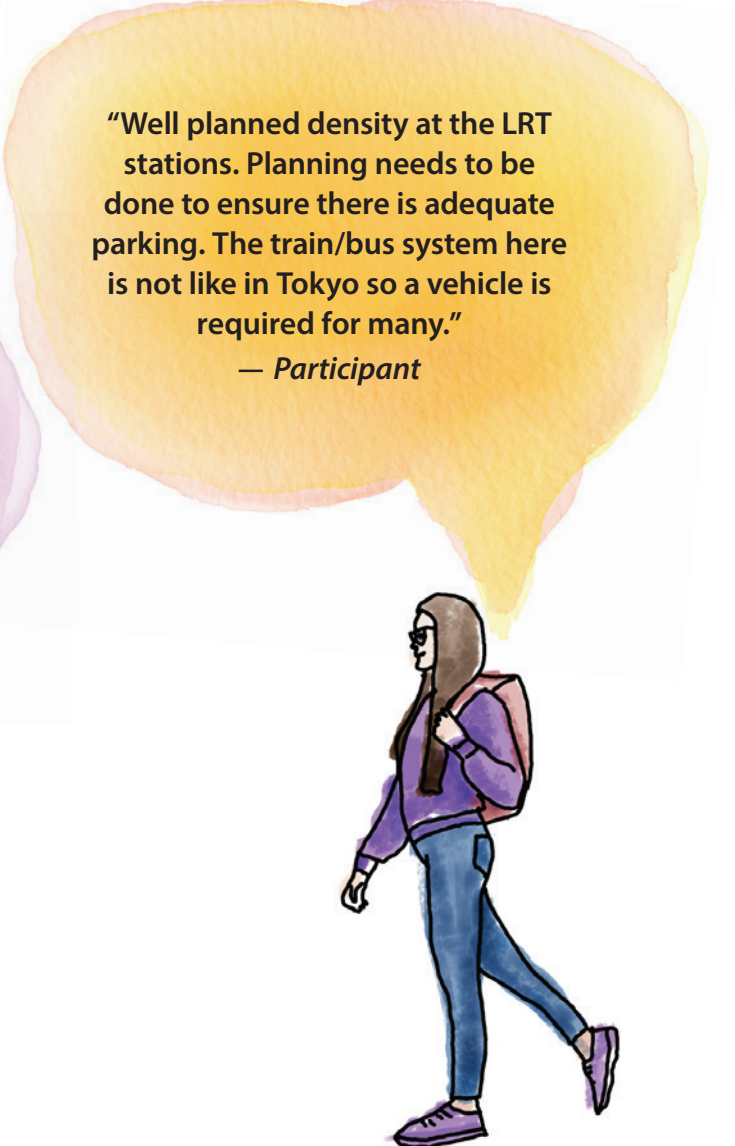
**Community association sessions** – multiple sessions for community association members to learn more, ask questions and provide feedback.

**Development industry session** – session for development industry members to learn more, ask questions and provide feedback.

**Conversation Series** – two sessions organized to provide additional opportunity to connect with the project team to learn more about the project and ask questions.



"I really want to ensure the sustainability of natural green spaces."  
— Participant



"Well planned density at the LRT stations. Planning needs to be done to ensure there is adequate parking. The train/bus system here is not like in Tokyo so a vehicle is required for many."  
— Participant

# Engagement Timeline

## Phase 2: EXPLORE

October 10, 2023	●	Community Association Session at Varsity Community Association (in-person)
October 12, 2023	●	Community Association Session (virtual)
October 19, 2023	●	Community Association Session at St. Andrews Heights (in-person)
November 1, 2023	●	South Shaganappi Area Strategic Planning Group
November 14 - December 11, 2023	●	Engagement Booklets mailed to Residents/Businesses Engagement Booklets available for pick up at Engagement Stations Online engagement open for feedback
November 16, 2023	●	Industrial Group Session #2 (virtual)
November 22, 2023	●	UrbanCSA Session #1 at University of Calgary (in-person)
November 23, 2023	●	Public Engagement Session (virtual)
November 29, 2023	●	SAPL Session #1 at University of Calgary (in-person)
November 30, 2023	●	Public Engagement Session at Varsity Community Association (in-person)
December 06, 2023	●	Public Engagement Session (virtual)
January 24, 2024	●	Walking tour with SAPL students around Banff Trail (in-person)
January 24, 2024:	●	Community Association meeting at Banff Trail CA (in-person)
February 1, 2024	●	Working Group Session #4 (virtual)
February 29, 2024	●	Working Group Session #5 at Parkdale CA (in-person)
March 6, 2024	●	South Shaganappi Area Strategic Planning Group
March 7, 2024	●	Conversation Series #1 at Father David Bauer Arena (in-person)
March 12, 2024	●	Working Group Session #6 at Alt Hotel Calgary University District
March 18, 2024	●	Conversation Series #2 at Father David Bauer Arena (in-person)
March 21, 2024	●	SAPL Session #2 at University of Calgary (in-person)
March 27, 2024	●	UrbanCSA Session #2 at University of Calgary (in-person)
April 2, 2024	●	University of Calgary Mac Hall (pop-up session)

**“Increasing the footprint and height of buildings from the existing bungalow or 2-storey residences will reduce the green space, result in the removal of trees, create overshadowing and parking problems.”**

**— Participant**



**“All for small-scale developments to provide a variety of home options in the community. However, parking needs to be a bigger consideration. There needs to be a good mix of semi-detached, rowhouses, triplexes and fourplexes to ensure adequate parking.”**

**— Participant**



**“A bike/walking pathway directly up along Shaganappi to the University District / Market Mall without having to detour up to the Foothills Hospital would also be nice.”**

**— Participant**



**“Small scale homes of all shapes and sizes can live together in harmony in the same neighbourhood. We desperately need more houses, I can’t believe we’re even talking about this in 2023, when we’re in the middle of a housing crisis..”**


**— Participant**



# What We Heard and How Feedback Was Actioned

Key themes heard from participants through the second phase of the project included:

- Participants are generally support of draft vision and core values.
- Participants are not supportive of the vision and core values and wanting further refinement, specifically for cul-de-sacs and restrictive covenants.
- Participants highlighted the importance of preserving neighbourhood tree canopy and green space.
- Participants are supportive of mobility and activity centres.
- Participants expressed desire to preserve neighbourhood tree canopy and open space.
- Participants expressed concerns with proposed heights/scale & increased density.
- Participants shared location-specific comments/ suggestions/ concerns.
- Participants shared traffic, parking, safety, congestion and noise concerns.
- Participants indicated opportunities for more 4+ growth should be considered throughout the entire Plan area, and provided location-specific comments.
- Participants expressed location-specific concerns in Varsity when talking about moderate to large-scale growth as it was proposed.
- Participants expressed location-specific concerns in Montgomery when talking about moderate to large-scale growth as it was proposed.
- Participants expressed location-specific concerns in Banff Trail when talking about moderate to large-scale growth as it was proposed.
- Participants expressed location-specific concerns in University Heights when talking about moderate to large-scale growth as it was proposed.
- Participants indicated support for the RCG City-wide as it is currently proposed through Home is Here.
- Participants indicated they were not supportive of the RCG City-wide as it is currently proposed through Home is Here.
- Participants indicated the desire to maintain single-detached housing (RC1) throughout the Plan area.



**“More people in an area will make transit more viable, create more customers for local business, and help fill up empty inner-city schools.”**  
— Participant



## What We Heard

Additional information can be found within the **Phase 2 What We Heard Report** at [calgary.ca/Shaganappi](https://calgary.ca/Shaganappi)



# Key Changes Made

Key changes made to the draft South Shaganappi Communities Local Area Plan (Plan) based on feedback included:

## 1. Consideration for transition of growth to reduce shadowing impacts

In response to public feedback, the draft urban form and building scale maps were updated to better consider transitions in building height from moderate- to large-scale growth (4+ storeys) to small-scale growth (up to 3 storeys) to address concerns about shadowing around schools, parks and open spaces.

## 2. Additional focus areas for growth in strategic locations

We received public feedback that additional focus areas of growth should be located at strategic locations. In response, the draft urban form and building scale maps focus on moderate- to large-scale growth (4+ storeys) at transit station areas, Activity Centres, Main Streets, and adjacent to major institutions including the University of Calgary, Foothills Medical Centre and Alberta Children's Hospital.

## 3. Urgent need for more affordable and student housing

During Phase 2, we heard that there is an urgent need for more affordable housing and student housing. Given the substantial students and healthcare and education workforce from the major institutions in the Plan Area, including the University of Calgary and Foothills Medical Centre, access to affordable housing is critical. In response, the draft Plan considers moderate- to large-scale growth (4+ storeys) in areas surrounding these institutions. In addition, draft Chapter 3 provides objectives and implementation options specific to encouraging new development of student housing within the Plan Area.

"I don't think there are any challenges with welcoming a variety of small scale homes into this community as long as the quality is there."

— Participant



#### 4. Consideration of transit-oriented cul-de-sacs

We received public feedback that focus areas of growth for cul-de-sacs within transit station areas should be comprehensively redeveloped to allow for more intense uses that integrate into the existing community. In response to public feedback, draft Chapter 2 provides policy guidance on redevelopment in cul-de-sacs within transit station areas.

**"I appreciate the commitments to bike paths and transit networks."**

**— Participant**



**"Please reconsider the increase in multi family homes along varsity drive. There are multiple schools and this would have a drastic impact on traffic pick up and drop off as well as safety."**

**— Participant**



#### 5. Pedestrian and cyclist safety concerns around increased traffic and congestion

In response to public feedback regarding pedestrian and cyclist safety concerns due to vehicular speeds and traffic congestion, draft Chapter 3 provides objectives and implementation options specific to key corridors throughout the Plan Area. Implementation options to enhance pedestrian and cyclist safety such as completing missing network links, traffic calming measures and improved crossings are included in draft Chapter 3. Additional improvements to the walking-and-wheeling network will be further explored in Phase 3 of the project.



### What We Did

Additional information about key changes made can found within the **Phase 2 What We Did Report** at [calgary.ca/Shaganappi](https://calgary.ca/Shaganappi)



# Engagement Summary

## Phase 3: Refine

This phase was focused on refining the draft Plan and confirming community improvement ideas.

In addition to broad public outreach and engagement, meetings and engagement took place with the general public from May - June 2024 and with targeted participants from Spring 2024 - Fall 2024.



Awareness building, education and engagement took place with the general public from May 28 – June 24, 2024, resulting in:

Total **ADS DISPLAYED**  
**850,000+**

Total **INVOLVED**  
**3,700+**

Total **ENGAGED**  
**840+**

Total **CONTRIBUTIONS**  
**1,100+**



### What We Heard

Detailed information about all outreach and engagement activities can be found on the subsequent pages and within the **Phase 3 What We Heard Report** at [calgary.ca/Shaganappi](http://calgary.ca/Shaganappi)

# Building Awareness

Tools used to build awareness of the project and opportunities to get involved included:

- Fourteen large format (Curbex) signs placed throughout the communities and at high-traffic intersections.
- Community Association posts, website updates, and news articles.
- Ads in each of the Plan Area Community Association newsletters.
- Ward Councillor email updates.
- Mailed engagement packages.
- Paid social media advertisement campaign on Facebook, Instagram and X (Twitter).
- Organic social media posts on NextDoor.
- Paid geo-targeted digital advertisement campaign on YouTube and geo-targeted banner ads.
- Digital transit and campus ads on eight screens.
- Email newsletter campaign through South Shaganappi Communities subscriber list.
- Engage stations used to raise awareness and provide additional education and engagement booklets to community members.
- Communications toolkits provided to local Community Associations and Ward Councillors to make it easy to help spread the word through their established communications channels and networks.

# Focus of Engagement

This phase was focused on further discussing and refining how redevelopment and revitalization could happen in your community.

**Topic 1:** Draft Maps

**Topic 2:** Community Improvements

**Topic 3:** Additional Feedback

A revised draft **Chapter 1 & 2** and initial draft **Chapter 3** of the Plan were also available for review and feedback.

**“There is an unfortunate lack of public transit in Varsity. We know many people working at the two hospitals in the area, and they are unable to take transit to their work in a timely manner.”**

**— Participant**



# Opportunities for Involvement

**Public education and engagement booklets** – magazine-style education and engagement booklets mailed to all households and businesses in the Plan Area with the opportunity to respond and mail back the feedback form (pre-paid return postage provided). Booklets were also available for pick up at seven Engagement Stations throughout the Plan Area.

**Online public engagement** – opportunity to provide feedback online via desktop or mobile device.

**In-person public engagement** – opportunity to meet the project team face-to-face, ask questions and provide feedback.

**Virtual public engagement** – multiple opportunities to meet the project team online, ask questions and provide feedback.

**Working group session** – session focused on reviewing refinements to the map and collecting additional input on both the map refinements and community improvements identified for the area.

**Walking tours** – an opportunity to reflect upon the draft Urban Form and Building Scale maps and the draft community improvement opportunities with community association members.

**Community association / development industry and institution sessions** – multiple sessions for representatives to learn more, ask questions and provide feedback.

**Community conversation series** – a touch-point between open public engagement phases to meet with the project team for an update on the work being done and have questions answered.

**“We need to stop using shadows from buildings as a reason to not build housing. Shadows are not a legitimate justification for blocking homes.”**  
— Participant

**“Increase walkability or bikeability of neighbourhoods! Kensington and Inglewood are my favourite neighbourhoods for that reason.”**  
— Participant



# Engagement Timeline

## Phase 3: REFINE

(Refining the Plan and confirming the community improvement ideas.)

- April 3, 2024 ● South Shaganappi Areas Strategic Planning Group Session
- May 8, 2024 ● Joint Community Association, Industry & Institution Session (In-person)
- June 5, 2024 ● South Shaganappi Areas Strategic Planning Group Session
- May 28 – June 24, 2024 ● Engagement Booklets mailed to residents and businesses (and available for pickup at Engagement Stations) and online engagement open for feedback
- June 6, 2024 ● Public Engagement Session (Virtual)
- June 13, 2024 ● Public Engagement Session (In-person)
- June 18, 2024 ● Public Engagement Session (Virtual)
- July 18, 2024 ● Pop-Up Session (Nifty Fifties Seniors Association)
- August 15, 2024 ● Walking Tour with University Heights Community Association members
- August 29, 2024 ● Walking Tour with Varsity Community Association members
- September 4, 2024 ● Conversation Series Session #1
- September 10, 2024 ● Conversation Series Session #2
- September 18, 2024 ● Walking Tour with St. Andrew Heights Community Association members
- September 19, 2024 ● Working Group Session 7



“Last year, I went on a trip through SE Asia where I noticed the neighbourhoods had developed a healthy mix of homes and businesses intertwined. I would love to be able to shop for some groceries from an independent grocer or pick up some pastries from a local bakery while on my way home from work.”

— Participant

**"I think that generally, across the board but especially around transit stations and in places like Varsity (south of 40th Avenue NW) and the University Heights can be bumped up in Scale from Limited Scale to AT LEAST Low-Modified Scale."**

**— Participant**



**"People choose Varsity for a reason - and avoiding high density housing is a main reason."**

**— Participant**



# What We Heard and How Feedback Was Actioned

This phase was focused on discussing, reviewing and refining the draft Urban Form and Building Scale Maps, determining ideas for future community improvements, and gathering additional feedback on the draft chapters of the Plan.

## Key Themes Heard

Key themes heard from participants through the third phase of the project included:

### TOPIC 1: Draft Maps

- Participants expressed location-specific concerns and suggestions throughout the entire Plan Area when talking about the proposed urban form and building scale growth as it was proposed.
- Participants expressed Varsity location-specific concerns when talking about the proposed urban form and building scale growth as it was proposed.
- Participants highlighted the importance of preserving neighbourhood tree canopy and green space.
- Participants expressed traffic and parking concerns.
- Participants expressed concern over privacy/shadowing/property values and views.

### TOPIC 2: Community Improvements

- Participants expressed desire to see more walking and wheeling (5A Mobility Network) connections throughout the Plan Area.
- Participants highlighted the importance of preserving neighbourhood tree canopy, and enhancing parks and open spaces.
- Participants expressed the desire for more amenities: library, grocery stores, recreational facilities, playgrounds throughout the Plan Area.
- Participants expressed the desire to see more traffic calming enhancements throughout the Plan Area.
- Participants indicate that they are not supportive of the plan and increasing growth in the Plan Area.



## What We Heard

Additional information can be found within the **Phase 3 What We Heard Report** at [calgary.ca/Shaganappi](https://calgary.ca/Shaganappi)

### TOPIC 3: Additional Feedback

- Participants expressed concerns around traffic / parking / overall safety.
- Participants expressed concerns with proposed building heights/scale.
- Participants expressed concerns about current property value impacts.
- Participants indicated the desire to preserve neighbourhood tree canopy and open spaces.
- Participants indicated frustration and distrust regarding the “Home is Here” Blanket Rezoning R-CG Engagement.

**“We paid millions of dollars for our homes, renovated and want to raise our kids here and live here forever and having buildings over 4 stories will depreciate the value of our homes.”**  
— Participant



# Key Changes Made

## How Feedback Was Actioned

Feedback was used to refine the Plan, specifically refinements to the draft Urban Form and Building Scale maps and policies in Chapter 2. Input gathered was also used to help refine and confirm ideas for potential future community improvements in the Plan Area.

Key changes made to the draft South Shaganappi Communities Local Area Plan based on feedback included:

### 1. Residential Streets

We received public feedback that specific residential streets throughout the Plan Area are lower in pedestrian and vehicular activity and do not align with the draft urban form categories and building scale. In response, several refinements to the Urban Form and Building Scale maps were made. Some examples include lowering the scale at Varsity Estates Grove NW and the west side of Varsity Estates Link NW from Low-Modified Scale (up to 4 storeys) to Limited Scale (up to 3 storeys) and from Neighbourhood Connector to Neighbourhood Local. Blocks along Vienna Drive NW and Viceroy Drive NW were changed from Neighbourhood Connector to Neighbourhood Local. Along Viceroy Drive NW, the scale was lowered from Low-Modified Scale (up to 4 storeys) to Limited Scale (up to 3 storeys). A list of key changes to the Urban Form and Building Scale maps can be found in the Summary of Map Changes.

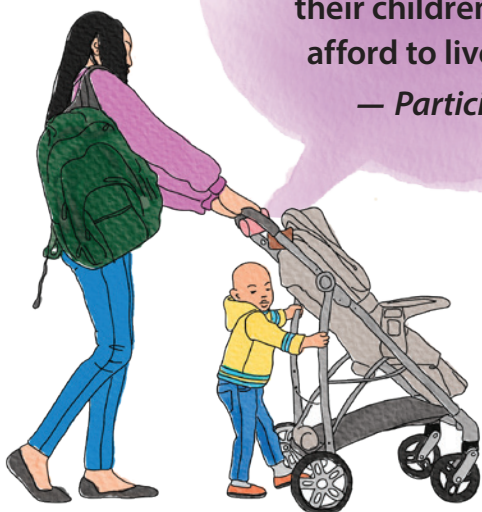
**“The draft Shag plan says that 19th Street could become a 5A Mobility Network with wider sidewalks, parking, bike lanes, etc. How will that all fit?”**

**— Participant**



**“The families that once lived here are gone and their children cannot afford to live here.”**

**— Participant**



### 2. Building Height/Scale Transitions

In response to public feedback regarding concerns of higher building height/scales impacts on adjacent residential properties, several refinements to the Building Scale map were made to further consider transitions in building heights/scales. Examples include revising sites along 49 Street NW, west of CF Market Mall, from Mid Scale (up to 12 storeys) to Low Scale (up to 6 storeys). Blocks along Morley Trail NW (between 19 Street NW and 24 Street NW) were reduced from Low Scale (up to 6 storeys) to Limited Scale (up to 3 storeys), with the exception of sites that already allow for Low-Modified Scale (up to 4 storeys) through existing zoning. A list of key changes to the Urban Form and Building Scale maps can be found in the Summary of Map Changes which is available at [calgary.ca/Shaganappi](http://calgary.ca/Shaganappi).

### 3. University Heights Activity Centre

We heard feedback that the University Heights Activity Centre (area around 16 Avenue NW and Uxbridge Drive NW / 29 Street NW) can support greater density due to its proximity to major institutions, Activity Centres, and transit station areas. In response, several refinements to the Building Scale map were made in this area. Blocks along Ulster Road NW, Urquhart Road NW and Uxbridge Drive NW increased from Low Scale (up to 6 storeys) to Mid Scale (up to 12 storeys). Blocks along Unwin Road NW and further north along Uxbridge Drive NW were revised to lower scales to respond to feedback that greater transition in scale (height) was needed towards the primarily residential area of the community. We also heard concerns around the potential impacts of additional height surrounding the Foothills Medical Centre. Policies in Chapter 2 (Section 2.2.2.5.) are included to guide future development in the University Heights Activity Centre area. Specific policies for future design considerations include unobstructed and year-round wayfinding, mitigations of shadowing impacts, considerations of STARS flight path, and noise reduction measures.

### 4. Community Corridors

One key addition to Chapter 2 and 3 was policies and community improvements for community corridors, including 19 Street NW, 32 Avenue NW, Varsity Drive NW, Morley Trail NW, and Home Road NW. Policies within Chapter 2 guide future development along community corridors which are pedestrian-focused streets that are intended to support low- to moderate-growth in a range of primarily residential and small-scale mixed-use and commercial building forms. Specific community improvements for community corridors have been identified in Chapter 3, including enhancing pedestrian and cyclist safety, implementing traffic calming measures, and improvements to overall function, connectivity, and safety for all mobility options.



## What We Did

Additional information about key changes made can found within the **Phase 3 What We Did Report and Summary of Map Changes** at [calgary.ca/Shaganappi](http://calgary.ca/Shaganappi)

### 5. Traffic Volumes and Pedestrian Safety

In response to public feedback around increased traffic volumes and concerns for pedestrian safety in areas throughout the South Shaganappi Communities, refinements to the Urban Form and Building Scale maps have been made to further consider focusing moderate-to large-scale growth at key locations such as transit station areas, Activity Centres, Main Streets, and other destinations in the Plan Area. Chapter 3 (Section 3.2.5. Safe and Well-Connected Mobility Options) also includes additional community improvements for traffic calming measures to slow vehicle speeds and enhance pedestrian and cyclist safety. These community improvements have been identified for key corridors throughout the Plan Area, including 24 Avenue NW, 32 Avenue NW, 40 Avenue NW, Varsity Drive NW, Morley Trail NW, Home Road NW, 53 Street NW, and 19 Street NW.

**“I had a really hard time finding a place to live, so I think there should be more of a commitment to student housing.”**

**— Participant**





# Participation Summary

## Phase 4: Realize

This final phase of the project was focused on sharing the final draft Plan with the public, community associations, students, development industry members, institutions and the working group and bringing the proposed Plan forward to Committee and Council for review and decision.

### Engagement Timeline

September 24, 2024	•	Joint Community Association, Industry & Institution Session (In-person)
October 1, 2024	•	Joint Community Association, Industry & Institution Session (Virtual)
October 15 - November 7, 2024	•	Information Booklets mailed to residents and businesses (and available for pickup at Engagement Stations) and engagement process feedback open online.
October 24, 2024	•	Public Engagement Session (Virtual)
October 30, 2024	•	Public Engagement Session (In-person)
November 5, 2024	•	Public Engagement Session (Virtual)
November 21, 2024	•	University of Calgary Students Session (In-person)
November 28, 2024	•	Conversation Series Session #1 (In-person)
December 4, 2024	•	South Shaganappi Area Strategic Planning Group (Virtual)
December 5, 2024	•	Conversation Series Session #2 (In-person)
January 8, 2025	•	South Shaganappi Area Strategic Planning Group (Virtual)
January 16, 2025	•	Conversation Series Session #3 (In-person)
January 21, 2025	•	Working Group Session #8 (In-person)

**“ I am very much in favor of higher-density housing both to ensure that housing is available and accessible to all and to bring more retail, services and recreational infrastructure to the area.”**  
**— Participant**



# Local Area Plan – Key Considerations



## Local Area Plan



### Context & Trends

What is the current context of the area? What is changing when it comes to population demographics, needs and trends?



### Equity

How do we plan for equity within our communities and city?



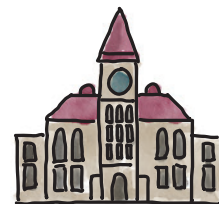
### Participant Input

What ideas, insights, opportunities and concerns have been raised by the public and other participants?



### Professional Expertise

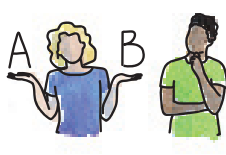
What are the urban planning best practices, what is economically feasible and technically possible?



### City Policies

How do we ensure alignment to the Municipal Development Plan, Climate Strategy and other City policies?

# Creating the Local Area Plan



## Phase 4: Realize

Committee and Council review and decision.

### Phase 0: Discover

Pre-project research, relationship building, and knowledge transfer.

### 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 community improvements.



## LOCAL AREA PLAN

### CHAPTER 1:

#### VISUALIZING GROWTH

*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?*

- **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

### CHAPTER 2:

#### ENABLING GROWTH

*What type of growth makes sense where and what local/custom direction is needed to realize great development in this area?*

- **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

### CHAPTER 3:

#### SUPPORTING GROWTH

*If growth occurs, what physical and social investments are needed?*

- **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

# What We Heard & What We Did reports

The South Shaganappi Communities Local Area Plan was informed by input provided by thousands of participants over multiple phases and multiple years.

The Plan sets the vision for the next 30 years – providing direction on future development and investment that residents, landowners, builders/developers, City Planners and Council 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 South Shaganappi Communities Local Area Plan, please review the following What We Heard & What We Did reports.

[Phase 1 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](#)

