



Calgary's Urban Placemakers





A person is running on a paved path that curves along a river. The sky is filled with large, dramatic clouds. The path is bordered by a low stone wall on the river side and a grassy area on the other. The overall scene is captured in a cool, blue-toned aesthetic.

# Rivers District Master Plan Engagement



# Background- Rivers District Master Plan Vision



- In **November 2016**, CMLC engaged an urban planning practice from Denver, Colorado - *CIVITAS* - to guide the preparation of the master plan vision for Victoria Park/Stampede Park (aka Rivers District Master Plan);
- In **January 2017**, CMLC struck a 'special-purpose' working committee to support the team's work;
- The special –purpose committee was given two objectives:
  - To deliver a 20 year vision for the future growth, investment attraction, connectivity and livability of the Rivers District, while recognizing the district as Calgary's original entertainment and cultural Centre.
  - To assist CMLC and the design team, in the creation of a holistic and comprehensive urban plan which is considerate of the many (disparate) concept plans and development programs currently underway and/or espoused for the area.

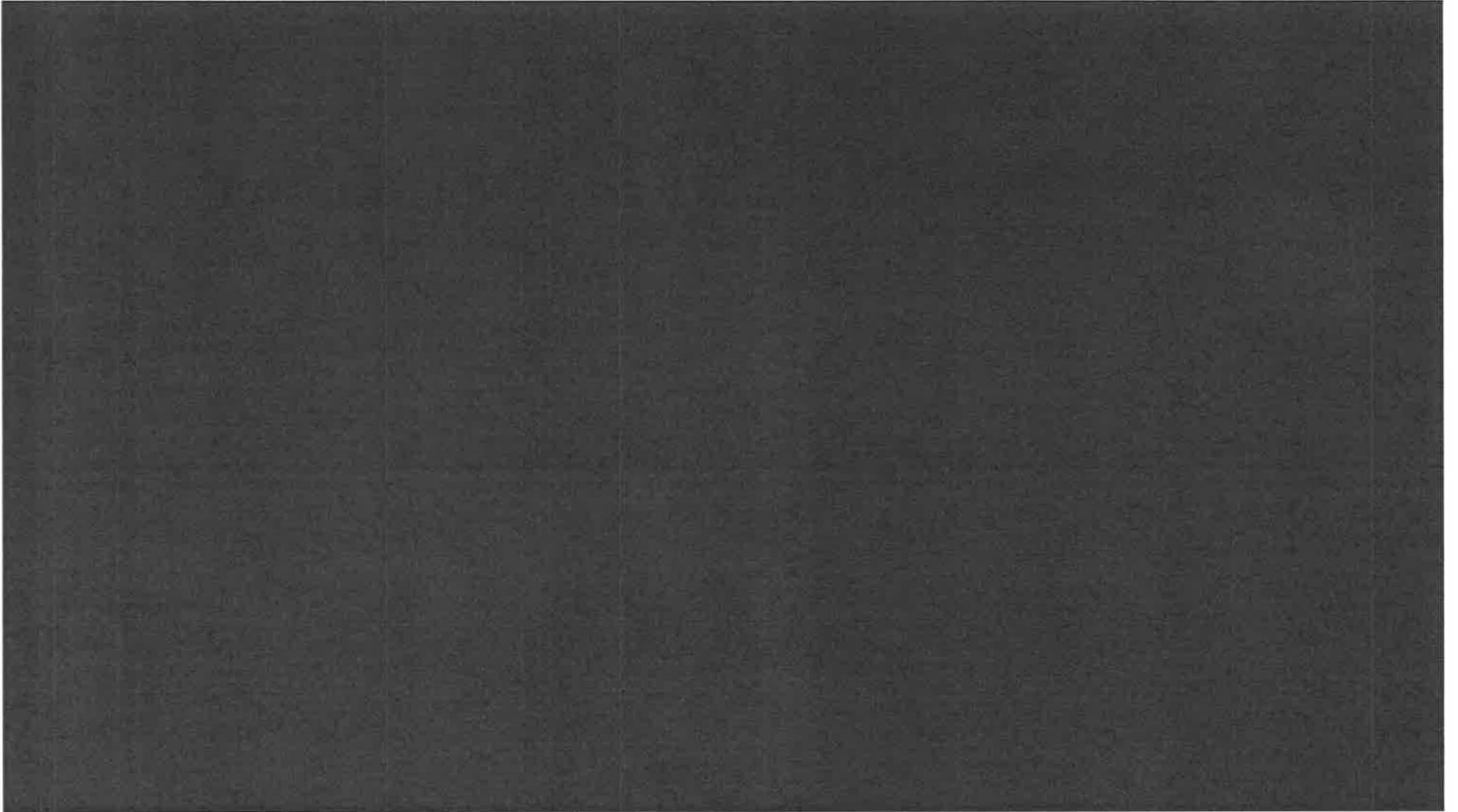


# Background- Rivers District Master Plan Vision



- Working committee consisted of members from: Calgary Stampede, Beltline Community Association, Remington Development Corporation, Ramsay Community Association, Inglewood Community Association, Victoria Park BRZ, City of Calgary Green Line Team, City of Calgary Planning and Development Team, Ward 8 Councillor, and CMLC;
- Calgary Sports Entertainment Corporation was involved in some early discussions related to the community redevelopment.
- In February 2018, a draft master plan vision was produced and CMLC (with City of Calgary) initiated Public engagement on vision
- First time, full PE program was delivered in partnership with City of Calgary (Planning Department);

# A Bold Plan for Rivers District





# Methodology

- CMLC and City of Calgary agreed to division of work, roles, and initiatives;
- CMLC role: lead all messaging; coordinate community outreach; dedicate trained personnel for 4 months; manage tool development; be authority on community vision and master planning team;
- City role: manage public survey per City's ENGAGE protocols, dedicate planning (ARP) expertise, manage website + survey; be technical authority on land use (ARP);
- Use strategic alliances/partnership to support engagement program: YMCA, Calgary Public Libraries, Calgary Stampede, Calgary Recreation, Retail Developers, etc.

## Objectives:

- To engage Calgarians where they live/work/play - in every ward of the City about a modernized vision for Calgary's Entertainment and Cultural District;
- To collect feedback to inform the master plan vision; 5,000 surveys /comments



[Home](#) » [Beltline Area Redevelopment Plan Amendments](#)

### ABOUT THE PROJECT BACKGROUND STUDY AREA

The City of Calgary is starting the process of amending the **Beltline Area Redevelopment Plan (ARP)** to create policies that will guide future development of the Rivers District area - a 286-acre portion of land in downtown Calgary's east end. The Beltline ARP was adopted by City Council on May 15, 2006. Over the last 12 years, the area has experienced significant growth, transforming into a vibrant diverse community. A number of projects are contributing to the need for a new ARP, including a new Rivers District Master Plan being created by Calgary Municipal Land Corporation (CMLC), the 17 Avenue S.W. extension project and the arrival of the **Green Line**.

This area is envisioned to be a new urban district. ARP amendments are to update the policies and framework.

This is a coordinated effort.

City of Calgary. The goal of the Beltline Area Redevelopment Plan is to create a vibrant and entertainment district.

### Key Dates

April 2018

[Beltline Area Redevelopment Plan: Online Engagement](#)

Wednesday, April 11 - Monday, July 16, 2018

[Beltline Area Redevelopment Plan: Open House](#)

Wednesday, April 11, 2018, 4 - 7 pm.

Doodle calendar powered by Thruwa

### Timeline

May 2006

[Site Feedback](#)



# Mechanics



[Home](#) / Beltline Area Redevelopment Plan Amendments

## ABOUT THE PROJECT

## BACKGROUND

## STUDY AREA

The City of Calgary is starting the process of amending the [Beltline Area Redevelopment Plan \(ARP\)](#) to create policies that will guide future development of the River District area – a 206-acre portion of land in downtown Calgary's east end. The Beltline ARP was adopted by City Council on May 15, 2006. Over the last 12 years, the area has experienced significant growth, transforming into a vibrant, diverse community. A number of projects are contributing to the need for ARP amendments, including the River District Master Plan being created by Calgary Municipal Land Corporation (CMLC), the 17th Avenue extension project and the arrival of the [Green Line](#).

This area is envisioned to become the cultural and entertainment district of the city. The ARP amendments are to realize the vision described by the policies and framework to help guide the development of the district.

This is a coordinated project between:



## Key Dates

April 2018

[Beltline Area Redevelopment Plan: Online Engagement](#)  
Wednesday, April 11 – Monday, July 16, 2018

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Wednesday, April 11, 2018, 4 – 7 pm.

## Timeline

May 2006

[Title Feedback](#)

- Events
- Online advertising
- Website / On line Survey
- Video
- Brochure
- Direct Mail
- Media Relations
- Stakeholder Meetings/Speaking Engagements



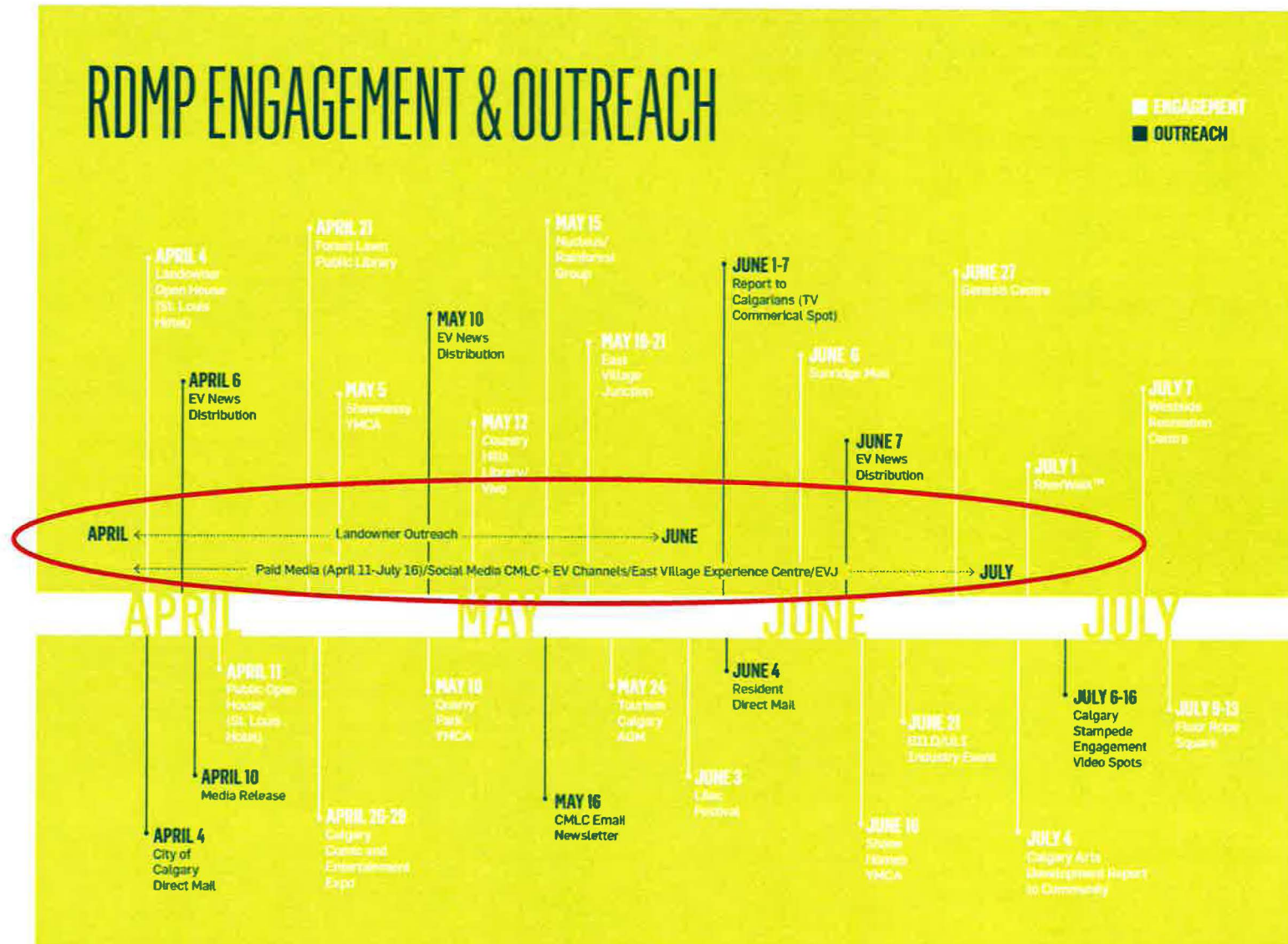


# Engagement Calendar

Name of Event	Date	Event Type
Landowner Open House	April 4	Open House
Public Open House	April 11	Open House
Forest Lawn Library	April 21	Display/Set up
Comic Expo BMO Centre	April 26-29	Display/Set up
Shawnessy YMCA	May 5	Display/Set up
Quarry Park YMCA	May 10	Display/Set up
Country Hills Library	May 12	Display/Set up
Nucleus/Rainforest Group	May 15	Direct Presentation
EV Junction Container Park	May 18-27	Display/Set up
Tourism Calgary AGM	May 24	Direct Presentation
Tourism Calgary Database	June	Direct Email
Calgary Stampede Database	June	Direct Email
Lilac Festival	June 3	Display/Set up
Sunridge Mall	June 6	Display/Set up
Shane Homes YMCA	June 16	Display/Set up
CADA AGM	June 20	Direct Presentation
CADA Membership Database	June/July	Direct Email
Music Mile Database	June	Direct Email
Industry (BILD/ULI)	June 21	Direct Presentation
Genesis Centre	June 27	Display/Set up
Canada Day	July 1	Display/Set up
CADA Membership Lunch	July 4	Direct Presentation
Westside Rec. Centre Stampede	July 7	Display/Set up
Stampede Rope Square	July 9-13	Display/Set up



# Timeline/Outreach





# Mobile Display Centre



- Storytelling delivered with customized mobile display centre; 40' long x 9' high
- Community vision described by 'character areas' (Warehouse District, Mixed Use Areas, Neighbourhood Centre and Events' Spaces etc.)
- Trained CMLC ambassadors described history of area, role of masterplan, community gestures and amenities, work of planning team and how public input could inform the vision (encourage SURVEY participation)

# Mobile Display Centre





# Direct Mail/Brochures

## Guide future development of the Rivers District

Master Plan and Beltline Area Redevelopment Plan Open House  
April 11, 4 - 7, St. Louis Hotel [calgary.ca/beltlinearp](http://calgary.ca/beltlinearp)

In partnership with



### At this open house you will be able to:

- Learn about the scope and timeline for the proposed master plan and ARP amendments.
- Share your thoughts on the future cultural and entertainment district.
- Ask questions of City of Calgary and CMLC staff.

### CMLC's role

As the master developer of East Village, CMLC is expanding their scope to steward the delivery of the Rivers District Master Plan, which outlines a cohesive, forward-thinking vision for what is envisioned as Calgary's cultural and entertainment district.

### The City of Calgary's role

The City is working on amendments to the Beltline ARP, which will put in place the policies and framework to support the vision described in the Rivers District Master Plan.

Visit [calgary.ca/beltlinearp](http://calgary.ca/beltlinearp) or contact 311 to learn more.

12-0022-0017

## GUIDING PRINCIPLES FOR SHAPING THE RIVERS DISTRICT

The vision for the Rivers District Master Plan is to create an **AUTHENTIC**, **CONNECTED**, **RESILIENT**, and **VIBRANT** culture and entertainment district in which 3,000 people, from diverse backgrounds and across demographics will one day live. It imagines a community that resonates with 'Event Enthusiasts', 'Thrill Seekers' who look for an active and action-packed lifestyle, along with 'Trend Setters' whose dynamic and ambitious

personalities seek an urban lifestyle community in which to live, work and build their families. Integrating into the city and established downtown neighbourhoods, the district will appeal to those individuals not only by becoming the premier culture and entertainment destination of the region, but also by becoming home to those seeking the excitement and convenience of urban living.



A **AUTHENTIC** Rivers District is a distinct Calgary experience that celebrates the history and heritage of the neighbourhood and city. The master plan:

- Cultivates cultural and entertainment identity
- Creates a sense of community that celebrates the heritage of the 50th segment
- Builds an inner-city community, 5000 residents, along with an event district and a trendsetter district which can be at the center of attraction



A **CONNECTED** Rivers District links adjacent neighbourhoods to the district, the river and the city. We seek to build up employment and housing opportunities to meet the needs of the community and the City of Calgary as an inner city marketplace. The master plan:

- Improves walkability and livability
- Creates a network of paths and open spaces
- Connects to the River Valley



A **RESILIENT** Rivers District accepts the best practices for urban infill, economic development, green infrastructure and transit-oriented design. We will manage the movement in land and infrastructure for optimal financial return. The master plan:

- Promotes economic resilience
- Encourages environmental sustainability
- Enhances social sustainability
- Attracts private investment and maintains a destination and local economy
- Encourages urban lifestyles that are associated with improved human health



A **VIBRANT** Rivers District is an active, vibrant district, with a series of diverse places and spaces. It is the heart and gathering place for adjacent neighbourhoods and a regional destination. The master plan:

- Promotes inner city density
- Encourages high quality urban design
- Creates a new and distinct district
- Creates a neighbourhood centre

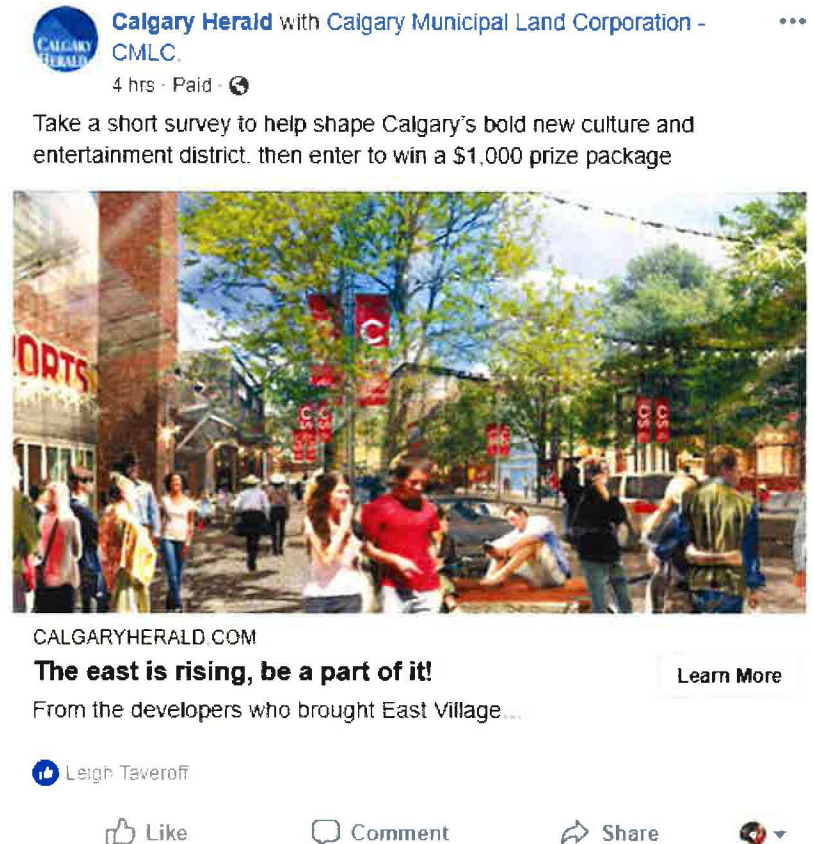


# Media/Social Media

- Paid Print and Online advertising program:  
April - July
  - Calgary Herald
  - Metro
  - Facebook
  - Digital display ads: ad network
  - more

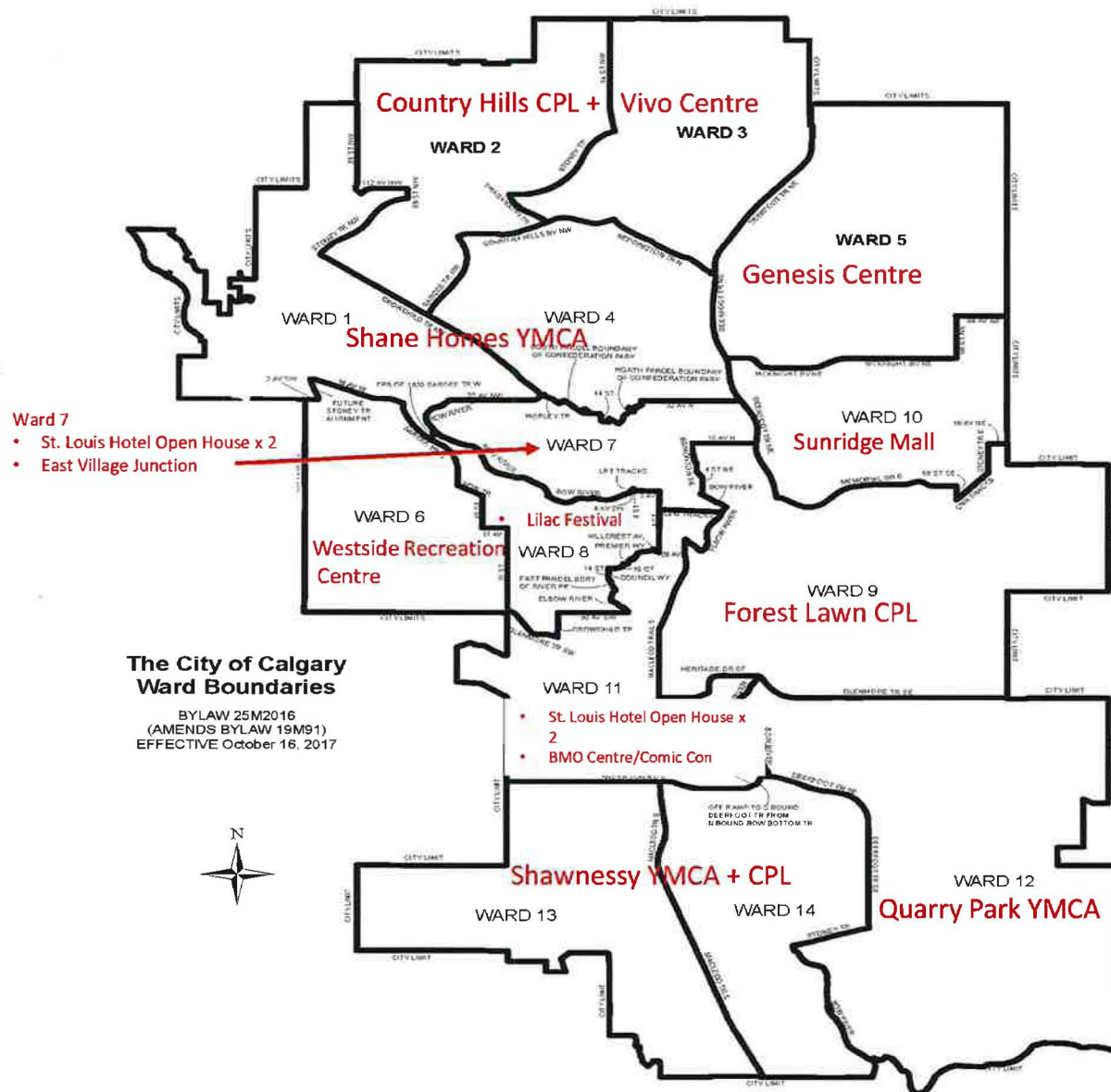


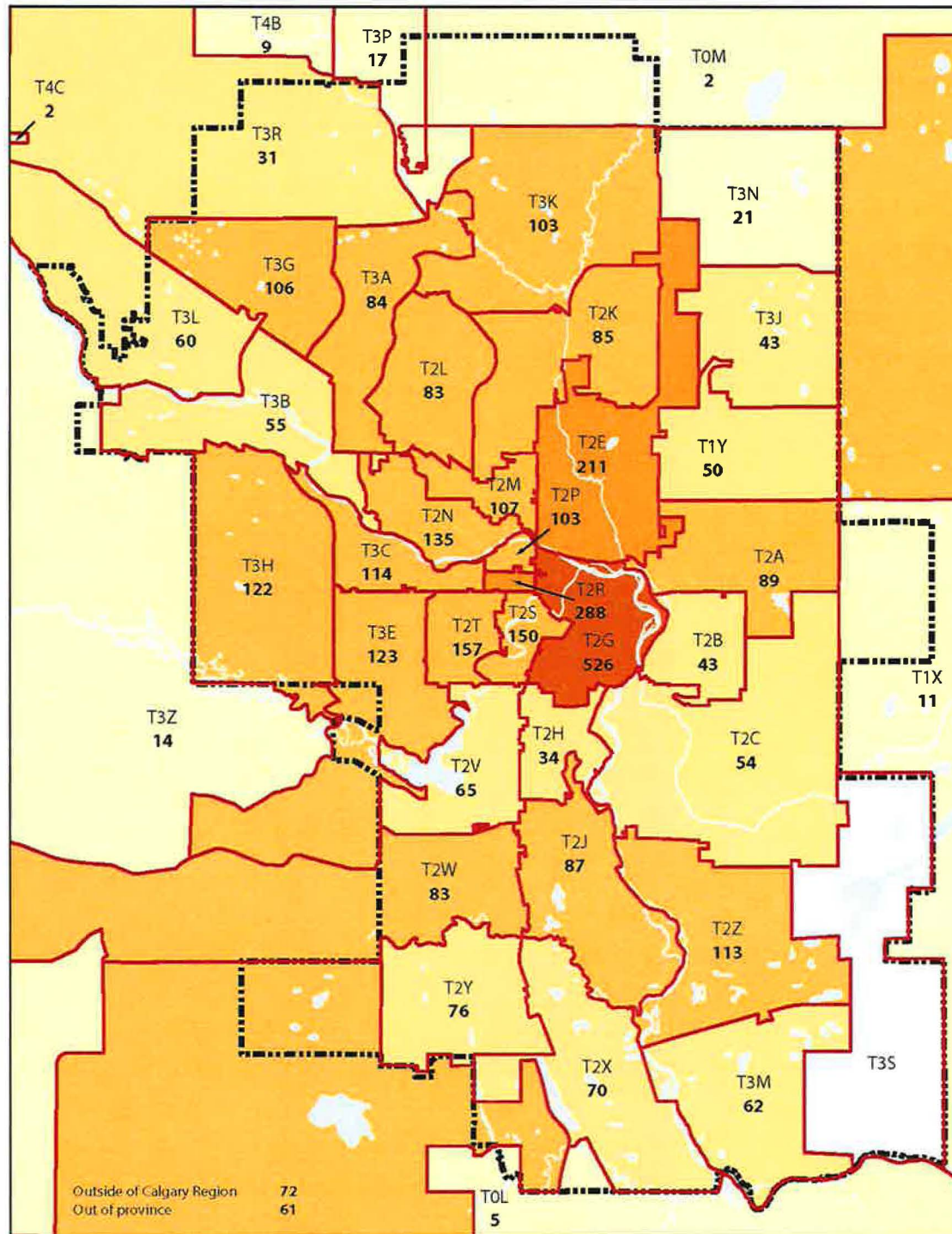
## Post Details





# Ward Engagements







# Landowners Engagement

- Approximately 60 landowners within the Rivers District Master plan boundary. including lands owned by the City of Calgary, Government of Alberta, Canadian Pacific Railway, Calgary Stampede & Exhibition.

## **Direct Communications:**

- Landowner Letters; February 14 & June 1
- Landowner Open Houses,
- Individual meetings and discussions on development opportunities
- Landowner Survey



An aerial photograph of a cityscape, heavily tinted with a red color. In the foreground, a large, curved building with a facade of dark, irregular geometric patterns is prominent. Behind it, several tall, modern skyscrapers rise against a hazy sky. The overall scene is urban and architectural.

What we're hearing





# Some Early Results

- Engagement concluded, July 15
- 3500 public intercepts at mobile display centre
- Approx. 4000 surveys were completed
- 7000 comments and ideas shared
- 29,000 unique visits to CMLC site
- 13,860 visits to City of Calgary site
- Over 400,000 media impressions
- 50,000 e-blasts served up; 27-42% open rate
- 96% participants were satisfied on 'clarity' of information
- Over 85% of respondents were satisfied with the amount of engagement opportunities



# Emerging Themes

- CMLC and City are still compiling comments
- Emerging anecdotal themes include:
  - Accessibility- walking, biking, public transit and vehicular all important
  - Green spaces, plazas and access to the river trend high
  - Not a lot of flooding concerns
  - Positive comments/attitudes on new arena
  - Variety of housing stock and mixed densities important
  - Prepare and plan for families in community



by Wynne (Dahoon) Marlowe

## THE EAST IS RISING

Rivers District, an emerging urban and cultural destination in the heart of Calgary, and near the city's

city, is creating a new urban culture and destination in the heart of Calgary, and near the city's



complete source

by Wynne (Dahoon) Marlowe

Rivers District, an emerging urban and cultural destination in the heart of Calgary, and near the city's



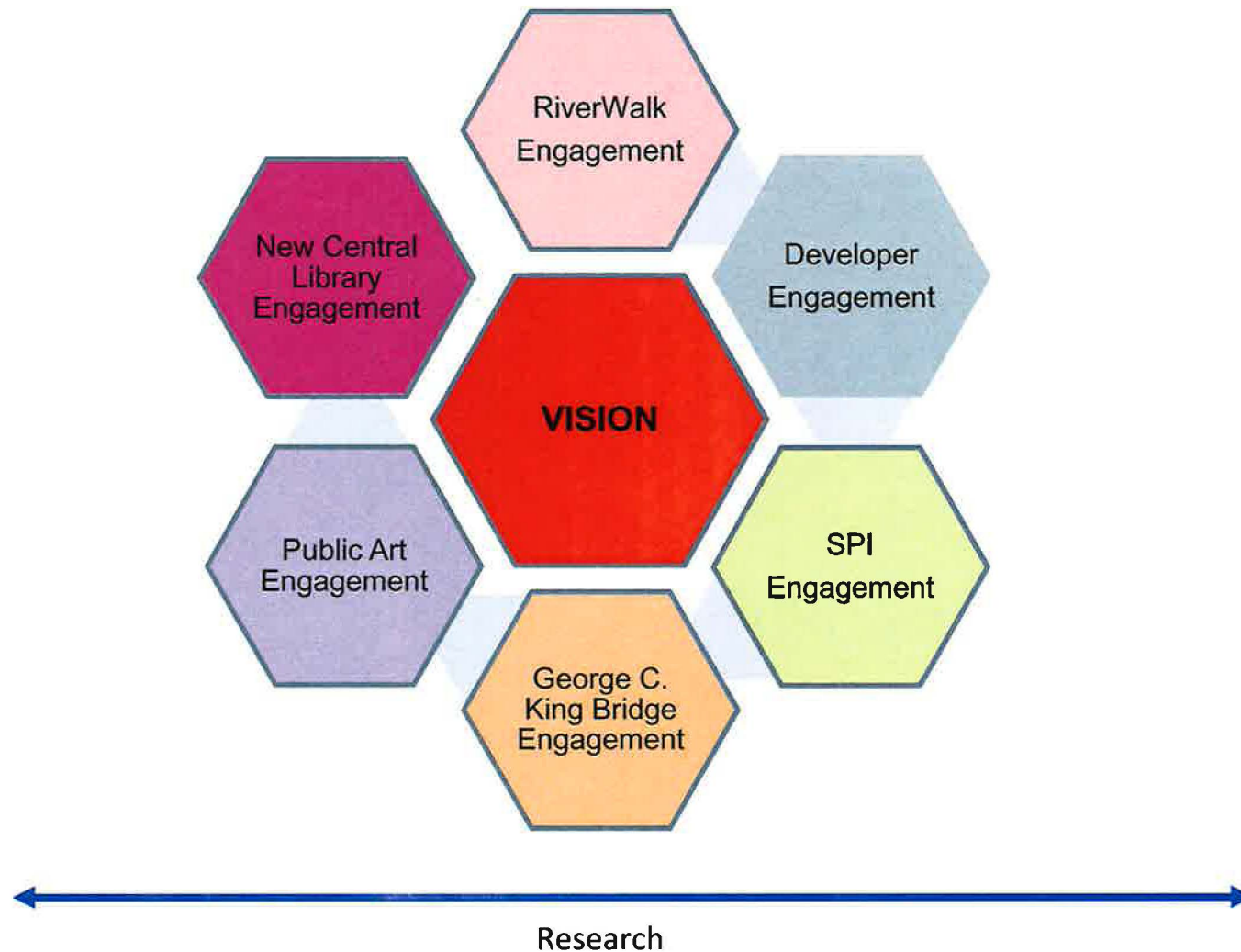


An aerial photograph of a modern architectural complex. The foreground features a large, curved building with a facade composed of numerous small, dark, rectangular perforations. Behind this building, several tall, multi-story office buildings are visible against a hazy sky. The entire image is overlaid with a semi-transparent red filter.

# Stages of Engagement

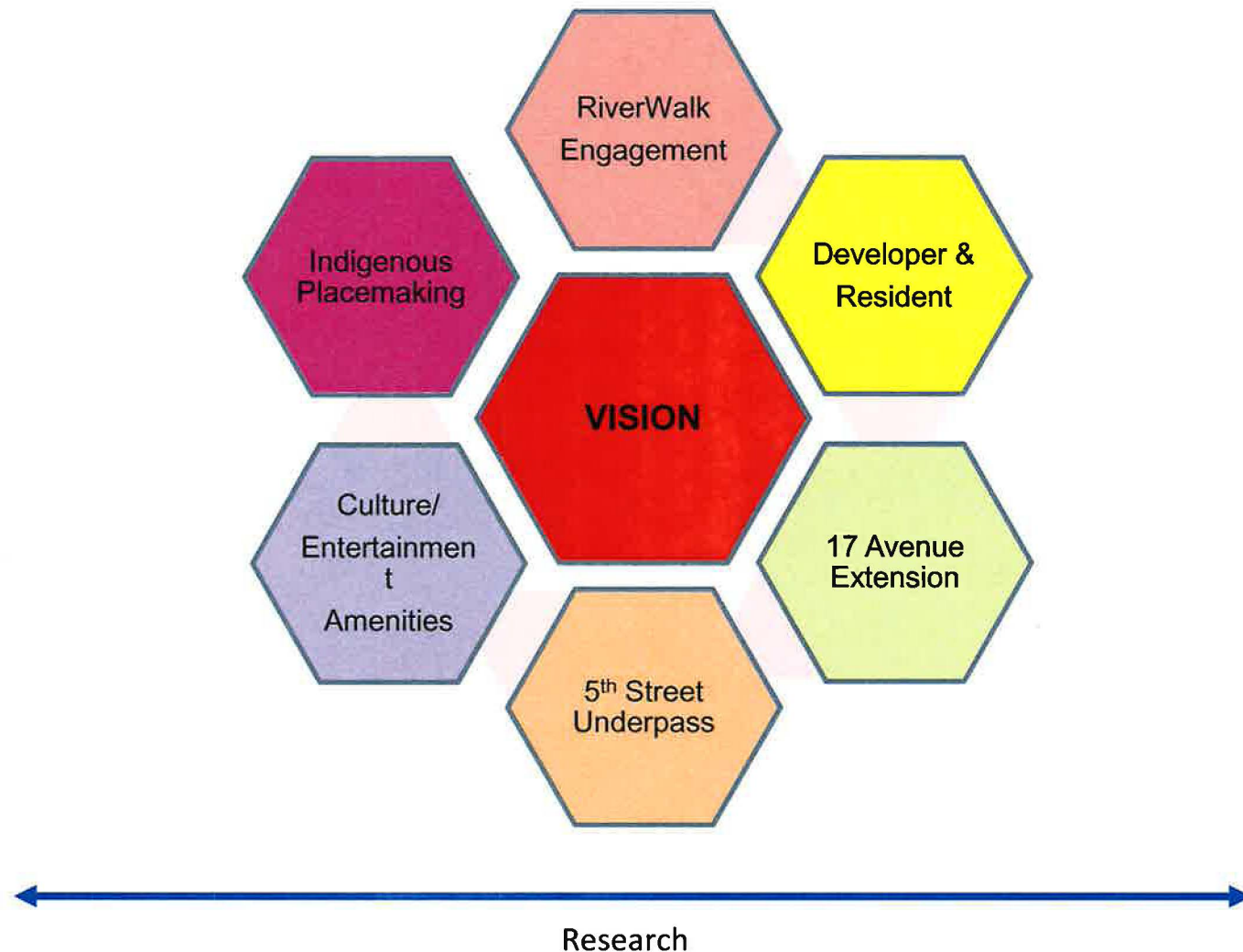


# East Village Master Plan – Engagement Stages





# Rivers District Master Plan – Engagement Stages



# Next Steps

- “What We Heard” Report being compiled
- Report back to Calgarians in Q4
- Full master plan completed and presented to Council with CMLC Business Plan (December)
- Beltline ARP CPC: February 2019





# APPENDIX

- SURVEY









## Beltline Area Redevelopment Plan Amendments and Rivers District Master Plan

### Public Engagement In-person Comment Form

Session: \_\_\_\_\_

The City and Calgary Municipal Land Corporation (CMLC) are collaborating on our engagement efforts to collect feedback from citizens about Calgary's future cultural and entertainment district. Feedback collected through our engagement program will be used and considered by both The City and CMLC as we draft amendments to the Beltline Area Redevelopment Plan and create The Rivers District Master Plan.

Please provide your comments below to share your thoughts with both The City and CMLC project teams. If you require more time to complete this survey, please visit our website at [calgary.ca/beltlineARP](http://calgary.ca/beltlineARP). The survey will be open until July 16, 2018.

1. What are the first three digits of your postal code?

*\*This question is optional and the information is being collected to ensure we are reaching Calgarians city-wide.*

\_\_\_\_\_

2. How did you hear about this project? (select all that apply)

- |   |  |
|---|--|
| <input type="checkbox"/> Attended open house  | <input type="checkbox"/> TV / News                 |
| <input type="checkbox"/> Pop-up event in my community                                       | <input type="checkbox"/> Email newsletter          |
| <input type="checkbox"/> City-wide pop-up event (i.e. Lilac Fest, Comic Expo, East Village) | <input type="checkbox"/> Newspaper (Metro, Herald) |
| <input type="checkbox"/> Facebook   | <input type="checkbox"/> Road sign in my community |
| <input type="checkbox"/> Twitter  | <input type="checkbox"/> My Councillor             |
| <input type="checkbox"/> Mailed post card   | <input type="checkbox"/> Other: _____              |
| <input type="checkbox"/> Report to Calgarians   |  |

### CURRENT USE

3. When did you last visit Victoria Park? (please select one)

- |  |   |
|--|---|
| <input type="checkbox"/> Within the last few weeks | <input type="checkbox"/> 9-12 months ago      |
| <input type="checkbox"/> 1-4 months ago            | <input type="checkbox"/> More than a year ago |
| <input type="checkbox"/> 5-8 months ago            | <input type="checkbox"/> Never                |

4. Why did you visit east Victoria Park? (please select one)

- |   |   |
|---|---|
| <input type="checkbox"/> For Stampede                         | <input type="checkbox"/> For the casino                                       |
| <input type="checkbox"/> For a sporting event                 | <input type="checkbox"/> To travel through the area to get to other community |
| <input type="checkbox"/> For a concert or entertainment event | <input type="checkbox"/> I live here  |
| <input type="checkbox"/> For an agriculture event             | <input type="checkbox"/> To visit family or friends                           |
| <input type="checkbox"/> For work                             | <input type="checkbox"/> Go to school   |
| <input type="checkbox"/> For a conference or function         | <input type="checkbox"/> Other: _____   |

5. How did you get to the area the last time you visited? (please select one)

- |  |                                       |
|--|---------------------------------------|
| <input type="checkbox"/> Vehicle       | <input type="checkbox"/> Cycle        |
| <input type="checkbox"/> Transit – Bus | <input type="checkbox"/> Uber/Taxi    |
| <input type="checkbox"/> Transit – LRT | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Walk          |                                       |

This personal information is being collected by The City of Calgary and Calgary Municipal Land Corporation under the authority of Alberta's Freedom of Information and Protection of Privacy Act, Subsection 33 (c). It will be only used for project updates related to the Beltline ARP and Rivers District Master Plan project. If you have any questions, please contact The City at 311.

8. The Rivers District Master Plan is a twenty-year vision that imagines east Victoria Park as a mixed-use cultural and entertainment district that is inspired by its entertainment DNA. The master plan seeks to create a cohesive vision for the community that will balance new residential development offerings for some 8000 new residents, over 4 million square feet mixed-use development, vibrant walkable streets and establishing critical connectors in and out of the district based on this vision what experiences are most important to you?

(Select your top three choices) *\*These are subject to future project approval*

- |   |   |
|---|---|
| <input type="checkbox"/> Riverfront access, parks and open spaces | <input type="checkbox"/> Urban residential options  |
| <input type="checkbox"/> Pedestrian and biking access             | <input type="checkbox"/> Office spaces (specialty)  |
| <input type="checkbox"/> Better transit and circulation           | <input type="checkbox"/> Hotels                     |
| <input type="checkbox"/> Food and beverage options                | <input type="checkbox"/> Expanded BMO Centre*       |
| <input type="checkbox"/> Retail                                   | <input type="checkbox"/> Festival street            |
| <input type="checkbox"/> Entertainment attractions                | <input type="checkbox"/> Modernized arena facility* |

9. The Rivers District Master Plan is a twenty-year vision that imagines east Victoria Park as a mixed-use cultural and entertainment district that is inspired by its entertainment DNA. The master plan seeks to create a cohesive vision for the community that will balance new residential development offerings for some 8000 new residents, over 4 million square feet mixed-use development, vibrant walkable streets and establishing critical connectors in and out of the district based on this vision what experiences are least important to you?

(Select your top three choices) *\*These are subject to future project approval*

- |   |   |
|---|---|
| <input type="checkbox"/> Riverfront access, parks and open spaces | <input type="checkbox"/> Urban residential options  |
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