

City of Calgary Engagement Report Summary

Stakeholder Engagement, Research and Communication

In keeping with Administration's standard practices, this application was circulated to relevant stakeholders and notice posted on-site. Notification letters were sent to adjacent land owners and the application was advertised online.

Following Calgary Planning Commission, notifications for Public Hearing of Council will be posted on-site and mailed out to adjacent land owners. In addition, Commission's recommendation, the date of the Public Hearing will be advertised

Summary of comments received

- Each of the 5 subject sites were posted with the City's standard placard sign
- Adjoining property owners were notified also through standard practices
- Distributed over 5 sites, multiple Community Association and Business Revitalization Zones were notified; they are:
 - o Calgary Downtown Association, Beltline Neighbourhood Association, Inglewood Community Association, Inglewood BIA, and Victoria Park BRZ
- Nearly 100% of comments received both in support or opposition were electronically generated and directed to the File Manager
- Comments in support of the application (Calgary Downtown Association, Victoria Park BRZ and Beltline) referenced the benefit to local businesses, area residents and broader public
- Comments in opposition to the application (Beltline Neighborhood Association and numerous Beltline and Vic Park residents) cite potential hazards to the motoring public and pedestrians, and light pollution as primary concerns
- To assess the conflict with pedestrians and vehicular traffic, City forces (Traffic Engineering and Planning) participated in a field demonstration commissioned by the applicant, whereby Administration was able to assess the relationship of the proposed signage to existing signalized intersections during daylight and nighttime hours
- During the 5 hour demonstration, over 300 information pamphlets were distributed to passer-byers using the pedestrian network in the vicinity of the demonstration
- From shared field observations and technical review, the applicant's traffic engineering generated a Safety Report addressing potential conflicts, measures to mitigate/off-set conflicts and a program for monitoring the installations with periodic reports sent directly to Calgary Traffic Engineering
- Comments from Administration as well as the public at large questioned the chosen size of the signs (2.8m x 8.0m);

City of Calgary Engagement Report Summary

Applicant-led engagement

The Applicant conducted their own communications and engagement program which included:

- Community Association & Business Improvement Association (BIA/ BRZ) meetings (Calgary Downtown Association Beltline Neighbourhood Association, Inglewood Community Association, Inglewood BIA, Victoria Park BRZ)
- Meetings with area stakeholders (Calgary Arts Commons, Mountain Equipment Co-op and Strategic Group)
- Pop-up engagement and signage demonstration at 1 Street SE Underpass on August 2
- Phone survey with
- Information brochure handed out

Please refer to Attachment 3 to see the Applicants summary of their engagement program.

City-led engagement

Engagement overview

The Engage Spectrum level for this project was 'Listen & Learn' which is defined as "We will listen to stakeholders and learn about their plans, views, issues, concerns, expectations and ideas." Feedback collected through the City-led engagement program will be used by Administration to make recommendations to the Applicant through the Development Permit process.

As this application and the location of the proposed signage has the potential to affect those beyond the immediate vicinity of the proposed locations an online engagement approach with targeted communications was implemented to ensure we were reaching those that live, work and play in the area.

Engagement results

- Online survey from July 15 – 31, 2018
 - 155 people participated in the survey with varying degrees of support, concern and general commentary regarding signage.

What we heard

Citizens provided a diversity of comments and the main themes, ideas and concerns identified by citizens were as follows:

- The majority of comments received were generally unsupportive of the application for the following reasons;
 - Perceived that the signage could be distracting and poses safety concerns for motorists, cyclists and pedestrians
 - Perceived as being aesthetically unpleasing and detracts from the look/ feel of the area
 - Concern with the brightness of the signs and the potential of light pollution affecting nearby residents and businesses.
 - Perceived as having no public benefit
- Comments that were supportive of the application felt that this could be an opportunity for revitalization by; improving the look of underpasses.
- Some comments made that they could be supportive if special considerations were made to the light levels and potentially offering community benefit.

City of Calgary Engagement Report Summary

What we did

Feedback collected through our engagement program will be used by The City to inform the detailed review of the Development Permit Application. Below is a response to how the main concerns raised through engagement will be addressed.

Issue identified	Response and/or changes made to application
Citizens shared concerns about motorist, cyclist and pedestrian safety as this would be a distraction.	City Traffic Engineering evaluated the field demonstration and subsequent Transportation Safety Report prepared by the applicant's traffic consultant and conditionally accepted the report based on a regime of monitoring and inspection.
Citizens shared concerns about the brightness of the signs and the potential for light pollution	The applicant has stated that the signs will be at, or lower than, the threshold established in LUB 1P2007 for nighttime standards; the applicant has declared a maximum night time illumination of 170 nits which has been included in the accompanying Direct Control Bylaw will also be added as a condition to any Development Permit approval.
Citizens shared concerns about these signs being aesthetically displeasing and detracts from the look/ feel of the area	This application proposes state-of-the-art technology to replace the existing static placard signage and has the potential include public service announcement content. Further, this proposal reduces the signable area of the overpasses by almost 50% in addition to covering the existing, exposed structures with cladding.

Communications overview

A communications plan was developed to inform the community about the project and the engagement opportunities. The tactics used to inform the public included:

- Project specific website (<http://www.calgary.ca/PDA/pd/Pages/Current-studies-and-ongoing-activities/CPR-Van-Horne-Digital-Application.aspx>) that shares information about the project and feedback opportunities.
- Social media posts to encourage participation in the online survey
- Communications with local Community Associations and Councillor offices to share engagement opportunities

Please note that the application was also subject of a news media article which also directed participation in the survey.