

Engagement Summary

Overview

Since January 2024, community association members, area residents, and heritage advocates have been involved in the development of the Westbrook Communities Heritage Guidelines. This work aims to maintain the unique feel and character of heritage-rich parts of the community of Shaganappi, as part of the Westbrook Communities LAP, developing the set of Heritage Guidelines in the city as part of the Local Area Planning Program. The engagement for the project consisted of two approaches:

Working group engagement

- From May 2024 to August 2024, the working group helped to define and refine a list of heritage character elements within the community of Shaganappi, and to refine the draft Heritage Guidelines. The working group consisted of community association members, area residents, and Heritage Calgary.

Public engagement

- From August 29 – September 21, 2024, Administration hosted online engagement through The City's Engage Portal to inform residents in the Heritage Guidelines area identified within the community of Shaganappi about what they thought about the proposed Heritage Guidelines. Administration used this feedback to help further inform the Guidelines.
- In September 2024, Administration shared the final Guidelines publicly on the project website, supported by a notification campaign using community letter drop.
- Letters were hand delivered to the identified property owners within the Westbrook Communities Heritage Guideline area (specifically the community of Shaganappi) to inform them about the opportunity to attend an in-person information session or contribute to the online portal.

Engagement summary

- **11 working group members**
- **3 working group sessions**
- **200+ total views of the project website**
- **152 unique visitors to the project website**
- **25 people engaged:** number of people who got involved online and through the working group

Summary of Feedback

The following table provides an overview of the top themes from responses to our online engagement.

Benefits	Concerns
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Will support the heritage feel of areas by creating a shared aesthetic and consistent feel.	Concern that the Guidelines may impede development and add costs to new homes negatively affecting affordability.
Will help discourage developments that are incongruous with heritage assets in the area.	Feeling that Guidelines may be difficult to enforce .
Will provide clear guidance for new development and allow for housing that's more in keeping with the neighbourhoods.	Will still allow for new development such as multi-residential in the area and doesn't do enough to protect heritage assets.