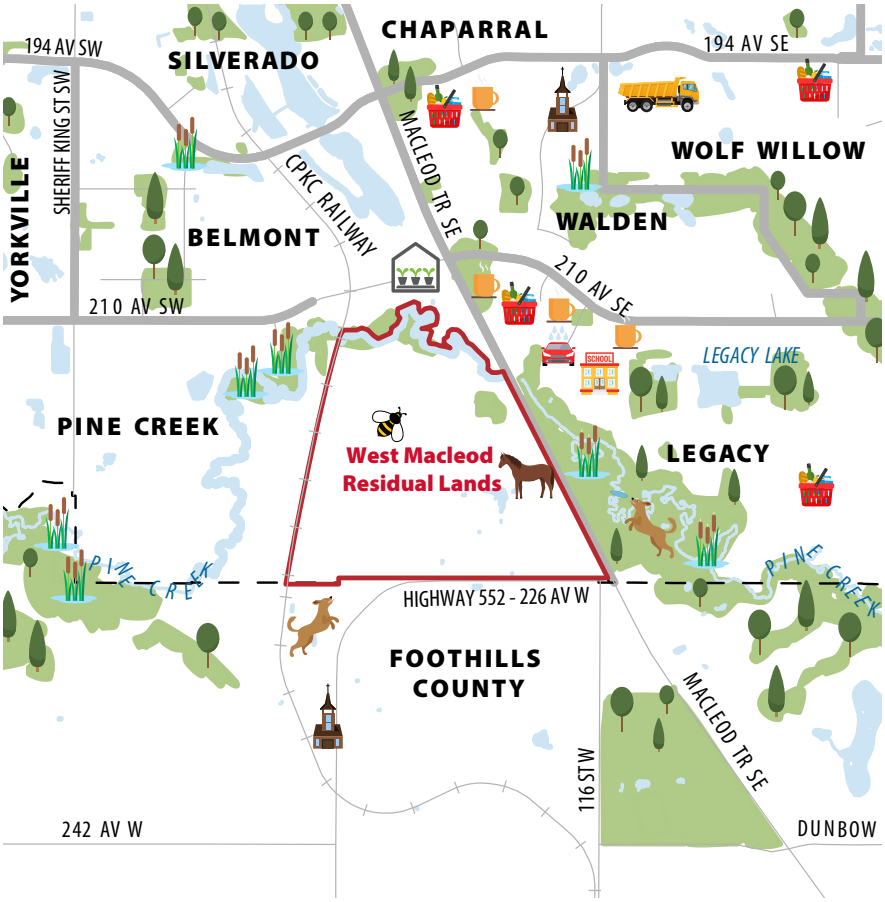
West Macleod Residual Lands Area Structure Plan

Engagement Summary – **Phase 1: ENVISION**

At the first phase of engagement, focus was on asking the public about their concerns and ideas for the new plan that is being considered for the West MacLeod Residual Lands and to help the Project Team develop a vision and design concept for the area.



Efforts made at building awareness, providing information and public engagement took place from June 6 – June 30, 2024.

Total ads displayed: 360K+

Total involved: 260+

Total contributions: 174+

How was input used?

Feedback from **Phase 1: ENVISION** will be used to develop the concept options, which will be presented in November 2024 for public feedback.

What we heard

Detailed information about Phase 1 **What We Heard Report** and engagement activities can be found on subsequent pages.

Getting the word out

Several tools were deployed for building awareness of the project and to encourage people to participate at the open house. All campaigns were in-market starting June 6 – June 17, 2024. All communication tactics performed above set expectation. Here is a breakdown of what was done:

- **Postcards** – mailed out to home and businesses within the plan area and to adjacent communities.
- **Information boards** – seventeen information boards that highlighted important components of the project were displayed at the information session for education and for collection of feedback.
- **Large-format road signs in high-traffic areas** – (16 Bold Signs in English)
- **Geo-targeted social media ads** – (Facebook and Nextdoor)
- **Digital ads** – (geo targeted Premium Banner Ads in English, Traditional & Simplified Chinese)
- **Newsletters** – (Planning & Development Services Dispatch & Federation of Calgary Communities 'Get Engaged')
- In addition, **communications toolkits** were 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 focused on creating awareness on an area structure plan that is being created for West Macleod Residual Lands and to get input on the following topics:

- Topic 1: **Project's vision for future development**
- Topic 2: **Opportunities and constraints that will affect development**
- Topic 3: **Your connection to the land and how you are impacted by its development.**

OPPORTUNITIES FOR INVOLVEMENT

To gather feedback, we hosted the following events and opportunities:

In-person events:

- **Open house** – June 17, 2024, 5 – 8 p.m. at Cardel Rec South. **90 attendees**

Online opportunities:

- **Feedback form** – June 6 to June 30, 2024. **170 respondents**

PARTICIPANT QUOTES

"I drive past it every day and enjoy the beauty of the wetland and the many many birds that call this area home.":

"A park would really be nice, a reserve of sorts."

"The development for this area should be a high density, walkable, mixed-use development with lots of park space and minimal surface parking. This can be facilitated with transit connections."

"We ride bicycles along Macleod Trail and turn onto highway 552 to ride back roads in the area. We see a lot of wildlife on these rides and hope that any development will not impact the presence and movement through habitat and especially the valley."

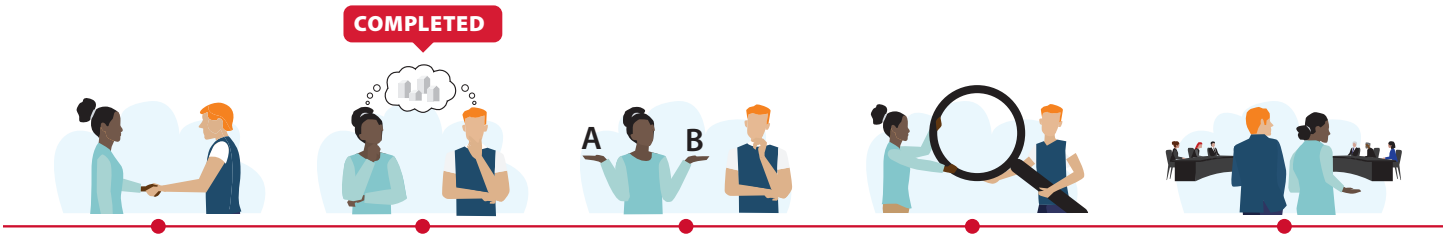


Engagement timeline

PHASE 1: ENVISION (SPRING 2024) – COMPLETED

This phase focused on information sharing and getting input on project ideas and development goals for the new area structure plan.

For this project, we are engaging with interested groups and the public at a CONSULT level on The City's Engagement Spectrum. This means that engagement is centered around gathering feedback from participants through events and online opportunities, to analyze issues and explore alternatives.



Phase 0: DISCOVER
Pre-project research, awareness building, technical team assembly

Phase 1: ENVISION
Develop Vision, Goals and Core Principles

Phase 2: EXPLORE
Draft Land Use Concept & formulate policy that outlines how growth & development can happen

Phase 3: REFINE
Refine Land Use Concept & Policy based on input

Phase 4: REALIZE
Infrastructure Planning Committee and Council review and decision

Key considerations



Context & Trends
Population, Housing supply & affordability and Mobility



Participant & Public Input
Open house and Online submissions



Professional Expertise
Technical advisory reports

ASP
Area Structure Plan



Council Directive



Policies & regulations
Municipal Development Plan Goals on a local level
Calgary Transportation Plan
New Community Planning Guidebook
Climate Strategy
City Planning Policies and Strategies

What we heard

Overall, feedback received in the first phase, alongside with other key considerations, informed the draft vision and core values and draft land use concepts that will be presented for review in the second phase.

KEY THEME	DESCRIPTION
Preserve natural areas	Participants described their connection to the natural area within the ASP area. Suggestions included leaving the area as-is with no development at all, or creating a park or protected greenspace such as a nature reserve. Participants suggested pathway connectivity and greenspace are important factors in a new community.
Create a balance between different housing types	Participants would like to see a variety of housing options ranging from higher densities that support mixed-use and transit-oriented development, to lower densities that support single-detached homes.
Foster community gathering spaces, retail and amenities	Participants would like to see amenities in the ASP area including various general and specific services such as recreational facilities and gas stations for the area. Whereas some participants saw retail opportunities in the future, other felt that there was already sufficient retail in neighbouring communities.
Create an efficient and well-connected street system for all users	Participants identified a potential challenge with traffic management due in part to existing volumes of traffic and due also to the topography and constraints of the ASP area.
Provide infrastructure and services	Participants identified potential challenges with infrastructure in the area including water infrastructure and schools. Participants questioned whether infrastructure and services would be able to keep pace with residential development of the ASP area.

"The development for this area should be a high density, walkable, mixed-use development with lots of park space and minimal surface parking. This can be facilitated with transit connections."



"Multi use with lots of green space and opportunity for red line expansion. Build for future and not for now and then have to continue to redo infrastructure."



"I would love to see the space kept as a natural green space with no development. Pathways for walking and biking would be okay, as well as maybe an interpretive center to learn about the biodiversity of the area.



*Additional information can be found within the **Phase 1 What We Heard Report** online at **calgary.ca/WestMacleodRL-ASP**

How feedback was actioned

ACTION*

Explanation of how feedback was considered and used or if feedback could not be used, explanation of why not.

WHAT WE HEARD	HOW FEEDBACK WAS CONSIDERED	WHY WE'RE DOING IT
Preserve natural areas	We've identified Pine Creek as an important environmental feature and marked it as an Environment Open Space Study Area (EOSSA). To protect it, we've included green buffers, regional pathways, and connections for walking and biking in the draft plan to ensure it fits well with the surrounding development.	Pine Creek marks the northern edge of the plan area and it has environmental importance and value to the community. By protecting and improving Pine Creek, we want to create a place where nature and development work well together. This will help build a strong community identity and make the area more resilient with eco-friendly and climate-conscious design.
Create a balance between different housing types	We are proposing a mix of residential land uses, and the draft plan shows a mix of housing types to support various needs. This will create a community for all ages and needs.	Guidelines and policies, like the Municipal Development Plan highlight the need for communities with different housing types for all ages and needs. This approach helps everyone find suitable housing in one community, thereby promoting social unity.
Foster community gathering spaces, retail and amenities	We've included gathering spaces in the ASP plan to support a lively and healthy community. The draft plan features connected open spaces, community centers, schools, parks, and recreational areas, along with "High Streets". These amenities will encourage social interactions and create an engaging public space.	Creating gathering spaces is important because they help people connect and create a sense of belonging within the community. The community gathering spaces are accessible to everyone and encourage social interaction, physical activity, and engagement. They also boost the local economy by attracting people to nearby businesses and improve the overall quality of life.
Create an efficient and well-connected street system for all users	We focused on creating a street system that works well for everyone. The draft plan uses a grid layout to make it easy for people to walk, bike, drive, and use public transit. Important connections include future links to the Belmont LRT station, shared spaces on High Street, and pathways connecting the community to nearby areas.	A good street system makes it easy and safe for everyone to get around. It reduces traffic, helps emergency vehicles, and makes daily travel easier. Connected streets encourage walking and biking, which are healthy and eco-friendly. Plus, it helps build a stronger community
Provide infrastructure and services	We are planning essential infrastructure for the ASP. Technical studies such as for transportation, water, sewage and storm water are being done to support the proposed land use. ASP policies will cover current and future infrastructure needs.	Planning for infrastructure and services is key to building functional communities. It ensures residents have easy access to amenities and supports economic growth by attracting businesses. Well-planned services improve quality of life and promote stability. Early integration of infrastructure reduces future disruptions and costs, allowing the community to grow smoothly and sustainably.

* Additional information can be found within the **Phase 1 What We Did Report** online at **calgary.ca/WestMacleodRL-ASP**