

Engagement Summary

Phase 3: Refine

This phase was focused on small-scale homes, the draft Urban Form and Building Scale Maps and community improvements. Engagement took place with targeted participants starting in July 2023, and with the general public in October to November 2023.



Awareness building, education and engagement took place with the general public from October 24 – November 20, 2023, resulting in:

Total **ADS DISPLAYED**
21,650,000+

Total **INVOLVED**
2100+

Total **ENGAGED**
900+

Total **CONTRIBUTIONS**
600+



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/GFLPlan

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.
- Engage Stations were installed before Phase 1 and continue to be used 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, Twitter, Instagram, Nextdoor).
- Geo-targeted banner ads.
- Geo-targeted video ads on YouTube.
- Geo-targeted ads on high-traffic websites.
- Digital transit ads.
- Digital ads on registry, fitness centre and shopping mall screens.
- Ethnic radio campaign on Fairchild (in Filipino/Vietnamese) and Windspeaker (in English/Blackfoot/Stony Nakoda).
- 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 further discussing and refining how redevelopment and revitalization could happen in your community.

Topic 1: Small-Scale Homes

Topic 2: Draft Urban Form and Building Scale Maps

Topic 3: Community Improvements

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

"I think it is important to keep the regulation to have one parking spot per unit in multi-family dwellings to prevent street parking becoming an issue. This will also help these types of dwellings remain attractive to a variety of different people. Affordability is also important, and home owners should get fair market value for their properties if they need to sell to accommodate these proposed changes."

— 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 11 engage 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.

In-community pop-ups – the project team joined events throughout the communities to share info & spread awareness about the project, and answer questions.

Creating cultural connections sessions – the project team co-hosted info/engagement sessions with cultural groups and organizations in the Plan Area to support the application of a planning culturally lens.

Working group sessions – multiple sessions where the working group and project team were able to dig deeper into discussions regarding small-scale homes, the draft Urban Form and Building Scale Maps and ideas for potential future community improvements for the Plan Area.

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

Development industry session – a session for industry members 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.

“Just thought of something else: would be great to see some more amenities for kids. Basketball courts, skateparks, pump track (like Inglewood). There are SO MANY kids in the Forest Lawn area. Would be great to make sure there’s always something for them to do!”

— Participant



“Wow, this is a lot of info to absorb! Nothing stands out to me as problematic. Would love to see more Neighbourhood Commercial along 17 Ave. Interesting to see that block of greenspace in Radisson being considered for development. Makes sense I suppose since it’s just a big open grass field with a small playground on it.”

— Participant



Engagement Timeline

Phase 3: REFINE

(focused on refining the Plan and confirming the community improvement ideas)

A vertical timeline with a central line and red dots marking each event. The events are listed on either side of the line, with dates on the left and descriptions on the right.

June 10, 2023	● Pop-up at the East Calgary Community Fair
June 17, 2023	● Pop-up at the Dover Community Association's Neighbour Day Event
July 8, 2023	● Pop-up at the Erin Woods Community Association's Stampede Breakfast
July 13, 2023	● Pop-up at the International Avenue Stampede Breakfast
August 18, 2023	● Creating Cultural Connections Session: Calgary Vietnamese Mental Health Association
August 28, 2023	● Creating Cultural Connections Session: The Alex Community Food Centre
September 6, 2023	● Creating Cultural Connections Session: Ethiopian & Eritrean Business Owners
October 4, 2023	● Creating Cultural Connections Session: Eastview Basketball Association
October 3, 2023	● Community Association Session #4
October 12, 2023	● Creating Cultural Connections Session: Awo Taan Family Wellness Centre
October 24 - November 20, 2023	● Engagement Booklets mailed to Residents/Businesses and available at pickup locations Online engagement open for feedback
October 26, 2023	● Industry Representative Session #3
November 1, 2023	● Virtual Public Engagement Session #1
November 3, 2023	● Creating Cultural Connections Session: Filipino Rising Community Organization
November 13, 2023	● Virtual Public Engagement Session #2
November 8, 2023	● In-person Public Engagement Session
September 19, 2023	● Working Group Session #8
November 21, 2023	● Pop-up Coffee Chat at Greater Forest Lawn 55+ Society
November 30, 2023	● Pop-up Coffee Chat with Albert Park/Radisson Heights Community Initiatives Group
February 22, 2024	● Community Conversation Series Session
March 9, 2024	● Creating Cultural Connections Session: South Sudanese Community
March 14, 2024	● Community Conversation Series Session

"Increase investment to Franklin LRT station and surrounding area to make it feel safer and welcoming. Give people reasons to take transit to our neighborhood."

— Participant



"Small scale homes are the heart and soul of this community. Continuing to include these types of structures is critically important to maintaining the feel of the neighbourhood and keeping densification to a reasonable level."

— Participant



"Complete streets - for traffic calming/climate resilience and more pedestrian friendly." "

— Participant



What We Heard and How Feedback Was Actioned

This phase was focused on discussing small-scale homes, reviewing and refining the draft Urban Form and Building Scale Maps, and determining ideas for future community improvements for the Plan Area.

Key Themes Heard

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

TOPIC 1: Small-Scale Homes

- Concerns about parking
- Housing affordability
- In favour of small-scale homes

TOPIC 2: Draft Urban Form and Building Scale

- Location specific considerations
- Crime and Safety concerns
- Traffic concerns



What We Heard

Additional information can be found within the **Phase 3 What We Heard Report** at calgary.ca/GFLPlan

TOPIC 3: Community Improvements

- Transportation and Mobility improvements
- Playground/Parks and Public Spaces improvements
- Prioritizing safety

"Yes, wider sidewalks for mobility and maintenance especially during winter months maintaining the snow clearing."
— Participant



Key Changes Made

How Feedback Was Actioned

Feedback was used to help refine the second chapter of the local area plan, specifically refinements to the draft Urban Form and Building Scale Maps. 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 Greater Forest Lawn Communities Local Area Plan (Plan) based on feedback included:

1. Programable spaces for cultural gatherings and expression

We received public feedback that more spaces for cultural gathering and expression are needed. In response, the draft Chapter 2 and Chapter 3 identify the location and provide development guidance for a multi-service recreation and community facility. This space would incorporate passive and active recreational opportunities with year-round adaptable community gathering spaces for people of all ages and abilities and from diverse cultural backgrounds. In addition, the draft Plan explores opportunities to enhance diversity and inclusivity by providing opportunities for cultural expression in community facilities and parks.

2. Consider more shops and services opportunities within neighbourhoods

In response to public feedback regarding the desire for additional shops and services within neighbourhoods, the draft Plan provides opportunities for commercial space at key locations within each community. These areas are identified as Neighbourhood Activity Centres in the draft Chapter 2, which provides opportunities for small mixed-use development serving a local catchment of nearby residents, and businesses that offer a broad range of community activities, amenities, and services within neighbourhoods. The community corridors that are identified in the Plan also provide opportunities for small-scale mixed-use and commercial uses with the primary use being residential.

3. Consideration of future uses in the East Calgary Landfill site

We received public feedback that consideration should be given to the potential future uses of the East Calgary Landfill site when the landfill operation is no longer required. In response to public feedback, the draft Chapter 2 of the policy provides guidance for potential future uses of the site. Some of the policies outlined include exploring opportunities for both passive and active recreation, and integrating multi-functional facilities such as infrastructure, renewable energy, and public open spaces when landfill operations cease.

"I welcome the chance to allow more units per land, the more the merrier! I want to make sure that housing is accessible to all incomes. I want people that live here to take pride in their home. I'm concerned about landlords buying property, then not taking care of it."

— Participant



4. Need for mobility improvements, including more direct pedestrian and cycling connectivity

We received public feedback that there is a need for mobility improvements including more direct pedestrian and cycling connectivity. In response, the draft Chapter 3 provides objectives and implementation options specific to safe, efficient, and well-connected mobility options throughout the Plan Area. The implementation options prioritize pedestrian and cycling connections, including completing missing links to amenities and points of interest such as transit station areas, Main Street, schools, parks, and natural spaces. Primary Transit via Bus Rapid Transit will also be added along key corridors such as 52 Street SE and expanded along 17 Avenue SE.

"More outdoor activity areas. Skateparks, walking trails and bike areas."

— Participant



"Traffic calming near the schools would be a welcome development. Also cycling infrastructure would be really great. Can we get those bike lanes on 8 Ave switched to physically separate with vehicles parked on the inside of the road rather than between the cyclist and the sidewalk? I like the initiative but I do not feel safe at all cycling that road right now."

— Participant



5. Additional functions in parks, open spaces and natural areas

In response to public feedback regarding additional functions in parks, open spaces and natural areas, the draft Chapter 3 provides objectives and implementation options to upgrade recreational facilities and improve the functionality of existing parks and open spaces by prioritizing accessible, inclusive, and year-round active and passive recreation uses for people of all ages, cultures, and abilities.



What We Did

Additional information about key changes made can found within the **Phase 3 What We Did Report** at calgary.ca/GFLPLan