

Engagement Summary Phase 2: Explore

This phase focused on exploring where and how growth and change could happen in the area. Engagement took place with the general public from November 14 - December 11, 2023, and with targeted groups from October through to December 2023.

Awareness building, education and engagement took place with the general public from November 14 to December 11, 2023, resulting in:

Total **ADS DISPLAYED**
1.8+ Million

Total **INVOLVED**
12,800+

Total **ENGAGED**
600+

Total **CONTRIBUTIONS**
1,300+



What We Heard

Detailed information about all outreach and engagement activities can be found on the subsequent pages and within the **Phase 2 What We Heard Report** at calgary.ca/Chinook

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 also installed 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).
- Digital ads/billboards located at Chinook LRT Station and Blackfoot Trail.
- Geo-targeted video ads on YouTube.
- Geo-targeted ads on high-traffic websites.
- Two-page advertisement in the local community newsletters.
- Twelve information boards at various locations (Insect Playground, 39th Ave LRT Station, Mayfair Playground, Windsor Park CA & by Mayfair Sign).
- 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 creation and refinement of the second chapter of the Local Area Plan. Engagement was focused on where and how growth and change could happen in the area.

In this phase, engagement topics included:

The Draft Vision and Core Values for the Chinook Communities—the big ideas, hopes and priorities for the area’s evolution.

Potential Focus Areas for Moderate-to Large-Scale Growth—where homes and businesses that are 4+ storeys might fit best.

Small-Scale Growth—opportunities and challenges when thinking of welcoming a variety of small-scale homes in the Chinook Communities.

An Initial Draft of Chapter 2 of the Local Area Plan was also available for review and feedback.

“Opportunity for mixed use near chinook TOD and highest density in the LAP including the shopping centre land to include for youth, young adults students, seniors and families.”

— 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 eight engage stations through 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, asked questions and provide feedback.

Virtual public engagement – multiple opportunities to meet the project team online, ask questions and provide feedback.

Working group sessions – multiple sessions where the working group and project team were able to dig deeper into discussions related to asset mapping, vision and core values and potential focus areas for growth.

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.

Conversation Series – two sessions organized to provide additional opportunity to connect with the project team to learn more about the project and ask questions.

Manchester Industrial Area Workshop – a session for landowners or business owners/operators to review and discuss the evolution of the area over the next 30 years.

“Let’s also find homes for people in our local community plan that are unhoused as all communities and neighbourhoods should.”

— Participant

“These values align with where I think our area should be going”

— Participant



Engagement Timeline

Phase 2: EXPLORE



A vertical timeline for Phase 2: EXPLORE. A central vertical line has red dots at each event. Dates are listed to the left of the line, and event descriptions are to the right. The events are as follows:

October 4, 2023	Community Association Session #1 (In-person)
October 17, 2023	Community Association Session #2 (virtual)
November 14 -December 11, 2023	Engagement Booklets Mailed to Residents/Businesses Engagement Booklets available for pick up at Engage Stations Online engagement open for feedback
November 21, 2023	Public Engagement Session (virtual)
November 22, 2023	Development Industry Session (Virtual)
November 28, 2023	Public Engagement Session (in-person)
December 04, 2023	Public Engagement Session (virtual)
January 30, 2024	Working Group Session #4 (Virtual)
February 27, 2024	Working Group Session #5 at Meadowlark Park Community Association (In-person)
March 13, 2024	Conversation Series #1 at Calgary Water Center (In-person)
March 19, 2024	Working Group Session #6 at Windsor Park Community Association (In-person)
March 21, 2024	Conversation Series #2 at Calgary Water Center (In-person)
April 11, 2024	Manchester Industrial Area Workshop at Days Inn (In-person)

"Parks, Open Spaces, and Natural Areas - are a good thing. My family and I utilize the parks, open spaces, and natural areas all year long for the following: dog walks, biking, skating, playing, commuting and socializing."

— Participant

"I understand the wish for cities to increase density, but I think the approach needs to be very thoughtful, so that our City is a place that people want to live, not just a large, congested city. Thanks for the opportunity to share."

— Participant

"Mobility Choices - I agree. I am a large supporter of additional mobility choices as my family are avid bikers and walkers where possible and safe. "

— Participant

"The area has lost its charm after many years of adding population to meet the growth. Britannia Plaza is still fighting for space to expand and is too close to high end residential area."

— Participant



What We Heard and How Feedback Was Actioned

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

Topic 1: Vision & Core Values

- Participants are not supportive of the draft vision and core values and require further refinement to reflect the Chinook Communities.
- Participants highlighted the importance of preserving neighbourhood tree canopy and green space.
- Participants are generally supportive of the draft vision and core values as they are presented.
- Participants indicated they value existing character, neighbourhood charm and RC1.

Topic 2: Potential Focus Areas for Growth

- Participants expressed location-specific concerns when talking about moderate to large-scale growth as it was proposed throughout the Plan Area.
- Participants indicated they value existing character, neighbourhood charm and RC1.
- Participants highlighted the importance of preserving neighbourhood tree canopy and green space.
- Participants expressed traffic and parking concerns when talking about moderate to large-scale growth.
- Participants indicated opposition to the Plan and increased density.

Topic 3: Small-Scale Growth

- Participants expressed traffic, accessibility and parking concerns when talking about small-scale growth.
- Participants indicated they value existing character, neighbourhood charm and RC1.
- Participants expressed concerns over affordability

and inequities when discussing small-scale growth.

- Participants indicated opposition to the Plan and increased density with concerns around lack of infrastructure.

Draft Chapter 2

- Participants expressed traffic, accessibility and parking concerns when talking about small-scale growth.
- Participants expressed location-specific concerns when talking about moderate to large-scale growth as it was proposed throughout the Plan Area.
- Participants highlighted the importance of preserving neighbourhood tree canopy and green space.
- Participants indicated mobility and safety concerns.

“There is a need to create a safer transit hub at 39th Avenue Station. Making it more walkable with mixed use and businesses open at night would make it feel safer.”

— Participant



What We Heard

Additional information can be found within the **Phase 2 What We Heard Report** at calgary.ca/Chinook

Key Changes Made

Key changes made to the draft Chinook Communities Local Area Plan (Plan) based on feedback included:

1. Revised Moderate-to Large-scale Growth near Schools, Parks and Open Spaces.

Based on public feedback received in Phase 2: EXPLORE, many areas previously considered for moderate-to large-scale development (four storeys or more) around schools and parks have been removed from consideration. Moderate-to large-scale growth is no longer proposed around schools and parks with the exception of parks and open spaces that are located close to higher activity areas, such as transit station areas, Britannia Plaza, Insect Playground and park spaces adjacent to the Macleod Trail S/SW Urban Main Street.

Additionally, public feedback for parks, open spaces and natural areas informed investment priorities and community improvements in draft Chapter 3 and Appendix A. The project team will continue to consider ideas for potential improvements surrounding parks, open spaces and natural areas as part of engagement in Phase 3: REFINE.

2. Exploring Industrial Transition East of Macleod Trail S/SW.

Based on public feedback received in Phase 2: EXPLORE, maintaining industrial areas east of Macleod Trail S/SW continues to be important due to the locational advantage and proximity to downtown for emerging industrial trends such as last-mile goods delivery or smaller industrial users.

Feedback from the public informed changes to the draft Urban Form and Building Scale maps and draft Chapter 2 to maintain the primary industrial use of the Manchester Industrial Area, while providing opportunities for residential and commercial uses west of heavy rail line and near transit station areas, and at other strategic locations. In draft Chapter 3, investment priorities that speak to industrial areas include those related to streetscape

improvements, pedestrian and cycling connections, and investing in parks and open spaces to facilitate flexible industrial development in the Plan.

3. Key Nodes and Improved Mobility Corridors.

Based on public feedback, the draft Urban Form and Building Scale maps were revised with a nodal approach to support Macleod Trail S/SW as the main corridor and encourage complementary mobility connections between 50 Avenue SW Neighbourhood Main Street and Elbow Drive SW, and other key nodes and mobility corridors within transit station areas and near activity centres. Implementation options are included in draft Chapter 3 to continue building out mobility corridors for north-south and east-west connectors with a focus on improving connections across Macleod Trail S/SW to safely access transit station areas.

**“The area needs more density,
not small scale homes.”**

— Participant



4. Creating Vibrant Areas near Transit Station Areas.

Based on public feedback, the draft Urban Form and Building Scale maps have been revised to provide a transition from the tallest buildings closest to transit station areas and smaller buildings closer to existing homes and surrounding communities.

Policy in draft Chapter 2 speaks to providing opportunities for transit supportive development and housing opportunities around the Chinook LRT station and 39 Avenue LRT Station. Policy has also been included that speaks to a potential future LRT station near 50 Avenue SW. Draft Chapter 3 includes community improvements to address concerns about mobility and safety by prioritizing transit station area improvements for streetscapes, incorporating amenities for new civic facilities, parks, and public spaces. Ideas for community improvements will be further explored for transit station areas as part of engagement in Phase 3: REFINE.

"I believe that in the next 30 years the population is going to grow rapidly and therefore infill and mixed-use development needs to be a priority."

— Participant



"Some properties values would go up if they are purchased with the intention of subdividing; the challenges would be parking, traffic, increased strain on Green spaces"

— Participant



5. Revised Moderate-to Large-scale Growth within the Major Activity Centre.

In response to public and internal feedback, the focus areas for moderate-to large-scale growth within the Major Activity Centre were revised to remove lands located east of the LRT tracks to retain primary industrial uses with exception to lands near transit station areas and other strategic locations. The draft Urban Form and Building Scale maps were revised to focus lower building scale transitions east of the tracks with additional policy guidance to support opportunities for industrial transition.

Additionally, redevelopment of underutilized lands was identified as Comprehensive Planning Sites such as Admiral Court, Home Depot, and the potential future LRT Station near 50 Avenue SW. Although the municipal impound lot located at 39 Avenue SE was outside the Major Activity Centre, it was identified as a suitable Comprehensive Planning Site for redevelopment over time. Comprehensive Planning Sites provide additional policy direction for redevelopment. Based on public feedback for the Manchester Industrial Area, a Special Policy Area south of 58 Avenue S and east of the tracks is proposed to better integrate opportunities for residential, commercial, and industrial uses while removing urban form categories that would be incompatible with heavy industrial uses within the Major Activity Centre.



What We Did

Additional information about key changes made can found within the **Phase 2 What We Did Report** at calgary.ca/Chinook