

# Engagement Summary



# **Together, over a three-year period with thousands of participants, a local area plan for the Westbrook Communities was created.**

A robust multi-phased public engagement process was undertaken to create the Westbrook Communities Local Area Plan (the Plan). Thousands of ideas and comments were shared, compiled, reviewed, and used to shape and refine content and concepts within the Plan.



# The Westbrook Communities



# Highlights: Public Participation

From fall 2019 – fall 2022, conversations about where, why and how revitalization and redevelopment should happen took place with a range of participants. Thousands of individuals were involved in the creation of the Plan from youth to seniors,

residents and business owners, community association and development industry representatives and a dedicated and diverse working group that provided in-depth insights and feedback.

**3 years**

to create the **Westbrook Communities Local Area Plan**

**4** phases of public participation

**23** community association sessions

**12** working group sessions



**31** public engagement events

**8** landowner/development industry sessions

**152** days of online engagement

**44K+** engagement packages & booklets mailed

**2.1M+** advertisements displayed

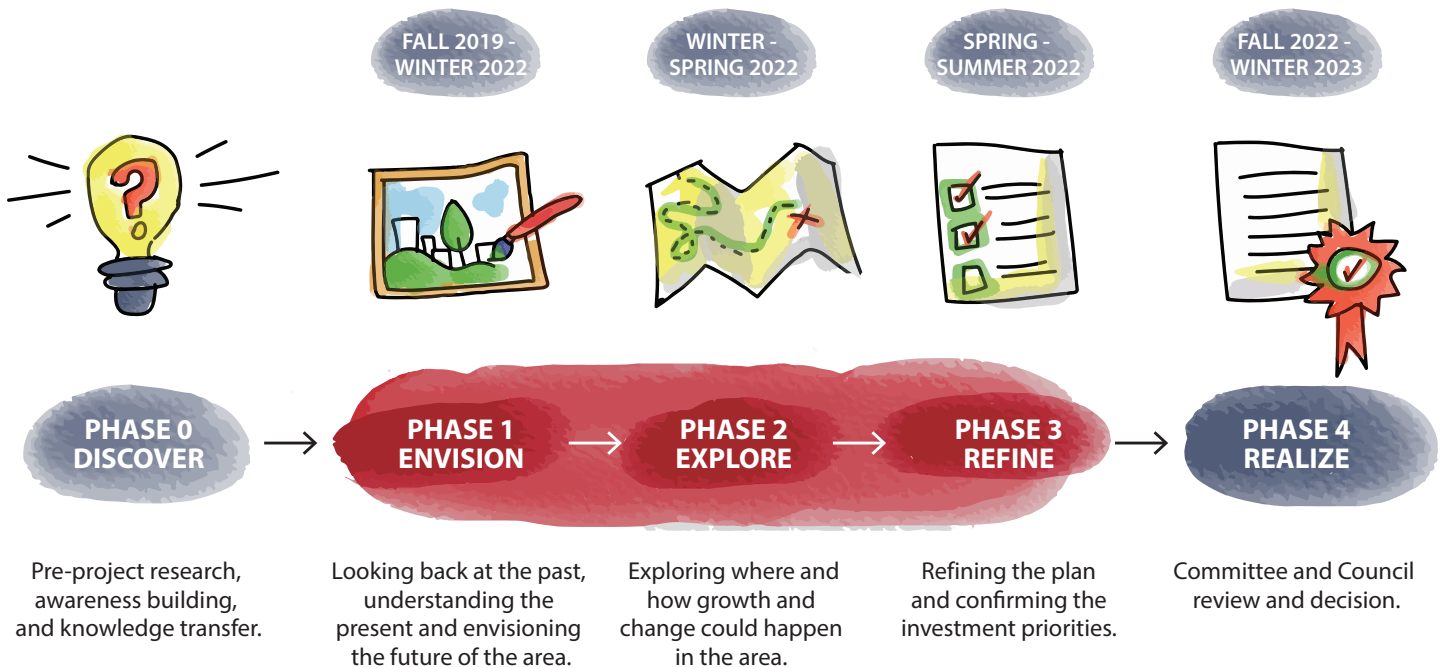
**51K+** instances of involvement

**3.6K+** instances of direct engagement participation

**9K+** contributions submitted



# Engagement Approach



A multi-phased approach enabled discussion, consideration, creation and refinement of the local area plan with participants over time. Information and education about key considerations, benefits and tradeoffs were woven directly into the engagement topics within each phase to build participant capacity as each chapter of the local area plan was engaged on and refined.

An iterative approach allowed for education and discussions to start at a broad and visionary level and progress to become more focused and refined through the process. The local area plan itself goes from visionary (Chapter 1) to more focused local-specific guidance and direction (Chapter 2), to very specific investment priorities and implementation options (Chapter 3). Aligning the phases of engagement to the creation and refinement of each chapter provided participants with iterative opportunities for feedback with clear outputs at the end of each phase.

**“Encourage cycling/walking – I hope that any redevelopment will strongly favour alternative forms of transportation, and not be ‘car-centric’ like we see in many new developments.”**

**– CITIZEN**



# Engagement Guiding Principles

## 1. Phased Program

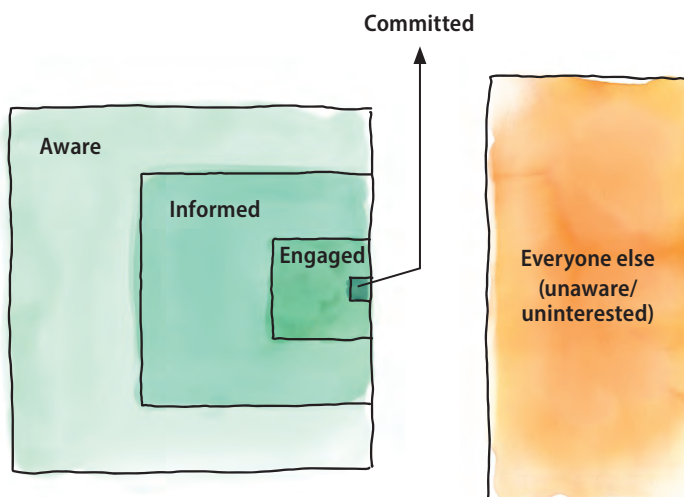
The engagement process for the Westbrook Communities Local Area Planning project was designed as a multi-phased approach. Input was collected at key intervals throughout the planning process to help influence the Plan as it was created and to provide multiple touch points and opportunities for participants to get involved.

## 2. Inclusive Process

The needs of participants were considered through the process and the project team removed as many barriers to participation as possible. Effort was made to ensure public engagement was accessible to all, despite potential limitation that might prevent them from being included in the process. A key objective was to ensure that at the very least, people within the area were aware of the opportunity to participate and understood that we are interested in hearing from them. Accessibility accommodations were also available for engagement by request via 311.

## 3. Participation Interests & Intensity

Out of thousands of participants within the Westbrook Communities, we know that people will land in various places in terms of their participation interest level. Despite our best efforts, some people will never really be aware or are simply uninterested in getting involved, some are highly engaged and committed, and many fall somewhere in between. The engagement process was designed to cater to a broad spectrum of participation interests and intensities – based on the corresponding levels of interest, time and energy participants are wanting, willing and able to commit.



A broad mix of communications and engagement tools and techniques were used to ensure that people were reached and able to get involved at a level and through a method that best suited their needs. The tools and techniques used for the Westbrook Communities Local Area Plan project were informed by: communications and engagement best practices, local demographics and socioeconomic information, participant feedback, lessons learned through the project and the impacts of an evolving global pandemic.

## 4. Grassroots Conversations

Throughout our engagement process, there was a focus on getting out into the community, building relationships and building mutual and shared understanding. We aimed to achieve this by getting the project team out on the community to meet people where they are, igniting interest and involvement in conversations about change and redevelopment, ensuring the project team met people face-to-face where possible, but also virtually to ensure everyone was able to get involved. Toolkits were also resources were also provided directly to underrepresented groups and community leaders with existing community connections to support community-based conversations. A key objective was to ensure the topics being discussed and opportunities for involvement were presented and discussed in ways that were clear, understandable and inviting. Another key objective was to be open, honest and transparent in all conversations and to be available to meet and answer questions at any time through the process.

## 5. Clear Engagement Reporting

Transparency and an open process was demonstrated through clear reporting and connecting the dots between the input that was provided and how it considered as decisions were made through the process. What We Heard reports were created and shared following each phase of engagement that shared verbatim feedback as well as key themes. What We Did reports were also created for each phase of the project, outlining how the project team considered and responded to each of key themes that emerged through each phase of the project.

# Opportunities for Involvement

A variety of opportunities for involvement were available through the process that aimed to accommodate a range of participation interest and intensities (high, medium, low) and remove a range of barriers to participation (time, understanding, trust, audio/visual, mobility, internet, language, etc.).

## Westbrook Communities Working Group Sessions

The Westbrook Communities Local Area Planning project offered the opportunity to apply to join a multi-community working group – this would be considered a high-interest/high-intensity opportunity. The working group was designed to have more in-depth discussions, diving deeper into public feedback and guiding planning policy, and building on the knowledge and insights of previous sessions.

Through a recruitment process, 39 members of the broader community as well as community association and development industry representatives were selected to participate in dialogue of the planning interests of the entire area. The working group participated in a number of sessions where they brought different perspectives, viewpoints, ideas and concerns to the table. The working group expanded on the ideas and concerns shared by the broader community and acted as a sounding board for the project team as content and concepts for the local area plan were drafted.

## In-person & Virtual Engagement Sessions (public, community association & development industry representatives)

In-person and virtual engagement sessions were offered to the general public as medium interest/intensity opportunities. Virtual engagement sessions were offered throughout the project via Microsoft Teams as a method to engage virtually and directly with the project team. In addition to the public opportunities, in-person and virtual engagement sessions were also offered for community association board members and development industry representatives.

**“Thank you for the opportunity to comment, I look forward to the next phase and a refined/updated plan.”**

**– CITIZEN**





## Mailed Engagement Packages

Engagement packages and booklets were mailed to households and businesses in Westbrook Communities area to ensure people were aware of the project, had key information directly in their hands, had the option of mailing a feedback form as alternative option to in-person, virtual or online engagement. Mailed engagement packages that included a pre-paid feedback form were an alternate medium interest/intensity way to provide feedback (pre-paid postage was included to reduce financial barriers associated to return postage fees).

## My Idea Stations

In-community My Idea Stations were placed at high-traffic and accessible locations throughout the Westbrook Communities to ensure a physical presence in the community to help raise awareness and as vessels to share information and collect feedback. In addition, if someone did not receive a mailed engagement package or booklet, they were able to pick one up at one of the nine My Idea Stations in the plan area or download a booklet online.

## Conversation Starter Kits

Conversation Starter Kits were created and distributed to targeted community partner organizations like Seniors Facilities, Junior High Schools and Affordable Housing Providers to directly reach and provide on-site opportunities to provide feedback. The conversation kits included information packages, comment cards, pens and locked in a concealed comment card collection box.

## Pop-up Engagement

Ten pop-up engagement opportunities were offered as a low-medium interest/intensity opportunity and alternative to online engagement. Pop-up engagement took place at high-traffic locations throughout the plan area (dog parks, grocery stores, recreation centres and libraries, etc) in the early phases of the project. This got the project team into the communities to meet people where they naturally spend their time. Pop-up engagements were used to let people know about the project, to recruit people to apply to join the working group and to collect feedback in the first phase of engagement.

## Online Engagement

Online engagement opportunities were offered as a low-medium interest/intensity opportunity. Online engagement at [Calgary.ca/Westbrook](http://Calgary.ca/Westbrook) was available within each phase for weeks at a time as an option for people to get involved at a time and place that worked for them. Within each phase of the project, multiple topics were open for input. Online engagement provided people with a quick and easily accessible opportunity to get involved.

## Community Walk-and-talks

Nine walk-and-talk sessions were held with community representatives out in the community. The project team walked around the communities of Shaganappi, Killarney, Rossbarrow, Spruce Cliff, Wildwood, Westgate, Richmond, Glendale, Glenbrook, with community members who were interested in discussing specific areas of their communities.

**"In Core Values, I believe you have included important needs such as protecting open spaces, recreational, cultural, art and community activity areas as well as local businesses in Main Street and other areas."**

**– CITIZEN**



# Key Themes

## High-level themes (from all phases of engagement)

- Citizens cite traffic safety concerns including dangerous intersections, speeding/cutting through communities, and unsafe pedestrian crossings.
- Citizens would like vacant lots and vacant open spaces to be developed in a timely manner in the Westbrook communities.
- Citizens hope for the Westbrook Mall area to be redeveloped/revitalized.
- Citizens hope for complete communities that include a variety of commercial, retail, and cultural opportunities in the area.
- Citizens shared concerns that increased growth and density will bring an increase in crime in the area.
- Citizens shared concerns over the loss of community feel/character as a result of increased densification.
- Citizens expressed a desire to maintain communities with single-detached homes as single-detached only.
- Citizens expressed concerns of any type of proposed 4+ storey growth in the plan area. Many focused around impact to community character.
- Citizens shared concerns about specific locations in the plan area that have been proposed for 4+ storey growth.
- Citizens shared positive sentiment for the 4+ story growth near Transit Station Areas as it was proposed.
- Citizens expressed that they wanted to see small-scale 3+ unit homes on main streets only.
- Citizens expressed that they wanted to see to see small-scale 3+ unit homes near transit/LRT only.
- Citizens expressed concern in regard to privacy and shading and the proposed small-scale 3+ unit homes.
- Citizens expressed a desire for more investments in safety in the plan area such as train stations and traffic.
- Citizens expressed that they would like to see preservation and protection of green spaces, parks, and urban forest.
- Citizens shared positive sentiments about proposed investment priorities.
- Citizens feel that development should not be adjacent to parks, recreational facilities, schools, and playgrounds.
- Citizens feel that there is sunlight, shading and privacy concerns.
- Citizens shared that they would like to see more focus on housing affordability and small-scale housing options.
- Citizens expressed that they value revitalization and the need to adhere to appropriate and balanced growth in the entire plan area, and across all communities.

**"If lots are getting smaller, the value of community green spaces goes way up as individual residents don't necessarily have their own yards."**

**– CITIZEN**



# Engagement Summary

## Phase 1: Envision

This phase was focused on looking back at the past, understanding the present and envisioning the future of the area. Initial engagement took place with the public and targeted participants from fall 2019 to fall 2020. After a pause due to the pandemic, we reconnected with the public and targeted participants again from fall 2021 to winter 2022 to validate what was heard previously and to provide opportunities for input on the initial draft of the first chapter of the local area plan.



Total **AWARENESS**  
**572,800+**

Total **INVOLVED**  
**11,600+**

Total **ENGAGED**  
**1,880+**

Total **CONTRIBUTIONS**  
**1,460+**

### How was input used?

Input was used to create and refine the first chapter of the local area plan including the history section, the current context section and the future Vision & Core Values. Input was also used to inform initial growth focus areas and development policies that will be engaged on in the second phase of engagement.



### What we heard:

Check out the full **What We Heard** report online at [calgary.ca/Westbrook](https://calgary.ca/Westbrook)



# Phase 1 Engagement Opportunities

## Phase 1.1: Initial – pre-COVID (Fall 2019 – Fall 2020)

**ENGAGEMENT FOCUS:** Understanding what people love about the community and the existing challenges, their hopes, fears and vision for the future.

**Topic 1:** Values – What do you love about the area?

**Topic 2:** Hopes & Fears – What are your hopes & fears about growth & redevelopment?

**Topic 3:** Calling all Kids! Draw us a picture.

**Topic 4:** Show us. Have a location specific opportunity or challenge to share with us?

### 10 Community Pop-up Engagements

Project team was out in the community to raise awareness of the project, collect feedback and recruit for working group.

- September 26, 2019 – Killarney Glengarry AGM
- October 5, 2019 – Westbrook Mall - Kid's Fun
- October 16, 2019 – Westbrook C-Train Station
- October 19, 2019 – Edworthy Off-leash Dog Park
- October 25, 2019 – Bow Cliff Seniors Social Event
- October 26, 2019 – Optimist Arena
- November 2, 2019 – Killarney Pool
- November 5, 2019 – Co-op Richmond Rd
- November 7, 2019 – Shaganappi C-Train Station
- November 16, 2019 – Optimist Arena

### 5 Drop-in Engagements

Project team and Sam Hester, a local graphic recording artist, was in attendance to document citizen feedback.

- October 18, 2019 – Nicholls Family Library
- October 25, 2019 – Nicholls Family Library
- November 1, 2019 – Nicholls Family Library
- November 8, 2019 – Nicholls Family Library
- November 15, 2019 – Nicholls Family Library

### 55 Days of Online Engagement

September 23, 2019 to November 15, 2019 feedback was collected through a number of online dialogue tools.

### 5 Working Group Sessions

- 175 working group applications received
- 39 members of the broader community and development industry were selected to participate in dialogue of

the planning interests of the entire area. Twenty-five members representing the general community, 9 members from Community Associations in the plan area, and 5 members from the development industry

- Working group members participated in five focused workshop sessions:
  - » **November 20, 2019**  
Rosscarrock Community Association  
Session 1: Planning 101
  - » **December 10, 2019**  
Westgate Community Association  
Session 2: Community Assets & Amenities
  - » **January 16, 2020**  
Killarney/Glengarry Community Association  
Session 3: Activity Levels & Attributes
  - » **February 8, 2020**  
Glendale Community Association  
Session 4: Function & Scale
  - » Multiple session times offered:  
July 14, 2020 – 4–5:30 p.m.;  
July 15, 2020 – 1–2:30 p.m.;  
July 22, 2020 – 6–7:30 p.m. and  
July 23, 2020 – 5:30–7 p.m.  
Session 5 (online): Deeper Dive Focus Areas

### 3 Landowners/Developer Sessions

- July 30, 2020 – 2–3:30 p.m.
- August 5, 2020 – 9–10:30 a.m.
- August 19, 2020 – 1:30–3 p.m.

### 2 Community Association Sessions

- September 15, 2020 – 5:30–7 p.m.
- September 23, 2020 – 5:30–7 p.m.

## **Phase 1.2: Validate – following COVID pause (Fall 2021 – Winter 2022)**

**ENGAGEMENT FOCUS:** Looking back at the past, understanding the present and envisioning the future of the area. Engagement on the first chapter of the local area plan including: the area’s rich history (PAST), the area as it exists today (PRESENT), the vision for the area and core values that support this vision (FUTURE).

**Topic 1:** PAST – Historic Highlights

**Topic 2:** PRESENT – Highlights from the area as it exists today

**Topic 3:** FUTURE – Vision and Core Values to guide the area’s evolution

### **2 Working Group Sessions**

- June 22, 2021 – 6–7:15 p.m. &  
June 24, 2021 – 5:30–6:45 p.m.  
Working Group Regroup Sessions
- November 18, 2021 – 6–8 p.m.,  
Session 6: Validate Vision & Core Ideas

### **4 Community Association Sessions**

- October 28, 2021 – Shaganappi/Spruce Cliff/Upper Scarboro
- November 2, 2021 – Glendale/Glenbrook
- November 4, 2021 – Rosscarock/Wildwood/Westgate
- November 4, 2021 – Richmond Knob Hill

### **2 Landowner / Development Industry Sessions**

- November 22, 2021 – 11 a.m.–12 p.m.  
(with major landowners)
- December 6, 2021 – 11 a.m.–12 p.m.  
(with BILD and NAIOP)

### **12,250 Public Engagement Packages Mailed**

Engagement packages were mailed to residents and businesses in the Plan area with pre-paid postage comment card to provide feedback.

### **43 days of Online Public Engagement**

- November 22, 2021 to January 4, 2022  
(Opportunities to review information and provide feedback online were available.)

### **5 Online Public Engagement Sessions**

- November 25, 2021 – 7:15–8:15 p.m.
- November 29, 2021 – 6–7 p.m.
- December 6, 2021 – 5:30–6:30 p.m.
- December 7, 2021 – 12–1 p.m.
- December 15, 2021 – 6–7 p.m.

### **9 My Idea Engagement Stations**

My Idea Engagement Stations were stocked with information and comment cards that could be submitted via a lockbox attached to the Station were located in visible, pedestrian-friendly spots throughout the communities.

### **3 Conversation Starter Kits**

Conversation Starter Kits were distributed to targeted community partner organizations like Seniors Facilities, Junior High Schools and Affordable Housing Providers to directly reach and provide on-site opportunities to provide feedback.



## FALL 2019 – SPRING 2020

### Who we reached:

#### **343,000+ ADS DISPLAYED**

The number of times the project and the opportunity to get involved was displayed to an audience. Tools used to build awareness included: Facebook, Twitter, bold signs and informational displays, mailed postcards, community newsletter ads, and email updates.

#### **7,700+ INVOLVED**

The number of people who actively or passively got involved. This included people who visited the website, attended a pop-up event, subscribed for email updates, attended a working group session, etc.

#### **1,400+ ENGAGED**

The number of people who provided input online, at a pop-up event, through working group or targeted participant sessions.

### What we heard:

#### **1,000+ CONTRIBUTIONS**

The total number of contributions received through all participation opportunities.

## FALL 2021 – WINTER 2022

### Who we reached:

#### **229,800+ ADS DISPLAYED**

The number of times the project and the opportunity to get involved was displayed to an audience. Tools used to build awareness included: Facebook, Twitter, NextDoor, bold signs and informational displays, mailed engagement packages, digital website and audio streaming ads, and email updates.

#### **3,900+ INVOLVED**

The number of people who actively or passively got involved. This included unique visitors to the engagement webpage, people who registered for a virtual engagement session, shared or commented on social media posts or were subscribed for email updates.

#### **480+ ENGAGED**

The number of people who provided input online, at a virtual event, through working group or targeted participant sessions.

### What we heard:

#### **460+ CONTRIBUTIONS**

The total number of contributions received through all participation opportunities.



# Phase 1 Public Engagement – Key Themes

## Phase 1.1

The high-level themes that emerged throughout all of the comments received in phase one include:

- Citizens value the area's proximity to amenities and regional destinations (Bow River, Edworthy Park, Douglas Fir Trail, downtown etc.).
- Citizens value the diverse options of local businesses in the area such as food & beverage establishments, and a variety of shops.
- Citizens value the pathway system and dedicated bike lanes in the area making it easy to connect to parks and downtown.
- Citizens identified that the revitalization of commercial buildings & strip malls would help the overall esthetic of the area and help to attract new businesses to the area.
- Citizens shared concerns over a lack of engagement and inclusion in the decision-making process and a lack of trust for decisions made about their communities.
- Citizens cite traffic safety concerns including dangerous intersections, speeding/cutting through communities, and unsafe pedestrian crossings.
- Citizens would like vacant lots and vacant open spaces to be developed in a timely manner in the Westbrook communities.
- Citizens hope for the Westbrook Mall area to be redeveloped/revitalized.
- Citizens hope for complete communities that include a variety of commercial, retail, and cultural opportunities in the area.
- Citizens shared concerns that increased growth and density will bring an increase in crime in the area.
- Citizens shared concerns over the loss of community feel/character as a result of increased densification.

## Phase 1.2

- **Walking and wheeling safety**  
The most frequently raised issue was related to pedestrians and cycling. Participants liked that the value of active modes of travel had been recognized but some emphasized the need to look at unexpected obstacles, like noise and feelings of safety.
- **Keeping some areas for single family homes**  
As in past engagement phases, many participants were in favour of keeping at least some R1 zoning in their own community. However, some also expressed support for diversity in housing types.
- **Roads and infrastructure**  
Many participants identified roads and traffic-related issues as things to be considered for inclusion.
- **Shopping and dining**  
Shopping and dining options within walking distance were important to participants for convenience and community character but some pointed out that changes can inadvertently make them less likely to walk to nearby amenities.
- **Environment participants**  
were pleased that green spaces and parks were included, and a variety of comments expanded on the value to including guidelines for developers to protect biodiversity and adding dog-specific parks to The City's plans to protect the area.
- **Reducing crime**  
Concerns about feeling unsafe and increased crime were raised by participants in their thoughts about the Past and Present, as well as Future for the area. Some linked it with the increased visibility of homelessness, but some were more general in their comments or identified specific issues they would like to be considered in Values.

**"I hope in the long term for the area in and around Westbrook Mall to be developed to create a hub for the surrounding communities that is vibrant and features a greater diversity of amenities. Allow this to be an area that attracts people, including small business opportunities akin to areas like Inglewood."**

**– CITIZEN**

**"Walking to school is an important thing too, which is being lost to school busing and kids being driven to school leading to schools surrounded by cars, trucks and SUVs all sitting, idling for half an hour or more. Not an environmentally good thing."**

**– CITIZEN**



# 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 targeted participants starting in February 2022, and with the general public March to April 2022.



Total **AWARENESS**  
**659,000+**

Total **INVOLVED**  
**17,500+**

Total **ENGAGED**  
**1,030+**

Total **CONTRIBUTIONS**  
**3,900+**

### How was input used?

Input was used to refine the second chapter of the local area plan including the draft policies and the creation of draft Urban Form and Build Scale maps. Input collected in phase 1 and phase 2 was also used to inform the initial draft of Chapter 3 of the local area plan which outlines investment priorities that support growth.



### What we heard:

Check out the full **What We Heard** report online at [calgary.ca/Westbrook](https://calgary.ca/Westbrook)



# Phase 2 Engagement Opportunities

**ENGAGEMENT FOCUS:** Exploring where and how growth and change could happen in the area including exploring what's driving change, where growth could be focused, where larger buildings could go, and what direction is needed to ensure new development integrates well in the area.

**Topic 1:** Focus areas for growth & change

**Topic 2:** Direction for growth & development

## 3 Working Group Sessions

- February 10 – 6–8 p.m.  
Session 7: Evaluate What Could Happen Where
- March 17 – 5:30–7:30 p.m.  
Session 8: Small-Scale Growth
- April 5, 2022 – 6–7:30 p.m.  
Session 9: Refining the Plan

## 4 Community Association Sessions

- February 22, 2022 – 6–7:30 p.m.  
Community Association Session open to all Community Association Board Members
- March 3, 2022 – 6–7:30 p.m.  
Community Association Session open to all Community Association Board Members
- April 4, 2022 – 7–8:30 p.m.  
Community Association Session open to all Community Association Board Members
- April 26, 2022 – 7–8 p.m.  
Rosscarrock Community Association Session

## 13,297 Engagement Booklets Mailed

Engagement booklet mailed to residents and businesses in the Plan area with pre-paid postage comment form to provide feedback.

## 29 days of Online Public Engagement

Opportunities for input were available online from March 7 to April 4, 2022.

## 4 Virtual Public Engagement Sessions

- March 10, 2022 – 6–7:15 p.m.
- March 28, 2022 – 7–8:15 p.m.
- March 29, 2022 – 7:30–8:45 p.m.
- March 30, 2022 – 12–1 p.m.

## 1 Landowner / Development Industry Session

- March 15, 2022 – 11 a.m.–12 p.m.

"I'd love to see this neighbourhood become increasingly carbon neutral by encouraging cycling, transit, walking, multi-family dwellings, and increased use of green space and community gardens."

– CITIZEN





## WINTER – SPRING 2022

### Who we reached

#### **659,000+ ADS DISPLAYED**

The number of times the project and the opportunity to get involved was displayed to an audience. Tools used to build awareness included: mailed engagement booklets, large format road signs and informational displays, geo-targeted social media ads (Facebook, Twitter, Instagram, Nextdoor) geo-targeted video ads (YouTube), digital ads on websites, community newsletter articles, and email updates.

#### **17,500+ INVOLVED**

The number of people who actively or passively got involved. This included people who visited the website, attended a virtual event, or attended an engagement session, received an engagement booklet in the mail or picked up from an idea station etc.

#### **1,030+ ENGAGED**

The number of people who provided input online, through a mailed feedback form, or through working group or targeted participant sessions.

### What we heard

#### **3,900+ CONTRIBUTIONS**

The number of contributions received through all public participation opportunities. See the What We Heard Report to see what we heard from all participants.



# Phase 2 Public Engagement – Key Themes

- Citizens shared concerns about proposed 4+ storey growth near Transit Station Areas.
- Citizens expressed concerns of any type of proposed 4+ storey growth in the plan area. Many focused around impact to community character.
- Citizens shared concerns about specific locations in the plan area that have been proposed for 4+ storey growth.
- Citizens expressed concern in regard to safety and the proposed 4+ storey growth near Transit Station Areas.
- Citizens shared positive sentiment for the 4+ story growth near Transit Station Areas as it was proposed.
- When considering growth along corridors, citizens expressed that it was not appropriate for any type of proposed 4+ storey growth in the plan area.
- Citizens cite traffic safety and parking concerns when considered 4+ storey growth as proposed along corridors.
- When considering growth along corridors, citizens identified 45th Street to not be an appropriate area to accept any type of moderate-to-large-scale (4+ storey) growth as proposed.
- When considering growth along corridors, citizens identified the community of Wildwood to not be an appropriate area to accept any type of moderate-to-large-scale (4+ storey) growth as proposed.
- When considering growth along corridors, citizens identified Spruce Drive as not appropriate to accept any type of 4+ storey growth along Spruce Drive.
- Citizens value their parks and open spaces and expressed significant concerns about any type of proposed growth near parks and open spaces.
- Citizens cite traffic safety and parking concerns when considered 4+ storey growth as proposed along parks and open spaces.
- Citizens expressed that proposing 4+ storey growth adjacent to schools and community centres is not appropriate.
- Citizens value their parks and open spaces and want to see the green spaces in the Westbrook communities preserved and enhanced.
- Citizens expressed a desire for the Westbrook Mall area to be prioritized for development.
- Citizens shared that they would like to see more focus on housing affordability and small-scale housing options.
- Citizens expressed that they value revitalization and the need to adhere to appropriate and balanced growth in the entire plan area.

**“Growth is steadily happening in this area, but long-time community members are moving out due to high costs. How do we continue to keep costs of living affordable in our community? High costs lowers diversity in our community.”**

**– CITIZEN**





# Engagement Summary

## Phase 3: Refine

This phase focused on refining the plan and confirming investment priorities. Engagement took place with key participants starting in May 2022, and with the general public June 6–30, 2022.



Total **AWARENESS**  
**924,000+**

Total **INVOLVED**  
**22,700+**

Total **ENGAGED**  
**750+**

Total **CONTRIBUTIONS**  
**3,700+**

### How was input used?

Input was used to refine the second chapter of the local area plan including the draft policies and the Urban Form and Building Scale maps. Input collected was also used to refine draft Chapter 3 of the local area plan which outlines investment priorities that support growth.



### What we heard:

Check out the full **What We Heard** report online at [calgary.ca/Westbrook](https://calgary.ca/Westbrook)

# Phase 3 Engagement Opportunities

**ENGAGEMENT FOCUS:** In this phase we'll focus on refining the plan content and concepts, and confirming investment priorities.

**Topic 1:** Small-Scale Homes

**Topic 2:** Draft Urban Form & Building Scale Maps

**Topic 3:** Investment Priorities

## 2 Working Group Sessions

- May 10, 2022 – 6–8 p.m.  
Session 10: Refining the Plan  
Westgate Community Association (in-person option)
- May 11, 2022 – 6–8 p.m.  
Session 10: Refining the Plan (online option)

## 11 Community Association Sessions

- May 24  
Community Associations Session open to all  
Community Association Board Members
- June 2  
Community Association Session open to all  
Community Association Board Members)
- Throughout June  
Nine Community Walk & Talk Sessions  
(Shaganappi, Killarney, Rosscarrock, Spruce Cliff,  
Wildwood, Westgate, Richmond, Glendale, Glenbrook  
with Community Association representatives)

## Development Industry Session

- June 14, 2022 – 10–11 a.m.

## 19,399 Engagement Booklets Mailed

Engagement booklets were mailed to residents and businesses & available for pick up at nine My Idea Station locations out in the community.

## 25 days of Online Public Engagement

- June 6–30, 2022

## 4 Public Engagement Sessions

- June 9, 2022 – 7:30–9 p.m. (virtual)
- June 20, 2022 – 7:30–9 p.m. (virtual)
- June 23, 2022 – 5:30–7 p.m. (virtual)
- June 21, 2022 – 6–8:30 p.m. (in-person)  
Westgate Community Association

**"Spruce Drive in  
Wildwood is NOT an  
appropriate location for  
4+ storey buildings!"  
– CITIZEN**





## SPRING – SUMMER 2022

### Who we reached

#### 924,000+ ADS DISPLAYED

The number of times the project and the opportunity to get involved was displayed to an audience. Tools used to build awareness included: mailed engagement booklets, large format road signs, geo-targeted social media ads (Facebook, Twitter, Instagram, Nextdoor) geo-targeted video ads (YouTube), digital ads on websites, print and digital ads in restaurants, and email updates.

#### 22,700+ INVOLVED

The number of people who actively or passively got involved. This included people who visited the website, attended an in-person or virtual engagement session, received an engagement booklet in the mail.

#### 750+ ENGAGED

The number of people who provided input online, through a mailed feedback form, emailed the project, or through working group or targeted participant sessions.

### What we heard

#### 3,700+ CONTRIBUTIONS

The number of contributions received through all public participation opportunities. See the What We Heard Report to see what we heard from all participants.





# Phase 3 Public Engagement – Key Themes

- Citizens expressed concern in regard to safety and traffic and the proposed small-scale 3+ unit homes.
- Citizens expressed that they wanted to see small-scale 3+ unit homes on main streets only.
- Citizens expressed that they wanted to see to see small-scale 3+ unit homes near transit/LRT only.
- Citizens expressed concern in regard to privacy and shading and the proposed small-scale 3+ unit homes.
- Citizens value their parks and open spaces and expressed concern in regard to small-scale 3+ unit homes around parks and open spaces.
- Citizens shared positive sentiments around small-scale 3+ unit homes.
- Citizens expressed concerns around changes in RC-1 communities with small-scale 3+ unit homes. Citizens shared negative sentiments around small-scale 3+ unit homes.
- Citizens feel that additional changes to related to congestion, traffic, safety, parking, and crime need to be considered.
- Citizens feel that proposed growth should be equally balanced through all communities.
- Citizens feel that commercial development should be limited.
- Citizens feel that development should not be adjacent to parks, recreational facilities, schools, and playgrounds.
- Citizens shared location-specific concerns.
- Citizens feel that there are congestion, traffic, parking, safety, and crime concerns.
- Citizens feel that there is sunlight, shading and privacy concerns.
- Citizens feel that proposed building scale near parks and open spaces is not appropriate.
- Citizens shared positive and balanced feedback about the proposed building scales in the in the plan area.
- Citizens shared negative sentiments around the proposed building scales in the in the plan area.
- Citizens expressed a desire for more investments in safety in the plan area such as train stations and traffic.
- Citizens expressed that they would like to see preservation and protection of green spaces, parks, and urban forest.
- Citizens shared positive sentiments about proposed investment priorities.

**“Mixtures of public housing, single-family housing, and multi-family housing lead to a truly diverse neighbourhood in many metrics (class diversity, racial diversity, etc.)”**

**– CITIZEN**





# Participation Summary

## Phase 4: Realize

This final phase of the project was focused on sharing the final draft Plan with key participants for final comment and sharing the proposed Plan with the public prior to bringing it forward to Committee and Council for review and decision.

### Participation Opportunities

#### 1 Industry Information Session

- September 21, 2022 – 10–11 a.m.

#### 2 Community Association Information Sessions

- September 21, 2022 – 6–8:30 p.m.  
Killarney Aquatic & Recreation Centre
- September 29, 2022 – 6–8:30 p.m.  
Killarney Aquatic & Recreation Centre

#### 1 Working Group Information Session


- September 22, 2022  
Shaganappi Community Association

#### 3 Public Information Sessions

- November 2, 2022 – 7–8:30 p.m. (virtual)
- November 7, 2022 – 6–8:30 p.m. (in-person)  
Wildflower Arts Centre
- November 9, 2022 – 6:30–8 p.m. (virtual)

#### 19,399 Information Booklets Mailed

- Information booklets outlining highlights of the Plan were mailed to residents and businesses & available for pick up at nine My Idea Station locations out in the community.



**“Leave our residential areas alone! I do NOT want to be looking at (or being looked at) 3+ unit houses around parks+ recreational areas or residential streets.”**

**– CITIZEN**

# Local Area Plan – Key Considerations



## Local Area Plan



### Context & Trends

What is the current context of the area? What is changing when it comes to population demographics, needs and trends?



### Equity

How do we plan for equity within our communities and city?



### Public Input

What ideas, insights, opportunities and concerns have been raised by the public and other participants?



### Professional Expertise

What are the urban planning best practices, what is economically feasible and technically possible?



### City Policies

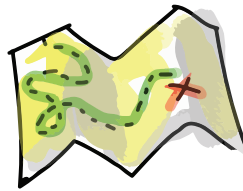
How do we ensure alignment to the Municipal Development Plan, Climate Strategy and other City policies?

# Creating the Local Area Plan



## PHASE 1 ENVISION

Looking back at the past, understanding the present and envisioning the future of the area.



## PHASE 2 EXPLORE

Exploring where and how growth and change could happen in the area.



## PHASE 3 REFINE

Refining the plan and confirming the investment priorities.



### LOCAL AREA PLAN

#### CHAPTER 1:

#### **VISUALIZING GROWTH**

*What do we know about the history of the area, what's loved about the area today, what could be improved, and what's the vision for the future?*

- **History & Current State**  
history of the area and current context.
- **Vision**  
statement that outlines the vision for the area's future
- **Core Values**  
key priorities to keep in mind as the area evolves in the future

#### CHAPTER 2:

#### **ENABLING GROWTH**

*What type of growth makes sense where and what local/custom direction is needed to realize great development in this area?*

- **Future Growth Concept**  
Urban Form & Building Scale Maps outline a future vision for the types and forms of new development through the plan area
- **Development direction**  
development policies that provide direction to help shape and guide decisions on future development proposals

#### CHAPTER 3:

#### **SUPPORTING GROWTH**

*If growth occurs, what physical and social investments are needed?*

- **Future investment goals & objectives**  
goals and objectives aligned with the Plan's core values
- **Implementation options**  
specific implementation actions or investment options to achieve the supporting growth objectives

# What We Heard & What We Did Reports

The Westbrook Communities Local Area Plan was informed by input provided by thousands of participants over multiple phases and multiple years. The Westbrook Communities Local Area Plan sets the vision for the evolution of the area over the next 30 years – providing direction on future development and investment that residents, landowners, builders/developers, City Planners and Councillors can commonly refer to as new development and investment ideas are proposed.

For more detailed information about what was heard through the project or to learn more about how input provided in each phase informed the creation and refinement of the Westbrook Communities Local Area Plan, please review the following What We Heard & What We Did Reports.

## [Westbrook Communities Local Area Planning Project Key Themes & What We Did Report](#)

### [Phase 1.1 What We Heard Report](#)

### [Phase 1.2 What We Heard Report](#)

### [Phase 1 What We Did Report](#)

### [Phase 2 What We Heard Report](#)

### [Phase 2 What We Did](#)

### [Phase 3 What We Heard Report](#)

### [Phase 3 What We Did](#)

