



## Document Overview

Project Name: **Centre City Urban Design**

Document Type: Engagement Plan or Strategy

What is an **Engagement Plan** or **Strategy**?

*A document that outlines the objectives for conducting engagement, who we planned to engage with and what engagement activities were planned.*

What is a **What we Heard Report**?

*A document that outlines the feedback that was heard through an engagement process.*

What is a **Final Summary Report**?

*A document that describes the purpose for engagement, who we talked to, and how their input was used by The City to help make decisions.*

Why are we engaging? **To receive input on the development of the Centre City Urban Design guidelines.**

What stakeholders are involved? **Council, The City of Calgary Internal Business Units, Alberta Association of Architects, Alberta Professional Planners Institute, BRZ's, Building Owners and Managers Association, Calgary Planning Commission, Community Associations, Design Community, Urban Design Review Panel, Urban Development Institute**

What are we talking to stakeholders about? **New guidelines filling the urban design guideline/policy gaps and reflecting the current thinking of sustainable and innovate design.**

When did this engagement happen? **2012**

# Engagement Plan



THE CITY OF  
**CALGARY**  
CUSTOMER SERVICE &  
COMMUNICATIONS

## Centre City Urban Design Guidelines Engagement Plan

Draft - For Discussion Purposes Only

## Project

---

Centre City Urban Design Guidelines

## Goals/Objectives

---

Engaging stakeholders in order to receive input on the development of the Centre City Urban Design Guidelines.

The anticipated benefits of engaging stakeholders are as follows:

- Reduce resistance to the Guidelines
- Increase understanding of how the Guidelines could benefit various stakeholders
- Produce Guidelines that are aligned with the values of 'Cut Red Tape' and 'Transforming Government' initiatives
- Build a better decision (the final draft of the Guidelines)
- Achieve endorsement from the Calgary Planning Commission
- Achieve Council support

## Project Background

---

There are a number of policies that have been approved since 2006 that are specific to the Centre City. These include the Centre City Plan (2007) and the Beltline ARP (2006). Other area/subject specific policies include the Calgary Downtown Retail District Strategy, 17<sup>th</sup> Avenue S.W. Urban Design Strategy and more. Other high level policies, developed by various City departments, have an impact on Centre City (Centre City Mobility Plan, Cycling Strategy, Pedestrian and Bike Policy, Centre City Parks, Open Space Management Plan and the Public Art Policy).

There are fragmented urban design policies and guidelines of different level of detail included in these approved policies, in either statutory or non-statutory status. This makes it difficult for users (internal/external) to refer to the document



in an efficient and effective way. There are some expectations from both senior management team and Centre City Planning & Implementation team that a consolidated policy document is needed for both internal and external users.

As a result of a consultation with the Centre City Planning & Implementation team it was determined that a guideline document is needed for the Centre City. This guideline document should include:

Consolidated urban design policies and guidelines in a user friendly format with an appropriate level of details

New guidelines filling the urban design guideline/policy gaps and reflecting the current thinking of sustainable and innovate design

Consulted urban design policies and guidelines, internally and externally, to ensure clarity, consistency and certainty, and to facilitate efficient and effective development review processes

## Engagement Background

---

Please see the Stakeholder Interest Table, attached to this document.

Decisions that are not open to stakeholder input are as follows:

- This project will be done
- Final decision making authority will remain with The City
- The final draft of the guidelines is not open to stakeholder input (with the exception of the input / decision making authority of Council)

Promises that have been made to stakeholders are as follows:

- Promise to deliver Centre City Plan
- UDI will be engaged
- This project will be completed (Guidelines will be developed; process and document will move forward in 2012)



## Risks/Sensitivities/Impacts

---

The risks of engaging stakeholders relate to stakeholders expectations being misaligned with the intent, purpose and scope of the project. Mitigating this risk could be accomplished through a comprehensive communication plan and a transparent and robust engagement process.

That the project has no communication support at this time is a risk. As is the absence of identified logistical support.

The identification of engagement tactics in the project plan/charter prior to the development of the Stakeholder Interest Table and the Engagement Plan is another risk.

## Engagement Strategy/Techniques

---

See attached Stakeholder Identification Table

## Alignment

---

There is no communication plan in place, so at this time, alignment to same cannot be checked.

The timeline contained in the project timeline is very aggressive. Efforts have been made to align the engagement timeline with the project timeline, however logistical and communications support for the project needs to be in place to meet the timelines.

The engagement plan is aligned with the Mayor's 'Cut Red Tape' and 'Transform Government' initiatives in that it facilitates an open, transparent and inclusive engagement that will result in Guidelines that support the core values of the two initiatives.

The budget for this project and the engagement for the project comes out of existing budget and requires no special funding.



## Evaluation

---

- Engagement will be considered a success if and when:
- Identified stakeholders are offered engagement opportunities at the appropriate level (see Spectrum of Strategies and Promises)
- Identified stakeholders take part in the engagement process
- Stakeholders provide input that is within the scope of the input sought
- The input is utilized to the best of the project teams ability.
- The input will be utilized to the maximum extent possible to make project decisions.
- The engagement adheres to the engage! Policy
- The engagement is supported by Council (either explicitly or by virtue of approving the Guidelines)
- The project team will report back to stakeholders what was heard and how it influenced project decisions
- Stakeholders will be asked to provide feedback on their engagement experience(s) regarding the efficacy of the engagement and their satisfaction with the engagement process
- There will be a demonstrated link between the final draft of the Guidelines and the input from stakeholders
- In cases where stakeholder input could not be utilized, the project team will report back to stakeholders what was heard and why it could not be used

## Reporting

---

Reporting regarding the process, progress and results of engagement will be done as follows:

- To the project sponsor by way of regular updates (in person, via email, special reports as desired)
- To managers by way of regular updates (in person, via email)
- To internal stakeholders (in person, by email, via web updates)
- To external stakeholders (by email, via web updates, in person as appropriate)
- To Council via briefing notes, email, via SPC and at Council meeting(s)

# Engagement Plan



THE CITY OF  
**CALGARY**  
CUSTOMER SERVICE &  
COMMUNICATIONS

Draft - For Discussion Purposes Only