

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 from January to June 2023, and with the general public from January to February 2023.



Total **AWARE**
762,000+

Total **INVOLVED**
25,900+

Total **ENGAGED**
450

Total **CONTRIBUTIONS**
400+

How was input used?

Input was used to refine draft Chapter 2 of the Greater Forest Lawn Communities Local Area Plan (the 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 Plan which outlines implementation options for community improvements that support growth.



What we heard:

Check out the full
What We Heard Report
online at
calgary.ca/GFLplan

Phase 2 Engagement Opportunities

ENGAGEMENT FOCUS: We looked for feedback to help refine the draft vision and core values. We also started to explore where and how growth and change could happen in the area, including where growth could be focused and where larger buildings could go. We also introduced small-scale growth and the benefits of having a variety of small-scale homes in a community.

Topic 1: Greater Forest Lawn Communities Draft Vision & Core Values

Topic 2: Potential Focus Areas for Moderate-to Large-Scale Growth

Topic 3: Small-Scale Growth

3 Working Group Sessions

- February 21, 6:30-8:30 p.m.
Session 5: Small-Scale Growth
- April 25, 6:30-8:30 p.m.
Session 6: Draft Urban Form and Building Scale Maps
- June 7, 6:30-8:30 p.m.
Session 7: Draft Urban Form and Building Scale Map Refinement

1 Community Association Session

- May 31, 6-9 p.m.
Community Association session open to all
Community Association Board Members

1 Development Industry Session

- June 28, 10 a.m.-Noon

3 Public Engagement Sessions

- January 26, 6:30-8 p.m. (Online)
- February 7, 11:30 a.m.-1 p.m. (Online)
- February 9, 6-8 p.m. (In person)

2 Community Conversation Series Sessions

- May 18, 3-7 p.m.
- May 25, 3-7 p.m.

2 Community Walking Tours

- May 5, 1:30-3 p.m.
Tour of Dover led by members of the
Dover Community Association
- June 26, 6:30-7:30 p.m.
Walking Tour with Penbrooke Meadows
Community Association Board Members

5 In-Community Info Sharing Pop-Ups

- February 8, 11 a.m.-Noon
Coffee chat at Dover Community Association
- February 10, 10 a.m.-Noon
Lunch visit at Alex Community Food Centre
- February 13, 7-8 p.m.
Attended Erin Woods Community
Association Board Meeting
- February 16, 7-8:30 p.m.
Coffee chat at Penbrooke Meadows
Community Association
- May 26, 8:15-8:45 p.m.
Attended Forest Lawn Community
Association Board Meeting

24,635 Engagement Booklets Mailed

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

27 days of Online Public Engagement

- Opportunities for input were available online
from January 17 – February 12, 2023.

"Low income and diverse
communities should not be
forced out because of new growth
but the focus should be put on safe
and well maintained homes."

— PARTICIPANT





JANUARY – FEBRUARY 2023

Who we reached:

762,000+ 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, Bold signs and informational displays, geo-targeted social media ads (Facebook, Twitter, Instagram, Nextdoor), geo-targeted digital ads (YouTube & banner ads), and email updates.

25,900+ INVOLVED

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

450 ENGAGED

The number of people who provided input online, through a mailed feedback form, via the Plan's email address, or through working group or targeted participant sessions.

What we heard:

400+ CONTRIBUTIONS

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

"I like the notion of preserving the intercultural aspect of my neighborhood. The people, the food, the stores. I also believe that we need to improve mobility and I like the thought of pathways and urban parks connecting major locations. Bike lanes, green spaces, improved lighting in transit hubs."

— Participant



Phase 2 Public Engagement – Key Themes

- Participants shared the importance of having a variety of mobility options with some participants emphasizing the need for options other than vehicles.
- Participants shared interest in enhanced, well maintained and protected recreation spaces and parks, including parks programmed for families and considerations for accessibility for all abilities.
- Participants shared many concerns about safety, crime and general social disorder occurring in the Plan area. Comments included references to the homeless population, drug use, crime as well as considerations to increase safety or making safety a priority.
- Participants expressed concern about affordability when considering housing. Comments shared about community members of varying incomes and the inability to afford housing in the future.
- Participants expressed concerns about increasing traffic and inadequate parking. Some noted dependency on cars as well as comments about current and potential future traffic and parking issues.
- Participants expressed concerns with large-scale growth and not wanting further growth in proposed areas.
- Participants shared concerns about traffic and adequate parking. Some comments stressed concern for existing issues with traffic especially around Main Streets as well as the need for parking for higher density.
- Participants shared general support for proposed changes. Comments were in favour and referenced the proposed changes being a benefit in the future.
- Participants expressed concerns for the future of mobile homes in the area, particularly the Mountainview mobile home park in the community of Red Carpet. Comments shared about affordable housing options, being displaced and inability to obtain adequate price values for their mobile homes.
- Participants shared the importance of affordable housing in the Plan area. Comments included references to seniors, mobile home park residents, current affordability of area for low-income residents and examples of affordable housing like the ACTO village.
- Participants shared the significance of greenspaces and natural environment to the Plan area. Many comments included wanting to protect existing greenspaces and add additional parks, as well as the benefit of these spaces to community life.
- Participants expressed the importance of affordable housing in the Plan area. Comments included references to how small-scale housing offered affordability as well as housing choice supporting affordability.
- Participants expressed issues with traffic and parking. Many comments shared that additional growth could increase traffic and parking issues as well as intensify existing issues.
- Participants shared a preference for small-scale homes. Comments included references to seniors, community vibrancy, affordability and how small-scale housing is a good fit for the Plan area.
- Participants shared a preference for a variety or mix of housing types and sizes. Comments referenced diversity of housing being beneficial for the residents and community.
- Participants shared concern about gentrification and displacement of residents in relation to growth and development of the Plan area. Comments referenced increased cost of housing, removal of existing small-scale housing and potential loss of community assets like greenspaces.

“I think large scale housing that is affordable along 17th Ave would really spruce up the area - something like the changes happening in Marda Loop - but there needs to be small parks, spots for community markets and safe areas both regarding crime and mobility.”

— PARTICIPANT

