

Project overview

The Kensington Area Improvements project is the combination of three separate projects located in the communities of Sunnyside, Hillhurst, and West Hillhurst.

- [Kensington Transit-Oriented Development Streetscape and Public Realm Improvements](#)
- [Hillhurst-Sunnyside Streetscape and Public Realm Improvements](#)
- [West Hillhurst Streetscape and Public Realm Improvements](#)

We are looking to make a series of community-level improvements within the communities listed above. Based on the feedback received during the last round of engagement, a shortlist of potential projects was developed for further consideration.

This shortlist included three different types of projects:

- **Streetscape Improvements:** Streetscape improvements go beyond just mobility improvements and seek to create invitations for all users and modes as well as support the community's economic activity, health, and well-being, and foster greater social cohesion and community identity. The concepts presented at this stage are limited to a typical cross-section of what the road would look like. More detailed designs of the corridor(s) will progress in the next stage for the concepts that get carried forward.
- **Traffic Calming Enhancements:** Traffic calming measures, which would improve the safety and comfort for pedestrians, cyclists, and other wheeled users are presented for feedback. Concept designs would be presented in the next stage of engagement for the projects that get carried forward.
- **Public Spaces:** The City proposes to redesign several public spaces in the area to encourage physical activity and social interaction of a wide range of users. In addition, The City, community organizations, and businesses will partner to curate temporary installations and activities throughout the year. Public feedback will be used to help identify community preferences and refine design concepts.

The public feedback received during this phase of engagement will be used in conjunction with technical analysis and cost considerations to select which projects will be carried forward for implementation.

These projects are all part of the [Established Area Growth and Change Strategy](#). They are part of an effort to invest in our existing communities, so they can be vibrant and successful for decades to come, and to support communities and local businesses where growth and change are happening and anticipated to happen.

Communications overview

A communications plan was developed to support the engagement process by ensuring there was widespread awareness of the Phase 2 engagement opportunity. A variety of online and traditional communications channels were pursued to ensure citizens were aware of the online engagement activities available on the engagement webpage (engage.calgary.ca/kensingtonarea). During our engagement, we had a total of 894 participants provide 3,331 contributions to the consultation opportunity. Communications and outreach tactics included:

- Information letters were delivered to proximate businesses advising them of the potential projects and associated engagement opportunities. Mailed postcards were sent to households in the Kensington area informing residents of the program.
- Bold signs were erected along arterial roadways surrounding the Kensington area. Pedestrian level signage was placed near highly visible locations and community parks.
- Kensington Plaza activations included interactive displays and signage promoting community consultation.
- A social media campaign was executed that targetted people who spent time in the Kensington area. Organic and paid content posts were shared on the City of Calgary's social media platforms including Facebook, Twitter, and NextDoor.
- City staff met with stakeholder groups, such as the West Hillhurst and Hillhurst Sunnyside community associations, as well as the Kensington Business Improvement, and those partners circulated the engagement opportunities through their communication channels

Engagement overview

The primary objectives for this round of engagement were to:

1. Identify which projects are most desired by the public (and which are not).
2. Get feedback on the improvement concepts being considered for each project.

Individual pages on The City's Engage Portal were created for each of the projects under consideration, with each information regarding the current state of the area and proposed changes, as well as a survey asking questions for both. Online feedback was open from August 31 to September 19, 2021.

In addition to online engagement, the project team met with the Hillhurst-Sunnyside Community Association, West Hillhurst Community Association, and the Kensington Business Improvement Area to discuss the proposed projects and online feedback opportunities.

For more information regarding the questions asked for each of the individual projects and the results of the most recent phase of engagement citizens can check out our engagement webpage:



Kensington Area Improvements

Stakeholder Report Back: What we Heard

January 2022

[Kensington Area Improvements | Engage \(Logged in\) \(calgary.ca\)](#)

Next steps

The following next steps for the Kensington Area Improvements project are currently underway:

- The project team is continuing to review and consider the feedback provided.
- The projects are being evaluated based on technical analysis and public feedback to establish a shortlist of recommended projects.
- The selected projects will undergo additional refinement and will be presented [Kensington Area Improvements | Engage \(calgary.ca\)](#) to the public at the next stage of engagement.

DRAFT