



Bridgeland Place

Report Back: What We Heard
May 2022

Project overview

In March 2021, Calgary City Council approved a recommendation to close Bridgeland Place as it is no longer viable to operate in the long term. The building has dealt with significant operating challenges in recent years, including heating issues and interruptions in the water supply. While the building is safe and habitable, it requires renovations that would be difficult to do without significant impact to the tenants.

The City of Calgary is undergoing a feasibility study to analyze several factors in order to determine the best response to the closure of Bridgeland Place. As part of the feasibility study, The City is engaging with the Bridgeland community to gather input that will help to inform potential outcomes for the site, including feedback about the site's potential design elements and features, and the type of housing that will be replaced on the site.

Engagement overview

The engagement process is not designed as a voting process but rather to gather collective and balanced input to gauge response to a project. The feedback received is used to shape and provide direction to the project.

A project portal page (<https://engage.calgary.ca/bridgeland-place>) was open for input from April 4 – April 18, 2022. The portal page was designed to communicate the goals and objectives of the project and to collect feedback. In terms of participation in this project, there were 1,465 visitors and 327 contributions to the project portal page. Input from the online survey is being used to help identify patterns of preference for the future of Bridgeland Place. An online Question & Answer section was also included in the portal page to provide an opportunity for the public to ask questions of the project team.

What we asked

We asked one demographic question to see if we were speaking to residents of Bridgeland Place and community members in the Bridgeland-Riverside community. We also asked the following questions to gather input for this project.

1. Can you please let us know a little more about where you live, in relation to Bridgeland Place?
2. Select three elements you feel are most important to consider when thinking about a future housing development on the Bridgeland Place site.
3. Looking at the photo of a townhouse development, what do you think about the design?
4. Looking at the photo of a mixed-use housing development, what do you think about the design?
5. Looking at the photo of a low-rise housing development, what do you think about the design?
6. It can be beneficial financially and environmentally to keep existing buildings, wherever possible. Do you agree that if the Bridgeland Place structure was to be kept, it would benefit from a significant redesign and renovation?

- 6b. Please tell us why you selected this response.
- 7. The site has provided affordable housing, exclusively, for many years. As we reimagine the site, which of the following options would you prefer to see?
- 7b. Please tell us why you selected this response.
- 8. What are your concerns for the future of the site?
- 9. What are your hopes for the future of the site?
- 10. What is the best way to connect with the community and get input during future phases of the project? Select up to three options.
- 11. Question & Answer Section: Ask Questions About The Project - Please let us know what questions you have about the project and we will answer them here.

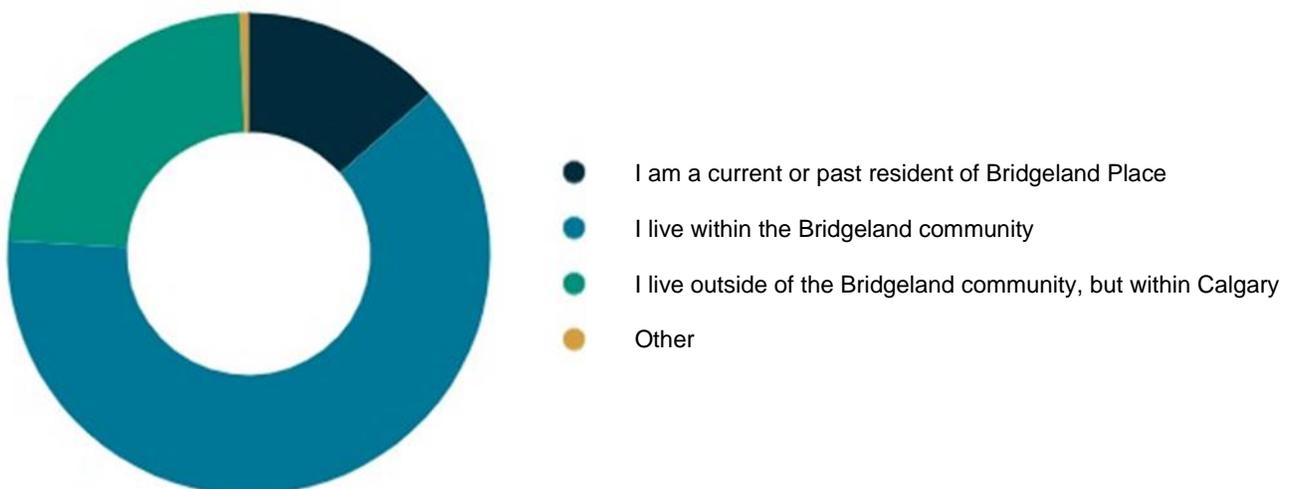
What we heard

This section provides a short summary of what we heard from the participants who contributed to the online survey. Responses for the open-ended/short text questions have been categorized into overarching themes to provide a summary of what we heard. Themes presented are those with frequent or recurring mentions. Comments can represent in more than one theme area. Verbatim comments are presented as received and they are not altered for spelling or grammar. A verbatim listing of all the comments is provided at the end of this report.

Shows the question type and response rate.

- 1. Can you please let us know a little more about where you live, in relation to Bridgeland Place:

Multi Choice | Skipped: 0 | Answered: 327 (100%)





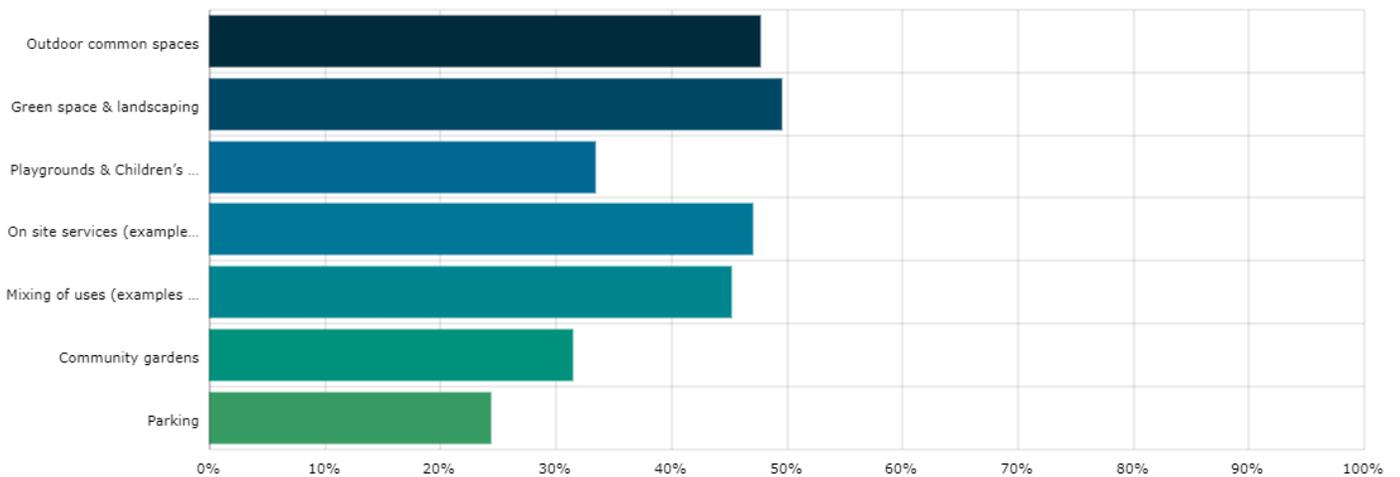
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Answer choices	Percent	Count
I am a current or past resident of Bridgeland Place	13.46%	44
I live within the Bridgeland community	62.39%	204
I live outside of the Bridgeland community, but within Calgary	23.55%	77
Other	0.61%	2
Total	100.00%	327

- Select three elements you feel are most important to consider when thinking about a future housing development on the Bridgeland Place site.

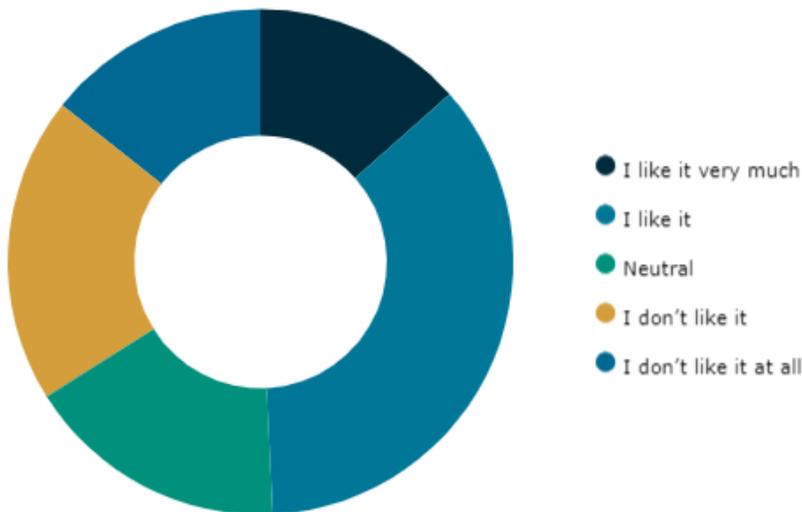
Multi Choice | Skipped: 6 | Answered: 321 (98.2%)



Answer choices	Percent	Count
Outdoor common spaces	47.66%	153
Green space & landscaping	49.53%	159
Playgrounds & Children's play areas	33.33%	107

On site services (examples – childcare, community organizations)	47.04%	151
Mixing of uses (examples – retail and commercial uses)	45.17%	145
Community gardens	31.46%	101
Parking	24.30%	78

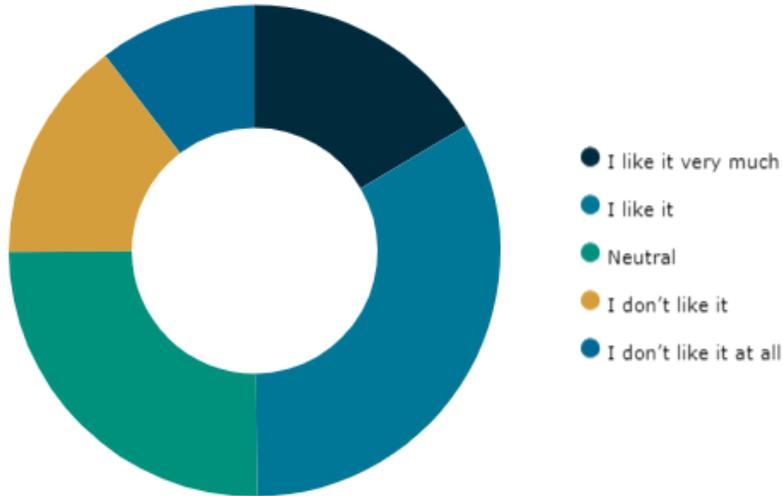
3. Looking at the photo of a townhouse development, what do you think about the design?
Multi Choice | Skipped: 0 | Answered: 327 (100%)



Answer choices	Percent	Count
I like it very much	13.46%	44
I like it	35.78%	117
Neutral	16.82%	55
I don't like it	19.57%	64
I don't like it at all	14.37%	47
Total	100.00%	327

4. Looking at the photo of a mixed-use housing development, what do you think about the design?
Multi Choice | Skipped: 0 | Answered: 327 (100%)



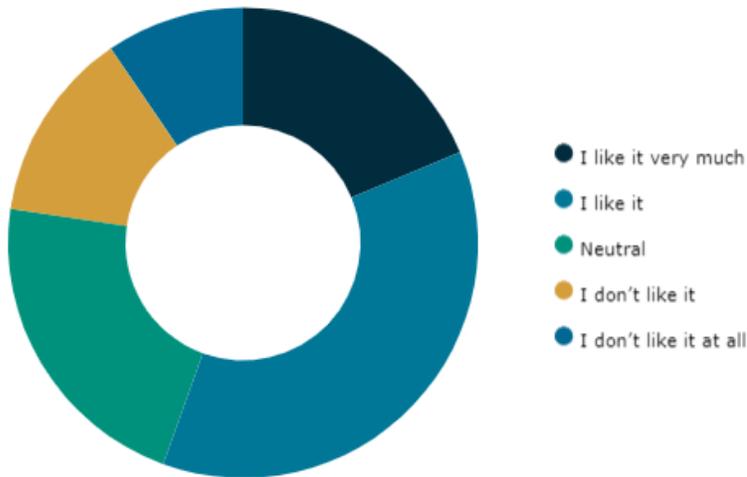


Answer choices	Percent	Count
I like it very much	16.51%	54
I like it	33.33%	109
Neutral	25.08%	82
I don't like it	14.68%	48
I don't like it at all	10.40%	34
Total	100.00%	327

5. Looking at the photo of a low-rise housing development, what do you think about the design?
Multi Choice | Skipped: 1 | Answered: 326 (99.7%)

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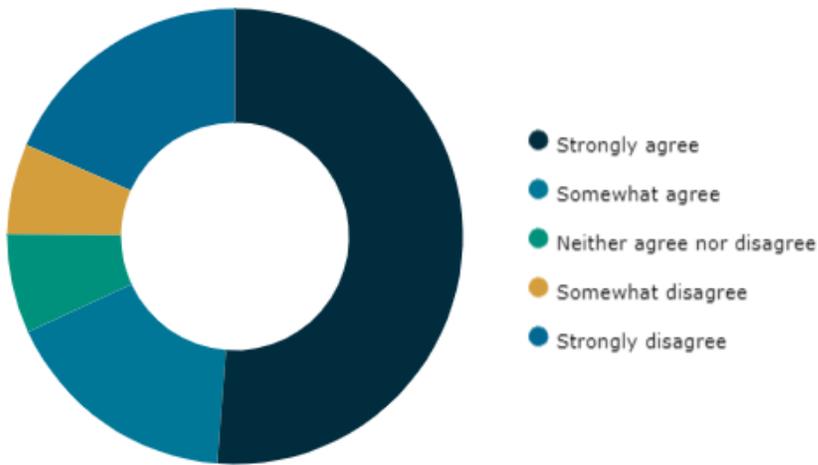
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Answer choices	Percent	Count
I like it very much	18.71%	61
I like it	36.81%	120
Neutral	21.78%	71
I don't like it	13.19%	43
I don't like it at all	9.51%	31
Total	100.00%	326

6. It can be beneficial financially and environmentally to keep existing buildings, wherever possible. Do you agree that if the Bridgeland Place structure was to be kept, it would benefit from a significant redesign and renovation:

Multi Choice | Skipped: 1 | Answered: 326 (99.7%)



Answer choices	Percent	Count
Strongly agree	51.23%	167
Somewhat agree	16.87%	55
Neither agree nor disagree	7.06%	23
Somewhat disagree	6.44%	21
Strongly disagree	18.40%	60
Total	100.00%	326

6b. Please tell us why you selected this response:
Short Text | Skipped: 59 | Answered: 268 (82%)

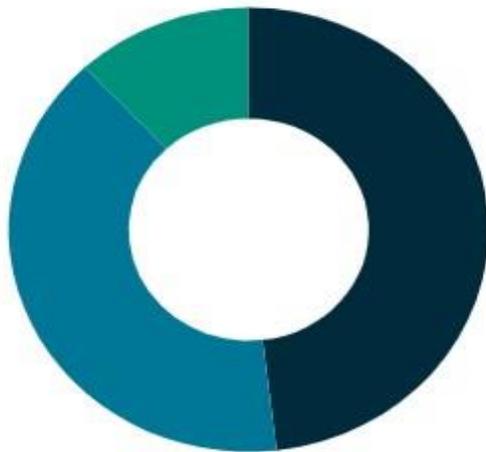
The following is a summary of the top themes identified under this question supported by participant comments:

Themes That We Heard	Examples of Participant Verbatim Comments
<p>Renovation and Revitalization Close to a quarter of the participants who answered this question commented on renovating and reviving the existing building.</p>	<p>“Should engineering indicate that the structure is sound, then redesign and renovation could be beneficial. Perhaps the time to renovate versus a complete knockdown would also be more efficient.”</p> <p>“Building needs some 'life'.”</p> <p>“If it can be renovated and made safe then it should be explored”</p> <p>“It's clear it's an aging building that needs significant renovations. If it is kept, the entire building envelope should be upgraded to modern standards and codes.”</p> <p>“The building is authentic and a reflection of its place in history. I would rather see the focus be on creating beautiful outdoor landscaping for residents to enjoy, and renovate/improve heating/plumbing etc services so the building functions safely.”</p>
<p>Undesirable Appearance & Conditions Several participants noted that the building is outdated and in poor condition.</p>	<p>“It is dated and an eyesore in the community. Additionally they have constant false alarms of fire trucks in the middle of the night that wake us neighbours. A reno would decrease the incidence of this by exposing problems and improving structure”</p> <p>“The building looks aged and less welcoming than it could”</p> <p>“The building is in poor condition inside and out”</p> <p>“The building is in bad shape. It needs either extension renovation or demolition”</p>
<p>Community Integration Another theme identified by participants emphasized the importance of fitting in with the look and feel of the community.</p>	<p>“I believe the structure should be able to house many residences just like the previous space. But it needs to reflect Bridgeland”</p> <p>“Current structure does not enhance or fit with the aesthetic of the neighbourhood.”</p>

	<p>“Structure is too tall and sticks out in bridgeland. Low rise or mid rise”</p> <p>“The building does not blend into the rest of it's surroundings. Replacing it with a better designed building with few floors, mixed use with more communal park/green space would be better for the whole community and activate the area better.”</p>
<p>Planning and Use of Space This theme highlighted the feedback received related to planning, design, and better use of space.</p>	<p>“If the structure is sound, it would be well suited to be updated with modern design principles in mind. A well designed space has very important impacts for residents and visitors combined.”</p> <p>“I would like to see mixed use that puts eyes on the street instead of the big parking lot that is right there. In addition, looking for utilizing smart density that ties to the community. I can see if the site was modified working if done right”</p> <p>“The outside looks dated and the surface lot is quite a bit of wasted space. It would be beneficial to update the exterior and make better use of the grounds to better integrate the parcel into the surrounding Street scape.”</p> <p>“The building is in very poor shape, is poorly laid out on the lot to waste a lot of land. Interior design is dated and not functional for livability. So much more housing could be added with a masterplan/ comprehensive site redevelopment”</p>
<p>Benefits of Keeping Existing Building Benefits of keeping the existing building included sustainability and environmental considerations, faster turnaround time, and cost efficiency.</p>	<p>“Keeping the skeletal structure (assuming there are no safety or other concerns with it) would be ideal from a sustainability perspective, something the Bridgeland community values greatly.”</p> <p>“it could be made greener and more efficient. As said, there would be reduced waste of materials.”</p> <p>“I really dislike the building right now but from an environmental standpoint, repurposing as much as possible is the best solution.”</p> <p>“If the structure is sound existing infrastructure should be kept and updated. Had the potential to get people back living there faster.”</p> <p>“Keeping costs down by renovating instead of demolishing means there will be more money for other affordable housing projects. The city needs to do more to address affordability.”</p>

7. The site has provided affordable housing, exclusively, for many years. As we reimagine the site, which of the following options would you prefer to see:

Multi Choice | Skipped: 1 | Answered: 326 (99.7%)



- Retain the current focus of providing only affordable housing
- Provide a mixture of housing, from subsidized affordable housing up to units with market rental rates
- Shift the focus to provide only housing at market rate

Answer choices	Percent	Count
Retain the current focus of providing only affordable housing	48.16%	157
Provide a mixture of housing, from subsidized affordable housing up to units with market rental rates	39.88%	130
Shift the focus to provide only housing at market rate	11.96%	39
Total	100.00%	326

7b. Please tell us why you selected this response:

Short Text | Skipped: 50 | Answered: 277 (84.7%)

The following is a summary of the top themes identified under this question supported by participant comments:

Themes That We Heard	Examples of Participant Verbatim Comments
Affordable Housing Supply About half of the participants who answered this question expressed the need for affordable housing and	“The city is in desperate need of affordable housing, especially in livable and walkable areas. With real estate prices going up, this is even more important now than ever.”

<p>the focus on providing affordable housing on this site.</p>	<p>“If it’s been exclusively affordable housing and that’s worked well for many years, then please continue!”</p> <p>“Unless the City plans to create the same amount (if not more) affordable living spaces to make up for these that are being lost, then it must remain affordable. We need more affordable housing, not less.”</p> <p>“There is absolutely no need to get rid of affordable housing in this city. If anything, we need more, so continue to provide it here.”</p>
<p>Benefits of Mixed-Income Housing Examples of benefits of mixed-income housing included enhancing diversity, minimizing stigma and segregation, and improving financial feasibility.</p>	<p>“Affordable and market rental units do not give the stigma of only one group being appropriate for a site. Each group benefits from the other in proximity and we should not segregate based on income.”</p> <p>“The mixture will allow for more in building diversity of socio-economic status. Diversity helps everyone.”</p> <p>“Housing should be integrated and balanced within the community rather than creating a economically segregated and homogenous area of the community. Need diversity of price point & types. Mixed-income mitigates risk, improves financial feasibility.”</p> <p>“Bridge land is an attractive community to live in. Having a mix would allow for the development to provide accessible housing without stigma and in a cost effective manner for development costs and maintenance.”</p>
<p>Gentrification/Inclusion & Diversity Some participants spoke of the gentrification of the community and the importance of maintaining diversity.</p>	<p>“Bridgeland is being gentrified, it is important to have neighbours with lower incomes continue being of Bridgeland Community fabric. Otherwise the vibrancy & diversity, which make our community different, is lost.”</p> <p>“Because Bridgeland is becoming an exclusive community with gentrification, which is sad because residents who have lived in the community forever may not be able to relocate elsewhere in the community. People of all incomes deserve to live here!”</p> <p>“A diversity of people is beneficial to the overall feeling of the community.”</p> <p>“Affordable housing is key to maintain in this city and brings a healthy diversity to the area of Bridgeland. Continue to facilitate</p>

	<p>people of all Socio economic groups to keep Bridgeland a diverse place and friendly to people of all backgrounds.”</p>
<p>Convenient Location Bridgeland Place is situated in a convenient location that is close to downtown. It provides good access to public transit and other services.</p>	<p>“We have a serious lack of affordable house. Bridgeland is a great community to live in as it is close to the c train, downtown and have many community amenities”</p> <p>“I think Bridgeland needs more affordable housing and this is a good location for transit, walk ability, services”</p> <p>“Affordable housing is hard for people to find, particularly close to the city centre and near transit lines. People deserve to live in affordable housing that is also close to transit and services and shouldn't be pushed out due to gentrification.”</p> <p>“Maintaining a diverse community is important, especially in proximity to downtown and public transportation options.”</p>

8. What are your concerns for the future of the site?

Long Text | Skipped: 75 | Answered: 252 (77.1%)

The following is a summary of the top themes identified, based on the comments regarding concerns for the future of the site, supported by participant comments:

Themes That We Heard	Examples of Participant Verbatim Comments
<p>Planning and Use of Space A number of participants provided input on planning considerations and better use of space. Some of them also expressed that they do not prefer to have another high rise in this location.</p>	<p>“That there will be too much space devoted to parking and not enough space devoted to people.”</p> <p>“The surface parking MUST go as it is very poor use of valuable downtown core land. Develop low height (eg, 3 story townhouse etc) across this massive space and provide garage/underground parking. Integrate green space and pathways so this entire current footprint is permeable and attracts people from the community to pass through the area.”</p> <p>“Main concern would be the cost benefit of the site and housing over the long term. Number of units, total subsidized cost and other factors should also be considered when determining the best approach.”</p> <p>“I do not want to see another high rise go up. This location could see much better greenspace, opportunity for leisure and children's play and provide a view for the community.”</p>

	<p>“That affordable housing will disappear, an even bigger building will go in. Less regard to surrounding community.”</p>
<p>Affordable Housing Supply The need for affordable housing and maintaining affordable housing supply in the community were expressed.</p>	<p>“That we don’t reduce our supply of affordable family house in a walkable community like Bridgeland vs out in the suburbs far from transit.”</p> <p>“Concerned that affordable options will be greatly reduced”</p> <p>“That affordable housing will be lost.”</p> <p>“I’m concerned it will turn into another pricey, high rise condo. Bridgeland has enough of those currently and in development. I worry for people who actually need affordable housing and whose lives are currently centered around having lived in Bridgeland.”</p>
<p>Gentrification/Inclusion & Diversity Some participants shared worries about the gentrification of the neighbourhood and their interest in preserving diversity in the community.</p>	<p>“My largest concern is the loss of affordable housing. I am worried about the gentrification of inner city neighbourhoods and also what this means for the safety of our communities. Losing housing options in the inner city could mean more people will struggle to survive and meet needs without having a place to call home.”</p> <p>“My biggest concern is through renovations or rebuilding, the residents of Bridgeland Place will be displaced. It is so great to see kids & parents from all backgrounds intermingle at the playgrounds & parks. Bridgeland Place has been Bridgeland long before most of the gentrification started. People with fewer means have a right to stay in their neighbourhood as anyone else. Let’s not follow the path of so many gentrified neighbourhoods & force them out.”</p> <p>“I am concerned about seeing more expensive condos in our community. Bridgeland is already seeing so much development that is catered to higher incomes and is becoming unaffordable to many. A mix of incomes in a community makes it more vibrant and diverse”</p>
<p>Safety Concerns Safety concerns such as crime, issues related to having an empty building, and the safety conditions of the existing building were mentioned.</p>	<p>“I am concerned for the safety of the community with an empty building close by. I am concerned for worsened parking in an already tight area.”</p> <p>“If left uncared for there could be illegal and dangerous activities happening on site”</p> <p>“Crime, vandalism, loitering”</p>

	<p>“My only worry is they keep the building on the site it’s not safe and we were moved out for a reason.”</p>
<p>Lack of Community Integration Some concerns identified were associated with the lack of community integration. There were suggestions to update the look and design to better fit with the character of the community.</p>	<p>“I would like to see a new look for whatever fills this space. One that better fits into the look of the community.”</p> <p>“The site should be designed to promote community living that integrates well with the larger community. Mixing of uses (e.g. retail and commercial) would help in this regard. Providing affordable housing that promotes community and safety are my primary concerns.”</p> <p>“Keeping the surface parking lot divides the site from the rest of the community. It should be removed.”</p> <p>“Old building is left without improvement. This land should be integrated into the community and character of Bridgeland”</p>

9. What are your hopes for the future of the site?

Long Text | Skipped: 74 | Answered: 253 (77.4%)

The following is a summary of the top themes identified, based on the comments regarding hopes for the future of the site, supported by participant comments:

Themes That We Heard	Examples of Participant Verbatim Comments
<p>Focus on Affordable Housing Many participants who answered this question stated their hope to sustain affordable housing on this site.</p>	<p>“Affordable family housing that is very special and enjoyable for families with children and a welcome to new Canadians.”</p> <p>“It would be nice for it to stay as subsidized housing. It’s close to transit, downtown and parks. I’d like to see a better bigger daycare space and place for kids to play safely in a common green space fenced for their use. That it will be better maintained!”</p> <p>“Continues to be affordable housing with improvements in living conditions and appearance.”</p> <p>“That it is able to keep focus on affordable housing and add central services”</p>
<p>Types and Styles of Housing Various types of housing styles were suggested including low rise housing</p>	<p>“Mixed use, mixed socioeconomic backgrounds. A blend makes a good community”</p>

<p>and mixed-use (i.e. residential & commercial).</p>	<p>“Low density low income, with mixed use, to foster integration with the community”</p> <p>“Dense, commercial-residential mix. Built with an economical mindset and built for longevity.”</p> <p>“A lower-rise residential/commercial structure with businesses & services not currently available here. Landscaping that increases tree canopy. Include positive reasons for pedestrians to be in the area such as businesses which are not redundant for the neighborhood. (eg. bakery, flower shop, shoe repair, clothing boutique, deli, yoga studio) It's not a walkable neighborhood without a variety of services & stores to walk to. We certainly don't need a 4th liquor store or a 6th ice cream shop.”</p>
<p>Common Gathering Space and Green Space Communal space, green space, playground, and community gardens that bring people together were noted in some participants' comments.</p>	<p>“A beautiful addition to the community that function as a green space, playground and brings people together and into the community.”</p> <p>“A place that brings the community together”</p> <p>“I hope that there will be a mixed use large building that has both residential and commercial uses, which utilizes the area in a way to still leave large open green spaces and landscaping for the community and residents to use...”</p> <p>“Affordable housing, low income housing, community gardens, community spaces”</p> <p>“I would love to see a vibrant community space that can serve people of many incomes and life stages. Ample green space can help build a more welcoming public realm while helping fortify the area against a changing climate...”</p>
<p>On Site Services (i.e. Day care) and Amenities Some participants expressed that they hope to see a variety of on site services such as day care, retail businesses, and other services.</p>	<p>“Safe, welcoming, multi-use, medical clinic, daycare, retail are all needed in bridgeland.”</p> <p>“A sustainable version of the affordable housing, community resources and daycare like today”</p> <p>“Good mix use and family services”</p> <p>“Integrated mixed use development that includes services currently lacking in the community.”</p>



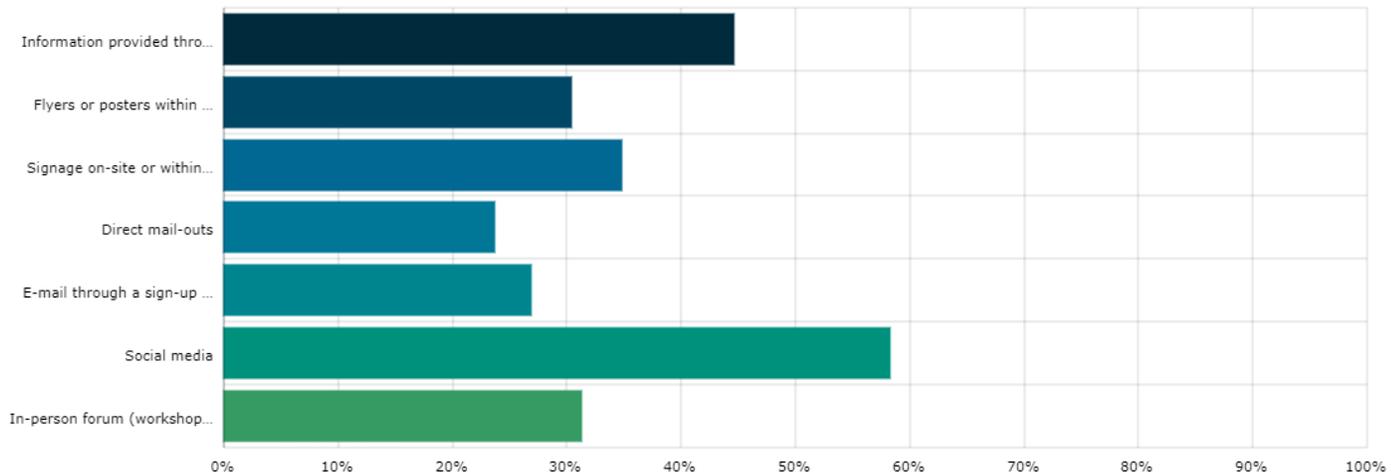
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<p>Inclusion & Diversity Values of inclusion and diversity were highlighted in some of the feedback received.</p>	<p>“Affordable, family oriented housing to foster a diverse community. That objective cannot be attained via the commercial market...”</p> <p>“That it stays as affordable housing, I am worried what it means for so many units to be lost. We want diversity in Bridgeland.”</p> <p>“The site should add not just economic value to Bridgeland/Riverside but also enrich the community through diversity and culture.”</p> <p>“Increase diversity in the community. That it continues to be a meeting place, a living place, and a place to call home for those who need it.”</p>
<p>Community Integration Some participants hoped that the site and building were better integrated into the community.</p>	<p>“I hope the site is well integrated into the surrounding neighbourhood and doesn’t feel like a separate entity.”</p> <p>“Cleaner, more integrated into the community and less surface parking.”</p> <p>“I hope it becomes a building that provides social housing, that fits with the surrounding community and structures and that offers additional green space for Bridgeland.”</p> <p>“I’d like to see it better integrated into the community. All residents should feel part of the community. So if there are public businesses and services available on site, playgrounds for kids, pathways through it, I think it will better serve the entire community.”</p>

10. What is the best way to connect with the community and get input during future phases of the project?
Select up to three options.

Multi Choice | Skipped: 11 | Answered: 316 (96.6%)



Answer choices	Percent	Count
Information provided through the Community Association	44.62%	141
Flyers or posters within the community	30.38%	96
Signage on-site or within the community	34.81%	110
Direct mail-outs	23.73%	75
E-mail through a sign-up list	26.90%	85
Social media	58.23%	184
In-person forum (workshop, open house)	31.33%	99

11. Question & Answer Section: Questions and answers from this section are included in the verbatim comments.



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Next steps

The feedback collected will be shared with the project team, and posted on the project portal page to share with stakeholders and the public. Engagement results were included in a recommendation report to City Council on 2022 June 7. Because of the rules related to real estate transactions, Council's decision on the future of Bridgeland Place cannot be made public until a later date, potentially in 2023 as the project advances. Once a general direction for the site is established by Council, future stages of the project will provide additional opportunities for community involvement and input.

Verbatim comments

Verbatim comments presented here include all feedback, suggestions, comments and messages that were collected online through the engagement described in this report. All input has been reviewed and provided to Project Teams to be considered in decision making for the project.

The comments are divided into questions asked. Any personal identifying information has been removed from the verbatim comments presented here. Comments or portions of comments that contain profanity, or that are not in compliance with the [City's Respectful Workplace Policy](#) or [Online Tool Moderation Practice](#), have also been removed from participant submissions.

Wherever possible the remainder of the submissions remains. No other edits to the feedback have been made, and the verbatim comments are as received. As a result, some of the content in this verbatim record may still be considered offensive or distasteful to some readers.

For full verbatim comments, [please refer to the Verbatim Report](#).