

Draft Primary Web Content for Phase 2 Public Engagement

cmrbgrowthplan.ca

INTRO (main page)

What's happening in phase 2 of public engagement?

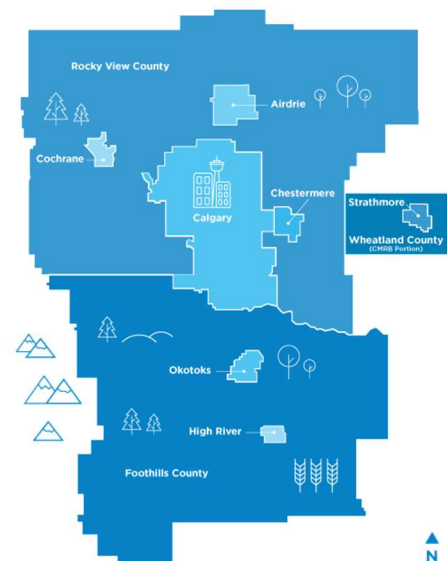
The ten municipalities in the Calgary Metro Region are working together to develop a long-term plan for managed, sustainable growth in the region. Between July 24 and September 4, 2020, the Calgary Metropolitan Region Board (CMRB) asked members of the public to help identify common values from residents across the region to better understand the common benefit that regional planning can provide.



Over 3000 people visited this website to learn about the process and we received nearly 1600 contributions that were used to help shape the proposed approach to manage growth in the Calgary Metro Region as we plan for the next million residents.

Now we're asking you to take some time to learn more about what's being proposed and tell us how your community and way of life might be affected, for better or for worse. Visit the Discussion Forums to share your thoughts about what the proposed approach might mean for you and your community.

Leading regional planning expert Peter Calthorpe and the team at HDR|Calthorpe [are recommending developed](#) the proposed approach, [which applies applying](#) a core belief that successful places – whether neighborhoods, [counties](#), towns, urban districts, [rural districts](#) or metropolitan regions – must be diverse in uses and users, must be scaled to the pedestrian and human interaction, and must be environmentally sustainable.



What's being proposed for the Calgary Metro Region is to manage growth differently than we have [experienced](#) in the past. Through higher density, more redevelopment, [shared servicing](#), a greater mix of place types and collaboratively planning for "transit ready" development along future transit corridors, we hope to reduce land consumption, save money, and realize the benefits associated with regional planning.

[HOW YOU CAN GET INVOLVED](#)

Take the Survey to tell us [how well the proposal matches up with the focus areas of the CMRB](#), and what [else](#) we need to keep in mind in planning [how](#) we might implement what's being proposed.

[The proposed approach has three key characteristics: Place Type Allocation, Transit-Ready Corridors, and Joint Planning Areas.](#) Check out the FAQs to learn more about what's being proposed, how the proposed approach was developed, including how public input helped shape the proposal. Please click on the tabs below to tell us where you're from (Guestbook), how you and your community might be affected (Discussion Forum), and what we need to keep in mind for putting the proposed approach into action (Survey).

FAQS

NOTE - revised FAQ section will be available for review by October 26

DRAFT FAQs (updated for Phase 2 of public engagement)

How is the Regional Growth Plan being developed?

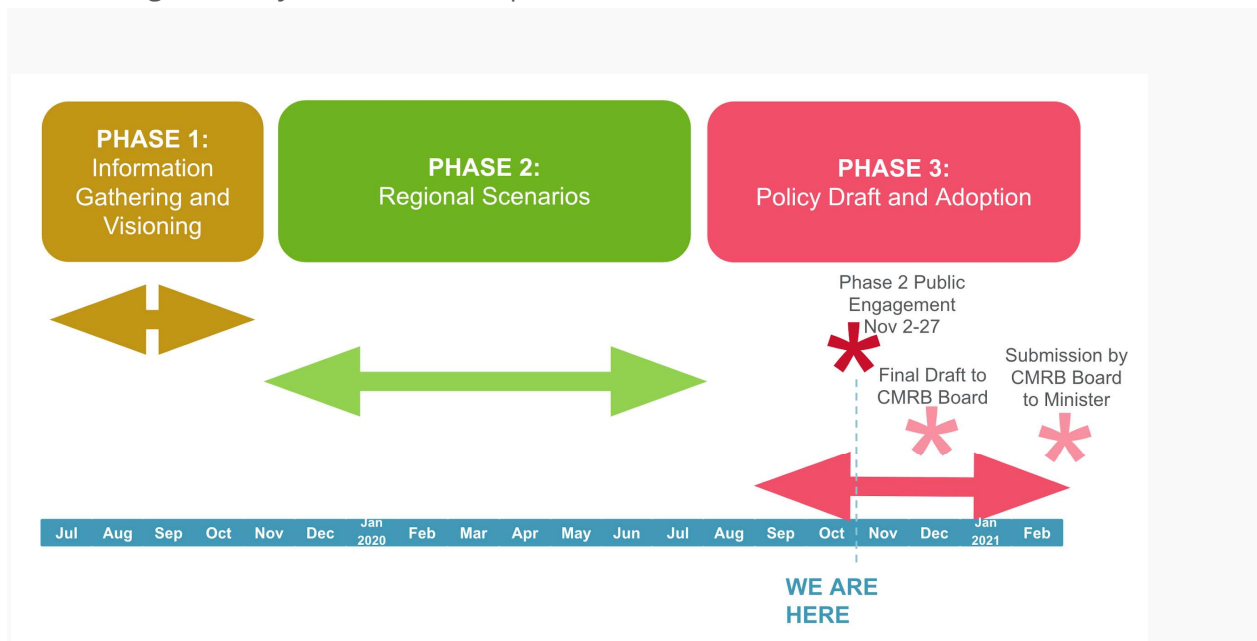
Over the last year, representatives from the ten municipalities in the Calgary Metro Region have been working together to lay the foundation for the Regional Growth Plan.

The CMRB has selected the internationally-recognized regional planning firm HDR|Calthorpe to develop the Growth Plan in consultation with member municipalities under the leadership of the Board. HDR Calthorpe is a pioneer in the development and implementation of regional plans that support diverse, walkable, sustainable, vibrant, environmentally responsible, mixed-use communities across the world. The firm's long history of high-quality urban design and regional planning give their designers, planners and engineers the skills and vision to build the Growth Plan for the Calgary Metropolitan Region.

The Regional Growth Plan process revolves around three main stages:

- Stage 1: Information Gathering
- Stage 2: Regional Scenarios

- Stage 3: Policy and Plan Development



We are currently in the middle of Stage 3. Between July 24 and September 4, 2020, we received public input on three potential scenarios for managing growth in the region.

Based on what we heard from the public, input from municipal staff, and best practices for regional planning, HDR|Calthorpe is recommending an approach for managing growth in the Calgary Metro Region. The proposed approach will inform policy development for the final Regional Growth Plan that will be presented to the CMRB for approval in early 2021.

How was public input used in the development of the proposed approach?

In the first phase of public engagement, we offered a number of ways for community members to tell us what matters to you in planning for the next million residents to come to the Calgary Metro Region. A full “What We Heard” report will be made available, but the key themes that we heard from the public that informed the proposed approach are listed below:

- Create more density and decrease sprawl
- Work with what we have
- Maintain choice and diversity of options for residents
- Transit that is well-planned and affordable
- Stronger collaboration while maintaining autonomy
- Consider environmental implications of development
- Provide guidelines for developers
- Leverage regional scope to promote economic development

In the Discussion Forum topics, we describe how different elements of the proposed approach reflect key themes from the first phase of public engagement.

How will public input be used in the development of the final Regional Growth Plan?

This phase of public engagement is less about “what” should be included in the growth plan, and more about “how” community members would like to see the proposed approach implemented. What we hear through the Discussion Forum topics and Survey will help guide what’s included in the policies for managing growth in the region.

Why should we approach growth differently than we have in the past?

In the first phase of public engagement, we heard that members of the Calgary Metro Region community want us to manage growth differently than we have in the past. Citizens want to see us grow differently to decrease environmental impact, decrease costs associated with urban sprawl, support vibrant communities, and be generally more efficient with our resources.

The proposed approach included in this phase of public engagement combines elements of the scenarios that were shared in phase 1 of public engagement, with the most contribution from what was Scenario 3 (Transit Oriented Development or TOD).

Based on the analysis of Scenario 3 - TOD against growing the way we always have (Scenario 1 - Business As Usual), we expect to see a number of economic and environmental benefits for our region, shown below [insert infographic]

- Reduction in land consumption
- Reduction of amount and cost of new infrastructure (roads, water, sewer, etc.)
- Reduction of water and wastewater requirements
- Reduction in vehicle km travelled
- Reduction in vehicle greenhouse gas emissions
- Reduction of carbon emissions from residential buildings

Please fill out the Survey to tell us which of these benefits matter most to you!

What is the proposed approach for managing growth in the Calgary Metro Region?

Leading regional planning expert Peter Calthorpe and the team at HDR|Calthorpe recommends the proposed approach, which applies a core belief that successful places – whether neighborhoods, towns, urban districts or metropolitan regions – must be diverse in uses and users, must be scaled to the pedestrian and human interaction, and must be environmentally sustainable.

These values were matched with input from the public and municipal administration to arrive at a proposed approach that has three key characteristics: Place Type Allocation, Transit-Ready Corridors, and Joint Planning Areas.

PLACE TYPE ALLOCATION

The proposed approach includes a recommended mix of “place types” for each municipality. Each “place type” reflects a variety of buildings, streets, and amenities, and represents a different type of development with different levels of density for residential and employment use.

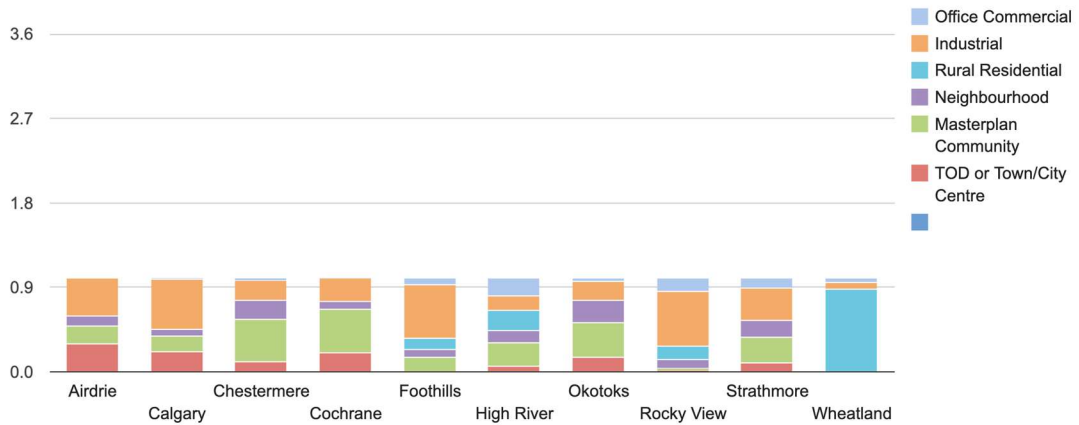
A Variety of Buildings, Streets and Amenities Create a “Place Type”



Click [here](#) to listen to a description of the six “place types” being proposed. “Place types” replaces the more traditional planning focus on density as the key metric for understanding how land should develop. Unlike density, “place types” provide a sense of the quality and experience, and include consideration for both people and jobs.

The chart below shows the different mix of “place types” that are being proposed. The Regional Growth Plan will help provide direction to municipalities about what can be built, but detailed planning about land uses and location of development will remain the responsibility of each member municipality. The Regional Growth Plan will identify a “place type” allocation for each municipality that will guide land use and development decisions made at the municipal level.

Incremental Growth | Land Consumption by Place Type



Visit the Discussion Forum to learn more about the mix of different “place types” that are being proposed, and tell us how your way of life and community would be affected by the proposed increase or decrease of place types in the Calgary Metro Region.

TRANSIT-READY CORRIDORS

The proposed approach includes identifying Transit-Ready Corridors supported by higher density development known as Transit Oriented Development (TOD). The first phase of public engagement included a strong interest in planning for and investing in effective and affordable regional transit options. The proposed approach identifies three major Transit-Ready Corridors that cross municipal boundaries (see map below).

[insert map that emphasizes corridors]

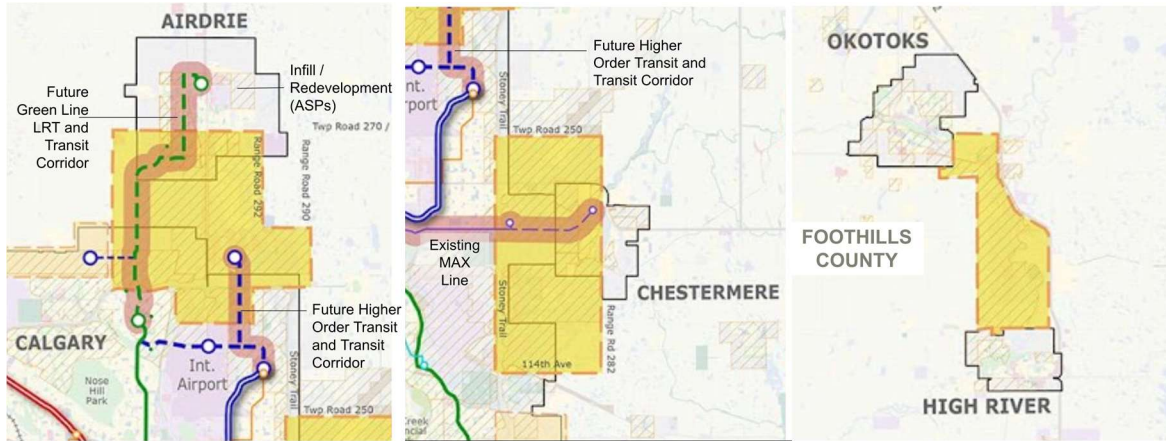
By identifying areas for potential future investment in regional transit, the proposed approach encourages municipalities to plan for development with transit in mind. The proposed approach also encourages those municipalities in which Transit-Ready corridors are identified to work together to coordinate planning, investment, and development.

JOINT PLANNING AREAS

The proposed approach recognizes that there are some parts of the Region where municipalities have overlapping interests, such as areas for key transit or industrial

development. The proposed approach identifies three “Joint Planning Areas” that encourage municipalities with common interests to work together in sub-regional groups.

Specifically, the proposed approach identifies the following sub-regional groupings:



Joint Area 1

Joint Area 2

Joint Area 3

Airdrie - Rocky View County - Calgary Calgary - Rocky View County - Chestermere High River - Foothills - Okotoks

Having Joint Planning Areas, or sub-regional collaboration, would be new for the Calgary Metro Region. Please take the Survey to let us know if you think this is a valuable part of the proposed approach to manage growth in the Region.

What does “infill development” or “higher density development” mean?

Infill and higher density can mean many things.

Infill means redeveloping existing areas with new housing and employment. The East Village in Calgary is an example of infill. But replacing a single family home with a duplex is also infill.

Infill can happen in both urban and rural contexts. The Watermark development in the community of Bearspaw is an example of infill development in a rural setting. It could also be considered infill when a 20-acre parcel of land is subdivided into five 4-acre parcels.

Higher density for transit-oriented development means a mix of townhouses and smaller-lot single family homes located in proximity to a planned transit corridor..

What are “place types”?

The proposed approach includes a recommended mix of “place types” for each municipality. Each “place type” reflects a variety of buildings, streets, and amenities, and represents a different type of development with different levels of density for residential and employment use.

“Place types” replaces the more traditional planning focus on density as the key metric for understanding how land should develop. “Place types” provide a sense of the quality and experience, and include consideration for both people and jobs. The six “place types” that are considered in the proposed approach are described below:

City and Town Centre or Transit Oriented Development (TOD)

This “place type” is characterized by medium-density mixed use development with many day-to-day services within walking distance. These areas have a variety of housing types, employment types, and retail land uses within them. New growth in these areas create value while minimizing associated congestion, environmental, and infrastructure impacts. They are designed to create a sense of place and encourage a vibrant pedestrian environment.

Masterplanned Community

The masterplanned community “place type” is characterized by its comprehensive and integrated approach to land use. This “place type” is often designed so residents have retail, commercial, civic, and recreational amenities conveniently located within a short walk of their homes. It is generally designed to emphasize sustainability, community, and convenience to live, work, shop, and play within the masterplanned community.

Residential Subdivision

The Residential Subdivision “place type” category represents areas that are predominantly residential and mostly in suburban locations often on the urban edge. Single family homes are the dominant housing type with other housing types sometimes included. This “place type” is generally auto oriented as the development pattern allows few shopping, employment, and open space destinations to be conveniently made via walking or biking.

Country Residential

The Country Residential “place type” is characterized by its larger lot sizes (often acreages), low density, and single-family detached housing type. The “place type” is located in rural and suburban areas.

Office Commercial

The Office Commercial “place type” is characterized as an area with stand-alone office buildings. This “place type” is typically separated from adjacent uses although it can be located next to residential areas. This “place type” is an employment centre with supporting uses for workers

such as food and business retail uses. There are usually no residential land uses in this “place type”.

Industrial

The Industrial “place type” is characterized by a variety of non-residential, industrial, and commercial land uses. This “place type” includes warehousing and manufacturing uses. There are no residential land uses in this “place type”.

Why do we need a Regional Growth Plan?

When the needs of the region are addressed as a whole, we can better identify opportunities and efficiencies to reduce the costs of growth, attract investment to the region, and realize sustained prosperity.

Big infrastructure projects have an impact on more than one municipality, and we can better plan for and execute these major changes in our communities when we are all working together.

What does a Regional Growth Plan do and what does it not do?

A Regional Growth Plan builds a framework to help municipalities in the region work together. It includes policy to guide coordinated growth.

It does not replace local planning or the authority of individual municipalities to make decisions that consider the needs of local residents and businesses.

The Regional Growth Plan Does:

- Define Priority Settlement Areas and Joint Planning Areas
- Set direction for future planning and studies
- Set targets place types, and/or minimum densities, appropriate to different parts of the Region
- Create policies to support a more sustainable approach to growth and development

The Regional Growth Plan Does Not:

- Replace Municipal Development Plans or Intermunicipal Development Plans
- Define detailed infill / redevelopment strategies and locations
- Dictate where growth shall occur in a municipality
- Restrict municipalities from “over-performing” regarding growth plan
- Establish a “one-size-fits-all” approach for the entire Region

What is the mandate of the Calgary Metropolitan Region Board (CMRB)?

The CMRB's mandate is defined in the Municipal Government Act (Alberta Regulation 190/2017).

The Calgary Metropolitan Region Board supports the long term sustainability of the Calgary Metropolitan Region by:

- Ensuring environmentally responsible land-use planning, growth management and efficient use of land;
- Developing policies regarding the coordination of regional infrastructure investment and service delivery;
- Promoting the economic wellbeing and competitiveness of the Calgary Metro Region; and
- Developing policies outlining how the Board shall engage the public in consultation.

Click [here](#) to view the Regulation.

Who is part of the Calgary Metropolitan Region Board (CMRB)?

The Calgary Metropolitan Region Board is a government corporation made up of elected officials from each of the Region's 10 member municipalities:

- Airdrie
- Calgary
- Chestermere
- Cochrane
- Foothills County
- High River
- Okotoks
- Rocky View County
- Strathmore
- Wheatland County (portion)

ENGAGEMENT TOOL DRAFT QUESTIONS

NOTE - there will be no "quick polls" in the second round of engagement

GUESTBOOK (new)

What part of the Calgary Metro Region are you from?

We want to hear from people who live, work, and play in all parts of the Calgary Metro Region. Please take a moment to let us know where you spend most of your time in the region.

SURVEY - *What matters to you?*

Please click [here](#) to watch a short video about the proposed approach for managing growth in the Calgary Metro Region and check out the FAQs to learn more about the proposal, then take a few minutes to answer the following questions:

- 1) A key element of the proposed approach recognizes that there are some parts of the Region where municipalities have overlapping interests, such as areas for key transit or industrial development. The proposed approach identifies three “Joint Planning Areas” that encourage municipalities with common interests to work together in sub-regional groups.

Specifically, the proposed approach identifies the following sub-regional groupings:

- Airdrie - Rocky View County - Calgary
- Calgary - Rocky View County - Chestermere; and
- High River - Foothills - Okotoks

To what extent do you agree that these sub-regional groups would be valuable in planning for growth in the Calgary Metro Region? (1 - Not at all valuable to 5 - Extremely valuable)

- 2) In the first phase of public engagement, we heard that members of the Calgary Metro Region community want us to manage growth differently than we have in the past, for a number of reasons. The proposed approach combines elements of the scenarios that were shared in phase 1, with the most contribution from what was Scenario [32 \(Transit-Oriented Development\)](#).

Based on the analysis of the proposed approach against growing the way we always have (Scenario 1 - Business As Usual), we expect to see a number of [economic and environmental and environmental](#) benefits for our Region.

Please tell us which of these benefits are most important to you, based on your experiences and values as a resident of the Calgary Metro Region. Rank these benefits from 1 to 6 with 1 being least important and 6 being most important.

- Reduction in land consumption
- Reduction of amount and cost of new infrastructure (roads, water, sewer, etc.)
- Reduction of water and wastewater requirements
- Reduction in vehicle km travelled
- Reduction in vehicle greenhouse gas emissions
- Reduction of carbon emissions from residential buildings

The Calgary Metro Region Board has set 6 focus areas to help guide its decision-making.

In Phase 1 of public engagement for the Regional Growth Plan, we asked participants to tell us which focus areas should be considered in planning for growth (see graphic below for results).

Now we'd like your help to understand what matters to you about each of these areas as we build policies that will guide the implementation of the Regional Growth Plan.

For each focus area, please tell us what's most important for members of the Calgary Metro Region Board to keep in mind as they plan for the next million residents in the region?

The Calgary Metro Region Board has identified 6 potential focus areas to help guide its decision-making. To what degree do you think that the following areas should be considered in planning for growth in the Calgary Metro Region?



- 3) **Economic wellbeing** – planning for employment areas in ways attract businesses, connect people and goods, and provide an adequate supply of land to support a diversity of employment opportunities.
- 4) **Growth management and the efficient use of land** – developing land in a way that minimizes the overall amount of land needed to build places for people to live, work and play.
- 5) **Environmentally responsible land use** – growing the region in a way that reduces the effect of land development on important environmental systems and features.
- 6) **Shared services optimization** – reducing the cost of community services, such as recreation services, by working together to plan, build or deliver those services
- 7) **Celebrating rural/urban differences** – respecting that the region is home to many unique communities that create a stronger Calgary Metro Region together.
- 8) **Water stewardship** – managing the region’s water resources to ensure they are secure, clean and available for the current and future residents of the CMR

9) We're looking to receive input from all parts of the Calgary Metro Region. Please share your postal code to help us understand where the input we receive is coming from.

10) What else would you like the Calgary Metro Region Board to consider as they consider implementing the proposed approach for growth in the region?

DISCUSSION FORUM

NOTE - discussion forum questions will mostly relate to the different "place types" that are used in the proposed approach, so that participants can get an idea of the type of development that's being thought of in the proposed scenario and share how that thinking may affect their community and way of life (for better or worse).

To achieve improved outcomes in the Board's focus areas, HDR | Calthorpe recommends the use of place types. Place types replaces the more traditional focus on density as the key metric for understanding how land should develop. Unlike density, place types provide a sense of the quality and experience, and it includes consideration for both people and jobs.

This forum outlines the proposed place types for the Calgary Metro Region, shares whether they are proposed to increase, decrease, or stay the same in the proposed approach, and connects to public input that was received. We welcome your feedback on the descriptions and focus of these questions.

1. [More Masterplanned Community "Place Types"](#)

The proposed approach for growth in the Calgary Metro Region is based on a mix of six different "place types". Each "place type" reflects a variety of buildings, streets, and amenities, and represents a different type of development with different levels of density for residential and employment use.

The **Masterplanned Community** is like Panorama Hills in Calgary (check out the pictures below for a visual of this). [The masterplanned community "place type" is characterized by its comprehensive and integrated approach to land use. This "place type" is often designed so residents have retail, commercial, civic, and recreational amenities conveniently located within a short walk of their homes. It is generally designed to emphasize sustainability, community, and convenience to live, work, shop, and play within the masterplanned community. It includes a mix of residential and commercial development.](#) The average density is **10 dwelling units per acre** and **5 employees per acre**.



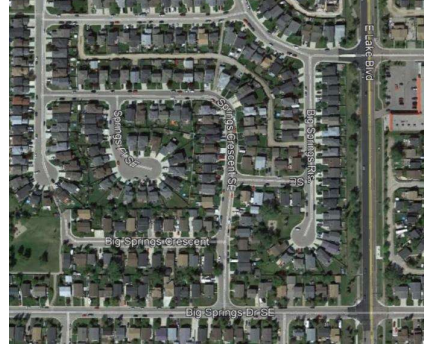
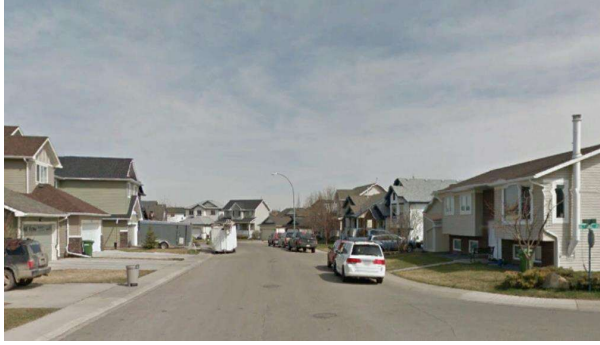
The proposed approach for managing growth in the Calgary Metro Region would see **more Masterplan-type development** happening in all municipalities. In the first phase of public engagement, we heard that community members would like to see less sprawl and more infill/redevelopment. Encouraging more Masterplan-type developments across the Region will help meet this interest.

Based on your thoughts and experiences in the Calgary Metro Region, what do you see as the **benefits and drawbacks of Masterplan-type development? If more of this type of development came to your community, how do you think your way of life might be affected, for better or worse?**

2. **Fewer Residential Subdivision “Place Types”**

The proposed approach for growth in the Calgary Metro Region is based on a mix of six different “place types”. Each “place type” reflects a variety of buildings, streets, and amenities, and represents a different type of development with different levels of density for residential and employment use.

The **Residential Subdivision** “place type” is like Big Springs in Airdrie (check out the pictures below for a visual of this). [This “place type” category represents areas that are predominantly residential and mostly in suburban locations often on the urban edge. Single family homes are the dominant housing type with other housing types often included. This “place type” is generally auto oriented as the development pattern allows few shopping, employment, and open space destinations to be conveniently made via walking or biking.](#) The average density is **5 dwelling units per acre**.



The proposed approach for managing growth in the Calgary Metro Region would see **less Residential Subdivision-type development across the Region**. We heard in the first phase of public engagement that community members generally would like to see less focus on traditional single use residential development that encourages sprawl. Having less [Residential Subdivision-type](#) development will help meet this interest.

Based on your thoughts and experiences in the Calgary Metro Region, what do you see as the **benefits and drawbacks of Residential Subdivision-type development? If there was less of this type of development in your community, how do you think your way of life might be affected, for better or worse?**

3. [Fewer Country Residential “Place Types”](#)

The proposed approach for growth in the Calgary Metro Region is based on a mix of six different “place types”. Each “place type” reflects a variety of buildings, streets, and amenities, and represents a different type of development with different levels of density for residential and employment use.

The **Country Residential** place type is like Springbank in Rocky View County (check out the pictures below for a visual of this). [This “place type” is characterized by its larger lot sizes, low density, and single-family detached housing type. The “place type” is located in rural and suburban areas.](#) The average density is **1 dwelling unit per acre**.



The proposed approach for managing growth in the Calgary Metro Region would see less Country Residential-type development happening in all parts of the Region and instead would encourage more hubs of rural development. We heard in the first phase of public engagement that community members value maintaining a rural way of life while having good access to services and amenities. Decreasing Country Residential-type development while encouraging more rural hubs will allow for a greater focus on employment as well as rural services. The proposed approach seeks to maintain a rural way of life while decreasing the impacts of urban sprawl on rural activities.

Based on your thoughts and experiences in the Calgary Metro Region, what do you see as the **benefits and drawbacks of decreasing Country Residential-type development in favour of more rural hubs? If there was less Country Residential-type development in your community, how do you think your way of life might be affected, for better or worse?**

4. **Fewer Office Commercial “Place Types”**

The proposed approach for growth in the Calgary Metro Region is based on a mix of six different “place types”. Each “place type” reflects a variety of buildings, streets, and amenities,

and represents a different type of development with different levels of density for residential and employment use.

The **Office Commercial** place type is like Midpark/Midnapore in Calgary (check out the pictures below for a visual of this). [This “place type” is characterized as an area with stand-alone office buildings. This “place type” is typically separated from adjacent uses although it can be located next to residential areas. This “place type” is an employment centre with supporting uses for workers such as food and business retail uses. There are no residential land uses in this “place type”.](#) The average density is **20 employees per acre**.



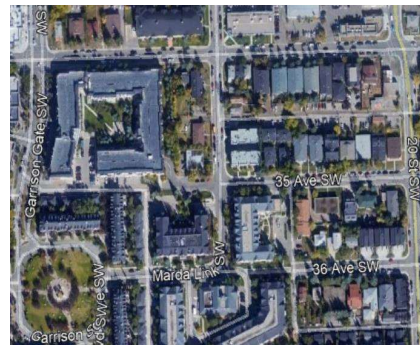
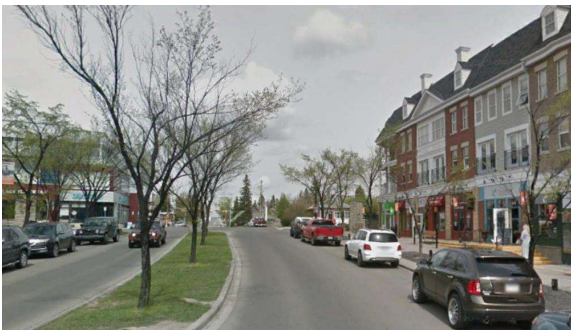
The proposed approach for managing growth in the Calgary Metro Region would see **less focus on traditional standalone Office Commercial development**, with the intent of moving these types of jobs more into Masterplan and Town/City Centre-type developments that include a mix of both commercial and residential properties. We heard in the first phase of public engagement that community members want to see land used more efficiently to minimize land consumption. Having less standalone Office Commercial and more mixed use development will help meet this interest.

Based on your thoughts and experiences in the Calgary Metro Region, what do you see as the **benefits and drawbacks of Office Commercial-type development? If there was less of this type of development [in your community](#), how do you think your way of life might be affected, for better or worse?**

5. Town-or-/More City and Town Centre or Transit Oriented Development (TOD) “Place Types”

The proposed approach for growth in the Calgary Metro Region is based on a mix of six different “place types”. Each “place type” reflects a variety of buildings, streets, and amenities, and represents a different type of development with different levels of density for residential and employment use.

The Town-or-/City and Town Centre or Transit Oriented Development (TOD) “place type” is like Marda Loop in Calgary (check out the pictures below for a visual of this). This “place type” is characterized by medium-density mixed use development with many day-to-day services within walking distance. These areas have a variety of housing types, employment types, and retail land uses within them. New growth in these areas create value while minimizing associated congestion, environmental, and infrastructure impacts. They are designed to create a sense of place and encourage a vibrant pedestrian environment. The average density is **20 dwelling units per acre and 15 employees per acre.**



The proposed approach for managing growth in the Calgary Metro Region would see **more Town-or-/City and Town Centre/TOD-type development** happening in all Towns & Cities in the Region. This type of development is a key part of the proposed approach that encourages transit-ready corridors between Towns & Cities in the Region, as well as in parts of Rocky View County.

We heard in the first phase of public engagement that community members wanted to see more infill/redevelopment, but weren't generally interested in high rise towers to achieve this. Encouraging more Town-or-/City and Town Centre/TOD-type developments that are a few stories high with both residential and commercial use helps to meet this interest.

Based on your thoughts and experiences in the Calgary Metro Region, what do you see as the **benefits and drawbacks of Town-or-/City and Town Centre/TOD-type development?** If more

of this type of development came to your community, how do you think your way of life might be affected, for better or worse?

6. Industrial “Place Types”

The proposed approach for growth in the Calgary Metro Region is based on a mix of six different “place types”. Each “place type” reflects a variety of buildings, streets, and amenities, and represents a different type of development with different levels of density for residential and employment use.

The **Industrial** “place type” is like East Lake in Airdrie (check out the pictures below for a visual of this). This “place type” is characterized by a variety of non-residential, industrial, and commercial land uses. This “place type” includes warehousing and manufacturing uses. There are no residential land uses in this “place type”. The average density is **10 employees per acre**.



The proposed approach for managing growth in the Calgary Metro Region would see Industrial-type development similar as to what’s been done traditionally to support and grow jobs in the Region. We heard in the first phase of public engagement that economic

development should be part of any regional growth plan. Continuing to have Industrial-type development in the Region will help meet this interest.

Based on your thoughts and experiences in the Calgary Metro Region, what do you see as the **benefits and drawbacks of Industrial-type development? If this type of development continues in a similar way as it is today in your community, how do you think your way of life might be affected, for better or worse?**