

INDUSTRY CALL TO ACTION

**Protecting Choice, Affordability and
Mobility Options for all Calgarians**

Tuesday, June 2, 2009



Canadian Home Builders' Association – Calgary Region

and



Urban Development Institute - Calgary

AGENDA

1. **Welcome + Introductions** – Donna Moore, Executive Officer, CHBA-Calgary Region
2. **Introduce Program Facilitator – Brian Lee CSP, Chair Calgary Leadership Forum**
3. **The W5 - Understanding the Proposed Plan and the Industry’s Response to Date** – Dennis Little, Chair CHBA/UDI Joint Champions Committee
4. **What does CHBA & UDI Want to see Happen Next?**
5. **Q&A** (See Frequently Asked Questions in the package) and Discussion
6. **What Can You Do?** How You can make a difference. – Brian Lee CSP, Chair Calgary Leadership Forum
7. **Closing Acknowledgements and Call to Action** – Mike Flynn, Executive Director, UDI-Calgary

THE W5 OF PLAN IT AS PROPOSED

The Municipal Development Plan & Calgary Transportation Plan

Why

A Municipal Development Plan and a Transportation Plan are common place in most cities and towns. These documents have an important role to provide political and bureaucratic general guidance for land use decisions and establish transportation direction. MDP's and Transportation Plans are typically high level strategic documents. They are commonly reviewed every 10 years but there is no requirement to renew them under Provincial regulation. Once in place (Calgary currently has the Calgary Plan and Go Plan) they do not 'expire' unless new plans are adopted.

Who

- Based on Council direction, Plan it was started over two years ago and is administered by City of Calgary Land Use Planning & Policy Business Unit.
- External stakeholders such as UDI – Calgary, CHBA – Calgary Region, Calgary Chamber of Commerce, Sustainable Calgary, the University of Calgary, retail associations and community associations have provided comments and responses to the proposed plans.

What – Plan It

- Plan It is comprised of two major components:
 - Municipal Development Plan (MDP)
 - Calgary Transportation Plan (CTP)
- Both are statutory documents and are the **highest** order plans that guide how growth will occur in Calgary and how investment dollars will be spent.
- It is intended to be a 30 year plan with 60 year targets, which will be implemented and reviewed in 10 year increments.
- To date, the City of Calgary has spent over \$6.5M dollars of tax payer money on this project, including extensive City communication strategies, polling and background studies to support the City Administration's preferred land use and transportation direction.

What – Municipal Development Plan (MDP)

- Sets targets for intensification in established areas of the City.
- Plan It's targets aim towards even higher densities (more multi-family development) in new communities and substantially increase the proportion of multi-family dwellings accommodated in existing areas. Multi-family housing will be the predominant housing form as a result of these policies.



- Assumes that higher density and mixed use commercial development will automatically improve walking, cycling and transit ridership.
- Single-detached homes and new communities will still be built; however, the proportion of single family housing built in new areas will substantially decrease in relation to multi-family development in order to achieve the higher density required within the document.
- In the next 30 years, and continuing through and beyond the 70 year horizon, Plan It assumes that an aging population, an increased level of immigrants and peak oil conditions will translate into an **unprecedented** demand for multi-family housing over single-family housing.
- Plan It's forecasted demand for multi-family housing exceeds that experienced through the 2006-2008 housing boom, which was not sustainable.
- The plan does not acknowledge or recognize the preferred housing choice of Calgarians. Based on surveys conducted, roughly 70% of all Calgarians want to live in a single family home.
- The degree of intensification proposed by Plan It is extremely ambitious and likely not achievable.

What – Calgary Transportation Plan (CTP)

- Supports alternate forms of mobility such as walking, cycling, and transit.
- Assumes that people's driving behaviors will change due to higher energy costs and increased traffic congestion encouraged by Plan It. In other words, less personal driving and more walking, cycling and transit for all daily activities.
- The plan will result in housing people closer together, requiring commercial areas in combination with residential dwellings. It is Plan It's assumption that by allowing more congestion and incorporating a parking strategy that will discourage the use of personal vehicles, the provision of more mass transit will convince people to shift away from driving their own vehicles.
- Proposes a Primary Transit Network, to serve the public at a frequency of 10 minutes a day, at least 15 hours a day, 7 days a week.
- In support of CTP targets, City transportation budgets should be re-allocated to provide more transit, with priority on clearing pedestrian pathways, routes to bus stops and cycle paths, and less spending on roads.
- City budgets will focus on maintaining existing roads versus building new roadways.

- Require that streets be designed with pedestrians having the highest priority, followed by cyclists, transit and then private automobiles.
- The plan assumes that people will shift their behavior towards using transit versus driving their personal vehicles, and as such goods and services movement would not be negatively affected with added traffic congestion.

When

The City has focused on advocating for the broad principles behind Plan It through its public engagement: the ‘what’ and ‘why’ of the plan. The ‘how’ of the plan was released in March 2009.

- First draft of the MDP/CTP, which introduced the ‘how’ of the plan, was released in March 2009.
- Comment deadline was mid-April for the first draft
- Substantially revised documents were re-released in early May 2009

No official public hearing of Plan It has been held to date. Plan It has been reviewed and approved by the Calgary Planning Commission, with some amendments recommended to City Council.

The next step is for the plan to be considered by City Council at a public hearing on June 23, 2009. This will be the ONLY public hearing and it may only take one day, or may take several, depending on the level of public interest.

Cutoff for submitting written comments for the public hearing is June 11, 2009.

This public forum and submission of letters to Mayor and Council is the only opportunity for the public to have their comments heard and addressed by members of City Council.

After the public hearing is closed, City Council may decide to accept it, send it back to administration for further changes, or reject it.

Where

The public hearing occurs on **June 23, 2009** in the Council Chamber in City Hall at 800 Macleod Trail South across from Olympic Plaza downtown. Paid parking is available either under City Hall (access from 9th Ave), in the Telus Convention Centre or on numerous surface parking lots within 1 or 2 blocks from City Hall. Transit (LRT) users can disembark at the City Hall station.

The Municipal Development Plan (MDP) and the Calgary Transportation Plan (CTP)

The following briefly summarizes the joint CHBA-Calgary and UDI-Calgary position regarding the Proposed Plans.

Where do we Agree?

- It aligns with the high level principles of sustainability
- It attempts to provide a comprehensive vision for the city as a whole
- It recognizes the need to be sensitive to environmental issues
- It encourages alternative ways to be responsible for our resources: air, water, energy and land
- It supports continued development in a dense and compact manner
- It encourages alternate forms of mobility such as walking, cycling and transit
- It supports creating a more viable, attractive inner city
- It promotes continued development within Calgary

What are our Main Concerns?

- The policies are written to direct land use and transportation decisions towards a predetermined outcome with little recognition of what Calgarians may actually prefer in terms of housing and mobility choices.
- Changes are anticipated by all parties; however, there appears to be a considerable disconnect between the rate of change expected by Plan It and the rate of change that will be driven by Calgarians' preferences.
- About 70% of people prefer to live in single-family homes, and about 30% wish to live in multi-family housing. Plan It proposes a change that is significantly different from this preference.
- Over the next 30 years, Plan It expects that 65% of population growth will occur in existing areas, even though in the last 20 years the population in these areas has declined by 2%. Our concern is that this level of population growth cannot be achieved and the assumptions are not realistic.

PROJECTED DWELLING UNIT ALLOCATION WITHIN CALGARY ASSUMING PLAN IT TARGETS

(achieving 33% intensification within existing communities by 2039)

Years	EXISTING COMMUNITIES	NEW COMMUNITIES
2009 – 2014	23%	77%
2014 – 2019	25%	75%
2019 – 2024	47%	53%
2024 – 2029	56%	44%
2029 – 2034	70%	30%
2034 – 2039	77%	23%

- Plan It targets are based on an expectation for unprecedented behavioural change, which we believe is not based on market projections or reflective of Calgarian's preference for single family housing. The plan is focusing all policy direction, infrastructure spending and work programs to be based on these assumptions.
- Transportation dollars will be spent on alternative modes of transportation that do not reflect actual usage of the infrastructure. For example, a focus towards increased subsidy to transit, priority of snow and debris clearance for pathways and bus stops at the expense of improving personal vehicle mobility.
- Plan It expects automobile use to drop over the next 70 years; however, even if the City's targets are met, it will still result in an increase of 1.67 million to 2.47 million trips per day on the existing road network. As an industry, we believe that infrastructure spending should be linked to actual infrastructure use and growth areas as supported by people's choices.
- Goods and services movement will deteriorate with increased traffic congestion. Movement for business and construction cannot be adequately addressed through increased levels of walking, cycling and transit use.
- Plan It targets do not recognize the current preferences of Calgarians towards single family homes and utilizing personal vehicles for daily transportation needs. Instead, the new plans anticipate an unprecedented shift toward multi-family housing preference and walking, cycling and transit as the foundation for future infrastructure spending. The real concern is that Plan It has taken away the ability of Calgarians to set the pace of whatever change is to come and choose what form it will take.
- The plan is very detailed and prescriptive, which does not allow flexibility to respond to consumer choice, economic reality and innovation.
- The increased costs of doing business due to additional requirements and the limitation of land supply for single family homes in particular, could lead to an overall erosion of housing affordability and loss of economic advantage for Calgary as a whole.

What Role has CHBA and UDI Played so Far?

- Studied and reviewed the Plan It targets, commissioned polling and gathered studies to understand the implications and consequences of the proposed Plan
- Shared the challenges and difficulties in meeting targets with City administration and City Council
- Provided alternative options for achieving similar goals however, not all of our concerns were adequately addressed and many still remain

What does CHBA & UDI Want to see Happen Next?

Our industry needs a plan that:

FREEDOM OF CHOICE

- Assure the right of the consumer to freedom of choice to find the right solutions and budget funding to ensure Calgary continues to be a prosperous city, one where people want to live and businesses want to locate and can be successful.
- People should decide for themselves the type and cost of housing they want
- We need to ensure Calgary's competitiveness and economic advantage is not jeopardized by this plan.

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AFFORDABILITY

- Provide choices in housing types and locations based on where people want to live, whether in new communities or inner city areas.
- An artificial restriction of availability of supply will result in single family homes becoming an option of the affluent
- Recognizes that growth is desirable and the cost of infrastructure is an investment in our city.

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COST TO THE TAXPAYER

- Recognize the contributions of the development and home building industries (ultimately the new homeowner) in paying for the capital cost of growth (roads, sewers, utilities, fire halls, etc.).
- Encourage the development and home building industries to continue to be innovative, imaginative and responsive to people’s desires and choices for their families, through competition rather than regulation.
- Insure the wise spending of infrastructure dollars to support the diverse housing requirements of population growth and business, commercial and industrial development in a responsive and fiscally responsible manner.
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MOBILITY

- Provide timely and convenient mobility choices that enable people to live, work, play and respond to their daily living needs based on their personal preferences.
- Freedom of mobility is essential to a prosperous and viable and thriving city. Timeliness in citizens mobility needs is critical
- Provide maximum movement and convenience for delivery of goods and services throughout the city, to assure transportation cost do not become a burden to business and the taxpayer
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QUESTION – Which issues are important to you?

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**FREQUENTLY ASKED QUESTIONS OF THE JOINT COMMITTEE
REGARDING INDUSTRY’S PLAN IT POSITION**

Q: Do we support Plan It Calgary?

A: We support many of the objectives and goals of Plan it. What we don’t support is how Plan It chooses to reach those goals and objectives.

Q: Do we support a more sustainable city?

A: Yes, and we have from the very outset of this process. We are on public record in supporting the City’s eleven sustainability principles. Like all Calgarians, our industry wants a great city and that includes reducing our carbon footprint and our impact on the environment.

Q: Why don’t we support the policies set out in Plan It?

A: We don’t believe the policies will accomplish the goals that Plan It seeks to achieve. Furthermore we believe those policies not only restrict the choices available to Calgarians in the future, but could seriously erode Calgary’s competitive advantage and its ability to attract and retain business, industry and people.

Q: What are our major concerns about Plan It?

A: We are concerned about the impact Plan It will have on housing choice, affordability and on the transportation and mobility options for both individuals and business.

Q: Why are we concerned about the impact Plan It will have on housing choice when people will still be able to buy single family homes?

A: Plan It targets and resulting policies place a high priority on multi-family developments in both established communities and new communities through increased density requirements. Fewer new homes will be built in response to this policy, not demand, which will increase the cost of a single family home beyond the means of many Calgarians.

Q: Why are we concerned about the impact of Plan It on housing affordability?

A: The land assembly costs in established areas will be higher. In order to increase affordability in a multi-family project within these established communities, the size of the individual units must be decreased. We question whether this is the type of lifestyle Calgary families will aspire to.

Q: Why are we concerned about the impact on mobility? After all, people will still be able to use their cars.

A: Based on the Plan, Council's spending priority will be on transit instead of roads. The Calgary Transportation Plan forecasts the percentage of daily trips by automobile to decline from 78% of daily trips to 55-65%. Even with a higher percentage of people using transit, walking or cycling, because of population growth the actual number of daily trips by automobile will increase by almost 80% from current levels. Yet Plan It does not include any significant changes to the existing road network and in fact, Plan It accepts and encourages higher traffic congestion.

Q: Will there be high rise buildings in every residential neighborhood?

A: No, but we will see a significant increase in multi-family developments in many established neighborhoods, primarily along transportation corridors and nodes. To reach the Plan It targets, it will require the redevelopment of an area the size of 153 acres every year for the next 30 years. We question whether this is actually desirable or even achievable.

Q: What's the matter with higher densities?

A: Nothing at all, but it should be market driven. There's no sense building multi-family developments if no-one is interested in buying them.

Q: What's wrong with setting targets for higher densities and more use of transit, cycling or walking?

A: If the targets set out in Plan It are achieved, we believe it will change the form and function of our city; primarily through a reduced supply of single family homes, increased traffic congestion, and a decline in overall housing affordability. The targets are set for 30 and 70 year horizons and are not aligned with the choices our citizens have already made. It would take a significant change in the behaviour and preferences of all Calgarians to achieve any of these long term targets.

Q: What's wrong with setting targets even if they can't be met?

A: Why set goals that are unlikely to be achieved? They will promote actions and expenditures that do not reflect the choices of the majority of citizens and may not be in the best interest of Calgarians. These targets may well complicate the approval process if it is felt new development applications or land use plans aren't meeting the prescribed city-wide Plan It thresholds.

Q: Why should taxpayers have to pay to build new communities?

A: They don't; plain and simple. The cost to build roads, water, sewer and utility lines, parks and emergency services are paid for by new home buyers. They are included in the cost of the home.

Q: What else are we concerned about?

A: We are concerned that Plan It doesn't take into account the lifestyle preferences of Calgarians. Overwhelmingly Calgarians want single family homes for themselves and for their children. Industry and City administration must be responsive to people's desires, otherwise families may choose to reside in another city or town that provides them with the housing choice they are looking for and in turn take their tax dollars with them.

A: Ultimately, we need to ensure Calgary does not lose its competitive economic advantage through the approval of a plan that does not appropriately reflect consumer choice, housing affordability and the mobility needs of all Calgarians.

THE HOW 'TO'S' OF A CITY HALL PUBLIC HEARING

WHEN - A Public Hearing is set for Tuesday June 23, 2009.
This Special Public Hearing is to consider the two Plans and the Plan IT Calgary project.

Plan It Calgary is the integrated new Municipal Development Plan (MDP) and Calgary Transportation Plan (CTP).

WHERE - In Council Chamber Plaza Level, City Hall
700 Macleod Trail SE
Beginning at 9:30 AM (Door open at 9:15 AM)
Seating capacity is 185. An alternate room is used for overflow.

WHO - Who Makes the Decision?
• A majority of 8, of the Mayor and Alderman

Who Can Speak at the Public Hearing?

- Any resident of Calgary

WHAT - What Happens? What Do I Do?

During Public Hearings of Council, the Mayor will:

- Introduce the items on the Agenda, in the order established by Council.
- Call upon the following to speak, in the order designated:
 - The Administration
 - Persons IN FAVOUR
 - Persons IN OPPOSITION
 - The Administration
- When requested by the Mayor to address the Council, you should:
 - Come forward to the podium
 - Speak directly into the microphone
 - Introduce yourself and spell your name
 - Address the Mayor as “Your Worship”
 - Speak for a maximum of 5 minutes (excluding answer and question time)

Audio Visual Equipment

Audio visual equipment is available for use in the Committee Rooms and the Council Chamber as follows:

- Document Viewer (for transparencies or hard copy materials)
- V.C.R. – Video Presentations
- D.V.D.
- Connection for laptop computers (Bring your own laptop)

AGENDA

An abridged public agenda is available at every meeting, free of charge on the day of the meeting.



PLAN IT DOCUMENTS

To obtain a copy of the plans go to:

- www.calgary.ca/planit
- Close the “special Plan It website” that pops up
- On the left hand side of the page click on “Plan It Calgary Plans”
- Or call Mary Axworthy at 403-268-2151 to obtain a hard copy

PARKING/ACCESS

- There is a C-Train Station on 7th Ave right at City Hall
- **The City Hall Parkade** can be accessed on 9th Ave between Macleod Trail & 3rd Street SE
 - \$17.00 from 6 AM to 6 PM
- **A Surface Parking Lot** is available immediately to the east of City Hall at 3rd Street between 7th and 9th Avenue SE (800 3rd St SE, Lot #19)
 - \$17.00 from 6 AM to 6 PM

HOW - How Do I Get My Letter on the Agenda?

Your letter should have the “subject” line:

“Plan IT Public Hearing Agenda – June 23, 2009”

A. Mailed to:

City Clerk, #8007
P.O. Box 2100, Station M
Calgary, AB T2P 2M5
Tel: (403) 268-5861
Fax: (403) 268-2362

B. Couriered or Delivered to:

City Clerks Office – Reception Desk
Ground Floor, Historic (old) City Hall

C. Emailed to:

cityclerk@calgary.ca

P.S. Tips on Sharing your Concerns at a Public Hearing

☑ 5 WAYS YOU CAN MAKE A DIFFERENCE SHAPING THE FUTURE OF CALGARY

☐ 1. Write a letter to you alderman before June 11th, 2009

The City of Calgary
Office of the Alderman
P.O. Box 2100, Station “M”
Calgary, Alberta T2P 2M5
Tel: (403) 268-2430 / Fax (403) 268-8091/3823
Note: See Contact List for Email

- **CC: The City Clerk**

Mail: City Clerk, #8007
P.O. Box 2100, Station “M”
Calgary, Alberta T2P 2M5
Tel: (403) 268-5861 / Fax (403) 268-2362

- **CC: The Mayor**

The City of Calgary
Office of the Mayor
P.O. Box 2100, Station “M” (8069)
Calgary, Alberta T2P 2M5
Tel: (403) 268-5622 / Fax (403) 268-8130

- **CC: Your Community Association President**

- Federation of Calgary Communities, (403) 244-4111
- www.calgarycommunities.com
“community info”
“Find a community”

☐ 2. Phone your alderman & the Mayor -

-Alderman’s Office – (403) 268-2430
-Mayor Dave Bronconnier – (403) 268-5627

☐ 3. Phone your Community Association President

☐ 4. Share your concerns at the June 23rd public hearing

☐ 5. Recruit 2 more friends / co-workers to do the same

1. _____
2. _____



COMMUNITY LIST / BY WARD

WARD 1

ALDERMAN DALE HODGES

PHONE: 403-268-2430

EMAIL: DALE.HODGES@CALGARY.CA

Bowness, Canada Olympic Park, Crestmont, Greenwood Village/Green Briar, Montgomery, Rocky Ridge/Royal Oak, Scenic Acres, Silver Springs, Tuscany, University of Calgary, University Heights, Valley Ridge, Varsity.

WARD 2

ALDERMAN GORD LOWE

PHONE: 403-268-2430

EMAIL: GORD.LOWE@CALGARY.CA

Arbour Lake, Citadel, Dalhousie, Edgemont, Hamptons, Hawkwood, Kincora, Ranchlands, Sherwood, Symons Valley.

WARD 3

ALDERMAN JIM STEVENSON

PHONE: 403-268-2430

EMAIL: JIM.STEVENSON@CALGARY.CA

Castleridge, Country Hills, Coventry Hills, Evanston, Falconridge, Harvest Hills, Martindale, Panorama Hills, Saddle Ridge, Taradale.

WARD 4

ALDERMAN BOB HAWKESWORTH

PHONE: 403-268-2430

EMAIL:

BOB.HAWKESWORTH@CALGARY.CA

Beddington Heights, Cambrian Heights, Greenview, Hidden Valley, Highland Park, Highwood, Huntington Hills, MacEwan, North Haven, Nose Hill Park, Queen's Park Village, Rosemont, Sandstone Valley, Thorncliffe.

WARD 5

ALDERMAN RAY JONES

PHONE: 403-268-2430

EMAIL: RAY.JONES@CALGARY.CA

Coral Springs, Monterey Park, Parkridge Estates, Pineridge, Rundle, Sunridge/Horizon Industrial Park, Temple, Whitehorn.

WARD 6

ALDERMAN JOE CONNELLY

PHONE: 403-268-2430

EMAIL: JOE.CONNELLY@CALGARY.CA

Aspen Woods, Christie Park, Coach Hill, Cougar Ridge, Discovery Ridge, East Springbank, Glamorgan, Glenbrook, Glendale, Glendale Meadows, New Discovery, Patterson, Prominence Point, Richmond, Richmond Hill/Park, Rosscarrock, Signal Hill, Springbank Hill, Spruce Cliff, Strathcona Park, Westgate, Westhills, Westsprings, Wildwood.



WARD 7

ALDERMAN DRUH FARRELL

PHONE: 403-268-2430

EMAIL: DRUH.FARRELL@CALGARY.CA

Banff Trail, Brentwood, Briar Hill, Capitol Hill, Charleswood, Chinatown, Collingwood, Crescent Heights, Downtown (North), East Village, Eau Claire, Hillhurst, Hillhurst West, Hounsfield Heights, Kensington, Mount Pleasant, Parkdale, Point McKay, Rosedale, St. Andrews Heights, Sunnyside, West Hillhurst

WARD 8

ALDERMAN JOHN MAR

PHONE: 403-268-2430

EMAIL: JOHN.MAR@CALGARY.CA

Bankview, Beltline Communities of Connaught & Victoria Park, Cliff Bungalow, Downtown West, Eau Claire, Elbow Park, Killarney/Glengarry, Mission, Mount Royal, Richmond-Knob Hill, Rutland Park, Scarboro, Shaganappi, South Calgary, Sunalta.

WARD 9

ALDERMAN JOE CECI

PHONE: 403-268-2430

EMAIL: JOE.CECI@CALGARY.CA

Alyth/Bonnybrook Industrial Park, Bridgeland, Burns Industrial Park, Dover, Dover Glen, Eastfield Industrial Park, Erin Woods, Erlton, Fairview, Fairview Industrial Park, Foothills Industrial, Forest Lawn, Glendeer Business Park, Golden Triangle, Great Plains Industrial Park, Highfield Industrial Park, Inglewood, Lynnwood, Lynnwood Ridge, Manchester, Millican, Mills Estates, Ogden, Ogden Shops, Ramsay, Renfrew, Riverside, South Foothills, Shepard Industrial Park, Southview, Starfield Industrial Park, Tuxedo Park, Valleyfield Industrial Park, West Dover, Wigmore Industrial Park, Winston Heights/Mountview.

WARD 10

ALDERMAN ANDRE CHABOT

PHONE: 403-268-2430

EMAIL: ANDRE.CHABOT@CALGARY.CA

Abbeydale (including Chateau Estates), Albert Park/Radisson Heights, Applewood Park, Calgary Marlborough, Crossroads (including Belfast, Mayland Heights and Vista Heights), Forest Heights, Forest Lawn (North of 17 Avenue SE), Franklin, Marlborough Park, McCall, Meridian, North and South Airways, Penbrooke Meadows (including Red Carpet/Mountview).

WARD 11

ALDERMAN BRIAN PINCOTT

PHONE: 403-268-2430

EMAIL: BRIAN.PINCOTT@CALGARY.CA

Altadore, Bayview, Bel-Aire, Braeside, Britannia, Cedarbrae, Chinook Park, Currie Barracks, Eagle Ridge, Elbow Park, Elboya, Garrison Woods, Heritage Park, Kelvin Grove, Kingsland, Lakeview, Lincoln Park, Mayfair, Meadowlark Park, Mount Royal College, North Glenmore Park, Oakridge, Palliser, Parkhill/Stanley Park, Pumphill, Rideau Park, Riverdale Park, Roxboro, Windsor Park.

WARD 12

ALDERMAN RIC MCIVER

PHONE: 403-268-2430

EMAIL: RIC.MCIVER@CALGARY.CA

Acadia, Auburn Bay, Copperfield, Cranston, Douglasdale Estates, Douglas Glen, Haysboro, Mahogany, Maple Ridge, McKenzie Lake, McKenzie Towne, New Brighton, Prestwick, Riverbend, Seton, Shepard and Willow Park.

WARD 13

ALDERMAN DIANE COLLEY-URQUHART

PHONE: 403-268-2430

EMAIL: DIANE.COLLEY-

URQUHART@CALGARY.CA

Bridlewood, Canyon Meadows, Evergreen Estates, Millrise, Shannon Park, Shawnee, Shawnee Slopes, Shawnessy, Somerset, Somerside, Southwood, Woodbine, Woodlands.

WARD 14

ALDERMAN LINDA FOX-MELLWAY

PHONE: 403-268-2430

EMAIL: LINDA.FOX-

MELLWAY@CALGARY.CA

Bonavista Downs, Chaparral, Deer Ridge, Deer Run, Diamond Cove, Lake Bonavista, Midnapore, Parkland, Queensland, Silverado, Sundance.

CITY OF CALGARY

MAYOR DAVE BRONCONNIER

PHONE: 403-268-5622

EMAIL: MAYORWEB@CALGARY.CA

For contact information with your community association:

- Visit www.calgarycommunities.com
 - “community info”
 - “Find a community”
- Call Federation of Calgary Communities by phone: 403-244-4111
- Email Federation of Calgary Communities: fcc@calgarycommunities.com



Dear Alderman _____

I am writing to express concern about Plan It Calgary, the City's proposed new Municipal Development Plan and Calgary Transportation Plan.

Our company, XXX, works in the (residential construction, land development, plumbing, residential architecture, etc.) industry and has been in operation for XX years. We have a staff of XX full and part time employees and we are strong supporters of a variety of charities and community projects.

I support the desire to be a more sustainable city; however, we need a much more balanced approach. I am concerned that in an effort to achieve the targets set by Plan It, Calgary will become a less desirable place to live and less attractive to new people and new business.

I am concerned with the affect Plan It will have on housing affordability. Working in the industry, I see first hand that the majority of homebuyers aspire to own a single family home. With Plan It placing a high priority on multi-family developments and higher densities, fewer single family homes will be built due to policy, not consumer demand. This will in turn decrease affordability of the most desirable product, as fewer single family homes will be available. Is this sensible?

In order to create an affordable multi-family project within the older communities, the size of the unit must be decreased to make up for the extra land and construction costs. This does not make it an attractive option for families who will typically desire more space, including a backyard for their children to play in. As a result, this is not really an 'affordable' option.

As a company, we listen and respond to our customers' needs. If we didn't, or tried to force our own views on our customers, we wouldn't be in business for long.

Developing a long range plan for the future of our city is an excellent idea, but imposing a plan that forces people to significantly change their daily lives to align with a plan they may not support will never work. It is simply not good policy, and certainly not good business.

Thank you very much for your consideration,

Dear Alderman _____

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I support the desire to be a more sustainable city; however, we need a much more balanced approach. I am concerned that in an effort to achieve the targets set by Plan It, Calgary will become a less desirable place to live and less attractive to new people and new business.

I am concerned with the affect Plan It will have on transportation and mobility. I support an improved transit system, but it must not come at the expense of our ability to get around by vehicle. Personal freedom and choice of transportation options is essential. Plan It's priority for spending on public transit and not roads will mean busier streets, more traffic jams and more frustrated Calgarians.

I am concerned that the movement of goods and services, which is essential in my industry, will be severely impacted by increased traffic problems associated with the additional 1.3 million people coming to Calgary if there are no new roads. We need ease of access and a good road network that will allow my business to be successful.

A carpenter, electrician or any type of tradesperson needs a vehicle to store his tools and get to the jobsite. Taking the C-train or Bus just isn't practical.

As a company, we listen and respond to our customers' needs. If we didn't, or tried to force our own views on our customers, we wouldn't be in business for long. Developing a long range plan for the future of our city is an excellent idea, but imposing a plan that forces people to significantly change their daily lives to align with a plan they may not support will never work. It is simply not good policy, and certainly not good business.

Thank you very much for your consideration,



Dear Alderman _____

I am writing to express concern about Plan It Calgary, the City's proposed new Municipal Development Plan and Calgary Transportation Plan.

Our company, XXX, works in the (residential construction, land development, plumbing, residential architecture, etc.) industry and has been in operation for XX years. We have a staff of XX full and part time employees and we are strong supporters of a variety of charities and community projects.

First let me say that I support many of the key directions of Plan It and the desire to be a more sustainable city; however, we need a much more balanced approach. I am concerned that in an effort to achieve the targets set by Plan It, Calgary will become a less desirable place to live and less attractive to new people and new business.

I am concerned with the affect Plan It will have on housing choice. I believe that Plan It is not taking into account the preferences of the majority of our citizens. This plan will restrict the dream of owning a single family home for many Calgarians and their children. The opportunity to live in an affordable single family home is one of the things that makes Calgary such a great place to live. Growth keeps Calgary's economy healthy and is good for business. Plan It's priority for higher densities and multi-family housing restricts a family's ability to choose the housing type they prefer. I'm concerned that if families cannot find what they want here, they will move to another city that will provide those options and take their income and expertise with them.

As a company, we listen and respond to our customers' needs. If we didn't, or tried to force our own views on our customers, we wouldn't be in business for long.

Developing a long range plan for the future of our city is an excellent idea, but imposing a plan that forces people to significantly change their daily lives and aspirations to align with a plan they may not support will never work. It is simply not good policy, and certainly not good business.

Thank you very much for your consideration,

June 2, 2009

NOW IT'S YOUR TURN!

You've just heard from us, now we'd like to hear from you and how you would like to contribute. Thank you for your help to build a better Calgary.

1. What I learned today about Plan It that everybody needs to know:

2. My 3 major concerns about Plan It are:

a. _____
b. _____
c. _____

3. I am personally committed to

Yes No A Write a letter to my alderman, and cc the Mayor, City Clerk, & Community President
Yes No B Phone my alderman
Yes No C Phone my community president
Yes No D Share my concerns at the public hearing on June 23rd
Yes No E Recruit 2 more friends to help
1. _____
2. _____

4. P.S.

First Name: _____	Last Name: _____	
Company: _____	Position : _____	
Address: _____	PC: _____	
Bus. Phone: (403) _____	Cell: (403) _____	Home (403) _____
Email: _____	Fax (403) _____	
Ward _____	Community _____	

