



May 4, 2009

The Joint CHBA-Calgary and UDI-Calgary Plan It Champions Committee strongly advise members of both organizations to remain engaged in the Plan It Calgary debate.

As you are aware, we submitted our formal Joint Response to the Plan It Calgary Draft Municipal Development and Calgary Transportation Plans on Friday, April 17. We have received a favourable response from City administration as to the comprehensive nature of our report and the constructive suggestions that were contained within. We have been assured that administration has been working to incorporate some of our feedback into a revised plan due to be released the first week of May.

CHBA and UDI will continue to speak with one voice on this issue and would encourage all members to read our joint response. Simply visit either www.chbacalgary.com or www.udicalgary.com to view.

You may be wondering what role you have to play in this ongoing debate. We would ask that you take the opportunity to reinforce the following **key messages** whenever you might find yourself in conversation with members of administration or your elected officials.

1. The Industry Supports Sustainability

We have increased densities over the last 10-15 years; in fact, we have been ahead of the City on this issue. We have recently brought forward innovative suburb designs such as McKenzie Towne and mixed use areas such as Seton. We have developed programs such as Built Green and improved energy efficiency in new homes. The industry continues to push towards greater sustainability.

2. The Industry Supports Balanced Growth

The industry agrees that intensification of the inner city will happen over time. People's preferences and consumer demand will determine how and where this intensification will happen. Increased regulation and population percentage targets are misguided and unwarranted. A balanced approach to growth in both new and established communities is necessary to ensure a variety of housing types remain affordable and available for all citizens.

3. Most Calgarians Aspire to Live in a Single-Family Home

The recent survey results by NRG Research Group reinforce the work of other renowned institutions, such as the Royal Bank of Canada (RBC), which continually find the majority of citizens want to live in a single family home. This has not changed significantly over the past 50 years, nor do we expect it to in the next 50. The targets contained within the Plan It document seek to significantly alter the housing choices available to all Calgarians by focusing primarily on multi-family housing forms, and mostly within the activity nodes and corridors.

4. Plan It is the Product of a Boom Cycle

The targets and assumptions in Plan It do not accurately reflect the reality of Calgary's long term economy and is a reactionary plan to a short term issue. It encourages further transportation congestion, further regulates housing choice and does not adequately address what is needed to continue to attract business investment in order to remain a vibrant, healthy city. Calgary's competitive advantage will be compromised if we go forward with this plan.

Committee Members

We would like to publicly acknowledge those individuals who have graciously given up a significant amount of their time to participate in the CHBA and UDI Joint Champions Committee, as well as numerous subcommittee meetings and external stakeholder sessions.

CHBA & UDI Joint Champions Committee:

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As always we appreciate your feedback and truly value your opinion. Should you have any questions or concerns regarding Plan It Calgary, please do not hesitate to get in touch with Donna Moore, donnam@chbcalgary.com or Michael Flynn, ExecutiveDirector@udicalgary.com

Thank you for your ongoing support as we remain engaged in the Plan It Calgary process.