

Project Information Package - October 25, 2019

Overview

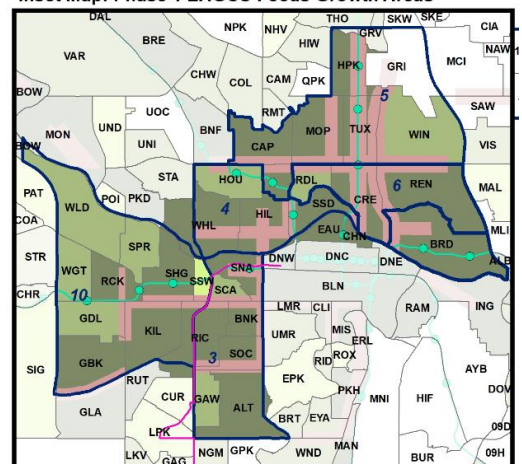
The Established Area Growth and Change Strategy (EAGCS) is a project that helps identify actions and funding solutions for public realm and infrastructure improvements (short-term) and identifies actions to support communities with redevelopment (long-term).

This is part of a comprehensive citywide growth strategy that includes new communities, established areas and industrial areas.

Key Messages

- Redevelopment and change occurs in some communities faster than others, and public space and infrastructure improvements are needed to support change.
- The Established Area Growth and Change Strategy aims to support communities, local businesses and landowners in parts of the cities where redevelopment and change are happening.
- The Strategy will connect planning, financial and investment recommendations to enable redevelopment that is sustainable and beneficial.
- This project builds on the New Community Growth Strategy, by considering factors including 1) alignment with Municipal Development Plan/Calgary Transportation Plan, 2) market demand, 3) financial impact, and the additional consideration of redevelopment readiness.
- This project is being undertaken in two-phases. Phase 1 can be considered a pilot for building a future system that would more predictably support investments in redeveloping communities. Phase 1 is related to communities currently experiencing redevelopment to the greatest degree, and where market activity is expected to continue in the short term (1-3 years).
- Through data analysis and stakeholder engagement, the areas noted in dark green (*shown on the map to the right*) were identified for Phase 1: opportunities for actions in the short term (2-3 years). This matches with the Multi-Community Plan approach, which is the framework for Local Area Plans in Calgary.
- The project team, consulting with stakeholders, will focus on these communities during the next steps of this Strategy.
- Phase 1 will see City staff leading the preparation of proposals that may include financial or planning tools, and/or investment in infrastructure and public realm.
- Phase 2 is expected to consider the application of lasting financial, policy, and planning tools that can support redeveloping communities in a more sustainable way and integrate with the Multi-Community Plan approach.

Inset Map: Phase 1 EAGCS Focus Growth Areas



Timelines

- **September 24, 2018:** Project Scoping Report to Priorities and Finance Committee - **complete**
- **December 2018 - Present:** Multi-stakeholder working group meetings (community, businesses, development industry, administration, etc.) – **in progress**
- **May 1, 2019:** Project Update Report to Standing Policy Committee Meeting on Planning and Urban Development - **complete**
- **November 2019-January 2020:** Community conversations and check ins on opportunities related to potential recommendations
- **January 2020:** Communicate to stakeholders on anticipated recommendations
- **March 2020:** Phase 1 Report to Priorities and Finance Committee (anticipated)
- **March 2020+:** Implementation of actions that don't require a budget decision; move into project Phase 2
- **November 2020:** Council mid-cycle budget discussions and decisions (for actions that do require a budget decision)

Project Website

[Calgary.ca/establishedarea](http://calgary.ca/establishedarea)

Get Involved

The project team will be connecting with community association members to review opportunities for potential short-term actions from November 2019 – January 2020. Those interested in learning more, or providing feedback, can connect with the project team.

Frequently Asked Questions

How does this project align with the goals of the Municipal Development Plan (MDP)?

The Strategy aims to advance the long-term goals of the Municipal Development Plan by supporting growth in priority areas and enhancing the vibrancy of existing communities and business areas. By more clearly linking funding and finance tools with local and citywide planning policies, the implementation of goals related to local growth, redevelopment, and quality of life for existing and future residents and businesses can be advanced.

Who is involved in this project?

The Strategy has brought together diverse stakeholders from communities, business improvement areas, members of the development and building industry, and city departments.

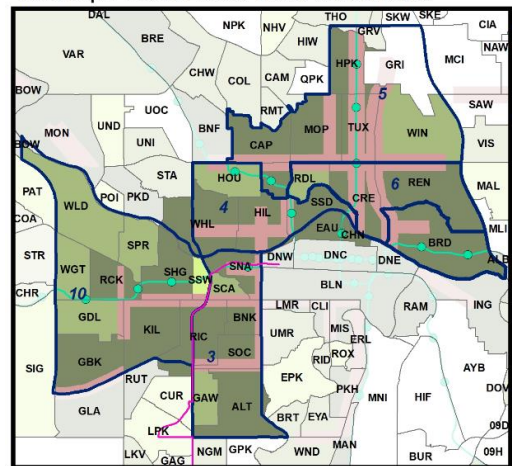
Does this project consider all 179 established communities in Calgary?

A prioritization exercise identified five areas that are currently experiencing consistent redevelopment and are expected to continue to attract redevelopment, which are the areas that are the focus for Phase 1. In Phase 2 and future phases, it is expected that these and other communities will be considered.

What five areas are part of Phase 1?

This project is being undertaken in two-phases. Phase 1 can be considered a pilot for building a future system that will more predictably support investments in redeveloping communities. Phase 1 is related to communities currently experiencing redevelopment to the greatest degree, and where market activity is expected to continue in the short term (1-3 years). These areas (*shown on the map to the right*) were identified for Phase 1: opportunities for actions in the short term (2-3 years). This matches with the Multi-Community Plan approach, which is the framework for Local Area Plans in Calgary. Approximately 30 communities are within these areas and are also referenced on the map.

Inset Map: Phase 1 EAGCS Focus Growth Areas



What does it mean for a community that has been identified in Phase 1?

City staff will connect with representatives of these communities to understand how this Strategy may be able to support community goals. This may include public realm capital investment, and support for redevelopment through planning and policy tools. A proposal, including background and identified actions, will be written for each of the five areas and made public in advance for stakeholders to review and provide feedback. These opportunities for short term actions within these areas will be brought forward for Council to consider in March 2020.

What does it mean if a community hasn't been identified in Phase 1 (see map on last page)?

Phase 1 is meant to consider those communities where redevelopment and change are occurring, Phase 2 and future phases will consider communities that are likely to see increasing redevelopment over the medium term (e.g. 4-8 years). The intention is to repeat growth-area identification and recommend actions in coordination with The City's budget process, on a two-year cycle.



Established Area Growth and Change Strategy

How was prioritization of redeveloping communities for Phase 1 done?

One of the project principles is to rely on data to drive decisions. The project team analyzed market and other data sources (e.g., permitting, census, and demographic data) which were combined with knowledge about current planning, community, and businesses to arrive at five areas experiencing redevelopment and change. See map on last page for the areas identified.

What are the next steps in the project?

Administration will be meeting with community, business, and development representatives in the identified areas starting in October 2019. The City will use information and recent feedback from communities to start a discussion on short-term opportunities.

Project Contact

Lesley Kalmakoff
Senior Growth Management Planner
Growth & Strategic Services
Planning & Development

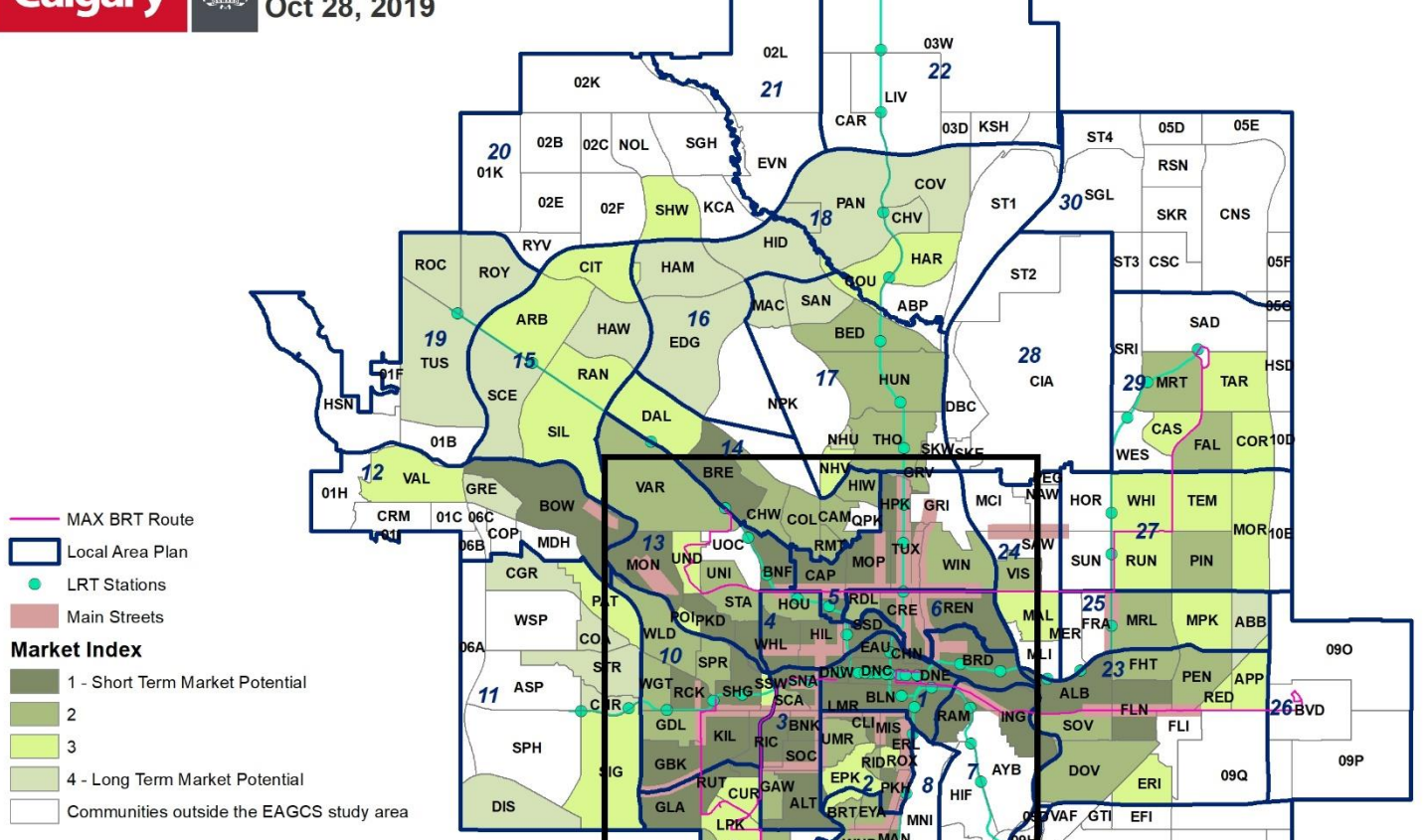
403-268-3261

Lesley.Kalmakoff@calgary.ca



Phase 1 EAGCS Focus Growth Areas and Leading Redevelopment Market Analysis

Oct 28, 2019



- MAX BRT Route
- Local Area Plan
- LRT Stations
- Main Streets

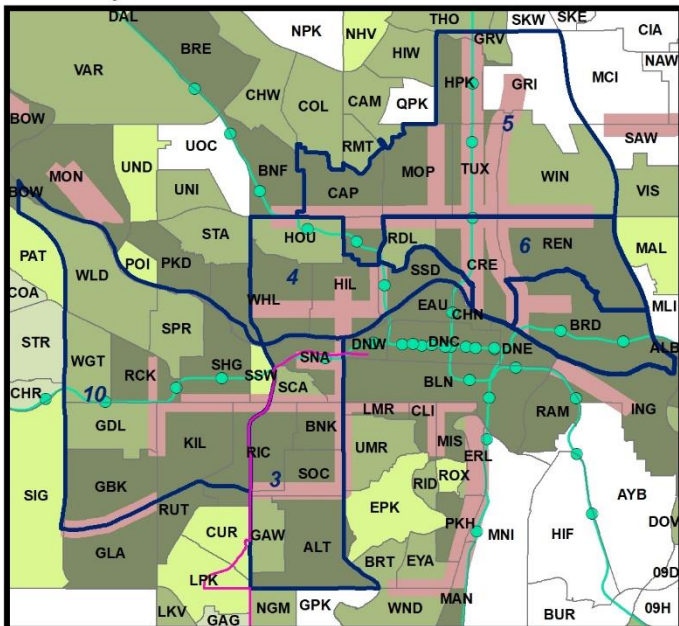
Market Index

- 1 - Short Term Market Potential
- 2
- 3
- 4 - Long Term Market Potential
- Communities outside the EAGCS study area

Notes

1. Through a review that included the EAGCS Advisory Group and Administration's Growth Committees, the highlighted areas in the inset map were identified for Phase 1.
2. Analysis included short term market potential, recent/planned investment, policy status, and existing financial tools.
3. Local Area Plan 1, the Centre City, is not selected. This is because of the considerable current work focused on its unique opportunities and challenges. The EAGCS will stay aligned and be complementary to this work.
4. Local Area Plans are current as of October 2019, and may shift upon further review.

Inset Map: Phase 1 EAGCS Focus Growth Areas



This Redevelopment Market Analysis used market indicators developed with stakeholders to create an index representing current market potential for residential redevelopment. This provides important information to help narrow the focus of the Established Area Growth and Change Strategy down from 179 communities. The number of communities in each category are approximately equal. This is the first step in identifying the most strategic areas in the Established Area.

For any questions, please contact Matthew Sheldrake at (403) 268-5929