



SCARBORO PLANNING COMMITTEE
1727 – 14 Avenue SW
Calgary, AB T3C 0W8

July 20, 2020

City Council
800 Macleod Trail SE
Calgary, AB T2P 2M5

RE: Support for the Heritage Conservation Tools & Incentives report

His Worship and Dear Councillors:

We urge you to support the heritage tools and incentives report presented by Ian Harper and his team. As Calgary plans for future growth, it needs policies to identify and protect heritage areas. With heritage policies, we recognize places of interest that attract residents, but also tourists and skilled workers. We create niche markets for shopping, living, eating and playing in “differentiated” heritage environments that contribute to urban liveability and job creation. Cities that are perceived as good places to live, with a sense of authenticity, have an edge in attracting talent and investment.

Not often enough, we should be speaking about the **economic benefits** of heritage protections. Whatever Calgarians invest in older buildings, increases our tax base without significant infrastructure upgrades. The improvement of existing dwellings creates 40% more GDP in Canada than new construction, as well as a much higher proportion of local employment (according to heritage planning expert Marc Denhez). In the past 20 years, a number of studies have quantified the economic value of historic districts in cities around the world. Heritage policies offer financial benefits such as:

- **attracting investment & talent:** heritage projects contribute to urban liveability, attracting talent, and providing an enabling environment for job creation; heritage is a differentiator that attracts talent to cities (World Bank report);
- **creating jobs:** historic preservation is one of the highest job-generating economic development options available; rehabilitation has a greater impact on the local economy than the same amount of new construction. Some 5 to 9 more construction jobs will be created with rehabilitation; 4.7 more new jobs will be created elsewhere in the community with rehabilitation; household incomes in the community increase more with rehabilitation (D. Rypkema);
- **stimulate revitalization:** heritage districts are the foundation of revitalization in our urban cores;
- **attract film crews:** filming opportunities generate funding for municipalities and create local jobs;
- **attract tourists:** heritage areas are destinations where people come and spend dollars. Heritage visitors stay longer, spend more per day, and, therefore, have a significantly greater per trip economic impact (D. Rypkema).



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In order for Calgary to continue to grow into a world-class City, it needs its heritage areas as a ‘differentiator’ to attract talent and business to its historic character areas. We can celebrate Calgary’s past, not only because it feels good to relive memories of bygone times, but also because it’s good for the pocketbook. We encourage you to support the Heritage Policy Tools and Incentives report because it’s good for Calgarians.

Respectfully yours,

Tarra Drevet
Chair of Planning & Development
Scarboro Community Association

From: [Lorna Cordeiro](#)
To: [Office of the Mayor](#); [Sutherland, Ward](#); [Magliocca, Joe](#); [Gondek, Jyoti](#); [Chu, Sean](#); [Chahal, George](#); [Davison, Jeffrey R.](#); [Farrell, Druh](#); [Woolley, Evan V.](#); [Carra, Gian-Carlo S.](#); [EAWard10 - Lesley Stasiuk](#); [Farkas, Jeromy A.](#); [Keating, Shane](#); [Colley-Urquhart, Diane](#); [Demong, Peter](#); [Public Submissions](#)
Cc: [Marilyn Williams](#); [Harper, Ian](#); [Pollock, Alastair C.](#); [Van Wijk, Erin](#)
Subject: [EXT] Re: July 27th Combined Council Meeting: Support for Heritage Conservation Tools & Incentives Report
Date: Friday, July 24, 2020 11:47:07 AM
Attachments: [CFHD Support HCIT Report \(PUD April 1,2020\)Mar30-2.pdf](#)

Dear Calgary City Council

On behalf of Calgarians for Heritage Districts, please find attached our letter of support sent prior to the July 15th PUD meeting in support of the Heritage Conservation Tools and Incentives Report.

In March 2019, Council directed Heritage Planning 'to review potential new policy tools and financial incentives to further increase the conservation of heritage resources, 'supporting Calgary's Next Generation Planning projects and responding to the loss of the Enoch Sales Residence to fire in early 2019.' Heritage Planning has done this after significant study of alternatives which would work for Calgary and intense engagement with diverse stakeholders and advocacy groups such as ours.

Your support of this report is critical to Calgary's future.

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Thank you
Marilyn Williams & Lorna Cordeiro
co-Chairs Calgarians for Heritage Districts



March 30, 2020

Re: **Heritage Conservation Policy tools and financial Incentives Report, April 1, 2020**
City of Calgary SPC on Policy and Urban Development (PUD)

Dear Members of PUD,

We are writing to express our strong support for the recommendations outlined in the above report submitted by Heritage Planning, and especially applaud the inclusion of policy for heritage areas. This is a very positive step towards acknowledging and protecting historic communities, areas and streetscapes in our municipal planning policy, something our group has been advocating for since 2013. We also applaud the innovative heritage tools it proposes such as financial incentives for the owners of heritage assets including municipal tax incentives. Although there are some current limitations to the proposed heritage area policy - it excludes historic commercial streets, post-war residential architecture, institutional sites, cultural landscapes, heritage buildings not within 'high concentration areas,' landscaping and street trees - we do not believe these limitations should delay accepting the recommendations. In addition, Administration is confident that many of these exclusions can be addressed through the Local Area Planning process, or proposed incentives for inventoried sites.

Following our letter to council dated Dec 23, 2019 we seek your support for the following:

- The heritage area policy recommended in the above report (based on a minimum integrity threshold for layer 3 Direct Control Heritage Areas of no more than 50 percent heritage assets) as well as incentives and regulations to support the retention of heritage assets within these areas, including the proposed new financial incentive programs;
- That the Guidebook for Great Communities be amended to include the requirement for Local Area Plans in established communities to identify character areas and potential heritage districts during their preparation. (This must be done before the Guidebook becomes a statutory document, and before any Local Area Plans are approved.)

We close with just a few of the reasons why we need to introduce tools and policies that help us strike the right balance between development and conservation:

Economic: the improvement of existing dwellings creates 40% more GDP in Canada than new construction, and is proportionally a bigger job generator.

Environmental/Sustainability: the building sector generating up to 35% of Canada's greenhouse gases and 35% of landfill waste, and the Canadian Green Building Council recommends 'to avoid the worst effects of climate change...focus on sustainable rehabilitation and retrofitting'.

Social/Cultural: Historic communities are physical links to our past. They provide a sense of identity, continuity and belonging. They are places for all Calgarians to visit and enjoy.

Respectfully,

Marilyn Williams Lorna Cordeiro
Co-Chairs Calgarians for Heritage Districts

Calgarians for Heritage Districts (CFHD) is city-wide grassroots collaboration that advocates for policy and creative new tools to identify, manage and preserve the heritage value and character of Calgary's historic communities. CFHD supports sensitive, respectful redevelopment and growth that protect a community's heritage assets.



July 24, 2020

RE: Support for the Heritage Conservation Tools and Incentives Report

His Worship and Dear Councillors

We are asking you to support, in its entirety, the Heritage Conservation Tools and Incentives Report (HCTI) at July 27th's Combined Meeting of Councils Consent Agenda.

The HSPC has collaborated and engaged with City Administration to provide input on this report which serves to provide a critical step in promoting the conservation of Calgary's heritage assets through much needed financial and planning tools.

The HSPC has also welcomed and supported thoughtful densification of our neighborhood since/before the current ARP/TOD was passed. And while we have seen significant development (at a pace that exceeded our ARP/TOD projection), we have seen little in the way of heritage preservation. The Financial incentives will promote both commercial and residential maintenance and designation and the Planning Tools will provide a much need focus on Heritage Areas that are treasured by Calgarians.

Respectfully yours,

A handwritten signature in black ink, appearing to be "M Crowley", enclosed within a circular scribble.

Matt Crowley
Chair, Hillhurst Sunnyside Community Association
Cc: Lorna Cordeiro, Kathleen Kenny, Lisa Chong