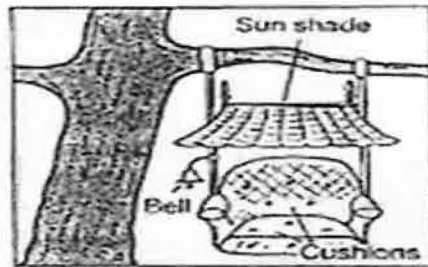
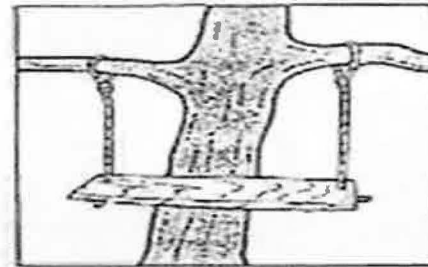


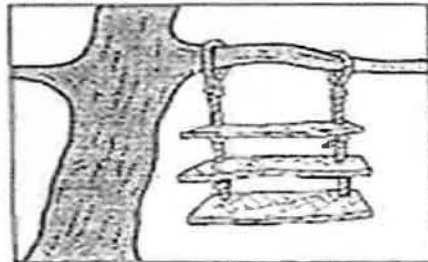
What Product Marketing specified



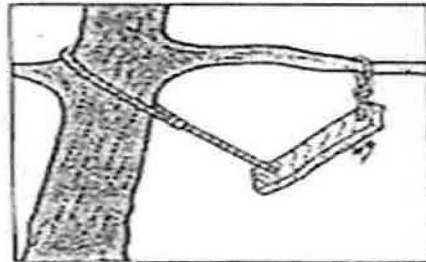
What the salesman promised



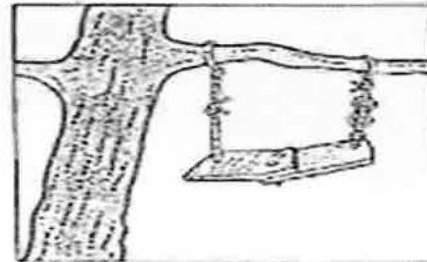
Design group's initial design



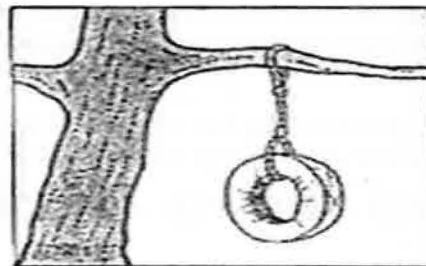
Corp. Product Architecture's modified design



Pre-release version



General release version



What the customer actually wanted

Figure 4.1 The swing solutions.

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The Guidebook for Great Communities

We are planning communities in Calgary so they offer more housing, shops and service choices for people who live, work and visit them.

You can find more information on how we plan communities in Calgary at calgary.ca and calgary.ca/guidebook



Calgary



Ensuring Calgary communities thrive – now and into the future.

Five years in the making, the Guidebook is the recipe to keep our communities great.

Calgary is a city of strong communities. The Guidebook for Great Communities gives citizens a stronger voice on how their community grows. Whether your community is still building out, or it's been established for more than a century; as your neighbourhood matures, kids leave home, people become empty-nesters. Sooner or later, you're going to start thinking about how it will redevelop. We want to keep communities thriving through our economic recovery, so they can flourish well into the future.

The Guidebook brings into one place best practices for neighbourhoods as they mature, drawn from across Calgary and around the world. It doesn't change the zoning on a single piece of land. It does, however, provide a reference to save time and money when your neighbourhood is ready to co-create a plan for growth together.

We're using the Guidebook with you – the experts on your community – to make sure the great communities you have today, stay great tomorrow. Created over the past five years, it builds off the thousands of voices we've heard and considers a number of Calgary's major city-building plans and investments.

While the Guidebook offers every community the same ingredients to plan their best future, it's a flexible enough approach so each community can make their own unique recipe.

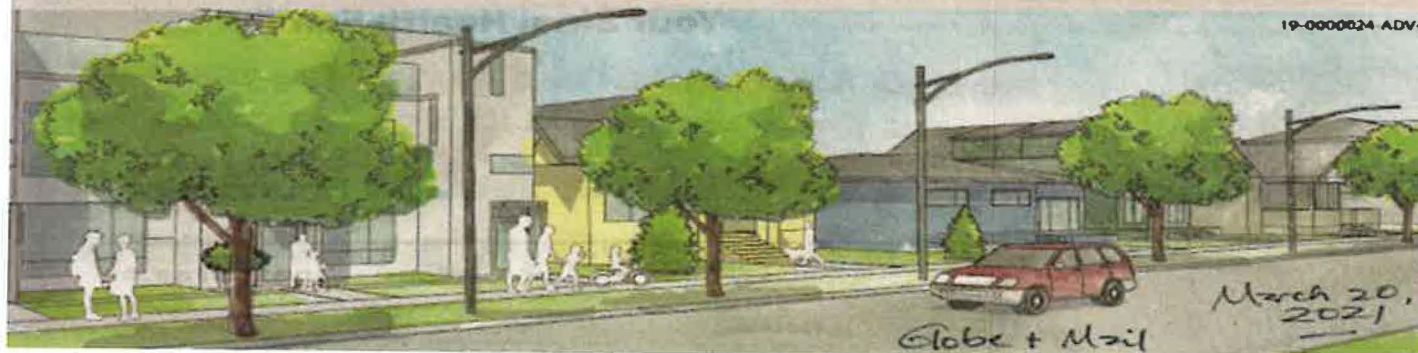
Your work with us helped develop the Guidebook. Let's continue working together to keep Calgary a great place to make a living, a great place to make a life.

The result? You'll know what growth will look like. All types of homes, including single-detached homes, can stay. Our community heritage can be conserved. Parks and green spaces can be protected. Schools, libraries, recreation and shops can be supported. Our

communities become more inclusive to more people and offer more options for living.

The Guidebook is about working together so we can invest

For more information, visit calgary.ca/guidebook.



Ensuring Calgary communities thrive – now and into the future.

The Guidebook gives citizens a stronger voice on how their community grows.



The new Guidebook for Great Communities gives citizens the tools and options to plan for growth. It's the recipe from which communities can pick and choose the ingredients they want, to keep their communities great. It positions communities better, so they can adapt to the changing needs of citizens now and in the future, as we grow and flourish through our economic recovery.

We're excited to see the momentum this topic of great communities has received recently. Calgarians love their communities. It's something we're passionate about as well. Here are some of the more popular topics being discussed and how the Guidebook addresses them:

Single-detached homes

Calgarians love single-detached homes. Good news! They're here to stay in every community. The Guidebook does not give preference of one type of home over another – it does allow for housing options. And just like today, any change to a property's existing "zoning" (i.e. a change to allow a different type of use) would have to go through the review process, including Council approval.

Heritage

Calgary's heritage is unique and helps define our communities and city. It's important we conserve Calgary's history, whether it's our buildings or our spaces. The policies within the Guidebook are the most progressive we've ever had to conserve our heritage assets.

Green spaces

Not only does the Guidebook provide the tools to identify opportunities to create new green spaces, it includes specific policy to protect existing natural areas, parks and public spaces. Communities remain green and can even expand on the park spaces they have now.

Unique neighbourhoods

Respecting and celebrating each neighbourhood's uniqueness is the Guidebook's strength. This means something different when aligning to each community's vision. Working with you – the experts on your community – the Guidebook respects what makes neighbourhoods special when we plan for growth together.



We have worked with communities to develop the Guidebook. Over the past five years, we have held more than 200 events and heard from more than 3,300 community members and citizens. Thank you! Let's continue working together to keep Calgary a great place to make a living, a great place to make a life.

For more information, visit calgary.ca/guidebook.