

Communication Summary of Efforts to Inform Calgarians on Bylaw 56P2022

On 2022 October 5, Council approved the proposed amendments to the Land Use Bylaw outlined in IPC2022-0989, Bylaw 56P2022. These amendments came into effect on 2023 January 2. Council further supported a motion by Councillor Sharp to direct Administration to develop and implement a communication plan that clearly outlined the changes resulting from Bylaw 56P2022, targeting community associations directly, and requesting that the information be made available to members of the public on The City's website. This attachment summarizes the communication plan, approach and outcomes of completed tactics.

Communication Goals

Inform Calgarians of the approved land use bylaw changes and how they will provide more housing choice in Calgary, where the new homes may be built and how they will fit in with the community.

- **Increase understanding** of how land use redesignation and development permit decisions are made and the land use decision making process for the Housing-Grade Oriented (H-GO) district, and applications for new homes within the Residential-Grade-Oriented Infill (R-CG) District and Multi-residential districts.
- **Increase awareness** amongst industry and community associations of the approved land use bylaw changes and the available resources to learn more about them.
- **Support Council and their offices** by providing clear information on the approved land use bylaw changes they can share with constituents.

Approach:

Assess and create new resources

1. A review of current materials to determine what further resources are needed help residents gain the clarity and understanding of the bylaw changes.

Update information and resources

2. Review and assess current materials like the Councillor's Toolkit and refresh the materials with information to help residents/ constituents understand these changes.

Website

3. Re-prioritize information on calgary.ca/housingchoice to make it easier for audiences to be informed on the changes in effect on 2023 January 2.
 - Refresh the resource section of the site to make it easier to seek and find information.

Events

4. Work with The Federation of Calgary Communities to create an event(s) for their members to interact with Administration and provide feedback on what new resources might be beneficial.

5. Participate in committee meetings with Urban Planning Committee volunteers to engage and inform about the new district and amendments to the bylaw to better enable them to share information with residents.

Summary of Themes

The following table provides an overview of the themes Calgarians wanted more information about.

Theme	Questions from Calgarians (Sources)
Housing-Grade Oriented (H-GO) district details	<ul style="list-style-type: none"> • What is the Housing Grade-Oriented (H-GO) district? • What does the use “Dwelling Unit” mean for future types of development? • Where does H-GO go? • Why is H-GO limited to the Centre and Inner City?
Proposed Residential-Grade-Oriented Infill (R-CG) land use bylaw changes	<ul style="list-style-type: none"> • Residential Grade Oriented Infill (R-CG) district – Why are you changing some of the rules? • Why did I get a letter and are you redesignating my property? • Can you still build single-detached homes in Inner City neighbourhoods? • Why are changes limited to the R-CG district and not all low-density residential districts? • Why are midblock rowhouses being enabled?
Reducing parking requirements	<ul style="list-style-type: none"> • Parking – what’s changed, what hasn’t and why? • Will reduced parking requirements make street parking harder to find? • Why is the proposed parking rate 0.375 stalls per unit? • Why reduce parking in the inner city?
Function and design of amenity spaces	<ul style="list-style-type: none"> • Do these rules get rid of amenity spaces for each home? • Is the courtyard useable? • Will these developments have trees? • How is the quality of amenity space and landscaping addressed in the H-GO district and the changes to R-CG?
Affordability	<ul style="list-style-type: none"> • Are these homes affordable?
Opportunities for public input on planning regulations and policies	<ul style="list-style-type: none"> • How does the redesignation process work at City Hall? • Why didn’t you engage all Calgarians on these proposed changes?

Implementation

Throughout this project, we've employed several tactics to raise awareness and inform citizens. From online information sheets to hosted events, we chose these tactics to reach a broad number of citizens.

October 2022 – February 2023 (Post Public Hearing Communication Tactics)

Tactic	Date	Outcome (stats as of Feb 8,2023)
<p>Collaborate with The Federation of Calgary Communities*</p> <ul style="list-style-type: none"> Held several meetings with The Federation on what CAs want and need. Mapped out events and resources that benefit CA members. 	<p>H-GO Events: 2022 December 13</p> <p>Urban Planning Committee meeting: 2023 January 16</p> <p>Posters: 2023 February 8</p>	<ul style="list-style-type: none"> Created two workshop events specifically about H-GO, with members of land use bylaw (LUB) team facilitating small-group sessions. LUB members attended Jan. 16 session of the Urban Planning Committee to hear direct feedback from CA's planning committee members. Four posters were created for members, giving more information on H-GO, R-CG, how land development works in Calgary and the role of Council. <p>For the H-GO Info session held on Dec 13, we had 18 attendees for the lunch session and 10 attendees for the evening sessions. These sessions were organized for community associations and planning committees only.</p> <p>At Jan 16 Urban Planning Committee, there were 10 attendees, excluding the Federation and City staff.</p>
<p>Website updates</p> <ul style="list-style-type: none"> Continuous improvements on the website, based on feedback, to make this information accessible. 	<p>2022 July 6 – 2023 February 6</p>	<p>Enhanced information, resources and a draft-versions of the proposed H-GO and R-CG Districts.</p> <ul style="list-style-type: none"> Includes two new facts sheets about H-GO and R-CG District. Video format is the most popular resource, and we've placed these at the top of the resource page Separated information for industry to make it easier. <p>1070 visitors 1500 page views</p>
<p>Information sheets for H-GO and R-CG District</p>	<p>2022 December 7</p>	<p>46 people downloaded documents</p>

<p>Councillor Toolkits</p> <ul style="list-style-type: none"> • toolkit sent 	<p>2022 December 2</p>	<p>Toolkits provided</p> <ul style="list-style-type: none"> • Key messages • Updates on our project and website • Proposed social media posts <p>All ward offices received toolkits</p>
<p>Dispatch Articles</p>	<p>2022 October, November, December</p>	<p>Articles answered:</p> <ul style="list-style-type: none"> • Why we recommended bylaw changes • Details on the recommendation • How changes improve process efficiency over direct controls • Council's role <p>1,541 total views collectively</p>

July - September 2022 (Pre-Public Hearing Communication Tactics)

Tactic	Date	Outcome
<p>Calgary Newsroom Article</p>	<p>2022 September 29</p>	<p>Article highlighted what was going to Council, why these recommendations build consistency in communities and how citizens can participate in the process.</p> <p>364 views</p>
<p>Follow-up virtual Q&A with the Federation of Calgary Communities (video #2)</p>	<p>2022 September 29</p>	<p>After hearing feedback and further questions from citizens, we created a second video to answer common questions:</p> <ul style="list-style-type: none"> • How H-GO is considered in LAPs communities vs. non-LAP communities. • How distance criteria work in the district's purpose statement. • H-GO's focus on Inner City and Centre City areas only. • How amenity spaces work. <p>Over 280 views</p>
<p>Reddit live "Ask Me Anything" in the r/Calgary subreddit</p>	<p>2022 September 27</p>	<p>Directly engaged with audience to answer questions live.</p> <p>117 engagements with over 74k views</p>

24 bold signs in key areas and along high-traffic intersections	2022 September 27 – 2022 October 5	Raising awareness of our website in area with greatest concentration of R-CG parcels. More than 100k people
Virtual Q&A with the Federation of Calgary Communities (video #1)	2022 September 26	Video with two city planners, talking about: <ul style="list-style-type: none"> • Why we changed the Land Use Bylaw? • What is H-GO, where does it go and the district's details? • Amendments to R-CG, and details on setbacks and amenity space. • Parking minimums. Over 1,000 views
Mail-our pamphlet to R-CG parcel owners and adjacent neighbours	2022	Pamphlet provided direct and plain-language information on what R-CG is and the changes that are being proposed. 6148 addresses
Councillor Toolkits <ul style="list-style-type: none"> • toolkit 	2022 August 31	Toolkits provided <ul style="list-style-type: none"> • Key messages • Updates on our project and website • Proposed social media posts All ward offices received toolkits
Dispatch Article	2022 September	Articles answered: <ul style="list-style-type: none"> • Why we recommended bylaw changes • Details on the recommendation • How changes improve process efficiency over direct controls • Council's role 510 total views collectively
Social media – Twitter @CityofCalgary and @YYCPlan	2022 July 6 – 2022 September 29	16 posts Over 18k impressions

Resource Examples

Federation of Calgary Communities (The Federation) Information Posters

Based on feedback from Federation members, a series of posters were created, giving more information on Housing Grade Oriented (H-GO) district, Residential Grade Oriented Infill (R-CG) district, how land

development works in Calgary and the role of Council. They identify the process for land use redesignation and development permit applications, evolving communities, the rules of the Housing Contextual Grade Oriented (H-GO) District, and the differences between H-GO and the Residential Contextual Grade Oriented (R-CG) District demonstrating a collaborative effort by Administration and the Federation to provide more information and awareness on changes resulting from bylaw 56P2022. The posters can be found on The City website [Resources to better understand the Land Use Bylaw changes \(calgary.ca\)](https://www.calgary.ca/Resources-to-better-understand-the-Land-Use-Bylaw-changes) and have been distributed to Community Associations throughout the city.



Fact Sheets

Fact sheets were developed and included on the website [Resources to better understand the Land Use Bylaw changes \(calgary.ca\)](https://www.calgary.ca/Resources-to-better-understand-the-Land-Use-Bylaw-changes) in response to requests for more detail on the changes to the Housing Contextual Grade Oriented (H-GO) and Residential Contextual Grade Oriented (R-CG) District.



Housing – Grade-Oriented (H-GO):
Understanding the new land use bylaw district



On October 5, 2022, Council approved changes to the land use bylaw making it more possible to build housing such as grade-oriented rowhouses and townhomes in Calgary's inner city and established communities. These changes come into effect on January 2, 2023.

What is H-GO?
H-GO is a new housing district for the Centre and Inner City that allows a range of grade-oriented housing. This district adds the option of higher intensity redevelopment than that of R-CG, but still maintain direct ground-level access for all homes (i.e. no apartment form).

Where can H-GO go?
Focus for this district is along busier streets with amenities close by. There are two ways to determine the appropriate location of H-GO – through an approved local area plan and using location criteria in areas without a local area plan.

Communities with a local area plan
The H-GO district is limited to use in areas identified with the Neighbourhood Connector and Neighbourhood Flex urban form categories through a local area plan process.

Communities without a local area plan
Must be within Centre City or Inner City communities identified by the Municipal Development Plan's Urban Structure Map:
• and be located close to transit, specifically within:
– 200 m from a Main Street or Activity Centre,
– 400 m from an LRT platform,
– 400 m from a BRT station, or
– 200 m Primary Transit Network.

Check out the [Land Use Decision Process](#) that illustrates how decisions regarding redesignation to H-GO will be made.

To dive deeper into questions around the H-GO location criteria, we created two videos:
• [Q&A: The City & The Federation of Calgary Communities discuss proposed changes to residential zoning](#)
• [Q&A with The Federation and The City of Calgary Part 2](#)



Residential – Grade-Oriented Infill (R-CG and R-CGex) District:
Understand the changes to this district



On October 5, 2022, Council approved changes to the land use bylaw making it more possible to build housing such as grade-oriented rowhouses and townhomes in Calgary's inner city and established communities. These changes come into effect on January 2, 2023.

What is R-CG and R-CGex?
The Residential – Grade-Oriented Infill (R-CG and R-CGex) District allows a range of homes, including single-detached, duplexes, semi-detached and rowhouses. R-CG also allows secondary suites and backyard suites. Changes to this district in the land use bylaw have expanded the possibilities by adding townhouses, allowing more than one residential building and removing the requirement that all homes have entries that face the street.

What has changed?

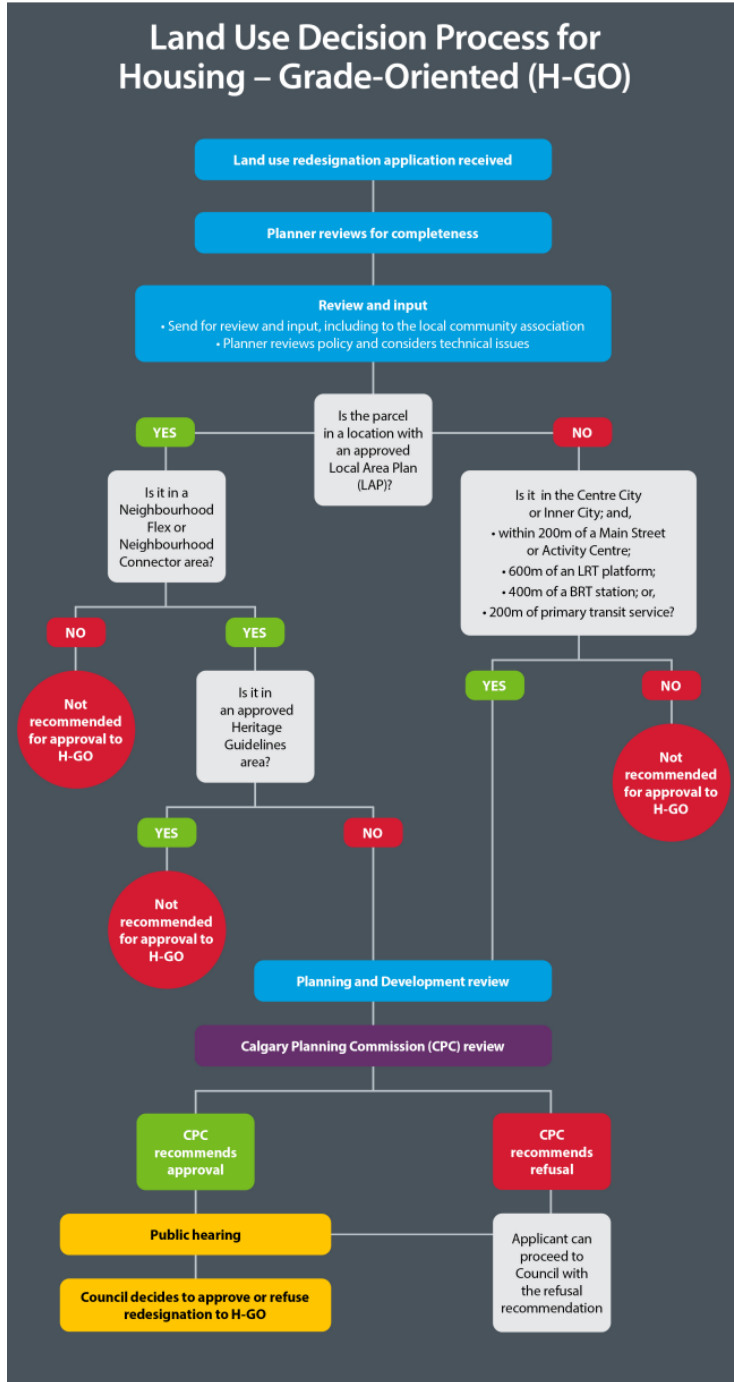
- Adding the discretionary use of townhouse
- Allowing unit entries that don't directly face the street
- Allowing for more than one residential building on a parcel. Residential buildings at the rear of the parcel have a maximum height of 6.5 metres
- A minimum distance between residential buildings of 6.5 metres
- A minimum parking requirement of 0.5 stalls per unit and suite

What these rules mean

- These changes allow homes to be built in new configurations, for example, two semi-detached buildings on the same property, with one being at the rear of the parcel.
- A minimum distance of 6.5 metres between residential buildings ensures there is enough open space for activities and landscaping.
- Adding townhouses as a discretionary use and allowing unit entries that do not directly face the street enables flexibility and improves the redevelopment potential of mid-block parcels.

Land Use Decision Process for Housing-Grade Oriented (H-GO)

The [Land Use Decision Process](#) highlights what our file managers consider and how Council decides on the outcome of H-GO land use applications.



Videos

Administration collaborated with The Federation to develop two videos that answered specific questions on what H-GO is and where does it go. It also touches on details of the district, amendments to R-CG with details on setbacks and amenity space, and the newly approved parking minimums. Also included in the video was attention to how a land use application is processed and decisions made. The videos can be found on the same web page as the fact sheets and the posters [Resources to better understand the Land Use Bylaw changes \(calgary.ca\)](#). Additionally, the website responds to frequently asked questions around the LUB amendments.

Q&A: The City & The Federation of Calgary Communities discuss proposed changes to residential zoning



Q&A Part 2. The City & The Federation of Calgary Community answer more questions on the proposed changes to residential zoning

