

Engagement Summary

This attachment outlines the engagement strategy and activities of this initiative to undertake targeted amendments to existing industrial Area Structure Plans.

Engagement Strategy

The Industrial Growth Strategy and series of Action Plans has been supported since 2016 by the Industrial Strategy Working Group. This is a group of external and internal partners who provide knowledge and holistic perspective on Calgary's industrial sector. This group is well positioned to consider how policies could be improved in support of current trends of the industrial sector. Therefore, Administration leveraged their knowledge and iterative feedback in the primary engagement undertaken in this initiative. This group consists of informed industry members who can comment on policy and its effects on the industry.

The Working Group is comprised of diverse industry members including representatives from:

- Land development associations (BILD and NAIOP);
- Industrial landowners and developers;
- Calgary Economic Development (CED);
- Professional consultants;
- Industrial brokers; and
- Calgary Airport Authority.

Additionally, engagement opportunities were provided to the general public to ensure that anyone interested in these amendments could connect with Administration. Multiple avenues were used to inform and enable connections on this work.

Engagement Methodology

Between 2023 June and 2024 May, Administration collaborated with the Industrial Working Group on potential policy improvements. Two circulations were done in 2023 December and 2024 February that supported thorough identification of policy barriers and responses to proposed amendments.

More general public engagement took place between 2024 March 22 - April 14. Administration used an engage portal webpage and email subscription link to provide information about the initiative and gather feedback. Further, three virtual engagement sessions were held at different times and days to maximize the opportunity for interested parties to attend. These sessions were advertised through external newsletters, bulletin board advertisements, and The City's X page.

Feedback Received

Administration received nearly 300 comments about potential policy improvements from 17 industry members and cross-departmental teams during the initial project phase. A further 60 comments from 19 members from both the industry and internal teams were received based on the circulation of 11 draft policy amendments.

Comment themes from external members included:

- Concerns about the outdated and inflexible policies;
- Advocating for more flexibility for commercial uses;
- Advocating for more flexibility in locational criteria of medium industrial uses;
- Removing the maximum Floor Area Ratio to align with the Land Use Bylaw; and
- Clarifying policy language and changing 'shall' policies to 'should' policies for more flexibility.

Comment themes from internal members included:

- Limiting the encroachment of commercial uses into industrial areas for strategic industrial growth;
- Aligning policies with current application requirements, such as transportation studies; and
- Addressing the mismatch between the Southeast 68 Street Industrial Area Structure Plan's Land Use Concept Map and an approved Outline Plan.

Feedback from the public engagement sessions included:

- Positive feedback on the clarity of the presentation and conversations;
- The need for more flexibility in industrial land uses;
- Discussion about accommodating medium industrial uses in industrial lands;
- Managing the transition between industrial areas and commercial or residential areas to avoid over-commercialization; and
- Questions regarding the alignment of these specific amendments with the future Zoning Bylaw and the Local Area Plans.