



August 27, 2018

Priorities & Finance Committee  
All Members of City of Calgary Council  
The City of Calgary  
PO Box 2100, Station M  
Calgary, AB T2P 2M5

Dear Priorities & Finance Committee Members, All Members of Council:

**Re: PFC 2018-0891, Established Area Growth & Change Strategy Scoping Report**

BILD Calgary Region (BILD) and its members have been working successfully with Administration on the New Community Growth Strategy and we appreciate and acknowledge the strong support and bold leadership of Council in recently advancing new communities.

As work on the New Community Growth Strategy reaches fruition, we are very pleased with and supportive of Council's direction to Administration to begin work on the **Established Areas Growth and Change Strategy**.

At the time of this writing, the Report to PFC has not been finalized, and therefore we cannot comment on details. However, Administration has shared with BILD that there are **eight (8) outcomes** referenced in the Report and has described those outcomes in advance of the Report's completion.

As well, we are aware that the Report references 3 factors for developing the Strategy - which are comparable to those used in creating the New Community Growth Strategy. Through much discussion with the City/Industry's Work Plan Established Areas Working Group and other of our BILD members investing in Established Areas, we are very supportive of the addition of a 4<sup>th</sup> factor for the Established Areas Growth & Change Strategy. The factor of "**Redevelopment Readiness**" recognizes the unique distinctions between the developing area and established areas growth strategies – which includes public engagement, community readiness and infrastructure readiness, to accept additional growth and new neighbours.

This is desperately important for developers in order that they have a high level of confidence and certainty when they are investing. Perhaps it is the most important factor because without Redevelopment Readiness, sufficient development and growth will not take place to ensure the City's dollars invested in supporting infrastructure yield a much-desired return on the City's investment.

Accordingly, BILD would be very supportive of **Redevelopment Readiness as the fourth factor** by which the Established Areas Growth and Change Strategy will be guided and informed.

As well, BILD would be supportive of a parallel initiative to create a thorough **Industrial Development Growth Strategy**.

With the New Community Growth Strategy, a completed Established Area Growth & Change Strategy as well as an Industrial Development Growth Strategy, City Administration and Council would be in the most favourable position of having a fully integrated and comprehensive strategy for growth City-Wide in time for the mid-cycle budget review in 2020.

Respectfully,  
**BILD Calgary Region**



Guy Huntingford  
Chief Executive Officer

- c.c.     Stuart Dagleish, General Manager, Planning & Development, City of Calgary  
          Kathy Davies Murphy & Lesley Kalmakoff, Growth and Strategic Services, City of Calgary  
          Established Areas Work Plan Working Group  
          BILD CR Urban Redevelopment Committee  
          BILD CR Inner City Committee