

HERITAGE INSPIRES YYC

Public awareness campaign responds to Calgary's new multi-community Local Area Planning Process

Calgary, Alberta – On March 22, Calgary City Council will vote on adopting a new approach to local area planning to guide redevelopment in communities. The [Guidebook for Great Communities](#) is meant to stimulate development of a more compact and sustainable city with 50% of future growth being absorbed in the existing communities. The Guidebook will be heard in tandem with The [North Hill Communities Local Area Plan](#), the pilot (first) multi-community plan to use the new Guidebook.

- An estimated 42 local area plans (LAPs) will be created with resident involvement to guide growth and change. These plans would each include 10 to 15 communities.
- These policies provide the foundation for a renewed land use bylaw that includes new districts for low density residential, to be considered by Council in 2022-2023.
- Communities with existing plans will see these replaced with new district plans and the Infill Guidelines will no longer apply.
- Council will be voting on adopting an incomplete North Hill Communities Local Area Plan, which will not include the application of the Heritage Conservation Tools and Incentives (approved by Council July 2020), a plan for repurposing existing buildings, or a demographic forecast.

Volunteers with the [Calgary Heritage Initiative Society](#) and [Calgarians for Heritage Districts](#) have launched an online campaign, *Heritage Inspires YYC*, to raise awareness about the impact of these policies on communities and opportunities for heritage retention. The campaign is meant to INSPIRE Calgarians to plan for growth and change in balance with preserving built heritage, streetscapes, and open spaces that define a unique sense of place.

The multi-platform Social Media campaign and website:

- Is targeted to Calgarians who value heritage areas but have not (yet) become advocates.
- Imagines repurposing more heritage buildings as interesting spaces for local businesses, start-ups and diverse housing.
- Describes how heritage contributes to economic recovery, sustainability & urban liveability.
- Includes 36 community histories, walking tours, and flyover videos of potential heritage districts.
- Features 50+ new uses for old buildings and success stories of revitalization and designation.
- Highlights heritage places at risk and what has been lost.
- Suggests ways to influence heritage protection policies and make a difference for Calgary.

About: Visit www.heritageinspiresYYC.org for more information. A project of:

The [Calgary Heritage Initiative Society](#) (CHI) advocates to preserve and promote the productive use of buildings and areas of historic significance. Established in 2006.

[Calgarians for Heritage Districts](#) (CFHD) focuses on educating government and the public about Calgary's potential Heritage Districts. Established in 2014

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If you would like more information about suggestions for improving the heritage policies in these documents, the Heritage Inspires YYC campaign, or to schedule an interview, contact media spokesperson, Cynthia Klaassen (403) 862-7045, cynthia.klaassen@shaw.ca