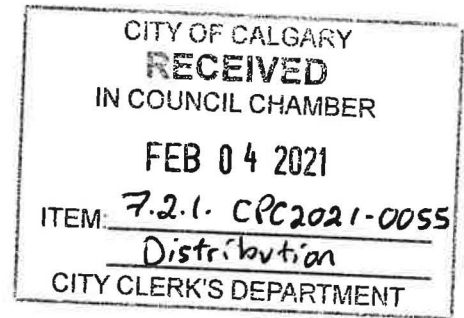




Jan 29, 2021

17th Avenue Retail & Entertainment District BIA
306-1550 8th St SW
Calgary, AB
T2R 1K1



Re: LOC2019 – 0100

Dear Calgary Planning Commission:

The 17 Avenue BIA Board has reviewed the Land Use Amendment documentation for 1422 – 17 Ave SW, McDonalds Restaurant, in light of the February 4th, 2021 Calgary Planning Commission meeting. In addition, we have reviewed the IBI Group material prepared in support of the land use amendment. The following outlines the reasons the 17 Ave BIA supports the Land Use Amendment:

1. The existing drive thru for this location has been in place for the past 45 years and has not created any significant issues relating to pedestrian and traffic flow.
2. The new proposed design will further enhance site access and create smoother vehicle operation while maintaining and improving the pedestrian realm.
3. The design will augment the site and will create a community based environment where the local seniors can congregate for morning coffee and socialization. Of specific note, the McDonald's pricing structure is well suited to seniors on a fixed budget.
4. In general COVID has brought to the forefront that drive-thrus are a good feature as people can access goods and services without compromising social distancing requirements.
5. From a business/property tax perspective, a new and improved McDonald's will enhance the streetscape and adapt well to the needs of patrons who use the drive through services.
6. The many new architectural features will improve the pedestrian realm and engage with the pedestrian and vehicular realm more so than it did in the past. These new features also support Crime Prevention through Environmental Design (CPTED) recommendations that will help mitigate & diminish the social disorder issues which the current site requires support to manage on almost a daily basis.

It's our hope that you can support these changes for the betterment of our community and this business location.

Sincerely,

A handwritten signature in black ink, appearing to read 'Martin Halliday'.

Martin Halliday
17th Avenue Retail & Entertainment District BIA, Board Chair