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CITY OF CALGARY  
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IN COUNCIL CHAMBER



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Speaker 3 dist'n  
CITY CLERK'S DEPARTMENT

To Whom It May Concern,

October 2014

As the representative body for businesses in Inglewood, the BRZ Board of Directors acknowledges the need to increase commercial and residential density within the neighborhood, and is aware that this densification is rolling out already. As with the Inglewood Community Association (ICA), and the Inglewood Design Initiative (IDI), we are working on what this increased density looks like for the future of Inglewood. The BRZ welcomes this fluidity, but not blindly.

The CarStar site redesign that Sturgess Architecture has undertaken is exciting for the BRZ; the area strives to distinguish itself with a blend of cutting edge contemporary architecture mixed in with our historically significant buildings. The BRZ is confident that the Sturgess architectural team will deliver a contemporary, quality, dynamic design. Furthermore, the sidewalk setback that would include a public plaza is hugely beneficial to the area.

The one issue that the BRZ board is struggling with, a crucial issue in many ways, is the height relaxation that is being sought. Board members have articulated the concern that one height relaxation that veers from the current ARP, has the potential to open the floodgate to others. Preserving a streetscape that is human-scale and pedestrian-friendly is critical to the unique character of the neighborhood's business main street.

Businesses in the area enjoy a respectful, mutually beneficial relationship with Inglewood's residents. Although the BRZ is a separate entity from the ICA, the board listens carefully to the ICA on redevelopment, and hears their voice clearly on the height relaxation and the potential negative impacts of this kind of development.

However, some board members expressed concern that rigid alignment to the ARP may set up roadblocks for creative and high-quality development projects within the neighborhood. Their greatest apprehension being that too many regulations or too inflexible an adherence to them may turn away developers with intentions to proceed with high quality design. So, on the one hand, the BRZ is concerned about the repercussions of the height relaxation, and, on the other hand, in no way wants to discourage the kind of dynamic architecture that the CarStar redevelopment represents. It is neither easy nor straightforward for the BRZ to reconcile these two perspectives.

That being stated, the BRZ echoes the IDI on the following: "This building seems to have become a tipping point for Inglewood because it's the first of several new buildings on 9<sup>th</sup> Ave to have asked for a height relaxation. It's time to formally establish the best guidelines for future development of one of Calgary's most historically significant communities. We need to figure out how to build new in this historic context. We have to get it right."

The BRZ hopes that a creative design solution can be found that recognizes the needs of the community while conserving the aesthetic and financial goals of the redevelopment.

Sincerely,

Rebecca O'Brien  
Executive Director  
Inglewood BRZ