

UPTOWN 17 BUSINESS REVITALIZATION ZONE (BRZ) NAME CHANGE

EXECUTIVE SUMMARY

The Board of Directors of the Uptown 17 Business Revitalization Zone (BRZ) has requested an amendment to Bylaw 39M84 to reflect a name change. The proposed name is 17th Avenue Retail Entertainment District (RED).

ADMINISTRATION RECOMMENDATION(S)

That the Priorities and Finance Committee recommends that Council give three readings to the proposed Bylaw to change the name of the Uptown 17 Business Revitalization Zone to 17th Avenue Retail Entertainment District (RED).

RECOMMENDATION OF THE PRIORITIES AND FINANCE COMMITTEE, DATED 2013 DECEMBER 10 AND 11:

That Council give three readings to **Proposed Bylaw 3M2014** to change the name of the Uptown 17 Business Revitalization Zone to 17th Avenue Retail Entertainment District (RED).

PREVIOUS COUNCIL DIRECTION / POLICY

The Uptown 17 Business Revitalization Zone was established by Council in 1984 pursuant to Bylaw 39M84.

BACKGROUND

A business revitalization zone is established by way of a bylaw which must contain the name designated for the zone. Therefore, a change to the name requires an amendment of the bylaw.

INVESTIGATION: ALTERNATIVES AND ANALYSIS

Following unanimous approval from the Uptown 17 BRZ Board of Directors, a request, dated April 22, 2013, was submitted to Administration (Attachment 1) to change the name of the BRZ to 17th Avenue Retail Entertainment District (RED). Administration has been advised that the name change is intended to better reflect the makeup of current businesses in the area.

Administration in conjunction with Law, determined that there are no special requirements respecting the procedure for a name change, or the form of the name, under sections 50 to 53 of the *Alberta Municipal Government Act* (MGA) or the *Business Revitalization Zone Regulation*, AR 377/94.

Stakeholder Engagement, Research and Communication

Under the *Business Revitalization Zone Regulation*, AR 377/94, aside from BRZ Board of Directors approval, no additional stakeholder engagement required.

Strategic Alignment

This report aligns with Council's Fiscal Plan for Calgary 2012-2014, specific to the Priority Areas: "Investing in great communities and a vibrant urban fabric."

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Social, Environmental, Economic (External)

This report has been reviewed for alignment with The City of Calgary's Triple Bottom Line Policy Framework. The following implications were identified.

Social

The continued operation of this BRZ, albeit under a new name, will continue to facilitate the development of relationships with local businesses, the surrounding residential neighbourhoods and the local community association.

Environmental

BRZ zones, in general, allow for greater environmental stewardship of the area, thus encouraging the protection of the quality of open space. The continued operation of this BRZ, albeit under a new name, will continue to foster this development.

Economic (External)

BRZs represent an important avenue of promotion for Calgary as a great place to visit, live, meet, work and study; showcasing Calgary as a place of growth and opportunity.

Financial Capacity

Current and Future Operating Budget:

No implications regarding this request.

Current and Future Capital Budget:

Not applicable.

Risk Assessment

Following the *Business Revitalization Zone Regulation*, AR 377/94 ensures that the risks associated with improper procedures are mitigated.

REASON(S) FOR RECOMMENDATION(S):

Following unanimous approval from the Uptown 17 BRZ Board of Directors, a request has been received by Administration to amend Bylaw 39M84 to reflect a change of name. The proposed name is 17th Avenue Retail Entertainment District (RED). It is therefore recommended that Council give three readings to the proposed Bylaw to change the name of the Uptown 17 Business Revitalization Zone to 17th Avenue Retail Entertainment District (RED).

ATTACHMENT(S)

1. Uptown 17 BRZ Request for Change in Name
2. **Proposed Bylaw 3M2014**