



September 6th, 2024

City of Calgary Council  
P.O. Box 2100, Station M  
Calgary AB, T2P 2M5

**Re: Item 7.3.1 East Calgary International Avenue Communities Local Area Plan**

Dear Members of Council:

The International Avenue Business Revitalization Zone's mandate is to promote, improve and create a more pleasant environment in which to live and shop. Our organization is award winning and is governed by business members. We represent over 430 businesses within the 26 - 61 Streets on 17 Avenue SE and area.

We would like to congratulate the Local Area Plan planners for their hard work and for the East Calgary International Avenue Communities document. Our comments that follow are to do mainly with the International Avenue area and in sections that we believe will impact our district.

The International Avenue district has recently undergone significant improvements to a multi-modal boulevard including wide sidewalks, BRT Stations, and more pedestrian related amenities. The International Avenue Area Redevelopment Plan (IAARP) has been adhered to achieve the vision and the award-winning document was created with extensive work and engagement with stakeholders and passed in 2018. Street character and public realm are extremely important. We noted that the transfer of the International Ave ARP into the forthcoming statutory document East Calgary International Avenue Communities Local Area Plan (LAP) had a couple of items that were inadvertently omitted in the aforementioned transfer. We would kindly request that the following salient features be incorporated to achieve the desired outcomes of a safe, vibrant, culturally, and economically sound International Avenue.

The Project team has done an amazing job in capturing the policy for the vision of the area. The following was discussed in a meeting with the planners on July 30, 2024 and agreed upon to be added to aid us in our revitalization work:

1. Request the map of International Avenue Mainstreet be changed to include the BIA/BRZ zone for continuity and in keeping with local context. This would include the area from 26-61 Street on 17th Avenue SE and areas (i.e. north and south).

2. under LAP p.71 Policy section e) include as per the IAARP to add "any two uses are not allowed in the same development".

3. LAP p. 71 Policy section l.) we respectfully request that the IAARP section of 4.1.2.1(f) be incorporated into the policy which states "External finishing materials for proposed commercial signage and developments should be compatible with the best examples of local development" as it has been extremely helpful in upgrading the standard throughout the zone in the past on numerous occasions.

5. LAP p. 71 n). it would be helpful for our work if it includes and "with transparent windows that are free of clutter or screening. " as per IAARP

6. LAP p. 71 o.). please use the 4.1.2.1 (j.) from the IAARP as it specifically mentions no barbed wire etc. which was very helpful in the past with developments. "Fencing along 17th Avenue SE is generally discouraged but may be permitted for screening or security purposes to a maximum of 1.8 meters tall and should not include the use of barbed wire, razor wire, or chain link. Acceptable materials include wrought iron, galvanized painted fencing, brick, stucco and wood. "

7. LAP page 72: aa) third-party advertising signs and billboards, shall not be located along the urban main street to include digital signs and that it will be for all of International Avenue (26-61 Street on 17th Avenue SE and one block north or south).

Thank you for the opportunity to provide comment and many thanks to the Project Team and Councillor Carra for creating this document.

Kindest Regards,



Alison Karim-McSwiney, MIPM (UK), BA, BREC, AP (Just Communities-USA)  
Executive Director  
She/Her