

Community Services Report to
Public Hearing Meeting of Council
2024 October 08

ISC: UNRESTRICTED
C2024-0570

Business Improvement Area – Change in Boundaries Request Victoria Park

PURPOSE

Recommend a bylaw amendment to change the boundaries of the Victoria Park Business Improvement Area (BIA) to incorporate additional areas. The Victoria Park BIA, as with all Calgary BIAs, was established through a bylaw (37M96 replaced by 57M2016) which outlines the boundaries of the BIA. Following a request from the Victoria Park BIA that meets all the requirements under the Municipal Government Act (Alberta) and Business Improvement Area Regulation (the Regulation), this report is recommending amending the boundaries to include an expanded area.

PREVIOUS COUNCIL DIRECTION

Prior Council decisions related to the Victoria Park BIA, including establishing bylaws, can be found in Attachment 1.

RECOMMENDATIONS:

That Council:

1. Provide an opportunity, before second reading, for current and would-be taxpayers in the area and Business Improvement Area representatives to make representations to Council concerning the proposed change in boundaries; and
2. Give three readings to Proposed Bylaw 36M2024 to amend the Victoria Park Business Improvement Area Bylaw 57M2016 with respect to the identified boundaries as presented in Attachment 2.

CHIEF ADMINISTRATIVE OFFICER/GENERAL MANAGER COMMENTS

GM Black concurs with the content of this report.

HIGHLIGHTS

- The Victoria Park BIA was established in 1996 and has not changed its boundaries since establishment. The expanded area being requested by the BIA is adjacent to the current boundaries.
- The request to change boundaries meets all requirements in the Regulation and all related legislated requirements including informing all current and would be taxpayers of the request.
- The BIA has engaged would-be taxpayers to prepare for this request and provided Administration with all required information.
- BIAs benefit all Calgarians by supporting the local economy, creating vibrancy and improving the public realm.

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DISCUSSION

As required under legislation, the Victoria Park BIA Board of Directors made a request to Administration to change the boundaries of the BIA. The expansion area is on the northern border of the BIA along 10th Avenue between 1st Street SE and 1st Street SW as identified in purple on the map in Attachment 3.

The Regulation requires that before Council can pass a bylaw changing the boundaries of a BIA, the BIA Board of Directors must give consent to the change and an opportunity must be provided to all current and would-be taxpayers to make representations to Council concerning the change in boundaries.

The Regulation further requires the municipality to take reasonable steps to give notice to all current and would-be taxpayers about the proposed bylaw including a description of the change to the BIA boundaries, the ability to make representations to Council about the bylaw and where and when they may make these representations.

These requirements have been met, including letters Administration issued to current taxpayers, would-be taxpayers and businesses in the First Street Improvement Area which can be found in Attachment 4. This report is being brought forward at this time to provide adequate time for Administration to process the accounts of new taxpayers for the 2025 BIA tax roll.

Victoria Park BIA engagement

The Victoria Park BIA hosted six open houses in early June to engage with potential taxpayers about the proposed expansion. These events, held at various times and locations, allowed attendees to ask questions, express concerns and learn about the proposed change. Multiple reminders and invitations were sent out to ensure strong participation including an item in the BIA's newsletter. The BIA prepared comprehensive information packages including a frequently asked questions document as well as an introduction to the Victoria Park BIA that outlined its services, staff and contact details. To ensure thorough distribution, BIA staff mailed and hand-delivered these packages.

First Street Improvement Area

As part of this report, the Victoria Park BIA has also requested that The City remove the First Street Improvement Area, a two-block area within the BIA boundaries on 1st Street SW between 12th Avenue SW and 14th Avenue SW. The First Street Improvement Area was approved by Council in 2002 and permitted the BIA to apply a different tax rate in this area for enhanced maintenance due to the concentration of nightclubs and bars. The change will remove this varied tax rate so that a consistent tax rate is applied across the BIAs starting in 2025. In recent years, the varied tax rate has been nominal so its removal will not significantly impact the 1st Street business BIA taxes. The proposed amendment will also update the map to reflect that the First Street Improvement Area is no longer treated distinctly from the rest of the BIA.

EXTERNAL ENGAGEMENT AND COMMUNICATION

- | | |
|---|---|
| <input type="checkbox"/> Public engagement was undertaken | <input checked="" type="checkbox"/> Dialogue with interested parties was undertaken |
| <input checked="" type="checkbox"/> Public/interested parties were informed | <input type="checkbox"/> Public communication or engagement was not required |

As required under the BIA Regulation, Administration sent a notification letter to all current and would-be taxpayers on August 30, 2024 informing them of the change in boundaries request and providing information about how to make representations to Council.

IMPLICATIONS

Social

Programs and services offered by the BIA support community vibrancy, enhance public spaces and support overall increased quality of life in the area for residents and visitors. Expanded BIA boundaries can help increase the overall community and social impacts of a BIA and engage an increased number of residents and visitors.

Environmental

The Victoria Park BIA supports improved walkability and an enhanced public realm. This helps in the reduction of local residents’, visitors’ and customers’ carbon footprints. Expanded BIA boundaries can help increase the impact of the environmental benefits of the BIA.

Economic

The Victoria Park BIA contributes to a strong and vibrant business community in the Beltline by supporting businesses within their boundaries and contributing to the local economy and supporting jobs and economic growth. The BIA’s operations contribute to the implementation of *Uplook; An Action Plan for Calgary’s Economy*. Expanded BIA boundaries can help engage additional businesses in local economic development initiatives.

Service and Financial Implications

No anticipated financial impact

RISK

The risk of negative taxpayer feedback has been mitigated through the engagement of current and would-be taxpayers by the BIA and The City’s steps for the notification process required under the Regulation. All City obligations under the Regulation for the request have been met through actions to date and through this report. A risk of not approving these report’s recommendations is that businesses adjacent but not within the Victoria Park BIA’s boundaries will not have the opportunity to participate in BIA activities or guide the strategic decisions of a BIA that impacts their business and surrounding area.

ATTACHMENTS

1. Background and Previous Council Direction
2. Proposed Bylaw 36M2024 to amend the Victoria Park BIA Bylaw 57M2016
3. Victoria Park BIA Proposed Map
4. Victoria Park BIA Information Package
5. Presentation

Department Circulation

General Manager/Director	Department	Approve/Consult/Inform
Katie Black	Community Services	Approve

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