



March 31, 2025

TO: BIA Liaison Office, The City of Calgary
Meghan Mahoney, Business Strategist, Partnerships
Jordan Lamey, Coordinator, Business Improvement Area

RE: Proposed Expansion of the Bridgeland BIA

We are pleased to submit this letter as notification of our intention to seek approval for the expansion of the Bridgeland BIA. The Bridgeland BIA proposes to expand the boundary westward to include the following:

- 3rd Street between 3rd Ave and 1st Ave NE
- 1st Ave between 3rd Street and 4th Street NE
- Marsh Road west of 4th Street
- Meredith road west of 4th Street
- 4th Street between 3rd Ave and Memorial Dr. NE
- 410 – 426 Memorial Dr. NE

The expansion will include existing and new businesses that are opening on 4th Street NE. Some of the existing businesses have reached out to us and we have already started to include them in our communications and promotions. With the new development of residential and business space 4th Street NE, this is a natural expansion for the BIA.

The Bridgeland BIA has started conversations with the City of Calgary to complete Mainstreet construction on 4th Street NE between 2nd Avenue NE and Memorial Dr. NE. Mainstreet construction on this section of road will be welcomed by all as new residents move in and new businesses open.

This expansion would enable businesses that are near our current boundary to fully participate in the benefits of the BIA. This request considers the new developments on 4th Street NE and is consistent with the City's investment in the Main Streets.

Please let me know if you have any questions or require additional information.

Sincerely

Chris Hankins
Chair, Bridgeland BIA

Jacqui Sanderson
Executive Director, Bridgeland BIA



Bridgeland BIA Proposed Expansion Timeline and Engagement

Bridgeland BIA's proposed expansion is in response to new businesses opening on 4th Street NE and outreach from existing businesses currently located on 4th Street NE. The Bridgeland BIA is welcoming new business to our area and look forward to working with those new businesses to promote them as new members.

2023

- Discussion of expanding the Bridgeland BIA boundaries to include businesses on the west side of 4th Street NE.
- BRCA and BIA in agreement the expansion of the boundary would benefit both organizations

2024

- Completion of the new residential and commercial building at 151 4th Street NE
- Potential new businesses reach out to the BIA about approvals and involvement

2025

- Development permits of proposed new residential and commercial properties reviewed
- Bridgeland BIA makes a motion to approve the expansion at their March 31, 2025, board meeting
- Discussions start with the City of Calgary to complete Mainstreet construction on 4th Street in next budget cycle
- Engagement plan 2025 - see appendix A



Bridgeland BIA Expansion Engagement Plan – Appendix A

Project Boundary Expansion: March 2025 – October 2025

- **Team**
 - o Jacqui Sanderson (ED) Project Lead

- **Synopsis**
 - o The Bridgeland BIA passed a motion at their March 31, 2025, board meeting to apply for an extension of boundary to increase resources, grow influence, build community and support the Mainstreet project.

- **Target Audience**
 - o The Bridgeland BIA is adding value to Ratepayers
 - Advocating for Mainstreet project on 4th Street NE
 - Creating pedestrian friendly spaces and atmosphere
 - Presenting new opportunities to promote your business
 - Attracting new customers to the neighborhood
 - Working with city partners
 - Advocating for your interests
 - Collaborating with local community associations to promote your business
 - Working with CPA to reduce crime
 - o The Bridgeland BIA is adding value to Future Ratepayers
 - Advocating for Mainstreet project on 4th Street NE
 - A BIA can help with marketing, crime, social disorder and liaising with the city and developers regarding permits
 - Creating community for our businesses
 - Act as a resource
 - o The Bridgeland BIA is adding value to Residents
 - The Bridgeland BIA is committed to supporting local businesses in our community
 - Work with the City and the business community to add vibrancy, art and culture to the community
 - Increasing business diversity makes for a great community to live and work in

- Working with the city to create walkable spaces in the business community makes it more accessible for residents
- **Strategies and Tactics for Communications – We’re growing!**
 - Direct communication with businesses
 - Distribute to businesses at face-to-face meetings, engagement events
 - Distribute information to existing businesses via email
 - Website
 - Develop a page on our website that speaks to the boundary expansion and the benefits to existing ratepayers, future ratepayers and residents
 - Create fun facts about levy dollars
 - Social Media
 - Develop social media ads that target business owners with a link to our website We’re growing page
 - Newsletter
 - Distribute information to our current ratepayers via newsletter
 - Community associations
 - Communicate with the BRCA and Crescent Heights community association to garner support
 - Obtain letter of support
 - Elected Officials
 - Communicate with designated councilors, MLA and MP to garner support
 - Obtain letter of support



Bridgeland BIA Boundary Expansion Summary of Engagement

July 23, 2025

To: BIA Liaison Office, The City of Calgary

Attn: Meghan Mahoney

RE: Bridgeland BIA Boundary Expansion Summary of Engagement

To Meghan,

Please see the attached letter and supporting documents to support the Bridgeland BIA Boundary Expansion Summary of Engagement. Please let me know if you require any additional info.

Letters of Support

- Bridgeland Riverside Community Association
- Crescent Heights BIA
- Cllr. Cara

Engagement with new potential new businesses

- Letter mail out April 18, May 17 & July 18
- In person visits to businesses on June 20 & July 18 to talk about the proposed expansion of the Bridgeland BIA

Social Media

- 6 social media posts regarding Bridgeland BIA Expansion; May 23, June 6, June 11, June 25, June 30

Email

- Email sent to current businesses in the Bridgeland BIA regarding the proposed Bridgeland BIA Expansion March 30 & July 23

BIA Website

[Events | Calgary, AB | Bridgeland BIA](#)

Business Newsletter

- Bridgeland BIA Boundary Expansion Announcement in the May 15, 2025, business newsletter

BRIDGELAND

The Bridgeland BIA works closely with the City of Calgary to get information about new programs and initiatives that aim to help business owners. From online webinars and resource pages to information about new grants and programs - we will send out a timely newsletter that's packed with valuable information and resources.

[Click here](#) to visit the Bridgeland Calgary website for a list of valuable resources and announcements!

Bridgeland BIA Boundary Expansion Announcement

We are pleased to announce our intention to seek approval for the expansion of the Bridgeland BIA. The Bridgeland BIA proposes to expand the boundary westward to include the following:

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- 1st Ave between 3rd Street and 4th Street NE
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The Bridgeland BIA has started conversations with the City of Calgary to complete Mainstreet construction on 4th Street NE between 2nd Avenue NE and Memorial Dr. NE. Mainstreet construction on this section of road will be welcomed by all as new residents move in and new businesses open.

This expansion would enable businesses that are near our current boundary to fully participate in the benefits of the BIA. This request considers the new developments on 4th Street NE and is consistent with the City's investment in the Main Streets.



BRIDGELAND-RIVERSIDE COMMUNITY ASSOCIATION
20 May 2025

Dear BIA Liaison Office, City of Calgary,

Bridgeland-Riverside Community Association ("BRCA") Board of Directors is writing in support of the Bridgeland Business Improvement Area's (BIA) plan to expand its boundaries.

The BIA's expansion is consistent with the historic linkages that existed in this area prior to the construction of the 4th Street/Edmonton Trail traffic corridor. We have provided valuable historic information in the accompanying annex.

The expansion also aligns with the BRCA's desire to see the historic 4th Street NE business corridor become part of The City of Calgary's Main Street program as soon as possible. We see this area as a valuable heritage asset to our city that is currently underutilized.

Both the BIA's expansion westward to 3rd Street and 4th Street NE's inclusion in the Main Streets program will support new and existing businesses, activate the streetscape, and will protect and enable the use of historic properties.

Thank you for your attention and for valuing the significant opportunities that are presented here.

Sincerely,

Board of Directors
Bridgeland-Riverside Community Association

ANNEX: A short history of West Riverside

The boundary extension requested by the Bridgeland BIA is entirely consistent with the boundaries outlined in past Bridgeland - Riverside Area Redevelopment Plans (ARP). These are shown in the attached map of the ARPs from 1980 and 1992, and also the map that was included in the ARP work undertaken from 2017-2019 between the BRCA, community representatives and the City of Calgary Planning Department. This work was abruptly halted when the city began to prioritize the Local Area Planning processes, which combined several communities into one LAP.

There is now a significant opportunity to develop the 4th Street NE area into a Main Street corridor in a manner that takes full advantage of its current potential.



917 Centre Avenue NE
Calgary AB | T2E 0C6
403.263.5755
www.brcacalgary.org

BRIDGELAND-RIVERSIDE COMMUNITY ASSOCIATION
20 May 2025

There is also a significant historical presence in the vicinity of 4th Street. It was the original 'Trail to Edmonton', and was one section of the Old North Trail. Over many thousands of years, buffalo herds as well as Indigenous people following the Old North Trail would have crossed the Bow River here, at one of its shallowest points.

After the arrival of the North West Mounted Police (NWMP) and the establishment of Fort Calgary in 1875, a ferry crossing was established on the Bow River to facilitate the new trade route to Edmonton. Fort Calgary sat between Fort Edmonton and Fort Macleod, which was part of a more extensive trade route that connected to Fort Benton, Montana, the final stop on the Missouri river transportation route and a critical supply point for the new Canadians presence on the prairies until the arrival of the Canadian Pacific Railway in 1885.

In 1888 the first wooden Langevin Bridge (changed to Reconciliation in 2017) was built to carry heavily laden horse-driven carts and travellers in stagecoaches on the northbound route to Edmonton. After 1890, there was a rush of new immigrants to Calgary. Some of them sought less expensive land and so they settled outside the city limits on this north side of the Bow River.

The village of Riverside (also known as Germantown) was incorporated in 1902. A vibrant community arose along the 'Trail to Edmonton', today's 4th Street NE. By 1910 the village included busy industrial endeavours, such as Riverside Lumber and Riverside Ironworks. There were also two or three storey blocks that housed small businesses on the main floor and apartments on the upper floors. The multi-cultural flavor of the area is evident by Immanuel Lutheran Church, the Armour & Reliance Blocks, Poffenroth/ DeWaal Block, Roma Grocery, and Gallelli Block, all of which are on the city's inventory of evaluated heritage resources.

The wooden Langevin Bridge became inadequate for the amount of traffic crossing the river. In 1910, with provincial government funding, the steel truss Langevin Bridge was built. This sturdy bridge also accommodated the tracks of the Calgary Municipal Railway streetcars. The 'blue line' travelled north on what came to be known as 4th Street. It then turned at 1st Avenue to reach the newly built Calgary General Hospital in the neighbouring community of Bridgeland. Another streetcar route continued north up Edmonton Trail.

Over the years the Riverside area along 4th Street NE became a popular business district, with department stores and furniture centre, plus smaller stores serving the local population. However, in the 1970s, the East Memorial Drive project spelled its demise. To facilitate vehicles exiting the downtown via the 5th Avenue Flyover, a brand new corridor was created – the one-way northbound Edmonton Trail. Fourth Street became a one-way southbound freeway, crossing Langevin Bridge into the downtown. The two roads were merged at 2nd Avenue and proceeded northward. The new 4th Avenue Flyover took westbound traffic off of the expanded Memorial Drive into the downtown. Numerous homes in Riverside were expropriated to make way for these transportation "improvements".

BRIDGELAND-RIVERSIDE COMMUNITY ASSOCIATION

20 May 2025

Some point after the road construction, the boundary of Crescent Heights was extended to include the area west of 4th Street NE. This split the business district between to different communities as well as into two different council wards. This further eroded the integrity of the 4th Street / Riverside business area and the surrounding community.

This 4th Street NE corridor, from the river's edge northward to 3 Avenue, remains an important but recently neglected part of the story of Calgary from its earliest days. It still contains numerous historical buildings that possesses a rich heritage and the cultural presence of Indigenous peoples and well as Russian-German, Dutch, Ukrainian and Italian arrivals.

It is a worthy place for sensitive and respectful Main Streets developments, with the Bridgeland BIA offering the area's businesses representation and support. All of the 4th Street NE corridor will greatly benefit from a comprehensive and integrated planning process.

References

- Inventory of Evaluated Heritage Resources – Armour /Reliance Block, Poffenroth/DeWaal Block, Roma Grocery, Gallelli Block, Immanuel Church, Riverside Ironworks
- Calgary East Memorial Drive project
- Statement of Significance – “Edmonton Trail,” by Aimeee Benoit, 2016 – city document
- Bridgeland Riverside Area Redevelopment plans – 1980, 1992 and 2019
- Anderako, Mark (1985). *Historic Trails Alberta*. Lone Pine Publishing pp. 61-71



917 Centre Avenue NE
Calgary AB | T2E 0C6
403.263.5755
www.brcacalgary.org



May 20, 2025

RE: Letter of Support for Bridgeland BIA Expansion

To Whom it May Concern,

Please accept this letter in support of the Bridgeland Business Improvement Area and their request to increase their footprint and expand their boundaries to include the businesses on the west side of 4th St NE.

With the new development of residential and business space on 4th Street NE, this is a natural expansion for the BIA and would enable businesses that are near the current boundary to fully participate in the benefits of inclusion.

Should you have any further questions, please do not hesitate to contact me at 403-268-2477 or by email at eaward9@calgary.ca at your convenience.

Yours truly,



GIAN-CARLO CARRA
COUNCILLOR, WARD 9



May 20, 2025

Re: Proposed Expansion of Bridgeland BIA Boundaries

To Whom it May Concern:

Please accept this letter as Crescent Heights Village BIA's enthusiastic support of Bridgeland BIA's proposed boundary expansion to include the following:

- 3rd Street between 3rd Ave and 1st Ave NE
- 1st Ave between 3rd Street and 4th Street NE
- Marsh Road west of 4th Street
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As its neighbour to the North, Crescent Heights welcomes the vitality, support and advocacy an expanded Bridgeland BIA will bring to the area, only furthering the excellent work the organization has already accomplished in this historic neighbourhood.

Please contact me with any questions clarifications required.

Sincerely,

A handwritten signature in black ink, appearing to read 'Camie Leard', is positioned above the printed name.

Camie Leard, Executive Director
Crescent Heights Village BIA



Copy of letter sent April 18, May 17 & July 18



April 18, 2025

TO: Business Owner

RE: Proposed Expansion of the Bridgeland BIA

Exciting news from your Bridgeland BIA! We're thrilled to announce our intention to expand the Bridgeland BIA boundaries. This move is all about embracing growth and fostering a vibrant community spirit.

Our proposed expansion will stretch westward to include: - 3rd Street between 3rd Ave and 1st Ave NE - 1st Ave between 3rd Street and 4th Street NE - Marsh Road and Meredith Road west of 4th Street - 4th Street between 3rd Ave and Memorial Dr. NE - 410 – 426 Memorial Dr. NE.

This expansion will welcome both existing and new businesses popping up on 4th Street NE into our community fold. We've already started engaging with some of these businesses, and we're excited to include them in our communications and promotions.

With the ongoing development of residential and business spaces on 4th Street NE, this expansion feels like a natural progression for our BIA. We're also in talks with the City of Calgary to complete Mainstreet construction on 4th Street NE between 2nd Avenue NE and Memorial Dr. NE. This expansion will allow businesses near our current boundary to fully enjoy the benefits of the BIA. It's all about supporting the new developments on 4th Street NE and aligning with the City's investment in the Main Streets.

To learn more about the expansion, please visit: <https://www.bridgelandcalgary.com/events/>

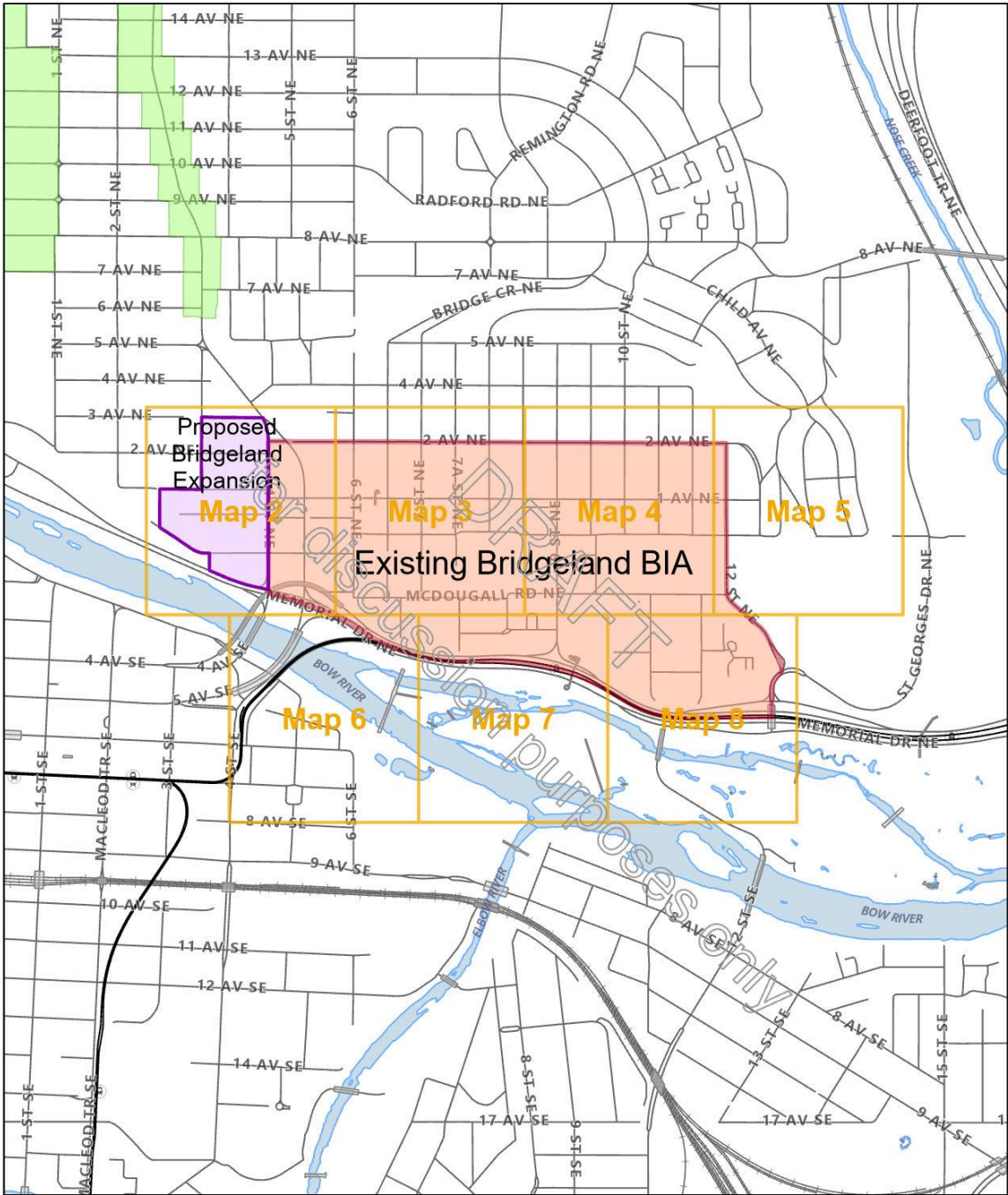
Sincerely

Chris Hankins
Chair, Bridgeland BIA
chair@bridgelandcalgary.com

Jacqui Sanderson
Executive Director, Bridgeland BIA
ed@bridgelandcalgary.com

Bridgeland Business Improvement Area
809 1st Ave. NE, Calgary, AB T2E 0C2

Copy of letter sent April 18, May 17 & July 18



Bridgeland Business Improvement Area

Preliminary - Proposed Expansion












Map 1 - Overview Published: Apr. 03, 2025

- Legend**
- Bridgeland Expansion
 - BIA NAME**
 - Crescent Heights Village Business Improvement Area
 - Bridgeland Business Improvement Area



Bridgeland Business Improvement Area
809 1st Ave. NE, Calgary, AB T2E 0C2

Social Media Post - Text

 Exciting news from your Bridgeland BIA!  We're thrilled to announce our intention to expand the Bridgeland BIA boundaries. This move is all about embracing growth and fostering a vibrant community spirit.  Our proposed expansion will stretch westward to include: - 3rd Street between 3rd Ave and 1st Ave NE  - 1st Ave between 3rd Street and 4th Street NE  - Marsh Road and Meredith Road west of 4th Street  - 4th Street between 3rd Ave and Memorial Dr. NE  - 410 – 426 Memorial Dr. NE  This expansion will welcome both existing and new businesses popping up on 4th Street NE into our community fold. We've already started engaging with some of these businesses, and we're excited to include them in our communications and promotions.  With the ongoing development of residential and business spaces on 4th Street NE, this expansion feels like a natural progression for our BIA. We're also in talks with the City of Calgary to complete Mainstreet construction on 4th Street NE between 2nd Avenue NE and Memorial Dr. NE.  This expansion will allow businesses near our current boundary to fully enjoy the benefits of the BIA. It's all about supporting the new developments on 4th Street NE and aligning with the City's investment in the Main Streets.  To learn more about the expansion, please visit: <https://www.bridgelandcalgary.com/events/>

Dates Posted: May 23, June 6, June 11, June 18, June 25, June 30

Social Media Post

BRIDGELAND BIA BOUNDARY EXPANSION PROPOSAL

**ENHANCING OUR COMMUNITY
TOGETHER**



To learn more about the boundary proposal, visit:
bridgelandcalgary.com

Social Media Post

BRIDGELAND BIA BOUNDARY EXPANSION PROPOSAL

ENHANCING OUR COMMUNITY TOGETHER

The Bridgeland BIA has submitted a formal proposal to The City of Calgary to expand the BIA's boundary westward to include the following:

- 3rd Street between 3rd Ave and 1st Ave NE
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To learn more about the boundary proposal, visit:
bridgelandcalgary.com

Social Media Post

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The Bridgeland BIA has started conversations with the City of Calgary to complete Mainstreet construction on 4 th Street NE between 2 nd Avenue NE and Memorial Dr. NE. Mainstreet construction on this section of road will be welcomed by all as new residents move in and new businesses open.

This expansion would enable businesses that are near our current boundary to fully participate in the benefits of the BIA. This request considers the new developments on 4 th Street NE and is consistent with the City's investment in the Main Streets..

To learn more about the boundary proposal, visit:
bridgelandcalgary.com



RE: Bridgeland Business Improvement Area Proposed Change in Boundaries

Dear Business Owner:

This letter is to inform you that The City of Calgary has received a request from the Bridgeland Business Improvement Area (BIA) to change its boundaries. Attached is a map that identifies the current and proposed expanded boundaries. Your business is located within the current Bridgeland BIA boundaries, and this does not impact your BIA taxes in 2025. Please see the back of this letter for more information on how the BIA tax is calculated.

BIAs are established through a community-led process where businesses within a specific geographic area (the boundaries) pay an additional tax. The tax is collected to promote the BIA as a business or shopping area, and improve, beautify, and maintain property and public parking in the BIA.

The annual BIA tax is collected from all businesses within the BIA boundaries by The City of Calgary and is transferred in full back to the BIA. The BIA operates as a non-profit organization and works with its business members to set priorities that are reflected in an annual budget approved by City Council.

Requests from a BIA to change its boundaries must be approved by City Council. As outlined in the provincial *Business Improvement Area Regulation* section 8, before City Council decides on the request to change a BIA's boundaries, business owners within the BIA's current and proposed boundaries must be given the opportunity to make representations to City Council. **The opportunity to do this is scheduled for:**

Date and time: September 9, 2025 beginning at 9:30 a.m.

Location: Council Chamber, Calgary Municipal Building, 800 Macleod Tr. S.E.

For information on how to submit written comments to City Council or participate (in person or remotely) in the meeting, please visit: www.calgary.ca/agendaminutes and click, "Learn how to participate in Council".

Have Questions? Please don't hesitate to reach out:

Bridgeland BIA

Jacqui Sanderson, Executive Director
ed@bridgelandcalgary.com
www.bridgelandcalgary.com

The City of Calgary, Major Partners

Jordan Lamey, BIA Strategist
403-803-1389; Jordan.Lamey@calgary.ca
www.calgary.ca/BIA

Sincerely,

A handwritten signature in black ink, appearing to read "Kim Mustard", is written over a light grey signature line.

Kim Mustard, Manager
Major Partners, Partnerships
Community Services, The City of Calgary

Attachment: Map of the Proposed Bridgeland BIA Change in Boundaries
CC: Councillor Gian-Carlo Carra, Ward 9

How is a Business Improvement Area bill calculated?

The City of Calgary assesses business premises each year for Business Improvement Area (BIA) taxation purposes. Your business assessment reflects **the typical net annual rental value of your premises** based on the July 1 valuation date and provides the basis for your next year's BIA tax bill.

BIA tax rate calculation:

BIA tax rate = BIA's annual approved budget ÷ Total business assessment within the BIA

BIA tax bill calculation:

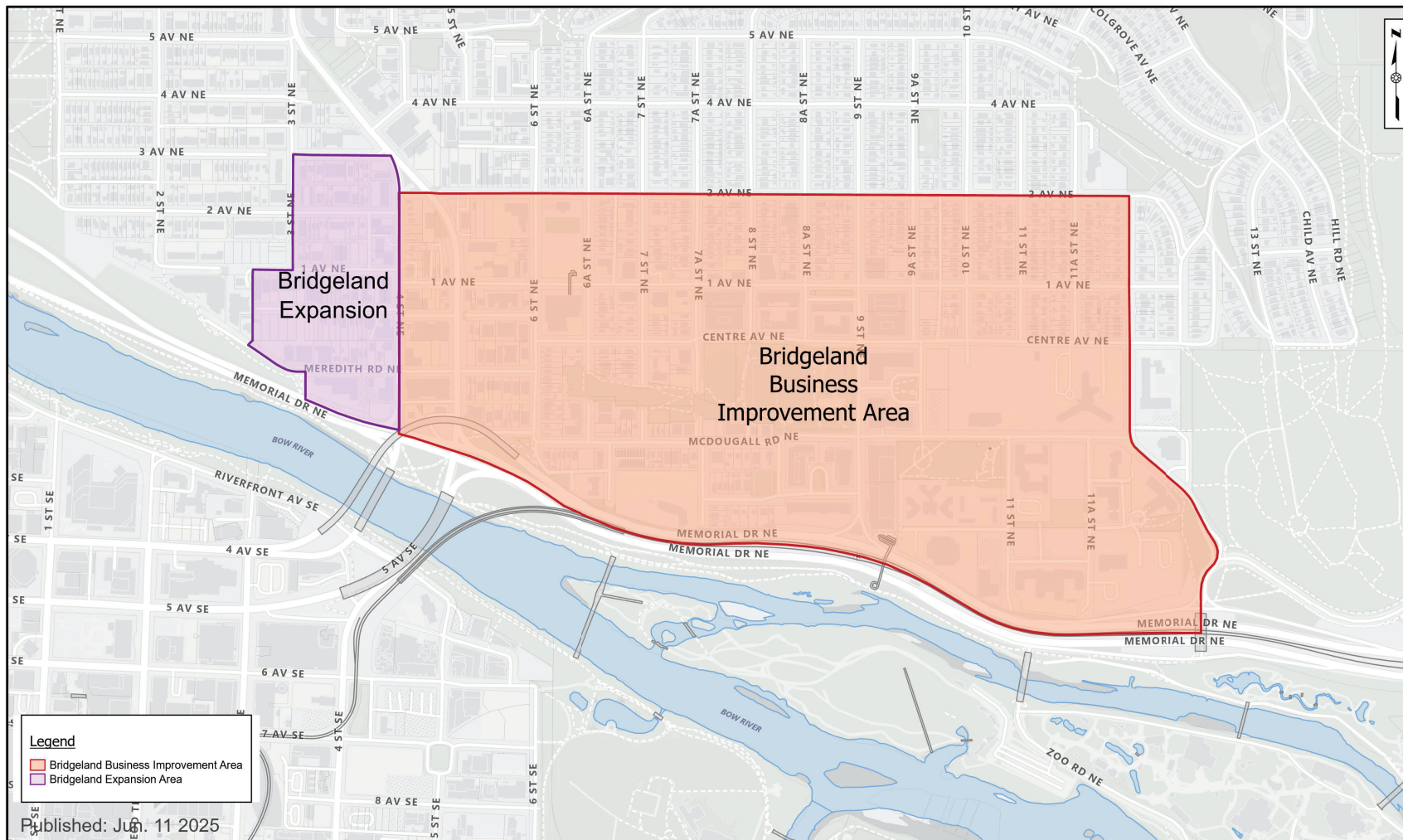
BIA tax bill = Assessed value of your business premises x BIA tax rate

*BIA tax is based on the calendar year January 1 to December 31.

For more information on BIAs in Calgary, please visit www.calgary.ca/BIA



Map of the Proposed Changes to the Bridgeland Business Improvement Area





RE: Bridgeland Business Improvement Area Proposed Change in Boundaries

Dear Business Owner:

This letter is to inform you that The City of Calgary has received a request from the Bridgeland Business Improvement Area (BIA) to change its boundaries. Your business is located within the proposed expanded boundaries. Attached is a map that identifies the current and proposed expanded boundaries. **If this request is passed at Council on September 9th 2025, it will result in an annual BIA tax being applied to your business starting in 2026.** In 2025, the average BIA tax paid in the Bridgeland BIA was approximately \$829 per year, and the median was approximately \$476 per year. Please see the back of this letter for more information on how the BIA tax is calculated.

BIAs are established through a community-led process where businesses within a specific geographic area (the boundaries) pay an additional tax. The tax is collected to promote the BIA as a business or shopping area, and improve, beautify, and maintain property and public parking in the BIA.

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Bridgeland BIA

Jacqui Sanderson, Executive Director
ed@bridgelandcalgary.com
www.bridgelandcalgary.com

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Kim Mustard, Manager
Major Partners, Partnerships
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Map of the Proposed Changes to the Bridgeland Business Improvement Area

