



3716 - 2 Street NW
Calgary, AB T2K 0Y4

September 3, 2017

The Standing Policy Committee (Community and Protective Services)
The City of Calgary

It has come to the attention of the Highland Park Community Association that the matter of the creation of a Business Revitalization Zone or Business Improvement Area is being brought before this committee on September 6, 2017 and before Calgary City Council on September 11. We only came to realize this was going to committee and Council on August 31; only one week before the meetings. We have received little to no information from any administrative body at the City of Calgary in regards to these committee meetings or the development of a BRZ in the industrial area until late last week.

Highland Park desires change in the industrial area. We have, in the past advocated to include the industrial area in our upcoming Area Redevelopment Plan. We know that the best way to achieve greater cohesion between the industrial area businesses, the residential area and the Community Association is through a consolidated, organized group such as a BRZ.

We also lately became aware of a group of businesses taking strong opposition to the formation of a BIA/BRZ. We are disappointed to hear of this opposition and question why the City has not engaged the two opposing groups to come together to resolve concerns? We believe that some inflammatory and inaccurate information may have sparked this opposition. We understand that much of the opposition is in regards to the proposed levy, however there is no alternative provided for how cohesive improvement is going to happen in the area. We have submitted as Appendix A- the information associated with this "petition". It was suggested by the group opposing the BIA/BRZ that the Community Association play a bigger role in the industrial area. Without a budget, without support and without direction it is unclear as to how that mandate would be implemented? Would there be a

possibility for the City of Calgary to host an information session for businesses in order to clarify the intent of a BIA/BRZ in order to give business owners more information and confidence? The Community Association would be happy to support an information night. We would actively support any initiatives to help provide comfort to business owners in regards to the proposed BIA/BRZ.

Highland Park CA is striving for change. Highland Park Industrial is an underutilized area, and it is most certainly a part of our neighbourhood. We do not believe that it is “the next Kensington”. We believe that HIPville has the potential to attract entrepreneurs, innovators and individuals from independent brewers to 3D printing shops, who will help transition our economy. We believe that the existing businesses will benefit from directed spending in this area to address a variety of outstanding issues from improved lighting to better signage, to the long term possibility of a sidewalk or two, thereby making the industrial park a more welcoming place for both proprietors and consumers.

We wish to work in collaboration with the BIA and its members to improve the industrial area to the benefit of both business owners and the broader neighbourhood. We believe that the establishment of a BIA will reinforce the efforts of the Strong Neighbourhood Initiative, and the Neighbourhood of Promise. Highland Park CA has long been involved in collaborative partnerships with businesses building on the four pillars of the Neighborhood of Promise.

The work that was done for the 40th Avenue Station Charette, which highlighted the unique opportunities associated with this area and could be further supported by the upcoming work associated with the Area Redevelopment Plan will be further supported by the formal formation of a BIA/BRZ for the industrial park. The 40th Ave Charette clearly demonstrated the long term potential of Highland Park Industrial as a critical area for redevelopment when the Greenline makes it way north. Highland Park is striving for collective and cohesive improvements of the community.

Highland Park Community Association and the Board of Directors would like to offer our support of a BIA/BRZ through a shared development committee or whatever governance mechanisms the City will allow. The creation of a BIA/BRZ is mutually beneficial to both the industrial park and the residential neighbourhood.

Regards,
Highland Park Community Association

Appendix A: Anti-Petition Info Sheet

Are You In Favour of More Taxes?

A vote to establish a business development zone is a vote to raise your taxes!

City requirements for a business development zone.

- Present budget to council for approval annually.
- Elect board of directors.
- Audit annually.

Simply to create another bureaucracy, you will have to deal with and pay for.

Liabilities

All costs are recoverable by City of Calgary.

Proposal by those pushing for business development zone.

- Tax \$150,000.00 from area businesses.
- Hire 2 full time positions plus office staff.
- Marketing - No Plan.
- Address concerns of area businesses - No Plan.

Results meeting with city so far.

Requested area plans - received a generic plan the same as all areas.

- vibrant public realm.
- diversity of housing (mixed use residential).
- growth potential.
- increase density?

Do you want a tax increase over and above the current and future increases?

Do you want another bureaucracy you will have to deal with and pay for?

Vote **NO**. Your urgent attention to avoid giving the city permission to raise your taxes.

A vote of 25% required to apply for a business development zone.

A vote of 50% required to stop it.

First the city is transferring your business tax to the commercial property tax. I wonder if the property owner will be required to pay the business tax regardless of whether their building is rented out or not.

Now they are trying to get your permission to raise your taxes, so you can pay for any improvements to the area. Or anything your board dreams up. For instance, in Bowness they now have planters hanging off light standards. They now get to pay the city to plant and water annuals every year. In Kensington they have decorative light posts.

Area business break down

- food and entertainment	58
- churches	2
- clubs	12
- automotive, motorcycles	76
- industrial	20
- holding & unknown	24
- tech & communication	11
- industrial supply	3
- other	4

Compiled from City of Calgary information.

If you have any questions or concerns, please feel free to contact Don Cook at We Kare Auto, 403-276-4654. Don has been a business owner in Highland Park for 34 years.

You may also contact Jim Owen at Econolith Press, 403-277-6770. Operating in Highland Park for 19 years.

No Action June 26/17 Deadline

Business Development Zone Pending
Business Tax Increase \$150,000.00/yr
Urgent Action Information Enclosed