

Request to Change the Boundary of the Marda Loop Business Revitalization Zone



March 28, 2017

The City of Calgary  
PO Box 2100, Stn M  
Calgary, AB. T2P 2M5

Attn: City Clerk  
Lorelei Higgins; Business Improvement Area Liaison

To Whom It May Concern

This letter is to confirm that the Marda Loop BIA is requesting adjustments to the BIA boundary, for approval in 2017. The adjustments are as follows:

- a) To add 1931, 1935 and 1939 33<sup>rd</sup> Avenue SW to the BIA. This is the Avenue 33 development, a mixed-use project including commercial, that is immediately adjacent to the BIA. This area was recently re-designated and included in the Marda Loop ARP. This boundary adjustment will make the BIA boundary again consistent with commercial development in the Marda Loop business district, and re-align the Marda Loop BIA boundary with the Marda Loop ARP boundary.
- b) To add 2107 34<sup>th</sup> Avenue SW to the BIA. A recent development application (by Strategic), under review as of this writing, is for a mixed-use building with commercial on this lot and the lot to the east; the latter of which is within the BIA. This adjustment will ensure the whole development is within the BIA boundary, rather than “straddle” the boundary. It is also likely that the Marda Loop ARP boundary will be changed to include this proposed development; again, this adjustment would re-align the Marda Loop BIA boundary with the ARP boundary, and the footprint of the commercial district.

These two adjustments match organic growth in commercial development along our boundary, and concurrent changes to the ARP boundary. The adjustments ensure that new commercial developments in the Marda Loop business district can participate in, benefit from, and contribute to the activities of the BIA on the same basis as their established neighbours.



The question has been asked: should the BIA should consider a larger expansion? It is our preference to wait until the Main Streets project has completed its work in our area, particularly looking at land use designation, before considering such BIA expansion.

In terms of consultation on the proposed BIA boundary adjustment:

- The entire membership of the Marda Loop BIA was informed of the boundary proposal prior to the recent Annual General Meeting, via mail and email. This agenda item was discussed at the AGM, and approved unanimously by the members present.
- The developers of the sites to be included have been directly consulted.
- While the projects are under construction or proposed, any signed commercial tenants will be contacted if possible.
- The Marda Loop Community Association Board is being consulted.

I have attached:

- Minutes of the Board meeting, March 7, 2016, where adjustment (a), the Avenue 33 site (1931, 1935 and 1939 33<sup>rd</sup> Avenue SW), was first approved.
- Minutes of the AGM, October 24, 2016, where adjustment (a), was endorsed by the BIA membership.
- Minutes of the Board Meeting of where adjustment (b), 2107 34<sup>th</sup> Avenue SW, was approved.
- A rough map of the proposed changes.

Further correspondence in support of this boundary change may be forthcoming.

Sincerely,

Bob van Wegen  
Executive Director