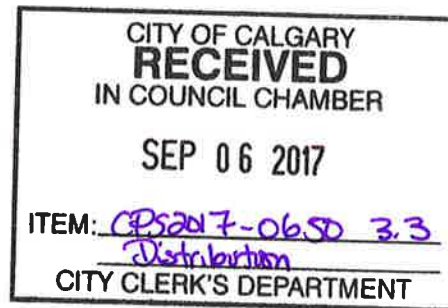


Marda Loop Communities Association

April 12, 2017

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

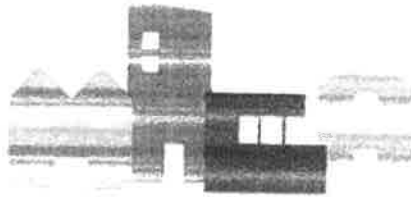


Attn: City Clerk
Lorelei Higgins, Business Improvement Area Liaison

To Whom It May Concern:

The Marda Loop Communities Association supports the adjustment of the Marda Loop Business Improvement Area boundary as proposed by the BIA:

- a) To add 1931, 1935 and 1939 33rd 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 to include commercial uses and included in the Marda Loop ARP. This boundary adjustment will make the BIA boundary again consistent with the commercial footprint of the Marda Loop business district, and align the Marda Loop BIA boundary with the Marda Loop ARP boundary.
- b) To add 2107 34th 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 boundary adjustment will make the BIA boundary consistent with the commercial footprint of the Marda Loop business district,



Marda Loop Communities Association

and align the Marda Loop BIA boundary with the Marda Loop ARP boundary.

These two adjustments match organic commercial development along the Marda Loop BIA 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.

Regards,

Tom Rosettis, President

MLCA