



AIMS

Advocates Into Main Streets

Main Streets for Calgary's Future

November 26, 2018

ATTN:

The City of Calgary Council

RE:

Advocates Into Main Streets Message for Council



AIMS: Who We Are

Advocates Into Main Streets (AIMS) is the alliance of fifty-plus and growing organizations comprised of Community Associations, Business Improvement Areas, active Established Area developers and planning and design professionals all working towards better neighbourhoods and better streets. We share a unified voice with the expressed priority of advocating for Main Streets funding and support.

City of Calgary Main Streets Overview

The Municipal Development Plan (MDP) identifies 24 Main Street areas for (1) strategic growth and (2) municipal investment as part of a long term plan to manage the growing population of our city over time. Since the Main Streets Initiative was launched in 2014, various stakeholder groups, including industry professionals, economic specialists, community groups, and neighbourhood residents all participated in one of the largest local planning engagement efforts ever undertaken by The City, discussing the unique challenges and opportunities for growth and development in these areas. The resulting public input and expert data points expressed a common concept: focus the Main Street Initiative on a few key or strategic streets in the short term to maximize the chances of success. A number of Main Streets, identified by this staged approach, are now in various tiers of planning and phases of implementation.

The Issue: Main Streets Investment is in Jeopardy

Proposed 2019-2022 Budget

The City's new approach to four-year budget cycle, One Calgary, has proposed a 2019-2022 Service Plans and Budget that does not find the Main Streets initiative as a funding priority. This is of great concern and highlights what could be flaws in Administration's One Calgary process whereby competing priorities have resulted in a lack of specific investment in key strategic growth areas.

Failing the Municipal Development Plan Growth Targets

Main Streets are a critical plank of The City's long term strategy for achieving the MDP's targets for a balance of growth and investment between Established and Developing areas. Today, at less than ten percent, the Established areas are well below meeting the MDP's goal of an equal, 50 / 50 share of growth in 60 years. Our alarm over the proposed lack of funding for the Main Streets Initiative is made all the more urgent considering City Council's decision to open new growth in 14 greenfield communities, an associated \$447M in proposed capital funding, and an average 0.75% city-wide tax increase to help cover The City's initial outlay for infrastructure to accommodate this new growth. A pragmatic and balanced approach—in line with The City's MDP goals—would see investment and stimulated growth across the city, utilizing the Main Streets Initiative to capitalize on existing infrastructure, grow a more mixed non-residential tax base in the Established Area, and create more complete communities with new small businesses and employment opportunities for Calgarians.



A Breach of Trust

There are myriad hurdles to achieving a balance of growth between established and greenfield communities. A significant barrier among them is community readiness—that is, getting multiple established area stakeholders to embrace and influence the shape of prospective change. The assurance that City investment will accompany growth and intensification makes the Main Streets Initiative all the more palatable for our community partners—an equitable trade off that makes fundamental sense. With this shared understanding, the Initiative has been wildly successful to date with significant land use planning, private investment and development activity in these areas. Some Main Streets like 33/34 Avenue SW have witnessed tremendous change in recent years with a rise in density and transformation of the street to a predominantly mid-rise built form. Other identified Main Street areas like Shaganappi/Killarney-Glengarry have undertaken extensive community visioning with large areas rezoned for higher intensity (see page 4 for a breakdown of Main Streets scheduling and funding status).

Impeding stable, ongoing Main Streets funding not only fails to provide these Established Area neighbourhoods with much needed infrastructure, public realm, and safety improvements for all modes of transportation, it represents a breach of trust. It is imperative The City adheres to their promise that the places receiving density will also receive City support and funding—without it the MDP's goals for a more compact urban form will most certainly fail.

Our Ask:

We are asking City Council to include Main Streets planning and capital funding in the 2019-2022 One Calgary budget cycle to enable the continuation and timely implementation of Main Streets. Keep the momentum, start building Main Streets, and support this important Initiative as a long-term commitment to Calgary's future.

Suggested Follow-up Actions:

1. Establish a clearly-defined Main Streets Program focused on implementation and priorities.
2. Cost and establish a long-term funding source for the implementation of the Program.
3. Explore and establish mechanisms for local reinvestment of increased tax revenues from growth within Main Streets areas and create incentives for private investment.

Sincerely,

Advocates Into Main Streets

Ansonia Properties
Anthem Properties
Arlington Street Investments
Beltline Neighbourhoods Association
Bowness Business Improvement Area
Bowness Community Association
Bridgeland-Riverside Community Association
Bucci
Bunt & Associates
Calgary Downtown Association
CivicWorks
Crescent Heights Community Association
Eagle Crest Construction
FAAS Architecture
Federation of Calgary Communities
Gravity Architecture
Highland Park Community Association

Hillhurst Sunnyside Community Association
Inglewood Business Improvement Area
Inglewood Community Association
Intelligent Futures
Kensington Business Revitalization Zone
Killarney-Glengarry Community Association
Landstar Development Corporation
Marda Loop Business Improvement Area
Marda Loop Community Association
Matco Development Corp.
Minto Group
Montgomery Business Improvement Area
Montgomery Community Association
Mount Pleasant Community Association
Navagrah Landscape Architecture
O2 Planning + Design
Opus Corporation

People Places Design Inc.
QuantumPlace Developments Ltd.
Renfrew Community Association
Richmond-Knob Hill Community Association
RNDSQL
S2 Architecture
Sarina Homes
Shaganappi Community Association
Strategic Group
Studio North
Sunalta Community Association
Thornccliffe-Greenview Community Association
Truman Development Corporation
UrbanStar
Vericon Communities Inc.
Watt Consulting Group



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AIMS.YYC@gmail.com



Ansonia Properties



CivicWorks



Inglewood
Business Improvement Area



Montgomery
Business Improvement Area



RND SQR



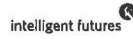
Richmond Knob Hill
Community Association



Anthem Properties



Crescent Heights
Community Association



Intelligent Futures



Montgomery Community Association



S2 Architecture



UrbanStar Homes



Arlington Street Investments



Eagle Crest Construction



Kensington Business Revitalization Zone



Mount Pleasant
Community Association



Sarinahomes



Vericon Communities Inc.



Bellline Neighbourhoods Association



FAAS Architecture



Killarney Glengarry
Community Association



Navagrah Landscape Architecture &
Urban Design



Strategic Group



WATT Consulting Group



Mainstreet Bowness
Business Improvement Area



Federation of Calgary Communities



Landstar Development Corp.



O2 Planning + Design



Shaganappi Community Association



Bridgeland Riverside
Community Association



Gravity Architecture



Marda Loop
Business Improvement Area



Opus Corporation



Studio North



Bucci Developments



Highland Park Community Association



Marda Loop Communities Association



People Places Design Inc.



Sunalta Community Association



Bunt & Associates



Hillhurst Sunnyside
Community Association



Matco Development Corp.



QuantumPlace Developments



Thorndcliffe Greenview
Community Association



Calgary Downtown Association



Inglewood Community Association



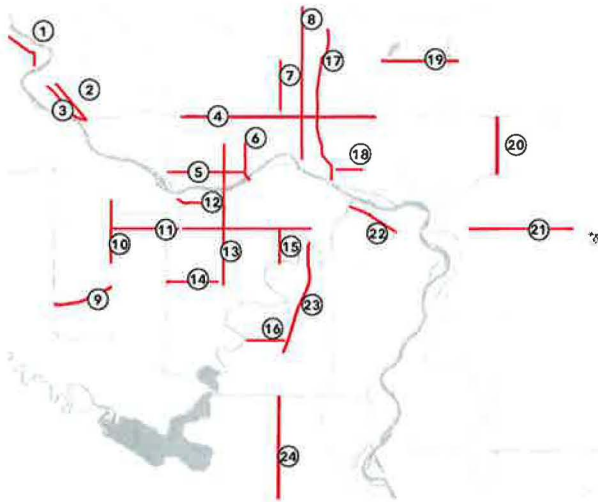
The Minto Group



Renfrew Community Association



Truman Development Corporation



Main Streets Funding At-a-Glance

30%



Active¹ Main Street projects with secured City funding

¹ Defined as a level of progress related to City led re-zoning, Local Plan Amendments, and/or Streetscape Master Planning

12.5%



Total² City funding for Main Street projects

² Defined as secured Implementation funding related to all 24 Main Streets

Main Street	Ward	Councillors	City - Led Rezoning	Local Plan Amendments	Streetscape Master Planning	Implementation Funding
1 Bowness RD NW (Bowness)	1	Ward Sutherland	Active	Active	Inactive	Unfunded
2 Bowness RD NW (Montgomery)	7	Druh Farrell	Complete	Complete	Active	Unfunded
3 16 AV NW (Montgomery)	7	Druh Farrell	Complete	Complete	Inactive	Unfunded
4 16 AV NW	7,9	Druh Farrell, Gian-Carlo Carra	Inactive	Inactive	Inactive	Unfunded
5 Kensington RD NW	7	Druh Farrell	Inactive	Inactive	Inactive	Unfunded
6 10 ST NW	7	Druh Farrell	Inactive	Inactive	Inactive	Unfunded
7 4 ST NW	7	Druh Farrell	Inactive	Inactive	Inactive	Unfunded
8 Centre ST North	4,7	Sean Chu, Druh Farrell	Inactive	Inactive	Active	Unfunded
9 Richmond RD SW	6,8	Jeff Davison, Evan Woolley	Inactive	Inactive	Inactive	Unfunded
10 37 ST SW	6,8	Jeff Davison, Evan Woolley	Complete	Complete	Active	Funded
11 17 AV SW (Crowchild TR to 37 ST SW)	8	Evan Woolley	Complete	Complete	Active	Funded
12 10 AV SW	8	Evan Woolley	Inactive	Inactive	Inactive	Unfunded
13 14 ST SW	8	Evan Woolley	Inactive	Inactive	Inactive	Unfunded
14 33/34 AV SW	8	Evan Woolley	Active	Active	Active	Unfunded
15 4 ST SW	8,11	Evan Woolley, Jeremy Farkas	Inactive	Inactive	Inactive	Unfunded
16 50 AV SW	11	Jeremy Farkas	Inactive	Inactive	Inactive	Unfunded
17 Edmonton TR NE	7,9	Druh Farrell, Gian-Carlo Carra	Inactive	Inactive	Inactive	Unfunded
18 1 AV NE	9	Gian-Carlo Carra	Complete	Complete	Active	Unfunded
19 32 AV NE	10	Ray Jones	Inactive	Inactive	Inactive	Unfunded
20 36 ST NE	10	Ray Jones	Inactive	Inactive	Inactive	Unfunded
21 17 AV SE	9	Gian-Carlo Carra	Active	Active	Complete	Alternative City Funding
22 9 AV SE	9	Gian-Carlo Carra	Inactive	Active	Active	Unfunded
23 Macleod TR S (North)	9,11	Gian-Carlo Carra, Jeremy Farkas	Inactive	Inactive	Inactive	Unfunded
24 Macleod TR SE	9,11	Gian-Carlo Carra, Jeremy Farkas	Inactive	Inactive	Inactive	Unfunded