

## International Avenue BRZ Supporting Letter



September 25, 2018

Jihad Bitar, PhD,  
Planning Lead  
City of Calgary.  
P.O. Box 2100, Stn. M,  
Calgary, AB, T2P 2M5

Dear Mr: Bitar

We are writing to express our gratitude and support for the proposed International Avenue Street Area Redevelopment Plan. The International Avenue Business Revitalization Zone (BRZ) is a non-profit organization formed to promote, improve and create a more pleasant community in which to shop and live. Currently, we have over 425 businesses and services that operate within the 35 blocks of 17 Avenue SE from 26 to 61 Streets and area.

The 17<sup>th</sup> Avenue SE business district is a significant employer and provider of commercial goods for the local community and the city overall. It is a complex mix of businesses and services many of which have been in business for a decade or more, and comes with its own unique local challenges. The proposed ARP does an excellent job in setting forth clear policy to provide positive direction of the main street. Furthermore, the document best represents the key necessary policy framework and deals with some issues that have been outstanding for decades. The core ideas outlined within the ARP we wholeheartedly agree with in order to continue moving International Avenue on a positive path forward.

We met numerous times with administration to discuss issues that have posed significant problem towards our revitalization efforts over the years. The comprehensive document produced does an outstanding job to ensure our concerns are addressed in this document. We are particularly pleased with the document as a whole and believe it provides the best way forward to ensure a bright future for one of Calgary's longest and most complicated avenues. Issues that are specific to our area have been adequately addressed. Overall, we are supportive of the proposed Area Redevelopment Plan and anxiously await it's approval. Thank you very much for this essential document.

Regards,



Alison Karim-McSwiney, MiPM(UK), BA, BREC  
Executive Director

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