



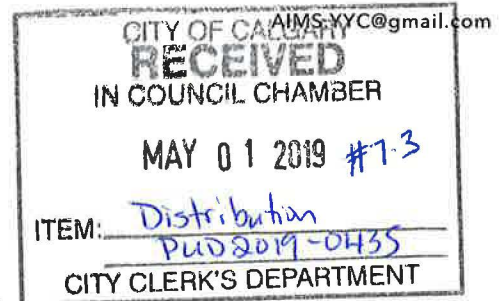
April 30, 2019

ATTN:

Standing Policy Committee on Planning and Urban Development

RE:

Public Input on Agenda Items 7.2 and 7.3 to be Heard on May 1st, 2019



Advocates Into Main Streets (AIMS) is writing in response to two items slated to be reviewed by the Planning and Urban Development (PUD) Committee May 1st: (1) the Update Report on the Main Streets Investment Program and the Established Area Growth and Change Strategy and (2) the 33rd and 34th Avenues S.W. (Marda Loop) Streetscape Master Plan. AIMS is encouraged by the progress of the Main Streets Initiative, represented by the 33rd and 34th Avenues SW Marda Loop Streetscape Master Plan Final Report, and offers the following statement addressing the Update Report on the Main Streets Investment Program and the Established Area Growth and Change Strategy.

Established Areas Investment and Main Streets

AIMS is a partner in The City of Calgary's long-term Municipal Development Plan vision to balance growth and investment between Established and Developing areas, championing the Main Streets Initiative as a valuable tool in stimulating growth across the city. The assurance that City investment will accompany growth and intensification make it an equitable trade-off that most Established Area stakeholders can support.

The Update Report for review by Committee on May 1st is an important progress indicator and charts a proposed course for future efforts by Administration in collaboration with community and industry partners. We encourage members of the Committee to reflect on the AIMS mandate and Council approved (November 30, 2018) motion, as it relates to the nature and context of this report:

1. Develop a Main Streets Investment Program to implement strategic investments in growth areas within the developed areas, including proposed investment scenarios.
2. Establish appropriately scaled, sustainable, & long-term funding mechanisms, providing for capital and operating funding as required.

With regard to the Main Streets in various tiers of planning and phases of implementation, we emphasize commitment and remind The City of their promise that the places receiving density will also receive City support and funding. It is not the time to lose momentum. Let us continue the good work like the Marda Loop Streetscape Master Plan, 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.

Sincerely,

Advocates Into Main Streets



AIMS

Advocates Into Main Streets

Main Streets for Calgary's Future

AIMS.YYC@gmail.com

AIMS: Who We Are

Advocates Into Main Streets (AIMS) is the alliance of over 50 organizations comprising 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 towards Calgary's sustainable growth strategy.

Ansonia Properties
Anthem Properties
Arlington Street Investments
Beltline Neighbourhoods Association
Bowness Business Improvement Area
Bowness Community Association
Bridgeland-Riverside Community Association
Bucci
Bunt & Associates
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
MTA Urban Design Architecture Interior Design
Navagrah Landscape Architecture
O2 Planning + Design
Opus Corporation
People Places Design Inc.
QuantumPlace Developments Ltd.
Renfrew Community Association
Richmond-Knob Hill Community Association
RNDSQR
S2 Architecture
Sarina Homes
Shaganappi Community Association
Strategic Group
Studio North
Sunalta Community Association
Truman Development Corporation
UrbanStar
Vericon Communities Inc.
Watt Consulting Group

AIMS is an intentionally leaderless alliance and are represented by a cross-section of volunteers from the pool of participating organizations. If you would like the opportunity to hear more about AIMS and/or arrange for a small delegation meeting, David White of CivicWorks is the best contact reached directly at 403.852.8921 or david@civicworks.ca.



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Ansonia Properties



Calgary Downtown Association



Inglewood Community Association



The Minto Group



People Places Design Inc.



Sunalta Community Association



Anthem Properties



CivicWorks



Inglewood Business Improvement Area



Montgomery Business Improvement Area



QuantumPlace Developments



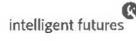
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Richmond Knob Hill Community Association



Beltline Neighbourhoods Association



Eagle Crest Construction



Kensington Business Revitalization Zone



Mount Pleasant Community Association



RNDSOR



UrbanStar Homes



Mainstreet Bowness Business Improvement Area



FAAS Architecture



Killarney-Glenarry Community Association



MTA Urban Design Architecture Interior Design



S2 Architecture



Vericon Communities Inc.



Bowness Community Association



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Matco Development Corp.



Parkdale Community Association



Studio North