

Urban Planning and Economy
Bylaw 20950
**Alberta Avenue Business
Improvement Area Boundary
Amendments**

Edmonton

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Alberta Avenue Business Association Application

August 1, 2024 - Administration received a request to expand boundaries of the BIA

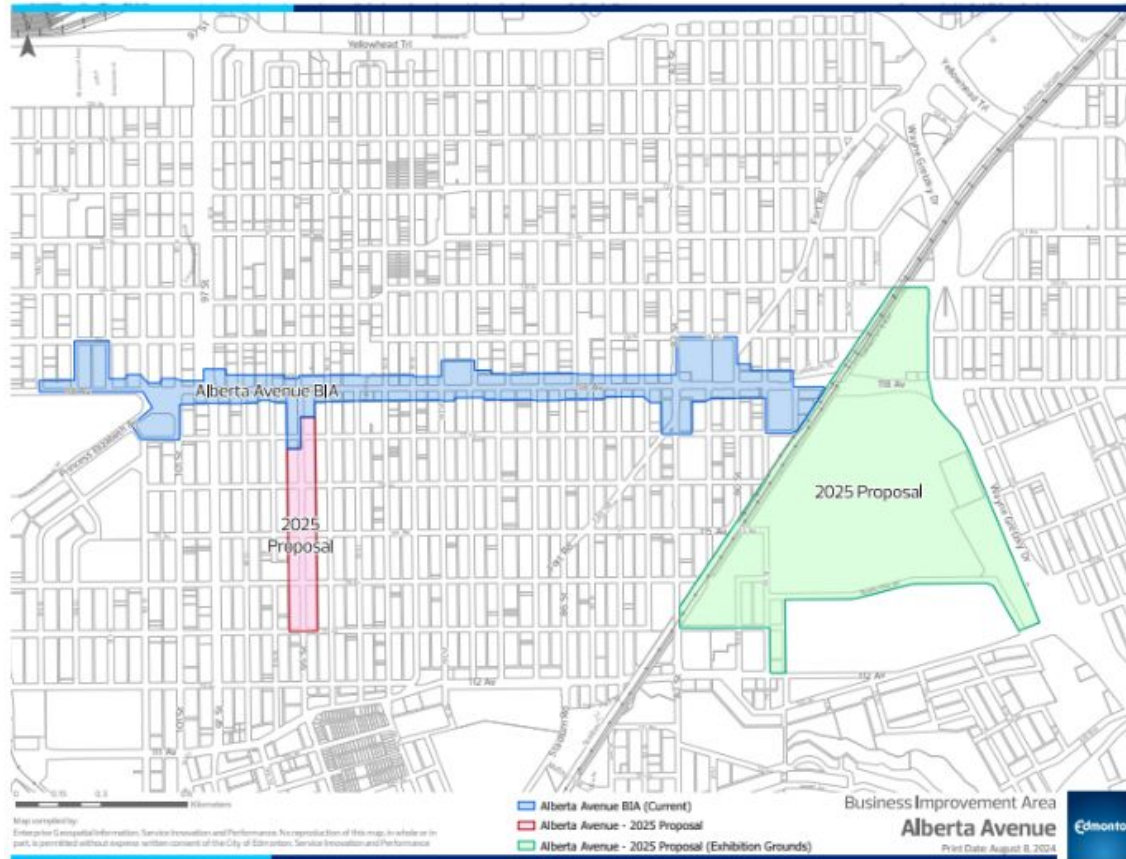
The BIA Regulation AR 93/2016 and City Policy 462B requirements for expansion:

1. Formal request including justification; public consultation
2. Notification to current and potential members
3. Written consent from association's board for draft bylaw
4. Community members given opportunity to make representations concerning the change

Administration confirms all requirements have been fulfilled

Council approval is required

Boundaries (Current and Proposed)



Justification for Expansion - Provided by AABA

- Inclusion of Nodes and Corridors from City Plan (Exhibition Lands, expansion between Downtown and 118 Avenue)
 - Can promote more commercial investment
 - Promotion of Exhibition Lands and business attraction
 - Local access to jobs, community needs
 - Growth of a vibrant, high-density economic hub
 - City's commercial and visitor reputation
 - Businesses pooling resources and collaborating

Effects of Expansion

Exhibition Lands

- Future commercial development of this area expected to be 14% of the square footage built
- Only 2 current businesses become levy paying members
- All future businesses within the boundary will automatically become BIA members (no option to opt out)

95th Street

- Expansion at the request of a business in the area
- 8 businesses would become levy paying members

Regulatory Requirements

- Reasonable steps to ensure that notification was “mailed or delivered” to affected parties (current and potential members)
- Notice to include:
 - A summary of proposed bylaw
 - A statement that those affected may make representations concerning the proposed bylaw to City Council, and
 - The manner and time period for making those representations
- The Alberta Avenue Business Association has confirmed it mailed out and hand delivered as required

Considerations

BIA Membership Benefits

- Marketing (driving customer traffic)
- Enhanced infrastructure support
- Festival and event planning and operating
- Problem and issue resolution (above 311 support)
- Pathfinding for social issues support and resources
- Beautification
- Prioritized service for BIAs (Snow, ice, street cleaning, etc.)
- Advocacy (federal, provincial, municipal, etc.)
- Storefront improvement program

Insight from Administration

- City Ops service dilution possible, however there are no direct budgetary impacts
- Real Estate indicated that impacts to Exhibition Lands sales unknown until developed, but no major impacts anticipated
- All requirements of the application/proposal are met
- Administration has not heard opposition to the proposal
- Open house feedback showed general support for the proposal
- If approved, boundary amendment would take effect as of January 1, 2025

Administration has no reason to suggest the bylaw cannot be read

Questions?

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