



## Notification of Proposed Boundary Expansion and City Council Meeting

Date: Oct 15, 2024

Dear Business Owner/Property Taxpayer,

We are writing to inform you that the Alberta Avenue Business Association (AABA) has proposed an amendment to expand the Alberta Avenue Business Revitalization Zone (BRZ) boundaries. This notification is in accordance with City policy and precedes the presentation of this proposal to the City Council Executive Committee on **November 27th, 2024**.

### Justification:

On June 6, 2024, a business owner from La French Taste sent a letter to the Alberta Avenue Business Association board of directors requesting inclusion in the Business Improvement Area. Additionally, the Board of Directors supported the expansion as this initiative aligns strategically with The City of Edmonton's District and Economic Development Plan is crucial for fostering economic growth, supporting innovative business models, and enhancing the vibrancy of our community. Focus on Nodes and Corridors: By including key Nodes and Corridors identified in the City Plan within our boundaries, we can promote job creation and industry diversification in these strategic areas. This focus will help develop vibrant, high-density economic hubs.

This amendment aligns strategically with the City of Edmonton's District and Economic Development Plan and is crucial for fostering economic growth, supporting innovative business models, and enhancing the vibrancy of our community.

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Long-term Vision: Guided by The City Plan, the expansion supports Edmonton's long-term vision for growth and development, ensuring a prosperous, sustainable, and livable city for all residents and businesses.

### Summary of the Proposed Bylaw Amendment:

The proposed bylaw would expand the boundaries of the Alberta Avenue BRZ to include additional properties and businesses. This letter includes a map of the current and proposed boundaries in Appendix "B".

### Opportunity to Make Representations:

As an affected business within the current or proposed boundaries, you have the opportunity to provide input on this proposed amendment. Representations can be made in person to City Council during the Executive Committee meeting on **November 27th, 2024**.

If you wish to speak at the Executive Committee meeting regarding the proposed boundary expansion, you can visit the City of Edmonton's Council Committee Meetings

page at [https://www.edmonton.ca/city\\_government/council-committee-meetings](https://www.edmonton.ca/city_government/council-committee-meetings).  
Scroll down to the **Request to Speak** section and complete the form to register as a speaker for the November 27th meeting.

**How to Submit Written Feedback:**

If you prefer to submit written feedback, you can do so before the meeting. Written submissions should be sent directly to the City Clerk's Office at **city.clerk@edmonton.ca**, referencing the Alberta Avenue BRZ Boundary Expansion in the subject line.

**Deadline for Input:**

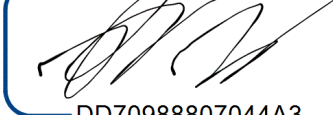
Please note that affected taxpayers have until November 27th, 2024, to make representations to the City Council before the bylaw is presented at the Executive Committee meeting. Your input is important and will be considered by the City Council when making a final decision on the boundary amendment.

If you have any questions or need further information about the proposed boundary expansion, please do not hesitate to contact us at **Info@alberta-avenue.com**.

Thank you for your attention to this matter, and we encourage you to participate in this important process.

Sincerely,

**Signed by:**



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David Plamondon

Chair, Alberta Avenue Business Association

### EDMONTON ALBERTA AVENUE BUSINESS IMPROVEMENT AREA BOUNDARY MAP

