

## Bylaw 16523

### Amendment of the Boundary of Bylaw 16219 - French Quarter and Area Business Revitalization Zone Bylaw

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#### Purpose

The proposed amendment will expand the boundaries of the French Quarter Business Revitalization Zone and change the names of the zone and the Association to better reflect the French business community.

#### Readings

Bylaw 16523 is ready for three readings. If Council wishes to give three readings during a single meeting, Council must unanimously agree "That Bylaw 16523 be considered for third reading."

#### Advertising and Signing

This Bylaw is not required to be advertised. A notification process required under the Business Revitalization Zone Regulation (AR 377/94) was followed.

#### Position of Administration

Administration supports this Bylaw

#### Report Summary

**The French Quarter and Area Business Association has submitted a request to expand the zone's boundaries and to add French names to the zone and Association titles.**

#### Previous Council/Committee Action

At the September 9, 2013, Executive Committee meeting, Bylaw 16523 was forwarded to City Council for the appropriate readings and the Committee

heard from C. Barnaby, Tanjay/Alia Clothing Store; and J. Johnson, French Quarter Business Revitalization Levy.

#### Report

City Council approved the establishment of the French Quarter and Area Business Revitalization Zone on October 17, 2012.

The current boundary includes retail and commercial development along 82 Avenue from 85 Street to 97 Street, continuing northward from 82 Avenue along 91 Street to 88 Avenue and including the area from 88 Avenue to 90 Avenue along 92 Street.

On July 8, 2013, the City Manager received a request from the French Quarter Business Association (Appendix I of Attachment 1) to expand the zone's boundaries to include commercial development in Bonnie Doon Mall and an adjacent area (see Appendix II of Attachment 1), and to add French names to the zone and Association's titles. The request provided justification for inclusion of these areas into the existing French Quarter and Area Business Revitalization Zone, including marketing power, a healthy business mix and additional opportunities to expand annual events.

There are approximately 57 businesses in the existing French Quarter and Area boundaries with a total of approximately 100 businesses located in the proposed expansion area.

#### Policy

City Policy C462B, Business Revitalization Zone Establishment and Operation.

*The Way We Prosper*, The City of

Edmonton's Economic Development Plan 2013:

- An Unrivalled, Competitive Business Climate
- A Vibrant, Livable City

**Corporate Outcomes**

*The Way Ahead*, City of Edmonton Strategic Plan, 2009 – 2018:

- Transform Edmonton's Urban Form
- Improve Edmonton's Livability

**Public Consultation**

The French Quarter Business Association notified the businesses in the proposed expansion area of two open houses held on May 13 and 30, 2013. The Executive Director met one on one with the business owners or managers in the expansion area to personally provide a notice of invitation, which included an introduction to the French Quarter Business Association and general information on Business Revitalization Zones. The Executive Director provided information on the existing and proposed French Quarter Business Revitalization Zone/Zone de revitalisation commerciale du quartier francophone.

Three businesses attended the open houses to gather information. There were no concerns raised.

**Legal Implications**

Pursuant to Section 7.1 of the Business Revitalization Zone Regulation (AR 377/94), before the proposed bylaw receives second reading, existing members of the zone and persons who would be taxpayers under the proposed boundary expansion must be provided with an opportunity to make representation to City Council

concerning the proposed change in boundaries.

**Justification of Recommendation**

The proposed amendment to Bylaw 16219 will strengthen the French Quarter and Area Business Association and improve business viability as part of the area branding strategy.

**Attachments**

1. Bylaw 16523
2. Bylaw Amendment Summary

**Others Reviewing this Report**

D. H. Edey, General Manager,  
Corporate Services