

THE CITY OF EDMONTON

BYLAW 16218

**EDMONTON KINGSWAY BUSINESS REVITALIZATION ZONE BYLAW AMENDMENT
No. 4**

WHEREAS Edmonton City Council received a request from the Board of the Edmonton Kingsway Business Revitalization Zone, pursuant to section 7.1(1) of the Business Revitalization Zone Regulation (AR 377/94), to change the boundaries of the Edmonton Kingsway Business Revitalization Zone as appended hereto as Schedule I;

AND WHEREAS pursuant to section 7.1(2) of AR 377/94, reasonable steps were taken to ensure that notice of the proposed bylaw to amend the boundaries of the Edmonton Kingsway Revitalization Zone was mailed or delivered to every taxable business in the Edmonton Kingsway Revitalization Zone and to every business that would be a taxable business under the change in boundaries;

Edmonton City Council enacts:

- 1 Bylaw 8621 (as amended), the Edmonton Kingsway Business Revitalization Zone Bylaw, is amended by this bylaw.
- 2 Appendix "B" is deleted and replaced with the new Appendix "B" attached hereto as Schedule II and forming part of this bylaw.
- 3 Appendix "C" is deleted and replaced with the new Appendix "C" attached hereto as Schedule III and forming part of this bylaw.
- 4 The amendments set out in this bylaw are hereby incorporated into Bylaw 8621.
- 5 The consolidated Bylaw 8621 created by incorporation of its amendments pursuant to section 4 is hereby adopted by Council as the official version of Bylaw 8621.
- 6 The consolidation of Bylaw 8621 comes into effect when this bylaw comes into effect.
- 7 This bylaw comes into effect on the day on which it is passed.



2012 Board of Directors

Mary Anne Stanway -
Chair
Aero Aircraft Charters Ltd.

Art Broler
Monger 11 Corp.

Bob Lamoureux
Alta Flights Charters Inc.

Bob McEwan
McEwan's Aviation Services

Kathy Hall
Mullin Travel

John Chwyl
Kingsway Mall

Chris Short
Chateau Nova

Mark Moerkork
Servus

Dr. Kerry Pawlusi
Blotchford Field Medical Clinic

Richard Noy
Sears Kingsway

Karon Kosof
KBA, Executive Director

11810 Kingsway
Edmonton, AB
T5G 0N5
Ph: 780.454.9716
Fax: 780.453.1025

Email: info@kingswayba.ca

Schedule I

RECEIVED
OFFICE OF THE CITY MANAGER

JUL 23 2012

0405-01

July 19, 2012

Mr. Simon Farbrother
City Manager
Office of the City Manager
3rd Floor, 1 Sir Winston Churchill Square
Edmonton, AB T5J 2R7

Dear Sir:

The Kingsway Business Association (KBA) hereby requests an amendment of the boundaries of the Kingsway Business Revitalization Zone to include additional lands shown on the attached map.

Justification:

On January 24, 2012, the Kingsway Business Association along with the additional Edmonton BRZs partnered in bringing Roger Brooks, a well renowned marketing and branding consultant, to Edmonton to consult with the Edmonton BRZs. Mr. Brooks worked with our Executive Director and our Board of Directors and provided advice on how to improve business viability in the area and gave direction on a new marketing/branding focus. What our expert saw were hospitals and medical offices, medical services, hotels, strong retail, a LRT system that will be connecting the two major hospitals (Royal Alexandra and University of Alberta) in Edmonton.

After our initial consultation, we did some research and found that there are over 500 doctors and medical and health specialists working in the Kingsway area. We have begun seeing more of northern and rural Albertans coming into our area and staying at our hotels while they meet with specialists undergo cancer treatments, medical tests, or rehabilitation sessions. We were encouraged to work with our strength and uniqueness. Thus the move for expansion to bring in more of the medical community and marketing this area as the "Medical Hub of Alberta".

Expansion Area: (see Map)

AREA - SOUTH OF KINGSWAY (see Blue area on left bottom of map)

This is an area within the proposed expansion area that is in transition from 111 Avenue North to Kingsway along 119 Street & 120 Street. This area is an older warehousing/light industrial district. Some medical services have begun moving into this area already. We feel that it is important to keep this area as a viable working area to complement the "live near where you work" concept that the demographic trend is showing. With the medical research that the UoA is doing along with the possibility of attracting new medical business, this area would be a cost effective and centrally located area primed for medical clusters.

Some of the existing businesses in this expansion area have come forward with graffiti, back lane and parking issues that they have not been able to resolve and are looking forward to an organization working with them to resolve these issues.

AREA - NORTH EAST OF KINGSWAY (see Blue area on right side of map)

This area encompasses most of the existing medical services in the area along with McDonalds Restaurant and some retail. Access into this area and parking is an issue for this area.

Kingsway Business Association
Working with local businesses to provide a great place to
Fly - Shop - Play - Stay
Edmonton Kingsway - Everything you will ever need!
www.edmontonkingsway.com

We are now on Twitter at [edmkingsway](https://twitter.com/edmkingsway)

Public Consultation Process:

We went to each of the businesses in the area, personally handed out invitations and tickets to an After Business Mixer Event that was held May 15, 2012 and encouraged them to come out and see what we are all about. Utilizing the business cards that were collected on that walkabout, we sent out reminder emails to the businesses regarding the Mixer event.

At the Mixer, we had a city representative available at the KBA display booth to answer questions and to hand out information regarding the proposed expansion. Large maps were available for attendees to see.

Notification of the Kingsway Business Association intent of expansion, a map of the Kingsway area and expansion and information about what BRZs are along with an invitation to attend two open houses were sent to all the businesses in the new area two weeks prior to the open house. Some of the notifications were hand delivered to ensure those business not included on the list given by the City received the notices.

The two open houses were held one week apart and on different days of the week:

June 20 (Wed) 4:30 - 6:30pm

June 26 (Tues) 4:30 - 6:30pm

LOCATION:

Chateau Nova Hotel & Suites (Both sessions)

159 Airport Road (Blatchford Board Room)

Refreshments were provided for the attendees

We also contacted the surrounding Community Leagues to ensure that they are aware our new medical focus and the proposed expansion boundaries.

Conclusion:

We believe that the new businesses identified in our proposed expansion area will benefit from our marketing, promotions, security and special events initiatives presently underway and our new strategies and programs planned in our 2013 budget. We also believe that our existing members will benefit from the addition of the businesses in the expanded area.

We hope that the City of Edmonton is able to assist us to build a strong and connected commercial community by approving these boundaries and that City Council will approve this amendment to our bylaw the fall of this year.



Respectfully,

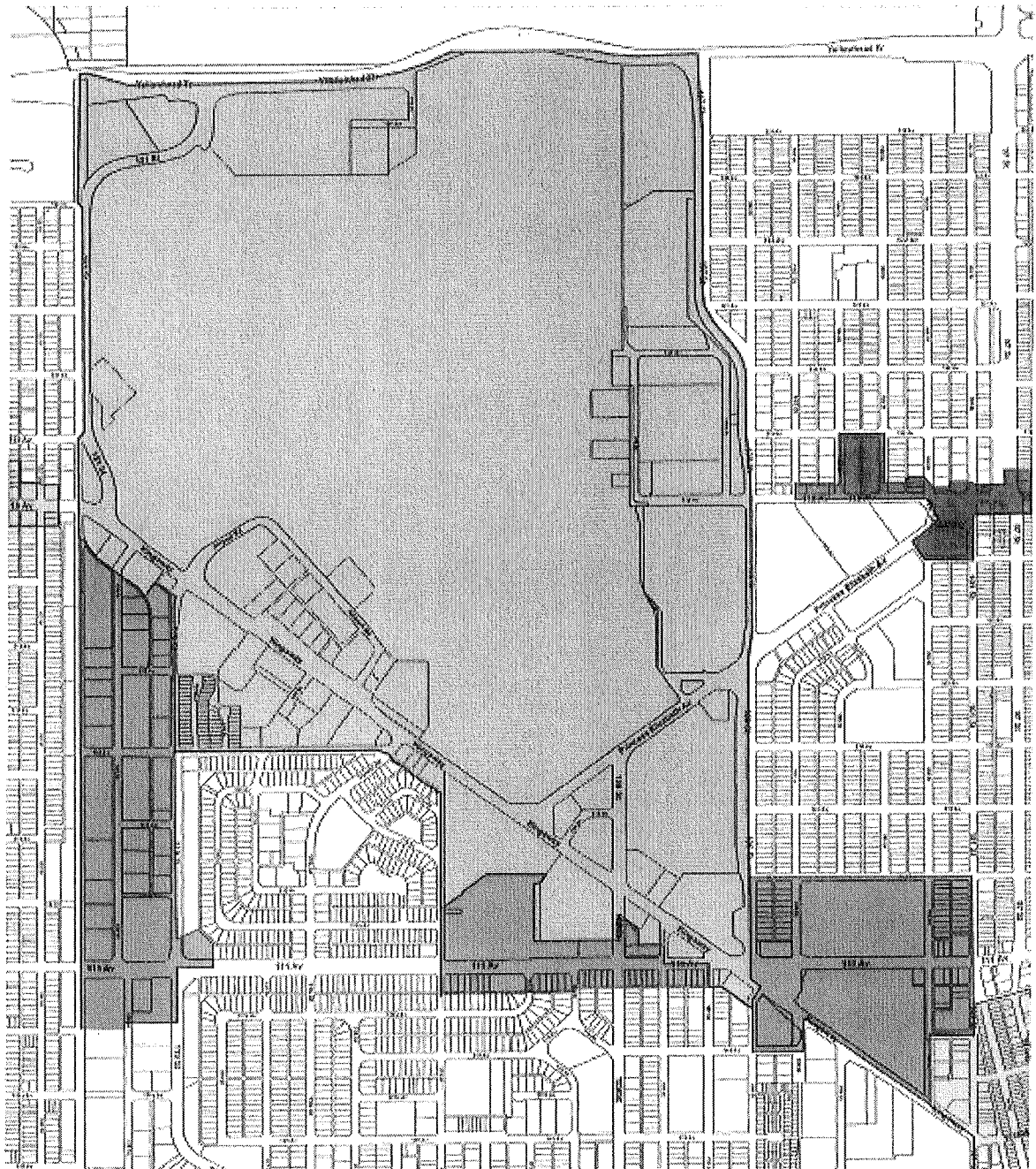


Mary Anne Stanway, Chair
Kingsway Business Association

Kingsway and Area B.R.Z.



-  Existing Kingsway B.R.Z. Area
-  Expanded Kingsway B.R.Z. Area



0 100 200 300
Metres

Map compiled by:
City of Edmonton Data
Urban Planning and Development Dept.

The City of Edmonton is a
leader in sustainable development.

Edmonton
SUSTAINABLE DEVELOPMENT

APPENDIX "C"**EDMONTON KINGSWAY BUSINESS REVITALIZATION ZONE - BOUNDARIES**

- On the West – Originating on the north/south lane west of 120 Street at the western boundary of the first lot south of 111 Avenue (legal description: Plan 3256HW Block 20 Lot J), north along that boundary, continuing north along the north/south lane west of 120 Street to the section of 118 Avenue that branches into Kingsway Avenue, continuing north along the north/southbound railway tracks starting at the western boundary of the first lot north of Kingsway Avenue and west of 121 Street (legal description: Plan 9020277 Block 6B Lot 1), continuing north along the north/southbound railway tracks to Yellowhead Trail.
- On the North – Originating at Yellowhead Trail starting at the north/southbound railway tracks west of 121 Street, east along Yellowhead Trail to 107 Street.
- On the East – Originating at the intersection of 107 Street at Yellowhead Trail, south along 107 Street to 120 Avenue where 107 Street branches into 106 Street, continuing south along 106 Street to the intersection of 106 Street and 112 Avenue, east along 112 Avenue to 101 Street, south along 101 Street to 110 Avenue, west along 110 Avenue to 102 Street, south along 102 Street to Kingsway Avenue.
- On the South – Originating at the intersection of 102 Street and Kingsway Avenue, northwest along Kingsway Avenue to 105 Street, south along 105 Street to 110 Avenue, west along 110 Avenue to 106 Street, north along 106 Street to the southeast/northwest lane south of Kingsway Avenue, northwest along the southeast/northwest lane south of Kingsway Avenue to the point where this lane veers east/west and becomes south of 111 Avenue at the southern boundary of the second lot east of 107 Street (legal description: Plan 1124613 Block 2), continuing west along the east/west lane south of 111 Avenue to 113 Street, north along 113 Street to the lane running northwest/southeast south of Kingsway Avenue, northwest along this lane to the intersection of Tower Road and 114 Avenue, west along 114 Avenue to 119 Street, south along 119 Street to the northwest boundary of corner lot east of 119 Street and north of 111 Avenue (legal description: Plan 5771MC Block 18A Lot 15), following the northern boundaries of this lot and then south along the eastern boundary of this lot to 111 Avenue, west along 111 Avenue to 119 Street, south along 119 Street to the southern boundary of the fourth lot north of 109a Avenue (legal description: Plan 9922683 Block 19 Lot 1), west along this boundary to the eastern boundary of the first lot west of 120 Street and south of 111 Avenue (legal description: Plan 3256HW Blk 20 Lot J), south and then west along the boundary of this lot to the north/south lane west of 120 Street.

Read a first time 17th day of October , A. D. 2012;
Read a second time 17th day of October , A. D. 2012;
Read a third time 17th day of October , A. D. 2012;
SIGNED AND PASSED 17th day of October , A. D. 2012.

THE CITY OF EDMONTON


MAYOR


CITY CLERK