SUBJECT: Main West Esplanade Business Improvement Area (B.I.A.) Expansion of Boundaries (PED06136) (Wards 1 & 2)

RECOMMENDATION:

a) That the Main West Esplanade B.I.A. boundaries be expanded as identified in Appendix 'A' to Report PED06136;

b) That the City Clerk’s Division be authorized and directed to circulate the existing and proposed expansion area with the notice of intent to amend the designating by-law in accordance with Sections 209, 210, 212 and 213 of the Municipal Act;

c) That the City Solicitor be authorized and directed to prepare the necessary amending by-law.

EXECUTIVE SUMMARY:

Report PED06136 recommends the expansion of the Main West Esplanade B.I.A. boundaries.
BACKGROUND:

The Downtown Renewal Division of the Planning and Economic Development Department, received correspondence from the Main West Esplanade B.I.A., dated March 14, 2006 requesting that the boundaries of the B.I.A. be expanded as per Appendix ‘A’ to Report PED06136. Previously, staff from the Downtown Renewal Division had met with property owners and tenants of the properties proposed to be included in the B.I.A. boundaries, for the purpose of discussing the proposed expansion. Information provided at the meetings included the concept of a B.I.A., the accomplishments of the Main West Esplanade B.I.A. and the legislative process for expansion. Interest was expressed from all owners and tenants of the properties identified in Appendix ‘A’ at that time.

ANALYSIS/RATIONALE:

The Downtown Renewal Division, in 2004, hired Urban Marketing Collaborative to undertake a market analysis and develop an action plan that would provide strategic direction in the short, medium and long term to improve the Main West Esplanade B.I.A. The consultant recognized that Main Street, from Highway 403, serves as a principal corridor leading into Downtown Hamilton and is required to be attractively landscaped including plantings, facades and signage. Expanding the boundaries of the B.I.A. along Main Street West will allow continuation of landscaping initiatives undertaken by, or on behalf of the B.I.A.

The Main West Esplanade B.I.A. and staff from the Downtown Renewal Division have received requests from property owners and tenants outside of the B.I.A. to expand the B.I.A. boundaries to include their properties as reflected in Appendix ‘A’ to Report PED06136.

ALTERNATIVES FOR CONSIDERATION:

Non-acceptance of the recommendations contained within Report PED06136 would result in the property owners and tenants outside of the B.I.A. not being able to participate in the marketing and promotional activities of the Main West Esplanade B.I.A.

There are no alternative expansion proposals for the Main West Esplanade B.I.A. for consideration at this time.

FINANCIAL/STAFFING/LEGAL IMPLICATIONS:

Financial – The expansion of the Main West Esplanade B.I.A. will have no financial implication for the City of Hamilton as the operating budget for the B.I.A. will be totally derived through levying the B.I.A. members.

Staffing – The expansion of the Main West Esplanade B.I.A. will have no staffing implications for the City of Hamilton.
Legal – The Municipal Act, Section 209 provides the legislative authority to expand a B.I.A. The process for expanding a B.I.A. is dictated by the Municipal Act, Section 210, Subsections (1), (2), (3), (4), (5) and (6); Section 212 (a) (b) and (c); and, Section 213. If sufficient objections to the expansion are not received by the clerk of the municipality, the by-law to expand the boundaries of the Main West Esplanade B.I.A. will be forwarded for consideration by City Council at a later date.

**POLICIES AFFECTING PROPOSAL:**

Not applicable.

**RELEVANT CONSULTATION:**

Not applicable.

**CITY STRATEGIC COMMITMENT:**

By evaluating the “Triple Bottom Line”, (community, environment, economic implications) we can make choices that create value across all three bottom lines, moving us closer to our vision for a sustainable community, and Provincial interests.

Community Well-Being is enhanced. ☑ Yes ☐ No
B.I.A. members are involved in developing and implementing local solutions.

Environmental Well-Being is enhanced. ☑ Yes ☐ No
B.I.A. initiatives help create an attractive business district that extends to the local residents through the creation of safer, cleaner and more aesthetically attractive districts with positive results in the quality of life of its residents.

Economic Well-Being is enhanced. ☑ Yes ☐ No
B.I.A. initiatives help retain and attract businesses and investment in our community.

Does the option you are recommending create value across all three bottom lines? ☑ Yes ☐ No

Do the options you are recommending make Hamilton a City of choice for high performance public servants? ☐ Yes ☑ No

c.c. Jeff Bush, Chairman, Main West Esplanade B.I.A.
Main Street West BIA

Main West Esplanade BIA Boundary

Proposed Expanded Area