March 2, 2010

Mayor Fred Eisenberger & Members of Council
City of Hamilton
77 James St. North
Hamilton, Ontario L8R 2K3

Dear Mayor Fred & Members of Council:

Re: Pan Am Stadium Precinct & Available Parking

One of the recommendations presented by Ron Bidulka, the consultant from Deloitte hired by the City to make recommendations on the Business Plan for a Pan Am Games stadium, was to create a 'Stadium Entertainment Precinct' within a zone that would be large enough to house both the stadium, its abutting warm-up facility plus up to an additional 150,000 to 200,000 square feet of private sector commercial space for a variety of mixed uses.

The specific area defined in the report was proposed to include land south of Stuart Street, east of Queen Street, west of Bay Street plus the City Property immediately south of Barton Street along with Central Park.

The Downtown BIA was asked if it had taken a position on the development of this precinct at the presentation it made to council on Thursday, February 15th when a decision was being made to support the Waterfront location or the Airport location for the Pan Am Games Stadium.

The BIA based on Board of Management input supports this type of development for Downtown Hamilton because:

- It would provide more reasons for people to come downtown and enjoy the facilities being planned around the stadium during and post Pan Am Games
- Attendance at Pan Am and Tigercat Football games as well as other events such as concerts, and other planned activities for the stadium cannot all be limited to the Pan Am Games Stadium precinct and therefore would spill over into the Downtown area being .6 km away
- Investment in a Stadium precinct would raise the assessment values of properties in the area creating increased tax revenues for the city
- Employees of such a facility would generate new revenues for Downtown businesses since our Commercial Assessment Study commissioned by the City’s Downtown Renewal Division in 2005 reported that for every new employee in the
Downtown an additional $4000 per year in expenditures for business was created.

- It would encourage redevelopment of a brownfield site as well other lands in the precinct that have been underdeveloped and turn the area into a multi-use facility that would have year round attraction to both residents and visitors.
- It would provide a much needed vital connection between Downtown and the Waterfront with entertainment, accommodation, food and beverage facilities that are in keeping with the makeup of businesses surrounding the precinct in Downtown. The BIA supports the extension of the Community Improvement Program with its redevelopment grant programs such as the Façade improvements, Residential loan and other loan and grant programs available to include this stadium precinct to provide a solid corridor connection from Downtown to the waterfront.
- It would support the goals of Council to encourage Downtown revitalization and add new business opportunities in the City.
- It would support the need for more hotel rooms within the Downtown as part of a Tourism strategy to attract larger conferences and conventions to Hamilton.

The Downtown Hamilton BIA also supported the restriction of the on-site parking of the stadium at the West Harbour location to 600 spaces because we believe that it would be advantageous to the businesses in the core since there are over 10,000 spaces in the Downtown that could take the overflow. It would encourage more use of public transit. As well availability of parking at Bayfront Park and the proposed parking facilities being planned for the Waterfront Redevelopment should be enough to accommodate the extra parking needed for the events at the stadium and an integrated shuttle service to these parking locations throughout the downtown and the waterfront should be developed.

Therefore the Downtown Hamilton BIA wanted to re-confirm our position with respect to these two aspects of the Pan Am Stadium in support of the Stadium precinct concept as part of a broader redevelopment initiative in Downtown Hamilton and that the Downtown Hamilton BIA does not support the addition of any more parking spaces within the Stadium footprint.

Sincerely

Tim Bullock
Chairman