

# *Wellington West*

WELLINGTON VILLAGE • HINTONBURG

Executive Director Report 2016  
BIA Annual General Meeting

Executive Director:  
Zachary Dayler

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# Summary

The Wellington West Business Improvement Area (WWBIA), home to the neighbourhoods of Hintonburg and Wellington Village, exists to support and strengthen the local business community. The BIA is one of 19 in Ottawa, and is the second largest in membership, and the largest geographically, making Wellington Street West the largest commercial area in the urban core of the City of Ottawa.

The BIA represents 524 commercial locations and was formed in 2008 by local business owners. The mandate of the BIA is to work on improving the beautification, marketing and business development for Hintonburg and Wellington Village. In recent years the BIA has also been involved in local planning issuing impacting traffic, parking, and new commercial development.

In 2016 the BIA had one of the most successful years yet! Wellington West was profiled as the “it” neighbourhood in publications such as The Globe & Mail, WestJest Magazine, and numerous other travel publications as a *must visit for 2017*. The BIA also embarked on a number of projects, some of which include:

- Installation of neighbourhood gateway signage
- Expanded street beautification program
- Launch of Tactical West Grant, and Entrepre-Mural Grant
- Completion of the Armstrong Street study
- Completion of the Ward 15 Parking Study
- Annual Tastes of Wellington West
- Expanded sponsorship efforts in preparation for Ottawa 2017

Wellington West provides a shopping experience unlike any other in Ottawa - in fact, I would wager in Canada. The area boasts some of the most vibrant and creative businesses in the City, and over the course of 2016 added to a growing awareness of the West-end of Ottawa, and highlighted the area as a growing *Made in Canada* hub.

This report serves as a recap of the 2016 year and highlights the direction for 2017. Hintonburg and Wellington Village are truly exceptional neighbourhoods, full of vibrant, innovative, and heartfelt entrepreneurs. By continuing to focus and promote the businesses and people who make this area great - the future is bright.

Best Regards,

Zachary Dayler  
Executive Director

# Office Operations

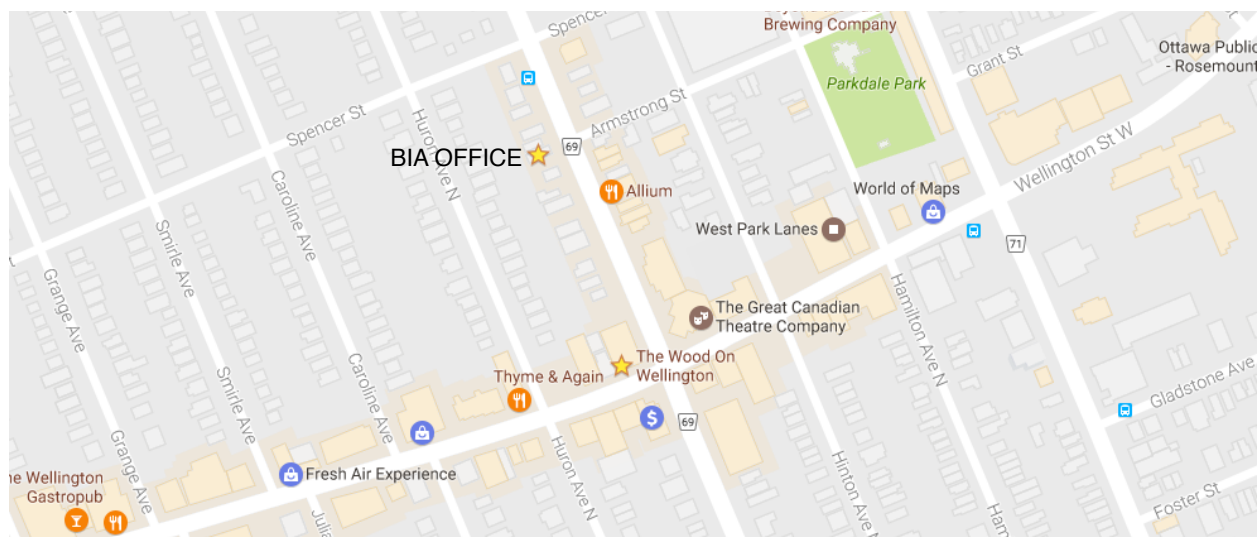
The Wellington West Business Improvement Area (BIA), operated in 2016 with a levy of \$284,734 and received an additional \$26,000 in grant contributions from the City of Ottawa Economic Development department. These grants subsidized the 2016 BIA research projects and graffiti removal services. The BIA Capital Reserve Fund is currently \$42,643 as of the Ernst & Young audit completed in December of 2015. The BIA is expected to close the 2016 financial year with a minimal surplus that will be applied to the Capital Reserve Fund. Financially, the BIA is operating well and maintains one of the lowest BIA budgets in the City of Ottawa for the largest membership base across the largest commercial area.

A summary table of the 2016 budget is provided in **Appendix 1: 2016 Budget** and the 2017 Budget is available at [wellingtonwest.ca](http://wellingtonwest.ca)

The BIA office is located at 76 Holland Ave. 2<sup>nd</sup> floor. This space is open for board meetings and other BIA related activities. In 2016 additional efforts were made to encourage local groups to use the space for meetings. Over the year the BIA was pleased to welcome Citizens for Safe Cycling, SynapCity, and numerous other businesses for staff meetings and planning activities. In 2017 the BIA will explore supporting a small start-up, as the current office space would allow for such an opportunity.

In 2016 the BIA maintained two full time employees, an Executive Director and Office Administrator. Much of the office work is focused on delivering services and projects related to marketing, beautification, and research. In 2016 more contracts for professional services were issued than in previous years. These contracts included graphic design, bookkeeping, and social media management.

In 2017 the BIA office will focus on maintaining the beautification, marketing and research programs, while also looking to further refine our year-to-date tracking of finances, and increasing the memberships access to research materials along with organizing opportunities to better network with fellow business owners.





# Marketing & Communications

Marketing the area of Wellington West is a component of all BIA activities. The focus of the BIA marketing efforts is to promote Wellington West as a commercial destination to the residents and visitors of Ottawa. The marketing focus in 2016 shifted slightly to more direct messaging regarding *shop local*. The BIA also worked with local creative agency Character Creative for design, including advertising and wayfinding.

Visitor surveys routinely indicate that those who shop in the area are from the KIY postal code area of Ottawa, and are frequent visitors / shoppers. This means it is the local residents of the Kitchissippi Ward that shop Wellington West. By targeting and encouraging this group to focus more dollars in the area, the BIA can ideally have a positive impact on local business. It is also the positive experience of *resident shoppers* that provide some of the areas best marketing - word of mouth.

The BIA became a member of Ottawa Tourism in 2016. Participating with this organization has been beneficial. Ottawa Tourism has provided the opportunity for great exchanges and promotion opportunities with numerous publications and tourism groups, leading to great coverage. The BIA intends to continue this membership through 2017 as there will be great promotion opportunities throughout Canada's 150th.

In 2017 the BIA will be investing in consistent *shop local* messaging in the Kitchissippi Ward, while also increasing BIA sponsorships as a means to marketing activities in the area, and target social media to the surrounding areas of the City. Further, the BIA will circulate and share regular opportunities for businesses to engage with City wide *Ottawa 2017 events*.

Example of 2016 recurring ad



Example 2016 Full Page Advertorial



Wellington West Area Branding



**SHOP**

**FOOD**

**ARTS**

The shops of Wellington West are unique, ranging from locally made in-house boutiques and contemporary fashion retailers, to high-end galleries, home decor, and fitness and cycling studios. You'll enjoy the added personal touch that comes with shopping in a village of proudly independent shopkeepers—in fact, that could be the owner taking care of you today! Wellington West is an experience guaranteed to have you leaving with the perfect something for everyone on your list—and coming back for more.

With more than 100 restaurants, eateries, cafes, pubs and food trucks to choose from, eating in Wellington West presents a delightful dilemma. Hungry? You won't be for long. Bring your appetite and indulge in whatever you are craving. Wellington West offers everything from seafood to burgers, tacos to donuts, home style to gourmet cuisine. For those occasions when eating in is called for, start at the Parkdale Market, then wind your way along Wellington West where any one of our grocers, meat shops, delis or dessert shops will fill your fridge with the best the region has to offer!

Wellington West is a dynamic creative hub, boasting fine art in established galleries, pop-up venues and art festivals featuring internationally-renowned artists to emerging local talent. Wellington West is also home to the Great Canadian Theatre Company which presents cutting-edge plays by some of the best playwrights, directors and actors in Canada. Or take some time to experience spoken word art, from poetry readings to contemporary literature. A visit to Wellington West should also include our burgeoning music scene, from indie rock to the classics played by our own Parkdale Orchestra. Musical entertainment also abounds in churches, bars and local stores. Wellington West and the Arts—a part of your great Ottawa adventure!

Wellington West, home of Hintonburg and Wellington Village is located west of downtown Ottawa between Little Italy and Westboro. Wellington St. West is one of Ottawa's longest streets. From the O-Train to Island Park is where you'll find our neighbourhood.

**By Bike**  
Hop on the Ottawa River Parkway, heading west, or take the urban route down Somerset St. Don't have a bike? That's okay, we have a local bike share program, RightBike.org.

**By Bus**  
Transit Way Stop: Tunney's Pasture. It takes about 10 minutes from Rideau Centre to Tunney's Pasture on the Transit Way. Other routes are available. Consult OC Trip Planner.

**By Car**  
Queenway ( Hwy 417) Exit, Parkdale Ave (northbound), Sir John A. Macdonald Parkway (Ottawa River Parkway) Exit, Parkdale Ave (southbound).

directory.wellingtonwest.ca @Wellington\_West

## Print & Radio Advertising

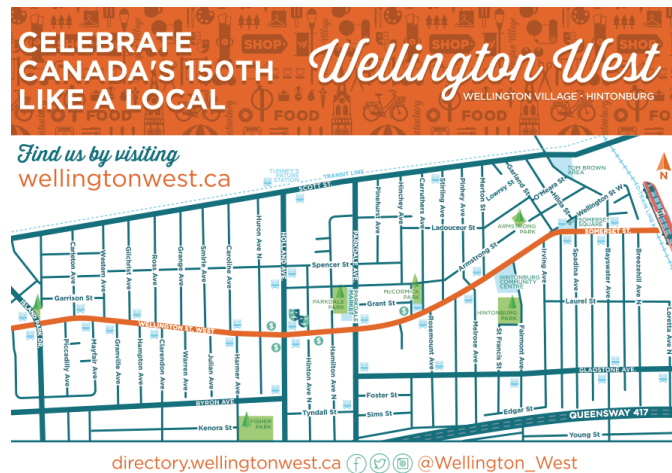
In 2016 the BIA placed 45 print ads in local publications across the City of Ottawa. The design and messaging of our advertising focused on the diversity of businesses in the area. The BIA struggles with a balance of ad placement and costing, while also looking to maximize reach and regularity. The aim of the 2016 print and radio ad buys were to invest in consistency in the K1Y area, increase subsidized advertising opportunities to businesses, and to focus on tourism publications.

In 2017 the BIA will be increasing the regularity and size of the ad presence in local publications and target tourism and other areas of the city with social media and earned media.

Print and radio advertisements were placed throughout the year in:

- Kitchissippi Times
- Glebe Report
- Edible Ottawa
- Ottawa Magazine
- Where Magazine
- Where Ottawa Map
- Metro Ottawa
- Alive & Fit Magazine
- Ottawa Jewish Bulletin
- BOOM FM
- CKCU FM
- CHIN FM

*Ottawa Magazine 150 Ad*



*Kitchissippi Spring Banner ad / Street / Event Banner*



*Standard Print Banner Ad*



## **Sponsorship & Promotional Support**

The BIA receives a great deal of promotion for the area by investing in event sponsorships which can include logo placement, website mentions, speaking opportunities, and it is good to just give back.

The BIA gave away \$2000 in neighbourhood items, and spent \$13,000 to sponsor a number of programs, community projects, and events throughout 2016. The intention is to support the work of the community, as these opportunities often generate positive commercial activity for businesses. The Wellington West logo, promotional support, and/or participation by staff happened at the following:

- Hintonburg Community Association
  - Hintburg 5k
  - ArtsPark
  - Movie Night(s)
  - Hintonburg Street Hockey
  - HCA Community Newsletter
  - HCA Website
  - Dog Movie Night
- Tamarack Race Weekend
- Hintonburg Happening
- Great Canadian Theatre Company
- Westfest
- Prose in the Park
- The Brewery Market
- Buy Canadian Day
- Networking for Nerds
- The Brunch Bunch
- Cleaning the Capital
- Nocturne Festival of the Night Sky
- Westend Studio Tour
- 1st Thursdays Art Walk
- Heart Month
- Shine the Light
- Stop-Gap Ottawa
- PorchFest
- Refreshed Furniture Pop-Up
- Devonshire Coupon Book
- YOW City Style 10k Giveaway
- SynapCity: Placemaking 101
- SynapCity: Citizens Bootcamp

***BIA Team at ArtsPark***



***BIA Team at Tastes of Wellington West***





## **Events**

The major promotional event organized by the BIA is Tastes of Wellington West. Each year the event has a varying degree of success, primarily based on weather. In 2016 there were 101 business participants. The promotional activities covered print, social media, television, radio, and postering. Beyond a rainy end to the day, the event animated the street and the promotion leading up to the event provided a consistent and regular “Wellington West” message across multiple outlets that was good exposure for over a month.

Organizing Tastes of Wellington West can be challenging given there is a large spectrum of expectations. The event budget for 2016 was \$9,000 which primarily covers additional advertising, and supports activities such as music or live art demonstrations. For 2017 the BIA will need to consider the direction of the event and should look to the membership for ideas on how to refine or change the promotional activity.

In 2016 the BIA looked to increase financial and promotional support for business and community events. This included great area promotional events like, Buy Canadian Day, Brewery Market, Hintonburg Happening, ArtsPark, and Prose in the Park. The BIA believes there is great marketing value in supporting events organized by groupings of businesses, and is looking to increase this type of sponsorship into 2017.

***Tastes of Wellington West Print AD***



***Tastes of Wellington West Street Signage***



***Tastes of Wellington West Gateway Signage***



***Tastes of Wellington West Daytime Ottawa***



## Media Coverage

One of the best opportunities to promote Wellington West is with positive news stories. Through news stories shoppers develop an understanding and locate the area within Ottawa, and begin to associate an identity with the neighbourhoods. 2016 was a very successful year for Wellington West media coverage. Not including blogs and paid advertorials the BIA and members were represented in approximately 220 news stories.

These stories are spread throughout the year. Some highlights include:

- **10 Reasons to Head to Ottawa**  
Niki Bayley, BC Living
- **5 Top Day Trips from Ottawa**  
Staff Writer, Air Canada EnRoute Magazine
- **Ottawa grassroots group putting a stop to inaccessible storefronts**  
Emma Jackson, Metro Ottawa
- **Ottawa's new "it" neighbourhood**  
Adam Stanley, Globe & Mail
- **Ottawa's 10 best contemporary art galleries: Culture in the Capital**  
Laura England, The Culture Trip
- **Ottawa restaurants primed for the holiday rush**  
Jennifer Havers, Ottawa Citizen
- **A "city to play in is a city to stay in": Recent beautification efforts putting Wellington West on the Map**  
Allegra Newman, Kitchissippi Times

Beyond print, the BIA and members made a number of appearances on television including CTV Morning Live, CBC Morning Live, CBC's All-in-a-Day, as well, the BIA hosted two Wellington West live to broadcast CKCU Morning Blend radio shows (Hintonburg and Wellington Village). In 2017 the BIA will continue to push member business stories, and continue to look for opportunities to reinforce neighbourhood branding. This approach is already proving successful as Wellington West BIA was referenced as a must visit area for 2017 by the New York Times.



**BIA Member Media examples print**

Home » Report on Business » Industry News » Property Report



PROPERTY REPORT

### Ottawa's new 'it' neighbourhood

ADAM STANLEY

OTTAWA — Special to The Globe and Mail  
Published Monday, Mar. 07, 2016 4:45PM EST  
Last updated Monday, Mar. 07, 2016 4:45PM EST

## Suzy Q Doughnuts finds sweet new home on Wellington West

EMILY HAWS, OTTAWA CITIZEN  
More from Emily Haws, Ottawa Citizen

Published on: February 19, 2016 | Last Updated: February 19, 2016 8:24 PM EST

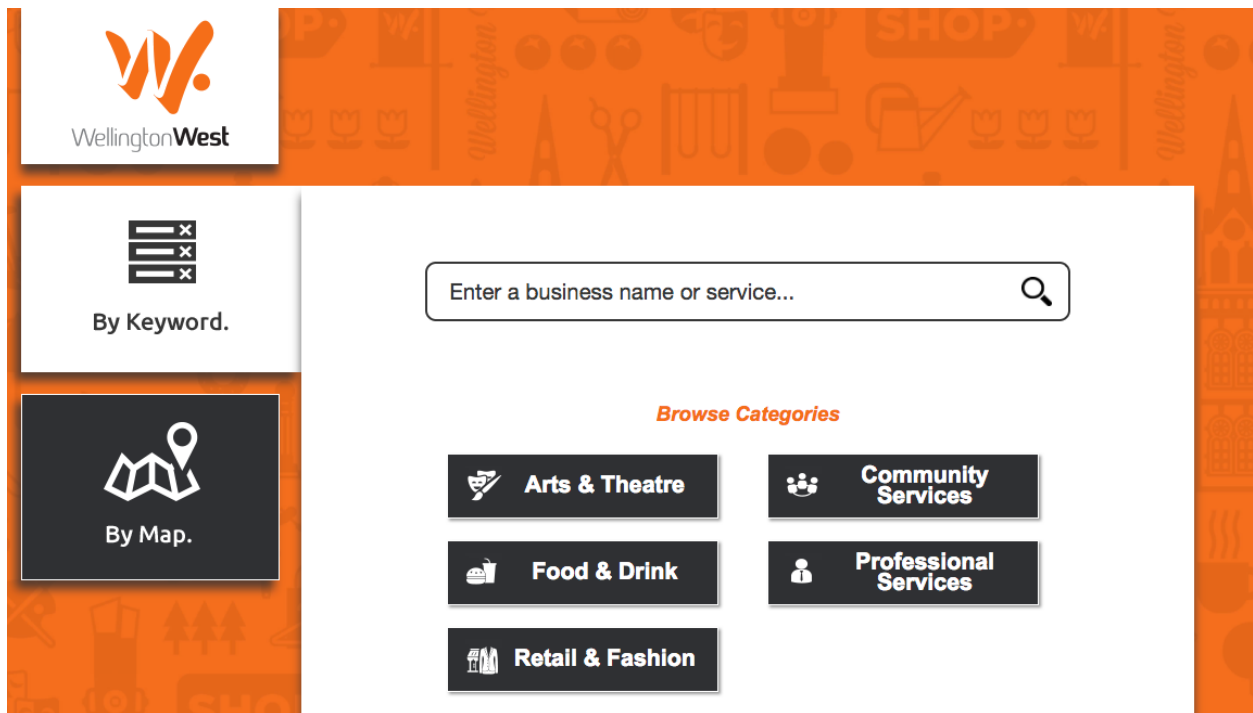
## **Website and Social Media**

The BIA website was simplified for 2016 to focus efforts on three elements: **Getting Here / Directory / Events & Activities**. The site also includes special event pages. In 2016 the BIA had a regular weekly blog function to help with search engine optimization. Unfortunately the website was down twice over the past year due to security reasons.

In 2017 the BIA will be switching the website to a platform developed by local web designers Ignite Solutions. The primary goal will be to integrate our business directory with Google. This should allow the BIA to better target area information through services like Google search, Google maps, and Google listings. The website is an important anchor for the area, but Facebook, Twitter, and Instagram remain the primary public marketing tool.

Over 2017 the BIA will also improve the Members Section of the website, along with connecting our weekly newsletter and enhancing the event listings to the website.

## **Wellington West Business Directory**



The business directory was launched in 2015 using the information gathered from the yearly business census. There is still a challenge maintaining the directory between census updates. In 2017, updates will be added to the back-end of the directory that connect our census data with google business information, the intent is when *Google* gets updated the BIA directory will as well. This is advantageous for hours, contact information, and opening and closing businesses.

- Since January 2016 there have been 11, 940 unique visits to the directory with 79,768 page views
- Majority of users connect to the directory via Google - The second highest link is from wellingtonwest.ca

- Top business listing change by month. For December 2016 the top 3 most viewed business listings: Hintonburg Pottery Shop, Cafe My House, QPIXX.

## **Social Media**

The social media presence for the BIA continued to grow in 2016. The BIA currently uses Twitter, Facebook, and Instagram as mechanisms to target business specific promotions, and as a dialogue tool for those within the City of Ottawa. The BIA approaches each account differently, but the content aims to push member events, sales, specials, and drive traffic to [www.wellingtonwest.ca](http://www.wellingtonwest.ca) and [directory.wellingtonwest.ca](http://directory.wellingtonwest.ca)

The social media accounts have grown substantially since 2014, and in 2017 the BIA will be working with Talk of the Town Social Media Management to monitor and manage the Wellington West presence on Instagram and Twitter. The BIA will also be looking to encourage member businesses to increase their social media engagement with @Wellington\_West.

A few highlights to note regarding social media:

### **Twitter**

The Twitter account serves as a Hintonburg / Wellington Village “stock-ticker” of information. The BIA looks to push content relevant to a 3 day period, and pushes positive media stories

- The BIA sends out on average 8-10 tweets a day, totalling 2,998 over 2016
- The following increased by 1,255 over 2016
- The Twitter account had 9,925 engagements
  - 532 quoted tweets
  - 3,465 retweets
  - 5,667 liked tweets
  - 261 replies
- The most engaged businesses for retweets and shares in 2016 were, @theHPH, @HappeningOttawa, @thecubegallery, @blondebaking, @thymeandagain, @TheHerbAndSpice @ottawabagelshop, @HollandsCake, @Hint\_o\_Mint, @JLeiper

### **Facebook**

The Facebook page serves as our primary “notice board”. The BIA looks to push content related to businesses events, news articles, and relevant notifications.

- The Wellington West Facebook page posted 413 messages over 2016. Paid Facebook reach proves effective in promoting content (paid reach averages 50/50 - organic / paid) Total post reach averages around 4,500 impressions per post. Reach can be as high as 14,000  
*\*dependent on content*
- The Facebook page had over 13,000 engagements
  - 10,229 reactions
  - 817 comments
  - 2,244 shares

- The most successful campaign was the 12 Days Local holiday push which averaged 70 reactions a day. This is inline with the success of previous giveaway campaigns. The most successful post was the announcement of Stella Luna opening - post earned 233 reactions.
- It is worth noting that changes to Facebook have shifted business use to more of an “advertising” tool.

**Instagram**

Instagram is a very popular communication platform - especially because it is now integrated with Facebook and Twitter. For the 3rd year in a row the account has seen 100% + increase in followers. The BIA will shift more attention to the platform in 2017.

- 90 photos were posted from the BIA Instagram account in 2016 - roughly 4 per week.
- The Instagram account had 2,673 engagement
  - 2, 590 likes
  - 83 comments
- The most popular posts in 2016 related to SuzyQ, 12 Days Local, Parkdale Market, The Ottawa Bagel Shop, and Victoire Boutique.

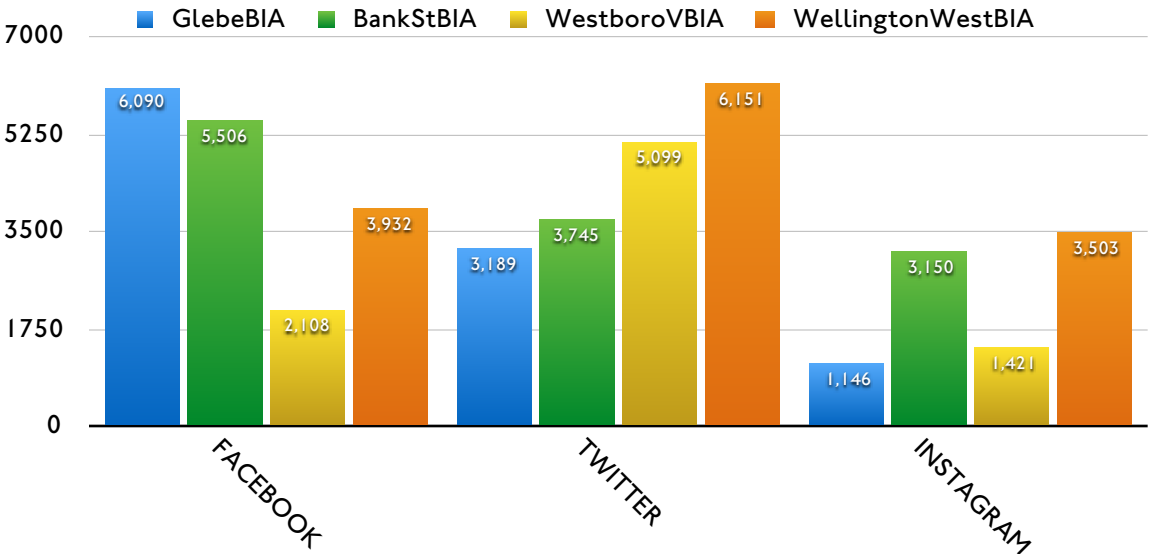
The BIA is continuing to grow the reach of our social media networks. The challenge moving forward continues to be increasing the participation of member businesses as a means to generate content.

In 2017 The BIA needs to continue to encourage @Wellington\_West as a standard go to for the area, as it is a locating thread between both Hintonburg and WellingtonVillage.

*% Change from 2014-2015 by Media Account / Followers*

MONTH	FACEBOOK	TWITTER	INSTAGRAM
2015	2919	4625	1408
2016	3932	6152	3503
<b>% Change</b>	<b>+35%</b>	<b>+33%</b>	<b>+149%</b>

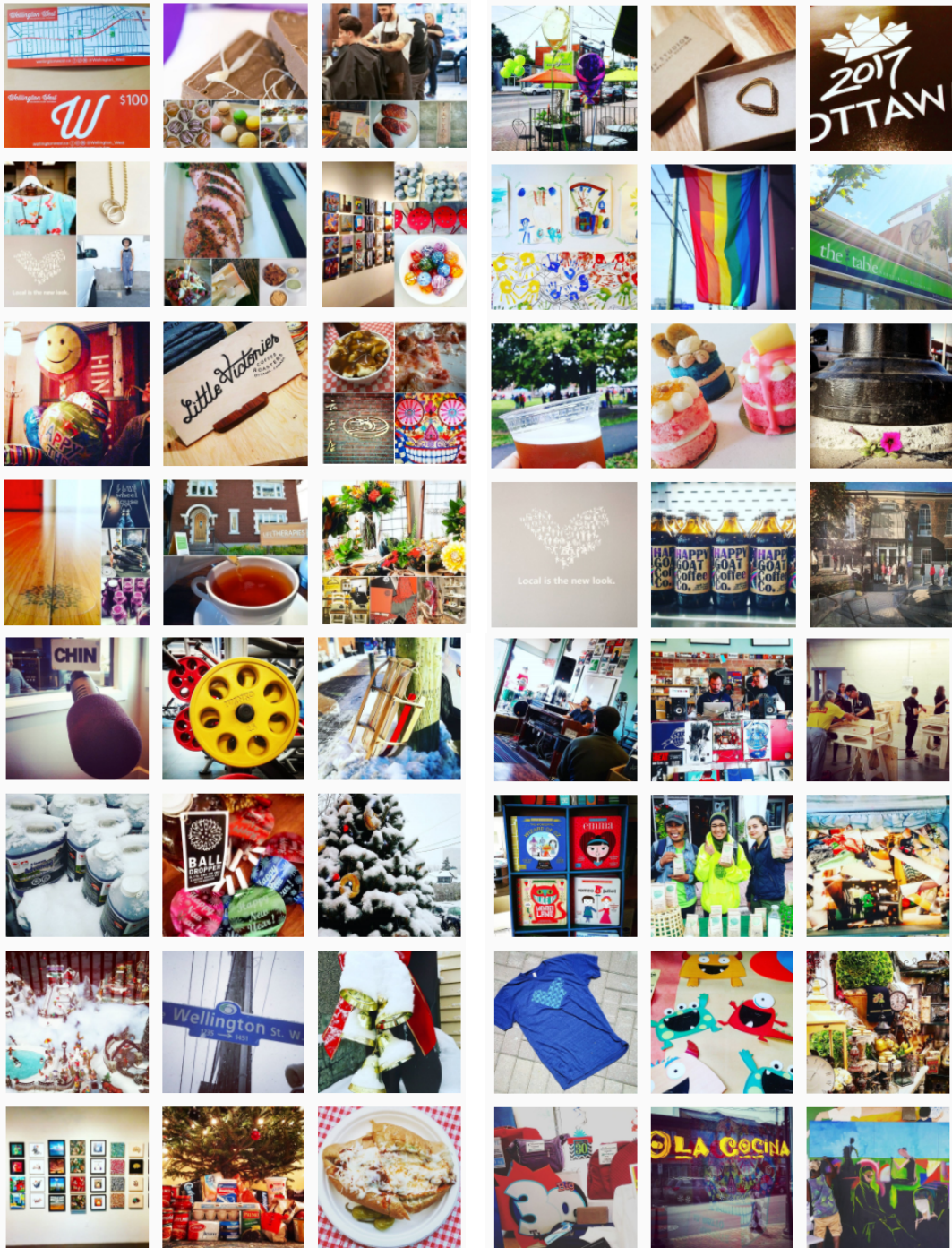
*Social Media Account Comparison by BIA / Followers*





Social media reach is an on-going project. The focus of the BIA is to try and promote the work of businesses, and given the size of the BIA membership social media is a cost effective way to stay up-to-date on activities in the area. In 2017 a focus will be placed on trying to pull more content from area businesses. The BIA makes every effort to not *over promote* one business over another, to do a better job of this BIA needs to encourage more businesses to engage online with the BIA.

**Visual highlights of 2016 Social Media:**



*All Images: @Wellington\_West*

# Research & Development

The BIA promotes business development by participating in research and development projects. These projects are completed with grant support from of the City of Ottawa Economic Development Department. Leading the majority of the projects is local research group Creative Neighbourhoods. These projects provide valuable information that can help target marketing opportunities, refine and improve business services, and build a substantial base of information on local commercial issues.

In 2017 the BIA will be reducing participation in research to focus resources on Ottawa 2017 related initiatives. The yearly census and visitor surveys are still planned, as well the BIA continues to participate in business development opportunities through groups like Invest Ottawa. The recent opening of the Innovation Centre at Bayview Yards will also provide a great opportunity to engage in business development activities.

Highlighted in this report are the primary research activities of 2016:

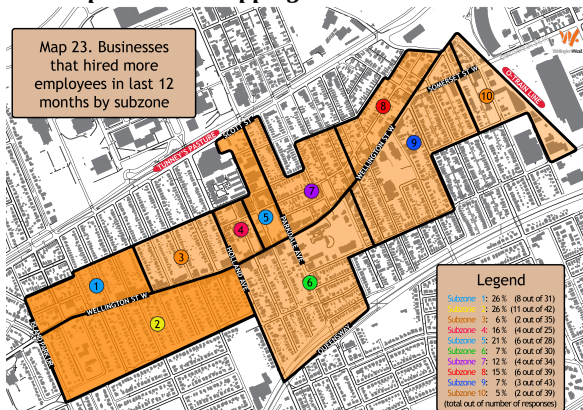
*\*All research documents are available on [wellingtonwest.ca](http://wellingtonwest.ca)*

1. 2016 Modal Survey
2. 2016 Business Census Update
3. Commercial Green Bin Collection
4. Accessibility Awareness Survey
5. Rental Rate Changes
6. 2016 BIA Mapping Census Data
7. Armstrong Street Suitability Study
8. City of Ottawa Parking Services Kitchissippi Ward Parking Study

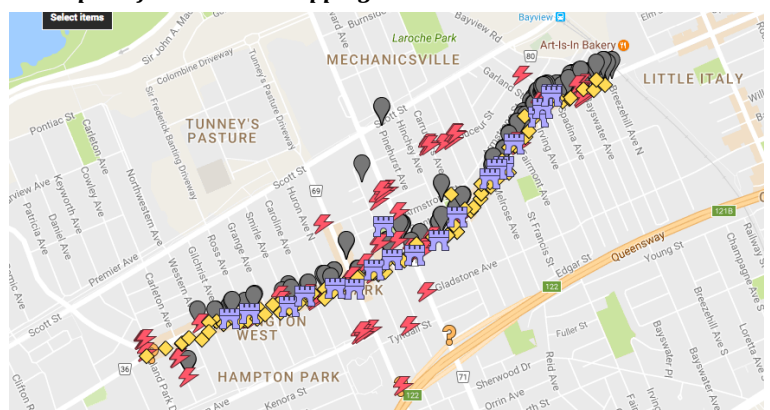
Additionally the BIA participated in the following business development activities

- Algonquin College Brand Development Case Study
- City of Ottawa Artrepreneur Conference
- Ottawa Chamber of Commerce Business Sector Survey
- Ontario BIA AODA / Accessible Employment Board
- Start-up Day Canada

## Example Census Mapping



## Example Infrastructure Mapping

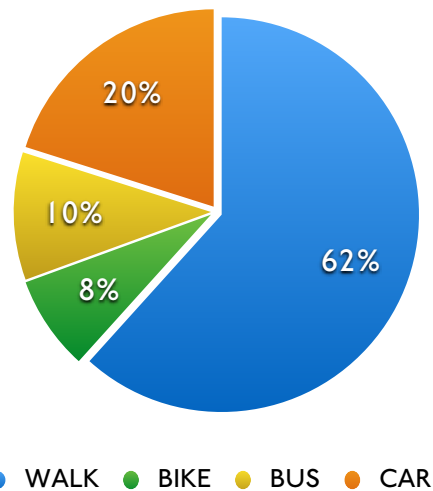


## 1. Modal Survey

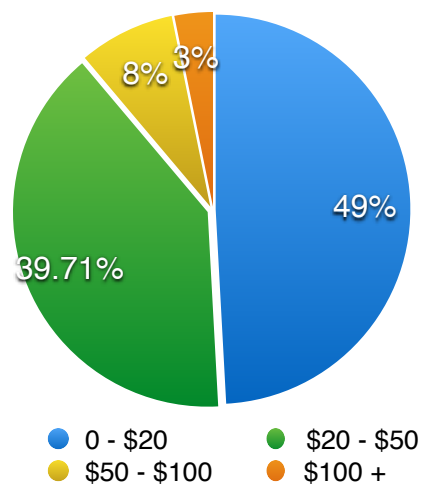
The survey was expanded in 2016 to gain more knowledge about visitors to the BIA, such as their length of stay, purpose for visiting, concerns in the neighbourhood and awareness of BIA initiatives. The aim of this annual exercise is to help the Board of Directors and the BIA office better target marketing, beautification, and business development efforts.

From Saturday, July 16, 2016 to Saturday, July 30, 2016, a total of 754 respondents were surveyed at random throughout the BIA.

**Modal Split Per Trip**



**Spending Per Trip**



## 2. Business Census

The BIA conducts an annual census project to update and improve the current businesses inventory. The BIA covers approximately 2000m East to West from the O-train line to Island Park Drive along Wellington St West, and 450-900m north to south from the middle (Parkdale Ave) ends of the boundary.

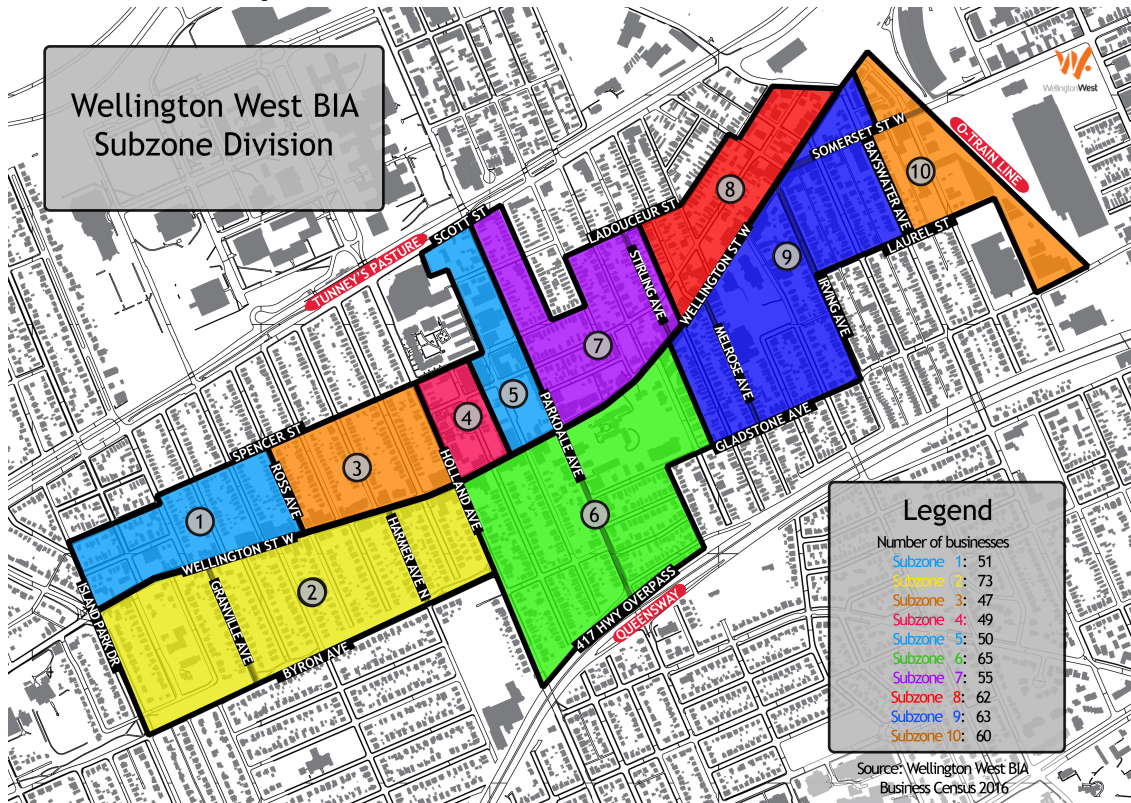
The 2016 census project survey followed the same methodology as the previous year and was conducted by Creative Neighbourhoods during May to July 2016, with follow-up in August. Data mapping visualization was done in July and August. To supplement the business survey, real estate agents advertised in the area were interviewed to collect information on commercial rents within the BIA.

The following list provides a rough guide of the census process:

1. Read-through the current database
2. Review the routes and boundary zones
3. Conduct the land survey and business survey
4. Update the census spreadsheet and online directory
5. Make follow-up visits
6. Cross-reference for quality control



**Census Sub-Zone Map**



The BIA was divided into four zones for the purpose of undertaking the survey. For analysis purposes, the BIA was further divided into ten subzones. Each of the ten subzones includes a similar number of business locations. In the map below, the number of businesses per subzone ranges from 47 (subzone 3) to 73 (subzone 2).

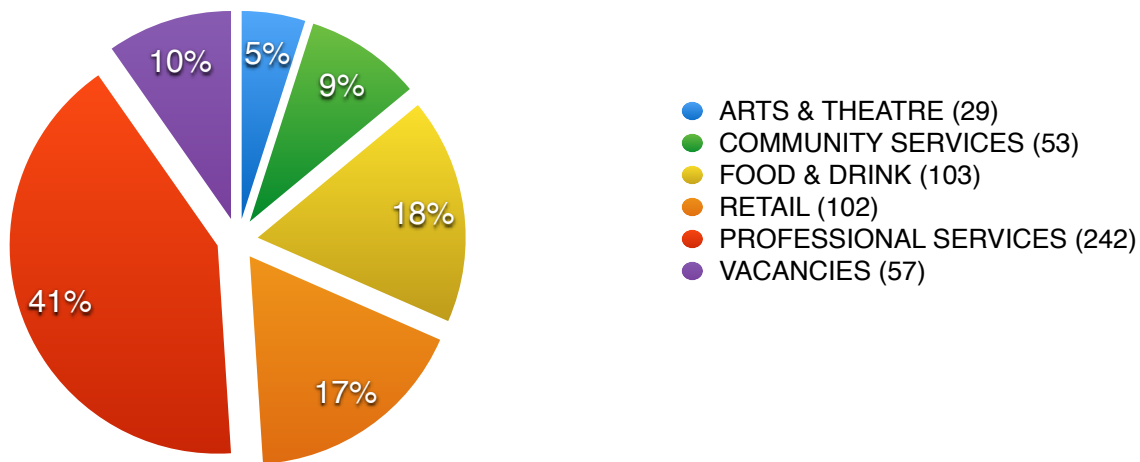
Highlights of the census are below:

**Basic Profile (How big and diverse is Wellington West)**

	2016	2015
Unique Non Residential Locations	575	575
Non-Members	51	53
Commercial Businesses	524	522
Number of Surface Parking lots	16	16

The total number of unique non-residential locations within the Wellington West BIA remained at 575 in 2016. Approximately 340 of these locations are ground floor or store front businesses. The BIA is also home to 7 municipal parks and 51 non-levied businesses (typically not for profit organizations).

### Breakdown of WWBIA by Sector 2016



### 3. Commercial Green Bin Program

In 2016 the BIA explored the interest of members to create a commercial green bin pick up program. A large proportion of businesses said they throw their organics into the garbage, representing 60% of all respondents. Only 11% used a residential green bin program, and 19% organized their own organics disposal. Some businesses had no choice – they said there was no commercial garbage pick-up in their location. Other businesses shared a dumpster and a few restaurants sold their organic waste to farms.

16% of respondents said they would benefit from a BIA commercial green bin program and are located in areas with high numbers of Food & Drink businesses. However, many said that actual participation would depend on the costs and pick-up schedule. Although this interest may seem low, the interest is limited to Food & Drink businesses, which accounts for 19% of all businesses. Most businesses (such as Art & Theatre, Community Services, and Professional Services) said they do not produce organic waste, so would not benefit from a green bin program.

In 2017 the BIA will be gathering costs from service providers and look to start a pilot pick up program for interested businesses.

### 4. Accessibility Awareness

The BIA has been a champion for accessibility and the awareness that must happen around the AODA (Accessibility for Ontarians with Disabilities Act). The BIA has also been asked by the City of Ottawa to help raise awareness about the Clear Path initiative - a program to clear City sidewalks of obstructions like signs and boards.

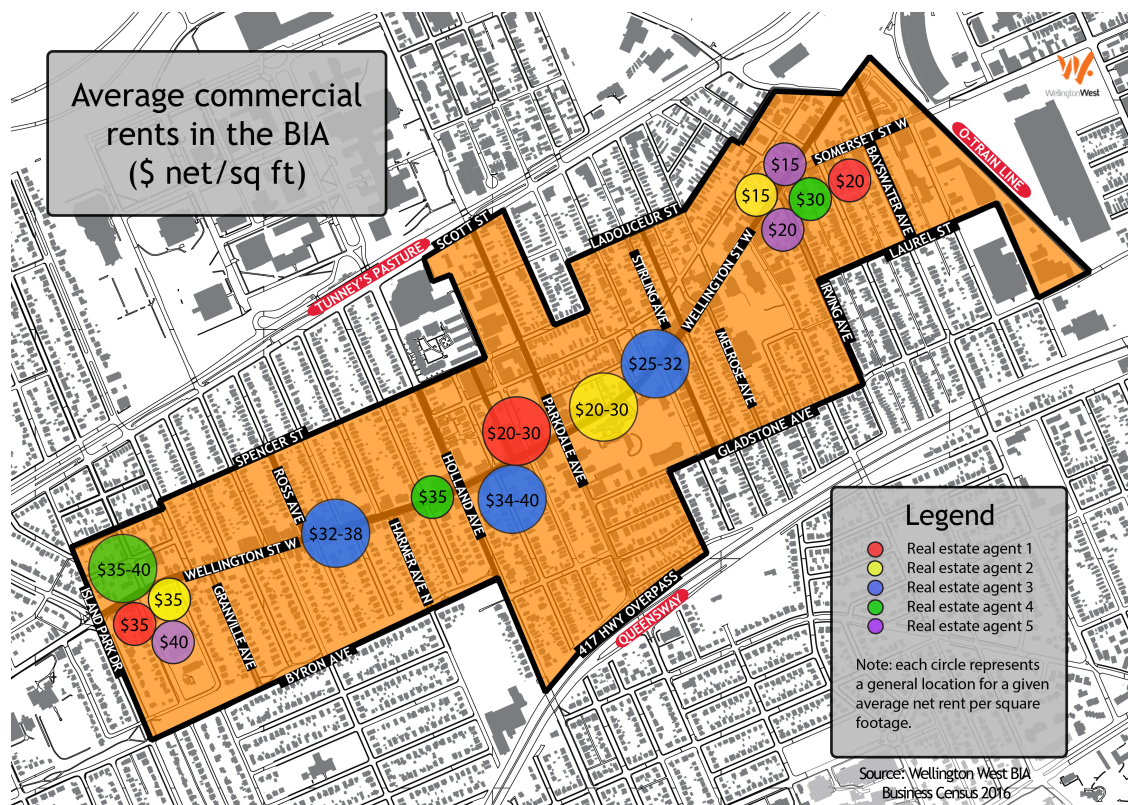
The BIA surveyed members in 2016 to determine businesses level of education and planning around AODA. A majority of the businesses are aware of the AODA, with 67% saying they have heard about it. The knowledge of AODA is generally evenly distributed, based on the subzones. However, only 53% of businesses had training or a plan in place to address issues regarding accessibility. A few businesses voiced their inability to address main accessibility issues such as the door-step. Where they do not own the building, they would have to ask the landlord for permission. This was expected to require a long process.

## 5. Rental Rate Change

To gain some insight on commercial rents in the BIA, some online searches on listings were made and real estate agents were called for a brief interview. The selected real estate agents were advertised in the BIA. Six real estate agents responded and a general trend was found: the west end of the BIA in Wellington Village closer to Westboro has higher net rents per square footage than the east end of the BIA in Hintonburg closer to Somerset.

Average rents in the Wellington Village area are in the \$30-40 net per square foot range, and rents start to fall from \$20-30 net per square foot in the Hintonburg area and away from the main street Wellington St West. Also, the rent is subject to the type of building, ground floor or upper office floors, and nearby amenities.

Although rents can be seen as one issue for vacancies, as one agent commented, some vacancies have trouble finding a tenant due to the restrictions imposed by the landlord. For instance, one landlord refused to have food related businesses for a store front location despite the high demand in food use.



## 6. BIA Census Mapping

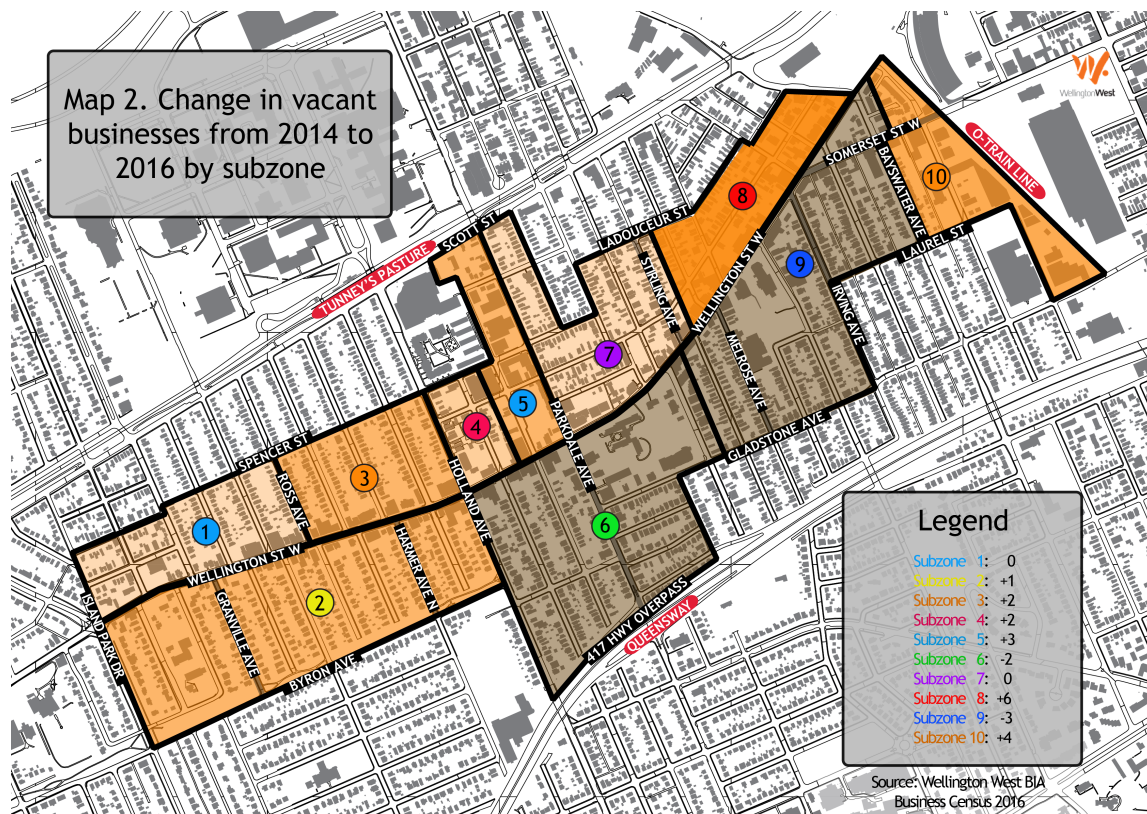
In 2016 the BIA develop better mapping resources to share information gathered through the census with interested parties. The BIA developed 14 maps that illustrate the important / relevant findings of the census. In 2017 the BIA will be looking to circulate this information to potential businesses and real estate professionals.

1. Wellington West BIA Subzone Division



2. Change in vacant businesses from 2014 to 2016 by subzone
3. Businesses open late-night on Friday (closing 9m after) by subzone
4. Businesses by major category and subzone: Arts & Theatre
5. Businesses by major category and subzone: Community Services
6. Businesses with Google visibility by subzone
7. Businesses with at least one social media account by subzone
8. Businesses established for more than 10 years by subzone
9. Businesses established less than 2 years ago by subzone
10. Businesses that have interest in a commercial Green Bin program
11. Businesses that are aware of AODA by subzone
12. Businesses that have increased sales in the last 12 months by subzone
13. Businesses that hired more employees in the last 12 months by subzone
14. *Map 25* Businesses with a lease renewal within the next 2 years by subzone

*\*These maps can be accessed under the members section of the [wellingtonwest.ca](http://wellingtonwest.ca) an example below:*



## 7. Armstrong Street Suitability Study

Continuing from the the Local Commercial Zone Study completed in 2015 the BIA participated in the completion of the Armstrong Suitability Study, in which the second phase of the report was

completed by Councillor Jeff Leiper. Local research group Milieu was engaged to help carry out a walking consultation which was carried out in the summer of 2016. The report outlines a broad vision for the future growth of the street. The report will recommend:

- That the small-c zoning hold be lifted & the zoning implemented
- Higher heights of up to 6 storeys (~ 20 metres) if at grade commercial is part of a development
- Require step-backs for buildings higher than 3 storeys or 11 metres
- Minimum building height of two storeys on all new development on properties abutting Armstrong St
- Reinforces the zoning requirements regarding patios

### 8. City of Ottawa Parking Services Wellington West Parking Study

Local Area Parking Studies provide a comprehensive review of parking in a given area, and then determine what, if any adjustments are required to the management of public parking. These studies are part of a regular review conducted by the City of Ottawa.

The demand for parking and the supply of parking is surveyed for each area being studied. Demand for parking is measured based on utilization over a peak period. The utilization rate represents the percentage of spaces occupied in an area. In accordance with the City’s Municipal Parking Management Strategy and industry best practices, where a survey indicates utilization is over 85% for a sustained period and in a broad area, measures to manage demand (shorter durations, the introduction of paid parking), or increase supply are considered. The public is consulted during the study, typically through the Ward Councillor, Community Associations and Business Improvement Areas.

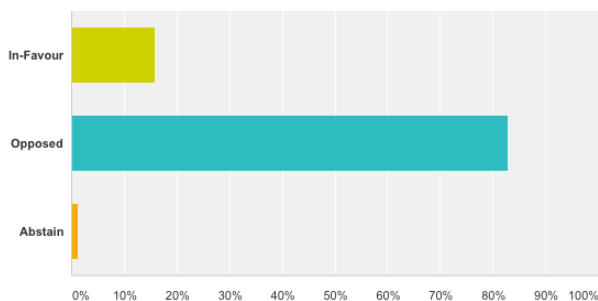
The Wellington West area study concluded in November of 2016 and the City of Ottawa Parking Services recommended the following:

- Implementation of paid parking in Kitchissippi Ward
- If paid parking is not an option a standardized time limit of 90 minutes 9am - 5pm (Mon - Sat)
- Reduction of area loading zones
- Increased enforcement

The Board of Directors of the Wellington West BIA put the recommendations of Parking Services to the membership. In conclusion the BIA voted to **oppose** the recommendation of paid parking, opting to standardize time-limits. The BIA will be working with the individual businesses impacted by Loading Zones in 2017.

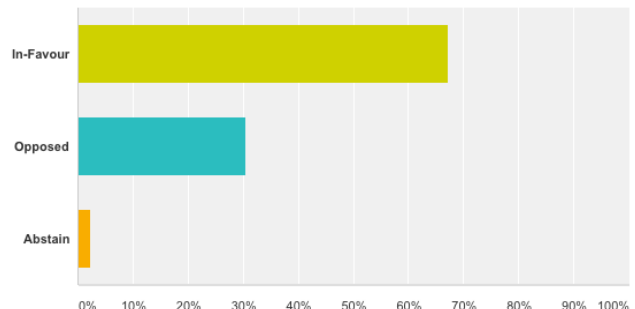
**Paid Parking Poll: 80%+ OPPOSED**

Answered: 163 Skipped: 0



**90min Parking Limit Poll: 60%+ IN-FAVOUR**

Answered: 131 Skipped: 32





# Beautification

Over the past 3 years the BIA has been expanding beautification efforts to clean, enhance, and maintain a welcoming feel from Somerset Bridge to Island Park. This requires ongoing maintenance. The BIA continued to work with La Fleur de la Capital on the following items:

- Floral and shrubbery planters
- Maintenance of garden, beds, tree wells, and sidewalks
- Minor maintenance of bike racks, bollards, and benches
- Street organization of assets such as furniture and planters

In 2016 the BIA planted 40 of the areas 60 planters with floral treatments. Additionally the BIA planted 1700 tulips as part of the City's tulip festivities. In 2017 the BIA is planning to once again increase the groundskeeping work around Somerset Square, Hintonburg Community Centre, Somerset Bridge, and Royal Bank.

Over and above these projects, the BIA continued increasing the presence of Wellington West signage and way-finding solutions along the street. The BIA completed:

- 2 improved seating areas Clarendon Ave and Wellington West. / Irving Ave. and Wellington West.
- Worked with local fabrication group The Federal to install an 8 spot bike rack at the corner of Clarendon Ave. and Wellington West as a trial for creating BIA branded infrastructure.
- Worked with local fabrication group The Federal to install 2 gateway signs at Island Park and Wellington West / Parkdale Ave. and Westmount Ave (417).
- Installed a wall mounted map 114" x 186" neighbourhood map at Hamilton Ave. and Wellington St. West.

In 2017 the BIA will once again continue the beautification program with Canada 150 tulips and continue the installation of seasonal floral throughout the area. The BIA will also be installing new street banners, costing the potential installation of new benches, continuing to look for gateway sign locations, installing control box wraps, and continue the Bell box painting project.

## *Cleaning the Capital 2016*



## Graffiti Removal

Graffiti removal is a nuisance activity, there will always be a need to paint it down. The BIA receives and spends a \$10,000.00 grant from the City of Ottawa for removal services. Our contracted partner for this service is Go Green Power Wash.

Overall the area has remained relatively clean in comparison to locations along, Bank, and the Byword Market. We have received our fair share however, and over 2016 GoGreen removed approximately 44 tags ranging in size.

### *Graffiti Instances from 2016*



Graffiti Removal / GoGreen Power Wash	
Requests for Removal	44
# of Tags Removed	42
# of Area Patrols	40-50

The area has been fortunate and the BIA has been able to address many incidents of graffiti relatively quickly. Managing the graffiti issue is a revolving target, as service providers can struggle to deal with both product (sometimes high-end metal paint) and location of “tags” - the more difficult the spot, the more appeal to the vandal. Weather also impacts timeframe for removals.

## Gateway Signage & Place-Making Oasis

Since 2013 the BIA has been working on a comprehensive wayfinding initiative that includes activities such as, an intensive business census, modal surveys, free outdoor wifi pilot, and an increased presence in the beautification of the area.

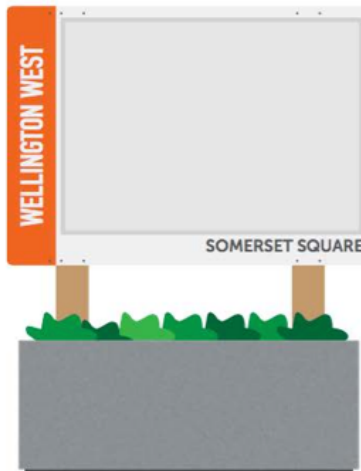
## Gateway Signage

“Gateway Signs” welcome individuals to the area, helping to locate them within the City. The BIA installed 2 gateway signs in 2016 and now maintains 3 (Somerset Square, Island Park, and Parkdale Ave.) These signs provide a location for area branding and an area map. The goal is to introduce three more signs at gateways into the neighbourhood.

**Gateway Sign Design and Build**



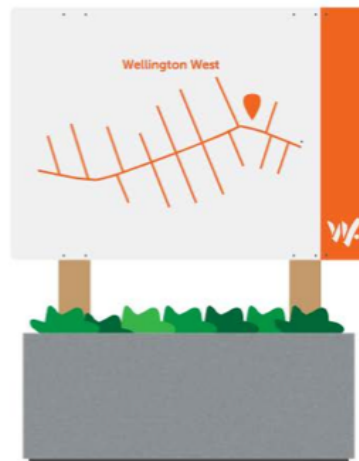
TOP



Front accepts corrugated plastic

Vinyl Location Text

FRONT



Aluminum front and back panels

Cut through text in powder coated aluminum

Vinyl map graphics

6x6 cedar posts

BACK

*Signage is designed to make use of existing street infrastructure and for the easy change of sign content.*

**Place-Making**



As part of the beautification program, the BIA has an eye on the overall experience for shoppers and residents as they move through the neighbourhoods - The trip down the street should be just as enjoyable as the shopping experience. To help evolve this concept the BIA worked with Ottawa architects Colizza Bruni in 2015 to visualize what this experience could look like.

In 2016 the BIA implemented 2 placemaking concepts identified by CBA.

***Clarendon Ave. & Wellington St. West Street rearrangement***



***Irving Ave. & Wellington St. West Street "courtyard" rearrangement***



**Tactical West and Entrepre-murial Grant**



In 2016 the BIA launched TacticalWest! A call to businesses, artist groups, community members, and associations to submit place-making concepts and plans that improve the pedestrian experience along Wellington West, with a goal of improving the overall interaction along the street.

Working with Citizen Academy and Milieu the Wellington West BIA offered 4 \$500 grants to successful proposals to be completed. The project supported

- StopGap ramp build
- Neighbourhood mailbox
- Enhanced seating at Irving Avenue
- Additional bike parking at Clarendon Ave



***StopGap Build***



***Neighbourhood Mailbox***



***Enhanced Seating***



***BIA Branded Bike Racks***

The BIA in partnership with the City of Ottawa launched the Entrepre-Mural Grant. A call to Ottawa artists and business owners to join forces to create a mural along Wellington West! This grant provided \$2000 financial supported for the completion of a mural. The 2016 grant was awarded to Maker House Co. and Ottawa based artists Arpi.



***Maker House Mural Wall - East Facing / Right photo:  
Kitchissippi Times***

# Appendix 1: 2016 Budget

		2016 Proposal
<b>REVENUES</b>		
<b>179808 - Grants</b>	City of Ottawa Grants	
	Graffiti Removal Grant	-10000
	Economic Development Grant	-15000
<b>179820 - Taxation</b>		
	Levy Increase	-13558.8
	Levy	-271176
	Remissions	2000
	Vacancy Rebate General Taxes	1000
<b>BUDGET:</b>		<b>-306734.8</b>
<b>ADMINISTRATION</b>		
<b>179800 - Administration</b>	Compensation	81,029
	Salary Benefits	7,777
	Conferences & Conventions	500
	Staff Training & Development	500
	Local Transportation	1100
	Voice/Data/Network Charges	1500
	Audit Fees	1500
	Bookkeeping	1500
	City of Ottawa Insurance Premiums	6000
	Receptions / Luncheons / Hospitality	1000
	Janitorial & Laundry Services	818
	Rental Buildings	23000
	Publications & Subscriptions	800
	Office Supplies	1000
	Office Furniture & Equipment	500
	Late Payment/Interest Charges	200
	Bank Service Charges	119
<b>Administration Contingency</b>		1000
<b>Administration</b>		<b>129,843</b>

<b>MARKETING</b>		
<b>179803 - Advertising Strategy</b>	Print Advertising	20056.4
	Advertising Design Contract	10,000
	Online Social Media Boosting	5000
	Printing and Photography	5000
<b>TOTAL</b>		<b>40056.4</b>
<b>COMMUNITY SPONSORSHIP</b>		
<b>179803 - Sponsorships</b>		
	Business Seminars	1500
	HCA Sponsorship	1500
	Promotional Giveaways	2000
<b>TOTAL</b>		<b>5000</b>
<b>EVENTS / PROGRAMMING</b>		
<b>(#) - Events</b>	Tastes of Wellington West	9,000
	Business Event Sponsorship	6000
	Annual General Meeting	2000
<b>Marketing Contingency</b>		1000
<b>TOTAL</b>		<b>18,000</b>
<b>Marketing Total</b>		<b>63,056</b>
<b>BEAUTIFICATION &amp; PLACEMAKING</b>		
<b>179805 - Beautification</b>	Street Maintenance Contract	51500
	Tulip Planting	2500
	Graffiti Removal	10000
	Gateway Signage	7000
Beautification Sponsorship		4556
<b>Beautification Contingency</b>		1000
<b>Beautification</b>		<b>76556</b>
<b>RESEARCH &amp; DEVELOPMENT*</b>		
	Community Researchers	15000
	Research Contract	15000
Research & Development Contingency		500
<b>Research &amp; Development</b>		<b>30500</b>
<b>Expenditure Subtotal</b>		<b>299,955</b>
<b>2016 Capital Contribution</b>		<b>6,779</b>
<b>Budget Total</b>		<b>306,735</b>
<b>Surplus Estimate</b>		<b>0</b>

**Annual General Meeting 2016**  
**Wellington West Business Improvement Area**  
**More information contact:**  
**Wellington West**  
**[info@wellingtonwest.ca](mailto:info@wellingtonwest.ca)**  
**613.729.0363**