

**5. WELLINGTON WEST BUSINESS IMPROVEMENT AREA BOUNDARY  
ADJUSTMENT**

**AJUSTEMENT DES LIMITES DE LA ZONE D'AMÉLIORATION  
COMMERCIALE DE WELLINGTON OUEST**

**COMMITTEE RECOMMENDATIONS**

**That Council:**

- 1. Designate the area described by Document 1 as an expanded Business Improvement Area, under Sections 204 and 209 of the *Municipal Act, 2001*;**
- 2. Authorize and direct the City Clerk to send out a notice of Council's intention to adopt a By-law to alter the existing Business Improvement Area boundaries, as described in Document 1, in accordance with Section 210 of the *Municipal Act, 2001*;**
- 3. Authorize and direct the City Clerk to prepare a By-law to designate the area as an expanded Business Improvement Area, as described in Document 1, in accordance with Sections 204 and 209 of the *Municipal Act, 2001*; and**
- 4. Enact the aforementioned By-law in accordance with Sections 204 and 209 of the *Municipal Act, 2001*, subject to the City Clerk receiving favourable results on the notices referred to in Recommendation 2, advising of the intention to adopt a By-law expanding the boundary.**

**RECOMMANDATIONS DU COMITÉ**

**Que le Conseil :**

- 1. Désigne le secteur décrit dans le document 1 comme étant une zone d'amélioration commerciale élargie, en vertu des articles 204 et 209 de la Loi de 2001 sur les municipalités;**

2. **Autorise le greffier municipal à publier un avis de l'intention du Conseil d'adopter un règlement municipal modifiant les limites actuelles de la zone d'amélioration commerciale, comme le décrit le document 1, conformément à l'article 210 de la Loi de 2001 sur les municipalités, et le charger de le faire;**
3. **Autorise le greffier municipal à rédiger le texte d'un règlement municipal désignant le secteur décrit au document 1 comme zone d'amélioration commerciale élargie, en vertu des articles 204 et 209 de la Loi de 2001 sur les municipalités, et le charger de le faire; et**
4. **Adopte le règlement municipal susmentionné, en vertu des articles 204 et 209 de la Loi de 2001 sur les municipalités, à condition que le greffier municipal reçoive des réponses favorables à l'avis mentionné à la recommandation 2, au sujet de l'intention d'adopter un règlement municipal élargissant la zone d'amélioration commerciale.**

#### DOCUMENTATION/DOCUMENTATION

1. Director's report, Economic Development and Long Range Planning, Infrastructure and Economic Development Department dated 19 August 2020 (ACS2020-PIE-EDP-0025).

Rapport du Directeur, Développement économique et Planification à long terme, Direction générale de la planification, de l'infrastructure et du développement économique daté le 19 août 2020 (ACS2020-PIE-EDP-025).

2. Extract of draft Minutes, Finance and Economic Development Committee, 1 September 2020

Extrait de l'ébauche du procès-verbal, Comité des finances et du développement économique, le 1 septembre 2020

**Report to  
Rapport au:**

**Finance and Economic Development Committee  
Comité des finances et du développement économique  
1 September 2020 / 1er septembre 2020**

**and Council  
et au Conseil  
9 September 2020 / 9 septembre 2020**

**Submitted on 19 August 2020  
Soumis le 19 août 2020**

**Submitted by  
Soumis par:  
Don Herweyer,  
Director / Directeur**

**Economic Development and Long Range Planning / Développement économique  
et Planification à long terme / Infrastructure and Economic Development  
Department / Direction générale de la planification, de l'infrastructure et du  
développement économique**

**Contact Person  
Personne ressource:  
Brian Simpson**

**Economic Development Officer/Agent du développement économique  
(613) 580-2424, 21744, Brian.Simpson@ottawa.ca**

**Ward: KITCHISSIPPI (15)**

**File Number: ACS2020-PIE-EDP-0025**

**SUBJECT: Wellington West Business Improvement Area Boundary Adjustment**

**OBJET: Ajustement des limites de la zone d'amélioration commerciale de  
Wellington Ouest**

## **REPORT RECOMMENDATIONS**

**That the Finance and Economic Development Committee recommend Council:**

- 1. Designate the area described by Document 1 as an expanded Business Improvement Area, under Sections 204 and 209 of the *Municipal Act, 2001*;**
- 2. Authorize and direct the City Clerk to send out a notice of Council's intention to adopt a By-law to alter the existing Business Improvement Area boundaries, as described in Document 1, in accordance with Section 210 of the *Municipal Act, 2001*;**
- 3. Authorize and direct the City Clerk to prepare a By-law to designate the area as an expanded Business Improvement Area, as described in Document 1, in accordance with Sections 204 and 209 of the *Municipal Act, 2001*; and**
- 4. Enact the aforementioned By-law in accordance with Sections 204 and 209 of the *Municipal Act, 2001*, subject to the City Clerk receiving favourable results on the notices referred to in Recommendation 2, advising of the intention to adopt a By-law expanding the boundary.**

## **RECOMMANDATIONS DU RAPPORT**

**Que le Comité des finances et du développement économique recommande au Conseil :**

- 1. Désigner le secteur décrit dans le document 1 comme étant une zone d'amélioration commerciale élargie, en vertu des articles 204 et 209 de la Loi de 2001 sur les municipalités;**
- 2. Autoriser le greffier municipal à publier un avis de l'intention du Conseil d'adopter un règlement municipal modifiant les limites actuelles de la zone d'amélioration commerciale, comme le décrit le document 1, conformément à l'article 210 de la Loi de 2001 sur les municipalités, et le charger de le faire;**
- 3. Autoriser le greffier municipal à rédiger le texte d'un règlement municipal désignant le secteur décrit au document 1 comme zone d'amélioration commerciale élargie, en vertu des articles 204 et 209 de la Loi de 2001 sur les municipalités, et le charger de le faire; et**

4. **Adopter le règlement municipal susmentionné, en vertu des articles 204 et 209 de la Loi de 2001 sur les municipalités, à condition que le greffier municipal reçoive des réponses favorables à l'avis mentionné à la recommandation 2, au sujet de l'intention d'adopter un règlement municipal élargissant la zone d'amélioration commerciale.**

## **BACKGROUND**

A Business Improvement Area (BIA) is an association of commercially assessed property owners and their tenants within a specified geographic area who join together, with approval of the City under Section 204 of the *Ontario Municipal Act, 2001*, in a self-funded program aimed at attracting shoppers and tourists to the area, and undertaking beautification projects.

Formed in 2008, the Wellington West BIA represents businesses on Wellington Street West between Island Park Drive and the Trillium Rail Corridor as well as along Bayswater Avenue, Parkdale Avenue, Holland Avenue and the surrounding streets. The Wellington West BIA currently supports more than five hundred and fifty (550) businesses and more than two hundred (200) property owners. The proposed expansion would result in a membership increase of forty-five (45) businesses and nineteen (19) properties.

Despite this modest eight per cent increase in membership, the BIA would benefit from an increase in assessment value of approximately 25 per cent to 35 per cent, creating the opportunity to increase its potential levies and budget. It should be noted that the Wellington West BIA has the third lowest budget amongst BIAs within the Greenbelt.

The Wellington West BIA Board of Management submitted a letter (Document 2) to Economic Development Services officially requesting that Council adopt a By-law to adjust the boundaries of the BIA. The request involves expanding the boundaries to include additional properties, as identified in Document 1.

Pursuant to Section 210 of the *Ontario Municipal Act, 2001*, the next step in the process is a requirement that Council authorize the City Clerk to send out a notice of intention to designate the area as a BIA to all property owners in the existing BIA area as well as the proposed expansion area. The property owner must, within 30 days after the notice is mailed, give a copy of the notice to each tenant of the property who is required to pay all or part of the property taxes.

Council shall not enact a By-law if written objections are received by the Clerk within sixty (60) days of the notices being mailed and the objectors represent : 1. one-third of the total number of persons entitled to notice; and 2. at least one-third of the taxes in all prescribed business property classes in the improvement area.

## **DISCUSSION**

The expansion of the Wellington West Business Improvement Area (BIA) boundary would result in northward extension of the BIA along Holland Avenue, from Spencer Street to Scott Street and, eastward along Scott Street from Pinehurst Avenue to the Trillium Rail Corridor, and southward to the Queensway, between Parkdale Avenue and the Trillium Rail Corridor (Document 1).

This expansion would enable the Wellington West BIA to beautify and maintain the newly expanded area with the same programming elements that are found in the existing BIA such as flower planters, pageantry and graffiti removal, as well as the general promotion of economic growth in the neighbourhood. The extended boundary would also allow the Wellington West BIA to enhance the marketing capacity of these new potential members through the BIA's website and business directory, and act as a collective voice for future development projects in the area.

Economic Development staff have consulted with the Wellington West BIA Executive Director and Board Members leading to the formal request to the City for the expansion of the BIA boundary.

## **RURAL IMPLICATIONS**

There are no rural implications associated with the recommendations of this report.

## **CONSULTATION**

The Wellington West BIA has been considering and studying a boundary expansion since the spring of 2018. Following the BIA's initial outreach to the City, Economic Development Services approved a grant funding application of five thousand dollars (\$5,000) to the BIA to conduct a thorough review of its boundaries and to assess the potential benefits and impacts of an expansion. Several letters and information packages have been emailed or hand delivered to business and property owners in both the existing BIA and the proposed expansion area, informing owners of the BIA's desire to alter their boundaries.

In addition to consulting proposed BIA members, the Wellington West BIA Board Members and Executive Director reached out to existing members, stakeholders, and local community associations. A public meeting with members was held on November 28, 2019 to discuss the initiative, provide further information on the BIA and its programs, and to explain the expansion process. Letters of support for the expansion were submitted by four (4) of the current BIA members and three (3) from businesses in the proposed expansion area. The BIA reached out to each of the sixty-four (64) prospective members to provide information and solicit feedback on the proposed expansion. Throughout that work, ninety-one percent (91 per cent) were in support or not opposed to the expansion with only nine percent (9 per cent) being opposed.

### **COMMENTS BY THE WARD COUNCILLOR**

Councillor Leiper provided the following comment:

“The residents of Kitchissippi are fortunate to have a strong partner in the Wellington West BIA. Serving the eastern half of the ward, including Wellington Village, the Parkdale Market area, and Hintonburg, it has since its founding been an important community collaborator. Its influence is felt beyond the main street as it has played a role in facilitating and promoting the community's events with funding, logistics and financial support. I have had the opportunity to partner with it in innovative ways to program our public realm. It is an integral part of our community.

The Wellington West BIA has historically been committed to delivering on its mandate with some of the lowest fees in the city. In return, it has uniquely developed both a fiercely loyal local customer base and recognition across Ottawa and beyond. During this current pandemic, it has over-delivered on ensuring businesses have a voice and a trusted source of information, for which I thank them.

The BIA is now proposing an expansion and I have watched and participated in its model outreach efforts. The circumstances created by the pandemic create challenges, but I believe that those have been overcome. As you will read in the attached materials, there is broad awareness of the BIA's efforts to expand, and excellent support. At a time of considerable uncertainty, I believe the BIA has proven its value, and potential new members are excited about availing themselves of the support the organization provides.

The time has come to put the question of expansion to the members old and new. I hope colleagues will support commencing the formal expansion process to the benefit of businesses and the community.”

## LEGAL IMPLICATIONS

There are no legal impediments to approving the recommendations in this report.

## RISK MANAGEMENT IMPLICATIONS

There are no risk implications.

## ASSET MANAGEMENT IMPLICATIONS

There are no asset management implications

## FINANCIAL IMPLICATIONS

There are no financial implications associated with this report.

## ACCESSIBILITY IMPACTS

There are no accessibility implications

## TERM OF COUNCIL PRIORITIES

The recommendations in this report support the following strategic priority of City Council:

**Economic Growth and Diversification:** Encourage economic growth and diversification by supporting business investment and expansion, talent attraction and retention, showcasing the city's bilingual and multicultural character, and branding Ottawa as a place to be.

## SUPPORTING DOCUMENTATION

- |            |  |
|------------|--|
| Document 1 | Proposed Boundary Expansion Map (Held on file with the City Clerk)   |
| Document 2 | Letter from Wellington West BIA to Economic Development Department Services (Held on file with the City Clerk) |

## DISPOSITION

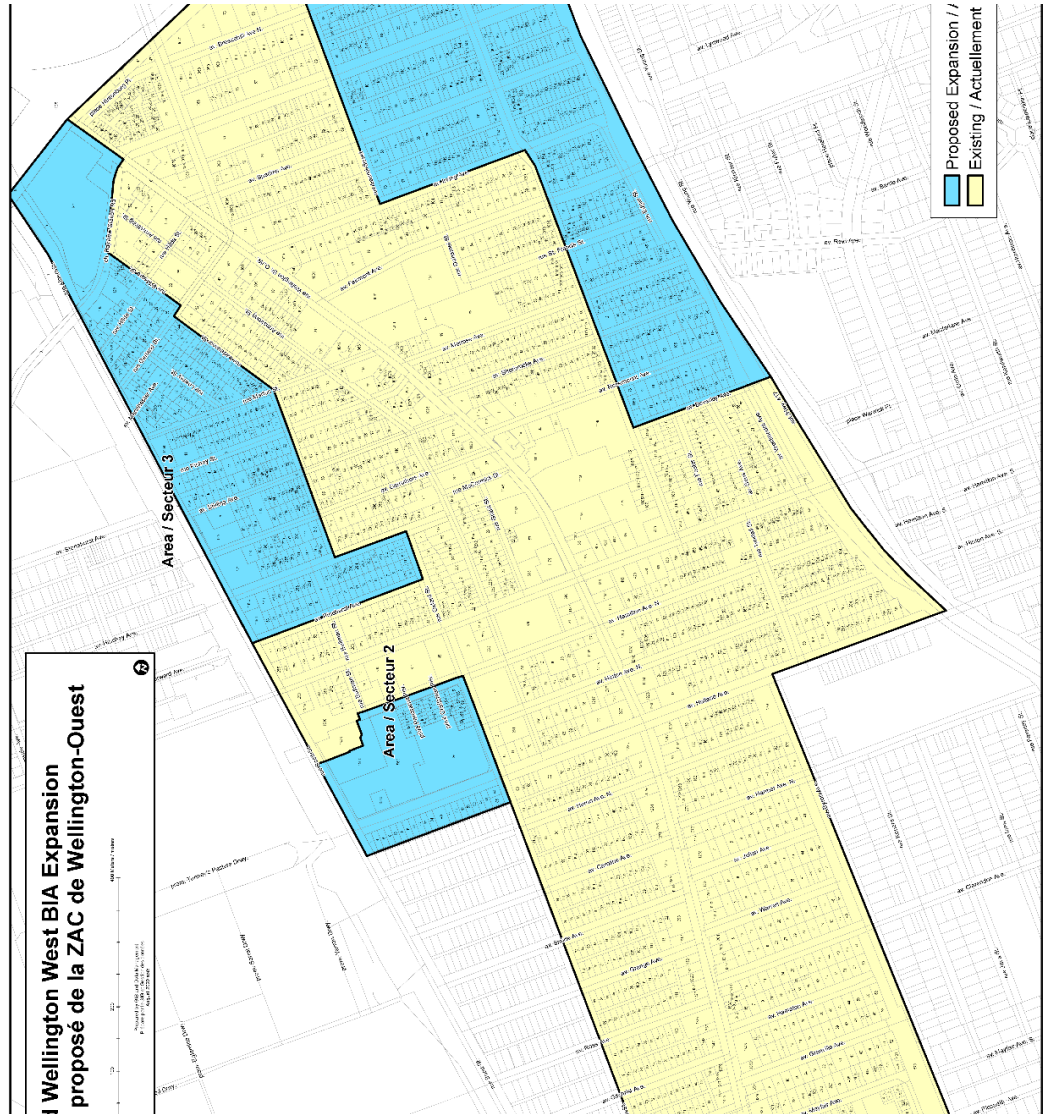
City Clerk will forward notices to affected property owners as provided for in the *Ontario Municipal Act, 2001*.

Legal Services Branch will prepare a By-law to designate the area as an expanded Business Improvement Area, as described in Document 1, in accordance with Sections 204 and 209 of the Ontario Municipal Act, 2001, and place the aforementioned By-law



on the Orders of the Day, subject to the responses to the aforementioned notices. Economic Development staff will report back on the results of the circulation, and whether the expansion was successful.

Document 1 – Proposed Boundary Expansion Map  
(Held on file with the City Clerk)



Document 2 – Letter from Wellington West BIA to Economic Development  
Department Services (Held on file with the City Clerk)



THE MERCHANTS OF HINTONBURG & WELLINGTON VILLAGE  
1292 WELLINGTON ST. WEST, SUITE 101 • OTTAWA, ON • K1J 3A9  
613-729-0363 • WWW.WELLINGTONWEST.CA

July 29, 2020

Brian Simpson  
Economic Development Officer, City of Ottawa  
110 Laurier avenue West,  
Ottawa ON K1P 1J1

Dear Mr. Simpson,

On behalf of the Board, staff, and member merchants and owners of the Wellington West Business Improvement Area, I would like to thank you for your able assistance over the last two years to help us prepare for our Boundary Expansion Initiative, which, with your further help, we hope to bring to a successful conclusion by the end of 2020.

As you know, this important effort was initiated in response to requests from a number of merchants and property owners who operate businesses within the neighbourhood boundaries of Wellington Village and Hintonburg, but were left just outside our BIA boundaries as designated by City of Ottawa By-Law 2008-40. Expansion will allow our BIA to finally include and extend our service offerings to all these important new members.

Also, as you know, the initiative was approved by a unanimous vote for the following motion at the Annual General Meeting of our BIA members on January 9 2020:

BE IT SO MOVED: That the Board of the Wellington West Business Improvement Area (BIA) inform the Council of the City of Ottawa of our desire to designate the areas (described in Figure 1) as part of an expanded Wellington West BIA under *Section 204 and 209 of the Municipal Act (2001)*, to take effect on or before January 1, 2021.

As such, and in light of recent words of encouragement from Councillor Jeff Leiper and Mayor Watson's staff, we would like to formally request that the City of Ottawa adopt a By-Law authorizing the requested adjustments to our BIA boundaries as approved by our BIA members and described in the Boundary Expansion study submitted to you in late 2019.

Thank you very much,

A handwritten signature in black ink, appearing to read "J. Ferguson".

John Ferguson  
Chairman of the Board of Management,  
Wellington West Business Improvement Area