

Report to/Rapport au :

**Finance and Economic Development Committee
Comité des finances et du développement économique**

and Council / et au Conseil

**June 20, 2012
20 juin 2012**

Submitted by/Soumis par : Kent Kirkpatrick, City Manager/Directeur municipal

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CAPITAL / CAPITALE (17)

Ref N°: ACS2012-CMR-OCM-0012

SUBJECT: INTENT TO DESIGNATE SUNNYSIDE VILLAGE OLD OTTAWA SOUTH BUSINESS IMPROVEMENT AREA (BIA)

OBJET : INTENTION DE DÉSIGNER DU VIEIL OTTAWA-SUD ET DU VILLAGE SUNNYSIDE COMME ZONE D'AMÉLIORATION COMMERCIALE (ZAC)

REPORT RECOMMENDATIONS

That the Finance and Economic Development Committee recommend Council:

- 1. Approve the area described in Document 1 of this report to be designated as the "Sunnyside Village Old Ottawa South Business Improvement Area (BIA)" under Section 204 of the Municipal Act, 2001;**
- 2. Authorize and direct the City Clerk and Solicitor to send out a notice of Council's intention to pass a by-law designating the area, as defined in Document 1, as a Business Improvement Area, in accordance with Section 210 of the Municipal Act, 2001;**
- 3. Enact the following two enabling by-laws, subject to the City Clerk and Solicitor reporting favourably on the results of the intention to pass a by-law designating the area as Business Improvement Area as contemplated by Section 210 of the Municipal Act, 2001, referred to in Recommendation 2:**
 - a. a by-law to designate the area as a Business Improvement Area, as described in Document 1, to be named the "Sunnyside Village Old Ottawa South Business Improvement Area (BIA)"; and**

- b. a by-law to establish the Board of Management of the Business Improvement Area, to be named the "Sunnyside Village Old Ottawa South Business Improvement Area (BIA) Board of Management."

RECOMMANDATIONS DU RAPPORT

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

- 1. d'approuver le secteur décrit dans le document 1 du présent rapport afin de le désigner comme zone d'amélioration commerciale (ZAC) du Vieil Ottawa-Sud et du Village Sunnyside en vertu de l'article 204 de la Loi de 2001 sur les municipalités;**
- 2. d'autoriser et d'inviter le greffier municipal et chef du contentieux à envoyer un avis d'intention du Conseil d'adopter un règlement municipal pour désigner le secteur, tel qu'il est décrit dans le document 1, comme zone d'amélioration commerciale, conformément à l'article 210 de la Loi de 2001 sur les municipalités;**
- 3. d'adopter les deux règlements habilitants suivants, sous réserve d'un rapport favorable de la part du greffier municipal et chef du contentieux au sujet de l'intention d'adopter un règlement visant à désigner le secteur comme zone d'amélioration commerciale, comme le prévoit l'article 210 de la Loi de 2001 sur les municipalités et tel qu'il est recommandé ci dessus :**
 - a. un règlement municipal pour désigner le secteur, tel qu'il est décrit dans le document 1, comme zone d'amélioration commerciale et le nommer « zone d'amélioration commerciale (ZAC) du Vieil Ottawa-Sud et du Village Sunnyside»;**
 - b. un règlement municipal pour créer le conseil de gestion de la zone d'amélioration commerciale, qui sera nommé « conseil de gestion de la zone d'amélioration commerciale (ZAC) du Vieil Ottawa-Sud et du Village Sunnyside».**

BACKGROUND

Section 204. (1) of the Municipal Act states, in part, that a municipality may designate an area as an improvement area. The section goes on to describe that the purposes of a BIA are to oversee the improvement, beautification and maintenance of municipally-owned land, buildings and structures in the area beyond that provided at the expense of the municipality generally; and to promote the area as a business or shopping area. It is clear that these purposes are meant to be applied to a unique and discrete trade area where businesses share both a common geography and character. A business improvement area provides an efficient vehicle and a reliable source of independent funding for just these purposes.

For the last several years there has been an apparent appetite for the formation of a Business Improvement Area in Old Ottawa South. With the upcoming redevelopment of Lansdowne Park, many businesses in the area feel that the need for a BIA has never been greater. Opportunities could be created from the perceived threats and the additional traffic due to the Lansdowne redevelopment and the associated crowds.

There has also been a gradual decline in the retail landscape in Old Ottawa South, and a trend toward high rates of turnover of stores over the last few years. This trend had become a concern for many in the community, and it is hoped that opportunities could be identified for the neighbourhood to achieve its full potential as a thriving and dynamic commercial area between the Rideau Canal and the Rideau River.

Several previous attempts in past years had been made to form a BIA in Old Ottawa South. These previous attempts however, did not find the critical mass of support needed to achieve this objective.

DISCUSSION

Near the end of 2011, several businesses came together to reinitiate earlier discussions about the creation of a BIA in Old Ottawa South and to start a process that could lead to the formation of the Sunnyside Village Old Ottawa South BIA. These individuals felt that the timing was right, and set out to learn whether a desire to form a BIA existed amongst other businesses and commercial property owners in Old Ottawa South.

The group initiated an early outreach program by going door-to-door to contact a majority of the businesses in person to gauge their appetite for a BIA. The results of this research were extremely positive.

The Economic Development Department of the City of Ottawa was able to facilitate this process of gauging the support of the business community by providing a grant to the businesses doing the initial outreach and subsequent continuing research. The initial group of business representatives sought out others in the business community and formed a Steering Committee. The committee's initial complement consisted of 12 business owners, although invitations had been extended to others as well. The Committee met bi-weekly to discuss progress and findings, and to work toward the formation of a BIA. Members of the Committee developed a survey that was designed to record contact information of businesses and property owners and to determine the level of support in the business community for the formation of the BIA.

Canvassers attempted to communicate with every business in the proposed BIA region to complete the survey. The area contains 48 commercial properties; some owner-occupied, and others multi-tenant properties. A total of 136 people responded to the survey. Respondents consisted of 51 commercial property owners and 85 business owners or managers. The survey results were very positive.

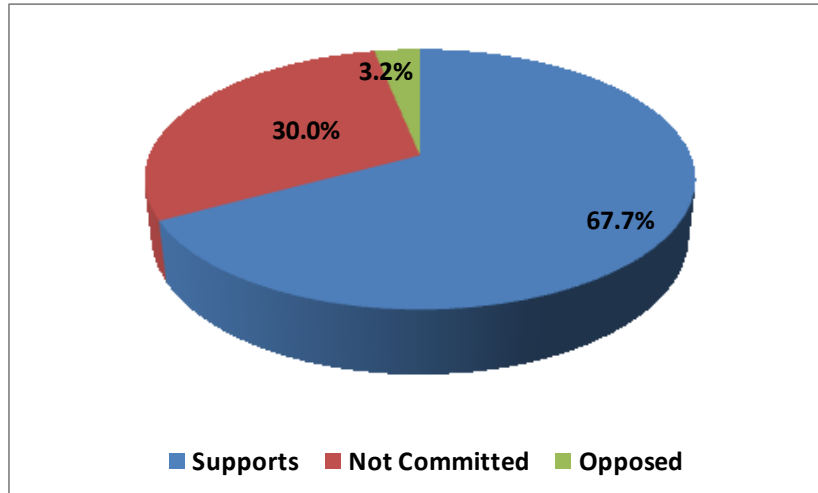


Figure 1 - Survey Results: Support For a BIA in Old Ottawa South

As the preceding chart illustrates, only 3.2% of those surveyed say they are opposed to a BIA in the area and fully two thirds support the idea. There is also a sizeable segment (30%) that is currently undecided.

The Steering Committee conducted a public information meeting on May 9th, 2012 to continue the process of ascertaining the level of support in the business community and to ensure that all businesses and commercial property owners were aware of their plans. The meeting was well attended, with 24 business owners, 9 property owners, 3 residential property owners and a Board member of the Ottawa South Community Association in attendance.

In addition to a presentation by Steering Committee Co-Chair and business owner, Paz Blundell, Councillor for that riding David Chernushenko also spoke at the meeting.

Discussions during the meeting were lively and positive. During a Q&A session, several business and property owners stated their approval and provided additional reasons for the formation of a Business Improvement Area in Old Ottawa South. For example, one outspoken property owner said that he wished a BIA had been created 37 years ago; that Old Ottawa South would currently have more suitable parking and nicer streetscapes if a BIA existed; and that he is 100% supportive of the formation of a BIA for Old Ottawa South.

The meeting concluded with a show of hands to determine the support for the formation of a BIA. Almost everyone present supported the initiative, with only one hand not raised; a clear indication of support for proceeding with the formation of the proposed Sunnyside Village Business Improvement Area.

On the strength of the research and the strong support indicated both during face-to-face interviews and at the public meeting, the Steering Committee felt that there was sufficient evidence to proceed with a BIA. Accordingly, a letter has been delivered to the City requesting that the area be designated as a BIA. The letter is attached as Document 2 to this report.

RURAL IMPLICATIONS

There are no rural implications associated with this report.

CONSULTATION

Consultation consisted of a combination of face-to-face contact and public meetings.

Face-to-face interviews were carried out in two waves. The first wave was initiated in the fall of 2011 and the second was conducted in the spring of 2012.

A public meeting was held on May 9th, 2012. The Steering Committee hand delivered invitations to all business and property owners in the designated area. In addition, invitations were mailed to all commercial property owners. Notice of this meeting was published in an article in OSCAR, the Old Ottawa South Community Newspaper. More than 40 people attended, including 24 business owners and 9 commercial property owners.

COMMENTS BY THE WARD COUNCILLOR(S)

For many reasons, the time has come for a BIA in Old Ottawa South. I believe that the future strength and prosperity of this main street and the quality of life of Old Ottawa South would benefit greatly from a vibrant and well-organized business association who can speak with one strong voice; all the more so in anticipation of the traffic and competition this area will soon face from retailers at a redeveloped Lansdowne Park. I will continue to put a great deal of energy into supporting the drive for a Sunnyside Village BIA that is currently being led by a group of local businesses.

LEGAL IMPLICATIONS

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

RISK MANAGEMENT IMPLICATIONS

There are no risk implications.

FINANCIAL IMPLICATIONS

The proposed Business Improvement Area would be funded by a special levy to owners and tenants within the designated area (Document 1), based on the annual budget submitted by the BIA's Board of Management, and subsequently approved by Council.

The City provides support services at no cost to the BIAs. Any additional resources and budget requirements resulting from the Sunnyside Village Old Ottawa South BIA will be identified through the budget process.

ACCESSIBILITY IMPACTS

There are no accessibility impacts associated with this report.

TECHNOLOGY IMPLICATIONS

There are no technology implications associated with this report.

TERM OF COUNCIL PRIORITIES

The report aligns with the following Term of Council Priorities:

EP3 - Support growth of local economy

SI # 3: Implementation of a comprehensive economic development program to increase Ottawa's prominence as an economically prosperous and sustainable city. This initiative will provide better oversight, accountability and results through improved coordination of economic development services and resources for enterprises already located or looking to locate in Ottawa, will showcase Ottawa as a compelling and vibrant destination to visitors, and will improve the quality of life for residents.

SUPPORTING DOCUMENTATION

DOCUMENT 1: Proposed Boundary of Sunnyside Village Old Ottawa South Business Improvement Area

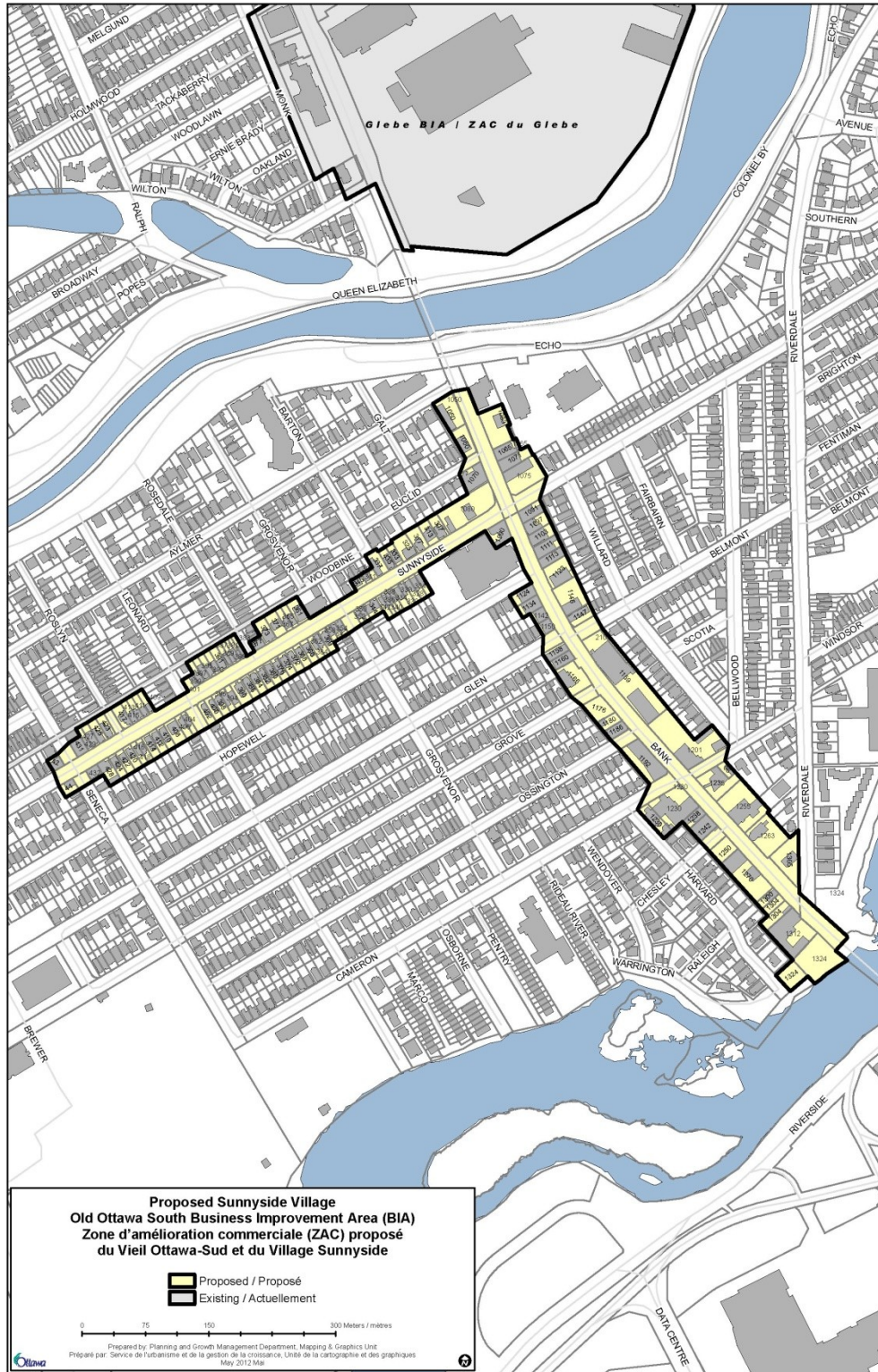
DOCUMENT 2: Formal request to form a Sunnyside Village Old Ottawa South Business Improvement Area from the Steering Committee

DISPOSITION

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

Legal Services Branch will prepare a by-law to designate the area as a Business Improvement Area, as described in Document 1, as well as a by-law to establish the Board of Management in accordance with Section 204 of the Municipal Act, 2001, and place the aforementioned by-laws on the Orders of the Day, subject to the City receiving favourable responses to the aforementioned notices. Economic Development staff will report back on the results of the circulation, and whether the proposed BIA was successful.

Proposed Sunnyside Village Old Ottawa South Business Improvement Area Boundaries



Formal Letter of Request
Formation of a Business Improvement Area



May 29, 2012

To Chris Cope,

Please accept this letter from the Steering Committee as a formal request to the City of Ottawa, to designate the area as shown on the attached map as a Business Improvement Area for Sunnyside Village Old Ottawa South.

The Steering Committee has provided you with a detailed report under separate cover, to set out the activities and research conducted, to ascertain the level of support of the business community and commercial property owners for the formation of the proposed Business Improvement Area.

Sincerely,

Danielle Kuczer – Chair

Paz Blundell – Co-Chair

Arthur McGregor- Treasurer
