



October 8, 2024

City of London
300 Dufferin Avenue
London ON N6A 4L9

Attn: PEC: Planning & Environment Committee
(Meeting to be held on October 22nd, 2024)
RE: **Hyde Park BIA Boundary Expansion Request**

To Whom it May Concern,

The Hyde Park Business Association was founded in 1979, incorporated as a non-profit incorporation in 2008 and achieved its BIA status in 2017 representing over 400 businesses. Over the past years, the HPBIA has been proud to work with businesses and the community for the betterment and support of our economic and socio-economic development in this pocket of Northwest London.

We respectfully request support to initiate the BIA Expansion Process to expand our BIA Boundaries through approval from the Planning & Environment Committee and Council.

This will allow us to work with City staff over the next many months as we further engage with property owners and tenants within existing and proposed boundaries to share benefits and address concerns. This leading to a vote led by the City Clerk where businesses and property owners will have their final say with our anticipation of a favourable outcome.

On inception of the HPBIA, and with the vision of eventually serving Northwest London as a whole, the Hyde Park BIA Board of Management formally trademarked (with Industry Canada) the words 'Uptown London'.

With the future intention of extending the BIA Boundaries across Northwest London (as depicted in the map below) while renaming the existing Hyde Park BIA to the *Uptown London Business Improvement Association* (Uptown London BIA), the commercial nodes identified will be promoted as Hyde Park in Uptown London, Sherwood Forest in Uptown London and so forth.

In addition to the current node of Hyde Park, the four main proposed nodes are:

1. Hyde Park Rd & Oxford St. W
2. Oxford St W & Wonderland Road N, excluding the South-East corner
3. Sherwood Forest Area
4. At Wonderland North and Fanshawe Park Roads.

Supporting businesses spread over a wide geographic area within Northwest London can benefit both individual businesses and the broader community by creating smaller, interconnected pockets of business networks within the larger BIA.

The future Uptown London BIA will foster an environment where businesses (both large and small) within each of the nodes support each other, nurture collaboration and collectively grow stronger, even within the same industry while still attracting a steady customer base.

Hyde Park Business Improvement Association

"Businesses Working Together to Foster a Vibrant Community"



Over the summer, the HPBIA had Canada Summer Jobs youth engaged with about half the businesses in the proposed boundary expansion area boundaries to share our vision and to facilitate meaningful conversations.

Overall, the feedback showed that a majority of businesses are open to the idea of a BIA in their area. These businesses face similar issues when it comes to growth, infrastructure challenges and opportunities.

This has been encouraging as we seek to expand our work in creating a unified business community across Northwest London while being better positioned to deliver the advocacy, streetscape, marketing, beautification, events and engagement outcomes our community in Northwest (Uptown) London deems to be important.

After much deliberation, the HPBIA's Board of Management voted unanimously to move forward with the process of the expanded proposed boundaries to generally include:

1. Hyde Park Road, north to City limits, and south to both sides of Oxford Street West;
2. Oxford Street West from Royal York Road to Wonderland Road;
3. Wonderland Road, north of Oxford Street through the Sherwood Forest Area, and continuing north to city limits;
4. Fanshawe Park Road, west to the city limits and Gainsborough Road, west to the city limits

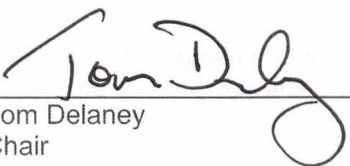
The above is the preferred boundary expansion of the Hyde Park BIA. We will work closely with staff to determine the appropriate nodes in the final presentation to council, understanding it may be slightly different than described above.

Given today's economic challenges faced by local businesses, along with rapid growth in the NW London area, we believe this is the right time for the Hyde Park BIA to expand our service boundaries while rebranding as the Uptown London BIA.

The Hyde Park BIA has achieved significant accomplishments, and we are excited about the possibility of expanding our scope and role to further support the business community whilst benefiting neighbouring communities.

On behalf of the Hyde Park BIA Board of Management, we would like to thank you for your kind consideration.

Yours Truly,



Tom Delaney
Chair

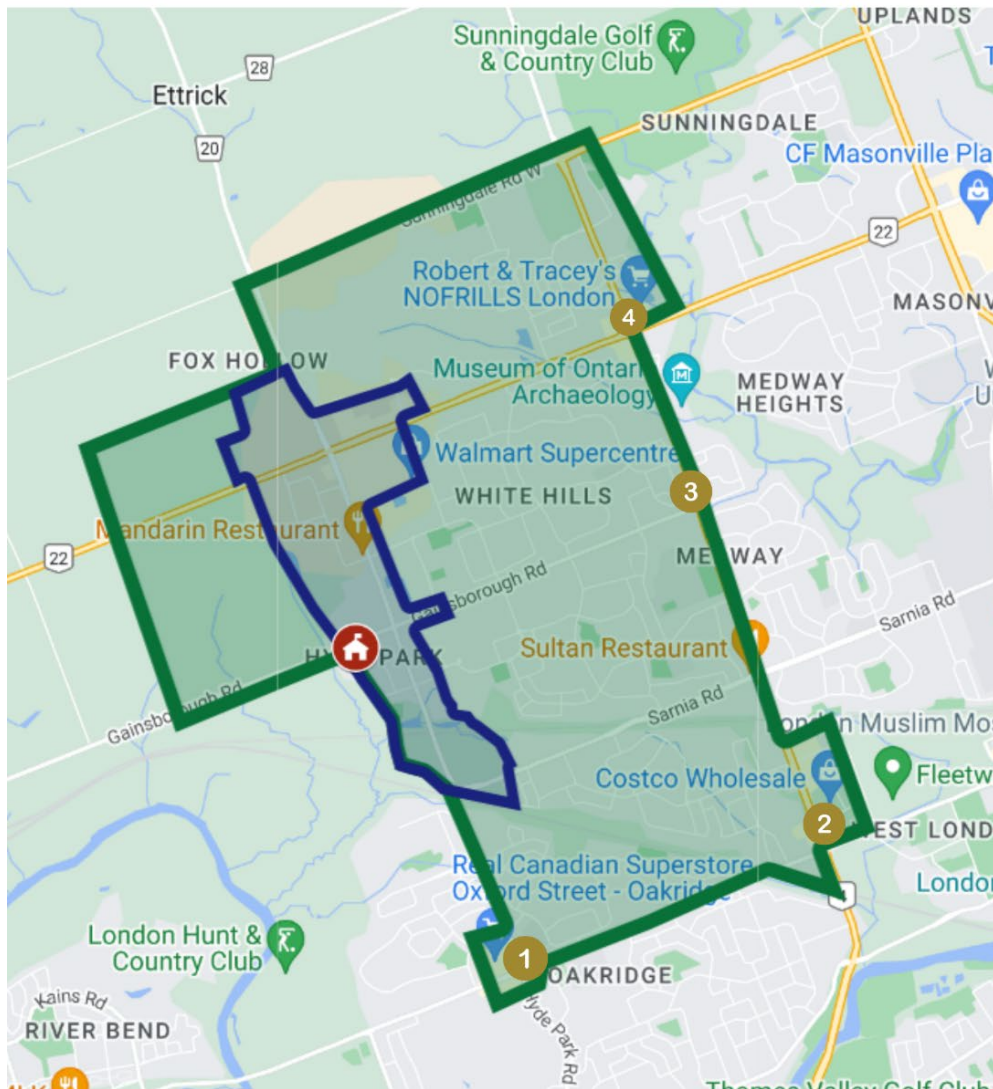


Donna Szpakowski
General Manager & CEO

Other notes re the BIA Expansion:

- Expansion adding about 300 new businesses, putting HPBIA at about 700 members
- The geographical area is large; however, the number of businesses is consistent with the average BIA across Ontario which is between 300 and 1000 members
- Sherwood Forest and Fanshawe/Wonderland areas already think of themselves as HPBIA members with frequent inquiries about membership and associate membership
- Land conversions from commercial/industrial to residential along with Supplemental Tax is impacting HPBIA
- City limits are gateways into London

Approximate Depiction of the Hyde Park BIA Proposed Boundary Expansion





PEGGY SATTLER

MPP London West
Députée provinciale de London-Ouest

Planning and Environment Committee
City of London Council
300 Dufferin Avenue, London, ON N6A 4L9

September 20, 2024

Dear Members of the Planning and Environment Committee,

As the Member of Provincial Parliament for London West, I am writing to express my support for the Hyde Park Business Improvement Association's (HPBIA) proposal to expand their BIA boundaries and rebrand as the Uptown London Business Improvement Association (Uptown London BIA).

The HPBIA has played a vital role in strengthening the economic foundation of Northwest London since its inception in 1979, and following its official designation as a BIA in 2017. Their proactive approach to fostering collaboration between local businesses and the community has led to significant improvements in streetscapes, business advocacy, marketing initiatives, and community engagement activities.

The proposed boundary expansion, which includes key commercial nodes such as Hyde Park, Sherwood Forest, and Wonderland Road North, represents a forward-thinking strategy to bring support to a larger section of Northwest London's business community. By extending their reach to more businesses facing similar challenges—such as infrastructure needs and growth management—this expansion will enhance the overall economic vitality of the area.

I believe the timing of this proposal is crucial, as we continue to witness rapid growth and economic changes in London and across Ontario. By enabling the HPBIA to expand and rebrand as Uptown London BIA, the City of London will ensure that more businesses can benefit from the expertise, resources, advocacy, and promotional efforts that the BIA is known for.

I strongly encourage the Planning and Environment Committee and Council to move this request forward to the next step in the process. The HPBIA has demonstrated its effectiveness as a key partner in Northwest London's economic development, and this proposal is an excellent opportunity to build on that success for the betterment of the entire community.

Sincerely,

Peggy Sattler, MPP
London West

cc. Hyde Park BIA

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