



696 Hamilton Road
London, N5Z 1T6

February, 9th, 2017

Dear Mayor Brown and Members of the City Council

I write on behalf of the Hamilton Road Area Business Association. Our organization was established in 1999 and has been a consistent voice for the concerns of area business owners since then. This is our formal request that Council please consider establishing a Business Improvement Area (BIA) in the Hamilton Road corridor.

We have been preparing for this opportunity for the last few years through numerous activities, projects and communications throughout the community. We have actively participated in the Community Improvement Planning process currently underway in the Hamilton Road Area, and noted through those consultations our belief that creation of an area BIA would be one effective method of contributing to the wider improvement of our area. At our AGM and "Taste of Hamilton Road" social in 2016, we officially announced that our association would be moving forward with the request to City Council to form a BIA. The announcement and plan was completely encouraged and supported by the business owners and residents throughout the neighbourhood. Along with that we also had the support of City Council Members, Our MP Irene Matheson and MPP Teresa Armstrong.

Since then our association has worked hard, along with many other tasks, to go through the BIA Handbook and ensure we are moving forward through the request procedures in the appropriate manner. This task has been certainly harder than we anticipated, as we do not have a limited personal time available from dedicated directors that already volunteer a lot of time.

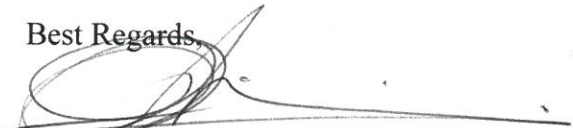
It is our hope that Council would consider including The Hamilton Road BIA in the 2018 Planning Services Planning Work Program, to help us coordinate with the City of London resources needed to go through the process of becoming a BIA. We feel we have the right team of people to help along the way and a community base that has stayed strong through the years and is ready for some much needed development in the future.

Our association has always looked to build a strong relationship with the City of London and we hope that our reputation is outweighed by the proof of work we have already done to build a strong community with potential to be even greater.

Please consider our request to establish a BIA in the Hamilton Road Area.

Thank you for your time and we wish you all the best in 2017!

Best Regards,



Rick Pinheiro
HRABA President