

Report to Planning and Environment Committee

To: Chair and Members
Planning & Environment Committee
From: John M. Fleming
Managing Director, Planning and City Planner
Subject: Old East Village Business Improvement Area Request for
Boundary Expansion

Public Participation Meeting on: March 19, 2018

Recommendation

That, on the recommendation of the Managing Director, Planning and City Planner, Civic Administration BE DIRECTED to take the necessary steps in 2018 to expand the boundary of the Old East Village Business Improvement Area in response to the communication dated December 19, 2016 from Jennifer Pastorius, Manager, Old East Village Business Improvement Area attached hereto as Appendix "A".

Executive Summary

The communication dated December 19, 2016 from Jennifer Pastorius, Manager, Old East Village Business Improvement Area (BIA) was received by Planning Services. While the expansion of the Old East Village BIA boundary has previously been added to the 2017-2018 Planning Services Work Program, it is customary for the documented request for the creation or expansion of a BIA to be brought independently to Council. This report formalizes this action and seeks Council direction to proceed with the steps necessary to expand the boundary of the Old East Village BIA.

Analysis

1.0 Background

The communication dated December 19, 2016 from Jennifer Pastorius, Manager, Old East Village Business Improvement Area (BIA) was received by Planning Services. In response, "OEV BIA Expansion" was added to the Planning Services Work Program adopted by Council on October 17, 2017. The work program identifies the target completion date for the expansion of the Old East Village BIA as the end of 2018. The communication from Old East Village BIA was not independently presented to Council, but was indirectly approved through the work program. This report is intended to formalize the process and to obtain Council direction for City staff to proceed with the steps necessary for the expansion of the Old East Village BIA boundary.

The Old East Village BIA is requesting that their boundary be expanded to correspond to Old East Village Community Improvement Plan (CIP) area boundary (Appendix "B"). It is customary that Planning Services staff work with BIA representatives to refine their boundary selection in the initial stages of creation or expansion. Following confirmation of the boundary, City staff will present the proposed BIA By-law and associated schedules to Council for direction. In accordance with section 210 of the *Municipal Act, 2001*, the City will then proceed with notification to rateable properties within the prescribed business class located within the geographic area of the proposed BIA. City staff will then return to Council to report the results of any objections received during the 60 day voting period and to adopt the BIA By-law if insufficient objections were received.

2.0 Conclusion

It is customary that a formal communication from a Business Improvement Area (BIA) representative is presented to Council requesting that City staff provide the support necessary for the creation or expansion of a BIA. This report acknowledges the communication received by Jennifer Pastorius, Manager, Old East Village BIA and seeks Council direction for City staff to proceed with the steps necessary for the expansion of the Old East Village BIA boundary.

Prepared by:	Kerri Killen, MCIP, RPP Senior Planner, Urban Regeneration
Submitted by:	Jim Yanchula, MCIP, RPP Manager, Urban Regeneration
Recommended by:	John M. Fleming, MCIP, RPP Managing Director, Planning and City Planner

March 9, 2018
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Appendix A – Old East Village BIA Communication



Mr. John Fleming
City Planner,
Planning Division
206 Dundas Street,
London ON
N6A 1G7

December 19, 2016

Dear Mr. Fleming,

The Old East Village BIA was created to provide support to the ongoing development of our business community. Specifically, it identified the Community Improvement Plan (CIP) area of Dundas Street between Adelaide and Charlotte Streets as the focus of revitalization. Initially, it was agreed that the area with the greatest concentration of businesses, located on Dundas between Adelaide and Lyle would be designated as the levy paying "BIA area". It was understood that once the revitalization of the area resulted in a stronger commercial corridor, the BIA would be expanded to conform to the Community Improvement Plan (CIP) area.

With the successful utilization of the Incentive Programs by local businesses, the CIP area currently not included in the BIA, areas identified as the Village Annex and The Area of Transition have shown significant improvements. These improvements can be measured by a decrease in vacancies and an increase in viable rental spaces, productive owner occupancy and building improvements. There is still much more work to be done and the expansion of the BIA will assist to further the objectives which have resulted in area renewal to date.

Therefore, the Old East Village BIA would like to formally request that City of London Planning staff initiate the steps to expand the BIA from Adelaide Street to Lyle Street in order to conform to the CIP area ending at Charlotte Street. Please consider adding this request to the 2018 Work Plan with a target to be completed in 2019. The Old East Village BIA will support this process and we look forward to working with City of London Planning to facilitate this request.

Kind regards,

A handwritten signature in blue ink that reads "J. Pastorius".

Jennifer Pastorius, Manager
Old East Village Business
Improvement Area 519-645-7662
jen@oldeastvillage.com

Appendix B – Old East Village CIP Boundary

