



## City of Hamilton

# BUSINESS IMPROVEMENT AREA ADVISORY SUB-COMMITTEE AGENDA

**Meeting #:** 21-006  
**Date:** June 8, 2021  
**Time:** 8:00 a.m.  
**Location:** Due to the COVID-19 and the Closure of City Hall  
All electronic meetings can be viewed at:  
City's YouTube Channel:  
<https://www.youtube.com/user/InsideCityofHamilton>

Angela McRae, Legislative Coordinator (905) 546-2424 ext. 5987

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	<b>Pages</b>
<b>1. CEREMONIAL ACTIVITIES</b>	
<b>2. APPROVAL OF AGENDA</b> (Added Items, if applicable, will be noted with *)	
<b>3. DECLARATIONS OF INTEREST</b>	
<b>4. APPROVAL OF MINUTES OF PREVIOUS MEETING</b>	
4.1. May 11, 2021	3
<b>5. COMMUNICATIONS</b>	
<b>6. DELEGATION REQUESTS</b>	
<b>7. CONSENT ITEMS</b>	
<b>8. STAFF PRESENTATIONS</b>	
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8.2. Parking Master Plan Update	15

**9. PUBLIC HEARINGS / DELEGATIONS**

**10. DISCUSSION ITEMS**

10.1. Ontario Business Improvement Area Association (OBIAA) Conference Update (No Copy)

**11. MOTIONS**

**12. NOTICES OF MOTION**

**13. GENERAL INFORMATION / OTHER BUSINESS**

13.1. Verbal Update from Julia Davis, Business Development & BIA Officer

13.2. Statements by Members

**14. PRIVATE AND CONFIDENTIAL**

**15. ADJOURNMENT**



# Hamilton

## **BUSINESS IMPROVEMENT AREA ADVISORY COMMITTEE**

**MINUTES 21-005**

**8:00 a.m.**

**Tuesday, May 11, 2021**

**Virtual Meeting**

**Hamilton City Hall**

**71 Main Street West**

**Present:** Councillor Esther Pauls (Chair)  
Tracy MacKinnon – Westdale Village BIA and Stoney Creek BIA  
Cristina Geissler – Concession Street BIA  
Kerry Jarvi – Downtown Hamilton BIA  
Rachel Braithwaite – Barton Village BIA  
Susie Braithwaite – International Village BIA  
Jennifer Mattern – Ancaster BIA  
Heidi VanderKwaak – Locke Street BIA  
Emily Burton – Ottawa Street BIA  
Susan Pennie – Waterdown BIA  
Lisa Anderson – Dundas BIA

**Absent:** Michal Cybin – King West BIA  
Bender Chug – Main West Esplanade BIA

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### **FOR INFORMATION:**

**(a) CHANGES TO THE AGENDA (Item 2)**

The Committee Clerk advised that there were no changes to the agenda.

**(MacKinnon/R. Braithwaite)**

That the agenda for the May 11, 2021 Business Improvement Area Advisory Committee meeting be approved, as presented.

**CARRIED**

**(b) DECLARATIONS OF INTEREST (Item 3)**

There were no declarations of interest.

**(c) APPROVAL OF MINUTES OF PREVIOUS MEETING (Item 4)**

**(i) April 13, 2021 (Item 4.1)**

**(S. Braithwaite/Geissler)**

That the April 13, 2021 Minutes of the Business Improvement Area Advisory Committee be approved, as presented.

**CARRIED**

**(d) STAFF PRESENTATIONS (Item 9)**

**(i) Graffiti Enforcement Update (Item 9.1)**

Kelly Beaton, Acting Manager of Service Delivery and Cindy Heuck, Student Coordinator, addressed the Committee with an update on Graffiti Enforcement.

**(VanderKwaak/Pennie)**

That the staff presentation on Graffiti Enforcement, be received.

**CARRIED**

**(ii) Infection Prevention and Control Update (Item 9.2)**

Latchman Nandu, Manager, Infection Prevention and Control, Dr. Ninh Tran, Associate Medical Officer of Health, and Elissa Press, Health Promotion Specialist addressed the Committee with an update on Infection Prevention and Control.

**(Mattern/Burton)**

That the staff presentation on Infection Prevention and Control, be received.

**CARRIED**

**(e) DISCUSSION ITEMS (Item 10)**

**(i) Ontario Business Improvement Area Association (OBIAA) Conference 2021 (Item 10.1)**

Julia Davis addressed the Committee respecting the Ontario Business Improvement Area Association (OBIAA) Conference 2021 being held September 26 – 29, 2021.

Julia provided the Committee with information on the mobile tours that are tentatively being planned for September 28 -29, 2021. Julia advised the Committee that 4 different sessions are being planned and that the duration of each session will be approximately 2.5 hours. These tours will consist of a maximum of 10 people per tour and will follow the appropriate COVID guidelines that are applicable at that time.

Julia requested that the individual BIA's think about how many sessions they would like to participate in and if they would have enough content to fill 2.5 hours (otherwise the BIA's could be paired up). Julia suggested that if the members wanted to prepare a sample itinerary, that she would review it.

**(R. Braithwaite/MacKinnon)**

That the discussion respecting Ontario Business Improvement Area Association Conference 2021, be received.

**CARRIED**

**(f) GENERAL INFORMATION/OTHER BUSINESS (Item 13)**

**(i) Verbal Update from Julia Davis, Business Development and BIA Officer (Item 13.1)**

Julia Davis reminded the Committee that the Shop Local Grant funding of \$10,000 is available to each BIA. The BIA's will need to submit a written proposal with a budget. The proposals must be submitted no later than June 30, 2021 and the funds must be spent in 2021.

Julia advised that the Hamilton COVID Concierge Site is excellent resource for businesses. The website can be accessed at [www.hamiltoncovidconcierge.ca](http://www.hamiltoncovidconcierge.ca). Alternatively, their phone number is 905-521-3989 and this line is staffed Monday – Friday (8:30 am – 4:30 pm).

The Canadian Football League has released its schedule for 2021 and the Grey Cup will be held in Hamilton this year on December 12, 2021. More information will be coming forward over the next few months and hopefully there will be events that can be planned around it.

Julia advised Committee that she will be connecting with each BIA and requesting information from them on commercial vacancies, specifically on street level store fronts.

**(Burton/Mattern)**

That the verbal update from Julia Davis, Business Development and BIA Officer, be received.

**CARRIED**

**(ii) Statements by Members (Item 13.2)**

BIA Members used this opportunity to discuss matters of general interest.

**(MacKinnon/Pennie)**

That the updates from Committee Members, be received.

**CARRIED**

**(g) ADJOURNMENT (Item 15)**

**(Mattern/R. Braithwaite)**

That there being no further business, the Business Improvement Area Advisory Committee be adjourned at 9:31 a.m.

**CARRIED**

Respectfully submitted,

Councillor Esther Pauls  
Chair Business Improvement Area  
Advisory Committee

Angela McRae  
Legislative Coordinator  
Office of the City Clerk





Hamilton

# BIA ADVISORY COMMITTEE

## JUNE 8, 2021

**Sarah Linfoot-Fusina**  
Chair, Special Events Advisory Team

[seat@hamilton.ca](mailto:seat@hamilton.ca)  
[www.hamilton.ca/eventplanning](http://www.hamilton.ca/eventplanning)

# Agenda

1. Status of event approvals
2. Community Event Request Form
3. COVID planning requirements
4. Hostile Vehicle Mitigation (HVM)
5. Schedule for 2022 application submissions
6. Questions?



# Status of Event Approvals

Events cancelled until July 31<sup>st</sup>

Review of August and September events by July 1<sup>st</sup>

Review of October, November and December events by September 1<sup>st</sup>

# Community Event Request Form

## Community Events



Community events are defined as events open to the public that have less than 1,000 people with event components, such as:

- Food and Non-Alcoholic Beverages
- Sound Amplification
- Inflatables (e.g. bouncy castles)
- Small tents (e.g. 10 ft. x 10 ft.)

[Complete a 2021 Community Event Request Form](#)

Contact Information:

Recreation Division

✉ [recreation.rentals@hamilton.ca](mailto:recreation.rentals@hamilton.ca)

Phone: 905-546-3747



## Community Event Request Form

[Home](#) > [Attractions](#) > [Festivals & Events](#) > [Community Event Request Form](#)

### Will your event include any of the following components?

- Road closures
- Estimated attendance of 1,000+ people
- Alcohol
- Tents requiring permits (larger than 60m<sup>2</sup>)
- Temporary structures requiring permits (larger than 225m<sup>2</sup>)
- Fireworks
- Open flame/ fire producing device
- Amusement rides/ places of amusement

#### Pre-Application Question \*

Yes

No

#### EVENT INFORMATION & LOCATION

**Event Name \***

**Number (#) of attendees expected: \***

**Describe your event activities: \***

# COVID-19 Planning Requirements

## COVID-19 Response Plan Template



### Contact Information

Name of Event:

Event Date:

Organization Name:

Date of Completion:

Plan Developed by:

### Overall Compliance and Coordination

Tell us what you will do to ensure that your event complies with the Event Reopening Guideline for Hosting Gatherings and Events (e.g. designating an Infection Mitigation Coordinator to coordinate, communicate and help implement public health guidelines).

### Cleanliness and Hygiene

To ensure the event is in compliance with City of Hamilton Public Health hygiene and cleaning requirements, we will do the following:

- Post signage throughout the event site to remind all attending, volunteering and working at the event of proper hygiene and cleaning and disinfecting protocols
- Provide/maintain handwashing stations which include soap, water and paper towels or an alcohol-based hand sanitizer which contains 60% or more alcohol for areas which handwashing is not available and locate these station on the event site map.
- Ensure that surfaces and shared objects are cleaned and disinfected between uses. Limit and discourage any sharing of objects, tools or materials.

*What will be your cleaning and disinfecting policy and protocol? How often will cleaning be conducted? Which specific cleaning products will be used? (ensure these products have been identified as effective against COVID-19) How will cleaning be tracked or logged? who will complete the cleaning?*

# Hostile Vehicle Mitigation (HVM)



# Schedule for 2022 Application Submissions

## General Rentals



General rentals are defined as private events with less than 100 people, such as:

- Birthday parties
- Sports activities
- Meetings
- Gatherings
- Corporate functions

To rent a recreation facility, sports field or arena, visit [www.hamilton.ca/recreationrentals](http://www.hamilton.ca/recreationrentals)

## Community Events



Community events are defined as events open to the public that have less than 1,000 people with event components, such as:

- Food and Non-Alcoholic Beverages
- Sound Amplification
- Inflatables (e.g. bouncy castles)
- Small tents (e.g. 10 ft. x 10 ft.)

[Complete a 2021 Community Event Request Form](#)

Contact Information:  
Recreation Division  
✉ [recreation.rentals@hamilton.ca](mailto:recreation.rentals@hamilton.ca)  
Phone: 905-546-3747

## Major Events



Major events are defined as events open to the public that have more than 1,000 people and/or have any one of the following:

- Road closures
- Alcohol
- Tents requiring permits (larger than 60m<sup>2</sup>)
- Temporary structures requiring permits (larger than 225m<sup>2</sup>)
- Fireworks
- Open flame/ fire producing device
- Amusement rides / places of amusement

[Complete a 2021 Festival & Event Approval Application](#)

Note: applications must be submitted a **minimum of 60 days** prior to your event date.

Contact Information:  
Special Events Advisory Team (S.E.A.T.)  
✉ [seat@hamilton.ca](mailto:seat@hamilton.ca)  
Phone: 905-546-3747

# Returning Events – Dec 2021

# New Events – Jan 2022



Hamilton

**THANK YOU!  
QUESTIONS?**

**Sarah Linfoot-Fusina**  
**Chair, Special Events Advisory Team**

**[seat@hamilton.ca](mailto:seat@hamilton.ca)**  
**[www.hamilton.ca/eventplanning](http://www.hamilton.ca/eventplanning)**

# City of Hamilton Parking Master Plan

Presentation of the Draft Parking Master Plan

May 26, 2021



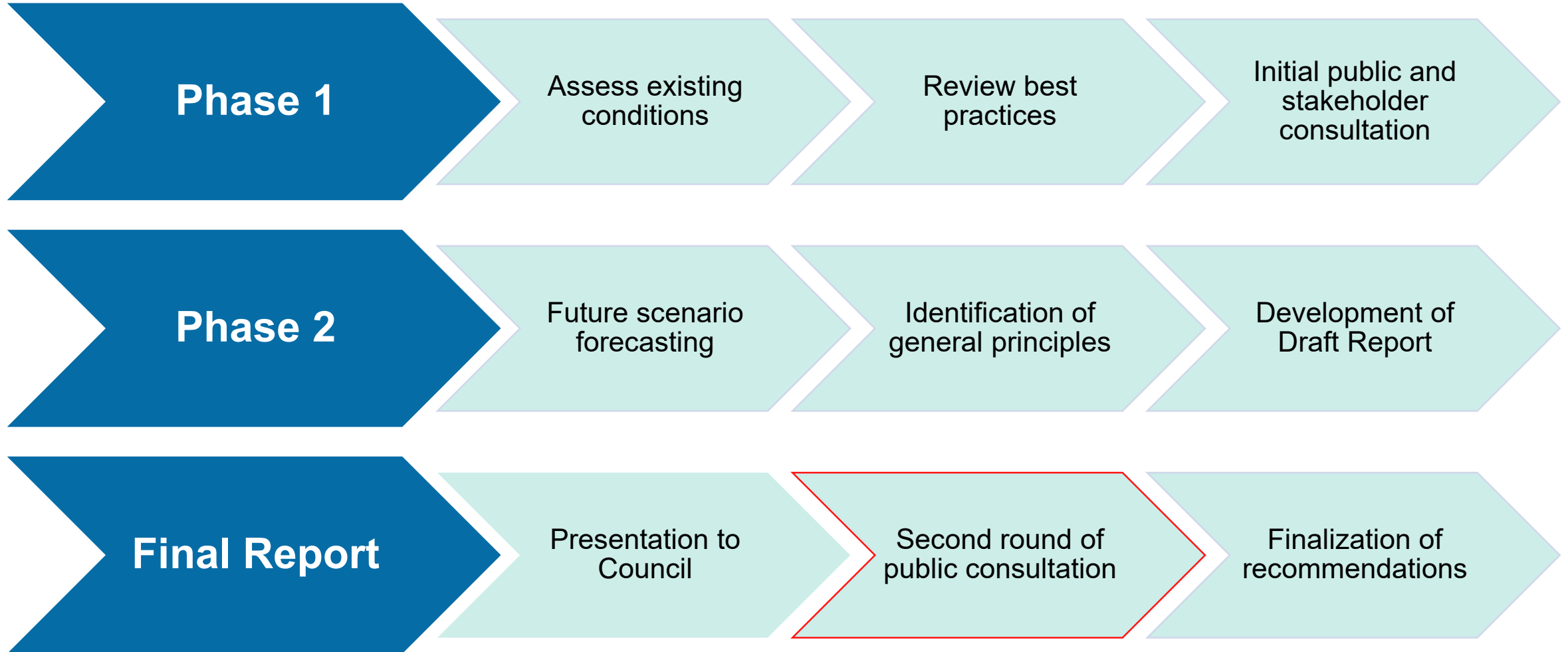
# Outline

- Hamilton Today, summarizing existing conditions
- Best Practices from peer municipalities
- Hamilton Tomorrow, forecasting future conditions
- Financial Outlook
- Recommendations
- Next Steps





# Study Timeline



**We are here**

# Study Objectives

## The City of Hamilton initiated the Hamilton Parking to:

- Examine existing and future public parking operations.
- Provide direction for parking policy, planning, operations, and enforcement.
- Help address the changing parking needs faced by the Hamilton Municipal Parking System.



# Hamilton Municipal Parking System



# Existing Conditions

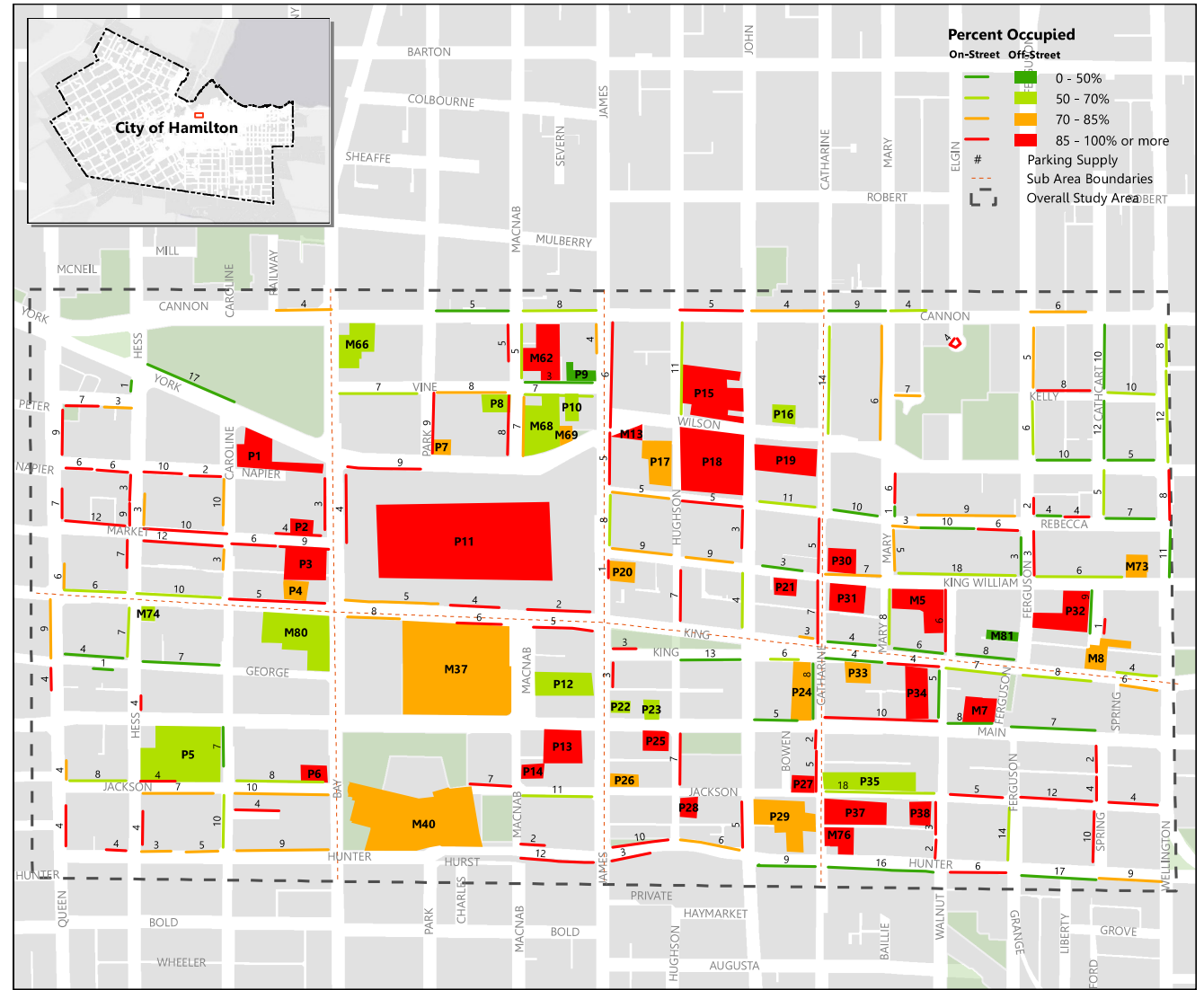
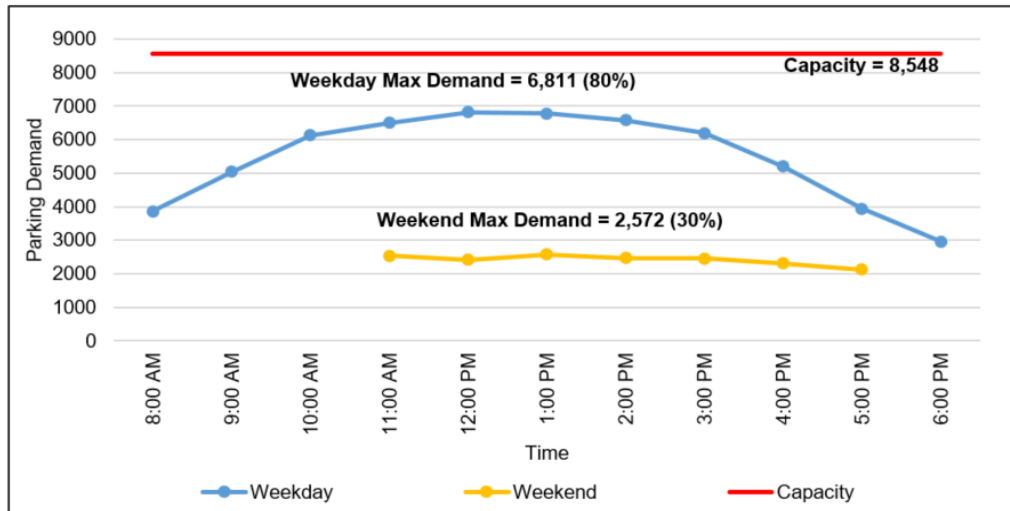


# Existing Downtown Parking Operations

The peak period of parking occupancy was observed on **a weekday at 12:00 PM**, where 80% of surveyed parking spaces were occupied.

Surveys were conducted in the fall of 2019.

Sub Area	Occupancy
1	92%
2	79%
3	87%
4	80%
5	64%
6	77%
7	79%
8	81%
<b>Total</b>	<b>80%</b>



# Phase 1 Consultation



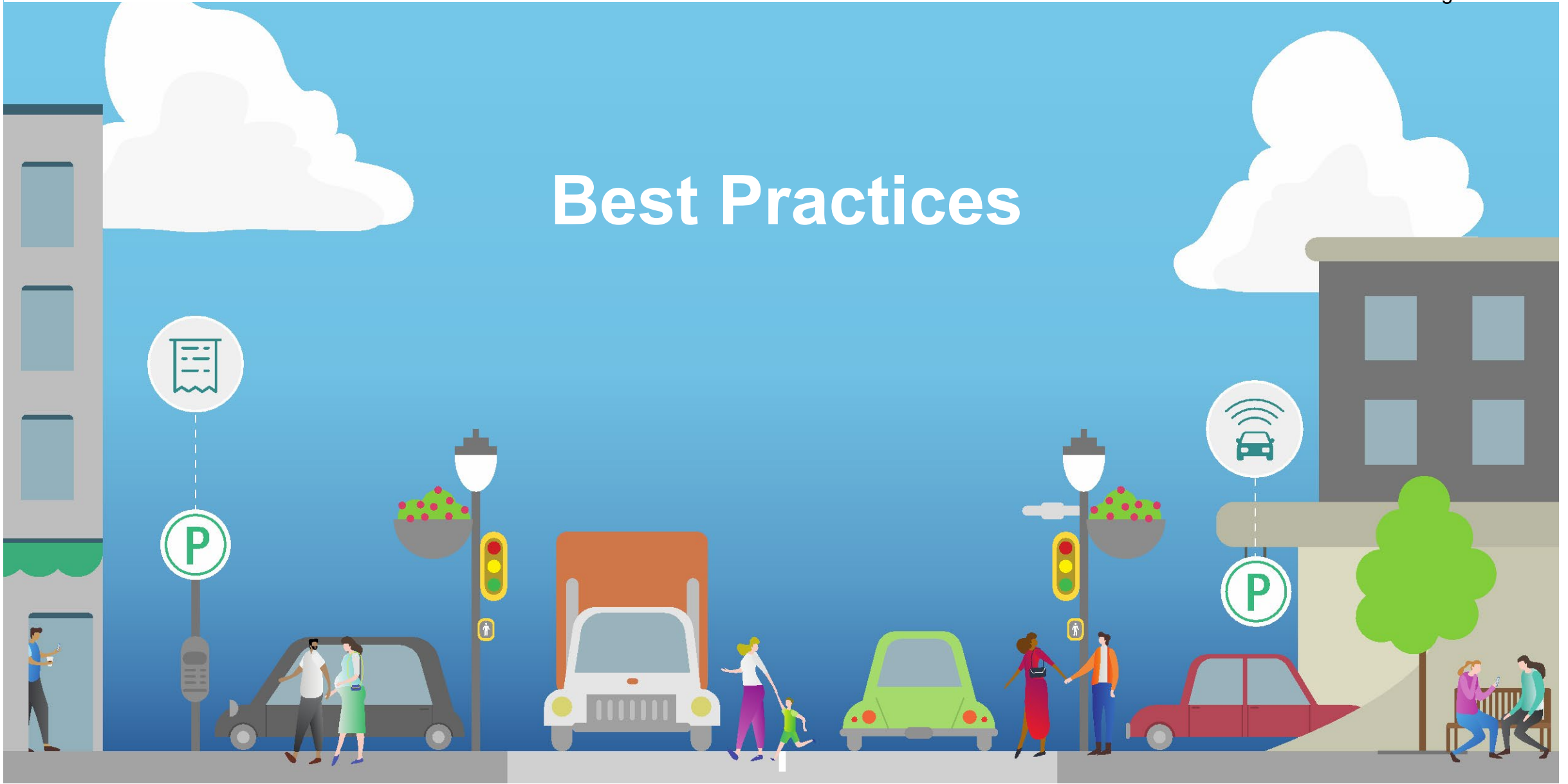
# Public and Stakeholder Consultation

## Key phase 1 takeaways included:

- Increase parking opportunities and ***improve the pay parking user experience***;
- Parking operations should be ***self-funded***, and prices should ***encourage alternative modes of transportation*** (i.e. more expensive than a transit pass); and
- Support for balancing space for parking with space for alternative sustainable modes and ***other curbside uses*** (e.g. bike lanes, pop-up patios).



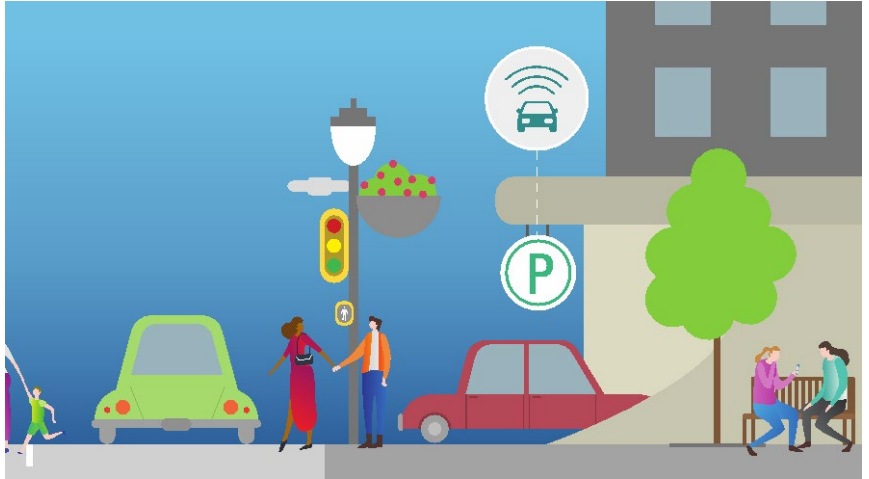
# Best Practices





# Best Practices Review

Topic Area	Practice in Hamilton	Findings
Finances	Financially sustainable	All comparator municipalities were determined to be financially sustainable, where parking revenues are sufficient to fund parking expenses.
Pricing Policies	Location based pricing	Most comparator municipalities implement location based pricing strategies.
User Fees	Generally lower than comparators	Compared to other municipalities, Hamilton charged lower rates for hourly on-street and off-street, and monthly off-street permits.
Cash-in-lieu Programs	Yes	Cash in Lieu programs tend to exist in larger cities and intensification areas.
On-street Accessible Parking	Reserved accessible on-street permit parking	Many comparator municipalities have practices similar to Hamilton’s accessible on-street permit parking, where requests are reviewed on a case-by-case basis.



# Best Practices Review

Topic Area	Practice in Hamilton	Findings
Enforcement	Manual proactive or reactive enforcement depending on location. Moving towards LPR technology.	Some comparator municipalities are adopting LPR technology to improve coverage and efficiency of parking enforcement.
Residential On-street Parking	Parking zones permit and parking time limit zones permit	Most comparator municipalities provide long term permits for residents and temporary permits for visitors
Emerging Trends	Beginning to consider emerging trend impacts	Municipalities are looking to future proof new parking facilities, include public parking in new private developments, and convert a portion of private parking facilities to public parking
Future Technology	Planning to upgrade pay parking technology	Future technologies include smart payment systems (parking meters and pay-by-phone), parking occupancy technology, and EV charging stations. There is limited adoption of future technologies in comparator municipalities.



Photo by Josh Newton on Unsplash



Photo by Andrew Roberts on Unsplash

# Future Conditions



# Hamilton Tomorrow – Downtown Parking Supply and Demand

















## Future parking demand is influenced by:

- **Population and employment growth;**
- **Changes to parking supply;** and,
- **Changing travel patterns** including adoption of transit and active transportation options, impacts of micro mobility services, and longer term impacts of technologies like EVs and CAVs.

Category	Value
Parking Supply Today	8,550 spaces
Spaces Lost to Redevelopment	720 spaces
Parking Demand Today	6,810 vehicles
Parking Demand Growth Through Population and Employment Growth	1,390 vehicles
Parking Demand Reduction Through TDM and Pricing	1,070 vehicles
Projected Peak Parking Utilization	91%

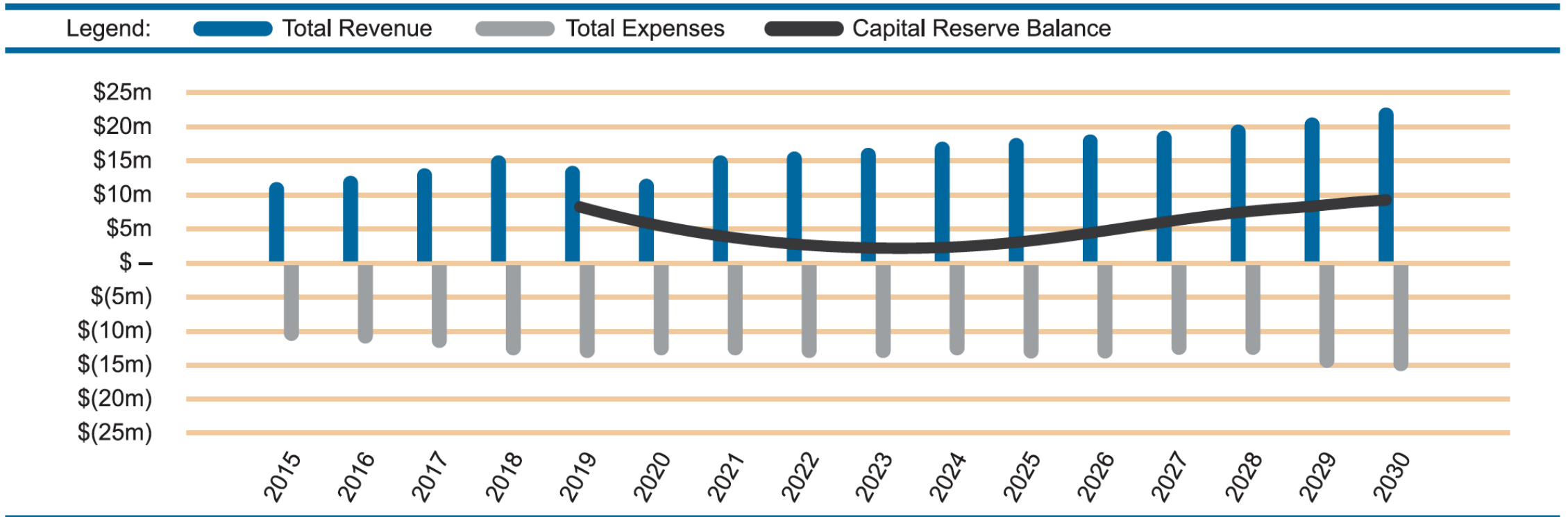
# Financial Outlook

Future analysis represented by four scenarios that reflect a range of different pricing structures, supply levels, and resulting parking demand.

Scenario	Financially Sustainable?	Can Supply Accommodate Future Demand?	Addresses Localized Parking Supply Deficiencies?	Supports Sustainable Transportation?
1: Status quo				
2: Revised pricing framework				
3: Revised pricing framework and modest rate increases				
4: Revised pricing framework, new infrastructure, and modest rate increases				

# Financial Outlook

## Expected HMPS financial performance under Scenario 3



# Recommendations | General Principles



Financial Sustainability



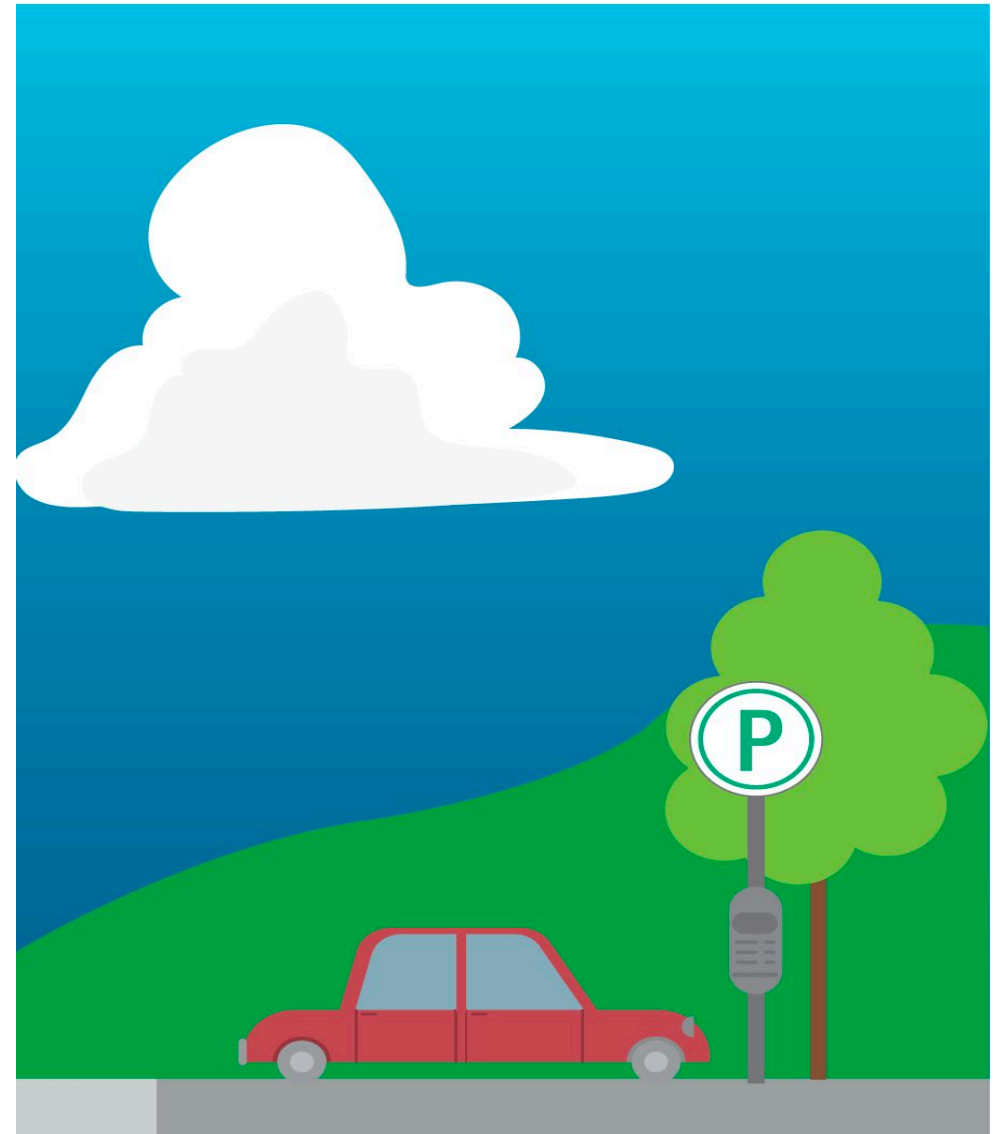
Economic Development



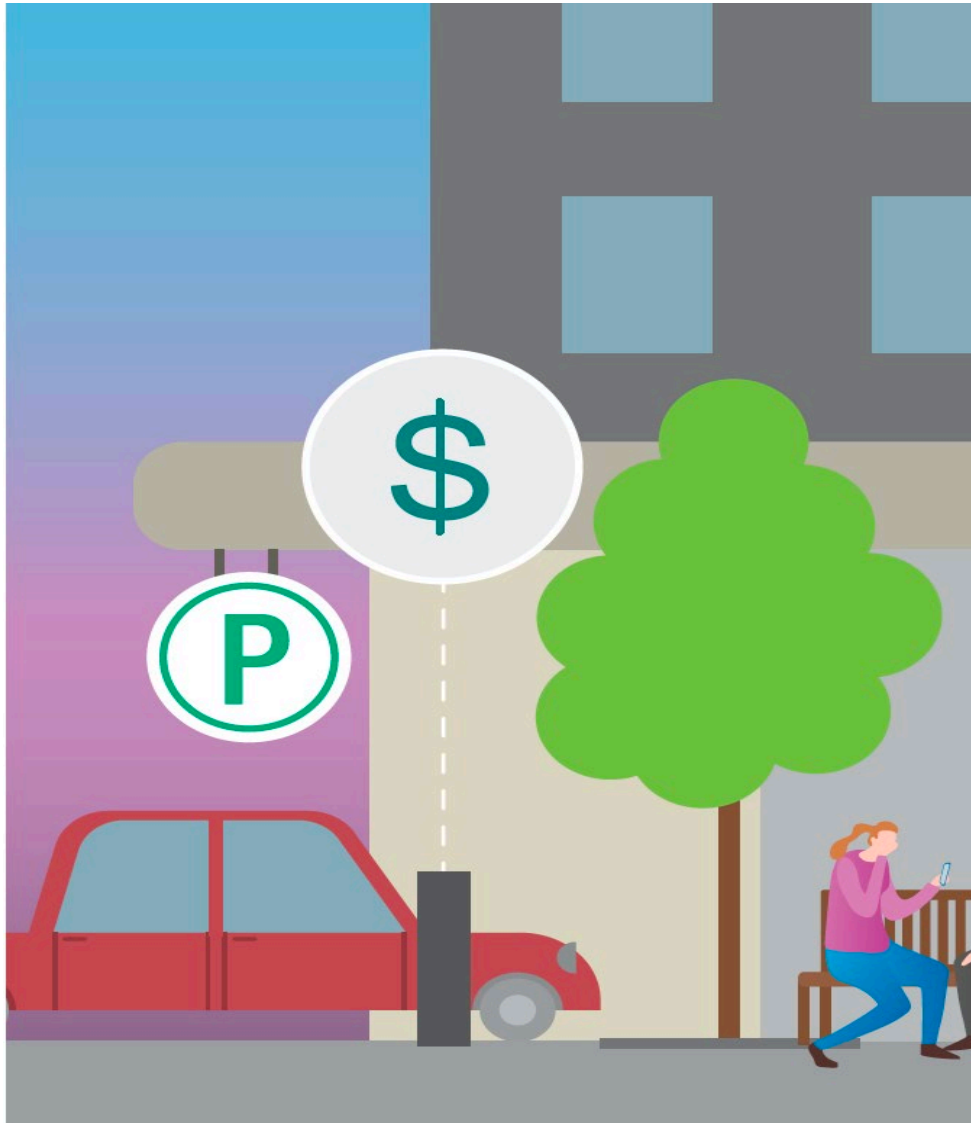
Environmental Sustainability



Resiliency



# Recommendations



## Financial Sustainability

1. Adopt predictable rate increases
2. Manage utilization in all HMPS off-street parking facilities through prices
3. Extend paid parking to 7-days-a-week operations
4. Maintain higher prices on-street than off-street
5. Implement performance based pricing in high demand areas
6. Implement dynamic pricing in response to events



# Recommendations

## Economic Development

7. Expand the supply of on-street paid parking
8. Review HMPS revenue sharing formula
9. Provide better information in the form of improving signage, wayfinding, and digital tools
10. Allow public use of private facilities during off-peak times
11. Pursue joint parking opportunities with private development
12. Manage on-street parking in the future residential areas
13. Implement License Plate Recognition Software to improve enforcement efficiency
14. Continue to identify opportunities to leverage City-owned surface parking lots for new, integrated development



# Recommendations



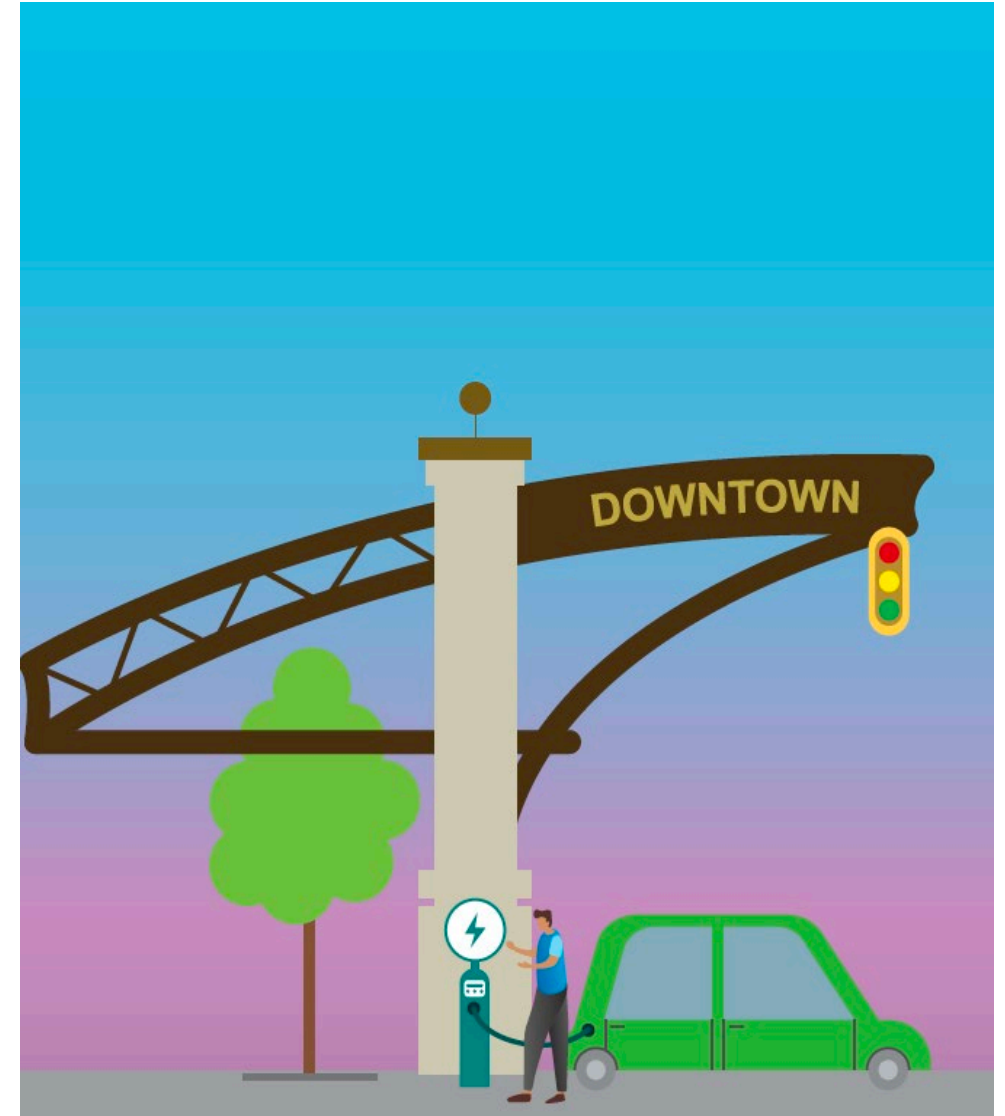
## Environmental Sustainability

15. Adopt pricing structures which incentivize environmentally sustainable transportation mode choices
16. Introduce flexible multi-use passes
17. Expand Parking Reserve and Cash-in-Lieu policies to support TDM and sustainable mobility initiatives
18. Limit residential boulevard parking agreements
19. Apply low impact materials and sustainable design in City-owned surface lots
20. Develop a comprehensive plan for EV charging
21. Continue to expand bicycle and other micro-mobility parking.

# Recommendations

## Resiliency

22. New municipal parking should be integrated within developments and have the ability to be converted to alternative uses in the future
23. Develop policies and regulations for managing curbside use and payment
24. Monitor how CAVs evolve related to the impact of parking operations



# Next Steps

- Second round of public consultation
- Finalization of recommendations



# Thank You



*Thank you for your interest in the Hamilton Parking Master Plan.*

Comments, questions, or requests to be added to the Study mailing list can be submitted at any time to:

## City of Hamilton Study Lead

**Amanda McIlveen**

Parking Operations and Initiatives Manager  
Planning and Economic Development Department  
City of Hamilton  
Phone: 905-546-2424 ext. 6009  
Email: [Amanda.McIlveen@hamilton.ca](mailto:Amanda.McIlveen@hamilton.ca)

## Consultant Study Lead

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