



City of Hamilton
BUSINESS IMPROVEMENT AREA SUB-COMMITTEE
AGENDA

Meeting #: 25-001
Date: January 21, 2025
Time: 10:30 a.m.
Location: Room 264, 2nd Floor, City Hall (hybrid) (RM)
71 Main Street West

Tamara Bates, Legislative Coordinator (905) 546-2424 ext. 4102

	Pages
1. CALL TO ORDER	
2. CEREMONIAL ACTIVITIES	
3. APPROVAL OF AGENDA	
(Added Items, if applicable, will be noted with *)	
4. DECLARATIONS OF INTEREST	
5. APPROVAL OF MINUTES OF PREVIOUS MEETING	
5.1 December 10, 2024	3
6. DELEGATIONS	
7. ITEMS FOR INFORMATION	
7.1 Special Events Advisory Team (SEAT) Review	7
<i>This Item includes a presentation.</i>	
7.2 Review of On-Street Parking Rates and Hours for 2025	13
<i>This Item includes a presentation.</i>	

7.3 2024 Business Improvement Areas (BIA) Audits

(Presentation to be distributed.)

8. ITEMS FOR CONSIDERATION

9. MOTIONS

10. NOTICES OF MOTION

11. GENERAL INFORMATION / OTHER BUSINESS

11.1 Updates from Business Development Office (no copy)

11.2 Statements by Members (no copy)

12. ADJOURNMENT



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BUSINESS IMPROVEMENT AREA SUB-COMMITTEE MINUTES 24-009

10:30 a.m.

Tuesday, December 10, 2024

Council Chambers

Hamilton City Hall

71 Main Street West

Present: S. Braithwaite (Chair) – International Village BIA
Councillor T. Hwang
Councillor E. Pauls
Councillor M. Wilson
T. MacKinnon – Westdale Village BIA and Stoney Creek BIA
S. Pennie– Waterdown BIA
H. Peter – Ancaster BIA
D. Tayler – Dundas BIA
N. Ubl – Barton Village BIA
E. Walsh – Downtown Hamilton BIA
S. Weiler – Ottawa Street BIA

**Absent with
Regrets:** D. Sanchez – Concession Street BIA
B. Schormann – Locke Street BIA

THE FOLLOWING ITEMS WERE REFERRED TO THE GENERAL ISSUES COMMITTEE FOR CONSIDERATION:

1. Appointment of Chair and Vice-Chair for 2025 (Item 1.1)

(i) Appointment of Chair

(MacKinnon/Pennie)

That Susie Braithwaite be appointed Chair of the Business Improvement Area (BIA) Sub-Committee for 2025.

CARRIED

(i) Appointment of Vice-Chair

(MacKinnon/Walsh)

That Susan Pennie be appointed Vice-Chair of the Business Improvement Area (BIA) Sub-Committee for 2025.

CARRIED

2. Review of the Business Improvement Area Sub-Committee Terms of Reference (Added Item 10.1)

(Braithwaite/Tayler)

That the Business Improvement Area Sub-Committee Terms of Reference be amended as follows:

Meetings

Meetings will *normally* be on the *second third* Tuesday of each month, *or at the call of the Chair*.

CARRIED

FOR INFORMATION:

(a) CHANGES TO THE AGENDA (Item 2)

The Committee Clerk advised of the following changes to the agenda:

5. COMMUNICATIONS

5.1 Common House Cafe (PED24210) (City Wide) (Referred from Council, November 13, 2024)

Recommendation: Be received

DEFERRED to the February 2025 meeting.

10. DISCUSSION ITEMS

10.1 Review of Business Improvement Area Sub-Committee Terms of Reference

(Walsh/Peter)

That the agenda for the December 10, 2024 Business Improvement Area Sub-Committee meeting be approved, as amended.

CARRIED

(b) DECLARATIONS OF INTEREST (Item 3)

There were no declarations of interest.

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

(i) November 12, 2024 (Item 4.1)

(Walsh/MacKinnon)

That the November 12, 2024 Minutes of the Business Improvement Area Sub-Committee be approved, as presented.

CARRIED**(d) PRESENTATIONS (Item 8)****(i) Collaboration Opportunities with McMaster University's Student Success Centre (Item 8.1)**

Jamie Wang, McMaster University Student Success Centre, addressed the Business Improvement Area Sub-Committee respecting Collaboration Opportunities with McMaster University's Student Success Centre.

(Peter/Weiler)

That the presentation from Jamie Wang, McMaster University Student Success Centre, respecting Collaboration Opportunities with McMaster University's Student Success Centre, be received.

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

Susie Braithwaite relinquished the Chair to Susan Pennie to put forward a motion respecting the following item.

(i) Review of the Business Improvement Area Sub-Committee Terms of Reference (Added Item 10.1)

Susie Braithwaite resumed the Chair.

For further disposition of this matter, refer to Item 2.

(f) GENERAL INFORMATION/OTHER BUSINESS (Item 13)**(i) Updates from Business Development Office (Item 13.1)**

Cristina Geissler, Business Development and Business Improvement Area (BIA) Officer, addressed the Committee respecting Updates from the Business Development Office.

(Walsh/Pennie)

That the verbal update from Cristina Geissler, Business Development and Business Improvement Area (BIA) Officer, respecting Updates from the Business Development Office, be received.

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

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

(Ubl/Weiler)

That the updates from Committee Members, be received.

CARRIED

(g) ADJOURNMENT (Item 15)

(Walsh/Pennie)

That there being no further business, the Business Improvement Area Sub-Committee be adjourned at 11:16 a.m.

CARRIED

Respectfully submitted,

Susie Braithwaite
Chair,
Business Improvement Area Sub-Committee

Tamara Bates
Legislative Coordinator
Office of the City Clerk



Hamilton

BIA ADVISORY COMMITTEE

JANUARY 21, 2025

Sarah Linfoot-Fusina
Project Manager, Event Planning

seat@hamilton.ca
www.hamilton.ca/eventplanning

Agenda

1. Introduction
2. Application Timelines & Late Fees
3. Questions

Introduction

SUMMER PROMENADE
 JUNE 4TH - AUGUST 29TH | EVERY TUESDAY - THURSDAY | 12PM - 2PM | GORE PARK

Sew HUNGRY
 MAY 11 2024

DUNDAS LIVE AND LOCAL!
 AN "OPEN STREETS" CELEBRATION

COMMUNITY | FOOD | SIDEWALK SALE | MUSIC | ART | OPEN HOUSE
 KING ST. W. BETWEEN CROSS AND JOHN

SATURDAY JUNE 8
 11AM TO 8PM

VISIT special events at vibrant downtown businesses
 CELEBRATE the community spirit of Dundas through stories and more
 DISCOVER the newly branded Downtown Dundas BIA
 INDULGE in music, art, food, and more
Fun for the whole family!

Downtown Dundas
www.downtowndundas.ca

CONCESSION Streetfest
 SATURDAY JUNE 10TH
 11AM - 7PM

FULL ROAD CLOSURE

CRAFTS	BUSKERS
FOOD	DANCING
MUSIC	SIDEWALK SALES

KIDS ZONE
 FREE FACE PAINTING
 FREE PETTING ZONE
 FREE INFANTILES

WITH THE HELP OF OUR GENEROUS SPONSORS!

Hamilton HAMILTON SPONSOR AM990 CHML Fresh RADIO 95.3 108.5 LIBERAL ONTARIO
 Culinary Arts to Go Liberal P&P

MAGIC OF LOCKE
 FRI 15 NOV 5-8pm
 SAT 16 NOV 10-5pm
 LOCKESTHOPS

FRIDAY
 Cafe-Cafe CARAVAN
 LIVE MUSIC & Carollers
 6PM TREE LIGHTING, SANTA
 LATE NIGHT SHOPPING

SATURDAY
 10-12 PHOTOS WITH SANTA
 LIVE MUSIC & Carollers
 1-4pm Carriage Rides
 HOLIDAY SHOPPING

Strawberry FOLK FEST
 OLDE DOWNTOWN STOREY CREEK

Westdale Village FARMERS MARKET
 TUESDAYS 4-7PM

KING STREET WEST @ MARION AVE | PATIOS | LIVE MUSIC
 JUN 25 TO OCT 8, 2024

Treat & Pet Walk
 Sat., Oct. 26, 11 AM - 2 PM

- Kids in costumes:**
 > Walk Waterdown & collect treats from participating businesses*
- Pets in costumes:**
 > Join the parade & collect treats from participating businesses*

*While supplies last

Visit Legion of Heroes and Monster Pit treat stations for more fun!

Application Timelines & Late Fees

- Dec. 13, 2024 – Returning Events
- Feb. 3, 2025 – New Events

All applications are due 60 days prior to event start date

A late fee may be charged in 2025 for applications that do not meet above deadline

Applications must be submitted online

Applications must include a site map



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**THANK YOU!
QUESTIONS?**

Sarah Linfoot-Fusina
Project Manager, Event Planning

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Review of On Street Parking Rates & Hours for 2025

**BIA Advisory Committee
January 21, 2025**

Purpose of Presentation

- Present work that staff have completed on a review of parking rates and hours
- Receive feedback on potential considerations for differential rates by area of City
- Present implementation plan and timelines for changes

Note: Proposed changes remain “in development” at this time and will require Council approval

Overview of Proposed Changes

- Incremental increases to parking meter rates across City
- Multiple changes to improve consistency, distribution and turnover, and financial sustainability
- Continued deployment of technology upgrades, parking lot upgrades and improved signage
- Planned implementation Spring-Summer 2025

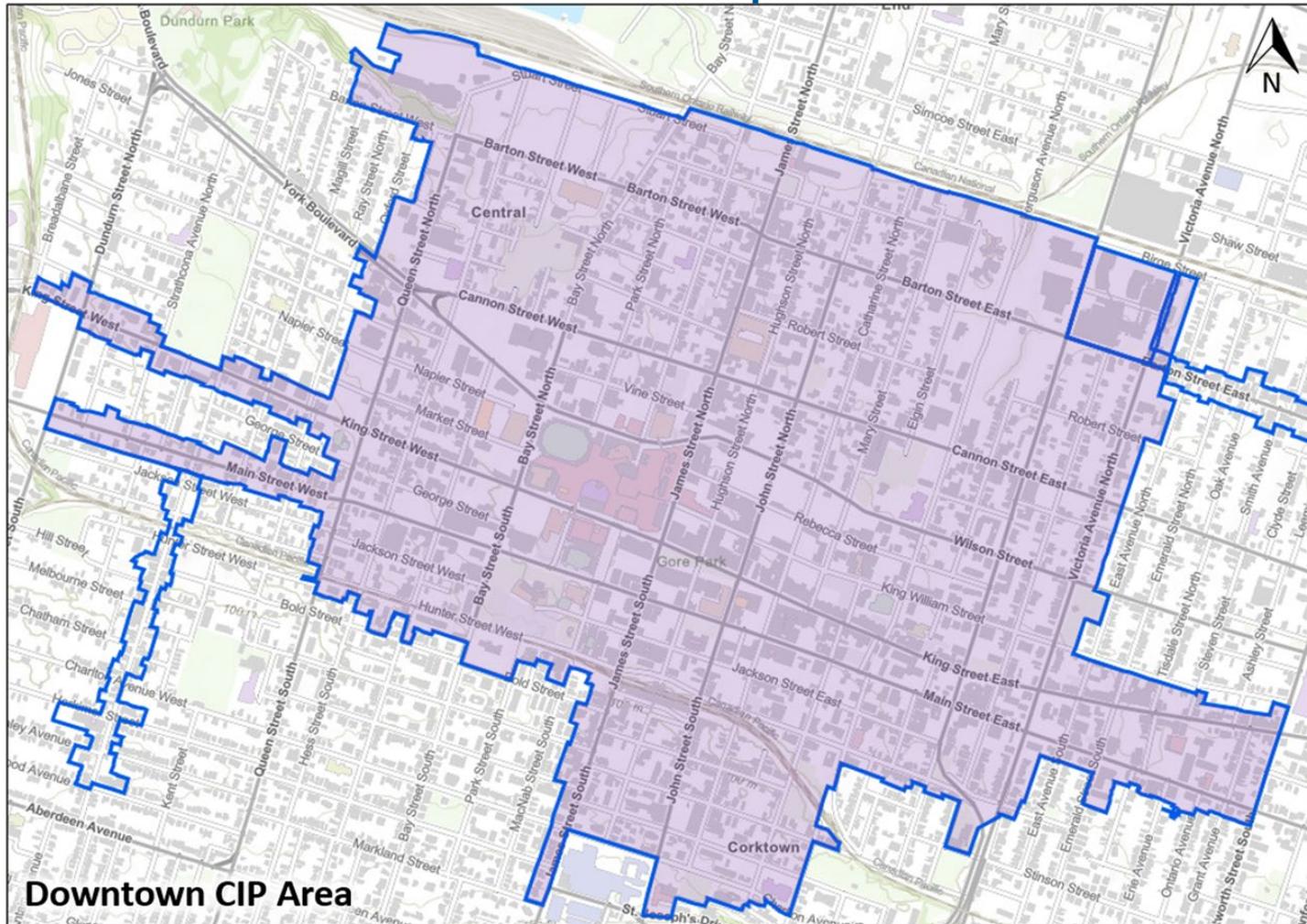
Rationale for Changes

- 2021 Parking Master Plan included several recommendations guiding on-street parking:
 - Adopt predictable rate increases
 - Evaluate the feasibility of extending paid parking to seven days per week
 - Maintain higher prices on-street than off-street
 - Implement performance-based pricing in high demand areas
- On-street parking rates and hours have remained unchanged since 2020, in part to support businesses through the pandemic
- Off-street parking rates have been increased incrementally and, in some cases, now exceed on-street rates

Rate Adjustment Downtown

- Municipal Car Parks in the Downtown and vicinity have an hourly rate of \$3.25/hour, which is lower than private parking lots and higher than the on-street rate.
- The Parking Master Plan (PMP) recommends on-street rates be a minimum of 15% higher than off-street, or ~\$3.75/hour.
- A rate increase from \$2.00/hour to \$3.75 would be excessive
- Proposal is to adopt phased increases to \$3.00/hour in 2025 and \$3.50/hour in 2027
- Off-street hourly rates to be held constant through to 2027

Proposed Area for \$3/hr rate



Downtown CIP Area

CIP: Community Improvement Plan

Rate Adjustment Citywide

- On-street parking rates have been \$2.00/hour since 2020.
- The Parking Master Plan recommends increases of 5% per year which correlates to \$2.55/hour for 2025.
- An on-street parking rate of \$2.50/hour is proposed for all on-street paid parking areas outside the Downtown CIPA.

Proposed Standardization of Paid Hours

- Current paid hours are inconsistent and outdated, failing to reflect peak demand periods like evenings and weekends.
- Recommended hours: 8 AM to 9 PM for all on-street paid parking
- Move towards paid parking seven days per week
- Better reflects on-street parking's function to provide short-term parking and turnover for customers and promote use of municipal off-street lots for those who require parking greater than 2 hours..

Standardization of Paid Duration

- Maximum durations for on-street paid parking are predominantly 2 hours
- Variations of 1 and 3 hours are present in some areas, leading to inefficiencies and confusion.
- Standardizing on-street meter spaces to 2-hour maximums, is consistent and intuitive for customers.
- Locke Street BIA and Westdale's angle parking, would be the exception, remaining as 3 hour due to lack of municipal off-street parking.

Implementation

- Changes to on-street parking rates require Council approval. Target is to bring report to Planning Committee in March.
- Implementation of meter rates requires minimum 2 month lead time and are typically tied to first month of a quarter
- Any changes to hours of operation and associated signage will require several months lead time

- Patchwork regulations from former municipalities no longer serve customers needs and expectations
- On-street parking downtown is dramatically cheaper than off-street, driving demand and stagnating turnover
- Pricing changes will support much needed investment in parking infrastructure
- Changes are guided by the shared goal to provide and protect affordable public parking facilities that support business activity



Feedback and Discussion Period

THANK YOU