



Hamilton

BUSINESS IMPROVEMENT AREA ADVISORY COMMITTEE REPORT 13-004

**8:00 a.m.
Tuesday, October 8, 2013
Room 264, 2nd Floor
Hamilton City Hall
71 Main Street West**

Present: Councillor T. Whitehead (Chair)
Darlyne Mills (Vice Chair) – Dundas B.I.A.
Kathy Drewitt – Downtown Hamilton B.I.A.
Leah Higen, Tyler Ferguson – Ancaster B.I.A.
Patty Hayes – Ottawa Street B.I.A.
Tony Greco – Locke Street B.I.A.
Shelly Wonch – Barton Village B.I.A.
Susan Braithwaite – International Village B.I.A.
Connie Behie – Stoney Creek B.I.A.
Wilf Arndt – Waterdown B.I.A.

Also Present: Anna Compagna – Westdale Village B.I.A.
Jeff Bush – Main West Esplanade B.I.A.
Eileen Maloney, P. Wobschall, C. Biggs

Absent: Lia Hess, King Street West B.I.A.
Concession Street B.I.A.

THE BUSINESS IMPROVEMENT ADVISORY COMMITTEE PRESENTS REPORT 13-004 AND RESPECTFULLY RECOMMENDS:

1. City's New Official Plan and Potential Impacts on the Business Improvement Areas

That staff from zoning and municipal by-law enforcement be requested to attend the Advisory Committee meeting at which staff will be providing additional information with respect to the Official Plan.

FOR THE INFORMATION OF THE COMMITTEE:

(a) CHANGES TO THE AGENDA

The Clerk advised that the following will be added as Item 5.2:

5.2 CIP and Parking Revenues.

The agenda was approved as amended.

(b) DECLARATIONS OF INTEREST

None.

(c) APPROVAL OF PREVIOUS MINUTES

(i) September 10, 2013

The September 10, 2013 Minutes of the Business Improvement Area Advisory Committee were approved as presented.

(d) MEMBERS' UPDATES

The Committee members used this opportunity to provide updates of activities, events, new businesses and other items of interest taking place in their respective BIA's.

Leah Higen announced that this was her final meeting, and introduced Tyler Ferguson who will be replacing Leah on the Advisory Committee as the Executive Director. Tyler will also be the Manager of the Ancaster Farmers' Market in 2014.

(e) PRESENTATIONS

(i) Greg Maychak, Pan Am Initiatives, to speak to the issue of Pan Am Marketing Initiatives (Item 4.1)

Greg Maychak from the Pan Am Initiatives Office attended the meeting and provided the following information which included, but was not limited to:

- Unable to make a presentation on the overall marketing strategy
- Toronto has embarked on some, but not on a local level
- Update on Stadium – still on budget and on schedule; steel structure should be up this month; plan is to be open in July 2014
- Coincide one-year countdown with the official opening of the soccer stadium

- Have had several meetings with respect to the Pan Am Games and making headway on operational side of the games
- One of the problems is lack of parking, in particular for the games
- For security purposes, all streets will be on lockdown and shuttle service will be provided for spectators
- Extensive plans for security and all areas of the operation
- In terms of citizen engagement, organizers are currently reaching out to the community
- Two open public forums scheduled to media and linkages
- Have formed host committee recently with 30- citizen members involved in sports, cultural organizations, etc. and very receptive to bringing more individuals on board
- Want to ensure that the games represent the interests of Hamiltonians
- Information sessions scheduled for the morning of November 2 at Michelangelo's and at 7:00 p.m. on November 6 at Cathedral High School to provide opportunities for the public to come forward
- Difficult for Hamilton to move forward while Toronto's plans are evolving
- Municipal designation includes up to 300 banners in key strategic areas of the City; banners will be provided along routes which will lead people into the Precinct, both for marketing purposes and for wayfinding
- Cost of installing banners would be at the cost of the Games
- Games logo is TO2015 and VIVA 2015 Hamilton; different sport logos are being developed; banners will be interspersed
- For future meeting, will provide overall sense of the marketing plan; not there yet; do need to go to Council before releasing detailed plans

Mr. Maychak extended his apologies for not being able to provide more information, but indicated that he would be happy to meet with BIA's to provide information and to gain their input.

Following the presentation, comments of the Committee included, but were not limited to, the following:

- Concern is with timing; have no or very little capacity to be saving and putting money aside to be putting events in place that will have costs; not sure how much can be accomplished with no funds available; disappointed that there has been no contact by organizers with the BIA's; frustrated at lack of information that has yet to come forward; difficult to buy in financially now
- Want to insure inclusiveness in the process to include all BIA's; prudent to provide "tool kit" for businesses to promote the games

The presentation with respect to the 2014 Pan Am Games was received.

(ii) **Nelson Vidal, Environmental Technologist and Cari Vanderperk, Environmental Monitoring and Enforcement, to present an overview of the proposed changes within the Sewer Use By-law (Item 4.2)**

Cari Vanderperk and Nelson Vidal provided a PowerPoint presentation with respect to the proposed changes within the Sewer Use By-law and spoke to the following issues:

- Who are we; what do we do; how do we do it; why do we do it
- Brief review of the existing Sewer Use By-law 04-150
- 2009 CCME Model By-law
- Comprehensive Review of the Existing By-law
- Gap Analysis on the Existing By-law
- Opportunities for Enhancement of Hamilton's Sewer Use By-law
- Problem: Sanitary Sewer Overflows
- Solution: Grease Control Devices (Grease Traps)
- Statistics – Grease Control Devices – Dundas WWTP Influent
- Cost Implications/Risk Matrix
- Problem: Eliminate Mercury, Benzene, Toluene, PAH's in Wastewater Influent
- Causes: Vehicles Service Facilities, Dental Offices, Car Washes, Parking Lots
- Solution: Pollution Control Devices (Interceptors)
- Next Steps: public consultation period ends November 11; revise draft Sewer Use by-law as necessary; report to Public Works Committee and Council in January 2014.

A copy of the PowerPoint presentation was electronically distributed to the Committee members following the meeting.

The presentation the proposed changes within the Sewer Use By-law was received.

(iii) **Christine Newbold, Planner, Planning Policy, respecting the City's New Official Plan and Potential Impacts on the Business Improvement Areas**

Christine Newbold, Planner, Planning Policy, and Lysie Wilkinson, Planning Technician, Growth Management, appeared before the Committee to provide an update on the Urban Hamilton Official Plan and spoke to the following issues:

- Provided background of the Official Plan (OP) which governs land uses, what uses are permitted in certain designations; includes transportation components, urban design requirements and various other policies that are governed under the Planning Act
- OP was adopted by Council in 2010 and approved by the Ministry in 2011

- Have four or five commercial and use designations for various activities
- Had consultations with the BIA's to discuss commercial designations and where the BIA's would fit in, and what would be the appropriate designation for BIAs
- Mixed use medium density to reflect commercial and residential areas
- Consultation and public information sessions held between December 2009 and April 2010 to look at commercial zoning
- Have managed to cut down appeals; some settlements in August, 2013
- Commercial policies are good to go for the BIA's
- Maps and texts need to be updated where appropriate
- Information report sent to Planning Committee on October 15 and will be circulated to Advisory Committee members

Following the presentation, comments of the Committee included, but were not limited to, the following:

- Specifically interested in the changes that are going to be implemented i.e., parking spaces for restaurants, places of worship
- With zoning changes happening, will there be grandfathering of anything that is pre-existing i.e., auto body shops in downtown core
- Staff responded that there may be a bit more flexibility with the new OP; many specific uses may already be permitted; may be more flexibility for uses in specific zones
- In terms of the Barton Street BIA, Shelly advised that many social service agencies and churches are moving into the area and buying up commercial properties

In response to some of the concerns raised, staff indicated that they would like to come back with more detailed information to a future meeting.

The presentation respecting the new Official Plan and its impacts on the Business Improvement Areas be received.

(f) GENERAL INFORMATION/OTHER BUSINESS

(i) Update – 2014 Ontario Business Improvement Areas Association Conference (Item 5.1)

Kathy Drewitt provided the following update:

- Sheraton Hotel will be the base; most of the conference meetings/meals will be at the Convention Centre
- Theme of the Conference: "BIA – Where Heritage Meets Innovation"
- Expect about 250 to 300 delegates
- Will have trade show component; good marketing opportunity
- Using Art Gallery of Hamilton and showcasing some local cultural aspects and local restaurants

- Will be some mobile workshops; looking at tours and HSR trolleys to see more of Hamilton
- Looking for session topics and people to organize; all part of the on-line discussions with OBIAA; see what is being offered on website
- Hoping to do gala night at LIUNA Station
- Lots of opportunities for BIA's to be involved.

(ii) Community Improvement Program (CIP) and Parking Revenue Funding Requests (Item 5.2)

The CIP funding and parking revenue for the Main West Esplanade was approved, to be used as follows:

- CIP – Banners and Christmas Decorations
- Parking – Banners

(g) ADJOURNMENT

There being no further business, the Committee adjourned at 10:17 a.m.

Respectfully submitted

Councillor T. Whitehead
Chair

Carolyn Biggs
Legislative Co-ordinator
Office of the City Clerk