

ITEM

MANAGER'S REPORT NO. 17  
COUNCIL MEETING 53

89/08/21

RE: LETTER FROM THE NORTH BURNABY MERCHANTS ASSOCIATION AND THE HASTINGS STREET ADVISORY COMMITTEE WHICH APPEARED ON THE AGENDA FOR AUGUST 08TH HASTINGS STREET (BOUNDARY ROAD TO WILLINGDON AVENUE)  
DOWNTOWN REVITALIZATION PROGRAM

MUNICIPAL MANAGER'S RECOMMENDATION:

1. THAT the recommendations of the Director Planning & Building Inspection be adopted.

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TO: MUNICIPAL MANAGER 1989 AUGUST 15

FROM: DIRECTOR PLANNING & BUILDING INSPECTION

SUBJECT: HASTINGS STREET (BOUNDARY ROAD TO WILLINGDON AVENUE)  
DOWNTOWN REVITALIZATION PROGRAM

PURPOSE: To request Council's approval of the necessary resolutions to establish the Hastings Street area for benefits under the Downtown Revitalization Program.

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RECOMMENDATIONS:

1. THAT the Ministry of Municipal Affairs, Recreation and Culture be requested to designate the Hastings Street area between Boundary Road and Willingdon Avenue for benefits under the Downtown Revitalization Program.
2. THAT an application be made through the Downtown Revitalization Program for cost-sharing funding to assist in paying the cost of developing a revitalization strategy for the Hastings Street area and for a start-up grant to produce a concept plan and that Council authorize the expenditure of up to \$35,000 from the 1989 Capital Contingency funds on the understanding that a recovery of 50% of this cost will be repaid by the Province upon completion of the work.
3. THAT a copy of this report be sent to the North Burnaby Merchants Association and the Hastings Street Advisory Committee.

R E P O R T

Appearing on the Council agenda of 1989 August 08 is an item of correspondence dated 1989 July 26 from Mr. Clay Budd, Chairman, Revitalization Program, North Burnaby Merchants Association requesting the consideration of Council to proceed with an application for the revitalization of Hastings Street under the Provincial Downtown Revitalization Program. The letter indicates that the proposal has also been discussed with and endorsed by the Hastings Street Advisory Committee.

The purpose of the Downtown Revitalization Program is to foster joint efforts by merchants, municipal councils and the province toward improving the physical and promotional presence of a downtown area such as the historic Hastings Street commercial centre. The existence of an interested and active merchant association such as the North Burnaby Merchants Association is a prerequisite to pursuing the program. The program is generally considered by staff to have merit.

The Provincial Downtown Revitalization Program consists of four major sub programs:

1. Start-up grants to assist the municipality and local merchants in the establishment of an integrated approach to the revitalization of the downtown area.
2. Capital Works Loans (up to 75% of design, engineering and administrative costs) to assist in funding improvements to public areas within downtown cores identified at the concept planning stage. 189
3. Facade Improvement Grants to pay a portion of the costs involved in upgrading the facades of commercial buildings.
4. Business Improvement Area Grants to encourage businesses within a specified area to join forces for more effective promotion.

Further details of these sub programs are included in the overview attached to this report.

In order to take advantage of this program, first, it is necessary that Council pass a resolution requesting that the Ministry of Municipal Affairs, Recreation and Culture designate the Hastings Street area for benefits under the Downtown Revitalization Program (DRP). The Hastings Street area to be designated extends east-west from Boundary Road to Willingdon Avenue and includes the area north to Albert Street and south to Pender Street (see attached sketch).

Second, it is necessary that Council pass a resolution applying to DRP for funding of a Hastings Street strategy. DRP will pay up to 50% of the cost to develop a strategy (to a maximum grant of \$5,000) which will assess the strengths and weaknesses of Hastings Street, look at its current physical and economic status, and establish goals for revitalization.

Council is also requested to include in this second resolution a request for a start-up grant to cover 50% of the cost up to a maximum grant of \$7,500 to produce a concept plan, which will map out a project which meets the goals established in the strategy.

Financing of the project would need to be done by the Municipality then the Province will reimburse their 50% share upon completion of the work. The first stage strategy preparation will cost a maximum of \$10,000 (\$5,000 from Burnaby) and the second stage concept plan would cost up to \$25,000 (\$12,500 from Burnaby). The total amount requested for funding from Council is therefore \$35,000, of which Burnaby would be reimbursed \$17,500 by the province. The project would be funded from the 1989 Capital Contingency.

The concept plan will recommend an overall look for Hastings Street, give a visual representation of that look and provide estimated costs of such a project. Operational initiatives as outlined in the program providing for various loans and grants to further the approved concept plan may be then pursued.

However, some caution should also be exercised. While the Downtown Revitalization Program permits a municipality and a downtown merchants association to take advantage of various loans and grants, the ultimate operational choices which the program offers could result in a substantial financial commitment by the Municipality and/or a form of self-taxation by the area merchants to pay for improvements somewhat similar to the functioning of Local Improvement Program bylaws. These are included in the later stages of the program and are part of the Business Improvement area projects.



ITEM

MANAGER'S REPORT NO.

COUNCIL MEETING

17

53

89/08/21

It is also important to assure that the Downtown Revitalization Program as it applies to Hastings Street be closely coordinated and be compatible with current initiatives to achieve a revised appropriate Community Plan for the Hastings Street area between Boundary Road and Willingdon Avenue. The Hastings Street Advisory Committee has been established by Council to further this community planning process.

Depending on specific actions recommended, it may be necessary to amend the Official Community Plan to include design guidelines for the revitalization area. Council passage of the required resolutions to activate this revitalization program does not commit Council, the municipality or the merchants association to pursue any of the final operational choices. These operational choices will need future Council decisions in concert with a full understanding of their functional, physical and financial implications.

The Planning and Building Inspection Department staff is prepared to coordinate pursue of the revitalization program with the merchants association and assure that the efforts of the community including the Hastings Street Advisory Committee are also coordinated with the program.

It is recommended that Council initiate participation in the Downtown Revitalization Program for Hastings Street between Boundary Road and Willingdon Avenue by passing the necessary resolutions at this time.

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Attachments

cc: Director Finance  
Acting Director Engineering



A. L. Parr,  
DIRECTOR PLANNING &  
BUILDING INSPECTION

# The Downtown Revitalization Program

ITEM 17  
MANAGER'S REPORT NO. 53  
COUNCIL MEETING 89/08/21

## AN OVERVIEW OF THE FUNDING

### START-UP GRANTS

191

Start-up grants enable merchants and the municipality to establish an integrated approach to revitalizing the downtown core.

\$5,000. Application for funding is made by way of council resolution.

#### a) Downtown Strategy Grant

A downtown strategy looks at the present physical and economic status of downtown, establishes goals for the revitalization of both sectors, assesses strengths and weaknesses and determines how to overcome weaknesses to meet the goals.

The concept plan is a visual presentation of the project to meet the goals established in the strategy. The concept plan includes preliminary cost estimates, preliminary financial analyses and a project timetable.

A Downtown Strategy Grant provides 50 per cent of the cost of developing the strategy, up to a maximum grant of

A Concept Planning Grant is available to cover 50 per cent of the cost up to a maximum grant of \$7,500. Application for funding is made by way of council resolution.

### CAPITAL WORKS LOAN

To bring the concept plan to reality, it may be necessary to make improvements to the public areas within the downtown core. A Capital Works Loan is available from the provincial government to cover 75 per cent of the cost of the work and the associated design, engineering and

administrative costs. The loan rate is two per cent less than the Municipal Finance Authority rate at the time of loan agreement and the term is up to a maximum of 15 years.

### FACADE IMPROVEMENT GRANTS

The storefront or facade is a 24-hour advertising medium for merchants and downtown. The Downtown Revitalization Program has two sub-programs to assist in the upgrading of the facades of commercial buildings.

#### a) Preparing Facade Design Guidelines

The official community plan must be amended to include design guidelines for store fronts in a specially designated development permit area. Design

sketches must also be included to give a visual representation of the written guideline designs and form an addendum to the Official Community Plan.

A grant to cover 50 per cent of the cost of amending the official community plan and preparing design standards, is available from the ministry, to a maximum grant of \$5,000. Application for funding is made by way of council resolution.

#### b) Implementation of Facade Improvements

Those municipalities that have amended their Official Community Plan to include a development permit area for the downtown, design guidelines and a Capital Works Loan, will be considered for facade improvement funding. Under this program, owners who renovate their

buildings in accordance with the guidelines are eligible for a grant: for facades, to cover 20 per cent of the construction cost to a maximum of \$200 per metre; for sides and rear surfaces, 10 per cent to a maximum of \$100 per metre. These grants do not apply where Heritage Area Revitalization Project (HARP) grants are being used.

## BUSINESS IMPROVEMENT AREA GRANTS

Business Improvement Area (BIA) grants encourage businesses within a specified area to join forces for more effective promotion. Funding requests are made by resolution of council.

#### a) Start-up Grants

A grant is available to fund 50 per cent of the cost, up to a maximum grant of \$5,000 per BIA, of the following start-up items:

- i) A marketing study and business plan to define the BIA area, its strengths, weaknesses, image, market share, perceived and actual problems, budget, board, and so on. Half of the grant is released upon receipt of the study.
- ii) A BIA information package to inform tenants and landowners of the proposed BIA Bylaw. Costs here will involve developing written material,

mailing, meetings, staff, advertising costs, and so on. Balance of Start-up Grant is released when a copy of the draft bylaw is forwarded to the ministry.

#### b) Subsequent grants

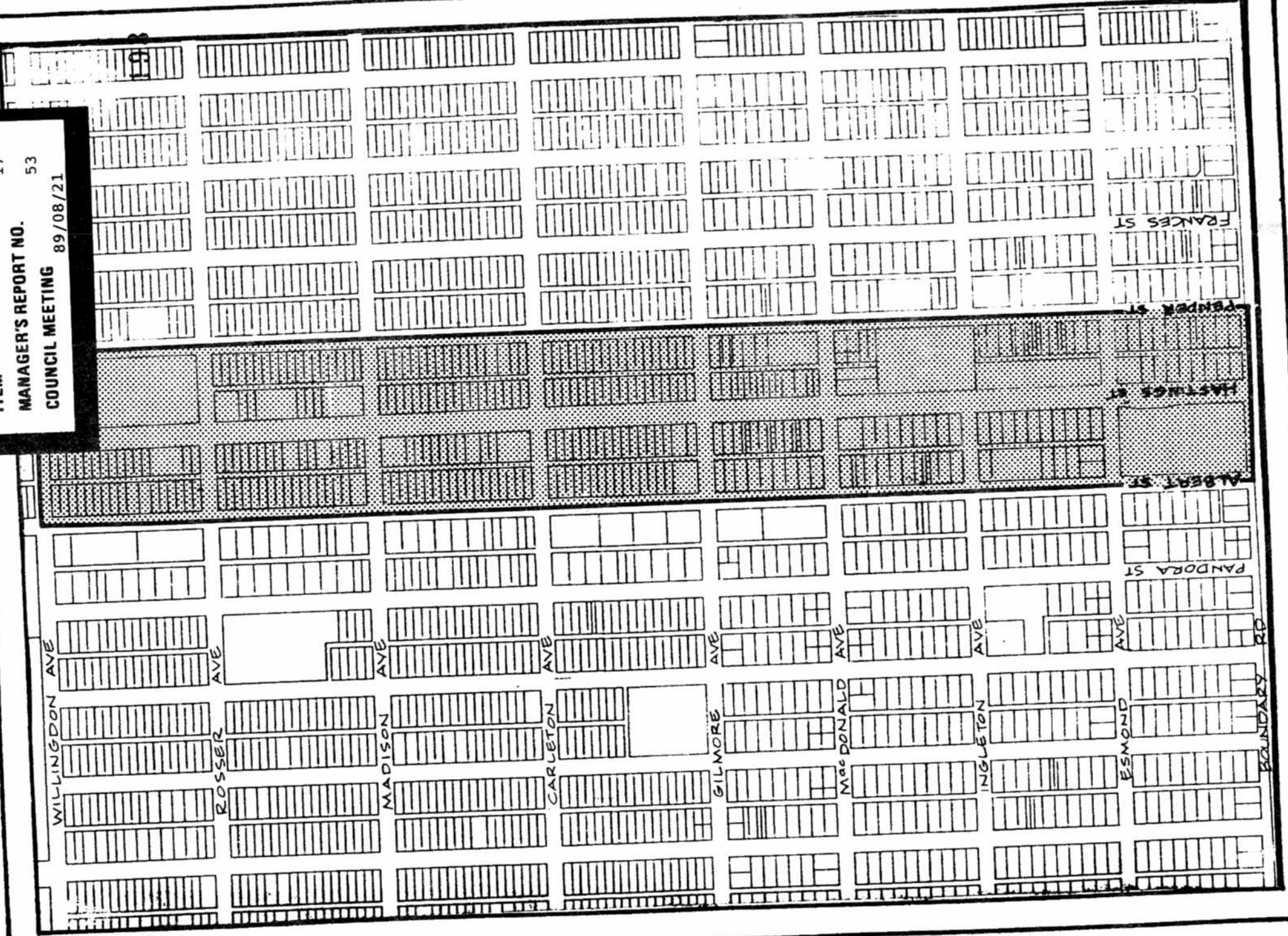
A grant up to the maximum of \$1000 is available to assist in establishing a BIA office, unless it is established as part of existing operation, such as part of Chamber of Commerce or an established Downtown Merchant Association.

A BIA Salary Grant is available to cover 25 per cent of salary costs for a full or part-time manager in the first year.

The BIA organization will want to develop a marketing and promotional strategy. A grant covering half of the cost, to a maximum grant of \$2500, to do this.

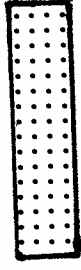
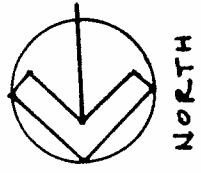


ITEM 17  
 MANAGER'S REPORT NO. 53  
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CITY OF BURNABY  
 Planning &  
 Building Inspection  
 Department

PROPOSED BURNABY  
 DOWNTOWN REVITALIZATION  
 PROGRAM AREA



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