

**SUBJECT: REQUEST FROM THE HEIGHTS MERCHANTS ASSOCIATION FOR INCLUSION
TO BUSINESS IMPROVEMENT AREA (BIA)**

RECOMMENDATIONS:

1. THAT approval be given to include the Parks and Recreation facilities within Confederation Park in the Hastings Street Merchants Association's Business Improvement Area application.
2. THAT Council be so informed.
3. THAT a copy of this report be sent to Claudia M. Laroye, Executive Director , The Heights Merchants Association.

REPORT

Appearing under correspondence is a request from the Heights Merchants Association to include City owned Parks and Recreation facilities within Confederation Park in their Business Improvement Area renewal and expansion.

The inclusion of these facilities in the Hastings Street Business Improvement Area would demonstrate cooperation and understanding between the business community and the public facility operators (the City) and show the community the full array of services available to them in this area.

BACKGROUND:

Formed in 1994 as Burnaby's first official Business Improvement Area (BIA) for the area of Hastings Street between Boundary Road and Willingdon Avenue, the Hastings Street BIA in the Heights area of North Burnaby has had many positive impacts for local merchants. Intended as a self-help agency formed by local businesses for local businesses, BIAs are intended to upgrade and promote a local business and shopping district. The Heights Merchants Association is the agency which administers the Hastings Street BIA and has created a strong network among the member businesses and has also created effective links between the merchants and the local community.

Some of the Hastings Street BIA's accomplishments include physical upgrades such as the street banner program and input into the new streetscape design as part of the HOV lane installation. The Hastings Street BIA also participates in coordination of many of the local festivals including the very successful Hats Off Day, Halloween on the Heights, Light up the Heights (a Christmas light program) and the Burnaby Art Walk. The BIA's success has been recently reinforced through the renewal and expansion of the BIA in 1999 April to include all of Hastings Street from Boundary Road to Gamma Avenue and the extension of the BIA's mandate to seven years from the original four.

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CONCLUSION:

Any City facility included in the Hastings East BIA would not be eligible for a BIA levy. Inclusion is sought mainly to promote better communication, cooperation, participation and involvement with this North Burnaby community. Staff recommend the approval of this request as it will help to profile the full array of services within the community.

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cc: Director Planning and Building
Chief Librarian

