
TO: CITY MANAGER**DATE:** 2009 April 01**FROM:** DIRECTOR PLANNING AND BUILDING**FILE:** 76000.07*Reference: North Road Business
Improvement Area***SUBJECT: RESULTS OF THE COUNCIL INITIATIVE PROCESS FOR THE
FORMATION OF THE BURNABY NORTH ROAD BUSINESS
IMPROVEMENT AREA****PURPOSE:** To inform Council of the results of the Council Initiative Process to allow for the formation of a Business Improvement Area for North Road in the Lougheed Town Centre Plan area.

RECOMMENDATION:

1. **THAT** a copy of this report be sent to Ms. Ann Carlsen, President, North Road Business Improvement Association.

REPORT**1.0 BACKGROUND**

Appearing elsewhere on Council's agenda for First, Second and Third Reading is Bylaw No. 12635, 2009, to create a Business Improvement Area (BIA) for North Road in the Lougheed Town Centre area.

At the 2009 February 9 Council meeting, Council approved the proposed Council Initiative process in accordance with Section 213 of the Community Charter (local area service on Council initiative - subject to petition against) and authorized the City Solicitor to proceed with the process of bringing forward a Business Improvement Bylaw to allow for the formation of the Burnaby North Road Business Improvement Area.

The purpose of a BIA is to serve as a self-help organization to help local business people and property owners to upgrade and promote their business and shopping area to improve its economic viability.

Subsequently, a "Notice of Intention" was prepared and sent on 2009 February 13 by the City Clerk to all commercial property owners within the proposed BIA boundaries (see **attached** Sketch #1). The "Notice of Intention" was also advertised in both local newspapers on 2009 February 18 and 25. The owners had until 2009 March 27 to petition against the BIA. Unless

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petitions against the BIA are received, from owners representing more than 50% of the properties or representing more than 50% of the total property value, the BIA remains eligible for adoption by Council to add the BIA levy to the tax rolls.

2.0 “NOTICE OF INTENTION” RESULTS

As the City Clerk’s report on the Certificate of Sufficiency for the Council Initiative Process, appearing elsewhere on Council’s agenda, indicates, the owners who petitioned against the BIA, represent less than 25% of total property values, 28% of the properties. As such, the Council Initiative process is deemed to have succeeded in accordance with the criteria set out in the Community Charter, and the BIA Bylaw is eligible to proceed to First, Second and Third Reading.

3.0 OTHER CONSIDERATIONS

Concurrently, with the process to form a BIA on the Burnaby side of North Road, the City of Coquitlam undertook a similar process to form an abutting BIA on the east side of North Road. The sponsoring group for both BIA’s, the North Road Business Improvement Association, had intended that the two proposed BIA’s would work in a unique partnership to achieve common goals based on a budget prorated to the land values in each City. However, on 2009 March 23, the City of Coquitlam’s Land Use and Economic Development Committee received a report from the Coquitlam City Clerk indicating that the owners of 42.3% of the properties representing 50.4% of the assessed land value had petitioned against the Coquitlam North Road BIA. As a result, the Coquitlam North Road BIA has failed and will not advance at this time.

Notwithstanding the outcome of the process for the formation of the Coquitlam North Road Business Improvement Area, the sponsoring group is still eager to form an official BIA on the Burnaby side of North Road. Appearing elsewhere on Council’s agenda is a letter from the President of the North Road Business Improvement Association explaining, that in times of financial uncertainty, a BIA is needed to represent the needs of its businesses and property owners. As initially proposed, the Burnaby North Road BIA will provide services that would have been discontinued without an official BIA such as the ICBC bike patrol, banner program and street beautification on the west side of North Road. The Burnaby North Road BIA also proposes to initiate programs that actively promote the Burnaby North Road businesses and bring in new customers.

As indicated in the 2009 February 9 Council report on the formation of the Burnaby North Road Business Improvement Area, unless the Council Initiative is defeated, the Burnaby members of the Burnaby North Road BIA sponsor (the North Road Business Improvement Association) at its Annual General Meeting, now scheduled for 2009 April 14, will elect Burnaby North Road BIA directors and approve the first year’s budget, not to exceed \$148,784. This budget will reflect the fact, that for this initial year at least, the Burnaby North Road BIA will act as an


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independent BIA in the interest of its Burnaby members. The levy will appear as a separate line item on the property tax notices for all relevant properties for the 2009 tax year. The tax levy would continue for a five year term each year until 2013. In addition, the North Road Business Improvement Association will propose to its Coquitlam members the formation of a Coquitlam Merchants Association, who may then, at a later date, sponsor another process to form a Coquitlam North Road BIA.

4.0 CONCLUSION

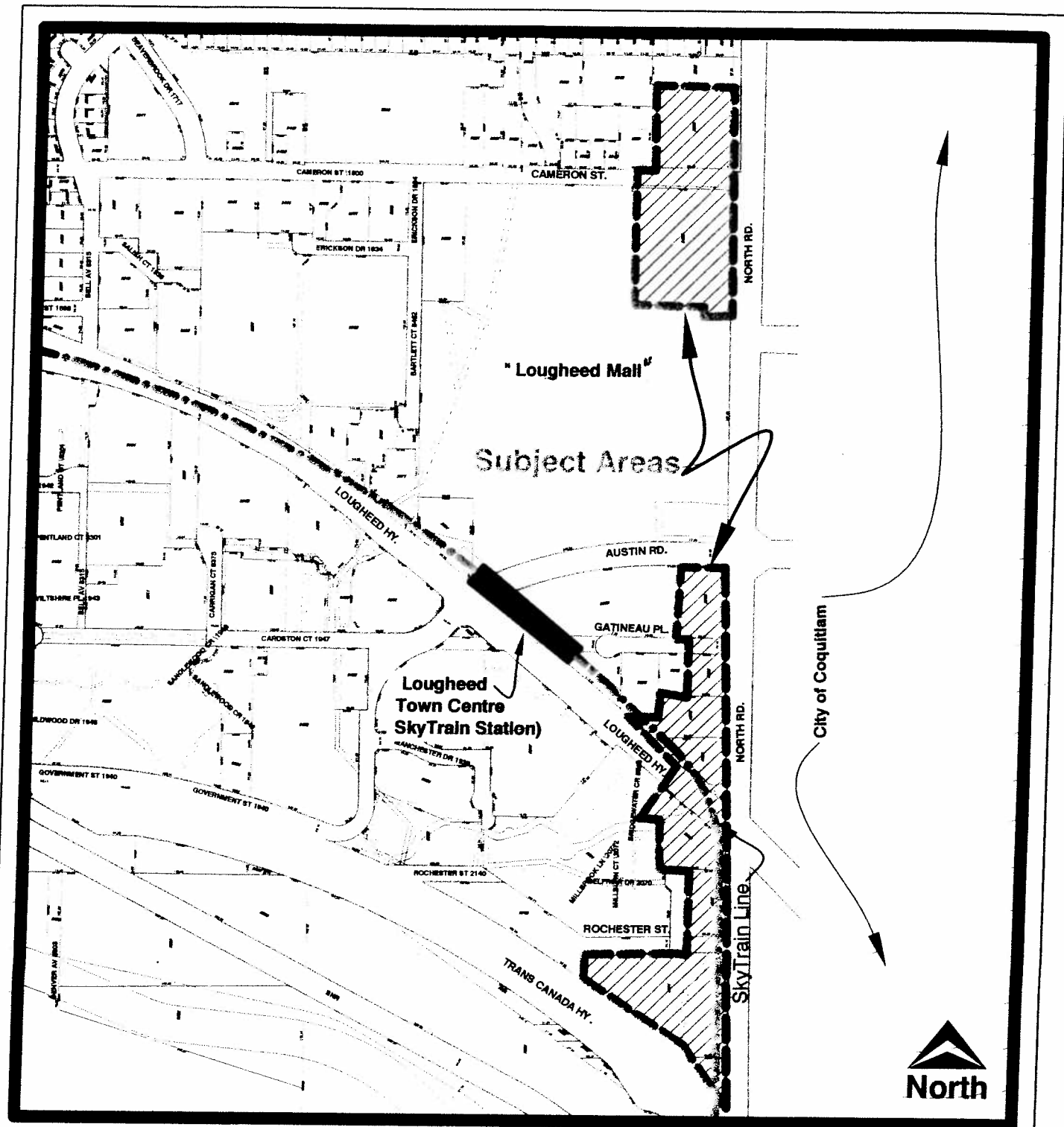
The results of the Council Initiative process, and the continued desire of the sponsoring group, the North Road Business Improvement Association, to proceed with the formation of the Burnaby North Road Business Improvement Area, supports the advancement of the Burnaby Business Improvement Area (Burnaby North Road) process. Appearing elsewhere on Council's agenda for First, Second and Third Reading is Bylaw No. 12635, 2009, to create a Business Improvement Area (BIA) for North Road in the Lougheed Town Centre area.

It is recommended that a copy of this report be sent to Ms. Ann Carlsen, President, North Road Business Improvement Association.


B. Luksun
Director Planning and Building

FA:gk
Attach

cc: Deputy City Manager
City Solicitor
City Clerk
Director Finance
Director Parks, Recreation and Cultural Services
Director Engineering
Fire Chief
Chief Librarian
Officer-in-Charge, RCMP



Planning and Building Department

Scale: N.T.S.

Drawn By: J.P.C.

Date: January 2009

Proposed Burnaby North Road Business Improvement Area

Sketch # 1