

TO: CHAIR AND MEMBERS
FINANCIAL MANAGEMENT COMMITTEE

DATE: 2019 Oct 15

FROM: DIRECTOR FINANCE

FILE: 76000-07

**SUBJECT: BURNABY NORTH ROAD BUSINESS IMPROVEMENT AREA (BIA)
RENEWAL 2020-2026**

PURPOSE: To seek Council authority to proceed with the Burnaby North Road Business Improvement Association's renewal of their business improvement area local service from April 2020 to March 2026.

RECOMMENDATION:

1. **THAT** Council endorse the Burnaby North Road Business Improvement Association's request to renew the Burnaby North Road Business Improvement Area for the period 2020 April 01 to 2026 March 31;
2. **THAT** Council authorize the City Solicitor to bring forward a new bylaw to define the terms and conditions for the Burnaby North Road Business Improvement Area local service for the period 2020 April 01 to 2026 March 31; and
3. **THAT** a copy of this report be sent to the Burnaby North Road Business Improvement Association, c/o Hajera Baqi, President, 303-9940 Lougheed Highway, Burnaby, BC V3J 1N3.

REPORT**1.0 INTRODUCTION**

The Burnaby North Road Business Improvement Association (BNRBIA) comprises of approximately 120 properties, stretching from Highway #1 to just north of Cameron Street, excluding Lougheed Mall. The current Burnaby North Road Business Improvement Area Bylaw 2013 term runs from 2014 April 01 to 2020 March 31. The BNRBIA is seeking to renew the BNRBIA for the second time since inception, for a period of six years, from 2020 April 01 to 2026 March 31. A formal request to Mayor and Council is included as Attachment 1. The BNRBIA Strategic Plan 2020-2026 is included as Attachment 2*. This also includes a large version map of the proposed Business Improvement Area.

*Attachment 2 is available for viewing with the electronic copy of the agenda available on burnaby.ca.

2.0 POLICY SECTION

Goal

- An Inclusive Community
 - Create a sense of community –
Provide opportunities that encourage and welcome all community members and create a sense of belonging

- A Dynamic Community
 - Economic opportunity –
Foster an environment that attracts new and supports existing jobs, businesses and industries

3.0 BNRBIA ACHIEVEMENTS AND FUTURE INITIATIVE

Over the past six years, the BNRBIA’s objective has been to upgrade and promote the North Road corridor. Key activities are highlighted below:

- Korean Community Days;
- Enhanced security for high priority areas;
- Closer cooperation between the BNRBIA, Burnaby and Coquitlam municipalities; and,
- Various outreach and engagement events, including the annual Easter Event, Halloween Parade and “Party with your Mama” events.

Going forward, the BNRBIA’s proposed future initiatives for the 2020-2026 term include:

- Continued outreach through expanded cultural celebrations in conjunction with Coquitlam North Road Businesses;
- Continued focus on homelessness issues;
- Continued focus on reducing community crime and open drug use;
- Maintaining and building upon the relationships with strategic partners through effective communication;
- Continuing to work closely with local and regional government, to ensure members concerns are heard and early information is available as the North Road area continues to develop; and,
- Continued work to strengthen integration between businesses at either end of the BNRBIA, and develop arrangements that are mutually beneficial to both the BNRBIA and Lougheed Mall.

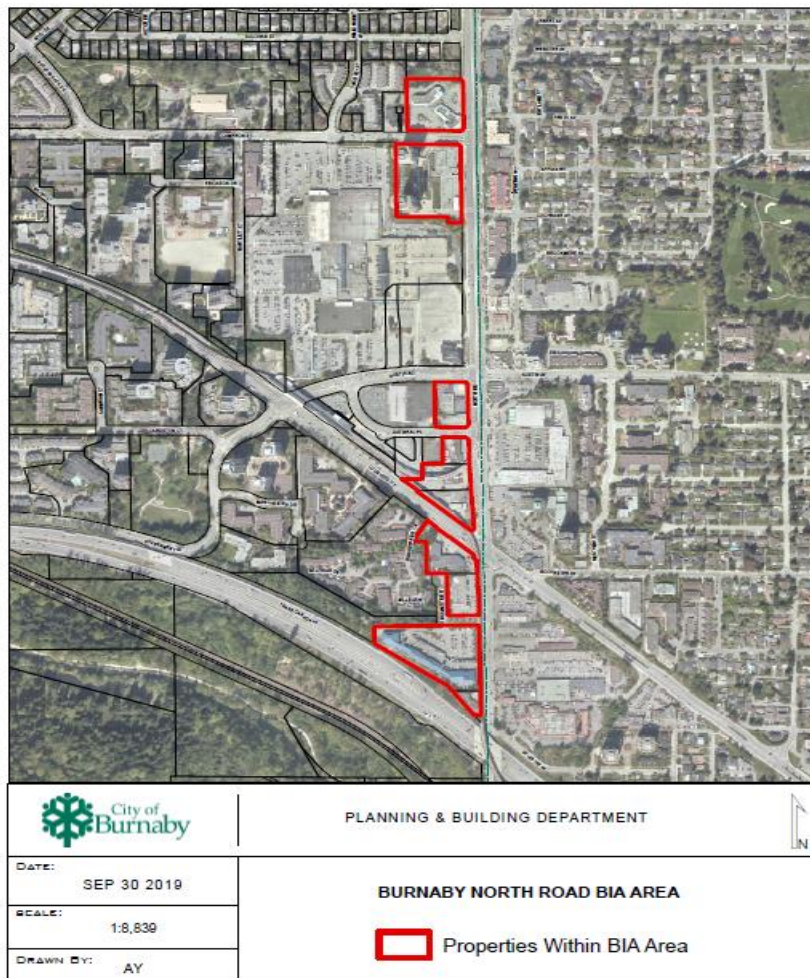
In addition to services on the Burnaby side of North Road, the long term aim of the BNRBIA has been to create a Coquitlam North Road BIA (CNRBIA), which will work with the BNRBIA to provide coordinated services to businesses on both sides of North Road. Discussions with the City of Coquitlam will continue following adoption of the new BRNBIA

bylaw. It is hoped both sides of North Road will see added benefits through a cross jurisdictional focus. A CNRBIA would be funded from Coquitlam businesses included in the designated Coquitlam Business Improvement Area, for which the City of Coquitlam would need to undertake the same bylaw and petition exercise as that of Burnaby. Should this endeavour transpire, the BNRBIA would approach Council with additional information.

4.0 PROPOSED BNRBIA BYLAW

The proposed BNRBIA bylaw will encompass the same area as per the current Business Improvement Area (Burnaby North Road) Bylaw 2013, as detailed in figure 1 below:

Figure 1 – Business Improvement Area Boundaries



The new bylaw will also identify the BNRBIA’s objectives, set out the terms and conditions for the receipt and expenditure of money, and specify the total levy that will be charged to properties within the business improvement area throughout the six year term of the bylaw.

Annual funding for the proposed six year term would increase at a rate of 3.5% per annum in order to cover inflationary cost increases and ensure that the BNRBIA can fund programs throughout the year, without the need to ask the City for any form of advance. Funding is collected through the City by means of a Local Area Service Tax, which is imposed on all Class 5 and 6 businesses within the boundaries of the business improvement area, barring identified exclusions (i.e. Lougheed Mall by joint agreement is not included in the BNRBIA). Total bylaw funding for the new term would be \$1,298,460, as captured in table 1 below. Once set, this bylaw funding cannot be amended for the duration of the bylaw, however, if required the business improvement area can be expanded through means of a new petition to include any currently excluded businesses that wish to be part of the BNRBIA.

Table 1 – Funding through means of a Local Area Service Tax

| | \$ April to March* | % Increase |
|-----------------------------|--------------------|------------|
| 2020-2021 | \$198,235.00 | 3.5% |
| 2021-2022 | \$205,170.00 | 3.5% |
| 2022-2023 | \$212,350.00 | 3.5% |
| 2023-2024 | \$219,785.00 | 3.5% |
| 2024-2025 | \$227,480.00 | 3.5% |
| 2025-2026 | \$235,440.00 | 3.5% |
| Total Bylaw Funding | 1,298,460.00 | |
| <i>*Figures are rounded</i> | | |

5.0 NEXT STEPS

Upon third reading of the proposed bylaw, the City Clerk will send a Notice of Intention to all property owners and tenants within the proposed boundaries of the business improvement area. The notice sets out the purpose of the BNRBIA, identifies the boundaries of the business improvement area, specifies the cost for the BNRBIA over the six year term, and provides an estimate of the first year’s mill rate per \$1,000 of assessed value that will be imposed on the included properties. Property owners will then have 30 days to petition Council not to proceed with the business improvement area.

Unless a petition against the business improvement area is made to Council by a majority of the property owners representing at least 50% of the total assessed property value in the business improvement area, the new Business Improvement Area (Burnaby North Road) Bylaw will proceed for Council consideration and final adoption.

To: Financial Management Committee
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6.0 RECOMMENDATION

The BNRBIA is seeking to renew the Burnaby North Road Business Improvement Area local service, for a period of six years, from 2020 April 01 to 2026 March 31. Staff recommend that Council endorse this request and authorize the City Solicitor to bring forward a bylaw to implement the terms and conditions of the renewal, as outlined in this report.



Noreen Kassam, CPA, CGA
DIRECTOR FINANCE

NK/RR:jk/md

Attachments: 1 - BNRBIA Renewal Letter to City
2 - BNRBIA Strategic Plan 2020-2026

Copied to: City Manager
Director Planning and Building
City Clerk
City Solicitor