



## ADMINISTRATIVE REPORT

Report Date: November 26, 2014  
Contact: Jane Pickering  
Contact No.: 604.873.7456  
RTS No.: 10779  
VanRIMS No.: 08-2000-20  
Meeting Date: December 16, 2014

TO: Vancouver City Council  
FROM: General Manager of Planning and Development Services  
SUBJECT: Approval of Council Initiative - Proposed Hastings North BIA Mid-term Expansion

### **RECOMMENDATION**

- A. THAT Council approve the Hastings North Business Improvement Association as sponsor for the Hastings North BIA Expansion Area.
- B. THAT Council approve the commencement of a Council Initiative to expand the Hastings North BIA, (3 year term for expansion area commencing April 1, 2015);  
  
FURTHER THAT Council forward the application of the Hastings North Business Improvement Association to a hearing of the Court of Revision.
- C. THAT the City notify property owners and tenants within the expansion area (shaded properties in Appendix A) of the proposed BIA expansion and levy.
- D. THAT Council approve a 3-year (2015-2018) funding-ceiling of \$456,000 for the Hastings North BIA Expansion Area, subject to Council approval of the expansion.

### **REPORT SUMMARY**

The Hastings North Business Improvement Association (HNBIA) has applied for expansion of the Hastings North BIA through creation of a second BIA designation by-law to be named the Hastings North Expansion Area BIA (area to be managed by the HNBIA). The designation by-law would have a 3-year term that would expire at the same time as the existing Hastings North BIA by-law. On renewal, it is expected that the areas covered by the existing and expansion by-laws would be merged into one by-law covering the enlarged Hastings North BIA. The purpose of this report is to

advance the expansion process by approving a Council Initiative to expand the Hastings North BIA.

### ***COUNCIL AUTHORITY/PREVIOUS DECISIONS***

Council policy for the renewal of a BIA was approved on July 30, 1992, and for the establishment and expansion of a BIA on October 14, 1997, as follows:

A BIA is established, renewed, and/or expanded by Council Initiative process; under a Council Initiative, affected property owners and commercial tenants receive a notification that sets out a description of the Initiative, the designated area, and the estimated annual charge and rate. The notification includes instructions for filing objections to the Initiative, which are reported to Council after they are received and tabulated. Council also hears delegations as to whether or not the Initiative should proceed. The Initiative generally will not be approved if one third or more of the owners, representing one third of the assessed property value, or one third of the tenants, counted separately, submit objections.

Section 458 of the Vancouver Charter permits Council to alter (reduce or expand) BIA boundaries, or to merge two or more BIA areas, in the same manner as that provided to establish a BIA, except that only the proposed expansion-area property owners and commercial tenants receive City notification of the Initiative.

Section 456(2)(b) of the Vancouver Charter requires that the by-law establishing a BIA must set a cumulative total amount (funding ceiling) over the term of the by-law. Rather than amending the existing BIA by-law to set a higher ceiling, a separate BIA 'expansion-area' by-law may be enacted with a separate funding ceiling. The expansion by-law can be timed to expire at the same time as the existing BIA by-law so that the two by-laws can be merged at the time of BIA renewal. In 2007 Council expanded the Commercial Drive BIA by enacting a by-law to designate a Commercial Drive Expansion Area BIA for a three-year term to expire in 2010, when the existing and expansion areas were then combined as one by-law.

### ***CITY MANAGER'S/GENERAL MANAGER'S COMMENTS***

The City Manager and the General Manager of Planning and Development Services recommend APPROVAL of the foregoing.

### ***REPORT***

#### ***Background/Context***

##### **BIA Expansion Process Overview**

The expansion process has two basic steps as described below - the first is the BIA's role and the second is the City's role:

### Step 1

The Hastings North Business Improvement Association (HNBIA) has completed the first step in the BIA expansion process, which involves consultation with the proposed expansion-area property and business owners regarding BIA expansion and cost ("expansion outreach"). The expansion also received approval in principle from HNBIA's existing membership at its Annual General Meeting in September. The approved resolutions included a) formally requesting the City to consider BIA expansion; b) stipulating an expansion term and funding-ceiling<sup>1</sup> for the expansion-area BIA designation by-law c) approving a first-year renewal budget (levy) for the expansion area (Appendix B1). The HNBIA renewal outreach is summarized in this report based on outreach documentation provided by the HNBIA (Appendix C).

### Step 2

Expansion Step 2 requires Council approval of the recommendations in this report as follows: a) to confirm the Hastings North Business Improvement Association as sponsor of the Hastings North BIA; b) to approve a Council Initiative to expand the Hastings North BIA, which means the City will notify the affected expansion-area property owners and tenants prior to Council approval or rejection of the Initiative; c) to forward the expansion application to Court of Revision, and; d) subject to final Council approval, to approve the proposed funding ceiling for the proposed BIA expansion area.

If, after notification of owners and businesses, Council approves the BIA expansion, staff will report back for approval of the HNBIA 2015-2016 budget (existing plus expansion area) along with all of the other BIAs' 2015 - 2016 budget requests. Although Council does not approve the proposed expansion-area year-1 budget at this stage in the BIA renewal process, a copy of the proposed budget is attached to this report for reference, to indicate the anticipated costs in the proposed expansion area (Appendix B1). This addresses Vancouver Charter section 506(2), which requires the City's formal notification to include an estimate of each property owner's expected contribution.

### BIA Expansion Outreach - Background

In this section, additional information is provided on the overall approach to expansion outreach and reporting outlined as Step 1. The section that follows provides background and strategic analysis for the proposed Hastings North BIA expansion.

As part of a proposed expansion, BIAs are required to conduct outreach to the commercial property owners and business tenants within the proposed expansion area. The City has set minimum requirements for outreach, which include distribution of information about BIA expansion and possible costs, proposed budgets, and surveys of owner and tenant issues and views. BIAs are also required to hold open meetings to discuss expansion issues and gauge support.

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<sup>1</sup> Vancouver Charter section 456(2) (b) stipulates that Council, by by-law, must establish the maximum amount of money to be granted to a BIA applicant. A '*funding ceiling*' is the cumulative maximum amount, over the current BIA term, which may be granted and then recovered by way of a levy on parcels of real property within a BIA.

BIAs retain and submit all materials generated as part of the expansion outreach. The materials are reviewed and attached to the Council report as supporting evidence of outreach (Appendix C).

Subsequently, as part of the Council Initiative (Step 2), all expansion-area property owners and business tenants will receive a notification from the City, if approved in the Recommendations in this report, to which they can respond before a final decision on BIA expansion is made by Council.

## *Strategic Analysis*

### BACKGROUND

The Hastings North BIA was one of three BIAs established in 2001, along with the Collingwood and Kitsilano Fourth Avenue BIAs. The BIA was last renewed in 2011 for a third term (7 years) which expires at the end of March 2018. The Hastings North Business Improvement Association (HNBIA) wishes to expand the BIA by approval of an expansion-area BIA for a 3-year term (April 1, 2015 - March 31, 2018) timed to coincide with expiry of the existing Hastings North BIA by-law. The expansion-area would be managed by the existing HNBIA society.

### *DISCUSSION*

#### BIA Expansion Proposal

The existing Hastings North BIA boundary roughly comprises 12 blocks of East Hastings Street between Commercial Drive and Renfrew Street, as well as a light industrial area north of Hastings bounded by Commercial Drive, Semlin Drive and Powell Street - roughly three square blocks (existing BIA is the unshaded part of map in Appendix A).

The proposed expansion boundary covers the area roughly bounded by Commercial Drive, Clark Drive, East Hastings, and Powell Street, as well as a small area near Wall and Dundas. The expansion area comprises the only remaining portion of the Powell Street light industrial area not covered by a BIA, and if approved would bridge the gap between the Strathcona BIA and the Hastings North BIA (expansion areas are the shaded parts of map in Appendix A).

If approved by Council, the proposed funding-ceiling of \$456,000 will define the maximum amount that may be levied over the Hastings North BIA Expansion Area 3-year term. As the ceiling functions as a cumulative 'cap' rather than as a budget, a ceiling-increase does not necessarily reflect BIA annual expenditure increases.

The HNBIA proposes a Year 1 expansion-area budget of \$149,000, representing an annual levy rate of \$0.77 per \$1,000.00 of assessed property value (Appendix B1). If, after owner and business notifications, Council approves the proposed Hastings North BIA expansion, the expansion-area budget will be merged with the HNBIA 2015-2016 budget (Appendix B2). Staff will report back for approval of the overall HNBIA budget along with all of the other BIAs' 2015 - 2016 budget requests.

### Expansion Area Outreach Activities

Expansion outreach activities extended from January to October 2014, and included:

- Late January 2014 initial mailing of material to all 189 expansion-area property owners and business tenants. The material introduced the BIA concept, summarized HNBIA programs, raised the question of HNBIA expansion, and invited recipients to a meeting to discuss and gauge initial support for the idea.
- February 27, 2014 initial meeting attended by 8 property owners /business operators. HNBIA reports that all those in attendance were in favour of being included in an expanded HNBIA area.
- April 2014 mailing of a survey to all expansion-area property owners and businesses. In late May 2014, the survey was also hand-delivered door-to-door by HNBIA staff. HNBIA reports 9 survey responses, four of which were interested, two not interested, and three not sure.
- Early June 2014 mailing and hand-delivery of invitation for second outreach meeting, sent to all expansion-area owners and businesses.
- June 26, 2014 second meeting attended by 3 property owners /business operators. HNBIA reports that all 3 attendees supported HNBIA expansion to their area.
- The HNBIA AGM held on September 24, 2014. Discussion at the AGM (attended by voting members of the *existing* HNBIA) included discussion about the proposed expansion and expansion budget. The proposed 3-year expansion-area term, funding ceiling and budget were unanimously approved by the existing membership.
- October 2014 mailing and hand-delivery of additional materials and a follow-up survey to all expansion-area property owners and businesses. HNBIA reports 4 survey responses, 2 in favour and 2 against.

The HNBIA's expansion request letter, along with documentation of property-owner and business tenant outreach, is attached as Appendix C.

Property-owner and business tenant participation in the expansion consultation process has been low, despite HNBIA best efforts to draw attention to the proposed expansion. The combined total number of property owners and businesses in the proposed BIA expansion area is 189. Total participation including survey responses, meeting attendance, and telephone communication was 17, or only 9% of total owners and businesses. Reviewing BIA outreach participation rates over the past 10 years (not including BIA renewals), the lowest have been 12.9% to 13.4%. It should also be noted that participation in outreach for HNBIA original formation in 2001 was only 12.7%.

In light of low responses, the City requested HNBIA to conduct a further round of outreach to augment the number of responses. The materials included a follow-up survey to gauge support and opposition. That final iteration in October 2014 generated only 4 survey responses, 2 in favour and 2 against (last bullet above). HNBIA reports that it made significant efforts to contact expansion-area property owners and businesses and believes that additional HNBIA outreach would not generate significant additional response. Further, HNBIA believes that the weak response rate indicates the industrial area's lack of interest in process rather than lack of interest in BIA expansion.

The HNBIA reports that, over the course of their outreach process, only 4 of 17 responses indicated opposition to the proposed expansion (23% of total responses). HNBIA also notes that the largest property owner, which would contribute 11% of the proposed expansion-area budget, is in favour of the expansion. The City has received no telephone calls or correspondence from individuals expressing opposition or concern regarding the expansion proposal.

Based on the input received to date, the HNBIA believes that the BIA expansion, the proposed 3-year funding ceiling, and the Year-1 budget are generally supported.

Should Council approve commencement of an Initiative and notification, all of the property owners and businesses will have further opportunity to review the expansion proposal and costs: Expansion property owners will receive the City's notice by mail to their address for property tax notices. City-directed teams will notify all businesses by hand-delivery at their place of business. Envelopes containing the City's notification materials have an attention label indicating important contents that could affect recipients' property taxes. The delivery teams are instructed to request reception staff deliver the notice directly to the business owner or manager if not available in person.

*Implications/Related Issues/Risk (if applicable)*

*Financial*

There are no financial implications for the City.

**CONCLUSION**

The Hastings North Business Improvement Association (HNBIA) has asked that its expansion application be forwarded by way of Council Initiative to a Court of Revision. Although the Society's outreach activities saw low participation from expansion-area property owners and businesses, there has been minimal opposition at this stage in the process. If Council approves the BIA expansion, staff will report back for approval of the combined HNBIA budget (existing plus expansion area) along with all of the other BIAs' 2015 - 2016 budget requests.

\* \* \* \* \*



Existing Hastings North B.I.A. with Proposed Expansion-area



**HASTINGS NORTH BUSINESS IMPROVEMENT ASSOCIATION  
EXPANSION AREA BUDGET (If Expansion Approved)  
April 1, 2015 to March 31, 2016**

<b>REVENUE:</b>	<b>DOLLAR</b>
Tax Levy	\$149,000
<b>TOTAL REVENUE</b>	<b><u>\$149,000</u></b>
<b>EXPENSES:</b>	
Community Resource Centre	
<u>Administration</u>	
Wages & Payroll Tax	\$10,600
Office Expenses	<u>18,600</u>
<b>Sub Total</b>	<b>\$29,200</b>
Community Improvement Programs	
<u>Clean &amp; Safe</u>	
CPC Grant	\$ 6,700
CPC Patrols	14,000
Coast Foundation Society	18,000
Anti-Graffiti Program	10,200
Initial Area Cleanup	4,400
Program Management	<u>8,600</u>
<b>Sub Total</b>	<b>\$61,900</b>
<u>Marketing &amp; Communications</u>	
Communications	\$17,100
Design and Promotion	<u>12,300</u>
<b>Sub Total</b>	<b>\$29,400</b>
<u>Revitalization and Communication</u>	
Banners	10,000
Hardware and Installation	15,000
Community Relations	<u>3,500</u>
<b>Sub Total</b>	<b>\$28,500</b>
<b>TOTAL EXPENSES</b>	<b>\$149,000</b>



**HASTINGS NORTH BUSINESS IMPROVEMENT ASSOCIATION**

**EXPANDED HNBIA BUDGET (If Expansion Approved)**

**April 1, 2015 to March 31, 2016**

<b>REVENUE:</b>	<b>DOLLAR</b>
Tax Levy	\$500,790
Associate Member	6,100
<b>TOTAL REVENUE</b>	<b><u>\$506,890</u></b>
<b>EXPENSES:</b>	
Community Resource Centre	
<u>Administration</u>	
Wages & Payroll Tax	\$36,940
Office Expenses	<u>67,050</u>
<b>Sub Total</b>	<b>\$103,990</b>
Community Improvement Programs	
<u>Clean &amp; Safe</u>	
CPC Grant	\$26,700
CPC Patrol Grant	54,000
Public Realm Litter Removal	58,000
Anti-Graffiti Program	28,000
Initial Area Clean-up	4,400
Program Management	<u>31,200</u>
<b>Sub Total</b>	<b>\$202,300</b>
<u>Marketing &amp; Communications</u>	
Communications	57,200
Events	28,300
Design and Promotion	<u>44,300</u>
<b>Sub Total</b>	<b>\$129,800</b>
<u>Revitalization and Community Relations</u>	
Banners	26,000
Banner Hardware	15,000
Sunrise Square	2,000
Sustainability/Green Initiatives	15,000
Community Relations	<u>12,800</u>
<b>Sub Total</b>	<b>\$70,800</b>
<b>TOTAL EXPENSES</b>	<b><u>\$506,890</u></b>



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## Hastings North Business Improvement Association

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October 30, 2014

Mayor Gregor Robertson and Members of Council  
c/o Peter Vaisbord, BIA Program Coordinator  
City of Vancouver  
453 West 12<sup>th</sup> Ave  
Vancouver, BC, V5Y 1V4

Re: Proposed Expansion of the Hastings North Business Improvement Association

Dear Mayor Robertson and Council,

On behalf of the membership and Directors of the Hastings North Business Improvement Association, I am requesting that Vancouver City Council consider our application to expand the HN BIA district as outlined on the attached map. Based on the feedback we have received through various methods of outreach we believe that the expansion is being viewed positively.

The HN BIA currently encompasses the area from Renfrew Street west on Hastings Street to Commercial Drive, north on Commercial Drive to the CNN right of way, east to Semlin Drive and south to Hastings Street. It is a unique area as we combine both a vibrant retail district and a portion of the Powell Street Light Industrial Area an important manufacturing and light industrial district within the City.

The HN BIA was formed by the businesses and the City in 2001 and has overseen a change in the neighbourhood over the last ten years. It has had a positive impact in the area as graffiti is consistently being removed, the sidewalks and landscaping is maintained, the area is promoted and beautification projects have been undertaken.

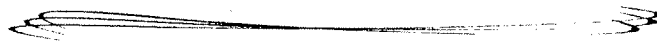
The HN BIA is pleased to have become an integral community member of the area and is part of many successful partnerships both with community members and other community organizations. We have worked on many different projects with other neighbourhood members and look forward to continuing these partnerships and programs in the community. It will be exciting the positive changes that have been initiated continue into the future in this vibrant, eclectic important neighbourhood in east Vancouver.

Our expansion process commenced in 2013 and the Board of Directors have undertaken a number of outreach activities over the past year to inform and enable the potential expansion area commercial property and business owners to have input into the process. We undertook two public meetings, a survey, a number of mailed and emailed outreach documents, personal walk about in the proposed expansion area and an exit survey to inform both the area businesses and



# *You're Invited*

The Hastings North Business Improvement Association invites you to join our discussion about a possible expansion of the HNBIA boundaries. We would like to address any questions or concerns you may have, what a BIA is, does and its value to you.




Date: February 27, 2014

Time: 6:00pm

Location: The Maritime Labour Centre  
1880 Triumph Street, Vancouver

Kindly RSVP by phone or email by February 26.

We look forward to meeting you and hope you can make it.

  
2620 E Hastings Street  
604.215.2401  
hastingsnorthbia@telus.net  
Hastings North BIA





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## Hastings North Business Improvement Association

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The Board of Directors of the Hastings North Business Improvement Association (HNBIA) would like to invite you to a meeting on Thursday February 27, 2014 at 6pm at the Maritime Labour Centre, to discuss the possibility of expanding the boundaries of the HNBIA west from Commercial Drive to Clark Drive. This is a preliminary meeting to allow you to provide input and ask questions of the Board regarding the advantages and disadvantages of joining the Hastings North BIA. This expansion would cover the area between the Strathcona BIA and the HNBIA between Commercial Drive and Clark Drive and Hastings Street North to the CN right of way. This would then provide a united voice for the Powell Street Light Industrial Area.

### **What is a BIA?**

Business Improvement Associations are self-funded, self-governing, grassroots organizations established through the collective will of like-minded businesses operating within a defined geographic area. The City assists by helping the merchants and landlords to form BIAs. Once a BIA is formed, it is managed by a volunteer board of property owners and tenants, which uses BIA funds to hire staff and implement BIA activities. BIAs are funded through a special property levy. The City has an ongoing role: facilitating the annual funding process, collecting the levy from individual businesses on our behalf and remitting to the BIA Board annually following member approval of draft annual budgets, and monitoring annual budgets.

The mandate of the BIA is to promote and improve its local business district. These associations exist to promote and to physically improve their area as well as to be a central voice for the businesses in actively advocating for the neighbourhood and becoming involved with other community partners.

### **Hastings North BIA**

The HNBIA represents approximately 600 business and property owners. Its' boundaries follow Hastings Street between Renfrew Street and Commercial Drive, north along Commercial Drive to the CPR right-of-way and south along Semlin Drive to Hastings Street.

We have a number of programs that could be extended into the area including Graffiti removal, sidewalk and laneway litter removal, and safety patrols with the Sunrise Patrol Team managed by the Hastings Sunrise Community Policing Centre. We also provide a central voice for all our businesses at City Hall and advocate on behalf of the business both with Staff and Council. We believe that this expansion could be of benefit as we are currently facing much pressure with respect to industrial lands and the encroachment of densification demands as well as greenways as outlined in the Emerging Directions under the Grandview-Woodland Community Plan. We are asking you to attend this meeting to voice your interest and concerns with respect to having BIA representation in this area.

### **Moving Forward**

If there is interest we would like to strike a small committee to provide input on a number of items including: business plan, budget, meeting dates, information materials, etc. The HNBIA is committed to providing the support and materials required to ensure that all commercial property and business owners in the area receive the information necessary to make a decision regarding becoming members of the HNBIA.

Please note that if interest is not expressed in moving forward with an expansion the HNBIA will not proceed with the initiative. We are proposing this initial meeting as we believe there is strength in numbers and are very concerned about the future of the industrial land in the City of Vancouver. We would like to present a unified voice to the City and provide a plan that you, the HNBIA and the Strathcona BIA can support and believe will provide a blue print for a successful business environment into the future. While ensuring that the area is successful in the



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## Hastings North Business Improvement Association

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present and is a place that clients, employees and businesses feel comfortable locating, working and conducting business.



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## Hastings North Business Improvement Association

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The Hastings North Business Improvement Association (HNBIA) is interested in consulting with you and your fellow businesses and commercial property owners with respect to expanding our boundaries from Commercial Drive west to meet the Strathcona BIA boundaries at Clark Drive. We wish to hear from you to help set the priorities for the area that would enable us to continue to improve business conditions within the Powell Street Light Industrial Area. We already represent those businesses in the area east of Commercial Drive and partner closely with the Strathcona BIA when advocating on behalf of Light Industrial with the City of Vancouver. It is important that your voice be heard. Please answer the following simple questionnaire which we can be emailed to us at [hastingsnorthbia@telus.net](mailto:hastingsnorthbia@telus.net), faxed to 604-216-0991 or picked up by one of our representatives in the next week (phone: 604-215-2401).

### QUESTIONNAIRE

Please place a check (/) next to the THREE most important issues/activities:

- ( ) Maintenance: Cleaning/Sweeping, Graffiti Removal, Needle Pickup, Garbage Dumping
- ( ) Safety and Security: Crime Prevention Resources, Community Policing Centre (CPC) Support, CPC Foot Patrols, Community/Volunteer Patrols, nuisance issues
- ( ) Liaison With City Hall: Advocacy, Development and Zoning Support, City Issues, Property Taxes, Sidewalks, Street Paving
- ( ) Street Beautification: Banners, Benches, Garbage Receptacles, Seasonal Decoration,
- ( ) Parking Issues
- ( ) Marketing and Promotion: Branding, Area Image, Social Media promotion, Retail Promotions, Special Events
- ( ) Other (please specify): \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

I am interested in the idea of the HNBIA expanding west between Commercial and Clark

Yes     No     I am not sure, I need more information

I am a:     Business Owner/Manager     Commercial Property Owner     Both

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Street Address: \_\_\_\_\_

Mailing Address (if different): \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

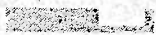


The **Hastings North Business Improvement Association** invites you to join our second discussion about a possible expansion of the HNBIA boundaries.

We would like to address any questions you may have about what a BIA is, does and its value to you.

DATE: JUNE 20, 2014  
TIME: 6:00 PM  
LOCATION: MARSHALL LAFORCE CENTRE  
3000 BRIMLEY ST. VAN.

Kindly RSVP via phone/email by **June 20<sup>th</sup>**.  
We look forward to meeting you.



2620 East Hastings St.  
604.215.2401  
hastingsnorthbia@telus.net

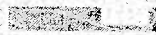


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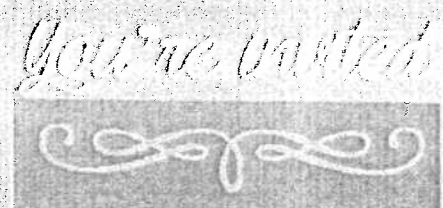
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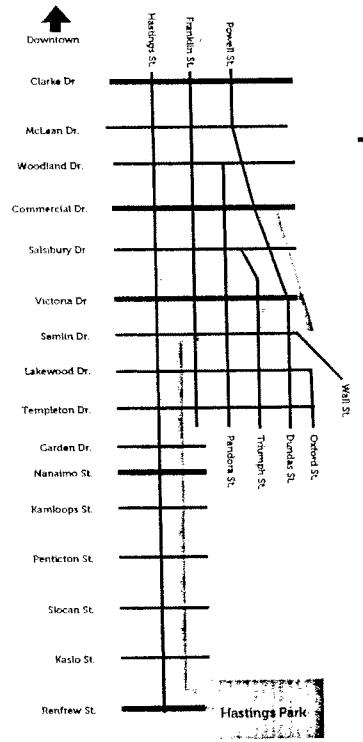
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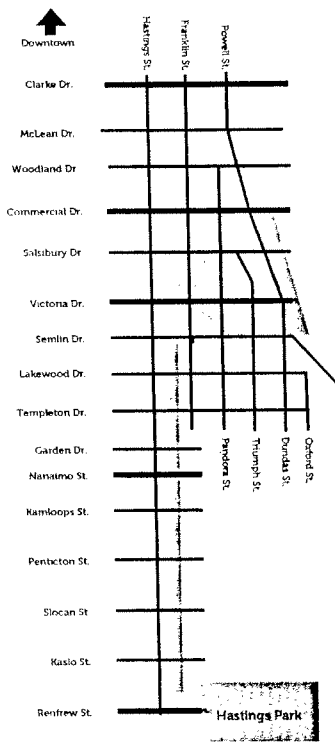


2620 East Hastings St.  
604.215.2401  
hastingsnorthbia@telus.net

### Proposed HNBIA Expansion Map



### Proposed HNBIA Expansion Map



### Proposed HNBIA Expansion Map







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## Hastings North Business Improvement Association

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Would love your response by Monday, June 23

The Board of Directors of the Hastings North Business Improvement Association (HNBIA) would like to invite you to a second expansion meeting on Thursday June 26, 2014 at 6pm at the Maritime Labour Centre, to further discuss the possibility of expanding the boundaries of the HNBIA west from Commercial Drive to Clark Drive. This meeting will include follow up on the feedback received so far, allow you to provide input and ask questions of the Board regarding the advantages and disadvantages of joining the Hastings North BIA and to discuss an initial draft budget and potential priority activities. The expansion would cover the area between the Strathcona BIA and the HNBIA between Commercial Drive and Clark Drive and Hastings Street North to the CN right of way. This would then provide a united voice for the Powell Street Light Industrial Area.

### **What is a BIA?**

Business Improvement Associations are self-funded, self-governing, grassroots organizations established through the collective will of like-minded businesses operating within a defined geographic area. The City assists by helping the merchants and landlords to form BIAs. Once a BIA is formed, it is managed by a volunteer board of property owners and tenants, which uses BIA funds to hire staff and implement BIA activities. BIAs are funded through a special property levy. The City has an ongoing role: facilitating the annual funding process, collecting the levy from individual businesses on our behalf and remitting to the BIA Board annually following member approval of draft annual budgets, and monitoring annual budgets.

The mandate of the BIA is to promote and improve its local business district. These associations exist to promote and to physically improve their areas as well as to be a central voice for the businesses and commercial property owners in actively advocating for the neighbourhood and becoming involved with other community partners.

### **Hastings North BIA**

The HNBIA represents approximately 600 business and property owners. Its boundaries follow Hastings Street between Renfrew Street and Commercial Drive, north along Commercial Drive to the CPR right-of-way and south along Semlin Drive to Hastings Street.

We have a number of programs that could be extended into the area including Graffiti removal, sidewalk and laneway litter removal, and safety patrols with the Sunrise Patrol Team managed by the Hastings Sunrise Community Policing Centre. We also provide a central voice for all our businesses at City Hall and advocate on behalf of the business both with Staff and Council. We believe that this expansion could be of benefit as we are currently facing much pressure with respect to industrial lands and the encroachment of densification demands as well as greenways as outlined in the Emerging Directions under the Grandview-Woodland Community Plan. We are asking you to attend this meeting to voice your interest and concerns with respect to having BIA representation in this area.

### **Moving Forward**

Over the summer we will continue to answer any questions and to further refine the budget to meet the priorities and needs of businesses and commercial property owners in the expansion area. We will continue to send out information to the business and commercial property owners. Once the budget has been finalized a request will be sent to the City, which will then undertake a mail out to all businesses and commercial property owners with a questionnaire. In the New Year, depending on the results of the survey the expansion proposal goes before City Council for approval. If approved the expanded BIA would become active April 1, 2015.

If you have any questions please contact Patricia Barnes at 604-215-2401 or at [hastingsnorthbia@telus.net](mailto:hastingsnorthbia@telus.net).



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Hastings North Business Improvement Association

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### Levy Calculation

Current 2014 HNBIA Levy:	\$344,892
Expansion Levy (at 2014 HNBIA rate)	<u>\$145,814</u>
Total (estimate at 2014 HNBIA rate)	\$490,706

2014 Rate: \$0.0008

Levy Calculation: \$0.0008 x Assessment

Please note this is based on the current levy rate for the HNBIA. A preliminary draft budget is being prepared for your input. This is in draft form as it is dependent on area priorities and will require further planning.



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## Hastings North Business Improvement Association

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The Board of Directors and current members of the Hastings North Business Improvement Association (HNBIA) would like to invite you to join our Association. To-date we have held two public meetings to introduce commercial property and business owners to the HNBIA and the BIA concept. These occurred on Thursday February 27, 2014 and Thursday June 26, 2014 at the Maritime Labour Centre. At these meetings we discussed the proposed expansion, feedback received from the area, the advantages and disadvantages of joining the Hastings North BIA and an initial draft budget and potential priority activities. In addition to the meetings we mailed out a questionnaire to all commercial property and business owners in the area, as well we dropped information off in person throughout the area. This expansion would cover the area between the Strathcona BIA and the HNBIA between Commercial Drive and Clark Drive and Hastings Street north to the CN right of way. This would then provide a united voice for the Powell Street Light Industrial Area.

### **Business Improvement Associations**

Business Improvement Associations are self-funded, self-governing, grassroots organizations established through the collective will of like-minded businesses operating within a defined geographic area. The City assists by helping the merchants and landlords to form BIAs. Once a BIA is formed, it is managed by a volunteer board of property owners and tenants, which uses BIA funds to hire staff and implement BIA activities. BIAs are funded through a special property levy. The City has an ongoing role: facilitating the annual funding process, collecting the levy from individual businesses on our behalf and remitting to the BIA Board annually following member approval of draft annual budgets, and monitoring annual budgets.

### **About the HNBIA**

The HNBIA represents approximately 600 business and property owners. Its boundaries follow Hastings Street between Renfrew Street and Commercial Drive, north along Commercial Drive to the CPR right-of-way and south along Semlin Drive to Hastings Street.

**Mandate:** The HNBIA's mandate is to enhance and advocate for the commercial and light industrial areas within its boundaries. To work towards a safe, economically thriving place to work, shop, live, and have fun through cooperative, innovative programs and promotions.

**Vision:** The East Village is a culturally diverse business community which has a thriving small independent business sector and a productive, vibrant manufacturing area supporting the City of Vancouver through service, production and employment. It is an attractive and inviting area to tourists as well as local and regional populations.

We have a number of programs that could be extended into the area including Graffiti removal, sidewalk and laneway litter removal, and safety patrols with the Sunrise Patrol Team managed by the Hastings Sunrise Community Policing Centre. We also provide a central voice for all our businesses at City Hall and advocate on behalf of the business both with Staff and Council. We believe that this expansion could be of benefit as we are currently facing much pressure with respect to industrial lands and the encroachment of densification demands as well as greenways as outlined in the Emerging Directions under the Grandview-Woodland Community Plan.

We have included a budget and map for the expanded HNBIA (plus a breakdown of the budget for the proposed boundary expansion area). This budget, if the expansion is approved, would come into effect



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April 1, 2015. The breakdown of the budget with respect to our current members and the expansion area is as follows:

2015 HNBIA Levy	\$351,790
2015 Expansion Levy	<u>\$149,000</u>
Total 2015 Levy	\$500,790

**The levy payable can be calculated as approximately 5% of the property tax payable to the City of Vancouver. For example, if your current annual property tax bill is \$10,000 your annual HNBIA levy would be \$500.**

### Proposed Budget

In preparing the budget we took into account that the proposed area would provide approximately one-third additional levy to the HNBIA. Please note that this was based on the rate being paid by our members, consequently all property and business owners would be paying the same BIA levy rate. Administration costs did not increase other than for some additional supplies as we would not be moving nor hiring personnel. Clean & Safe costs were increased based on quotes received from suppliers to expand the litter pick-up program (Coast Foundation), the patrol program, community grants for the Hastings Sunrise Community Centre and the Anti-Graffiti Program (Graffiti Be Gone). We also allocated a one-time expense for initial area clean-up. With respect to Marketing & Communications we did not include any expenses for our current events as discussed at our public meetings. We did include an additional expenditure for social media as requested by some of the businesses as well some costs for business networking and expansion of Christmas Wreaths from Commercial Drive to Clark Drive. With respect to Revitalization and Communication we would have a capital expense for banner hardware and banners to delineate the area.

### Process Moving Forward

This will be the last outreach package from the HNBIA. You will note that we have also included a simple questionnaire in this package. This should be completed and either faxed to 604-216-0991 or emailed to [hastingsnorthbia@telus.net](mailto:hastingsnorthbia@telus.net). By the end of October we will submit a formal request to City Council requesting that they approve the City Planning Department to mail out formal notifications to the commercial property and business owners within the proposed expansion area. We will also include an information brochure with this package. In February 2015, a report prepared by City Staff would go to Council, depending on the feedback, asking Council to approve the expansion. If approved the expansion would come into effect April 1, 2015.

If you have any questions please do not hesitate to contact Patricia Barnes at 604-215-2401 or via email at [hastingsnorthbia@telus.net](mailto:hastingsnorthbia@telus.net).

Yours sincerely,

Patricia Barnes, Executive Director  
On behalf of the HNBIA Board of Directors

2620 East Hastings Street | Vancouver BC | V5K 1Z6 | P: 604.215.2401 | F: 604.216.0991

**HASTINGS NORTH BUSINESS IMPROVEMENT ASSOCIATION  
EXPANSION AREA BUDGET (If Expansion Approved)  
April 1, 2015 to March 31, 2016**

<b>REVENUE:</b>	<b>DOLLAR</b>
Tax Levy	\$149,000
<b>TOTAL REVENUE</b>	<b><u>\$149,000</u></b>
<b>EXPENSES:</b>	
Community Resource Centre	
<u>Administration</u>	
Wages & Payroll Tax	\$10,600
Office Expenses	<u>18,600</u>
<b>Sub Total</b>	<b>\$29,200</b>
Community Improvement Programs	
<u>Clean &amp; Safe</u>	
CPC Grant	\$ 6,700
CPC Patrols	14,000
Coast Foundation Society	18,000
Anti-Graffiti Program	10,200
Initial Area Cleanup	4,400
Program Management	<u>8,600</u>
<b>Sub Total</b>	<b>\$61,900</b>
<u>Marketing &amp; Communications</u>	
Communications	\$17,100
Design and Promotion	<u>12,300</u>
<b>Sub Total</b>	<b>\$29,400</b>
<u>Revitalization and Communication</u>	
Banners	10,000
Hardware and Installation	15,000
Community Relations	<u>3,500</u>
<b>Sub Total</b>	<b>\$28,500</b>
<b>TOTAL EXPENSES</b>	<b>\$149,000</b>

**HASTINGS NORTH BUSINESS IMPROVEMENT ASSOCIATION**

**EXPANDED HNBIA BUDGET (If Expansion Approved)  
April 1, 2015 to March 31, 2016**

<b>REVENUE:</b>	<b>DOLLAR</b>
Tax Levy	\$500,790
Associate Member	6,100
<b>TOTAL REVENUE</b>	<b><u>\$506,890</u></b>
<b>EXPENSES:</b>	
Community Resource Centre	
<u>Administration</u>	
Wages & Payroll Tax	\$36,940
Office Expenses	<u>67,050</u>
<b>Sub Total</b>	<b>\$103,990</b>
Community Improvement Programs	
<u>Clean &amp; Safe</u>	
CPC Grant	\$26,700
CPC Patrol Grant	54,000
Public Realm Litter Removal	58,000
Anti-Graffiti Program	28,000
Initial Area Clean-up	4,400
Program Management	<u>31,200</u>
<b>Sub Total</b>	<b>\$202,300</b>
<u>Marketing &amp; Communications</u>	
Communications	57,200
Events	28,300
Design and Promotion	<u>44,300</u>
<b>Sub Total</b>	<b>\$129,800</b>
<u>Revitalization and Community Relations</u>	
Banners	26,000
Banner Hardware	15,000
Sunrise Square	2,000
Sustainability/Green Initiatives	15,000
Community Relations	<u>12,800</u>
<b>Sub Total</b>	<b>\$70,800</b>
<b>TOTAL EXPENSES</b>	<b><u>\$506,890</u></b>



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Hastings North Business Improvement Association

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The Hastings North Business Improvement Association (HNBIA) is interested in consulting with you and your fellow businesses and commercial property owners with respect to expanding our boundaries. The HNBIA's current boundaries run from Renfrew to Commercial along Hastings, north along Commercial to the CN right of way, east to Semlin and south along Semlin to Hastings. It is important that your voice be heard. Please answer the following simple question which we can be emailed to us at [hastingsnorthbia@telus.net](mailto:hastingsnorthbia@telus.net), faxed to 604-216-0991 or picked up by one of our representatives in the next week (phone: 604-215-2401).

**QUESTIONNAIRE**

I am interested in the idea of the HNBIA expanding its boundaries:

Yes     No     I am not sure, I need more information

I am a:     Business Owner/Manager     Commercial Property Owner     Both

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Street Address: \_\_\_\_\_

Mailing Address (if different): \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_