

Bylaw 18181

Inglewood Business Improvement Area Boundary Expansion

Purpose

To expand the boundaries of the Edmonton Inglewood Business Improvement Area and amend the names of the Edmonton Inglewood Business Improvement Area and Inglewood Business Association.

Readings

Bylaw 18181 is ready for three readings after the public hearing has been held. If Council wishes to give three readings during a single meeting, Council must unanimously agree "That Bylaw 18181 be considered for third reading."

Advertising and Signing

No advertising required.

Position of Administration

Administration supports this Bylaw.

Report

City Council approved the establishment of the Edmonton Inglewood Business Improvement Area on April 19, 2005. City Council approved a boundary expansion to the original area of the Edmonton Inglewood Business Association on November 7, 2016, after an expansion was initiated by the Association. The Inglewood Business Association has decided that it is in the best interest of the Association to request a further expansion. As with the previous expansion, City Council approval to do so is required.

In accordance with City Policy C462B (Operating a Business Improvement Area), the process for a boundary amendment requires that: proponents submit a formal request to the City Manager, accompanied by justification and a statement outlining the public consultation process that was followed to solicit support; the Board of the Business Improvement Area Association notifies all businesses within the expanded boundaries at least one month prior to the date on which City Council will consider the proposed amending bylaw; and written consent is given from the Board of the Business Improvement Area Association of the amending bylaw before the bylaw receives Second Reading. Each of these requirements has been fulfilled by the Inglewood Business Association.

The existing boundary of the Inglewood Business Improvement Area includes retail, commercial, and mixed use development along 118 Avenue from 122 Street to Groat Road, and along 124 Street from 111 Avenue to 119 Avenue.

On August 1, 2017, Administration received a request from the Inglewood Business Association to expand the Edmonton Inglewood Business Improvement Area boundaries to include commercial developments along Groat Road south of 118 Avenue to 111 Avenue. (See existing and proposed boundaries in Attachment 2). The request provided justification for inclusion of this area into the business improvement area, including enhanced marketing power, a healthy business mix and additional opportunities to build a strong business district.

This boundary expansion request was initiated by the Inglewood Business Association. The association is among the smallest business improvement areas in the city with approximately 90 member businesses within the current boundary and an annual budget of \$67,000.00 funded through the Business Improvement Area tax levy. Further justification from the Business Association is that the proposed expansion to include an additional 64 businesses will allow them to increase their annual budget and support operational sustainability.

The Business Association has also requested two name changes. One would change the name of the business improvement area itself to The Crossroads Business Improvement Area. The other would change the name of the association to The Crossroads Business Association. The Association's justification for these requests is that the current names no longer reflect the Business Improvement Area's current and proposed boundaries, and that the new names will help to reconnect the business area with all nearby residential neighbourhoods, to change perceptions, and to attract more people and businesses. Should the expansion be approved, the business improvement area will encompass several main intersections or 'crossroads'. The new names are a key part of the Association's branding and communication strategy, and the Association feels that they will support the area's growth. The requirements outlined above for a proposed boundary amendment do not apply to a proposed name change. The proposed name change was presented at the Association's September 19, 2017, Annual General Meeting.

Corporate Outcomes

Administration is currently working with Business Improvement Areas to confirm measures, and to establish baseline results and targets for Business Improvement Area Economic Indicators. Administration will bring this information to Executive Committee in Q1 2018.

| Corporate Outcome(s): Edmonton has a globally competitive and entrepreneurial business climate | | | |
|---|-----------------------------|------------------|------------------|
| Outcome(s) | Measure(s) | Result(s) | Target(s) |
| Businesses are thriving | Number of business licenses | TBD in Q1 2018 | TBD in Q1 2018 |

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| Business Improvement Areas are aesthetically pleasing | Number of business owners and patrons reporting that the area is aesthetically pleasing | TBD in Q1 2018 | TBD in Q1 2018 |
| Business Improvement Areas are preferred destinations | Number of business owners and patrons reporting that the area is a preferred destination | TBD in Q1 2018 | TBD in Q1 2018 |
| Business Improvement Area real estate is in demand | Number of new building permits | TBD in Q1 2018 | TBD in Q1 2018 |
| Business Improvement Areas are perceived as safe | Number of business owners and patrons reporting that the area is safe | TBD in Q1 2018 | TBD in Q1 2018 |

Public Consultation

The Inglewood Business Association held three open houses to provide information about the proposed expansion to businesses within the proposed expansion area and to businesses within the existing boundaries of the business improvement area.

Businesses were notified of these events in advance by the Association's Executive Director. Two open houses focused on businesses in the expansion area and were held prior to the Association's expansion request (July 11, 2017, and July 17, 2017), and one open house directed at all businesses (in the current area and expansion area) was held on November 14, 2017. Information provided at the open houses included an introduction to the Inglewood Business Association, general information on business improvement areas, and rationale for the proposed expansion. Administration attended the open houses to gather information and to assist with any technical or Administration related questions. The Association also met many business owners or managers in the expansion area to provide information, and notified all businesses within the entire proposed boundary of the Public Hearing date, as required.

Attachments

1. Bylaw 18181
2. Inglewood Business Improvement Area Boundaries