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REGULAR COUNCIL

TO: **Mayor & Council**

DATE: **February 17, 2015**

FROM: **Manager, Economic Development**

FILE: **6930-20**

SUBJECT: **Renewal of Cloverdale Business Improvement Area**

RECOMMENDATION

It is recommended that Council grant final adoption to Bylaw No. 18326 that will act to renew the Cloverdale Business Improvement Area (BIA) for a further 5 year term from March 15, 2015 to March 14, 2020.

BACKGROUND

In 1995, Council approved the initial Bylaw creating the Cloverdale BIA. In years 2000, 2005 and 2010, there was a renewal for the BIA for a further 5 year term. The current Bylaw expires in March 2015. The Cloverdale BIA would like to renew their BIA for a further 5 year term.

On November 3, 2014, Council approved Corporate Report No. R186, 2014 attached as Appendix "I", authorizing staff to undertake the necessary actions to facilitate the renewal of the Cloverdale BIA using the Council Initiative process as requested by the BIA. Subsequently, Bylaw No. 18326 was introduced and given three readings.

As part of the renewal process, notices of the intent to renew the Cloverdale BIA along with a copy of the Cloverdale BIA brochure attached, as Appendix "II", were mailed during the last week of November to all the owners of class 5 and 6 properties within the specified area, allowing for more than the required 30 days to indicate opposition. Also, public notification was placed in two editions of the Surrey Now Newspaper.

The deadline for receiving petitions against the proposed Cloverdale BIA passed at 4:30 p.m. on January 12th, 2015.

DISCUSSION

There are 167 properties liable to be subject to the BIA tax levy within the Cloverdale BIA boundary. Collectively, these properties have a total assessed value of \$249,179,500. Of the 167 properties, 18 negative petitions with a combined assessed value of \$38,573,900 were received.

Under the Community Charter in order to halt the creation of a BIA, petitions against the creation of the BIA must:

1. represent at least half of the land owners, and;
2. these land owners must represent at least 50% of the total assessed value of the properties liable to be charged under the proposed BIA.

Petitions against the renewal of the Cloverdale BIA represent only 10% of property owners, and these property owners represent just 15% of the total assessed value of the properties liable to be subject to the BIA tax levy within the boundary. Since the petition against the BIA was not successful, it is recommended that Council adopt Bylaw No. 18326 to renew the Cloverdale BIA for a further 5 year term.

Once Council adopts Bylaw No. 18326, the Finance & Technology Department will include the appropriate BIA assessment on the property taxes for each property within the specified area to collect the BIA revenues (\$165,000 collected in 2014) through an annual tax levy. The BIA levy is then transferred to the legally constituted BIA Society subject to the requirements outlined in legislation having been met.

CONCLUSION

The Council Initiative process was used as the process for the renewal of the Cloverdale Business Improvement Area at the request of the BIA. Council has given three readings to the related Bylaw and appropriate notifications were mailed out to the property owners within the specified area and proper notification was advertised in the Now newspaper.

Only 10% of the property owners representing 15% of the total assessed value of properties within the proposed BIA boundaries petitioned against the renewal of the Cloverdale BIA. Since the petition against the BIA was insufficient, it is therefore recommended that Council grant final adoption to Bylaw No. 18326 that will act to renew the Cloverdale Business Improvement Area for a further 5 year term from March 15, 2015 to March 14, 2020.

Donna Jones
Manager, Economic Development

cc – GM, Finance & Technology

Attachments:

Appendix “T”: Corporate Report No. R186: Renewal of the Cloverdale BIA
Appendix “II”: Cloverdale BIA Brochure



CORPORATE REPORT

NO: **R186**COUNCIL DATE: **NOVEMBER 3, 2014**

REGULAR COUNCILTO: **Mayor & Council**DATE: **October 30, 2014**FROM: **Manager, Economic Development**FILE: **6930-20**SUBJECT: **Renewal of the Cloverdale Business Improvement Area**

RECOMMENDATION

The City Manager's Department recommends that Council:

1. approve the use of the "Council Initiative" process as the mean by which to measure property owner support for the renewal of the Cloverdale Business Improvement Area (BIA);
2. authorize the City Clerk to bring forward the necessary By-law for the required readings and authorize staff to undertake all the necessary related actions; and
3. request that staff proceed with the formal property owner notification process related to the renewal of the BIA and submit a further report on the matter complete with recommendations for Council's consideration after the expiry of the "Council Initiative" notice period.

BACKGROUND

A Business Improvement Area (BIA) is similar to a Local Service Area where funds are collected for specific purposes through a rate levied against benefitting properties in a specified area. The establishment of a BIA is an effective means for businesses in any area to finance programs in support of keeping businesses in the area healthy and prosperous. In most circumstances such collaboration between businesses is not accomplishable by other means.

In 1995, Council approved the initial By-law creating the Cloverdale BIA. In 2000, 2005 and 2010, there was a renewal for the BIA for a further 5 year term. The current By-law expires in March 2015. The Cloverdale BIA would like to renew their BIA for a further 5 years and has advised that there is continued support for the BIA by its members.

The area covered by the Cloverdale BIA is illustrated in Appendix "I" attached to this report. The Cloverdale BIA is not seeking to expand their boundaries at this time.

DISCUSSION

Under the *Community Charter*, the level of support for the establishment or renewal of a BIA may be determined using either of the following means of consultation with the property owners within the area proposed to be covered by the BIA:

- i. **Council Initiative:** Under this approach Council advises property owners that it will enact the related BIA By-law unless more than half of the land owners, representing at least 50% of the assessed value of land and improvements that would be subject to the BIA tax, register their dissent within 30 days of notification; and
- ii. **Petition Process:** Under this approach at least half of the property owners, representing at least 50% of the assessed value of land and improvements that would be subject to the BIA tax, must sign a petition indicating their support for the establishment of a BIA.

Local governments may select either approach. The City has received a letter, dated October 22, 2014, (Attached as Appendix "II") from the Cloverdale BIA Board requesting the City use the "Council Initiative" approach to formally assess the level of support for the renewal of the Cloverdale BIA, which is the same process that was used for the BIA renewal in 2000, 2005 and 2010. In fact, the majority of BIA's in British Columbia have been established or renewed using the Council Initiative process in measuring business support.

As part of the process of establishing a BIA under the Council Initiative process, Council must introduce and give three readings to a BIA By-law for the area that will be subject to the BIA tax. The By-law:

- Identifies the organization representing the BIA;
- Defines the geographic area covered by the BIA and specifies the funding formula to be used in establishing the BIA tax that will be paid by each property that is covered by the BIA; and
- Establishes the term that the By-law will be in effect

A draft of the proposed Cloverdale BIA By-law is attached as Appendix "III" to this report.

After the By-law is given three readings, formal notification of the proposed BIA is to be sent to all property owners within the area that is covered by the By-law. Property owners not in favour of proceeding with the BIA renewal are advised that they have 30 days to petition Council not to proceed. Unless a sufficient petition against the BIA is received, the BIA By-law can proceed to final adoption. A sufficient petition against proceeding with the BIA requires at least half of the land owners, representing at least 50% of the total assessed value of the properties liable to be charged under the proposed BIA. Following the requisite notifications, a further report will be brought back to Council with recommendations regarding the next steps in the process.

Subject to a BIA By-law being adopted by Council, an Annual General Meeting (AGM) is held where Directors are elected and the budget is approved. Based on the Cloverdale BIA AGM held on July 9th, 2014, the 2015 budget for the Cloverdale BIA will be \$170,000 (a

\$5,000 increase over 2014) with \$5,000 annual increases thereafter similar to the previous By-laws.

BIA revenues are collected by the City through an annual tax levy on each property within the BIA area and are transferred to the BIA Society subject to the requirements outlined in legislation having been met. There are approximately 167 properties (Class 5 and 6) that would pay into the levy.

OUTREACH

The Executive Director of the Cloverdale BIA has conducted outreach to the potentially affected individuals, property owners and businesses within the BIA boundary. There are approximately 185 property owners representing 167 properties and approximately 190 businesses in the designated area. The outreach included direct meetings with commercial property owners and business owners and consultation with members at the AGM.

The meetings with businesses and property owners demonstrated that there is strong support for the renewal of a BIA and implementation of the related levy. The results were also echoed at the 2014 Cloverdale BIA AGM, which had over 50 members in attendance, voting in favour of proceeding with the BIA renewal and the budget for the next 5 years.

The BIA levy is typically passed on by property owners to tenants (either whole or in part). As such, it was important that business tenants be part of the process, even though legislation directs that approval for the BIA be sought from the property owners.

LEGAL SERVICES

Legal Services has reviewed this report and has no concerns.

CONCLUSION

The Cloverdale Business Improvement Association Board is requesting the City use the “Council Initiative” to renew the BIA for a further five year period from March 2015 to March 2020. Based on the above discussion it is recommended that Council:

1. approve the use of the “Council Initiative” process as the mean by which to measure property owner support for the renewal of the Cloverdale Business Improvement Area (BIA);
2. authorize the City Clerk to bring forward the necessary By-law for the required readings and authorize staff to undertake all the necessary related actions; and

3. request that staff proceed with the formal property owner notification process related to the renewal of the BIA and submit a further report on the matter complete with recommendations for Council's consideration after the expiry of the "Council Initiative" notice period.

Donna Jones
Manager, Economic Development

Attachments:

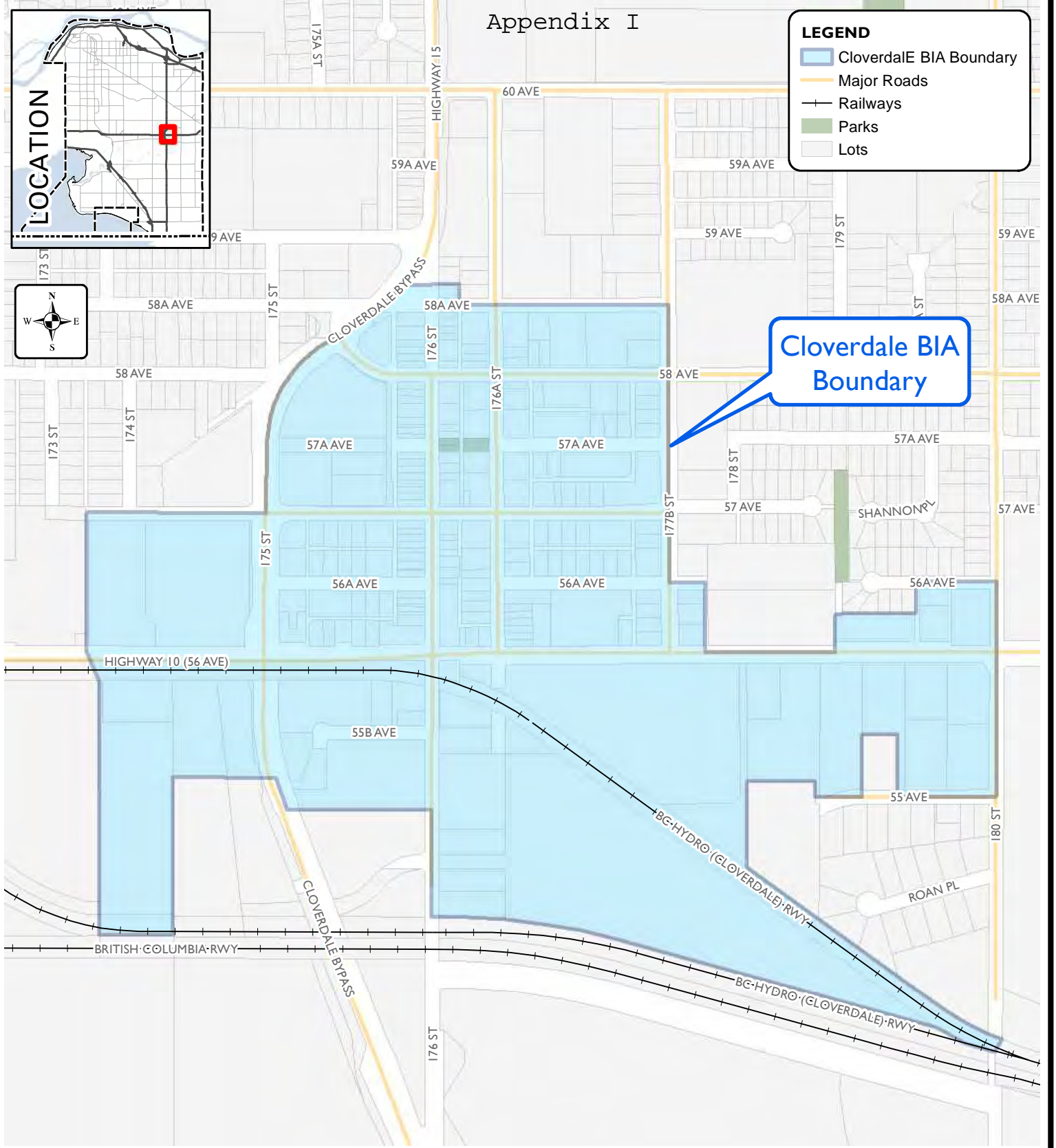
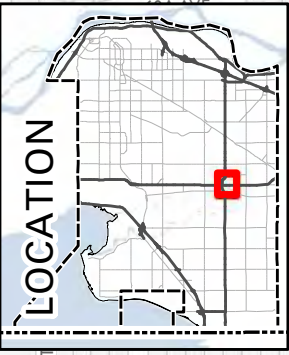
Appendix "I": Boundaries of the Cloverdale Business Improvement Area

Appendix "II": Letter, dated Oct 22, 2014, from Cloverdale BIA Board including the 2015-2020
Business Plan for Renewal

Appendix "III": Draft Cloverdale Business Improvement Area By-law

Appendix I

- LEGEND**
- Cloverdale BIA Boundary
 - Major Roads
 - Railways
 - Parks
 - Lots



Produced by GIS Section: 14-Oct-2014, EM9



CLOVERDALE BUSINESS IMPROVEMENT AREA

ENGINEERING DEPARTMENT

The data provided is compiled from various sources and IS NOT warranted as to its accuracy or sufficiency by the City of Surrey.
This information is provided for information and convenience purposes only.
Lot sizes, Legal descriptions and encumbrances must be confirmed at the Land Title Office.

Source:
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CLOVERDALE
Business Improvement Association

5748 176 Street, Surrey, BC V3S 4C8 Ph: (604) 576-3155 Fax: (604) 576-3145
E mail: cloverdalebia@telus.net Web: www.cloverdalebia.com

October 20, 2014

CITY OF SURREY
Mayor & Council
13450 - 104 Avenue
Surrey, BC V3T 1V8

Re: Cloverdale BIA Renewal

Dear Mayor and Council,

The BIA Board of Directors at its last Annual General Meeting held on July 9, 2014 has voted unanimously to seek a **Council Initiative** for the renewal of the Cloverdale Business Improvement Association. The Board feels confident that the members have been well served and that an additional 5 year term is appropriate. As per the grant amount for the fifth term, the Board felt that it should start at \$175,000 (previously \$170,000 for 2014) and continue to increase by \$5,000 per year for a period of five years. The Association would also like to retain its existing boundaries for the renewal process.

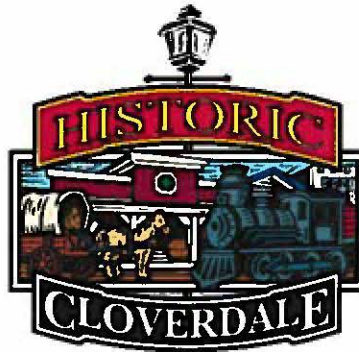
The Board has actively sought out information from property owners & business owners (formally and informally) on the priorities that the membership have for the Association. At its recent AGM (a motion was approved by the members to endorse renewal for another 5 year term), it would like to request the use of a City of Surrey Council Petition. The Cloverdale BIA has discussed the Association's renewal in depth with the Economic Development Department staff.

In closing, on behalf of the Board and all of the Cloverdale BIA members, we would like to thank Mayor and Council, plus all of the various departments from the City of Surrey who have greatly assisted the Cloverdale Town Centre over the last 20 years! We are truly thankful of your support and look forward in creating an even more dynamic relationship in the future.

Yours truly,

A handwritten signature in blue ink, appearing to read "Rob Paterson", is written over a horizontal line.

Rob Paterson
BIA President



CLOVERDALE
Business Improvement Association

2015 – 2020 BUSINESS PLAN FOR RENEWAL

**Presented to: The City of Surrey
October 21, 2014**

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EXECUTIVE SUMMARY

The Cloverdale Business Improvement Association has successfully operated for a 20 year time period and partners with an older organization called the Cloverdale District Chamber of Commerce. A large amount of effort has been made to try to create distinctive roles for each organization and to avoid overlap.

At the last Cloverdale BIA Annual General Meeting held on July 9, 2014, with over 50 members in attendance, the group unanimously agreed to support the renewal of the Cloverdale BIA for an additional 5 year period through a council petition. The members agreed that the BIA to be more sustainable would need to continue to raise the annual contribution by \$5,000 per year and would look at expanding its boundaries contingent upon renewal. Numerous private discussions have taken place since the AGM with a variety of stakeholders who in principle agree with the renewal but are anxious to ensure that there is consensus on an overall 5 year plan.

The Cloverdale Business Improvement Association in many ways acts as a large outdoor mall management group which keeps the business area clean, bright and inviting. It also works extensively with the Dist. 4 community police station to minimize the impact of crime and social issues that the area faces with homelessness, and individuals who have mental health issues and substance abuse issues.

The Cloverdale BIA has an impressive track record with special events which are highly attended and well known in the area. In a recent survey by the SBOT called "Surrey's Vital Signs" several Cloverdale BIA events were noted such as the Cloverdale Blueberry Festival, the Cloverdale Halloween Costume Parade and Surrey's Santa Parade of Lights. The BIA also organizes the Cloverdale Rodeo Parade and participates at the City of Surrey Canada Day celebrations. The membership at large supports the continuation of existing events and would like to see additional smaller events throughout the year.

A recent survey of the members and a one completed by the planning department of the City of Surrey, indicate a strong desire to see more commercial/retail businesses in the Town Centre. The members would like to see more aggressive business recruitment plans and this will be done through a new more interactive website and social media tools. The Cloverdale business community through numerous meetings has also expressed that the development of the Cloverdale West Village is a top priority. All have agreed that there is a need for more urbanization of the downtown core along with residential density. Upon renewal, the Cloverdale BIA will start working on several promotional videos to promote the area and to start a buzz on all of the new business operations that have set up in the past two years.

The membership would also like to see the construction of several gateway signs of different tiers (sizes) that would welcome people to the Cloverdale Town Centre. The group is most anxious to complete a primary gateway sign at the corner of Highway #10 and the By-pass (175

St.) of the Brick Yard Station mall. A secondary gateway sign denoting Cloverdale's Historic Business area on 176 Street near Highway #10 is also a priority.

The BIA members have ranked Safety, Security and Crime Prevention as one of the top priorities and have expressed their appreciation for an email program entitled, "Heads Up" as a valuable way to communicate lower level crimes. The Cloverdale Town Centre has been affected greatly by homelessness, B&E's, shop lifting, graffiti and general nuisance crimes.

In discussions, with numerous members of the Cloverdale BIA, property owners primarily would like to recruit businesses for any empty space that they have available. Due to the close proximity of the Langley business area, there is a number of gaps in the retail mix. Many people would like to see unique specialty and boutique shops like the ones in Fort Cloverdale and they do not want any large box stores. In addition, residents and merchants would like to see more restaurants, sidewalk cafes/bars, ice cream shops and outdoor patio dining. Plus there is a desire to see more stores selling fruit/vegetables, seafood and meat.

The merchants/residents of the area would like to preserve as much heritage architecture as possible along with more public art installations that reflect the area's rich history. The Cloverdale BIA has worked on several heritage promotional pieces including the support of the Surrey Historical Society's "Downtown Cloverdale Walking Tour" magazine. The BIA also is in favour of having the historical names of the roads in the Town Centre reintroduced on street corner signs that would include the original name along with the current street numbering system.

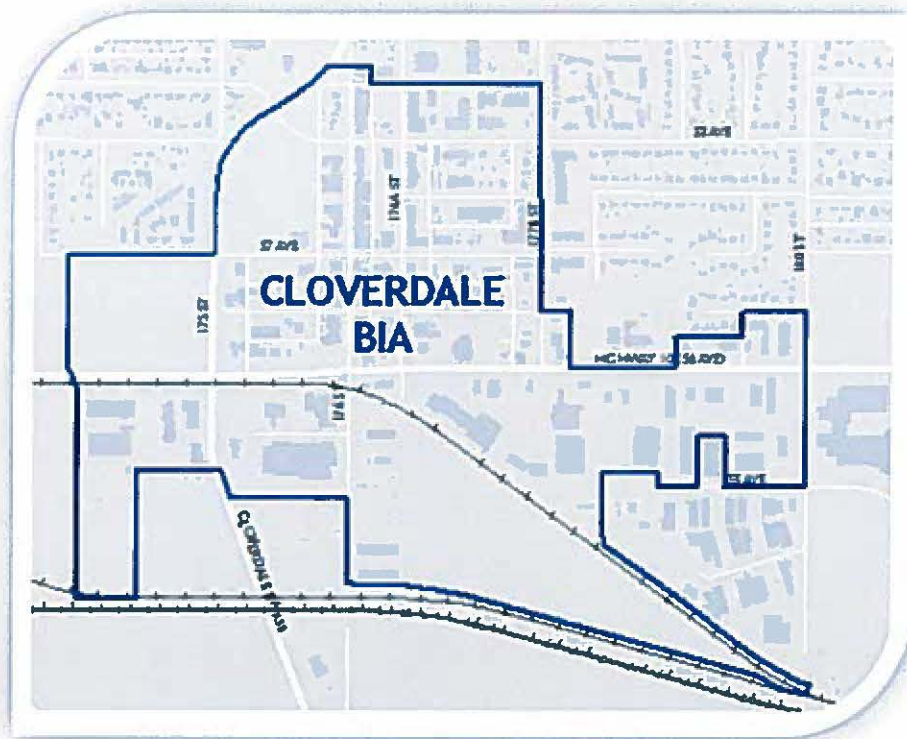
With respect to beautification, one of the greatest strength's that the Cloverdale Town Centre has is great landscaping. Kudos must be given the City of Surrey Parks, Recreation and Culture staff who taken immense pride in cultivating one of the most attractive business areas in the lower mainland. The hanging baskets on 176 Street remain the single most commented item by visitors and merchants.

There is a number of areas that could have additional landscaping features such as the court yard of the Surrey Museum on Highway #10 and with each of the gateway signs.

THE ORGANIZATION

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MEMBER ANALYSIS



The Cloverdale Business Improvement area has several distinct regions which comprise of light industrial, highway commercial, retail, and the service sector plus office space.

The Cloverdale Town Centre is bisected by two highways which include Highway #10 (56 Ave) and Highway #15 (176 St. + the By-pass). The boundaries go as far west as 172 St. and to 180 St. on the east. The northern boundary starts at 58A Ave and heads south to 53 Ave. (see map)

The historic downtown is located on 176 St. between 56 Ave and 58A Ave. and has a variety of boutique retailers, restaurants, office and service organizations. 176A St which runs parallel to 176 St. is made up of some retail and primarily office space.

Highway 10 is made up of highway commercial with two strip malls which include the Clover Square Village mall and the Brick Yard Station mall. In addition, there are a number of light industrial organizations such as the Mainroad Group, Delta Controls, HandyDart to name just a few. There are also a few commercial operations like fast food outlets, a lumber yard, and auto parts sales.

SWOT ANALYSIS

STRENGTHS:

The Cloverdale Business Improvement Association has been able to sustain a number of special events throughout the year and has been able to augment its budget through sponsorship. In 2013, the BIA was able to raise over \$47,000 in sponsorship & grants (23% of its total budget). The BIA has excellent relationships with other service organizations, not for profit societies and the Cloverdale Residents Association.

The organization is proud of its efforts to remove graffiti, illegally dumped items and other beautification initiatives that make the business area very clean and bright.

The BIA has a strong working relationship with the RCMP and its community police station. The BIA continues to emphasize the need to provide the RCMP with vital intelligence and has been involved in hosting many merchant/RCMP meetings throughout the year. The BIA and the RCMP also walk around and visit numerous businesses personally to acquire additional information on illegal activities that are taking place.

The organization is blessed with a strong number of local volunteers that help out with special events and beautification initiatives.

WEAKNESSES:

The Cloverdale BIA currently has funding for one full time person and is unable to address the requests made to the organization by its members and other outside organizations.

The BIA also shares an office with the Cloverdale Chamber of Commerce and with the recent passing of its executive director Bill Reid, there was a lot of confusion as to which organization actually funds the majority of events in the area. The Cloverdale BIA in 2013 spent \$128,403 on advertising and promotion. The Cloverdale Chamber in 2013, had provided the Cloverdale BIA with \$3,500 for sponsorship and also passed on \$10,000 from a City Grant. One of the greatest issues the Cloverdale BIA faces is the perception that the Cloverdale Chamber is the primary organizer of special events in the Cloverdale Town Centre.

Since the Cloverdale BIA has limitations with its one staff person, it is not always able to sit in on city wide initiatives.

With limited resources, the Association has been unable to spend a meaningful amount of money to promote the area and recruit businesses.

OPPORTUNITIES:

As the Cloverdale BIA embraces new technologies like internet based surveys, it will be able to have a more concise sense of what the membership needs and will be able to move resources or acquire additional support when necessary. There has been a steady growth of new

businesses to the Town Centre who are creating a new vision for the area. The Cloverdale BIA is starting to work on new branding for the area that includes the historic theme along with a new vibrant energy.

Another opportunity comes about from the constant growth of residents moving their families into the area.

The Cloverdale BIA is also inching towards becoming a more tourist oriented area with the growth of the Fraser Valley Heritage Railway, the BC Vintage Truck Museum and the proposed expansion of the Surrey Museum.

THREATS:

Transit remains a problem for the growth of the Town Centre with weak links to the other town centres in Surrey. North-South transit corridors remain weak for the foreseeable future. By not having rapid transit to the Town Centre, it remains difficult to increase residential densities.

There is also a marked increase in commercial development along Fraser Highway towards Langley which continues to cannibalize residents coming from the Clayton district to shop in the Cloverdale Town Centre.

Approx. 80% of Cloverdale residents do their primary shopping in Langley City and the Township of Langley.

CLOVERDALE BIA OPERATIONS

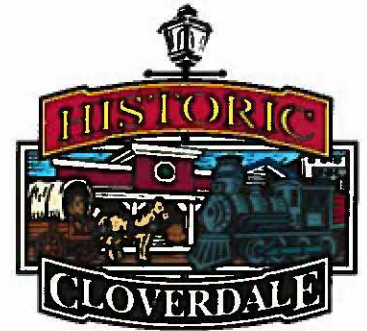
The Cloverdale Business Improvement Association continues to share an office with the Cloverdale District Chamber of Commerce which is located at 5748 - 176 Street in the historic Cloverdale Town Centre of Surrey, BC. The non-profit association was started in 1995 and is now



completing its fourth 5 year term. The BIA board is made up of 15 members who represent both property owners and business owners in its boundaries. The office has one full time staff person who works with a number of committees that each have a budget as noted in this document.

The Cloverdale BIA is developing a new brand for

the Town Centre entitled, "HISTORIC CLOVERDALE". A variety of special events and promotional activity are used to draw citizens and outside visitors to the community.



The Cloverdale BIA has 5 main committees which are:

1. Beautification,
2. Communications /Advertising/Tourism,
3. Promotions/Special Events,
4. Economic Development and
5. Safety, Security and Crime Prevention.

The Cloverdale BIA intends to continue with its 5 primary committees to serve the needs of the



of the organization. Plans for 2015-2020 will be based on the past successes along with some new resources being planned for Gateway Signage, Recruitment Videos, Social Media and some smaller scale Sales Events. The Cloverdale BIA is heavily oriented towards community events and will continue to look to increase sponsorships and grants to sustain them.

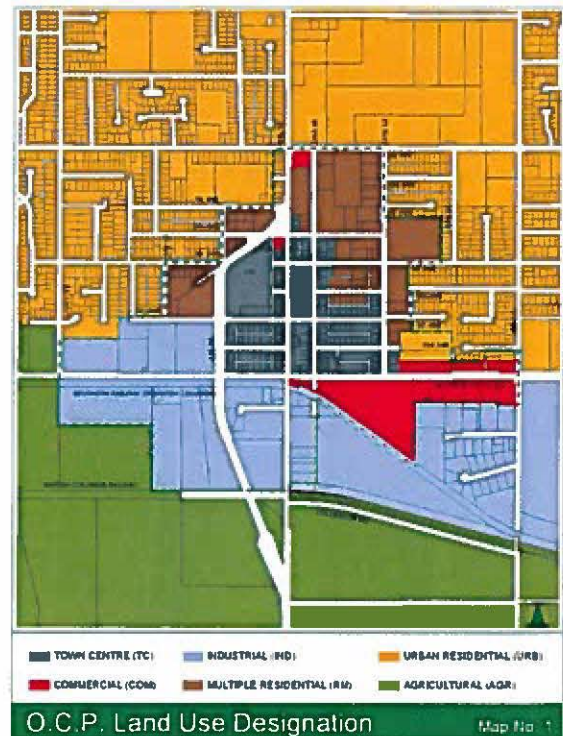


The Cloverdale BIA remains very eager to encourage the development of the Cloverdale Town Centre and especially the Cloverdale West Village project which is under control of the Surrey Development Corp. The Cloverdale BIA plans to work on more recruitment marketing material including videos that will

encourage more businesses and residents to locate in the Town Centre.

The Cloverdale BIA sits on a number of committees like the local RCMP Integrated Community Services, Cloverdale Homeless Committee and the Society is a member of Cloverdale Chamber, the Surrey Heritage Society, the Surrey Board of Trade, Surrey Tourism Association, and the Business Improvement Areas of BC. The Cloverdale BIA also works with the City of Surrey on a number of areas including economic development, engineering and traffic operations. The Association is deeply appreciative of the support shown by Mayor, Council and City Staff over the years.

The Cloverdale BIA board of directors in the March 11, 2014 Board Meeting unanimously voted on renewing the Association for an additional 5 year period with the existing boundaries and did get the member support at the Annual General Meeting held on July 9th, 2014. As of October 21, 2014 the Cloverdale BIA is still actively soliciting information from its property owners on areas that they would like the Cloverdale BIA to address.



ACTION PLAN

The Cloverdale Business Improvement Association proposes to do a number of activities/actions for 2015-2020 through the following committees:

A. BEAUTIFICATION:

Hanging flower baskets on 176 St. The BIA would like to continue to contribute money to the City of Surrey towards the purchase of the baskets.

Gateway Signage. The Cloverdale BIA would like to allocate some financial resources over the next 5 years to fund at least a primary gateway sign that welcomes people to Cloverdale at the corner of Highway #10 and Highway #15 at the Brick Yard Station. There is also a desire to complete the construction of a "Welcome To Historic Cloverdale" gateway sign on 176 St. near Highway #10. Both of these gateway signs should incorporate landscaping features and night lighting.

Additional Landscaping Features. The BIA intends to work with the Surrey City Development Corporation on hoarding and screening for the property proposed to be the Cloverdale West Village. Since it will take time to develop the property, it was agreed that the property must create a sense of excitement with future development and also appear very tidy and welcoming with the use of screening on the fencing that surrounds the property. It was also felt that there could be some additional landscaping added to the Surrey Museum property along the Museum plaza that faces Highway #10. At present, the plaza has very low usage due to the noise of the traffic passing along the Highway and a lack of public benches.

Planters. The BIA has a small inventory of concrete planters along 176A Street, through Oasis square and on 176 St. that it will continue to provide seasonal plants and water them. This past year, the Surrey Association for Community Living took on this function as work experience for their clients.

B. BUSINESS DEVELOPMENT

Corporate Videos. There is a great need to fill in retail gaps in the Cloverdale Town Centre and to support increased interest in residential development in the core. The future of the Cloverdale Town Centre will need to rely on increased jobs and people living in the immediate vicinity. It is proposed that a couple of professionally made videos are created to demonstrate the positive activity that is occurring in the area with new restaurants and pubs like the Hawthorne Beer Market & Bistro, the Taste of Nepal and the Henry Public House. The videos will be posted on a new interactive website that will be completed in December of 2014. The BIA office will also work on creating new and constantly updated custom information packages for businesses/services that are interested in locating in the area.

C. COMMUNICATIONS

Social Media. The Cloverdale BIA will upgrade its Facebook page and its use of Twitter to announce news and special events in the Cloverdale Town Centre. The communications committee will also work on adding new vehicles like You Tube, Instagram and a Blog for the website. It is imperative to share news and information to the general public to keep them engaged with the Cloverdale Town Centre.

The BIA will also complete a brand new interactive website this year that will house an improved business directory and will be scalable for use on mobile web devices. The new web site will make greater use of video and will provide the capacity for more photos and storytelling about the rich history of the commercial area.

Tourism Advertising. Although still in its infancy, the Cloverdale BIA recognizes the growing role of day visitors who come to area because of attractions like the Surrey Museum, the Fraser Valley Heritage Railway, the Cloverdale Fairgrounds, Fraser Down Racetrack and Casino and the BC Vintage Truck Museum. The BIA will continue to buy advertising and work with Tourism Surrey to build awareness of our local attractions.

D. SAFETY, SECURITY & CRIME PREVENTION

Heads Up Email program. The Cloverdale BIA will continue to expand on providing timely information to merchants and businesses in the area with respect to crime notices. The BIA is working to acquire photos and video that can be passed on to create awareness of nuisance and criminal activity in the area as it happens.

Crime Prevention Meetings. The Cloverdale BIA will host more crime prevention meetings with merchants in areas that are specifically being affected to ensure that a plan can be made to address the issues. The BIA has benefitted greatly from the combined resources of the City by-law officers, RCMP and Surrey Fire Dept. personnel.

Graffiti Removal. Once again, the Cloverdale BIA tries to remove private property and public property graffiti as soon as possible. The BIA subcontracts individuals to remove the graffiti in a timely manner.

Illegal Dumping and Litter. The BIA actively uses the "Surrey Request" mobile app to report illegal dumping which occurs throughout the year. The BIA also works in partnership with the Surrey Association for Community Living clients, who pick up garbage from sidewalks, street curbs, public landscaped areas and city owned parking lots. The BIA provides honorariums to the clients and receives support from the City of Surrey with safety vests, garbage bags, gloves and garbage pickers.

E. SPECIAL EVENTS

Annual Ongoing Events. The Cloverdale BIA organizes several pre-Rodeo events which includes Brick Yard Days, the Cloverdale Bed Races, the Cloverdale Chili Cook-off and the Cloverdale Rodeo Parade. In addition, the BIA organizes the Blueberry Festival, the Halloween Costume

Parade, the Surrey Santa Parade of Lights and the new Cloverdale Winter Festival. The BIA also intends to participate in the City of Surrey's "Doors Open" event and is looking at several smaller events throughout the year called Cloverdale Market Days.

The Cloverdale BIA has been augmenting its promotional budget through sponsorships and will need to increase revenue to address a variety of growing costs that are required to hold large scale events.

Local Area Events. The Cloverdale BIA also works with a number of charities and nonprofit groups at a variety of levels such as helping organize a charity BBQ for Homeless Awareness Week. The BIA also has provided financial support for some sporting events that occur near the Town Centre such as a National Curling Tournament in 2014. There is anticipation that some support will be given to the upcoming Softball Championships coming shortly. The BIA will also support the Ride-For-Cancer and other large scale charity events that happen in the area.

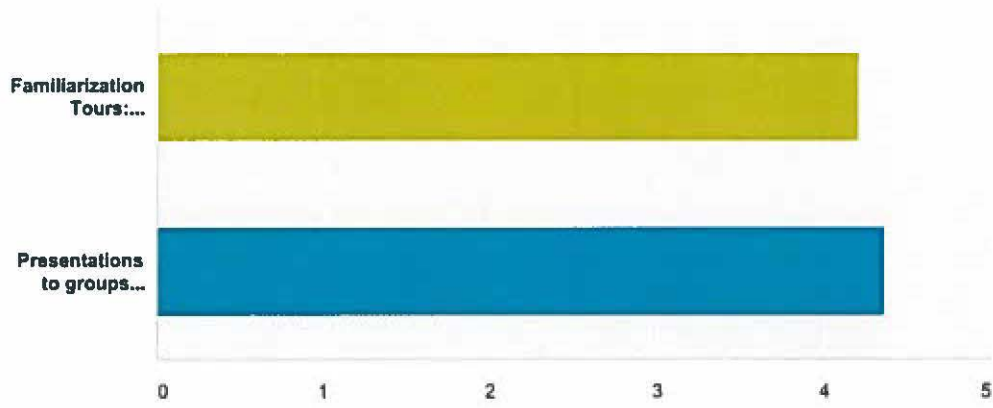


CLOVERDALE
Business Improvement Assoc.

REVENUE	2015	2014	2013
BIA Tax Levy	\$175,000	\$165,000	\$160,000
Sponsorship/grants	55,000	47,000	50,560
	\$230,000	\$212,000	\$210,560
EXPENSES			
Committees			
Beautification	24,000	14,000	15,250
Promotions/Special Events	86,400	80,900	86,910
Communications/Advertising/Tourism	7,410	6,410	5,000
Economic Development	2,700	1,700	1,000
Safety, Security and Crime Prevention	2,000	1,500	2,000
Administration & Office Expenses			
Professional Fees (Book keeping + audit)	7,700	7,700	7,700
Insurance (office, liability, etc)	5,500	5,500	5,500
Rent/hydro	16,590	16,590	12,000
Telephone/Internet/Cell	2,500	2,500	2,500
Office Supplies, Photo copier lease	7,500	7,500	5,000
Wages + Benefits includes some casual labour	65,700	65,700	65,700
Memberships (SBOT, Cloverdale Chamber BIABC) /Luncheon Meetings	2,000	2,000	2,000
	230,000	212,000	\$210,560

Q1 Economic Development

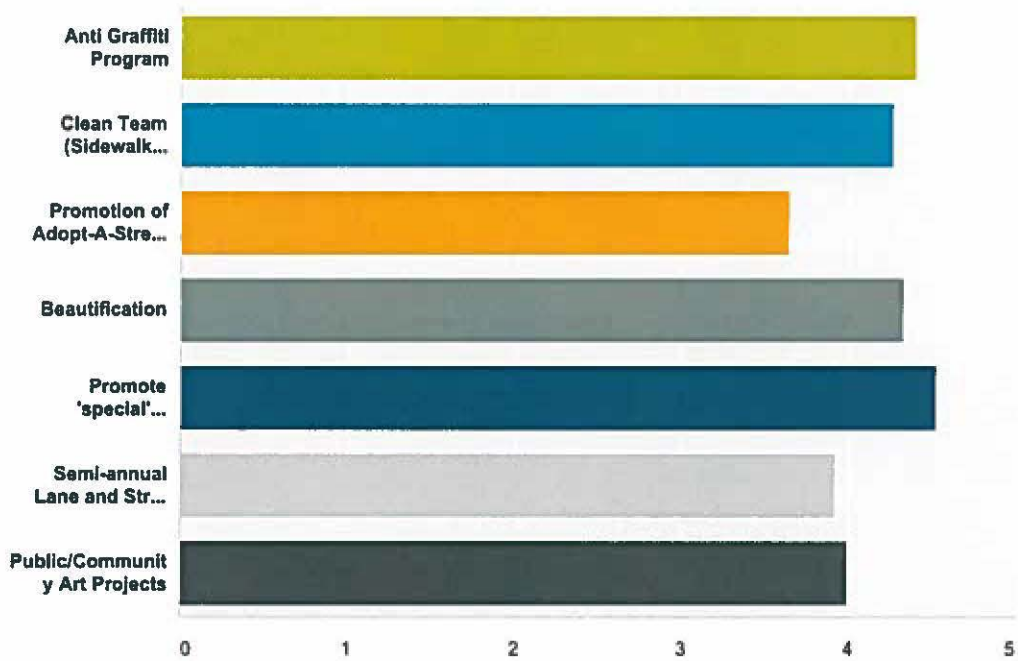
Answered: 15 Skipped: 0



	Strongly Disagree	Disagree	Neither Disagree Nor Agree	Agree	Strongly Agree	Total	Average Rating
Familiarization Tours: Introduce new investors, developers & media to the area	0.00% 0	7.14% 1	21.43% 3	14.29% 2	57.14% 8	14	4.21
Presentations to groups outside of Cloverdale regarding opportunities in Downtown Cloverdale	0.00% 0	7.14% 1	14.29% 2	14.29% 2	64.29% 9	14	4.36

Q2 Street Enhancement

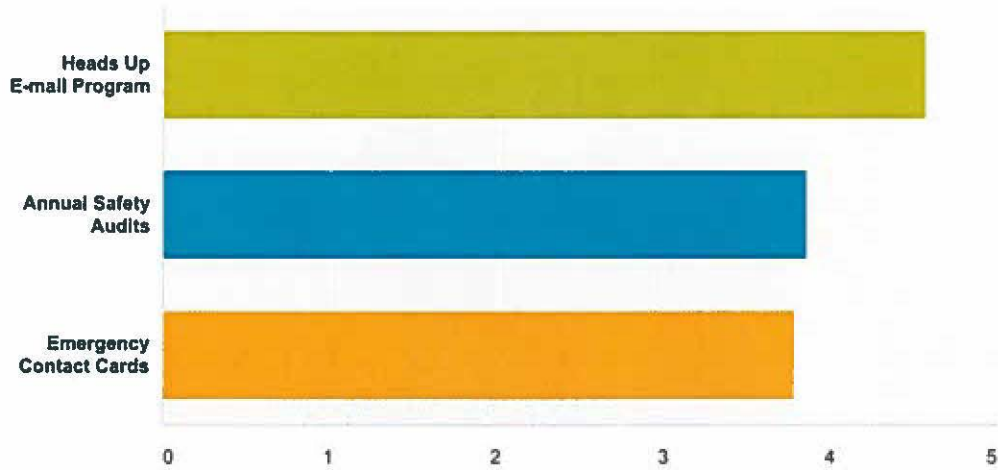
Answered 15 Skipped 0



	Strongly Disagree	Disagree	Neither Disagree Nor Agree	Agree	Strongly Agree	Total	Average Rating
Anti Graffiti Program	0.00% 0	0.00% 0	13.33% 2	33.33% 5	53.33% 8	15	4.40
Clean Team (Sidewalk cleaning 2-3 times per week)	0.00% 0	0.00% 0	26.67% 4	20.00% 3	53.33% 8	15	4.27
Promotion of Adopt-A-Street Program	0.00% 0	7.14% 1	42.86% 6	28.57% 4	21.43% 3	14	3.64
Beautification	0.00% 0	0.00% 0	6.67% 1	53.33% 8	40.00% 6	15	4.33
Promote 'special' gateway signs that brands the area as 'Downtown'	0.00% 0	0.00% 0	20.00% 3	6.67% 1	73.33% 11	15	4.53
Semi-annual Lane and Street Cleanup	0.00% 0	0.00% 0	20.00% 3	66.67% 10	13.33% 2	15	3.93
Public/Community Art Projects	0.00% 0	6.67% 1	26.67% 4	26.67% 4	40.00% 6	15	4.00

Q3 Safety & Security

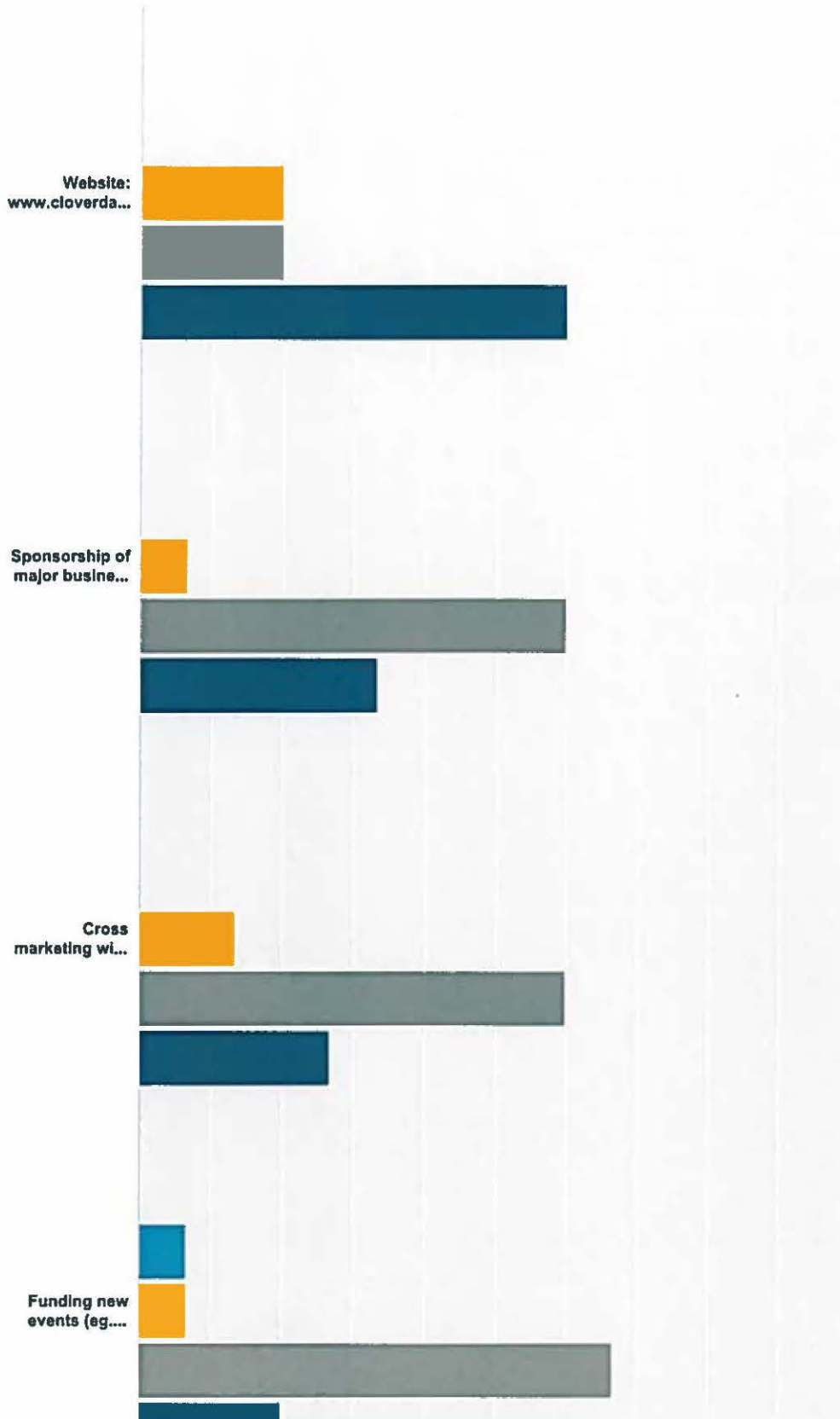
Answered: 14 Skipped: 1



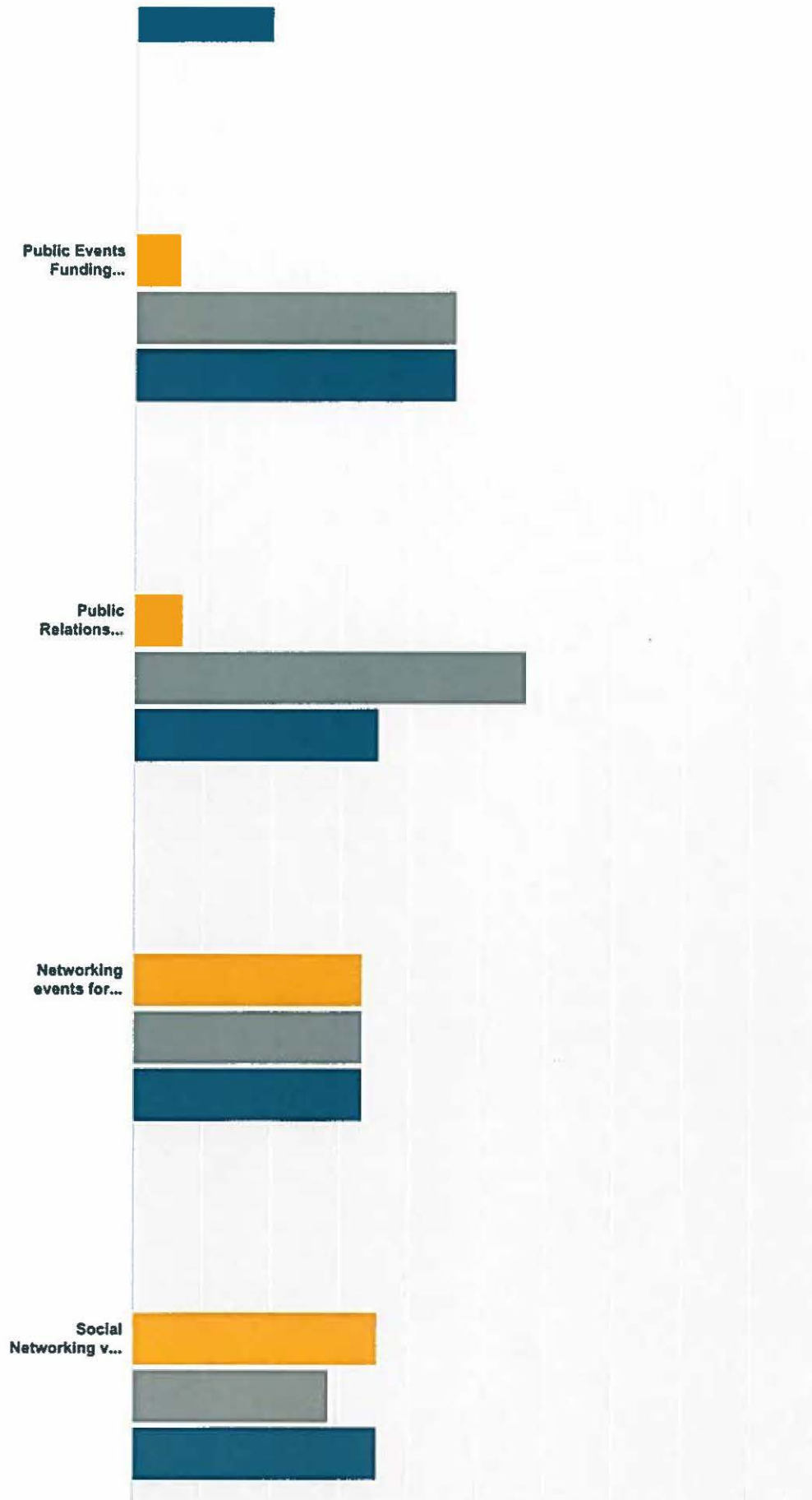
	Strongly Disagree	Disagree	Neither Disagree Nor Agree	Agree	Strongly Agree	Total	Average Rating
Heads Up E-mail Program	0.00% 0	0.00% 0	14.29% 2	14.29% 2	71.43% 10	14	4.57
Annual Safety Audits	0.00% 0	7.14% 1	28.57% 4	35.71% 5	28.57% 4	14	3.86
Emergency Contact Cards	0.00% 0	7.14% 1	21.43% 3	57.14% 8	14.29% 2	14	3.79

Q4 Marketing & Special Events

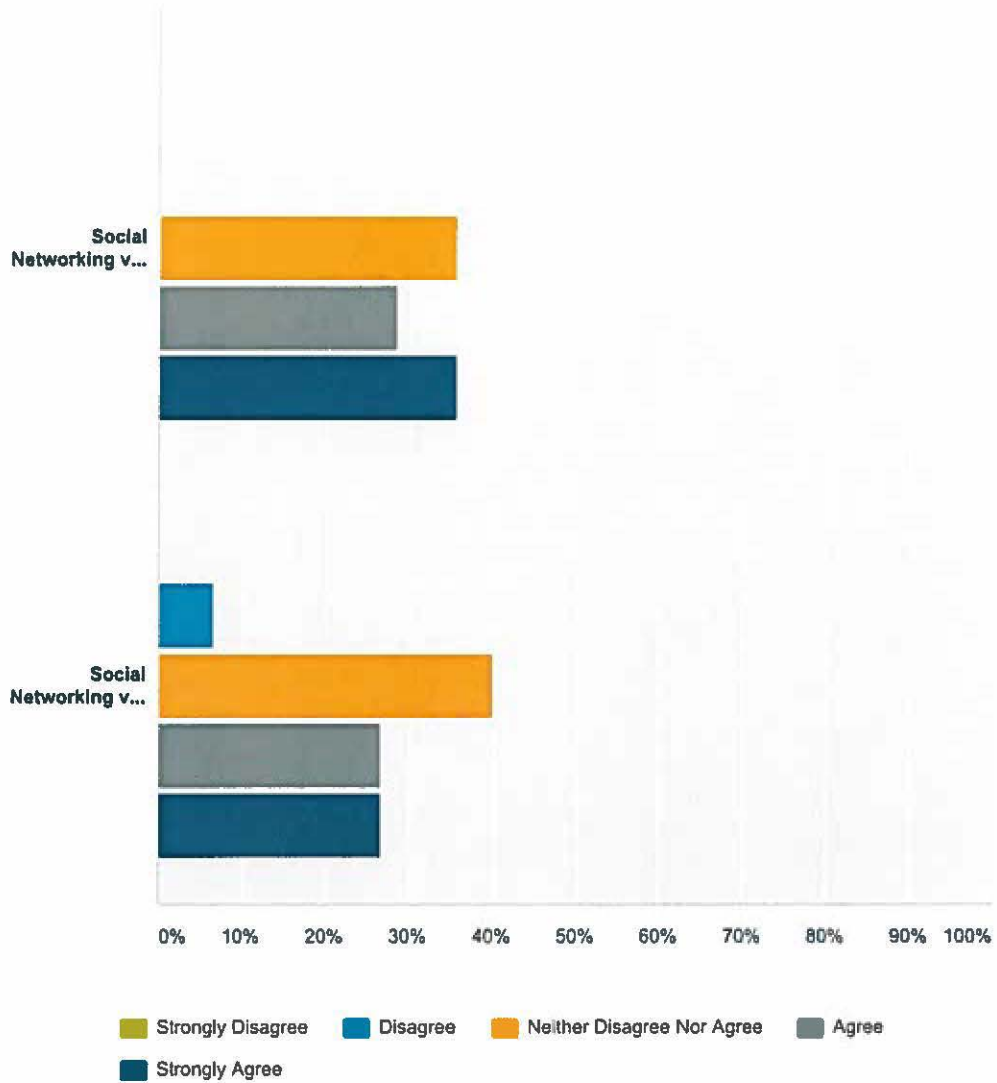
Answered: 15 Skipped: 0



4/10
18



5/10
19



	Strongly Disagree	Disagree	Neither Disagree Nor Agree	Agree	Strongly Agree	Total
Website: www.cloverdalebia.com	0.00% 0	0.00% 0	20.00% 3	20.00% 3	60.00% 9	15
Sponsorship of major business events	0.00% 0	0.00% 0	6.67% 1	60.00% 9	33.33% 5	15
Cross marketing with other businesses and associations	0.00% 0	0.00% 0	13.33% 2	60.00% 9	26.67% 4	15
Funding new events (eg. Doors Open)	0.00% 0	6.67% 1	6.67% 1	66.67% 10	20.00% 3	15
Public Events Funding (Blueberry Festival, Santa Parade)	0.00% 0	0.00% 0	6.67% 1	46.67% 7	46.67% 7	15
Public Relations (Media)	0.00% 0	0.00% 0	7.14% 1	57.14% 8	35.71% 5	14
Networking events for local businesses (Chamber of Commerce)	0.00% 0	0.00% 0	33.33% 5	33.33% 5	33.33% 5	15

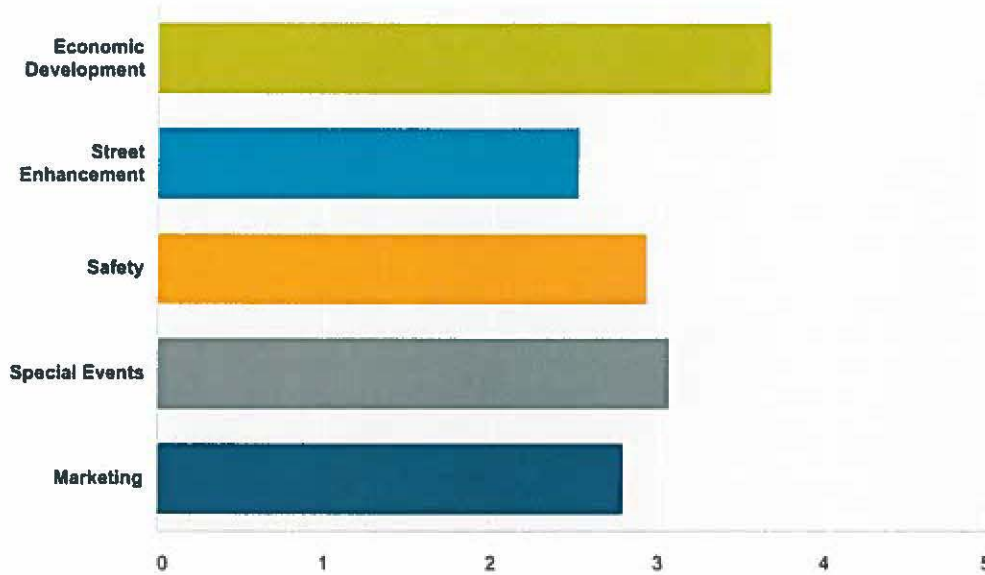
Cloverdale Business Improvement Association

SurveyMonkey

Social Networking via Twitter	0.00% 0	0.00% 0	35.71% 5	28.57% 4	35.71% 5	14
Social Networking via Facebook	0.00% 0	0.00% 0	35.71% 5	28.57% 4	35.71% 5	14
Social Networking via Instagram	0.00% 0	6.67% 1	40.00% 6	26.67% 4	26.67% 4	15

Q5 Please rank for 1 to 5 the following in order of importance to you (1= Least Important; 5= Most Important)

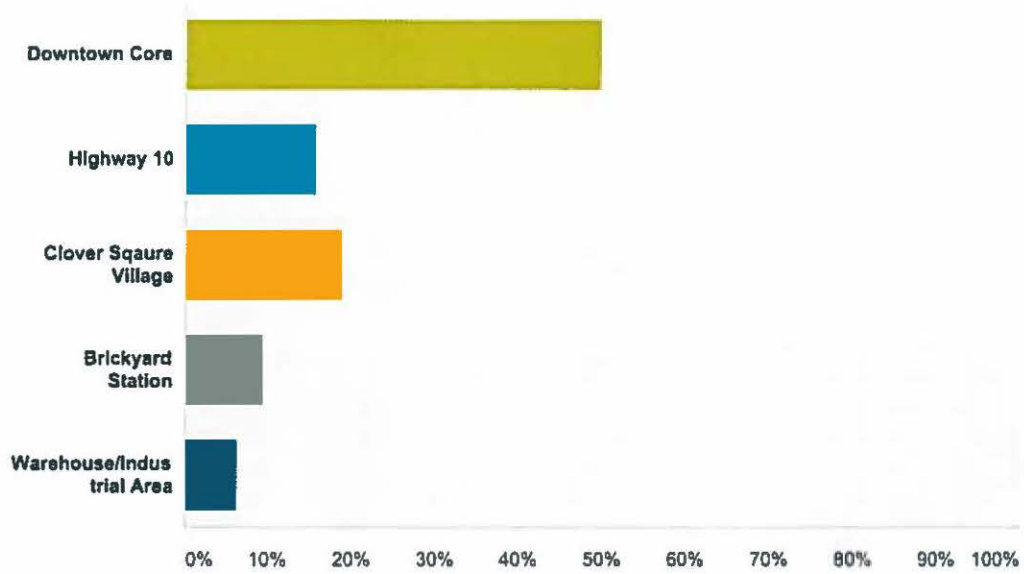
Answered: 15 Skipped: 0



	1	2	3	4	5	Total	Average Rating
Economic Development	6.67% 1	20.00% 3	13.33% 2	20.00% 3	40.00% 6	15	3.67
Street Enhancement	33.33% 5	20.00% 3	13.33% 2	26.67% 4	6.67% 1	15	2.53
Safety	26.67% 4	13.33% 2	20.00% 3	20.00% 3	20.00% 3	15	2.93
Special Events	0.00% 0	33.33% 5	40.00% 6	13.33% 2	13.33% 2	15	3.07
Marketing	33.33% 5	13.33% 2	13.33% 2	20.00% 3	20.00% 3	15	2.80

Q1 In which area of Cloverdale is your business located?

Answered: 32 Skipped: 0

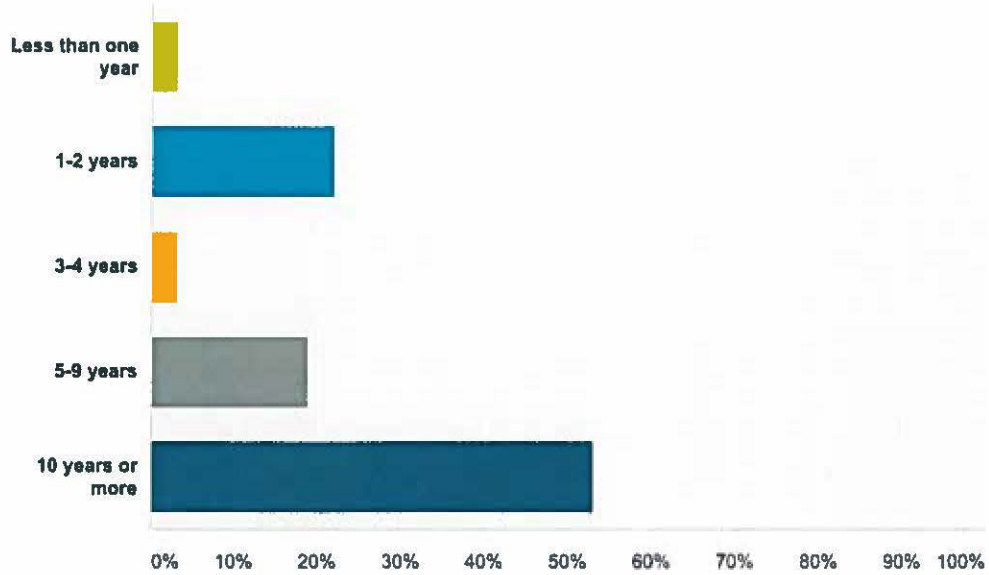


Answer Choices	Responses
Downtown Core	50.00% 16
Highway 10	15.63% 5
Clover Square Village	18.75% 6
Brickyard Station	9.38% 3
Warehouse/Industrial Area	6.25% 2
Total	32

1/11
23

Q2 How long has your business been located in this area?

Answered: 32 Skipped: 0

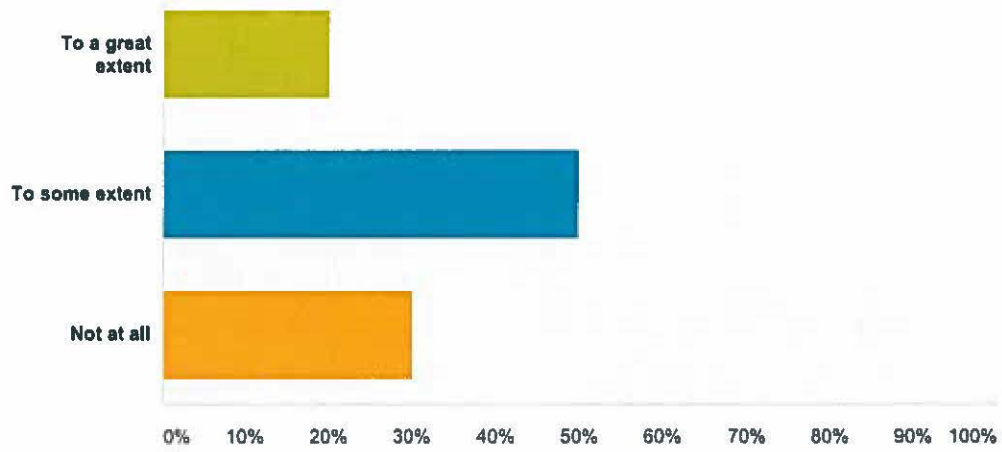


Answer Choices	Responses
Less than one year	3.13% 1
1-2 years	21.88% 7
3-4 years	3.13% 1
5-9 years	18.75% 6
10 years or more	53.13% 17
Total	32

2/11
24

Q3 To what extent do you feel that visible homelessness is a problem for your business area? (if "not at all" skip to question 8)

Answered: 30 Skipped: 2

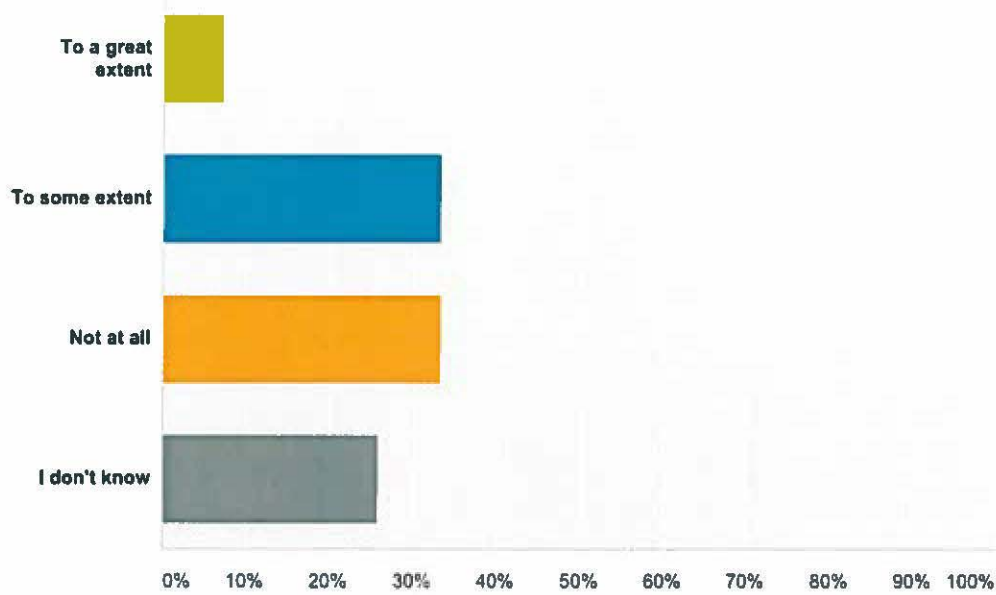


Answer Choices	Responses
To a great extent	20.00% 6
To some extent	50.00% 15
Not at all	30.00% 9
Total	30

3/11
25

Q4 To what extent do you think that you have lost business due to clients and customers choosing to conduct their business elsewhere as a result of homelessness in your area?

Answered: 27 Skipped: 5

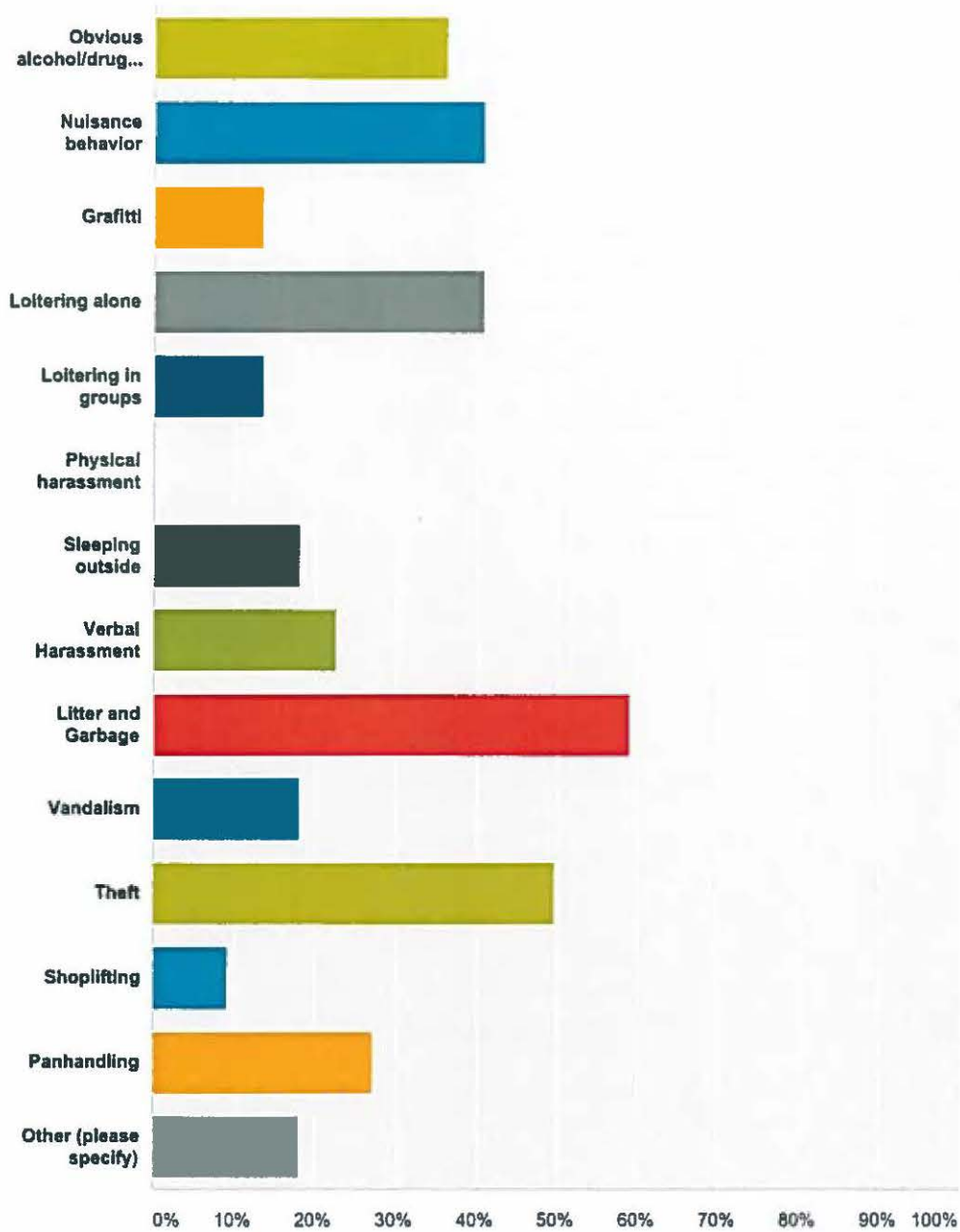


Answer Choices	Responses
To a great extent	7.41% 2
To some extent	33.33% 9
Not at all	33.33% 9
I don't know	25.93% 7
Total	27

4/11
26

Q5 What behaviors have caused a loss of business for you? SELECT ALL that apply

Answered: 22 Skipped: 10



Answer Choices	Responses
Obvious alcohol/drug use	36.36% 8
Nuisance behavior	40.91% 9
Graffiti	13.64% 3

5/11
27

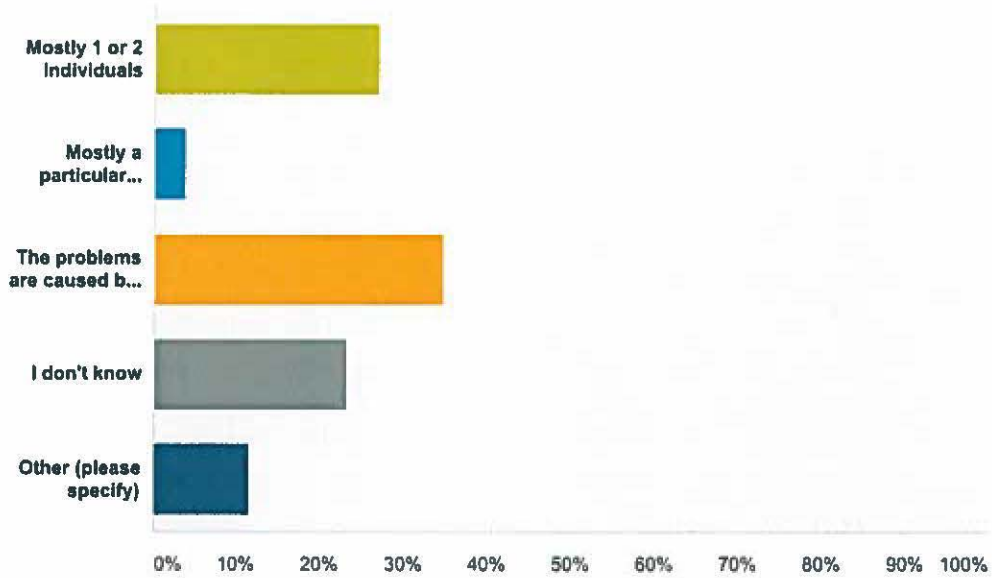
Cloverdale Homeless Survey

SurveyMonkey

Loitering alone	40.91%	9
Loitering in groups	13.64%	3
Physical harassment	0.00%	0
Sleeping outside	18.18%	4
Verbal Harassment	22.73%	5
Litter and Garbage	59.09%	13
Vandalism	18.18%	4
Theft	50.00%	11
Shoplifting	9.09%	2
Panhandling	27.27%	6
Other (please specify)	18.18%	4
Total Respondents: 22		

Q6 Referring to the homeless population in your area, is your business impacted by

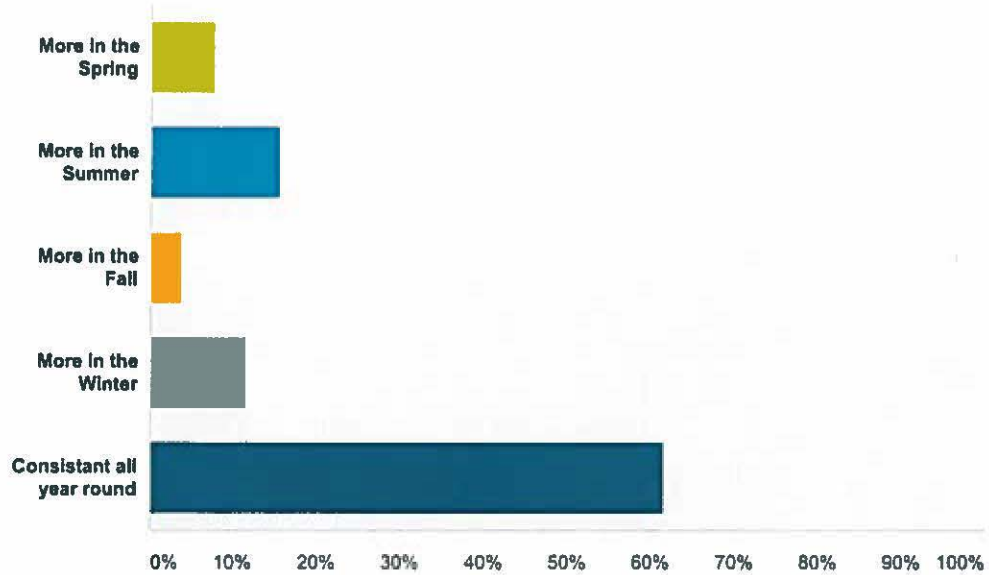
Answered: 26 Skipped: 6



Answer Choices	Responses
Mostly 1 or 2 individuals	26.92% 7
Mostly a particular group of people	3.85% 1
The problems are caused by multiple factors	34.62% 9
I don't know	23.08% 6
Other (please specify)	11.54% 3
Total	26

Q7 What time of the year do you notice more homeless people in your business area?

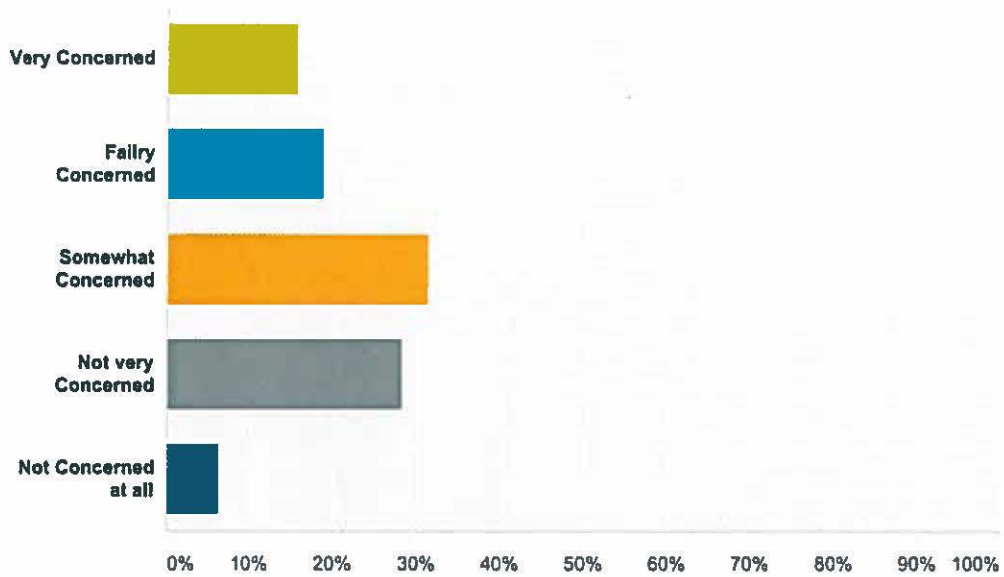
Answered: 26 Skipped: 6



Answer Choices	Responses
More in the Spring	7.69% 2
More in the Summer	15.38% 4
More in the Fall	3.85% 1
More in the Winter	11.54% 3
Consistant all year round	61.54% 16
Total	26

Q8 How concerned/unconcerned are you about any loss/potential future loss of business due to visible homelessness in your business area?

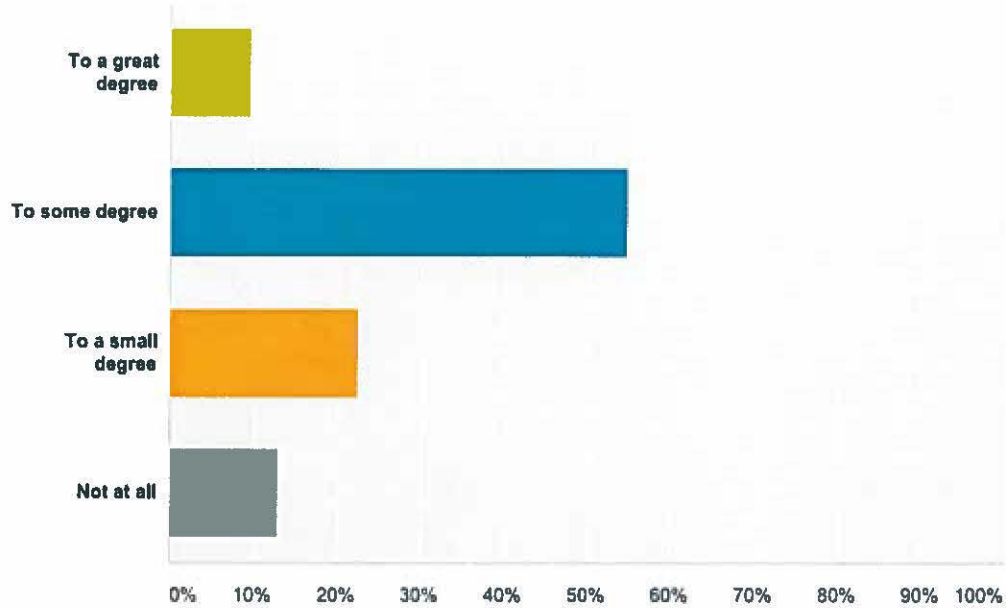
Answered: 32 Skipped: 0



Answer Choices	Responses	
Very Concerned	15.63%	5
Fairly Concerned	18.75%	6
Somewhat Concerned	31.25%	10
Not very Concerned	28.13%	9
Not Concerned at all	6.25%	2
Total		32

Q9 To what degree do you think improving the homelessness situation in Cloverdale would improve your business?

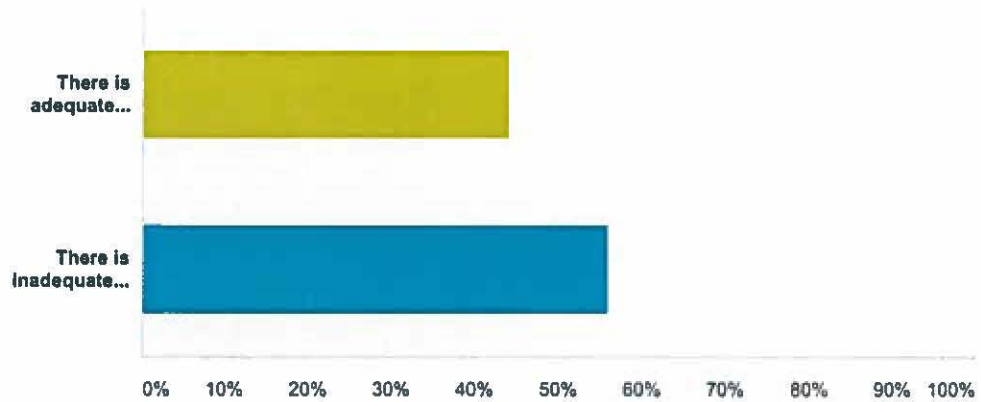
Answered: 31 Skipped: 1



Answer Choices	Responses	
To a great degree	9.68%	3
To some degree	54.84%	17
To a small degree	22.58%	7
Not at all	12.90%	4
Total		31

Q10 What do you think about the current level of support/services being provided for the homeless population in Cloverdale?

Answered: 25 Skipped: 7



Answer Choices	Responses
There is adequate support/services for homeless people in Cloverdale	44.00% 11
There is inadequate support/services for homeless people in Cloverdale	56.00% 14
Total	25

11/14
33



**Minutes of the Cloverdale BIA Annual General Meeting held on
July 9, 2014 held at the Cloverdale Branch of the Royal Canadian Legion**

Lyle MacMillan, as President of the Cloverdale B.I.A. acted as Chairman of the Meeting and Courtney Howe-Smith acted as Secretary of the Meeting. The meeting was called to order at 7:13pm.

Call to Order

Lyle MacMillan, President opened the meeting and welcomed guests

AGENDA of the Annual General Meeting of the B.I.A . for July, 9th 2014

Upon a Motion Duly made by Steve Bednash and seconded by Norma Brown to approve the agenda of the July 9th 2014 as presented. MOTION CARRIED

MINUTES of the Annual General Meeting of the B.I.A. held of July 11th, 2013, commencing at 7:05p.m were presented for adoption.

Upon a Motion Duly made by Dean Moore and carried by Tricia Ellingsen to approve the minutes of July 11th, 2013 as presented. MOTION CARRIED

Treasurer's Report:

Cary hemming of Hemming and Wyborn Chartered Accountants presented the Cloverdale Business Improvement Association Financial Report for the Year ending on December 31st 2013.

Upon a motion made by Norma Brown and seconded by Freda Mattern, it was resolved to adopt the treasurer's report.
MOTION CARRIED

Re-Appointment of Auditors:

The B.I.A. Board of Directors has resolved that the B.I.A. re-appoints Hemming, Wyborn & Grewal as Auditors.

Upon a Motion Duly made by Derek Tremblay and seconded by Steve Bednash that BIA re-appoints Hemming, Wyborn & Grewal as Auditors. MOTION CARRIED

Police Update:

Staff Sergeant Martin Blais opened the meeting with a goal of connecting more with Staff Sergeant Dan Gibbons at the District 4 Community police office. Martin spoke to members about the success of the 'Heads Up' e-mail program over the past year.

Dan spoke about the statistics of the Cloverdale/Port Kells zone crime rate:

- Break and Enters: There has been a recent spike in commercial and residential B&E's in the area
- Shoplifting: maintains at a low rate, but is always being managed
- Liquor offences: Patrol to prevent against liquor offences started May long weekend and will continue through October

Martin Blais closed with some updated information.

- There has been over 120 hours in the last 3 months of extra patrols.
- There are no current homeless camps that the RCMP is aware of.
- The Cloverdale skateboard park needs to be evacuated by 10pm like any other park. Please report any activity after this hour.

Election of Directors

Rob Paterson reported on behalf of the Nomination Committee that president Lyle MacMillan will be stepping down from his position. Janet Howell then outlined what it means to be a director on the BIA board, she also outlined the history of Cloverdale and promoted the local growth. Ursula Maxwell-Lewis nominated all other board member candidates. There were no nominations called from the floor. Since there were more than 20 nominations brought forward, the members were asked to vote for only 15 directors.

The newly elected Directors are:

Rob Paterson, Norma Brown, Janet Howell, Steve Bednash, Patricia Ellingsen, Frank Redekop, Dean Moore, Derek Tremblay, Ursula Maxwell-Lewis, Jim Mason, Cynthia Dunsmore, Aaron Hotel, Yvonne Hogenes, Marti Dumas, and Helena Lloyd.

Executive Directors Report:

Paul Oraziotti, BIA Executive Director, presented a power point presentation on the highlights and activities of the Association plus programs proposed for 2014-2015. The presentation also reported on the past activities of the B.I.A.'s five main committees: Beautification, Economic Development; Safety Security and Crime Prevention; Special Events and Communications. The BIA executive director reported extensively on the Safety, Security & Crime Prevention committee and their continued efforts to remove graffiti and clean up garbage. The BIA wanted to thank various individuals like Bruno Zappone for his long time continuous support of the Business Improvement Association. One of the larger projects that is being

considered is a new historic gateway on 176 Street near Highway #10. The BIA is also trying to work with the City with hopes of cleaning up the development site on Pacific Highway (the Cloverdale By-pass) home to the Cloverdale West Village.

Highlight of BIA Priorities for 2014-2015

- Get renewed for another 5 years
- Focus on redevelopment plans for the Cloverdale West Village
- Expand the scope of existing events and festivals
- Assist in building more support services for the homeless in the Town Centre
- Increased beautification initiatives (More landscaping features)
- Work closely with Dist. 4 RCMP to develop more crime reduction tools and to increase the amount of businesses reporting low level crimes
- Continue clean up partnerships with Surrey Assoc. for Community living, local high schools and volunteers
- Support the efforts of the Fraser Valley Heritage Railway Society and their station in Cloverdale
- To acquire new businesses to fill in empty storefronts along 176th Street and throughout the Town Centre

Upon a Motion Duly Made by Norma Brown and seconded by Janet Howell that the BIA membership approve the proposed Cloverdale BIA budget and plans for 2014.
MOTION CARRIED

Upon a Motion Duly Made by Jim Mason and seconded by Aaron Hotell that the membership supports the renewal of the Cloverdale BIA for another 5 year period commencing in March of 2015 - 2020 with a \$5,000 per year escalation annually.
MOTION CARRIED

ADIOURNMENT

UPON A MOTION duly made by Tricia Ellingsen and seconded by Rob Paterson, it was resolved that the meeting is adjourned. MOTION CARRIED

BIA President, Rob Paterson



Arts and Culture



WITH THEATRE AND musical productions, art exhibitions, dance performances, cultural festivals, and celebrations of food available throughout the year, we enjoy a diverse and plentiful arts and culture landscape. Survey respondents say that what's needed, however, is a bit of promotion. More people need to know about the art offerings at venues such as the Surrey Art Gallery, in the Surrey Arts Centre, and Surrey Doors Open, which is an opportunity to visit cultural and historic sites in the city.

Although far fewer people in our community use the library than across BC or Canada, survey respondents see Surrey Libraries as culturally valuable, and especially important for supporting

learning and helping newcomers get started in our community. One place in which we lead is reading clubs—the Surrey Libraries children's reading club has been the largest one in the province for several years.

We appreciate our large festivals and events for which we're known throughout the province, although we do worry about the cost and affordability of them. We're beginning to realize that we don't need to travel far to enjoy the arts, and want more events to happen within our neighbourhoods.

Volunteers are the key to the success of our events; in Surrey, only 2% of the population makes its living in the arts and culture industries. ■

Things to Celebrate

- Good libraries
- Many great festivals
- No need to travel far for events and art

Things to Improve

- More neighbourhood events and activities
- Affordability of events and activities
- Awareness of existing local arts & culture

Grade: 3.4 out of 5 (C Satisfactory)



Surrey Library's Reading Clubs for Children are the **largest** in the province . . . and have been for many years



33% of Surrey's population has a **Surrey Public Library borrowing card**

Some of our Many Festivals



Alexandra Neighbourhood House Festival

Cloverdale Blueberry Festival

Cloverdale Halloween Costume Parade

Cloverdale Rodeo

Crescent Beach Concours d'Elegance

Doors Open

Fleetwood Festival

Halloween in the Forest



Newton Community Festival

Ocean Park Day

Party for the Planet

Summer's End Cask Festival



Surrey is **known** all over the Lower Mainland and BC for its **large festivals and events**, which are held throughout the year and attract thousands of people

Surrey Canada Day

Surrey Fest Downtown

Surrey Festival of Dance

Surrey Fusion Festival

Surrey Greek Food Festival



2% of Surrey's workforce is **employed** in local **arts, culture, recreation, and sport**



Over **200,000 people** participate in or watch the annual **Surrey Vaisakhi Parade**

Surrey International Children's Festival

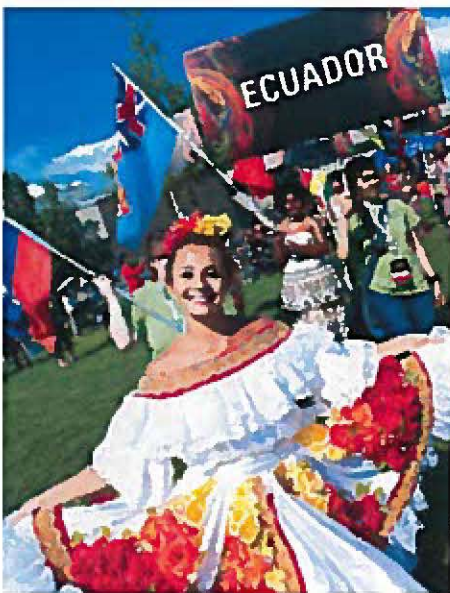
Surrey International Writers' Conference

Surrey Night Market

Surrey Tree Lighting Festival

Surrey's Santa's Parade of Lights

Vaisakhi Parade



Surrey respondents **want Surrey arts and culture venues**, such as the **Surrey Art Galley** and the **Surrey Museum**, to gain a much **higher profile** in the community



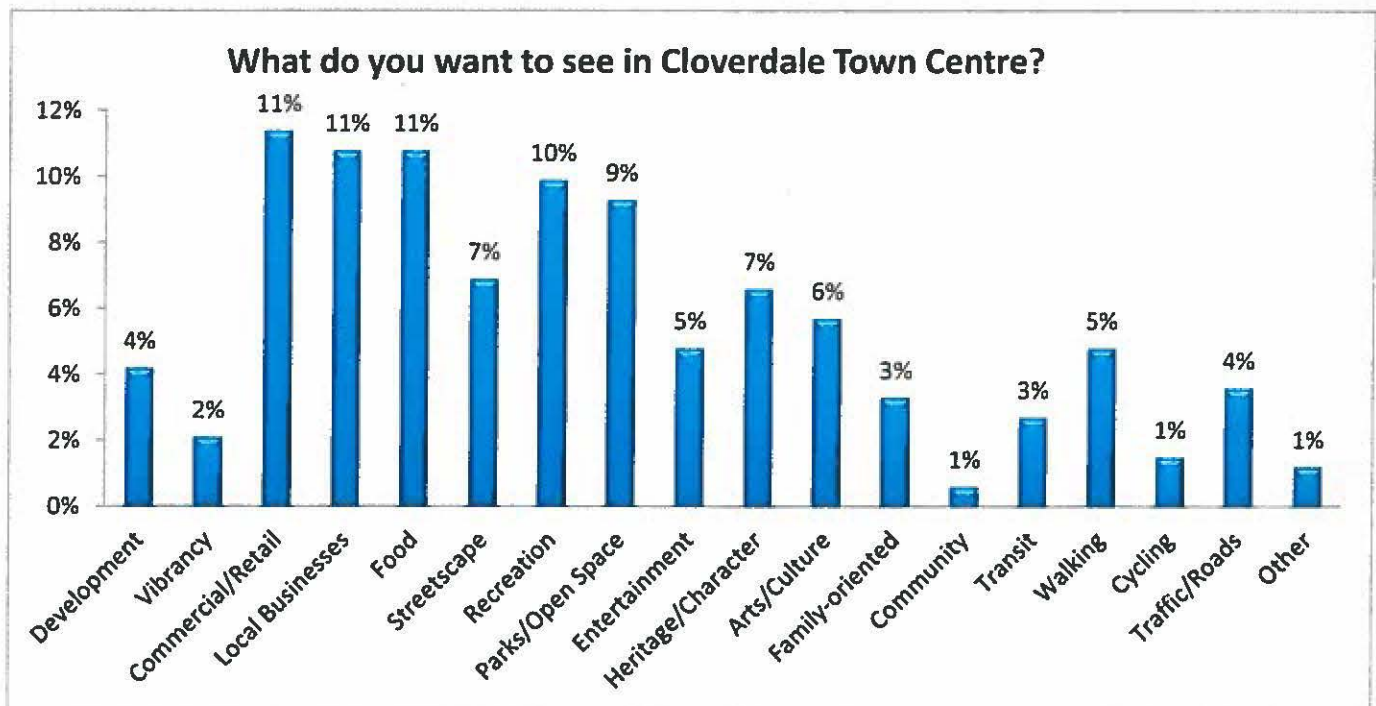
BC's only **CFL football team** has made **Surrey** their **home training centre**

Cloverdale Town Centre Plan Update Consultation Public Feedback

I. MEANS OF CONSULTATION

- Party for the Planet interactive display boards
- Online panel survey conducted through City Speaks
- Online open survey conducted through City Speaks
- Public Open House interactive display boards
- Paper survey available at Public Open House

II. SUMMARY



III. TRANSPORTATION COMMENTS

Transit:

- Better transit
- Light rail
- Faster access to SkyTrain
- C70 community shuttle go past rec centre for seniors

- Permanent bus loop
- Please don't give up on pressing Translink for better transit

Walking:

- Pedestrian overpass at Highway 10
- Safer crossings for Highway 10
- Better crossing at Highway 10 for pedestrians going to IGA
- Left turn signals out of Cloverdale Town Centre onto Hwy 10 so pedestrians are safe
- Safer and more pleasant walking connections over #10 highway and Pacific Highway so that people feel safe walking between stores and areas
- More child safe walking paths (no high hedges on the way to school)
- Better smooth sidewalks (60th Ave, Hwy 10, 176A Street) for people with walkers/wheelchairs
- More pedestrian oriented
- Better control of pedestrians who cross highway 10 to go to IGA etc. on a walk signal but cars ignore people crossing and try to hit people
- More walking paths
- More developed greenways
- Walking trail south of #10 highway (i.e. parallel to the train tracks that connects to the new park between 168th street and Pacific Highway)

Cycling:

- More bike paths
- Bike lanes
- More developed greenways
- More cycling opportunities
- Cycling trail south of #10 highway (i.e. parallel to the train tracks that connects to the new park between 168th street and Pacific Highway)

Traffic/Roads:

- Snow removal and better/smooth roads
- Lower traffic speeds (or at least enforcement of the existing ones) through the area (specifically 56th Ave)
- A traffic by-pass route south of the railroad tracks for east-west traffic.
- Disagree with pushing 57th Avenue through to the town centre. Hwy 10 runs directly to the town centre for anyone who wishes vehicular access.
- I live on a small quiet cul de sac, which is why I bought that property. I know all my neighbours and I feel safe there. I don't want that to change!
- Stop sign at 172 st and 58 ave
- One-way 176 street south to north
- Control the speed (especially transport trucks) on Highway 10
- Speed control on 177b Street
- Better and consistent speed control on 60th by Greenaway Park
- Traffic calmed neighbourhoods to 20 km for seniors/schools

IV. PARKS & BEAUTIFICATION COMMENTS

Parks/Open Space:

- Plaza on 176 St for sitting
- More green space
- More trees
- More parks connecting walking trails
- More natural parks
- More shade and benches in Hawthorne Square
- Small parks
- Parks with covered picnic areas with tables/benches
- More developed greenways
- More green spaces and park
- Enough skate parks already!
- Walking areas
- More greenery: trees, water features, gardens, sculpture and benches
- Park to relax and enjoy (something like Fleetwood with the flower garden and walking trail)
- Children's Parks
- Water park
- More outdoor spaces
- Natural park (Cloverdale is the only town centre without a natural park unless you count High Knoll Park which is on the extreme periphery)
- More mini parks or grassy areas/resting spots to increase curb appeal to pedestrians
- Possibly more places where families can go and congregate, i.e. a green space?

Beautification/Streetscape:

- More community involvement with City
- More benches
- Too many hanging planters - take down 50% and move to 176A Street - we walk and shop there too!
- Street entertainment
- Revitalize commercial downtown area
- Lots of color with flowers
- Historical info plaques
- Needs to be cleaned up
- Restaurant/cafe patios
- Definitely not so many closed down, tear-down buildings
- Amping up the historic aspect of it
- More focus on the history of the area
- Make it an older looking downtown. Take it back to the older roots. Somewhere to go and do different things. Kinda like a Stevenson in Richmond.
- I would like for many of the older buildings to be spruced up. Some of them are very weathered and an eyesore
- An improved streetscape (e.g., something that makes the area distinctive, such as pavement/sidewalk treatment)

- A step away from the wild-west theme
- Preserve as much of heritage architecture as possible.
- More heritage style buildings and street decorations.
- More flower baskets on 176a street. Take 50% away from 176 street, overkill there, and hang the baskets on 176a street. People walk there a lot, there are many stores and businesses. Don't they need a friendly face also?
- Some emphasis on preserving but updating the historic look of main streets
- Preservation of inner town center to maintain the charm of the main walkabout streets

V. ARTS, CULTURE & HERITAGE COMMENTS

Arts/Culture:

- Multi-purpose theatre/gathering places
- Street entertainment
- Larger/better library (x6)
- Sculptures
- Arts displays
- Theatre
- Outdoor concerts
- A bit more culture such as Sunday or evening concerts in Centennial park, not only on July 1st and not only pop music.
- Open patios with public art displays
- Venue for arts/music
- Cultural Centre
- Walking area with mixed shopping food and culture.
- More so over any additional services, places, etc. would be the retention of the unique culture of the small country community.
- Family-oriented events

Heritage:

- Museums
- Historical info plaques
- Like Fort Langley
- More activities showcasing the local heritage
- More focus on the history of the area
- Amping up the historic aspect of it
- Make it an older looking downtown
- Retain the heritage small town feel
- I would like for many of the older buildings to be spruced up
- Preserve as much of heritage architecture as possible.
- More heritage style buildings and street decorations.
- History signage.
- Some emphasis on preserving but updating the historic look of main streets.

VI. ECONOMY COMMENTS

Commercial/Retail:

- Major tenant
- Sport shop
- A destination, all types of stores available here so you don't have to go to Langley
- Too many thrift stores and antique stores
- More businesses catering to families
- A nice mall like in White Rock
- More shopping options
- Big box stores to drive jobs and attract more residents. We shouldn't have to travel to Willowbrook Mall or Grandview Corners which are far away
- I'd like the old Safeway property to finally get developed into a similar shopping area as Morgan Crossing
- Increased and better shopping opportunities

Local business:

- More quaint shops
- Would like to keep heritage buildings and boutiques, rather than big box stores
- Small business
- No big box stores
- Revitalize commercial downtown area
- More shops
- Sustainable community based business
- Boutique shops
- I like the mom n pop feel to it. It would be great to see the small businesses continue to flourish in order to maintain the Cloverdale 'feel'
- Independently owned stores, restaurants. No chains
- Like Fort Langley, destination shops and restaurants
- Small businesses, opportunity for entrepreneurs, keep the "small town feel"
- More small businesses, independent coffee shops, less plaza & shopping centres
- Thrift shops
- More and more unique little affordable stores down 176 especially
- Bike shop
- Unique 'specialty' shops
- Speciality shops, reasons not to go to Langley
- Book store
- Continued business development that balances independent businesses along with larger businesses

Food:

- Restaurant themed area
- More restaurants
- Sidewalk cafes and bars
- Ice cream shop
- Outdoor patio dining

- I'd like it to include outdoor cafes and restaurants with patios etc.
- More varied coffee shops, better restaurants/pubs
- More restaurants with patios
- A family style restaurant
- Restaurants like the vault, not more fast food
- A bar with a patio
- Pubs that don't look dark and dingy with dark tinted windows

- Produce store
- We need a Fresh Street Market
- Fruit & Vegetable Market
- Another large grocery store
- Another grocery store (thrifty's)
- Safeway
- A farmer's market
- Additional/better grocery shopping
- A fruit/vegetable store (not Fruiticana), a fresh seafood store
- More shops, i.e. say Cobs bakery, more grocery stores

Entertainment:

- Late night activities
- Something to replace the Clova
- Re-invigorate the bowling alley and movie theatre
- Modern movie theatre

General:

- Tax incentive for attracting new business
- Keep \$\$\$ in Cloverdale
- More employment opportunities; film industry
- Elements to create a Tourist destination

VII. DEVELOPMENT COMMENTS

- Mall redevelopment (former Safeway)
- Less crammed homes
- Hold absentee landlords to account for the upkeep of their properties
- Less condo development, restrictions on mega homes
- Limit on allowable height of buildings
- I would like to see more of the large residential lots preserved, with less acceptance of "property line to property line" building.
- Residences above shops
- Higher density residential
- Return the balance of lot size/house size within our community so that we don't lose our residential value
- Preserve as much of heritage architecture as possible

CITY OF SURREYBY-LAW NO. 18326

A By-law to establish the Cloverdale Business Improvement Area

WHEREAS a City Council may pursuant to Section 215 of the Community Charter, S.B.C. 2003, c.323, as amended, grant money to an applicant that has as one of its aims, functions and purposes, the planning and implementation of a Business Promotion Scheme;

AND WHEREAS a City Council may propose on its own initiative that a Business Promotion Scheme be undertaken;

AND WHEREAS before a City Council grants money for a Business Promotion Scheme, the City Council shall pass a By-law pursuant to Section 215 of the Community Charter, S.B.C. 2003, c. 323, as amended.

NOW, therefore, the City Council of the City of Surrey, in meeting assembled, ENACTS AS FOLLOWS:

1. This By-law be cited for all purposes as "Cloverdale Business Improvement Area By-law, 2014 No. 18326"
2. For the purpose of this By-law:

“Association” means the Cloverdale Business Improvement Association, or any other name that the members of the Association may approve.

“Business Promotion Scheme” means:

- (a) carrying out studies and making reports respecting the advancement of project plans and improvements designed to benefit the Cloverdale Business Improvement Area and carrying out all of the studies incidental to the objectives of the Association and to further these goals, and all management and administration necessary to implement the scheme of the Cloverdale Business Improvement Area;
- (b) the improvement, beautification or maintenance of the streets and sidewalks in the Cloverdale Business Improvement Area;
- (c) the conservation of heritage property in the Cloverdale Business Improvement Area;
- (d) the encouragement and promotion of commercial business development and encouragement of entertainment, sports and cultural activities within the Cloverdale Business Improvement Area in furtherance of its economic and commercial welfare; and
- (e) the creation of a pleasant environment in the Cloverdale Business Improvement Area.

“City” means the City of Surrey.

“City Council” means the Council of the City of Surrey.

“Cloverdale Business Improvement Area” means the area of the City designated by Section 3 of this By-law.

“Taxable Property” means land or improvements, or both, that fall within Class 5 or 6 of the Assessment Act - Prescribed Classes of Property Regulation, B.C. Regulation 438/81, as that regulation stood on January 8, 1988.

3. City Council hereby designates for a term of five (5) years those lands shown in heavy outline on Schedule “A” attached hereto and forming part of this By-law as Cloverdale Business Improvement Area.
4. City Council hereby approves a grant to the Association of an amount not exceeding one hundred and seventy thousand Dollars (\$170,000 in Year 1 (2015)). The amount shall increase by \$5,000 annually in years two to five as follows:

(a)	Year 2	2016	\$175,000
(b)	Year 3	2017	\$180,000
(c)	Year 4	2018	\$185,000
(d)	Year 5	2019	\$190,000
5. Monies granted to the Association under this By-law must be expended only by the Association and in accordance with the conditions and limitations set out in this By-law and for the planning and implementation of a Business Promotion Scheme.
6. Monies granted to the Association pursuant to this By-law shall be for projects provided for in the annual budget submitted by the Association and approved by City Council pursuant to Section 9 of this By-law.
7. All of the money granted to the Association pursuant to this By-law shall be recovered within the Cloverdale Business Improvement Area from the owners of land or improvements, or both, or from persons from whom charges provided in the Community Charter, S.B.C. 2003, c.323 as amended, may be collected in the Cloverdale Business Improvement Area.
8. For the purpose of recovering the monies granted to the Association an annual tax shall be imposed on the Taxable Property within the Cloverdale Business Improvement Area and such tax shall be based on the assessed value of the land, improvements, or both.
9. The Association shall submit annually to the City Council for approval, on or before April 1st in each year, a budget for the purpose of the Business Promotion Scheme based on a fiscal year commencing April 1st which contains information sufficient in detail to describe all anticipated expenses and revenues and which have been approved by a majority of the members present at the annual general meeting of the Association.

10. The Association shall keep separate from any other accounts, the account used for money granted to the Association by the City pursuant to this By-law, and shall cause the revenue and expenditures resulting from the use of that separate account to be an audited schedule to the financial statements of the Association and reported separately as required by Section 17 of this By-law.
11. The Association shall not carry out any borrowing that results in indebtedness or other obligation as to money granted to it by the City pursuant to this By-law which extends beyond the fiscal year in which the money was granted.
12. The directors of the Association shall permit the General Manager, Finance and Technology of the City, or a nominee of the General Manager, Finance and Technology, to inspect during normal business hours on reasonable notice, all books of account, receipts, invoices, and other financial position records which the General Manager, Finance and Technology deems advisable for the purpose of verifying and obtaining further particulars of the budget and any financial statements of the Association as they relate to money granted to the Association by the City pursuant to this By-law.
13. Any money granted to the Association by the City pursuant to this By-law shall, if not required for immediate use, be invested in only such securities in which trustees, by law are authorized to invest.
14. The Association shall at all times carry a policy of comprehensive general liability insurance in the amount of five million dollars (\$5,000,000) with the City added as an additional named insured and containing a cross coverage provision, and such policy shall also contain an endorsement to provide that the policy shall not be cancelled, lapsed or materially altered without giving thirty (30) days notice in writing to the General Manager, Finance and Technology.
15. The Association shall give notice of every general meeting not less than fourteen (14) days prior to the date scheduled for the meeting if delivered by hand or transmitted via facsimile or e-mail, twenty-one (21) days by other means to:
 - (a) the General Manager, Finance and Technology;
 - (b) all persons who own Taxable Property within the Cloverdale Business Improvement Area, to their addresses as ascertained from the most recent assessment rolls for the City; and
 - (c) all persons who lease Taxable Property within the Cloverdale Business Improvement Area and from which they carry on business, to their address as determined by directories, visual inspections or any other information system.
16. The Association shall not alter or approve amendments to its constitution or by-laws without providing the General Manager, Finance and Technology with two (2) months notice in writing of its intentions to make such alteration or amendment, and where any alteration or amendment is made without such notice the City may withhold any payments of the grant referred to in this By-law.

17. The Association shall account for the money approved by City Council for the previous year by submitting to the City on or before May 15th in each of the years 2016, 2017, 2018 2019 and 2020, an annual audited financial statement of the Association which shall be prepared in accordance with generally accepted accounting principles and shall include a balance sheet and a statement of revenue and expenditure. The financial statement shall be prepared on a calendar year basis.
18. The Association shall not incur any indebtedness or other obligations beyond each budget year.
19. This By-law shall be in effect until March 14, 2020.

PASSED FIRST READING on the _____th day of _____, 2014.

PASSED SECOND READING on the _____th day of _____, 2014.

PASSED THIRD READING on the _____th day of _____, 2014.

NOTICE OF INTENTION

ADVERTISED on the ___ day of _____, 2015 and ___ day of _____, 2015.

RECONSIDERED AND FINALLY ADOPTED, signed by the Mayor and Clerk, and sealed with the

Corporate Seal on the _____th day of _____, 2015.

_____MAYOR

_____CLERK



THE CBIA ON TRACK FOR THE FUTURE

It's been almost 20 years since the formation of the Cloverdale Business Improvement Association and the organization is now seeking your support for another 5 year term in Feb. 2015. The Cloverdale BIA is headed by long time local Rob Paterson (Newmac Animal Feeds) who as president works with a board of 14 committed volunteer directors. The BIA is very much like an outdoor mall management group who beautify the Town Centre, keep it safe and clean, organize special events, and work with all levels of government. The BIA, the Chamber and the City of Surrey have been working together on long range plans for the Town Centre. Recent survey's revealed the Cloverdale Town Centres priorities:

- Recruit more boutique retail stores, service businesses & light industrial businesses
- Increased residential densification
- Security and crime prevention measures
- Landscaping features that includes Town Centre "Gateways" - Welcome to Cloverdale
- Heritage/public art components
- Family oriented events
- Member communications

The Cloverdale BIA has developed a 5 year plan that will help the Cloverdale Town Centre to become a more sustainable business district that is rich with the City of Surrey's historic past. To that end, the Cloverdale BIA is working on a new interactive website that will have maps, a more detailed business directory, smartphone and tablet friendly, several new promotional videos of events, and a lifestyle video that showcases all of the recent changes in the area. The Cloverdale BIA is also going to expand its Social Media tools to allow more stories to be broadcast about "What's Going On in Cloverdale"!

Since Cloverdale is becoming a more noteworthy Tourist attraction, the BIA will work with the soon to be expanded Surrey Museum, the Fraser Valley Heritage Railway, the BC Vintage Truck Museum, the Surrey Historical Society and

Surrey Heritage Society. The BIA will work in partnership on cultural/heritage tourism projects like the recent "Historical Walking/Driving Tour of Cloverdale" spearheaded by the Surrey Historical Society.

One of the key changes proposed by the Cloverdale BIA is to partner with Cloverdale Town Centre businesses to increase security measures such as more close circuit high definition video cameras and more security patrols. The BIA works extensively with the RCMP Community Police Station on events, graffiti removal and to provide timely information on criminal activities in the area. One of the tools that the BIA uses is an email program called, "Heads Up". Town Centre businesses, the BIA, the Chamber and the RCMP flow low level information about suspicious activity to each other as a warning. In addition, the BIA and the RCMP work together on visiting local businesses to keep in touch with them on crime trends and to garner information that would not

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"YOUR CLOVERDALE BUSINESS RESOURCE"

The Cloverdale Business Improvement Association
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www.cloverdalebia.com • email: cloverdalebia@telus.net



normally be called into the RCMP. Social issues affect us all and the BIA does work with Options, the RCMP, numerous faith groups like the Pacific Community Church to help with homeless issues and poverty.

The Cloverdale BIA also contributes money in partnership with the City of Surrey for hanging baskets on the Main Street. The BIA also works with the City to provide additional landscaping throughout the Town Centre.

Future efforts should also include landscaping with the gateway signs and more landscaping along the Museum Plaza that faces Highway #10.

On the special event front, future plans for new events in 2015 might include a once a month open air street market on the Main Street. The group is looking to improve existing events like the: 39th Annual Cloverdale Bed Races, the Chili Cook-off, the Cloverdale Rodeo parade, the Blueberry Festival, the Cloverdale Halloween Costume Parade, the Surrey Santa Parade of Lights and Christmas in Cloverdale.

The Cloverdale Board of Directors are: Rob Paterson – President, Norma Brown – Vice Pres., Dean Moore – Treasurer, Steve Bednash, Marti Dumas, Cynthia Dunsmore, Tricia Ellingsen, Aaron Hotell, Yvonne Hogenes, Janet Howell, Helena Lloyd, Jim Mason, Ursula Maxwell-Lewis, Frank Redekop and Derek Tremblay. A special thanks must go to all of the volunteers and sponsors who have helped support all of the Cloverdale events and activities and thousands of hours that they have donated over the years to make the Cloverdale Town Centre a better place to live, work and play.

For more information please email: cloverdalebia@telus.net or write to the Cloverdale BIA at 5748 176 Street, Surrey, BC V3S 4C8



Photos Courtesy Shop Cloverdale Magazine