



## Committee of the Whole Report For the Meeting of August 3, 2023

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**To:** Committee of the Whole **Date:** July 7, 2023  
**From:** Kerri Moore, Director of Business and Community Relations  
**Subject:** Business Façade Beautification Reimbursement Program

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### RECOMMENDATION

That Council:

1. Authorize a partnership agreement, on the terms satisfactory to the Director of Business and Community Relations and in the form satisfactory to the City Solicitor, with the Downtown Victoria Business Association to provide services on behalf of the City for the Business Façade Beautification Reimbursement Program.
2. Direct the City Solicitor to prepare the necessary amendments to the Delegation Bylaw to enable the Director of Business & Community Relations the authority to negotiate and enter into agreements between the City and the Downtown Victoria Business Association to provide services on behalf of the City that deliver on the Council priorities within the Strategic Plan.
3. That the above motions be forwarded to the daytime meeting of August 3, 2023, for ratification.

### EXECUTIVE SUMMARY

As a capital city, the importance of Victoria's downtown core as a centre for business, shopping, dining, and entertainment is reliant on its vibrancy and vitality.

At the March 16, 2023, and April 6, 2023 meetings, Council passed the following motions regarding support towards beautification, maintenance, and overall downtown revitalization.

- *Direct staff to implement paid on-street and parkade parking from 8am - 9am and 7pm - 8pm, at rates to be determined by staff, with all funds to be re-invested in the downtown core towards beautification and maintenance, cultural opportunities, new public parks, and amenities, and investigate programs to support downtown safety.*
- *That the balance of the funds be allocated towards downtown revitalization. This will encourage people to visit downtown by increasing the number of events, for example, music and art shows and family friendly experiences, and for things such as placemaking initiatives, expanding green spaces, and adding community gardens. This will attract more residents and visitors to the downtown core, which will boost vitality and community safety and wellbeing in the neighbourhood.*

In response to these motions, at the May 18, 2023 meeting, staff presented the Downtown Revitalization Program (DRP) to Council and outlined several program and service initiatives under the themes of programming and activation, beautification, clean and safe. The new DRP funding will be ongoing as part of the Financial Plan. Based on the additional parking revenue anticipated for 2023, approximately \$980,000.00 has been budgeted to be re-invested in the downtown core towards the DRP initiatives.

Under the themes of clean and beautification, staff worked with the Downtown Victoria Business Association (DVBA) to create the Business Façade Beautification Reimbursement Program. The program provides resources for businesses to improve the look and cleanliness of their storefronts. In 2023, staff recommend allocating \$50,000.00 from the Downtown Revitalization Program funds to the Business Façade Beautification Reimbursement Program.

The proposed Business Façade Beautification Reimbursement Program would be administered by the DVBA under a partnering agreement with the City and provide the following services in relation to participating downtown blocks:

- Exterior building surface treatments to include siding, moulding, trim, and paint.
- Upgraded exterior lighting fixtures.
- Exterior awnings – cleaning or replacement.
- Permanent landscaping.
- Bird deterrent fixtures.
- Exterior cleaning, e.g., hire a professional company to scrub walls, windows, doors, awnings, etc.

The proposed Business Façade Beautification Reimbursement Program will improve the visual appeal and help to maintain the aesthetic appearance of the downtown as a vibrant and vital commercial core of the city and region.

## **OPTIONS & IMPACTS**

### **Option 1: (*Recommended*)**

1. Authorize a partnership agreement, on the terms satisfactory to the Director of Business and Community Relations and in the form satisfactory to the City Solicitor, with the DVBA to provide services on behalf of the City for the Business Façade Beautification Reimbursement Program.
2. Direct the City Solicitor to prepare the necessary amendments to the Delegation Bylaw to enable the Director of Business & Community Relations the authority to negotiate and enter into agreements between the City and the Downtown Victoria Business Association to provide services on behalf of the City that align and deliver Council priorities in the Strategic Plan.
3. That the above motions be forwarded to the daytime meeting of August 3, 2023, for ratification.

This option will help to maintain vibrancy and viability of the downtown and deliver on actions outlined in the City's economic action plan *Victoria 3.0 Recovery Reinvention Resilience* as well as deliverables under the Downtown Revitalization Program.

### **Option 2:**

1. Direct staff with alternative options.

*Accessibility Impact Statement*

There are no impacts to accessibility.

*Impacts to Financial Plan*

Funding will be allocated from the Downtown Revitalization Program budget.

**CONCLUSIONS**

The proposed partnership agreement with the DVBA will help to maintain Victoria's downtown vibrancy and vitality.

Respectfully submitted,

Kerri Moore  
Director of Business & Community Relations

**Report accepted and recommended by the City Manager.**