

Attachment 3a

*Sample Notification Letter sent to
Property Owners in the Primary Area*



January 13th, 2022

NEW WESTMINSTER (CITY)
511 ROYAL AVE
NEW WESTMINSTER BC V3L 1H9

Folio No. 00105000
940 QUAYSIDE DR

**NOTICE - COUNCIL INITIATIVE PLAN FOR THE
DOWNTOWN NEW WESTMINSTER BUSINESS IMPROVEMENT AREA SERVICE**

**IT IS THE INTENTION OF THE CORPORATION OF THE
CITY OF NEW WESTMINSTER TO CREATE A BUSINESS
IMPROVEMENT AREA SERVICE IN DOWNTOWN NEW WESTMINSTER
PURSUANT TO SECTION 215 (2) OF THE COMMUNITY CHARTER**

This notice concerning the creation of business improvement areas on the Council's own initiative is given pursuant to Section 213 (1) of the Community Charter.

1. The business promotion scheme proposed to be undertaken consists of:
 - a) the encouragement of business in the Business Improvement Area in order to complement and expand the present business mix;
 - b) the strengthening of businesses in the Business Improvement Area by undertaking beautification projects and promotional initiatives including special events and by advertising and promoting existing businesses;
 - c) the carrying out of research and the preparation of reports including measures to enhance the economic vitality of the Business Improvement Area; and
 - d) the improvement, beautification or maintenance of streets, sidewalks or municipally-owned land, buildings or structures in the Business Improvement Area.
2. The business promotion scheme (Primary Area) will be designed to benefit the area shown outlined in heavy black on the attached map identified as Schedule "A".
3. For the 2021/2022 renewal of the Downtown Business Improvement Area (DBIA), the basis on which the levy is being calculated is assessed property taxes. This is a shift from previous years, where the calculation was based on frontage. The City, in consultation with the DBIA, has made the decision to transition to assessed value, based on the following. Calculation based on assessed value:
 - Is considered best practice in assessing BIA levies and to be the most fairly distributed and administratively easy to oversee and implement;
 - Uses an independent value determined by BC Assessment;
 - Explicitly includes vacant properties in levy;
 - Is a less complex approach for those developments with air space parcels;
 - Does not penalize corner lots;
 - Removes opportunity for data input errors and recalculation errors when land and improvements are subdivided or have complex ownership structures.

This means that you will see a difference in the amount that you are paying because of this calculation change.

4. The estimated cost of the business promotion scheme will be:

2022	\$161,912.41
2023	\$166,769.78
2024	\$171,772.87
2025	\$176,926.06

- a) The estimated 2022 Levy based on the assessed value of the property in 2021 is estimated at \$0.3261 per \$1000 which leads to an estimated levy of \$0.00 for the property listed above.
5. Land or improvements within the business improvement area shown outlined in heavy black on the attached map identified as Schedule "A" will not be subject to this levy unless classified, in whole or in part, as Classes 5 or 6 as defined in the Assessment Act Regulation, B.C. Reg. 433/98, as that regulation stood on October 4, 2021.
6. 100% of the cost of the business improvement scheme will be borne by the benefiting property owners.
7. The charges will be imposed for a period of four years from January 1, 2022 to December 31, 2025.

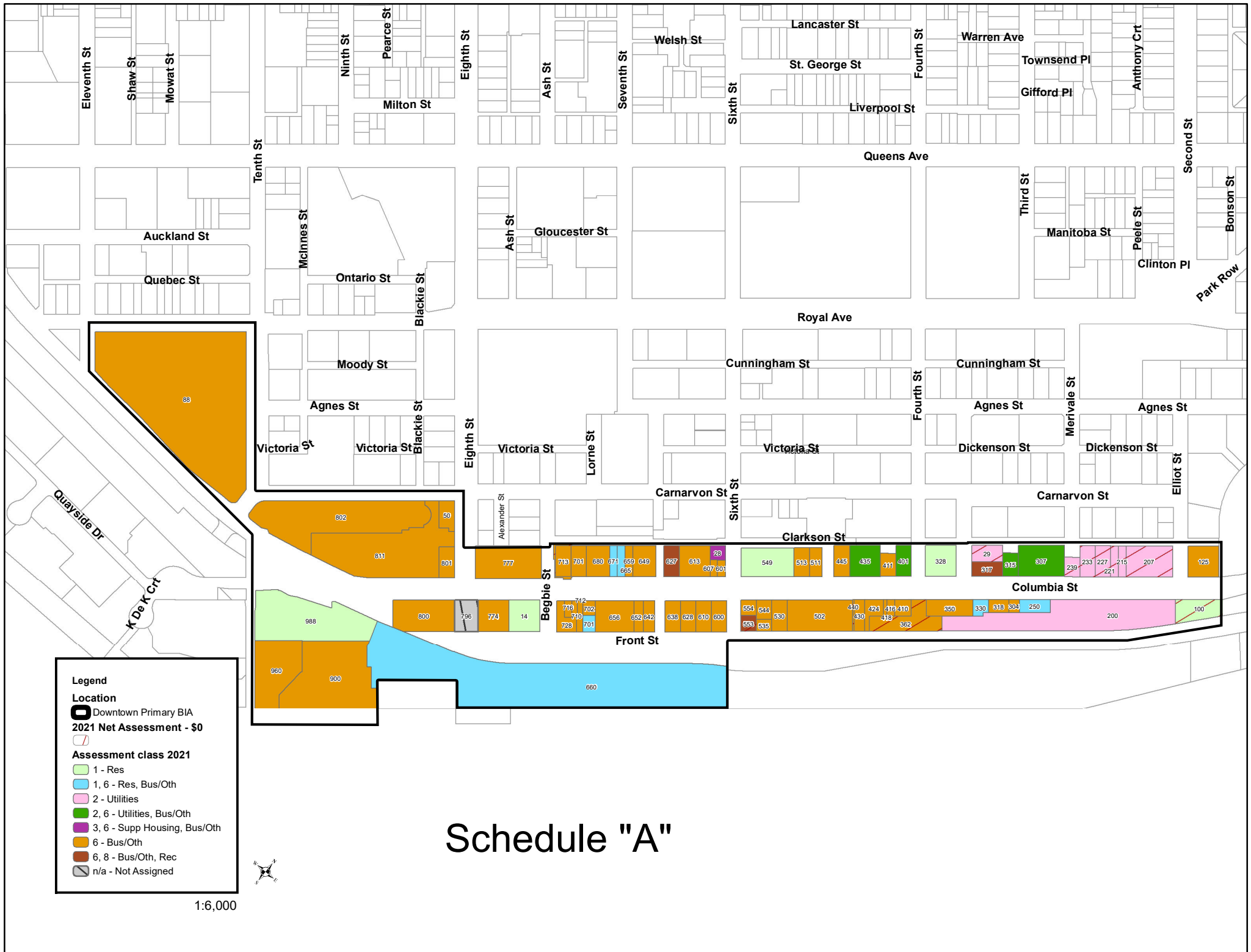
The establishment of the Downtown New Westminster Business Improvement Area is being proceeded with under the Council initiative plan. Two notices are being published in the New Westminster Record in this regard. Unless within 30 days after the second publication of the notice a majority of the owners, representing at least half of the assessed value of the parcels which are liable to be specially charged, petition the Council not to proceed with it, the program may be undertaken.

If you support the initiative, you do not have to respond to this letter. Any opposition to the plan by affected property owners should be made in writing to the City Clerk, 511 Royal Avenue, New Westminster, B.C. V3L 1H9 and received no later than 4:30 p.m., Monday, February 14th, 2022. A "Response to Public Notice" form for this purpose is available at the Legislative Services office at City Hall.



Jacquie Killawee
City Clerk
604-527-4523
clerks@newwestcity.ca

Att. Schedule "A"



Schedule "A"