

- **Name**
B.I.A. Board Members
- **Enter the date of the meeting you wish to present to council**
March 21st, 2024
- **Which is your preference for attending the meeting.**
In Person
- **Will there be anyone other than yourself addressing Council?**
Yes
- **Which is their preference for attending the meeting.**
In Person
- **Please provide the names of everyone who will be addressing Council.**
Kat Otulak, Steve McGregor
- **Use the space below to clearly outline your purpose for presenting to council. Provide a brief outline of your subject matter including your suggested outcome.**
Share our Vision and Directive as the Downtown Woodstock BIA toward making a positive decision in proceeding with the Downtown Streetscape Master Plan and Revisioning of Museum Square.
- **Will you be providing any additional written information in addition to your summary above? If YES please note it must be provided to the Clerks department no later than 2:00pm on the Tuesday prior to the meeting**
Yes
- **Will you be providing any additional electronic information in addition to documents you will be attaching? If YES please note it must be provided to the Clerks department no later than 2:00pm on the Tuesday prior to the meeting**
No
- **Presentation Attachments**
 1. [Letter to Woodstock City Coucil re Streetscape 2024 V1.docx](#)
[339.4 KB]
 2. [Letter to Woodstock City Coucil re Streetscape 2024 V1.docx](#)
[339.4 KB]
- **Have you appeared before council to discuss the same topic in the past?**
No



To: **Woodstock City Council:**

Mayor Jerry Acchione, Councillor Connie Lauder, Councillor Deb Tait, Councillor Bernia Martin, Councillor Kate Leatherbarrow, Councillor Liz Wismer-Van Meer, and Councillor Mark Schadenberg

From: Downtown Woodstock BIA Board of Directors

Re: **Downtown Streetscape and Revisioning of Museum Square**

Dear Woodstock City Council:

We are writing to you to share our Vision and Directive we have as the Downtown Woodstock BIA and hope you will consider our letter, and in-person delegation, toward making a positive decision in proceeding with the Downtown Streetscape Master Plan and Revisioning of Museum Square.

Our Vision

Downtown Woodstock is the heart of Woodstock! Our vision is to make Downtown Woodstock a destination of choice for residents and visitors for shopping, dining, entertainment, diverse activations, and cultural experiences.

Our Directive

To improve and sustain the vibrancy and prosperity of downtown Woodstock through beautification and promotional efforts.

The Downtown Streetscape Master Plan and Revisioning of Museum Square were designed with the intention to drastically improve Downtown Woodstock. The Streetscape Redevelopment was deferred from the capital budget process to March 21 in order to explore cost-saving options. While fiscal responsibility is important, it should not come at the expense of safety and accessibility, and other much needed improvements to our city's core.

According to Statistics Canada, Woodstock has seen a steady population growth over recent years (source: Statistics Canada). With this increase comes added pressure on our infrastructure - making it even more crucial that we proceed with these improvements without delay.

Investing in revitalization and streetscape improvements in downtown areas can bring several benefits to municipalities:

LOVE DOWNTOWN WOODSTOCK

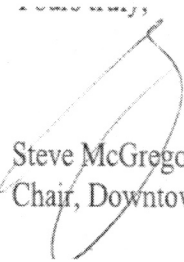
1. **Economic Growth:** Revitalized downtowns attract businesses, tourists, and residents, leading to increased economic activity, job creation, and higher property values.
2. **Community Engagement:** Improved downtown areas often become vibrant community hubs, fostering a sense of pride and identity among residents.
3. **Tourism and Recreation:** Enhanced streetscapes can make downtowns more appealing destinations for tourists, boosting local businesses and generating revenue.
4. **Safety and Accessibility:** Revitalization efforts can include infrastructure upgrades, such as improved lighting and pedestrian-friendly amenities, making downtown areas safer and more accessible for everyone.
5. **Environmental Benefits:** Green streetscape initiatives, such as adding trees and green spaces, can improve air quality, reduce urban heat islands, and mitigate the impacts of climate change.

Overall, investing in downtown revitalization and streetscape improvements can create a more livable, sustainable, vibrant, and economically thriving community for residents and visitors alike.

We urge Woodstock City Council to prioritize this opportunity and proceed with implementing the Downtown Streetscape Master Plan as well as Revisioning of Museum Square. We believe that these changes will greatly enhance our city's core while ensuring its safe use for all residents and visitors.

We sincerely thank you for your consideration.

Signed on behalf of the Downtown Woodstock BIA Board of Directors:



Steve McGregor
Chair, Downtown Woodstock BIA



Katharina Otulak
Vice-Chair, Downtown Woodstock BIA

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Downtown Woodstock Streetscape Master Plan

Downtown Woodstock BIA

Delegation to Woodstock City Council

March 21, 2024





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Background

A Business Improvement Area (BIA) is a “Made-in-Ontario” innovation that allows local businesspeople, and commercial property owners and tenants to join together and, with the support of the municipality, to organize, finance, and carry out physical improvements and promote economic development in their district. Traditionally, a BIA is a body established by a municipality using the specific business improvement area provisions in the Municipal Act, 2001.



Current Condition



Council has deferred the StreetScape master plan until March for City Staff to come back with cost-saving options, and for a survey to be conducted to seek public input.



Council's concerns / reasons for the deferral included:

- Overall cost and impact to taxpayers
- Street was re-paved a short while ago
- Oxford County increased taxes



The physical condition of the current streetscape negatively impacts the perception of safety and pedestrian experience of downtown.

Benefits of New Streetscape

Several elements of the Streetscape plan include much-needed accessibility and safety improvements to our downtown core:

Pedestrian
Clear Zones,
and Crossings

Bump Outs

Pass Throughs,
Lanes, and
Alleys

Lighting

On-Street
Parking

Signage /
Wayfinding



Proceeding with the above elements align with the BIA's Vision and Directive.

Benefits of Streetscape Investment:

This investment can bring:

- 1. Economic Growth:** Revitalized downtowns attract businesses, tourists, and residents, leading to increased economic activity, job creation, and higher property values.
- 2. Community Engagement:** Improved downtown areas often become vibrant community hubs, fostering a sense of pride and identity among residents.
- 3. Tourism and Recreation:** Enhanced streetscapes can make downtowns more appealing destinations for tourists, boosting local businesses and generating revenue.
- 4. Safety and Accessibility:** Revitalization efforts can include infrastructure upgrades, such as improved lighting and pedestrian-friendly amenities, making downtown areas safer and more accessible for everyone.
- 5. Environmental Benefits:** Green streetscape initiatives, such as adding trees and green spaces, can improve air quality, reduce urban heat islands, and mitigate the impacts of climate change.





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WOODSTOCK**

Thank you!

Downtown Woodstock BIA