



195 Plains Road East, Unit 1

Burlington, Ontario L7T 2C4

www.aldershotbia.com

info@aldershotbia.com

To: Chair and Members of the Planning and Development Committee
From: Judy Worsley, Executive Director, Aldershot Village BIA
Date: December 3, 2019
Re: Urban Design and Streetscape Guidelines – Plains Road

This letter is in support of Kelvin Galbraith's motion for the streetscape guidelines, given the alignment with the BIA's new strategic plan and the tactic to conduct an assessment of the BIA's beautification strategy

The Aldershot Village BIA was established in 2004. It grew out of Plains Road Vision which was a group of committed volunteers working to transition Plains Road from an old highway to a multi-purpose arterial and mixed use corridor. The BIA supports approximately 250 retailers and service professionals along a 7 km stretch of Plains Road spanning the Queen Elizabeth Way to Highway 6, capturing properties on either side of Plains Road. We are highly committed to the Aldershot community through partnerships with the Aldershot Community Honour Roll, Partnering Aldershot and the Alderfest Community Festival among many others. Our annual Tree Lighting event is a highlight in the Aldershot community and contributes to our beautification goal. Last year we attained a long standing beautification goal of putting up Holiday Lights along the Plains Road Corridor to further enhance the holiday season and promote the area as a vibrant shopping destination.

We are committed to our brand promise of connecting with an eye on our future, promoting and developing innovative business in our community, attracting consumers to Plains Road and to our businesses, connecting the community with an exciting and local shopping experience and building a strong economic engine for Aldershot.

We welcome the City of Burlington's support of our beautification efforts and applaud Kelvin Galbraith's efforts in bringing forth this motion