



May 25, 2026

Finance and Corporate Services Committee
City of Ottawa
110 Laurier Avenue West
Ottawa, ON

Re: Agenda Item 7.8 – Formation of the Cyrville Business Improvement Area (BIA)

Dear Chair and Members of Committee,

On behalf of the Ottawa Coalition of Business Improvement Areas (OCOBIA), I am writing in strong support of the formation of the Cyrville Business Improvement Area.

The establishment of a BIA is one of the clearest demonstrations of local business investment into a community. Through a dedicated levy paid, in addition to commercial property taxes, businesses collectively choose to reinvest directly into their neighbourhood. These funds support local priorities identified by the business community itself, including beautification, branding, marketing, placemaking, advocacy, streetscape improvements, and community-building initiatives.

In Cyrville, this investment comes at a critical and transformative moment.

The area is centered on its evolution into a high-density, transit-oriented hub and a growing mixed-use neighbourhood. The City's Official Plan identifies areas like Cyrville as key intensification corridors, with a target of accommodating substantial residential growth in established urban communities by 2046. Already, projected residential development within the Cyrville Transit-Oriented Development (TOD) is approaching approximately 10,000 new homes.

This growth creates an important opportunity to establish a strong foundation early.

A Cyrville BIA will help anchor this emerging neighbourhood with a strong mainstreet presence that is branded, welcoming, community-focused, and reflective of the evolving character of the area. As thousands of new residents move into the neighbourhood over the coming years, the BIA will help

foster connection between local businesses and the community while creating a recognizable identity and sense of place.

Equally important, the BIA will provide a unified voice for businesses of all sizes throughout the district. Cyrville includes a diverse mix of independent businesses, commercial services, industrial operators, restaurants, retailers, offices, and larger employers. A BIA creates the structure needed for these businesses to work collectively, advocate effectively, and participate meaningfully in shaping the future of their neighbourhood.

The work undertaken by the Cyrville BIA Steering Committee demonstrates an exceptionally strong and thoughtful formation process. Extensive outreach, business engagement, market research, open houses, surveys, and collaboration with City staff have resulted in clear support for moving forward. The proposed district includes approximately 473 businesses and 192 commercial properties, reflecting both the scale of the opportunity and the importance of establishing coordinated local leadership.

BIAs are most successful when they are created proactively during periods of growth and transition. Cyrville is at such a moment today. Establishing the BIA now will ensure the area grows with a cohesive identity, a connected business community, and a strong sense of place for future residents, workers, and visitors alike.

OCOBIA fully supports the formation of the Cyrville Business Improvement Area and respectfully encourages Committee and Council to approve the designation.

Sincerely,



Michelle Groulx
Chief Advocate
Ottawa Coalition of Business Improvement Areas (OCOBIA)