

December 8, 2009

IMPORTANT INFORMATION FOR ALL BIA MEMBERS

At the Heart of Orléans Business Improvement Area's Annual General Meeting on November 24th, we announced substantial funding from the City of Ottawa for major improvements to St. Joseph Boulevard.

The City of Ottawa has received a \$2.5 million grant under Canada's Federal Economic Action Plan (a federal/provincial initiative). On December 4th, 2009 the BIA's Board of Management decided to use the funding to build gateways and a multi-lane roundabout at St. Joseph and Jeanne d'Arc Boulevards. Work to build the roundabout is scheduled to start next summer with a completion date by the early fall of 2010. This marks the beginning of a series of tangible measures to improve the four-kilometer stretch along St. Joseph Boulevard

The roundabout is excellent news for all BIA members. Here's why:

- **INCREASED SAFETY** A roundabout has been proven to be safe and effective. It slows down traffic while permitting a constant flow of vehicles. That should make the intersection safer by reducing the number of accidents, and their severity. Between 2005 and 2008 there were 65 accidents at that intersection. Studies on roundabouts have shown a 30% decrease in accidents and a 70 % decrease in collisions with injuries.
- **GREENER** The roundabout will eliminate the need for traffic signals, and cut down dramatically on automobile idling, which makes it a great 'green' initiative.
- **MORE APPEALING** The roundabout, unique and visually appealing, becomes a noticeable marker at the western boundary of St. Joseph Boulevard and the first of a series of gateways to be built on the Boulevard.
- **MORE INTERESTING** The roundabout would be completed with public art and landscaping to create an added point of interest in our community.
- **NO COST TO BIA** The project will be overseen and managed by the City of Ottawa's Infrastructure Services Department and financed 100% by the federal grant.
- **ZERO INCREASE** in your business tax assessment.

Public information session

The decision to build this roundabout was arrived at after much thought and consideration. You may remember that several studies were commissioned to look at ways to improve the St. Joseph corridor. An information session where the public can get more information and view preliminary sketches is scheduled for January 14th at the Bob McQuarrie Recreation Complex. Details will follow, but please save the date on your calendar.

Getting the word out

For more information on the genesis of this project, please see the **Questions and Answers** below (or attached). Take a minute to review them as there will no doubt be discussion around this. Change always brings about questions. It is important that BIA members understand the project and its potential in order to be able to inform others and discuss it knowledgeably.

The BIA will issue a news release shortly and work with the English and French media to announce this exciting news. Look for coverage in your local papers. Furthermore, all of this information will be posted, in English and French, on the BIA website at www.heartoforleans.ca.

As always, we will keep you posted on any new developments.

What do you think?

If you have any thoughts or suggestions on this, do not hesitate to contact Anita MacDonald

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Thank you for your continued cooperation.

Peter Stewart
Chair
Heart of Orléans Business Improvement Area

Attachment: Roundabout Questions and Answers