

Designation of North Avenue Road Business Improvement Area (BIA) North York Centre South

(City Council on November 23, 24 and 25, 1999, adopted this Clause, without amendment.)

The Economic Development and Parks Committee recommends the adoption of the following report (October 27, 1999) from the Commissioner of Economic Development, Culture and Tourism, subject to:

(1) amending Recommendation No. (4) to read:

“(4) subject to the City Clerk reporting favourably on the results of the poll, referred to in Recommendation No. (2) and upon receipt of the legal description prepared by the Commissioner of Works and Emergency Services, the City Solicitor be directed to prepare a by-law designating a Business Improvement Area on Avenue Road from Lawrence Avenue West to Joicey Boulevard as per Attachment No. 1, in accordance with Section 220 of the Municipal Act.”;

(2) requesting the City Clerk to consult with the local Councillors on the results of the aforementioned poll; and

(3) forwarding a copy of the report to the Budget Advisory Committee for information:

Purpose:

To designate a specific area as a Business Improvement Area.

Financial Implications and Impact Statement:

The creation of a new Business Improvement Area has a direct impact on the Operating and Capital Budget. During the start up and the first three years of development the impact on the Operating Budget is approximately \$30,000.00 per new BIA. These costs relate to materials and mostly staff resources. Capital Budgets are impacted based on the BIA's Priorities for streetscaping and commercial revitalization.

The Chief Financial Officer and Treasurer has reviewed this report and concurs with the financial impact statement.

Recommendations:

It is recommended that:

- (1) a Business Improvement Area be designated on Avenue Road from Lawrence Avenue West to Joicey Boulevard as per Attachment No. 1, in accordance with the Business Association's request attached as Attachment No. 2;
- (2) the City Clerk's Department be authorized and directed to send out notices of Council's intention to pass a by-law designating Avenue Road from Lawrence Avenue West to Joicey Boulevard as a Business Improvement Area, in accordance with Section 220 of the Municipal Act, R.S.O. 1990, c.M.45, as amended;
- (3) the Commissioner of Works and Emergency Services be requested to prepare a legal description of the area shown on Attachment No. 1 and to submit this description to the City Solicitor;
- (4) the City Solicitor be directed to prepare a by-law designating a Business Improvement Area on Avenue Road from Lawrence Avenue West to Joicey Boulevard as per Attachment No. 1, in accordance with Section 220 of the Municipal Act; and
- (5) the appropriate City officials be authorized and directed to take the necessary action to give effect thereto.

Background:

In a letter dated April 7, 1999, Attachment No. 2, the North Avenue Road Business Association requested that the City's BIA office undertake an informal poll of the businesses along Avenue Road, from Lawrence Avenue West to Joicey Boulevard for the purposes of determining their interest in forming a Business Improvement Area. According to this letter, interest has stemmed from a survey of first-floor businesses and local residents as to their willingness to support the creation of a new business improvement area.

Comments:

The process for starting a Business Improvement Area has several options, one of which may include a poll of businesses and commercial property owners. On August 20, 1999, a poll card, attached as Attachment No. 3, was delivered by hand to each business and was also mailed to all commercial property owners within the area as defined in Attachment No. 1. Based on the results of the poll showing a majority appearing to be in favour of proceeding with a Business Improvement Area, it is, therefore, recommended that the next phase for starting a Business Improvement Area, as required by Section 220 of the Municipal Act, proceed to notification.

Contact:

Ms. Ingrid Girdauskas, Phone: 392-1134, Fax: 392-1380, Email: igirdaus@city.toronto.on.ca.

Insert Table/Map No. 1 of 7
North Avenue Road - Proposed BIA

Insert Table/Map No. 2 of 7
North Avenue Road - Proposed BIA

Insert Table/Map No. 3 of 7
North Avenue Road - Proposed BIA

Insert Table/Map No. 4 of 7
North Avenue Road - Proposed BIA

Insert Table/Map No. 5 of 7
North Avenue Road - Proposed BIA

Insert Table/Map No. 6 of 7
North Avenue Road - Proposed BIA

Insert Table/Map No. 7 of 7
North Avenue Road - Proposed BIA

Insert Table/Map No. 8
North Avenue Road - Proposed BIA
Request for Poll, Mr. Michael da Costa

Insert Table/Map No. 9
North Avenue Road - Proposed BIA
Poll Card

Insert Table/Map No. 10
North Avenue Road - Proposed BIA
Poll Card

The Economic Development and Parks Committee also had before it the following communications, and copies thereof are on file in the office of the City Clerk:

- (a) (September 17, 1999) from Mr. George Mowbray, President, MPI Inc., Mr. Bob Adams, C.A.L. Investments Inc., Mr. Robert Boyojiiian, Sevan Travel, Epaminondas, Telepacer Phone Systems, forwarding a petition with approximately 88 signatures in opposition to the proposed BIA for North Avenue Road between Lawrence Avenue and Wilson Avenue;
- (b) (November 5, 1999) from Mr. Albert Pantaleo, Avenue Road Business Association, in support of the proposed BIA for North Avenue Road between Lawrence Avenue and Wilson Avenue; and
- (c) (November 5, 1999) from Mr. Tim Higgins, President, South Armour Heights Ratepayers Association, in support of the proposed BIA for North Avenue Road between Lawrence Avenue and Wilson Avenue.

The following persons appeared before the Economic Development and Parks Committee in connection with the foregoing matter:

- Mr. George Mowbray, President, Management Planning Institute (MPI Inc.);
- Mr. Bob Adams, C.A.L. Investments Inc.;
- Mr. Alberto Pantaleo, Avenue Road Business Association;
- Ms. Mila Nabor-Lee, General Manager, Palma Bravo, and filed a petition with approximately 142 signatures in support of the proposed BIA;
- Mr. Michael daCosta, Fortunes Fine Jewellery;
- Councillor Joanne Flint, North York Centre South;
- Councillor Milton Berger, North York Centre South; and
- Councillor Frances Nunziata, York Humber.