

Designation of the Area Known as the Rosedale-Summerhill Business Area as a Business Improvement Area (BIA) (Midtown - Ward 23)

(City Council on December 14, 15 and 16, 1999, adopted this Clause, without amendment.)

The Economic Development and Parks Committee recommends the adoption of the following report (November 9, 1999) from the Commissioner of Economic Development, Culture and Tourism:

Purpose:

The purpose of this report is to recommend the designation of the Rosedale-Summerhill Business Area as a Business Improvement Area, under Section 220 of the Municipal Act.

Financial Implications and Impact Statement:

The creation of a new Business Improvement Area has a direct impact on both the Operating and Capital Budgets. During the start up and the first three years of development of a new BIA the impact on the Economic Development, Culture and Tourism Department's Operating Budget is approximately \$30,000.00 with respect to materials and staff resources and an additional \$20,000.00 for the Finance Department, for a total financial impact of \$50,000.00. Capital Budgets may also be impacted based on such Business Improvement Area's priorities as streetscaping and commercial revitalization improvements.

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 for the area known as the Rosedale-Summerhill Business Area located on both sides of Yonge Street from Crescent Road to the south and Woodlawn Avenue to the north, as described on Attachment No. 1;
- (2) the City Clerk's Department be authorized and directed to send out notices of Council's intention to pass a by-law designating the area, as defined by Attachment No. 1, 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, as described on Attachment No. 1, and to submit this description to the City Solicitor;

- (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 both sides of Yonge Street, from Crescent Road to the south and Woodlawn Avenue to the north, 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 August 2, 1998, Attachment No. 2, the Rosedale-Summerhill Business Association requested that the City proceed with an informal poll of the businesses and property owners along Yonge Street from Crescent Road to Woodlawn Avenue for the purposes of determining their interest in forming a Business Improvement Area. According to their letter, this request follows from a year of consultation through meetings and communications with its members.

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 October 5, 1998, a letter (Attachment No. 3) and a poll card (Attachment No. 4) were delivered by hand to each business and were 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, and as the Association is anxious to begin promoting and improving their business district, it is, therefore, recommended that this request proceed with a City Clerk's Notice of Intention to Designate the area as a Business Improvement Area as required by Section 220 of the Municipal Act.

Contact:

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

Insert Table/Map No. 1
Proposed BIA maps 1 of 3

Insert Table/Map No. 2
Proposed BIA maps 2 of 3

Insert Table/Map No. 4
Proposed BIA maps 4 of 3

Insert Table/Map No. 3
Proposed BIA maps 3 of 3

Insert Table/Map No. 5
Attachment No. 3

Insert Table/Map No. 6
Attachment No. 3