

Intention to Expand the St. Clair Gardens Business Improvement Area (BIA)

Date:	March 26, 2009
To:	Economic Development Committee
From:	General Manager, Economic Development, Culture and Tourism
Wards:	17
Reference Number:	P:/2009/Cluster A/EDCT/ECON DEV/April/ed0904-011

SUMMARY

The purpose of this report is to recommend that the City Clerk conduct a poll to determine if there is sufficient support to expand the boundaries of the St. Clair Gardens Business Improvement Area (BIA).

Upon the completion of the poll, the General Manager, Economic Development, Culture and Tourism will report on the results to Economic Development Committee. Subject to a positive poll result, staff shall prepare the necessary by-laws and bills to give effect thereto.

RECOMMENDATIONS

The General Manager, Economic Development, Culture and Tourism recommends that:

1. The City Clerk be authorized and directed to send out a notice of Council's intention to expand the boundary of the St. Clair Gardens Business Improvement Area (BIA) to include the area shown in Attachment No. 1, in accordance with Chapter 19 of the City of Toronto Municipal Code.
2. The Executive Director of Technical Services be requested to prepare designation by-law maps of the area, as described by Attachment No. 1, and submit them to the City Solicitor.

Financial Impact

Capital budgets may be impacted in future years should streetscape or other capital improvements be undertaken by the expanded St. Clair Gardens BIA. These capital improvements are cost-shared equally between the BIA and the City.

The Deputy City Manager and Chief Financial Officer has reviewed this report and agrees with the financial impact information.

ISSUE BACKGROUND

Expansion of the St. Clair Gardens BIA to just east of McRoberts Avenue has been approved by the Board of Management in order to take advantage of the construction activity taking place on St. Clair, as a result of the streetcar and right-of-way improvements.

The expansion will fill in a small gap between St. Clair Gardens and Corso Italia where there is currently no BIA, and will allow this area to receive the benefits of being a BIA.

The expanded boundary would include all commercial assessed properties on the north side from Caledonia Road to just east of McRoberts, including the public right-of-way on the south side of the street adjacent to Earls court Park in Attachment No. 1.

The BIA organized, promoted and hosted a steering committee meeting on February 12, 2009, as well as a public meeting on March 12, 2009 for existing BIA members and all commercial property owners and businesses tenants within the expansion area. BIA members canvassed all local businesses, providing information on the BIA program, and distributed invitations to the public meeting. Invitations were also mailed to all commercial and industrial property owners in the area by the City's BIA Office. Approximately 14 owners and tenants attended the meeting.

Representatives of the St. Clair Gardens BIA, the local Councillor, John Kiru from the Toronto Association of BIAs and City staff spoke to those in attendance about what BIAs do, how they operate, and how they are self-funded through a special BIA levy on member property tax bills.

The BIA Board of Management has followed the procedure for expanding a BIA as set out in the City of Toronto Municipal Code, taking steps to inform local businesses of what BIAs are, how they operate, and advising that a BIA has been proposed for their area.

COMMENTS

Commercial property owners and tenants presently located in this gap area are currently excluded from the BIA programs and initiatives, such as marketing and promotion, safety and security improvements, advocacy of community issues, neighbourhood events, and façade and streetscape improvement. Membership in the BIA would allow full participation in these programs and the opportunity to have a say in BIA decision-making.

CONCLUSIONS

The St. Clair Gardens BIA Board of Management has effectively carried out the process for expanding a BIA as set out in the Municipal Code. Public consultation included a public meeting hosted by the BIA and attended by the BIA Office staff. The public meeting was appropriately advertised. Those local business and property owners that participated in the public meetings demonstrated strong interest in becoming part of the BIA.

It is therefore recommended that the City Clerk be authorized and directed to send out a notice of Council's intention to pass a by-law expanding the St. Clair Gardens Business Improvement Area, in accordance with the Municipal Code.

CONTACT

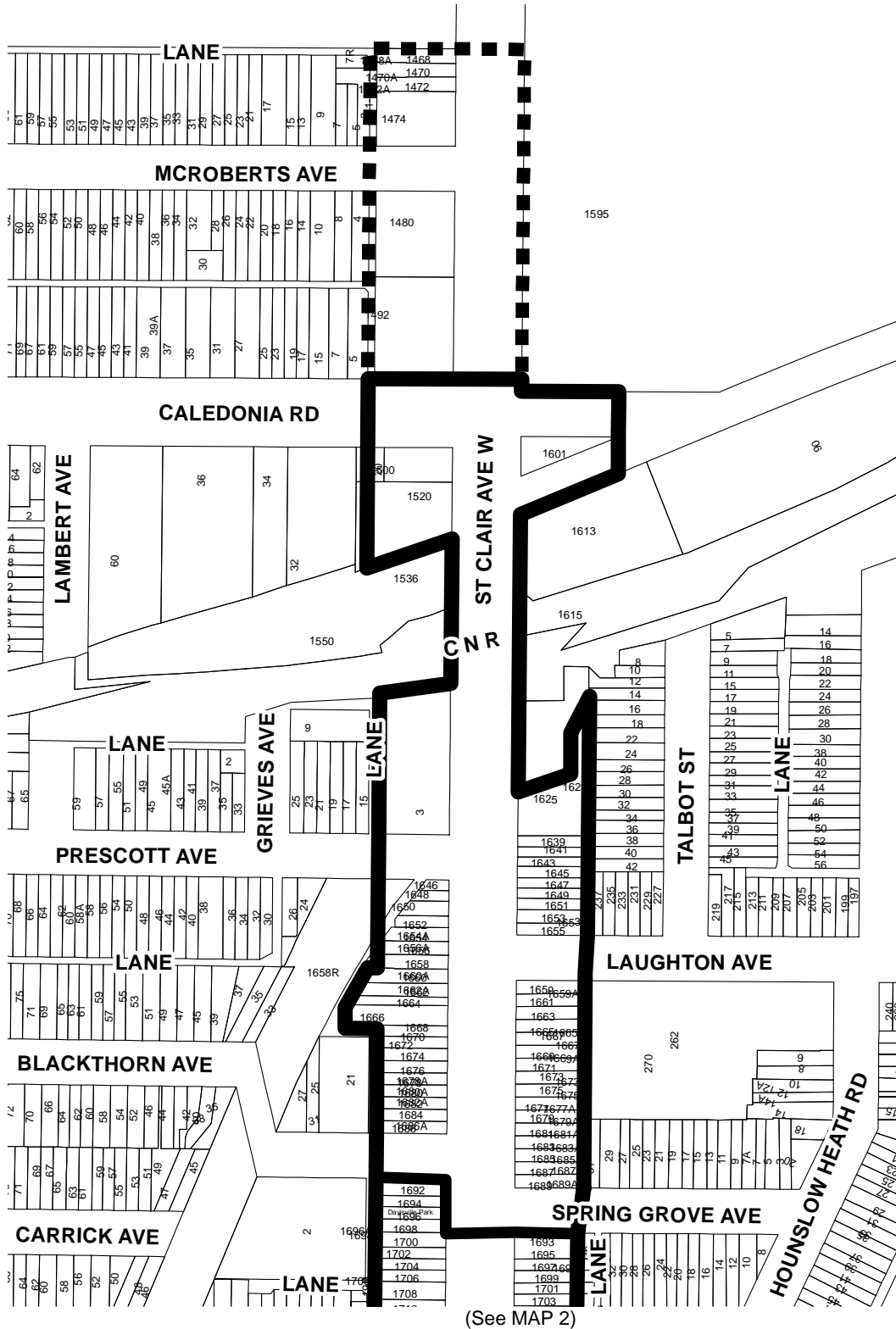
Angela Varone
Economic Partnership Advisor
BIA Office
Tel: 416 338-5860
Fax: 416 392-1380
Email: avarone@toronto.ca

SIGNATURE

Michael H. Williams, General Manager
Economic Development, Culture and Tourism

ATTACHMENT

Attachment No. 1: Map Proposed St. Clair Gardens BIA Expansion



St. Clair Gardens
Business Improvement Area
Proposed Expansion



(See MAP 2)

048 162432
Meters

TECHNICAL SERVICES
SURVEY AND MAPPING SERVICES
18 Dyas Rd, 4th Floor
Toronto, ON M5V8 1V5
Tel: 416-392-7755, Fax: 416-392-0081
Map File: stclair_exp_rpt1.mxd
Created by: W. Silva
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