



## STAFF REPORT ACTION REQUIRED

### Intention to Designate the Baby Point Gates Business Improvement Area (BIA) Poll Request

<b>Date:</b>	March 25, 2009
<b>To:</b>	Economic Development Committee
<b>From:</b>	General Manager, Economic Development, Culture and Tourism
<b>Wards:</b>	Ward 13
<b>Reference Number:</b>	P:/2009/Cluster A/EDCT/ECON DEV/April/ed0904-010

#### **SUMMARY**

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The purpose of this report is to recommend that the City Clerk conduct a poll to determine if there is sufficient support to designate the properties fronting on Jane Street, between Henley Street and Humberview Road and properties fronting on Annette Street, between Jane Street and Runnymede Road as the Baby Point Gates Business Improvement Area (BIA).

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

#### **RECOMMENDATIONS**

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

1. The area described by Attachment No. 1 (Maps 1 to 5), be designated as the Baby Point Gates Business Improvement Area (BIA), under Chapter 19 of the City of Toronto Municipal Code.
2. The City Clerk be authorized and directed to send out a notice of Council's intention to pass a by-law designating the area described by Attachment No. 1 (Maps 1 to 5) as a Business Improvement Area (BIA), in accordance with Chapter 19 of the City of Toronto Municipal Code.

3. The Executive Director of Technical Services be requested to prepare designation by-law maps of the area as described by Attachment No. 1 (Maps 1 to 5), and submit them to the City Solicitor.

## **Financial Impact**

Capital budgets may be impacted in future years should streetscape and other capital improvements be undertaken by the new BIA. 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**

Businesses and commercial property owners in the Jane-Annette Street area have been meeting informally to discuss organizing a Business Improvement Area since early 2008. Local representatives formed a Steering Committee to gauge membership interest in forming a BIA and define boundaries.

The Steering Committee held three public meetings. The first October 20, 2008, meeting was informal and well attended. It consisted mainly of business operators and commercial property owners invited by the Steering Committee. The second meeting took place on December 8, 2008, and was also well attended. Notice was mailed to commercial property owners by the City's BIA Office and the Steering Committee members circulated notices to business operators. The local Councillor attend both meetings where there was unanimous support to proceed with the process of establishing a BIA.

A third public meeting was held on March 31, 2009, as a result of a request by those in attendance at the second meeting to include properties on Annette street, between Durie Street and Runnymede Road as part of the boundaries, and seek the opinion of those affected. Notice was provided by both the Steering Committee and the City's BIA Office. Those in attendance agreed to proceed with the boundaries identified in Attachment No. 1.

City staff made presentations and answered questions at each of the three public meetings addressing issues such as how BIAs are formed, how they operate and how they are self-funded through a special BIA levy on member property tax bills.

The Baby Point Gates Steering Committee has submitted a letter dated April 1, 2009, to the BIA Office confirming that they have undertaken public consultation required by the City and formally requesting that City Council undertake a poll for the formation of a BIA.

## **COMMENTS**

The proposed BIA consists of businesses catering to local needs such as coffee shops, restaurants, florists, a sporting goods store and a photo studio. There are also a number of professional services that attract clients from both the local trade area and within the GTA.

A BIA would provide an opportunity for the businesses to have a greater say in the future of the Jane-Annette Street area. In addition, it could enhance the appearance of the area through the BIA Capital Cost-Share Program and, over time, improve commercial facades through the Commercial Façade Improvement Program. A BIA could also offer festivals and local branding to more effectively promote the area as a destination to shop, dine and visit.

The Baby Point Gates BIA Steering Committee has effectively carried out the process for establishing a BIA as set out in the Municipal Code. 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 designate the area on Jane Street, between Henley Street and Humberview Road and on Annette Street, between Jane Street and Runnymede Road, as a Business Improvement Area, in accordance with the Municipal Code.

## **CONTACT**

Ron Nash  
Economic Partnership Advisor  
BIA Office  
Tel: 416 392-7354  
Fax: 416 392-1380  
Email: rnash@toronto.ca

## **SIGNATURE**

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

## **ATTACHMENTS**

Attachment No. 1: Proposed Baby Point Gates BIA Maps (1 to 5)