



STAFF REPORT ACTION REQUIRED

Intention to Designate the Annex-Dupont Business Improvement Area (BIA)

Date:	May 21, 2009
To:	Economic Development Committee
From:	General Manager, Economic Development, Culture and Tourism
Wards:	20
Reference Number:	P:/2009/Cluster A/EDCT/ECON DEV/June/ed0906-019

SUMMARY

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 Dupont Street, from Davenport Road to just west of Walmer Road, as the Annex-Dupont Business Improvement Area (BIA).

Upon 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

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

1. The area described by Attachment No. 1 (Maps 1 and 2), be designated as the Annex-Dupont 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 and 2) 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 and 2), 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 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 on Dupont Street have been meeting informally to discuss organizing a Business Improvement Area for the last three months.

Two informal public meetings were held on April 2, 2009 and April 14, 2009 to discuss the possibility of forming a BIA. A Steering Committee was subsequently formed and a third public meeting was held on April 29, 2008 to define the boundaries of the BIA and discuss potential projects. All three meetings were well attended and the response from attendees was positive.

Because the participation in these meetings was primarily from businesses and property owners between Davenport Road and Walmer Road it was decided to terminate the proposed BIA at Walmer, instead of continuing further west to Bathurst Street.

The Steering Committee hosted a formal public meeting on May 20, 2009. Steering Committee members canvassed all local businesses, providing information on the BIA program, and distributing invitations to the public meeting. Invitations were mailed to all commercial and industrial property owners in the area by the City's BIA Office. Approximately 25 commercial property owners and tenants attended.

City staff made presentations and answered questions at each of the four 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 Annex-Dupont BIA Steering Committee has submitted a letter to the BIA Office confirming that they have undertaken the public consultation required by the City and formally requesting that City Council undertake a poll for the formation of a BIA.

COMMENTS

Located at the northern edge of the Annex neighbourhood and just south of Casa Loma, the proposed BIA consists of an interesting mix of specialty stores, restaurants, professional services, a drug store, and an LCBO.

A BIA would provide an opportunity to brand the area as a destination and take better advantage of its location on a subway line and close to Casa Loma and other major tourist attractions. Members of the business community have expressed an interest in organizing a local festival or farmers market to encourage residents to shop locally. The area could also be made more appealing to pedestrians through planters and banners funded by the BIA Capital Cost-Share Program.

The Annex-Dupont 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 to designate the properties fronting on Dupont Street, from Davenport Road to just west of Walmer Road as a Business Improvement Area, in accordance with the Municipal Code.

CONTACT

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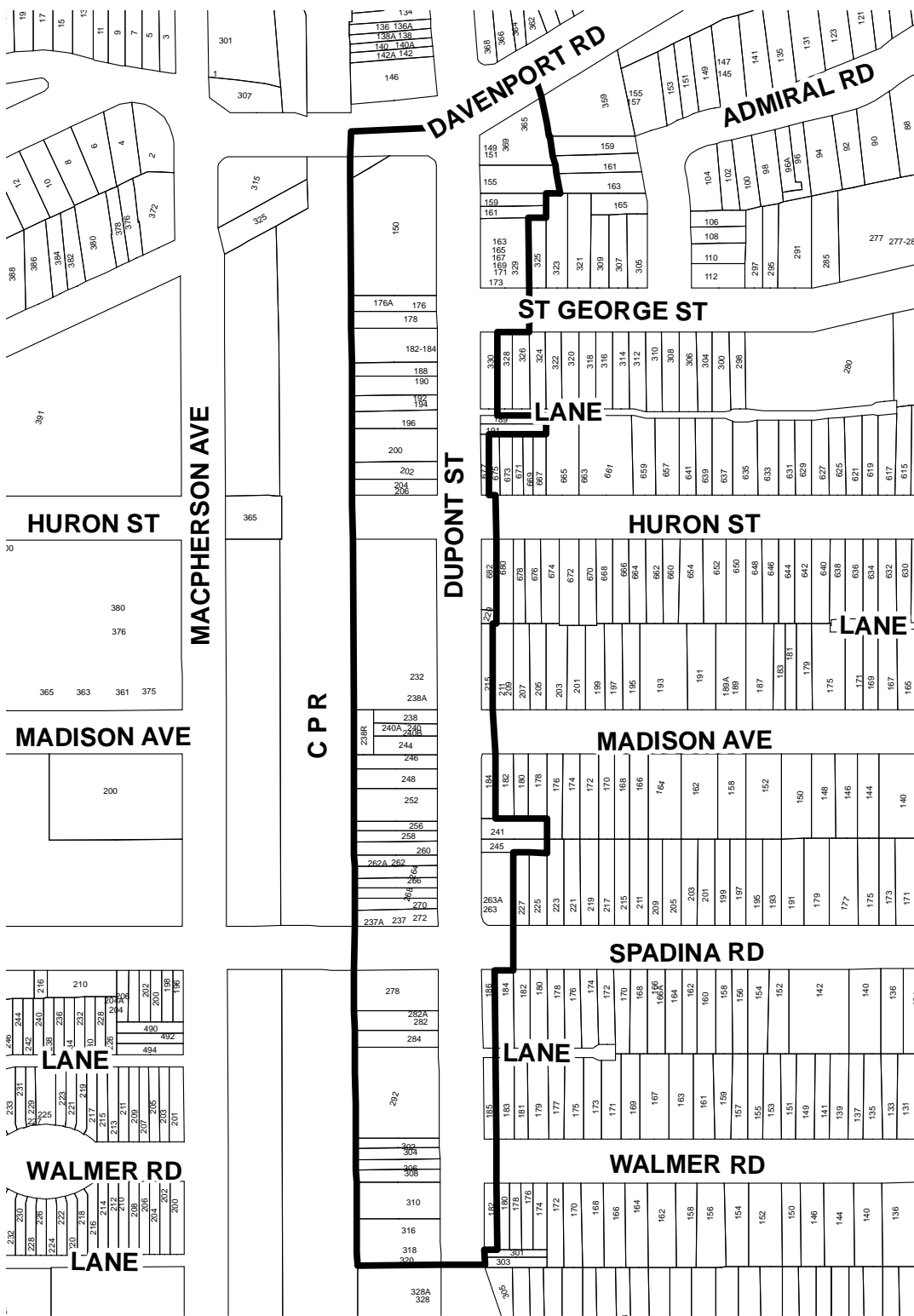
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Michael H. Williams, General Manager
Economic Development, Culture and Tourism

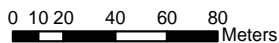
ATTACHMENTS

Attachment No. 1 – Proposed Annex-Dupont BIA Map

Attachment No.1



 Proposed Annex-Dupont Business Improvement Area



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