

Old Cabbagetown Business Improvement Area (BIA) – Name Change

Date:	April 14, 2009
To:	Economic Development Committee
From:	General Manager, Economic Development, Culture and Tourism
Wards:	Ward 28 – Toronto Centre-Rosedale
Reference Number:	P:/2009/Cluster A/EDCT/ECON DEV/June/ed0906-017

SUMMARY

The purpose of this report is to recommend that the name of the Old Cabbagetown Business Improvement Area be changed to the Cabbagetown Business Improvement Area.

RECOMMENDATIONS

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

1. Council approve the renaming of the Old Cabbagetown Business Improvement Area, as defined by the boundaries described in Attachment No. 1, to the Cabbagetown Business Improvement Area; and
2. Toronto Municipal Code Chapter 19, Business Improvement Areas, be amended as required to reflect the name change.

Financial Impact

There are no financial implications resulting from the adoption of this report.

ISSUE BACKGROUND

At its 2006 annual general meeting, the membership of the Old Cabbagetown BIA adopted a motion authorizing the BIA Board of Management to change the name of the BIA to the Cabbagetown BIA at an appropriate time. The membership felt the BIA had to start advancing a more vibrant and “new” vision of the area, and that the “Old” Cabbagetown name held back such a vision.

The Board adopted a motion to change the name at its meeting on April 7, 2008, but delayed making a formal request to the City to approve the name change until development of its comprehensive streetscape plan and other promotional initiatives were further advanced. Now that the streetscape plan is nearing completion, the BIA, by way of a letter from the Board Chair dated March 31, 2009, has made a formal request to the City to approve the name change.

COMMENTS

BIA Office staff recommends the renaming of the Old Cabbagetown BIA to the Cabbagetown BIA be approved by Council. It will assist the BIA in its efforts to promote a new vision of the area. An amendment to the City of Toronto Municipal Code Chapter 19, Business Improvement Areas, to reflect the BIA’s new name is required.

CONTACT

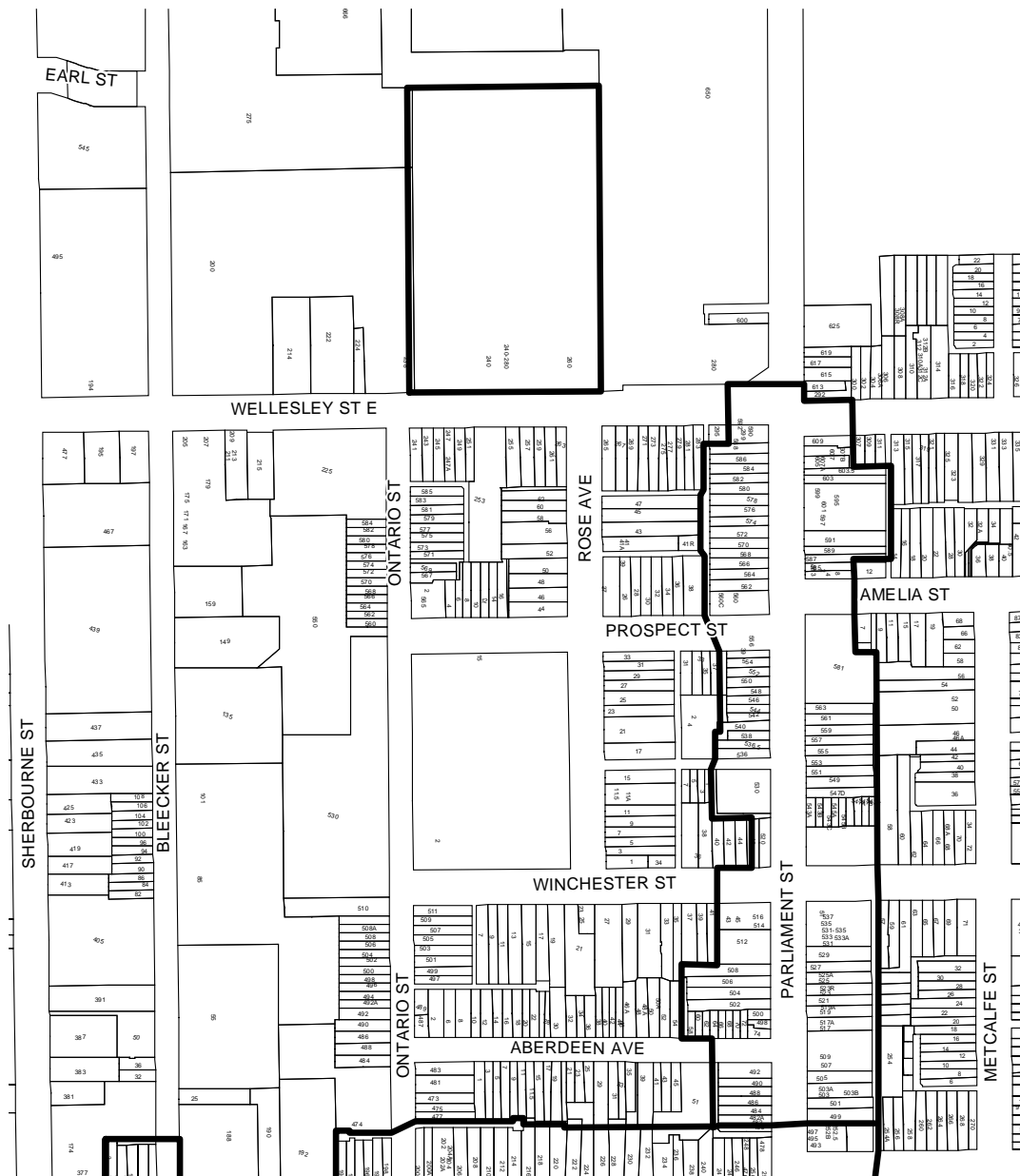
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SIGNATURE


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

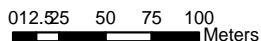
ATTACHMENTS

Attachment No.1- BIA Boundary Maps



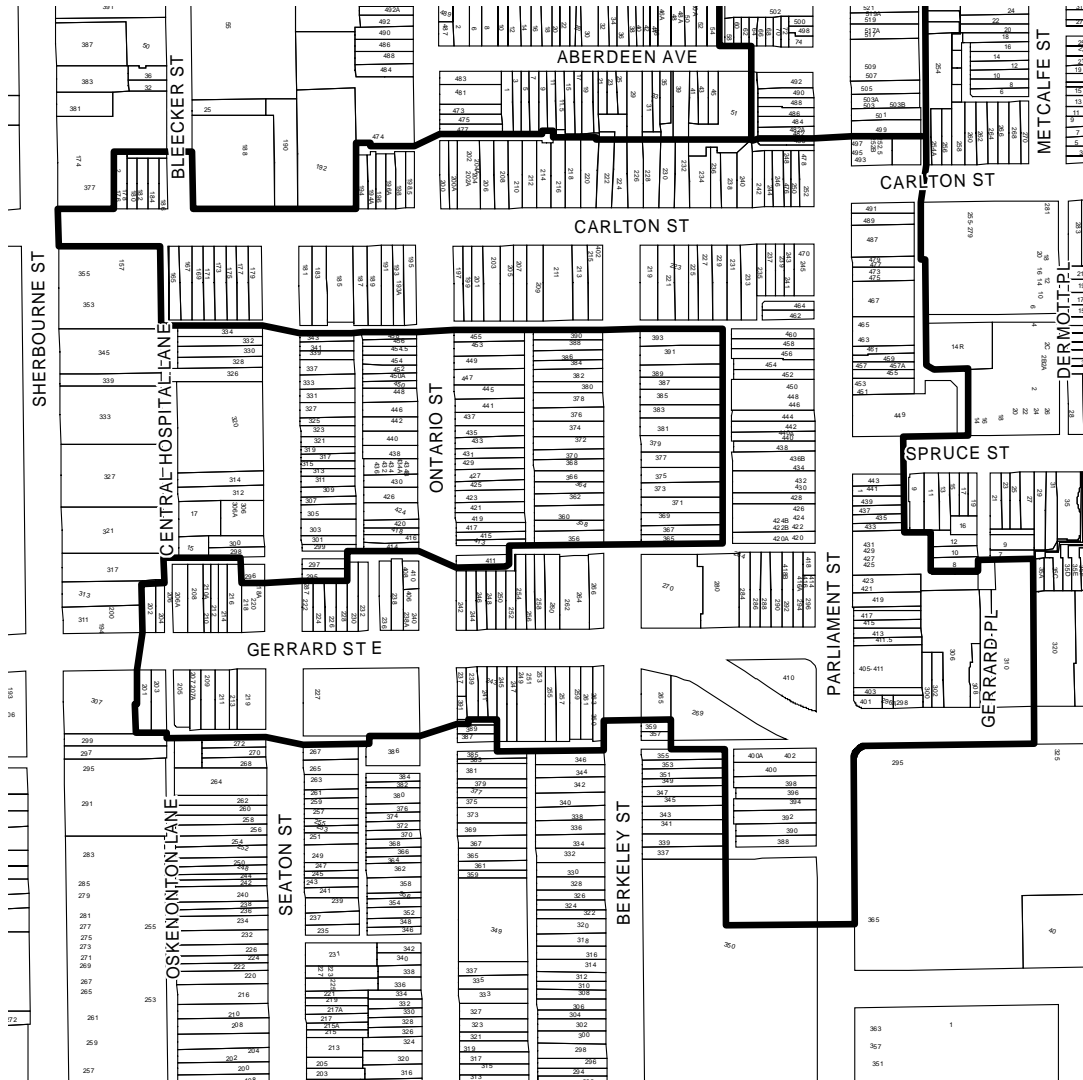
(See Map 2)



Cabbagetown
 Business Improvement Area

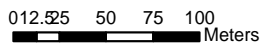


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 April 2008

(See Map 1)



 Cabbagetown
Business Improvement Area



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