

**Attachment No. 2**

**Commercial Research Investment Program - 2009 Summary Sheets**

**Organization #1:** Albion Islington BIA

**Ward:** 1

**Service Area Designation:** Local

**Reason for Research:** Streetscape Masterplan Design Study - ROW streetscape planning

**Breakdown of Work:** The project includes phases for visioning, design evaluation and selection, and outline of implementation program

**Total Project Costs:** \$20,000.00

**Funding Request:** \$10,000.00

**Recommendation:** Provide a \$10,000.00 grant allocation to the Albion Islington BIA to conduct a Streetscape Masterplan Design Study.

**Organization #2:** Bloorcourt Village BIA

**Wards:** 18&19

**Service Area Designation:** Local

**Reason for Research:** Streetscape Masterplan Design Study - ROW streetscape planning

**Breakdown of Work:** The project includes phases for visioning, design evaluation and selection, and outline of implementation program

**Total Project Costs:** \$20,000.00

**Funding Request:** \$10,000.00

**Recommendation:** Provide a \$10,000.00 grant allocation to the Bloorcourt Village BIA to conduct a Streetscape Masterplan Design Study.

**Organization #3:** Danforth BIA

**Ward:** 30

**Service Area Designation:** Regional

**Reason for Research:** The Conceptual Design for the illumination of the Prince Edward Viaduct is the initial component of a multi-phased approach to enhance this iconic structure. The BIA's interest extends beyond the role of the Viaduct as a gateway to their area and potential tourist attraction, providing a rare opportunity to help advance a potential signature project of benefit to the entire City.

**Breakdown of Work:** The Conceptual Design phase will include: an examination of existing documentation on the viaduct; preparation of a photo-documentation; the determination of strategic lighting locations; various meetings with lighting manufacturers; and the development of a series of lighting concepts; and the building of a 3-D digital model and associated presentation.

Preliminary meetings have been held with The Danforth BIA, Derek Revington (designer of the Luminous Veil) and staff in Economic Development, Culture and Tourism, Public Realm, and Technical Services. Future project phases will include: prototype development and project budgeting estimates; systems engineering; installation; and post installation maintenance and service.

**Breakdown of Work:** The project includes phases for concept design including, scale of capital budget, maintenance, energy efficiency and potential contributors.

**Total Project Costs:** \$18,400.00

**Funding Request:** \$9,200.00

**Recommendation:** Provide a \$9,200.00 grant allocation to the Danforth BIA to conduct a Concept Design to illuminate the Bloor Street Viaduct "Veil".

**Organization #4:** Downtown Yonge BIA

**Wards:** 27&28

**Service Area Designation:** Regional

**Reason for Research:** The proposed Phase 2 Market Research study with a tourism focus will build on the BIAs 2008 study to conduct market research in the GTA that is intended to increase the propensity of Toronto-region residents to come downtown.

**Breakdown of Work:** The study's main goal is to conduct GTA-wide market research of perceptions and experience of downtown when shopping, visiting, attending events etc., by conducting a large email survey. The BIA feels that this will improve identification of changes/improvements likely to increase market share.

**Total Project Costs:** \$24,300.00

**Funding Request:** \$10,000.00

**Recommendation:** Provide a \$10,000.00 grant allocation to the Downtown Yonge BIA to conduct the Phase 2 Market Research study with a tourism focus.