

**Intention to Designate the Baby Point Gates Business Improvement Area (BIA)**

<b>Date:</b>	December 4, 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:\2010\Cluster A\EDCT\ECON DEV\January\ed1001-003

**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 area consisting of properties fronting on Jane Street, between Montye Avenue and Lessard Avenue and properties fronting on Annette Street, between Jane Street and Windermere Avenue 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 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 3), 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 3) 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 3), 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**

At its meeting of October 26 and 27, 2009, City Council considered the report, Baby Point Gates Business Improvement Area (BIA) Poll Results, <http://www.toronto.ca/legdocs/mmis/2009/bgrd/backgroundfile-23239pdf>. Although the results of the poll were sufficient to create the BIA, Council referred the report back to the General Manager of Economic Development, Culture and Tourism for further consultation with business area representatives.

Council further directed that, subject to a public meeting, a new Proposed Baby Point Gates BIA poll request report be submitted to the Economic Development Committee, identifying boundaries which reflect the results of the public meeting.

Two public meetings were held. The first, on October 19, 2009, identified majority support for reducing the size of the proposed BIA. The second, on November 19, 2009, address BIA issues with stakeholders within the proposed reduced boundaries. At this second meeting, the BIA Steering Committee members and city staff discussed numerous issues including who can become BIA Board of Management members, budget options, potential levy amounts, the lack of clear area identity, and cost effective streetscape improvements to make the area more competitive. An emphasis was placed on clarifying two key aspects of the polling process, whereby: a) the property owner is responsible for forwarding a copy of the notice to their commercial tenant(s) thus qualifying them to vote on the poll with the City Clerk; and in order for the BIA not to proceed, at least 33% of those entitled to notice and representing at least 33% of the taxes levied in the area under consideration must object. The amended boundaries identified in Attachment No.1 were not an issue.

The Baby Point Gates Steering Committee has submitted a letter dated December 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 based on the revised boundaries as identified in Attachment No.1.

## **COMMENTS**

The first poll seeking designation of a longer Baby Point Gates BIA resulted in a marginal mandate to proceed with a larger BIA. As a result, Council referred the issue for further consultation with local businesses. This further consultation identified majority support for a smaller BIA. While the reduced boundary under consideration contains 85 commercial properties versus 111 commercial properties in the original area, staff is of the opinion that the area can become a viable BIA.

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 a number of professional services that attract clients from the local trade area as well as 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. Festivals and a unique local branding identity could be used to capitalize upon the area's emerging profile.

The Baby Points Gates BIA Steering Committee has effectively carried out the process for establishing a BIA as set out in the Municipal Code. Revised boundaries have been identified based on consultation as directed by Council. 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 Montye Avenue and Lessard Avenue and properties fronting on Annette Street, between Jane Street and Windermere Avenue, as a Business Improvement Area, in accordance with the Municipal Code.

## **CONTACT**

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## **SIGNATURE**

Michael Williams, General Manager  
Economic Development, Culture and Tourism


## **ATTACHMENTS**

Attachment No. 1: Proposed Baby Point Gates BIA Maps (1 to 3)

# Attachment No.1

MAP 1 of 3



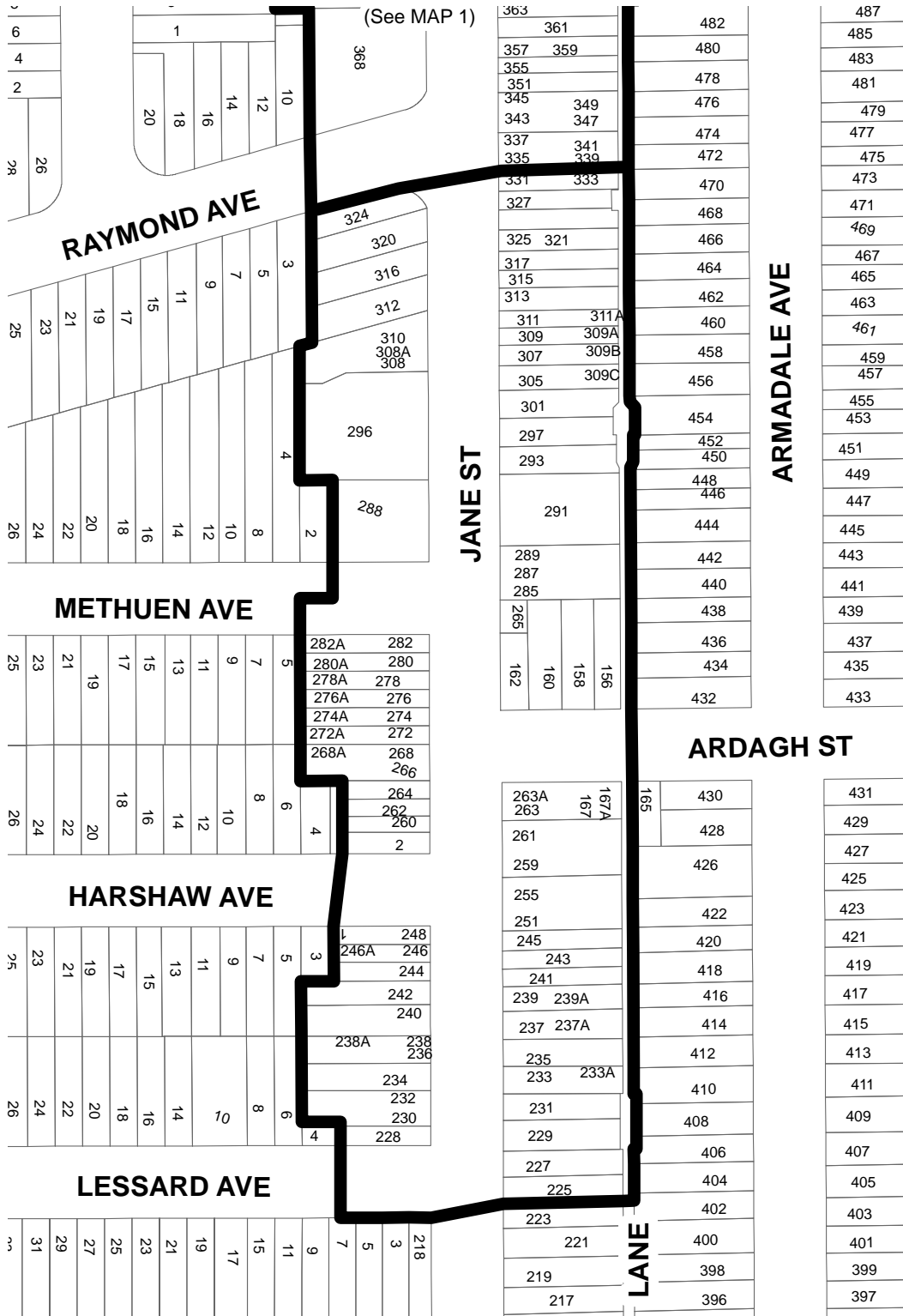
 Proposed Baby Point Gates Business Improvement Area

0 510 20 30 40  
Meters

TECHNICAL SERVICES  
SURVEY AND MAPPING SERVICES  
18 Dyas Rd, 4th Floor  
Toronto, ON M3B 1V5  
Tel: 416-392-7755, Fax: 416-392-0081  
Map File: babypoint\_rpt1.mxd  
Created by: W. Silva  
December 2009

# Attachment No.1

# MAP 2 of 3



Proposed Baby Point Gates  
Business Improvement Area

0.75 15 22.5 30  
Meters

TECHNICAL SERVICES  
SURVEY AND MAPPING SERVICES  
18 Dyas Rd, 4th Floor  
Toronto, ON M3B 1V5  
Tel: 416-392-7755, Fax: 416-392-0081  
Map File: babypoint\_rpt2.mxd  
Created by: W. Silva  
December 2009

# Attachment No.1

# MAP 3 of 3

