

## **Intention to Expand the Mount Dennis Business Improvement Area (BIA)**

<b>Date:</b>	January 18, 2010
<b>To:</b>	Economic Development Committee
<b>From:</b>	General Manager, Economic Development & Culture
<b>Wards:</b>	11
<b>Reference Number:</b>	P:/2010/Cluster A/EDC/ECON DEV/February/ed1002-008

### **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 expand the boundaries of the Mount Dennis Business Improvement Area.

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

### **RECOMMENDATIONS**

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**The General Manager, Economic Development & Culture recommends that:**

1. The area described by Attachment No. 1, be designated as an expanded 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 expand the boundary of the Mount Dennis Business Improvement Area (BIA) to include the area shown in Attachment No. 1, 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, 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 expanded Mount Dennis BIA. These 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**

Expansion of the Mount Dennis BIA along Weston Road south to Lambton Avenue on the west and Brownville Avenue on the east is proposed by the Board of Management in order to have a more viable BIA and to take advantage of the right-of-way improvements that will take place at the Eglinton Avenue West-Weston Road intersection as a result of the new Eglinton-Airport LRT line. This intersection will have a new LRT station and will be in the middle of the proposed expanded BIA. The members of the BIA also see expansion as a way in which to address the declining conditions of the area by taking advantage of the City's BIA program such as façade improvements and capital cost-share program.

The Mount Dennis BIA at their Annual General Meeting on January 14, 2010 approved a motion to expand the current boundaries of the BIA. The expanded boundary would include all commercial and industrial assessed properties as seen in Attachment No. 1.

The BIA organized, promoted and hosted a public meeting on January 14, 2010 for existing BIA members and all commercial property owners and businesses tenants within the proposed expansion area. BIA members also canvassed all local businesses, providing information on the BIA program, and distributed invitations prior to the public meeting. Invitations were also mailed to all commercial and industrial property owners in the area by the City's BIA Office. Approximately 10 owners and tenants attended the public meeting.

The BIA Board of Management has followed the procedure for expanding a BIA as set out in the City of Toronto Municipal Code, taking steps to inform local businesses of what BIAs are, how they operate, how they are funded and advising that a BIA has been proposed for their area. This included a walk about on September 28, 2009 where BIA tenants in the expansion area were individually met and provided this information.

## **COMMENTS**

The proposed BIA is a mixed commercial - residential strip along Weston Road south of Eglinton Avenue West. Although there are some institutional uses and residential homes within the proposed boundaries, the area is essentially a mature commercial strip and appropriate for a BIA.

Although there has been some recent investment in the area, there are pockets of building facades that have deteriorated, random graffiti that has not been removed in a timely manner and some vacant stores creating a depressed shopping atmosphere along this

section of Weston Road. Identity branding, additional streetscaping improvements and marketing are needed to improve the commercial vitality and viability of the area.

Commercial property owners and tenants presently excluded from the Mount Dennis BIA would benefit from BIA initiatives such as marketing and promotion activities, safety and security improvements, advocacy of community issues, neighbourhood events, and façade and streetscape improvement. Membership in the BIA would allow full participation in these programs and the opportunity to have a say in BIA decision-making.

## **CONCLUSIONS**

Mount Dennis BIA Board of Management has effectively carried out the process for expanding a BIA as set out in the Municipal Code. Public consultation included a public meeting hosted by the BIA and attended by the BIA Office staff. The public meeting was appropriately advertised. Those local business and property owners that participated in the public meetings demonstrated strong interest in becoming part of the BIA.

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 expanding the Mount Dennis Business Improvement Area, in accordance with the Municipal Code.

## **CONTACT**

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## **SIGNATURE**

Michael H. Williams, General Manager  
Economic Development & Culture

## **ATTACHMENT**

Attachment No. 1      Map Proposed Mount Dennis BIA Expansion