

Intention to Expand the Mimico Village Business Improvement Area (BIA)

Date:	March 8, 2010
To:	Economic Development Committee
From:	General Manager, Economic Development and Culture
Wards:	Ward 6 – Etobicoke-Lakeshore
Reference Number:	P:/2010/Cluster A/EDC/ECON DEV/April/ed1004-009

SUMMARY

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 Mimico Village Business Improvement Area (BIA).

Upon the completion of the poll, the General Manger, Economic Development and 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

The General Manager of Economic Development and Culture recommends that:

1. The City Clerk be authorized and directed to send out a notice of Council's intention to expand the boundary of the Mimico Village 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.
2. 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 Mimico Village Business Improvement Area (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 Mimico Village Business Improvement Area (BIA) has been approved by the Board of Management in order to include the lands along Royal York Road, south of the current BIA boundary.

The expanded boundary would include two commercially assessed properties, 315 and 327 Royal York Road located on the east side of Royal York Road south of Newcastle. The expanded area would also include public lands north of Judson on the west side of Royal York Road, and the public right-of-way south of the CNR Bridge as seen in Attachment No. 1.

The two commercially assessed properties are the future site of a mixed use development with retail at grade and residential above. The BIA has consulted with the developer who has confirmed support of the expansion. The expanded area would act as a natural gateway for the BIA and would allow this area to receive the benefits of being a BIA including streetscape opportunities.

The BIA organized a steering committee and also hosted a public meeting on February 24, 2010 for existing BIA members and all commercial property owners and businesses tenants within the expansion area. BIA members canvassed all local businesses, providing information on the BIA program, and distributed invitations 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 meeting.

Representatives of Mimico Village BIA, the local Councillor's representative and City staff spoke to those in attendance about what BIAs do, how they operate, and how they are self-funded through a special BIA levy on member property tax bills.

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, and advising that a BIA has been proposed for their area.

COMMENTS

Commercial property owners and tenants presently located in the proposed expansion area are currently excluded from the BIA programs and initiatives, such as marketing and

promotion, 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

The Mimico Village 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. Local business and property owners that participated in the public meeting 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 Mimico Village Business Improvement Area (BIA), in accordance with the Municipal Code.

CONTACT

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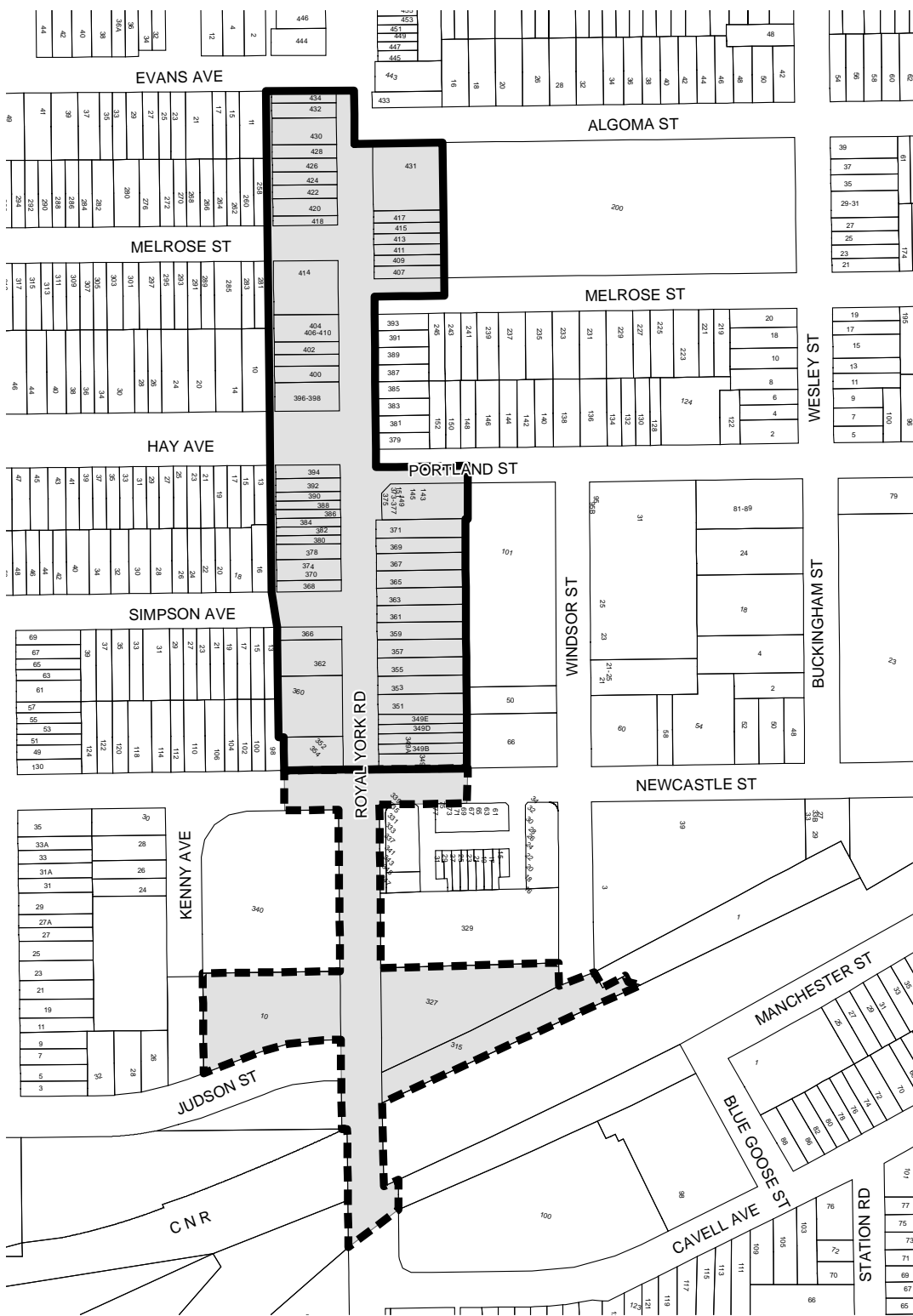
SIGNATURE

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

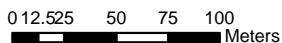
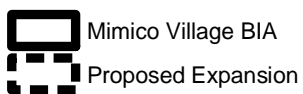
ATTACHMENT

Attachment No. 1 Map Proposed Mimico Village BIA Expansion

Attachment No.1



(See MAP 2)



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