



STAFF REPORT ACTION REQUIRED

Intention to Expand the Regal Heights Village Business Improvement Area (BIA)

Date:	June 3, 2010
To:	Economic Development Committee
From:	General Manager, Economic Development and Culture
Wards:	17
Reference Number:	P:/2010/Cluster A/EDC/ECON DEV/June/ed1006-017

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 Regal Heights Village Business Improvement Area.

Upon the completion of the poll, the General Manager of 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 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 Regal Heights 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; and
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 Regal Heights Village 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 Regal Heights Village BIA east to Winona Drive has been approved by the Board of Management in order to take advantage of the recent infrastructure put in place as a result of the streetcar and right-of-way improvements along St. Clair Avenue. This infrastructure has presented an opportunity for implementing future capital beautification projects which were not feasible prior to the right-of-way construction. The members of the BIA also see expansion as a way in which to address the declining conditions of the area to the east by taking advantage of the City's BIA program e.g. façade improvements and capital cost-share program.

The expansion will fill in a small gap where there is no current BIA between Regal Heights Village and Hillcrest Village BIAs. By expanding the boundary of Regal Heights Village, this gap area will receive the benefits of being a BIA.

The Regal Heights Village BIA at their General Meeting on June 2, 2010 approved a motion to expand the current boundaries of the BIA east along St. Clair Avenue West from Oakwood Avenue to Winona Drive. The expanded boundary would include all commercial assessed properties on the North side and South side as seen in Attachment No. 1.

The BIA organized, promoted and hosted a public meeting on June 2, 2010 for existing BIA members and all commercial property owners and business 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 11 owners and tenants attended the meeting, including some from the proposed expansion area. In addition, the BIA received 7 letters of support for expansion from the property owners and tenants who were unable to attend the meeting.

Representatives of the Regal Heights Village BIA, local Councillor's Office, Toronto Association of Business Improvement Areas (TABIA) and City staff spoke to those who attended the meeting 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 excluded from the 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

Regal Heights 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. 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 Regal Heights Village Business Improvement Area, in accordance with the Municipal Code.

CONTACT

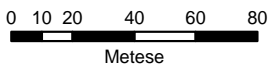
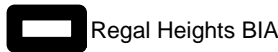
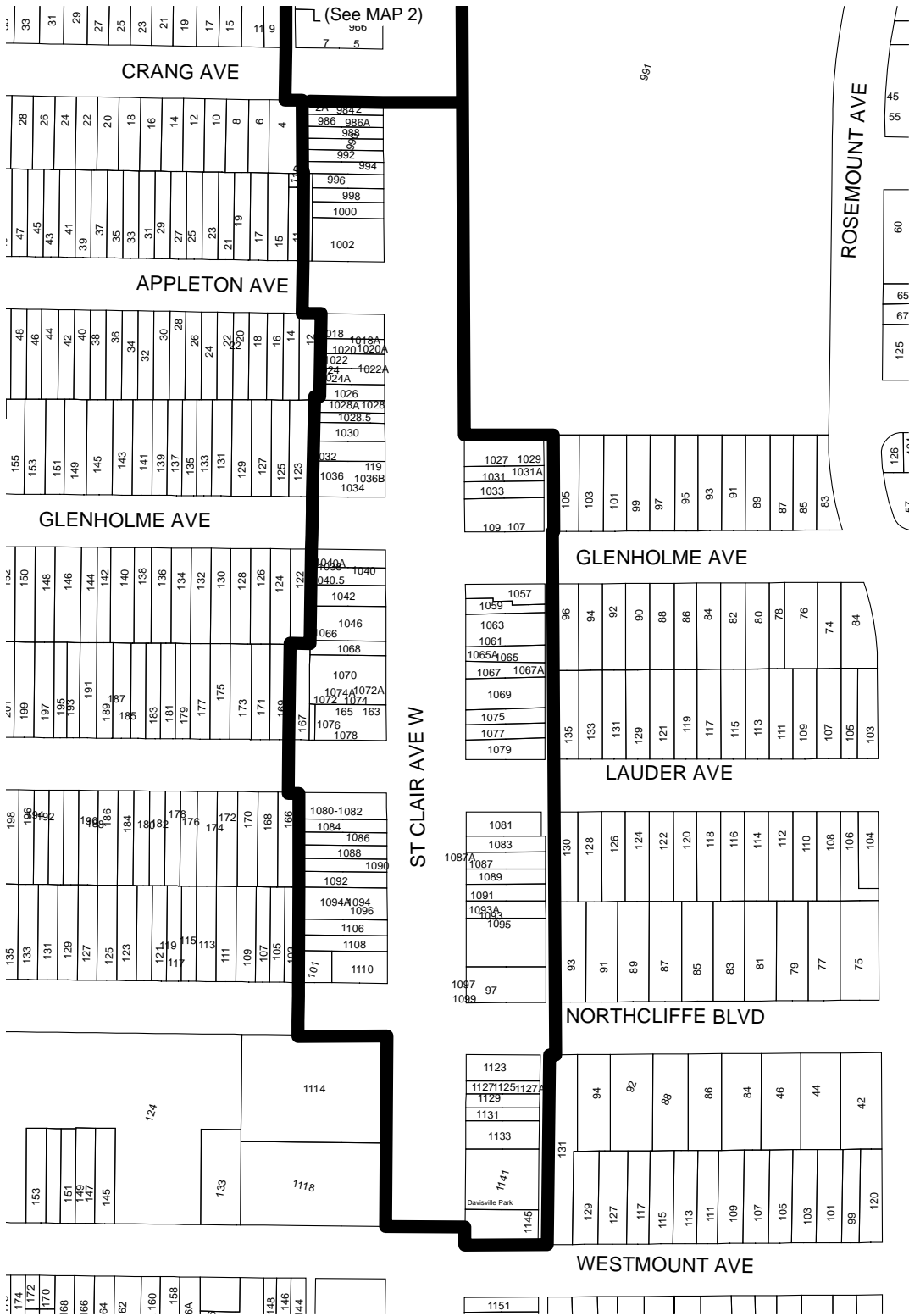
Marianne Szczuryk
Economic Partnership Advisor (Acting)
Telephone: 416-338-5860
Fax: 416-392-1380
Email: mszczur@toronto.ca

SIGNATURE

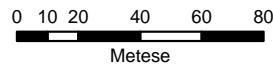
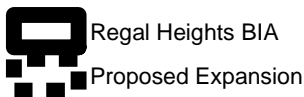
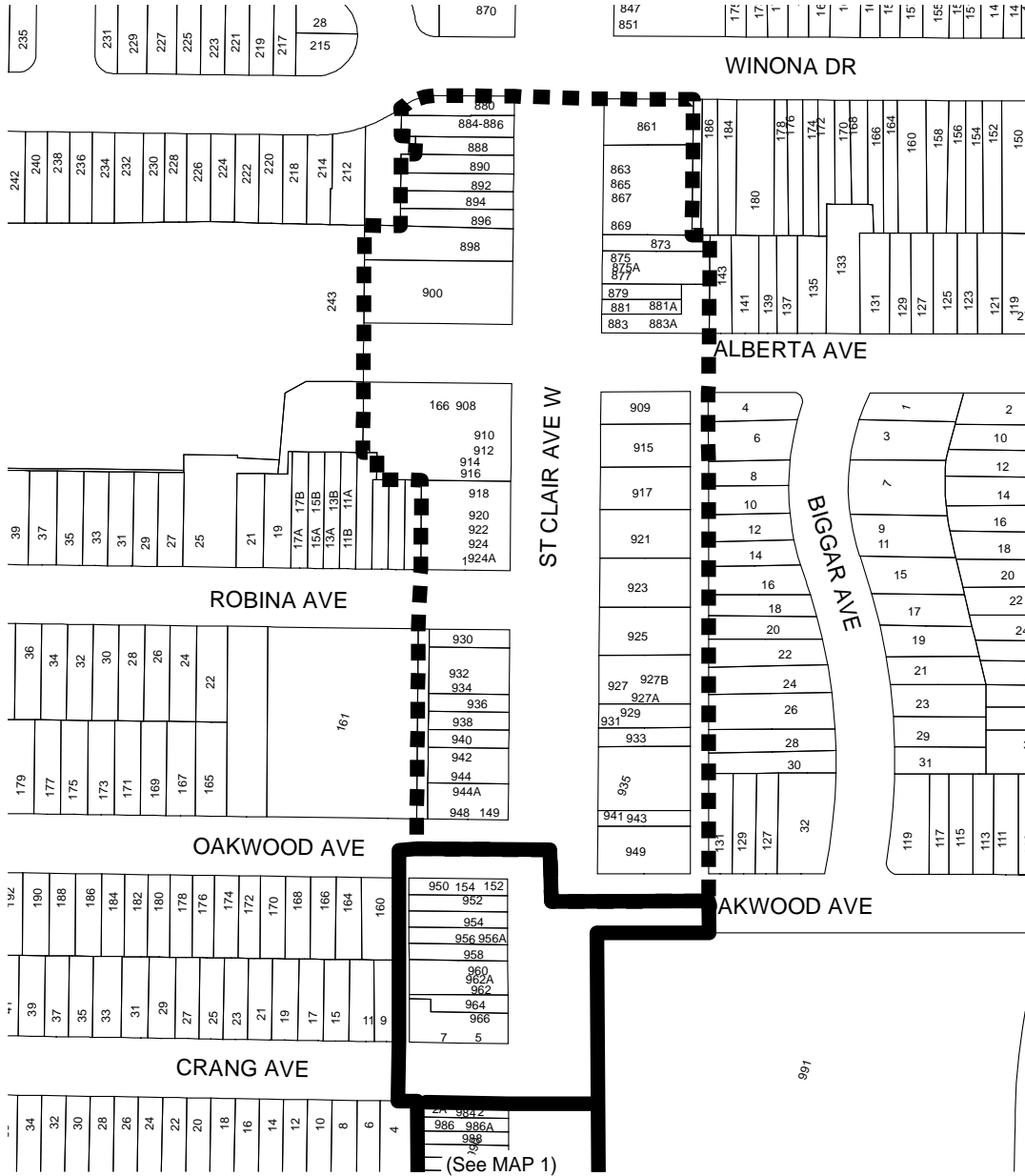
Michael H. Williams
General Manager, Economic Development and Culture

ATTACHMENT

Attachment No. 1 Map Proposed Regal Heights Village BIA Expansion



CITY OF TORONTO
 GEOSPATIAL COMPETENCY CENTRE
 18 D'Yas Rd. 4th Floor
 Toronto, ON M3B 1V5
 Tel: 416-392-7755, Fax: 416-392-0081
 Map File: regal_ppt1.mxd
 Created by: W. Silva
 November 2008



CITY OF TORONTO
 GEOSPATIAL COMPETENCY CENTRE
 18 Dyas Rd, 4th Floor
 Toronto, ON M3V8 1V5
 Tel: 416-392-7755, Fax: 416-392-0081
 Map File: regal_rpt1.mxd
 Created by: W. Silva
 November 2008