



STAFF REPORT ACTION REQUIRED

The Queensway Business Improvement Area (BIA) Poll Results

Date:	June 20, 2012
To:	City Council
From:	General Manager, Economic Development and Culture
Wards:	5
Reference Number:	

SUMMARY

The purpose of this report is to recommend that The Queensway be designated as a Business Improvement Area (BIA). In accordance with Chapter 19 of the City of Toronto Municipal Code, the City Clerk conducted a poll to determine if there is sufficient support to designate The Queensway as a BIA. The City received sufficient number of ballots to validate the poll and the majority of accepted ballots were in favour of the BIA. Accordingly, it is recommended that City Council pass a by-law to designate the area described by the map in Attachment No. 1 as The Queensway Business Improvement Area (BIA).

RECOMMENDATIONS

The General Manager, Economic Development and Culture recommends that:

1. Based on the poll results respecting the intention to designate The Queensway BIA, the area described by Attachment No. 1 be designated as a Business Improvement Area (BIA), under Chapter 19 of the Toronto Municipal Code;
2. The City Solicitor be directed to submit a by-law to designate the area described in Attachment No. 1 as a Business Improvement Area; and
3. Schedule "A" of Municipal Code Chapter 19, Business Improvement Areas, be amended as necessary to include The Queensway Business Improvement Area.

Financial Impact

Capital budgets may be impacted in future years should streetscape or other capital improvements be undertaken by The Queensway 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.

DECISION HISTORY

At its meeting of March 5, 6, and 7, 2012 City Council adopted, ED11.3 entitled Intention to Designate The Queensway Business Improvement Area (BIA),
<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2012.ED11.3>.

At its meeting of June 20th, 2012 Economic Development Committee recommended that the General Manager of Economic Development and Culture report directly to City Council on the results of the poll. <http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2012.ED15.9>.

ISSUE BACKGROUND

This is the first poll to be conducted under the new polling procedures adopted by City Council at its meeting on July 12, 13, and 14, 2011. The new procedures are intended to increase voter participation by requiring a minimum response rate and provide for a more democratic process by requiring those in favour of the BIA to cast a ballot. Under the previous polling procedure, the onus was on those of opposing the BIA to garner sufficient support to defeat the poll. No response was inherently considered a positive response. In this first instance, the new polling procedure worked as intended.

The notice of the proposed by-law was sent by prepaid mail to every person who is listed as owner and is assessed for rateable property that is in a business property class that is located in the proposed Business Improvement Area using the following documents:

- (1) Current returned assessment roll; and/or
- (2) Municipal Connect, Toronto Property System (TPS) or any other related geographic information system (GIS) developed using information from Municipal Property Assessment Corporation (MPAC) and City records.

Persons who received notice were required to give a copy of the notice to each commercial and industrial tenant of the property to which the notice relates. The steering committee was also required to distribute the notice to commercial and industrial tenants of those properties receiving notice. The notice included instructions on how to obtain a copy of the ballot. A printable version of the ballot was also posted on the City's website and was made available by contacting the Clerk. Proof of tenancy was required with the completed ballot and acceptable forms of proof were identified by the Clerk on the ballot and website.

A person receiving notice was entitled to complete and submit one ballot regardless of the number of properties or businesses owned by that person within the proposed business improvement area.

The polling period was 60 days, commencing upon the day the notices were mailed.

The City Clerk determined whether all conditions had been met and, if they were, issued a certificate affirming that fact.

Council cannot pass a by-law to establish a new business improvement area if:

1. The number of accepted ballots returned fails to exceed the lesser of a minimum of 30 percent of the number of notices mailed or 100 ballots; or
2. 50 percent or more of the accepted ballots respond in the negative.

COMMENTS

On Tuesday April 17, 2012, the City Clerk mailed a total of 257 Notices of Intention to Designate The Queensway Business Improvement Area (BIA) to all persons assessed for rateable property within the area to determine if there was sufficient support to establish the BIA. A total of 15 ballots were returned by Canada Post resulting in a total of 242 Notices mailed, setting a validity benchmark of 73 ballots or 30% to be returned.

The City Clerk received a total of 175 ballots by June 15, 2012, the end of the notice period, satisfying the criteria for the first bench mark as set out in Municipal Code Chapter 19.9H(1).

A total of 113 ballots (65%) were in favour of designating The Queensway as BIA, meeting the second bench mark as set out in the Municipal Code Chapter 19.9H(2). A total of 23 (13%) ballots opposed the creation of the BIA and there were 39 (22%) spoiled ballots.

Based on the results, it is recommended that Council pass a by-law to designate the area described by Attachment No. 1, as The Queensway BIA.

CONTACT

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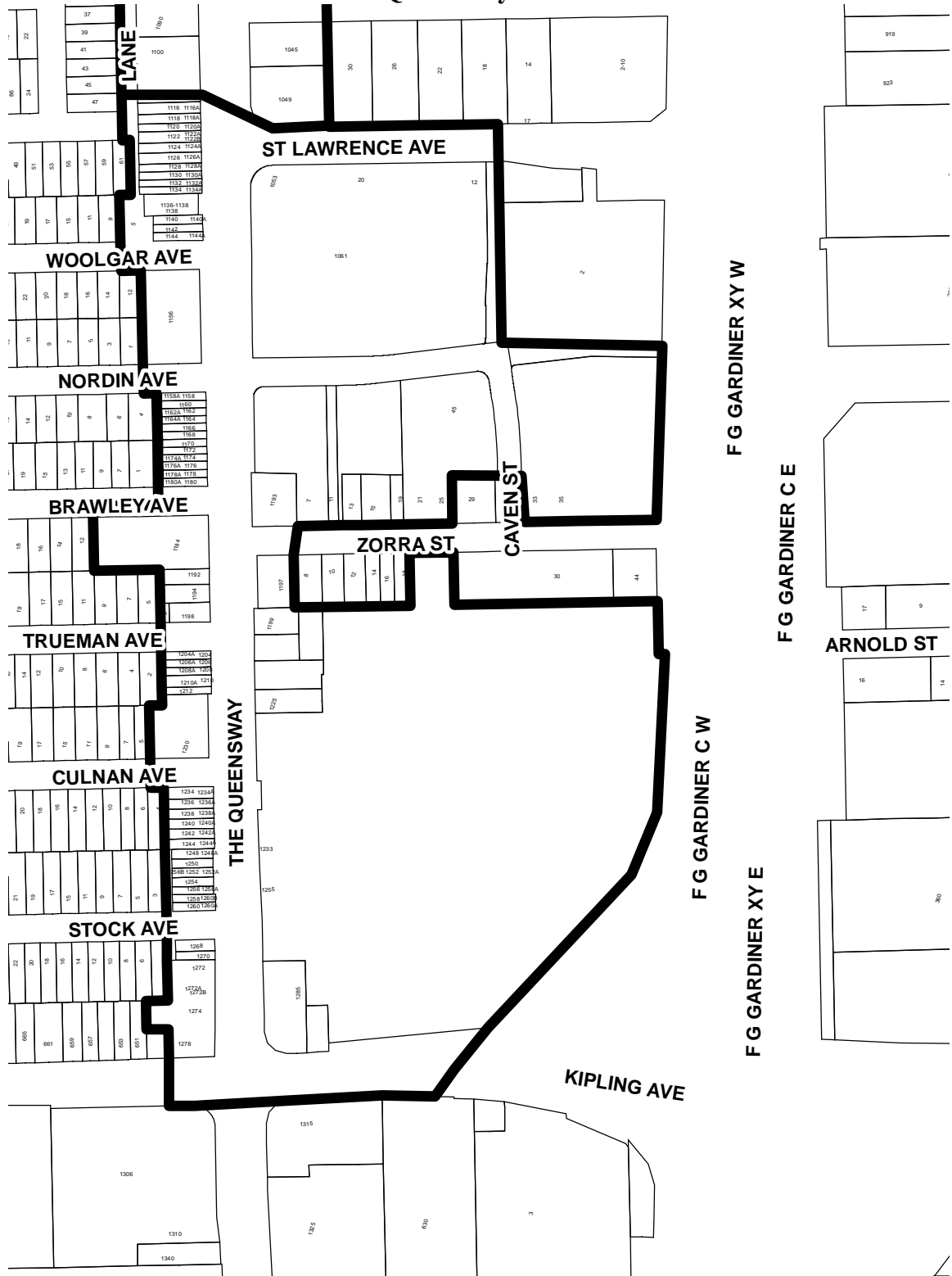
SIGNATURE

Michael H. Williams, General Manager
Economic Development and Culture

ATTACHMENT

Attachment No. 1 – Map of The Queensway BIA

The Queensway BIA



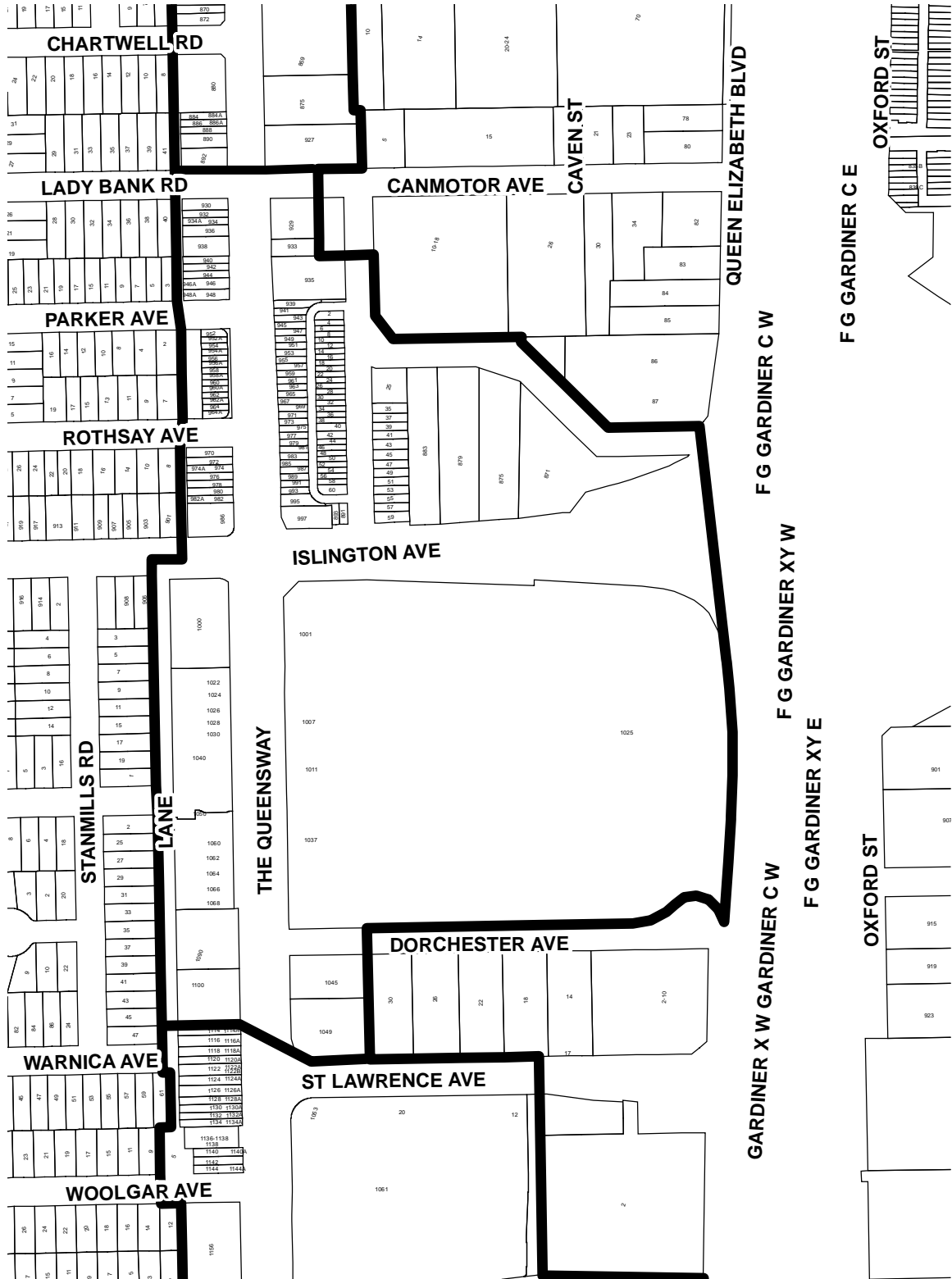
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Map File: FinancialDistrict_rpt.mxd
 December 2010

0 15 30 60 90 120 Metres



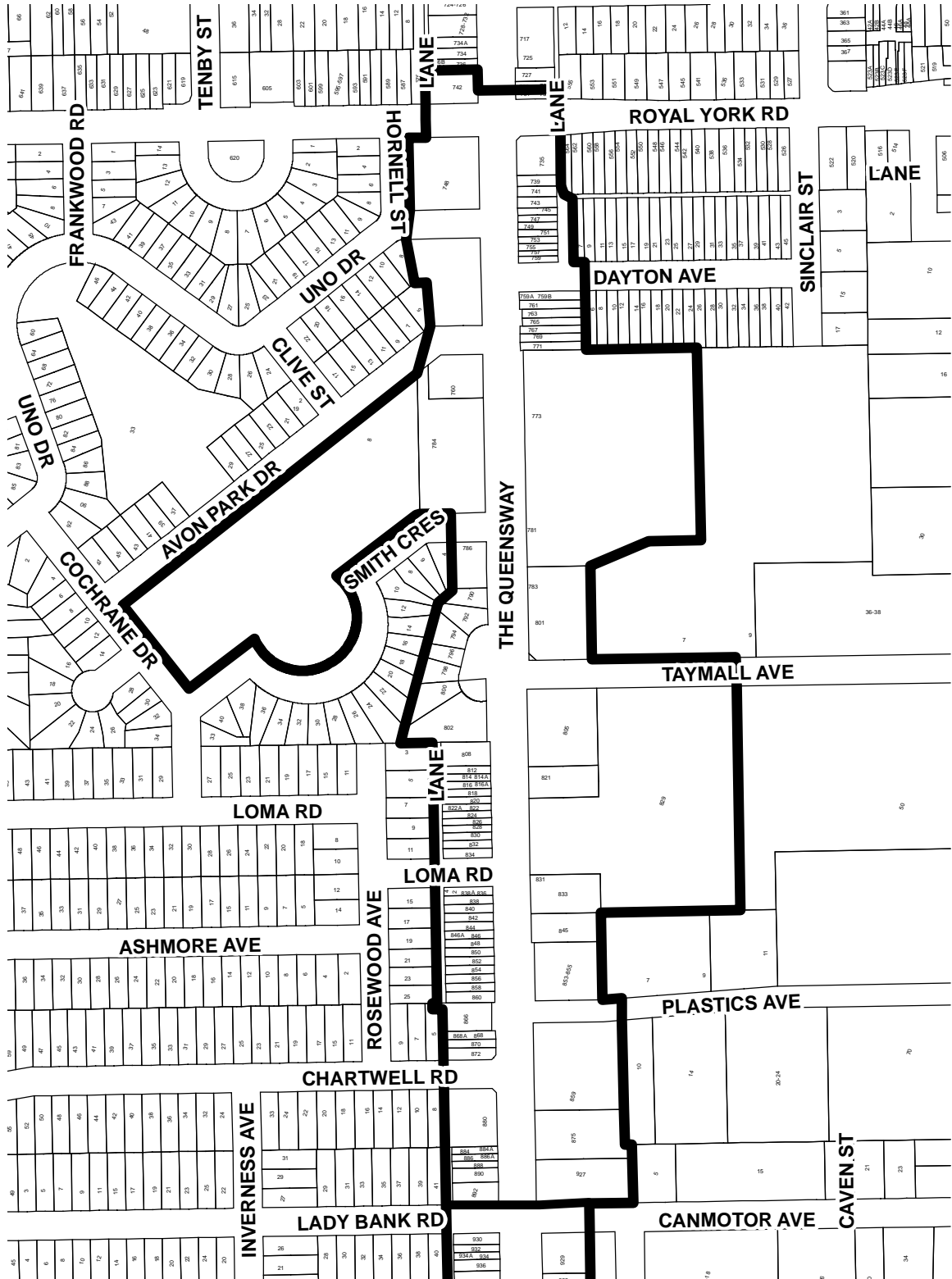


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