



## STAFF REPORT ACTION REQUIRED

### Intention to Designate Leslieville Business Improvement Area (BIA)

<b>Date:</b>	June 26, 2012
<b>To:</b>	City Council
<b>From:</b>	General Manager, Economic Development and Culture
<b>Wards:</b>	30 and 32
<b>Reference Number:</b>	

#### 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 along Queen Street East between Empire Avenue and Vancouver Avenue as the Leslieville Business Improvement Area (BIA).

Upon completion of the poll, the General Manager of Economic Development and Culture will report on the results to City Council through Economic Development Committee. 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 and Culture recommends that:**

1. City Council state its intention to designate the area described by Attachment No.1 as the Leslieville Business Improvement Area under Chapter 19 of the City of Toronto Municipal Code.
2. The City Clerk be authorized and directed to send out a notice of City Council's intention to pass a by-law designating the area described by Attachment No. 1 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, 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 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.

## **DECISION HISTORY**

At its meeting of June 20<sup>th</sup>, 2012 Economic Development Committee recommended that subject to a favourable vote in support of the Leslieville BIA at the formal consultation meeting on June 25<sup>th</sup>, 2012, the General Manager of Economic Development and Culture report directly to City Council to direct the City Clerk to conduct the formal notice and polling for the creation of the BIA pursuant to Chapter 19-5 of the Municipal Code.  
<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2012.ED15.9>.

## **ISSUE BACKGROUND**

Following a series of meetings with interested business owners and tenants in the area, a Steering Committee comprised of 8 members representing both commercial property owners and business tenants was formed to discuss BIA boundaries, develop a public consultation strategy, and identify opportunities for the BIA.

Three open houses were held by the Steering Committee on May 8, 9 and 10, 2012. Notices of the open houses were distributed to owners and tenants within the proposed BIA. Approximately 40 people attended the open houses where they heard a presentation from City staff on what a BIA is, how they operate, and how they are funded.

Following the open houses, "block captains" were appointed to personally contact business operators and owners in the area to discuss the BIA proposal and gauge interest.

Overall, there was strong support for a BIA and the Steering Committee requested the General Manager of Economic Development and Culture to proceed to a formal public consultation meeting. Notice of the formal public meeting was posted on the BIA Office website and distributed to commercial/industrial property owners by the City. The Steering Committee distributed notices to business tenants, and sent several reminder notices.

A public consultation meeting was held by the City on June 25, 2012 where staff presented an overview of the BIA program and answered questions from potential members. A total of 29 commercial property owners and business tenants attended the public consultation meeting and a vote was held by secret ballot. A total of 29 ballots were cast, 23 in favour of establishing a BIA and 3 opposed, meeting the minimum requirements of 50% plus one in favour in order to proceed to a formal poll.

## **COMMENTS**

The steering committee undertook extensive door to door canvassing and distribution of BIA literature. Through feedback from canvassing and regular Steering Committee meetings, the group identified a need to develop a plan for their area that would attract shoppers, diners, tourists and new businesses.

By working collectively as a BIA, the local businesses would have the organizational and funding capacity to be a catalyst for civic improvement and enhance the business climate, and quality of life in their local neighbourhood. The focus for the area would be on key locations for streetscape enhancements, area branding and marketing initiatives.

The BIA would provide a financial and organizational framework to improve this core stretch of Queen Street East and enhance its competitiveness. A BIA could advocate on behalf of commercial property owners and business tenants; improve the appearance, cleanliness and safety of streets and sidewalks; run festivals; and market the area to attract new investment and tenants.

The City has confirmed that there is sufficient support to move forward to the polling stage.

## **CONTACT**

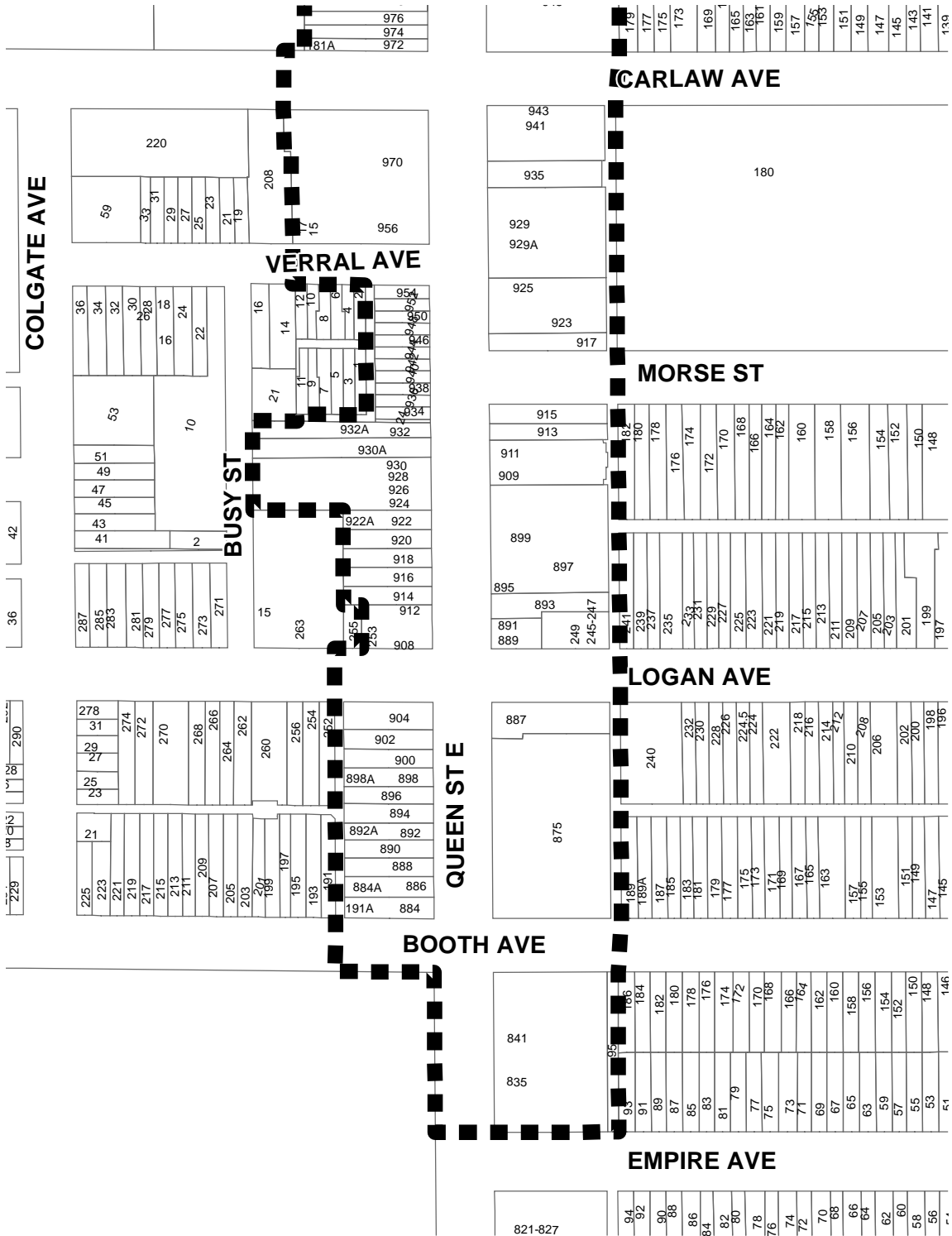
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## **SIGNATURE**

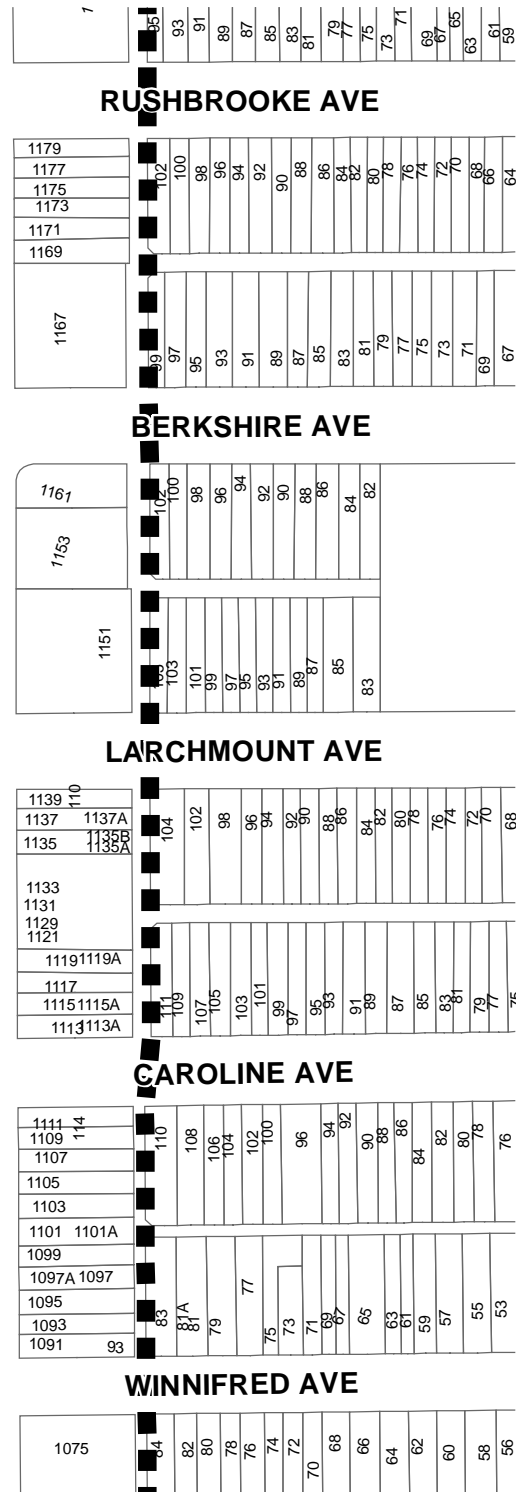
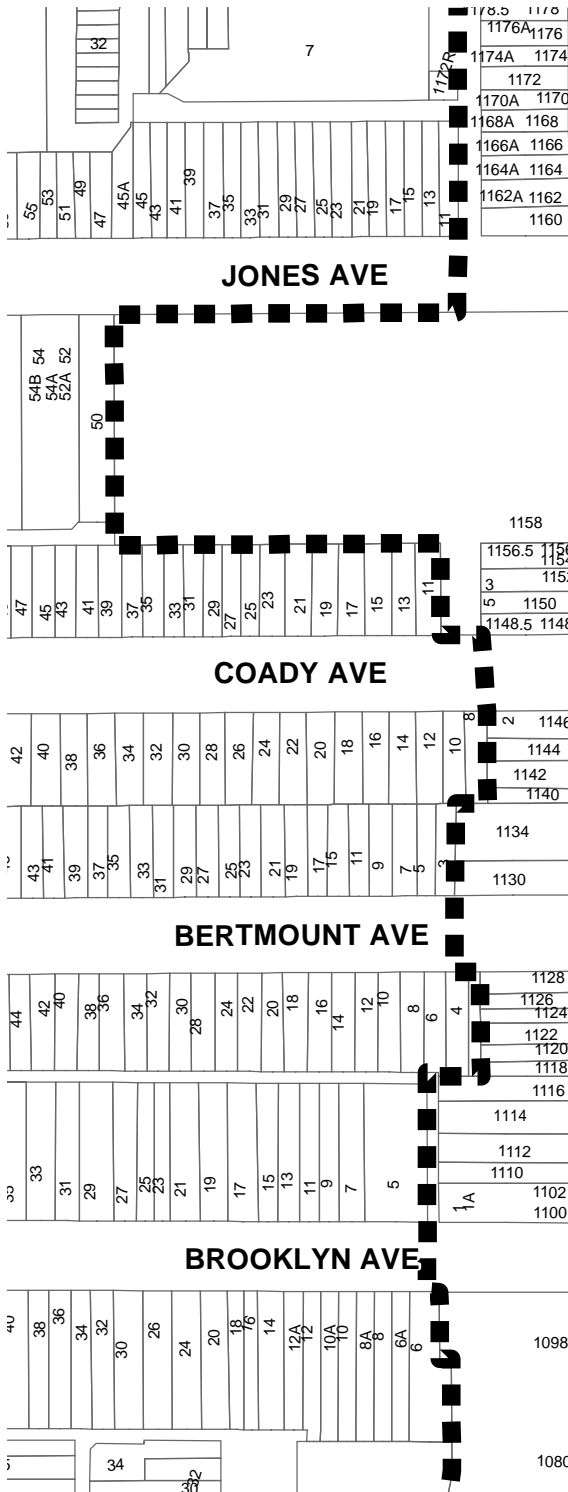
Michael H. Williams, General Manager  
Economic Development and Culture

## **ATTACHMENT**

Attachment No. 1: Proposed BIA for Leslieville



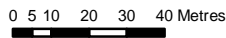




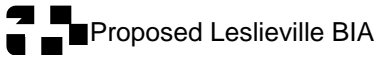
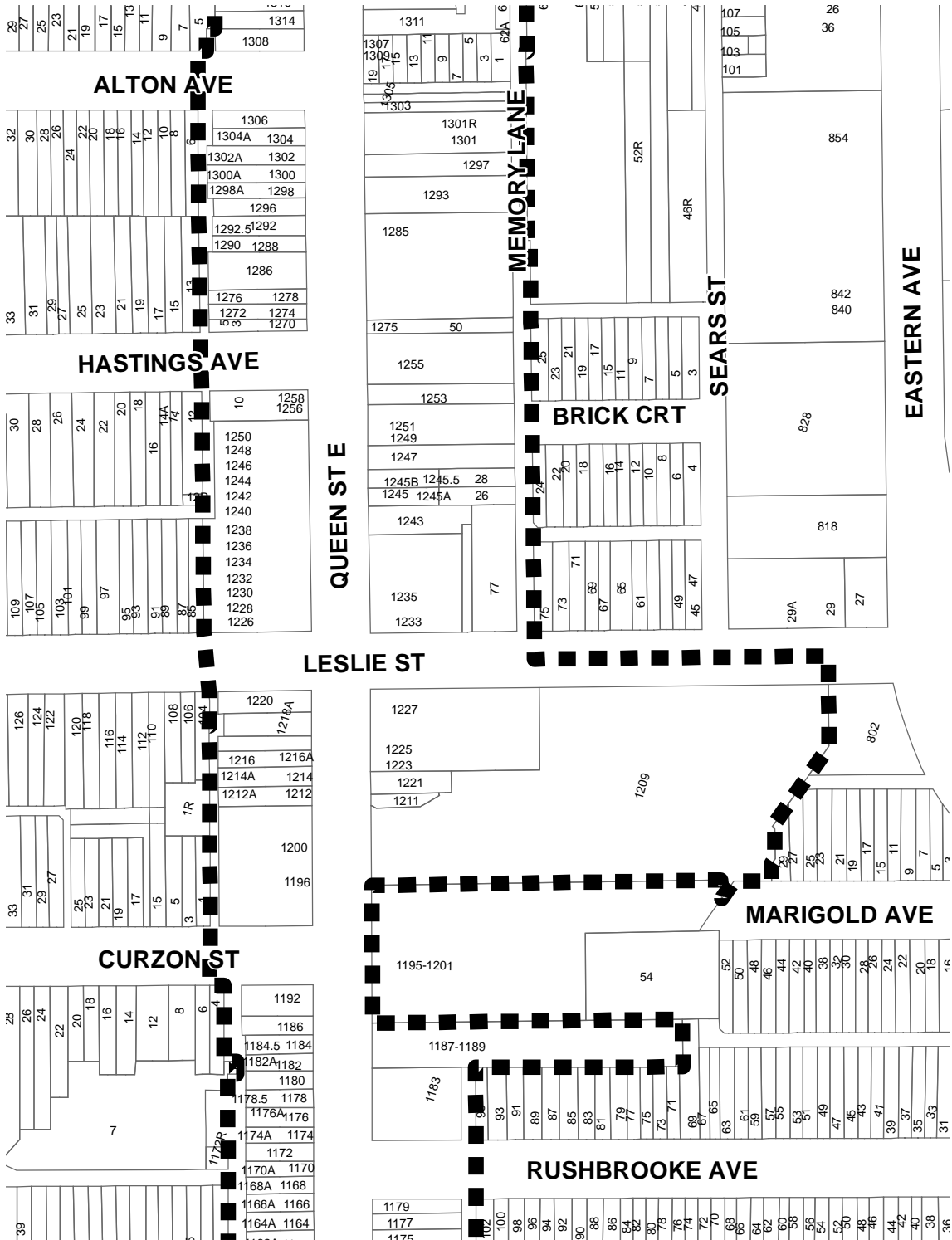
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Proposed Leslieville BIA



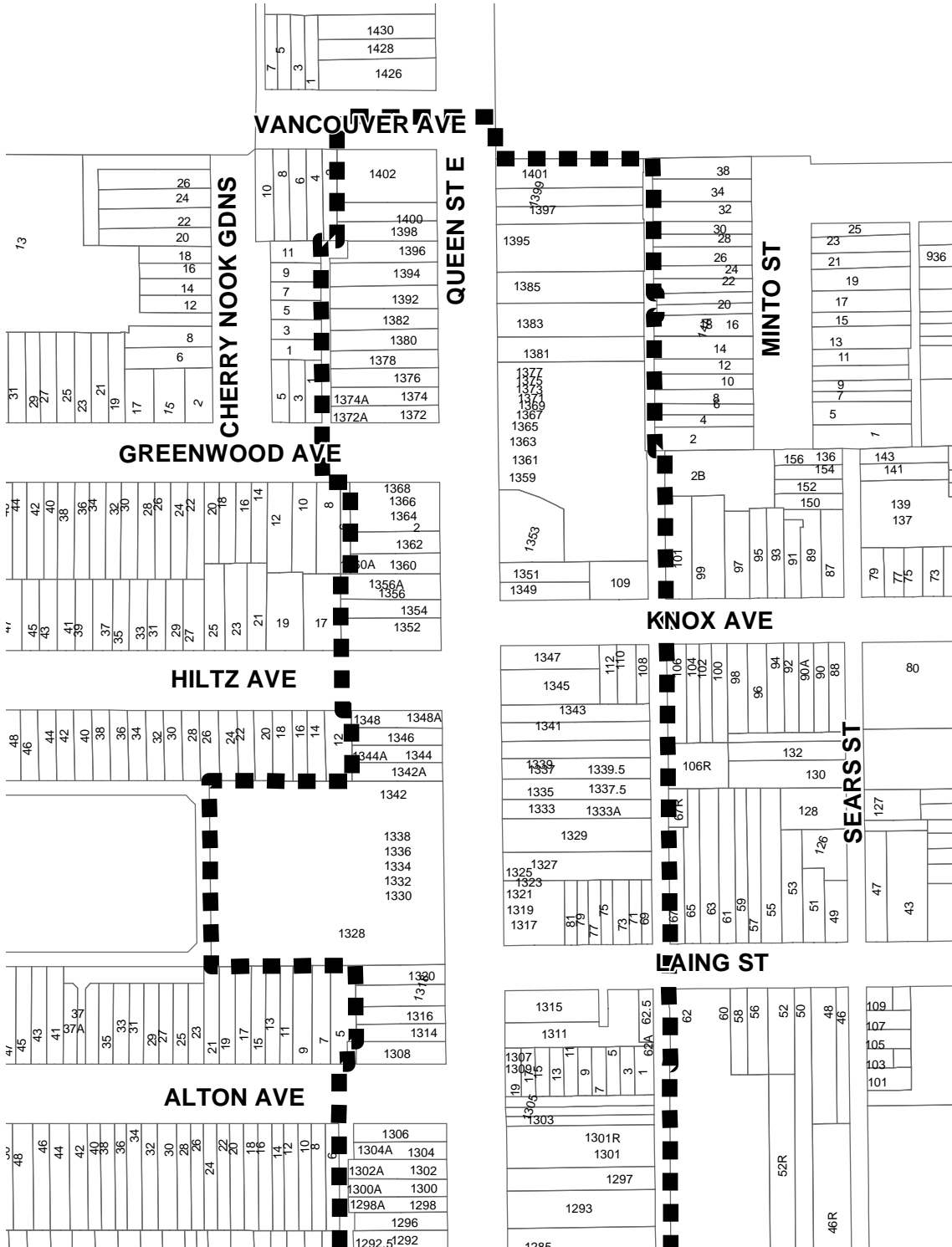
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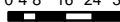


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Proposed Leslieville BIA

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