



## STAFF REPORT ACTION REQUIRED

### Intention to Designate the College-Dufferin Business Improvement Area (BIA)

<b>Date:</b>	January 11, 2013
<b>To:</b>	Economic Development Committee
<b>From:</b>	General Manager, Economic Development and Culture
<b>Wards:</b>	18
<b>Reference Number:</b>	P:/2013/Cluster A/EDC/ECON DEV/January/ed1301-004

#### **SUMMARY**

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This report recommends that the City Clerk conduct a poll to determine if there is sufficient support to designate the area along College Street between Rusholme Road and St. Helen's Avenue as the College-Dufferin 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 the 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 College-Dufferin Business Improvement Area under Chapter 19 of the City of Toronto Municipal Code;
2. City Council authorize and direct the City Clerk 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; and
3. City Council request 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 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**

A BIA Steering Committee of six interested commercial property owners and business tenants was formed to discuss BIA boundaries, develop a public consultation strategy, and identify opportunities for the BIA.

Since March of 2012 numerous Steering Committee and general meetings were held to gauge interest in a BIA. Notice was circulated through flyers and word-of-mouth with Steering Committee members personally contacting business operators and property owners in the area to discuss the BIA proposal. Open meetings provided proposed BIA members with an opportunity to find out about the benefits of a BIA, specific College-Dufferin Steering Committee proposals and budget scenarios.

There was overall 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. Formal public meeting notices were mailed to commercial property owners by the City's BIA Office. The Steering Committee distributed notices to business tenants.

A public consultation meeting was held by the City on December 5, 2012, where staff presented an overview of the BIA program and answered questions from potential members. The public consultation meeting was attended by commercial property owners and business tenants and a secret ballot vote was held to determine if there is sufficient support to proceed to a formal poll. A total of 19 ballots were cast, 18 in favour of establishing a BIA and 1 opposed. This meets the minimum requirements of 50% plus one in order to proceed to a formal poll.

## **COMMENTS**

The Steering Committee, representing property owners and business operators undertook door to door canvassing, distribution of BIA literature and phone and e-mail communication throughout the process. Through feedback from canvassing and regular Steering Committee meetings, the group identified a need to advocate for their area to address issues such as parking, marketing and beautification that could attract shoppers, diners, new businesses and additional investment to the area. The proposed BIA hopes to take advantage of momentum created by improvements and business activity generated by BIAs to the north (Bloordale Village BIA), to the south (Dundas West BIA), and to the east (College Promenade BIA).

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 parking, streetscape enhancements, and area branding and marketing initiatives.

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

## **CONTACT**

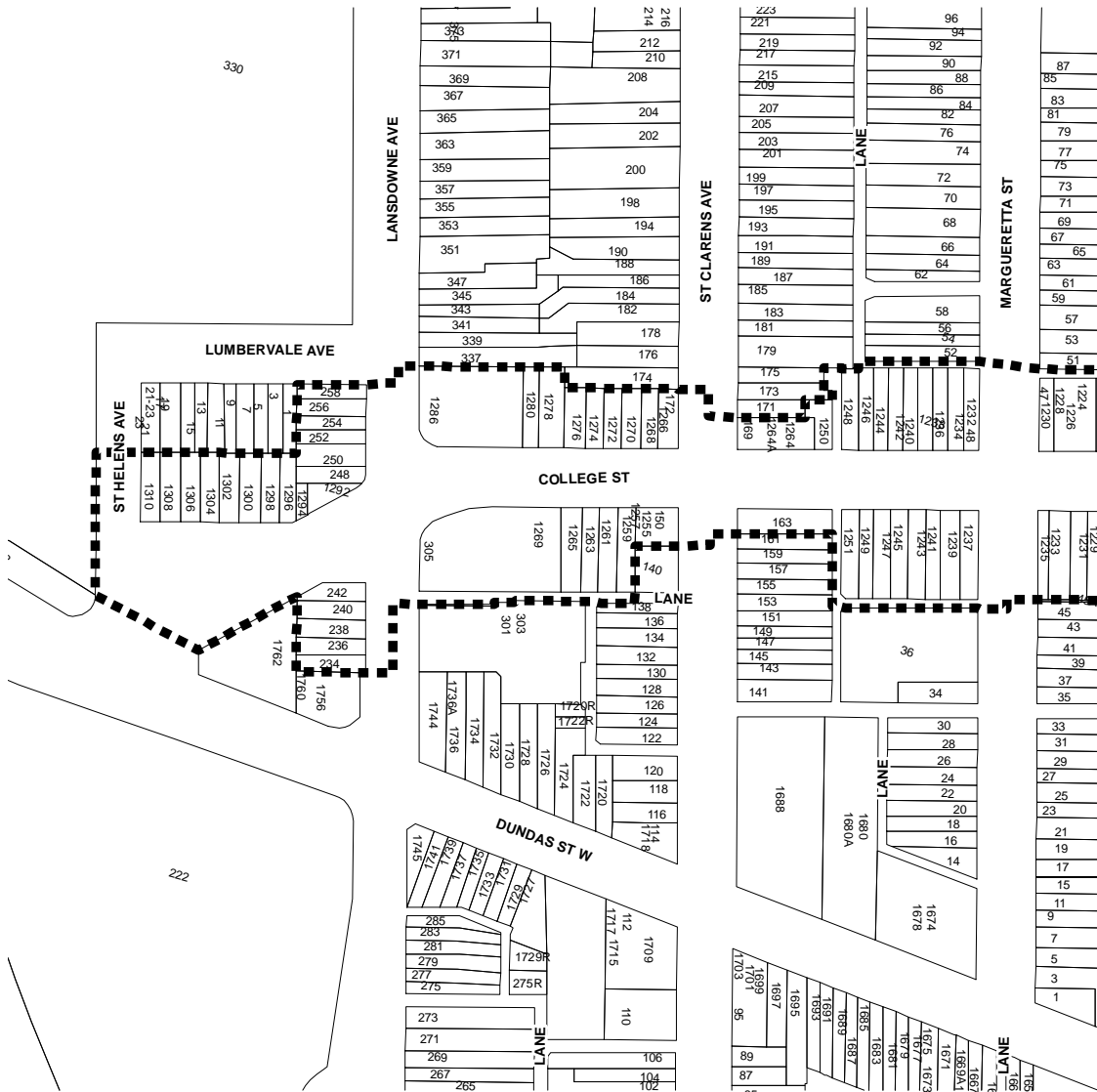
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Economic Development and Culture  
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## **SIGNATURE**

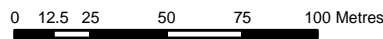
Michael H. Williams, General Manager  
Economic Development and Culture

## **ATTACHMENT**

Attachment No. 1: Proposed College-Dufferin BIA Boundary



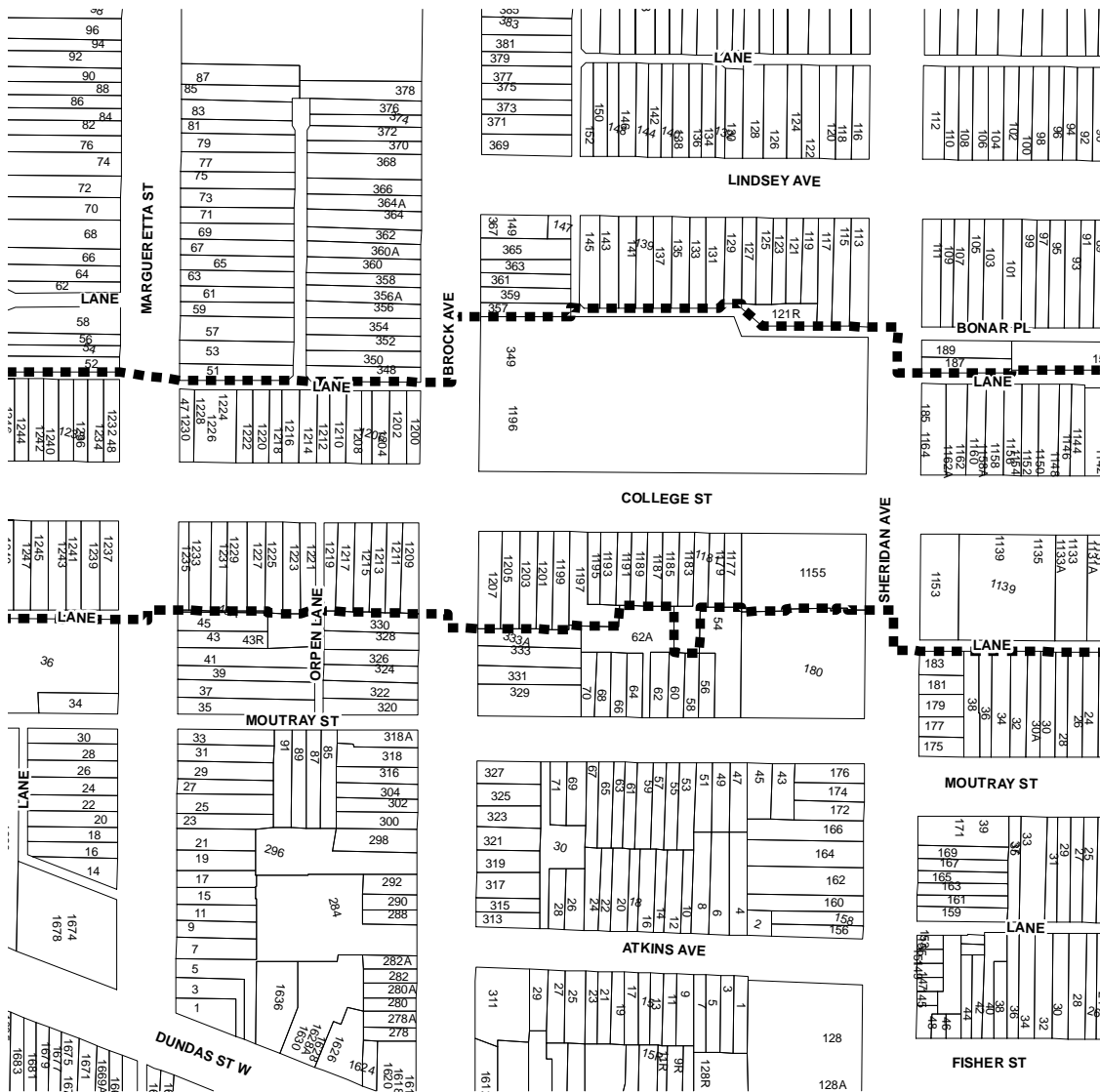
Proposed College Dufferin BIA



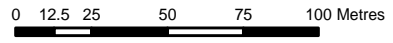
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Map File: CollegeDufferin\_rpt.mxd  
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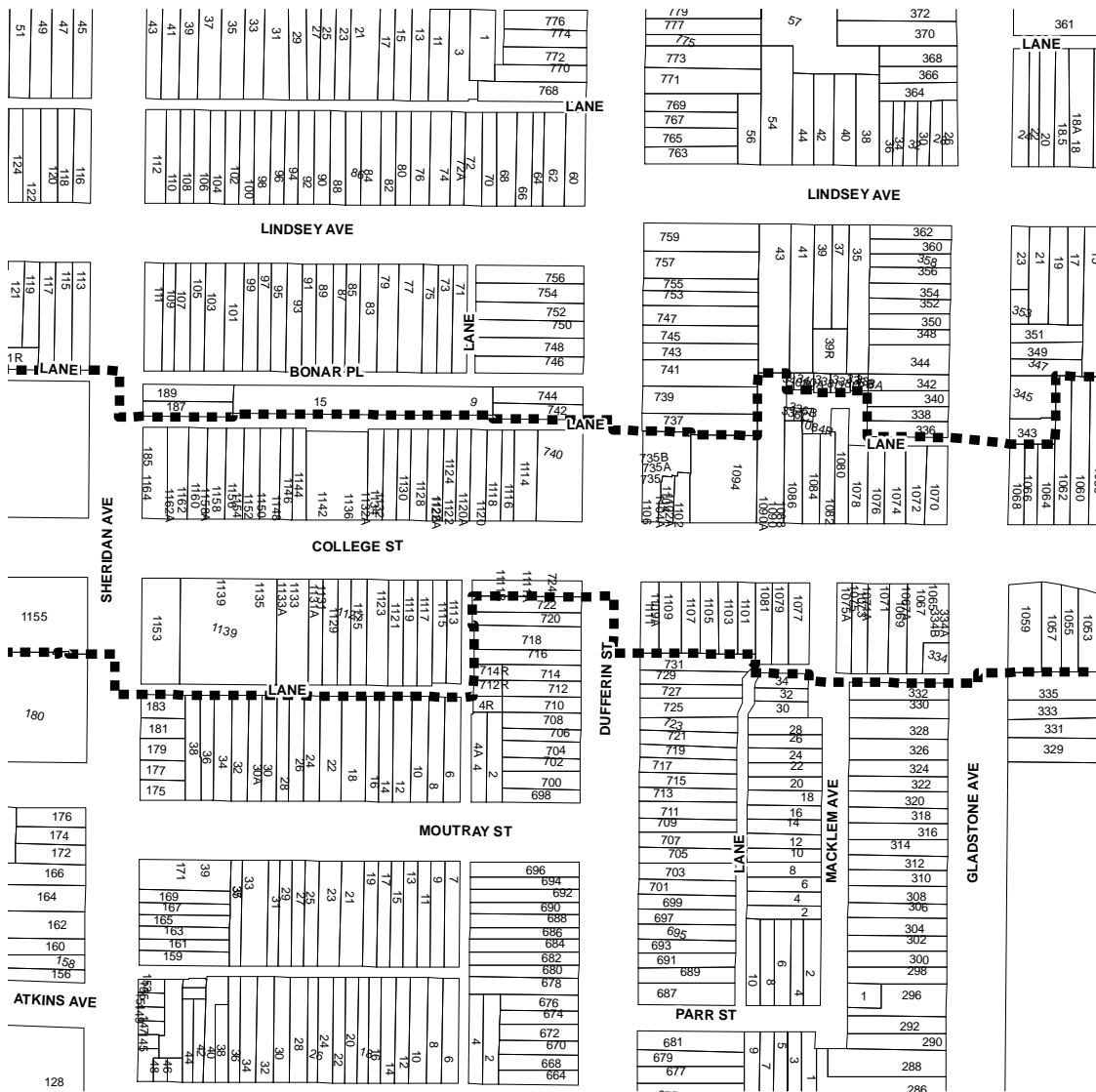


Proposed College Dufferin BIA

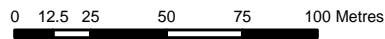


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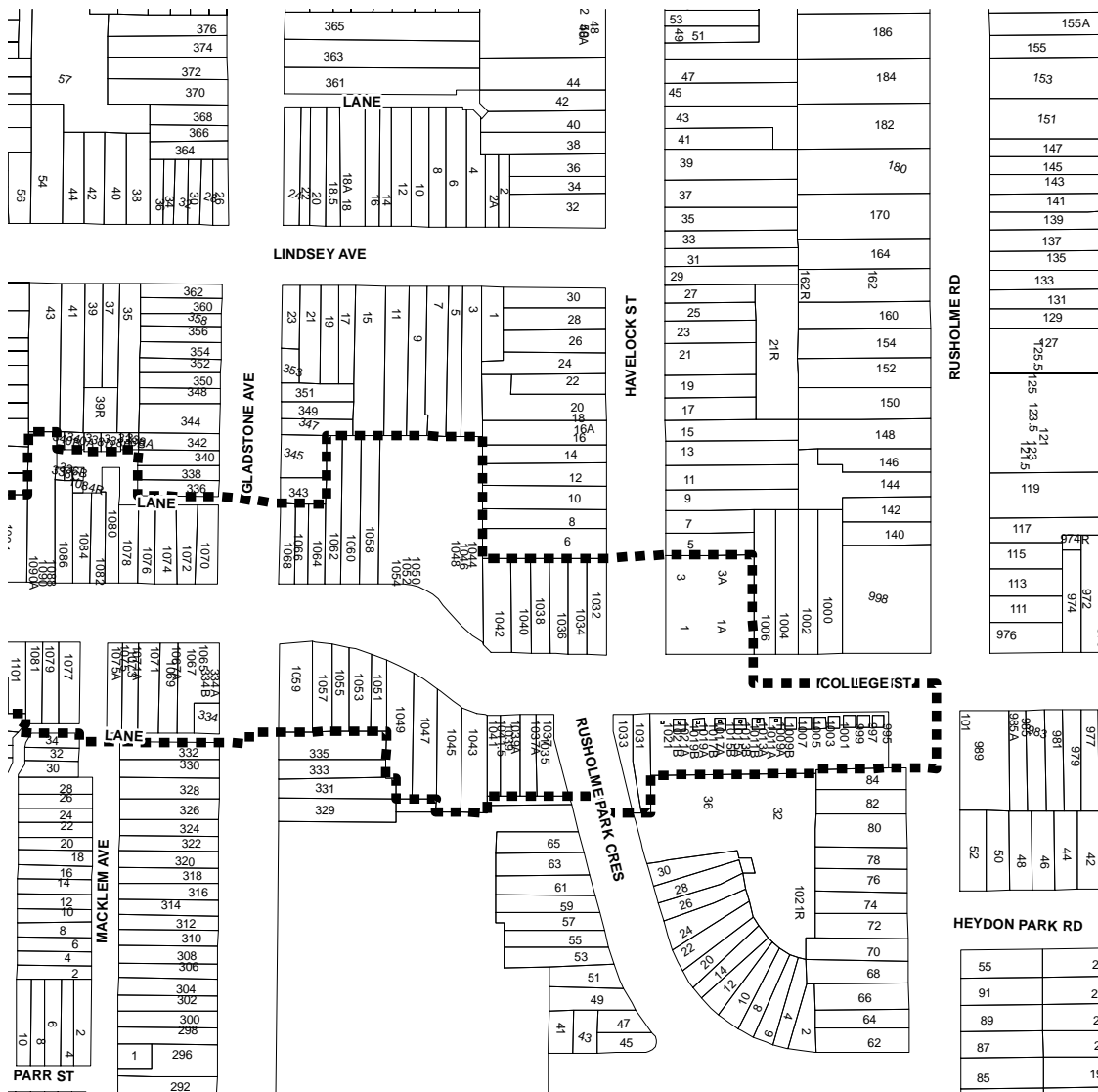
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 Proposed College Dufferin BIA



0 12.5 25 50 75 100 Metres

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