



**STAFF REPORT
ACTION REQUIRED**

**Intention to Designate the Proposed Midtown Yonge
Business Improvement Area (BIA)**

Date:	May 6, 2014
To:	Economic Development Committee
From:	General Manager, Economic Development and Culture
Wards:	22
Reference Number:	

SUMMARY

This report recommends that the City Clerk conduct a poll to determine if there is sufficient support to designate the area along Yonge Street, between the Beltline Trail on the south and Soudan/Berwick Avenues on the north, as the Midtown Yonge 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

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 Midtown Yonge 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.

ISSUE BACKGROUND

Informal discussions between interested business owners regarding the establishment of a BIA started to take place in mid-2013. With the assistance of Councillor Matlow, local businesses held its first group meeting to discuss a BIA on October 18, 2013, and it was decided at that time to form a steering committee, which met for the first time in early December to set a proposed BIA boundary.

In January, 2014, the Steering Committee canvassed local businesses about the potential for a BIA in the area. They distributed information brochures that included an invitation to attend one of two open house sessions held on March 4th. Seventeen business owners attended the sessions and a clear majority of attendees seemed to favour continuing with the process to establish a BIA. Based upon the feedback gained through the door-to-door canvassing and the open house sessions, the Steering Committee requested the General Manager of Economic Development and Culture to hold a formal public consultation meeting.

A public consultation meeting was held on April 28, 2014, where staff presented an overview of the BIA program and answered questions from potential members. The public meeting was attended by 60 commercial property owners and business tenants and a secret ballot was held to determine if there is sufficient support to proceed to a formal poll. A total of 54 ballots were cast, with 46 in favour of proceeding to the poll and 8 opposed. This result meets the minimum requirements of 50% plus one in order to proceed to a formal poll as set out by Chapter 19 of the City of Toronto Municipal Code.

COMMENTS

The Steering Committee believes a BIA will assist local business and property owners achieve several objectives, including an improved streetscape, the establishment and marketing of a brand or image for the area, and, most importantly, to advocate for off-street municipal parking lots in the area, which is one of the few main street retail areas in the City that does not have at least one "Green P" lot. To that end, the steering committee has already met with staff from the Parking Authority and the TTC to discuss potential parking lot opportunities within the proposed BIA.

The steering committee has fulfilled the requirements of Municipal Code Chapter 19 regarding the development of a rationale and boundary for the proposed BIA, and the execution of a strategy to communicate its interest to establish a BIA to area businesses and property owners. By working collectively as a BIA, the local businesses will 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 BIA would provide a financial and organizational framework to improve this area of Yonge Street and enhance its competitiveness. Staff believe that the steering committee has successfully demonstrated sufficient support for the proposed BIA to move forward to the polling stage.

CONTACT

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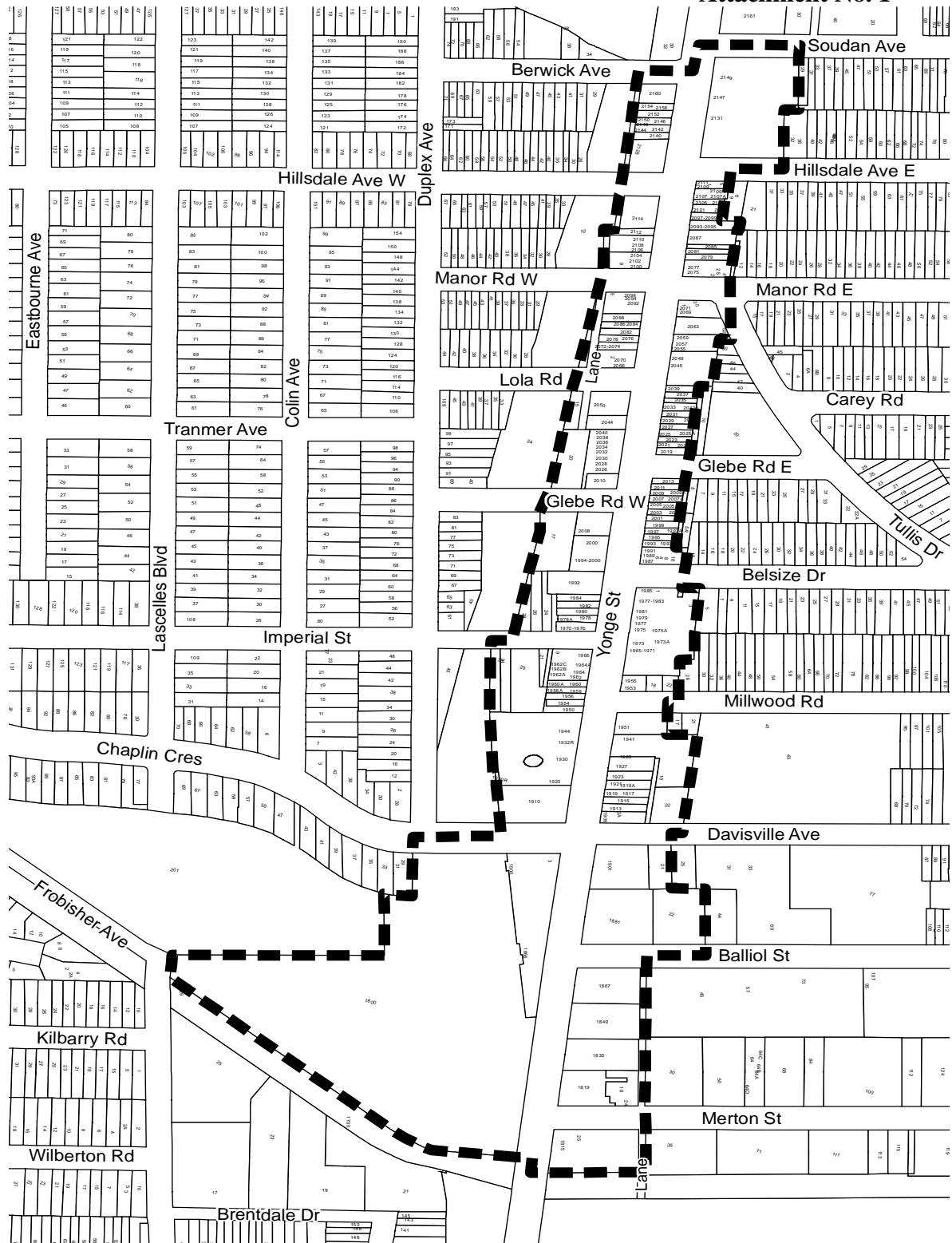
SIGNATURE

Michael H. Williams, General Manager
Economic Development and Culture

ATTACHMENT

Attachment No. 1: Proposed Midtown Yonge BIA Boundary Map

Attachment No. 1



 Proposed Midtown Yonge BIA

0 25 50 100 150 200 Metres



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