



**STAFF REPORT  
ACTION REQUIRED**

**Intention to Designate the Proposed Dufferin-Wingold Business Improvement Area (BIA)**

<b>Date:</b>	May 21, 2014
<b>To:</b>	Economic Development Committee
<b>From:</b>	General Manager, Economic Development and Culture
<b>Wards:</b>	15
<b>Reference Number:</b>	

**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 Dufferin Street, between Wingold Avenue on the south and Lawrence Avenue on the north, as the Dufferin-Wingold 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 Dufferin-Wingold 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 late 2012. With the assistance of Councillor Colle, local businesses held its first group meeting to discuss a BIA in May, 2013. It was decided at that time to form a Steering Committee, which met shortly after to set a proposed BIA boundary.

In June, 2013, the Steering Committee canvassed local businesses about the potential for a BIA in the area. They distributed information flyers that included an invitation to attend one of three open house sessions held on June 13<sup>th</sup>, June 25<sup>th</sup> and July 16<sup>th</sup>. Based upon the feedback gained through the open house sessions and door-to-door canvassing, a clear majority of 48 business owners and property owners seemed to favour continuing with the process to establish a BIA. Consequently, 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 May 8, 2014, where staff presented an overview of the BIA program and answered questions from potential members. The public meeting was attended by 21 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 21 ballots were cast, with 20 in favour of proceeding to the poll and 1 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 pedestrian safety and parking in the area.

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 Dufferin 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**

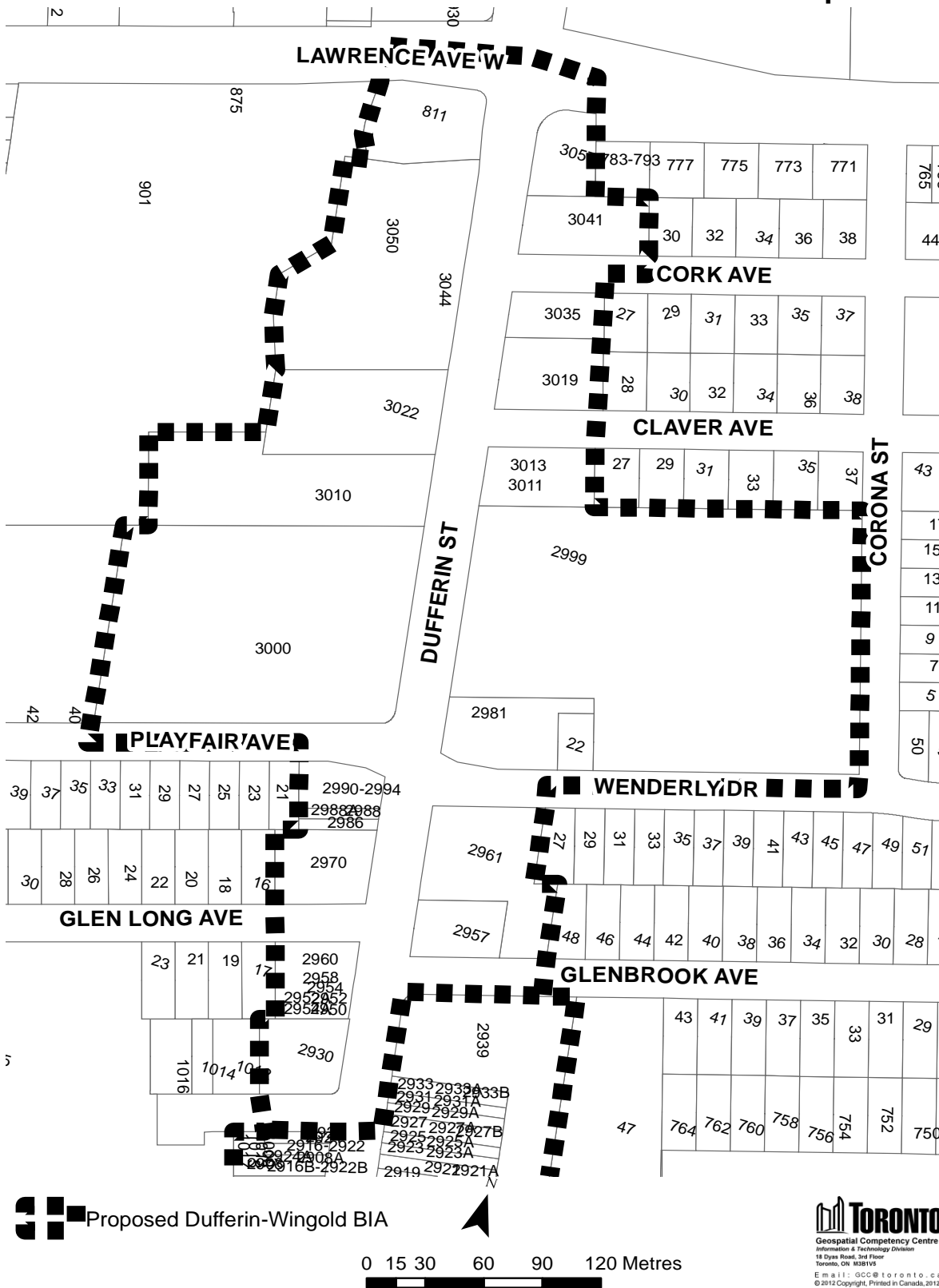
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## **SIGNATURE**

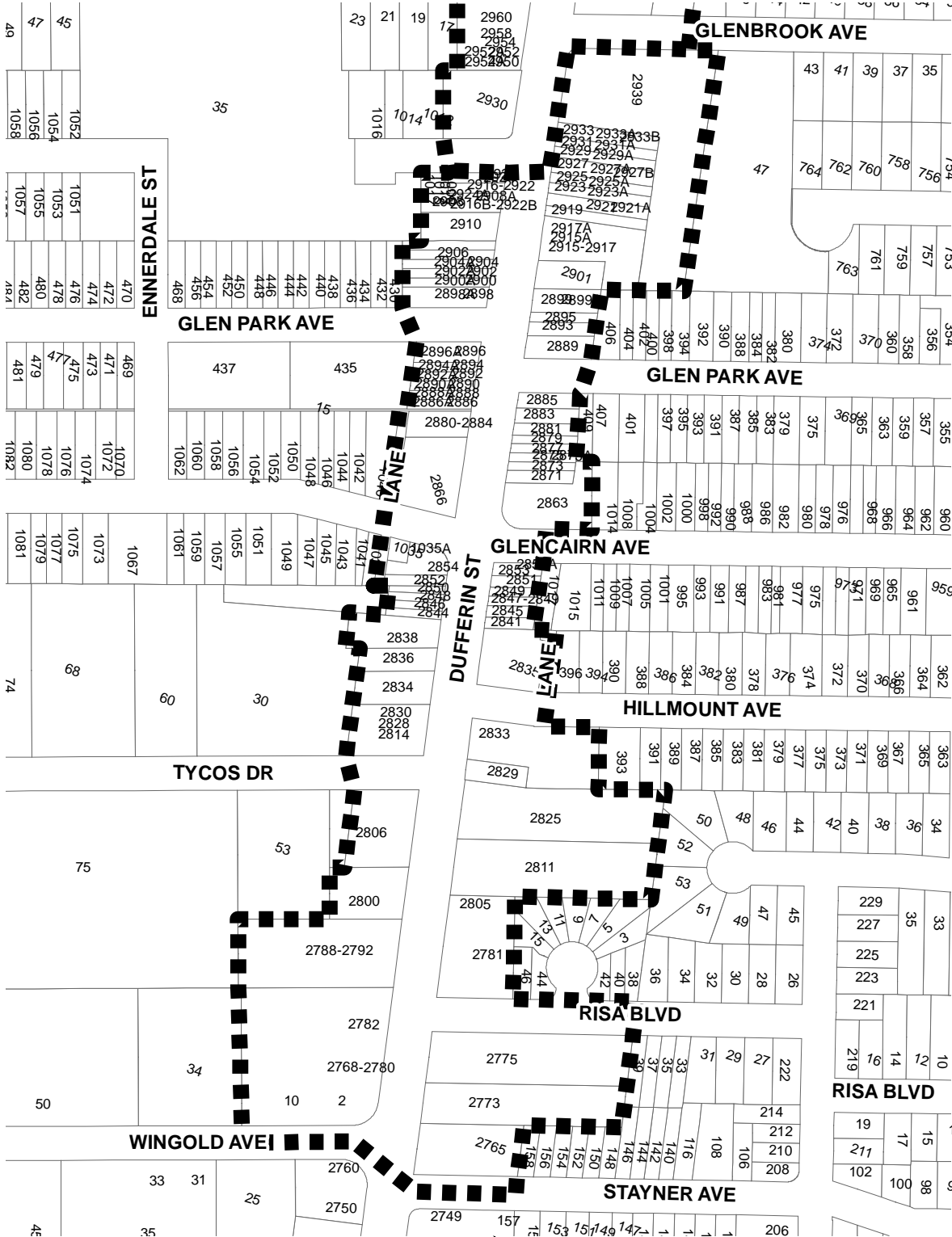
Michael H. Williams, General Manager  
Economic Development and Culture

## **ATTACHMENT**

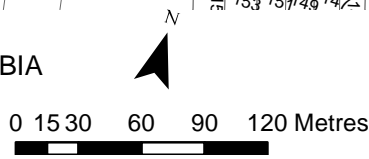
Attachment No. 1: Proposed Dufferin-Wingold BIA Boundary Map



# Map 2 of 2



 Proposed Dufferin-Wingold BIA



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