



STAFF REPORT ACTION REQUIRED

Intention to Designate the Proposed Bayview Leaside Business Improvement Area (BIA)

Date:	July 7, 2014
To:	Economic Development Committee
From:	General Manager, Economic Development and Culture
Wards:	22 and 26
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 Bayview Avenue, between Davisville Avenue on the south and Soudan Avenue on the north, as the Bayview Leaside 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 Bayview Leaside 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 2012. With the assistance of Councillor Parker and Councillor Matlow, local businesses held its first group meeting to discuss a BIA in May, 2012. It was decided at that time to form a Steering Committee.

In May, 2012, 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 an open house session held on May 30, 2012. Four additional Steering Committee meetings were held in the summer of 2012. After a period of informal discussions with area businesses, the Steering Committee held two open house information meetings on April 14, 2014 and May 21, 2014. Based upon the feedback gained through the open house sessions and door-to-door canvassing, a clear majority of the 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 Thursday, July 3, 2014, where staff presented an overview of the BIA program and answered questions from potential members. The public meeting was attended by 78 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 78 ballots were cast, with 52 in favour of proceeding to the poll, 25 opposed, and 1 spoiled ballot. 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 improved area streetscaping and appearance, creating a brand or image for the area, promoting festivals and events to draw attention to the area, and advocating for off-street municipal parking lots 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.

CONTACT

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SIGNATURE

Michael H. Williams, General Manager
Economic Development and Culture

ATTACHMENT

Attachment No. 1: Proposed Bayview Leaside BIA Boundary Map

Attachment No. 1 Map 1

