



STAFF REPORT ACTION REQUIRED

Intention to Expand the Dupont by the Castle Business Improvement Area (BIA)

Date:	May 21, 2015
To:	Economic Development Committee
From:	General Manager, Economic Development and Culture
Wards:	20, 21 and 22
Reference Number:	

SUMMARY

This report recommends that the City Clerk conduct a poll to determine if there is sufficient support to expand the boundaries of the Dupont by the Castle Business Improvement Area (BIA) as shown in Attachment No. 1.

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 expanded Dupont by the Castle Business Improvement Area (BIA) under Chapter 19 of the City of Toronto Municipal Code.
2. City Council 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 the expanded Dupont by the Castle Business Improvement Area (BIA), in accordance with Chapter 19 of the City of Toronto Municipal Code.
3. City Council request the Chief Information Officer of Information and Technology 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 expanded 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.

DECISION HISTORY

City Council on April 1, 2014 approved a minor expansion of The Dupont Strip Business Improvement Area (BIA) boundary north on Spadina Road to Davenport Road.

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2014.ED29.8>

ISSUE BACKGROUND

The topic of expansion has been under consideration by the Dupont by the Castle BIA for a number of years. The limits of the business area around the intersection of Dupont Street and Spadina Road extend beyond the BIA's current boundaries. A minor expansion was approved by Council on April 1, 2014 to extend the BIA north on Spadina Road to Davenport Road, to enable the BIA to extend its branding, including pole wraps, banners and street signs, along this high traffic corridor. However there are a number of businesses just outside of the BIA boundaries that have expressed an interest in joining the BIA. The BIA has also endeavored to promote the area through partnerships with its major institutions or anchors, including Casa Loma, the Spadina Museum, George Brown College Casa Loma Campus, the City of Toronto Archives, and the Tarragon Theatre, which are just outside of the BIA boundaries.

At its meeting of April 24, 2014 the Dupont by the Castle BIA Board of Management approved a motion to explore formal expansion of the BIA to more natural boundaries of Bathurst Street to the west, Avenue Road to east and north to include several businesses on Davenport Road near Spadina Road, Casa Loma, the Spadina Museum, George Brown College Casa Loma Campus, the City of Toronto Archives and the Tarragon Theatre.

Informal consultation with businesses outside of the BIA boundary continued through-out the summer and fall. At its Annual General Meeting on October 22, 2014 a motion was adopted by a majority vote of the BIA membership supporting the proposed expansion of the BIA.

In January, 2015, a Steering Committee was formed comprised of three (3) existing BIA members and four (4) potential BIA members from the proposed expansion area. The Steering Committee canvassed local businesses in the expansion area about the potential

for a BIA. They distributed information brochures that included an invitation to attend an open house session held on April 15, 2015. Ten (10) business and property owners attended the open house session 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 session, 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 13, 2015, where staff presented an overview of the BIA program and answered questions from potential members. The public meeting was attended by 15 commercial property owners and business tenants, including 8 located in the expansion area, and a secret ballot was held to determine if there was sufficient support to proceed to a formal poll. A total of 8 ballots were cast, with 7 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

Expansion of the Dupont by the Castle BIA would allow the Board to engage businesses and other stakeholders who are currently just outside the BIA boundaries. By extending the area east to Avenue Road and west to Bathurst Street the BIA could address common issues affecting Dupont Street, including traffic flow and pedestrian safety, streetscape improvements and public realm, branding and promotion initiatives, and the long term development of the area. Expansion would engage more participation in the Board and additional financial resources to take on larger and more ambitious projects.

The Dupont by the Castle BIA and steering committee have effectively carried out the process for expanding a BIA as set out in Chapter 19 of the Municipal Code. Public consultation included door to door canvassing, written communication, a notice posted on the City's website and a formal public consultation meeting. The public meeting was appropriately advertised. The majority of the potential BIA members in attendance agreed to proceed with the polling process.

The BIA expansion would provide a more solid financial and organizational framework to support the ongoing transition of this neighbourhood to a unique mix of independent stores and services. Staff believe that the steering committee has successfully demonstrated sufficient support for the proposed BIA expansion to move forward to the polling stage.

CONTACT

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SIGNATURE

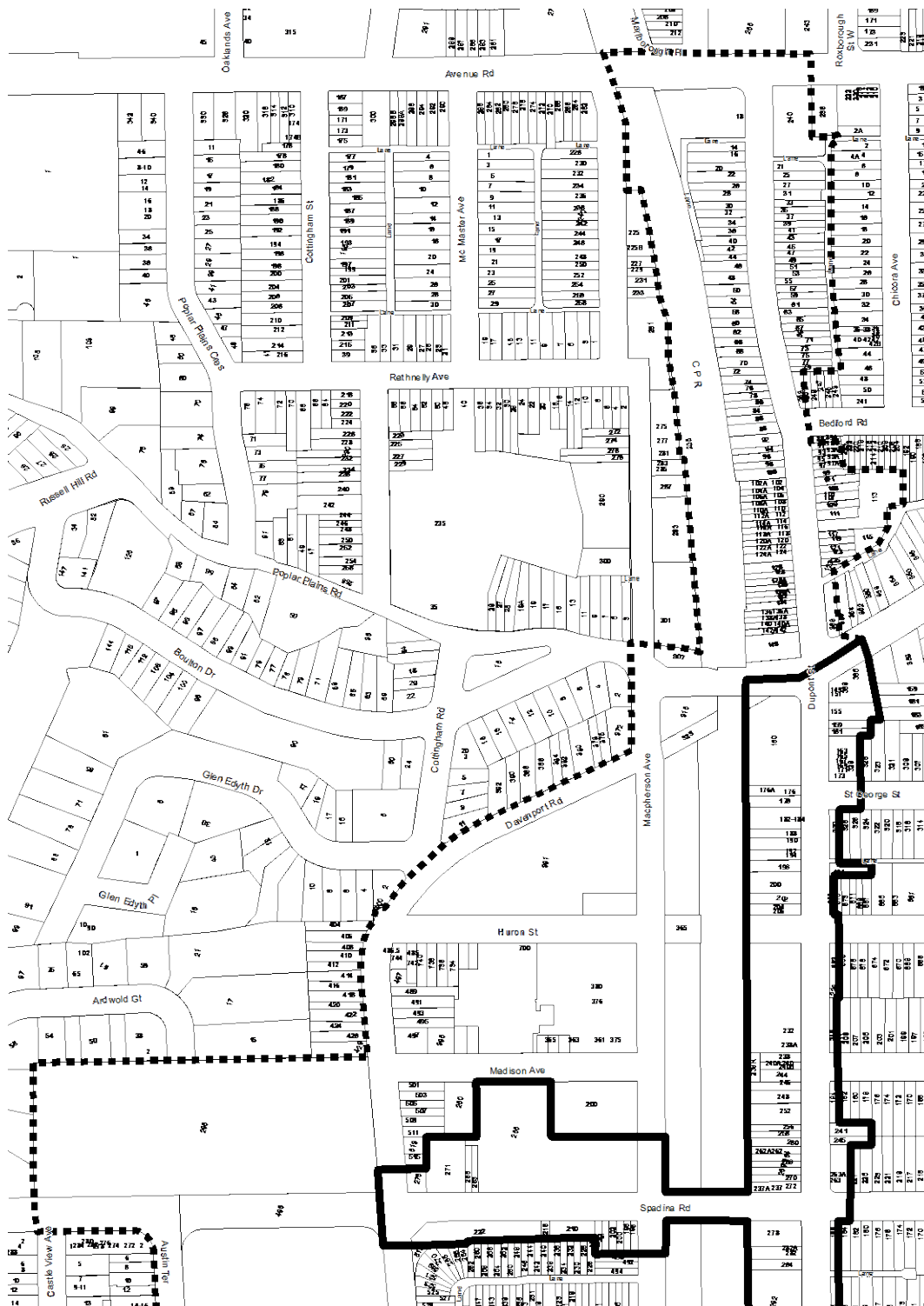
Michael H. Williams, General Manager
Economic Development and Culture

ATTACHMENT

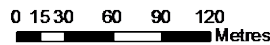
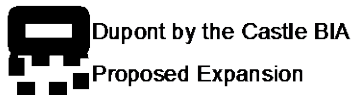
Attachment No. 1: Proposed Dupont by the Castle BIA Expansion Map

Attachment No. 1

Map 1 of 2



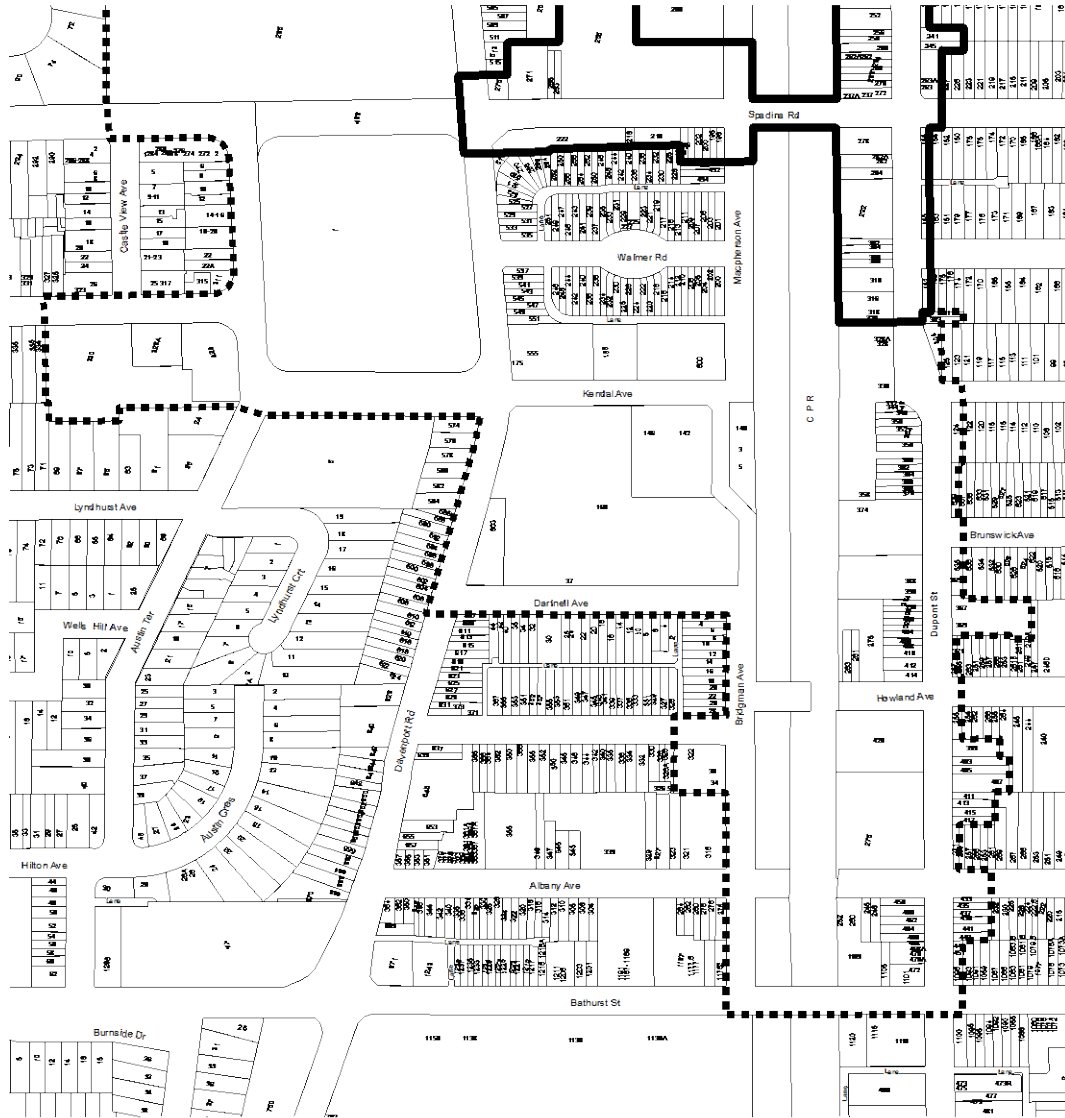
(See Map 2)




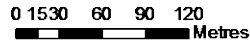
Map File: dupontcastle_exp_rpt.mxd
Created by: W. Shi
May 2015

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(See Map 1)



CITYPRJ.CENTRELINE
 **Dupont by the Castle BIA**
Proposed Expansion



Map File: dupontcentreline_top_1516.mxd
 Created by: W. Shi
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