



REPORT FOR ACTION

Intention to Expand Bloordale Village Business Improvement Area

Date: October 27, 2017
To: Economic Development Committee
From: General Manager, Economic Development and Culture
Wards: 18

SUMMARY

The purpose of this report is to recommend that the City Clerk conduct a poll to determine if there is sufficient support to expand the boundaries of the Bloordale Village Business Improvement Area (BIA) as per Attachment No. 1.

Upon completion of the poll, the General Manager, Economic Development and Culture will report the results to the Economic Development Committee. Subject to a positive poll result, staff shall prepare the necessary by-law 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 an expanded 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 Bloordale Village Business Improvement Area (BIA), in accordance with Chapter 19 of the City of Toronto Municipal Code.
3. City Council direct 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 Bloordale Village BIA. These capital improvements are generally cost-shared equally between the BIA and the City.

The Acting Chief Financial Officer has reviewed this report and agrees with the financial impact information.

DECISION HISTORY

At its General Meeting on May 24, 2017 the Bloordale Village BIA Membership approved a motion for a major expansion to their boundary. The expanded area would include commercial properties fronting on Bloor Street West, west of Landsdowne Avenue to the Canadian National Railway. It would also include the Toronto District School Board (TDSB) lands fronting on Bloor Street West, bounded by Dufferin Street, Croatia Street and Brock Avenue.

COMMENTS

The topic of expansion has been under consideration by the Bloordale Village BIA for a number of years as businesses outside of the current BIA's western boundaries expressed interest in joining the BIA. This proposed expansion area shares similar built form and land use characteristics as the existing BIA. The south east expansion TDSB lands would include future commercial rateable properties proposed for the site.

Expanding the BIA is critical to its future economic vitality and capacity to bring positive impact to the area.

At its General Meeting of May 24, 2017 the Bloordale Village BIA Board of Management approved a motion to explore formal expansion of their current boundaries. The proposed expansion area to the west would include all commercial assessed properties on Bloor Street West between Landsdowne Road and the Canadian National Railway. To the east, the expansion would include the south eastern Toronto District School Board lands which will be redeveloped with future commercial assessed properties.

Expansion of the BIA will provide the additional funding capacity necessary to allow the BIA to visually "tie together" the entire retail strip and ensure the continuation of the BIA's Big on Bloor event, branding initiatives and marketing activities. The expansion will also give the areas commercial property and business owners immediate inclusion to the BIA's promotional activities along with the City's BIA programs including façade improvements, murals and capital cost share.

Throughout the year, representatives from the BIA worked on a door to door outreach campaign with commercial property owners and business tenants in order to gauge interest in joining the BIA. A steering committee of 5 was formed with representatives from the existing and proposed BIA area. The committee continued with informal business outreach initiatives including extensive face to face meetings with affected commercial property owners and tenants.

Over the next several months the Steering Committee developed a communication plan and confirmed the boundaries based on their work canvassing the proposed expansion BIA area. On May 25, 2017 the Steering Committee Chair and BIA Chair submitted a letter to the General Manager, Economic Development and Culture requesting a formal public consultation meeting to expand the BIA.

Meeting invitations for the formal public consultation scheduled for Wednesday September 27, 2017 were mailed to all commercial property owners. At that time, the Steering Committee handed out the letter door to door to all business owners within the expansion area. The Steering Committee encouraged them to attend the formal public meeting held by the City's BIA Office where a vote would take place on whether or not to proceed to the formal polling phase to expand the BIA.

Out of the 17 Commercial Properties, 7 commercial property owners and business tenants attended along with 6 current members of the BIA. Presentations were made by the BIA Board of Management and the City's BIA Office, followed by a secret ballot vote. Out of the 7 eligible voters, 5 voted in favour of proceeding to the notification stage of the process, the remaining 2 opposed.

The Bloordale Village BIA Board of Management and Steering Committee 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, and a formal consultation meeting. The public meeting was appropriately advertised and the majority of attendees demonstrated strong interest in becoming part of the BIA and supported proceeding to the formal polling stage of the expansion process.

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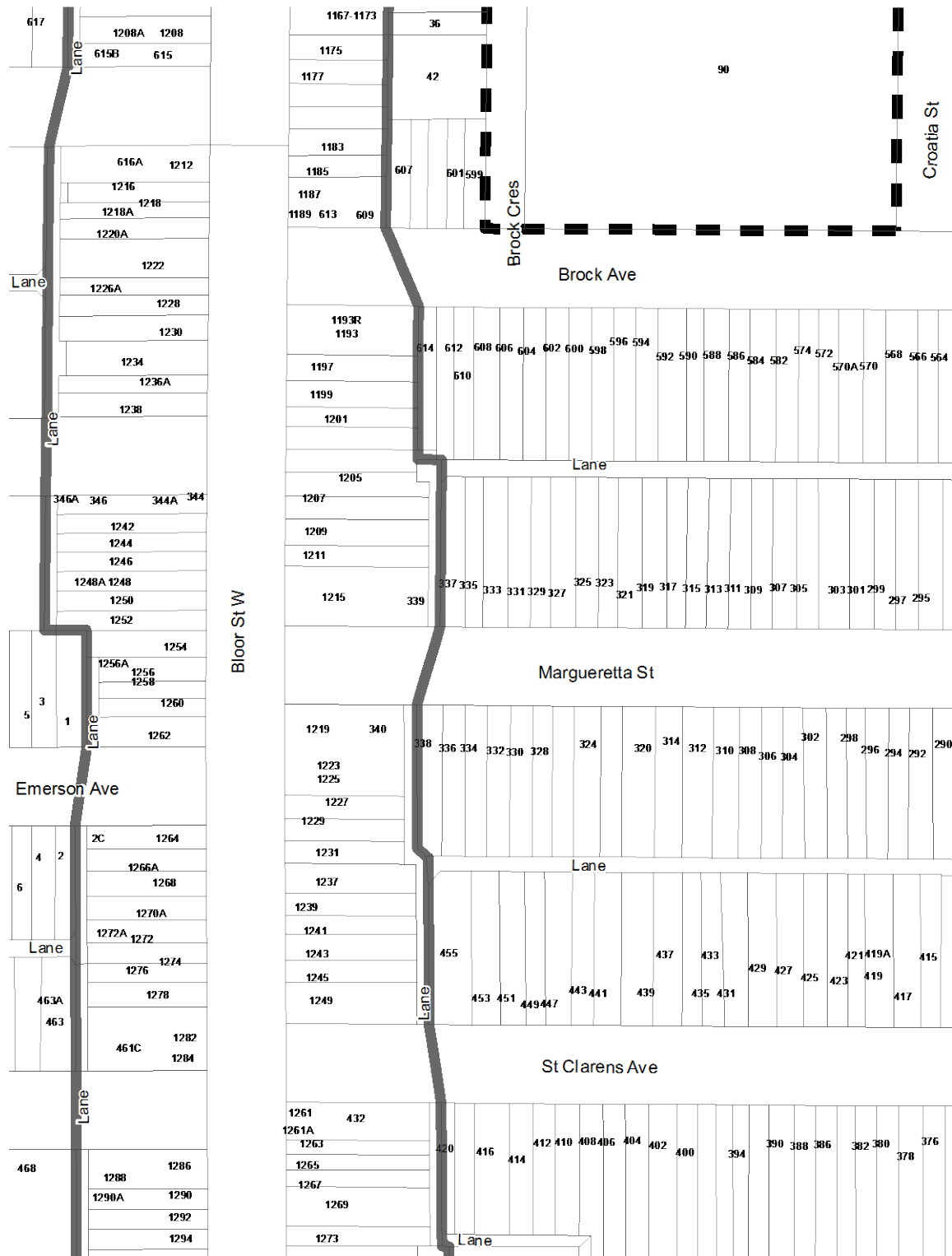
SIGNATURE

Mike Williams, General Manager
Economic Development and Culture

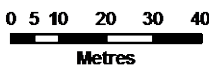
ATTACHMENTS

Attachment No. 1 – Map of Bloordale Village Business Improvement Area (BIA) Expansion

Map 2

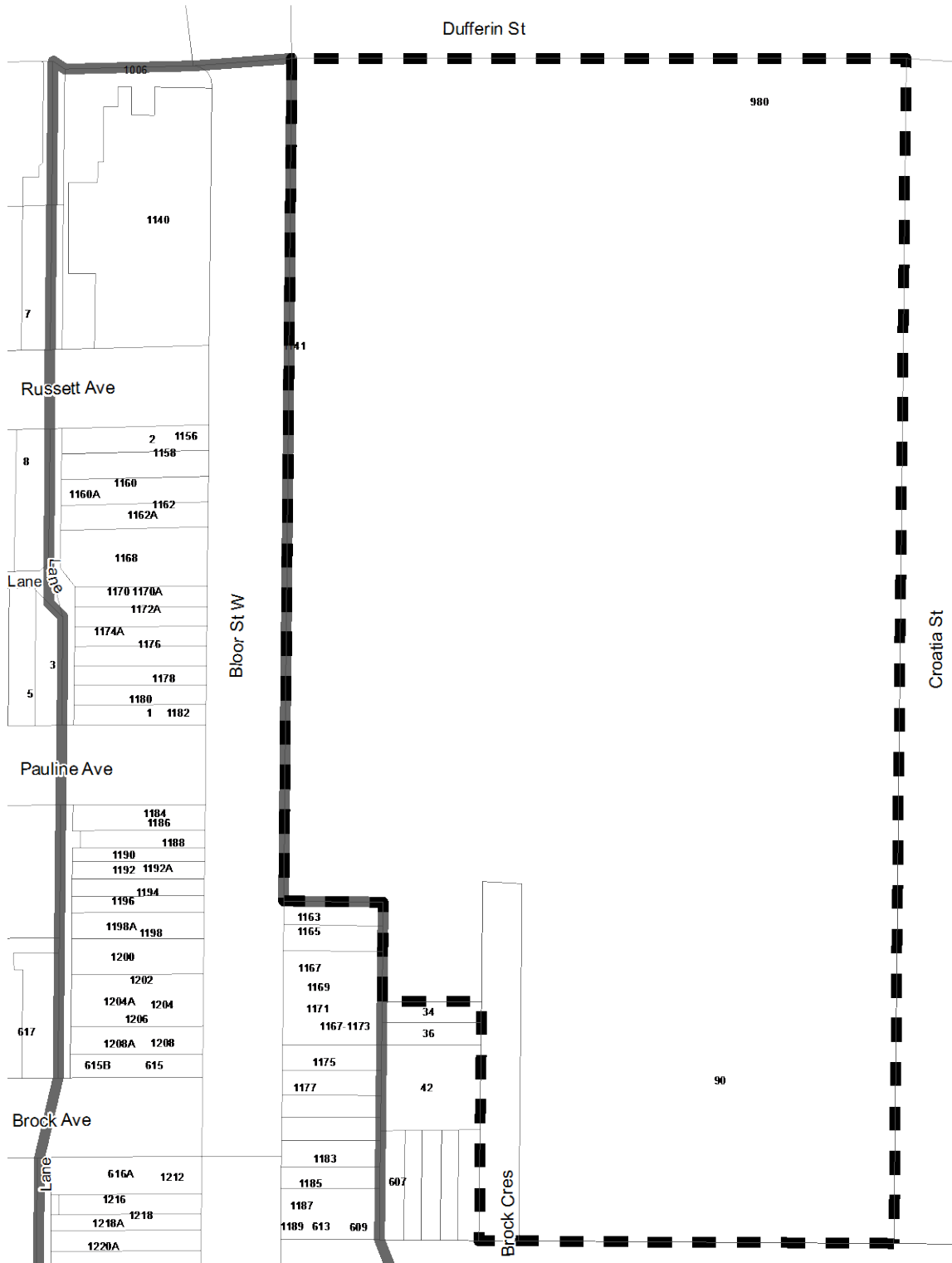


 **BloorDale Village**
BloorDale Village Proposed Expansion

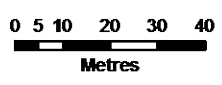


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Map 3



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