

Intention to Designate The Queensway Business Improvement Area (BIA)

Date:	February 2, 2012
To:	Economic Development Committee
From:	General Manager, Economic Development and Culture
Wards:	5
Reference Number:	P:/2012/Cluster A/EDC/Econ Dev/February/ed1202-006

SUMMARY

The purpose of this report is to recommend that the City Clerk conduct a poll to determine if there is sufficient support to designate The Queensway, between Royal York Road to Kipling Avenue, as The Queensway 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 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 Queensway 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

After a series of open houses in March 2011 held by the local Councillor for Ward 5, a Steering Committee comprised of 12 members representing both commercial property owners and business tenants was formed to discuss BIA boundaries, develop a public consultation strategy, and identify opportunities for the BIA.

The initial area stretched from Milton Street and Berl Avenue in the east to Highway 427 to the west. Through months of consultations and two open house meetings, the Steering Committee agreed to proceed with a reduced boundary from Royal York Road to Kipling Avenue as per Attachment No. 1.

Notice of the proposed BIA was posted on the BIA Office website. On January 9, 2012, the co-Chairs advised in writing their request to the General Manager, Economic Development and Culture to proceed to a formal public consultation meeting.

Notice of the formal public meeting was posted on the BIA Office website and distributed to commercial/industrial property owners by the City. The Steering Committee distributed notices to business tenants.

A public consultation meeting was held by the City on February 1, 2012 where staff presented an overview of the BIA program and answered questions from potential members.

A total of 34 commercial property owners and business tenants attended the public consultation meeting and a vote was held by secret ballot. A total of 34 ballots were cast, 33 in favour of establishing The Queensway BIA with one spoiled ballot meeting the minimum requirements of 50% plus one in favour in order to proceed to a formal poll.

COMMENTS

The steering committee undertook extensive door to door canvassing and distribution of BIA literature. Through feedback from canvassing and regular Steering Committee meetings, the group identified a need to develop a plan for their area that would attract shoppers, diners, tourists and new businesses.

By working collectively as a BIA, the local businesses would 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 focus for the area would be on key locations for streetscape enhancements, area branding and marketing initiatives.

The Queensway BIA would provide a financial and organizational framework to improve this core stretch of The Queensway and enhance its competitiveness. A BIA could advocate on behalf of commercial property owners and business tenants; improve the appearance, cleanliness, and safety of streets and sidewalks; and market the area to attract new investment and tenants.

The City has confirmed that there is sufficient support to move forward to the polling stage.

CONTACT

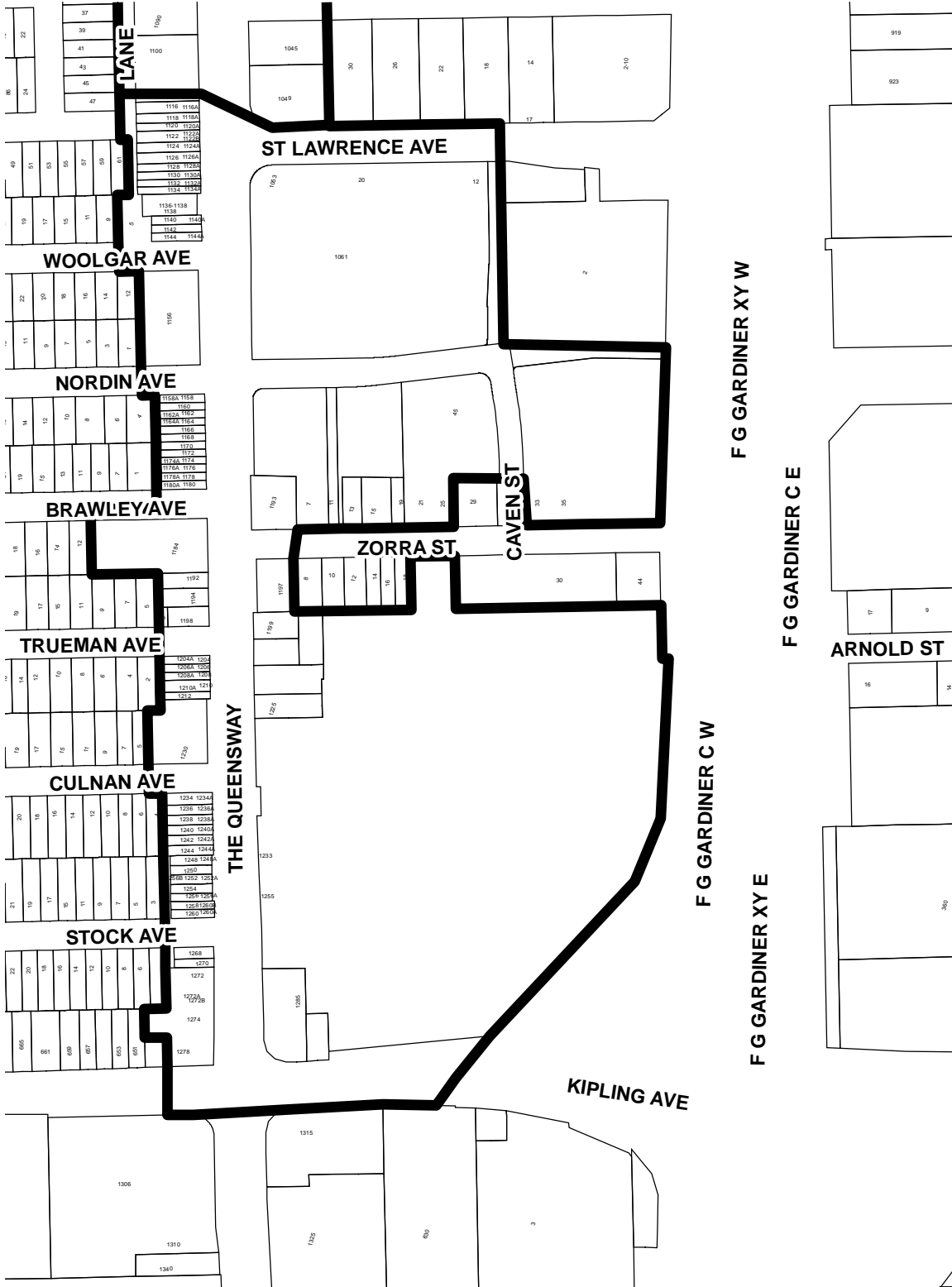
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SIGNATURE

Michael H. Williams, General Manager
Economic Development and Culture

ATTACHMENT

Attachment No. 1: Proposed BIA for The Queensway



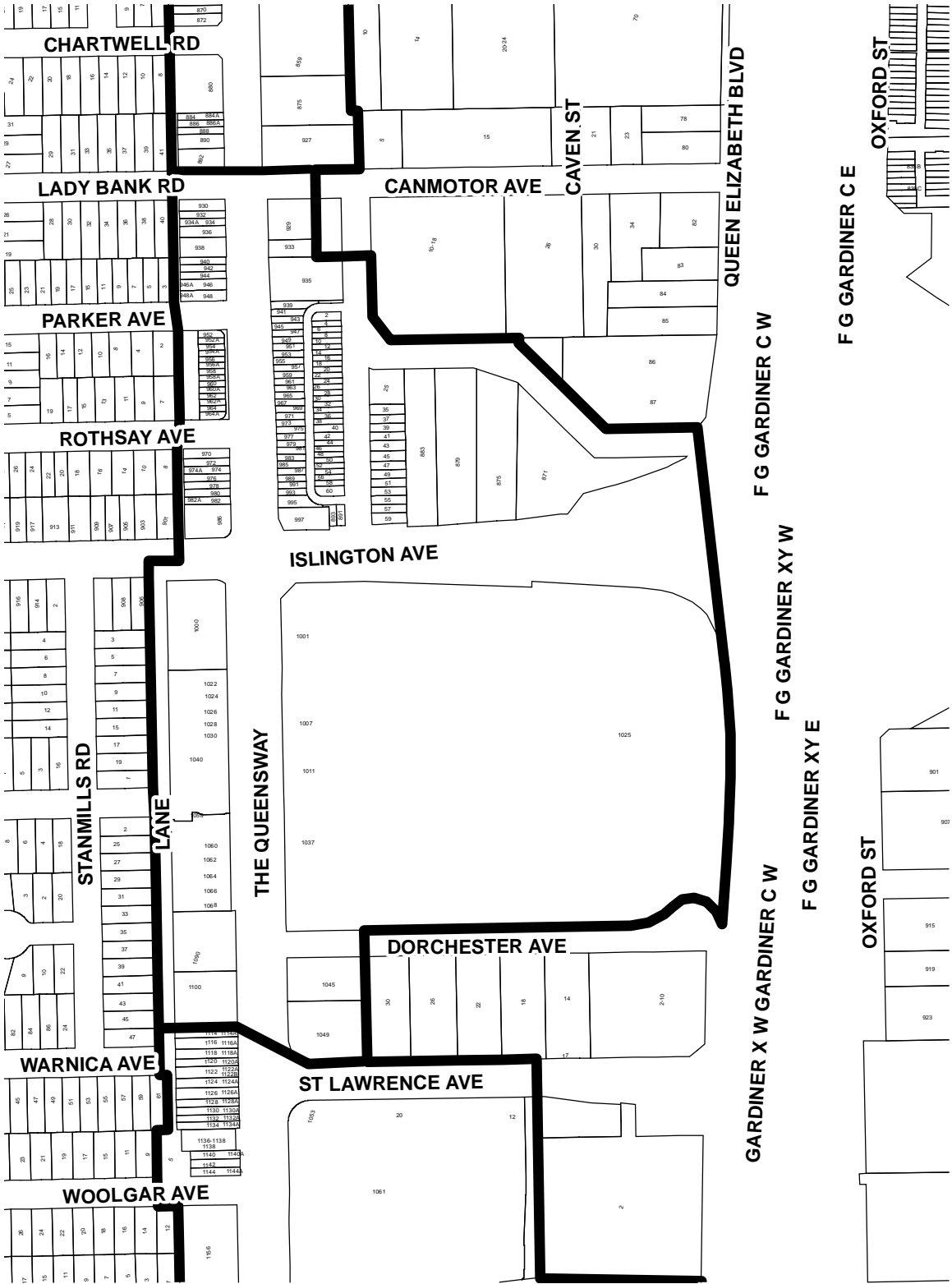
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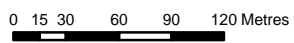
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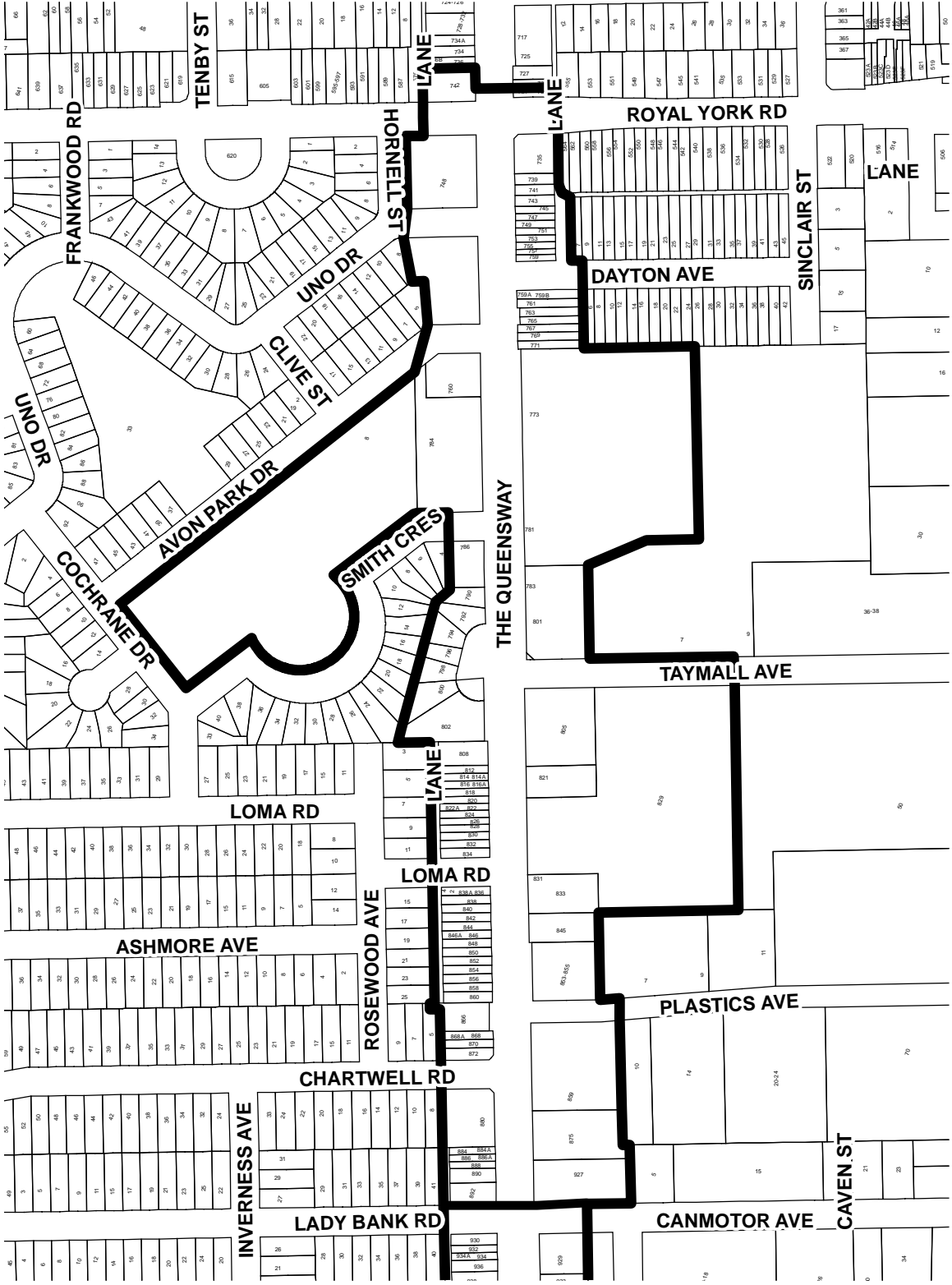




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