

Intention to Designate the Wilson-Keele Business Improvement Area (BIA)

Date:	January 11, 2013
To:	Economic Development Committee
From:	General Manager, Economic Development and Culture
Wards:	9
Reference Number:	P:/2013/Cluster A/EDC/ECON DEV/January/ed1301-006

SUMMARY

This report recommends that the City Clerk conduct a poll to determine if there is sufficient support to designate the area on Wilson Avenue, generally between Keele Street and Allen Road as the Wilson-Keele 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 Wilson-Keele Business Improvement Area under Chapter 19 of the City of Toronto Municipal Code;
2. City Council authorize and 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 a Business Improvement Area (BIA), in accordance with Chapter 19 of the City of Toronto Municipal Code; and
3. City Council request 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 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

Following a series of meetings with interested business owners and tenants in the area, a Steering Committee comprised of 13 members representing both commercial and industrial property owners and business operators was formed to discuss BIA boundaries, develop a public consultation strategy, and identify opportunities for the BIA. Steering Committee members personally contacted business operators and owners in the area to discuss the BIA proposal and gauge interest.

Two open houses were held on October 18, 2012. One morning session and one evening session. Open house notices were distributed to property owners and business tenants within the proposed BIA and also posted on the Steering Committee and the City BIA Office web sites. The open houses provided proposed BIA members with an opportunity to find out about the benefits of a BIA, specific Wilson-Keele Steering Committee proposals and budget scenarios.

There was overall support for a BIA and the Steering Committee requested the General Manager of Economic Development and Culture to proceed to a formal public consultation meeting. Formal public meeting notices were mailed to commercial property owners by the City's BIA Office. The Steering Committee distributed notices to business tenants.

A public consultation meeting was held by the City on December 4, 2012, where staff presented an overview of the BIA program and answered questions from potential members. The public consultation meeting was attended by commercial property owners and business tenants and a secret ballot vote was held to determine if there is sufficient support to proceed to a formal poll. A total of 24 ballots were cast, 22 in favour of establishing a BIA and 2 opposed. This meets the minimum requirements of 50% plus one in order to proceed to a formal poll.

COMMENTS

The Steering Committee representing property owners and business operators, undertook door to door canvassing, distribution of BIA literature and phone and e-mail communication throughout the process. 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, new businesses and additional investment to the area. The area consists of commercial businesses consisting of sole proprietors, corporations

and national chains which occupy free standing buildings, strip plazas and office buildings, as well as several industrial operations. Currently, there are residential condominiums under construction, with others planned, that will generate new area residents. With the recent reconstruction of their section of Wilson Avenue, businesses are optimistic about the area's future. The proposed BIA seeks to provide a vibrant main street for both new and long-standing residents.

The Steering Committee anticipates that employment growth in the health care and aerospace sectors will play a role in positioning their area as a destination. The Humber River Hospital and the Coroner's Complex are currently under construction and Bombardier Aerospace, a long-time area employer, is committed to the area.

By working collectively as a BIA, 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 additional streetscape enhancements, area branding and marketing initiatives.

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

CONTACT

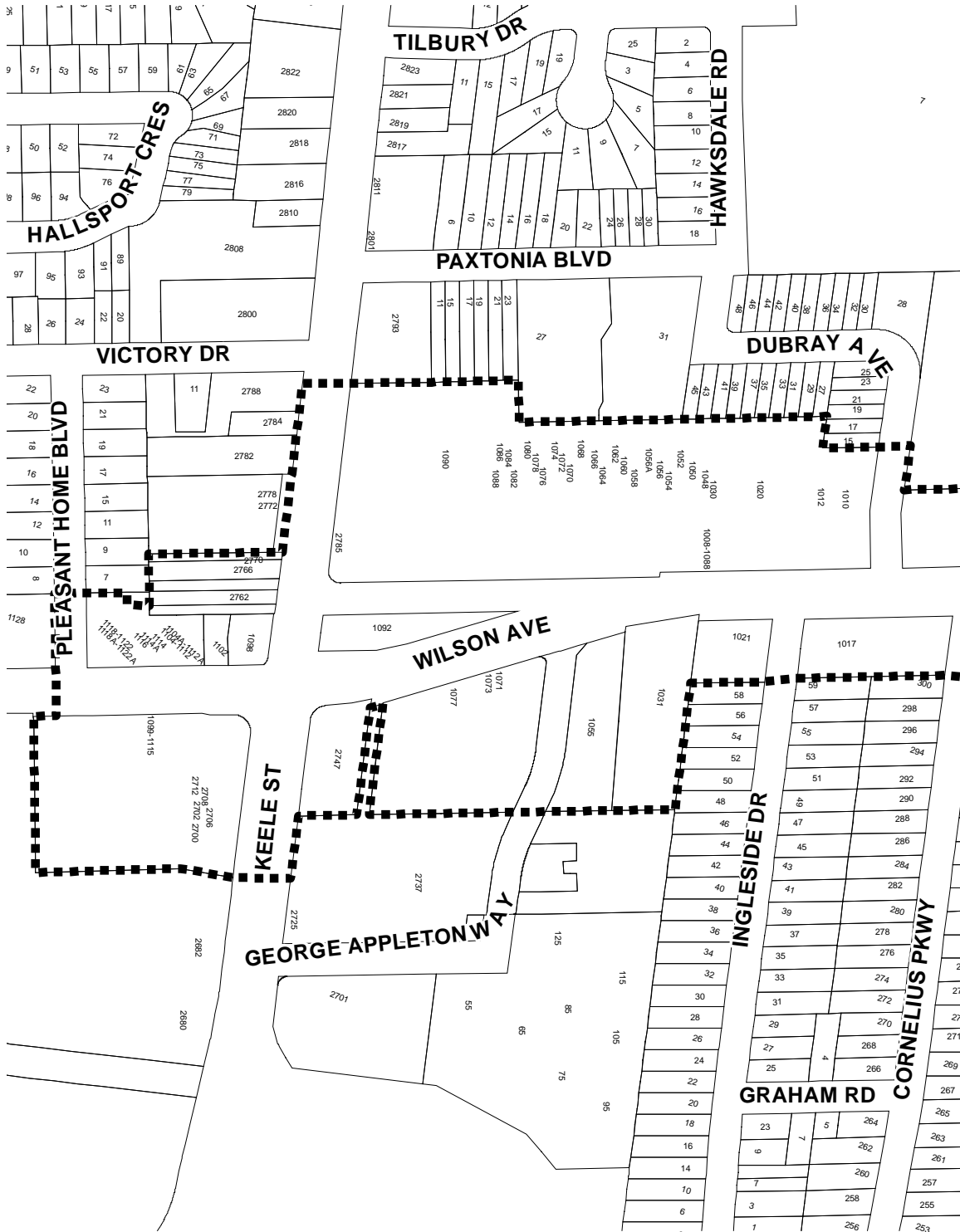
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SIGNATURE

Michael H. Williams, General Manager
Economic Development and Culture

ATTACHMENT

Attachment No. 1: Proposed Wilson-Keele BIA Boundary



Proposed Wilson-Keele BIA



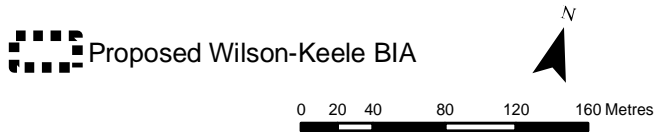
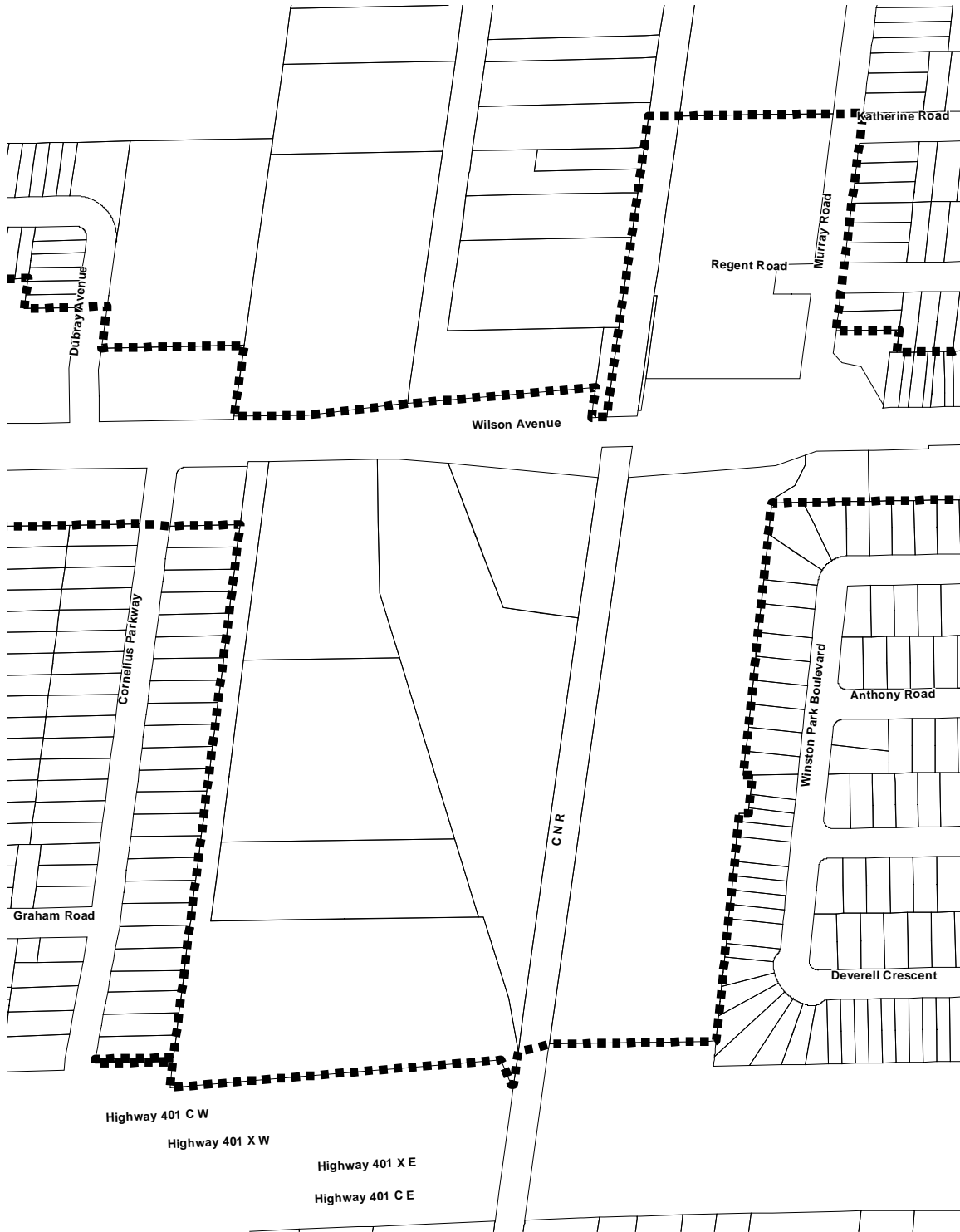
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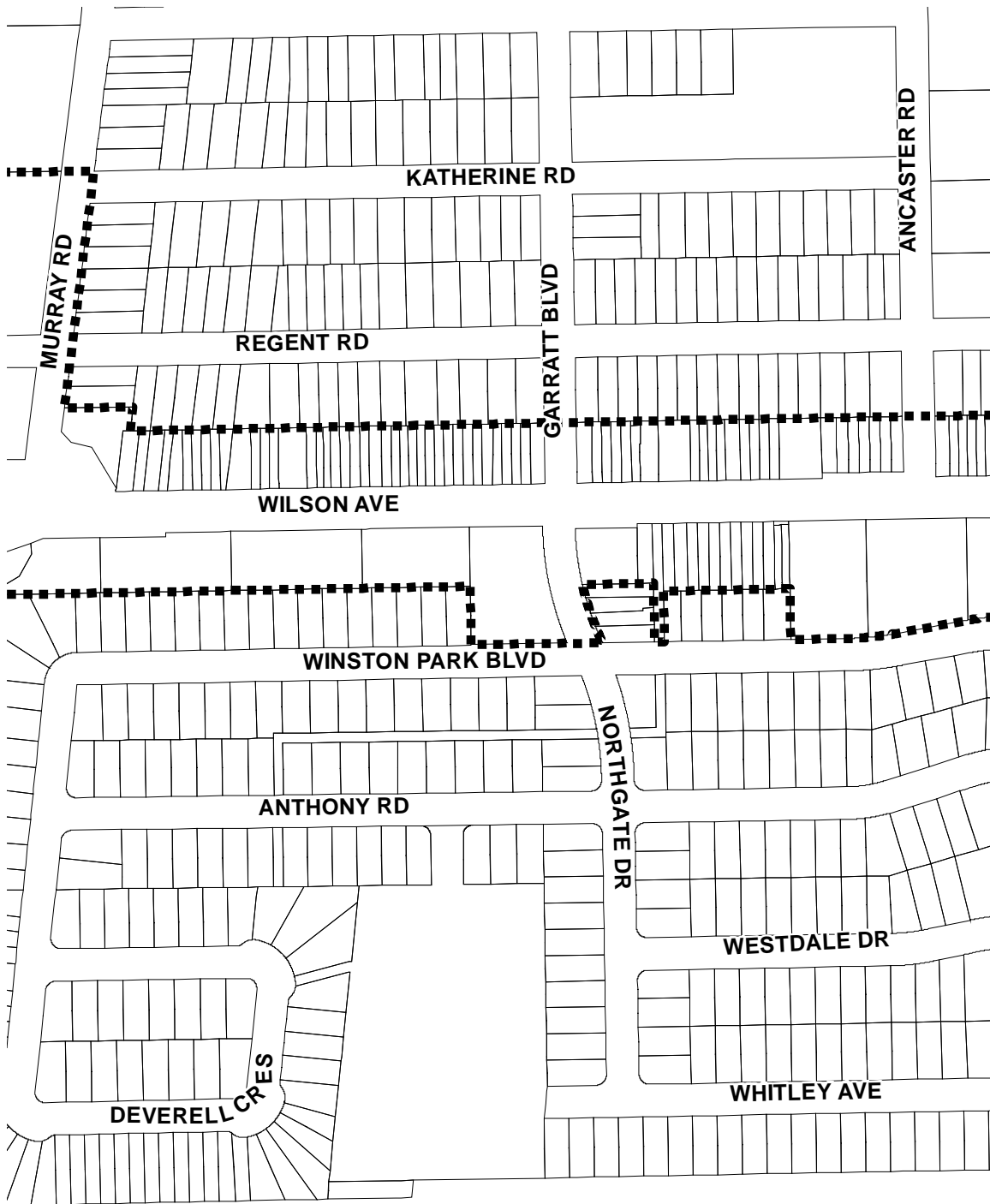
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


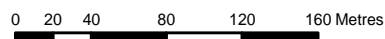
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HIGHWAY 401 C W

 Proposed Wilson-Keele BIA

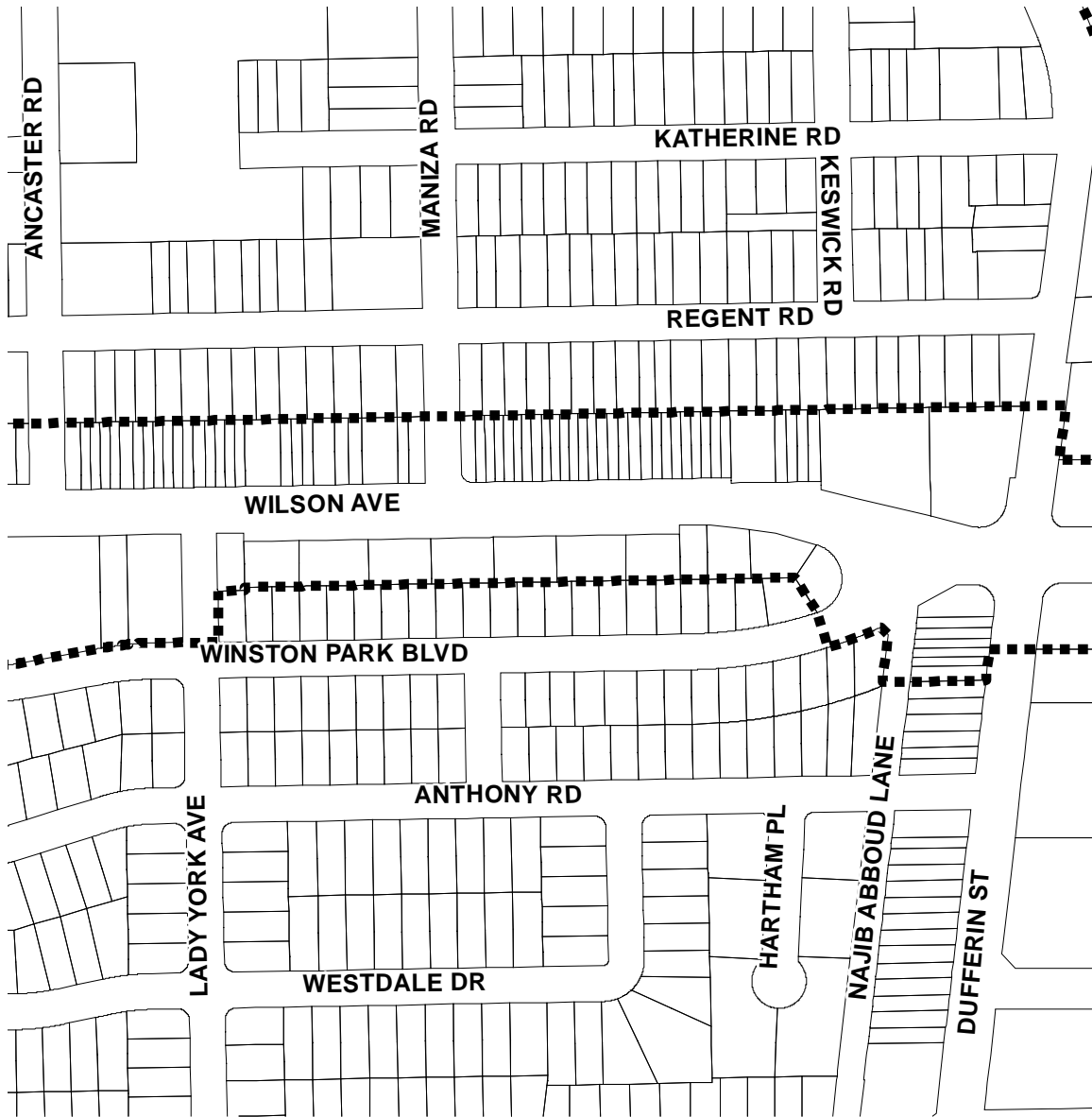



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 Proposed Wilson-Keele BIA



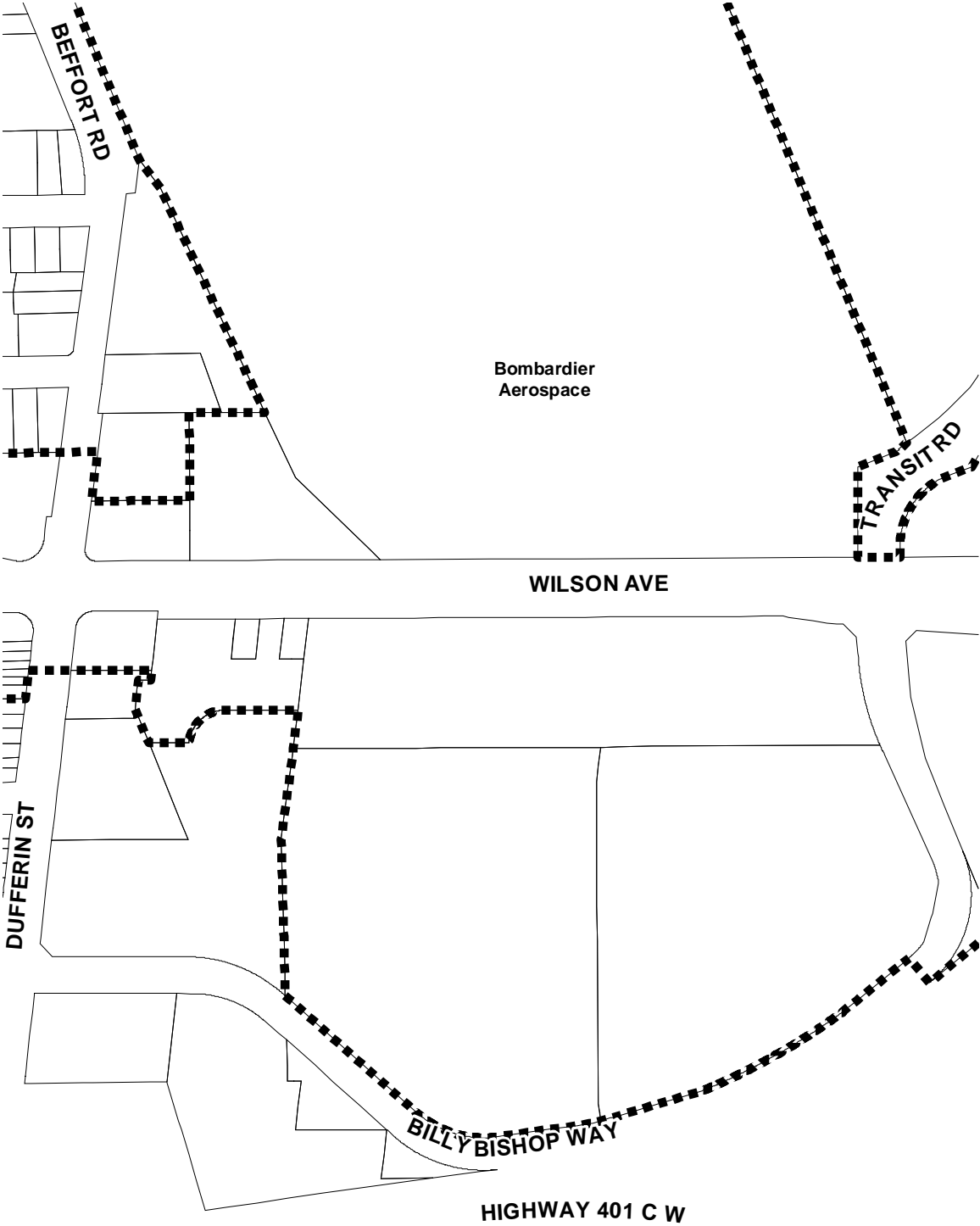
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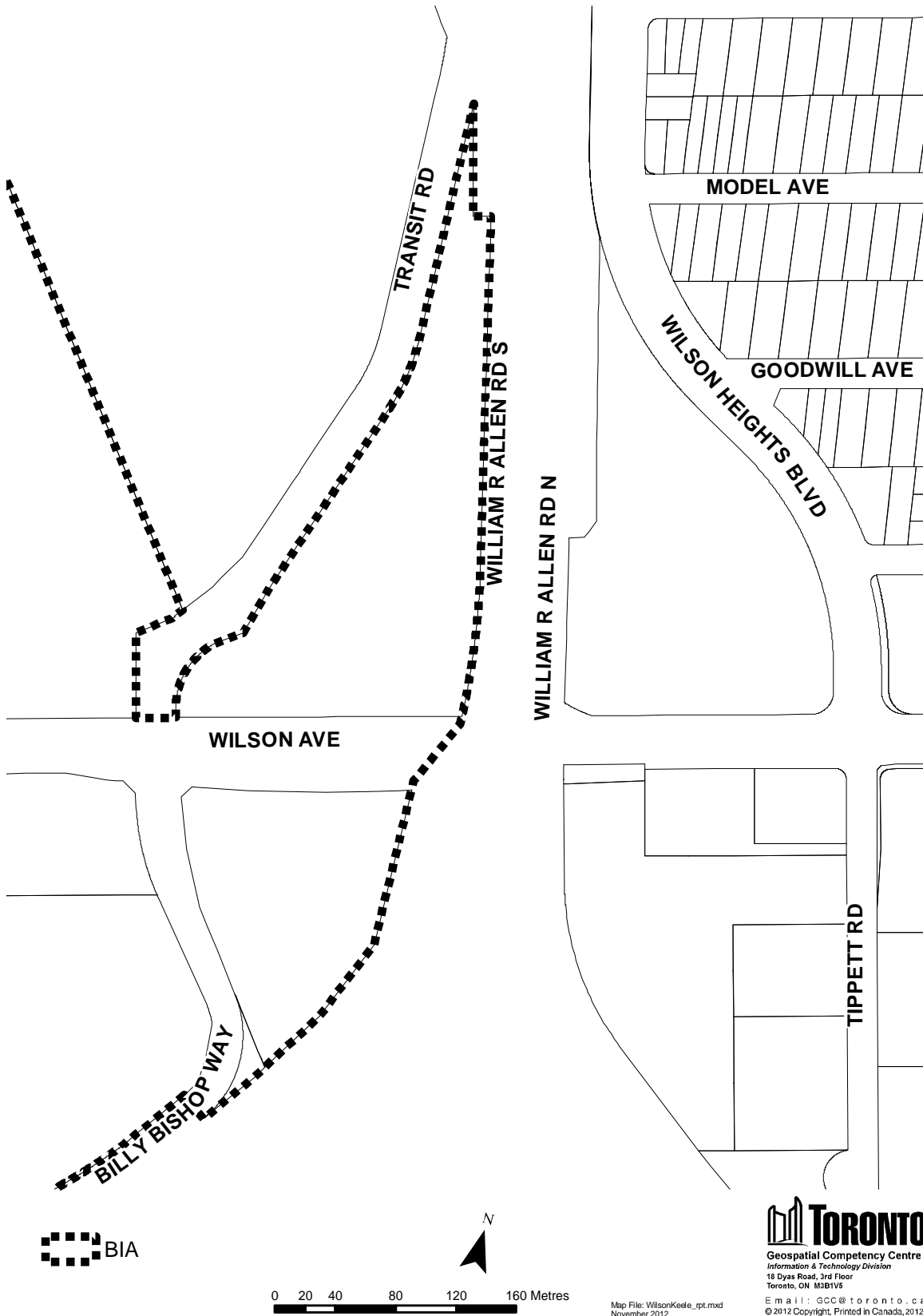
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