

Intention to Expand shoptheQueensway.com Business Improvement Area

Date:	May 28, 2013
To:	Economic Development Committee
From:	General Manager, Economic Development and Culture
Wards:	5
Reference Number:	

SUMMARY

The purpose of this report is to recommend the City Clerk conduct a poll to determine if there is sufficient support to expand the boundaries of shoptheQueensway.com 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 recommend 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. The City Clerk be authorized and directed to send out a notice of City Council's intention to expand the boundary of the shoptheQueensway.com Business Improvement Area to include the areas as shown in Attachment No. 1, in accordance with Chapter 19 of the City of Toronto Municipal Code; and
3. The Executive Director of Technical Services be requested to prepare designating by-law maps of the area, as described in 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 shoptheQueensway.com BIA. These capital improvements are usually 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.

DECISION HISTORY

City Council on July 11, 12 and 13, 2012, approved the designation of The Queensway BIA.

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2012.ED15.9>

City Council on May 7, 8, 9 and 10, 2013 approved the renaming of The Queensway Business Improvement Area to shoptheQueensway.com Business Improvement Area.

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2013.ED21.3>

ISSUE BACKGROUND

On July 11, 2012 City Council approved the designation of The Queensway BIA which was later renamed shoptheQueensway.com BIA. The designation of the BIA came after many years of trying to establish a business improvement area along The Queensway. The initial BIA boundary proposal prior to the establishment of the BIA in July 2013, stretched from Park Lawn Road to Highway 427, however after much consultation, informal meetings and debate, the Steering Committee decided that it would be best to phase in their expansion plans and concentrate in the area where they identified the strongest support (Royal York to Kipling Avenue).

In September 2012, the BIA Board of Management started to receive requests for expansion from businesses west and east of the current boundaries. By February 6, 2013, the Board approved initiating the first phase of the expansion to Park Lawn and the north and south corners just west of Kipling Avenue (see Attachment No. 1).

At the March 5, 2013 BIA Board of Management meeting, the Board members formed a Steering Committee, with the goal to recruit additional commercial property and business owners from the expansion area as required by the Municipal Code Chapter 19.

April 9, 2013, the BIA Board of Management called a General Meeting of the membership where those members in attendance unanimously approved a motion to expand the boundaries of the BIA to the west side of Kipling Avenue (to include the north and south west corners) and east of Royal York Road to Park Lawn Road. In

attendance, at the General Meeting were commercial property and business owners from the expansion area who expressed their support for expansion and interest in joining the Steering Committee.

On May 2, 2013, the Steering Committee sent out a letter to all the commercial property and business owners within the expansion areas advising them of the BIA's expansion plans and to encourage them to attend a formal public meeting being held by the City's BIA Office. This letter was followed by a door to door canvassing campaign by the Steering Committee members to encourage business owners to attend the formal public meeting ask questions and vote on whether they would like to proceed to the formal polling phase to expand the BIA.

The Steering Committee submitted a letter to the General Manager, Economic Development and Culture, dated May 2, 2013, requesting a formal public consultation meeting to expand the BIA. The meeting was held on May 22, 2013.

Meeting invitations for the formal public consultation meeting were delivered to all businesses within the expansion areas by the BIA's Steering Committee and the City mailed invitations to all commercial property owners. A total of 21 commercial property owners and business tenants attended the meeting, along with the majority of BIA board members. Presentations were made by the BIA Board of Management, the local Councillor and the City's BIA Office, followed by a vote by secret ballot. The vote was unanimous, with all 21 eligible voters in favour of proceeding to the notification stage of the process.

COMMENTS

The proposed expansion areas share a similar built form and land use characteristics as the existing BIA, namely, traditional 2 storey mixed-use buildings with retail at grade and residential uses above. The expansion of the BIA is critical to its future effectiveness and capacity to bring about positive change to the area.

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 branding initiatives and marketing activities. The expansion will also provide commercial property and business owner's immediate inclusion to the BIA's marketing and promotional activities, including the on-line business directory, along with membership benefits offered by the Toronto Association of Business Improvement Areas.

The shoptheQueensway.com BIA Board of Management 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 and attended by

approximately 21 property owners and business tenants from the expansion areas, which unanimously supported proceeding to the formal polling stage of the expansion process.

It is recommended that the area described by Attachment No. 1 be designated as an expanded Business Improvement Area under Chapter 19 of the City of Toronto Municipal Code, and that the City Clerk be authorized and directed to send out a notice of Council's intention to pass a by-law expanding shoptheQueensway.com BIA in accordance with Chapter 19 of the Municipal Code. It is further recommended that the Executive Director of Technical Services be requested to prepare designating by-law maps of the area, as described in Attachment No. 1, and submit them to the City Solicitor.

CONTACT

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SIGNATURE

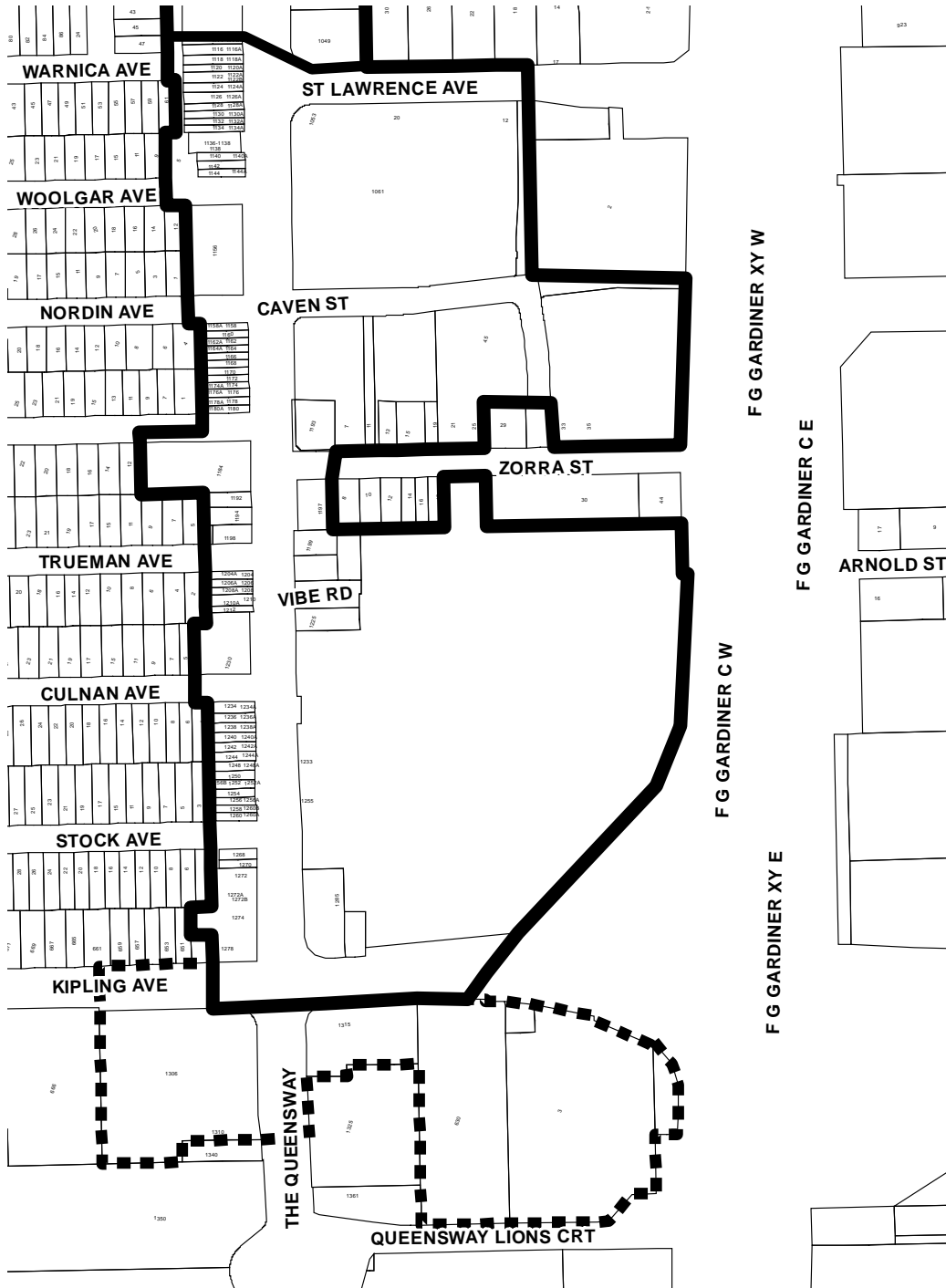
Michael H. Williams
General Manager
Economic Development and Culture

ATTACHMENTS

Attachment No. 1: Proposed shoptheQueensway.com BIA Expansion Map

Attachment No. 1
shoptheQueensway.com BIA Expansion Map

Map 1 of 4

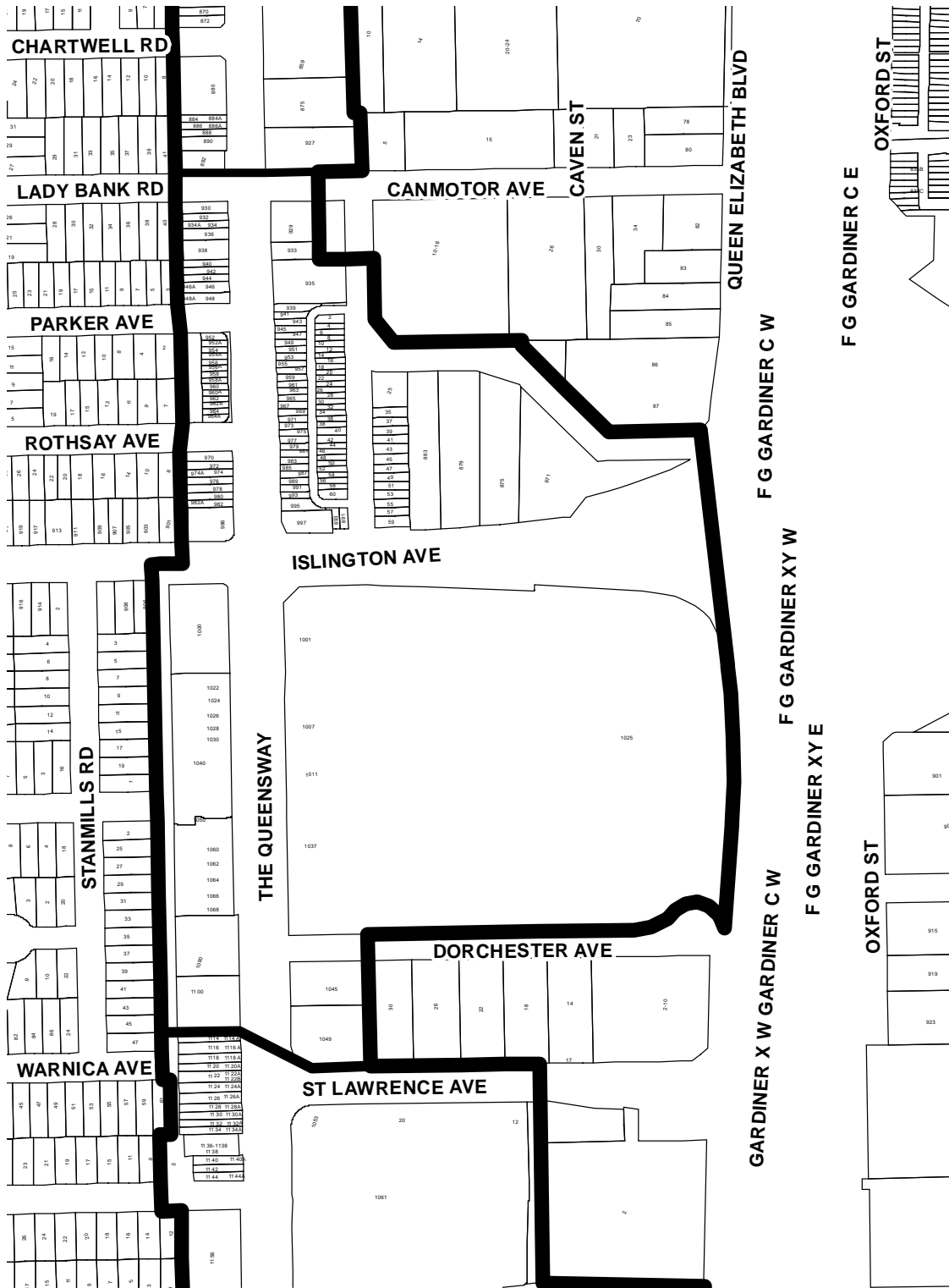


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shoptheQueensway.com BIA
Proposed Expansion
Map File: FinancialDistrict_rpt.mxd
December 2010

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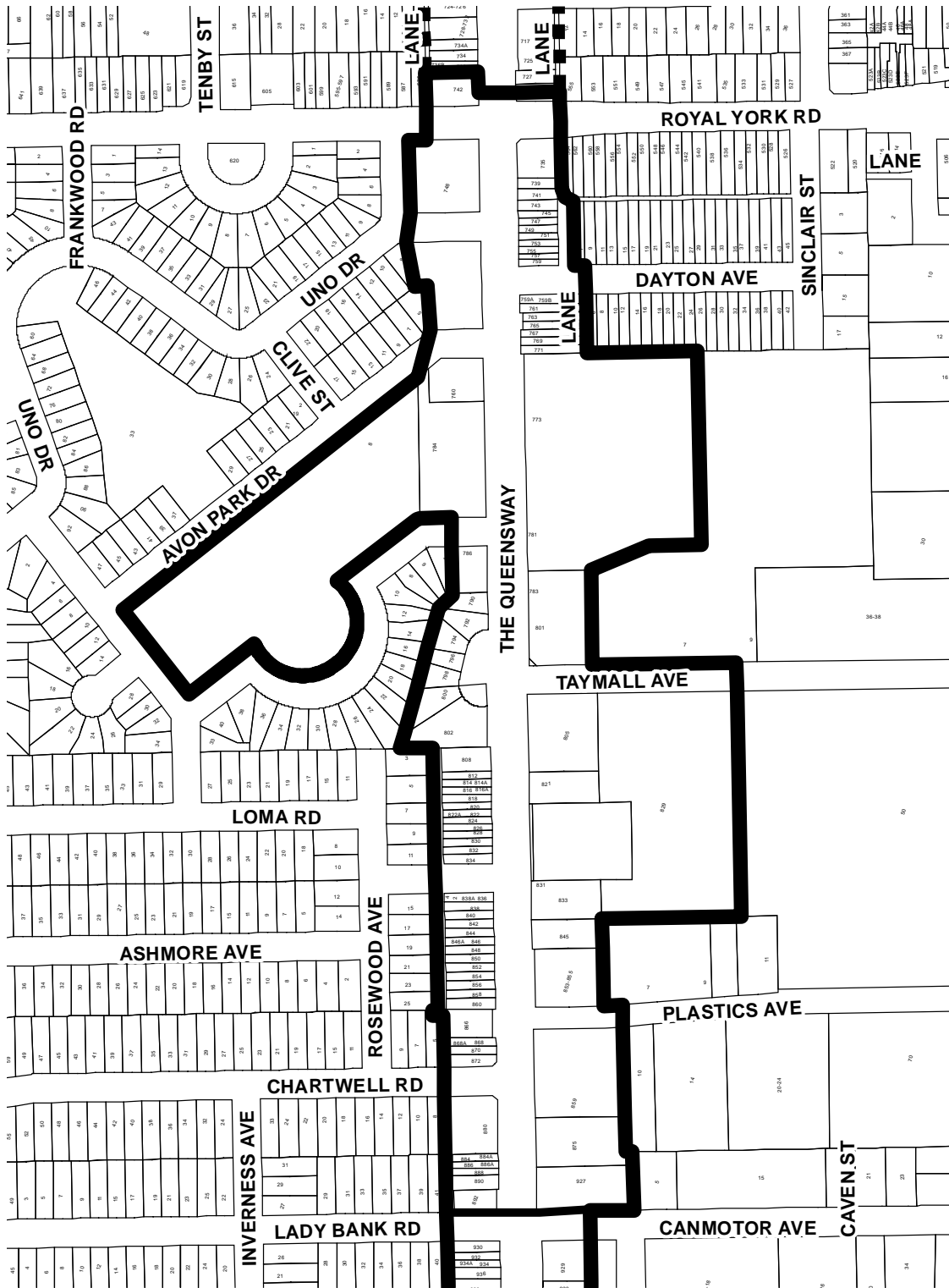


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shoptheQueensway.com BIA
 Proposed Expansion
 Map File: shoptheQueensway_2013_rpt2.mxd
 May 2013

012.525 50 75 100 Metres





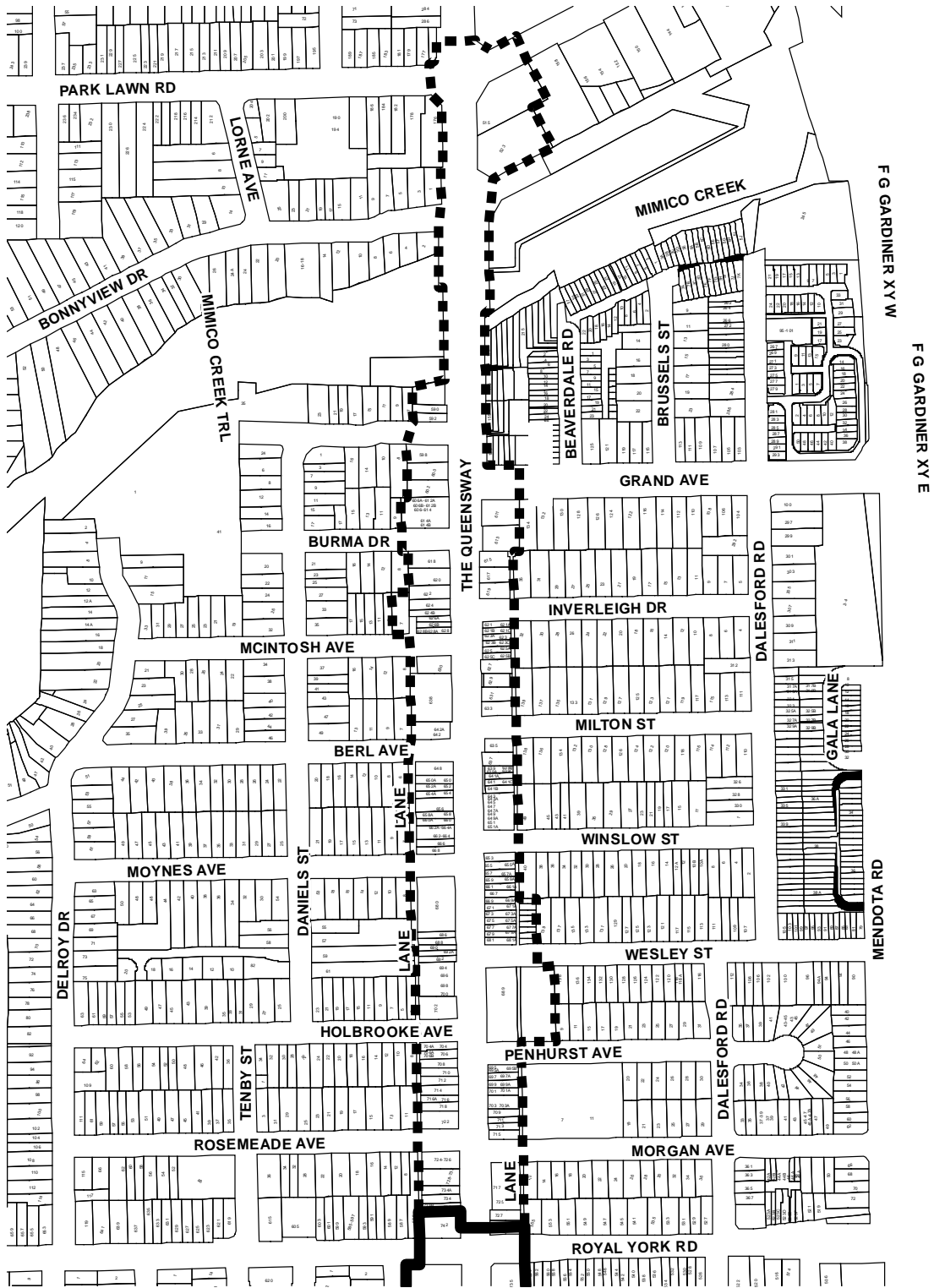
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shoptheQueensway.com BIA
 Proposed Expansion

Map File: Queensway_2013_tp13.mxd
 May 2013

0 12.5 25 50 75 100 Metres





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shoptheQueensway.com BIA
 Proposed Expansion
 Map File: Queensway_2013_rpt4.mxd
 May 2013

