



STAFF REPORT ACTION REQUIRED

Intention to Designate the Proposed CityPlace and Fort York Business Improvement Area (BIA)

Date:	September 15, 2015
To:	Economic Development Committee
From:	General Manager, Economic Development and Culture
Wards:	19 and 20
Reference Number:	

SUMMARY

This report recommends that the City Clerk conduct a poll to determine if there is sufficient support to designate the area bounded by Spadina Avenue to the east, Lake Shore Boulevard West to the south, Strachan Avenue to the west and Front Street West/CNR corridor to the north as the CityPlace and Fort York 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 CityPlace and Fort York 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 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 Chief Information Officer of Information and Technology 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

Informal discussions between interested business owners regarding the formation of a BIA started to take place in 2013. Local businesses organized their first group meeting to discuss a BIA on April 27, 2015, and it was decided at that time to form a steering committee, which met for the first time May 25, 2015 to set a proposed BIA boundary.

In June and July of 2015 the Steering Committee canvassed local businesses about the potential for a BIA in the area. They distributed informational flyers that included an invitation to attend an open house session held on August 18, 2015. The open house session was attended by 27 business and property owners, a clear majority of whom seemed to favour continuing with the process to establish a BIA. Consequently, 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 September 8, 2015, where staff presented an overview of the BIA program and answered questions from potential members. The public meeting was attended by 14 commercial property owners and business tenants and a secret ballot was held to determine if there was sufficient support to proceed to a formal poll. Of the 14 ballots cast, all were in favour of proceeding to the poll. 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

The Steering Committee believes a BIA will assist local businesses and property owners to achieve several objectives, including organizing festivals and events to draw attention to CityPlace and Fort York, improving communication between businesses, arranging a shuttle bus to bring more customers into the area, installing business directory and wayfinding signage, and advocating for additional on-street parking.

The proposed boundary of the BIA would include the properties on both sides of Fort York Boulevard from Spadina Avenue to Lake Shore Boulevard, including the Fort York Historic Site. Museum and Heritage Services have no objection to the inclusion of Fort York within the BIA. Fort York has no commercial or industrial assessment and therefore would not be a BIA member or pay BIA levies. However, a BIA would provide opportunities for joint marketing with neighbouring businesses. As well, improvements to area amenities, access and visibility could potentially draw more visitors to the historic site.

The Steering Committee has fulfilled the requirements of Municipal Code Chapter 19 regarding the development of a rationale and boundary for the proposed BIA, and the execution of a strategy to communicate its interest to establish a BIA to area businesses and property owners. By working collectively as a BIA, the local businesses will 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.

CONTACT

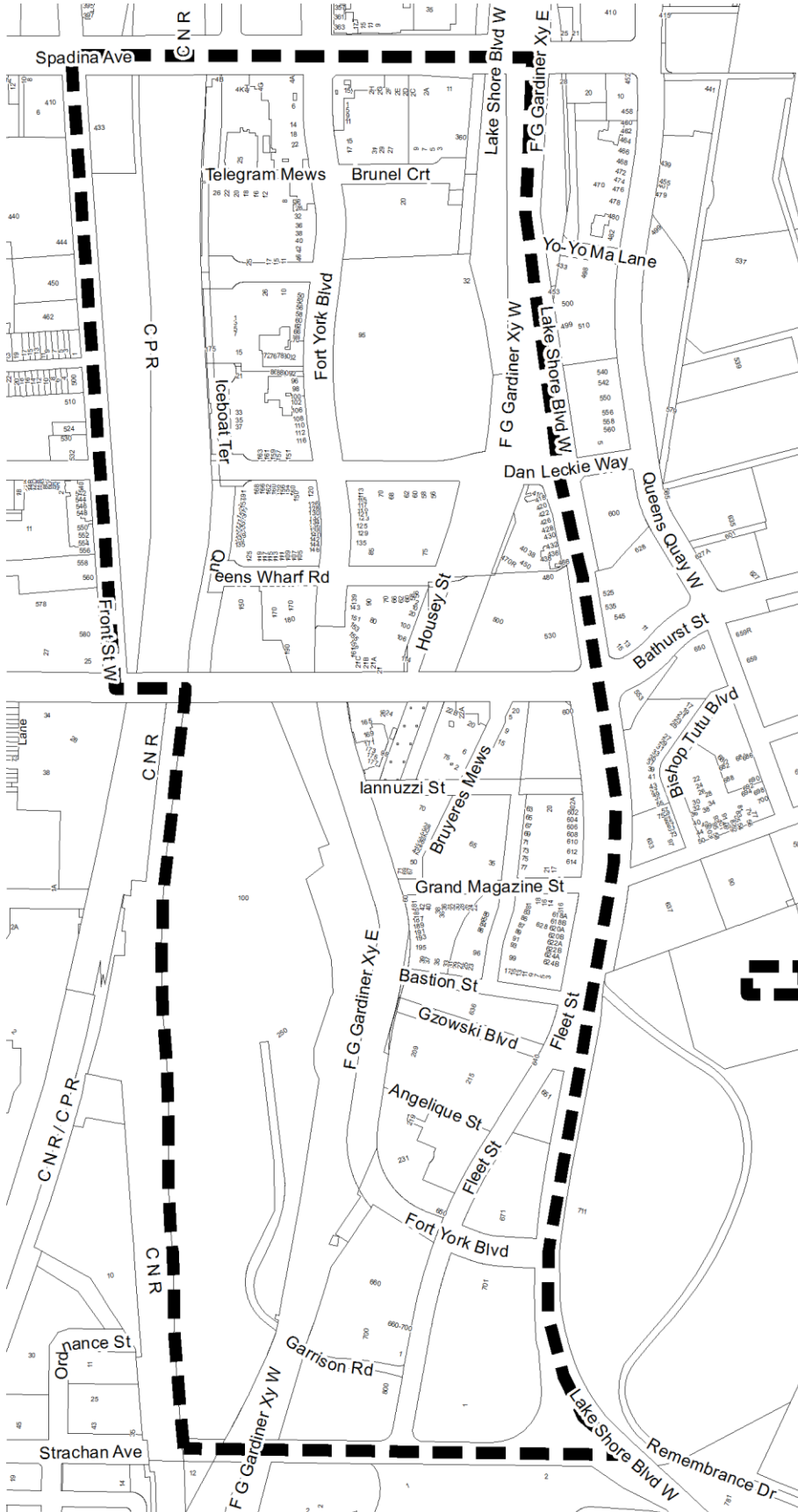
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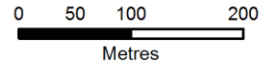
Michael H. Williams, General Manager
Economic Development and Culture

ATTACHMENT

Attachment No. 1: Proposed CityPlace and Fort York BIA Boundary Map



 Proposed CityPlace and Fort York Business Improvement Area



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