



STAFF REPORT ACTION REQUIRED

Intention to Expand The Waterfront Business Improvement Area (BIA)

Date:	January 27, 2016
To:	Economic Development Committee
From:	General Manager, Economic Development and Culture
Wards:	20, 28
Reference Number:	

SUMMARY

This report recommends that the City Clerk conduct a poll to determine if there is sufficient support to expand the boundaries of The Waterfront Business Improvement Area (BIA) as shown on Attachment No. 1.

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 expanded The Waterfront 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 The Waterfront 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

There are no financial implications resulting from the adoption of this report.

DECISION HISTORY

The Queen's Quay Harbourfront BIA was established by Council on December 2, 2004. At its meeting of August 5, 2009, Council approved the BIA's renaming to The Waterfront BIA.

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2009.ED23.8>

ISSUE BACKGROUND

The Waterfront BIA Board of Management originally considered expanding the BIA in 2010. However, given that the reconstruction of Queen's Quay Boulevard by Waterfront Toronto was about to commence, the Board decided it best to spend its energies engaging in the construction project, and delayed the expansion initiative until after construction is completed.

As per the requirements of Municipal Code Chapter 19, the Board established a steering committee, comprised of two members of the BIA's Board of Management, a representative of Waterfront Toronto, and three business and/or property owners from the proposed expansion area, to execute the public consultation process for the expansion. Generally, the proposed expansion will include the lands between Harbour Street and Lakeshore Boulevard, the Toronto Islands, with the exception of the Billy Bishop Airport, and the lands south of Lakeshore Boulevard between Bathurst Street and the lands on the west side of Stadium Road (Attachment No. 1).

The BIA Board and Steering Committee believe that the proposed expansion is the first step in achieving a BIA that encompasses the entire central waterfront from Parliament Street to Stadium Road. A second-phase expansion will be pursued along Queen's Quay east of Yonge Street once approved new developments in the area are closer to completion, likely in 2-3 years. The membership of The Waterfront BIA approved the proposed expansion at its November 26, 2015 Annual General Meeting.

Public consultation included the development and distribution of an information brochure to all expansion-area businesses, including face-to-face discussion regarding the expansion with business owners and managers, and meetings with key property owners, local Councillors and staff from the City's Parks, Recreation and Forestry Division.

A public consultation meeting was held on January 26, 2016, where BIA Office staff presented an overview of the BIA program and answered questions from potential BIA members from the expansion area. Waterfront BIA staff presented the BIA's annual program of special events, promotions and streetscape enhancement. The meeting was attended by property owners and business tenants, and a secret ballot was held to determine if there was sufficient support to proceed to a formal poll. A total of four ballots were cast, with all four in favour of proceeding to the poll and none opposed. This result meets the minimum requirement of 50% plus one in order to proceed to a formal poll as set out by Chapter 19 of the Municipal Code.

COMMENTS

The proposed expansion makes sense from a geographical standpoint in that it will add to the existing BIA all lands south of Lakeshore Boulevard between Yonge Street and the west side of Stadium Road. The expansion will allow the BIA to better represent area business interests and to link existing businesses in the expansion area to the BIA's program of area promotions, special events and physical enhancements. In addition, there are several issues, including better north-south pedestrian access between the central waterfront and the City's downtown core, and the design and development of new streets (e.g. Harbour Street) and parks, that are critical to businesses within the existing BIA and the expansion area. An expanded BIA will offer a more fulsome and representative voice on these issues.

Further, by expanding to include the Toronto Islands, The Waterfront BIA will be able to promote a more comprehensive central waterfront experience to residents and tourists. The BIA has undertaken joint promotions with Centreville in the past, and the expansion of the BIA will help facilitate additional initiatives. The Parks, Forestry and Recreation Division works closely with The Waterfront BIA on several annual events and initiatives and has no objection to the proposed expansion.

The Waterfront BIA Board of Management and the Steering Committee have effectively carried out the process for expanding a BIA as set out in Chapter 19 of the Municipal Code, including the determination of the expanded boundary, the development of the rationale for the expansion, the development and implementation of a strategy to communicate their interest in expanding the BIA to expansion-area business and commercial property owners, and obtaining the approval of the existing membership. Although only six business and property owners, representing four

separate business and property holdings, attended the public meeting, the expansion comprises only seven private commercial property owners and approximately twenty businesses. Staff are confident that all property and business owners were appropriately consulted.

CONTACT

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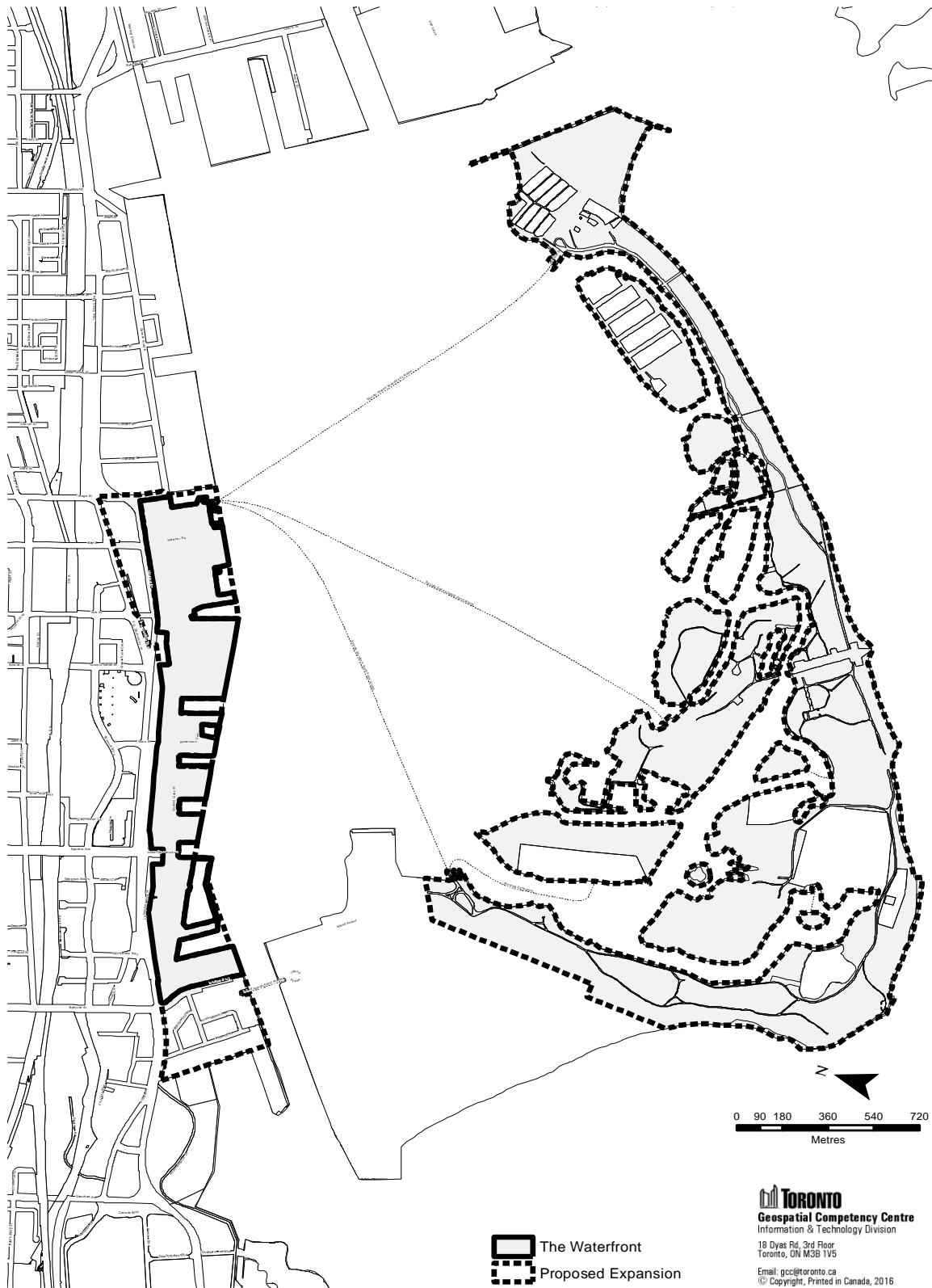
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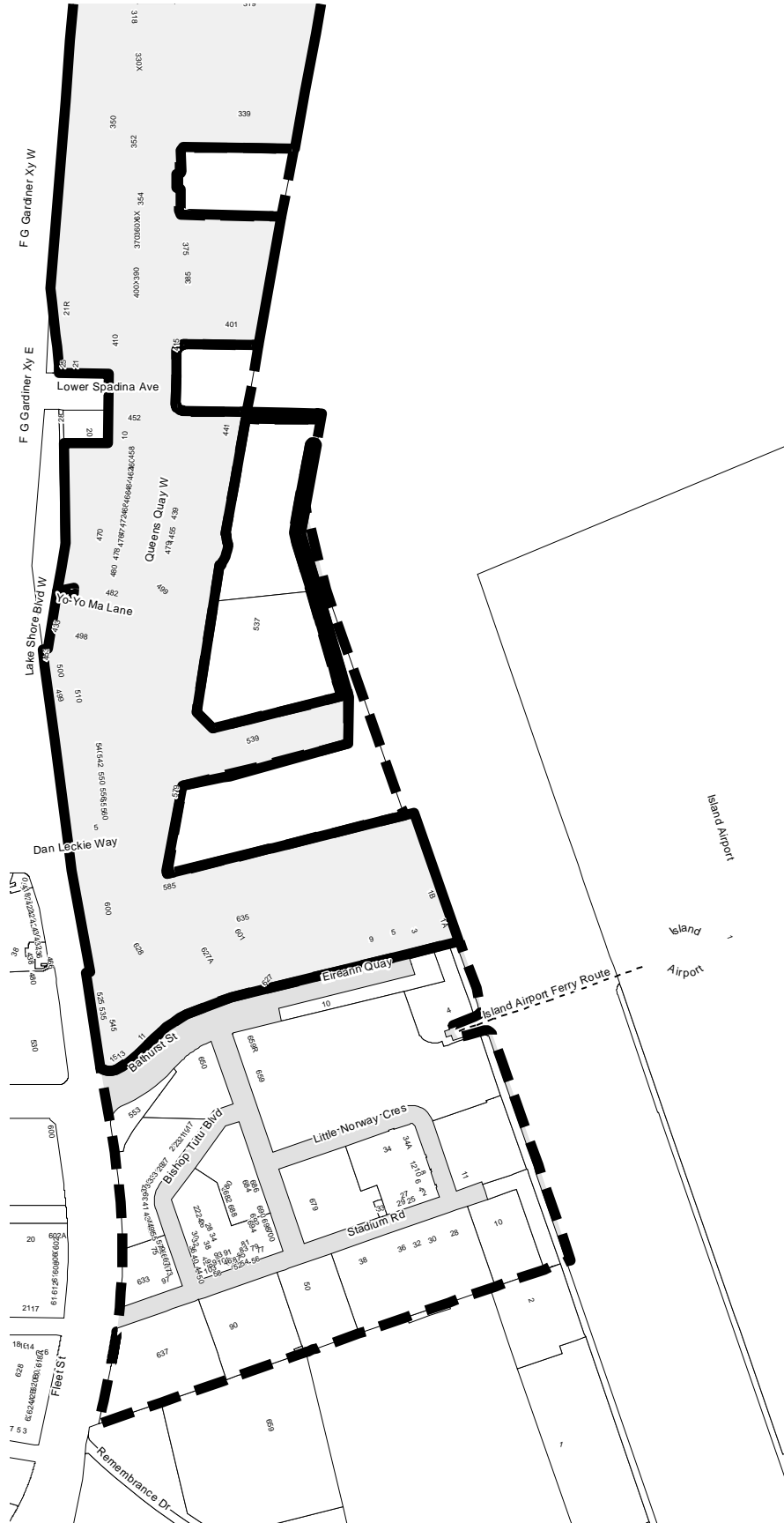
Michael H. Williams, General Manager
Economic Development and Culture

ATTACHMENT

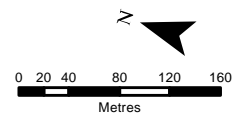
Attachment No. 1 – Proposed The Waterfront BIA Expansion Map

Map 1 of 3



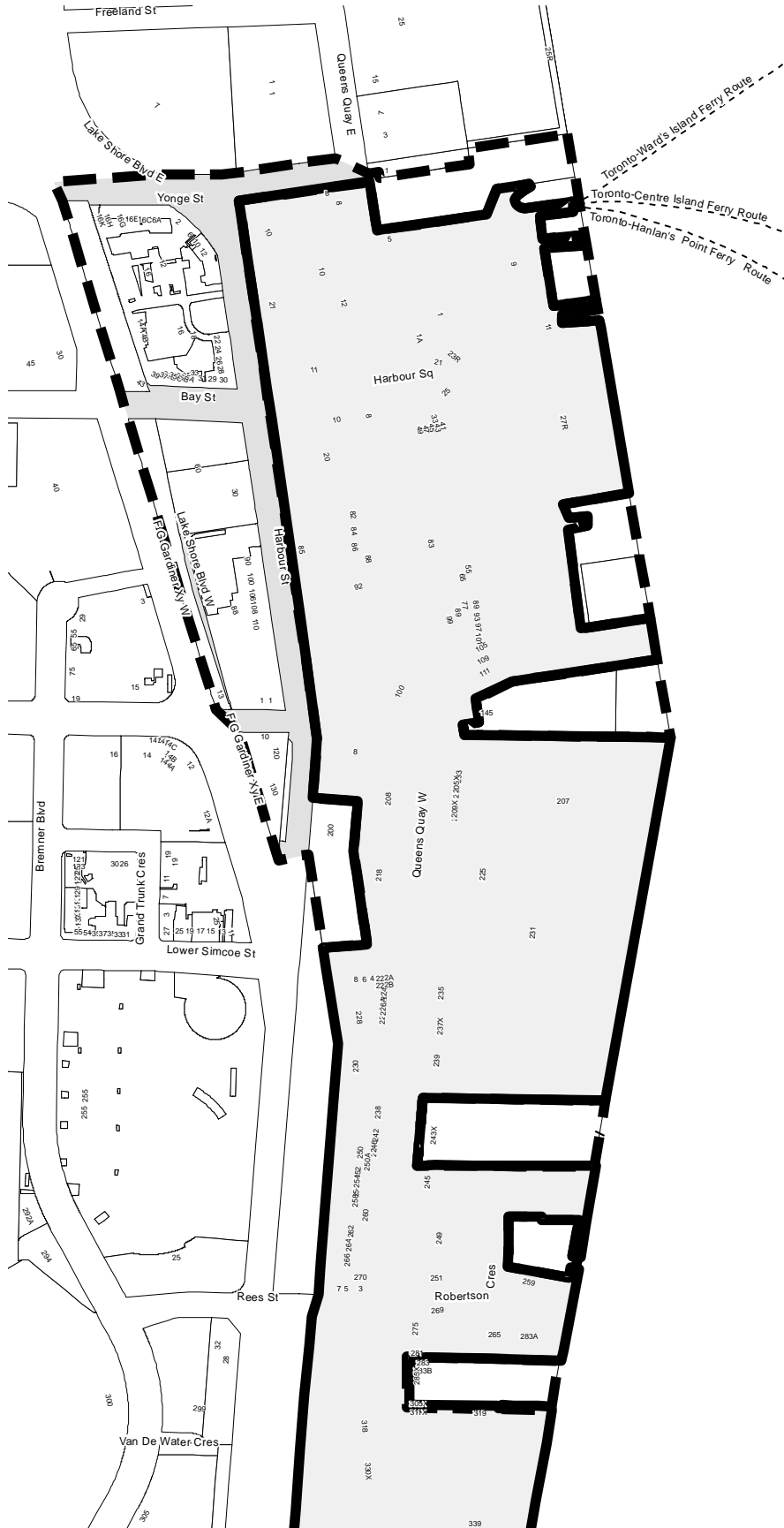


Legend

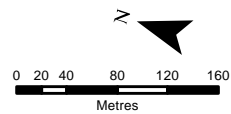


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Map 3 of 3



The Waterfront
Proposed Expansion



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