



REPORT FOR ACTION

Intention to Expand Weston Village Business Improvement Area

Date: April 24, 2017
To: Economic Development Committee
From: General Manager, Economic Development and Culture
Wards: 11

SUMMARY

The purpose of this report is to recommend that the City Clerk conduct a poll to determine if there is sufficient support to expand the boundaries of the Weston Village 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 recommends 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. 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 Weston Village 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

Capital budgets may be impacted in future years should streetscape or other capital improvements be undertaken by the expanded Weston Village BIA. These capital improvements are generally cost-shared equally between the BIA and the City.

The Deputy City Manager and the Chief Financial Officer has reviewed this report and agrees with the financial impact information.

DECISION HISTORY

At its Annual General meeting on December 2, 2015 the Weston Village BIA Membership approved a motion for a major expansion to their boundary westward to Church Street.

COMMENTS

Over the past several years, businesses outside of the current BIA's western boundaries expressed interest in joining the BIA. The proposed expansion shares similar built form and land use characteristics as the existing BIA. Expanding the BIA is critical to its future economic vitality and capacity to bring positive change to the area.

The Weston Village BIA at their General Meeting on December 2, 2015 approved a motion to expand the current boundaries of the BIA west along Weston Road to Church Street. The expanded boundary would include all commercial assessed properties on Weston Road between King Street and Church Street.

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 give the areas commercial property and business owners immediate inclusion to the BIA's marketing and promotional activities along with membership benefits offered by the Toronto Association of Business Improvement Areas. The BIA members also see expansion as a way in which to address declining conditions of the area by taking advantage of the City's BIA programs including façade improvements and capital cost share.

Throughout the year, representatives from the BIA worked on a door to door outreach campaign with commercial property owners and business tenants in order to gauge interest in joining the BIA. On September 22, 2016 the BIA organized, promoted and hosted a public meeting for existing BIA members and all commercial property owners and business tenants within the proposed expansion area. At this meeting a Steering Committee of 5 was formalized.

Over the next several months the Steering Committee developed a communication plan and confirmed the boundaries based on their work canvassing the proposed expansion BIA area. On March 10th, 2017 the Steering Committee Chair and BIA Chair submitted a letter to the General Manager, Economic Development and Culture requesting a formal public consultation meeting to expand the BIA.

Meeting invitations for the formal public consultation scheduled for Thursday April 20th, 2017 were mailed to all commercial property owners on Tuesday March 28, 2017. At that time, the Steering Committee handed out the letter door to door to all business owners within the expansion area. The Steering Committee encouraged them to attend the formal public meeting held by the City's BIA Office where a vote would take place on whether or not to proceed to the formal polling phase to expand the BIA.

Out of the 19 Commercial Properties, 9 commercial property owners and business tenants attended along with the majority of the BIA board members. Presentations were made by the BIA Board of Management, the local Councillor and the City's BIA Office, followed by a secret ballot vote. The vote was unanimous, with all 9 eligible voters in favour of proceeding to the notification stage of the process

The Weston Village BIA Board of Management and Steering Committee 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 consultation meeting. The public meeting was appropriately advertised and all attendees demonstrated strong interest in becoming part of the BIA and unanimously supported proceeding to the formal polling stage of the expansion process.

Therefore, it is recommended that the area described by Attachment No. 1 be designated as an expanded Business Improvement Area under Chapter 19 of the 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 Weston Village 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

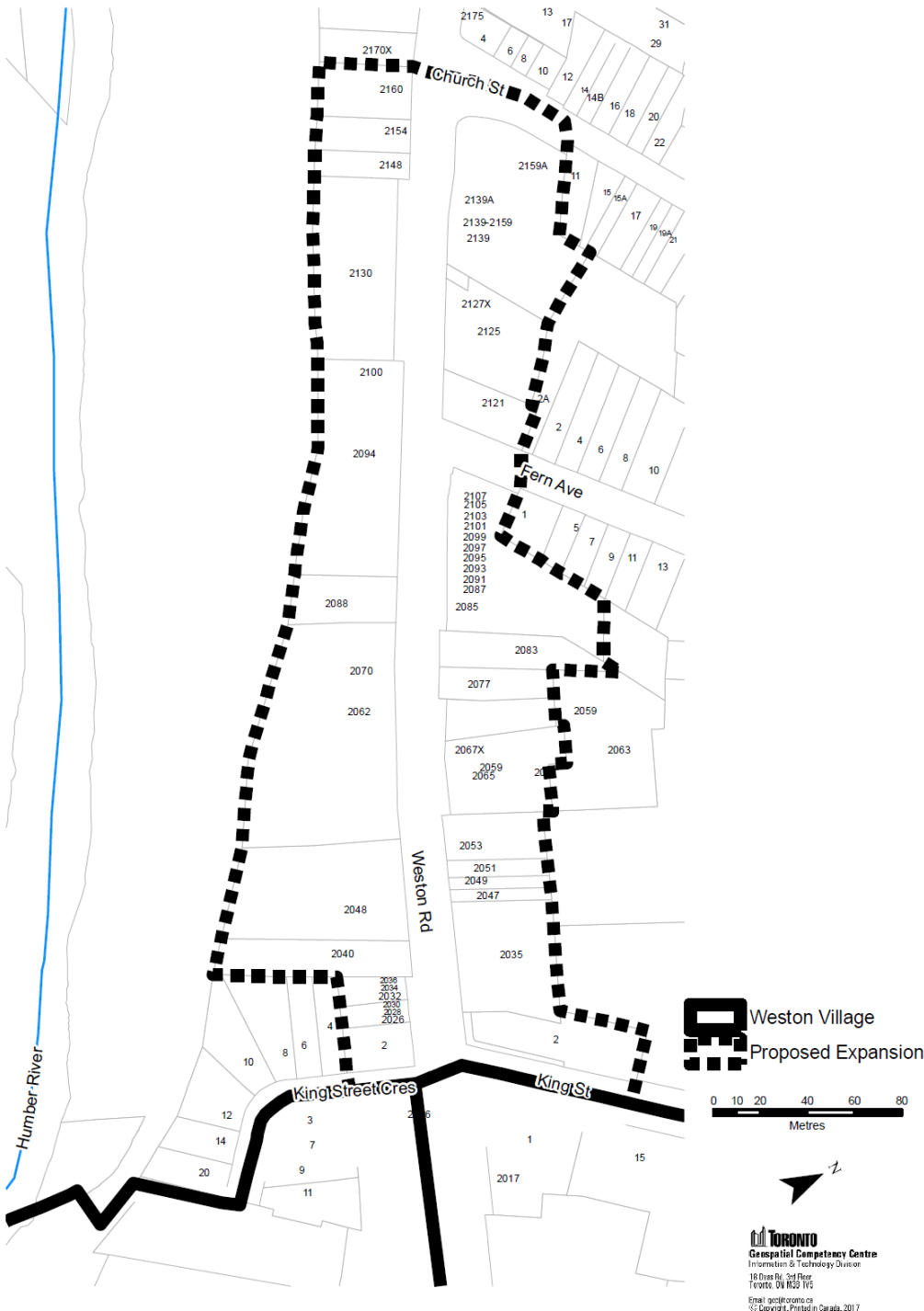
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SIGNATURE

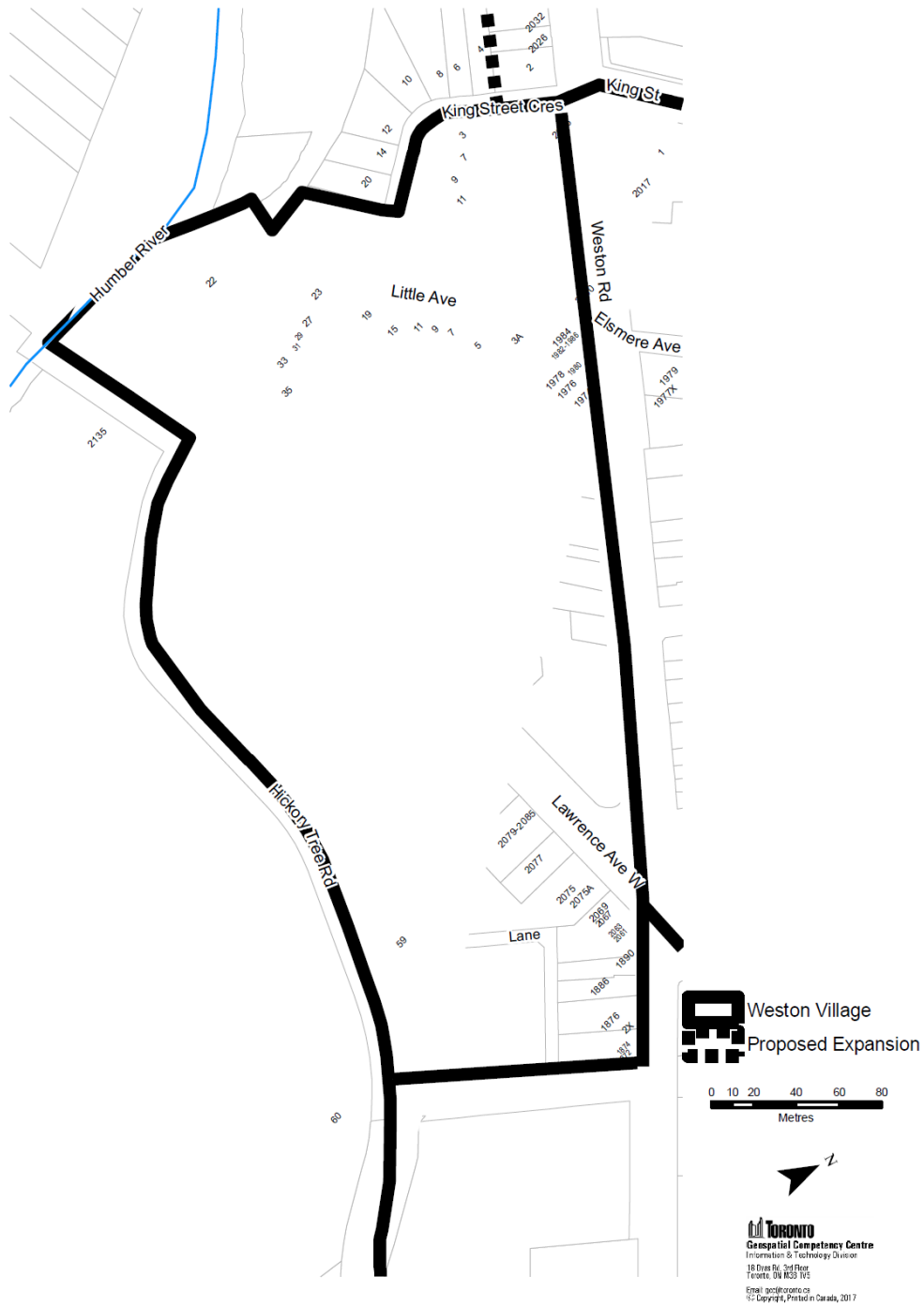
Mike Williams, General Manager
Economic Development and Culture

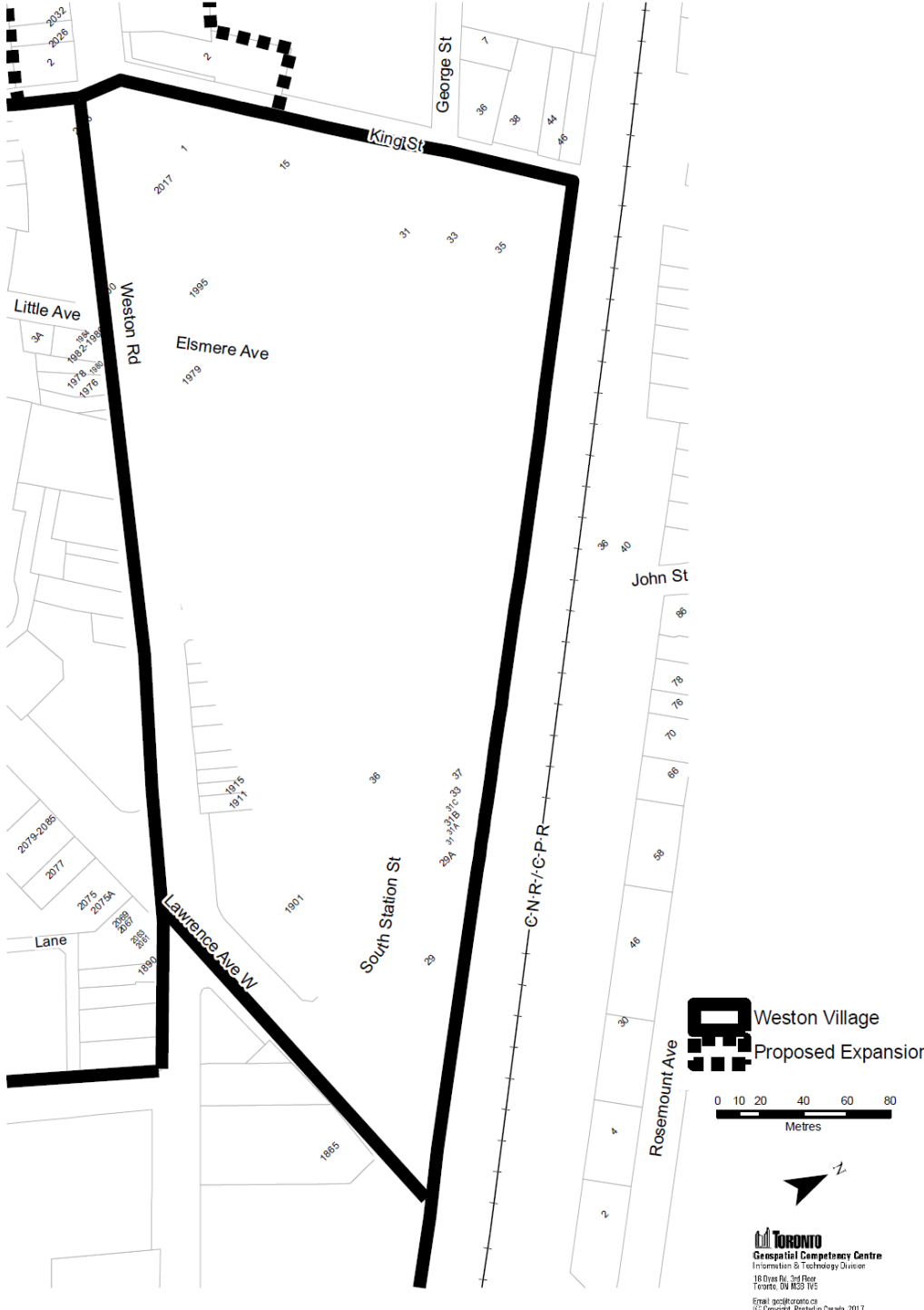
ATTACHMENTS

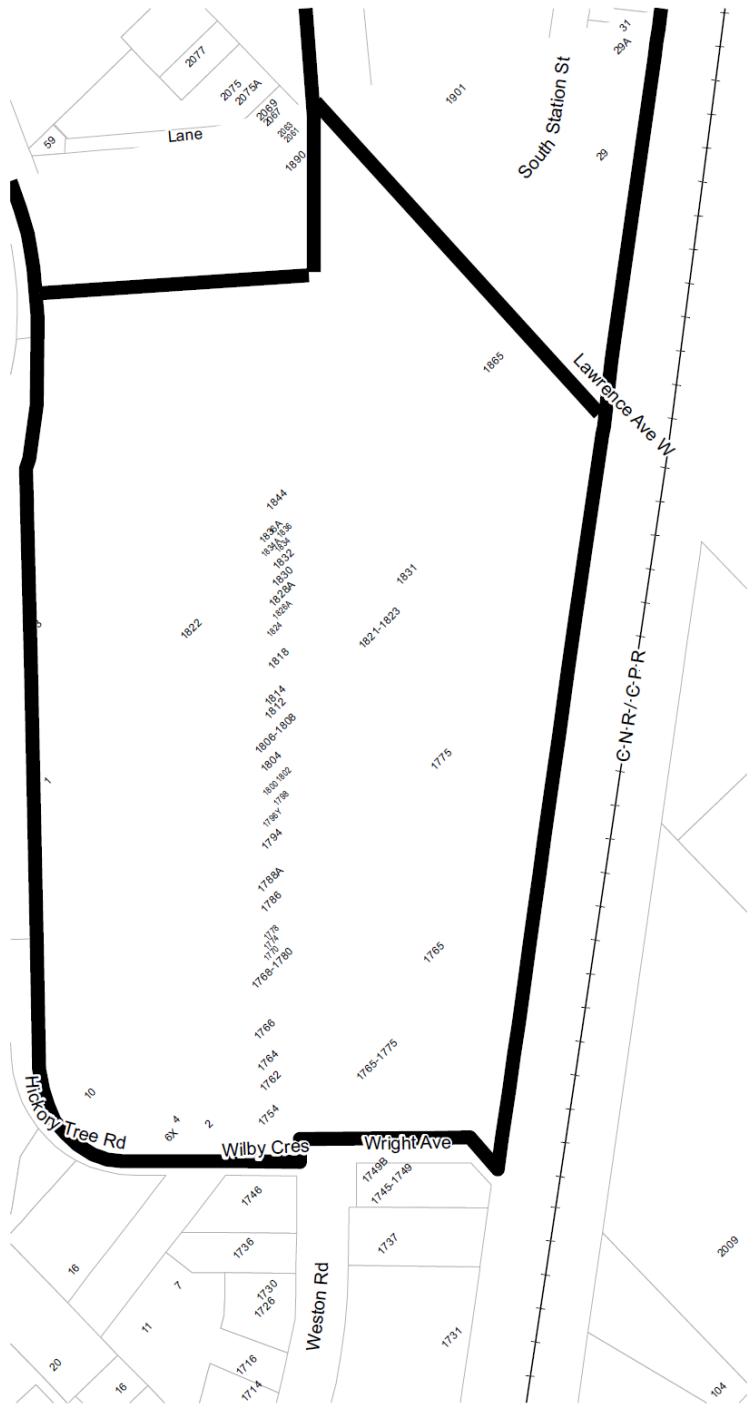
Attachment No. 1 – Map of Weston Village Business Improvement Area (BIA) Expansion




Map 2 of 4







 Weston Village
Proposed Expansion



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