

Intention to Designate the Proposed Yonge & St. Clair Business Improvement Area

Date: August 28, 2017
To: Economic Development Committee
From: General Manager, Economic Development and Culture
Wards: Ward 22

SUMMARY

This report recommends that the City Clerk conduct a poll to determine if there is sufficient support to designate the area along Yonge Street bounded by Woodlawn Avenue to the south and Heath Street to the north, and the area along St. Clair Avenue from Avoca Avenue in the east to Avenue Road in the west, as the Yonge & St. Clair 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 Yonge & St. Clair 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 a Business Improvement Area (BIA), in accordance with Chapter 19 of the City of Toronto Municipal Code.
3. City Council direct the Chief Information Officer 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 & Chief Financial Officer has reviewed this report and agrees with the financial impact information.

DECISION HISTORY

Chapter 19 of the Toronto Municipal Code sets out the procedures for the establishment of a business improvement area.

http://www.toronto.ca/legdocs/municode/1184_019.pdf

COMMENTS

A meeting of business and property owners in the Yonge and St. Clair area to discuss the potential of establishing a BIA was convened by Councillor Matlow in October, 2016. Given the positive feedback from that meeting, a local property owner hired a Community Manager to continue the informal discussion with other businesses and property owners and identify individuals willing to participate in the steering committee required by the City for all proposed new BIAs.

A meeting of those interested in joining the steering committee was held on May 9, 2017, and it was decided at that meeting to officially form a steering committee. Discussions ensued regarding the proposed boundaries and rationale for a BIA in this area, and the timetable for undertaking the City's process. The Steering Committee believes a BIA will assist local businesses and property owners to achieve several objectives, including the restoration of the business vibrancy and positive image the area enjoyed years ago, and the enhancement of the local streetscape to make it more attractive, safe and pedestrian friendly.

A second meeting of the steering committee occurred on May 30, 2017, at which time the committee approved the content of the informational flyer that was distributed to local business owners and mailed to property owners. The flyer included an invitation to attend the June 20th open house sessions, one in the morning and another in the evening.

The open house sessions were attended by approximately 30 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 August 16, 2017, where City staff presented an overview of the BIA program and answered questions from potential members. The public meeting was attended by 35 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 31 ballots cast, 30 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.

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

Henry Byres
Economic Partnership Advisor, BIA Office
Economic Development and Culture
Tel: 416 392-1134
Fax: 416 392-1380
Email: Henry.Byres@toronto.ca

SIGNATURE

Mike Williams, General Manager
Economic Development and Culture

ATTACHMENTS

Attachment No. 1: Proposed Yonge & St. Clair BIA Boundary Map

