



## REPORT FOR ACTION

## Mount Pleasant and The Danforth Business Improvement Areas - Name Changes

**Date:** December 27, 2018  
**To:** Economic and Community Development Committee  
**From:** General Manager, Economic Development and Culture  
**Wards:** 12, 14 and 15

### SUMMARY

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The purpose of this report is to recommend that the name of the Mount Pleasant Business Improvement Area (BIA) be changed to the "Mount Pleasant Village Business Improvement Area," and that the name of The Danforth Business Improvement Area be changed to the "Broadview Danforth Business Improvement Area." The general membership of the Mount Pleasant BIA voted at its November 19, 2018, annual general meeting to rename the BIA for marketing and branding purposes.

At its annual general meeting on October 29, 2018, the membership of The Danforth BIA instructed its board of management to survey members regarding a new BIA name and logo. The name change was approved.

### RECOMMENDATIONS

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The General Manager, Economic Development and Culture recommends that:

1. City Council approve the renaming of the Mount Pleasant Business Improvement Area (BIA) as defined by the boundaries described in Attachment No. 1, to the Mount Pleasant Village Business Improvement Area (BIA);
2. City Council approve the renaming of The Danforth Business Improvement Area (BIA) as defined by the boundaries described in Attachment No. 2, to the Broadview Danforth Business Improvement Area (BIA); and
3. City Council amend The Toronto Municipal Code Chapter 19, Business Improvement Areas, as required to reflect the name changes.

## **FINANCIAL IMPACT**

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

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

## **DECISION HISTORY**

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On December 3, 2008, City Council approved the designation of the Mount Pleasant BIA by by-law 1264-2008.

The originally-named Danforth by the Valley BIA was approved by the former City of Toronto Council in 1986, and changed its name to The Danforth BIA in 2002.

## **COMMENTS**

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The Mount Pleasant BIA membership at the BIA's November 19, 2018 annual general meeting decided for marketing and branding purposes to add the word "Village" to its name. The intent is to promote the area as a local neighbourhood commercial service centre rather than a strip of commercial uses along one of the City's major arterial roads.

The Danforth BIA membership at the BIA's October 29, 2018 annual general meeting instructed the BIA Board of Management to conduct a survey of BIA members regarding a new name and logo for the BIA. The name "Broadview Danforth BIA" and associated new logo were selected by the membership in order to better distinguish the BIA's physical location from the four other BIAs on Danforth Avenue.

The Economic Development and Culture Division BIA office supports the renaming of the Mount Pleasant BIA to the Mount Pleasant Village BIA, and the renaming of The Danforth BIA to the Broadview Danforth BIA.

Amendments to the City of Toronto Municipal Code, Chapter 19, Business Improvement Areas, is required to accommodate the new BIA names.

## **CONTACT**

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## **SIGNATURE**

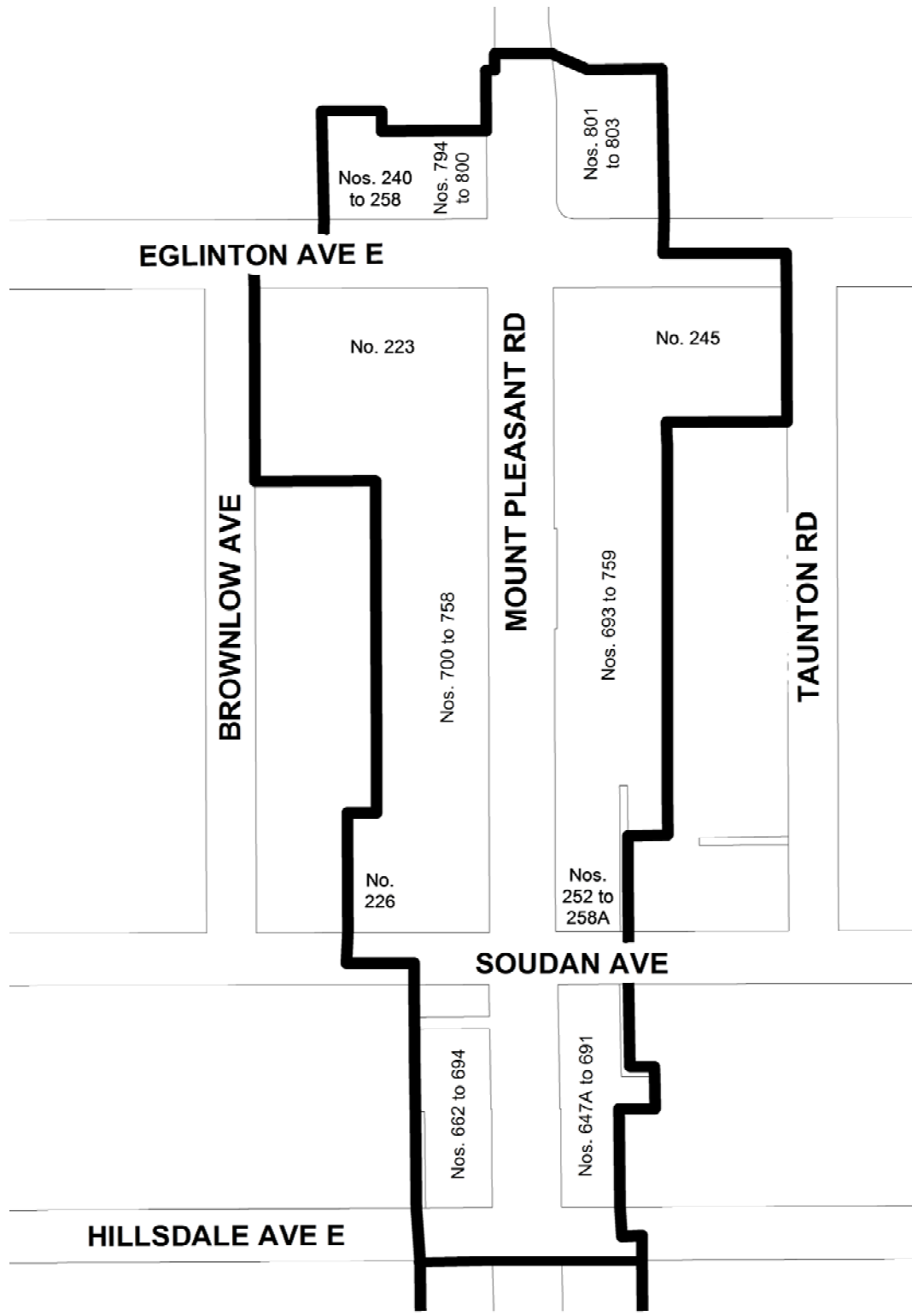
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Mike Williams, General Manager  
Economic Development and Culture

## **ATTACHMENTS**

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Attachment No. 1 - Map of the Mount Pleasant Village BIA  
Attachment No. 2 - Map of the Broadview Danforth BIA



(See MAP 2)

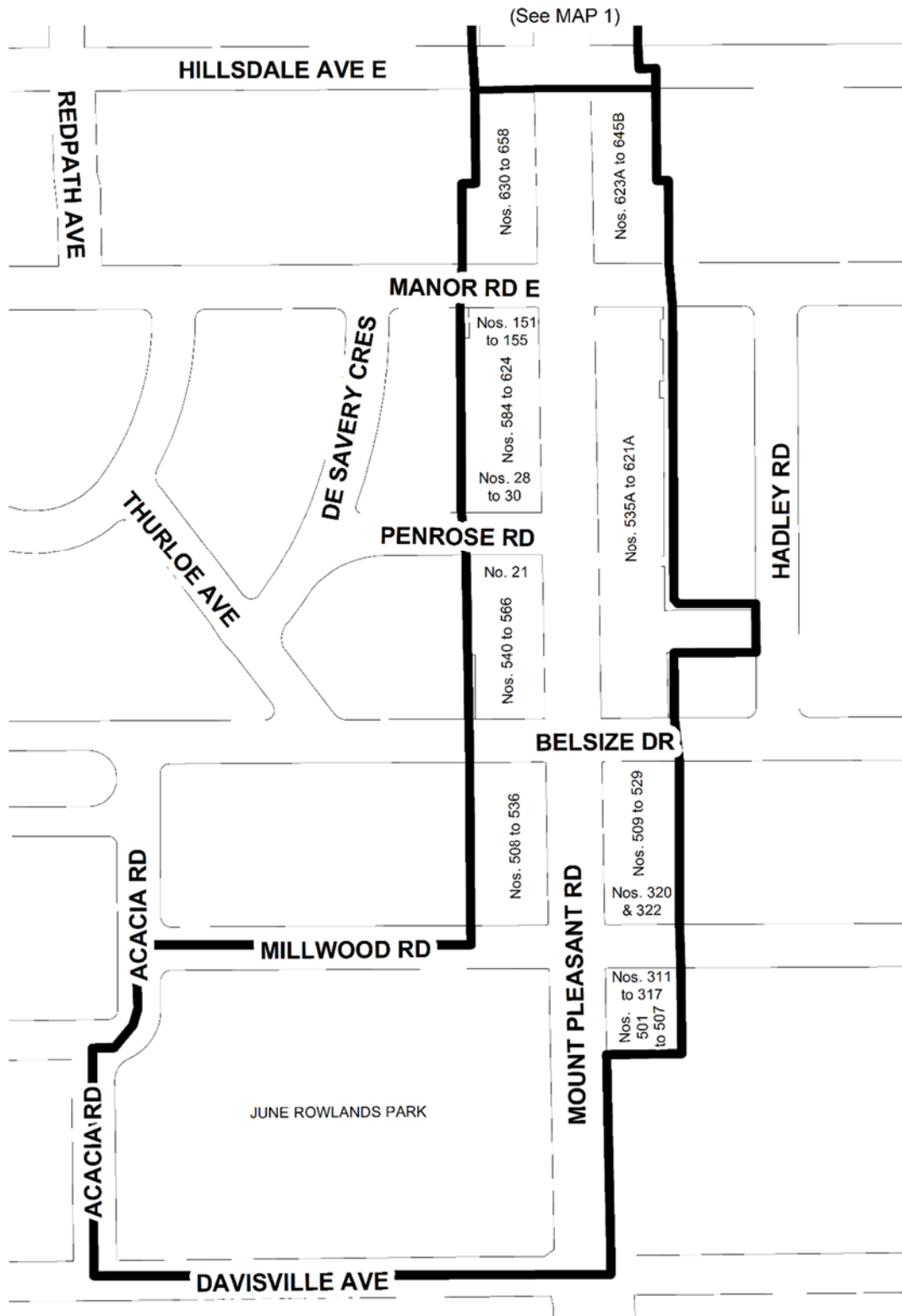


Mount Pleasant Village  
Business Improvement Area

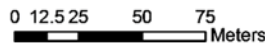


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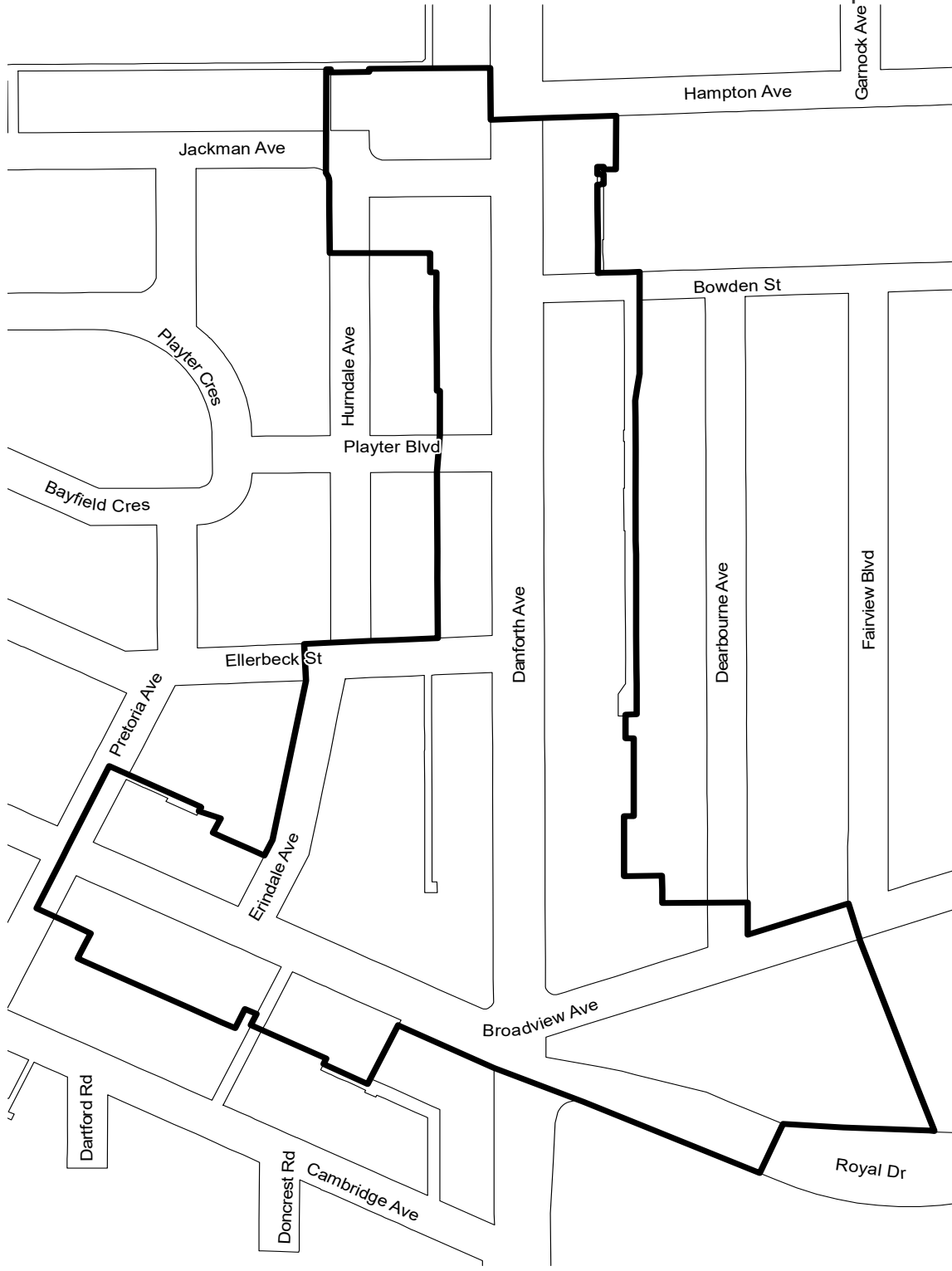
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Tel: 416-392-7755, Fax: 416-392-0081  
Map File: Mount\_Pleasant\_BIA.mxd  
Created by W. Silva  
October 2008



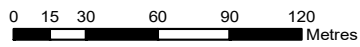
Mount Pleasant Village  
Business Improvement Area



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 Broadview Danforth BIA



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December 2018

  
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