



## Proposed Rogers Road Business Improvement Area (BIA) Poll Results

**Date:** September 26, 2019

**To:** Economic and Community Development Committee

**From:** General Manager, Economic Development and Culture

**Wards:** 5 and 6

### SUMMARY

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The purpose of this report is to recommend that the area shown in Attachment No.1 be designated as the Rogers Road Business Improvement Area (BIA).

In accordance with the Toronto Municipal Code, Chapter 19, Business Improvement Areas, the City Clerk conducted a poll to determine if there is sufficient support to designate the area as the Rogers Road BIA. The area, generally along Rogers Road, is bounded by Weston Road to the west and Bronoco Avenue to the east, also includes the area along Keele Street, south to Lavender Road.

The City received a sufficient number of ballots to validate the poll and the majority of accepted ballots were in favour of establishing a BIA. Accordingly, it is recommended that City Council pass a by-law to designate the area described in Attachment No. 1 as the Rogers Road BIA. Subject to Council's approval, this will be the City's eighty-third BIA.

### RECOMMENDATIONS

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The General Manager, Economic Development and Culture recommends that:

1. City Council designate, based on the poll results respecting the intention to designate the Rogers Road Business Improvement Area (BIA), the area described by Attachment No. 1 as the Rogers Road Business Improvement Area (BIA), under the Toronto Municipal Code, Chapter 19, Business Improvement Areas.
2. City Council direct the City Solicitor to submit a by-law to designate the area described in Attachment No. 1, as the Rogers Road BIA.

3. City Council approve those amendments necessary to Schedule "A" of the Toronto Municipal Code, Chapter 19, Business Improvement Areas, to include the Rogers Road BIA.

## **FINANCIAL IMPACT**

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

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

## **DECISION HISTORY**

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At its meeting of May 14, 2019, City Council adopted item EC4.1 entitled "Intention to Designate the Rogers Road Business Improvement Area." The staff report recommended that the subject area be designated as a BIA, subject to a favourable poll result.

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2019.EC4.1>

## **COMMENTS**

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Before passing a by-law to establish a BIA, the Toronto Municipal Code, Chapter 19, Business Improvement Areas, requires notice of the proposed by-law be sent by prepaid mail, by the City Clerk, to every person listed as an owner assessed for rateable property, in a business property class, located in the proposed business improvement area using the following documents:

1. Current returned assessment roll; and/or
2. Municipal Connect, Toronto Property System (TPS) or any other related geographic information system (GIS) developed using information from Municipal Property Assessment Corporation (MPAC) and City records.

Any person who receives notice is required to give a copy of the notice to each commercial/industrial tenant of the property to which the notice relates.

The proposed Rogers Road BIA steering committee provided unaddressed translated notices (Italian and Portuguese) to commercial and industrial tenants of those property owners receiving the City Clerk's notice. The notice included a copy of the ballot with instructions on how to obtain a printable copy of the ballot through the Clerk, or from the City's website, along with acceptable forms of proof of tenancy.

A person receiving notice is entitled to complete and submit one ballot regardless of the number of properties or businesses owned by that person within the proposed business improvement area. The polling period commenced on June 17, 2019, for 60 days and closed on August 15, 2019. The City Clerk determines whether all conditions have been met and, if they are, shall issue a certificate affirming the fact.

Council cannot pass a by-law to establish a new Business Improvement Area if:

1. The number of accepted ballots returned fails to exceed the lesser of a minimum of 30 percent of the number of notices mailed or 100 ballots; or
2. Fifty percent or more of the accepted ballots respond in the negative.

On June 17, 2019, the City Clerk mailed a total of fifty-six (56) notices and ballots for the Intention to Designate the Rogers Road BIA (one to each of the owners of commercial/industrial property assessed for rateable property within the proposed BIA), to determine if there is sufficient support to establish the BIA. In this instance, seventeen (17) ballots (30%) were required to validate the poll.

The City Clerk received a total of seventeen (17) ballots by August 15, 2019, the end of the notice period, satisfying the criteria for the first bench mark as set out in the Toronto Municipal Code, Chapter 19-2.3H(1).

A total of sixteen (16) of the seventeen (17) returned ballots (94%) were in favour of establishing the proposed BIA, meeting the second bench mark as set out in the Toronto Municipal Code Chapter 19-2.3H(2). A total of one (1) ballot (6%) opposed the BIA.

Based on the results, it is recommended that Council pass a by-law to designate the Rogers Road Business Improvement Area, as described by Attachment No. 1.

This is the first BIA approved since the Capacity Building Program was established. The program was designed to provide additional supports to businesses areas in economically challenged areas that would help encourage the formation of a BIA. In the case of Rogers Road, the completion of an economic scan and a revitalization plan to address the challenges and take advantage of the opportunities in the area was instrumental in moving this area to create a BIA.

In order to ensure continued success now that the BIA is established, the Capacity Building Program will continue with supports in the form of enhanced board of management support including, staffing, training and marketing support to enable the delivery of the BIA's annual program. These are in addition to supports such as the façade improvement program, capital cost-share program, mural grants, and others offered to all BIAs.

## **CONTACT**

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## **SIGNATURE**

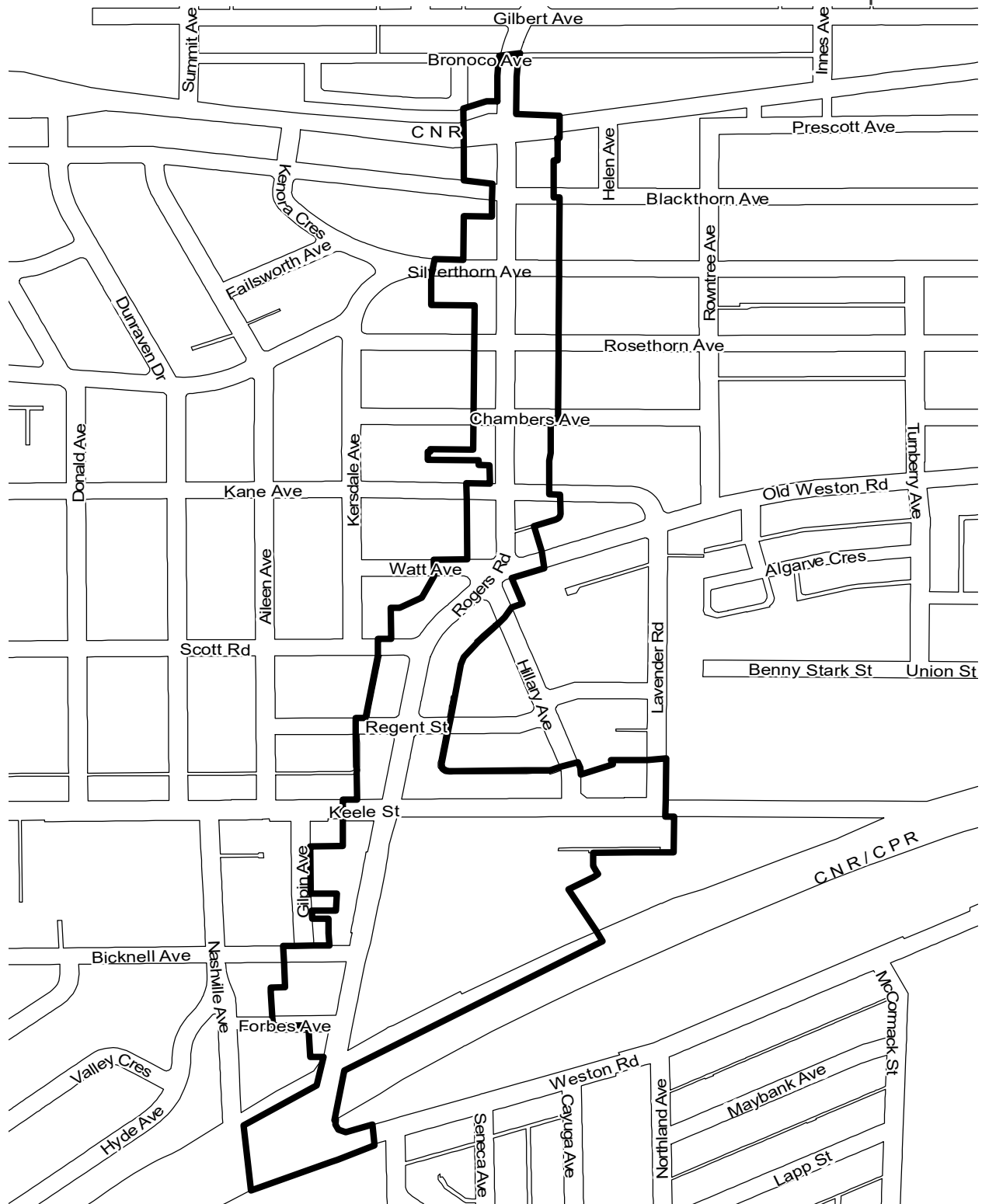
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Mike Williams  
General Manager, Economic Development and Culture

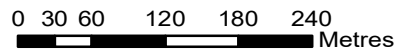
## **ATTACHMENTS**

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Attachment No. 1 – Map of Rogers Road Business Improvement Area (BIA)



 Rogers Road BIA



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May 2019

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