



Proposed Willowdale Business Improvement Area Poll Results

Date: October 27, 2020

To: Economic and Community Development Committee

From: General Manager, Economic Development and Culture

Wards: Ward 18 - Willowdale

SUMMARY

The purpose of this report is to recommend that the area shown in Attachment 1 be designated as the Willowdale 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 Willowdale BIA. The area is generally bounded by Bishop Avenue south to Highway 401, and generally Doris Avenue west to Beecroft Avenue.

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 1 as the Willowdale BIA. Subject to Council's approval, this will be the City's eighty-fifth BIA.

RECOMMENDATIONS

The General Manager, Economic Development and Culture recommends that:

1. City Council designate, based on the poll results respecting the intention to designate the Willowdale Business Improvement Area, the area outlined in Attachment 1 as the Willowdale Business Improvement Area, under the City of Toronto Municipal Code Chapter 19, Business Improvement Areas.
2. City Council direct the City Solicitor to submit a By-law to designate the area outlined in Attachment 1 as the Willowdale Business Improvement Area.
3. City Council amend Schedule A of the City of Toronto Municipal Code Chapter 19, Business Improvement Areas, as necessary, to include the Willowdale Business Improvement Area.

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 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

At its meeting of July 28, 2020, City Council adopted item EC14.5 titled "Expediting the Formation of a Business Improvement Area in Willowdale". The staff report recommended that the area under consideration be designated as a BIA, subject to a favourable poll result.

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2020.EC14.5>

COMMENTS

Before passing a by-law to establish a BIA, the City of 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. In addition, the proposed Willowdale BIA steering committee provided unaddressed notices 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 August 24, 2020, for 60 days and closed on October 22, 2020. 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 August 24, 2020, the City Clerk mailed a total of eight-hundred and forty-eight (848) eligible notices and ballots for the Intention to Designate the Willowdale BIA poll. 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, one-hundred (100) ballots were required to validate the poll.

The City Clerk received a total of two-hundred and two (202) ballots by October 22, 2020, 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 one-hundred and forty-seven (147) of the two-hundred and two (202) returned ballots (73%) 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 fifty-three (53) ballots (26%) opposed the BIA and two (2) ballots were spoiled.

Based on the results, it is recommended that City Council pass a by-law to designate the Willowdale Business Improvement Area, as described by Attachment 1. Subject to Council's approval, this will be the City's eighty-fifth BIA.

CONTACT

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SIGNATURE

Mike Williams, General Manager
Economic Development and Culture

ATTACHMENTS

Attachment 1 – Map of Proposed Willowdale Business Improvement Area

