

City Council

Notice of Motion

MM23.16	ACTION			Ward: 19
----------------	--------	--	--	----------

Modifications for Beach Business Improvement Area boundary expansion process - by Councillor Brad Bradford, seconded by Councillor Joe Cressy

** Notice of this Motion has been given.
 * This Motion is subject to referral to the Economic and Community Development Committee. A two-thirds vote is required to waive referral.*

Recommendations

Councillor Brad Bradford, seconded by Councillor Joe Cressy, recommends that:

1. City Council direct the Steering Committee for the expanded The Beach Business Improvement Area and the City of Toronto's Business Improvement Area Office staff to bypass the requirement that the General Manager, Economic Development and Culture conduct a formal public consultation meeting as required under Subsection 19-2.2A(3)(e) and the requirements under Subsection 19-2.2 C to H of City of Toronto Municipal Code Chapter 19, Business Improvement Areas, and to proceed to notice and polling under Section 19-2.4 of the City of Toronto Municipal Code Chapter 19, Business Improvement Areas.
2. City Council state its intention to designate the area outlined in Attachment 1 to Motion MM23.16 as the expanded The Beach Business Improvement Area under the City of Toronto Municipal Code Chapter 19, Business Improvement Areas.
3. City Council direct the City Clerk to send out a notice of City Council's intention to pass a By-law designating the area outlined in Attachment 1 to Motion MM23.16 as the expanded The Beach Business Improvement Area, in accordance with the City of Toronto Municipal Code Chapter 19, Business Improvement Areas.
4. City Council direct the Chief Technology Officer to prepare designation By-law maps of the area outlined in Attachment 1 to Motion MM23.16 and submit them to the City Solicitor.
5. City Council reduce the polling period requirements for creating or expanding a Business Improvement Area as set out in Section 19-2.3 (I)(J) and 19-2.4 (I)(J) of Chapter 19 of the City of Toronto Municipal Code, from 60 days to 30 days for the purposes of polling for the proposed expansion of the The Beach Business Improvement Area.

Summary

Prior to the COVID-19 pandemic, the Beach Business Improvement Area was looking to

expand its boundaries and have done extensive consultation with members and potential member businesses. This Motion asks City Council to waive the requirement to hold a public meeting before initiating polling on expanded boundaries in order to continue the public process for expansion while service changes remain in place.

These exemptions have been prepared in consultation with The Beach Business Improvement Area steering committee and working with staff in the Business Improvement Area Office. The Beach Business Improvement Area has already approved exploring an expanded boundary at its November 2019 Annual General Meeting and engaged the local business community, specifically:

- Spoke directly with 24 businesses, 1-3 times between May-November of 2019.
- 18 (75 percent) have verbally expressed support of expansion, 6 (25 percent) were in favour, but wanted more information before making a decision.
- Created email list with businesses, and property owners; have kept them up to date on process, as well as included them in all current member updates throughout COVID.
- Gained support of the some of the largest businesses in the area of proposed expansion including; Live Nation, Murphy's Law, Casa Digorgios, Pendo Studios, LCBO, Brett's Ice Cream.

Background Information (City Council)

Member Motion MM23.16

Attachment 1 - The Beach Business Improvement Area Proposed Expansion Map
(<http://www.toronto.ca/legdocs/mmis/2020/mm/bgrd/backgroundfile-153134.pdf>)