

Toronto Entertainment District Business Improvement Area - Name Change

Date: April 8, 2021

To: Economic and Community Development Committee

From: Acting General Manager, Economic Development and Culture

Wards: Spadina-Fort York

SUMMARY

The purpose of this report is to recommend that the name of the Toronto Entertainment District Business Improvement Area (BIA) be changed to the "Toronto Downtown West Business Improvement Area". On February 17, 2021, the Board of Management for the Toronto Entertainment District BIA voted to request the City of Toronto to formally change the name of the BIA.

RECOMMENDATIONS

The Acting General Manager, Economic Development and Culture recommends that:

1. City Council approve the renaming of the Toronto Entertainment District Business Improvement Area, as defined by the boundaries described in Attachment 1, to the Toronto Downtown West Business Improvement Area.
2. City Council amend City of Toronto Municipal Code Chapter 19, Business Improvement Areas, as required, to reflect the name change of the Toronto Entertainment District Business Improvement Area to the Toronto Downtown West Business Improvement Area.

FINANCIAL IMPACT

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

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

DECISION HISTORY

On January 30, 2008, City Council approved the designation of the Toronto Entertainment District BIA by By-law 125-2008.

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2008.MM16.10>

COMMENTS

The area encompassing the Toronto Entertainment District BIA has undergone a significant transformation since the establishment of the BIA in 2008. With substantial residential growth, new office development, and additional retail space, the area has transitioned to a vibrant urban neighbourhood and commercial centre. Recognizing that the "Entertainment District" no longer reflects the diversity of the district, the BIA embarked on a renaming exercise with a marketing consultant beginning in 2019 which recommended a name more inclusive of diverse business interests.

The Toronto Entertainment District BIA Board of Management at its February 17, 2021 meeting voted to change the name of the BIA to "Toronto Downtown West" and requested the City of Toronto to officially recognize the new name.

The BIA will retain the rights to "Toronto Entertainment District" and will continue to use the name for promotional purposes.

The Economic Development and Culture Division supports the renaming of the Toronto Entertainment District BIA to the Toronto Downtown West BIA to more accurately represent the neighbourhood character and business composition.

Amendments to the City of Toronto Municipal Code, Chapter 19, Business Improvement Areas, are required to reflect the new BIA name.

CONTACT

David Hessels, Project Manager, Business Improvement Area (BIA) Office, Economic Development and Culture, 416-392-6837, David.Hessels@toronto.ca

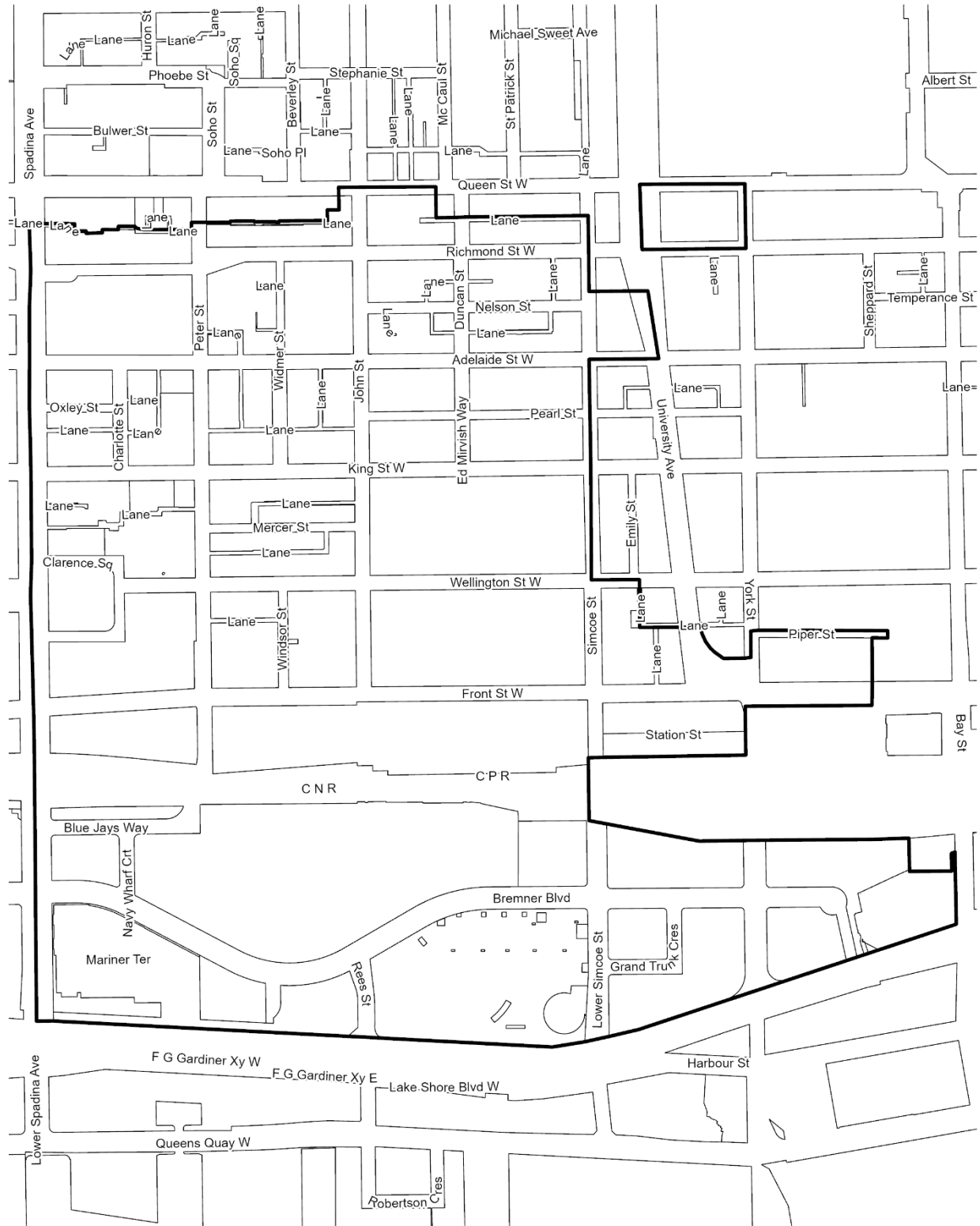
SIGNATURE

Cheryl Blackman, Acting General Manager
Economic Development and Culture


ATTACHMENTS

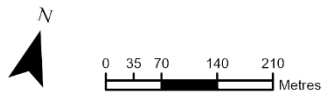
Attachment 1 - Map of the Toronto Downtown West Business Improvement Area

Attachment 1 - Map of the Toronto Downtown West Business Improvement Area



Toronto Downtown West - Page 1

 Business Improvement Area



See page 2 for list of addresses

Map: Bylaw Map - Toronto Downtown West
Created by: BIA Office - 03/25/2021

STREET	FIRST LAST		STREET	FIRST LAST	
Adelaide St W	184	366	Richmond St W	181	414
Adelaide St W	380		Simcoe St	43	60
Adelaide St W	384		Simcoe St	90	150
Bay St	40		Simcoe St	168	
Blue Jays Way	1	125	Spadina Ave	9	
Bremner Blvd	3	363	Spadina Ave	11	
Charlotte St	3	46	Spadina Ave	15	
Clarence Sq	2	25	Spadina Ave	17	
Duncan St	14	65	Spadina Ave	23	
Ed Mirvish Way	11		Spadina Ave	49	57
Front St W	100	400	Spadina Ave	63	
Grand Trunk Cres	3	30	Spadina Ave	69	71
John St	15	151	Spadina Ave	73	
John St	156		Spadina Ave	75	
John St	160		Spadina Ave	93	95
John St	162		Spadina Ave	97	99
King St W	212	420	Spadina Ave	101	101A
King St W	430		Spadina Ave	105	
King St W	434		Spadina Ave	113	
King St W	436	438	Spadina Ave	117	123
King St W	456		Spadina Ave	125	
Lake Shore Blvd W	350		Spadina Ave	127	129
Lower Simcoe St	11	75	Spadina Ave	139	139A
Mariner Ter	5	35	Spadina Ave	141	143
Mercer St	5	59	Spadina Ave	147	
Navy Wharf Crt	3	89R	Spadina Ave	161	
Nelson St	4	86	Station St	7	36
Oxley St	16	25	University Ave	180	
Pearl St	130	188	University Ave	188	190
Peter St	70	139	Van De Water Cres	20	
Queen St W	145	145A	Wellington St W	145	161
Queen St W	277		Wellington St W	175	177
Queen St W	295		Wellington St W	181	
Queen St W	299		Wellington St W	183	354
Queen St W	307		Widmer St	5	62
Queen St W	309	311	Windsor St	36	
York St	180		York St	12	12A
Queen St W	313		York St	14	18
Rees St	25	32	York St	19	25
Richmond St W	165	169	York St	40	