

Junction Gardens and shoptheQueensway.com Business Improvement Areas - Name Changes

Date: April 6, 2023
To: Economic and Community Development Committee
From: General Manager, Economic Development and Culture
Wards: 3 – Etobicoke-Lakeshore and 4 – Parkdale-High Park

SUMMARY

The purpose of this report is to recommend that the name of the Junction Gardens Business Improvement Area (BIA) be changed to the "The Junction Business Improvement Area," and that the name of shoptheQueensway.com Business Improvement Area be changed to the "Shop The Queensway Business Improvement Area." The general membership of the Junction Gardens BIA voted at their November 20, 2019 Annual General Meeting and the shoptheQueensway.com BIA voted at their October 28, 2019 Annual General Meeting to formally rename the BIAs.

RECOMMENDATIONS

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

1. City Council approve the renaming of the Junction Gardens Business Improvement Area, as defined by the boundaries described in Attachment No. 1, to The Junction Business Improvement Area.
2. City Council approve the renaming of shoptheQueensway.com Business Improvement Area as defined by the boundaries described in Attachment No. 2, to the Shop The Queensway Business Improvement Area.
3. City Council amend the City of Toronto Municipal Code Chapter 19, Business Improvement Areas, as required to reflect the name change of the Junction Gardens Business Improvement Area to The Junction Business Improvement Area and of the shoptheQueensway.com Business Improvement Area to Shop The Queensway Business Improvement Area.

FINANCIAL IMPACT

There are no current or known future year financial impacts arising from the recommendations contained in this report.

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

DECISION HISTORY

At its meeting on January 18, 1973, City Council of the former City of Toronto approved the designation of the Junction Gardens BIA by by-law 8-73.

At its meeting on July 13, 2012, City Council approved the designation of The Queensway BIA by by-law 995-2012.

<https://www.toronto.ca/legdocs/mmis/2012/cc/bgrd/backgroundfile-48911.pdf>

Subsequently, The Queensway BIA board of management, requested that the BIA's name be changed to shoptheQueensway.com BIA which was adopted by council on May 7-10, 2013.

<https://www.toronto.ca/legdocs/mmis/2013/ed/bgrd/backgroundfile-57112.pdf>

COMMENTS

The Junction Gardens BIA membership at the BIA's November 20, 2019 Annual General Meeting decided to remove the word "Gardens" from its name, for marketing and branding purposes. The intent is to promote the area as a local neighbourhood commercial service centre with future expansion opportunities extending beyond the current "Gardens" identity.

The shoptheQueensway.com BIA membership at the BIA's October 28, 2019 Annual General Meeting decided to remove the ".com" extension of their name, addressing marketing and branding limitations. The extension no longer seemed relevant and representative of their business area.

The Economic Development and Culture Division BIA Office supports the renaming of the Junction Gardens BIA to The Junction BIA, and the renaming of shoptheQueensway.com BIA to Shop The Queensway 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

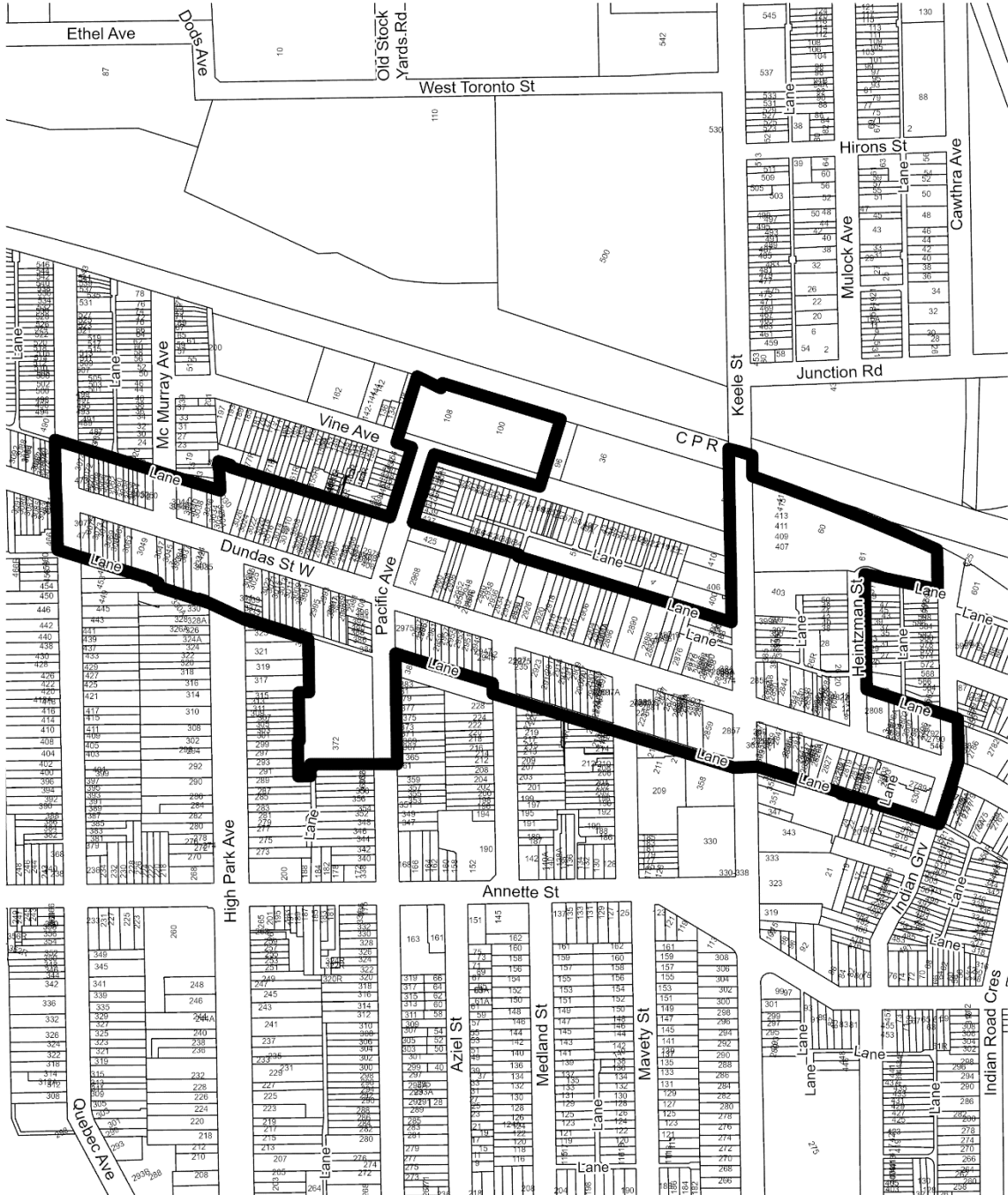
Patrick Tobin, General Manager, Economic Development and Culture

ATTACHMENTS


Attachment 1 – The Junction BIA Map

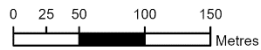
Attachment 2 – Shop The Queensway BIA Map

Attachment 1 - Map of The Junction Business Improvement Area



The Junction

 Business Improvement Area



Map: Bylaw Map - The Junction
Created by: BIA Office - 02/07/2023

Attachment 2 - Map of Shop The Queensway Business Improvement Area

