

Intention to Designate the Cedarbrae Markham Lawrence Village Business Improvement Area

Date: April 17, 2024
To: Economic and Community Development Committee
From: General Manager, Economic Development and Culture
Wards: 24 - Scarborough Guildwood

SUMMARY

This report recommends that the City Clerk conduct a poll to determine if there is sufficient support to designate the area along Lawrence Avenue East bounded by Bellamy Road to the west, Greenholm Court to the east, Markham Road from Lawrence to the south and Painted Post Drive to the north, as the Cedarbrae Markham Lawrence Village Business Improvement Area (BIA).

Upon completion of the poll, the General Manager of Economic Development and Culture will report on the results to City Council through the Economic and Community Development Committee. Subject to a positive poll result, staff shall prepare the necessary by-laws and bills to give effect thereto.

RECOMMENDATIONS

The General Manager, Economic Development and Culture recommends that:

1. City Council state its intention to designate the area described by Attachment No. 1 as the Cedarbrae Markham Lawrence Village Business Improvement Area (BIA) under Chapter 19 of the City of Toronto Municipal Code.
2. City Council direct the City Clerk to send out a notice of City Council's intention to pass a by-law designating the area described by Attachment No. 1 as a Business Improvement Area (BIA), in accordance with Chapter 19 of the City of Toronto Municipal Code.
3. City Council direct the General Manager, Economic Development and Culture to prepare designation by-law maps of the area as described by Attachment No. 1 and submit them to the City Solicitor.

FINANCIAL IMPACT

There are no current year financial implications resulting from the adoption of the recommendations contained in this report.

Capital budgets may be impacted in future years should streetscape or other capital improvements be undertaken by the new BIA. Capital improvements are cost-shared between the BIA and the City. Additional resources, if necessary, will be included in the 2025 Budget Process for consideration, subject to the City's financial and resources capacity.

The Chief Financial Officer and Treasurer has reviewed this report and agrees with the financial implications as presented in the Financial Impact section.

DECISION HISTORY

Chapter 19 of the Toronto Municipal Code sets out the procedures for the establishment of a business improvement area.

https://www.toronto.ca/legdocs/municode/1184_019.pdf

COMMENTS

In response to the hardships experienced due to the COVID-19 pandemic, businesses in the Cedarbrae Markham Lawrence Village area came together and discussed ways to improve their community. In February of 2023, with support from the local Councillor, a formal Steering Committee was formed to pursue the formation of a BIA.

The Steering Committee believes the establishment of a BIA will assist the local businesses and property owners to achieve several objectives, including restoring business vibrancy, creating a positive image of the area and enhancing the local streetscape to make it more attractive, safe and pedestrian-friendly.

To further engage with the local business and property owners, the Steering Committee organized both virtual and in-person information sessions between April to July 2023. In total, three in-person meetings and four virtual sessions were held. The majority of those in attendance were in favour of being part of a BIA.

Additionally, the Steering Committee also distributed flyers, canvassed businesses door-to-door, met one-on-one with individual property owners, merchants and other stakeholders. Multiple channels of communication were made available, including various social media platforms and a dedicated website to ensure information was readily accessible. Overall, the outreach activities revealed significant stakeholder interest in establishing a BIA. Consequently, the Steering Committee requested the General Manager of Economic Development and Culture to hold a formal public consultation meeting.

The public consultation meeting was held on February 20, 2024 and was attended by 19 commercial property owners and business tenants. In this meeting, City of Toronto staff presented an overview of the BIA program and answered questions from potential members. A secret ballot was also held to determine if there is sufficient support for a formal poll. Of the 19 ballots casted, 16 were in favour of proceeding to the formal poll and 3 were not in favour. This result meets the minimum requirements of 50% plus one in order to proceed to a formal poll as set out by Chapter 19 of the City of Toronto Municipal Code.

The Steering Committee has fulfilled the requirements of Municipal Code Chapter 19 regarding the development of a rationale and boundary for the proposed BIA, and the execution of a strategy to communicate its interest to establish a BIA to area businesses and property owners. By working collectively as a BIA, the local businesses will have the organizational and funding capacity to be a catalyst for civic improvement and enhance the business climate, and quality of life, in their local neighbourhood.

The BIA model provides the most sustainable foundation for enhancing locally-focused economic development. A BIA provides the financial, organizational, and administrative resources required to provide the sustained level of human and financial support required to effect long-term area change.

CONTACT

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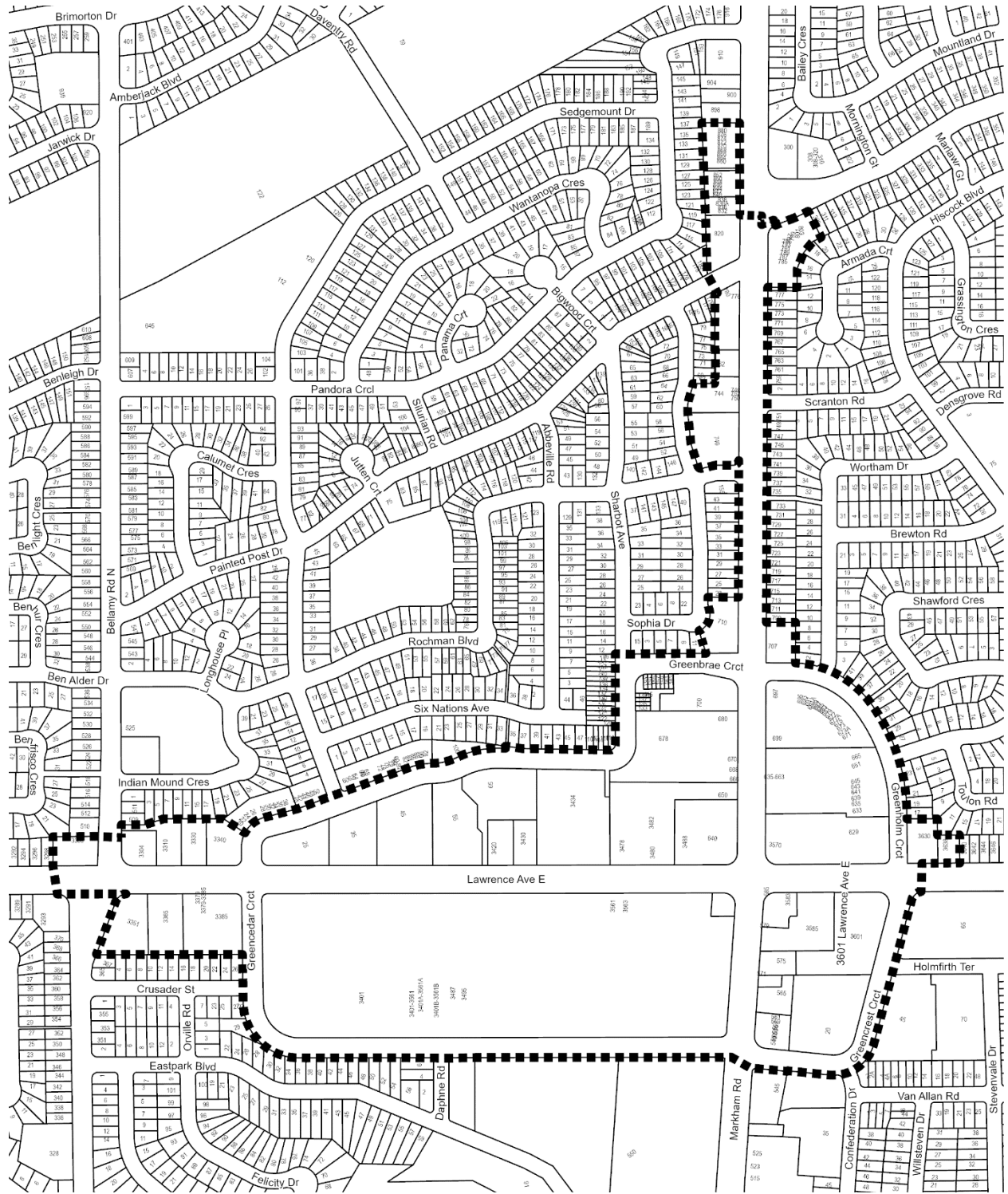
SIGNATURE

Patrick Tobin
General Manager, Economic Development and Culture

ATTACHMENTS

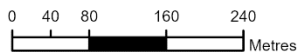
Attachment 1 – The proposed Cedarbrae Markham Lawrence Village BIA

Attachment 1 - Map of proposed Cedarbrae Markham Lawrence Village BIA



Cedarbrae Markham Lawrence

 Proposed



Map: Bylaw Map - Cedarbrae Markham Lawrence
Created by: BIA Office - 11/20/2023