

## **Intention to Designate the Upper Avenue Business Improvement Area**

**Date:** June 7, 2024  
**To:** Economic and Community Development Committee  
**From:** General Manager, Economic Development and Culture  
**Wards:** 8 - Eglinton-Lawrence

### **SUMMARY**

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This report recommends that the City Clerk conduct a poll to determine if there is sufficient support to designate the area along Avenue Road from Lawrence Avenue West to Joicey Boulevard and connecting side streets as the Upper Avenue Business Improvement Area.

Upon completion of the poll, the General Manager, 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**

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The General Manager, Economic Development and Culture recommends that:

1. City Council state its intention to designate the area described by Attachment 1 as the Upper Avenue Business Improvement Area 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 1 as a Business Improvement Area, 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 1 and submit them to the City Solicitor.

## FINANCIAL IMPACT

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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 Business Improvement Area. Capital improvements are cost-shared between the Business Improvement Area 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

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

## COMMENTS

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In response to longstanding interest in the creation of a Business Improvement Area (BIA), businesses in the Upper Avenue area came together and discussed ways to improve their community. In November 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 improve the neighbourhood through increased opportunities for streetscape beautification, area branding and marketing, community events, advocacy, and capital improvements. The desired outcome is the development of a pleasant, safe, walkable, and inclusive neighbourhood that maintains top-of-mind awareness as a preferred retail destination.

To further engage with the local business and property owners, the Steering Committee developed and implemented a strategy that distributed information on BIAs through email communications, in-person meetings, and the creation of a website and printed brochures. Members of the Steering Committee communicated with potential BIA members to determine the initial degree of local interest in the formation of a new BIA. Overall, the outreach activities revealed significant stakeholder interest in establishing a BIA. Consequently, the Steering Committee requested the General Manager, Economic Development and Culture to hold a formal public consultation meeting.

Held on May 21, 2024, the public consultation meeting was attended by 41 commercial property owners and business tenants. At this meeting, City staff presented an overview of the BIA program and answered questions from potential members. A secret ballot

was also held to determine if there was sufficient support for a formal poll. Of the 41 ballots cast, 32 were in favour of proceeding to the formal poll and 9 were not. 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 effect long-term area change.

## **CONTACT**

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## **SIGNATURE**

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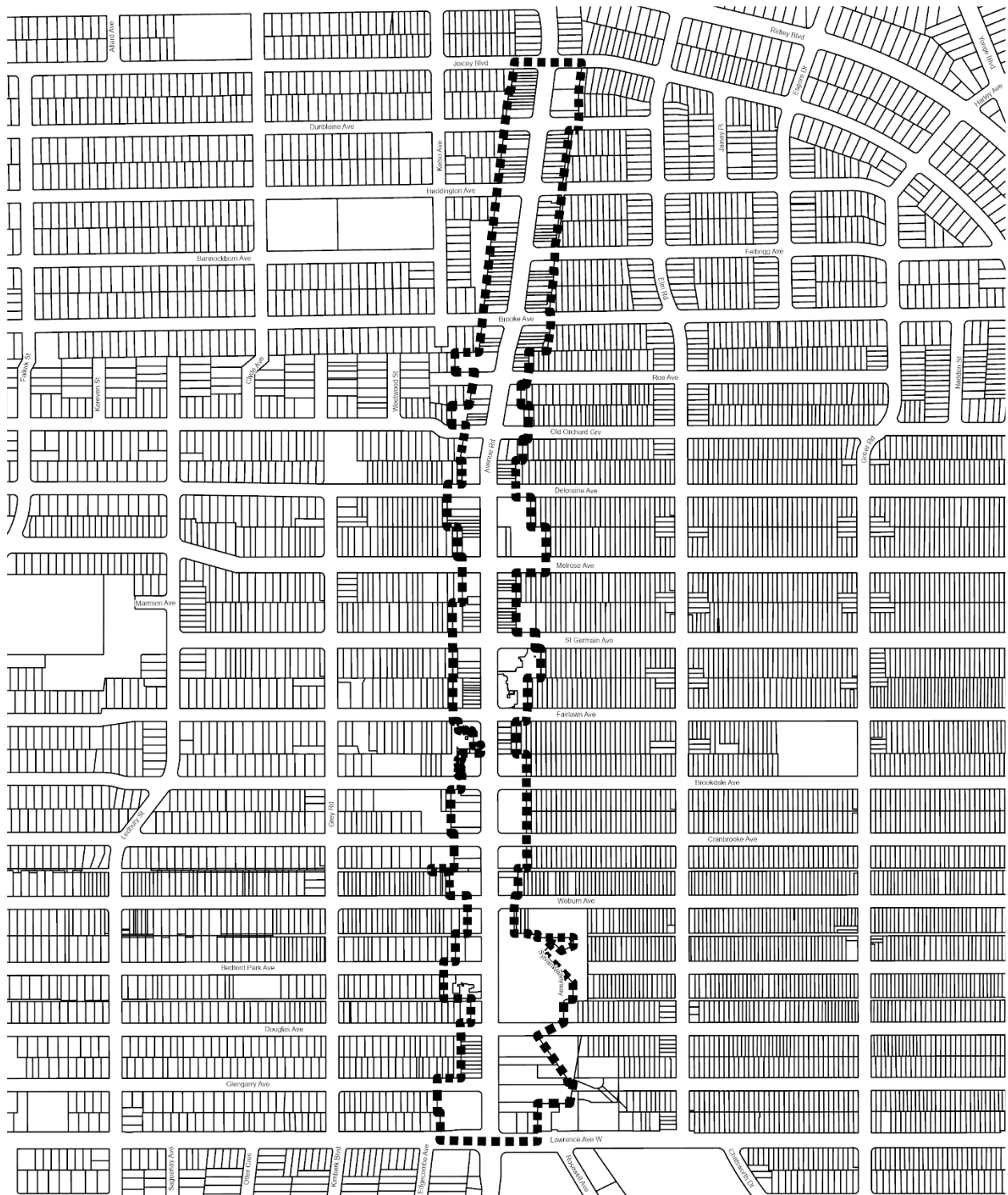
Patrick Tobin  
General Manager, Economic Development and Culture

## **ATTACHMENTS**

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Attachment 1 – Map of the Proposed Upper Avenue BIA

# Attachment 1 - Map of the Proposed Upper Avenue BIA



## Upper Avenue Proposed BIA

 Proposed



Map: Bylaw Map - Upper Avenue  
Created by: BIA Office - 04/19/2024