

## **Intention to Designate the Humber Bay Shores Business Improvement Area**

**Date:** October 2, 2025  
**To:** Economic and Community Development Committee  
**From:** General Manager, Economic Development and Culture  
**Wards:** 3 - Etobicoke-Lakeshore

### **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 Southeast from the CN Rail Corridor from Mimico Creek to Humber Bay River and connecting with Humber Bay Park East and West side areas as the Humber Bay Shores 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**

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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 Humber Bay Shores 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 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 & 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 BIA. Capital improvements are cost-shared between the BIA and the City.

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

## **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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There has been a longstanding interest among local community members in forming a BIA in the Humber Bay Shores area. In 2012, an exploratory meeting was held with the BIA Office and the local Councillor's Office. There was another attempt at starting a BIA in 2018, however lack of sustained support prevented the project from moving forward.

From October to December 2024, an initial assessment of interest was undertaken by a small group of community representatives and business owners. A Steering Committee was formed in January 2025, consisting of seven local business owners. City Councillor Amber Morley formerly joined the Steering Committee in March 2025.

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, inclusive neighbourhood that maintains top-of-mind awareness as a preferred destination for residents and visitors.

To further engage with the local business and property owners, the Steering Committee developed and implemented a communication strategy that included newsletters, social media, emails as well as online and in-person meetings. Members of the Steering Committee contacted potential business improvement area members to determine the initial degree of local interest in the formation of a new BIA.

There has also been a focus on partnering with local community groups, such as the Humber Bay Shores Condominium Association (HBSCA), who helped to identify

Steering Committee members. HBSCA currently organizes various events that could be enhanced in the future with the support of a strong BIA organization.

Significant efforts were made into the consultation and outreach phase of the project, which was launched in August 2025. The Councillor's office provided the printing for all marketing materials. The outreach team was comprised of the Steering Committee members, the Executive Members of HBSCA and other volunteers.

The following materials were created for a team of seventeen people who reached out to about 150 businesses and commercial property owners:

1. A brochure with information about BIAs, including benefits and costs
2. A tracking form for each business approached that tracked any feedback on the potential of a BIA
3. A tip sheet was also developed to help with responses and content for feedback.

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 August 27, 2025, and was attended by commercial property owners, business tenants, and other local community members. In this meeting, City of Toronto staff presented an overview of the BIA program and answered questions from attendees. A secret ballot was also held among eligible voters to determine if there is sufficient support for a formal poll. Of the 22 ballots casted, 19 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 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 deliver long-term area improvements.

## **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 Humber Bay Shores BIA

## Attachment 1 - Map of proposed Humber Bay Shores BIA

