



Corporate Report

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(Malton)

DATE: August 28, 2012

TO: Chair and Members of Planning and Development Committee
Meeting Date: September 17, 2012

FROM: Edward R. Sajecki
Commissioner of Planning and Building

SUBJECT: **Establishment of a Malton Business Improvement Area (BIA)
WARD 5**

- RECOMMENDATION:**
1. That the report titled "Establishment of a Malton Business Improvement Area (BIA)" dated August 28, 2012 from the Commissioner of Planning and Building, be received.
 2. That the City Clerk give notice to all commercial and industrial property owners defined under the *Municipal Act, 2001*, within the proposed BIA boundary, of City Council's intention to enact a by-law to establish the boundaries of the Malton BIA as shown on Appendix 4.

**REPORT
HIGHLIGHTS:**

- A letter dated June 19, 2012 was submitted to City Council by the Malton BIA Steering Committee stating their interest in starting up a BIA and requesting that a report be prepared to begin the necessary work to establish a BIA.
- The boundary proposed by the Malton BIA Committee is generally acceptable, with the exception of three properties. Appendix 4 shows the staff recommended boundary for the Malton BIA.

- The next step is for the Office of the City Clerk to notify owners in all prescribed business property classes, as defined under the *Municipal Act, 2001*, within the proposed BIA boundary.

BACKGROUND:

On February 7, 2012, April 12, 2012, and June 19, 2012, Ward 5 Councillor Bonnie Crombie hosted meetings with local businesses to discuss the benefits of a Business Improvement Area (“BIA”) and to begin the process of forming a BIA in Malton.

At the last meeting, a Steering Committee was formed and in a letter, dated June 19, 2012 (see Appendix 1) the Malton BIA Steering Committee outlined their interest in establishing a BIA in Malton. They requested that the boundaries of the Malton BIA include businesses along Airport Road, Derry Road, and Goreway Drive, as shown on Appendix 2.

On June 20, 2012, City Council considered the letter dated June 19, 2012 from the Malton BIA Steering Committee, and adopted Resolution 0157-2012 as follows:

- “1. That the letter dated June 19, 2012, from the Malton Business Improvement Association (BIA) Steering Committee regarding a proposed BIA in Malton, be received for information; and
2. That the letter dated June 19, 2012, from the Malton Business Improvement Association (BIA) Steering Committee regarding a proposed BIA in Malton be referred to the Planning and Building Department to report back to Planning and Development Committee.”

On July 23, 2012, additional information was submitted on behalf of the Malton BIA Steering Committee outlining the short-term and long-term goals, and objectives of the Malton BIA (see Appendix 3).

Legislative Requirements

All policies, by-laws or constitutional provisions established by the City and the BIA must be consistent with legislative requirements outlined in the *Municipal Act, 2001* (“the Act”) s. 204 to 215 and 216.

The Act provides that the City may designate an area as an improvement area and may establish a board of management. The board of management is a local board of the municipality for all purposes and is subject to various regulatory responsibilities and obligations.

In accordance with the Act, the City must pass a by-law to designate a BIA, and before such a by-law can be passed, notice of City Council’s intention to pass a by-law must be sent to every person who, on the last returned assessment roll, is assessed for rateable property that is in a prescribed business property class which is located in the proposed improvement area. It is the responsibility of the property owners to provide a copy of the notice to their tenants. If written objections to the by-law are received within 60 days, signed by at least one-third of the persons entitled to a notice and representing at least one-third of the taxes levied for purposes of the general local municipality levy on rateable property in all prescribed business property classes in the proposed BIA, then the Act prohibits enactment of the by-law.

COMMENTS:**BIA Boundary as Proposed by the Steering Committee**

The proposed BIA area consists of commercial and general industrial uses as shown on Appendix 2. Commercial uses are predominantly located on the west side of Airport Road, on the north side of Derry Road East (between the area west of Airport Road and Goreway Drive), on the south side of Derry Road East (between Goreway Drive and Rexwood Road), and on the east side of Goreway Drive.

The proposed boundary captures larger commercial sites such as the mixed use plazas along Airport Road and Goreway Drive, and the Westwood Mall. A few general industrial sites have been included in the boundary and are located in pockets along Airport Road and along Derry Road East.

BIA Boundary as Recommended by City Staff

The proposed BIA boundary was reviewed to determine its merits based on the inclusion of commercial locations, potential for commercial conversions or redevelopment, and provision for a contiguous BIA boundary.

City staff generally agree with the boundary proposed by the Malton BIA Steering Committee for the following reasons:

- along Airport Road, a majority of commercial sites such as the Punjab Centre and plazas are located on the west side. The buildings located between Thamesgate Drive and Derry Road East are visible from the street and have building entrances which front onto the corridor;
- along Derry Road East, most of the sites are largely commercial. Derry Road East serves as an important connection between Airport Road and Goreway Drive, forming a continuous link for the BIA; and
- along Goreway Drive, there are sites with various retail uses, such as the Westwood Mall and multi-tenant plazas located on the east side of Goreway Drive. Goreway Drive has the potential to create a more pedestrian-friendly environment. Properties on the west side of Goreway Drive have been included to provide for a continuous east-west side of the BIA boundary. Although the west side of the corridor is largely residential with few commercial sites, there is the potential that this area may redevelop for commercial uses in the future.

It is recommended that the property located at the northeast corner of Goreway Drive and Derry Road East not be included in the BIA boundary. This site is designated “Residential High Density” in Mississauga Official Plan (2011), with no commercial uses, and it is occupied by three 10-storey residential condominium buildings, consisting of over 350 residential units.

The two properties located on the north side of the Canadian National Railway, west of Airport Road are suggested for inclusion in the BIA boundary given that the properties have access from Airport Road and are designated “Mixed Use” in Mississauga Official Plan (2011).

Appendix 4 presents the staff recommended boundary for the Malton BIA.

Mississauga is committed to assisting the Malton community in establishing a BIA. The City recognizes the many benefits of business improvement areas and has provided staff support to existing BIAs from various City divisions including Policy Planning, Financial Services, Office of the City Clerk, and Legal Services. Support for a BIA is also provided by other organizations such as the Ontario Business Improvement Area Association (OBIAA).

STRATEGIC PLAN: The establishment of a Malton BIA aligns with the following goals and actions of the City’s Strategic Plan:

CONNECT: Completing our Neighbourhoods

- Develop Walkable, Connected Neighbourhoods
- Built Vibrant Communities
- Nurture “Villages”

PROSPER: Cultivating Creative and Innovative Businesses

- Meet Employment Needs

FINANCIAL IMPACT: Not applicable.

CONCLUSION: City staff are in general agreement with the proposed Malton BIA boundary, as outlined by the Malton BIA Steering Committee, with the exception of two revisions. The boundary recommended by staff for the Malton BIA is shown on Appendix 4.

The *Municipal Act, 2001* establishes the requirements for City Council to deal with a request to establish a BIA boundary. To obtain the position of the business community within the recommended BIA, the City should initiate the statutory process required to implement the Malton BIA designation.

ATTACHMENTS:

APPENDIX 1: Letter from the Malton Business Improvement
Association Steering Committee, dated June 19, 2012
APPENDIX 2: Proposed Malton BIA Boundary (Map)
APPENDIX 3: Goals and Objectives of the Malton BIA
APPENDIX 4: Recommended Malton BIA Boundary (Map)

Edward R. Sajecki
Commissioner of Planning and Building

Prepared By: Karin Phuong, Policy Planner

June 19, 2012

Councillor Bonnie Crombie
Ward 5, Mississauga
300 City Centre Drive
Mississauga, ON L5B 3C1

RE: Establishing a Business Improvement Area in Malton

Dear Councillor Crombie:

The businesses of Malton would like to thank-you for your efforts over the past few months to bring us together to inform us about Business Improvement Areas and assist us in the process of establishing a Business Improvement Area (BIA) in Malton. We believe that a Malton BIA would benefit not only our business interests, but also those of the wider Malton community.

Following the BIA Breakfast in Malton on June 19, 2012, a consensus developed among many of the businesses in the Malton area that it is in our best interest to establish a BIA in Malton. It is our hope that we can work with you and the City of Mississauga to formalize a Malton BIA and begin revitalization and beautification efforts soon.

Our proposed Malton BIA would be "U-shaped" and stretch from the intersection of Airport Road and Drew Road, south to the intersection of Airport Road and Derry Road, including the businesses in the plaza on both the northeast and northwest corners. The BIA would then continue east along Derry Road to the intersection of Derry Road and Goreway Drive, where it would continue north to finish at the intersection of Goreway Drive and Morning Star Avenue. Please see the attached map for further details.

To date, we have canvassed all businesses within these boundaries and have hosted three meetings with staff from the City of Mississauga, the Ontario Ministry of Municipal Affairs and Housing, and representatives from the Ontario Business Improvement Area Association. From these meetings, we are confident that there is a great deal of support for a Malton BIA from not only local businesses, but also the local community.

Therefore, on behalf of the businesses of Malton, we request that the City of Mississauga prepare a report on creating a BIA in Malton and begin the necessary work as outlined in the *Municipal Act, 2001* to notify all local businesses. We are prepared to work with the City of Mississauga and provide whatever assistance is needed.

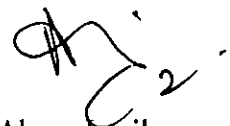
Thank you for considering our request.

Sincerely,
The Malton BIA Steering Committee



Sam Kohli

Greater Toronto Executive Centre
2985 Drew Road, Mississauga



Ahsan Jamil
UAE Exchange
7144 Airport Rd
Mississauga

Michelle M. McPherson

M. W. McPherson

ONORIO ROCHA

Onorio Rocha

JASWANT SINGH

J. Singh

KHUSHWANT SINGH

K. Singh

RANJIT SINGH DULAI

R. Singh

ANSAN JAMIL A.

UAE EXCHANGE C 2.

7144 AIRPORT RD, MISSISSAUGA.

GRANULAR INC

7464 BYBROOK DR

MISS. ON L4T 3R2

ONORIO@RMSINST.COM.

RMS INSTRUMENTS

6877-1 GORWAY DR

LEBAS OF INDIA INC.

7206 AIRPORT RD.

PERFUME KING

7207 Airport Rd

PETROBUNPLUS

3171 DERRY ROAD

Sam Kohli

Greater Toronto Executive Centre
2955 Drew Rd #216
Mississauga, ON
416 309 2008

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Mali

Mayo Hawro

Four Corners Health Centre.

Michael Nashat

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Airport Pharmacy
Quick Med Pharmacy
Airport Health Center
ABC Medical Clinic

NICK HENTON

N Henton

3C IMAGING Inc.

Rotary Airport / Mississauga Amb.

BARBARA MUSTAPHA

[Signature]

PLATINUM HEALTH BENEFITS SOLUTIONS
5100 ORBITOR DRIVE / MISS, ON
Suite 403

HELEN BURROWES

[Signature]

BALLOON DECORATION
7410 EGLINTON RD

GURPREET SODHI

[Signature]

SHERWOOD DIGITAL

COPY/PRINT

ROTARY AIRPORT /

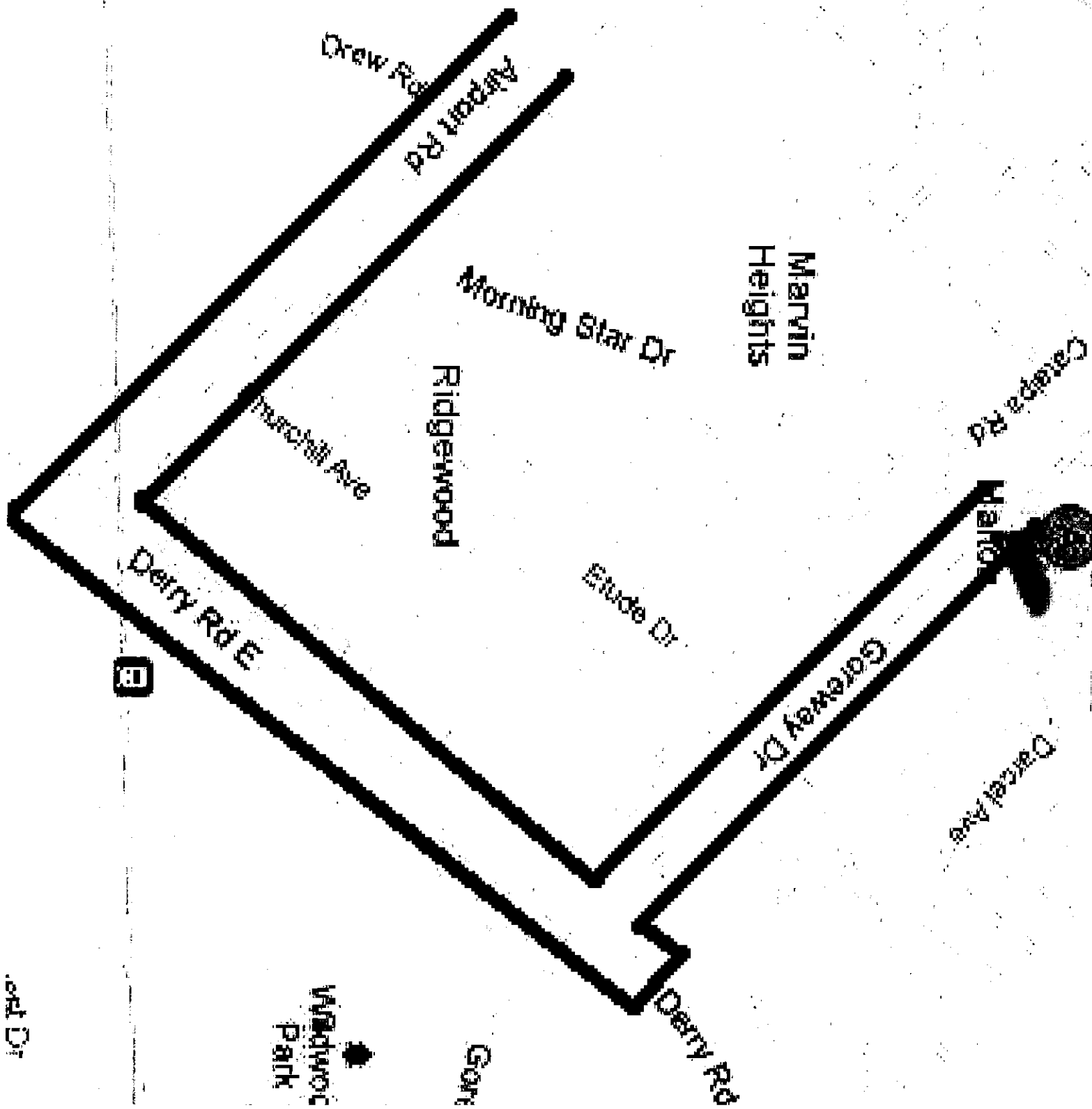
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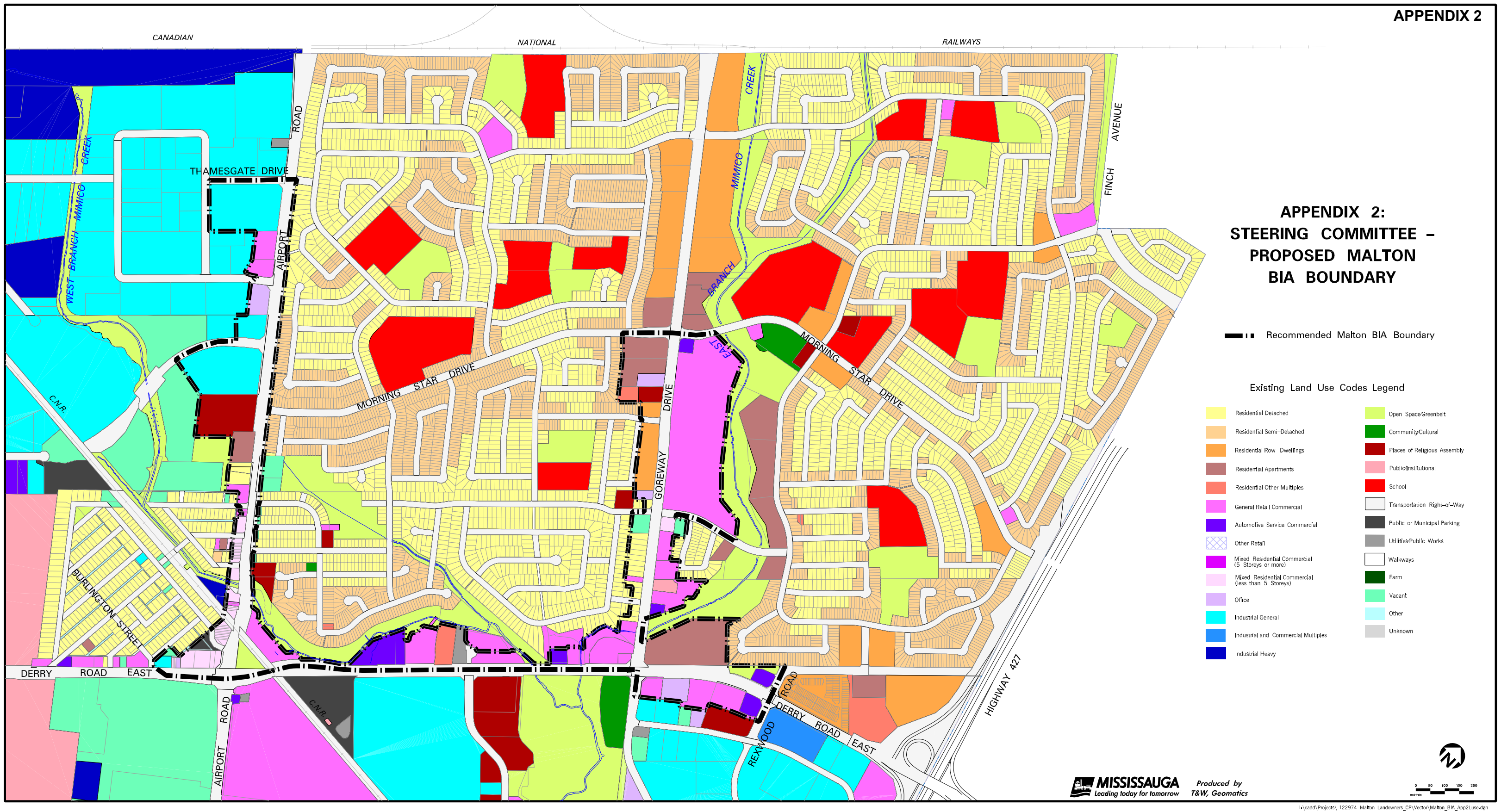
RAJESH K. PARBHAKAR

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CHAT HUT

7106 AIR PORT RD





Goals and Objectives of the Malton BIA (Malton BIA Steering Committee)

The goals of instituting a Malton BIA are the following:

1. Beautify and unify the business areas in the Malton Community;
2. Make Malton a business destination and promote further economic development in the area;
3. Foster a healthy, accessible and attractive business environment; and
4. Increase the capacity in the community by making connections between local business and community groups.

Subsequent short-term (one-year plan) and long-term (2-5 year plan) objectives have been affirmed by the Steering Committee as follows:

Short-Term Objectives (Year 1):

- install new entrance signs to the Malton business districts;
- develop a website informing people about the Malton business community;
- foster relationships with local community groups, including the Malton Festival; and
- develop a branding for Malton, including a logo.

Long-Term Objectives (Years 2 to 5)

- hang welcoming banners and signs along the BIA boundaries;
- install benches, flower planters and other streetscape architecture;
- promote the Malton community and its businesses to Mississauga and the wider regional community; and
- investigate ways to improve and beautify existing privately owned businesses within the BIA boundary.

APPENDIX 4:
RECOMMENDED MALTON
BIA BOUNDARY

- Additional Properties Recommended for Inclusion in the BIA
- Properties Not Recommended for Inclusion in the BIA
- Recommended Malton BIA Boundary

Existing Land Use Codes Legend

Residential Detached	Open Space/Greenbelt
Residential Semi-Detached	Community/Cultural
Residential Row Dwellings	Places of Religious Assembly
Residential Apartments	Public/Institutional
Residential Other Multiples	School
General Retail Commercial	Transportation Right-of-Way
Automotive Service Commercial	Public or Municipal Parking
Other Retail	Utilities/Public Works
Mixed Residential Commercial (5 Storeys or more)	Walkways
Mixed Residential Commercial (less than 5 Storeys)	Farm
Office	Vacant
Industrial General	Other
Industrial and Commercial Multiples	Unknown
Industrial Heavy	