

Public Safety Meeting

Request for Delegation Status

June 19th, 2012 4:00 pm

The Argyle Business Improvement Association is requesting delegation status at the June 19th, 2012 Public Safety Meeting.

The purpose of the request is to ask for approval for Argyle Business Improvement Association street Pole Banners to be installed along the Dundas street corridor running from Highbury avenue to Wavell street for a minimum of 57 banners.

The Argyle BIA is a non for profit organization aimed to assist and empower Argyle businesses and the community to flourish and thrive. The Argyle BIA improves existing businesses by promoting the Argyle Area as a dynamic and vibrant place for people to shop and conduct business. Working with the community at large, we have hosted several community events in which our retail businesses have been very involved. We have created a Business 2 Business Networking group, currently 90 members from Argyle and growing constantly. We are currently working on other initiatives and are receiving very positive feedback from the retail and residential community. As we expand our programs we have strong partnerships and support from community groups, residents, businesses and Councillor Bill Armstrong of our ward 2 riding.

It is imperative that as Argyle grows as a community that we help beautify and promote the Dundas corridor, thus the submission for banners. Not only will they create a tight knit community look and feel, they will attract new business, new business traffic, enhance visibility and beautify the aforementioned area.

The safety aspect of the Police taught CPTED (Crime Prevention through Environmental Design) model comes to action as well, as it is a crime prevention strategy that focuses on the planning, design, and structure of cities and neighbourhoods to reduce the opportunities for crime using design and place management principles. Community ownership of public space sends positive signals to the community. Places that feel owned by the community and cared for are likely to be used, enjoyed and revisited. People who have a guardianship or ownership of areas are more likely to provide effective supervision and to intervene in crime. Criminals rarely commit crime in areas where the risk of detection and challenge are high. Uniting the residents, businesses and tourists of Argyle with a sense of community with the Argyle BIA banners, will spatially connect them to Argyle and they will not only feel their association towards it but a civic and moral responsibility will ensue.