

Report Highlights

- The volume and pace of marketing and business development activity has increased significantly, with a new strategic approach targeting a business audience.
- Economic and Cultural Development has engaged land owners, developers, tenants, real estate intermediaries, community and cultural organizations, and local businesses to strengthen the City's messaging and approach.
- New and refreshed communications products include: VMC micro-site, photography collection, Lure Book brochure, and Virtual Reality Tour.
- The VMC has been profiled at top business and real estate events including the CoreNet REmmy Awards Gala, Presidents of Enterprising Organizations Conference, Mayor's Luncheon, and the LandPRO Conference, reaching 2,250 people in the target audience.
- The City is in discussions to add a VMC study tour to the 2020 Urban Land Institute Spring Meeting, attended by up to 4,000 influential leaders in real estate.
- The VMC has also been widely profiled through earned media, Celebrate Vaughan Magazine, paid advertising, and pop-up community engagement events.

Recommendation

1. THAT this report be received

Since the last VMC Sub-Committee in June 2018, Economic and Cultural Development has worked to deliver a robust marketing and business development program for the VMC.

Leading up to the launch of the Mobility Hub, the primary audience for marketing and communications was Vaughan residents. The launch was highly successful and the latest ridership numbers from TTC show that approximately 15,000 people use the VMC Subway Station on a daily basis.

Given the success of the Mobility Hub and residential sales, the economic development priority has shifted to raising awareness of the VMC as an emerging downtown among the business community and promoting the VMC as an attractive location for office and retail business development. Citizens continue to be engaged through city communications channels and products like Celebrate Vaughan magazine.

The bulk of the activities in this report took place September 2018 onwards.

Previous Reports/Authority

June 2017: [Communications Plan for the Vaughan Metropolitan Centre](#)

Analysis and Options

Connected with Business

ECD has been gathering information about the VMC to inform our marketing and business development strategy.

Staff have actively engaged land owners, developers, tenants, real estate intermediaries, members of council, community and cultural organizations, and local businesses via the following projects and activities:

- Economic Development and Employment Sector Strategy (EDESS) workshops
- The first-ever Vaughan Business Satisfaction Survey
- Cultural and Performing Arts Centre Feasibility Study workshops
- Regular business visitations

The workshop findings will be compiled and analyzed at a later date. The Business Satisfaction Survey found that 52 per cent of respondents felt that the City of Vaughan is effectively promoting the VMC as a location where businesses want to invest. This is a strong baseline that ECD will build on.

VMC Micro-site: Signature Marketing Vehicle

The VMC micro-site, myVMC.ca, continues to be an important communication channel. In Q4 2018, it was updated and refreshed to speak more clearly to a business audience, highlight the latest developments, and shift perceptions that the VMC is still a blueprint.

Staff have also begun moving content from the City's internal webpages at vaughan.ca/vmc to the micro-site. The goal is to consolidate information on the VMC and direct web traffic to a single location.

The micro-site is regularly updated to highlight the latest developments and maximize search engine optimization. Larger upgrades will be incorporated as budgets and staff time allow to improve user experience.

Photography

In September 2018, staff identified that the current stock of VMC photography did not capture the impressive scope of development and placemaking efforts to date. To show that the VMC is indeed an emerging downtown, photographers were retained to capture high quality photos of the public spaces, exteriors of the buildings, transit assets, and pedestrian activity. These photos have been deployed across existing digital collateral and new print collateral.

Lure Book Brochure

Economic and Cultural Development and Corporate and Strategic Communications Departments collaborated to develop a promotional brochure for the Vaughan Metropolitan Centre.

The VMC Lure Book features a blend of text, graphic, and photo content designed to make an impact on the target audience of top-level corporate executives, corporate real estate executives, commercial realtors and brokers, and site selection professionals. It highlights the VMC's value proposition to businesses with balanced emphasis on the VMC's current state of development and future vision.

Virtual Reality Tour

One of the challenges in promoting the VMC is visually conveying the current and future scale of development. To convert this challenge into an opportunity, a virtual reality video was produced to offer an immersive, first-person perspective. It is presented as a guided tour.

The video has been showcased via virtual reality headsets at several business conferences and events including the events highlighted below, and it will continue to be a centerpiece at upcoming events. Once a few final touches are complete, it will be released to the public.

Profiling at business and real estate-focused events

Staff have attended, networked and sponsored a number of strategic business development and real estate events to reach target audiences. Each event was leveraged as an opportunity to share the Lure Book, virtual reality tour, and new photography collection, and engage in one-on-one networking.

- CoreNet REmmy Awards Gala, November 2018, attended by 250 high level decision makers in corporate real estate.
- Presidents of Enterprising Organizations Conference, November 2018, attended by 200 CEOs, presidents, and c-level executives.
- Vaughan Chamber of Commerce Mayor's Luncheon, February 2019, attended by 800 business, government and community leaders ([video](#)).
- LandPRO Conference, March 2019, expected attendance from 1,000 land professionals, including developers, realtors/brokers, lawyers, planners, architects, and engineers.
- The City is in discussions with the Urban Land Institute (ULI) to add a VMC study tour to the 2020 ULI Spring Meeting agenda. This conference attracts 3,500-4,000 influential leaders in real estate.

Mobility Hub Anniversary Pop Up

In December 2018, the Vaughan Metropolitan Centre Mobility Hub marked its first anniversary. In celebration of the anniversary, VMC evening commuters were surprised with music, an ice sculpture, and complimentary lattes and hot chocolate. Baristas served 1,000 beverages ([video](#)).

Earned-Media Support

The Corporate and Strategic Communications Department continues to feature the VMC in a series of different media products. Of note, the announcement of Niagara University has generated considerable positive earned-media coverage of the downtown ([video](#)).

From June 12, 2018 (the last VMC Sub-Committee of 2018), to present there have been 15 different earned-media products issued that feature the VMC. The VMC is featured for the second year in a row on the cover of the annual Celebrate Vaughan magazine, which goes to all homes and businesses in Vaughan, as well as two dedicated feature editorials and highlighted in the Momentum Report. The VMC also has a dedicated section in volume 1 of the 2019 Budget Book.

There continues to be an ongoing social media effort to promote the VMC on all corporate social media channels. This content continues to be included in the City's bi-weekly City Update electronic newsletter, the weekly Council eNews distributions, and the bi-monthly Vaughan Economic Monitor.

Moving forward, a comprehensive multi-year communications plan is currently being developed to further identify earned-media opportunities to promote the VMC year-round to targeted audiences.

Paid Advertising

The VMC was also profiled via paid advertising in the following publications:

- Taiwan Merchants Association of Toronto
- The BRIDGE (Markham Richmond Hill Vaughan Chinese Business Association newsletter)
- L'Altra Italia
- CityLife Magazine
- Area Development Magazine

Intended Outcomes

The marketing and business development activities to date have resulted in 41 new connections and exposure to approximately 2,250 people in the target audience of business and real estate professionals.

In 2018, the VMC micro-site had 61,698 page views from 8,432 users. This was the micro-site's first full calendar year in operation and will serve as a baseline for future measurement.

Targets for 2019 include engaging 100 members of the target audience (commercial realtors/brokers, corporate real estate executives, top-level corporate executives, and/or site selection professionals) and increasing traffic to the micro-site. The intended outcomes are to increase awareness of and interest in the VMC, with the ultimate goal of office and retail business development.

These activities support the 2031 targets for commercial office space, retail space, residential units, and population tracked and reported on by the VMC Project Team.

Financial Impact

The business development and marketing activities highlighted in this report are funded from the Economic and Cultural Development Department's operating budget.

Broader Regional Impacts/Considerations

Successful profiling and buildout of the VMC is beneficial to our infrastructure funding and operating partners (Toronto Transit Commission, York Region, Government of Ontario, Government of Canada, Toronto Region Conservation Authority) as it drives usage of these projects and shows return on investment. The Region and TTC are regularly engaged by EDC.

Conclusion

Feedback from the business development marketing activities undertaken since August 2018 have been overwhelmingly positive. Partners such as York Region and SmartCentres are pleased with the quality and direction of the marketing pieces. Members of the target audience have expressed surprise at the ambition, scale, and pace of development in the VMC.

Throughout 2019, staff will keep the momentum going by (re)attending business and real estate events, building and reinforcing relationships with real estate and investment gatekeepers, expanding our promotional materials portfolio, and engaging in earned media and advertising.

For more information, please contact: Michelle Samson, VMC Economic Development Officer.

Attachments

None

Prepared by

Michelle Samson, VMC Economic Development Officer, extension 8367

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VMC DEVELOPMENT ACTIVITY UPDATE

The Vaughan Metropolitan Centre Sub-Committee advises Council:

- 1) **That the recommendation contained in the following report of the Deputy City Manager, Planning and Growth Management dated March 5, 2019, was approved; and**
- 2) **That the presentation by the VMC Project Team and Communication C2, presentation material titled "*Emerging Downtown – VMC Updates, Downtown*"**

Under Construction", was received.

Purpose

To provide an update on the status of development activity in the Vaughan Metropolitan Centre ('VMC').

Report Highlights

- The VMC Secondary Plan establishes a population target of 25,000 residents and 11,500 jobs by 2031 to achieve the critical mass of a downtown.
- Based on York Region's people per unit assumptions, the realization of approved and proposed residential developments represents more than 36,284 residents in 18,325 units moving into the VMC, achieving 153% of residential units and 145% of population targets identified for the 2031 planning horizon far earlier than expected. These numbers are based on:
 - 3,889 units built or under construction
 - 2,811 units approved by Council
 - 6,679 units submitted as part of complete development applications
 - 3,300 formally submitted but inactive applications
 - 1,646 units identified in pre-application projects (proposed)
- 53,000 m² of new commercial office space has been approved, representing 2,000 jobs. This volume represents 36% of the 2031 office space target. Two of the projects are built or under construction. A recent pre-application project includes an additional 31,670 m² of proposed office uses, which would increase the volume to 59% of the 2031 office target, if realized.
- The City recognizes the critical mass of residents and employees moving into the downtown signals a need to focus on social infrastructure to ensure the creation of a complete community.

Recommendation

1. THAT this report BE RECEIVED.

Background

To achieve the critical mass of a downtown and meet the density target of 200 people and jobs per hectare established in the Province's *Growth Plan for the Greater Golden Horseshoe*, the VMC Secondary Plan establishes a population target of approximately 17,000 residents and 6,500 jobs by 2031. The population target for the larger VMC area, including the Urban Growth Centre, is 25,000 residents and 11,500 jobs by 2031.

Previous Reports/Authority

https://www.vaughan.ca/council/minutes_agendas/AgendaItems/0410_18_VMC_2.pdf

Analysis and Options

Residential activity in the VMC continues to far exceed expectations

On April 10, 2018, Item 2 of the VMC Sub-Committee meeting identified approved and proposed residential developments that had been received to date represented more than 19,224 residents in 9,700 units moving into the VMC, achieving 81% of residential units and 77% of population targets identified for the 2031 planning horizon far earlier than expected.

The residential market has continued to flourish in the downtown since that time with receipt of new development applications, as shown on Attachment 1. Several of the proposed projects that were reported at the April 10, 2018 Sub-Committee meeting have solidified as formal and complete development applications and are under review.

Based on York Region's people per unit assumptions, realization of potential residential development currently represent more than 36,284 residents in 18,325 units moving into the VMC, achieving 153% of residential units and 145% of population targets identified for the 2031 planning horizon. These numbers are based on a summation of units categorized into the following and identified in Table 1:

- a) those that are built or under construction
- b) those that are approved by Council
- c) those that have been formally submitted as part of complete development applications
- d) those that have been formally submitted but are inactive files
- e) those that are proposed pre-application projects.

Table 1:

**REPORT NO. 1 OF THE VAUGHAN METROPOLITAN CENTRE SUB-COMMITTEE
FOR CONSIDERATION BY THE COMMITTEE OF THE WHOLE ON APRIL 2, 2019**

Vaughan Metropolitan Centre Residential Units - Under Construction/Built, Approved, In-Progress, and Proposed						
Developments that are Under Construction or Built	Under Construction or Built Projects	Apartment Units	Townhouse Units	Total Units Under Construction or Built	Population	% 2031 target
	Expo Tower 1	353	0	3,889	7,700	32%
	Expo Tower 2	351	0			
	Expo Tower 3	446	0			
	Expo Tower 4	415	0			
	VMC Residences ("Transit City 1 and 2")	1,110	11			
	Berkley Development ("The Met")	510	62			
	VMC Residences ("Transit City 3")	631	0			
Total Units Under Construction or Built	3,816	73				
Approved Development Applications	Approved Projects	Apartment Units	Townhouse Units	Total Approved Residential Units	Population	% 2031 target
	Liberty Mapcrete Phase 1 ("Cosmos")	1,162	0	2,811	5,566	23%
	Icona	1,633	16			
Total Units	2,795	16				
Formally Submitted Development Applications In-Progress	In-Progress Projects	Apartment Units	Townhouse Units	Total Residential Units In-Progress	Population	% 2031 target
	Liberty Cement Plant	935	0	6,679	13,224	118% 56%
	Expo City Tower 5	554	0			
	Quadreal Block 2	574	419			
	Quadreal Block 3	1,800	0			
	SmartCentres East Block	1,560	0			
	Goldpark	420	0			
	Zzen	417	0			
Total Units	6,260	419				
Formally Submitted but Inactive Applications	Inactive Projects	Apartment Units	Townhouse Units	Total Residential Unit Proposed	Population	% 2031 target
	Pandolfo	3,300	0	3,300	6,534	54% 28%
Total Units	3,300	0				
Pre-Application (Proposed) Projects	Proposed Projects	Apartment Units	Townhouse Units	Total Residential Unit Proposed	Population	% 2031 target
	2851 Highway 7	652	0	1,646	3,259	27% 14%
	Royal Centre, 3300 Highway 7	994	0			
Total Units	1,646	0				
Total Units Approved, In-Progress, Proposed, Under Construction and Built				18,325	36,284	153%

Updated February 20, 2019

Should the inactive development application listed above not materialize, the metrics would still represent 125% realization of the 2031 residential unit target. Many of these development projects are expected to be completed within the next 5 years, and approximately 1,400 people are already living in the downtown. Given the pace of development, the City is discussing the timing to advance a future scoped review of the VMC Secondary Plan with York Region to update the policies and supporting studies. Through the facilitation of the Vaughan Design Review Panel and partnerships with the development community, high quality architecture is being realized. Over 20 development applications within the VMC have been reviewed by the Design Review Panel, several for multiple iterations. In addition, city studies and capital projects have been reviewed by the Design Review Panel, including the Edgeley Pond and Park design, the VMC Urban Design Guidelines and the VMC Streetscape and Open Space Plan.

A changing landscape is emerging

The landscape of the downtown is rapidly transforming as new developments and high-rise towers reach unprecedented heights, defining a new skyline for Vaughan. To date, the predominant form of development continues to be tower and podium. Council has approved five 55-storey residential towers, three of which are under construction. A 60-storey residential tower is also proposed, which would represent a new landmark for the downtown as the tallest building, if approved by Council. A sizeable amount of Section 37 contributions has been secured for community benefits in exchange for increased building heights and densities that are being applied to deliver underfunded public amenities in the downtown, including enhancements to the Edgeley Park, the iconic pedestrian bridge spanning Edgeley Pond, and public art installations.

Recent development applications have introduced a wider range of building typologies, including mid-rise and urban townhouse blocks, which reflect the urban design vision for the downtown to provide diversity in housing choice, massing form and architectural character. Staff continue to encourage the integration of more mid-rise housing forms as the “missing middle” building typology in the City.

Previous reports to the VMC Sub-Committee communicated a focus on the Mobility Hub and Edgeley Pond and Park as priority areas for development based on the significant public infrastructure investments that had been delivered in these areas and the pattern of development activity that had been unfolding. Over the last year, the City received development applications spread across all quadrants of the VMC, signaling that momentum has grown throughout the downtown. Staff have begun to facilitate coordination workshops amongst landowners organized by quadrant to comprehensively plan and implement development projects with necessary capital infrastructure improvements.

As part of every development review and approval, Staff have been working closely with the development community and their design teams to ensure the creation of a high-quality public realm and pedestrian-focused urban centre by integrating features such as enhanced pedestrian news, privately-owned publicly accessible spaces (‘POPS’) and flexible streets.

The Emerging Downtown continues to successfully attract new office, retail and institutional tenants

Currently, there are three approved office projects in the VMC, as shown in Table 2, with 53,000 m² of new commercial office space, representing 36% of the 2031 target and an estimated 2,000 new jobs. Two of the projects are built or under construction. The third is currently uncertain.

A recent pre-application project includes an additional 31,670 m² of proposed office uses, which would increase the volume to 59% of the 2031 office target if realized.

The KPMG office building is now fully occupied. Marc Anthony Cosmetics secured the last remaining floor, joining KPMG, GFL Environmental, Miller Thomson, Harley-Davidson Canada, FM Global, and BMO Wealth Management. The tower has also attracted its first retail tenants. A TD Bank branch and INS convenience store are now open. A Pumpnickel's restaurant will open soon.

The PwC-YMCA mixed-use building is under construction and scheduled to open in early 2020. PwC will occupy the 7,432 m² of available office space. The building will also be home to a new 7,153 m² YMCA with not-for-profit child care services, fitness and aquatic facilities plus a 2,973 m² City of Vaughan public library and recreation space.

The VMC also has an exciting new institutional tenant: Niagara University. The school has moved into a 1,115 m² space in the Expo City podium and will serve 300 students in the Bachelor of Professional Studies in education and Master of Science in education programs.

Table 2:

Office Built or Under Construction	Project	m ²	f ²	%2031 target
	KPMG	26,675	287,134	19%
	PwC	9,829	105,798	7%
	Total	36,504	392,932	26%
Office Approved by Council	Project	m ²	f ²	%2031 target
	Cosmos	13,549	145,840	10%
	Total	13,549	145,840	10%
Proposed Office	Project	m ²	f ²	%2031 target
	Royal Centre, 3300 Highway 7	31,670	340,904	23%
	Total	31,670	340,904	23%
Total Area Approved, Under Construction and Built		81,723	879,676	59%

A complete community in emergence

The City recognizes the critical mass of residents and employees moving into the downtown signals a need to focus on social infrastructure to ensure a complete community is created.

Delivery of the new flagship YMCA and community hub in 2019, will further transform the VMC. The amenities, services and gathering spaces offered by this project creates a sense of community for residents and workers. Public open spaces, such as TTC Plaza and Transit Square, offer future programming opportunities for food vendors, farmers markets, small concerts and other seasonal events to draw visitors from across Vaughan and beyond.

As the downtown continues to be built out, a focus on the need to advance the planning and implementation of schools, parks, emergency services, places of worship and other

social infrastructure is required to ensure that the community is well supported by these necessary amenities and facilities.

With the City's Public Art Program and VMC Culture and Public Art Framework in place, several public art pieces are anticipated to be integrated with development over the next several years. These investments will contribute to the realization that public art has tangible economic and social benefits that enhances and enriches quality of life in the VMC for residents and visitors. As well, the City is currently undertaking a Feasibility Study for Performing and Cultural Arts Centre in the VMC. An update on this project will be brought forward to a future VMC Sub-Committee meeting.

Financial Impact

There are no economic impacts resulting from this report.

Broader Regional Impacts/Considerations

Building a downtown is an ambitious goal. York Region's Official Plan places tremendous importance on the centres and corridors within its local municipalities as the cornerstone to achieving provincial population and employment growth targets. Collaboration with broader regional stakeholders continues to be an important factor in ensuring the success of the VMC.

Regional staff have participated and will continue to be involved throughout the duration of these initiatives to provide input and comment as required to ensure the successful implementation and coordination of these catalytic projects.

Conclusion

The largest and most significant development project in Vaughan's history is transforming more quickly than expected. Based on York Region's people per unit assumptions, realization of potential residential development currently represent more than 38,284 residents in 18,325 units moving into the VMC, achieving 153% of residential units and 145% of population targets identified for the 2031 planning horizon.

Office development and tenancy continues to move forward. Staff are actively working with developers to profile the VMC to a business audience and attract anchor tenants for future office projects.

The development of social infrastructure is as important as the development of buildings as a contributor to placemaking that will significantly enhance the character and identity in the VMC.

Attachments

1. VMC Development Activity Map

Prepared by

Stephen Lue, Senior Planner, extension 8210
Michelle Samson, VMC Economic Development Officer, extension 8367
Amy Roots, VMC Senior Manager, extension 8035
Christina Bruce, VMC Program Director, extension 8231

(A copy of the attachment referred to in the foregoing has been forwarded to each Member of Council and a copy thereof is also on file in the Office of the City Clerk.)

3 VMC IMPLEMENTATION AND PRIORITY PROJECT UPDATE

The Vaughan Metropolitan Centre Sub-Committee advises Council:

- 1) That the recommendation contained in the following report of the Deputy City Manager, Planning and Growth Management dated March 5, 2019, was approved; and**
- 2) That the presentation by the VMC Project Team and Communication C2, presentation material titled “*Emerging Downtown – VMC Updates, Downtown Under Construction*”, was received.**

Purpose

To provide an update on the status of the Vaughan Metropolitan Centre (VMC) priority infrastructure projects.

Report Highlights

- Development of the VMC gained great momentum over the last Term of Council with implementation of several catalyst capital and development projects in the Mobility Hub and Edgeley Pond and Park priority areas.
- As the next phase of development proceeds, the VMC team are focused on advancing critical infrastructure improvements in each of the four quadrants to keep pace with development and provide the necessary infrastructure to support the transitioning downtown.
- Implementation of these key infrastructure projects will continue to leverage key investments in transit and support early placemaking strategies for the downtown.
- Given the complexity of the infrastructure projects in the capital program, seamless design coordination and timing of constructed works is critical to ensuring high quality implementation.

Recommendations

1. THAT this report BE RECEIVED.

Background

During the last Term of Council, the Mobility Hub and Edgeley Pond and Park areas were identified as priority areas of focus to support development in the initial build out of the downtown and ensure a coordinated development interface was achieved.

As the next phase of development in the VMC proceeds, Staff are focused on advancing critical infrastructure projects in each of the four quadrants of the downtown to further facilitate development and improve functionality. To help execute a program of capital improvements, Staff have developed a phasing plan that highlights the planned coordination and implementation of projects to be delivered by the City and others over the next Term of Council (2018-2022), as identified in Attachment 1. These projects include:

- Constructing phase 1 of the Edgeley Pond and Park project;
- Completing the detailed design of the Black Creek Renewal project;
- Opening of the SmartCentres Place Bus Terminal;
- Completing the collector road network in the north-west quadrant;
- Completing the widening and reconstruction of Portage Parkway west of Jane Street;
- Updating the VMC servicing and transportation master plans in support of new population and employment projections;
- Completing the Block Plan and Master Servicing Plan for the south-west quadrant and then facilitate the necessary upgrades to the sanitary sewer system along Interchange Way followed by road improvements;
- Completing the VMC Public Parking Strategy; and
- Facilitating the design and development of several VMC parks initiatives.

Previous Reports/Authority

[VMC Term of Council and Implementation Plan Update April 2018](#)

Analysis and Options

Edgeley Pond and Park design is completed and currently under review by public agencies

Through the Edgeley Pond and Park (EPP) project, the City is advancing the construction of essential storm water infrastructure to manage flooding risk and unlock development potential, while creating a signature public destination that captures the imagination of VMC residents and visitors.

At the April 10, 2018 VMC Sub-committee meeting, Staff reported that the detailed design of the EPP was progressing and the public tendering process for construction of Phase 1 was expected in 2018. Since that time, the detailed design has been completed, and the necessary Environmental Compliance Approval applications (ECA) were submitted to the Ministry of Environment, Conservation and Parks (MECP) at the end of April. The complete design package was subsequently circulated to the Region and the relevant environmental agencies for review including Ministry of Natural Resources and Forestry (MNR), Department of Fisheries Ontario (DFO) and Toronto

Region Conservation Authority (TRCA).

Through the review process, an issue was identified with the design water levels in the pond, which required additional analysis and ultimately modification to the design of the outlet structure to resolve the problem. In addition, a potential conflict was discovered between the proposed outlet structure and an existing high-pressure gas main, which required additional field investigation. These design issues took several months to address, which impacted the original project schedule.

Having now overcome these design issues, the consulting team is currently focusing on obtaining the necessary approvals and permits from MNR and DFO. TRCA staff have been proactively assisting the project team in scoping and facilitating the remaining environmental agency approvals. In addition, the TRCA permit for the works will be submitted to their Board Meeting for approval in May 2019. Staff continue to follow up with MECP on the status of ECA applications, which were submitted back in April 2018.

Staff understand that the MNR permit process may be a lengthy one, so the project team is currently bundling elements of the project that can be carried out as early works during the 2019 construction season and then prepare to tender the heavy civil works in summer 2019, subject to the status of the environmental permit approvals.

The Phase 2 works including the Jane Street streetscape works and associated hydro undergrounding will be advanced in 2020.

Detailed design of the Black Creek Renewal project will proceed in 2020

Downstream from the Edgeley Pond, the Black Creek corridor is positioned to become a meaningful green infrastructure that will mitigate flooding, unlock development potential, and generate a prominent open space amenity for the VMC community.

The VMC Black Creek Renewal Class Environmental Assessment (Class EA) Study was completed and filed for public review in September 2018. Following the public review period, two Part II Order requests were submitted to the MECP for review and consideration. A final resolution from MECP on the appeals is anticipated in March 2019. In anticipation of the Ministry approval, the VMC team has initiated the development of the Terms of Reference (TOR) for the detailed design assignment which will be prepared in collaboration with other City departments and external agencies, including the TRCA. Timing for release of the Request for Proposal for the design assignment is expected in fall 2019. Following successful award of contract, the detailed design assignment is anticipated to begin in 2020.

A potential \$37M grant opportunity was submitted towards the Edgeley Pond and Park and Black Creek Renewal projects

Disaster Mitigation & Adaptation Fund (DMAF) was created by the Government of Canada in response to the increasingly frequent significant weather-related disasters

due to natural hazards. The VMC team applied to the DMAF initiative to be considered for funding up to \$37M for both Edgeley Pond and Park as well as the Black Creek Renewal (BCR). If successful, this funding can be used toward preliminary design work, including a functional design, utility relocation and other works necessary for the BCR. The VMC team first responded to an Expression of Interest after which the selection committee deemed the application successful to advance to the Full Application round. The application was submitted in January 2019 and a decision is anticipated this spring.

The completion of the bus terminal is expected this year

A key catalyst of the developing Mobility Hub is the SmartCentres Place Bus Terminal. Construction of the bus terminal has restarted, and it is now expected to open for service in Q3-2019.

Key road linkages are being advanced in the north-west quadrant

Construction of the Highway 400 off-ramp relocation at Highway 7 is underway and expected to be complete and operational this summer. Construction of these works will align with completion of the York Region Bus Rapidway Transit (YRBRT) Station on Highway 7 at Commerce Street.

In December 2018, SmartCentres committed to construct the extension of Applewood Crescent from Highway 7 to Portage Parkway to align opposite the new relocated Highway 400 off-ramp. In addition, SmartCentres will be advancing the construction of Commerce Street from Highway 7 to Apple Mill Road, Apple Mill Road from Edgeley Boulevard to Applewood Crescent at the same time. The construction of these collector roads will greatly improve access and circulation in the VMC and frame the future development blocks and central park.

These road works must be coordinated and completed in step with the Highway 7 Rapidway works and the relocation of the Highway 400 off-ramp, which is scheduled for completion in July/August 2019. To meet these critical timelines, Staff resources have been allocated to facilitate the delivery of these key road works in a timely manner. Staff are working closely with SmartCentres and their consulting team to expedite the review of the design submissions and facilitate the issuance of all the necessary permits, so construction can begin this spring.

Staff are also working with SmartCentres to advance the necessary pre-design work related to the widening and reconstruction of Portage Parkway between Jane Street and Applewood Crescent, including functional design, utility locates, and developing an overall project work plan with the objective of completing the road works by end of 2021/2022.

The detailed design for Portage Parkway extension east of Jane Street to the west limit of the Black Creek channel is complete and construction for the interim road is expected to begin this spring.

The detailed design for Portage Parkway extension east of Jane Street to the west limit of the Black Creek channel is complete and construction for the interim road is expected to begin this spring.

VMC Master Servicing Plans need to be updated to reflect actual growth trends

Based on the approved and proposed residential developments to date, more than 36,284 residents in 18,325 units are moving into the VMC, achieving 153% of residential units and 145% of population targets identified for the 2031 planning horizon far earlier than expected. Given this growth trend is expected to continue, staff will need to undertake a scoped review of the VMC Secondary Plan and updating the supporting studies, including the master servicing strategy and transportation master plan. A work plan for the Secondary Plan review process will be developed over the next several months and presented to a future Sub-Committee meeting.

In the interim, the landowners in the south-west quadrant of the VMC are preparing a block plan and supporting servicing and transportation studies to coordinate the phasing of development and identify the staging and design of the necessary infrastructure improvements. The initial findings of the servicing studies identified the need to install a new sanitary sub-trunk along Interchange Way from Highway 7 to Jane Street to service the approved development. QuadReal and their consulting team are advancing the detailed design of the sewer improvements now with the objective of commencing construction this summer.

The Block Plan and related servicing studies for south-west quadrant are expected to be completed later this year. The information from these studies will inform the future updates to the VMC Servicing and Transportation Master Plans, which will be undertaken by the City in 2020.

Phase 2 of the VMC Parking Strategy will be advanced through 2020

In December 2017, Phase 1 of the VMC Parking Strategy was implemented in step with the opening of the subway. The initial strategy focused on addressing on-street parking in the mobility hub area and managing pick-up and drop-off activities adjacent to the bus terminal and subway entrances.

The strategy also included a messaging component designed to educate commuters on the importance of legal parking and stopping throughout the VMC. This education campaign was rolled out and information was available through several channels, from websites to signage. The initial strategy also included issuing the appropriate warnings in lieu of more direct enforcement until motorists and pedestrians became familiar with the operation of the new facilities.

Over the last year since the opening of the subway, Staff have been monitoring the flow of vehicular and pedestrian traffic in the mobility hub and implemented additional

measures and increased maintenance service levels to continually improve the citizen experience and better manage traffic. Despite these efforts, effectively managing pick-up and drop-off activities adjacent to the subway entrance has been challenging. This on-going challenge is partly attributed to the YRT Bus Terminal not being open and the designated passenger pick up and drop off (PPUDO) on Millway not being fully utilized by motorists. As a result, the majority of the PPUDO activity is taking place on New Park Place. When New Park Place is fully utilized or for convenience reasons, some motorists illegally stop on Millway Avenue in front of the subway entrance. To ensure public safety is not at risk, City staff have moved into the next phase of enforcement and are citing vehicles in clear violation of the parking/no stopping regulations. The use of the designated PPUDO on Millway and the overall traffic operations in the mobility hub is expected to improve once the bus terminal opens in Q3-2019 and the direct connection between the bus terminal and subway is available to transit users. In addition, staff continue to promote the use of the commuter parking lots at Pioneer Village Station (1,881 spaces) and 407 Station (583 spaces) for those transit users that wish to park and ride. Staff will continue to monitor the movement of all modes of travel in the mobility hub and adapt the strategy to most effectively manage traffic as the area develops and transitions into a downtown urban environment over the coming years.

The next phase of the VMC Parking Strategy will establish the long-term elements of the study and implementation plan. Some considerations for long term parking may include commercial parking, parking under parks, on street parking, shared public/private parking (partnership) and/or City owned parking lots. The second phase of the Parking Strategy is anticipated to be advanced through 2020.

The VMC Parks and Open Space Framework is moving forward

Staff are currently working on various initiatives to ensure that parks and open spaces are available in a timely manner to support the current trend of residential development in the VMC. These initiatives include the planning and design of various parks secured through the development application process, as well as development of the VMC Parks Master Plan and Implementation Strategy.

The Expo City strata park is the first-of-its kind in the City of Vaughan

Staff are currently working with The Cortel Group on design and implementation of the park located within the Expo City development lands, located in the north-west quadrant. The design process for this strata park was captured as part of the Edgeley Pond and Park design assignment, which included a public engagement process through 2017. In 2018, the landowner submitted a development application for the third phase of their development, which included the park block. Staff and the landowner are working with their consultant team to finalize the detailed design, along with advancing the development and permit approval process. The park construction is planned to commence in 2020.

Design of the first phase of the Urban Park will begin next year

In June of 2016, SmartCentres and their landscape architect Claude Cormier presented to the VMC Sub-committee a vision for “Central Park,” which is slated to be Vaughan’s first Urban Park. Given the subway opening date, the landowner and the City decided to focus their attention on the TTC Plaza project to ensure that it was done in time for the subway opening in December of 2017.

Through 2017 and 2018 SmartCentres and their partner CentreCourt Developments brought forward three development applications that will transform the Mobility Hub into a consolidated close-knit community. To make sure that a diverse parks and open space system is available to this emerging community, SmartCentres and Staff will start the detailed design process of the first phase of the Urban Park through 2020, with plans to start construction in 2021.

The Millway Avenue Linear Park is proposed to be extended

In 2018 QuadReal brought forward two development applications in the south-west quadrant that will include the conveyance of a linear park planned along the east side of Millway Avenue between Interchange Way and Exchange Avenue. The application for Block 2 included a proposed amendment to the VMC Secondary Plan to extend the Millway Avenue Linear Park south of the urban park to Exchange Avenue. The City and the landowner are currently working collaboratively through the development application process to advance the design of the portion of the linear park south of Interchange Way, which will be composed of temporary facilities until the neighboring lands to the east are ready to be developed. The park construction is forecasted to commence in 2021 or 2022.

The VMC Parks Master Plan and Implementation Strategy will help crystalize an exciting and inspiring vision for the downtown’s parkland network

Staff are currently in the process of recruiting a VMC Parks Development Project Manager to help move this study forward and advance the design of the parks initiatives previously mentioned. The VMC Parks Master Plan and Implementation Strategy will review residential development trends, real estate opportunities and constraints, and provide recommendations to achieve parkland goals, provision targets and implementation guidelines.

The VMC Parks Master Plan and Implementation Strategy will be informed by the visioning exercises currently underway with SmartCentres and QuadReal for their respective quadrants. It is expected that the VMC Parks Master Plan will start later this year.

Financial Impact

There are no economic impacts resulting from this report.

Broader Regional Impacts/Considerations

Building a downtown is an ambitious goal. The Region of York's Official Plan places tremendous importance on the Centres and Corridors within its local municipalities as the cornerstone to achieving provincial population and employment growth targets. Collaboration with broader regional stakeholders continues to be an important factor in ensuring the success of the VMC.

Regional staff has participated and will continue to be involved throughout the duration of these initiatives to ensure successful implementation and coordination of these catalytic projects.

Conclusion

The VMC team will continue to work closely with Toronto and Region Conservation Authority, York Region, York Region Rapid Transit Corporation, and VMC landowners to facilitate the advancement of priority projects in the downtown.

These catalyst projects, together with the momentum generated by development activity, are rapidly contributing to the realization of Vaughan's downtown.

For more information, please contact: Jennifer Cappola Logullo, VMC Manager, Development Engineering ext. 8433 and Gerardo Paez Alonso, VMC Manager, Parks Development, ext. 8195.

Attachments

1. VMC Priority Infrastructure Projects

Prepared by

Jennifer Cappola-Logullo, Manager, Development Engineering (VMC), ext. 8433
Gerardo Paez-Alonso, Manager, Parks Development (VMC), ext. 8195
Christina Bruce, VMC Program Director, ext. 8231
Andrew Pearce, Director of Development Engineering, ext. 8255

(A copy of the attachment referred to in the foregoing have been forwarded to each Member of Council and a copy thereof is also on file in the Office of the City Clerk.)

4 VMC TRANSIT CITY TOWER 3 PUBLIC ART PLAN UPDATE

The Vaughan Metropolitan Centre Sub-Committee advises Council:

- 1) **That the recommendation contained in the following report of the Deputy City Manager, Planning and Growth Management dated March 5, 2019, was approved; and**

- 2) That the presentation by the VMC Senior Manager, the Senior Art Curator and Planner, Economic and Cultural Development, Ms. Paula Bustard, Vice President, Development, SmartCentres, Brad Hindson of Studio F Minus and Mike Szabo of Diamond Schmitt Architects, and Communication C3, presentation material titled “*Transit City Tower 3 – Public Art Program*”, was received.

Purpose

To provide an update on the status of the Vaughan Metropolitan Centre (VMC) Transit City Tower 3 Public Art Plan following Council approval of the project on May 23, 2018.

Report Highlights

- On June 7, 2016, Council approved the Vaughan City-Wide Public Art Program and the VMC Culture and Public Art Framework.
- The VMC Culture and Public Art Framework identified the installation of a large scale public art project at heart of the Mobility Hub as an important quick win placemaking opportunity for the City’s downtown.
- On May 23, 2018, Council approved the Transit City Tower 3 development with a condition for the Owner to provide a \$3.5 million contribution towards an on-site public art budget for the creation of a public art piece that is integrated with the architecture of the building, subject to the City of Vaughan’s Public Art Program, as a community benefit in exchange for increased height and density pursuant to Section 37 of the *Planning Act*.
- On October 25, 2018, the Transit City Tower 3 Public Art Plan was presented to the Vaughan Design Review Panel, which currently serves as the City’s interim Public Art Advisory Committee providing input on site and artist selection processes.
- The Public Art Plan has evolved into a “light wall” that will enable a rotation of contemporary digital art media as a curated gallery.
- This project represents the first public art work implemented through the City’s Public Art Program and will serve as a key landmark for the downtown.

Recommendation

1. THAT this report BE RECEIVED

Background

On June 7, 2016, Item 6, Report No. 26, of the Committee of the Whole (Working Session), was adopted without amendment by Council which included recommendations that staff work with the development community on advancing the integration of public art into development proposals where possible or appropriate, and that staff pursue and seek partnerships for a public art installation within the Mobility

Hub as a quick win placemaking opportunity that considered the potential use of any secured VMC Section 37 funds.

Since Council approval, staff have been working with the development community to identify opportunities for the inclusion of public art as part of urban development projects in the downtown, and throughout other areas of the City. Through the review of Site Development File DA.17.062 VMC Residences III GP INC, staff were able to propose the inclusion of an integrated public art project as an on-site community benefit, in exchange for an increase in the height and density of the development, pursuant to Section 37 of the *Planning Act*.

On May 23, 2018, Item 26, Report No. 18, of the Committee of the Whole, was adopted without amendment by Council which included the following requirement:

“THAT prior to March 31, 2019, the Owner and the City shall execute a Public Art Agreement, which will detail the commissioning process and installation of a permanent piece of public art that is integrated with the architecture of the south, six storey podium façade of the building as a public art contribution with a budget of \$3.5 million, secured through the \$3.5 million Letter of Credit identified in the Section 37 Agreement, consistent with the principles of Site 10 – Private Development as outlined in the City’s VMC Culture and Public Art Framework, to the satisfaction of the City. The Public Art Agreement shall detail the following, but not limited to, public art contribution options; public art contributor triggers/timing; public art program requirements; the Owner and City responsibilities; accounting requirements; and copyright and maintenance. The Owner shall develop a Public Art Program that follows the approved process outlined in the City-wide Public Art Program, to the satisfaction of the City. The Owner will own and maintain the public art piece and shall enter into a maintenance agreement with the City”.

Following Council approval of OPA File OP.17.003, Zoning By-Law Amendment File Z.17.028 and Site Development File DA.17.062 VMC Residences III GP INC (Attachment 1), the Owner procured Studio F Minus Curatorial (SFM) to develop the Transit City Tower 3 Public Art Plan (Attachment 2) to further detail the commissioning process for the publicly-accessible privately-owned public art project.

Previous Reports/Authority

[City-Wide and VMC Public Art Program Council extract June 7, 2016](#)

[Vaughan City-Wide Program Document](#)

[VMC Public Art Framework Document](#)

[Extract from Council Meeting Minutes of May 23, 2018 for OP.17.003, Z.17.028 and DA.17.062](#)

Analysis and Options

Realizing the vision of the VMC Culture and Public Art Framework

The realization of the VMC's vision as a vibrant downtown with exciting activities, social capital and cultural events is predicated on collective efforts in creating a sense of 'place'. Culture and public art initiatives contribute to that sense of place, by creating memories and experiences that draw people to use and frequent the VMC on a 24/7 basis versus just passing through.

Public art plays many roles in the urban context. As outlined in the City-Wide Public Art Program, some of its key roles include:

- Placemaking - creating and enhancing public spaces that promote people's health, happiness, and well-being
- Gateway Marker - an entrance feature that signifies a boundary and assists with wayfinding
- Landmark - an easily recognized feature in the cityscape that contributes to placemaking and orientation
- Wayfinding - visuals used to convey location and directions
- Interpretation - a work of art that illuminates the character or history of its context
- Activation and Animation - a work of art that energizes a space, can be interacted with and/or can move independently

The development of a large scale integrated public art installation occupy the majority of the six storey south façade of the Transit City Tower 3 podium will serve as a gateway and landmark at the heart of the VMC Mobility Hub. The context of the site, located adjacent to the SmartCentres Place Bus Terminal, mixed use building with PwC, YMCA, and public library and publicly accessible pedestrian mews, provides an exceptional opportunity to help define a contemporary identity wayfinder and activation catalyst for the downtown. Given the prominence and scale of the installation, it will also be visible from Transit Square and the TTC Subway Station and areas beyond (see perspectives provided in Attachment 2). This project achieves one of the quick win placemaking opportunities endorsed by Council in June 2016, represents the first public art project implemented through the City-Wide Public Art Program and follows the design considerations outlined for private developments outlined in the VMC Culture and Public Art Framework.

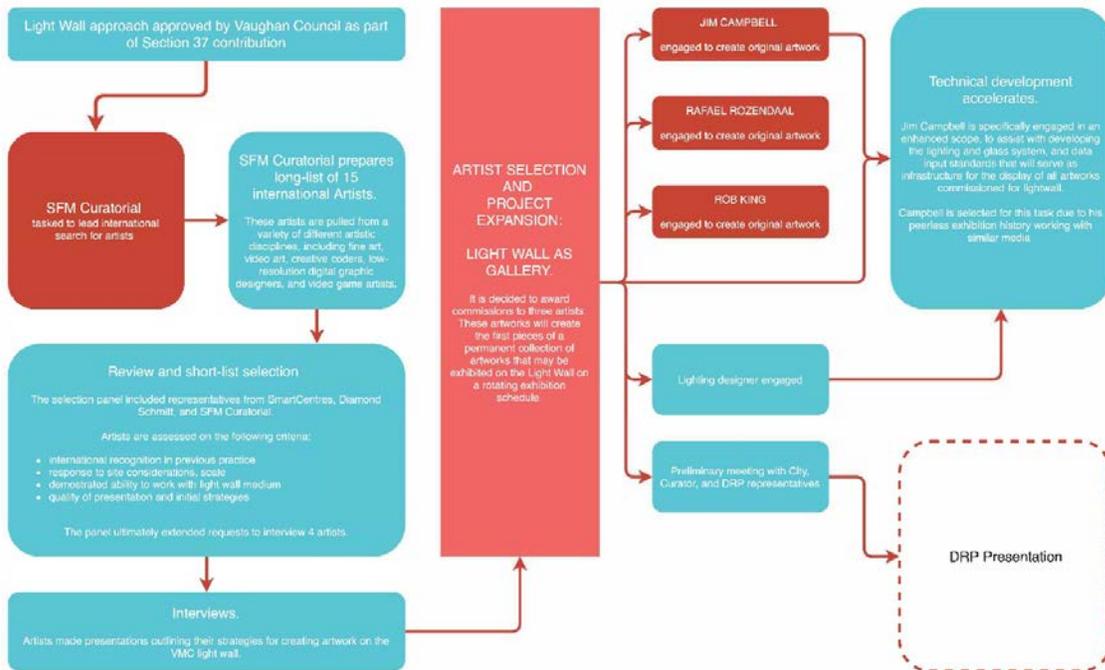
A comprehensive Public Art Plan for the downtown's first public art project has been developed

The Transit City Tower 3 Public Art Plan (Attachment 2) outlines the comprehensive developer-led commissioning process managed by SFM Curatorial, in collaboration with Diamond Schmitt Architects, to determine the artist selection process for the project. The Plan also details the framework for refinement of the public art vision for the development as approved by Council in May 2018 (Attachment 1), with consideration of context, precedents, site selection, scale and structural design. The evaluation and selection processes outlined in the Plan have been conducted in accordance with the guidelines established in the City of Vaughan's Public Art

Program.

The result of this process is the creation of a 920 m² (nearly 10,000 ft²) light wall which acts as an exhibition venue for a permanent collection of original digital work. This public art initiative will result in the production of not just a single artwork, but an infrastructure vehicle that can be used to exhibit a variety of digital works to be commissioned in the future. At this point in the curatorial process, three artists have been selected to create artworks for the light wall in its initial phase as shown in the diagram below. Curation of these artworks, and any future commissions, will follow the City's Public Art Program, with involvement of City Staff leading the Public Art Program.

ARTIST SELECTION PROCESS



The Transit City Public Art Plan meets the objectives of the City's Public Art Program, is supported by Staff and was well-received by the Vaughan Design Review Panel on October 25, 2018, which is acting as the City's interim Public Art Advisory Committee in the initial phase of the Public Art Program's implementation and administration.

Development of the Public Art Agreement is underway

The Owner and City will enter into the required Public Art Agreement which includes information related to: public art contribution options; public art contributor triggers/timing; public art program requirements; the Owner and City responsibilities, including curated content; accounting requirements; and copyright and maintenance. Given the scale and

digital nature of the art, the Agreement will also outline operating hours and performance measures for the works to ensure that light pollution and nuisance for adjacent properties is minimized. The Owner will own and maintain the public art piece.

Financial Impact

The development of the City-Wide Public Art Program provides the framework for acquiring public art from development projects through Section 37 policies, deriving community benefits for the City which would otherwise be unachievable through property taxation. There are no economic impacts resulting from this report, as this project is fully offset by Section 37 funding and owned and maintained by the Owner. A \$3.5 million-dollar Letter of Credit has been posted to secure the works.

Broader Regional Impacts/Considerations

The Region's policy for Economic Vitality recognizes culture as an important element in making the Region a place to work, live and play. Vibrant and healthy communities will attract and retain a skilled labour force.

The policies for An Urbanizing Region direct Regional Centres to recognize the importance of creating a sense of place and high quality open spaces "that include meeting places and urban squares that incorporate art, culture and heritage" (s. 5.3.7).

The Region also sets the requirements for Regional Centre secondary plans to include policies addressing the need for public art to be incorporated into major Regional and City buildings and to encourage the inclusion of public art in significant private sector developments.

Conclusion

The Transit City Tower 3 Public Art Plan builds on the requirement for an integrated public art project for the Transit City development as approved by Council in May 2018 and meets the objectives of the City's Public Art Program. As a contemporary piece of public art, the Plan is supported by Staff and the Vaughan Design Review Panel.

The result of this process is the creation of a 920 m² (nearly 10,000 ft²) light wall which acts as an exhibition venue for a permanent collection of original digital works. This public art initiative will result in the production of not just a single artwork, but an infrastructure that can be used to exhibit a variety of curated artworks to be commissioned in the future.

As a progressive piece of contemporary art for the downtown and the City's first piece of public art secured through the Public Art Program, this progressive project helps realize the vision for placemaking as a gateway feature and activator in the Mobility Hub, as defined in the VMC Culture and Public Art Framework.

For more information, please contact: Amy Roots, VMC Senior Manager, extension 8035

Attachments

1. Attachments 12 and 13 Extracts from Council Meeting Minutes of May 23, 2018 for OP.17.003, Z.17.028 and DA.17.062
2. Transit City Tower 3 Public Art Plan

Prepared by

Sharon Gaum-Kuchar, Senior Art Curator and Planner, extension 7328
Amy Roots, VMC Senior Manager, extension 8035
Rob Bayley, Manager of Urban Design, extension 8254
Christina Bruce, VMC Program Director, extension 8231

(A copy of the attachment referred to in the foregoing have been forwarded to each Member of Council and a copy thereof is also on file in the Office of the City Clerk.)

The meeting adjourned at 11:38 a.m.

Respectfully submitted,

Mayor Maurizio Bevilacqua, Chair