

VAUGHAN METROPOLITAN CENTRE SUB-COMMITTEE – MAY 27, 2020**COMMUNICATIONS****Distributed May 25, 2020**

	<u>Item</u>
C1. Mr. Stephen Albanese, IBI Group, St. Clair Avenue West, Toronto, dated May 22, 2020.	2

Distributed May 26, 2020

C2. Memorandum from the Acting Deputy City Manager, Planning and Growth Management, dated May 26, 2020.	3
C3. Presentation material titled “ <i>VMC Marketing Report</i> ”.	1
C4. Presentation material titled “ <i>First Temporary Public Art Installation at the VMC</i> ”.	2
C5. Presentation material titled “ <i>VMC Parking Pilot Project Pay-And-Display On-Street Parking</i> ”	3

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Please note there may be further Communications.



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COMMUNICATION : C 1
VMC (SC) : MAY 27, 2020
ITEM # 2

May 22, 2020

Ms. Mary Reali
Acting City Manager
City of Vaughan
2141 Major Mackenzie Dr.
Vaughan, ON L6A 1T1

Dear Ms. Reali:

FIRST TEMPORARY PUBLIC ART INSTALLATION AT THE VMC - 2748355 CANADA INC.
LETTER OF SUPPORT

IBI Group represents 2748355 Canada Inc. ("QuadReal Property Group") for their landholdings within the Vaughan Metropolitan Centre (VMC). QuadReal Property Group owns approximately 84 acres within the southwest quadrant of the VMC, including the lands subject to the first temporary Public Art installation in the VMC, municipally known as 2 Commerce Street.

QuadReal Property Group recognizes the importance that the arts play in cementing identity, character and culture within the design of urban spaces. QuadReal Property Group believes community partnership in innovation and creativity will play an integral role in the place making strategies of the VMC.

In partnership with Menkes Development Inc. ("Menkes"), QuadReal Property Group has been working closely with the City of Vaughan on the concept for a temporary Public Art installation at 2 Commerce Street, in front of the under-construction Discovery Centre. On May 15, 2020, Sharon Gaum-Kuchar, Senior Art Curator and Planner in the City of Vaughan, provided the ownership group with animated video illustrating the proposed design for the VMC lenticular Public art installation slated for 2 Commerce Street.

QuadReal Property Group is pleased to demonstrate our support to the proposed public art piece. We would also like to compliment City Staff's efforts in making this a collaborative process. The lenticular installation will help to promote the place-making making, animation and wayfinding objectives of the VMC. The design acts dually as a landmark and gateway, helping bring awareness to the envisioned sense of place and calibre of art activations in the VMC. QuadReal Property Group believes the design will build interest with local and regional artists to partner with the City of Vaughan for future public art opportunities in the VMC.

QuadReal Property Group expects this project to make an impactful contribution to the VMC and support its approval by the VMC Sub-Committee. We look forward to continuing to work collaboratively with the City of Vaughan on other Public Art installations in the southwest quadrant in the future.

Sincerely,
IBI Group

Stephen Albanese MCIP RPP



memorandum

**COMMUNICATION : C 2
V M C (SC) - MAY 27, 2020
ITEM # 3**

DATE: MAY 26, 2020

TO: VMC SUB-COMMITTEE

FROM: BILL KIRU, ACTING DEPUTY CITY MANAGER
PLANNING AND GROWTH MANAGEMENT

COPY: MICHAEL MARCHETTI, DIRECTOR, FINANCIAL PLANNING AND
DEVELOPMENT FINANCE

RE: VMC SUB-COMMITTEE – MAY 27, 2020, ITEM 3
VMC PAY-AND-DISPLAY ON-STREET PARKING PILOT PROJECT

Purpose

To add a recommendation to align with Section 2(1)(c) of By-law 394-2002, that will conform with the public notice requirement.

Recommendation

That the following recommendation be added:

3. That the inclusion of this matter on a Public Committee or Council agenda with respect to amending the capital budget identified as Budget Amendment is deemed sufficient notice pursuant to Section 2(1)(c) of By-law 394-2002.

Background

According to By-law 394-2002, sufficient notice of a budget amendment must be provided. The additional recommendation is required to comply with the By-law and the Municipal Act specifically Section 2(1)(c) of By-law 394-2002:

“2. Application

(1) Where the City is required to give notice under a provision of the *Municipal Act*, the municipality shall provide notice in the form, manner and at the times set out in this By-law, except where:

(c) Council has specifically directed that some other public notice is to be given, which may be for a longer or a shorter period, or in a different form, that Council considers adequate to give reasonable notice under the provision;”

MEMORANDUM
VMC SUB-COMMITTEE – MAY 27, 2020 – ITEM 3
VMC PAY-AND-DISPLAY ON-STREET PARKING PILOT PROJECT

Respectfully submitted,



Bill Kiru,
Acting Deputy City Manager, Planning and Growth Management

Prepared by:

Jennifer Cappola-Logullo, Manager Development Engineering, VMC
Lisa Marie Russo, Manager Financial Planning and Analysis
Christina Bruce, Director VMC Program

VMC Marketing Report

VMC Sub-Committee
May 27, 2020

Background

The marketing and business development tactics presented here were delivered June 2019 - May 2020 and are intended to drive awareness of the VMC as an attractive major commercial office and retail location choice in the Greater Toronto Area marketplace.

Since March 2020, we are promoting where possible and assessing the impact of COVID-19.

VMC Identity Mark

- Part of a new family of identity marks for economic development and tourism.
- Launched in May 2020



Business and Real Estate Events



- RealTrends
- Mayor's Golf Classic
- Mayor's Lunar Gala
- Schulich Perspectives Lecture
- PEO Leadership Conference
- CoreNet REMmy Awards Gala
- Mayor's Luncheon
- FEO Conference
- LandPRO

Arts and Culture Events



- Inspirit
- Music in the Square
- Culture Days
- Italian Contemporary Film Festival (ICFF)
- Architettura and Design
- Movies in the Square
- Next Stop Music and Food Festival

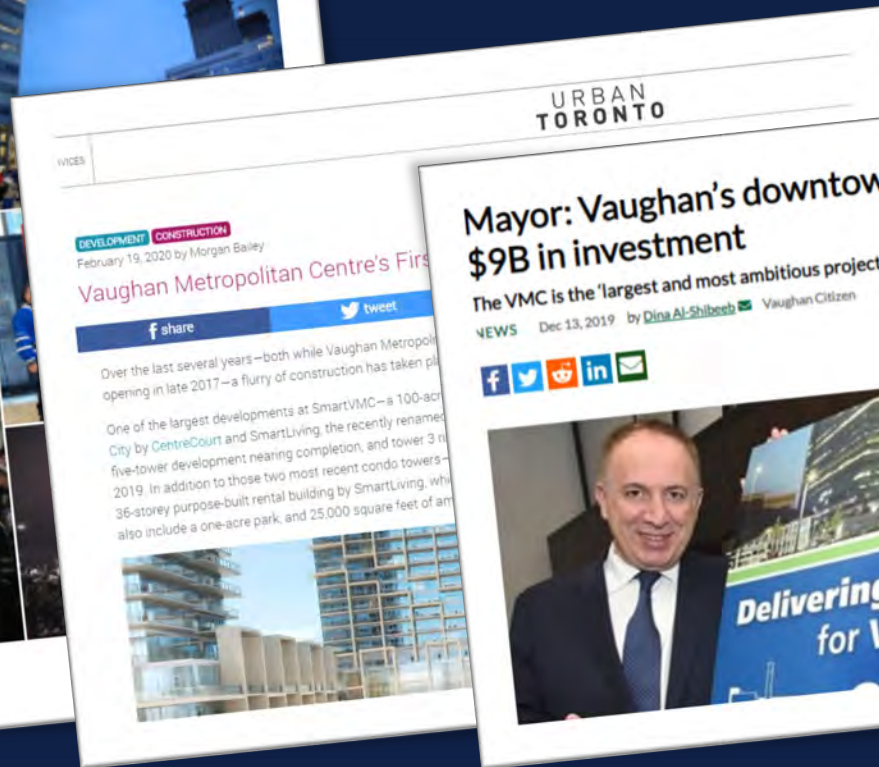
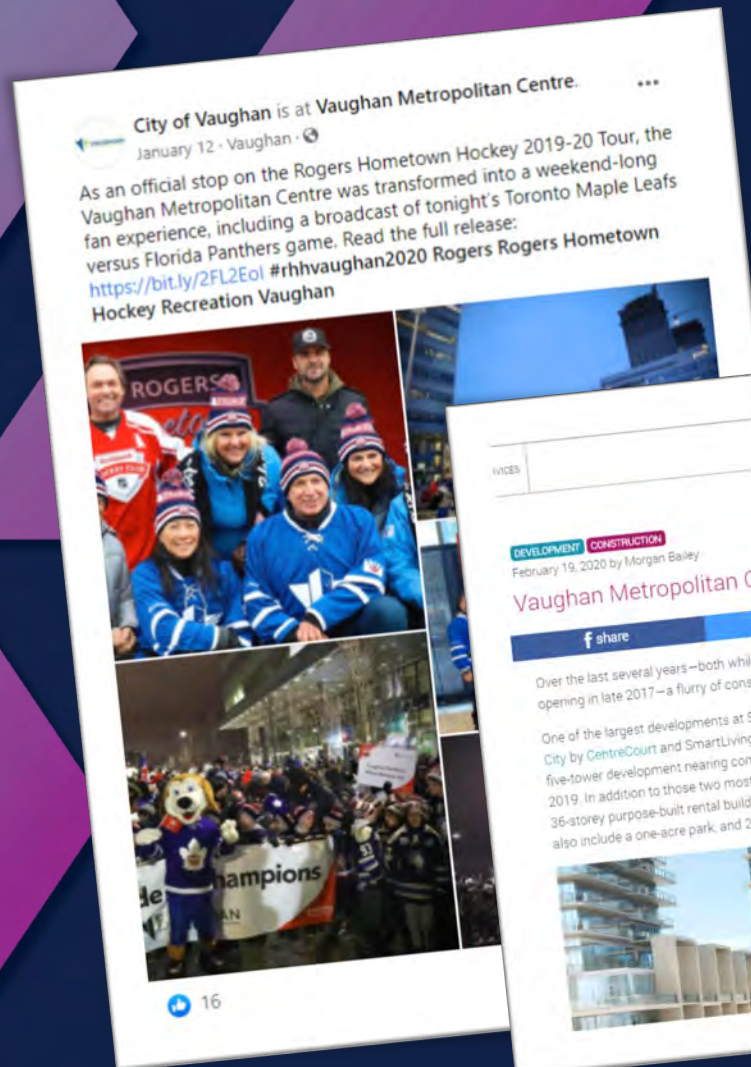
Paid advertising

- York Link sponsored content
- City of Vaughan sponsored content
- Perspective Vaughan
- Globe and Mail Report on Business and LinkedIn Ads
- Perspective Ontario Report



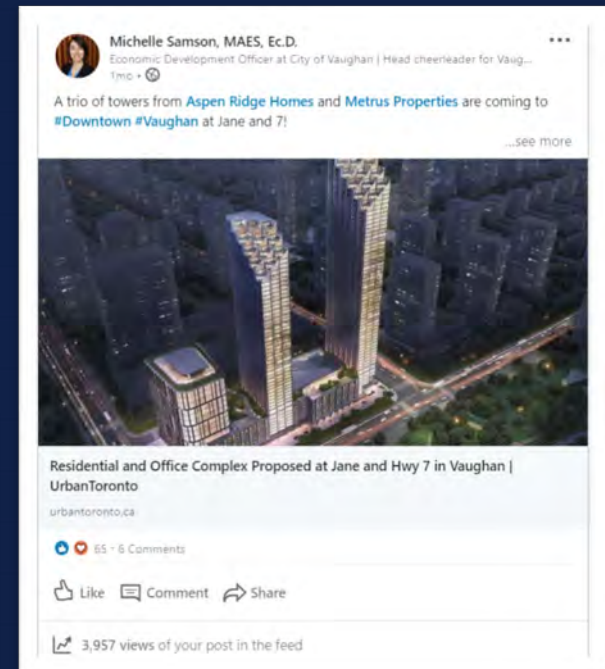
Communications

- 107 posts on City of Vaughan social media channels.
- Earned media



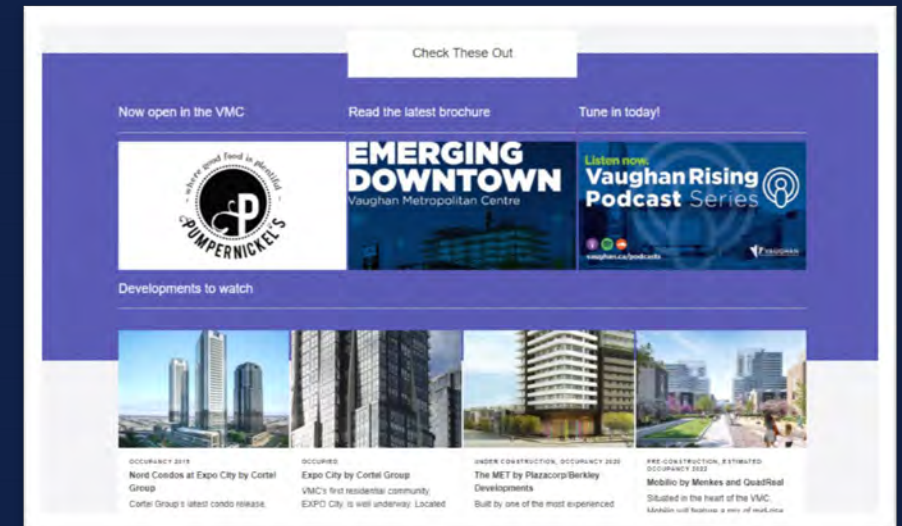
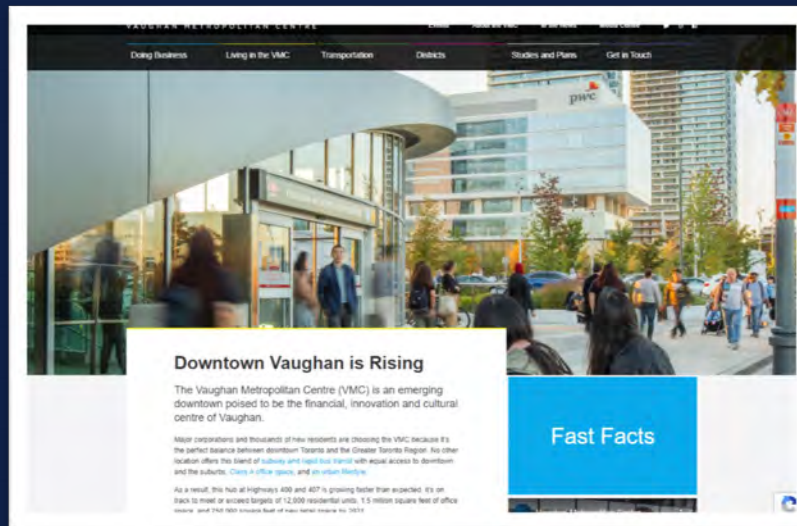
Content Marketing

- Five VMC episodes on Vaughan Rising Podcast
- 360 degree Tour
- LinkedIn personal accounts



VMC Microsite

- Home base for information and news
- Refresh completed in September 2019:
 - New openings, the 360 Degree Tour and other content added to home page.
 - 'About the VMC' and events pages added.



Outcomes

- Exposure to **3,639** event attendees.
- One-on-one connections with **62** members of the target audience.
- More than **105,000** impressions on York Link social media channels.
- More than **124,000** impressions on City of Vaughan social media channels.
- More than **70,000** impressions on ECD staff LinkedIn account.
- More than **101,000** digital advertising impressions.

Outcomes

- Print circulation of **366,000** copies of Perspective Vaughan and the Invest in Ontario report.
- **8,600** podcast episode downloads in more than **30** countries.
- More than **54,000** microsite page views by **9,900** users.
- **8,300** in-person and online views of the 360 Degree Tour.
- An **Award of Excellence** from the Economic Developers Council of Ontario for the VMC 360 Degree Tour.

COMMUNICATION : C 4
VMC (SC) : May 27, 2020
ITEM # 2

FIRST Temporary Public Art Installation at the VMC



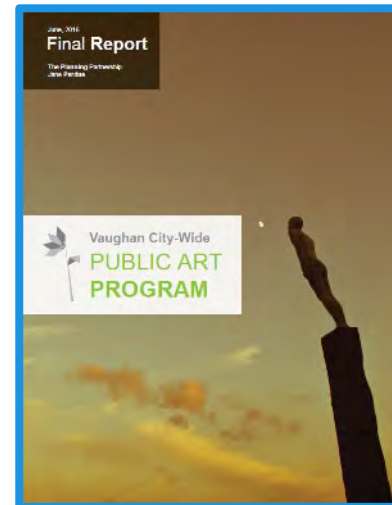
VMC Secondary Plan



VMC Streetscape + Open Space Plan



VMC Cultural + Public Art Framework



Public Art Program



VMC Urban Design Guidelines



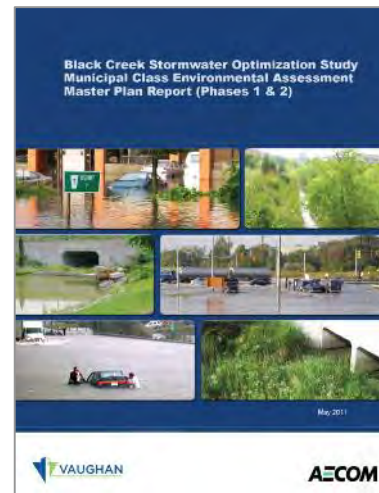
Community Improvement Plan



VMC Servicing Master Plan



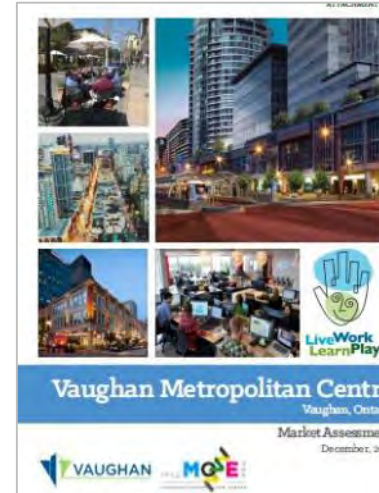
VMC Transportation Plan



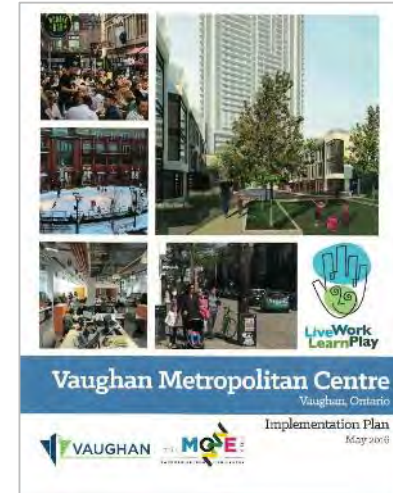
Black Creek Stormwater EA Ph. 1+2



Reconnaissance + Strategic Assessment



Market Assessment

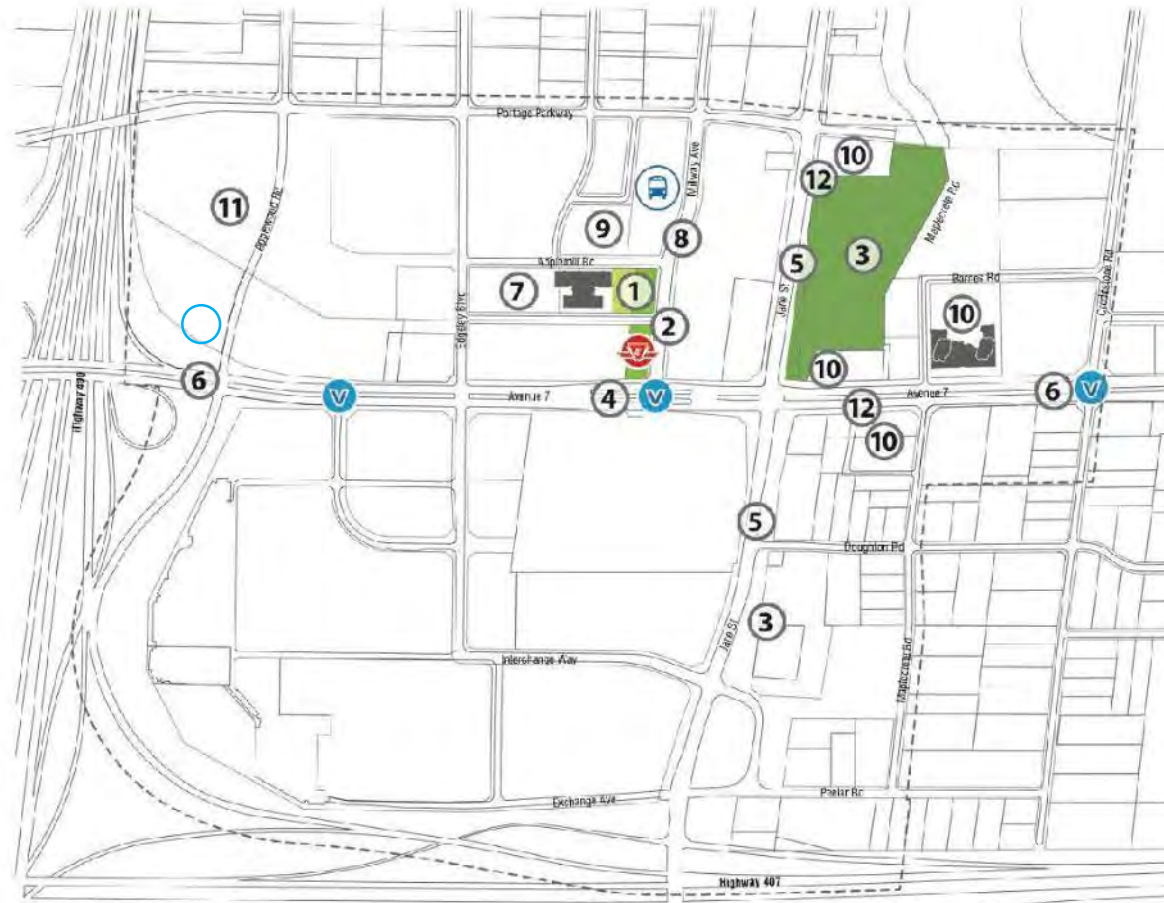


Implementation Plan

1 Vaughan Metropolitan Centre

Public Art in the VMC is addressed in a separate document:
the **VMC Culture & Public Art Framework**

2021



Roles for Public Art

- Placemaking
- Gateway Marker
- Landmark
- Memorial
- Local Focal Point
- Wayfinding
- Interpretation
- Functional Element
- Activation and Animation





Applewood Cres

Apple Mill Rd

New Park Place

Edgeley Blvd

Millway Ave

Portage Pkwy

Jane Street

Barnes Rd

Highway 7

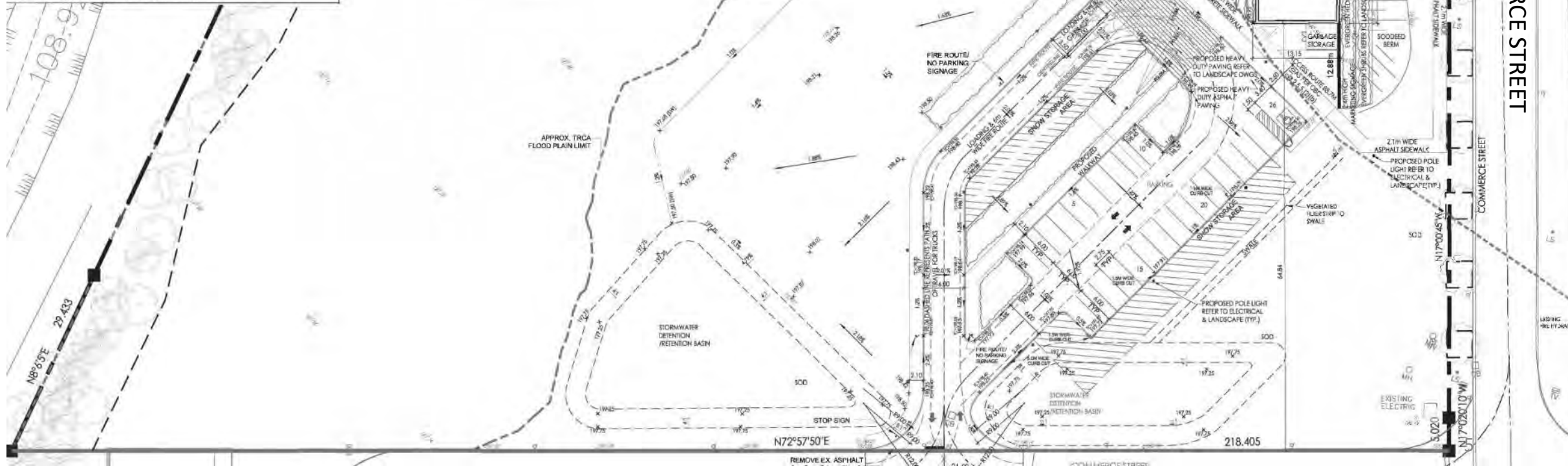
Commerce St

Interchange Way

Doughton Rd

Maplecreek Rd

SITE DEVELOPMENT DATA			
ZONE	C9 - VMC		
LOT AREA	2.2 ha	(5,544 sqm)	22,435.33 sqm
BUILDING AREA	SALES PAVILION 1861.2 sqm		
TOTAL BLDG AREA (GROSS FLOOR AREA)	1861.2 sqm		
FSI	0.0284		
SETBACKS	REQUIRED	PROVIDED	
FRONT YARD	0	54.84 m	
REAR YARD	3 m	14.05 m	
SIDE YARD (EXTERIOR)	0	14.21 m	
SIDE YARD (INTERIOR)	0	109.34 m	
BLDG. HEIGHT	7m		
PARKING	REQUIRED	PROVIDED	
BLDG. AREA (55% 2nd)			
2.5 parking spaces per 100 sqm	22	76	
TOTAL	22	76	
	(INCL. 1 TYPE A ACCESSIBLE SPACE)		
LOADING SPACE	REQUIRED	PROVIDED	
(3.0m x 3.5m)	1	1	
LANDSCAPED AREA	20,172.53 sqm	(277,135 sq. ft.)	
PERCENTAGE		89.91 %	
PAVED AREA	1,401.6 sqm	(15,067 sq. ft.)	
PERCENTAGE		6.25 %	
SNOW STORAGE	REQUIRED	PROVIDED	
PERCENTAGE	2.0 %	2.02 %	
	449 sqm	483 sqm	
OCCUPANCY	Group D		
Occupant Load @ 3.5m ² per person			
Max Occupant Load=93 people (incl. staff)			



Lenticular

Originates from the 16th century concept of “Tabula scalata” or “Turning Pictures”.

Two images separated into vertical strips applied to a corrugated substrate reveal two entirely different images from different viewing angles.



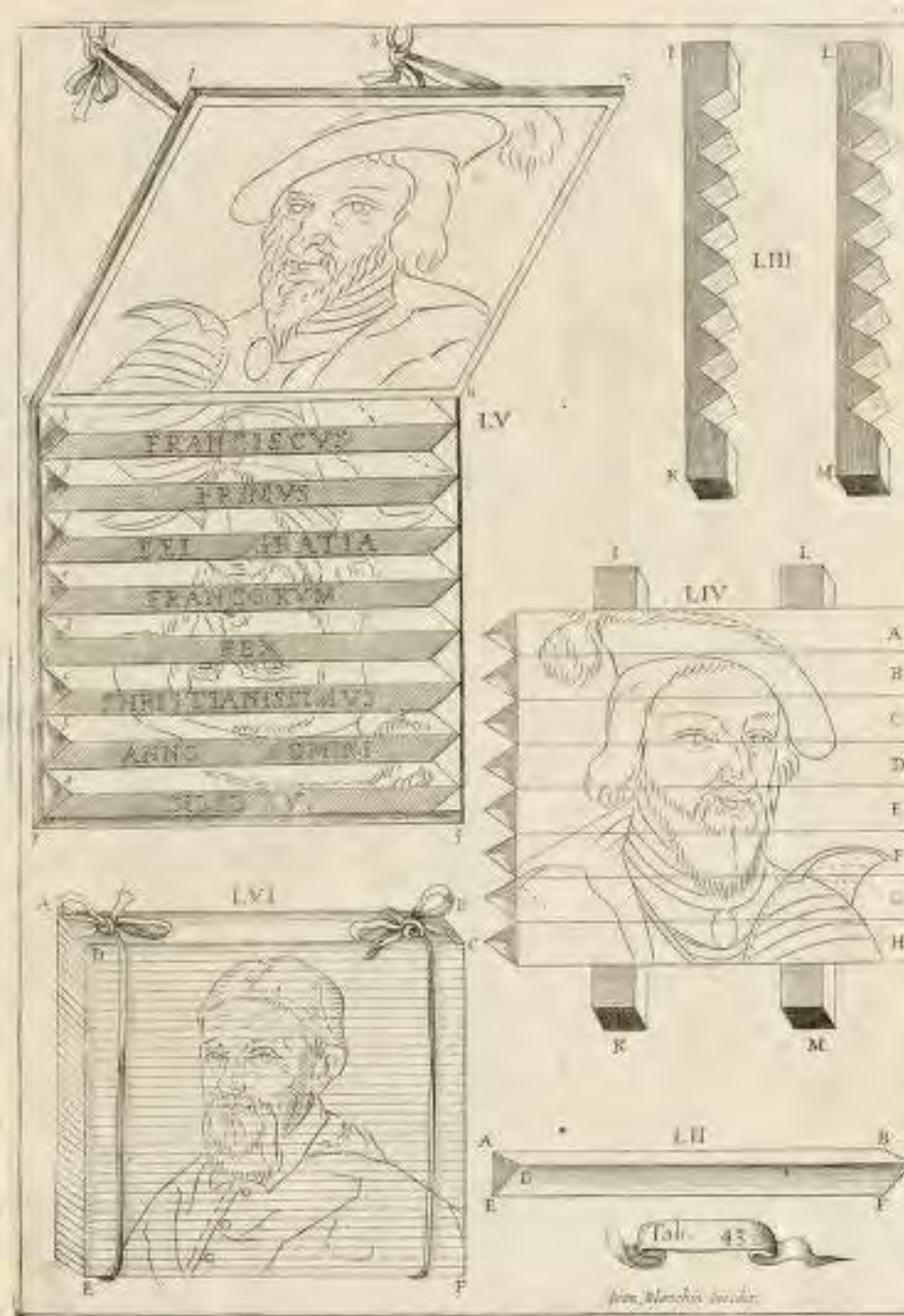


Illustration from Nicéron's
La perspective curieuse, 1638

VMC Temporary Public Art
Installation Concept
VIDEO

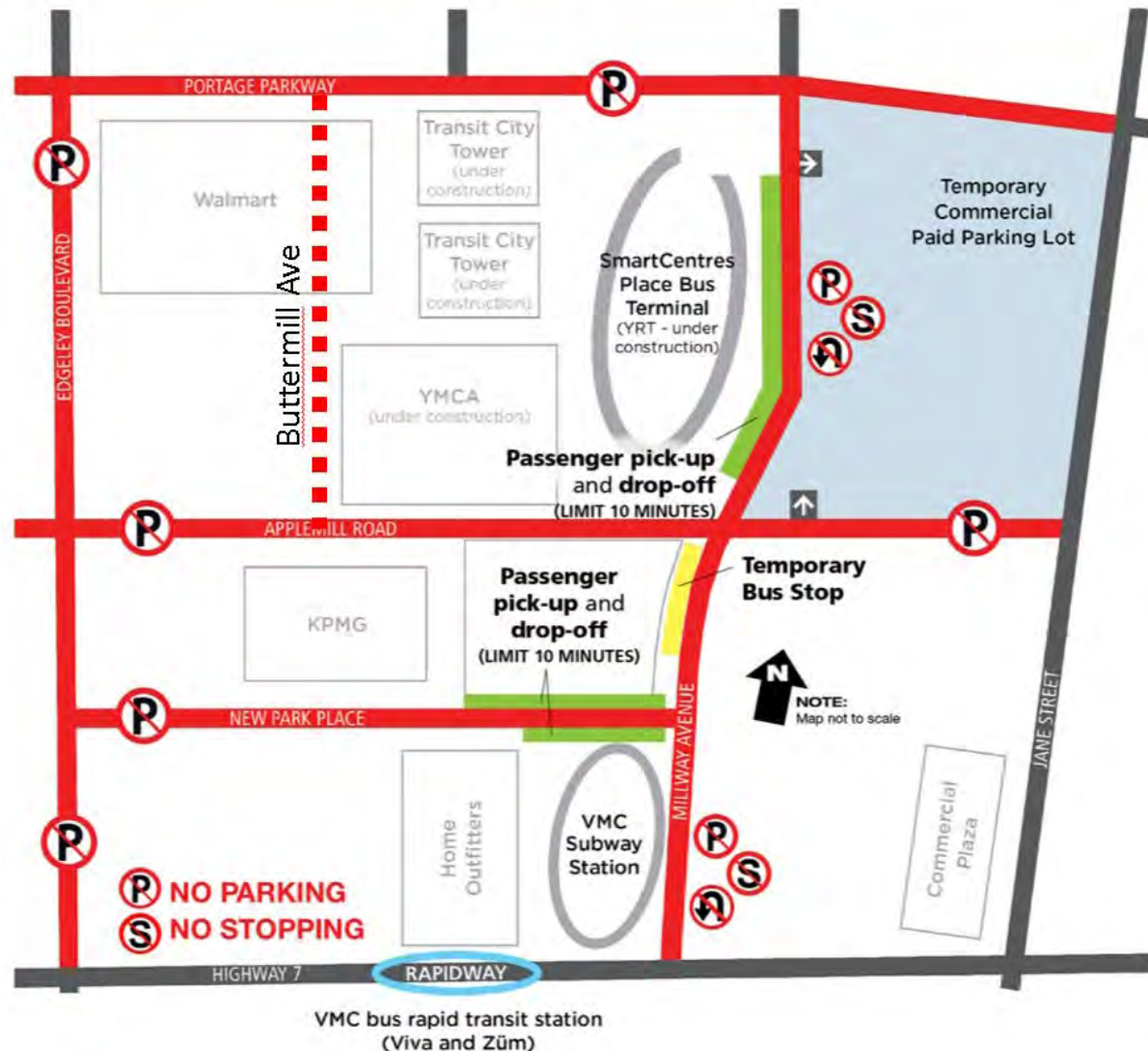


DESIGN IS PEOPLE.



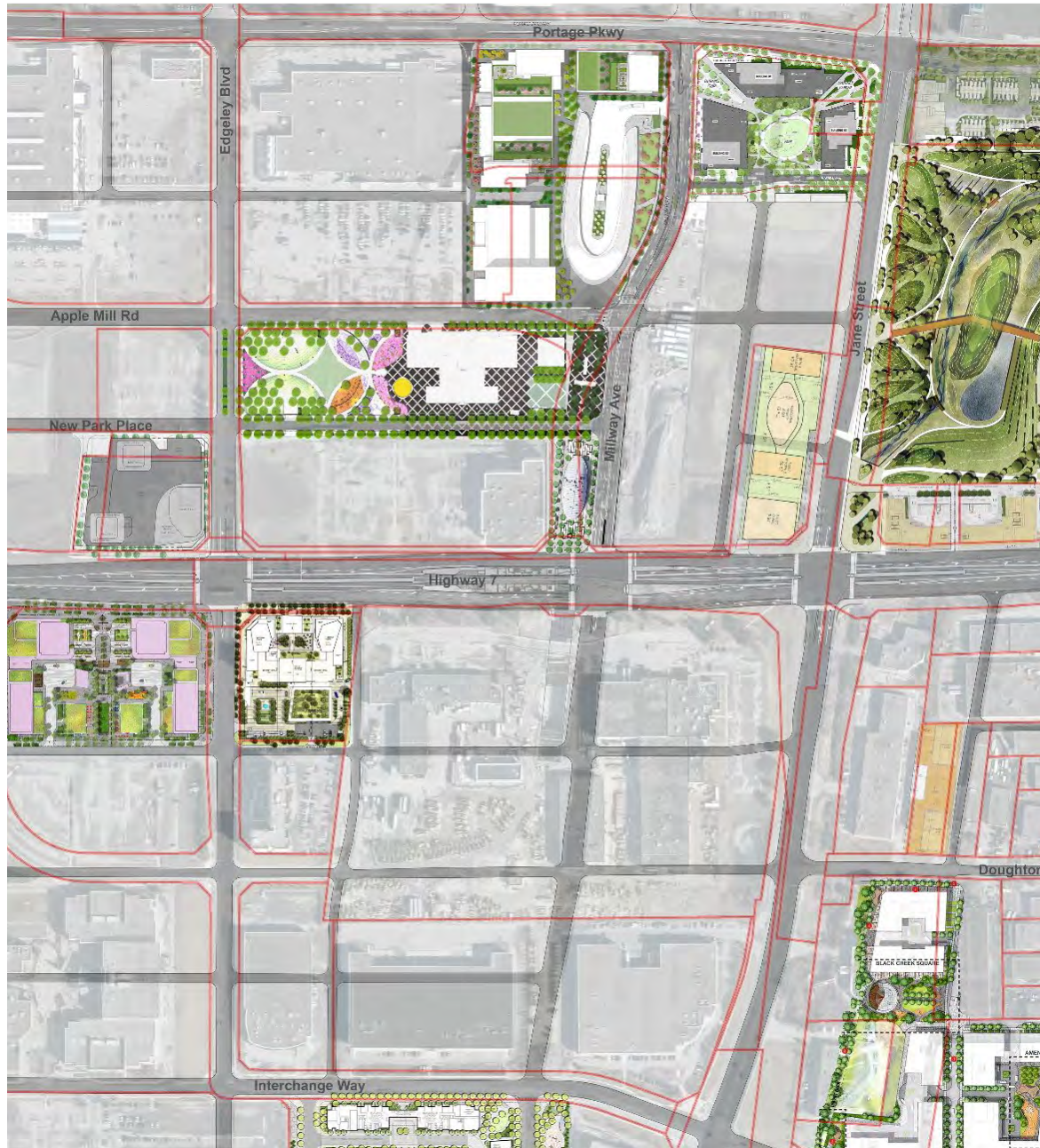
VMC Parking Pilot Project Pay-and-Display On-Street Parking

VMC Parking Strategy: Phase 1



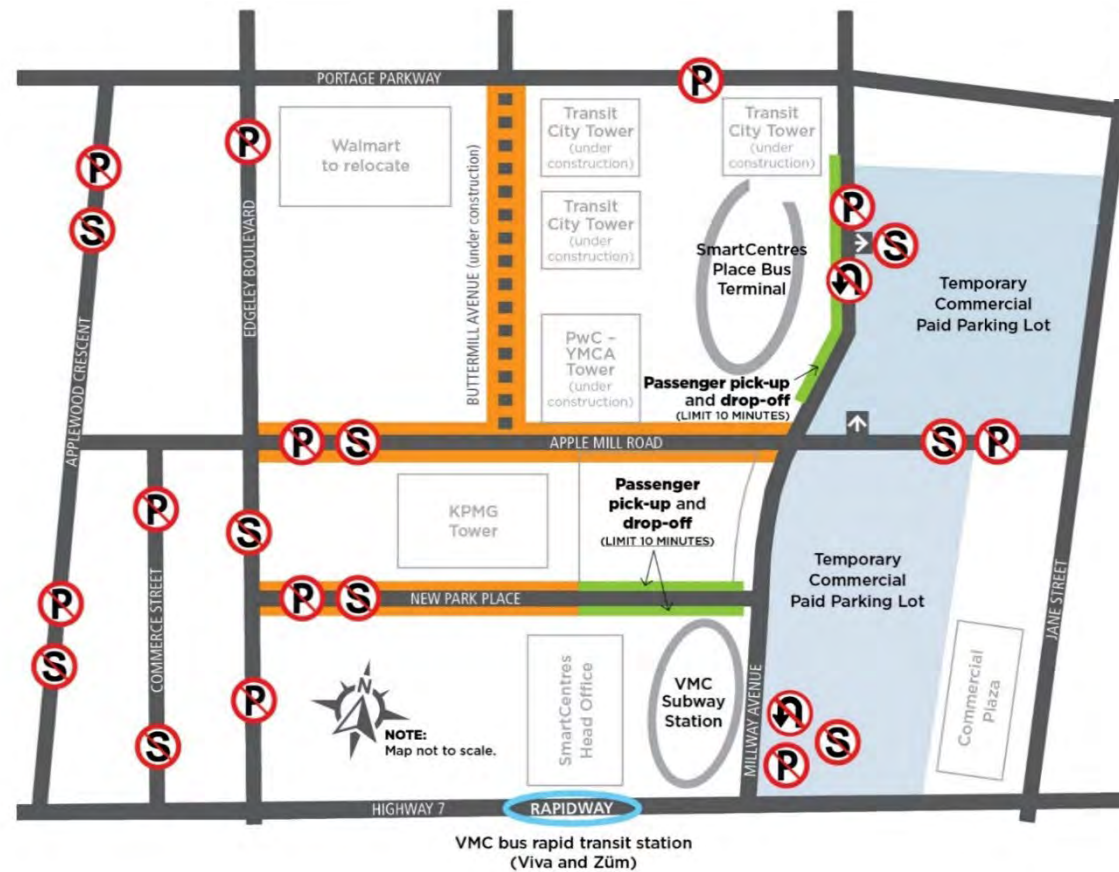
- Subway Opening, December 2017
- Parking prohibitions implemented on all surrounding streets to the Subway
- 10-minute maximum parking permitted in passenger pick-up/drop-off (PPUDO) areas on New Park Place and Millway Ave

Current Situation



- Booming development activity
- Increasing demand for on-street parking
- Over utilized existing passenger pick-up/drop-off (PPUDO) areas
- Increasing demand for curbside deliveries due to pandemic

Proposed Locations



Three streets are considered as part of the Pilot in VMC's Mobility Hub:

- New Park Place (Edgeley to Millway)
- Applemill Road (Edgeley to Millway)
- Future Buttermill Avenue (Portage to Applemill)

LEGEND:

- Parking pilot areas
- Passenger pick-up | drop-off (limit 10 minutes)
- Temporary commercial paid parking lot
- No parking** on surrounding streets

- NO Parking**
- NO Stopping**
7 a.m. - 9 a.m.
4 p.m. - 6 p.m.



Financial Considerations

- 2-year cost is estimated at \$350K
 1. Includes the installation/removal, maintenance, repairs, revenue collection fees and leasing of 14 parking meters.
 2. Does not include potential additional costs for enforcement and road maintenance above the existing identified dedications.

Financial Considerations continued

- Approximately 7% parking utilization/uptake (1.5 hours of day) required to offset operating costs (i.e. revenue neutral)
- 25% parking utilization/uptake (6 hours of day) would result in approximately \$1M revenue annually

Next Steps

- Receive Council endorsement to Pilot Project for 2-years
- Amend traffic bylaws to permit paid on-street parking
- Retain Vendor to delivery project by fall 2020
- Install parking meters by the end of 2020

