

**CITY OF VAUGHAN**  
**REPORT NO. 2 OF THE**  
**VAUGHAN METROPOLITAN CENTRE**  
**SUB-COMMITTEE**

*For consideration by the Committee of the Whole  
of the City of Vaughan on December 3, 2019*

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The Vaughan Metropolitan Centre Sub-Committee met at 9:31 a.m. on June 4, 2019.

Members Present: Mayor Maurizio Bevilacqua, Chair  
Local & Regional Councillor Linda D. Jackson  
Councillor Rosanna De Francesca  
Councillor Sandra Yeung Racco

The following items were dealt with:

**1            VMC NORTH-WEST AND SOUTH-WEST QUADRANT VISION,  
              PLANNING AND IMPLEMENTATION 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 June 4, 2019, was approved;**
- 2)        That the presentation by Paula Bustard, SmartCentres and C2, presentation material titled “Infinite Possibilities ... SmartCentres Place”, was received; and**
- 3)        That the presentation by Jay Claggett, IBI Group and Rob Galletta, Blackjet Inc., and C3, presentation material titled “SW Quadrant Update”, was received.**

**Purpose**

To provide an update on the Vaughan Metropolitan Centre (VMC) north-west and southwest quadrant vision, planning and project implementation.

### **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 priority area.
- 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.
- VMC landowners in the north-west and south-west quadrant areas are working closely with the City to ramp up construction activity this summer to advance critical new infrastructure to provide the necessary foundation to support the transitioning 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.

### **Recommendation**

1. That this report be received for information.

### **Background**

At the March 5, 2019 VMC Sub-committee meeting, Staff provided an update on the status of the VMC Implementation Plan and highlighted priority projects for delivery during the next Term of Council (2018-2022) 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. In support of this plan, landowners in the north-west and south-west quadrants have been working closely with the City to design and deliver several of the infrastructure improvements required to support development, while providing updates to the comprehensively planned vision and activation of their respective quadrants.

Summer 2019 will be an exciting season in the VMC as construction is ramping up on the implementation of new roads that will add to the collector road network in the northwest quadrant. In addition, the design and construction of servicing improvements in the south-west quadrant will proceed through the year, and construction will conclude with the opening of the much anticipated SmartCentres Place Bus Terminal. In support of building community engagement and activation in the downtown, several exciting events are planned in the VMC this year, including the launch of the 2019 Concerts in the Park series which will be held in Transit Square for the first time.

This report will focus on the north-west and south-west quadrant areas by providing an update on the overall master planning vision and development activity. Staff are working collaboratively with the landowners in the north-west and south-west quadrants (SmartCentres and QuadReal respectively) to coordinate these projects and works.

### **Previous Reports/Authority**

[VMC Implementation Plan and Priority Infrastructure Project Update March 2019](#)  
[Member's Resolution - Re-affirmation of Request from SC for Minister's Zoning Order Dec 2018](#)

### **Analysis and Options**

***Construction of new roads and infrastructure improvements are being advanced in the north-west quadrant area which will provide better connectivity and support new development.***

In the north-west quadrant area, construction is ongoing as both the Ministry of Transportation (MTO) and York Region Rapid Transit Corporation (YRRTC) continue major works such as the relocation and reconstruction of the Highway 400 off-ramp at Highway 7 (expected to be operational this summer) and completion of the York Region Bus Rapidway Transit Station on Highway 7 at Commerce Street.

SmartCentres has committed to advancing the construction of critical infrastructure to facilitate development, improve access and the movement of goods. This includes new roads such as Commerce Street from Highway 7 to Apple Mill Road, Apple Mill Road from Edgeley Boulevard to Applewood Crescent and the extension of Applewood Crescent from Highway 7 to Portage Parkway. The Applewood extension will align with the relocated Highway 400 off-ramp and further aid with circulation in the VMC. The roads are anticipated to be completed summer 2019 to coincide with both the MTO and YRRTC works.

Concurrently, SmartCentres is advancing construction of the iconic Transit City Towers 1, 2 and 3, and working with their consultant team to advance the development for the VMC East Block, marketed as Transit City Towers 4 and 5, at the north-east corner of the quadrant. This development includes three additional high-rise residential towers, one of which will be the first purpose built rental building in the downtown, supported by an enhanced public realm and series of privately-owned public spaces. As a condition of approval, improvements to existing roads such as Portage Parkway, Millway Avenue, and Jane Street will be implemented.

On April 29, 2019, the Province issued a Minister's Zoning Order to permit the relocation of the existing Walmart in the VMC. This approval will enable the construction of Buttermilk Road and integrated townhouse units along the west elevation of the Transit City development upon demolition of the store.

The PwC-YMCA mixed-use building is under construction and nearing completion. Professional services firm PwC will anchor a new 220,000 square foot mixed use building opening in 2019. The building will also be home to the VMC Centre of Community opening in 2020 with a 77,000 square foot YMCA with not-for-profit child care services, fitness and aquatic facilities, a 26,000 square foot creative expression and learning hub, and a 10,000 square foot public library.

Through development approvals, the City has also worked with SmartCentres to secure several community benefits that will help provide critical social infrastructure to support the early build-out of the downtown. Community benefits include the City's first piece of public art secured through the City-wide Public Art Program, contributions to the Edgeley Pond and Park pedestrian bridge and Centre of Community, gateway signage, privately-owned public spaces, streetscape improvements and enhancements to the public realm through screening of transit related servicing structures.

The City's Recreation Services and Economic Development and Cultural Services teams have developed strategic engagement and event plans in the VMC through 2019 to activate the Mobility Hub and help generate community excitement for development of the downtown.

***Design and construction of critical infrastructure are also being advanced in the southwest quadrant area***

In the south-west quadrant, a trunk sanitary sewer along Interchange Way, from Highway 7 to Jane Street, is currently in detailed design to support several active development applications. These works are being led by QuadReal and their consulting team, in collaboration with the City's project team. Construction of the sewer is expected to begin this summer, with completion slated for the fall 2019. Concurrently, modelling for the block plan and supporting servicing studies has commenced and will continue to inform infrastructure upgrades in the quadrant.

QuadReal is also working with their consultant teams to advance development applications for both Block 2 and Block 3, collectively consisting of a mix of high-rise residential towers, mid-rise buildings and low-rise urban townhouse blocks, each activated with retail, pedestrian mews and high-quality open spaces. The draft plan of subdivision for Block 2 includes the construction of two collector roads (Millway Avenue and Exchange Avenue), road widening along Interchange Way, a new local road with urbanized streetscape, cycling facilities, the extension of the Millway Avenue Linear Park and stormwater management low-impact development infrastructure.

Block 3 will include delivery of a new local road and improvements to the existing Commerce Street and parts of Interchange Way.

***Quadrant visioning is being updated and creative marketing strategies are being explored***

SmartCentres and QuadReal are both working with the City and their consultant teams on updating the vision and comprehensive plans for their respective quadrants. As part of the planning exercise, creative tactics are being explored to market the area, engage the imagination of the community and message the story of the emerging downtown under construction.

### **Financial Impact**

There are no economic impacts resulting from this report.

### **Broader Regional Impacts/Considerations**

Collaboration continues with regional stakeholders which is an important factor in realizing the success of the VMC.

### **Conclusion**

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.

The VMC team will continue to work closely with York Region, York Region Rapid Transit Corporation, VMC Landowners, and internal departments to facilitate the advancement of these projects in the downtown, particularly in the north-west and south-west quadrants where construction activity is ramping up this year.

Implementation of these key infrastructure projects will continue to leverage key investments in transit and support early placemaking strategies for the downtown.

Updates on the on-going progress of the north-east and south-east quadrant areas vision, capital projects and development activity will be provided at a future VMC Subcommittee meeting in the fall 2019.

**For more information**, please contact:

Amy Roots, VMC Senior Manager, Development Planning, ext. 8035;  
Jennifer Cappola-Logullo, VMC Manager, Development Engineering ext. 8433; and  
Gerardo Paez Alonso, VMC Manager, Parks Development, ext. 8195.

### **Attachments**

There are no attachments associated with this report.

### **Prepared by**

Amy Roots, Senior Manager, Development Planning (VMC), ext. 8035  
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

## **2 VMC CURRENT PARKING CONDITIONS AND STRATEGY FOR MANAGEMENT**

**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 June 4, 2019, was approved.**

### **Purpose**

To provide an overview of the current parking conditions within the VMC and strategies for management.

#### **Report Highlights**

- The VMC is a multi-modal centre unique in that the way we travel and move is changing from driver-centric to more of a focus on pedestrian and cyclist movements
- Anticipating the subway opening, staff conducted a study to review immediate parking needs and options
- Parking regulations were studied and a by-law amendment was passed for VMC parking restrictions
- Feedback from residents and businesses highlights a communication process improvement opportunity
- Staff are conducting concurrent studies to research and implement long-term parking solutions

### **Recommendation**

1. THAT this report be received for information.

### **Background**

The City is looking to the future and recognizing the way we live and move in Vaughan is changing. The vision for the VMC is an emerging, downtown, multi-modal, urban centre and was designed to promote cycling, walking and transit. The VMC is a destination for residents, businesses and visitors. Commuters looking to travel on the subway are encouraged to use the dedicated lots at Highway 407 and Pioneer Village stations with a combined total of 2431 spaces.

The VMC Secondary Plan identifies “strategic public parking” as a goal in creating an accessible downtown, with the expectation that a range of parking options will be available “to support the land uses”. The role of parking is unique in every municipality with a mix of publicly and privately-operated parking facilities, planning policies and regulations related to land use. It is therefore important to understand the City’s vision, direction, and priorities to respond

appropriately to the parking needs of the VMC.

Policy 4.2.2 in the VMC Secondary Plan also states, "...unlike planned stations at Highway 407 and Steeles Avenue to the south, the VMC station will not include a public commuter parking lot associated with transit facilities." It is the City's intention that commuter parking be limited within and around the VMC to encourage travellers to use transit. Parking over-supply has been avoided through lower required parking rates for the new developments to discourage auto-oriented land use planning and reduce auto dependency. In an effort to achieve this desired outcome, this expectation will be implemented during the next stages of development of the VMC.

### **Previous Reports/Authority**

[VMC Implementation Plan and Priority Infrastructure Project Update March 2019](#)

[Mobility Hub Construction Update April 2018](#)

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

### **Analysis and Options**

#### ***Parking regulations and immediate parking needs were reviewed in a study conducted in anticipation of subway opening***

The VMC is transitioning from an industrial and commercial landscape with abundant on-site parking (both on-street and lots) that was built according to previous car-dependent zoning by-law parking standards. Early development in the VMC is reflecting the City's vision of transitioning into an urban downtown where development will be well served by transit.

As the VMC began developing into a dense, mixed-use, transit-oriented community, the City anticipated the impacts of all modes of travel that needed be considered. To that end, the City realized developing a long-term parking strategy for the VMC area would encourage development, manage short-term issues, identify challenges and opportunities, and support the ultimate vision.

In 2016, to coincide with the opening of the subway extension to Vaughan, the City conducted a parking study intended to help manage the expected parking impacts as the VMC transformed.

The study measured pre-subway parking supply and demand, reviewed existing parking regulations, forecasted commuter parking demand, estimated required public parking and identified and evaluated parking options.

These options included on-street paid parking, paid parking below future public parks, private commercial parking, and a portion of parking from future developments as public parking. The shared parking options promote a more efficient use of land and responsible parking management.

A financial assessment for implementing these options was included along with consideration for capital and operating costs, a payback period and future revenue streams. The study recommended short-term next steps such as on-street parking restrictions on selected streets, an enhanced communication plan to advise of parking regulations and increased enforcement.

***Parking by-law enacted is the first step in implementing the VMC parking vision***

Moving forward from the study, staff reviewed the existing city-wide parking regulations and considered how it could be amended to fit with the idea of a new downtown. Thus, on June 27, 2017, By-law 097-2017 was enacted to introduce parking restrictions within the VMC.

The parking restrictions are intended to limit commuter parking within and around the VMC to encourage citizens to use sustainable transportation (walking, cycling and transit) to travel to the subway to manage traffic. Commuters are encouraged to use the commuter parking lots at the Highway 407 and Pioneer Village Stations. To facilitate the efficient flow of traffic and to manage parking, on-street parking is prohibited throughout most of the VMC Secondary Plan area. This requires a shift in driver behaviour as parking restrictions like these are new to Vaughan.

While these parking restrictions apply to on-street parking, drivers still have parking opportunities. For example, both Millway Avenue and New Park Place have paid public parking lots with surface and underground options as well as short-term passenger pick-up and drop-off (PPUDO) areas.

***Staff highlight communication improvement opportunities to educate drivers post by-law introduction***

By-law and enforcement have been monitoring the parking conditions and have increased the presence of by-law enforcement officers in the VMC. As these parking restrictions are new to Vaughan, drivers and other users seem to require assistance to comply. For example, taxi drivers remain in the designated passenger pick-up and drop-off areas for longer than the permitted ten minutes thereby eliminating space for a resident to use the PPUDO the way it was intended.

Staff have also been receiving questions and comments from businesses regarding non-customers parking in their private lots all day. Staff have been engaging with concerned residents and businesses to gather information and consider next steps.

Another short-term solution highlighted in the study was developing a communication plan. This was expanded by staff to include education on the unique parking by-laws. The VMC sub-website ([www.myvmc.ca](http://www.myvmc.ca)) was updated with a transportation section and a new infographic to pictorially demonstrate the parking restrictions on a map.

***Staff are researching and studying long-term parking solutions for dealing with evolving development in the downtown***

Staff are working together across portfolios and departments to study and analyze the way we move and park in the VMC. For example, staff are updating the Transportation Master Plan (last issued in 2013) to reflect the increased presence of transit, development, and traffic. It will also review parking in the downtown. This will be developed over the next year. Related to that, staff are developing the Traffic Management Strategy to improve road safety, efficiency and reliability of the transportation system, and develop efficient data management. Concurrently, the Parking Strategy will be updated with the analysis and principles from those activities.

One of the effects of building a new downtown is the continuing presence of many contractors and their workers and where they will park. It has been brought to staff's attention that there are contractors parking on adjacent streets longer than the maximum time allowed. Staff are also engaging with landowners and businesses and brainstorming ideas such as exploring temporary parking lots for contractors on the VMC West Lands, providing contractor parking as a condition to be met through development approvals, reviewing a timing maximum on adjacent streets. Lastly there are techniques that private businesses can take to manage on-site parking. For example, one landowner has engaged a parking management firm to operate their lots.

Furthermore, staff are researching and reviewing long-term parking solutions including increasing signage and wayfinding, building municipal lots, creating public-private parking partnerships, working with York Region and developers to review shuttle opportunities, leveraging private commercial parking (such as a new development application for a temporary commercial parking lot on the east side of Millway Ave) and exploring other parking management opportunities.

**Financial Impact**

There are no economic impacts resulting from this report.

**Broader Regional Impacts/Considerations**

Collaboration with broader Regional stakeholders continues to be an important factor in ensuring the success of the VMC transit providers.

**Conclusion**

Building a downtown is an ambitious goal. It requires a paradigm shift in driver and user behaviour. The VMC team will continue to collaborate across internal departments to deliver the parking vision.

**For more information**, please contact: Andrew Pearce, Director of Development Engineering,

ext. 8255

## **Attachment**

1. VMC Parking Strategy Map 2019-2021

### **Prepared by**

Jennifer Cappola-Logullo, VMC Manager, Development Engineering, ext. 8433

Samar Saadi Nejad, Transportation Manager, Development Engineering, ext. 8253

Italo Joe Luzi, Manager of Enforcement Services, By-law and Compliance, Licensing & Permit Services, ext. 8361

Gus Michaels, Director, By-law and Compliance, Licensing & Permit Services, ext. 8735

Margie Chung, Traffic Manager, Transportation Services, Parks and Forestry Operations, ext. 6173

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 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 OPERATIONS AND MAINTENANCE IMPLEMENTATION STRATEGY**

**The Vaughan Metropolitan Centre Sub-Committee advises Council:**

- 1) **That the recommendation contained in the following report of the Deputy City Manager, Public Works and the Deputy City Manager, Planning and Growth Management, dated June 4, 2019, was approved; and**
- 2) **That the presentation by the Manager, Business and Contract Services, Transportation Services, Parks and Forestry Operations, and C4, presentation material titled: “Emerging Downtown, VMC O&M Implementation Strategy” was received.**

### **Purpose**

To present the strategy for developing the VMC Operations & Maintenance (O&M) Plan 2020-2024 for above-ground outdoor infrastructure within the VMC.

### **Report Highlights**

- Vaughan Metropolitan Centre (VMC) development continues apace with the TTC station fully operational, the YRT bus terminal and VivaNext Bus Transit Rapidway on Highway 7 west of Edgeley Boulevard to open later this year, and key road links, parks and open spaces being constructed.
- The City operates and maintains VMC assets based on existing City-wide service levels along with Operations and Maintenance practices defined in strategic VMC and other City-wide intensification standard documents.
- The City is reviewing existing O&M service levels: to assess whether they enable the vibrant City core envisioned by Council through the VMC Secondary Plan and supporting placemaking studies; to establish urban service levels for asset types new to the City; and, to coordinate service levels with partner property owners to ensure a consistent citizen and visitor experience.
- The review will consider service levels in similar downtown or core areas, as well as inputs from VMC stakeholders.
- Recommended service levels will be presented in the “VMC O&M Plan 2020-2024” to the VMC Sub-Committee in November 2019 along with cost implications and an implementation plan to inform future budget requests.

### **Recommendation**

1. That this report be received for information.

### **Background**

**The development of the VMC is continuing apace, and the sense of excitement and activity is tangible.**

Residents, employees and visitors occupy three completed towers in the VMC. Thousands more will soon arrive in seven towers that are currently under construction. Development applications are active for another six projects that will deliver a range of high-rise towers, mid-rise buildings and urban townhouse blocks. These statistics continue to grow regularly, as the downtown is developing more quickly than anticipated.

The VMC community benefits from the service of a TTC station that is already fully operational, as well as the Smart Centres Place Bus Terminal and Highway 7 Viva Bus Transit Rapidway west of Edgeley Boulevard that are scheduled to open later this year. Spine roads in the northwest quadrant and Highway 400 off-ramps to Highway 7 will also begin servicing traffic later this year.

**The City has been operating and maintaining its assets within the VMC based on existing City-wide service levels and O&M practices defined in strategic VMC and other City-wide intensification standard documents.**

The VMC's infrastructure will be implemented incrementally and will service more residents, employees and visitors than other parts of the City, which have a lower density. Higher service levels will be required to meet the higher demand for services such as more frequent litter pick-up, emptying of garbage bins or winter control activities that are reflective of a transit and pedestrian oriented urban downtown.

Currently, O&M practices are found in strategic documents for different asset categories such as streetscapes and parks. Moving forward, the City should review O&M service levels and practices holistically to capture all public realm and infrastructure assets, update their estimated cost impacts and forecast their implementation based on projected construction timelines.

**The VMC will also feature several asset types new to Vaughan or not common throughout the rest of the City.**

Urban parks, separated cycling facilities, Passenger Pick-Up and Drop-Off (PPUDO) areas, pedestrian mews and enhanced streetscapes are just some examples of asset types that are being introduced to the City of Vaughan through the VMC. Service levels must be clearly defined for these asset types.

**O&M service levels may need to be adjusted to ensure a consistent public experience of the VMC.**

The VMC is transforming into a vibrant urban core where pedestrians, cyclists, transit riders and motorists will interact with streetscapes, walkways, roadways, parks and squares that are maintained by the private sector and public agencies. To provide residents, employees and visitors with a consistent experience in the VMC, the City will need to consider O&M service levels that vary from existing service level standards and practices.

A prime example of an area that will see users interact with assets from multiple stakeholders is the Mobility Hub. Service levels will need to be aligned among the four stakeholders: the City of Vaughan, the Toronto Transit Commission (TTC), York Region Transit (YRT) and SmartCentres.

### **Previous Reports/Authority**

The VMC O&M Plan 2020-24 will be developed based on asset descriptions, development timing and O&M practices described in the following documents:

- VMC Secondary Plan
- VMC Streetscape and Open Space Plan
- VMC Utility Master Plan
- [September 9, 2014, Committee of the Whole \(Working Session\) \(Item 1, Report No. 39, Recommendation 1\)](#), "Vaughan City-Wide Streetscape Implementation Manual and Financial Strategy Plan"

- [March 20, 2018, Committee of the Whole \(Item 7, Report No. 10, Recommendation 1\)](#),  
“Vaughan Metropolitan Centre Cycling Network, Proposed Revisions to the VMC Streetscape and Open Space Plan and VMC Secondary Plan Road Network”

## **Analysis and Options**

**The City is undertaking a review of O&M service levels and practices within the VMC. The service level review will focus on the operations and maintenance of City and stakeholder assets in the public realm.**

The review focuses on above-ground outdoor assets including roads, sidewalks, cycling facilities, boulevard trees and streetscapes, parks, traffic signs, traffic signals and streetlights. Services to be considered include winter control, cleaning, inspection, maintenance, repair and replacement. It is the intention to review underground municipal assets such as stormwater management pond facilities and Low Impact Developments (LIDs) at a future stage.

**The review will compare the VMC’s current service levels to similar downtown or core areas and also consider input from stakeholders.**

Current service levels within the VMC are based on existing City-wide service levels along with O&M practices defined in strategic documents. The review will assess these service levels and practices holistically across the VMC’s outdoor public space, and compare them to similar core areas in Toronto, Markham, Mississauga, Ottawa and Calgary. Input from VMC landowners and public service partners on their O&M priorities and concerns will be used to identify differences with City service levels and whether adjustments are needed.

**Service level recommendations will be presented to the VMC Sub-Committee in November 2019, along with cost implications and an implementation plan to inform future capital budgets.**

Costs associated with the recommended O&M service level adjustments will be calculated for the years 2020-2024, based on the anticipated development and construction plan. The resulting VMC O&M Plan will guide O&M activities and budgeting for the plan period, and will clarify service level expectations for VMC residents, property owners and other stakeholders such as the TTC and YRT. This work will also inform other intensification areas of the City.

## **Financial Impact**

O&M service level recommendations will be documented in the VMC O&M Plan 2020-2024, to be presented to the VMC Sub-Committee in November 2019. The VMC O&M Plan will include estimated annual costs reflecting the anticipated development and construction timing over the plan period.

## **Broader Regional Impacts/Considerations**

Coordination with other VMC property owners and service providers will be essential to ensure a

consistent citizen experience of the VMC. As part of the service level review, the City will be consulting with VMC landowners and public service partners, including the Toronto Transit Commission (TTC), York Region Transit (YRT) and York Region.

## **Conclusion**

Operations and Maintenance is essential to fostering and sustaining the vibrant City core envisioned by the Council-approved VMC Secondary Plan and related placemaking documents. The City is reviewing service levels within the VMC considering similar downtown or core areas, as well as inputs from VMC stakeholders. Recommended service levels will be summarized in the “VMC Operations and Maintenance Plan 2020-2024”. The plan will be presented along with cost implications and an implementation plan.

**For more information**, please contact:

Zoran Postic, Interim Deputy City Manager and Director of Transportation Services, Parks & Forestry Operations, ext. 8247  
Christina Bruce, Director VMC Program, ext. 8231

## **Attachments**

None.

## **Prepared by**

Maurice Battistuzzi, Project Manager, TSPFO, ext. 6149  
Elaine Chang, Manager, Business and Contract Services, TSPFO, ext. 6120

In consultation with:

Andrew Pearce, Director of Development Engineering  
Amy Roots, Senior Manager, VMC  
Gerardo Paez Alonso, Manager, VMC & Strategic Parks Initiatives  
Jennifer Cappola-Logullo, Manager of Development Engineering (VMC)  
Joerg Hettmann, Interim Manager of Forestry & Horticulture, TSPFO  
Carmine Mainella, Interim Manager of Parks & Roads, TSPFO  
Margie Chung, Manager of Traffic Services, TSPFO  
Rita Selvaggi, Manager of Financial Planning & Analysis, Financial Planning and Development Finance

## **4 VAUGHAN METROPOLITAN CENTRE (VMC) MARKETING UPDATE**

**The Vaughan Metropolitan Centre Sub-Committee advises Council:**

- 1) That the recommendation contained in the report of the Interim City Manager dated June 4, 2019, was approved; and**
- 2) That the presentation by the Economic Development Officer and the Cultural**

**Officer, Economic and Cultural Development and C5, presentation material titled “VMC Marketing Update” was received.**

## **Purpose**

The purpose of this report is to provide an update on VMC marketing and business development activities planned and delivered since the March 2019 VMC Subcommittee meeting.

### **Report Highlights**

- Economic and Cultural Development (ECD) continues to primarily target business and real estate professionals with the goal of supporting the land owners’ efforts to secure large anchor tenants to catalyze the development of new office buildings.
- New marketing products have been launched, including the Vaughan Rising Podcast, VMC 360 Degree Tour and Talent Attraction Brochure.
- Existing products like the VMC micro-site and Lure Book continue to be refreshed.
- The VMC has been profiled at top business and real estate events including the NAIOP REX Awards, Meet the Tourism Investor Dragons, Collision Conference and various CoreNet events.
- A series of cultural activations are planned for residents, local businesses and commuters to enjoy in the VMC during the coming summer and fall months at Transit Square in the VMC.
- The Cultural and Performing Arts Centre Feasibility Study (in the VMC) is scheduled for completion during or before the fourth quarter of 2019.

## **Recommendation**

1. THAT, Economic and Cultural Development staff continue to provide ongoing updates on the marketing, business development and cultural activities in the VMC.

## **Background**

Since the last VMC Subcommittee meeting in March 2019, Economic and Cultural Development (ECD) has been building on and delivering its marketing and business development program for the VMC.

ECD continues to primarily target top-level corporate executives, corporate real estate executives, commercial realtors and brokers, and site selection professionals with the goal of supporting the land owners’ efforts to secure large anchor tenants to catalyze the development of new office buildings.

Citizens continue to be engaged through activations and City communications channels.

## **Previous Reports/Authority**

March 2019: [VMC Marketing Update](#)

## **Analysis and Options**

The following marketing and business development tactics are intended to drive awareness of the VMC as an attractive major commercial office and retail location choice in the Greater Toronto Area marketplace.

### **‘The Project’ and ‘Vaughan Rising’ Podcasts**

Staff worked with the creators of ‘The Project’—a U.S.-based podcast—to deliver an episode about the VMC. The episode tells the story of how KPMG decided to locate in the VMC and features interviews with Sebastian Distefano, KPMG’s Managing Partner for the GTA, and Mayor Maurizio Bevilacqua. The episode will reach U.S.-based site selectors and businesses.

On June 5, 2019, a new City of Vaughan podcast called ‘Vaughan Rising’ will be launched. The goal of the podcast is to create buzz about Vaughan among the commercial real estate community by highlighting the city’s culture of ambition and its upward momentum. The podcast will highlight the VMC in multiple episodes.

### **360 Degree Tour**

A 360 degree video tour of the VMC was publicly launched in May. It is available on the City of Vaughan’s YouTube channel. Immediately after this meeting, a staff pop-up event will be held downstairs with an opportunity to view the video with a virtual reality headset. Another pop-up event will be held at the Joint Operations Centre on June 6.

### **Talent Attraction Brochure**

A VMC Talent Attraction Brochure has been developed to support office development. The purpose of the brochure is to show prospective companies and their employees that Vaughan, and particularly the VMC, is a vibrant place to work and live with opportunities for career growth; fun, health and wellness; and improved quality of life.

Print copies of the brochure were distributed at the Collision Conference in Toronto. The brochure’s content will also be used in a York Region social media campaign.

### **VMC Micro-site: Signature Marketing Vehicle**

The VMC micro-site, [myVMC.ca](#), has been refreshed to refine the home page, incorporate new marketing materials and fix functionality issues.

Staff are reviewing options to promote the site to Vaughan residents in the coming months.

### **Lure Book Brochure**

The first print run of 250 VMC Lure Books is nearly gone. Demand for the brochure has been high with copies distributed to businesses, realtors and partners including VMC land owners, York Region and Toronto Global.

Before the next print run, content is being updated to incorporate the latest developments and

feedback from partners.

### **Profiling at business and real estate-focused events**

Staff continue to attend and sponsor strategic business development and real estate events to reach target audiences. Since the last VMC Subcommittee meeting, Vaughan had a presence at the following events:

- NAIOP REX Awards – The Vaughan step and repeat and gallery of VMC photos and renderings were placed around the reception area of the event, which attracted 491 commercial real estate professionals.
- Meet the Tourism Investor Dragons - An opportunity to pitch the VMC to 12 land developers and hospitality investors.
- Collision Conference – North America's fastest growing technology conference attended by 25,000 people. Vaughan was part of the York Region Pavillion and showcased the VMC 360 Degree Tour.
- Various CoreNet events – An annual corporate sponsorship of CoreNet includes tickets to the organization's professional development events. Staff have attended various sessions to learn and network with members.

### **Arts and Culture**

Arts and cultural programming in Vaughan helps to foster appreciation and support of the artistic and cultural life that is lived, created and expressed across our city. It promotes direct interaction between creators and citizens as key to increasing understanding and appreciation of art and culture. A series of activations are planned for residents, local businesses and commuters to enjoy in the VMC during the coming summer and fall months at Transit Square in the VMC.

- Creative Industry Tour (May) — in partnership with Vaughan International Film Festival for film and production industry.
- Inspirit Fest (May/June) — a series with Bollywood dance, Rangoli, yoga and tai chi.
- Music in the Square (July/Aug) — series of live music and refreshments.
- Culture Days (Sept. 26-29) launch and activations — a weekend arts piazza in Transit Square with live music, live art on site, interactive games and dance.
- Concerts in the Park kick-off concert in Transit Square (June 5) — the award-winning concert series marks its 25th anniversary at the VMC.

More activities are being planned for the upcoming winter months that could include: live music café, ice sculptures and lighting.

In addition, the Cultural and Performing Arts Centre Feasibility Study in the VMC is scheduled to be completed and presented by the external professional advisory team in the fall of 2019.

### **Earned-Media Support**

With ongoing communications support from Corporate and Strategic Communications, the VMC continues to garner traction on the City's corporate social media sites as well as in the media. Strategic outreach will continue.

### **Intended Outcomes**

So far in 2019, marketing and business development activities have resulted in 73 new connections and exposure to approximately 2,350 people in the target audience of business and real estate professionals. Note that metrics for Collision will be provided in the next VMC Marketing Update.

The Meet the Tourism Investor Dragon event yielded leads from five hotel development and management groups. These groups were introduced to VMC land owners.

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 support 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 ECD.

### **Conclusion**

The Economic and Cultural Development department is continually engaging VMC land owners, businesses, partners and other stakeholders to find new opportunities and challenges related to business development in the VMC. This information forms the foundation of ECD's business development and marketing activities and guides the development of new products.

More marketing products, events and tactics are planned throughout 2019. Plans and outcomes will be reported at future VMC Subcommittee meetings.

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

### **Attachments**

None

### **Prepared by**

Michelle Samson, VMC Economic Development Officer, extension 8367

The meeting adjourned at 11:38 a.m.

Respectfully submitted,

Mayor Maurizio Bevilacqua, Chair