



**CITY OF VAUGHAN  
REPORT NO. 1 OF THE  
VAUGHAN METROPOLITAN CENTRE SUB-COMMITTEE**

*For consideration by the Committee of the Whole  
of the City of Vaughan  
on June 9, 2020*

---

The Vaughan Metropolitan Centre Sub-Committee met at 10:04 a.m., on May 27, 2020.

**MEMBER'S PRESENT**

Sub-Committee Member	In-Person	Electronic Participation
Hon. Maurizio Bevilacqua, Mayor, Chair	X	
Regional Councillor Linda Jackson		X
Councillor Rosanna DeFrancesca		X
Councillor Sandra Yeung Racco		X

The following items were dealt with:

**1. VMC MARKETING UPDATE**

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

- 1) That the recommendation contained in the following report of the Acting City Manager dated May 27, 2020, was approved; and**
- 2) That the presentation by Michelle Samson, Economic Development Officer, and C3, presentation material titled "VMC Marketing Report", was received.**

**Recommendations**

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

(A copy of the foregoing report has been attached for reference and the report attachments are on file in the Office of the City Clerk.)

**REPORT NO. 1 OF THE VAUGHAN METROPOLITAN CENTRE SUB-COMMITTEE  
FOR CONSIDERATION BY THE COMMITTEE OF THE WHOLE ON JUNE 9, 2020**

**2. FIRST TEMPORARY PUBLIC ART INSTALLATION AT THE VAUGHAN METROPOLITAN CENTRE (VMC)**

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

- 1) That the recommendation contained in the following report of the Acting City Manager dated May 27, 2020, was approved;**
- 2) That the presentation by Sharon Gaum-Kuchar, Senior Art Curator and Planner, and C4, presentation material titled “First Temporary Public Art Installation at the VMC”, was received; and**
- 3) That Communication C1 from Mr. Stephen Albanese, IBI Group, St. Clair Avenue West, Toronto, dated May 22, 2020, was received.**

**Recommendations**

- 1. That this report be received for information.**

(A copy of the foregoing report has been attached for reference and the report attachments are on file in the Office of the City Clerk.)

**3. VMC PAY-AND-DISPLAY ON-STREET PARKING PILOT PROJECT**

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

- 1) That the recommendation contained in the following report of the Acting Deputy City Manager, Planning and Growth Management dated May 27, 2020, was approved;**
- 2) That the following was approved in accordance with Communication C2, Memorandum from the Acting Deputy City Manager, Planning and Growth Management, dated May 26, 2020:**

**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; and**
- 3) That the presentation by Jennifer Cappola-Logullo, Manager, Development Engineering (VMC) and Musa Deo, VMC Transportation Project Manager, and C5, presentation material titled “VMC Parking Pilot Project Pay-And-Display On-Street Parking”, was received.**

**REPORT NO. 1 OF THE VAUGHAN METROPOLITAN CENTRE SUB-COMMITTEE  
FOR CONSIDERATION BY THE COMMITTEE OF THE WHOLE ON JUNE 9, 2020**

**Recommendations**

1. That staff be directed to implement a two-year pilot project for on-street paid public parking in the VMC Mobility Hub area; and
2. That staff be directed to create a new capital project in the amount of \$350,000.00, funded from the DC Engineering Reserve, to allow for the implementation and operation of the pay-and-display parking meter pilot project.

(A copy of the foregoing report has been attached for reference and the report attachments are on file in the Office of the City Clerk.)

**4. VAUGHAN METROPOLITAN CENTRE STUDIES UPDATE**

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

- 1) **That the recommendation contained in the following report of the Acting Deputy City Manager, Planning and Growth Management dated May 27, 2020, was approved.**

**Recommendations**

1. That the Vaughan Metropolitan Centre Studies Update report be received for information.

(A copy of the foregoing report has been attached for reference and the report attachments are on file in the Office of the City Clerk.)

---

The meeting adjourned at 11:15 a.m.

Respectfully submitted,

Hon. Maurizio Bevilacqua, Mayor, Chair

## VMC Sub-committee Report

---

**DATE:** Wednesday, May 27, 2020

**WARD(S):** 4

**TITLE:** VMC MARKETING UPDATE

**FROM:** Mary Reali, Acting City Manager

**ACTION:** FOR INFORMATION

---

### **Purpose**

This report provides an update on VMC marketing and business development activities delivered since the June 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 landowners' efforts to secure large anchor tenants to catalyze the development of new office buildings.
- Since March 2020, we are promoting where possible and assessing the impact of COVID-19 on office development projects and the office real estate market. Programs and tactics will be adjusted based on our findings in alignment with the City's COVID-19 response.
- The VMC has been profiled at targeted business and real estate events such as the Presidents of Enterprising Organizations Leadership Conference, the CoreNet REMmy Awards, and LandPRO.
- Business and real estate events and arts and culture programming planned for 2020 may be altered, postponed, or cancelled due to COVID-19.
- The VMC is being profiled through paid and earned media opportunities, social media, the Vaughan Rising Podcast, LinkedIn, the VMC 360 Degree Tour, and the VMC microsite.

## **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 June 2019 VMC Subcommittee meeting, 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 landowners' 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.

Since March 2020, we are promoting where possible and assessing the impact of COVID-19 on office development projects and the office real estate market. Programs and tactics will be adjusted based on our findings in alignment with the City's Covid-19 response.

## **Previous Reports/Authority**

March 2019: [VMC Marketing Update](#).

June 2019: [Vaughan Metropolitan Centre \(VMC\) 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.

### ***New VMC identity mark***

A new VMC identity mark was [approved by Council](#) in January 2020 as part of a new family of identity marks for economic development and tourism. The bold design will help Vaughan stand out from peers by being distinct, authentic, memorable, co-created, and supportive of placemaking.

The new identity marks launch in May 2020, alongside a new economic development website which includes high level content about the VMC and links to the VMC

microsite. The marks will be used in all new marketing products and existing ones as they are replaced.

Events have been an important pillar in the VMC marketing program. Since June 2019, ECD has profiled the VMC at the following:

- RealTrends Conference (September 2019) – Conference attended by 280 Canadian real estate leaders and executives who embrace the importance of being informed and keeping ahead of the curve. VMC was profiled to attendees and 3,500 more via RealTrends brochures mailed to the national market of the commercial real estate sector.
- Mayor's Golf Classic (September 2019) – Annual Charity Golf Classic attended by 144 golfers. An ECD tent was stationed at one of the holes where ECD staff engaged many of the golfers with the VMC 360 Degree Tour and conversations about the VMC.
- Mayor's Lunar Gala (September 2019) – Charity event inspired by the Chinese Moon Festival. A seating area and gallery of VMC photos were set up in the reception area to inform and engage guests.
- Schulich Perspectives Lecture (October 2019) – Fundraiser attended by 290 staff, alumni, and partners of the Schulich Real Estate & Infrastructure program featuring Mitch Goldhar as the keynote. ECD sponsored the event to leverage and support SmartCentres' messaging about their developments in the VMC.
- PEO Leadership Conference (November 2019) – The marquee event of the Presidents of Enterprising Organizations network attended by 200 business executives. ECD sponsored to build awareness and relationships with these executives.
- CoreNet REmmy Awards Gala (November 2019) – Awards gala that recognizes outstanding achievement in corporate real estate and workplace management. ECD's sponsorship provided podium time and a presentation of VMC photos and information on the main screens throughout the dinner.
- Mayor's Luncheon (February 2020) – The Mayor's annual State of the City address attended by 800 business leaders. ECD set up a display to raise awareness about the VMC.
- FEO Conference (February 2020) – The annual conference for Festivals and Events Ontario, attended by 250 festival and event professionals. ECD supported the Recreation department with a display area and 360 Degree Tour at the "We the York" Host Reception.
- LandPRO (March 2020) – Ontario's largest land conference, attended by 1,000 land, condo, real estate and development professionals. ECD exhibited to raise awareness of the VMC and the latest developments.

The following events are planned for 2020, but may be further altered, postponed or cancelled due to the COVID-19 pandemic:

- NAIOP REX Awards (POSTPONED) – NAIOP’s annual Real Estate Excellence awards attended by approximately 500 members of the Greater Toronto commercial real estate development community. As the ‘Blue Carpet’ sponsor, ECD will set up a Vaughan-branded photo backdrop and a gallery of VMC photos in the reception area.
- Urban Economy Forum (October 2020) – An international conference focused on helping cities achieve sustainable urban economy and implement the UN’s Sustainable Development Goals. Participation details TBD.
- CoreNet REmmy Awards Gala (November 2020) – Awards gala that recognizes outstanding achievement in corporate real estate and workplace management. ECD’s sponsorship will include podium time and a presentation of VMC photos and information on the main screens throughout the dinner.

### ***Arts and Cultural Programming***

ECD continues to host and support a variety of activations in the VMC to engage office workers, commuters, and residents and build a sense of place in the VMC.

The following events are planned for 2020, but may be altered, postponed or cancelled due to the COVID-19 pandemic:

- Inspirit Yoga and Tai Chi (May 2020) – Celebrating Asian heritage and Culture
- Italian Contemporary Film Festival (ICFF) Architettura and Design (June 2020) – Screenings and reception for international and local industrial designers, architects and developers.
- Music in the Square (July-August 2020) – Music performances in Transit Square through the summer with each performance representing a different cultural genre: Chinese Pop, Classical music, Gypsy guitarists, Latino dance and music.
- Movies in the Square – Event and details to be confirmed.
- Culture Days (September 2020) – Family friendly, pet friendly, music and artist activations.
- Next Stop Music and Food Festival (September 2020) – Two-day event featuring top headline performers, local and national breweries, and local and national chefs expected to attract 10,000 attendees per day.

### ***Advertising, sponsored social media content, and paid editorials***

Ads and paid editorial stories about the VMC were strategically placed in publications read by members of the target audience. These include:

- York Link Sponsored Content (July 2019) – Posts featuring the 360 Degree Tour and work-life balance in the VMC were amplified on York Link’s tech talent-focused Facebook and Twitter channels.
- City of Vaughan Sponsored Content (August 2019) – Posts about the Vaughan Rising Podcast were amplified on the City of Vaughan’s LinkedIn page.
- Perspective Vaughan (September 2019) - A special 24 page insert into the Globe and Mail. The VMC was featured in a two-page dedicated spread and in other stories as well.
- Globe and Mail Report on Business and LinkedIn Ads (December 2019) – ‘Emerging downtown’ teaser ads with drone footage of the VMC skyline drove traffic to the myVMC.ca microsite.
- Perspective Ontario Report (January 2020) – A report commissioned by the Government of Ontario for international businesses looking to invest, expand or relocate to Canada, specifically Ontario. Vaughan and the VMC were highlighted as an ideal location for Financial Technology companies.  
[https://issuu.com/perspective.ca/docs/ontario\\_economic\\_development\\_investment\\_report](https://issuu.com/perspective.ca/docs/ontario_economic_development_investment_report)

### ***Communications and earned media***

Corporate and Strategic Communications (CSC) regularly posts about the VMC on the City of Vaughan social media channels. Between June 2019 and June 2020 there have been 107 posts.

CSC also seeks out and responds to earned media opportunities.

### ***Vaughan Rising Podcast and other content marketing***

ECD is also raising awareness of the VMC by creating and sharing digital content.

Season one of the Vaughan Rising Podcast had five episodes about the VMC, including interviews with Niagara University, the YMCA of Greater Toronto, and the three largest landowners (SmartCentres, QuadReal and Cortel Group). The podcast will return with a second season in Fall 2020.

VMC news, events, photos and other content is also regularly published on LinkedIn via the City of Vaughan company account and staff and Council member personal accounts. LinkedIn is the number one social media channel for business—used by 77 per cent of location advisors and corporate executives—and the number two marketing tactic recommended by US corporate executives to reach them.



The 360 Degree Tour continues to attract engagement at events and on YouTube.

### ***VMC microsite***

The myVMC.ca microsite continues to be a home base for information and news about the VMC.

A refresh was completed in September 2019 to highlight new openings, the 360 Degree Tour and other content on the home page. 'About the VMC' and Events pages were also added to the site.

### ***Outcomes***

These tactics have created buzz for the Vaughan Metropolitan Centre, introducing Vaughan's emerging downtown to some and keeping it top-of-mind for those already familiar.

Since June 2019, they have resulted in:

- 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.
- 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.

### **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 is regularly engaged by ECD.

## **Conclusion**

The outcomes shared above are a strong indicator that these activities are having an impact. Anecdotally, members of the target audience say they are impressed by the scale, speed and quality of the VMC, and that they are noticing more content about the VMC via multiple channels. Our major landowners are supportive of these activities and are regularly engaged.

For the remainder of 2020, we will be reinforcing our strongest tactics, expanding into new advertising and activation opportunities, and seeking earned media opportunities.

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

## **Attachments**

1. None

## **Prepared by**

Michelle Samson, VMC Economic Development Officer, [michelle.samson@vaughan.ca](mailto:michelle.samson@vaughan.ca)

## VMC Sub-committee Report

---

**DATE:** Wednesday, May 27, 2020

**WARD(S):** 4

**TITLE: FIRST TEMPORARY PUBLIC ART INSTALLATION AT THE  
VAUGHAN METROPOLITAN CENTRE (VMC)**

**FROM:**

Mary Reali, Acting City Manager

**ACTION:** FOR INFORMATION

---

**Purpose**

To provide an update on the status of the Vaughan Metropolitan Centre (VMC) QuadReal | Menkes partnership with the City of Vaughan to commission the City's first temporary Public Art installation fronting along the south-west quadrant of Regional Road 7 in the downtown.

**Report Highlights**

- On June 7, 2016, Council approved the Vaughan City-Wide Public Art Program and the VMC Culture and Public Art Framework.
- Recommendation 15 of the VMC Culture and Public Art Framework identified the need to support the delivery of temporary cultural installations/exhibitions and programming, and to engage the arts community in a call out for proposals for temporary installations and events, including construction hoarding as an important quick win placemaking opportunity that would create memorable experiences.
- The inclusion of a temporary Public Art project as an on-site community benefit was negotiated through a \$50,000 (plus incidentals) Public Art Contribution, pursuant to Section 41 of the *Planning Act* with QuadReal | Menkes in the south-west quadrant of the VMC.
- The Public Art Contribution evolved into a monumental curated art installation sited prominently along Regional Road 7 for up to ten years.

### **Report Highlights Continued**

- The progressive lenticular art concept developed for this temporary Public Art installation is considered very progressive, helping to position Vaughan at the vanguard of animating the public realm.
- The siting and prominence of this large scale temporary Public Art installation serves as a memorable gateway and landmark leading into the VMC Mobility Hub and promises to engage and captivate the interest of a diverse viewing audience travelling through the public realm of the VMC.
- Local artist Frank Mazzuca was commissioned to develop and execute the creative concept, profiling the high calibre of excellence of resident talent.

### **Recommendation**

1. That this report be received for information.

### **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 integrating Public Art installations within the Mobility Hub as quick win placemaking opportunities.

Since the adoption of the Vaughan City-Wide Public Art Program and VMC Culture and Public Art Framework, City staff have been working with the development community to identify opportunities for including Public Art as an integral element in urban development projects in the downtown and throughout the City at large. Through the review of Site Development File DA.19.034 2748355 CANADA INC, staff were able to propose the inclusion of a temporary Public Art project as an on-site community benefit, negotiated through a \$50,000 (plus incidentals) Public Art Contribution, pursuant to Section 41 of the *Planning Act*.

In partnership with QuadReal | Menkes and in conjunction with the Discovery Centre sales office in the south-west quadrant of the VMC, the City's first temporary Public Art Project will be launched through a large-scale curated art installation sited prominently along Regional Road 7, as shown on Attachment 1, leading into the Mobility Hub for up to ten years. The City of Vaughan is directing the curatorial vision, art commissioning and creative design and fabrication for the project. Menkes is overseeing the site

preparation and physical installation of the lenticular mural. QuadReal | Menkes will own and maintain the temporary public art piece.

Conforming to the principles identified in the Vaughan City Wide Public Art Program, this inaugural Public Art installation will feature a monumental 63' wide by 10' high lenticular art mural (comprised of two main images that are separated into vertical strips applied to a corrugated substrate to reveal two entirely different images from different viewing angles). Developing a lenticular art concept for a temporary Public Art installation is considered very progressive and novel. When coupled with the innovative fabrication approach specified for this project - incorporating lighting in the design - to engage night viewing by public audiences, this piece positions Vaughan at the vanguard of animating the public realm.

Interpreting Vaughan's transformative urban vision for the new downtown, on the east face viewing angle of the lenticular mural, a vibrant photography-based composition will appear; while on the west face viewing angle, an inspirational text quote will emerge to epitomize the urban design philosophy envisioned for the transformation of the VMC. A well-established and very competent Vaughan-based artist, Frank Mazzuca, was commissioned to develop and execute the creative concept launching the City's first temporary Public Art installation, profiling the high calibre of excellence of resident talent.

### **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

### **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

Importantly, the siting and prominence of this large scale temporary Public Art installation serves as a memorable gateway and landmark leading into the rapidly developing VMC Mobility Hub. This project achieves one of the quick win placemaking opportunities endorsed by Council in June 2016, representing the first temporary public art installation 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.

Recommendation 15 of the Framework speaks to supporting the delivery of temporary cultural installations/exhibitions and programming, and to engage the arts community in a call out for proposals for temporary installations and events, including construction hoarding. Recommendation 17 of the Framework speaks to developing a program for temporary public art installations.

This temporary Public Art project will nurture public awareness of the role and value of Public Art and Vaughan's City-Wide Public Art Program in placemaking and city building as a catalyst for contributing to Vaughan's authentic urban character and economic vitality. It is designed to build anticipation for an expansive movement of Public Art coming to downtown Vaughan and encourage advocacy for and investment in private sector Public Art development. It promises to engage and captivate the interest of a diverse viewing audience travelling through the public realm of the VMC at the same time as setting the stage for creative, high profile Public Art opportunities for emerging and established Vaughan and GTA visual artists.

## **Financial Impact**

The development of the City-Wide Public Art Program provides the framework for acquiring public art from development projects through Section 41 policies, deriving community benefits for the City which would otherwise be unachievable through property taxation or development charges. There are no economic impacts resulting from this report, as this project is funded mainly by the Owner's Public Art Contribution, with the commissioning funds covered through approved capital project PL-9530-13.

The Public Art will be owned and maintained by the Owner.

### **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 temporary Public Art installation to be sited along Regional Road 7 in conjunction with the sales Office in the south west quadrant of the VMC aligns with the priority of seeking partnerships for integrating Public Art installations within the Mobility Hub as quick win placemaking opportunities and meets the objectives of the City's Public Art Program. As a significant contemporary work of Public Art, the Plan is supported by Staff.

The City's first temporary work of Public Art secured through the Public Art Program, is a progressive curated project developed to help 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. The work is designed to build anticipation for an expansive movement of Public Art coming to downtown Vaughan and encourage advocacy for and investment in private sector Public Art development. It promises to engage and captivate the interest of a diverse viewing audience travelling through the public realm of the VMC.

**For more information**, please contact Sharon Gaum-Kuchar, Senior Art Curator and Planner, extension 8088

### **Attachment**

1. Site Location Plan

**Prepared by**

Sharon Gaum-Kuchar, Senior Art Curator and Planner, extension 8088

Amy Roots, Senior Manager of Development Planning VMC, extension 8035

Christina Bruce, VMC Program Director, extension 8231

Dennis Cutajar, Director, Economic and Cultural Development, Economic and Cultural Development, extension 8274



## VMC Sub-Committee Report

---

**DATE:** Wednesday, May 27, 2020

**WARD(S):** 4

**TITLE: VMC PAY-AND-DISPLAY ON-STREET PARKING PILOT PROJECT**

**FROM:**

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

**ACTION:** DECISION

---

**Purpose**

To seek authorization to implement a two-year pilot project for 'pay-and-display' on-street parking in the Vaughan Metropolitan Centre (VMC) Mobility Hub area.

**Report Highlights**

- Phase 1 of the VMC Parking Strategy was implemented with the opening of the subway station in 2017
- Based on the construction of transit infrastructure, office buildings, upcoming Centre of Community (YMCA, City of Vaughan Library and community centre, daycare, and PwC) and first residential projects, the opportunity to implement the next phase of the VMC Parking Strategy is timely
- Parking management opportunities for pay-and-display on-street parking in the VMC are being explored through a two-year pilot project at the core of the Mobility Hub
- A Request for Information (RFI) was issued to obtain information for the pilot project related to the management of on-street parking
- The pilot project will help to develop a business case for the potential implementation of permanent pay-and-display on-street parking, based on first-hand experience

## **Recommendations**

1. That staff be directed to implement a two-year pilot project for on-street paid public parking in the VMC Mobility Hub area; and
2. That staff be directed to create a new capital project in the amount of \$350,000.00, funded from the DC Engineering Reserve, to allow for the implementation and operation of the pay-and-display parking meter pilot project.

## **Background**

The VMC is transitioning from an industrial and commercial landscape with abundant on-site parking (both on-street and private 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 to 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 to be considered. To that end, the City embarked on developing a long-term VMC Parking Strategy for the downtown to encourage development, manage short-term issues, identify challenges and opportunities, and support the ultimate vision of a downtown.

In 2016, to coincide with the opening of the Toronto Transit Commission (TTC) Subway station in the VMC, the City completed an early deliverable of the Parking Strategy to help manage the expected parking impacts of the first phase of development in the Mobility Hub. Phase 1 of the Parking Strategy was implemented in December 2017, as identified in Attachment 'A'. To support the Phase 1 recommendations of the Parking Strategy, By-law 097-2017 was enacted on June 27, 2017 to introduce parking restrictions within the VMC Mobility Hub. The parking restrictions were intended to limit commuter parking within and around the transit hub and to encourage citizens to use sustainable modes of transportation such as walking, cycling and transit in the downtown.

## **Previous Reports/Authority**

[VMC Current Parking Conditions and Strategy For Management](#)

[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**

**With the opening of the recent transit infrastructure, office building, upcoming Centre of Community and residential projects, the opportunity to implement the next phase of the Parking Strategy recommendations is timely**

While the initial Parking Strategy was intended to temporarily restrict on-street parking and to reduce commuter parking within the Mobility Hub, the opportunity to implement the next phase of the strategy is timely. The opening of the recent bus terminal and office building, upcoming Centre of Community and residential projects in the Mobility Hub, enable the next phase of the Parking Strategy to proceed.

**The next phase of the VMC Parking Strategy presents opportunities to mitigate existing concerns from residents and businesses**

Since the opening of the TTC Subway station in December 2017, concerns from residents in the area have been raised with respect to the lack of public parking and over utilization of the limited number of passenger pick-up drop-off (PPUDO) spaces, which is creating compliance and enforcement challenges. With rapid growth in the VMC Mobility Hub the demand for parking continues to rise with the development of the downtown, more specifically the availability of short-term on-street parking adjacent to key destinations for residents, businesses, delivery operators, transit passenger pick-up/drop-off activities, taxis, and transportation network companies. Introduction of short-term on-street parking will mitigate some of these concerns related to the lack of public parking and relieve PPUDO spaces for their intended use (10-minute transit passenger pick-up/drop-off activity). The relaxation of parking restrictions to permit short duration paid on-street parking will also address the rising demand for curbside deliveries as a result of the COVID-19 pandemic.

**An RFI was released to better inform the City of parking management opportunities for a pilot project in the VMC**

A Request for Information (RFI) was released in February 2020 to assist the City in obtaining information for a proposed pilot project related to the management of on-street parking. The RFI was prepared by the VMC team in collaboration with other City Departments, such as By-law and Compliance Licensing and Permit Services, Transportation and Fleet Management Services, Economic and Cultural Development, Policy Planning and Environmental Sustainability and Procurement Services.

The objective of the pilot project is to implement short duration (e.g. 2-3 hour maximum) on-street parking to address the parking demand observed on three municipal streets

within the Mobility Hub; New Park Place, Apple Mill Road and the new segment of Buttermill Road adjacent to the bus terminal, as identified in Attachment 'B'.

**The pilot project is proposed on three municipal streets in the VMC Mobility Hub immediately adjacent to key destinations**

New Park Place is a pedestrian-priority local street with a 22m right-of-way (ROW) which accommodates two vehicular lanes with parking and sidewalks on both sides of the street. PPUDO spaces are provided along both sides of the street from Millway Avenue to approximately 140 metres west. The remainder of the street currently has parking prohibitions on both sides of the street and 'No Stopping' restrictions during the morning and evening peak commute hours. Due to the daily parking demand observed since the opening of the subway station in December 2017, opportunities exist to revisit the parking and stopping prohibitions on New Park Place.

Apple Mill Road is a 'Minor Collector' roadway with a 4-lane cross section, wide sidewalks and dedicated cycling facilities on both sides. The road exists today in its entirety between Applewood Road and Jane Street, a stretch of 950 metres. On-street paid parking, as part of this pilot project, is only being contemplated for the 330m segment between Edgeley Boulevard and Millway Avenue, which is in the core of the Mobility Hub. Currently, the same parking and stopping prohibition exists for Apple Mill Road as mentioned above for New Park Place; a parking prohibition anytime on both sides of the street and 'No Stopping' restrictions during the morning and evening peak hours. Due to the observed parking demand and future development potential, an opportunity exists to revisit the parking and stopping prohibitions.

Buttermill Avenue will be a newly constructed local street of approximately 250 metres extending from Portage Parkway to Apple Mill Road. Similar to New Park Place, the 22m ROW has been designed to accommodate two lanes of vehicular travel, wide pedestrian sidewalks and two lanes of on-street parking on either side of the street. Parking needs to be managed for the new road due to its proximity to the adjacent transit facilities; the SmartVMC Bus Terminal and VMC Subway Station. Buttermill Avenue is expected to open in Q4 2020 in conjunction with the opening of the Centre of Community. These new parking options will provide short-duration public parking for various users, including visitors of the new community centre, public library and YMCA building. See Attachment 'A' for existing parking and stopping restrictions in the VMC Mobility Hub.

Reducing the existing parking restrictions and implementing the short duration (e.g. 2-hour maximum) on-street parking on these proposed streets would permit optimization of the pavement width which was designed to accommodate parking. Availability of on-

street parking would also permit PPUDO spaces to be better utilized for their intended purpose; for pick-up/drop-off activity.

The pilot project will allow the City to gauge future parking demand as a result of continuing development in the City's emerging downtown, such as the opening of the new Centre of Community in late 2020.

**A Future Request for Proposal (RFP) is forthcoming based on Council direction received through this report and information collected through the RFI**

A future RFP will be developed based on the information received through the RFI and subject to Council approval to move forward with the pilot project. Timing for the implementation of the project is anticipated to align with the opening of the new Centre of Community. With Council approval, the RFP is expected to be released in Q3 2020. Installation of the parking meters is anticipated over the summer months of July-August, with system activation expected by Q4 2020.

**Financial Impact**

A new capital project will need to be created to allow for the implementation and operation of the parking meters pilot project.

Based on the information received through the RFI, in order to implement the paid on-street parking project for the proposed duration of the pilot (24 months - end of 2020 to end of 2022), the total capital cost is estimated at approximately \$350,000.00. This includes the installation/removal, maintenance, repairs, revenue collection fees and leasing of 14 parking meters. A detailed breakdown of the anticipated costs is illustrated in the table below.

	Cost Per Year	Number of Units	Number of Years	Total
Installation/Removal	350	14	2	9,800
Parking Meters	8,500	14	2	238,000
Parking Signs (One-time)				30,000
Contingency (20%)				55,560
<b>Total</b>				<b>333,360</b>
HST (1.76%)				5,867
<b>Subtotal</b>				<b>339,227</b>
Admin (3%)				10,177
<b>Total</b>				<b>349,404</b>

The new capital project will be funded from the DC Engineering Reserve, as identified in the 2018 Development Charges background study. This pilot project will not have an impact on the City's tax base.

In addition to the capital costs, the on-street parking project is expected to generate incremental new operating revenue for the City from pay-and-display permits and enforcement. It is anticipated that these revenues will exceed the annual capital costs however, this is a preliminary estimate based on the assumptions provided in the example below.

Revenue per parking space is expected to vary depending on proximity to key destinations within the VMC Mobility Hub. Based on the availability of 150 on-street parking spaces (on three streets), with a parking fee of \$0.50 per 10-minutes (or \$3 per hour) and 25% daily utilization (6 out of 24 hours), revenue is estimated at approximately \$81,000 monthly or \$972,000 annually. This estimate does not include revenue generated by parking enforcement.

Over the first 6 months and through the duration of the 2-year pilot, City staff will monitor the use, compliance and demands on enforcement personnel. Should the findings identify the need for increase in enforcement personnel, staff will proceed through the appropriate budget processes for consideration by Council accordingly.

### **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 behavior. The VMC team will continue to collaborate across internal departments and other stakeholders to deliver the desired parking vision.

The pay-and-display on-street parking pilot will help manage current demand for short duration (2-hour maximum) on-street public parking from various road users and, on a trial basis, would permit the City to gauge future parking demand based on development activity in the VMC. The Pilot is expected to be implemented in Q4 2020 in conjunction with the opening of the new Centre of Community on Apple Mill Road in the VMC Mobility Hub.

**For more information**, please contact Christina Bruce, Director of VMC Program, ext. 8231

## **Attachments**

1. Existing Parking and Stopping Restrictions
2. Proposed Parking Pilot Streets

## **Prepared by**

Musa Deo, Transportation Project Manager (VMC), Ext. 8295

Jennifer Cappola-Logullo, Manager, Development Engineering (VMC), Ext. 8433

Christina Bruce, VMC Program Director, ext. 8231

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

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

Lisa Marie Russo, Manager, Financial Planning & Analysis, ext. 8438

Stefan Tzianetas, Manager, Special Projects, ext. 8196

## VMC Sub-Committee Report

---

**DATE:** Wednesday, May 27, 2020

**WARD(S):** 4

**TITLE: VAUGHAN METROPOLITAN CENTRE STUDIES UPDATE**

**FROM:**

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

**ACTION:** FOR INFORMATION

---

**Purpose**

To provide an update on current Vaughan Metropolitan Centre (VMC) plans and studies, their purpose and implementation, and how they contribute to the creation of a complete community in the VMC.

**Report Highlights**

- Based on the approved and proposed residential developments to date, more than 48,300 residents in almost 24,400 units are moving into the VMC, achieving 203% of the residential units and 193% of the population targets identified for the 2031 planning horizon
- In order to meet the hard and soft infrastructure needs of this growing community, staff have initiated several studies
- The VMC Secondary Plan Update, which will continue to guide the evolving urban structure of downtown, is expected to commence in Q3 2020
- The VMC Functional Servicing Strategy Update, which will ensure that servicing capacity can support the future growth and intensification of the VMC, is advancing with a draft expected in Q3 2020



## **Report Highlights Continued**

- The VMC Transportation Master Plan Update, which will provide direction on improving the multi-modal transportation network in the VMC, is expected to begin in Q3 2020
- The VMC Parks and Wayfinding Master Plan, which will facilitate both the timely development of parks and open spaces, and a public realm wayfinding strategy for the VMC, began in May 2020
- The VMC Tree Planting Pilot Project, which will create a new green edge to the VMC adjacent Highways 400 and 407, is expected to begin in Q3 2020
- The various VMC plans and studies inform each other and will be closely coordinated to ensure their collective contribution to the Term of Council Strategic Priority of City Building to “Develop the VMC as a complete community, with emphasis on cultural development”
- Staff will ensure every study undergoes a robust and strategically coordinated public consultation process to optimize input

## **Recommendation**

1. That the Vaughan Metropolitan Centre Studies Update report be received for information.

## **Background**

Based on the approved and proposed residential developments to date, close to 48,300 residents in almost 24,400 residential units are moving into the VMC, achieving 203% of the residential units and 193% of the population targets identified for the 2031 planning horizon. These numbers have been achieved far earlier than expected. Given that this growth trend is expected to continue, and in order to meet the hard and soft infrastructure needs of this growing community, staff are undertaking an update of the VMC Secondary Plan and supporting studies. This will include the VMC Functional Servicing Strategy Report and VMC Transportation Master Plan, as well as undertaking the VMC Parks and Wayfinding Master Plan and VMC Tree Planting Pilot Project.

## **Previous Reports/Authority**

Previous reports relating to the VMC Studies Update can be found at the following links:

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

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

## **Analysis and Options**

The VMC Program comprises a multi-disciplinary and dedicated team that are working to ensure studies and plans are coordinated and delivered efficiently. The various studies, identified below, inform each other and will be closely coordinated to ensure they collectively contribute to the creation of a complete community in the VMC.

### **VMC Secondary Plan Update**

The intent of the VMC Secondary Plan Update is to update the existing VMC Secondary Plan to reflect new policy directions with recent changes to legislation and provincial policy documents. It will also dovetail with the Region of York Municipal Comprehensive Review (MCR) resulting in an updated Official Plan, as well as the City of Vaughan Official Plan (OPR) Review. In addition, it will consider a potential boundary expansion to incorporate additional lands into the VMC Secondary Plan area.

The study will also consider the evolving urban structure of the emerging downtown based on recent Council approved applications and proposed developments. It will also include a robust built form exercise to determine new height and density permissions and a land use plan for the VMC Secondary Plan area. Furthermore, the Secondary Plan Update will take into consideration the provincial changes to the *Planning Act* under *Bill 108, More Homes, More Choice Act*.

A Request for Proposals (RFP) to undertake this study was issued on May 16, 2020 and the bidding period closed on April 29, 2020. A number of bids were received from several strong proponents. The evaluation process will take place in May 2020 with the intention of starting the study in June 2020. The study is targeted for completion in Q1-Q2 2022. The updated VMC Secondary Plan will be prepared in conformity with the Region's MCR and the City's OPR. The VMC Secondary Plan Update is intended to be adopted under the City's new OP.

### **VMC Functional Servicing Strategy Update**

The VMC Functional Servicing Strategy Report will be completed consistent with the City-wide Integrated Urban Water Master Plan. It will evaluate the existing and future urban water systems and establish a long-term strategy to provide safe, reliable, and sustainable services to the existing and future population of the VMC and the City of Vaughan. The VMC Functional Servicing Strategy Report will review and update the VMC's existing Servicing Master Plan (2012) ensuring that servicing capacity can support the anticipated increase in height and density of future growth and intensification in the VMC.

The study is advancing, with a Notice of Study Commencement to be issued in May 2020, and a draft of the report expected in Q3 2020. The study will also include an assessment of Low Impact Development (LID) measures with a focus on public lands, particularly municipal right of ways. Contributions from all City departments will inform the development of an LID guide.

### **VMC Transportation Master Plan Update**

The VMC Transportation Master Plan will be used to support the VMC Secondary Plan Update and provide direction on updating and improving the multi-modal transportation network in the VMC area.

The study will work interactively with the City's OPR, and updates to the Zoning By-law and City-Wide Transportation Master Plan (Vaughan Transportation Plan) to inform policies, initiatives, and infrastructure improvements. The study will be conducted in accordance with the Municipal Engineers Association's Municipal Class Environmental Assessment process (MCEA, October 2000, as amended in 2007, 2011 and 2015).

The Study will address Phases 1 and 2 of the Municipal Class Environmental Assessment (MCEA) process and provide direction on building a refined multi-modal transportation network. The study will also include the completion of two Municipal Class Environmental Assessments (to Phase 4) for Interchange Way (from Highway 400 overpass to Creditstone Road) and Millway Avenue (from Highway 7 to Interchange Way) (East-West).

The release of the RFP is planned for June 2020. The study is targeted for completion in 2022.

### **VMC Parks and Wayfinding Master Plan**

The VMC Parks and Wayfinding Master Plan (PWMP) is a combination of the planned VMC Parks Master Plan and Implementation Study, as well as the planned VMC Signage and Wayfinding Master Plan. Staff recognize the complimentary scope of work allows for efficiencies in administration and project delivery when combined into one study.

The intent of the VMC PWMP is to prepare a master plan and implementation strategy to facilitate the timely development of parks and open space in the VMC, as outlined in the VMC Secondary Plan and envisioned in supportive placemaking studies, together

with the development of a public realm wayfinding strategy that can be implemented incrementally to achieve a legible and cohesive public realm.

The study will build on existing groundwork and strategies to enable the implementation of a diverse, multi-functional, and seamlessly interconnected parks and open space network. It will inform how these public spaces reinforce the urban structure; how they guide, shape, and interface with development; and how they can be acquired over time. The study will define how residents, visitors, and businesses perceive the VMC and assist them in moving through it, and it will give character to the physical and social infrastructure of the VMC.

The study aligns with a key objective of the VMC Program, and with the Term of Council Strategic Priority of City Building to “Develop the VMC as a complete community, with emphasis on cultural development”, as well as the Secondary Plan objective to "Develop a generous and remarkable open space system and make natural features and functions a prominent part of development." The study goals of the VMC PWMP are to:

- 1) Assess the parks and open space proposed for the VMC;
- 2) Define the character, program, and design of the parks and open space proposed for the VMC;
- 3) Create a phasing and implementation plan for the delivery of the parks and open space proposed for the VMC; and
- 4) Develop a wayfinding strategy and design prototype, and install the first signage elements for the VMC's public realm.

The contract for the study was awarded in April 2020 to a team led by Janet Rosenberg & Studio and work began in May 2020. The study is targeted for completion in Q4 2021.

### **VMC Tree Planting Pilot Project**

Staff have identified underutilized roadsides, verges, and medians adjacent to Highways 400 and 407 as an opportunity to create a new green edge to the VMC. This new urban forest will increase tree canopy coverage, provide enhanced ecosystem services, create a buffer to new development, and increase the legibility of the VMC.

The VMC Tree Planting Pilot Project will be an innovative framework for the City of Vaughan to analyze and restore soils, guide the planting and establishment of a new urban forest, monitor the forest, and define how the VMC is perceived and navigated. The work produced under this study will inform a forthcoming tree planting tender, anticipated in Fall 2020, including a complete soil specification.

An RFP to retain a research partner is planned for May 2020.

### **An Innovative and Coordinated Consultation Plan to be developed**

Staff will ensure every study undergoes a robust and strategically coordinated public consultation process to optimize input. In addition to leveraging the VMC Landowner Working Group platform developed over many years, staff will work both internally and with external consultants to develop engagement processes that effectively reach Vaughan's residents, business owners, and other stakeholders. It is expected that consultation methods will evolve, possibly focusing initially on virtual connections, and moving to in person meetings over time.

### **Financial Impact**

There are no financial 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**

Building a downtown is an ambitious goal. The development of hard and soft infrastructure is as important as the development of buildings as a contributor to placemaking that will significantly enhance the quality, character, and identity in the VMC.

The VMC team continues to collaborate across internal departments and with residents, landowners, and other stakeholders to deliver a complete community.

**For more information**, please contact Christina Bruce, Director of VMC Program, ext. 8231

### **Attachments**

1. N/A

### **Prepared by**

Cory Gray, Project Manager, Parks Development, VMC, Ext. 8579

Gaston Soucy, Project Manager, Urban Design, VMC, Ext. 8266

Gerardo Paez Alonso, Manager, Parks & Strategic Initiatives, VMC, Ext. 8195

Jennifer Cappola-Logullo, Manager, Development Engineering, VMC, Ext. 8433  
Amy Roots, Senior Manager, Planning & Urban Design, VMC, Ext. 8035  
Christina Bruce, Director, VMC Program, ext. 8231