

VAUGHAN METROPOLITAN CENTRE SUB-COMMITTEE – JUNE 8, 2021**COMMUNICATIONS****Distributed June 8, 2021**

	<u>Item</u>
C1. Yamin Bismilla, Maple, dated June 4, 2021.	1
C2. Mr. Kyle McRoberts, Property Manager, COMER Group Limited, Fernstaff Court, Concord, dated June 7, 2021.	1

Received at the meeting

C3. Presentation material titled “ <i>VMC Secondary Plan: Pre-Options Analysis</i> ”	1
C4. Presentation material titled “ <i>VMC Parks and Wayfinding Master Plan Refined Scenario</i> ”	2
C5. Presentation material titled “ <i>Black Creek Renewal and Edgeley Pond & Park</i> ”	3
C6. Presentation material titled “ <i>VMC Marketing Report</i> ”	4

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Please note there may be further Communications.

Communication : C 1
VMC Sub-Committee
June 8, 2021
Item # 1

From: Y B [REDACTED]
Sent: Friday, June 04, 2021 2:08 PM
To: Clerks@vaughan.ca
Subject: [External] CITY OF VAUGHAN VAUGHAN METROPOLITAN CENTRE SUB-COMMITTEE AGENDA

Hi,

I am emailing to submit my comment with respect to the Vaughan Metropolitan Centre Meeting on June 8, 2021.

<https://pub-vaughan.escribemeetings.com/Meeting.aspx?Id=1ee83a2f-6bdf-4fef-9a47-4767ce93b1ea&Agenda=Agenda&lang=English&Item=13>

My comment:

Getting to VMC and parking is a challenge to those in Vaughan. I believe there are two projects which would make a huge difference.

1. Concord Go Station (keele and Highway 7). This would allow anyone close to a Go Station on the Barrie Line (Rutherford, Maple, King...) to get to Highway 7 and then transfer to the VIVA Highway 7 and arrive at VMC. This does not need to be a full service Go station to start, just a transfer point if need be. I consider this project essential. This will also alleviate parking issues in VMC by keeping parking at the local Go Station should people wish to drive there. Coordinating with Metrolinx to ensure reasonable fares and transfers for families would help here as well

2. Rapid Bus service on Jane Street.

Thanks,

Yamin Bismilla
Maple, Ontario
[REDACTED]

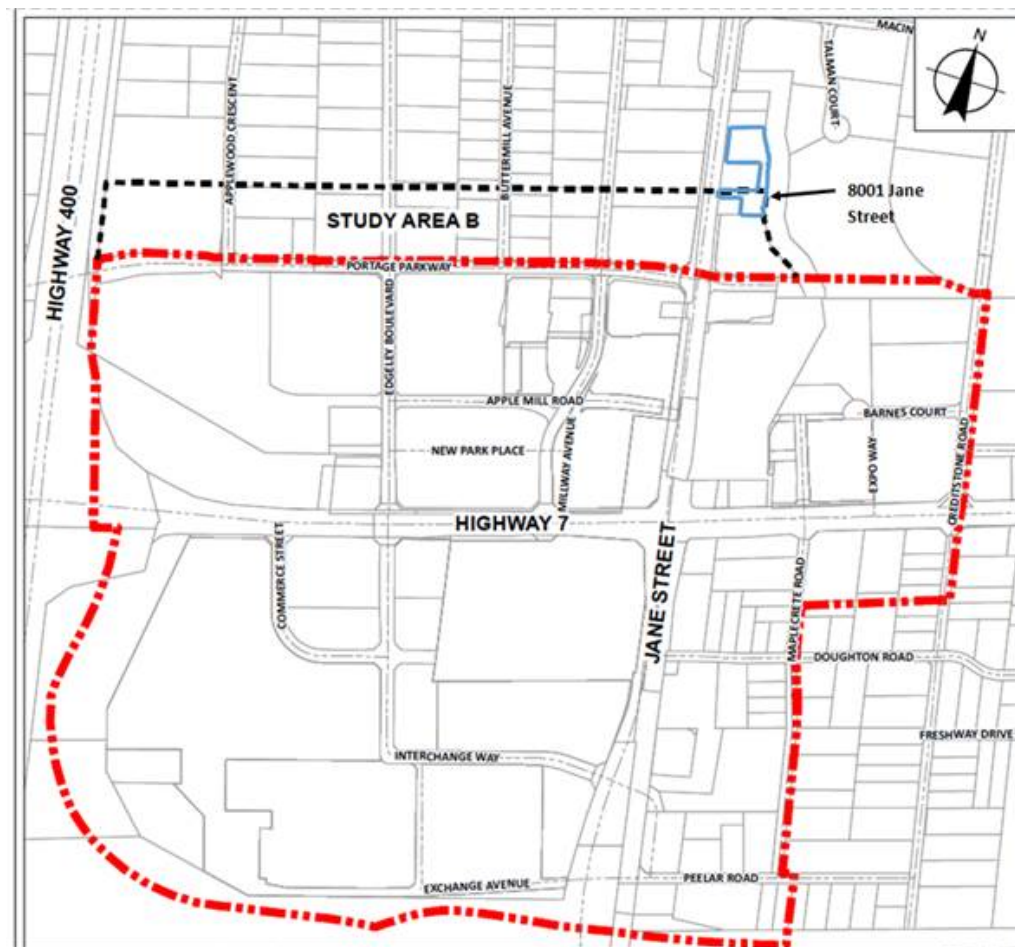
June 7th, 2021

Attention Clerks Dept. Representative,

I am writing to formally request to put on record that we be able to voice our concern regarding item 1, the VMC Secondary Plan Update. I reached out by phone prior to the noon cut off but was on hold through the noon deadline. During that time, I wrote a short email request, but it would have reached your inbox a few minutes after 12.

Our property located at 8001 Jane St. is bisected by the planned VMC Secondary Plan, and we would like to have the entire property considered within the parameters of the Secondary Plan.

As it sits right now, the 'Study Area B' bisects our property (in BLUE);



Thank you for your consideration.

Regards,

Kyle McRoberts
Property Manager

Communication : C 3
VMC Sub-Committee
June 8, 2021
Item # 1

VMC Secondary Plan: Pre-Options Analysis

Presentation to VMC Sub-committee

June 8, 2021

C 3 : Page 1 of 32

Overview

1. Background and Public Feedback
Andrew Davidge, Gladki Planning Associates
2. Visualizations
Brent Raymond, DTAH
3. Analysis
Ken Greenberg, Greenberg Consultants
4. Next Steps
Andrew Davidge, Gladki Planning Associates



Original Secondary Plan

Vision and Principles

Transit-oriented

Walkable

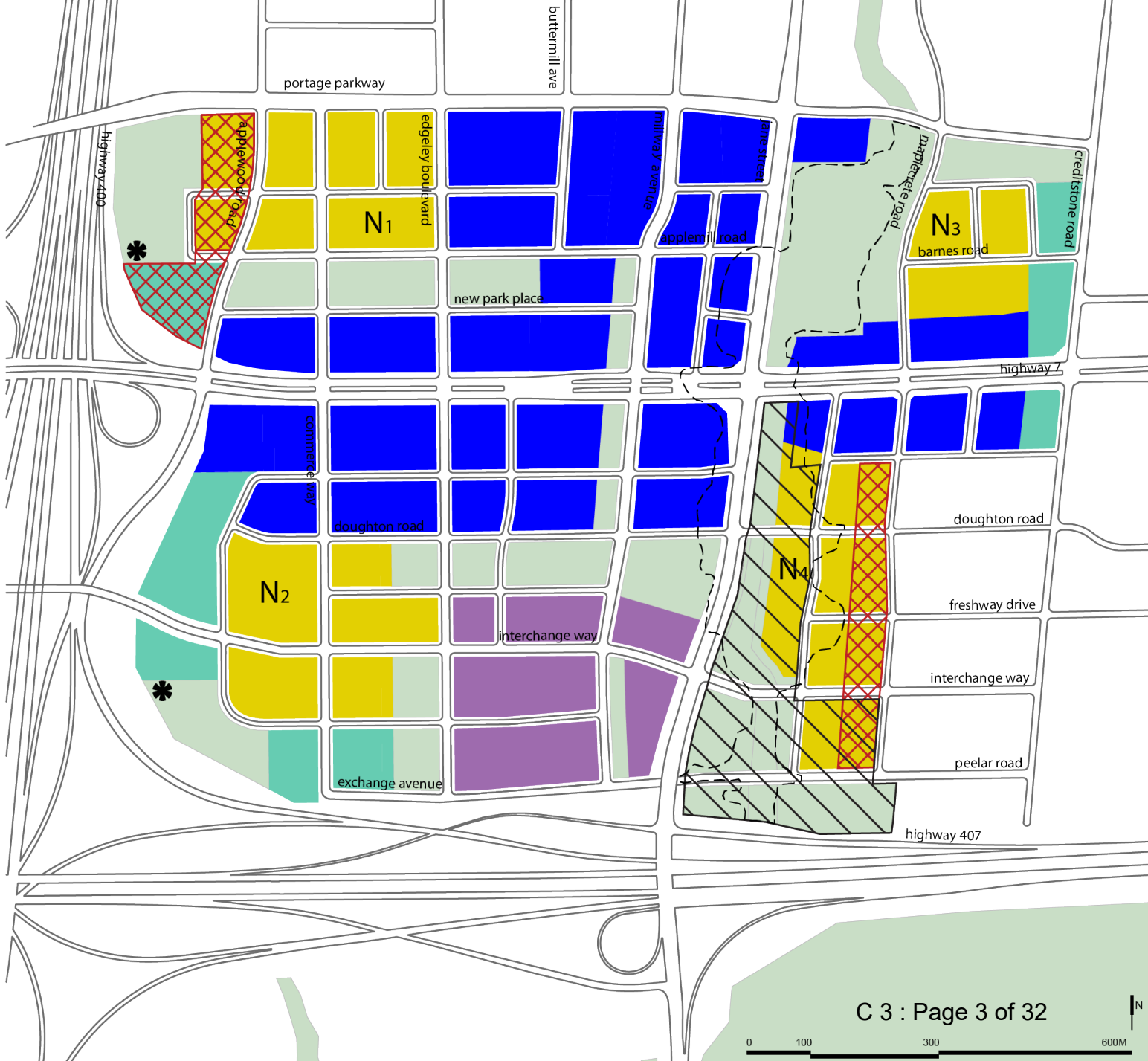
Accessible

Diverse

Vibrant

Green

Beautiful





Phase 1 Key Findings

- Development is proceeding at a **greater intensity** than anticipated in the 2010 Secondary Plan
- Development interest is creating a **different balance of uses than envisaged** in the 2010 VMC Secondary Plan
- Recent developments and proposals feature considerably higher than planned building heights and densities, that challenge the **hierarchy of heights and densities** in the VMC Secondary Plan
- Need to **recalibrate the Plan** in response to the evolution of development interest in the area to:
 - ensure the Plan's principles are being realized
 - create a complete and balanced community
 - defend its key elements

Public Feedback



Online Survey

Nov. 18, 2020 – Jan. 22, 2021

357 respondents



Virtual Public Open House

Feb 25, 2020 – Mar 25, 2021

300 views

53 comments and suggestions



Survey respondents said the **top 3 issues** to building a successful downtown core are:

- Developing **more parks and open spaces**
(selected by **54%**)
- Improving **community services and facilities**
(selected by **41%**)
- Ensuring **sufficient parking**
(selected by **41%**)

87% of survey respondents said **proximity to public transit** makes the VMC a desirable place to live, along with its **proximity to major highways** (**75%** of respondents).

People are concerned about **traffic congestion** (selected by **64%** of survey respondents) making the VMC an undesirable place to live as well as **not enough parks and open spaces in the VMC** (selected by **46%**).

What We Heard: Themes

Diverse Housing Options

Including rental, affordable housing and family-size units

Arts, Culture and Entertainment

Create a destination and build an identity

Great Street Life, Parks and Public Spaces

Animated by retail and restaurants
Community meeting places
Green

Connected Transportation

Choices about how to get around, creating alternatives to the car

Balance of Uses

Not just residential, job-creating uses and retail important too

Built Form Variety

More than high- and low-rise
High quality architecture and design



Density Comparisons

3D Visualizations*

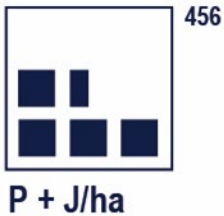
- **2017 Consolidated Secondary Plan Vision**
 - Model showing the Secondary Plan urban design vision, adapted from the VMC Urban Design Guidelines (2016).
- **2017 Vision + Existing Recent Development and Approvals**
 - The 2017 vision with subsequent developments and approvals added.
- **2017 Vision + Existing Recent Development and Approvals + Proposals**
 - The 2017 vision with subsequent developments and approvals, as well as current proposals.
- **Extrapolation**
 - Extrapolating the scale and land use of current proposals to remaining sites.

**The population and jobs estimates included with each visualization are based on the 3D modelling. The methodology differs from that used to estimate the “development trends” included in the Background Study Report (February 2021) while results are broadly comparable.*



2017 Vision

Vision reflecting the Consolidated Secondary Plan (2017), with modelling adapted from the 2016 Urban Design Guidelines.



Growth Plan UGC target: **200**
 Blended Prelim MTSA target: **371**

-  2017 Consolidated SP Vision
-  Potential School Site



2017 Vision

+ Recent Development and Approvals



Growth Plan UGC target: **200**
 Blended Prelim MTSA target: **371**

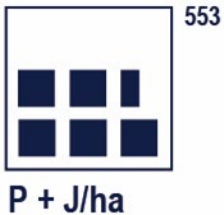
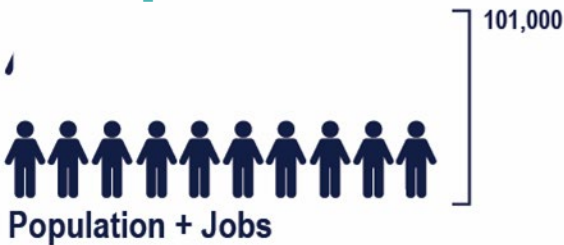
- 2017 Consolidated SP Vision
- Existing Recent Development
- Approved Development



2017 Vision

+ Recent Development and Approvals

+ Proposals



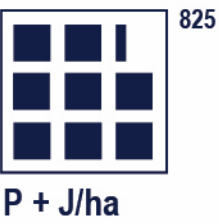
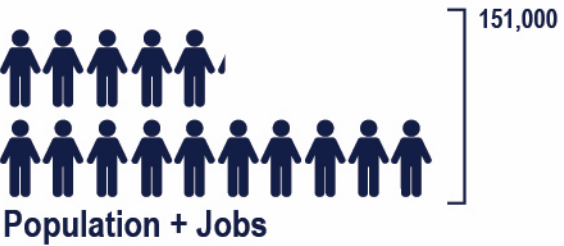
Growth Plan UGC target: **200**
 Blended Prelim MTSA target: **371**

- 2017 Consolidated SP Vision
- Existing Recent Development
- Approved Development
- Proposed Development



Extrapolation

Projecting the scale of recent development applications to adjacent sites that are likely to redevelop in future.



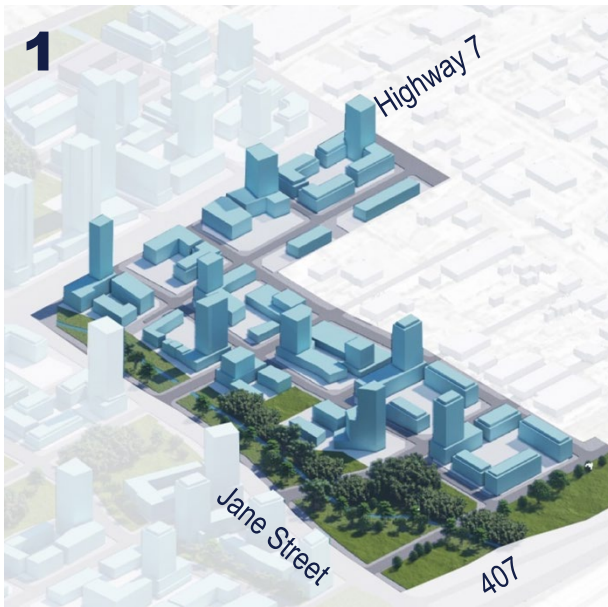
Growth Plan UGC target: **200**
 Blended Prelim MTSA target: **371**

- Existing Recent Development
- Approved Development
- Proposed Development
- Extrapolation

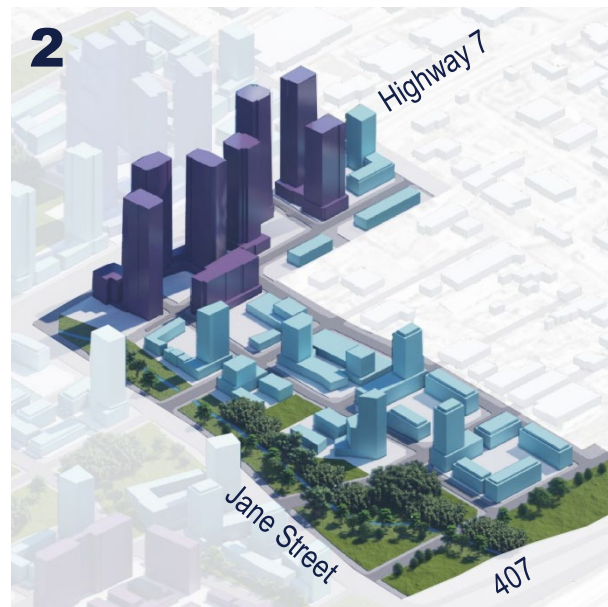


Extrapolation

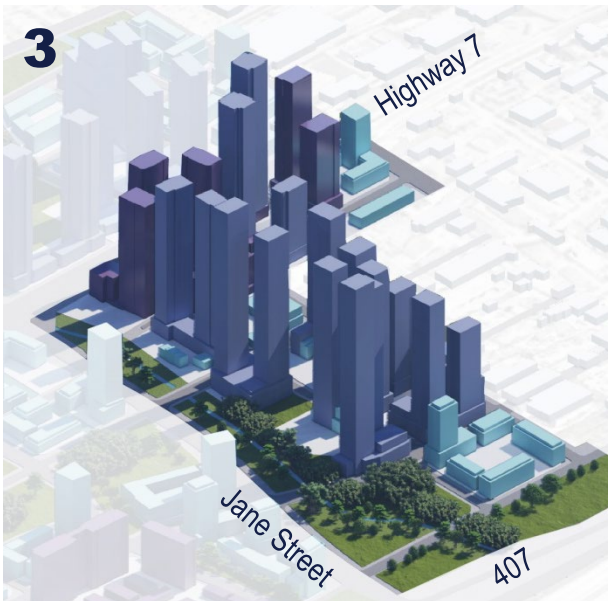
- The extrapolation would create **one of the highest density urban areas in Canada**.
- Urban areas with comparable population density rates generally **cover a smaller geographic area**. Population densities are **moderated** by medium- and lower-density areas nearby, built form variety, land use variety, parks and open spaces.
- The extrapolation applies a high density to a large area (1.83 sq.km) **without relief**.
- The 2017 vision is also high density overall relative to neighbourhoods of its scale, but areas of higher density are **moderated by areas of medium and lower density**.
- Unlike many other high density neighbourhoods, the VMC is **an island of urbanity in a low density landscape** – bounded by the highways and employment areas, which do not offer amenity to residents.



2017 Consolidated SP Vision



SP Vision + Approvals



SP Vision + Approvals + Proposals

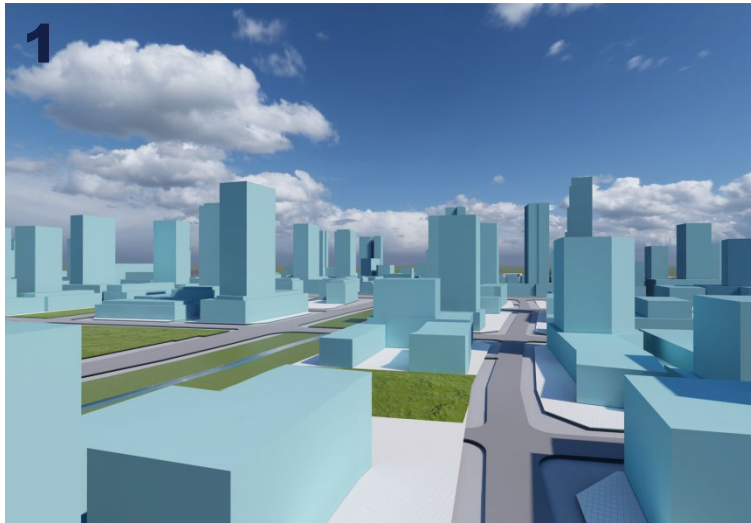


Potential Future Extrapolation

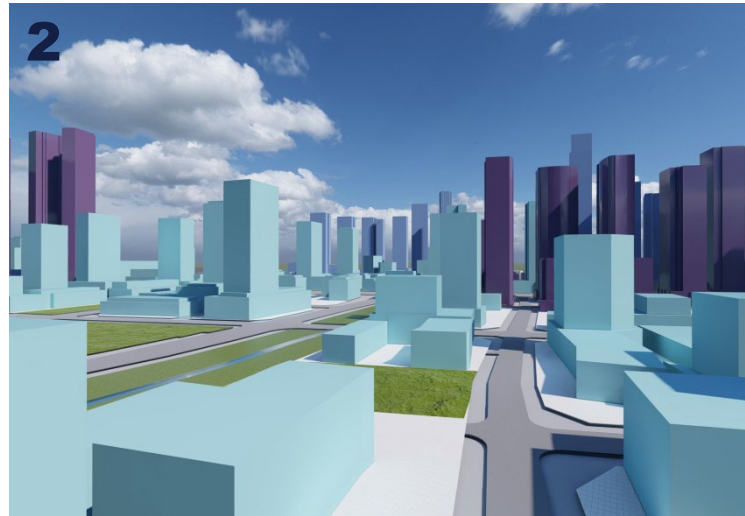
SE Quadrant Risks

Because its ownership pattern is more fractured, the southeastern quadrant presents some of the biggest challenges. However, it is representative of the issues facing the VMC as a whole.

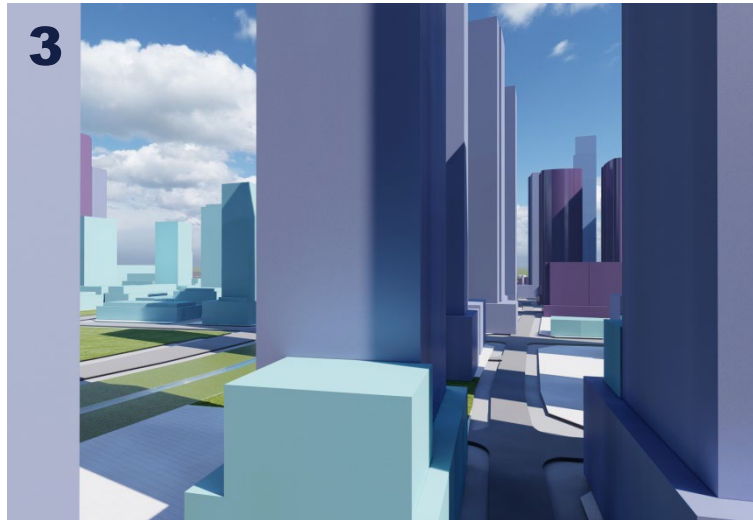
Draft modelling shows considerable erosion of the 2017 Consolidated Secondary Plan vision.



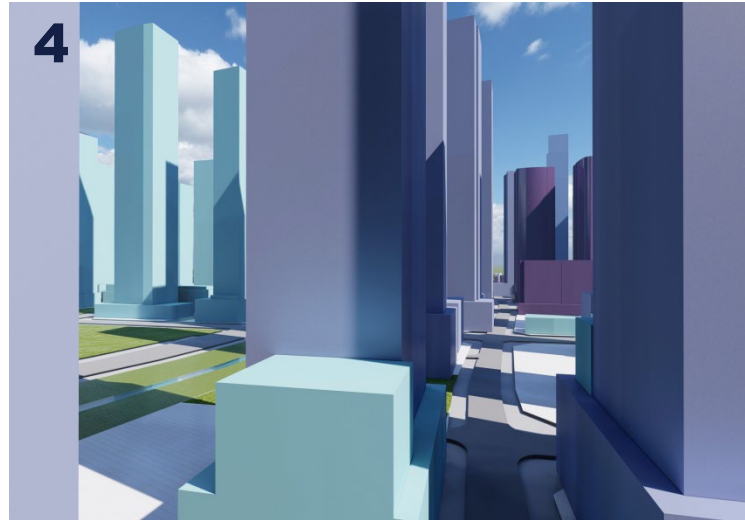
2017 Consolidated SP Vision



SP Vision + Approvals



SP Vision + Approvals + Proposals



Potential Future Extrapolation

SE Quadrant Risks



View facing north from the middle of the southeastern quadrant.

A Cautionary Tale



Out of control 'space race' undermining city building goals at Humber Bay



The Queensway - Humber Bay



Key Messages

- Developments that are **built or approved** to date are locating density and height where they are meant to be focused: in the **Mobility Hub** area
- The development trend of significantly higher heights/densities in projects that **extend into the planned neighbourhood areas** risks significant deviation from the vision
 - The higher the density, the less choice in terms of built form typology
- Risk of **vertical sprawl, lack of livability, dormitory downtown**
- **Lack of soft and hard infrastructure** and services to support this trajectory
 - As density increases, more difficult and expensive to provide appropriate supply of parks



Key Messages

- Through the Secondary Plan update the policy framework can be strengthened. Through its implementation, **Council can assert control** of the VMC's trajectory to realize its vision.
- The **cumulative impact** is what we need to contemplate. Decisions are made one-by-one, but their full implications as precedents must be considered.
- There is **one chance to get this right**. The built form and tenure that will be developed in the VMC limit opportunities for adaptability over time, meaning these buildings and uses will be here for the long term.



Implications of Overdevelopment

- Increased tax base
- Insufficient parks and community amenities to serve VMC residents and workers
- Failure to create the employment base of a Central Business District
- Creation of high-rise community where people work elsewhere
- Built form monotony rather than areas of different scale and character
- Built form which does not contribute to a positive quality of place
- Unattractive quality of life



Failure to Achieve Vision



Key Priorities of VMCSP Update

- Reinforcing an **Appropriate Scale** of Development
- Achieving **Built Form** Variety, Including **Mid-Rise** Built Form
- Creating Areas of **Distinct Character** within the VMC
- Finding a **Balance** of Uses
- Serving the Population with **Parks and Other Community Amenities**
- Realizing the **Housing Variety** Necessary for an Inclusive Community
- Establishing **Transitions** at the VMC's Boundaries

A Hybrid Approach



Regent Park

Site Area: 27.9 ha

Anticipated Build-out: 7,882 units

A hybrid built form at significant density at Regent Park C 3 : Page 25 of 32



Vision, Principles, Objectives

Existing

Transit-oriented
Walkable
Accessible
Diverse
Vibrant
Green
Beautiful

Missing

Balanced

Provision and delivery of parks,
community amenities and retail in step
with and to support the population

A ratio of people to jobs that supports the
vision of the VMC as the city's CBD

A variety of built form that creates areas
of different character

The VMCSP Update will be a **nuanced recalibration exercise**, not a departure from the original plan. Many elements of the original vision are strong and relevant today. The Update will be an opportunity to **rebalance** the plan **to deliver a complete community**.

Methodology

Framework elements will remain largely as are currently set

Density

Road Network

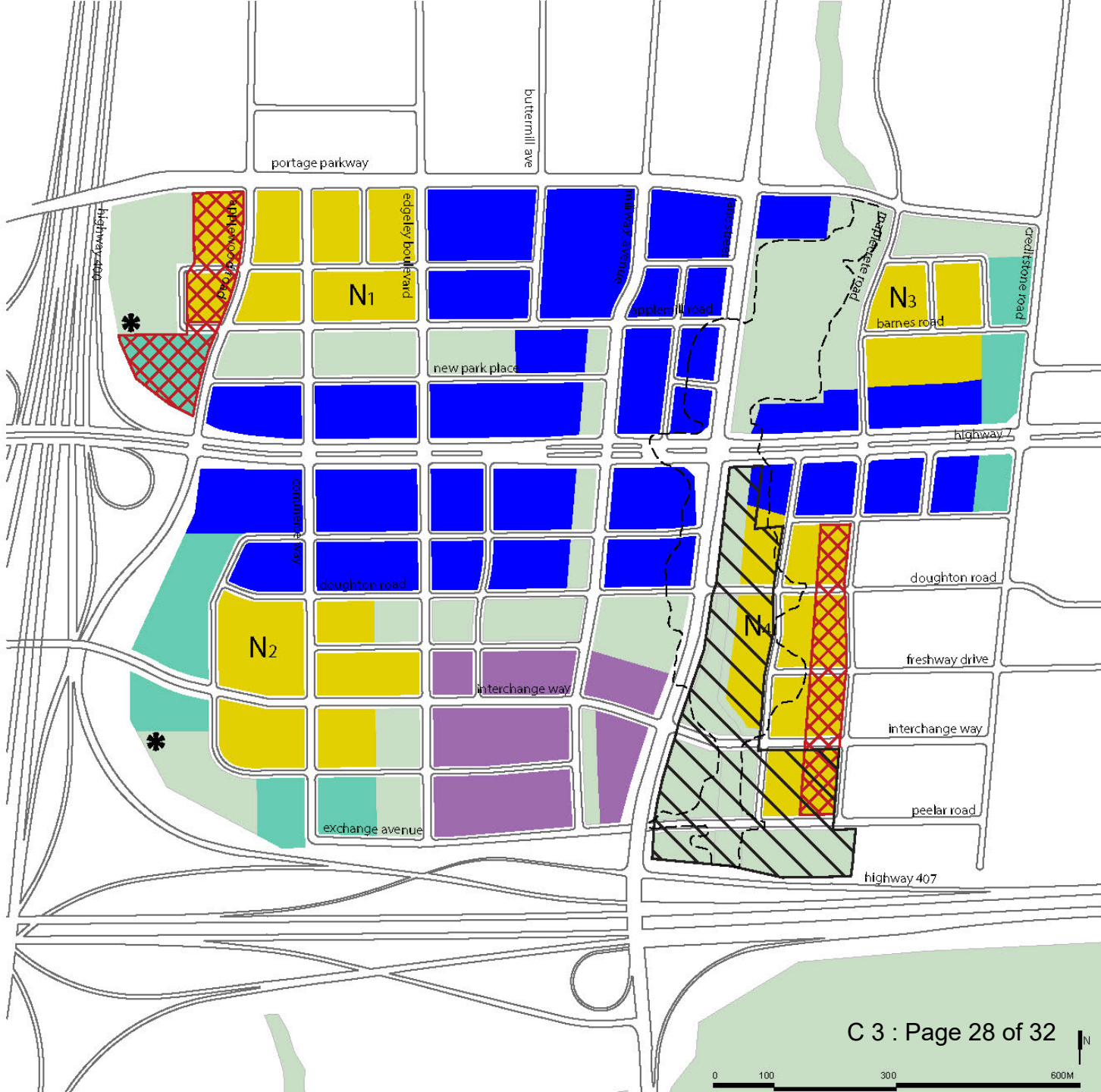
Some minor local road may vary slightly.

Parks & Open Space Network

Some parks and open spaces may vary slightly.

Character Areas

**Minor adjustments may occur to each, depending on the results of the options development*



Methodology

Variables to Test

In order to recalibrate the plan, the update will test certain variables including:

Height / Built Form

Land Use Mix

Including approaches to retail and office.

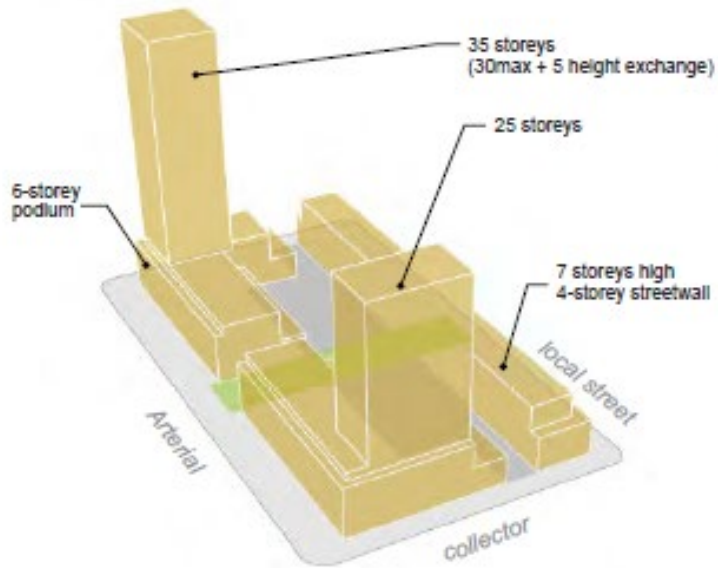
Population-to-Jobs Ratio

Community Facilities

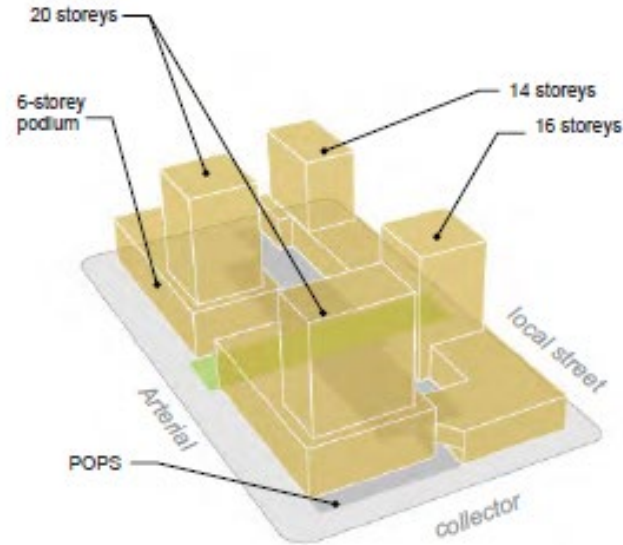
Potential new schools, community centre, performing arts centre.

Implementation Tools

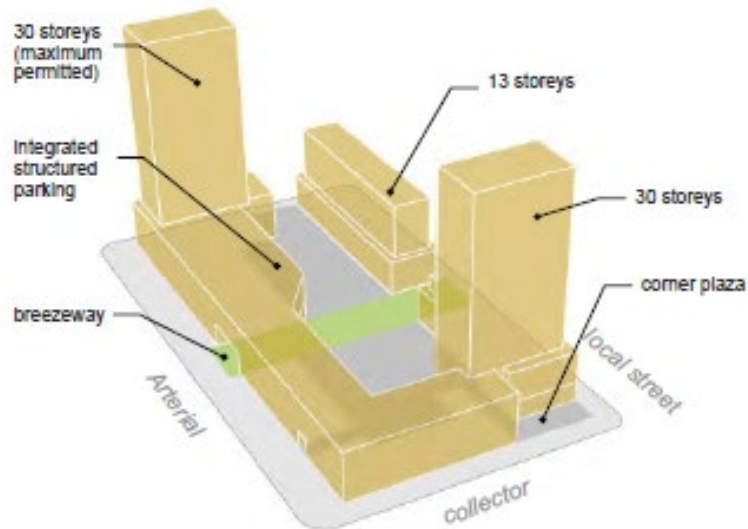
Triggers and phasing.



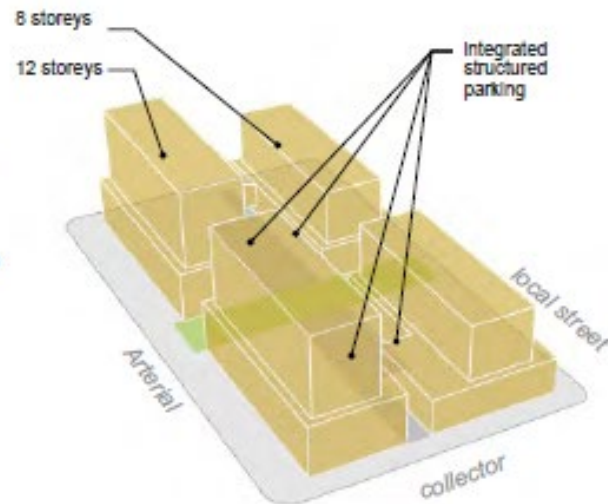
Option A: maximize height



Option B: maximize number of towers



Option C: maximize open space



Option D: maximize structured parking

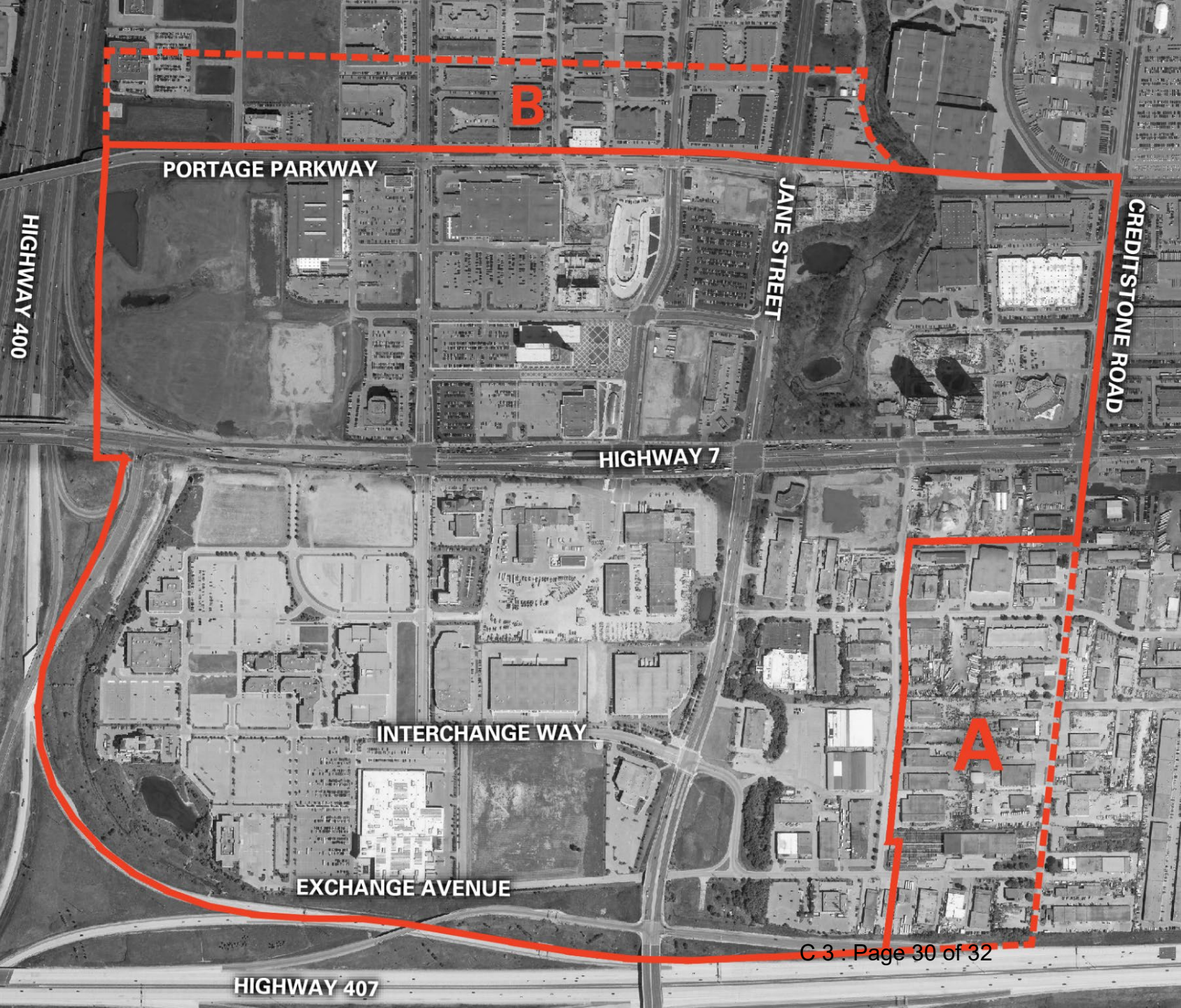
Alternative massing options for a typical block with a maximum FSI of 5.0

Methodology

Testing Potential Expansion Areas

Purpose of the expansion areas is for meaningful transition and balancing needed community infrastructure

Options will be guided by recommendations from related studies e.g. TMP, PWMP





Next Steps

Phase 2

- **Options Development**
July – September 2021
- **Consultation on Options**
October – November 2021
 - Landowners Groups
 - On-line Survey
 - Public Meeting

Phase 3

- **Recommendations**
November 2021 –

The Vaughan Metropolitan Centre (VMC), Vaughan's downtown, is transforming into a transit-oriented community with unique residential, office and mixed-use areas linked by a network of parks, public squares open spaces and a street grid that allows for all types of transportation, including walking, driving and cycling.

Due to rapid growth in the VMC and recent changes to municipal and regional legislation, the City has initiated an update to the existing VMC Secondary Plan. A secondary plan defines all the elements needed for successful growth, including new roads and active transportation routes, new open spaces and parks, policies to establish land uses, height and density permissions, and hard and soft infrastructure requirements.

Public and stakeholder feedback is vital to the success of the plan update. A survey was available for citizens to share ideas about the future of the VMC, including travel patterns to and from the area, uses for the places and spaces within the downtown core and ideas for future growth and development. The survey is now closed. Thank you to those who participated. Read the [VMC Secondary Plan Update survey results \(PDF\)](#).



Connect with VMC Program

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DOWNTOWN

vaughan

METROPOLITAN CENTRE

VMC Parks and Wayfinding Master Plan Refined Scenario

VMC Sub-Committee
June 8, 2021

Master Plan Goals

1

ASSESS THE PARKS AND OPEN SPACE PROPOSED FOR THE VMC.

2

IDENTIFY PUBLIC REALM STRATEGIES THAT RESPOND TO THE INCREASED DENSITY IN THE VMC.

3

DEFINE THE CHARACTER, PROGRAM, AND DESIGN OF THE PARKS AND OPEN SPACE PROPOSED FOR THE VMC.

4

CREATE A PHASING AND IMPLEMENTATION PLAN FOR THE PARKS AND OPEN SPACE PROPOSED FOR THE VMC.



Master Plan Study Area



Master Plan Process

WE ARE
HERE

1 ASSESSMENT

JUNE '20-NOV '20

TASKS

Parkland Provision Analysis & Benchmarking
Facilities Provision Analysis
Current Parks Qualitative Analysis
5km Parks Inventory
Tree Canopy Analysis

CONSULTATION

Online Survey
VMC Subcommittee

DELIVERABLE

Assessment Report

2 PLANNING

NOV '20-JUNE '21

TASKS

Design Strategies
Additional Parkland Options
Parks & Open Space Planning
Circulation Planning

CONSULTATION

Focus Groups

VMC Subcommittee

DRP

DELIVERABLE

Draft Master Plan

3 IMPLEMENTATION

JUNE '21-NOV '21

TASKS

Final Master Plan
Design Recommendations
Phasing
Costing

CONSULTATION

Online Comment Period
VMC Subcommittee

DELIVERABLE

Final Master Plan and Implementation Report



VMC VIRTUAL FOCUS GROUPS

MAY 6, 2021

Consultation

Assessment Phase

- Online Survey
- Stakeholder meetings

Master Plan Phase

- Online Focus Groups
- Design Review Panel

Implementation

- Online Comment Period

Assessment Phase

1

DEVELOPMENT TRENDS SUGGEST THE VMC WILL BECOME ONE OF THE MOST DENSE AREAS IN NORTH AMERICA.

2

IT IS CRITICAL TO PROVIDE ADDITIONAL PARKLAND IN OR NEAR THE VMC.

3

PROVIDING REQUIRED RECREATIONAL FACILITIES DEMANDS CAREFUL PLANNING.

4

CONNECTING THE VMC TO OPEN SPACE SOUTH OF HIGHWAY 407 IS IMPORTANT.

5

DEVELOPMENT OF PARKS AND OPEN SPACES MUST CONTINUE TO REFLECT PLANNING GOALS.



Design Strategies

1 PARK PROVISION

- PROVIDE MORE PARKLAND
- PRIORITIZE AREAS ADJACENT TO BLACK CREEK AND ENVIRONMENTAL OPEN SPACE
- SCHEDULE PARKS WITH DEVELOPMENT

2 PARK CHARACTER

- EMPHASIZE NATURAL FEATURES
- MAKE URBAN PARKS SPECIAL
- MAKE NEIGHBOURHOOD PARKS CONVENIENT AND USEFUL

3 FACILITIES

- REFLECT URBAN CHARACTER OF VMC
- HIERARCHY OF FREQUENCY AND IMPORTANCE OF USE
- COORDINATE DESIGN OF PARKS AND SCHOOL YARDS
- PRIORITIZE FLEXIBLE, NATURAL SPACE

4 OTHER OPEN SPACES

- PROVIDE MORE ENVIRONMENTAL OPEN SPACE
- USE POPS, MEWS AND FLEX STREETS TO SUPPLEMENT PARKS

5 CONNECTIVITY

- OPTIMIZE PARK USE THROUGH CONNECTIVITY
- EXPAND “THE LOOP” CONCEPT FROM EARLIER PLANNING DOCUMENTS
- USE PARKS AND OPEN SPACES TO ENHANCE PEDESTRIAN AND CYCLING CONNECTIVITY
- ENSURE ROADS ARE NOT BARRIERS
- CONNECT ACROSS HIGHWAY 407

Master Plan

The Master Plan encompasses several types of public open space:

1 PARKS

Land that allows for the full range of typical park uses.

2 ENVIRONMENTAL OPEN SPACE

Land used for environmental purposes, especially stormwater management, that can also support trails and passive recreation.

3 PUBLIC SQUARES

Plazas or promenades that are predominantly paved for urban uses.

4 POPS & MEWS

Privately-owned and maintained land open to the public that supplements parks and squares.

5 SCHOOL YARDS

Land owned by school boards that may contain facilities available for public use.



Urban Parks



North Urban Park - Concept Looking West

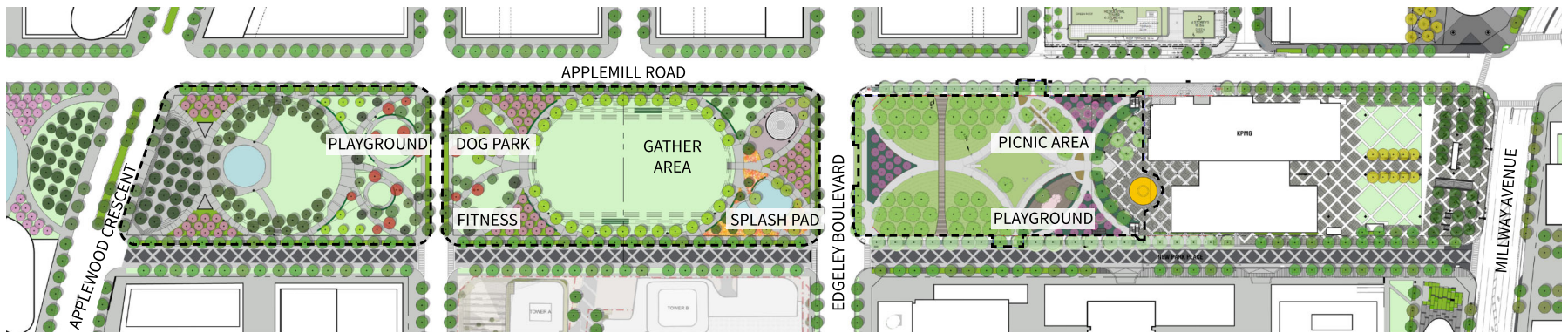


South Urban Park - Concept Showing East Block



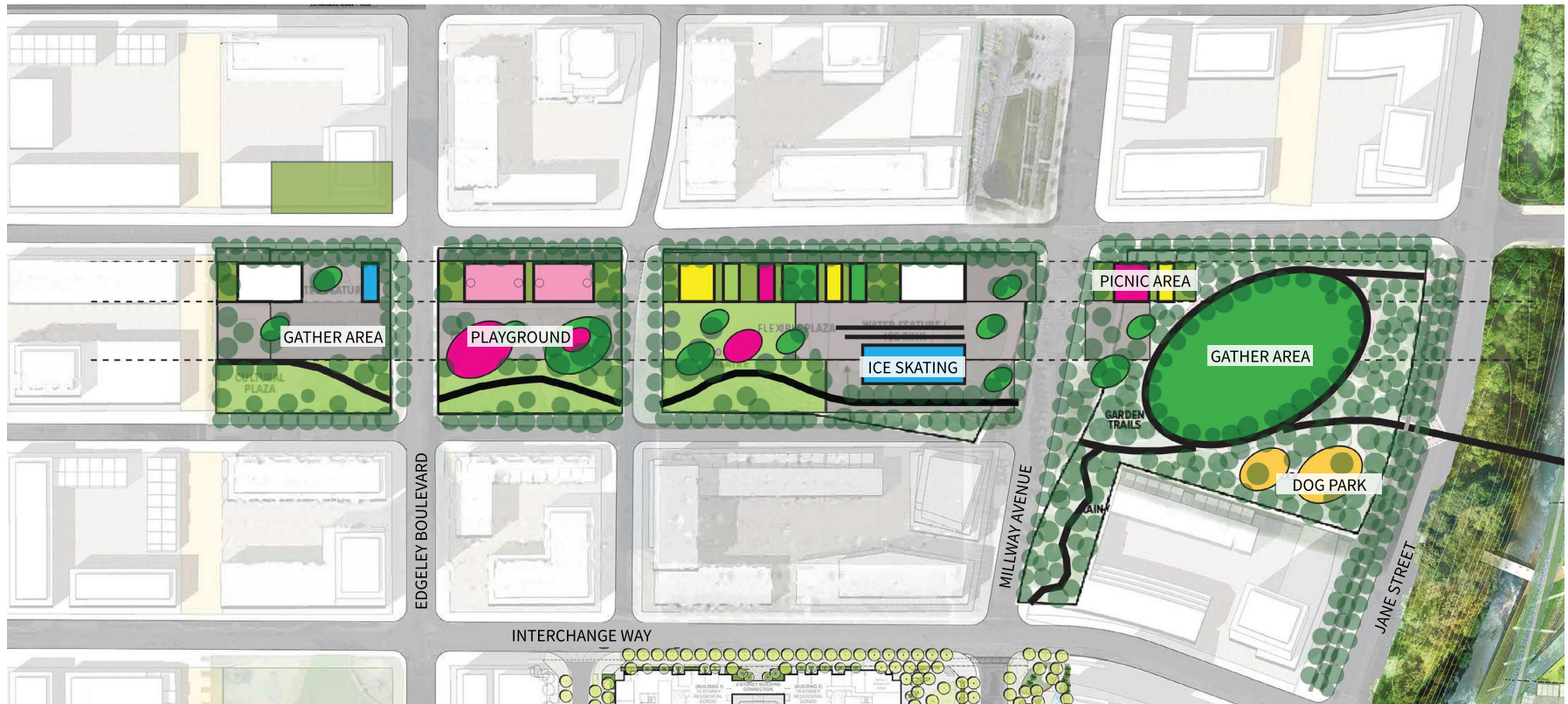
Urban Parks - North Urban Park

Design by Claude Cormier Associates



Urban Parks - South Urban Park

Concept by City of Vaughan



Urban Parks - What Did We Ask?

?

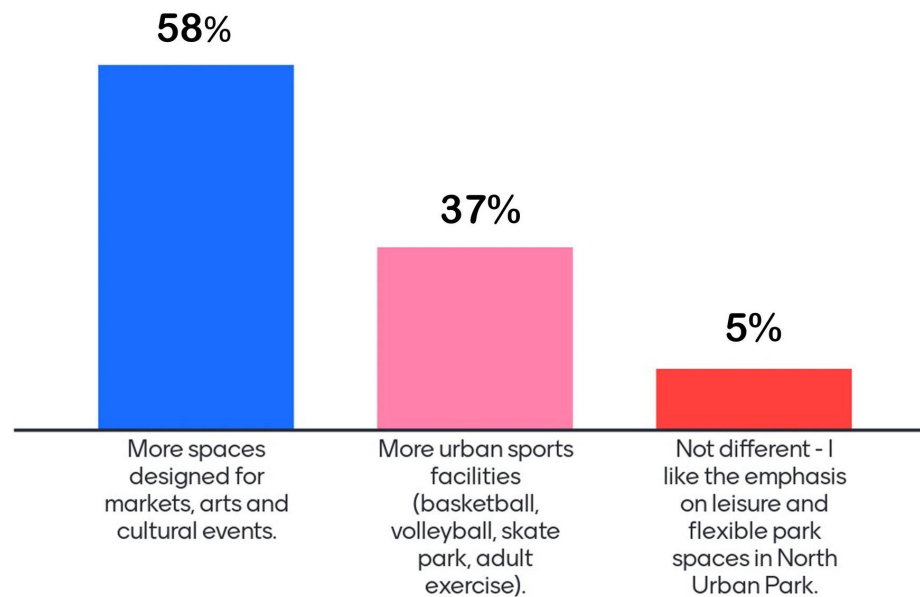
How should the program of South Urban Park differ from North Urban Park?

1. More spaces designed for markets, arts and cultural events.
2. More urban sports facilities (basketball, volleyball, skate park, adult exercise).
3. Not different - I like the emphasis on leisure and flexible park spaces in North Urban Park.



Urban Parks - What Did We Hear?

How should the program of South Urban Park differ from North Urban Park?



Neighbourhood Parks

- Neighbourhood Parks typically provide:
 - Facilities: playgrounds, splash pads, sports fields and courts, dog runs, gathering and event areas, community gardens.
 - Green Features: lawns, trees, and naturalized areas.
- Required facilities in VMC may exceed available space in Neighbourhood Parks, requiring prioritization between facilities and green features.

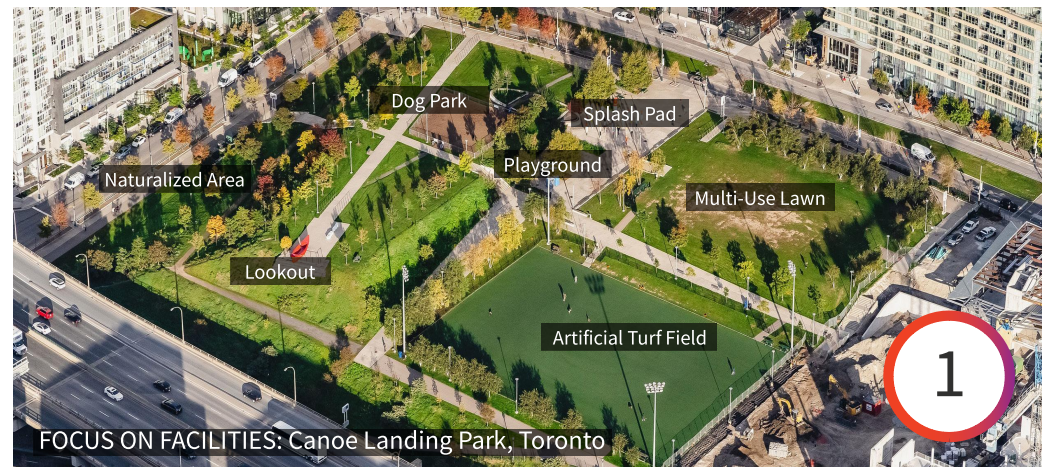


Neighbourhood Parks - What Did We Ask?

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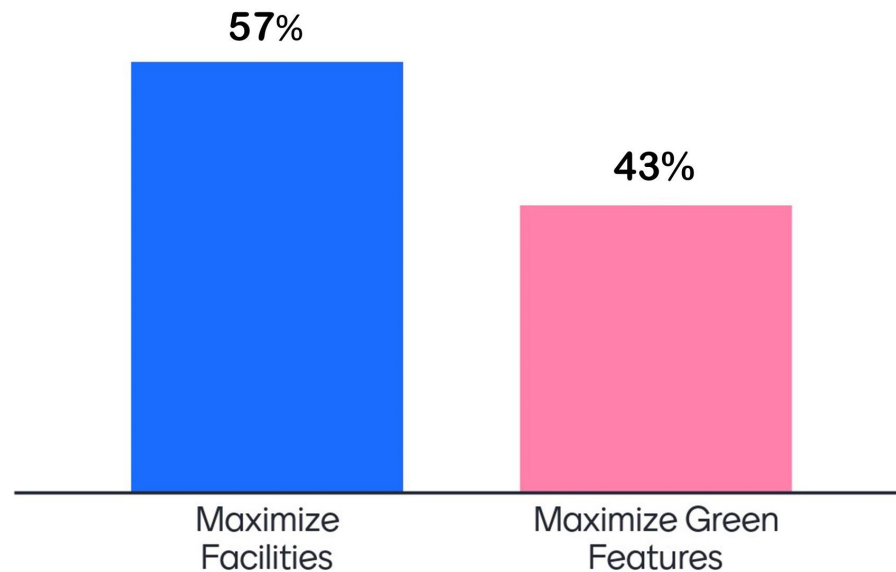
What would you prioritize in Neighbourhood Parks:

1. Maximize Facilities
2. Maximize Green Features



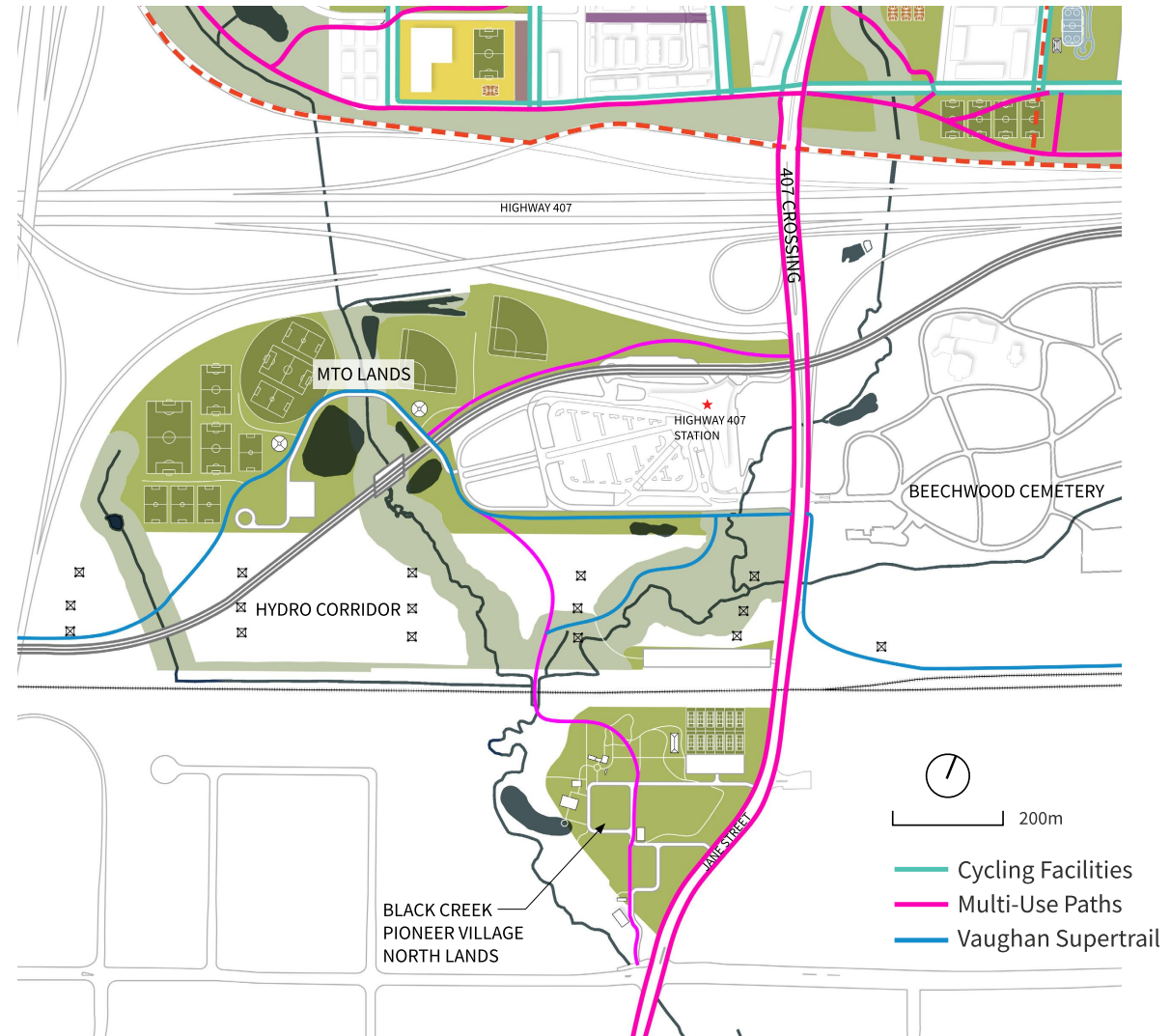
Neighbourhood Parks - What Did We Hear?

What would you prioritize in neighbourhood parks?

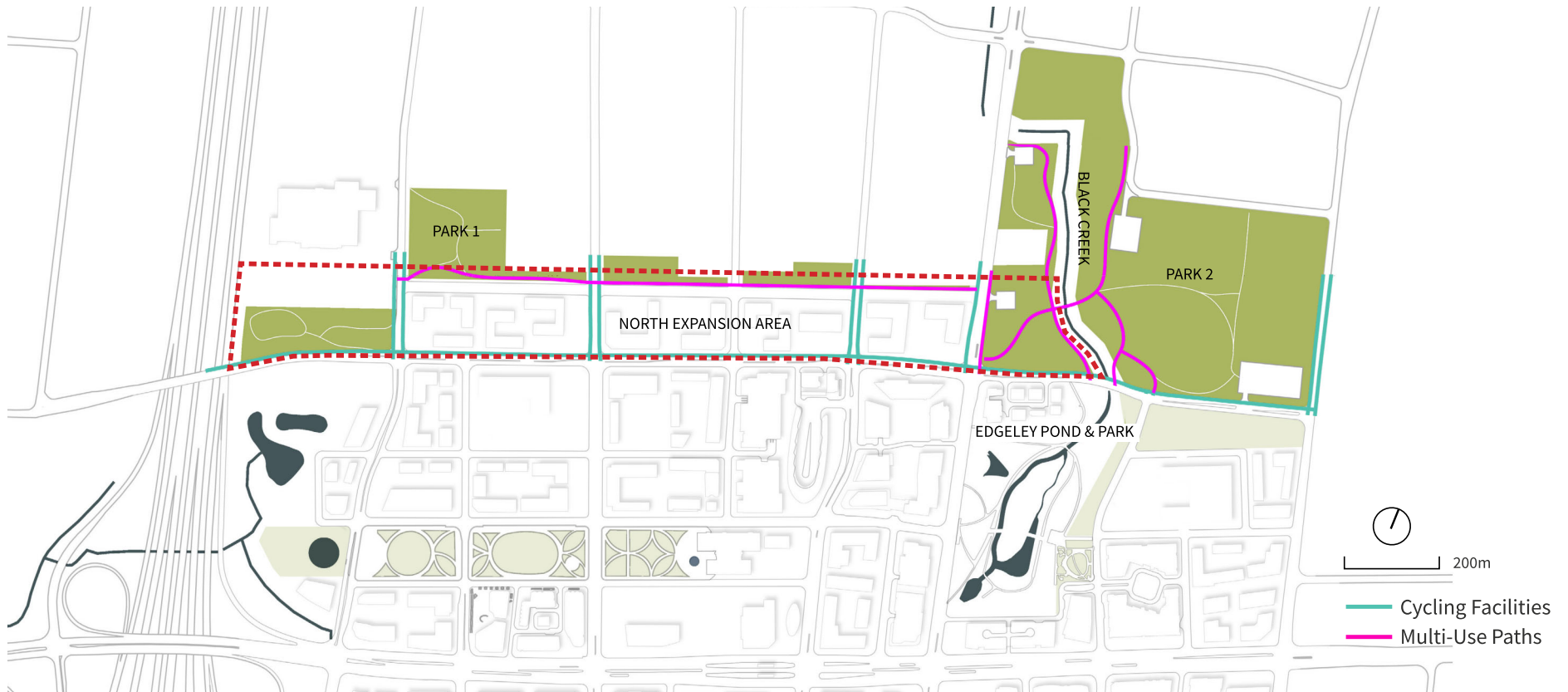


Parks South of VMC

- Lands south of VMC could provide enough active parkland to locate several large sports and recreation facilities.
- Some of the lands south of VMC may become unavailable if a bus rapid transit project, planned for beyond 2040, moves forward.
- Park design in Black Creek Pioneer Village North Lands based on meetings with TRCA.



Parks North of VMC



Parks Near VMC - What Did We Ask?

?

A southern park is likely to have greater space and more facilities but be more difficult to travel to by walking or cycling.

A northern park is likely to have less space and fewer facilities but be easier to travel to by walking or cycling.

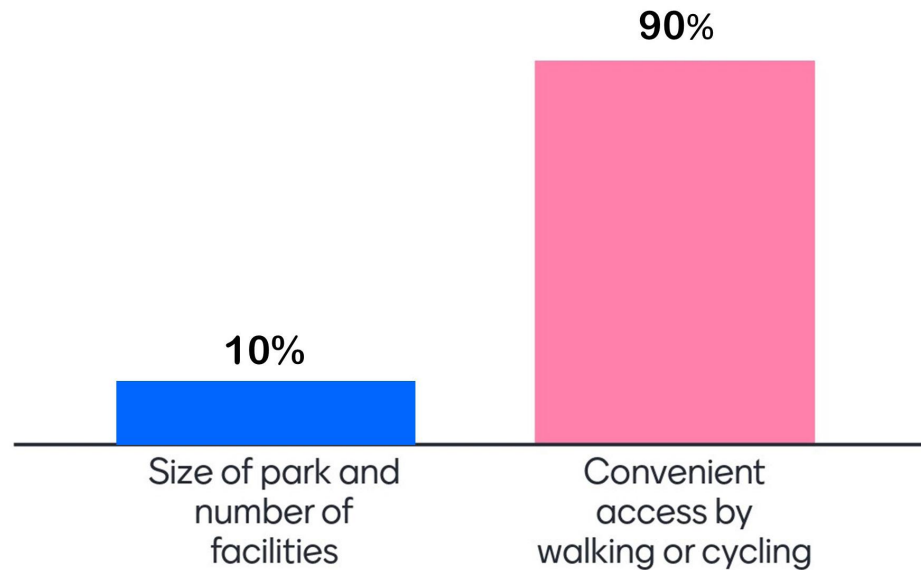
In establishing parks nearby the VMC, would you prioritize:

1. Size of park and number of facilities?
2. Convenient access by walking or cycling?



Parks Near VMC - What Did We Hear?

In establishing parks nearby the VMC, what would you prioritize?



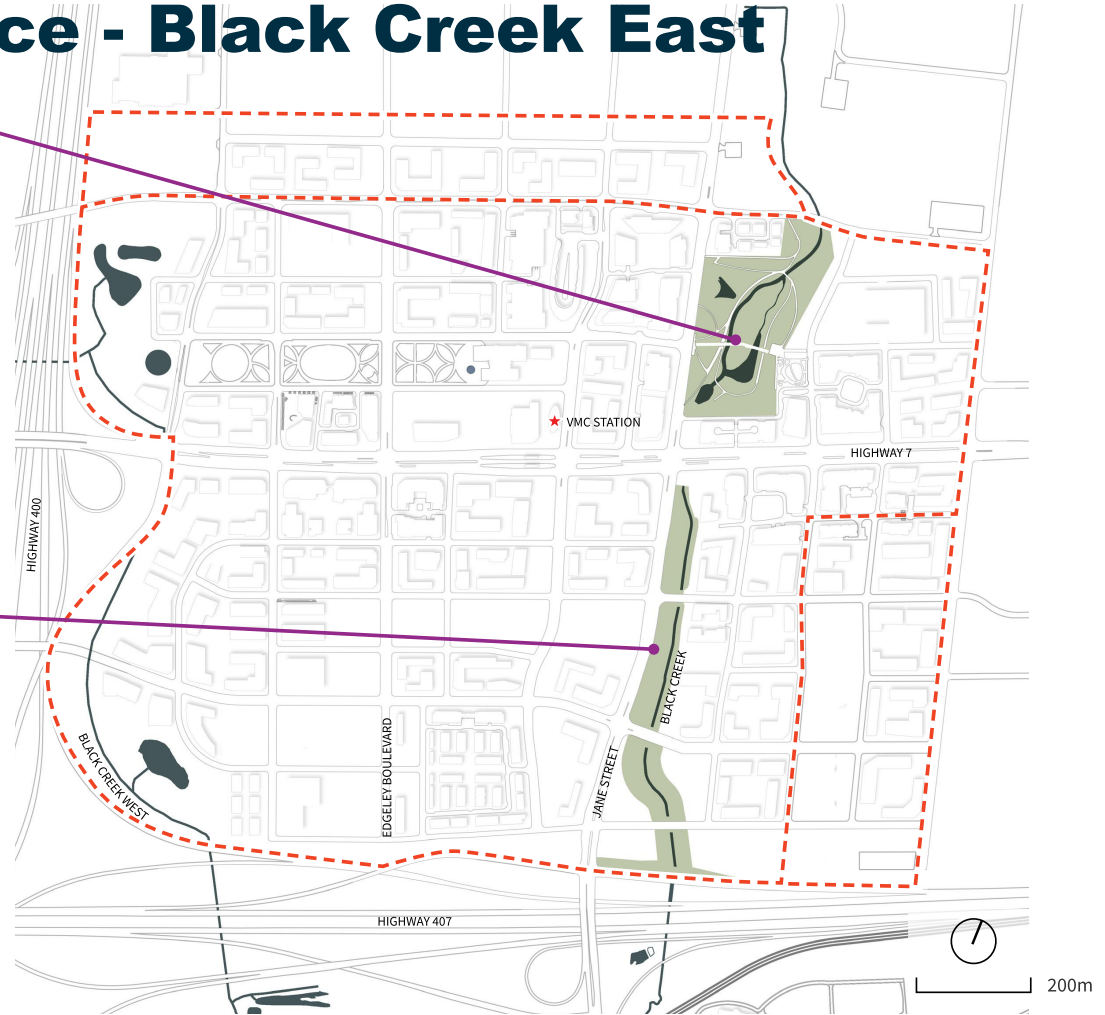
Environmental Open Space - Black Creek East



Edgeley Pond and Park



Black Creek Revitalization Area - Concept



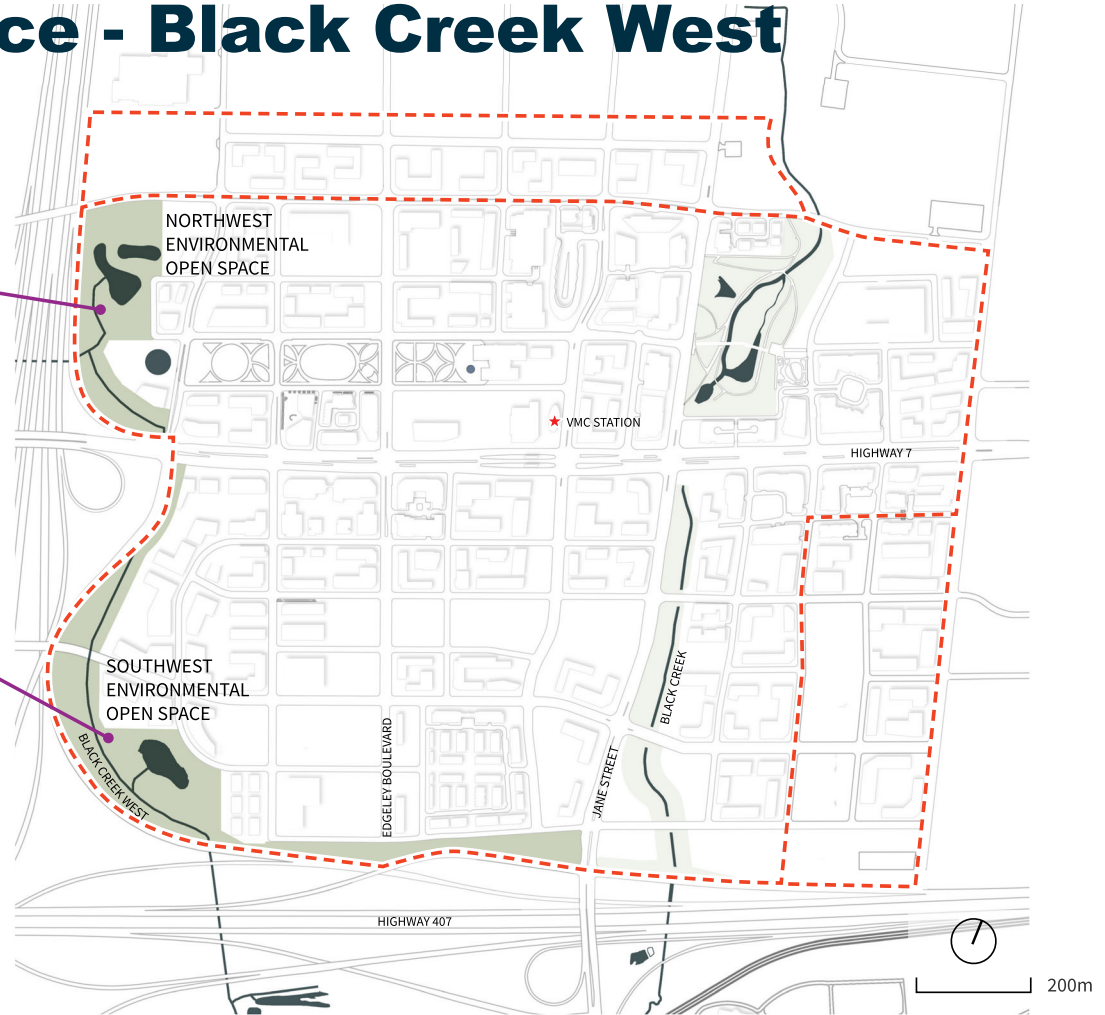
Environmental Open Space - Black Creek West



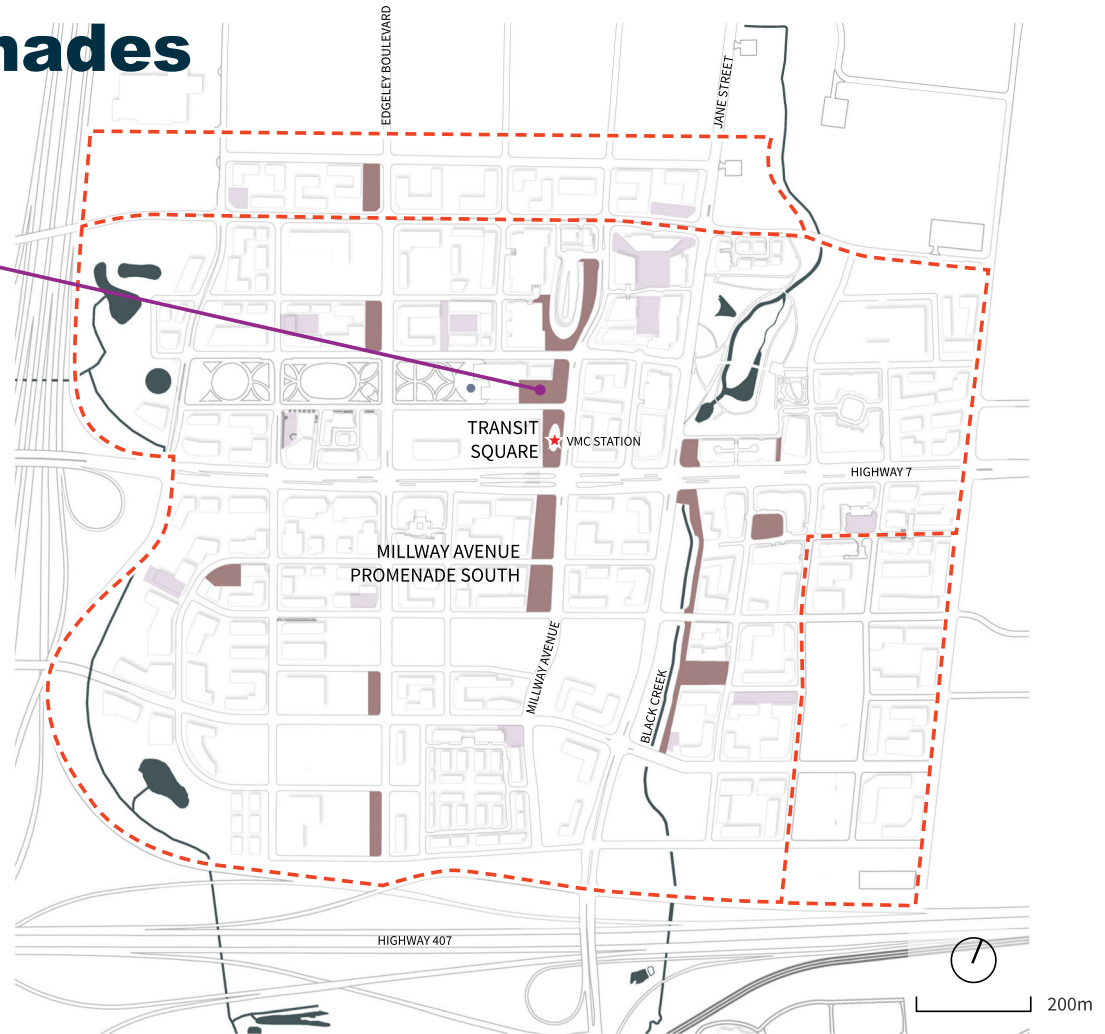
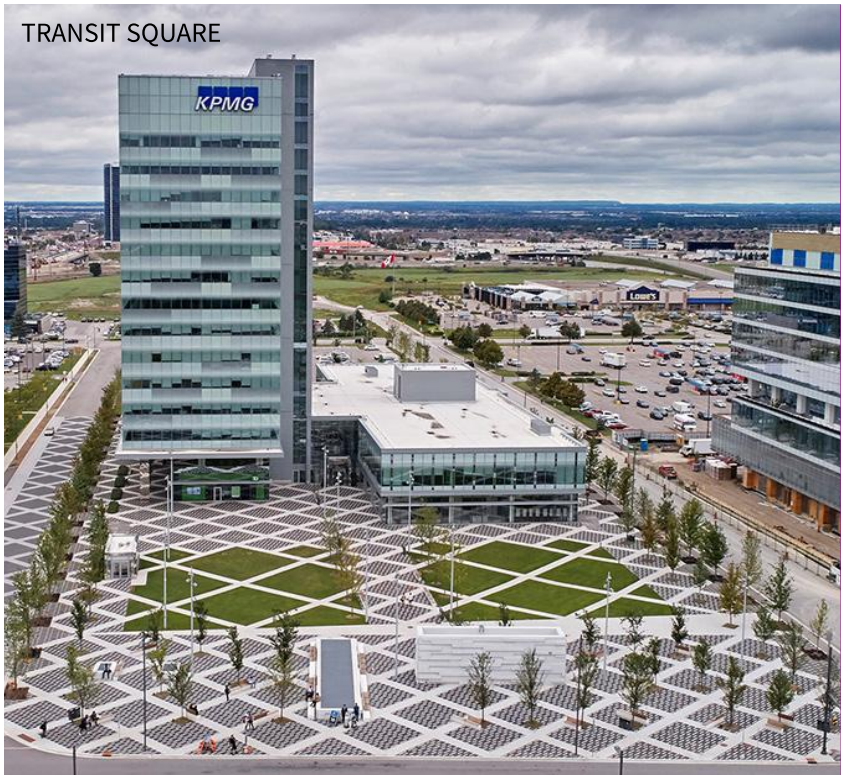
Northwest Environmental Open Space



Southwest Environmental Open Space



Public Squares & Promenades



Millway Promenade



Public Squares & Promenades - What Did We Ask?

?

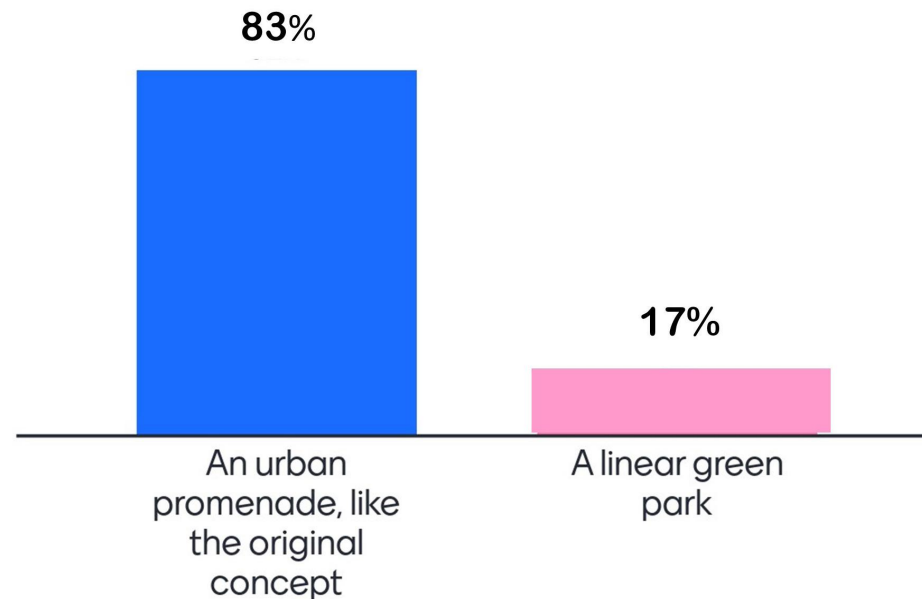
South of Highway 7, would you prefer to see Millway Promenade designed as:

1. An urban promenade, like the original concept.
2. A linear green park.



Public Squares & Promenades - What Did We Hear?

South of Highway 7, how would you prefer Millway to be designed?



POPS and Mews



School Yards



Facilities - Location

- Picnic Pavilion
- BBQ Picnic Area
- Allotment Garden
- Agricultural Demonstration Garden
- Playground
- Natural Playground
- Splash Pad
- Gathering Area
- Outdoor classroom/amphitheatre
- Skating Trail
- Outdoor Swimming
- Tennis
- Volleyball
- Basketball
- Fitness Equipment
- Dog Park
- Baseball Diamond
- Soccer Pitch
- Cricket Pitch
- Hockey/Skating Rink
- Skateboard Park



Facilities - Location

- Permit Pavilion
- BBQ Picnic Area
- Allotment Garden
- Agricultural Demonstration Garden



Facilities - Location

- Playground
- Natural Playground
- Splash Pad



Facilities - Location

- Gathering Area
- Outdoor classroom/amphitheatre



Facilities - Location

- Skating Trail
- Outdoor Swimming
- Tennis
- Volleyball
- Basketball
- Fitness Equipment
- Dog Park



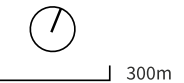
Facilities - Location

- Baseball Diamond
- Soccer Pitch
- Cricket Pitch
- Hockey/Skating Rink
- Skateboard Park

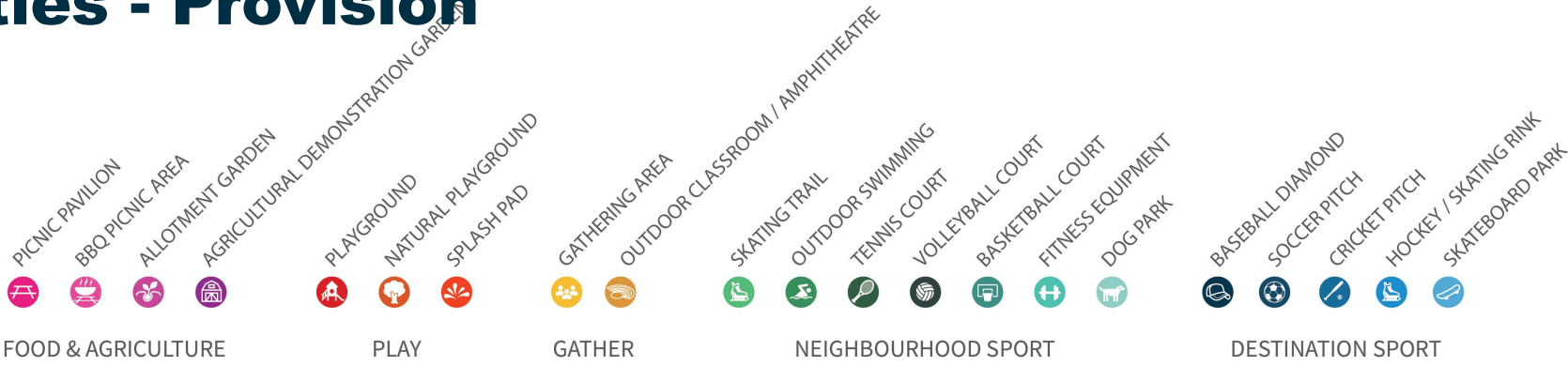


Facilities - Location

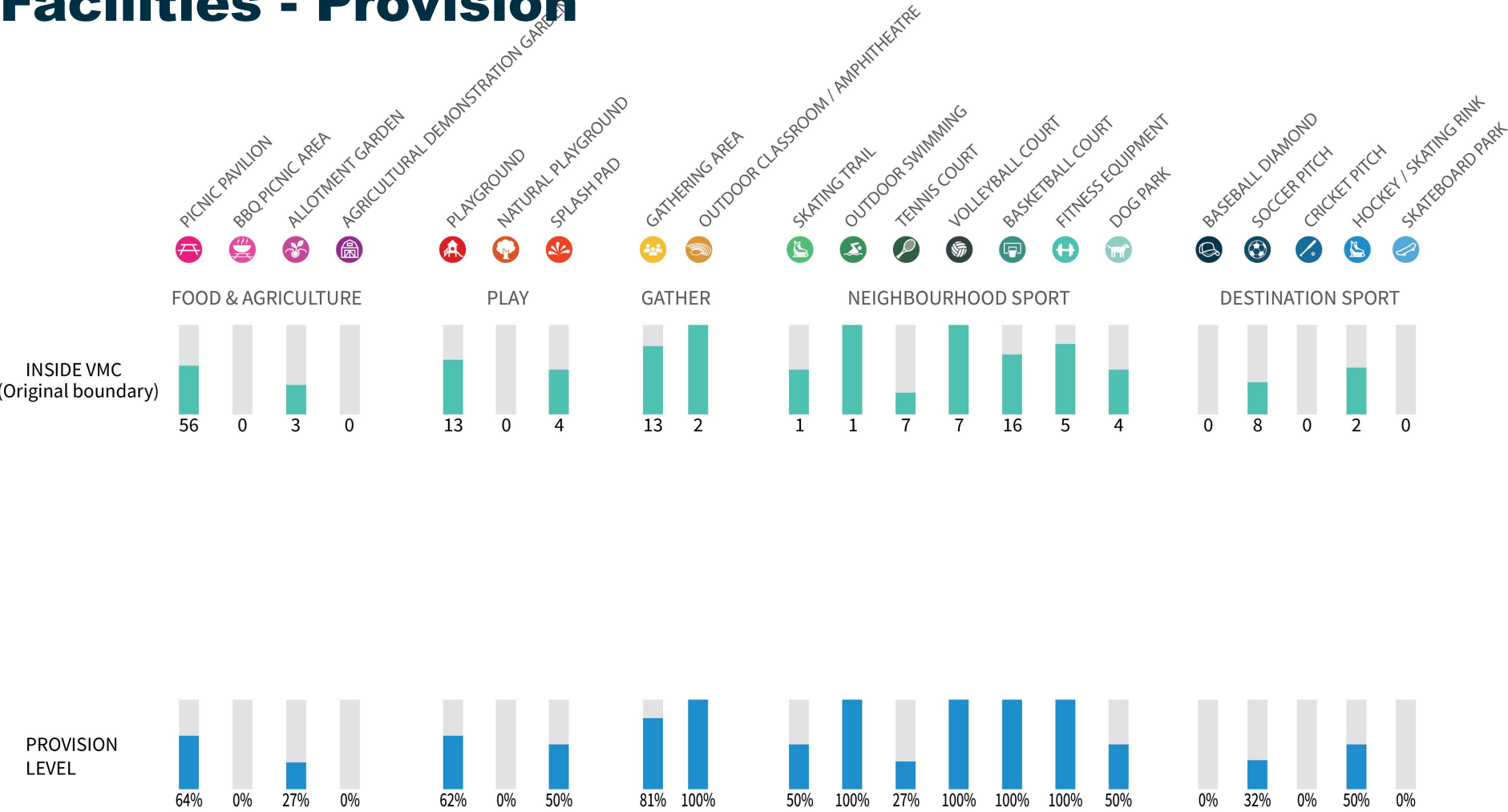
- Picnic Pavilion
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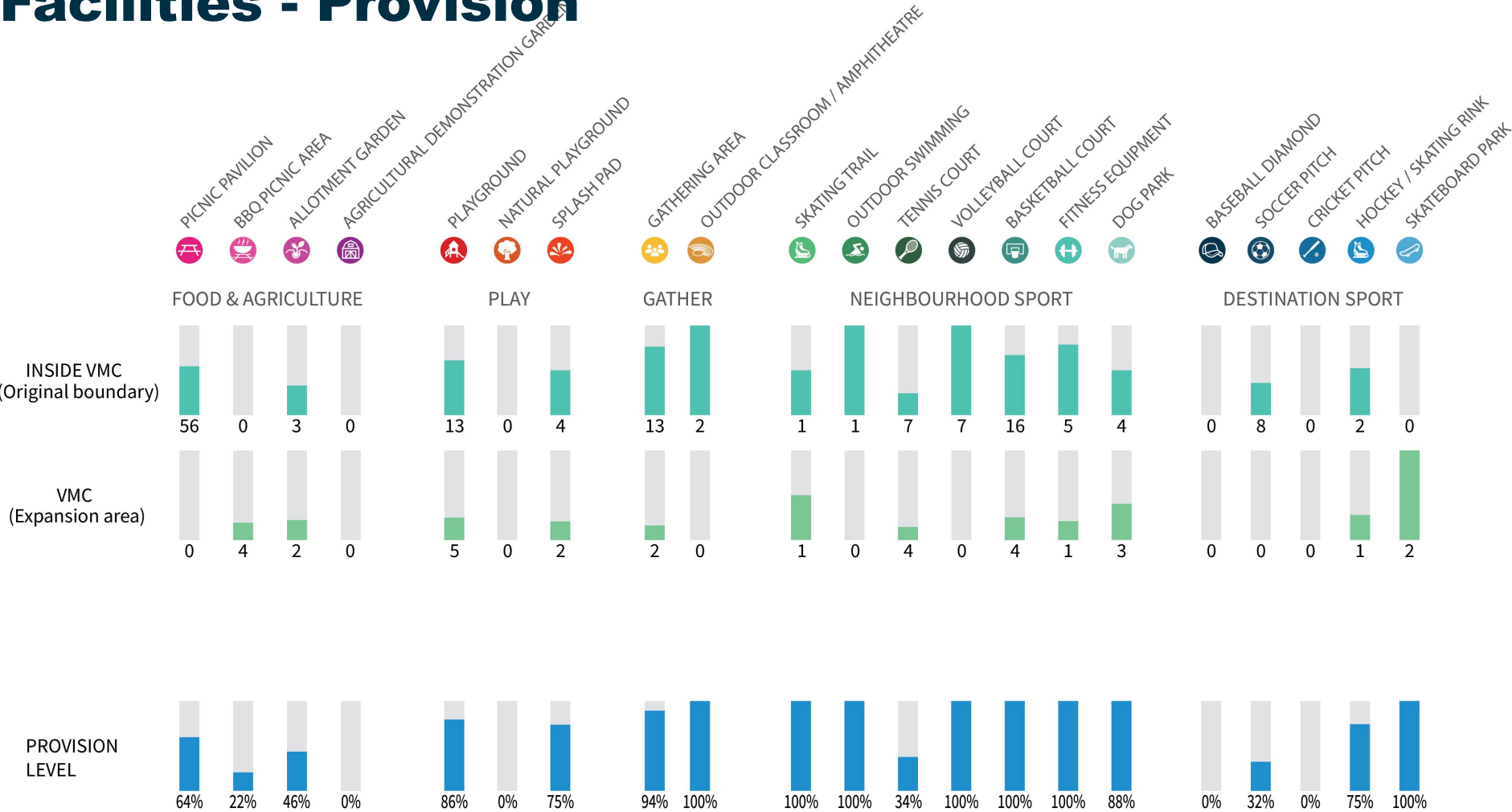
Facilities - Provision



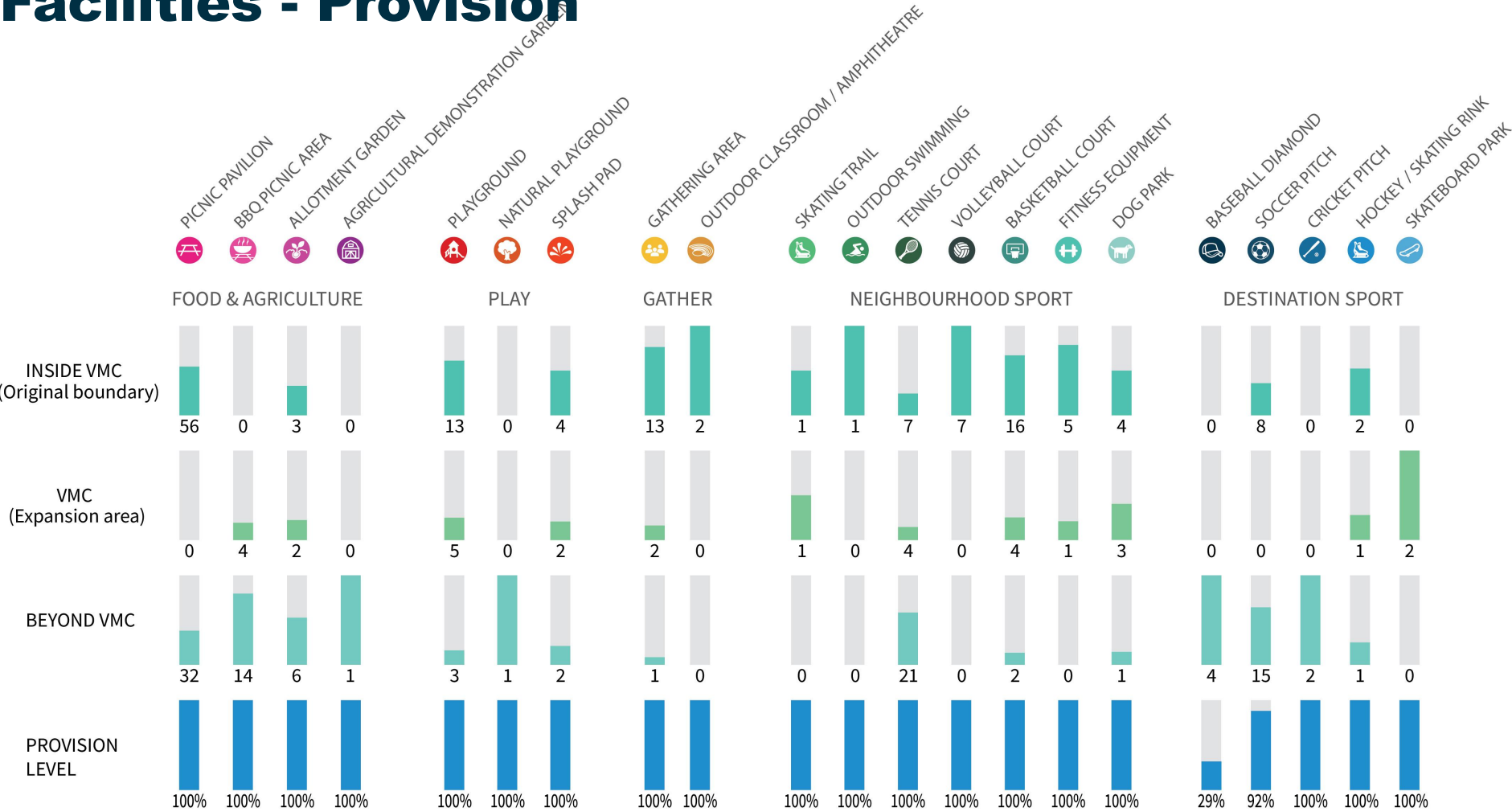
Facilities - Provision



Facilities - Provision



Facilities - Provision



Circulation

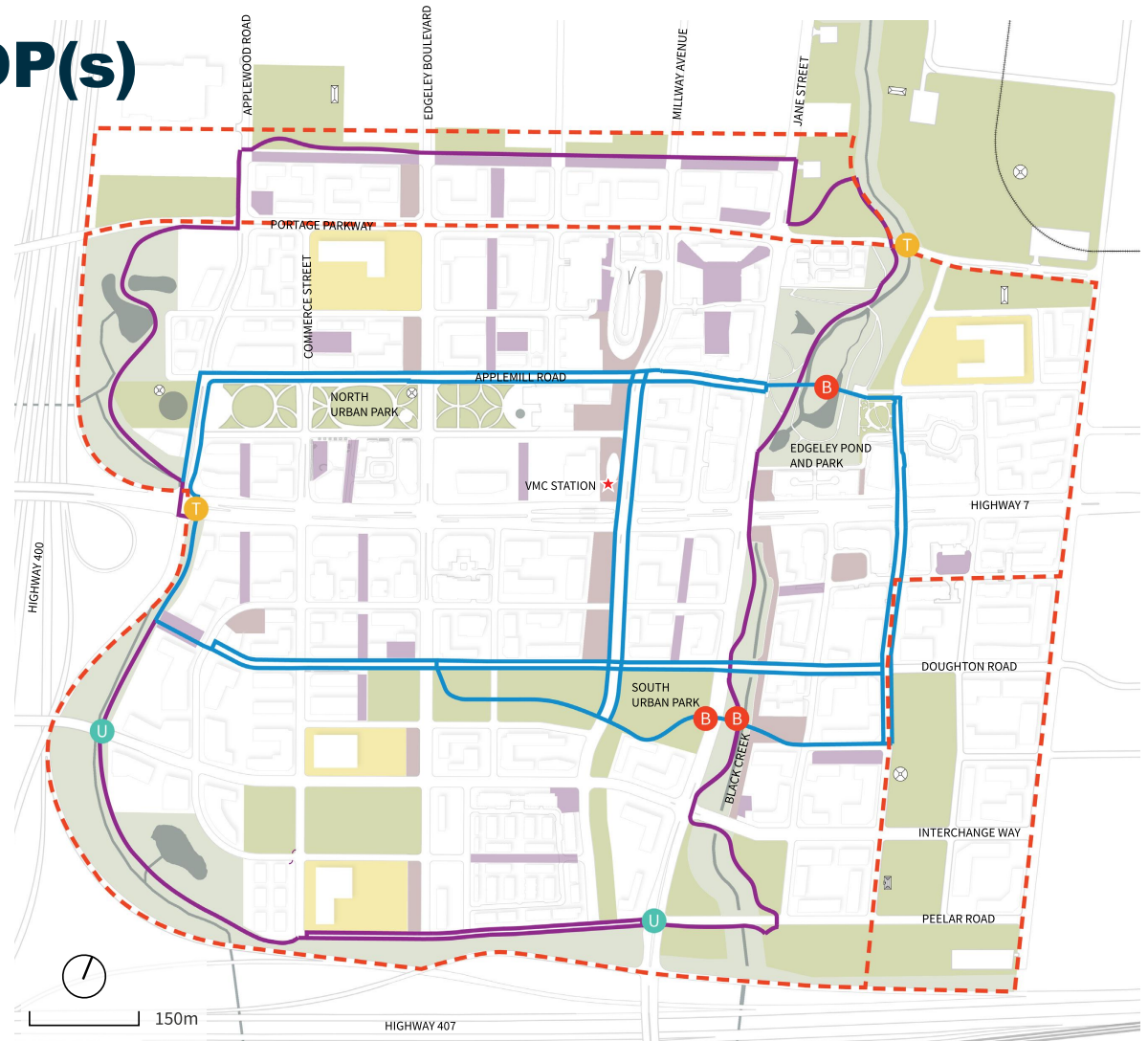


Circulation - The LOOP(s)

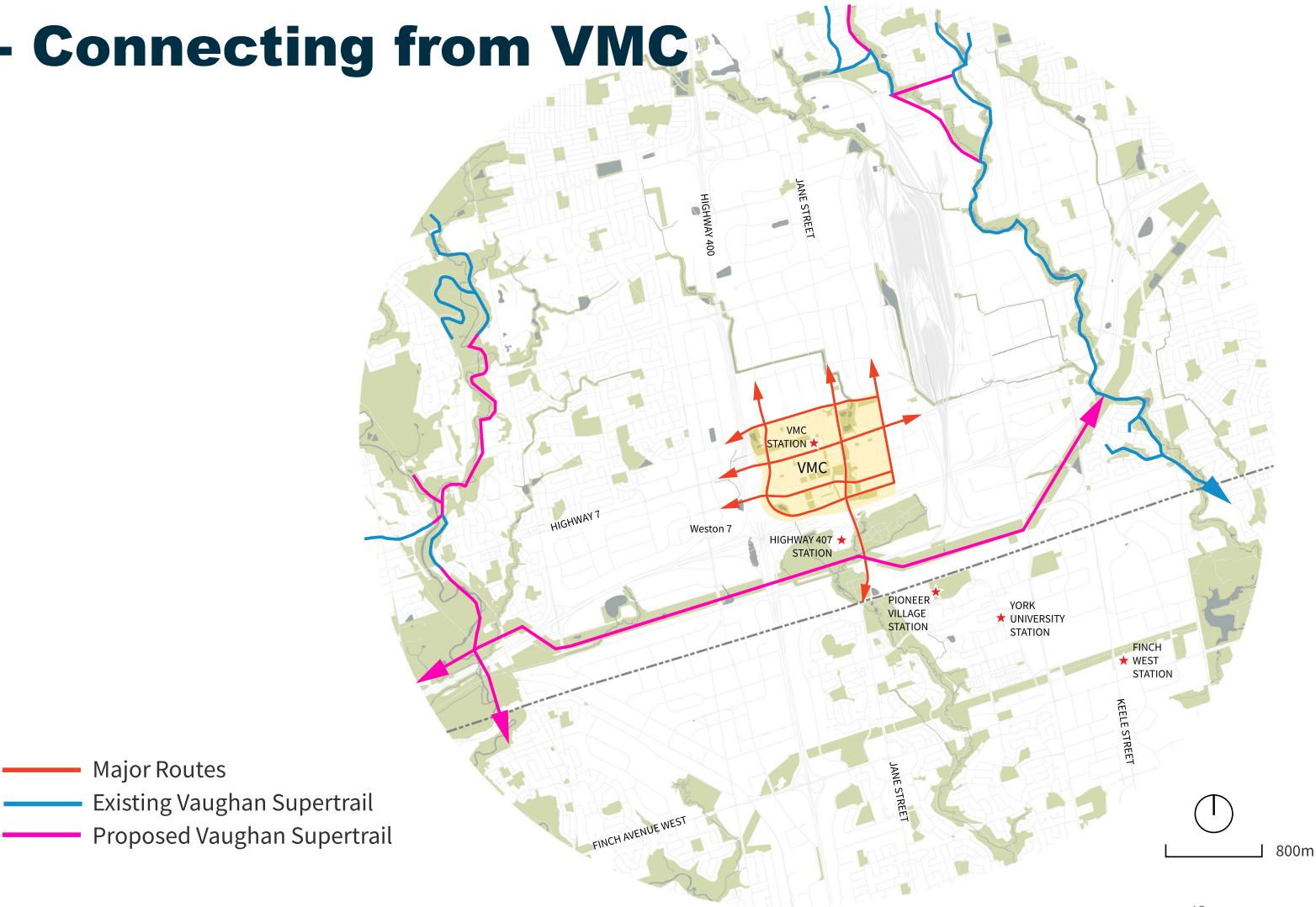
— An Urban LOOP, a 4-km path which features the two Urban Parks and Millway Avenue Promenade.

— An Open Space LOOP, a 6-km path which connects all of the VMC's Environmental Open Space.

- B Bridge
- T Tunnel
- U Underpass



Circulation - Connecting from VMC



Connecting from VMC

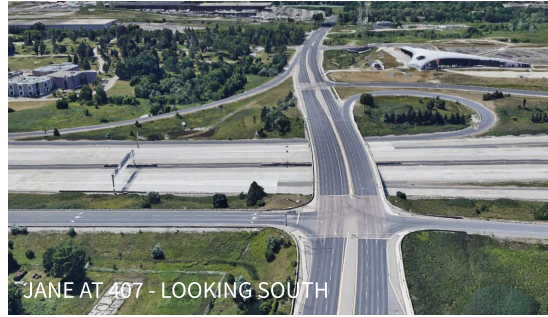
The Master Plan will recommend a safe, convenient connection for pedestrians and cyclists over Highway 407, not only to access potential parks, but to connect the VMC to the planned Vaughan Supertrail and the many open spaces in the Humber River, Black Creek and West Don River greenways.



- Existing Trail
- Proposed Trail
- 1 MTO Lands
- 2 Black Creek Pioneer Village North Lands
- 3 Beechwood Cemetery

Connecting from VMC

- The Jane Street Bridge is not currently designed for pedestrians or cyclists.
- Options for a crossing include:
 - A typical bike lane and sidewalk beside the road.
 - A completely separated pedestrian and bicycle crossing.



JANE AT 407 - LOOKING SOUTH



JANE AT 407 - LOOKING SOUTH



BIKE LANE & SIDEWALK



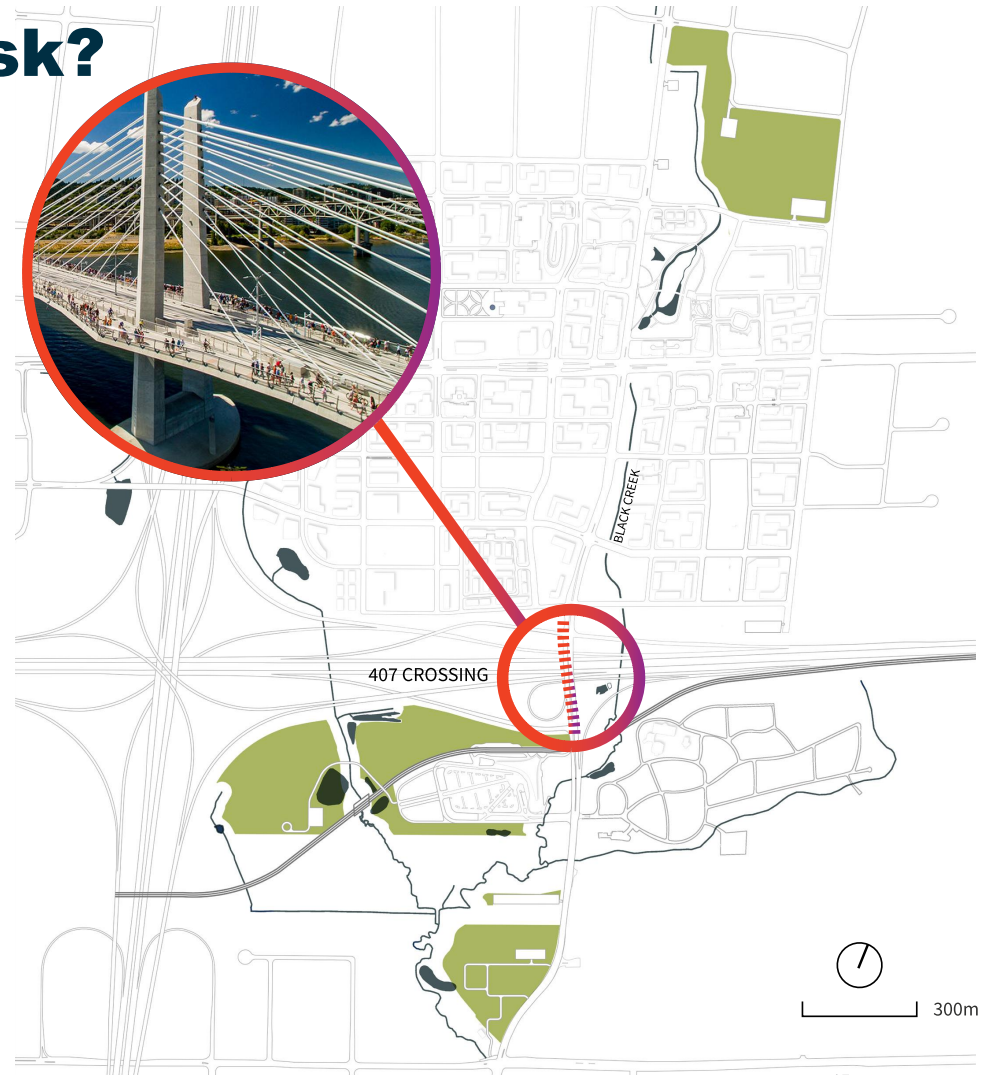
SEPARATED BIKE & PEDESTRIAN CROSSING

Circulation - What Did We Ask?

?

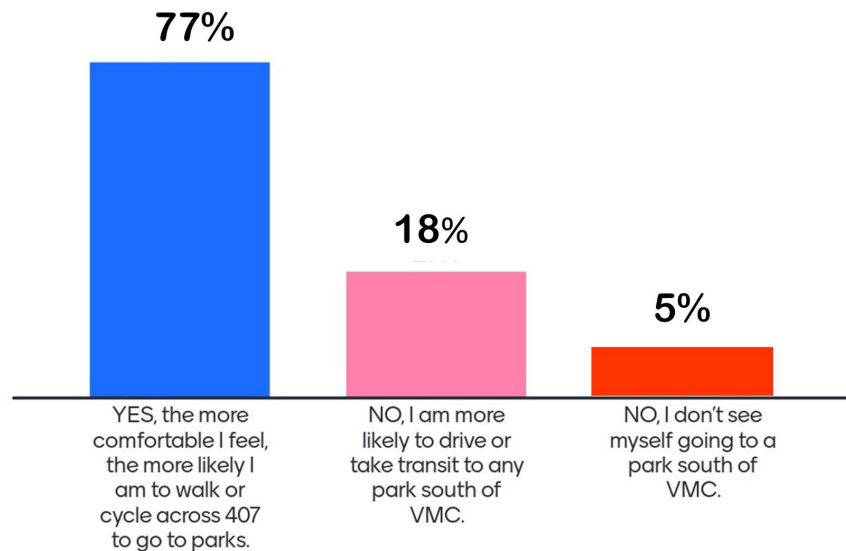
Will the comfort and safety of a crossing over Highway 407 affect whether you will walk or cycle to parks and open space south of VMC?

1. Yes, the more comfortable I feel, the more likely I am to walk or cycle across 407 to go to parks.
2. No, I am more likely to drive or take transit to any park south of VMC.
3. No, I don't see myself going to a park south of VMC.



Circulation - What Did We Hear?

Will the comfort and safety of a crossing over Highway 407 affect whether you will walk or cycle to parks and open space south of VMC?



Master Plan vs. Assessment

1

DEVELOPMENT TRENDS SUGGEST THE VMC WILL BECOME ONE OF THE MOST DENSE AREAS IN NORTH AMERICA.

2

IT IS CRITICAL TO PROVIDE ADDITIONAL PARKLAND IN OR NEAR THE VMC.

3

PROVIDING REQUIRED RECREATIONAL FACILITIES DEMANDS CAREFUL PLANNING.

4

CONNECTING THE VMC TO OPEN SPACE SOUTH OF HIGHWAY 407 IS IMPORTANT.

5

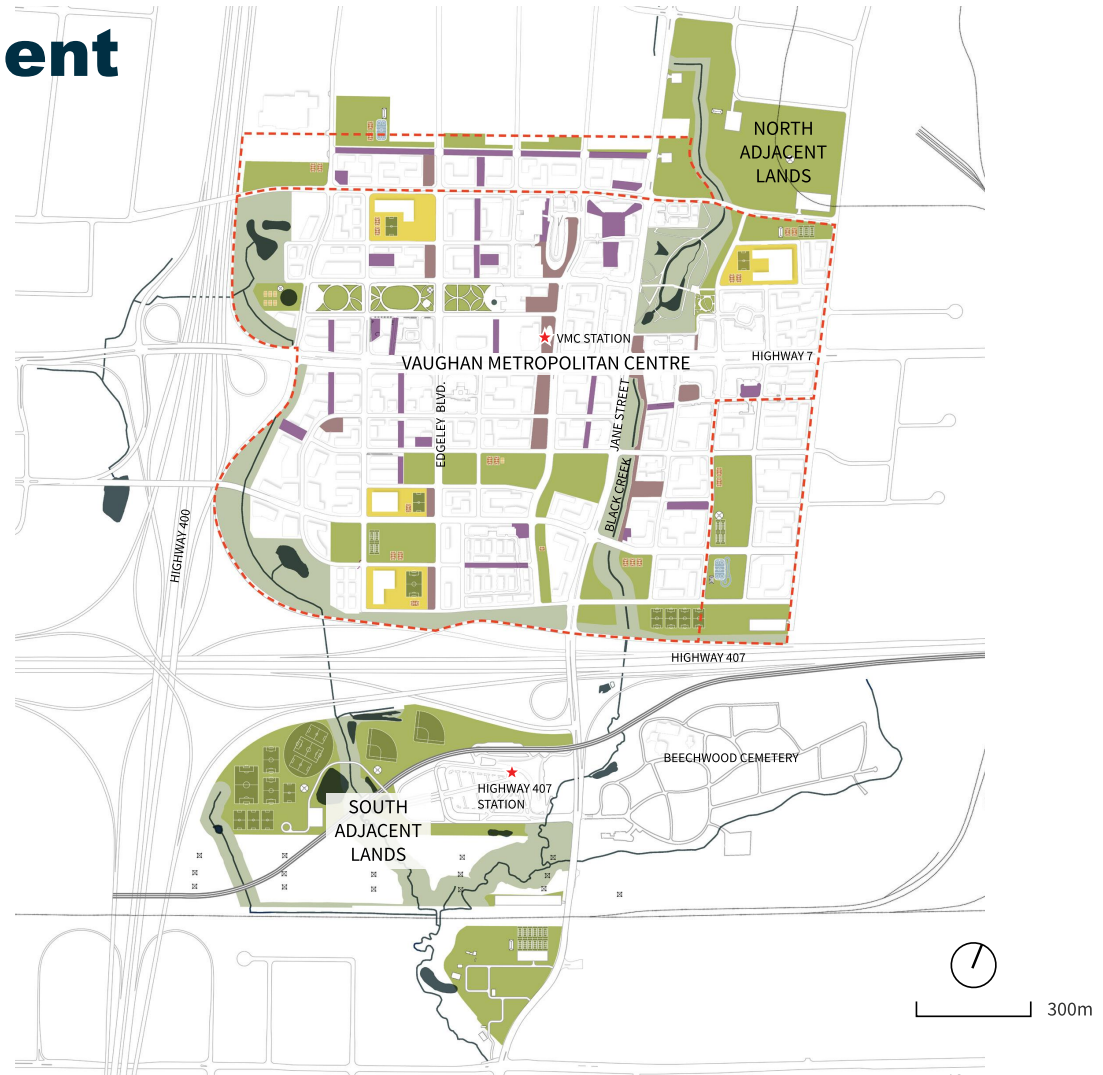
DEVELOPMENT OF PARKS AND OPEN SPACES MUST CONTINUE TO REFLECT PLANNING GOALS.



Master Plan vs. Assessment

1 DEVELOPMENT TRENDS SUGGEST THE VMC WILL BECOME ONE OF THE MOST DENSE AREAS IN NORTH AMERICA.

- Master Plan focused on evaluating impact on public realm of increased density and strategies for ensuring that original Council goals respecting complete communities can be realized.



Master Plan vs. Assessment

2 IT IS CRITICAL TO PROVIDE
ADDITIONAL PARKLAND IN OR
NEAR THE VMC.

Active Parkland

- Assessment Report identified **0.4 hectares/1000 residents** as provision level to meet original SP minimum target and establish VMC as Growth Centre leader.
- Based on current development trend projection of 128,000 residents, the projected Master Plan provides active parkland as follows:
 - 22 ha or **0.17 ha/1000 residents** in original VMC area.
 - 13 ha in expanded VMC area, for a total of 35 ha or **0.27 ha/1000 residents**.
 - 40 ha in North and South adjacent parks, for a total of 75 ha or **0.58 ha/1000 residents**.

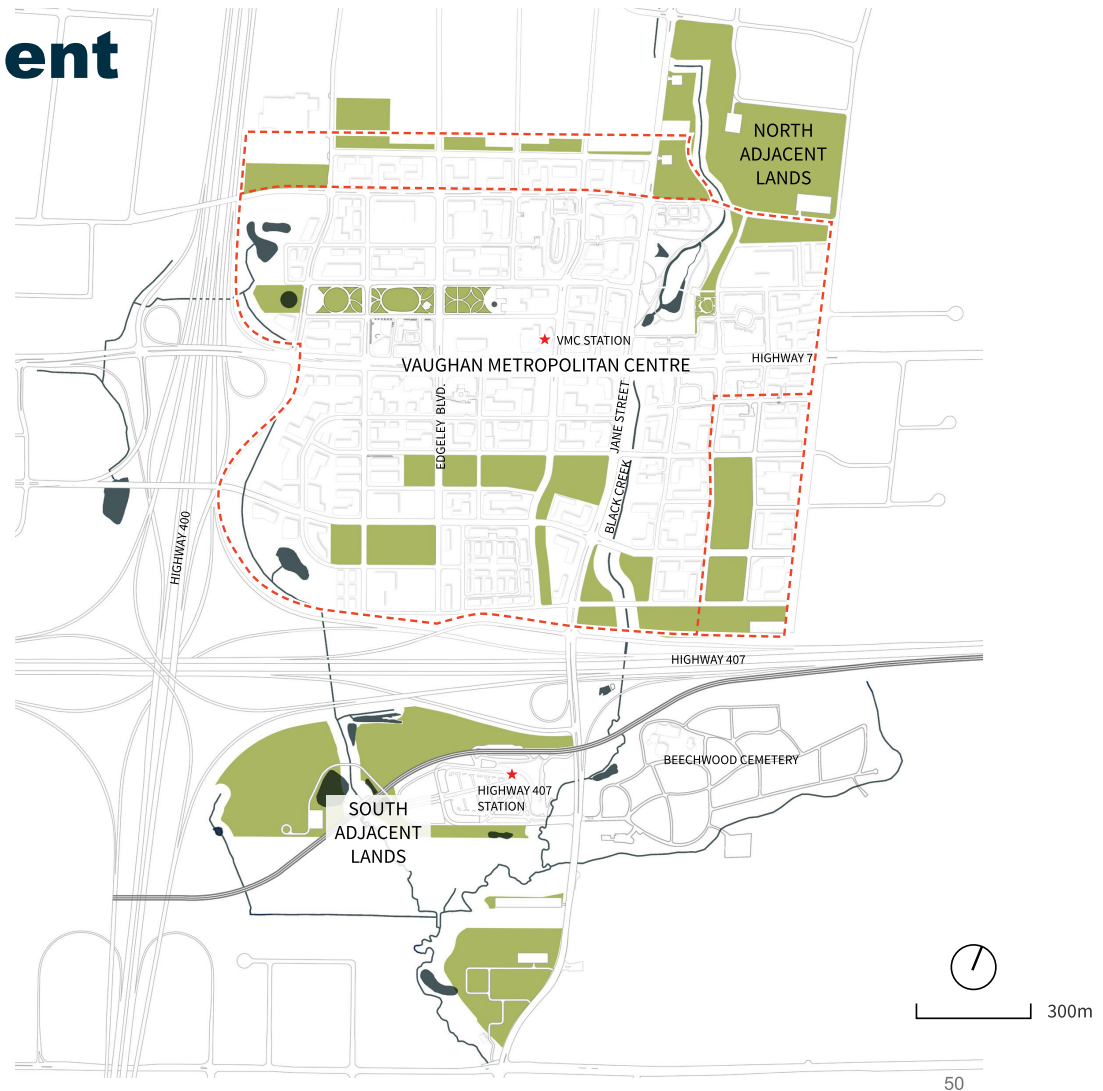


Master Plan vs. Assessment

2 IT IS CRITICAL TO PROVIDE
ADDITIONAL PARKLAND IN OR
NEAR THE VMC.

Active Parkland

- If current development trends are permitted to continue:
 - A minimum of 13 hectare of active parkland is required in Expansion Areas.
 - A minimum of 40 hectares of active parkland is required in areas adjacent to the VMC to provide adequate parkland and facilities.
- Slowing development trends in the VMC might reduce or delay the need to acquire additional parkland adjacent the VMC, and place less pressure on parkland within VMC.

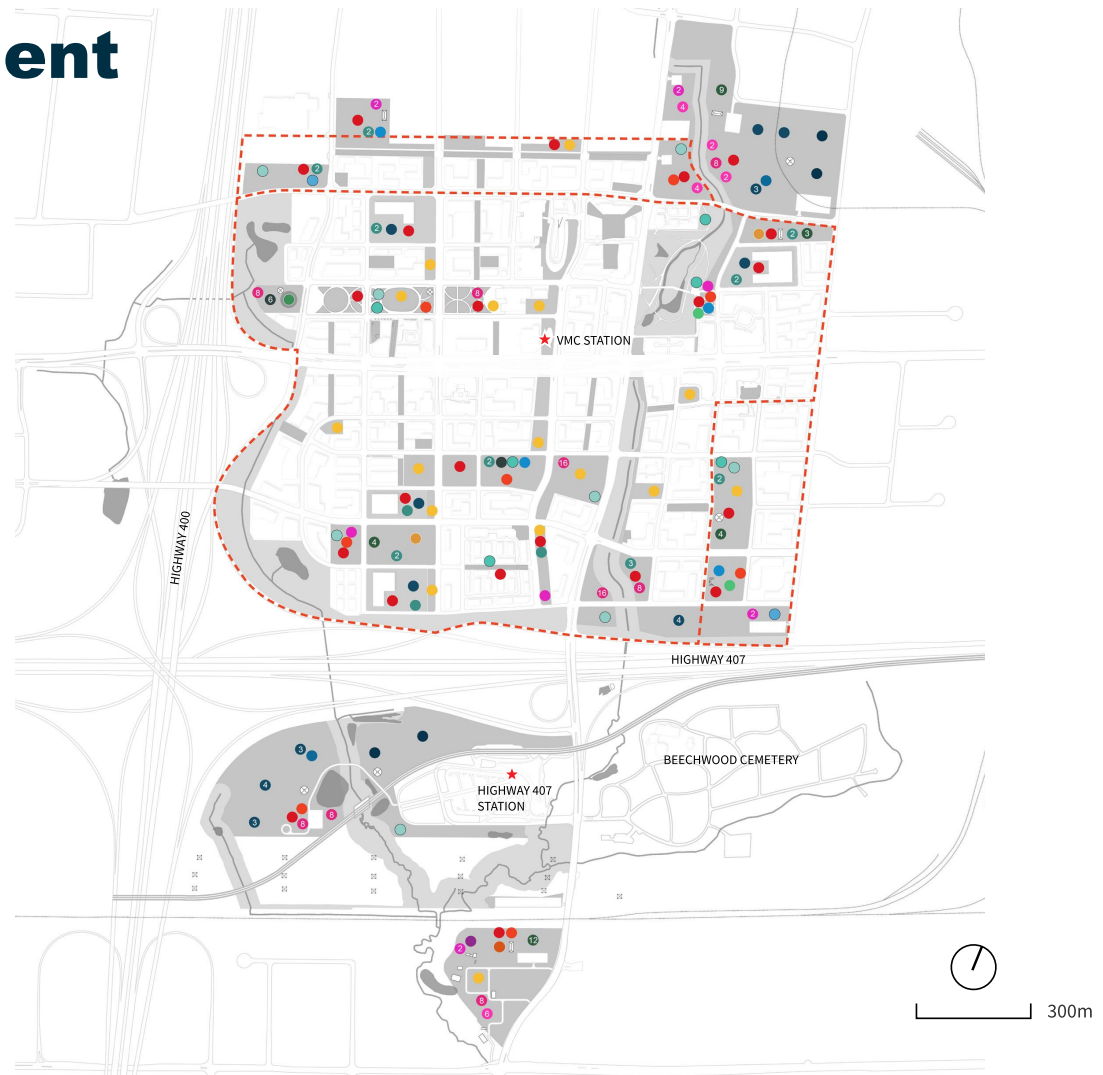


Master Plan vs. Assessment

3 PROVIDING REQUIRED RECREATIONAL FACILITIES DEMANDS CAREFUL PLANNING.

Facilities Provision

- Master Plan provides for key 'urban living' facilities with expanded VMC area.
- Addition of significant active parkland adjacent the VMC is required to allow for the majority of larger sports facilities to be provided.
- Full provision of all required facilities will likely require a wider district approach taking into account other intensification areas.
- Slowing development trends in the VMC might reduce or delay the need to acquire parkland for facilities adjacent the VMC.

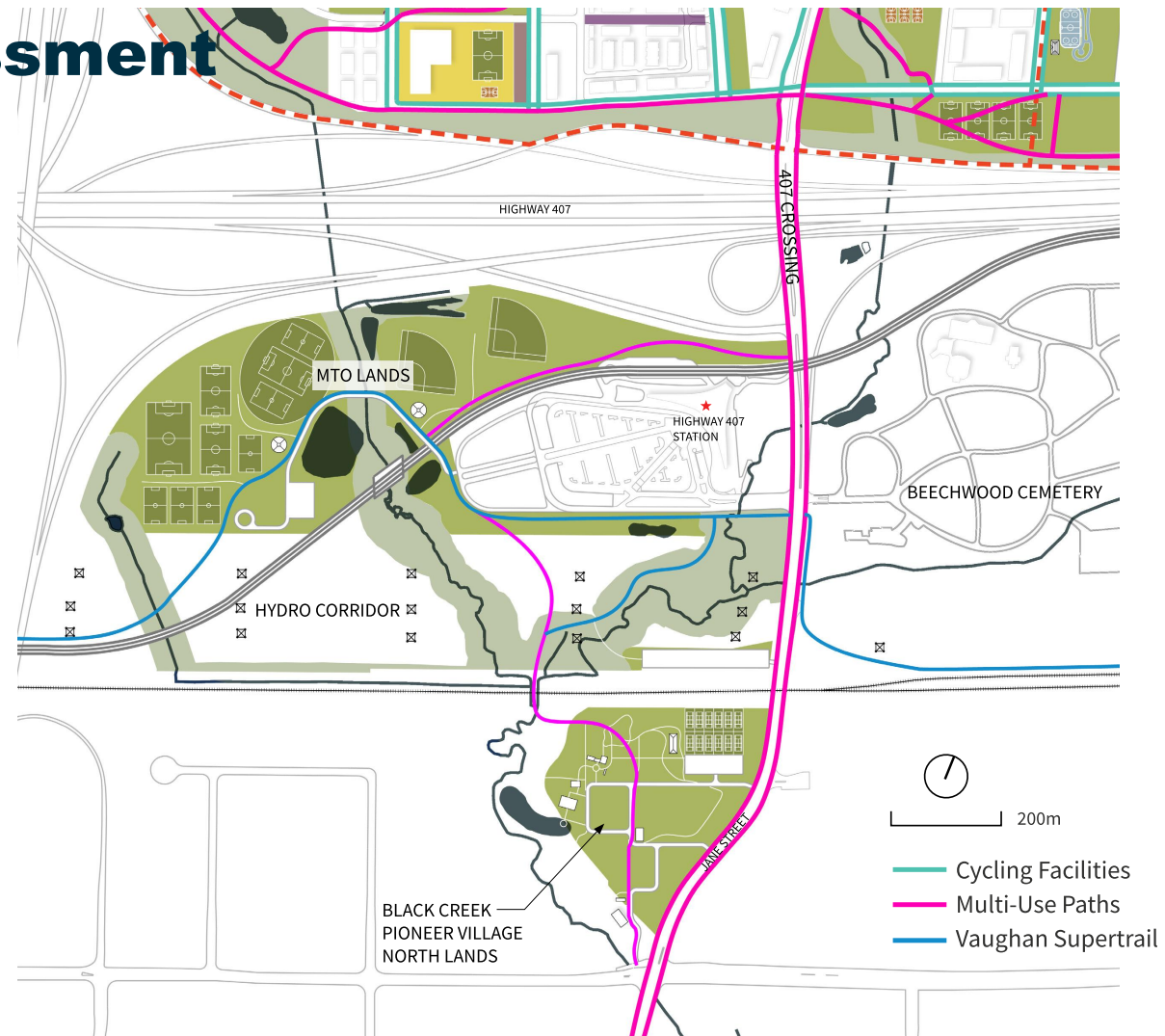


Master Plan vs. Assessment

4 CONNECTING THE VMC TO OPEN SPACE SOUTH OF HIGHWAY 407 IS IMPORTANT.

Connection Across 407

- Identify significant opportunities for parks and open space south of the VMC.
- Recommend a dedicated pedestrian and cycling connection across Highway 407 as a key strategy to expand VMC public realm.

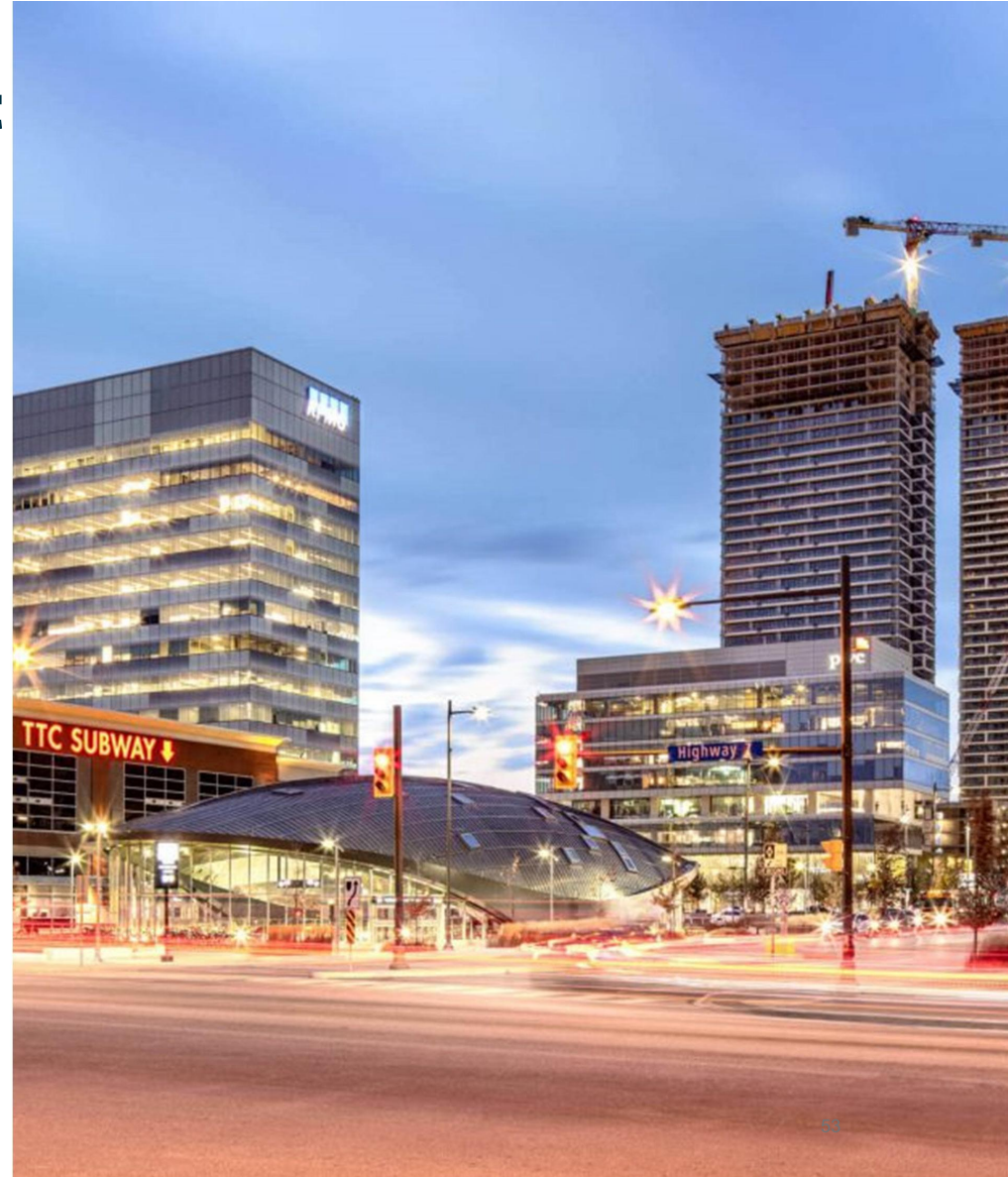


Master Plan vs. Assessment

5 DEVELOPMENT OF PARKS AND
OPEN SPACES MUST CONTINUE
TO REFLECT PLANNING GOALS.

VMC Secondary Plan

- “To overcome the VMC’s industrial and highway setting, the Secondary Plan proposes naturalized open spaces, parks and streetscapes that will establish an attractive setting for development. It calls for the creation of complete neighbourhoods within the VMC to support vitality in the future downtown core.”
- Council had a clear vision for a walkable, green, vibrant and beautiful downtown - need to preserve this vision.



Master Plan vs. Assessment

5

DEVELOPMENT OF PARKS AND
OPEN SPACES MUST CONTINUE
TO REFLECT PLANNING GOALS.

When it comes to the transformation underway in the VMC, what has you most excited?

Key Themes from Public

- Safe, convenient, accessible pedestrian and cycling connections to public space are essential.
- New urban parks should balance green space and facilities to allow both individuals and communities to flourish in an urban environment.
- Certain spaces, like Millway Promenade and South Urban Park, should support the urban uses that create vitality in a downtown.



Master Plan - Next Steps

- Major focus of Implementation Phase will be to provide recommendations to ensure that parks and open spaces open on a timeline that is in step with development.
- Signage and wayfinding component will be developed.
- Master Plan will be going to the DRP in November.



Black Creek Renewal and Edgeley Pond & Park

June 8, 2021

Design Vision

The Black Creek Renewal and Edgeley Pond & Park will act as catalysts for the VMC by supporting its dynamic and fast-paced transformation through innovative ecologically-sensitive stormwater management design, creation of unique spaces, and the seamless integration of parkland amenities where VMC residents and visitors can interact, learn, play, and grow.



Design Principles

The Black Creek Design is based on the following guiding principles:

1. Re-align and Reconstruct the Black Creek Corridor
2. Minimize Flooding Impacts to Adjacent Properties
3. Create an Iconic VMC Park
4. Implement a Public Realm
5. Establish Habitat and Enhance Ecology
6. Create New Connections and Opportunities
7. Celebrate Stormwater
8. Educate and Inform



Components

1. Edgeley Pond & Park
2. Highway 7 Culvert Improvements
3. Black Creek Renewal

Edgeley Pond & Park



Looking North from future plaza north of Hwy. 7
(Post Development)



Black Creek Renewal



Project Delivery Model

The Black Creek Renewal and Edgeley Pond & Park project will leverage the Design-Build project delivery model. Key benefits to expedite project timelines include:

1. Land Acquisition Activities in Advance of Detailed Design Completion
2. Construction Commencement in Advance of Detailed Design Completion
3. Risk Transfer to Mitigate Potential Constructability Claims to the Design-Build Contractor



Project Engagement

1. Project Management
2. Corporate Communications
3. Stakeholder Meetings
4. Public Information Centres
5. Design Workshops
6. VMC Sub-Committee/Council



Project Progress

- Edgeley Pond & Park Design Completed and Circulated for Approval Agencies Review
- Black Creek Renewal Technical Advisory Consultant Retained and Commenced Design Activities
- City of Vaughan Partnering with The Region of York to Advance the Highway 7 Culvert Improvements



Targeted Milestones

Technical
Investigation
Completion

Summer 2021

30%
Technical Design
Completion

Winter 2022

Land
Acquisition
Commencement

Spring 2022

Design-Build
Contractor
Award

Fall 2022

Construction
Commencement

Spring 2023

Thank You.



DOWNTOWN

vaughan

METROPOLITAN CENTRE

VMC Marketing Report

VMC Sub-Committee
June 8, 2021

Background

The marketing and business development tactics presented here were delivered May 2020 – May 2021 and are intended to drive branding and awareness-building of the VMC in support of the landowners' efforts to secure large anchor tenants to catalyze the development of new office buildings.

Programs and tactics have been adjusted to align with the changing office real estate market and the City's Covid-19 response.

Primary target market

- Greater Toronto Area-based companies with expanding office needs.
- Business executives, corporate real estate executives, commercial realtors and brokers, and site selection professionals.

Advertising and paid editorials

- National Post and InnovatingCanada.ca advertorial
- RENX Ads and sponsored content
- CoreNet Canadian Chapter newsletter ads
- Urban Toronto sponsored article



RENX DAILY NEWSLETTER

RENX's 2020 summer commercial real estate review

Labour Day has passed, and fall is here. That means it's time for us to play some catch-up on the commercial real estate scene across Canada. We present the 2020 version of RENX's annual Summer Real Estate Review.

The Bay's heritage building in Montreal is for sale

The Bay's flagship store and heritage building located on Sainte-Catherine Street in downtown Montreal is for sale. The store will remain open and will occupy two floors and the basement leaving 400,000 square feet of loft office space on floors 3 to 6.

Sublease office space climbs in Toronto, Vancouver

Space available for sublease in downtown Toronto nearly tripled to 1.7 million square feet in August from the end of 2019 according to Aaron Young, pushing the office vacancy rate to 3.2 per cent downtown, up from 2.1 per cent in January.

Artis REIT to spin-off retail holdings into \$819M entity

Artis Real Estate Investment Trust (NYSE:AREIT) says its board of trustees has approved a spin-off of its Canadian retail properties into a new REIT, with up to 42 properties comprising 2.9



Anne Papineau

The suburban office is a trend that's gaining traction across North America. As more residents migrate to the suburbs, more and more small- and medium-sized enterprises (SMEs) are finding adjacent or alternative to a traditional downtown office.

A couple of key drivers are behind this trend, as identified in two new emerging trends in real estate 2020 report. One is transit-oriented development. "This is about creating great real estate around transit hubs, for people to live, work, and play," says Frank Magliocco, National Real Estate Leader at PwC Canada.

The other recent driver is COVID-19. "Many of the executives we spoke to told us that people currently feel more comfortable working from home or from a suburban office than getting on a congested transit system and charging down into a very dense area," says Magliocco.

Easy access to highways and public transit
The Vaughan Metropolitan Centre (VMC) is an example of a transit-oriented suburban

mode, offering a blend of subway and bus rapid transit — plus easy highway access to the 400, 407, and Highway 7 — the VMC is poised to become the financial, innovation, and cultural centre of Vaughan.

Vaughan is a city of choice and a place where people feel confident investing," says Vaughan Mayor Maurizio Bevilacqua. "Even in a global pandemic, the VMC — our emerging downtown core — continues to be the largest and most ambitious city building project in the city's history. The VMC's ongoing growth contributes to Vaughan's ongoing success and is forging our path to a strong and resilient recovery."

The VMC's convenient transit access and strategic location were critical factors in PwC's decision to open an office there in November 2019, just prior to the pandemic. "A group of our workforce resides outside of the Greater Toronto Area and found the commute to the downtown office a challenge, plus a lot of our clients are in this area and we wanted to be closer to them," says Magliocco.

The perks of an 18-hour city cycle
Whether opting to move entirely to a suburban office or to be part of a "hub-and-spoke"

system with both a main corporate downtown office and a suburban satellite office, U.S. businesses are embracing suburbanization at an accelerated pace.

"It's not the cities like New York, Los Angeles, or Chicago with strong, vibrant 18-hour suburban areas like Austin, Texas, or Raleigh, that are attracting people, resulting in more jobs and more offices in these centres," says Magliocco.

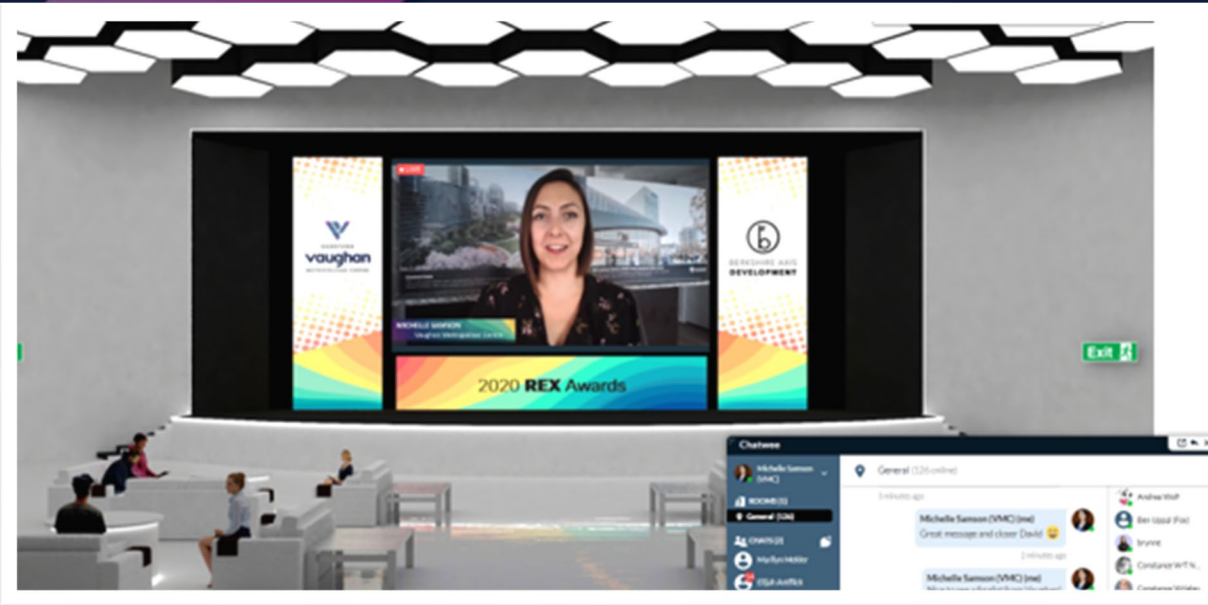
While the trend hasn't taken off in Canada yet, Magliocco expects that we'll see more transit-oriented suburban centres in the future. "Judging by the record growth in low-rise housing in the latter parts of 2020 and early 2021, I think we'll see more people like Vaughan," he says. "These are communities with an urban feel, not just with jobs, but everything else people in the community need, like great restaurants, outdoor recreation, arts, culture, and entertainment."

What factors should go into a business decision to open a suburban office? "You want to be cost competitive, so at the end of the day you've got to be near clients, near talent, and near good transit," says Magliocco.

Business and Real Estate Events

- ULI Vaughan Rising webinar
- NAIOP REX Awards
- Urban Economy Forum
- CoreNet REMmy Awards
- PEO Leadership Conference
- The Way Forward Webcast
- LandPRO and Post-Conference webinar







cityofvaughan • Following

cityofvaughan Reminder: today is the last day to participate in the online self-guided Public Open House that will help shape the future of Vaughan's downtown core. Visit vaughan.ca/VMCPlan to get involved and inform the next phases of the City's VMC Secondary Plan.

7w



Liked by david.f.dib and 61 others

MARCH 23

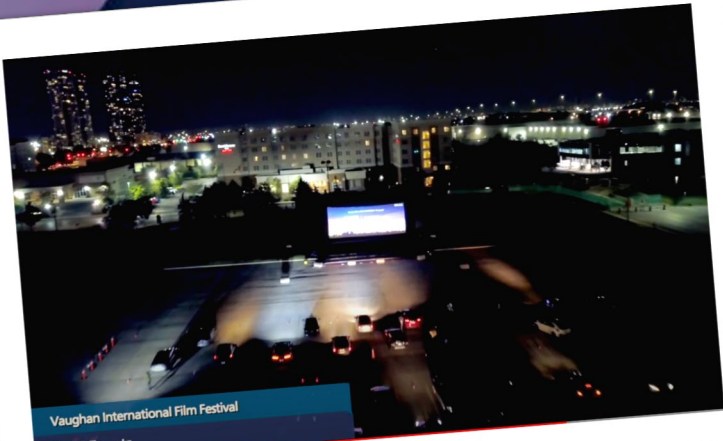
Add a comment...

Content Marketing

- VMC microsite update
- 360 Degree Virtual Tour update
- Full Build Out Rendering
- VMC Flyer
- New photography
- Up & Coming Neighborhoods: VMC
- Celebrate Vaughan Magazine
- Vaughan Rising Podcast
- CSC communications products



Arts and Cultural Programming



- Italian Contemporary Film Festival (ICFF)
- Architettura and Design
- Music in the Square
- Vaughan Film Festival
- Next Stop Music and Food Festival
- Culture Days
- Halloween Night of Lights
- Winter Wonderful
- Holiday Night of Lights



Outcomes since May 2020

- A reach of more than **1.2 million** members of the business community and general public through the National Post and InnovatingCanada.ca campaign.
- More than **290,000** impressions on the RENX sponsored article.
- More than **111,000** impressions on the RENX website and newsletter.
- More than **22,000** impressions in the CoreNet Canadian Chapter Newsletter.
- A **top viewed** article on Urban Toronto for November 2020 with **4,894** views.



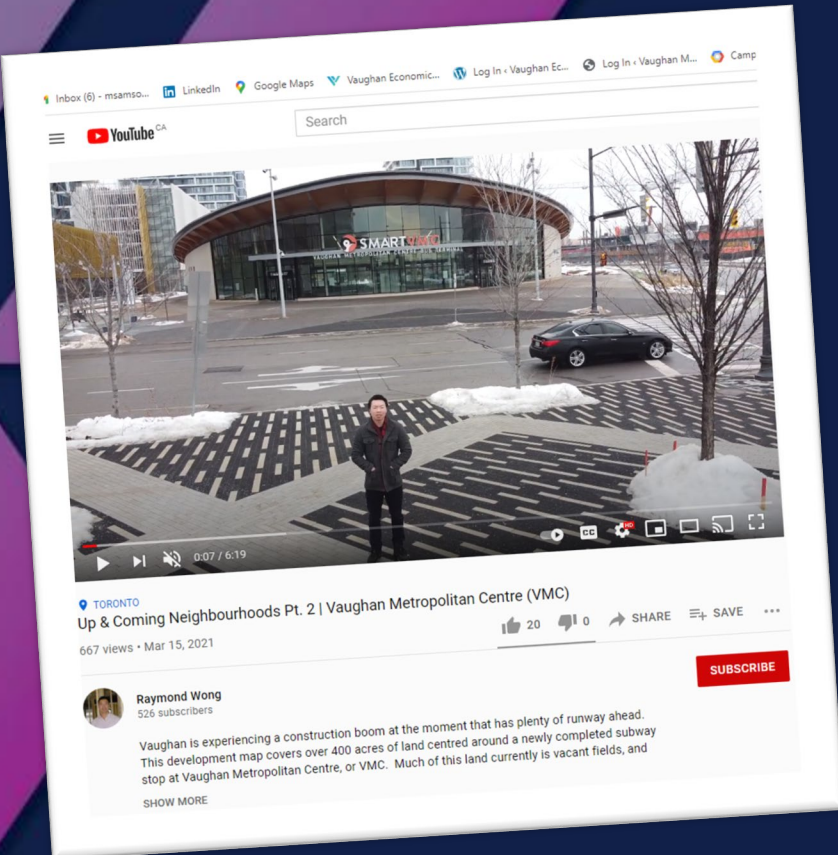
Outcomes since May 2020

- Exposure to **3,455** event attendees around the world.
- **Positive media coverage** in the Toronto Sun and Hamilton Spectator after the ULI Vaughan Rising Webinar.
- Recognition of the VMC as a **best practice** for suburban intensification by the Urban Land Institute and United Nations.



Outcomes since May 2020

- More than **50,000** microsite pageviews.
- **1,100** views of the new VMC 360 Degree Virtual Tour (2020).
- **3,600** views of the previous VMC 360 Degree Virtual Tour (2019).
- **1,400** views of YouTube videos by external partners.
- **1,100** podcast episode downloads.



Outcomes since May 2020

- 14 media products
 - i.e. public service announcements, news releases, Mayor's statements
- 57 social posts
- 14 City Update eNewsletters
- 14 media pitches
- 14 Council eNewsletters





DOWNTOWN

vaughan

METROPOLITAN CENTRE

