

MEMBER'S RESOLUTION

Council Report

DATE: Monday, September 27, 2021

TITLE: VAUGHAN METROPOLITAN CENTRE SMARTCENTRES ACTIVATIONS

FROM:

Councillor Sandra Yeung Racco

Whereas, the Vaughan Metropolitan Centre (VMC) is being developed as the new downtown and an expression of a vibrant urban lifestyle for the City of Vaughan; and

Whereas, the process for developing the VMC is occurring in a phased manner, where partial redevelopment of blocks of lands are underway; and

Whereas, there is an opportunity to animate and activate these partially developed blocks which will provide the citizens of Vaughan with a unique experience; and

Whereas, SmartCentres has commissioned Canadian award winning and international artists to undertake a public mural program for the former Walmart site, located at 101 Edgeley Boulevard in the VMC, which has been reviewed by the VMC Urban Design Review Panel; and

Whereas, the COVID-19 pandemic has minimized opportunities for Vaughan residents to experience safe outdoor activities; and

Whereas, SmartCentres has been providing a temporary active event space since summer 2021, including a food market, night market, drive-in movie theatre and other animating uses within the former Walmart parking lot and Transit Square, to facilitate public enjoyment of the mural program and to activate the immediate location in conjunction with the mural program; and

Whereas, this cultural injection into the VMC will be activated to the end of the year and will be an important and memorable landmark for the City of Vaughan and the VMC,

providing both citizens and visitors with an opportunity to enjoy a unique art installation and a vibrant outdoor food and entertainment event experience; and

Whereas, the installations and activations have been tremendously successful, bringing life and activity to the VMC since the summer, and therefore extending the activations to include various events that will provide a positive and safe outdoor experience until the end of year will continue to activate the temporary event space, creating a memorable landmark for the City of Vaughan and the VMC; and

Whereas, the City of Vaughan Special Events By-law limits special events to 4 consecutive days within a 30 day period ensuring minimal disruption to the quiet enjoyment of the City of Vaughan; and

Whereas, the Director and Chief Licensing Officer, By-law & Compliance has confirmed that the temporary activations and events that have taken place throughout the summer season have not resulted in disruption to the quiet enjoyment of Vaughan the City of Vaughan; and

Whereas, limiting the proposed activities and events would not be conducive to the proposed animation and/or activation programming envisioned for the VMC; and

Whereas, permitting these proposed events will include the appropriate limitations as prescribed within the requirements of the City of Vaughan Special Events By-law and as determined by the Director & Chief Licensing Officer of By-law & Compliance, Licensing and Permit Services, to ensure the safe enjoyment of events and minimize the possibility of disruption to the residents of Vaughan.

It is therefore recommended:

1. That an exemption to sections of the the Special Event By-law shall be permitted to allow for the animation and activation programming within the former parking lot at 101 Edgeley Boulevard and Transit Square, subject to the following conditions:
 - a. That the necessary special event permits be obtained for each event; and
 - b. That the exemption proposed shall only apply to the appropriate sections of the Special Event By-law that limit maximum days, thereby permitting events to begin upon issuance of the Special Event Permit and expire on January 2, 2022; and
 - c. That the proposed events shall only be permitted within the former parking lot at 101 Edgeley Boulevard and Transit Square east of 100 New Park Place; and
 - d. That all activities shall be limited from 8:00 a.m. to 11:00 p.m.; and
 - e. That drive-in movie theatre activities shall occur no more than twice per each week; and

- f. That all food trucks, food vendors and other vendors requiring a Vaughan Business License shall be licensed in accordance with the City of Vaughan Business Licensing By-law; and
 - g. That SmartCentres shall coordinate all activities with the City's Economic and Cultural Development Department; and
 - h. That all activities and events shall comply with all regulatory requirements as prescribed by the Province of Ontario in accordance with the *EMCPA* and *ROA*, and any other applicable legislation; and
 - i. That SmartCentres shall indemnify the City of Vaughan for all activities which occur in association with all the above mentioned activities; and
2. That the Corporate and Strategic Communications department and Access Vaughan be directed to assist with public information efforts for the above-mentioned activation opportunities, specifically to promote the Vaughan Metropolitan Centre as a leading destination for the public to visit, utilizing corporate communications channels.

Attachments

None