

COMMITTEE OF THE WHOLE – NOVEMBER 5, 2007

WINDING-UP THE OPERATIONS OF THE SPADINA-YORK SUBWAY EXTENSION COMMITTEE; AND ESTABLISHING THE VAUGHAN CORPORATE CENTRE PROMOTIONAL ADVISORY COMMITTEE

Recommendation

The City Manager recommends that:

1. The operations of the Spadina-York Subway Extension Committee be wound-up;
2. Council adopt the following resolution:

WHEREAS the Spadina-York Subway Extension Committee was created in 2000 to support and promote the extension of the Spadina Subway from Downsview Station to the Vaughan Corporate Centre;

AND WHEREAS the Committee has functioned as an important inter-municipal, inter-agency and inter-disciplinary forum to identify opportunities, exchange strategic information, initiate supporting studies and plan and coordinate advocacy measures in respect of the subway extension;

AND WHEREAS the required Individual Environmental Assessments have been approved, the necessary federal, provincial and municipal funding has been secured and substantive construction is planned to begin in 2008 to meet a target completion date of 2014;

AND WHEREAS with this successful outcome, the Spadina-York Subway Extension Committee has fulfilled its mandate.

NOW THEREFORE BE IT RESOLVED:

THAT in light of the impending commencement of construction of the Spadina Subway Extension, it is now appropriate to wind-up the operations of the Spadina-York Subway Extension Committee;

AND THAT the Council of the Corporation of the City of Vaughan expresses its appreciation to all members of the Spadina-York Subway Extension Committee and their originating organizations, both past and present, for their support and contributions to the work of the Committee;

AND THAT this resolution be forwarded to all members of the Spadina-York Subway Extension Committee.

3. The Vaughan Corporate Centre Promotional Advisory Committee be created as a Non-Statutory Advisory Committee to advise and assist Council in the marketing and promotion of the Vaughan Corporate Centre and vicinity as a key development area in the City of Vaughan;
4. The draft Terms of Reference set out in paragraph f) below for the operation of the Corporate Centre Promotional Advisory Committee be approved, subject to the appointment of the Committee members;

5. Four (4) members of Council be appointed to serve on the Committee, along with the Mayor in an ex-officio capacity;
6. The Council representatives on the Committee establish non-Council candidates for membership on the Committee and that such recommended non-Council members be ratified by Council as the basis for finalizing the Terms of Reference.

Economic Impact

There will be no economic impact as the proposed Vaughan Corporate Centre Promotional Advisory Committee will supplant the existing Spadina-York Subway Extension Committee. Ultimately, promotional campaigns and budgets resulting from the work of the Committee will require Council approval.

Communications Plan

Media releases will be sent out upon appointment of the members of the Vaughan Corporate Centre Promotional Advisory Committee.

Purpose

This report has two purposes. The first is to recommend that the Spadina-York Subway Extension Committee end its operations in recognition of the completion of its mandate; and that a resolution be adopted by Council expressing its appreciation to the members of the Spadina-York Subway Extension Committee for their work and support over the years. The second purpose is to recommend the creation of the Vaughan Corporate Centre Promotional Advisory Committee as a Non-Statutory Advisory Committee to advise and assist Council in the marketing and promotion of the Vaughan Corporate Centre and other areas adjacent to station sites along the route of the Spadina Subway Extension.

Background – Analysis and Options

a) Origin

On October 1, 2007, Committee of the Whole considered a report from Councillor Sandra Yeung Racco. It recommended that the City Manager prepare a report on:

- a) Ending the operations of the Spadina-York Subway Extension Committee; and
- b) The creation of a Vaughan Corporate Centre Promotional Advisory Committee.

This recommendation was approved by Committee and ratified by Council on October 9, 2007. This report has been prepared in response to the direction of Council.

b) The Spadina-York Subway Extension Committee

The Spadina-York Subway Extension Committee was created by Vaughan Council on May 8, 2000 and it held its first meeting that fall. It was formed as a Non-Statutory Advisory Committee for the purpose of supporting the extension of the TTC's Spadina Subway line from Downsview Station to the Vaughan Corporate Centre. The Committee provided its members with an important inter-municipal, inter-agency and interdisciplinary forum to identify problems and opportunities, exchange strategic information, initiate supporting studies and plan and coordinate advocacy measures.

It was initially composed of representatives from the Councils of the City of Vaughan (2), York Region (2) and the City of Toronto (2), and from York University (1). It was later expanded to include the Regional Chair and the Mayor of the City of Barrie. On June 27, 2005 Council further increased the membership to fifteen through the addition of representatives from: the Universal Workers Union Local 183; Parc Downsview Park Inc.; Carpenters & Allied Workers Local 27; the York Region Rapid Transit Corporation; Smart Commute – North Toronto, Vaughan; and GO Transit.

Progress over the years has been consistent and gratifying. The required Environmental Assessments have been completed and approved and the funding arrangements for the subway extension are being implemented. The construction phase will begin in 2008 and it is expected that the line will be opened in 2014. As such, the work of the Spadina-York Subway Extension Committee has essentially been completed. For this reason it is recommended that the operations of the Committee be wound-up.

It is also recommended that Council adopt a resolution expressing its appreciation to the members of the Spadina-York Subway Extension Committee for their commitment, support and leadership over the years.

c) The Vaughan Corporate Centre Promotional Advisory Committee

The construction of the subway extension will make the Vaughan Corporate Centre and area an increasingly attractive destination for business and residential uses. The City should be in a position to maximize the opportunities presented by the planned and approved investments in transportation infrastructure and by the existing and emerging planning policies for the area.

It has long been understood that the Vaughan Corporate Centre will be the focus of major development for the City of Vaughan, the Region of York and the Greater Toronto Area. This is reflected in the City's Official Plan (OPA No. 500, The Vaughan Corporate Centre Secondary Plan, described as the city's "Downtown"), the Regional Official Plan (described as a "Regional Centre") and the Province's *Places to Grow* plan (described as an "Urban Growth Centre"). Also, in recognition of the impending construction of the subway extension, the City will be reviewing its official plan policies for the Corporate Centre starting in 2008.

The land use policy has been reinforced by a commitment to major investments in rapid transit infrastructure that will provide the Corporate Centre and area with an exceptional level of service. This includes the Spadina Subway Extension; the Bus Rapid Transit Service along Highway 7 (Viva, Phase 2); and the initiation of a Class Environmental Assessment for the Highway No. 407 Transitway, which will initially terminate at the Transitway Subway Station, just south of the Corporate Centre.

Planning policy and infrastructure investment are rapidly converging to provide the foundation for a major centre. This gives the City a unique opportunity to build a downtown core area that can evolve over time and provide jobs and residences in a compact, attractive, pedestrian-friendly urban environment. One of the keys to achieving this objective will be the marketing and promotion of this vision to all who might build, live, work or invest in the Corporate Centre with the goal of attracting high quality development, in accordance with the City's Official Plan.

Securing this type of development is a corporate objective. Section 4 of Vaughan Vision 2007, "Planning and Managing Growth" recognizes the importance of promoting and encouraging investment in the Vaughan Corporate Centre. Developing a marketing strategy for the VCC is also identified as a priority.

Therefore, it is recommended that the “Vaughan Corporate Centre Promotional Advisory Committee” be created. Its purpose will be to provide advice to Council in initiating, planning and implementing programs and campaigns that will promote the development of the Corporate Centre and area, in accordance with the City’s policies and objectives. Through its promotional work, this committee will build on the opportunities provided by the supportive planning policies and the strategic infrastructure investments.

d) Area of Responsibility

It is noted that the Committee’s proposed mandate extends beyond the Corporate Centre to cover the Transitway Station Area and the Steeles Avenue corridor from Jane Street to Keele Street (OPA No. 620 lands). This was done to coincide with the three subway stations that will serve the City of Vaughan. Each of the three areas is unique, but all share the potential for major development because of their proximity to high order transit. Including all three sites will give the Committee the opportunity to assess their individual needs and develop the necessary marketing and promotional measures to ensure their success.

e) Membership

Ideally, the Committee will be composed of members of Council and stakeholders who have an interest in the development and promotion of the Vaughan Corporate Centre and area. Therefore, it is recommended that Council appoint four members of Council as its representatives on the Committee plus the Mayor in an *ex officio* capacity.

The appointed Council representatives would then meet to establish a list of stakeholders that could be recommended to Council for inclusion on the Committee. The non-Council members may be drawn from any sector of society, in numbers deemed appropriate. The objective is to provide broad representation and depth of expertise while maintaining the Committee at a workable size.

A report would then be prepared recommending the non-Council membership of the Committee. Council’s ratification of the Committee membership would be the basis for the finalization of the Terms of Reference.

f) Draft Terms of Reference for the Vaughan Corporate Centre Promotional Advisory Committee

Purpose of the Committee

To provide advice to Council on the initiation, planning and implementation of programs, campaigns or other actions that are designed to promote the development of the Vaughan Corporate Centre and other lands in proximity to the TTC subway stations on the Spadina Subway Extension, in accordance with the objectives of the City.

Location

The work of the Committee will focus on the areas surrounding the three stations on the Spadina Subway Line located in the City of Vaughan being:

- The Highway 7 and Millway Road Station: The Vaughan Corporate Centre OPA 500 Area;
- The Highway 407/Transitway Station, west side of Jane Street, south of Highway No. 407;

- The Steeles Avenue Station: The OPA 620 Area. (Steeles Avenue from Jane Street to Keele Street).

For the purpose of this Terms of Reference the subject sites will be referred to collectively as the Vaughan Corporate Centre area.

Mandate

- To promote the Vaughan Corporate Centre area with all sectors of the economy and society including business, institutional users, the public and the media;
- To provide leadership to City Staff in the development and implementation of promotional activities in respect of the Vaughan Corporate Centre area;
- To liaise, assist and cooperate with external parties in the undertaking programs that will support and promote the Vaughan Corporate Centre area, consistent with the City's goals and objectives;
- To make recommendations to Council on the initiation of promotional and marketing plans, programs, campaigns or actions as necessary, including the retention of external services and budgets;
- To report to Council on the outcomes resulting from the work of the Committee;

Goals and Objectives

- To maximize public awareness of the Vaughan Corporate Centre area as a highly desirable place to live, work and do business;
- To communicate to the business community, the opportunities and benefits of investing in the Vaughan Corporate Centre and promote it as a strategic location for corporate tenants and head offices;
- To assist in ensuring that the objectives for the Corporate Centre area and its opportunities are well-communicated to all levels of government;
- To clearly identify the attributes of the Vaughan Corporate Centre to all potential residents and promote the Corporate Centre as an exciting urban lifestyle choice for residents;
- To encourage compatible entertainment and hospitality uses as well as public events, complementing the City's tourism objectives;
- To encourage the development of animated public spaces, providing amenities for residents, employees and area business tenants;
- To assist in attracting the type and quality of development that will fulfill the Corporate Centre vision of a transit supportive, compact, pedestrian friendly areas, featuring a mix of uses in a setting defined by the quality of its architecture and urban design, as established by the City's policies and guidelines;

- To develop and implement innovative and compelling promotions and advertising that will support both the planned development of the Vaughan Corporate Centre area and the overall image of the City of Vaughan;
- To develop a sustainable funding model for the marketing and promotion of the Vaughan Corporate Centre, such as: Business Improvement Areas; partnerships with business, institutions and the public sector; and sourcing supportive funding and assistance from other levels of government;
- To promote and publicize the development of sustainable/LEED certified buildings and neighbourhoods and encourage the adoption of sustainable practices by landowners and tenants;
- To promote and publicize public and private sector initiatives in the Vaughan Corporate Centre area, which are directed toward sustainability and improved environmental practices.

Committee Membership

The Committee will be composed of:

- Four members of Council, appointed by Council;
- The Mayor (*ex officio*);
- Representatives from stakeholder groups as recommended by Council's appointed Committee members, subject to ratification by Council.

Technical Support

Technical Support will be provided by the Office of the City Manager.

The work of the Committee will be supported as required by the resources of the City of Vaughan, as assigned through the City's Senior Management Team.

Administrative Support

Administrative Support will be by the Office of the City Manager with Secretariat Services being provided by the Clerk's Department. The operation of the committee will be governed by the City's *General Rules, Roles and Procedures Governing Advisory Committees*, for Non-Statutory Advisory Committees.

Appointment of Committee Chair

A Chair shall be appointed at the first meeting of the Committee.

Meetings

Meeting dates shall be established by the Committee at the beginning of each calendar year and may also be convened at the call of the Chair.

Term

The term of appointments is four years, commencing on the appointment of the members, and such appointments shall expire at the end of the term of Council.

Relationship to Vaughan Vision 2007

Vaughan Vision states in Section 4, "Planning and Managing Growth":

"4.1 Promote and encourage investment in the Vaughan Corporate Centre

4.1.1 Develop a marketing strategy for the VCC."

Creation of the Committee will support this objective.

Regional Implications

There are no immediate Regional implications. The Vaughan Corporate Centre is also a "Regional Centre". There may be the opportunity to work with the Region of York to promote the development of the VCC and area. This can be investigated once the Committee begins its work.

Conclusion

The work of the Spadina-York Subway Extension Committee has been successfully completed. Its mandate can now be ended and its members thanked and congratulated for their outstanding work.

The Vaughan Corporate Centre Promotional Advisory Committee represents a further step in the process of building the Vaughan Corporate Centre. As a Non-Statutory Advisory Committee, it will assist Council in developing and implementing the promotional and marketing strategies that will ensure that the Corporate Centre achieves its full potential as shaped by the objectives of Vaughan Vision 2007, the supporting investments in rapid transit and the policies of the local, regional and provincial planning documents.

Therefore, it is recommended that the recommendations contained in this report be approved.

Attachments

N/A

Report prepared by:

Roy McQuillin, Manager of Corporate Policy, ext. 8211

Respectfully submitted,

Michael DeAngelis
City Manager