

## **COMMITTEE OF THE WHOLE – OCTOBER 1, 2007**

### **TERMINATION OF THE SPADINA-YORK SUBWAY EXTENSION COMMITTEE; AND CREATION OF THE VAUGHAN CORPORATE CENTRE PROMOTIONAL ADVISORY COMMITTEE**

#### **Recommendation**

Councillor Sandra Yeung Racco recommends:

1. 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.
2. That this report be brought forward to the first available Committee of the Whole meeting.

#### **Economic Impact**

N/A

#### **Communications Plan**

None required at this time.

#### **Purpose**

To obtain a staff report on winding up and ending the operations of the Spadina-York Subway Extension Committee and on the creation of a new Vaughan Corporate Centre Promotional Advisory Committee that would focus on the marketing of the Corporate Centre and other areas in Vaughan that are close to the subway stations on the extended Spadina subway line.

#### **Background – Analysis and Options**

The Spadina-York Subway Extension Committee was created by Council in 2000. Its mandate was to promote and support the extension of the Spadina Subway from Downsview Station to the Vaughan Corporate Centre. The required Environmental Assessments have been approved, the funds allocated and construction of the subway extension will begin in 2008, with the opening targeted for 2014. With its mandate fulfilled, it is now appropriate to consider winding up and ending the operations of this Committee.

It will now be important to move ahead and promote the development of the Corporate Centre and area, in order for the City to obtain the benefits the new transit infrastructure and the planning policies that are now in place. Securing quality development will be essential to the success of the Corporate Centre. Section 4 of Vaughan Vision 2007, "Planning and Managing Growth" recognizes the importance of promoting and encouraging investment in the Vaughan Corporate Centre; and developing a marketing strategy for the VCC is identified as a priority.

The creation of a Vaughan Corporate Centre Promotional Advisory Committee, as non-statutory advisory committee, would assist Council in the preparation of the marketing strategy identified in Vaughan Vision 2007 and support its implementation.

Therefore, it recommended that the City Manager be directed to report on the winding-up of the Spadina-York Subway Extension Committee and on the creation of a new marketing-oriented Vaughan Corporate Centre Promotional Advisory Committee. The report should also include draft operating terms of reference for the Committee for Committee of the Whole's consideration.

### **Relationship to Vaughan Vision 2007**

Section 3 of Vaughan Vision 2007 "Transportation and Transit Infrastructure" includes the following objective:

**"3.1 Support the TTC subway extension projects (Spadina and Yonge Street) with the Spadina Line as the top priority"**

Construction of the Spadina Line is scheduled to start in 2008. The Spadina-York Subway Extension Committee has fulfilled its mandate.

Vaughan Vision also 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 new promotional Committee will support this objective.

### **Regional Implications**

None

### **Conclusion**

It is now time to move beyond the securing of the transit improvements serving the Vaughan Corporate Centre to focusing on the development of the VCC. A report is requested from the City Manager on ending the operations of the Spadina-York Subway Extension Committee and on the creation of a new marketing-oriented Vaughan Corporate Centre Promotional Advisory Committee. The new Committee would support investment in the Corporate Centre through the development and implementation of marketing strategies and promotions, consistent with Vaughan Vision 2007 and the City's plans and policies.

### **Attachments**

N/A

### **Report prepared by:**

Respectfully submitted,

Sandra Yeung Racco  
Councillor, Ward 4