

COMMITTEE OF THE WHOLE (WORKING SESSION) – JUNE 21, 2011

COMMUNICATIONS

Distributed at the June 21, 2011 Committee of the Whole (Working Session) Meeting Item No.

C1. Mr. Tom Pechkovsky, York Catholic District School Board, dated June 20, 2011. 4

Received at the June 21, 2011 Committee of the Whole (Working Session) Meeting

C2. Presentation material entitled, "*Kleinburg Economic Development Strategy – A Main Street Revitalization Project*". 1

C3. Presentation material entitled, "*Soccer Field Allocations*". 5

Please note there may be further Communications.

C I COMMUNICATION CW-(ws) June 21 2011 ITEM - <u>4</u>

From: Fernandes, Sybil
Sent: Monday, June 20, 2011 3:52 PM
To: Bellisario, Adelina
Subject: FW: Vaughan - Crossing Gaurd Policy Procedure

From: Tom Pechkovsky [mailto:Tom.Pechkovsky@ycdsb.ca]
Sent: Monday, June 20, 2011 3:34 PM
To: Fernandes, Sybil
Cc: Megan Lui; Dan McCowell; Dokman, Mike
Subject: Vaughan - Crossing Gaurd Policy Procedure

Sybil,

This afternoon we received a report **COMMITTEE OF THE WHOLE (WORKING SESSION) – June 21, 2011 School crossing guard policy and procedure review.**

The Board would appreciate an opportunity to review the report and provide formal comments at a later date. In general the school board supports infrastrucutre and services (such as crossing gaurds) which encourage active and safe routes within a community.

Megan Liu the School, Traffic Planner who represents both school boards, and myself will also be in attendance at tomorrows meeting to listen to the discussion and be available for dialogue if the opportunity arises.

Thank you.

Tom Pechkovsky
 Manager of PLanning Services
 York Catholic District School Board

Tel. 905 712 1211 ext 12374

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COMMUNICATION
CW - (WS) June 21 | 2011
ITEM # - 1

Kleinburg Economic Development Strategy

A Main Street Revitalization Project



Prepared By: Urban Marketing Collaborative
June 21, 2011



Urban Marketing Collaborative

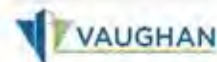
Division of

JC. WILLIAMS GROUP

- Established in 1974
- Focused on retail – research, strategic, operations, real estate, ecommerce
- UMC grounded in principles of MainStreet Program – National Trust for Historic Preservation
 - Community engagement and collaboration
 - Physical design and enhanced built and natural environment
 - Marketing and communications
 - Economic development



Kleinburg Economic Development Strategy
A Main Street Revitalization Project
Prepared By: Urban Marketing Collaborative



Urban Marketing Collaborative Team

Downtown Revitalization and Retailing Experts

A collage of logos and images representing the Urban Marketing Collaborative Team. The logos include: 'URBAN STRATEGIES INC.' in red text; 'GROUP Transportation Consultants' with a stylized 'B' logo; 'DOWNTOWN BOSTON BUSINESS IMPROVEMENT DISTRICT' with a green star logo; 'PICTON' with a landscape image; 'VAUGHAN' with a blue and green logo; and 'Yonkers' in a cursive font. The images include an aerial view of a city, a street scene, and a building facade.

Kleinburg Economic Development Strategy
A Main Street Revitalization Project
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Kleinburg Policy Context

KEDS: vital piece of the process

- Kleinburg Nashville Heritage Conservation District Study
- Islington Avenue Streetscape Master Plan Study
- Vaughan Official Plan 2010
- Kleinburg Economic Development Strategy

Next steps: Making Kleinburg a vibrant and economically sustainable place

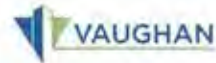
Kleinburg Economic Development Strategy

Objectives

The Kleinburg Economic Development Strategy is not intended as a planning document, its objectives are focused on revitalization of Kleinburg by:

- Establishing vision and guidelines for long-term economic viability
- Strengthening the KBIA as the catalyst for change
- Defining a business mix that services needs of local residents as well as attract tourists and visitors
- Promoting a Kleinburg brand that stimulates local spending
- Creating an experience that enriches its social and cultural life
- Creating a draw for visitors – destination of choice

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A Main Street Revitalization Project
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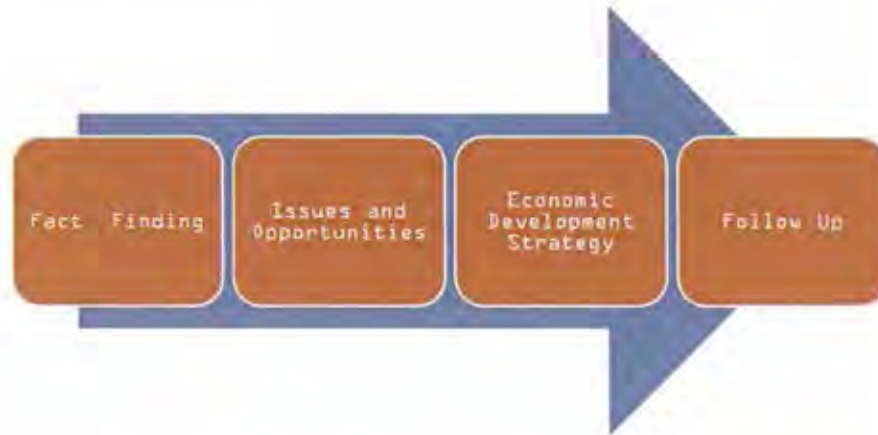


Study Area

Kleinburg Main Street
Commercial and Core Area



KEDS Process



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A Main Street Revitalization Project
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KEDS Methodology



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KEDS Methodology

Extensive Consultation

- Review of previous studies
- Interviews
 - Retailers, property owners, developers
 - Merchant survey
 - Stakeholder interviews
 - KARA and local resident focus groups
 - City of Vaughan's departments – Economic Development, Heritage, Planning
- License plate survey
- 250 intercept surveys that included outside visitors
- 400 telephone surveys for local trade area
- Several site visits, commercial audit
- Parking usage survey
- Workshops

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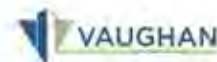


Salient Findings

- Kleinburg visitors - spend on looking and feeling good
- Locals – spend on children and home
- Visitors want recognition, efficient shopping experience, better store selection, fair prices, and better hours
- Majority of outside visitors make single-purpose visits only
- Lack of / or confused identity of Kleinburg
- High rents, property values – difficult for new start ups
- Retailer turnover
- Physical setting – positive and negative
- Heritage regulations and size of properties – barriers

Recurring message from stakeholders: *"Address stumbling blocks (e.g. parking and vehicular servicing, planning policies, signage and communication gaps) to enable investment and business growth"*

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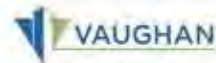
Vision

Outdoor Recreation and Meeting Place

The overall vision for Kleinburg will be built upon the idea of an outdoor and recreational paradise. It will be community-focused with an emphasis on the Village as a meeting place for locals and regional visitors/tourists to socialize.



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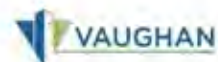


Kleinburg Economic Development Strategy

Five Goals

1. Position Kleinburg BIA as a catalyst for change
2. Be investment ready
3. Establish Kleinburg as an outdoor recreation and meeting place that people seek out to visit
4. Use placemaking to create the Kleinburg experience based on a rich, natural and built heritage
5. Eliminate barriers to development

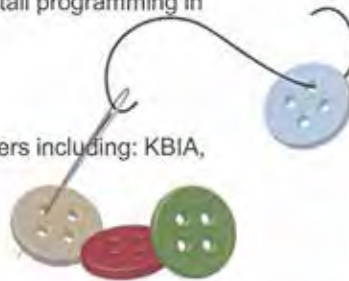
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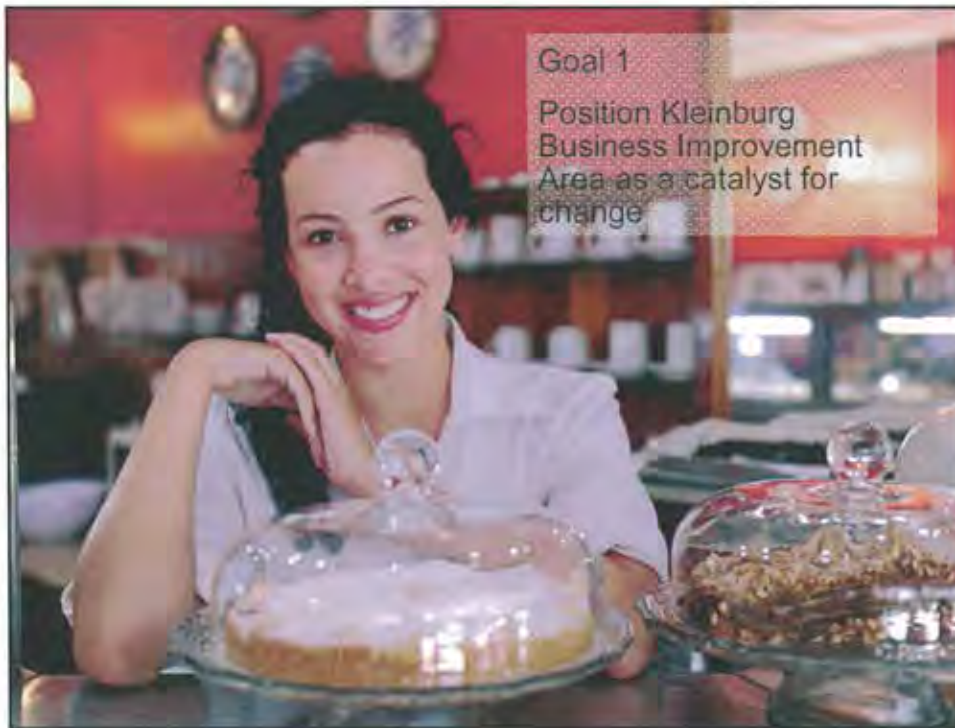
Kleinburg Economic Development Strategy

Action Items are Threaded Through All Goals

- Five year plan
- Two phases but can happen concurrently
- Holistic approach to development and retail programming in Kleinburg
- Practical, unique positioning that builds on strengths
- Living document for use by all stakeholders including: KBIA, KARA, property owners and the City



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Goal 1
Position Kleinburg
Business Improvement
Area as a catalyst for
change



Position KBIA as a Catalyst for Change

Voice for Businesses in Kleinburg

- Basis for all recommendations is a strong organization
- Emphasis on internal communication and coordination
- Dedicating staff resources to enable day-to-day operations
- Partnership development:
 - City of Vaughan, RTO6, McMichael, TRCA/Kortright, other community organizations

Position KBIA as a Catalyst for Change

Bringing Sufficient Resources

Community	Approx BIA Budget	Approx Number of Businesses
Kleinburg	\$26,000	65
Downtown Cobourg	\$120,000	252
Downtown Dundas	\$115,000	104
Ancaster Heritage Village	\$56,000 to increase to \$90,000	101
Downtown Elmira	\$50,000	n/a
Downtown Fergus	\$60,000	155
Downtown Haliburton	\$31,500	65
Downtown Orillia	\$225,000 plus \$75,000	217
Historic Unionville	\$237,384	81
Downtown Bracebridge	\$100,000	44
Downtown Bowmanville	\$138,000	156

Position KBIA as a Catalyst for Change

Voice for Businesses in Kleinburg

- Increase KBIA budget through grant funding, festivals and events and levy adjustments
- Need to draw in membership - increase board size, set up committees, communication (internal and external)
- Marketing committee – broader responsibility and coordination on hospitality issues
- Broadening reach through joint projects – McMichael, TRCA



Be Investment Ready

Economically Sustainable Businesses

- Findings:
 - Local goods and services – Kleinburg Nashville residents
 - Look good, feel good
 - Children spending
 - Outdoor recreation – sporting goods, pets
 - Outside visitors want exceptional experience – hospitality focused
 - Retail business model that produces higher gross margins
 - Solution oriented retail

Be Investment Ready – Local Goods



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Be Investment Ready – Food Services



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Be Investment Ready - Retail



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Be Investment Ready

Business Mix Targets: 3 to 5 years

- Minimum 30% of space for retail merchandise
- Minimum 20% of space for food services (maximum of 50%)
- Lower vacancy to under 5%
- Minimum number of specialty stores – 10
- Minimum number of businesses open past 6 pm - 10

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Be Investment Ready

Economically Sustainable Businesses

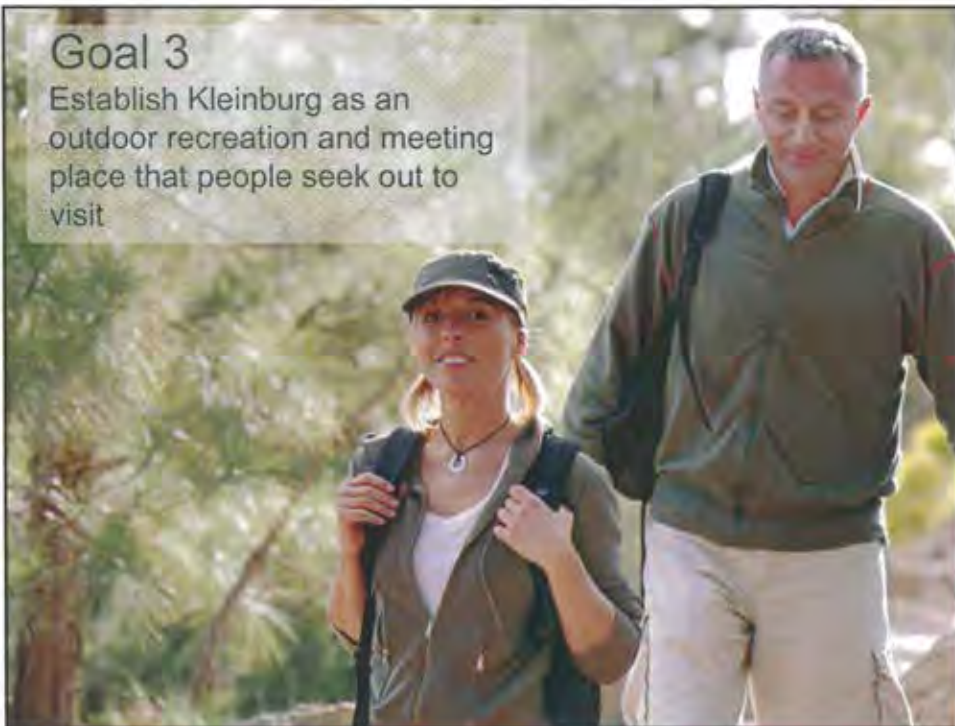
- Retention programs – improved merchandising, customer service
- Put together a one page retail recruitment prospectus
- Put recruitment on web site
- Continually work at retail block planning
- City provides retail recruitment support
- Tools and incentives – CIP process

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Goal 3

Establish Kleinburg as an outdoor recreation and meeting place that people seek out to visit



Outdoor Recreation and Meeting Place

Based on Strengths – Where Kleinburg Excels

- Hospitality oriented
- As BIA – control 100%
- Encourage people to visit, shop, dine
- Work with those who are already coming – higher payback
- Start with very high brand recognition – preserve it as much as possible
- It has to be based on what you are the best at – no second tier strategy
- Natural trail systems and recreation areas

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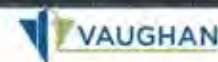
Outdoor Recreation and Meeting Place

Based on Strengths – Where Kleinburg Excels

- Two pronged approach
 - Locals
 - Regional visitors – niche strategies



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Outdoor Recreation and Meeting Place

Taking Action – Defining the Kleinburg Brand

- Brand Development – what is the Kleinburg brand and what differentiate it from other historic cores
- Marketing tools
- Creating emotional experiences
- Building events and programs to raise awareness
- Partnership development

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Outdoor Recreation and Meeting Place

Get to Know Local Businesses

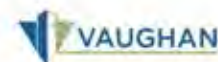
Hasbeans

Owner: The Smith Family
Phone: 519-663-0257
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Web: www.hasbeans.ca

The Smith family has been part of Queen's Garden Market for more than 125 years. Our business is now operated by Paul (3rd generation), Debbie (4th) and Joel (5th). We are proud to offer only specialty coffees, sometimes known as gourmet coffees. We search world markets for only the finest grades in order to offer you the best of coffee with the hints of flavour. All our coffees are roasted daily on our premises. We make it a promise to only offer coffees that are roasted by us. Please feel free to drop by and see your coffee being roasted. Ask about our roasting process and see our offering of more than 30 varieties blends and roasts.



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Outdoor Recreation and Meeting Place

Emotional Marketing – Great Place to Visit

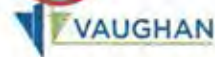
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Outdoor Recreation and Meeting Place

Solution Oriented

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Goal 4

Use placemaking to create the Kleinburg experience based on a rich, natural and built heritage

Placemaking to Create the Kleinburg Experience

- Kleinburg is well established as an Unique Place
- Overall experience (design, atmosphere, accessibility) is key to Economic Success
- Many assets to build on
 - Natural Heritage: Humber trails, Kortright, McMichael lands
 - Cultural Heritage: Pierre Berton, Bindertwine
 - Built Heritage: Kline House, Doctor's House



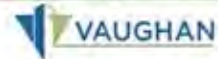
Placemaking to Create the Kleinburg Experience

These assets can be enhanced by:

- Creating a Village Square as an anchor
- Better connections to natural areas
- Improved and coordinated signage
 - Reduce clutter and provide right information
- Improved streetscape and public realm
 - Pedestrian and cycling amenities
- Better regional and village way-finding



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Placemaking to Create the Kleinburg Experience

- Improve way-finding (to and within Kleinburg)
- Manage Streetscape and Public Realm:
 - Bus & staff parking, vehicle speeds, STOP-sign compliance, etc.
 - Increase pedestrian connections between private properties
- Identify/manage/maintain publicly accessible parking in core as a shared resource
- Consider permitting rear yard vehicular connections
- Implement/manage/maintain bicycle parking in core as a shared resource





Eliminate Barriers to Development

Heritage and Planning Policies need to support Economic Development

- Another lens to apply to planning policies
- Approved scale of development is appropriate (OPA 633/VOP2010)



Eliminate Barriers to Development

- Recommend detailed review of zoning by-law (Conformity with OPA)
- Recommend review of applicable standards – the Village shouldn't be treated like just another suburban place
- Consider CIP to access additional support tools

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A Main Street Revitalization Project
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Eliminate Barriers to Development

- Adopt progressive urban parking standards recently recommended in City-wide parking study
- Evaluate parking demand on a core-area basis (similar to a shopping centre)
- Amend Cash-in-lieu policies/bylaws (159-2006 & 180-2006)
- Establish priority transportation projects for investing cash-in-lieu and public monies
- Provide site plan flexibility in meeting pedestrian, bicycle, & vehicular bylaw performance standards



KEDS Summary

Guidelines and tools for the revitalization of Kleinburg

- Sets framework for KBIA to be voice of Kleinburg businesses, using an incremental approach
- Proposes approaches to being investment ready for Kleinburg property owners
- Sets out the retail mix based on addressing niche markets: outdoor recreation and meeting place
- Addresses stumbling blocks encountered in development of retail opportunities in Kleinburg
- Placemaking opportunities

Kleinburg Economic Development Strategy
A Main Street Revitalization Project
Prepared By: Urban Marketing Collaborative



KEDS Summary

Guidelines and tools for the revitalization of Kleinburg

- Defines a working relationship with Economic Development and KBIA.
- Focuses KBIA activities and resources and City assumes supportive and facilitative role

The KEDS is a 5-year Economic Development Strategy that sets the stage for immediate action. While some of the goals and actions are longer term in nature, many are implementable within a short timeframe.

Kleinburg Economic Development Strategy
A Main Street Revitalization Project
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KEDS Summary

The Kleinburg Economic Development Strategy is the first comprehensive study to assess the economic, social and cultural potential of Kleinburg.

Alignment to Vaughan Official Plan 2010

- *Objective 5.2.3.3: Protect the economic vitality of small-scale retail in Vaughan's historic villages of Nashville/Kleinburg, Woodbridge, Maple and Thornhill*

Alignment to Economic Development Strategy 2010

- *Goal 4: Grow Vaughan's dynamic quality of place and creative economy*
- *Objective 4.2.2: Protect the economic vitality of small-scale retail in Nashville/Kleinburg, Woodbridge, Maple and Thornhill and support the development of business associations in these areas as a means to enhance retail opportunities and attract visitors*

c 2

COMMUNICATION
CW - (WS) June 21/2011
ITEM # - 5



Soccer Field Allocations

June 21, 2011

Soccer Field Allocations

- Active Together Master Plan
- New Soccer Field Construction
- Public / Non for Profit Partnerships
- 2010 Player and Field Summary
- Policies & Procedures
- Field Maintenance
- Next Steps
- Questions & Answers



Active Together Master Plan

- Soccer continues to enjoy great popularity in Vaughan;
- In 2007, 38% of households indicated they participated in outdoor soccer in the previous year;
- The demand for additional soccer fields was expressed through the extensive consultation process;
- Approximately 8,009 registered outdoor youth soccer players in the City in 2007; 8,307 registered in 2010;
- Provision Standards:



- 1 field for every 56 youth players;
- 1 artificial turf field for every 60,000 residents;
- The areas with the lowest per capita supplies at present - Vellore Village and Carrville (and Thornhill, but to a lesser extent).

Active Together Master Plan

ACTION PLANS

- Steadily increase the number of soccer fields – from 143 to 193 by 2031 (unit equivalents);
- Preference should be given to designing new senior fields;
- Due to land shortages, more fields should be artificial turf;
- Provide one new sports field that gives priority scheduling to non-soccer users.



New Soccer Field Construction

NEW CONSTRUCTION – SOCCER FIELDS 2011

Park Name	TYPE			
	Artificial	Preseason	Senior	Misc
191A201 - Geneva High School	1			
191A202 - Geneva High School			1	
191A203 - Geneva High School			1	
191A204 - Geneva High School			1	
191A205 - Geneva High School			1	



NEW CONSTRUCTION – SOCCER FIELDS 2012

Park Name	TYPE			
	Artificial	Preseason	Senior	Misc
191A206 - Geneva High School			1	
191A207 - Geneva High School			1	
191A208 - Geneva High School			1	
191A209 - Geneva High School			1	



New Soccer Field Construction

NEW CONSTRUCTION – SOCCER FIELDS 2013

(Miscellaneous – Required Council Funding Approval)

Park Name	TYPE			
	Artificial	Preseason	Senior	Misc
191A210 - Geneva High School			1	
191A211 - Geneva High School			1	
191A212 - Geneva High School			1	



NEW CONSTRUCTION – SOCCER FIELDS 2014

(Miscellaneous – Required Council Funding Approval)

Park Name	TYPE			
	Artificial	Preseason	Senior	Misc
191A213 - Geneva High School			1	
191A214 - Geneva High School			1	
191A215 - Geneva High School			1	
191A216 - Geneva High School	2			



Policies & Procedures

1. Consultation Process
2. Facility Allocation Policy
3. Community Service Organization Policy
4. Managing Use on Premium Soccer Fields Policy
5. Wet Field Policy



Consultation Process

Includes:

Annual soccer meetings with all stakeholders including minors, adults, YRSA & school boards.

Soccer liaison in each of the Community Services departments.

Ad Hoc soccer meetings (i.e. field development, allocation process)



Recent Feedback

Demand:

- minor sports wanting more time slots
- new sports (football/hockey) wanting equal time to soccer fields.
- adult soccer is growing and
- new youth soccer groups (religious and others) looking for time.

Games extra practices a mix equal for all clubs.

CRMC concerns regarding equal rights to artificial turf.

KNSC concerns regarding fields in their territory to service their clubs.

Unplayable games due to weather can not be made up.

Some mini fields are in poor condition and therefore closed down without other field options.

YRDSB has implemented a mandatory 1 day rest period on all school fields; and,

Though unconfirmed, there is a possibility that YCDSB will incorporate the mandatory 1 day rest period on their school fields.



Facility Allocation Policy

- Tool used by staff for allocating, distributing and managing inventory; and,
- Identifies terms and conditions to allocate all facilities (includes a prioritized Category of Users, timing, process etc).



Facility Allocation Policy

Key Principles Include

Children & Youth CSOs are Priority 1.

Facilities are granted based on last year's actual use within same user category all things being equal.

Prior approval required for groups wishing to expand their programs.

Analysis is used where equally qualifying groups are applying for the same facility/time.

Not utilizing permitted space could result in loss of permit.

Future Considerations

Strengthen policy to better define fair, equitable, transparent and consistent allocation terms.

Add in a protocol for fair allocation of artificial turf in the pre and post season.

Create Standards of Play (games versus practices) to be applied to all.

When new groups/sports form, re-allocation of existing inventory using data analysis.



Community Service Organization (CSO) Policy

Outlines terms for new community groups wishing to apply for status.

CSO Policy ensures that groups are not profit and volunteer based.

Membership is open to Vaughan residents and may not exclude participation on the grounds of race, religion or political affiliations.

Groups must have 75% (minor house league 90%) of membership residing in Vaughan.



Community Service Organization (CSO) Policy

Key Principles Include

Groups applying for CSO status intending to offer a similar or duplicate service to an existing one will not be approved if the existing group is not in agreement and can meet the overall demand for the service.

CSO categories are prioritized for the distribution of City owned inventory (ie minor adults, commercial and non resident).

Future Considerations

Strengthen the policy to ensure specific eligibility, terms and conditions and authority of the City are outlined for each CSO group (sports vs. festivals etc).

Prioritize the inventory by category for the fair and equitable distribution of city inventory.



Managing Use on Premium Soccer Fields Policy

This policy ensures that premium fields are not overused in order to preserve this asset and promote its use.

All premium fields are closed two days per week for rest and maintenance.

Sports groups support the policy by scheduling rest days with staff.



Wet Field Policy



This policy provides user groups with notification of a closure when fields saturation exists.

Soccer fields are monitored daily and on weekends to ensure closure when criteria is met.

Policy has been recognized and supported by other municipalities.

Field Maintenance

The Parks & Forestry Operations Dept is responsible sports fields maintenance including shared fields with local school boards.

Premium fields receive the highest level of maintenance annually.

All fields are inspected weekly and repairs made as needed.



Soccer Field Maintenance Standards

Activity	Area	Frequency
Fertilizing	Source Field	2-3 seasons
Over seeding	Premium and Senior	2 seasons
	Mid	1 season
Turf mowing	Premium fields	2-3 seasons
Mowing	Source fields	2 seasons
Soil's Turf Cutting	Premium and Senior	1 season
	Mid and Source	10 day intervals
Soccer Field Care	Premium and Senior	1 season
	Mid and Source	Start in 1 season
Soil Replacement	Premium and Senior	As needed
	Mid and Source	As needed

Fertilizer is added to supplement essential to the growth of turf including Nitrogen, Phosphorus & Potassium.

Over seeding soccer fields using a dibble to up existing grass seeded by topsoil. New grass growth starts in generating weeds in open areas.

Turf mowing is key to maintaining safe, healthy turf. Turf mowing will break down and by roots themselves. The addition of organic matter helps in developing strong healthy turf.

Mowing involves the removal of old plugs or turf out of the turf. Aerating helps compaction of compressed turf and helps control disease buildup.

Soil is replaced using turf sod making sure the turf sod is placed in the correct location. Turf sod is placed in the correct location. Turf sod is placed in the correct location.

Soil Replacement is the removal of the existing turf and replacement with new sod.

Next Steps

A comprehensive review of governing policies that implicate various user groups be conducted;

A presentation and question and answer session at the Sports Congress in September, 2011; and,

Following consultation if amendments are required, staff will come forward to Council with recommended changes to policies.



Questions & Answers