

COUNCIL – DECEMBER 6, 2004

ROAD NAME CHANGE – PORTION OF CHRISLEA ROAD AND APPLEWOOD CRESCENT

Recommendation

The City Clerk recommends:

- 1) That any deputations on the matter be received; and
- 2) That a By-law be enacted to change the name of a portion of Applewood Crescent and Chrislea Road to Portage Parkway.

Purpose

To enact a by-law to change the name of a portion of Applewood Crescent and Chrislea Road to Portage Parkway.

Background – Analysis and Options

At its meeting of October 12, 2004 (Attachment 1), Council directed staff to commence procedures as required by the Municipal Act to advertise and schedule a Public Hearing to rename a portion of Applewood Crescent and Chrislea Road to Portage Parkway. The change is necessary to connect the two streets, to accommodate the Highway 400 Flyover.

The notice (Attachment 2) was advertised for two (2) consecutive weeks in the City Page of the Vaughan Citizen and the Liberal (Thursday edition only). The appropriate agencies have been notified of the proposed by-law. One objection has been received to date (Attachment 3).

Conclusion

In order to complete the road name change process, Council's approval of this recommendation is required. The By-law will be brought forward to a future Council meeting once a reference plan has been completed.

Attachments

1. Extract – October 12/04
2. Notice
3. Letter of Objection

Report Prepared by:

Brenda Macdonald
Administrative Co-ordinator

Respectfully submitted

J.D. Leach, City Clerk

CITY OF VAUGHAN

EXTRACT FROM COUNCIL MEETING MINUTES OF OCTOBER 12, 2004

Item 3, Report No. 68, of the Committee of the Whole, which was adopted without amendment by the Council of the City of Vaughan on October 12, 2004.

**3 APPLEWOOD CRESCENT EXTENSION – HIGHWAY 400 FLYOVER
 STREET NAME CHANGE**

The Committee of the Whole recommends approval of the recommendation contained in the following report of the Commissioner of Engineering and Public Works, dated October 4, 2004:

Recommendation

The Commissioner of Engineering and Public Works in consultation with the Commissioner of Legal and Administrative Services and the Fire Chief recommends:

1. That Council direct the City Clerk to commence the statutory procedures to rename Applewood Crescent and Chrislea Road to 'Portage Parkway' between Weston Road and Jane Street pursuant to the Municipal Act; and
2. That the effective date of the name changes coincides with the completion of the statutory procedure affecting the renaming process.

Purpose

To provide information to the public regarding the proposed street name changes affecting Applewood Crescent and Chrislea Road with the construction of the Applewood Crescent Extension – Highway 400 Flyover and the recommended street name change. The proposed street name changes to Chrislea Road and to Applewood Crescent would ensure that the new continuous thoroughfare has the same street name over its entire length from Weston Road through to Jane Street. (Refer to Attachment No. 1).

Background - Analysis and Options

The City of Vaughan will be constructing a link between Chrislea Road and Applewood Crescent with a bridge spanning Highway 400. The new road will connect Applewood Crescent with Chrislea Road at a location just East of Northview Boulevard. This improvement is necessary to accommodate growth in the area and the anticipated traffic volumes. Council has previously approved this undertaking and the works were subject of a Class Environmental Assessment completed in 2001.

The City is currently in the detailed design phase of the project and we expect to call tenders for this work before the end of 2004. Construction of the bridge and new section of road will begin in the spring of 2005 with completion planned for by the end of 2006.

To provide quick and efficient emergency services response, and to avoid confusion to the motoring and general public, staff recommend that the newly linked thoroughfare have the same street name over its entire length from Weston Road through to Jane Street. Due to the current street pattern, neither Chrislea Road nor Applewood Crescent can retain its name along the newly connected section between Weston Road and Jane Street without being duplicated.

Staff consulted with Fire and Rescue Services regarding the street renaming and Fire and Rescue Services are in concurrence that it would be beneficial to ensure a common street name over the new continuous thoroughfare to ensure quick and efficient emergency response.

CITY OF VAUGHAN

EXTRACT FROM COUNCIL MEETING MINUTES OF OCTOBER 12, 2004

Item 3, CW Report No. 68 – Page 2

Engineering staff considered a list of possible names, including some provided in consultation with Archival Services, and others that reflect the nature of the area that have been short listed to the following six listed below:

1. Millennium Way
2. Commerce Way
3. Enterprise Boulevard
4. Polly Devins Avenue
5. Portage Parkway
6. Braeburn Boulevard

Based on the nature of existing and future land uses the Commissioner of Engineering and Public Works recommends that Applewood Crescent and Chrislea Road be renamed to 'Portage Parkway' for the section of road connecting Weston Road to Jane Street.

Portage Parkway represents an appropriate name for a thoroughfare connecting two locales, in this case providing conveyance for goods and services between two prestige commercial areas by means of this newly constructed link.

Relationship to Vaughan Vision 2007

This project is consistent with Vaughan Vision 2007 in that the extension of Applewood Crescent over Highway 400 to Chrislea Road ensures that growth does not outpace the road network infrastructure (3.2.3) and that, the project incorporates road patterns in Block Plans to provide effective and efficient road and transit networks (3.3.2).

This report is consistent with the priorities previously set by Council and the necessary resources have been allocated and approved.

Conclusion

The benefits arising out of the street name change are:

- it will ensure quick and efficient response by Vaughan Fire and Rescue and other Emergency Services
- avoid confusion to the motoring and general public associated with multiple naming in the same thoroughfare
- helps in identifying a continuous prestige commercial area
- aids in traffic re-routing through the congested Highway 7 corridor

It is therefore appropriate to recommend that Council direct the City Clerk to commence the statutory procedures to rename Applewood Crescent and Chrislea Road to Portage Parkway between Weston Road and Jane Street pursuant to the Municipal Act.

To prepare for the anticipated 2006 bridge opening and in consideration of continuing area development in the interim period, we recommend that the street renaming be effective immediately upon the completion of the statutory procedure and public process.

Attachments

1. Location Map

CITY OF VAUGHAN

EXTRACT FROM COUNCIL MEETING MINUTES OF OCTOBER 12, 2004

Item 3, CW Report No. 68 – Page 3

Report prepared by:

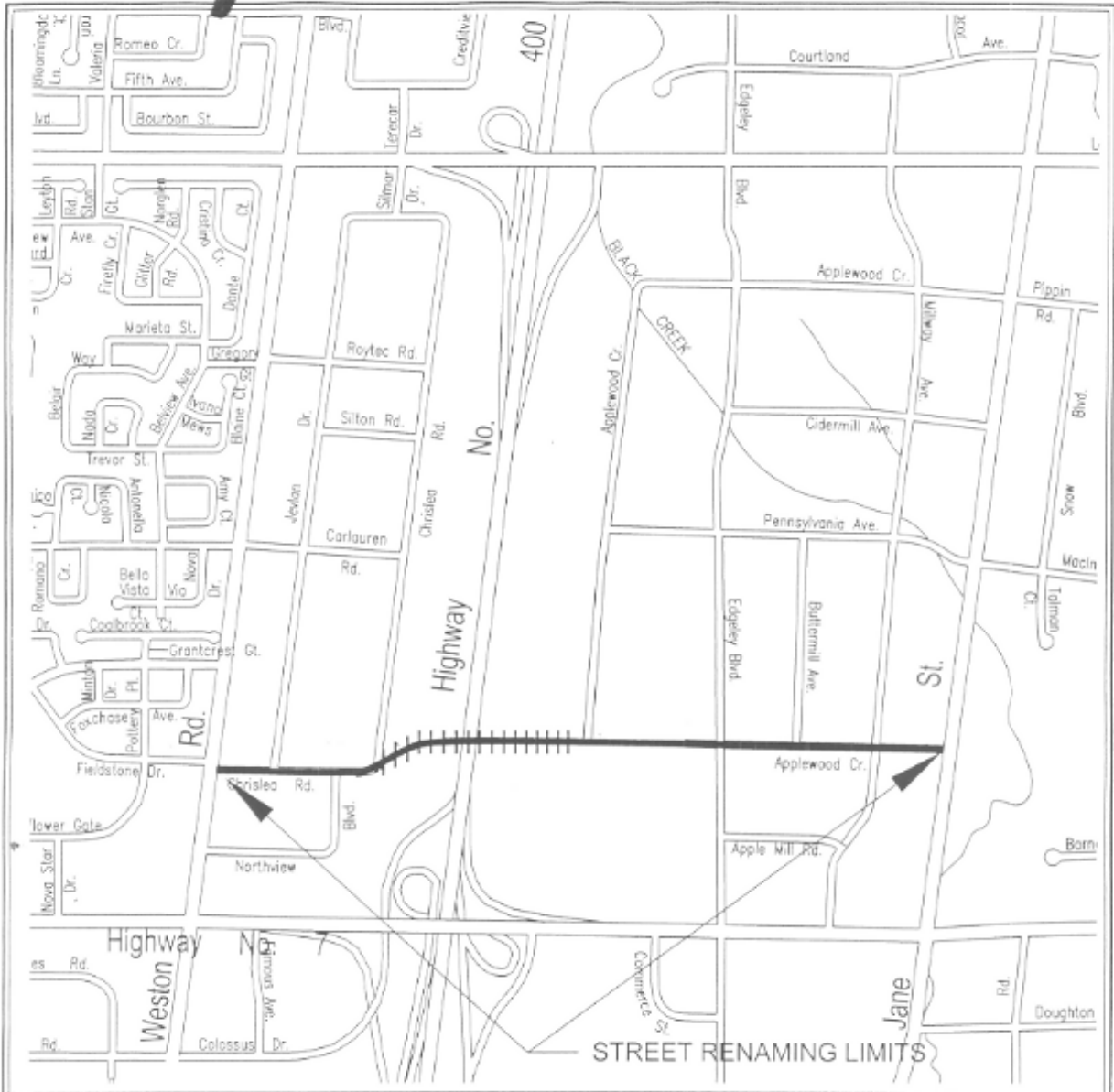
Larry B. Hollett, C.E.T. – Senior Engineering Assistant, ext. 3112
Tom Ungar, P. Eng. – Design Engineer, ext. 3110

LBH:mc

(A copy of the attachments referred to in the foregoing have been forwarded to each Member of Council and a copy thereof is also on file in the office of the City Clerk.)

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SITE LOCATION MAP 1



PROPOSED STREET NAME CHANGE

LEGEND

-  PROPOSED STREET NAME CHANGE
-  PROPOSED APPLEWOOD CRESENT EXTENSION - HIGHWAY 400 FLYOVER



NOT TO SCALE

NOTICE OF STREET NAME CHANGE

TAKE NOTICE THAT the Council of The Corporation of the City of Vaughan, at its meeting of December 6, 2004 at 1:00 p.m. will consider a proposed By-law to rename a portion of Applewood Crescent and Chrislea Road (east to west portions only) to Portage Parkway, due to the construction of the 400 Flyover, to connect the two streets.



The Council will hear in person by his/her Counsel, Solicitor or Agent, any person who claims that his/her land will be adversely affected by the proposed By-law and who applies to be heard.

Dated at the City of Vaughan
This 11th day of November, 2004

J.D. Leach
City Clerk
City of Vaughan



Nov 25/04
cc: B. Meador



25 November 2004

Sent via fax and hand delivered

John Leach
City Clerk
City of Vaughan
2141 Major Mackenzie Drive
Vaughan, Ontario L6A 1T1

RE: Applewood Crescent Extension & 400 Flyover Bridge

Dear Mr. Leach,

This letter serves as our preliminary and formal objection to the proposed name change of Chrislea Road to Portage Parkway to accommodate the construction of a 400 Flyover bridge. Per your advertised proposal we are requesting a complete and full review of the ramifications of this name change. Magnotta Winery Corporation will not accept this name change; it will severely impact existing brand and tourism markets. The City of Vaughan must not allow this name change to go through if it intends to be business minded in its planning and development.

This name change will adversely affect our branding and alignment to Chrislea Road throughout our entire tourism based eco-structure. We hope that council is well aware before it finalizes this decision of the significant and irrecoverable damages that will face Magnotta Winery Corporation.

At present Magnotta Winery Corporation has spent considerable dollars placing the name Chrislea as it relates to Weston Road on all its tourism efforts throughout Ontario and throughout the globe through its export products. Magnotta cannot afford to lose the Weston Rd/Chrislea Rd connection.

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We refer you to partial listing of current investments as it relates specifically to our map and directions to our tour facility in Vaughan, Ontario. We estimate significant charges to update and change existing maps, membership, and tour operator directions in the following:

1. Ontario Motor Coach Association and all its members.
2. CTM Brochure Distribution
3. Ontario Wine Route (Map and Destination planners)
4. Ontario Wine Council membership
5. VQA Membership and Directory
6. York Region Tourism
7. Toronto Tourism
8. Internet Based Tourism links and sponsorships through Google and Yahoo
9. Ontario Gaming Association Membership
10. Casino Rama partnership
11. Community based partnerships
12. Ontario Tourism Marketing partnerships

This list does not include concurrent advertising and branding of our location as it relates to tourism for the past 7 years. Council must understand that the estimated damages will be significant.

Magnotta Winery is a destination for many travelers in Ontario and globally, changing the point of entry of a major route such as Weston Road will cause serious damages to our customer base. Our retail locations are premiere destinations that include visitors who take 1-2 trips per year, this longevity between visits requires significant recall for directions and would often mean two to four years of retraining our customers to turn onto Portage Parkway and no longer Chrislea Road, as they currently know it. This added confusion would mean loss of sales and visits from our long-term customers, who no longer refer to maps and directions. In today's society our roads are littered with signage and with a severely busy intersection like Weston & Chrislea, no amount of additional signage will remove this confusion. We will loose customers and significant profits to nearby competition that have moved even closer. (i.e. LCBO)

City planners and engineers not only avoided discussions with local business like ourselves, but at a recent meeting with Mr. Carroll & Mr. Ungar on November 3rd these engineers indicated that they were not legally obliged to meet with any business because of the Class Environment Assessment of 2001. Further investigation into this report discloses that this report had nothing to do with the renaming of the street and was solely prepared for the Ministry of Transportation as a protocol for the bridge aspect. In this regard the City of Vaughan failed to discuss any of these changes with business nearby, except for two American based firms who's local manager would have little if any decision-making responsibilities in reference to such a change.

A business is as strong as its brand and any negative implication to a developing brand will cause irrevocable damages. We will not accept decisions made by non-business individuals who choose to ignore the significant investments made by companies and entrepreneurs like Magnotta Winery Corporation to the City of Vaughan. We insist that Chrislea and Applewood retain their names and that the bridge is given its own name.

We look forward to presenting our arguments directly to council.

Regards,



Rossana Di Zio Magnotta
President and Co-Founder Magnotta Winery Corporation.

cc: Mayor - Michael Di Biase
Regional Councillor - Mario Ferri
Regional Councillor - Linda Jackson
Regional Councillor - Joyce Frustaglio
Councillor Ward 1 - Peter Meffe
Councillor Ward 2 - Tony Carella
Councillor Ward 3 - Bernie DiVona
Councillor Ward 4 - Sandra Yeung Racco
Councillor Ward 5 - Vacant
Michael DeAngelis - City Manager
Bill Robinson - Engineering
Gary Carrol - Engineering