

CITY OF VAUGHAN

REPORT NO. 2 OF THE

VAUGHAN METROPOLITAN CENTRE

SUB-COMMITTEE

*For consideration by the Committee of the Whole
of the City of Vaughan
on September 19, 2017*

The Vaughan Metropolitan Centre Sub-Committee met at 9:39 a.m. on June 13, 2017.

Members Present: Mayor Maurizio Bevilacqua, Chair
Councillor Rosanna DeFrancseca
Councillor Sandra Yeung Racco

The following items were dealt with:

1 **EDGELEY POND AND PARK PROJECT UPDATE**
VAUGHAN METROPOLITAN CENTRE

The Vaughan Metropolitan Centre Sub-Committee advises Council:

- 1) That the recommendation contained in the following report of the Deputy City Manager of Planning and Growth Management, the Director of Development Engineering and Infrastructure Planning, the Director of Parks Development and the Manager of Urban Design and Cultural Heritage dated June 13, 2017, was approved;
- 2) That the presentation by Mr. James Roche, Landscape Architect, DTAH, Toronto, and Mr. Abe Khademi, Director of Water Resources, WSP-Canada, and C1, presentation material titled: “*Edgeley Pond + Park*”, was received; and
- 3) That the following deputations were received:
 1. Ms. Carolyn Woodland, Senior Director, Planning, Green Space and Communications, Toronto and Region Conservation Authority (TRCA); and
 2. Ms. Carmen Hui, Streetscape Program Manager, Transportation Services, The Regional Municipality of York, Yonge Street, Newmarket.

Recommendation

The Deputy City Manager of Planning and Growth Management, the Director of Development Engineering and Infrastructure Planning, the Director of Parks Development and the Manager of Urban Design and Cultural Heritage, in consultation with the Director of Financial Planning and Development Finance and Deputy City Treasurer, and the Chief of Corporate Initiatives and Intergovernmental Relations, recommend:

1. That the presentation by DTAH and WSP on the Edgeley Pond and Park project be received, and
2. That staff proceed with the Edgeley Pond and Park detailed design based on the preferred concept of Sculpted Landforms included as Attachment 1 to this report.

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Contribution to Sustainability

Consistent with the goals and objectives of the City's Community Sustainability and Environmental Master Plan (Green Directions Vaughan), the Edgeley Pond and Park Project will contribute to:

- Achieving sustainable growth and development
- The creation of a city with sustainable built form
- Sharing sustainable best practices and ideas between and among municipal staff and the community

Economic Impact

The Edgeley Pond and Park project is a component of the Black Creek Financial Strategy (BCFS) which was approved by Council in May 2016. Capital project DE-7175-17 for the construction of the Edgeley Pond and Park was submitted and recognized as part of the 2017 Budget process with funding aligned to the BCFS with a budget of \$21.1 million.

A high order of magnitude cost estimate was prepared for each of the preliminary concept options provided in Attachments 2, 3 and 4 to ensure alignment with the BCFS. The engineering works associated within each concept are being accommodated within that financial framework, however these high level cost estimates will be further refined throughout the design process to ensure that the BCFS is being adhered to. Additional project component costs will be funded by development charges, potential Section 37 funds, and grant funding, if available.

Costs will be refined through the preparation of a detailed phasing and implementation plan that will be developed through the next stage of the design process. In addition, park enhancements and programming will be implemented as the community grows over time.

Communications Plan

Edgeley Pond and Park is a first-of-its-kind project for Vaughan where infrastructure and public realm are seamlessly integrated. This iconic open space will function as a hybrid stormwater management pond with a creative design that integrates park and open space uses and urban design features to unlock further development potential in the VMC.

The consulting team of DTAH and WSP/MMM, supported by Swerhun Facilitation Inc., has completed several key community consultations. In December, the team conducted key information interviews with adjacent landowners and public agencies. As well, the team met with the Mayor, Members of Council and City Manager to provide a briefing at the start of the project, gather their perspectives and seek their help to successfully reach out to the residents of Vaughan.

Through January and February, the project team undertook further consultation with additional stakeholders to introduce the project, and seek their feedback on design principles and vision. These stakeholders include City of Vaughan staff, Toronto and Region Conservation Authority, Region of York, Province of Ontario, local landowners and members of the public. The first public information session was held on February 21 and generated good feedback and input to the project. A second round of stakeholder and public consultations were held in April and May to present preliminary concept options and receive feedback. These sessions were supported by an online survey where residents could provide written feedback. Based on these consultations, the consulting team refined a preferred concept option which was presented to the Vaughan Design Review Panel on May 25, 2017.

Additional consultations will be scheduled to present refinements in the design as the project progresses.

Meeting notes and presentations from stakeholder and public meetings are available on the project webpage at vaughan.ca/EdgeleyPond.

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Purpose

The purpose of this report is to provide Council with an update on the status of the Edgeley Pond and Park project prior to advancing the development of a 30% schematic design based on the preferred option.

Background – Analysis and Options

Edgeley Pond and Park, the largest open space and City-owned piece of land in the VMC, will become an anchor for the new downtown and an amenity at the centre of its first neighbourhood with a mandate to improve stormwater management and ecological issues, and cultivate resilience to climate change.

The vision for the redevelopment of Edgeley Pond and Park is to build a signature gateway and sustainable amenity that functions as a hybrid of vital stormwater management (SWM) infrastructure and innovative public space design. The revitalized pond will provide 7.5 hectares of green space that will hydraulically and ecologically connect to the larger Black Creek system.

The key goals of this important city project are to:

- improve stormwater management and Black Creek corridor functional design;
- improve ecological function and provide functional natural habitats;
- generate spaces for active and passive recreation;
- showcase design innovation;
- plan for strategic phasing and implementation;
- enable further development of the downtown; and
- deliver a first-of-its kind destination for Vaughan and the Region of York.

Managing Stormwater in Edgeley Pond and Park

Edgeley Pond was constructed in the 1980's to provide flood control during large storms for the lands surrounding Black Creek. As the stormwater management standards and requirements at the time are vastly different from those in place today, the pond is being modified to increase flood control, improve water quality, optimize the ecological function of the overall corridor, and simultaneously create a public amenity space central to the VMC.

Periodic flooding near the intersection of Jane Street and Highway 7, and regulatory floodplain limits that straddle Jane Street from Highway 7 south to Highway 407, impose restrictions on redevelopment of the affected VMC lands. Improvements to the Edgeley Pond is the first step towards reducing the flood risk to these lands and in combination with the renewal of Black Creek Channel along Jane Street south of Highway 7 will further unlock their redevelopment potential.

The pond improvements will include, but not be limited to, an overall increase in storage to better hold back the runoff from major storms; treatment elements that will improve the quality of water discharged to Black Creek; an improved watercourse corridor through the pond to promote the health of fish and wildlife communities; and a landscape strategy that encompasses all of these benefits while integrating with surrounding development to create an iconic park and destination within the VMC.

Design Vision

Edgeley Pond and Park is the next step in the evolution of the VMC. Its dramatic topography, naturalized waterways and woodland groves recall the area's rich landscape heritage, one that was originally dominated by apple orchards and rolling valley lands.

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This new open space will act as a catalyst for the downtown by supporting its dynamic and fast-paced transformation through innovative ecologically-sensitive stormwater management design, creation of unique spaces and the seamless integration of parkland amenities where VMC residents and visitors can interact, learn, play and grow.

Guiding Principles

The following guiding principles have been developed to support the design vision:

1. *Manage and celebrate stormwater*
To integrate innovative stormwater management, improve water quality and the ability to manage stormwater during flood events. To celebrate the heritage of Black Creek and the roots of the Edgeley community in order to increase awareness to how the urban and natural environment can support both the environmental and social processes of the VMC.

2. *Establish habitat and enhance ecology*
To enhance and strengthen existing ecologies, and to introduce appropriate new habitats and enrich native flora.

3. *Create new connections*
To provide a system of pedestrian walking circuits and multi-use trails throughout the park, and establish strong connections to the VMC.

4. *Activate and create new opportunities*
To encourage passive and active programming, children's play and discovery and provide un-programmed open spaces for gathering and pick-up sports.

5. *Educate and inform*
To demonstrate and educate how to live sustainably; and to showcase the stormwater facility the dynamic processes that define the site, the changing nature of Black Creek and open water as well as the evolving ecologies and its relationship to larger regional systems.

6. *Create an iconic VMC park*
To make a strong statement using bold moves with landform, quality implementation and workmanship to create an iconic landscape and precedent for integrated sustainable design.

7. *Design a park for the future*
To design Edgeley Pond and Park as a flexible framework, one that embraces and celebrates the site's important history and can respond and adapt to changing needs of the community.

Three conceptual design options were developed for the Edgeley Pond and Park Project

Following a thorough background review and analysis, the consulting team, in collaboration with VMC Project Management Team (PMT), led a collaborative visioning process to develop a number of conceptual options that integrate innovative landscape and engineering strategies. These options integrate surrounding amenities, nearby uses and existing and proposed development. Each of these concepts were based on the previously established engineering

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requirements that included improved control of runoff from major storms, and the introduction of water quality treatment for runoff from the adjacent VMC lands.

Common elements amongst all concept options include:

- SWM treatment features
- Urban plazas
- Accessible pathways and loops
- Protection of existing woodlot with mature heritage trees
- Flexible open space
- Pedestrian bridges
- Adult exercise equipment
- Senior and junior play space
- All season washroom pavilion and community room
- Heritage orchard planting
- Potential for off-leash dog area

Together, these elements became the foundation with which three design concept options were developed.

CONCEPT 1 – SCULPTED LANDFORMS

Vision statement: Sculpted Landforms will define the language and form of the park and open space, organizing the storm water management, social spaces and ecological areas of the site.

Through the sculpting and shaping of raised topography along Jane Street and Maplecrete Road, Edgeley Pond and Park will have a profound and unique identity. A series of dynamic views will be created in the site, further integrating the park into the adjacent context. These mounds will assist with creating functional volume during flood events while creating a dynamic landscape that will change and respond as the water levels rise. Two open water bodies will be located at the north and south end of the park with integrated stormwater treatment features along Jane Street edge.

CONCEPT 2 – TERRACED LANDFORMS

Vision statement: Architectural walls and grade separations will organize a more formal landscape approach, creating terraces that will step down from the surrounding streets and development edges into the park.

The architectural walls and ramped earth will establish a hierarchy of spaces for active and passive use. Strategic placement tree planting will organize views in and out of the park and open space. An open water body on the south east side will be located adjacent to the primary active use area, complete with play spaces for all ages, a splash pad and an integrated skate rink and washroom facility. A linear amphitheater will be integrated into the sloping landform facing the lower viewing platform, open water and island.

CONCEPT 3 – BASINS AND ECOLOGIES

Vision statement: Through the strategic manipulation of topography, placement of walls and the creation of a series of stormwater basins, new social and ecological clusters will be created.

Undulating landforms throughout the park will provide a unifying design approach. Through placement of architectural walls and creation of sloping ground plane, active-use areas will be created, including a skating loop that will double as a walkway during warmer months, and a splash pad that can operate as an informal gathering space. Open lawn areas and spaces will allow for both passive and active play, and the incorporation of community garden lots.

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Stakeholder Feedback and Public Engagement

The preliminary design concepts, with associated renderings and graphics, were presented to staff, agencies, stakeholders, VMC landowners and members of the public through April. These sessions were well attended and generated meaningful feedback on the design options presented

The consulting team generated an evaluation matrix to determine the stronger of the three design options as identified in Attachment 5. The four testing category groups were:

1. Technical Stormwater (SWM) Criteria
2. Natural Environment
3. Social / Cultural Environment; and
4. Financial

Elements of all four categories are required to develop a strong design.

In order to recognize that some evaluation criteria are critical while others are desired, a weighting system was developed. The weighting value was applied uniformly to all three concepts.

- Elements that 'must be met' were weighted as 5
- Elements that are 'strongly desired' were weighted as 3
- Elements with 'minimal importance' were weighted as 1, and
- Elements that 'cannot be determined' were weighted as 0.

Each evaluation criterion was measured for all three concepts.

PREFERRED CONCEPT

After synthesizing all information and feedback received, and weighing the results of the evaluation matrix, Concept 1 – Sculpted Landforms was selected as the foundation for the preferred concept moving forward, though key elements of the other options were combined into the refined design concept, including:

- Iconic landforms to create a strong frontage to Jane Street
- Skating Loop
- Strong internal circulation framework and continuous pathway circuit
- Seamless integration of adjacent park spaces as part of the pond design
- Meaningful transitions to adjacent developments
- Urban plazas at key locations
- Informal amphitheatre feature
- Core area for park facilities
- Community gardens

Fundamentally, the island of mature oak trees will be preserved because of its connection to the natural heritage of the site. Additional topography in the valley will create ecologically rich environments and ephemeral pools. Groups of orchard planting in the tablelands will also reflect the natural history of Edgeley.

With the proposed site design, water quality and ecological value will be improved in a variety of ways, including:

- Renewed Black Creek corridor along west side;
- Preservation of the central island and established mature trees;
- Mix of hard and soft edges to reshape the basin for flood control;
- Water quality to be provided at all inlets by treatment train approach and water quality manholes and green infrastructure;

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- New outlet structure to integrate with urban plaza at northeast corner of Jane Street and Highway 7;
- Oil Grit Separators in Jane Street right-of-way, which have a maintenance advantage; and
- SWM treatment train features with the park.

Programming of the project will evolve over time as the community takes shape. As such, the design of the project will include flexible spaces where such activities can be accommodated. There will be opportunities for ongoing community input into programming and events as the downtown develops and community needs change.

The preferred hybrid concept was presented for the Vaughan Design Review Panel on May 25, 2017. The project was well received and commended for its innovative approach to combining meaningful open space and stormwater management functionality. Additional feedback received from the Panel will be incorporated into the next design phase.

Next Steps - The preferred concept option will be refined into a 30% schematic design

The consulting team will refine the concept into a schematic design (30% design development) and first engineering submission for the project per Attachment 6. The schematic design will include technical requirements and functional operation of the stormwater management infrastructure, with the design and programming of the project as public space. A detailed cost estimate, phasing plan and operations and maintenance framework will be prepared to ensure the project is within the allocated Black Creek Financial Strategy budget, and an updated report will be brought forward to a future meeting of the VMC Sub-committee of Council.

Relationship to Term of Council Service Excellence Strategy Map (2014-2018)

In consideration of the strategic priorities set by Council, the recommendations of this report will assist in:

- Facilitate development in the VMC
- Planning and managing growth and economic vitality
- Cultivating an environmentally sustainable City
- Investing, renewing and managing infrastructure and assets
- Ensure the safety and well-being of citizens
- The pursuit of excellence in service delivery

The recommendations contained in this report are consistent with the priorities set by Council. The necessary resources have been allocated and approved.

Regional Implications

As a key stakeholder on this project, Region of York staff have been directly involved and consulted with throughout the duration of the project. Region of York staff participate as members on the project Technical Advisory Committee.

Conclusion

Redevelopment of Edgeley Pond and Park, as part of the Black Creek corridor renewal, is important to moving VMC development forward. The goal of this project is to create a signature public destination that provides innovative and sustainable stormwater management, highlights historic and cultural value of the area, and advances Vaughan's city-building efforts in light of the significant transit investments in the downtown.

Fundamentally, the project is being delivered as an integrated design solution with consultant team information co-ordinated and aligned throughout the project.

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Attachments

1. Preferred Concept
2. Concept Plan 1
3. Concept Plan 2
4. Concept Plan 3
5. Evaluation Matrix
6. Process Map

Report prepared by:

VMC Project Management Team

(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.)

2 COMMUNICATIONS PLAN FOR THE VAUGHAN METROPOLITAN CENTRE

The Vaughan Metropolitan Centre Sub-Committee advises Council:

- 1) **That the recommendation contained in the following report of the Chief Corporate Initiatives and Intergovernmental Relations dated June 13, 2017, was approved; and**
- 2) **That the presentation by Mr. Mike Launslager, Economic Development Officer, Economic Development and Culture Services, and C2, presentation material titled “*Passport To Ride*” was received.**

Recommendation

The Chief Corporate Initiatives and Intergovernmental Relations recommends:

1. That this report and presentation be received for information purposes.

Contribution to Sustainability

Green Directions Vaughan embraces a Sustainability First principle and states that sustainability means we make decisions and take actions that ensure a healthy environment, vibrant communities and economic vitality for current and future generations. Under this definition, activities related to economic development for the Vaughan Metropolitan Centre (VMC) contribute to the sustainability of the City.

Economic Impact

There are no economic impacts associated with the receipt of this report. The initiatives discussed in this report will be funded from Economic Development and Culture Services' 2017 operating budget.

Communications Plan

The VMC Project Management Team provides regular updates to Council, members of the Senior Management Team (SMT) and City staff through the Moving Forward Newsletter. Regular updates about VMC related projects continue to be posted to the City's dedicated webpages at www.vaughan.ca/vmc. As well, the new Vaughan Metropolitan Centre microsite, myvmc.ca, serves as a digital platform to help raise the profile of the VMC and generate interest and awareness of Vaughan's new downtown.

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Key Messages:

- A VMC communications plan has been created to identify specific messaging and tactics that will be used to create excitement around the VMC and the opening of the TTC subway extension in late 2017.
- The communications plan will be executed through a collaborative approach with transit partners TTC and YTRRC in order to create a more powerful set of messages and leverage the unique resources and opportunities available through each organization.

Purpose

This report introduces the VMC Communications Plan, which identifies a series of communications tactics to be implemented in partnership with the Toronto Transit Commission (TTC) and York Region Rapid Transit Corporation (YRRTC), ahead of the Line 1 Yonge-University extension and VivaNext Highway 7 Bus Rapid Transit openings in the VMC in December 2017.

Background - Analysis and Options

The City of Vaughan is presented with a unique opportunity to leverage increased media coverage and public focus stemming from the December 2017 opening of the VMC subway station.

In 2015, staff began implementation of the VMC Community Engagement and Marketing Plan as a tool to build a basic level of awareness, community support, credibility, and understanding of the VMC. Stemming from recommendations made by VMC Development Facilitator LWLP, the Community Engagement and Marketing Plan has been implemented as a two-year project focused on the development of innovative programs and partnerships for public outreach and marketing initiatives that proactively promote VMC investment opportunities, and to raise the profile of the City of Vaughan.

As the opening of the Vaughan Metropolitan Centre TTC subway connection approaches, there is a need for a more focused communications plan that builds on previous marketing tools, such as the Community Engagement and Marketing Plan, and seeks to leverage the subway opening as an opportunity to create excitement, engage and involve the community and build a higher level of awareness of the growth and development taking place in the VMC, the City's new downtown. As such, the City of Vaughan has developed a communications plan for the VMC that identifies key messages and a series of tactics to be implemented throughout 2017. Effective execution of the plan entails a high level of integration with various marketing, engagement and outreach activities that have been planned by partner organizations (Toronto Transit Commission and York Region Rapid Transit Corporation) for implementation in advance of the subway extension opening.

The communications plan identifies messaging, tactics and a strategic approach to collaborating with partners to deliver key messages that raise the profile of the VMC and its new transit assets.

A series of key messages have been developed that are targeted toward Vaughan residents, GTA residents, businesses, City of Vaughan employees and the media. These key messages have been created to communicate the vision of the VMC and the benefits of the transit assets that will impact residents and businesses. As the centerpiece of the communications plan, the messages are identified below:

- *The Vaughan Metropolitan Centre will be the heart of the City – a place of inspiration, imagination and innovation that will welcome the world.*
- *The VMC is a bold new vision of a city centre offering residents a realistic work-life balance with a quick commute and all the amenities of an urban lifestyle.*

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- *The ultimate goal for the VMC is to create a vibrant and exciting downtown that will become the heart of a world-class city.*
- *The Toronto-York Spadina Subway Extension to the VMC is a major step forward in our transformation into a leading urban centre and will make Vaughan the most well-connected community in the 905.*
- *The subway extension and transit options will connect Vaughan to surrounding communities and make our city a destination of choice throughout the GTA and beyond.*
- *Mass rapid transit is an investment in the future, one that promises economic prosperity through business development and quality of life improvements with new entertainment and cultural amenities.*

Through collaboration between the Corporate Communications and Economic Development & Culture Services Departments, a series of tactics have been identified for execution between Q2 and Q4 2017 that will leverage key VMC messages to communicate to the target audience in a clear and consistent way. The communications plan has been formed to rely heavily on social media engagement, City of Vaughan digital channels (including the new myvmc.ca microsite, digital signage, City Blog, etc.) and media outreach. A robust social media campaign will use the City of Vaughan's Twitter, Facebook and Instagram channels to engage and collaborate with transit partners TTC and YRRTC to promote the VMC as well as the Line 1 Yonge-University extension and VivaNext projects. Similarly, the other tactics identified in the communications plan will leverage content from TTC and YRRTC in order to communicate the VMC's visions and value proposition and create excitement.

Building on the foundational tactics and messaging in the communications plan, staff has planned to run a contest open to all residents of Vaughan designed to create excitement in anticipation of the Line 1 Yonge-University extension opening. Branded as the "Passport to the VMC", the contest grand prize will be an opportunity to be one of the first riders of the new subway line. The contest will be promoted through social media, outreach events, Vaughan TV and the vaughan.ca website; to enter, residents will be required to collect "stamps" on their passport by visiting the VMC information tent at various City of Vaughan community events throughout the summer months. Implemented as a partnership with the TTC and YRRTC, the goal of the contest is to continue to raise the level of awareness and excitement among residents in regards to the world-class integrated transit network that will be opening for public use in late 2017.

An important factor in the success of the communications plan will be the incorporation of both TTC and YRRTC branding and messaging throughout all communication tactics. The VMC will continue to promote its own brand, but will seek to connect with transit partners' communication efforts by focusing on a joint theme of the VMC being a modern and efficient mobility hub. By collaborating with these partners to deliver key messages that raise the profile of the VMC and its new transit assets, there is an opportunity to share and leverage resources in order to execute a robust communications program. Further, TTC and YRRTC have their own communications plans that identify specific areas for collaboration with the City of Vaughan. Through this collaboration there is an exceptional opportunity to create economies of scale and to extend the messaging of all three parties beyond what would otherwise be achievable.

The Toronto Transit Commission has developed a communications plan to promote the subway extension and the modernization of its transit system.

The proposed TTC communications plan uses a Toronto-centric strategy, targeted to Toronto audiences; however, there remains an opportunity for the City of Vaughan to collaborate with TTC on messaging and tactics going forward. For example, the TTC has identified social media campaigns and outreach programs with surrounding municipalities, including Vaughan, as key elements in achieving their communications goals – both of these tactics have also been identified in Vaughan's VMC Communications Plan as areas of collaboration that can support messaging to raise awareness of the VMC and also the Line 1 Yonge-University extension.

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In addition, the TTC has proposed a series of events and activities to take place through to the end of 2017, which the City of Vaughan will be able to leverage as a vehicle to extend outreach efforts and execute the VMC communications plan. One of the most significant events for Vaughan is a TTC Line 1 Yonge-University extension station showcase - the one-day event, to be held in October 2017, has been planned as a self-guided public open house and an opportunity for residents to view station features in advance of the grand opening. In December, as a celebration of the grand opening of the subway extension, the TTC has planned a VIP/media and public launch. During this event, the winners of the Passport to the VMC contest will have the opportunity to join VIPs and dignitaries on the first official train rides to the VMC station.

York Region Rapid Transit Corporation has developed a communications plan that seeks to integrate with both TTC and City of Vaughan marketing initiatives.

Opening in conjunction with the TTC Line 1 Yonge-University extension, the YRRTC Highway 7 VivaNext project is a key element of the VMC's mobility hub that will provide connections to Vaughan's downtown in all directions – by subway, bus or car.

Under the YRRTC communications plan, a collaborative set of messages has been proposed that revolve around the common theme of “move”. YRRTC's tag line for the Highway 7 VivaNext project is “Be Moved”, which plays on the TTC's “We Move You” message and the VMC's “It'll Move You” slogan. By leveraging this simple message of “move” that speaks to the transit service, jobs, housing, civic pride, commuting, etc., transit partners and the City of Vaughan can avoid competing or clashing communications and any potential for confusion among the public.

The City of Vaughan and YRRTC have embraced the importance of collaboration and will be encouraging all stakeholders to share marketing collateral related to the new transit infrastructure opening in the VMC. By providing a common platform for messaging based on the benefit of “movement”, individual stakeholders can connect into this communication approach and build their own positioning that elevates their interests as well as the greater interests of the Vaughan Metropolitan Centre.

The communications plan aligns with other VMC marketing activities currently underway.

The success of the VMC communications plan will require cross promotion and integration with other marketing initiatives that run parallel with the messaging and tactics that have been outlined above. Most importantly, the new VMC microsite, myvmc.ca, will play a vital role as a tool to promote VMC projects, news, events and development activity. Launched in May 2017, the microsite acts as the hub for all VMC digital marketing activity, and will be used as the portal to engage a broad audience in developing two-way online communications and easily accessible content and information.

Relationship to Term of Council Service Excellence Strategy Map (2014-2018)

This report is consistent with the priorities set on the Term of Council Service Excellence Strategy Map: facilitate the development of the VMC; and, attract investment and create jobs.

Regional Implications

The City of Vaughan will continue to work in collaboration with the York Region Rapid Transit Corporation and Region of York to align marketing messages that raise the profile of the Vaughan Metropolitan Centre and VivaNext project.

Conclusion

As infrastructure partners such as the Toronto Transit Commission and York Region Rapid Transit Corporation complete their project builds and development partners deliver their first phase buildings, a new activation, operation and engagement phase for the VMC begins. This phase is about creating excitement, connecting people to the downtown and establishing the VMC as ‘the Place’. Through

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An initial project kick-off meeting with the utility service providers and other stakeholders was held on April 29, 2016 where members of the VMC Project Management Team provided an overview of the new downtown, including the status of current development activities, and outlined the goal of generating a collaborative and coordinated approach for the UMP study.

Through the VMC Working Group, a focused group was established to bridge the landowner community and the utility service providers on all issues related to growth in the downtown. A series of three working sessions were scheduled between April 2016 and February 2017 to discuss the overall document approach, dialogue on design principles, and review the progress and content of the UMP. This process ensured that a cohesive plan was developed that provided an overall utility master plan for the emerging downtown. Draft versions of the document were circulated to stakeholders for review and subsequently presented at the VMC Working Group in February 2017. Comments received were considered in the final document.

Purpose

The purpose of this report is to inform Council that the VMC Utility Master Plan has been completed.

Background - Analysis and Options

The fast-paced development activity that the VMC is currently undergoing comes as a result of strategic investment in public transit, infrastructure and public realm initiatives that are attracting new office; mixed-use and residential development to Vaughan's emerging downtown.

With a projected population target of 50,000 people by 2051, and an interim target of 25,000 residents by 2031, Vaughan has developed a number of foundational planning and engineering documents to guide the design and development of the VMC. These documents have set the vision, placemaking and servicing framework for the downtown. These documents and plans include the VMC Secondary Plan, the VMC Streetscape and Open Space Master Plan, Urban Design Guidelines, various Environmental Assessment Servicing Master Plans, among others. The timely planning and implementation of public infrastructure is at the forefront of building a downtown with such qualities and aspirations.

As recommended by the City's development facilitator LiveWorkLearnPlay (LWLP), the Utility Master Plan is a foundational study that will assist the City, utility service providers, developers and design consultants to properly plan for utility servicing to support the full build out of the VMC.

City retained RTG to prepare the UMP study for the VMC

The City retained RTG Services Inc. to undertake the UMP as a key project supporting development in both the initial phase and long term build out of the VMC.

The deliverables include goals that are addressed through the study, and listed below:

- Generating a full build out UMP based on VMC Secondary Plan forecasted population and current utility and infrastructure best practices
- Ensuring shared utility duct banks are implemented in the VMC to the extent possible given utility service requirements
- Identifying utility main corridors within the VMC street grid network
- Identifying potential property impacts; and
- Developing guidelines for utility housing/service access arrangements with developers/landowners

The process for developing the UMP involved close coordination and partnership with service providers such as Alectra, Enbridge, Bell and Rogers, as well as other stakeholders including York Region, City staff and VMC landowners. The UMP was developed with the objective of facilitating

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development and to assist in coordinating utility works with other municipal servicing infrastructure.

The UMP is fundamental to support development in the VMC

The UMP has been developed to guide the City, developers and design consultants by ensuring utilities and infrastructure are adequately designed, integrated and coordinated with the downtown's new public realm comprised of new urban level of service streetscapes, cycling facilities, medians, parks and open spaces. The UMP will help practitioners to better understand the City's vision for the infrastructure network in the VMC and the hierarchy of utility corridors within the streets in the VMC.

The VMC Utility Master Plan will serve to:

- Scope the location and orientation of utility services such as hydro, gas and telecommunications
- Provide clarity on where utility services are located
- Assist in coordinating with other municipal infrastructure (such as water, wastewater and stormwater management)
- Minimize the impacts of potential conflicts; and
- Future proofing the development from having to go back and implement costly retrofits to infrastructure such as roads, streetscape or other services.

The City's existing Water/Wastewater and Stormwater/Storm Drainage Master Plans map out the essential municipal infrastructure including water distribution, sanitary sewer and stormwater management. A fully integrated UMP will identify the provision of hydro and gas distribution, telecommunications (such as cable and phone) and broadband or digital infrastructure that may also give direction to the coordinated physical planning of infrastructure; fulfilling several objectives including future-proofing coordinated development needs; encouraging integration into built form and design where possible; and avoiding or mitigating conflicts with the public realm.

High-level design guidelines (street cross sections and best practice precedents) are included in the UMP to illustrate the City's intention of ensuring the public realm components (i.e. walkways, trees, lighting, street furniture, etc.) are properly coordinated with proposed utilities in order to minimize the visual impact on the urban streetscape and investment in the public realm. The guideline identifies the City's objective of having hydro and telecommunication infrastructure such as switchgears and transformers installed in underground vaults or integrated within adjacent buildings in the VMC.

Underground Relocation of Hydro Distribution Lines Update

City staff continues to explore opportunities to bury the existing hydro pole lines on Highway 7 and Jane Street within the limits of the VMC.

Over the last several months, a number of discussions were held with the City, Alectra and the stakeholders to understand the high order magnitude of costs for undergrounding along Highway 7 and Jane Street. City staff also facilitated a group meeting with Alectra and the landowners in March 2016 to discuss possible funding strategies. At the VMC Landowner's Meeting in the fall 2016, the landowners requested that the City provide more information on the technical requirements related to the burying of the hydro lines together with updated cost estimates before advancing further discussions on funding options.

Staff have recently made arrangements with Alectra to advance the preliminary design and updated cost estimate for the proposed hydro undergrounding works. This work is expected to be completed by Q3-2017. Upon completion of this assignment, the City will regroup with the landowners to review the details prepared by Alectra.

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Relationship to Term of Council Service Excellence Strategy Map (2014-2018)

This report is consistent with the Term of Council Priority as the Utility Master Plan will serve to facilitate development in the VMC.

Regional Implications

Collaboration with broader Regional stakeholders continues to be an important factor in ensuring the success of the VMC.

Conclusion

The Utility Master Plan is intended to provide guidance to landowners and utility service providers regarding the design and location of utility infrastructure in the VMC and to facilitate development in the City's new downtown. The UMP document will be updated over time as development in the VMC evolves.

Staff continues to explore design and funding opportunities to underground the existing hydro lines on Highway 7 and Jane Street within the VMC.

Attachments

None.

Report prepared by:

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NEW BUSINESS

**4.1 VACANCY CAUSED BY RESIGNATION OF
FORMER DEPUTY MAYOR AND REGIONAL COUNCILLOR**

The Vaughan Metropolitan Centre Sub-Committee advises that the following motion was adopted:

- 1) That Council consider appointing a Regional Councillor to the Vaughan Metropolitan Centre Sub-Committee in the vacancy caused by the resignation of former Deputy Mayor and Regional Councillor, Michael Di Biase.

This matter was brought to the attention of the Committee by Councillor Yeung Racco.

The meeting adjourned at 11:17 a.m.

Respectfully submitted,

Hon. Maurizio Bevilacqua, Mayor, Chair