

CITY OF VAUGHAN

EXTRACT FROM COUNCIL MEETING MINUTES OF MAY 6, 2014

Item 34, Report No. 18, of the Committee of the Whole, which was adopted without amendment by the Council of the City of Vaughan on May 6, 2014.

34

**STREET NAME APPROVAL
DRAFT PLAN OF SUBDIVISION FILE 19T-12V007
CALLOWAY REIT (SEVENBRIDGE) INC.
WARD 4 - VICINITY OF REGIONAL ROAD 7 AND JANE STREET**

The Committee of the Whole recommends:

- 1) That consideration of this matter be deferred in accordance with the request contained in Communication C8, from Ms. Paula Bustard, Smart!Centres, Applewood Crescent, Vaughan, dated April 29, 2014, representing the owner.**

Recommendation

The Commissioner of Planning, Interim Director of Planning/Director of Development Planning, and Manager of Development Planning recommend:

1. THAT Vaughan Council provide direction on the appropriate street name for the proposed street (Street "A") in approved Plan of Subdivision File 19T-12V007 (Calloway Reit Sevenbridge) Inc. as shown on Attachment #2.

Contribution to Sustainability

N/A

Economic Impact

There are no requirements for new funding associated with this report.

Communications Plan

N/A

Purpose

To seek direction from the Committee of the Whole on an appropriate street name for Street "A" within the approved Calloway Reit (Sevenbridge) Inc. subdivision located in the Vaughan Metropolitan Centre (VMC).

Background - Analysis and Options

The subject lands shown on Attachment #1 are located between Edgeley Boulevard and Millway Avenue, on the south side of Applemill Road and north of Regional Road 7, City of Vaughan.

The City's current Street Name Policy requires that the Owner propose the street name(s) in a development, which must be reviewed by City staff, York Region and approved by Vaughan Council. The owner has proposed "Smart Street" as the name for Street "A" in approved Plan of Subdivision File 19T-12V007 (Calloway Reit (Sevenbridge) Inc.), as shown on Attachment #2.

The proposed street name is inconsistent with the City's Street Naming Policy and Procedures that was approved by Vaughan Council on December 10, 2013, in particular, Section 1. c) Prohibited Names, which prohibits the use of business and corporate names. The subject lands are being developed by Smart Centres, which is Canada's largest developer of unenclosed shopping centres.

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Item 34, CW Report No. 18 – Page 2

The Planning Department is of the opinion that new street names in the Vaughan Metropolitan Centre (VMC) should reflect either the intended role and future vision for the VMC as the City's new downtown, a landscaped-based name or reference history relating to the site. The Planning Department recommended that the owner select appropriate street names and suggested specific street names that have been vetted for appropriateness through city departments and the Region of York, including:

Landscape Narrative

- Grand Park Avenue
- Cherry Street
- Meadowlark Street

Function and Use Narrative

- Social Street
- Terminal Avenue or Street
- Centre Crossings Avenue or Street
- Mobility Avenue or Street
- Central Avenue

The owner advised that they wish to pursue "Smart Street" as the preferred street name for the subject lands. As a result, the Planning Department and the owner are at an impasse about the appropriate street name for this site and seek Vaughan Council's direction in this respect.

Relationship to Vaughan Vision 2020/Strategic Plan

This report is consistent with the priorities set forth in Vaughan Vision 2020, particularly "Plan and Manage Growth and Economic Vitality".

Regional Implications

The York Region Transportation and Community Planning Department has no objection with any of the proposed street names identified in this report.

Conclusion

The City's Street Naming Policy and Procedures approved by Vaughan Council on December 10, 2013, prohibits business and corporate names being used to name city streets. The owner, Smart Centres, wants to name Street "A" as shown on Attachment #2 as "Smart Street", which reflects the owner's corporate name, which is not permitted by the City's Street Naming Policy. The Planning Department has discussed the recommended alternate street names with the owner of the subject lands, however, the owner wishes to continue to pursue the "Smart" street name. Accordingly, staff seeks direction from Vaughan Council with respect to an appropriate street name for Street "A" as shown on Attachment #2.

Attachments

1. Location Map
2. Approved Draft Plan of Subdivision File 19T-12V007

Report prepared by:

Scot Leigh-Bennett, GIS Technician, ext. 8642

(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.)



700 Applewood Crescent, Vaughan, ON, L4K 5X3

Telephone (905) 760-6200 Fax (905) 760-6201

c <u>8</u>
Communication
cw: <u>Apr 29/14</u>
Item: <u>34</u>

April 29, 2014

City of Vaughan
Vaughan Civic Centre
2141 Major Mackenzie Drive
Vaughan, Ontario, L6A 1W8

Dear: Mr. Abrams

**Re: Committee of the Whole (Item No. 34)
Street Name Approval
Draft Plan of Subdivision File 19T-12V007
Calloway REIT (Sevenbridge) Inc.
City of Vaughan**

The following submission is made with respect to the report prepared by the City of Vaughan dated April 29, 2014 with respect to the street name approval of Draft Plan of Subdivision File 19T-12V007.

Following a review of this report and in order to provide adequate time for the owner to consider the naming of the street (labeled Street "A" on 19T-12V007) to coincide with current marketing efforts for the associated project and the VMC in its entirety, it is respectfully requested that Item No. 34 be deferred to allow the applicant to continue discussions on street naming with the Planning Department.

We were unaware that this report was being prepared and that the direction of Council was being sought after by the planning department in regard to the naming of Street "A" at this time. A deferral of this item will allow the owner to continue to work both internally and with the City to develop a marketing strategy for this precinct of the VMC including naming of the street.

Sincerely,

Paula Bustard
Vice President, Development
SmartCentres

COMMITTEE OF THE WHOLE APRIL 29, 2014

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Recommendation

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1. THAT Vaughan Council provide direction on the appropriate street name for the proposed street (Street "A") in approved Plan of Subdivision File 19T-12V007 (Calloway Reit Sevenbridge) Inc. as shown on Attachment #2.

Contribution to Sustainability

N/A

Economic Impact

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Communications Plan

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Report prepared by:

Scot Leigh-Bennett, GIS Technician, ext. 8642

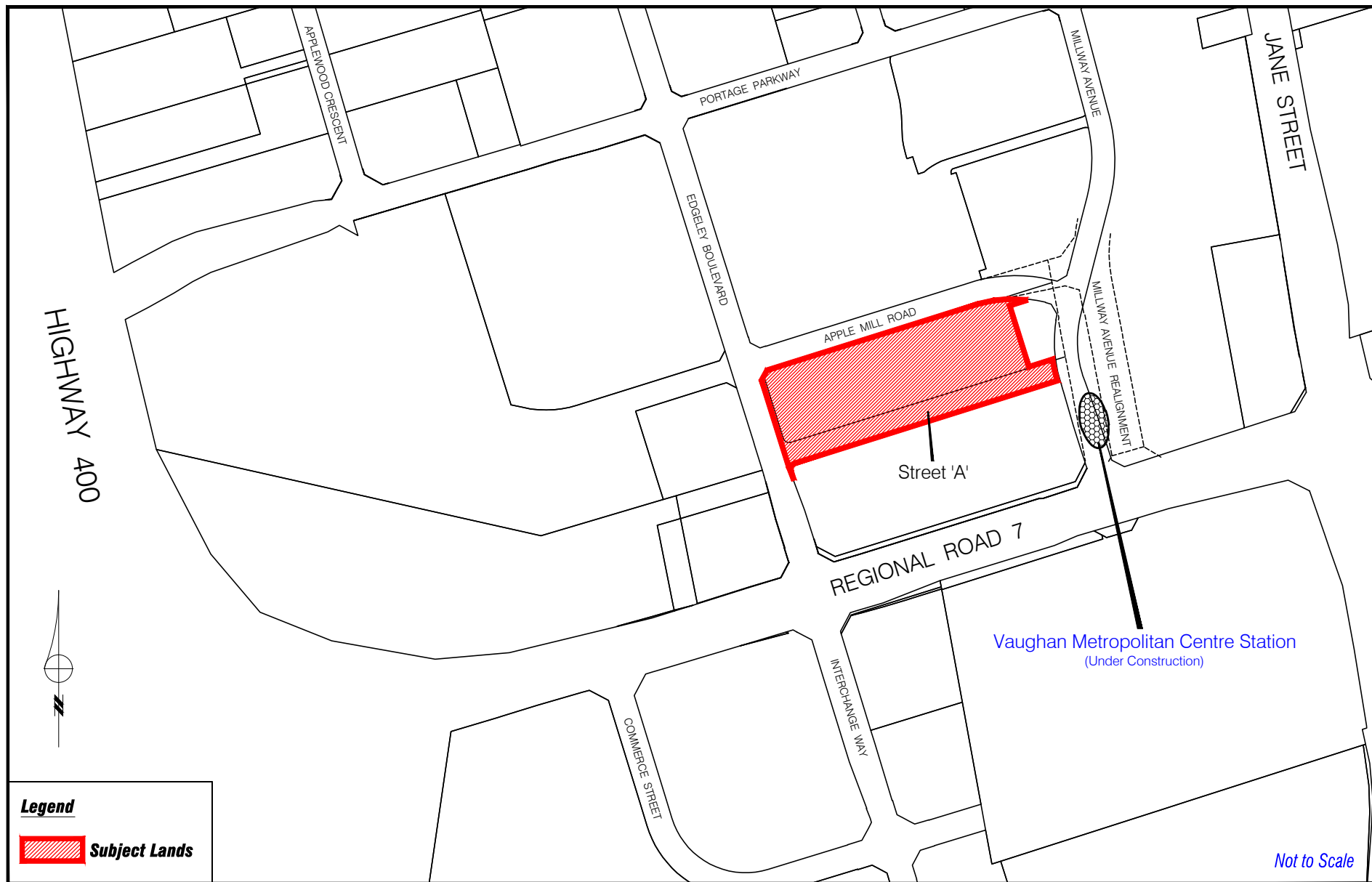
Respectfully submitted,

JOHN MACKENZIE
Commissioner of Planning

GRANT UYEYAMA
Interim Director of Planning, and
Director of Development Planning

/CM

MAURO PEVERINI
Manager of Development Planning



Location Map

LOCATION:
Part of Lot 6, Concession 5

APPLICANT:
CALLOWAY REIT (SEVENBRIDGE) INC.

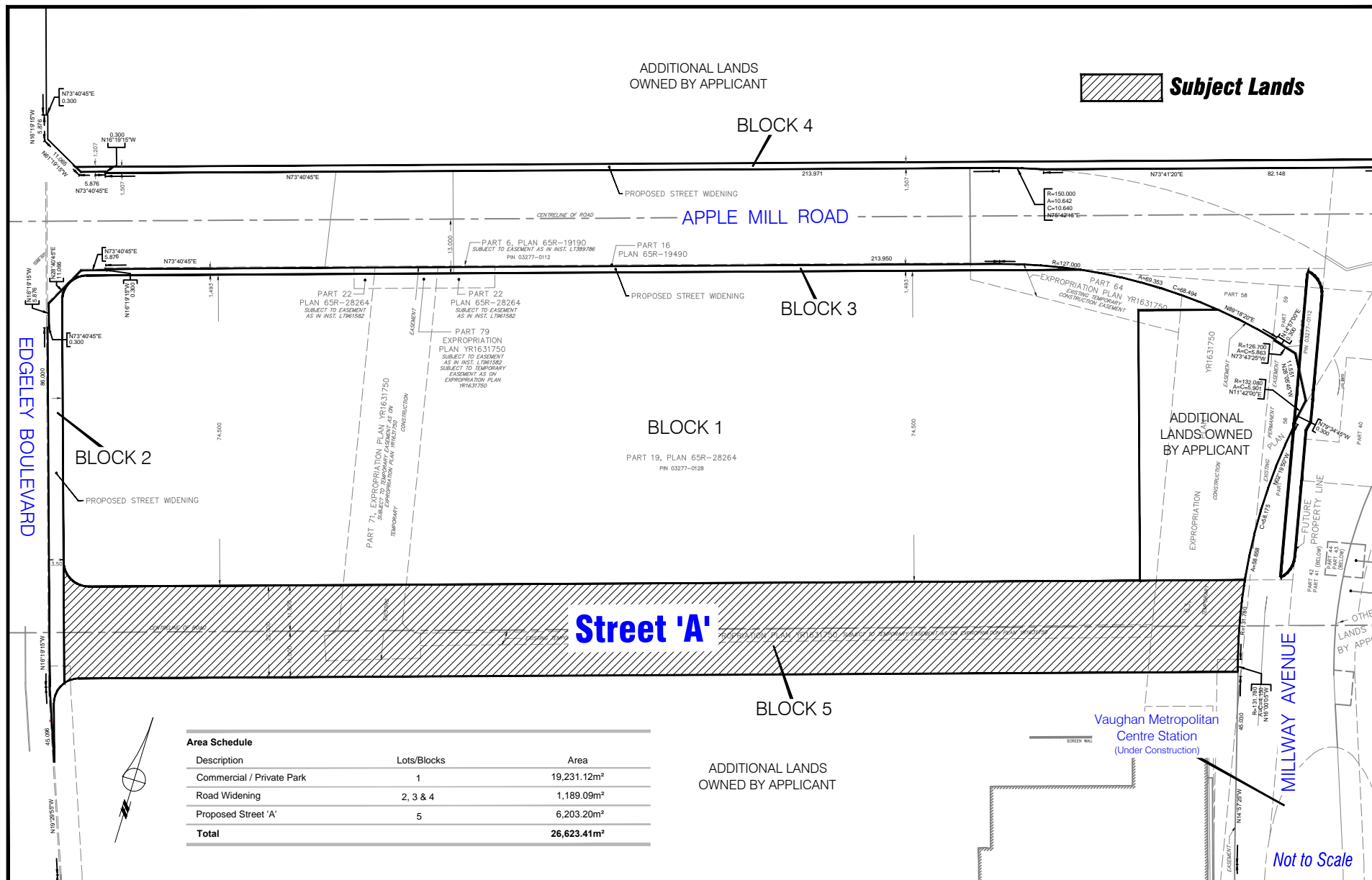


Attachment

FILES:
19T-12V007

DATE:
October 29, 2013

1



Approved Draft Plan of Subdivision File 19T-12V007

LOCATION:
Part of Lot 6, Concession 5

APPLICANT:
CALLOWAY REIT (SEVENBRIDGE) INC.



Attachment

FILE:
19T-12V007

DATE:
October 29, 2013

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