



# 05

# ECONOMY

<b>5.1 Supporting Vaughan’s Economy</b>	<b>153</b>
5.1.1 Economic Growth and Diversification	153
5.1.2 Directing Economic Activity	156
<b>5.2 Diversifying Vaughan’s Economy</b>	<b>158</b>
5.2.1 Growing Industry	158
5.2.2 Attracting Office Uses	160
5.2.3 Supporting and Transforming the Retail Sector	162
5.2.4 Building a Medical Health Sector	166
5.2.5 Promoting Institutional Growth	167
5.2.6 Enhancing Creativity and Culture	168
5.2.7 Promoting Tourism	170
5.2.8 Growing Agriculture and Food Production	172



## 5.1 Supporting Vaughan's Economy

### 5.1.1 Economic Growth and Diversification

Vaughan has one of the strongest local economies in the Greater Golden Horseshoe and a high ratio of jobs to **population**. **The industrial, manufacturing, and warehousing sectors have been a major** component of Vaughan's economic success, supported by large contiguous **Employment Areas** and significant transportation infrastructure, including Provincial highways, two large rail yards and proximity to Pearson International Airport. Vaughan's retail sector is equally strong, with large, regionally-serving retail centres and a high proportion of locally-owned retailers. Retail tourism, where visitors come to Vaughan to shop, has proven to be a major asset, as have the variety of other tourism destinations located in Vaughan.

A strong economic future for Vaughan requires further economic growth and diversification. Forecast to grow from 162,200 jobs in 2006 to 266,100 jobs by 2031, economic growth will occur within strong and established sectors. However, new growth will also occur in a variety of emerging sectors that together have potential for significant expansion. With a diverse economic base, Vaughan will ensure a welcoming environment for a variety of new employers and job opportunities, and ensure residents and employees can both live and work in Vaughan.

**Employment Areas** will continue to be protected to ensure the long-term health of the industrial, manufacturing, and warehousing sectors, with a focus on green industries and green construction, emerging technologies and advanced manufacturing providing opportunities for new growth. Retail will evolve to include a diversity of retail environments, which meet the needs of local and regional shoppers, are integrated into the urban fabric and provide an enhanced retail experience.

As the **Vaughan Metropolitan Centre** develops into Vaughan's downtown, it is anticipated to attract new *major office* developments and corporate headquarters. The planned hospital at Major Mackenzie Drive and Highway 400 will provide significant employment opportunities and has the potential to generate a cluster of health science industries and institutions. Further institutional growth will be pursued, including opportunities to attract post-secondary education programs and institutions, and support will be provided to foster creative industries and cultural activity. Protection of agricultural lands and innovation in urban agriculture will create new opportunities for local food production.

It is the policy of Council:

- 5.1.1.1. To promote economic growth and diverse employment opportunities in order to:
  - a. ensure the long-term economic health and financial stability of the City; and,
  - b. allow residents and employees the opportunity to both live and work in Vaughan.
  
- 5.1.1.2. To provide a supportive municipal framework to grow Vaughan's economy by:
  - a. providing for a wide range, size and mix of available lands for a variety of economic functions;
  - b. constructing, upgrading and maintaining high quality municipal services and infrastructure;
  - c. ensuring efficient and convenient transportation options for people and goods;
  - d. ensuring high quality, efficient and coordinated utilities, services and telecommunications infrastructure;
  - e. supporting community economic development through partnerships, strategies and programs, such as business improvement areas; and,
  - f. attracting a diverse labour force to accommodate Vaughan's businesses by ensuring a range of housing options, human and social services, cultural opportunities and parks, open spaces and natural areas are provided.

- 5.1.1.3. To ensure long term economic diversification by:
- a. recognizing and supporting Vaughan as a major industrial, manufacturing and warehousing centre in the Greater Toronto Area, and protecting a sufficient supply of land for these functions;
  - b. promoting and supporting the development of new office uses within the **Vaughan Metropolitan Centre**, other **Intensification Areas** and, where appropriate, **Employment Areas**;
  - c. attracting senior level government office and services;
  - d. supporting the growth of retail activities within **Intensification Areas** and mixed-use designations;
  - e. attracting and supporting the development of green industries in Vaughan, including industrial uses and environment-focused professional and technical office uses and services;
  - f. supporting the growth and transformation of Vaughan's development/construction industry as a model for emerging green building technologies and sustainable practices;
  - g. promoting and supporting the development of a cluster of health-care related activities in relation to the new hospital;
  - h. promoting and supporting the development of post-secondary education programs, buildings and institutions;
  - i. encouraging tourism;
  - j. enhancing Vaughan's role in the creative and cultural industries; and,
  - k. supporting local agriculture and food production.

## 5.1.2 Directing Economic Activity

Large and accessible **Employment Areas**, for the provision of industrial, manufacturing and warehousing uses, supported Vaughan's emergence as an employment leader in the Greater Golden Horseshoe. These **Employment Areas** will continue to play a critical role in Vaughan's economic base, especially as the Highway 400 North lands and the West Vaughan Employment Area lands are developed. **Employment Areas** accommodate uses that are not appropriate in **Intensification Areas** or **Community Areas**, and are best located near Provincial highways and rail infrastructure to support efficient goods movement. To remain viable, **Employment Areas** should be maintained as large, unfragmented areas that allow flexibility for growth and change and offer protection from more sensitive land uses.

Job growth outside of **Employment Areas** will occur primarily in mixed-use areas, and mostly **Intensification Areas**, due to increasingly dense populations, significant transit and infrastructure investments, and large capacity for growth. **Intensification Areas** will accommodate non-industrial employment activities that are more compatible with residential uses, and will provide opportunities to support many of Vaughan's economic sectors, such as office uses, retail and cultural industries.

It is the policy of Council:

- 5.1.2.1. To ensure that a 20-year supply of land is designated to accommodate the forecast of 266,100 jobs as contained in the York Region Official Plan. Such lands include **Employment Areas** and **Intensification Areas**, as identified on Schedule 1.
- 5.1.2.2. To direct economic activities in a manner that supports the Growth Management Strategy set out in Chapter 2 of this plan. Specifically, industrial, manufacturing, warehousing and, where appropriate, limited office uses shall be directed to **Employment Areas**. Other economic activities, including retail activities and *major offices* shall be directed to **Intensification Areas**, where they can be better served by transit and help create vibrant mixed-use centres and corridors.

- 5.1.2.3. To ensure the long-term flexibility, vitality and competitiveness of **Employment Areas** by:
- a. ensuring that **Employment Areas** are maintained as large and cohesive areas for industrial, manufacturing, warehousing and, where appropriate limited office uses;
  - b. ensuring that sensitive land-uses outside of **Employment Areas**, as defined by the Ministry of Environment Guidelines for Land-Use Compatibility, are designed and located so as not to create adverse impacts on businesses within **Employment Areas**;
  - c. ensuring that retail uses within **Employment Areas** are limited and for the purposes of serving businesses and employees in the **Employment Area** and not for the purpose of serving the general population of Vaughan;
  - d. ensuring a broad mix of lot sizes that support a diversity of employment opportunities related to the primary function of **Employment Areas** to support industrial, manufacturing, warehousing and some office uses;
  - e. to ensure efficient goods movement systems, in accordance with the policies in Section 4.4 of this Plan;
  - f. encouraging and supporting the remediation and reuse of contaminated lands and *brownfield* sites in **Employment Areas**, in accordance with the policies of Section 3.7.3 of this Plan and,
  - g. supporting the reuse and/or repurposing of older industrial buildings an/or **Employment Areas** for cleaner and more affordable employment uses.

## 5.2 Diversifying Vaughan's Economy

### 5.2.1 Growing Industry

Vaughan's economy has always been reliant on the City's strong industrial, manufacturing and warehousing base. This base will continue to grow, but will evolve to meet new and changing demands. Rapid improvements in manufacturing technology will create new opportunities for growth. With emerging interest in the green building industry, Vaughan's building technology and construction industries have an opportunity to emerge as leaders in green development in the Greater Golden Horseshoe. The City will provide a supportive environment that encourages flexibility and innovation in these sectors to ensure continued competitiveness, a sustained employment base and opportunity for continued growth.

It is the policy of Council:

- 5.2.1.1. To support the growth and modernization of Vaughan's manufacturing, industrial and warehousing sectors by:
  - a. encouraging a transition from traditional manufacturing industries to advanced manufacturing;
  - b. supporting Vaughan's emergence as a leader in green industries and technology; and,
  - c. expanding Vaughan's leading role in the Greater Golden Horseshoe construction and development industry.
  
- 5.2.1.2. To establish Vaughan as a leader in the green economy by attracting, supporting and cultivating a wide range of value-added industries that:
  - a. provide services and products that promote environmentally responsible practices;
  - b. respond to the reality of climate change, future energy scarcity and other environmental imperatives; and,
  - c. reflect environmental and sustainability objectives in their operations.

- 5.2.1.3. To encourage green industries that make use of existing land, facilities and expertise and build on Vaughan's strong economic base, including:
- a. manufacturing industries;
  - b. green building materials and technologies;
  - c. alternative energy and fuels;
  - d. conservation technologies and,
  - e. professional services.
- 5.2.1.4. To ensure the growth of green industries in Vaughan by:
- a. supporting and encouraging programs in training, business attraction, export development and other areas to support green industries;
  - b. supporting clusters of related industries and services to encourage partnerships and innovation, and allow for efficiencies of resource and service sharing;
  - c. supporting the continued implementation of green building and development standards by Vaughan's established land development, construction and building products sectors;
  - d. promoting and supporting the continued development of green building expertise in Vaughan's construction and development sectors; and,
  - e. supporting the development of eco-industrial parks that maximize synergistic relationships between industries through resource sharing, re-use of industrial by-products, shared services and facilities, and district energy systems.
- 5.2.1.5. To attract government programs and investments in infrastructure that supports Vaughan's manufacturing base and creates long-term stability in manufacturing industries and jobs.

## 5.2.2 Attracting Office Uses

Vaughan is home to a variety of office uses but does not currently have a concentration of offices in any particular location or a clear pattern of office distribution. Establishing such a pattern is important to achieving the Growth Management strategy set out in Chapter 2 of this Plan by directing appropriate scales of office uses to appropriate locations, supporting transit use by providing appropriate densities along transit routes and stations, and protecting **Employment Areas** for primarily industrial, manufacturing and warehousing by excluding non-ancillary office uses in some areas and only permitting smaller-scale campus-style office buildings in others.

The emergence of the **Vaughan Metropolitan Centre** creates an opportunity for a large office cluster around the future subway station, providing direct access to the regional labour market. *Major office* uses will be directed to the **Vaughan Metropolitan Centre**, providing a mix of uses to complement the significant residential growth planned for the area. Other office uses will be encouraged in the **Vaughan Metropolitan Centre** but will also be permitted in **Intensification Areas** and along arterials and transit corridors in **Employment Areas**.

A hierarchy of office uses will ensure appropriate locations for offices that reinforce Vaughan’s urban structure, support transit use and provide opportunities for economic growth. Office uses will be permitted in the Vaughan Metropolitan Centre, **Intensification Areas** and Employment Areas in accordance with the detailed land use designations in Chapter 9 of this Plan.

Vaughan Metropolitan Centre and subways	Major office uses greater than 12,500 m <sup>2</sup> per lot will be located in the Vaughan Metropolitan Centre and at future subway stations.
Intensification Areas	Office uses up to 12,500 m <sup>2</sup> per lot will be permitted in appropriate <b>Intensification Areas</b> .
Employment Areas	Office uses up to 7,500 m <sup>2</sup> per lot will be permitted in Prestige Employment designations. Ancillary offices, directly associated with another employment use, will be permitted throughout Employment Areas.

It is the policy of Council:

- 5.2.2.1. To support growth in Vaughan’s office sector and to direct office uses to appropriate locations in order to achieve the following objectives:
  - a. support employment and economic growth;
  - b. reinforce the growth management strategy as set out in Chapter 2 of this Plan;
  - c. achieve a transit-supportive land-use pattern and densities; and,
  - d. help create mixed-use communities within ***Intensification Areas***.
  
- 5.2.2.2. To direct *major office* developments to the **Vaughan Metropolitan Centre** by:
  - a. requiring all office uses greater than 12,500 square metres per lot to locate in the **Vaughan Metropolitan Centre**, or within 500 metres of other designated future subway stations;
  - b. promoting the **Vaughan Metropolitan Centre** as an attractive location for corporate headquarters, and Regional, Provincial and Federal government offices; and,
  - c. developing programs, incentives and partnership opportunities to attract *major office* uses and corporate headquarters to the **Vaughan Metropolitan Centre**;

“Ancillary” office and retail uses are those directly associated with the primary permitted land use. For example, A manufacturer may engage in retail sales on the same lot as the factory where the products manufactured in the factory are sold. Office uses for the manufacturer may also be attached to the factory. All other retail or office uses are not considered “ancillary”.

- 5.2.2.3. To attract a wide variety of office uses to **Intensification Areas**, including professional, service, scientific and technical offices, and to encourage clusters of related uses to allow increased efficiency and shared support services. Office uses in **Intensification Areas** will be permitted up to 12,500 square metres per lot with the actual permissions being reflective of the type of **Intensification Area** in which it is located, the transit service available and the surrounding context.
- 5.2.2.4. To allow ancillary office uses, directly associated with another employment use, in all **Employment Areas** and to direct any non-ancillary office uses in **Employment Areas**, up to 7,500 square metres per lot, to **Prestige Employment** designations where they will be better accessed by transit and/or visible along the 400-series highways and arterials.

### 5.2.3 Supporting and Transforming the Retail Sector

Vaughan is committed to supporting the retail sector and ensuring that there is an appropriate amount of retail activities in suitable locations. Retail uses are key components of mixed-use communities. Well-designed and appropriately located retail uses allow residents and employees to purchase goods and services by walking, cycling or taking public transit.

Vaughan's existing retail sector is large and an important component of the overall Urban Structure and local economy. Most retail development is currently in the form of stand-alone shopping centres, ranging from neighbourhood plazas to big box centres and also including two major indoor shopping malls. The largest concentrations of retail are found in the **Vaughan Metropolitan Centre**, the Vaughan Mills Mall, Weston Road & Highway 7 and the Promenade Mall, all of which are regional or super-regional retail centres serving a market area that extends well beyond Vaughan.

Despite the predominance of stand-alone retail uses, Vaughan continues to nurture several existing and successful main street and mixed-use retail areas. Primarily located in the historic Villages of Kleinburg, Woodbridge, Maple and Thornhill, main street retail provides opportunities for small-scale commercial activities that are built to the street, accommodate residential or office/service uses above grade and allow for a diverse

pedestrian-oriented retail experience. Vaughan will support these existing retail areas and seek to create new main street retail environments.

Creating a sustainable City will require the leveraging of Vaughan's strong retail sector to help create and strengthen mixed-use communities throughout Vaughan. Existing stand-alone shopping centres will be permitted to transform into mixed-use buildings and districts that incorporate residential, office and institutional uses. New retail uses within **Intensification Areas** will be developed as part of mixed-use centres and corridors, will be transit-oriented and will be integrated with their surrounding communities.

*Major retail* uses – retail uses over 10,000 square metres – will be designed and located to serve the needs of residents and support the growth management strategy of this Plan, as set out in Chapter 2. As such, *major retail* uses will not be permitted in **Employment Areas** and will be required to undergo further study prior to development within **Intensification Areas**.

The issue of drive-through retail uses has undergone considerable study in Vaughan. Such uses are now an established retailing practice for certain types of commercial uses and service providers, and as such, can have a significant impact on the urban fabric, streetscape and residential environmental quality of life. To support pedestrianization and transit use, all new drive-through facilities shall adhere to specific design guidelines and should not be permitted within areas where a pedestrian-friendly character needs to be protected and enhanced, such as **Intensification Areas** and Heritage Conservation Districts.

It is the policy of Council:

- 5.2.3.1. To support the continued development of a diverse retail sector that provides:
  - a. a broad range of shopping opportunities for local residents and employees;
  - b. specialty shopping that will attract tourists and Greater Golden Horseshoe residents;
  - c. a range of opportunities for employment and entrepreneurship; and,
  - d. transit-oriented and walkable retail environments within **Intensification Areas**.

- 5.2.3.2. To require that new retail be designed to be walkable, transit-supportive, and integrated into communities and pedestrian and cycling networks, with high-quality urban design.
- 5.2.3.3. To protect the economic vitality of small-scale main street retail in Vaughan's historic villages of Nashville/Kleinburg, Woodbridge, Maple and Thornhill and to support the development of business associations in these areas as a means to enhance retail opportunities and attract visitors.
- 5.2.3.4. That the primary location for new retail uses shall be **Intensification Areas**, where they will benefit from transit service and help build mixed-use communities. Retail developments within **Intensification Areas** will support the general objectives and policies for these areas through the following:
- a. retail uses will be provided as part of an overall mixed-use development;
  - b. retail uses will be sited and oriented to support walking, cycling and transit use;
  - c. building scale and orientation shall ensure extensive sunlight penetration onto pedestrian areas;
  - d. a mix of retail spaces is encouraged, including both larger format stores that can act as commercial anchors for the street and smaller stores and services that can create a diversity of retail experiences;
  - e. accommodating large food stores, including supermarkets, which are essential to serve the day-to-day shopping within communities and help to attract residential development to an area; and,
  - f. where feasible, on-street parking shall be available to provide added market support and exposure for street-front retailing.
- 5.2.3.5. To support retail uses, at appropriate locations, within **Community Areas**. Such retail uses must be designed to support walking, cycling and transit use. They must be sensitive to and compatible with the character and form of the surrounding context.
- 5.2.3.6. *Major retail* uses (those retail uses over 10,000 square metres on any single lot) are not permitted in **Employment Areas** or **Community Areas**. Such uses are permitted, through a Zoning By-law Amendment, in **Intensification Areas** subject to the completion of a Commercial Impact Statement, Planning Rationale and other related studies, to the satisfaction of the City, that ensures the following criteria are met:

- a. the economic health and vitality of existing retail areas and main streets in Vaughan is not adversely impacted;
- b. there will continue to be sufficient market demand to ensure that **Intensification Areas** will have the ability to attract retail opportunities and that such opportunities are not diminished by the proposed *major retail* use;
- c. the minimum trade area population required to service the proposed *major retail* use exists or will exist when the facility is constructed;
- d. the local and surrounding street network is not adversely impacted by traffic; e. sufficient water, sewer and stormwater capacity exists;
- f. the development is sited and oriented to support walking, cycling and transit use; and,
- g. urban design guidelines are established for major retail development to ensure a high-quality public realm and high-quality built form.

5.2.3.7. Drive-throughs are a complement to general retail activity and should only be located such that the use does not adversely affect the goals of pedestrianization, attractive streetscapes, transit supportiveness, or have an adverse impact on residential neighbourhoods. Drive-through facilities shall not be permitted in **Intensification Areas** and Heritage Conservation Districts. Where permitted, drive-through uses shall achieve the following urban design objectives:

- a. provide for pedestrian safety, scale and comfort;
- b. be buffered from adjacent uses or the public street through appropriate landscaping;
- c. complement other surrounding uses;
- d. be compatible with existing and planned uses in the surrounding area;
- e. contribute to attractive streetscapes, views and sightlines;
- f. be oriented such that buildings are located close to the public street with direct pedestrian access from the public sidewalk; and,
- g. be separated from sensitive uses such as schools and residential areas with appropriate setbacks.

## 5.2.4 Building a Medical Health Sector

The planned hospital at Highway 400 and Major Mackenzie Drive will have positive impacts on the local economy, but can also be leveraged to create a significant medical health cluster at this location. The hospital investment represents only a portion of the employment and economic potential of the Jane Street & Major Mackenzie Centre. Medical and paramedical clinics, research and ancillary uses will be encouraged to locate at this site to create a critical mass of activity and economic growth.

It is the policy of Council:

- 5.2.4.1. To support the development of a new hospital in the Jane Street & Major Mackenzie **Primary Centre**.
- 5.2.4.2. To attract investment to the Jane Street & Major Mackenzie **Primary Centre** in order to form a cluster of medical health industries and a wide variety of jobs in health care, health research, health education, medical laboratory and other related industries. New medical and health related industries are encouraged to locate at the Jane Street & Major Mackenzie **Primary Centre**, provided they are compatible with adjacent uses.
- 5.2.4.3. To establish educational and research connections to medical institutions, such as York University's proposed medical school, and to encourage the development of related institutional buildings in the **Primary Centre**.
- 5.2.4.4. To encourage the early implementation of the planned Jane Street and Major Mackenzie Drive rapid transit services such that they can be operational at the time of occupancy of the hospital.

## 5.2.5 Promoting Institutional Growth

A variety of locally-serving institutions are located in Vaughan, but there are no post-secondary education institutions and few large institutions that generate significant economic impacts. Vaughan's significant future growth and intensification provide opportunities to attract such institutions to the City, which could occur through collaboration with existing nearby institutions, such as York University, Seneca College and/or Humber College. Vaughan's diverse economy offers a variety of other opportunities for institutional growth, including research institutes related to industry and manufacturing. Vaughan's **Intensification Areas** provide a variety of environments that can successfully incorporate new large institutions into the fabric of the City.

It is the policy of Council:

- 5.2.5.1. To support and attract new, large-scale institutional uses into **Intensification Areas**, including research, educational, cultural and other institutions.
- 5.2.5.2. To attract post-secondary institutions to **Intensification Areas** to ensure they will be served by transit and supported by adjacent land uses, including retail, services and higher density residential uses.
- 5.2.5.3. To support and encourage the development of a wide variety of high-intensity education-related employment opportunities in the Steeles West **Primary Centre** with the potential for institutional linkages to York University. Additional post-secondary links should be encouraged with businesses or facilities in the **Vaughan Metropolitan Centre** and the hospital campus at the Jane Street and Major Mackenzie Drive **Primary Centre**.
- 5.2.5.4. To attract training programs and services that enhance Vaughan's competitiveness by building expertise in existing and emerging sectors, including:
  - a. building products, technology and construction trades;
  - b. emerging green industries;
  - c. office support; and,
  - d. medical health and diagnostics.

## 5.2.6 Enhancing Creativity and Culture

A strong and diverse economy includes a focus on fast-growing creative and cultural industries. Creativity and culture not only contribute to economic growth, but they enhance a community's ability to attract more residents and employees, leading to further economic growth. Vaughan's significant cultural resources, ethnically diverse population, and vibrant culture provide a good framework for developing stronger cultural industries. Vaughan will support growth in creativity and culture through a broad approach to cultural recognition and support. Public realm investments and programming, such as the new Civic Square, will provide enhanced public spaces that offer further opportunities for festivals and other events. Broader support for cultural facilities and activities within *Intensification Areas* and other appropriate areas will nurture cultural industries and allow the formation of larger cultural clusters.

It is the policy of Council:

- 5.2.6.1. To attract and support the growth and expansion of creative and cultural industries throughout Vaughan as an important and growing sector of the local economy.
- 5.2.6.1.2. To ensure and support the provision of arts and cultural programs, services, events and facilities in new and existing communities.

Cultural mapping is a systematic approach to identifying and recording cultural resources. It can identify and record tangible cultural resources using GIS tools, but can also use community identity mapping to explore intangible cultural resources, such as unique histories, values, traditions and stories that combine to define a community's identity and sense of place.

Through multimedia enriched web-based maps, cultural mapping enhances access to information on local cultural resources for residents and visitors and provides a platform for marketing and promoting these resources. Cultural Mapping also establishes a base of information to support planning decisions, and can identify resource distribution to assist in identifying new and emerging cultural industries and employment sectors.

- 5.2.6.1.3. To promote a full range of arts and cultural programs and activities throughout the City that reflect the diversity of Vaughan, including large arts and cultural events that draw participants from the Greater Golden Horseshoe and beyond.
- 5.2.6.1.4. To develop municipal funding sources including partnerships with various levels of government and the private sector to support artists, cultural programs, events and facilities.
- 5.2.6.1.5. To ensure up-to-date mapping of cultural resources in Vaughan to be used as a resource in planning, land use and economic development decisions.
- 5.2.6.1.6. To recognize the **Vaughan Metropolitan Centre** as a cultural and creative hub for the City by:
  - a. planning for cultural spaces, facilities and activities in its design;
  - b. directing new city-wide arts facilities, including a large performing arts theatre or visual arts centre, to locate in the **Vaughan Metropolitan Centre**;
  - c. showcasing examples of cultural expression in public spaces within the **Vaughan Metropolitan Centre**; and,
  - d. promoting lands within the **Vaughan Metropolitan Centre** for creative cultural industry clusters.
- 5.2.6.1.7. To support existing and new clusters of cultural and creative industries within **Intensification Areas** to:
  - a. increase collaboration and opportunities for creative clusters;
  - b. support infrastructure sharing; and,
  - c. promote the economic vitality of **Intensification Areas**.
- 5.2.6.1.8. To support the development of cultural-supportive industries in Vaughan's **Employment Areas** where such industries are compatible with **Employment Areas** uses and are consistent with the policies of this Plan.
- 5.2.6.1.9. To attract cultural and creative industry workers by planning for diverse and *affordable* housing options, including opportunities to work from home.

## 5.2.7 Promoting Tourism

Tourism is a strong contributor to Vaughan's economy. Large attractions, such as Canada's Wonderland, the Kortright Centre and the McMichael Canadian Art Collection, large retail centres and smaller specialized retail, food service and accommodations, and the historic villages attract a large number of visitors to Vaughan. Vaughan's urban structure provides a framework to better position tourism resources within **Intensification Areas** and provides enhanced connectivity to ensure convenient travel to tourism destinations.

It is the policy of Council:

- 5.2.7.1. To promote tourism and cultural attractions that enhance the quality of life for Vaughan residents, from day-to-day activities to major events.
- 5.2.7.2. That the **Vaughan Metropolitan Centre** shall be the preferred location for major convention and conference centre uses and that such facilities should be encouraged to locate in close proximity to *hotels*. Such uses may also be located in **Primary Centres**.
- 5.2.7.3. To direct local tourism generators, including theatres and cinemas, to **Intensification Areas**.
- 5.2.7.4. To support the development of *hotels* in **Intensification Areas** in order to provide convenient accommodation for visitors and business travellers.
- 5.2.7.5. To promote cultural resources, facilities and events as unique regional tourism destinations, and to promote tourism activities in Vaughan's Heritage Conservation Districts, as identified in Chapter 6 of this Plan.

- 5.2.7.6. To promote Vaughan's cultural heritage, natural heritage and agricultural base through tourism and cultural opportunities that capitalize on these resources, including:
- a. supporting agri-tourism and agricultural fairs, farmers markets and events;
  - b. promoting hiking, mountain biking, bird watching and other active and passive recreational activities in natural areas, as appropriate; and,
  - c. promoting cultural heritage buildings and districts, museums and other cultural heritage resources.
- 5.2.7.7. To promote Vaughan as a destination for sports tourism and to attract facilities that will serve that sector.

## 5.2.8 Growing Agriculture and Food Production

The agricultural industry forms a large part of the Greater Golden Horseshoe economy. As the basis for this industry, a large portion of agricultural lands are protected from development through the Greenbelt Plan, Oak Ridges Moraine Conservation Plan and other Provincial, Regional and municipal initiatives. While Vaughan does not have the same quantity of farmland as in other, more rural municipalities, its remaining farmland plays an important role as an agricultural asset, wildlife corridor and transition zone between the urbanized areas and York Region's agricultural and natural areas north of the City.

Increased interest in locally grown food, community agriculture and urban agriculture has the potential to increase the economic potential of agriculture. The remaining **Countryside** and its agricultural and agriculture-related uses will be preserved as important and valued components of Vaughan's economy. Opportunities to promote and support *urban agriculture* will augment **Countryside** agriculture, generating local economic benefits while providing increased food security and sustainable sources of local food.

It is the policy of Council:

- 5.2.8.1. To support the economic viability of the **Countryside** economy and to support local food production by:
  - a. protecting prime agricultural lands from development;
  - b. ensuring land use permissions provide flexibility to maximize farming and large-scale gardening opportunities;
  - c. ensuring land use regulations support opportunities for urban agriculture in all land use designations; and,
  - d. encouraging the use of public and private land for shared community gardens.

- 5.2.8.2. To support a wide variety of retail opportunities to bring local food and farm products to market by allowing and encouraging:
- a. farmers market opportunities in *urban areas*;
  - b. farm-gate sales;
  - c. community-supported agriculture and agricultural cooperatives; and,
  - d. other retail and marketing opportunities that maintain the character and function of agricultural lands and are consistent with the policies of this Plan.
- 5.2.8.3. To support opportunities for value-added agricultural initiatives, including
- a. countryside tourism and agri-tourism opportunities that build on agricultural and or natural heritage assets;
  - b. small scale, innovative food production and packaging initiatives; and,
  - c. energy generation initiatives in the **Countryside** that make use of available resources, such as animal waste and crop by-products, in accordance with the energy generation policies of Chapter 8 of this Plan.
- 5.2.8.4. To ensure long term agricultural stability and effective land management by:
- a. working with York Region and other stakeholders to support and protect agricultural activity and the agricultural economy; and,
  - b. encouraging sustainable agricultural practices that minimize environmental and climate change impacts and support the protection of high quality agricultural soils in the long-term.