



VMC Sub-Committee

April 16, 2015



VMC Marketing and Communication Update



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- 4 Marketing Plan 2015-2017

Marketing and Communication Update





Marketing Activities



IT'LL **M**  **E** YOU

VAUGHAN METROPOLITAN CENTRE

Vaughan Metropolitan Centre (VMC)



**What is
the VMC?**

Vision

Marketing

Progress

**Project
Team**

News

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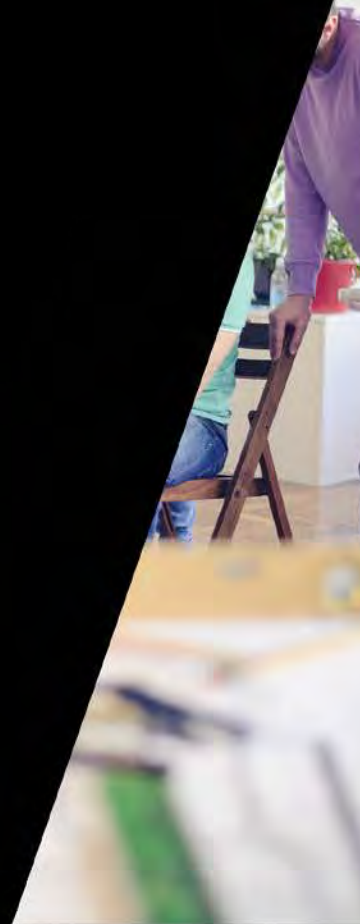
[VMC video](#)
[KPMG groundbreaking video](#)
[TYSSE](#)
[VIVA Bus Rapidways](#)
[Newsroom](#)
[Metrolinx Mobility Hubs](#)
[York Region transit-oriented development guidelines](#)

Additional Resources

[York Region](#)
[Province of Ontario](#)
[Government of Canada](#)

IT'LL **MOVE** YOU

VAUGHAN METROPOLITAN CENTRE



Constructing the DNA in downtown Vaughan

As the subway extends north, the new Vaughan Metropolitan Centre begins to take shape – a new urban core above Toronto

BUSINESS B7

GLOBE & MAIL TUES JAN 15, 2013

TARA PERKINS

KPMG is set to become the main tenant in an office tower in the heart of Vaughan's bustling downtown. The only catch is that the downtown doesn't exist yet.

The space around the proposed KPMG Tower looks like a largely vacant pocket of suburbia just north of Toronto.

The consulting company began its search for additional office space a couple of years ago because its downtown Toronto-based practice catering to entrepreneurs was growing so quickly.

"We looked at a variety of locations across the northern corridor, but really the Vaughan Metropolitan Centre was able to offer everything that we were looking for, particularly central access through the subway and growth in the business community," said Beth Wilson, GTA managing partner at KPMG. Construction on the building is to start within the year.

If the ambitious vision for the Vaughan Metropolitan Centre (VMC) comes to fruition, the expanse of land surrounding the future site of the 15-storey KPMG tower will soon sprout an entire densely packed urban core where people can live, work, shop and play.

The tower site sits on land that's owned by Calloway Real Estate Investment Trust and SmartCentres, two firms that have specialized in Wal-Mart-anchored shopping centres, making this an unusual project for them. They've been talking about it for years but just agreed last fall on final terms to jointly own and develop 53 acres that they describe as being at the centre of the VMC.

Key to the project is an 8.6-kilometre subway extension that is under construction (with \$2.6-billion of funds from various levels of government) that will connect the VMC, via a new subway station near the KPMG tower, to downtown Toronto's Union Station. The extension is scheduled for completion in late 2016.

"It must be one of the most unusual projects in the country in that there is this enormous tract of undeveloped land with a subway coming up right in the middle of it," said Don Schmitt, a principal with Diamond Schmitt Architects who is working with Calloway and SmartCentres.

"You're really designing a piece of the city from first principles, from



KPMG office tower in Vaughan, Ont. More renderings online at tgam.ca/property. DIAMOND SCHMITT ARCHITECTS

SUBWAY ACCESS

— Existing subway lines
— Spadina-line extension



urban development in the country. In addition to the subway, the VMC is close to major Ontario

"We want to attract people from beyond our city boundaries," Maurizio Bevilacqua, the mayor of Vaughan, said in an interview.

That place covers more than 442 acres of land – including those being developed by Calloway and SmartCentres – and is expected to become home to offices, condos, restaurants, cafés, hotels, cultural centres and landscaped outdoor spaces. A number of projects, both commercial and residential such as the Expo City condos, are well under way, and by 2031 the city foresees the VMC housing 25,000 residents and 11,000 jobs, of which at least 5,000 will be new office jobs. But the pace of development will depend on the demand from prospective tenants and residents.

In the past when commercial tenants looked for suburban space they focused on areas such as Markham, Richmond Hill and Mississauga, said Paul Langer, a senior managing director atushman & Wakefield.

"Vaughan was sort of getting bypassed. I think that's definitely changing and will continue to change moving forward, with the main driver being the subways, the highways and the transporta-

and the amenities that are being contemplated in the VMC will to its appeal, Mr. Langer and his colleagues said. But they add that there could be a bit of a catch and horse situation, because developers won't build things such as restaurants and hotels until clear that the demand is there. "Like any great monument, takes time," Mr. Bevilacqua said. "I think you will begin to see downtown core developing in next three or four years."

The mayor noted that the city ensuring that the VMC house mix of projects, in some cases demanding that after a condo building goes up, the next building be offices.

Mitchell Goldhar, the founder and owner of SmartCentres, a 20.4 per cent owner of Calloway REIT, likens the VMC to London Canary Wharf business district the sense that the development was established around the creation of a subway – or tube – station. "It started with one tenet and if you look at it today it's astronomical," he said.

While Toronto's north end is not London, the VMC has an advantage because it also includes a residential component

THE PLAN

Lands owned jointly by Calloway REIT and SmartCentres are to become home to almost six million square feet of commercial, residential and retail development, at the heart of the Vaughan Metropolitan Centre (VMC).

Calloway's involvement

Vaughan Metropolitan Centre expected to be centre of development A preview of six new TTC subway stations

CBC.ca

July 7, 2014

Michelle Adelman

Art will blend with architecture in the six new subway stations now taking shape along the TTC's Spadina Extension subway line, set to open in the fall of 2016.

In this series, CBC looks at each of the six stations in more detail.

Vaughan Metropolitan Centre Station

Architects: Grimshaw Architects, London with Adamson Associates, Toronto

Artist: Paul Raff Studio, Toronto

Vaughan Metropolitan Centre Station serves a city centre that has yet to materialize. The station itself is expected to kick start development of a future residential and work hub that should reach a population density never before seen in York Region.

Paul Raff Studio embedded their "Atmospheric Lense" artwork into the station's entry pavilion dome to create the effect of a large, overhead low-relief sculpture.

It treats the ceiling with a surface of highly reflective panels and perforates it with an irregular array of skylights, the sides of which are lined with coloured reflective surfaces.

Raff played with how the light penetrates the skylights as sun angles evolve from the height of summer to the depth of winter. He wanted to enhance the experience of the space by subtly changing the quality of the light.

Riders may not be able to point to where the architecture ends and the art begins in this station, Raff said, and it doesn't matter. "What matters is that an artist's thinking was brought to bear on a public space in a way that enriches it."

Much of the station is clad in prefabricated dark grey steel. (Used with permission of the Toronto Transit Commission)

Beautiful spaces such as Union Station have a big impact on the quality of life and identity of place, Raff said, citing New Yorkers' continuing anguish over the demolition of their beloved Penn Station 50 years ago.

ANNUAL NEIGHBOURHOOD GUIDE – 2015

CANADIAN CANADA'S #1 REAL ESTATE INVESTMENT MAGAZINE

Real Estate Wealth

Canada's

TOP 100 NEIGHBOURHOODS

- Top 10 most affordable markets
- Top 10 highest yield markets
- Canada's top cap-rate markets

America's
NEXT HOUSING

5 investment mistakes to avoid

How to invest from Canada's boom

EXCLUSIVE statistics and local market reports
NEW up-and-coming regions identified
BEST properties to buy at low cost

OCTOBER / NOVEMBER 14



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138 PAGES
BUMPER ISSUE



Rendering by Corbel Group

DOWNTOWN REINVENTED

Canada's number one neighbourhood is getting an exciting new downtown!

Join Canada's leading developers in taking an active role in Vaughan's new downtown, the Vaughan Metropolitan Centre. Vaughan looks forward to 25,000 new residents who will be connected to downtown Toronto by the new subway extension opening in 2016.

The VMC will offer an exciting urban lifestyle with diverse opportunities for living, working, learning and shopping, as well as recreation and culture. This is downtown for the 21st century at the centre of a world-class city.

Join us on the path to an exciting and promising future, Vaughan Metropolitan Centre – It'll Move You.



www.vaughan.ca/vmc

Building A World-Class City.

In 2014

CANADIAN

Real Estate Wealth

ranked Vaughan **number one** in Ontario
for real estate investment

A strong economy, an educated populace, an entrepreneurial spirit, and a strong sense of community are what make Vaughan a vibrant and dynamic city. The City is improving access to healthcare, creating more employment opportunities and connecting people through better transit and transportation with the subway extension and the Highway 427 extension. Vaughan continues its transformation into a world-class city with our new downtown, the Vaughan Metropolitan Centre.

SUBWAY STATION CONSTRUCTION 2014 IN REVIEW

Excerpted from the Toronto-York Spadina Subway Extension 2014 Construction Year in Review, published by the Toronto Transit Commission.

Station construction, special tunnelling and tunnel fit-out work continued on the Toronto-York Spadina Subway Extension (TYSSE) being built by the Toronto Transit Commission (TTC) during 2014. This 8.6-kilometre, six station, extension of the Yonge-University-Spadina Line (Line 1) begins at Downsview Station (to be renamed Sheppard West Station) and ends at Vaughan Metropolitan Centre at Highway 7, in The Regional Municipality of York.

Construction at all six stations was well underway in 2014 with several stations having three levels completed: platform (train) level, concourse (passenger circulation) level, and entrance (ground) level.

WHAT'S AHEAD FOR 2015?

As 2014 wrapped up, the project geared up for another year of heavy construction at all stations. Underground, electrical and mechanical outfitting, installation of escalators and elevators, and station interior finishing will advance. Track installation will continue on the remaining portion of the tunnels. You will see more evidence that a subway is coming your way as station structures appear above ground in 2015.

To learn more about TYSSE construction progress, visit www.spadina.ttc.ca

THE TRANSFORMATION CONTINUES ALONG HIGHWAY 7 WEST

Article courtesy of YRRTC

Construction is well underway for the first phase of vivaNext rapidways in the City of Vaughan, and those changes can be seen along Highway 7 West. Important traffic and pedestrian changes have been implemented at several intersections. Motorists are benefiting from new turning movements and pedestrians now have two-stage crossings at intersections. The road has been widened and traffic has been shifted east of Jane Street, so work in the centre of the road (including paving, platforms and station canopies) can begin.

During the winter months, crews will continue underground utility and telecommunication relocations along Highway 7, east of Keele Street.

QUICKMENU: Most Popular



Access Vaughan



Business Services



Employment


Garbage &
Recycling

Online Visitor
Parking Permits

Recreation
Services

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KPMG Breaks Ground for First Office Tower in the Vaughan Metropolitan Centre

10/8/2014

Oct. 8, 2014



Mayor Maurizio Bevilacqua, Premier Kathleen Wynne and Mitch Goldfarb, CEO, Sn

A groundbreaking ceremony was held on Tuesday, Oct. 7 for the new KPMG office tower in the Vaughan Metropolitan Centre. The professional service organization with locations across the globe has chosen Vaughan for one of its headquarters.

With residential development well underway, this marks the first office tower to begin construction in the VMC. The project is a landmark for Vaughan and the City of Vaughan.

City of Vaughan Reaches New Heights

7/8/2014

July 8, 2014

Today's event marks an important milestone for Expo City and for the City of Vaughan. We broke ground two years ago on Vaughan's tallest building and today the subway tunnelling is complete, the Vaughan Metropolitan Centre subway station is under construction, work is underway on the bus rapidways and the City will soon welcome KPMG into the first office building which is also under construction. I would like to congratulate the Corbel Group and thank them for embracing our vision of our new downtown and our goal of creating a world-class city.

- Mayor Maurizio Bevilacqua



Business Services



Employment


Garbage &
Recycling

Online Visitor
Parking Permits

Recreation
Services


PRINT SHARE

[Vaughan Reaches New Heights](#)


Primary Focus

Economic Development marketing and communication tactics in the VMC for 2015-2017 are focused on two primary efforts:

- ▶ Local Public Awareness Strategy focused on citizens and businesses.
- ▶ Building a Competitive Differentiator.

Strategic Goals





Knowledge About Subway Extension and Vaughan Metropolitan Centre

The vast majority (91%) of residents know at least something about the Subway being potentially extended to the City of Vaughan, four-in-ten (41%) 'know a great deal' about this. Half (52%) of residents have never heard about the construction of a new downtown at the Vaughan Metropolitan Centre. Only about one-in-ten (13%) 'know a great deal' about this, while about one-third (35%) 'know a little' about this.

■ Know a great deal about ■ Know only a little about ■ First time I have heard of it

The Subway potentially
being extended to the City
of Vaughan

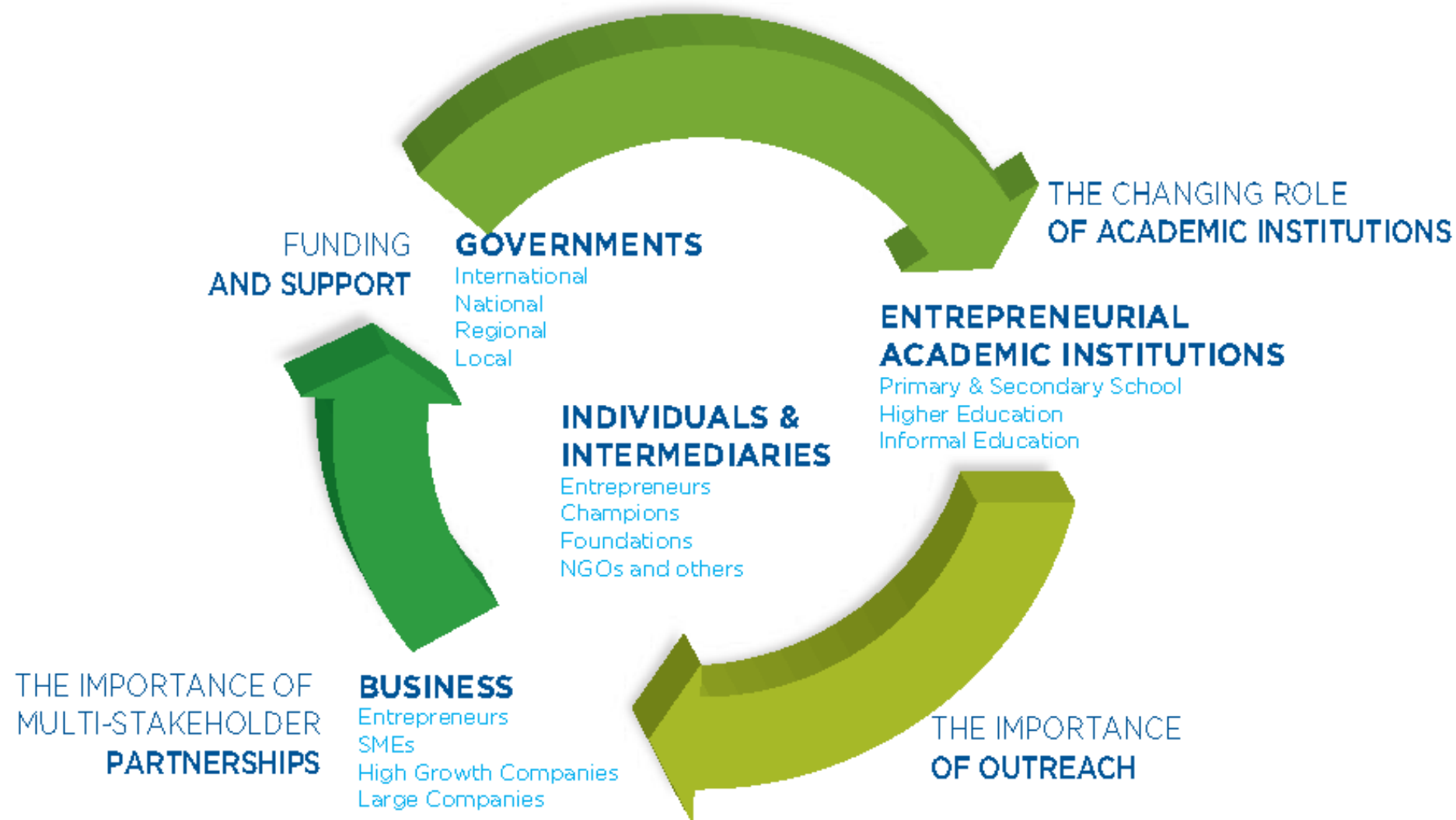


The construction of a new
downtown at the Vaughan
Metropolitan Centre

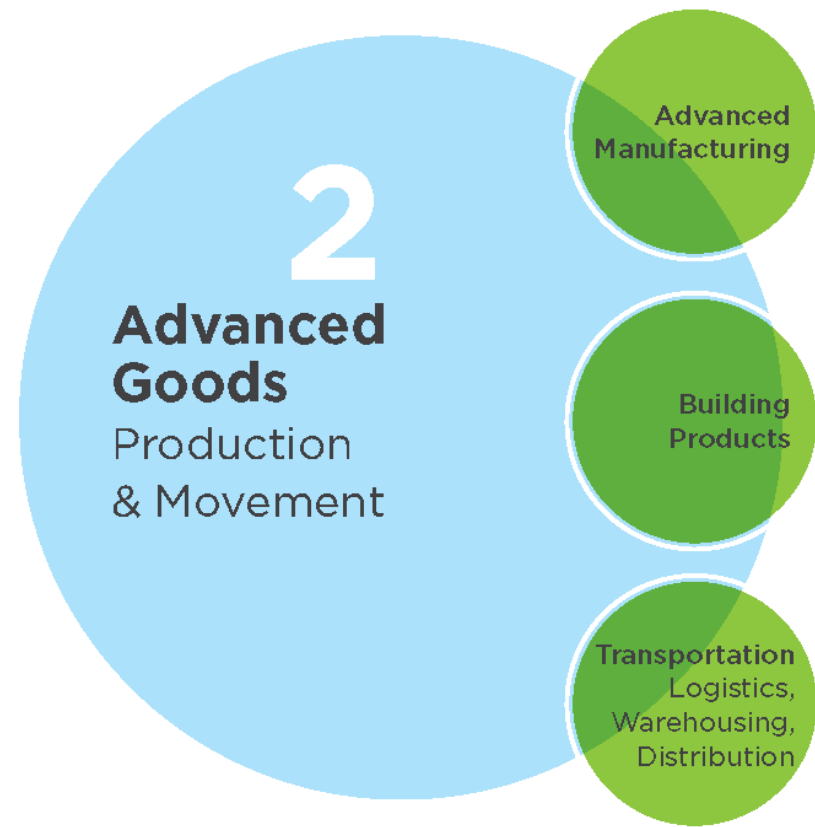


Ipsos Reid Survey





Public Engagement



Convergent Sectors

Competitive Differentiator



INNOVATIVE RESEARCH DEVELOPMENT + DESIGN CONVERGENCE SECTOR

Professional, Scientific, Technical Experts

Advanced Manufacturing Experts

Educational Experts

Transportation and Logistics Experts

Building Products Experts

Design-Thinking
Entrepreneurial
Ecosystem

INNOVATIVE + PRODUCTIVITY SECTOR

Growing the
“Innovative,
Research
Development
and Design”
Convergence
Sector



Innovation Clusters







VAUGHAN DESIGN + INNOVATION CORRIDOR

Marketing Plan 2015-2017



2015	2016	2017
Momentum and Awareness Focus	Building a Competitive Differentiator	Marketing and Advertising Campaign

Marketing Campaign




transformation is unfolding on Highway 7 West



Your Highway 7 West businesses are open! During construction, your local business owners want to remind you to keep shopping and using services along Highway 7. These stores are stocked with a wide variety of products and services and their staff are ready, willing and able to help you find just about anything you're looking for. Shop 7 during construction, your local merchants appreciate the support and look forward to seeing you!



Marketing and public relations activities will seamlessly align with milestones of:

- ▶ VMC Studies and Major Projects
- ▶ VMC Development Facilitator
- ▶ York Region Centres and Corridors Marketing

Regional Alignment



Inclusive Public Outreach

