



Development Services Committee Agenda

Meeting Number 3
February 11, 2019, 9:30 AM - 3:00 PM
Council Chamber

Please bring this Development Services Committee Agenda to the Council meeting on February 26, 2019.

	Pages
1. CALL TO ORDER	
2. DISCLOSURE OF PECUNIARY INTEREST	
3. APPROVAL OF PREVIOUS MINUTES	
3.1 DEVELOPMENT SERVICES COMMITTEE MINUTES JANUARY 28, 2019 (10.0)	6
1) That the minutes of the Development Services Committee meeting held January 28, 2019, be confirmed.	
3.2 DEVELOPMENT SERVICES PUBLIC MEETING MINUTES JANUARY 22, 2019 (10.0)	16
1) That the minutes of the Development Services Public meeting held January 22, 2019, be confirmed.	
4. DEPUTATIONS	
5. COMMUNICATIONS	
6. PETITIONS	
7. CONSENT REPORTS - DEVELOPMENT AND POLICY ISSUES	
7.1 PRELIMINARY REPORT – APPLICATIONS FOR A DRAFT PLAN OF SUBDIVISION AND ZONING BY-LAW AMENDMENT SUBMITTED BY BERCZY WARDEN HOLDINGS INC. TO FACILITATE 879 RESIDENTIAL UNITS AND MIXED USES ON THE LANDS KNOW MUNICIPALLY AS 10348 WARDEN AVENUE (WARD 2) (10.7, 10.5)	27
A. Crompton, ext. 2621	
1) That the report dated February 11, 2019 titled “PRELIMINARY REPORT,	

Applications for a Draft Plan of Subdivision and Zoning By-law Amendment submitted by Berczy Warden Holdings Inc. to facilitate 879 residential units and mixed uses on the lands known municipally as 10348 Warden Avenue (Ward 2)” be received.

7.2 APPLICATIONS FOR A DRAFT PLAN OF SUBDIVISION AND ZONING BY-LAW AMENDMENT BY BERCZY ELGIN HOLDINGS INC. TO FACILITATE THE CREATION OF APPROXIMATELY 798 RESIDENTIAL UNITS, 2 ELEMENTARY SCHOOL BLOCKS OR PARTS THEREOF, 1 PARK BLOCK AND THE SUPPORTING

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ROAD/LANE NETWORK WHICH INCLUDES ACCESS TO ELGIN MILLS ROAD EAST ON THE SUBJECT PROPERTY KNOWN MUNICIPALLY AS 3575 ELGIN MILLS ROAD EAST (WARD 2) (10.7, 10.5)

D. Brutto, ext. 2468

1) That the report dated February 11, 2019 titled “PRELIMINARY REPORT, Applications for a Draft Plan of Subdivision and Zoning By-law Amendment by Berczy Elgin Holdings Inc. to facilitate the creation of approximately 798 residential units, 2 elementary school blocks or parts thereof, 1 park block and the supporting road/lane network which includes access to Elgin Mills Road East on the subject property known municipally as 3575 Elgin Mills Road East (Ward 2)”, be received.

8. PRESENTATIONS - CULTURE AND ECONOMIC DEVELOPMENT ISSUES

8.1 WEB SUMMIT, LISBON POST-CONFERENCE REPORT (10.16)

51

C. Kakaflikas, ext. 6590

1) That the presentation provided by Christina Kakaflikas, Manager, Economic Development entitled "Web Summit, Lisbon Post-Conference Report", be received.

9. REGULAR REPORTS - CULTURE AND ECONOMIC DEVELOPMENT ISSUES

9.1 DESTINATION MARKHAM STRATEGY (10.16)

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C. Kakaflikas, ext. 6590

1) That the staff report entitled, “Destination Markham Strategy”, dated February 11th, 2019 be received; and,

2) That Council approve the Destination Markham Strategy and forward it to the newly incorporated destination marketing organization and relevant city departments; and further,

3) That Staff be authorized and directed to do all things necessary to give effect to this resolution.

10. REGULAR REPORTS - TRANSPORTATION AND INFRASTRUCTURE ISSUES

10.1 WHISTLE CESSATION ON STOUFFVILLE GO LINE – THREE RURAL CROSSINGS (WARD 5) (5.12)

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P. Chan, ext. 4055

1) That the report dated February 11, 2019 entitled “Whistle Cessation on Stouffville GO Line – Three Rural Crossings (Ward 5)” be received; and,

2) That the Mayor and Clerk be authorized to enter into agreements and/or a memorandum of understanding (as required) with Metrolinx and York Region for construction of crossing safety features and implementation of whistle cessation at three (3) rural crossings (Elgin Mills Road, 9th Line and 19th Avenue) on the Stouffville GO Line, in a form satisfactory to the City Solicitor and the Chief Administrative Officer (CAO); and,

3) That the Mayor and Clerk be authorized to enter into At-Grade Crossing Modification Agreements, Crossing Agreements or similar agreements (as required) with Metrolinx for modification of the existing crossings to incorporate new crossing safety features and to implement whistle cessation at three (3) rural crossings on the Stouffville GO Line, in a form satisfactory to the City Solicitor and the CAO; and,

4) That the Mayor and Clerk be authorized to enter into the Metrolinx Liability/ Insurance/Indemnity Agreement or similar agreement (as required), which requires the road authorities to obtain insurance and assume full responsibility/liability for any claims, damages, etc., resulting from incidents that arise from or would not have arisen but for whistle cessation, in a form satisfactory to the City Solicitor and the CAO; and,

5) That Schedule “A” to the City’s Train Whistle Cessation By-law 2018-19 be amended to include the Elgin Mills Road crossing and the 19th Avenue crossing; and,

6) That the Regional Municipality of York be requested to confirm 100% funding (budget:\$43,159) and 100% liability for grade rail crossing at 9th Line (Regional Road 69), and requested to enter into an agreement or memorandum of understanding (as required) with the City of Markham and Metrolinx for construction of crossing safety features and implementation of whistle cessation at the 9th Line crossing, and enter into any additional necessary agreements with Metrolinx for implementation of whistle cessation at the 9th Line crossing; and,

7) That the Regional Municipality of York be requested to implement a 24-hour whistle cessation by-law for the 9th Line crossing; and,

8) That the Regional Municipality of York be requested to pass a Regional Council resolution for the implementation of whistle cessation for the 9th Line crossing; and further,

9) That Staff be authorized and directed to do all things necessary to give effect to this resolution.

11. MOTIONS

12. NOTICES OF MOTION

13. NEW/OTHER BUSINESS

*As per Section 2 of the Council Procedural By-Law, "New/Other Business would generally apply to an item that is to be added to the **Agenda** due to an urgent statutory time requirement, or an emergency, or time sensitivity".*

14. ANNOUNCEMENTS

15. CONFIDENTIAL ITEMS

That, in accordance with Section 239 (2) of the Municipal Act, Development Services Committee resolve into a confidential session to discuss the following matters:

15.1 DEVELOPMENT AND POLICY ISSUES

15.1.1 DEVELOPMENT SERVICES COMMITTEE CONFIDENTIAL MINUTES – NOVEMBER 19, 2018 (10.0) [Section 239 (2) (c)]

15.1.2 LITIGATION OR POTENTIAL LITIGATION, INCLUDING MATTERS BEFORE ADMINISTRATIVE TRIBUNALS, AFFECTING THE MUNICIPALITY OR LOCAL BOARD – 2014 OFFICIAL PLAN PART 1 - LPAT SETTLEMENT HEARING (10.0)[Section 239 (2) (e)]

16. ADJOURNMENT

Information Page

Development Services Committee Members: All Members of Council

Development and Policy Issues

Chair: Regional Councillor Jim Jones

Vice-Chair: Councillor Keith Irish

Transportation and Infrastructure Issues

Chair: Deputy Mayor Don Hamilton

Vice-Chair: Councillor Reid McAlpine

Culture and Economic Development Issues

Chair: Councillor Alan Ho

Vice-Chair: Councillor Khalid Usman

Development Services meetings are live video and audio streamed on the City's website.

Alternate formats for this document are available upon request.

Consent Items: All matters listed under the consent agenda are considered to be routine and are recommended for approval by the department. They may be enacted on one motion, or any item may be discussed if a member so requests.

Please Note: The times listed on this agenda are approximate and may vary; Council may, at its discretion, alter the order of the agenda items.

**Development Services Committee is scheduled to recess for
lunch from approximately 12:00 PM to 1:00 PM**

**Note: As per the Council Procedural By-Law, Section 7.1 (h)
Development Services Committee will take a 10 minute recess after
two hours have passed since the last break.**



Development Services Committee Minutes

Meeting Number 2

January 28, 2019, 9:30 AM - 3:00 PM

Council Chamber

Roll Call	Mayor Frank Scarpitti	Councillor Reid McAlpine
	Deputy Mayor Don Hamilton	Councillor Karen Rea
	Regional Councillor Joe Li	Councillor Andrew Keyes
	Regional Councillor Jim Jones	Councillor Amanda Collucci
	Councillor Keith Irish	Councillor Khalid Usman
	Councillor Alan Ho	Councillor Isa Lee
Regrets Staff	Regional Councillor Jack Heath	
	Andy Taylor, Chief Administrative Officer	Stephen Chait, Director, Economic Growth, Culture & Entrepreneurship
	Arvin Prasad, Commissioner Development Services	Richard Kendall, Manager, Central District
	Trinela Cane, Commissioner, Corporate Services	John Yeh, Manager, Policy
	Brenda Librecz, Commissioner, Community & Fire Services	Parvathi Nampoothiri, Senior Planner, Urban Design
	Catherine Conrad, City Solicitor & Acting Director, Human Resources	Alida Tari, Manager, Access & Privacy
	Brian Lee, Director, Engineering	Scott Chapman, Election & Committee Coordinator
	Biju Karumanchery, Director, Planning & Urban Design	

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1. CALL TO ORDER

The Development Services Committee convened at the hour of 9:35 a.m. in the Council Chamber with Regional Councillor Jim Jones in the Chair. Councillor Alan Ho assumed the Chair at 11:21 a.m. for Culture and Economic Development issues, item #9.1.

2. DISCLOSURE OF PECUNIARY INTEREST

None disclosed.

3. APPROVAL OF PREVIOUS MINUTES

3.1 DEVELOPMENT SERVICES COMMITTEE MINUTES DECEMBER 11, 2018 (10.0)

Moved by Councillor Khalid Usman

Seconded by Councillor Andrew Keyes

1) That the minutes of the Development Services Committee meeting held December 11, 2018, be confirmed.

Carried

3.2 DEVELOPMENT SERVICES PUBLIC MEETING MINUTES DECEMBER 11, 2018 (10.0)

Moved by Councillor Khalid Usman

Seconded by Councillor Andrew Keyes

1) That the minutes of the Development Services Public Meeting held December 11, 2018, be confirmed.

Carried

4. PRESENTATIONS

4.1 PRESENTATION OF SERVICE AWARDS (12.2.6)

Stephen Kitagawa, Senior Planner, Planning & Urban Design, 30 years

Frank Scarpitti, Mayor, Mayor and Council, 30 years

Ira Davis, Customer Service Representative, Building Standards, 30 years

Joel Lustig, Treasurer, Financial Services, 20 years

Michael Vent, Sign Maintenance, Operations - Roads, 15 years

Ian Robertson, Working Supervisor, Operations - Parks, 15 years

William Toleck, Waterworks Operator II, Environmental Services, 15 years

Nehal Azmy, Senior Capital Works Engineer, Engineering, 15 years

Christina Dimou, Applications Administrator, Building Standards, 15 years

Michael Kourtsidis, Provincial Offences Officer II, Legislative Services and Communications - Bylaws, 10 years

Hilton Lee, Financial Analyst, Accounting, Financial Services, 10 years

Anjela Melnic, Supervisor, Payroll, Financial Services, 10 years

Luke Colangelo, Waterworks Operator II, Environmental Services, 10 years

Anh Quan Huynh, Snr Infrastructure Project Engineer, Environmental Services, 10 years

Kay Man Poon, Manager, Municipal Inspections, Engineering, 10 years

Carolynn Thompson, Community Program Supervisor, Recreation Services, 5 years

Shaun Pearl, Community Program Coordinator (Acting), Recreation Services, 5 years

Carroll Blair, Senior Learning and Development Specialist, Human Resources, 5 years

Voula Treheles, Supervisor, Compensation & Benefits Admin, Human Resources, 5 years

Amaris Liu, Plans Examiner, Fire Services, 5 years

Shannon Neville, Financial Analyst, Development Finance, Financial Services, 5 years

Andrew Crickmay, Senior Capital Works Engineer, Engineering, 5 years

Henry Lo, Senior Transportation Engineer, Engineering, 5 years

5. DEPUTATIONS

There were no deputations.

6. CONSENT REPORTS - DEVELOPMENT AND POLICY ISSUES

6.1 HERITAGE MARKHAM COMMITTEE MINUTES – DECEMBER 12, 2018 AND JANUARY 9, 2019 (16.11)

Moved by Councillor Keith Irish
 Seconded by Councillor Alan Ho

1) That the minutes of the Heritage Markham Committee meetings held December 12, 2018 and January 9, 2019, be received for information purposes.

Carried

6.2 INFORMATION REPORT 2018 FOURTH QUARTER UPDATE OF THE STREET AND PARK NAME RESERVE LIST (10.14, 6.3)

R. Tadmore, ext. 6810

Moved by Councillor Keith Irish
 Seconded by Councillor Alan Ho

1) That the report titled 'Information Report 2018 Fourth Quarter Update of the Street and Park Name Reserve List', be received; and,

2) That Council approve the revised Street and Park Name Reserve List set out in Appendix 'A' attached to this report.

6.3 PRELIMINARY REPORT APPLICATION BY KING SQUARE LIMITED FOR ZONING BY-LAW AMENDMENT TO PERMIT ADDITIONAL USES ON THE PHASE 1 LANDS KNOWN MUNICIPALLY AS 9390 WOODBINE AVENUE FILE NO. ZA 18 176569 (10.5)

A. Crompton, ext. 2621

Moved by Councillor Keith Irish
 Seconded by Councillor Alan Ho

1) That the report dated January 28, 2019 titled "PRELIMINARY REPORT, Application by King Square Limited for Zoning By-law Amendment to permit additional uses on the Phase 1 lands known municipally as 9390 Woodbine Avenue" be received.

Carried

7. PRESENTATIONS - DEVELOPMENT AND POLICY ISSUES

7.1 MARKHAM CENTRE: ONLINE COMMUNITY ENGAGEMENT (10.0)

P. Nampoothiri, ext. 2437

Parvathi Nampoorthiri, Senior Planner, Urban Design, delivered a presentation entitled "Markham Centre: Online Community Engagement."

The Committee suggested that a sketch-up model providing residents with an illustration of existing buildings as well as future proposals in Markham Centre be created.

There was discussion as to whether the properties at the north-east corner of Highway 7 and Warden Avenue and the lands south-west of Highway 7 and Kennedy Road will be included in the Markham Centre Secondary Plan Update. Staff confirmed that these lands will be included. It was suggested that staff also explore the feasibility of including in the Secondary Plan the lands near the Volkswagen dealership on the east side of Kennedy Road south of Highway 7.

The Committee briefly discussed the potential of including an automatic waste collection system in Markham Centre.

The Committee suggested that staff consider using Rodick Road rather than the hydro corridor lands as the border line for the Secondary Plan on the west side.

Moved by Councillor Reid McAlpine

Seconded by Mayor Frank Scarpitti

1) That the presentation provided by Parvathi Nampoothiri, Senior Planner, Urban Design entitled "Markham Centre: Online Community Engagement" be received.

Carried

8. REGULAR REPORTS - DEVELOPMENT AND POLICY ISSUES

8.1 COMMENTS ON BILL 66, RESTORING ONTARIO'S COMPETITIVENESS ACT, 2018, PROPOSED OPEN-FOR-BUSINESS TOOL AND PROPOSED REGULATION (10.0)

J. Yeh, ext. 7922

Note: Staff will provide a presentation on this matter.

(Presentation is attached)

Arvin Prasad, Commissioner, Development Services, provided some opening remarks regarding the status of Bill 66, *Restoring Ontario's Competitiveness Act, 2018*. Mr. Prasad advised that although the Minister of Municipal Affairs has indicated the Province's intention to not move forward with Schedule 10 of Bill 66, Development Services Committee should consider staff's recommendations contained in the attached report until such a change is made formal when the Legislature of Ontario reconvenes on February 19, 2019.

John Yeh, Manager, Policy, delivered a presentation entitled "Comments on Bill 66, Restoring Ontario's Competitiveness Act, 2018, Proposed Open-For-Business Tool and Proposed Regulation."

The Committee discussed the inefficiencies of the current planning and approval process, and recommended that the City provide constructive feedback to the Province about what can be done to streamline the process. The Committee requested that staff prepare a report containing recommendations for improving the planning process for submission to the Province.

There was a brief discussion on the importance of considering all issues relative to the proposed bill.

The Committee suggested that the report be received and that it be requested that the Province extend the deadline for municipalities to submit feedback.

Moved by Mayor Frank Scarpitti
Seconded by Councillor Keith Irish

1) That the report entitled "City of Markham Comments on Bill 66, Restoring Ontario's Competitiveness Act, 2018, Proposed Open-For-Business Planning Tool and New Regulation Under the Planning Act" dated January 28, 2019 be received; and,

2) That the City of Markham indicate its support for the Province's deletion of Schedule 10 from Bill 66; and,

3) That the City request that the Province extend the deadline for submissions so that the City may provide further feedback on how to help facilitate investment, create jobs and streamline the planning process related to growth in the Greater Golden Horseshoe.

8.2 APPLICANT PRESENTATION 1771107 ONTARIO INC. (TIMES GROUP INC.) BLOCK 3, PLAN 65M-4395 SOUTH-EAST CORNER OF

HIGHWAY 7 AND VERDALE CROSSING REVISED PLANS FOR A PROPOSED CONDOMINIUM APARTMENT

DEVELOPMENT IN THE TIMES GROUP'S UPTOWN MARKHAM DEVELOPMENT. WARD 3 FILE NO. SC 17 176362 (10.6)

S. Heaslip, ext. 3140

Biju Karumanchery, Director, Planning & Urban Design, addressed the Committee and provided brief opening remarks.

Lincoln Lo, on behalf of Times Group Inc., provided some introductory remarks regarding the application history of the Times Group Block 3 lands in their Uptown Markham development.

Sylvia Sadjek, on behalf of Kirkor Architects, presented the proposed revised site plan.

Committee members raised the following relative to the site plan:

- the traffic impact on the surrounding area based on the density of the site and the importance conducting updated traffic, transit and servicing studies for the surrounding area
- that the Committee revisit its discussion of the site plan with respect to the building materials, emphasizing the introduction of precast and masonry as well as a reduction in the appearance and presence of glass
- the impact on the Secondary Plan for Markham Centre
- that staff contact Nav Canada to receive confirmation on the safety of the navigation system being installed on aircrafts flying in and out of Buttonville Airport

Staff advised that the building heights at the location are expected to conform to the conceptual plan for the Markham Centre Secondary Plan.

Staff noted that the zoning bylaws for this application have already been approved by Council.

Moved by Deputy Mayor Don Hamilton

Seconded by Councillor Khalid Usman

1) That the staff report dated January 28, 2019 titled "APPLICANT PRESENTATION, 1771107 Ontario Inc. (Times Group Inc.), Block 3, plan 65M-4395, South-east corner of Highway 7 and Verdale Crossing, Revised plans for a proposed condominium apartment development in the Times Group's Uptown Markham development. Ward 3, File No. SC 17 176362;" be received; and,

- 2) That the presentation by representatives of 1771107 Ontario Inc. (Times Group Inc.) be received; and,
- 3) That the revised plans be endorsed, in principle; and,
- 4) That site plan approval be delegated to the Director of Planning and Urban Design, or his designate, to be issued (Site Plan Approval is issued only when the Director or his designate has signed the site plan “approved”) when the following conditions have been met:
 - The Trustee for the Markham Centre Landowners Group has advised the City in writing that that the Owner is in good standing with the Group and that the required servicing allocation for the proposed development is available and has been assigned to 1771107 Ontario Inc. (Times Group Inc.).
 - The Owner has entered into a site plan agreement with the City and the Region of York containing all standard and special provisions and requirements of the City and public agencies and the provisions outlined in Appendix ‘A’; and,
- 5) That servicing allocation for 975 apartment units be assigned to the proposed development; and,
- 6) That the Region of York be advised that servicing allocation for 975 apartment units has been confirmed; and,
- 7) That the City reserves the right to revoke or reallocate the servicing allocation should the development not proceed in a timely manner; and,
- 8) That site plan endorsement shall lapse after a period of three (3) years from the date of endorsement in the event that the site plan agreement is not executed within that period; and further,
- 9) That Staff be authorized and directed to do all things necessary to give effect to this resolution.

Carried

9. REGULAR REPORTS - CULTURE AND ECONOMIC DEVELOPMENT ISSUES

9.1 FRIENDS OF THE MARKHAM MUSEUM BOARD MINUTES AND EXTRACT DATED NOVEMBER 10, 2018 AND MINUTES DATED JUNE 6, 2018, SEPTEMBER 12, 2018 AND OCTOBER 10, 2018 (16.0)

Note: Committee has the option to endorse, amend, refer to staff or receive for information the following recommendation from the November 10, 2018, Friends of the Markham Museum Board Extract:

Stephen Chait, Director, Economic Growth, Culture & Entrepreneurship, provided a brief explanation on the process of deaccession regarding museum artifacts.

Moved by Councillor Karen Rea

Seconded by Councillor Isa Lee

1) That the minutes of the Friends of the Markham Museum Board meetings held June 6, 2018, September 12, 2018 and October 10, 2018, be received for information purposes; and,

2) That Council endorse the recommendations from the November 10, 2018 Friends of the Markham Museum Board Extract:

“That the list of artifacts (Attachment A) from the Chapman House and the remaining Strickler Barn items be approved for deaccession and sent to the City of Markham for approval; and,

That the list of artifacts (Attachment B) from the Wilson Variety Hall be approved for deaccession and submitted to the City of Markham for final approval; and further;

That the list of artifacts (Attachment C) from the Baptist Church and Hoover House be approved for deaccession and submitted to the City of Markham for final approval.”

Carried

10. MOTIONS

There were no motions.

11. NOTICES OF MOTION

There were no notices of motion.

12. NEW/OTHER BUSINESS

There was no new / other business.

*As per Section 2 of the Council Procedural By-Law, "New/Other Business would generally apply to an item that is to be added to the **Agenda** due to an urgent statutory time requirement, or an emergency, or time sensitivity".*

13. ANNOUNCEMENTS

There were no announcements.

14. ADJOURNMENT

Moved by Deputy Mayor Don Hamilton

Seconded by Councillor Khalid Usman

1) That the Development Services Committee adjourn at 11:30 a.m.

Carried



Development Services Public Meeting Minutes

Meeting Number 2

January 22, 2019, 7:00 PM - 9:00 PM

Council Chamber

Roll Call	Mayor Frank Scarpitti	Councillor Reid McAlpine
	Deputy Mayor Don Hamilton	Councillor Karen Rea
	Regional Councillor Jack Heath	Councillor Andrew Keyes
	Regional Councillor Joe Li	Councillor Amanda Collucci
	Regional Councillor Jim Jones	Councillor Khalid Usman
	Councillor Keith Irish	Councillor Isa Lee
	Councillor Alan Ho	
Staff	Sally Campbell, Manager, East District	Biju Karumanchery, Director, Planning & Urban Design
	Rick Cefaratti, Planner II	
	Stephen Corr, Senior Planner, Planning & Urban Design	David Miller, Manager, West District
		Luis Juarez, Planner I

Alternate formats for this document are available upon request

- 1. CALL TO ORDER**
- 2. DISCLOSURE OF PECUNIARY INTEREST**
- 3. DEPUTATIONS**
- 4. REPORTS**
 - 4.1 PRELIMINARY REPORT ZONING BY-LAW AMENDMENT
APPLICATION SUBMITTED BY 2522584 ONTARIO INC. TO PERMIT
EIGHT (8) TOWNHOUSE DWELLINGS ON THE EAST SIDE OF
MARYDALE AVENUE WEST OF MARKHAM ROAD AND SOUTH OF
DENISON STREET (WARD 7) FILE ZA 18 229047 (10.5)**

The Public Meeting this date was to consider an application submitted by 2522584 Ontario Inc. for Zoning By-law amendment to permit eight (8) townhouse dwellings on the east side of Marydale Avenue west of Markham Road and south of Denison Street (ZA 18 229047).

The Committee Clerk advised that 249 notices were mailed on December 28, 2018, and a Public Meeting sign was posted on December 21, 2018.

The following written submissions were received regarding this proposal:

1. Xian Zhong Lin - Opposed
2. Dr. Mohammad Rahman - Expressing concerns
3. South Residents' Association - Expressing concerns

Stephen Corr, Senior Planner, Planning & Urban Design gave a presentation regarding the proposal, the location, surrounding uses and outstanding issues.

The Applicant provided a presentation regarding the proposal.

The following deputations were received regarding the proposal:

1. Mohammad Rahman, South Markham Residents Association provided the following feedback on the proposal:

- Suggested residents within the 200 m radius were not notified;
- Suggested residents that received notice were not provided with enough notice; and,
- Recommended that the item be deferred.

Staff were satisfied that the legal requirements regarding notification were met.

2. Nabil Alsaydali, resident provided the following feedback on the proposal:

- Suggested the height of the townhomes being proposed is too high;
- Suggested the townhomes do not match the type of housing in the area;
- Suggested the townhomes are being built too close to the neighbouring properties.

3. Tariu Jamal, resident provided the following feedback on the proposal:

- Asked Council to treat the development, as if it was in their backyard;
- Suggested the legislation/policy needs to change so that resident feedback has more impact on new developments.

4. Andrew Walker, Gagnon Walker Domes Ltd. provided the following feedback on the proposal on behalf of the commercial property on the north side of the development:

- Suggested that the townhomes are being built too close to the neighbouring properties;
- Advised that Gagnon Walker Domes Ltd. will be submitting a full written submission to the City on behalf of their client.

Members of Council provided the following feedback regarding the proposal:

- Make the end unit a two storey townhome versus three storey townhomes;
- Increase the side yard setback on the south side of the development;
- Add all season landscaping to help address privacy concerns;
- Reduce the number of properties by one;
- Ensure that the design of townhomes is complementary to the development north of the property;
- Ensure the landscaping along Marydale is Avenue is complementary to existing landscaping on the street;
- Use window treatments on the end units, which support privacy;
- Ensure there is enough space for homeowners to remove their snow and store their lawnmowers;
- Suggested the walkway be more user friendly;
- Asked if the height of the townhomes could be reduced by making the basement underground;
- Asked about the affordability of the townhomes and if they will have purpose-built second suites; and,
- Asked if the townhomes could be built further from the road.

Staff advised there may be an opportunity to increase the side yard setback on the south side of the property. They also noted that the City's Official Plan only permits a minimum height of 3 stories on this property.

The Applicant advised that the design for the proposal was still being completed, but noted that the basement could only be built underground if the driveway was inclined. The townhomes would not include purpose-built second suites.

Although there may be an opportunity to have the front of townhomes set back further from the road. The Applicant was hesitant about being able to increase the side yard setback. Staff also noted that it may be difficult to plant trees in the south side yard.

It was noted that the city does not permit inclined driveways.

Moved by Mayor Frank Scarpitti

Seconded by Councillor Khalid Usman

- 1) That the presentations by staff and the applicant on the proposal be received; and,
- 2) That the written submissions on the proposal be received; and,
- 3) That the deputations on the proposal be received; and,
- 4) That the record of the Public Meeting held on January 22, 2019, with respect to the proposed Zoning By-law Amendment application for the lands located on the

east side of Marydale Avenue, submitted by 2522584 Ontario Inc., File ZA 18 229047, be received; and,

5) That the proposed the proposed Zoning By-law Amendment application for the lands located on the east side of Marydale Avenue, submitted by 2522584 Ontario Inc., File ZA 18 229047, be referred back to staff for a report and recommendation; and further,

6) That Staff investigate the possibility of permitting the two end units of the townhomes to be two stories in height.

Carried

4.2 THE LADIES GOLF CLUB OF TORONTO, C/O BOUSFIELDS INC., APPLICATIONS TO AMEND THE OFFICIAL PLAN AND ZONING BY-LAW TO PERMIT A TWELVE (12) STOREY RESIDENTIAL BUILDING AND A FOURTEEN (14) STOREY RESIDENTIAL BUILDING ON THE EASTERN PORTION OF LANDS

MUNICIPALLY KNOWN AS 7859 YONGE STREET (WARD 1) FILE NOS. OP 18 171600 AND ZA 18 171600 (10.3, 10.5)

The Public Meeting this date was to consider an application submitted by The Ladies Golf Club of Toronto c/o Bousfields Inc. to amend the Official Plan and Zoning By-law to permit a twelve (12) storey residential building and a fourteen (14) storey residential building on the eastern portion of lands municipally known as 7859 Yonge Street (OP/ZA 18 171600).

The Committee Clerk advised that 1874 notices were mailed on December 28, 2018, and a Public Meeting sign was posted on December 17, 2018.

The following written submissions were received regarding this proposal:

Kanizehn Patel – in objection

Madeline Galarneau – expressing concerns

Marilyn and Peter Talbot, – expressing concerns

Board of Directors for YRCC No. 798 (Landmark III) – in objection

Nancy Purcell – expressing concerns

Allen Lam – in objection

Peggie Lam – in objection

Richard and Shirley Wlodarczyk – expressing concerns

Board of Directors for YRCC No. 784 – in objection

Tim Jessop, 40 Shady Lane Cres – expressing concerns and comments

Asoudeh Novin – in objection

Gary Crangle - in objection

Sheldon Wayne - expressing concerns

Board of Directors for YRCC No. 798 (letter of May 14, 2018, sent again Jan 3, 2019) – in objection

Randee Korman – in objection

Simon and Catharine– in objection

Jay Trinh – in objection

Mitra Molavi – expressing concerns

Soraya Ardebli – in objection

Fei Fei Cai – expressing concerns

Yao Rong Liang– in objection

Maryam Fotory – expressing concerns

Eli Gembom, 23 Banquo Road – expressing concerns

Barbe and Jim Carruthers – in objection

Shohreh E. Manouchehri – in objection

Beibei Zhang – in objection

Kanizehn Patel – in objection

Carrie Chan – in objection

Kyle Kowalchuk – submitting comments

Sima Sadooghi – submitting comments

Beth and Tom Demody – submitting comments

Rick Cefaratti, Planner II gave a presentation regarding the proposal, the location, surrounding uses and outstanding issues.

The Applicant provided a presentation regarding the proposal.

The following deputations were received regarding the proposal:

1. Phillip Polster, resident provided the following feedback on the proposal:

- Concerned about traffic congestion in the area;
- Suggested linking Royal Orchard Drive with Green Lane with traffic signals; and,
- Concerned with adding density to the area without improving the intersection at Bayview Avenue and Royal Orchard Drive.

2. Stephen Kuzoff, resident provided the following feedback on the proposal:

- Suggested the development being proposed is too dense for the area;
- Suggested developments along Bayview Avenue should not be more than 7 stories in height to fit with the character of the area;
- Suggested the Ladies Golf Course financial status should not be considered as part of this decision; and,
- Suggested any road improvements/widening required to alleviate traffic to support the proposal should be made at the developer's expense.

3. Evelin Ellison, Ward South Residents Association provided the following feedback on the proposal:

- Suggested development being proposed is too dense for the area;
- Suggested development does not fit the character of the neighbourhood;
- Concerned about light pollution; and,
- Concerned about traffic congestion.

4. Eric Lakien, Landmark III provided the following feedback on the proposal:

- Suggested development would increase the density in the area beyond its current capacity; and,
- Suggested the intersection at Bayview Avenue and Royal Orchard/ access to Bayview Avenue needs to be addressed prior to approving any new large development in the area.

5. Sunil Srinwasan, resident provided the following feedback on the proposal:

- Concerned about traffic congestion and the access to Bayview Avenue;
- Concerned about the impact to wildlife and natural habitat; and,
- Concerned about the impact to his view.

6. Jane Kirkpatrick, resident provided the following feedback on the proposal:

- Need to address the intersection at Bayview and Elgin Mills prior to approving the development.

7. Mary Hemphill, School Bus Driver provided the following feedback on the proposal:

- Had safety concerns due to the configuration of the neighbourhood and access to Bayview Avenue; and,
- Suggested that the density of the development could make the existing safety concerns worse.

8. Tim Jessop, Resident provided the following feedback on the proposal:

- Suggested creating a cycling trail that connects to Pomona Park; and,
- Suggested eliminating the playground and using the space for a cycling trail, as the playground being proposed is in close proximity to the existing local playground.

9. Kathleen Bisgaard, resident provided the following feedback on the proposal:

- Supported the suggestion of creating a cycling trail;
- Concerned about the loss of mature trees; and
- Opposed the proposed development.

The architect representing the applicant advised that 36 trees would need to be removed to accommodate the construction of the condominium and that 50 trees would need be replanted.

10. Alena Gotz, Alieen Willowbrook Residents Association provided the following feedback on the proposal:

- Supported the widening of Bayview Avenue;
- Suggested that the City needs to improve the Bayview Avenue and Royal Orchard Drive intersection prior to approving the development;
- Suggested that the City needs to consult York Region regarding improving the intersection; and,
- Suggested that approving the development would place a burden on existing residents if issues with the intersection are not addressed.

11. Cheryl Altman, resident provided the following feedback on the proposal:

- Concerned about the Bayview Avenue and Royal Orchard Drive intersection/residents access to Bayview Avenue;
- Suggested the development will make current traffic issues worse.

Members of Council provided the following feedback:

- Suggested that York Region look at the improvement of the intersection at Bayview Avenue and Royal Orchard Drive;
- Expressed concern regarding adding density to the area without resolving traffic issues;
- Suggested that the intersection at Bayview Avenue and John Street may also need to be improved to support increased density in the area;
- Asked if the Ladies Golf Course had attentions to sell off more of its land in the future;
- Suggested waiting to see if the Yonge subway extension to Langstaff is funded prior to approving more density in the area;
- Wanted to better understand the connection between the existing park and the proposed park;
- Requested staff investigate the possibility of creating a cycling trail linking the neighbourhood to Pomona Park;
- Suggested the condominium be specifically for seniors;
- Suggested the Ward Councillor hold another community meeting with residents on the project.

Staff were unaware of the Ladies Golf Course's intentions with respect to selling off more of its land in the future.

The Applicants transportation engineer advised that he was discussing with York Region the possibility of installing a half signal at Bayview Avenue and Royal Orchard Drive on the south side, as interim solution to improve traffic flow in the area.

Moved by Mayor Frank Scarpitti
Seconded by Councillor Keith Irish

- 1) That the Staff and Applicant presentations on the proposal be received; and,
- 2) That the written submission on the proposal be received; and,
- 3) That the depositions on the proposal be received; and,
- 4) That the report entitled "PRELIMINARY REPORT, The Ladies Golf Club of Toronto, C/O Bousfields Inc., Applications to amend the Official Plan and Zoning By-law to permit a twelve (12) storey residential building and a fourteen (14) storey residential building on the eastern portion of lands municipally known as 7859 Yonge Street, (Ward 1), File Nos. OP 18 171600 and ZA 18 171600" be received; and,
- 5) That the Record of the Public Meeting held on January 22, 2019, with respect to the proposed Official Plan Amendment and Zoning By-law Amendment, at

7859 Yonge Street, (Ward 1), File Nos OP 18 171600 and ZA 18 171600” be received; and further,

6) That the Applications for an Official Plan Amendment and a Zoning By-law Amendment, be referred back to staff for a report and recommendation to evaluate the proposal.

Carried

4.3 PRELIMINARY REPORT UPTOWN GREEN GARDEN INC. C/O WESTON CONSULTING OFFICIAL PLAN AND ZONING BY-LAW AMENDMENTS TO PERMIT A TEN (10) STOREY MIXED USE BUILDING AT 9332 TO 9346 KENNEDY ROAD FILE NOS. OP 18 182671 AND ZA 18 182671 (WARD 6) (10.3, 10.5)

The Public Meeting this date was to consider an application by Uptown Green Garden Inc., c/o Weston Consulting for Official Plan and Zoning By-law Amendments to permit a ten (10) storey mixed use buildings at 9332 to 9346 Kennedy Road (OP/ZA 18 182671).

The Committee Clerk advised that 207 notices were mailed on December 28, 2018, and a Public Meeting sign was posted on December 20, 2018. No written submissions were received regarding this proposal.

Rick Cefaratti, Planner II gave a presentation regarding the proposal, the location, surrounding uses and outstanding issues.

The Applicant provided a presentation on the proposal for (10) mixed use buildings at 9332 and 9346 Kennedy Road (OP/ZA 18 182671).

The following written submissions on the proposal were received:

- Inquired if there will be bicycle parking;
- Concerned about the high automobile usage in the area;
- Concerned about the schools being overcrowded.
- Concerned about the impact the development would have on traffic congestion;
- Concerned about access to the property;
- Suggested the roads in the area could not support the density;
- Concerned about a loss of privacy;
- Concerned about loss of mature trees.

- Concerned about the impact the development would have on traffic congestion.

Ada Chung, Unionville Montessori School Parent provided the following feedback on the proposed development:

- Concerned about the impact the development would have on traffic;
- Concerned that the roads in the area could not support the density of the project;
- Concerned about the overflow parking;
- Suggested the building should be less than 8 stories in height.

Members of Council provided the following feedback:

- Concerned about the traffic congestion in the area;
- Suggested that upgrades to the roadways need to occur before more density is permitted to the area;
- Concerned with having townhomes next to a 10 storey building;
- Concerned about the access to the proposed development;
- Inquired if an agreement could be made so that the development could be accessed through the private road; and,
- Asked for York Region and other key agencies comments on the development;
- Asked about the affordability of the townhomes; and,
- Asked if there was a heritage property on the property.

Staff advised that there are plans to widen Kennedy and add slip lanes to improve the traffic flow on Kennedy Road. These road improvements will happen prior to the York Downs development. It was also advised that there is no heritage property located on the property.

Moved by Councillor Amanda Collucci

Seconded by Councillor Alan Ho

That the Development Services Public Meeting be permitted to continue after midnight.

Carried

Moved by Councillor Amanda Collucci

Seconded by Councillor Karen Rea

- 1) That the Staff and Applicant presentations on the proposal be received; and,
- 2) That the written submissions on the proposal be received; and,
- 3) That the deputations on the proposal be received; and,
- 4) That the report titled “PRELIMINARY REPORT, Uptown Green Garden Inc., C/O Weston Consulting, Official Plan and Zoning By-law Amendments to permit a ten (10) storey mixed use building at 9332 to 9346 Kennedy Road, File Nos. OP 18 182671 and ZA 18 182671 (Ward 6)” be received; and,
- 5) That the Record of the Public Meeting held on January 22, 2019, with respect to the proposed Official Plan Amendment and Zoning By-law Amendment at 9332 to 9346 Kennedy Road, File Nos. OP 18 182671 and ZA 18 182671 (Ward 6)” be received; and further,
- 6) That the Applications for an Official Plan Amendment and a Zoning By-law Amendment, be referred back to staff for a report and recommendation to evaluate the proposal.

Carried

5. ADJOURNMENT

The Development Services Public Meeting adjourned at 12:21 PM.



Report to: Development Services Committee

Report Date: February 11, 2019

SUBJECT:**PRELIMINARY REPORT**

Applications for a Draft Plan of Subdivision and Zoning By-law Amendment submitted by Berczy Warden Holdings Inc. to facilitate 879 residential units and mixed uses on the lands known municipally as 10348 Warden Avenue (Ward 2)
File No's.: ZA/SU 18 235516

PREPARED BY:

Amanda Crompton, ext. 2621
Planner II, North District

REVIEWED BY:

Ron Blake, M.C.I.P., R.P.P., ext. 2600
Senior Development Manager, North District

RECOMMENDATION:

- 1) THAT the report dated February 11, 2019 titled "PRELIMINARY REPORT, Applications for a Draft Plan of Subdivision and Zoning By-law Amendment submitted by Berczy Warden Holdings Inc. to facilitate 879 residential units and mixed uses on the lands known municipally as 10348 Warden Avenue (Ward 2)" be received.

EXECUTIVE SUMMARY:

Not applicable.

PURPOSE:

This report provides preliminary information on the Draft Plan of Subdivision and Zoning By-law Amendment applications submitted by Berczy Warden Holdings Inc. to facilitate mixed and residential uses on the lands known municipally as 10348 Warden Avenue. This report contains general information regarding applicable Official Plan policies and Zoning By-law permissions, as well as other issues identified during a preliminary review of the applications. The report should not be taken as Staff's opinion or recommendation on the applications.

Applications deemed complete

The Draft Plan of Subdivision and Zoning By-law Amendment applications were received on November 8, 2018 and deemed complete on November 30, 2018.

Next steps

- Statutory Public Meeting to be held.
- Recommendation Report for Development Service Committee's consideration at a future date.

BACKGROUND:**Subject property and area context**

The approximately 45 hectare (111 acre) subject lands are located on the west side of Warden Avenue, south of Elgin Mills Road (see Figure 1: Location Map), within the

Berczy Glen Secondary Plan Area. The subject lands are known municipally as 10348 Warden Avenue, and also contain part of the property abutting to the south, for which no municipal address is assigned. The lands are currently used for agricultural operations.

Surrounding land uses include (see Figure 2: Aerial Photo):

- Agricultural uses and rural residential properties are located immediately north of the subject lands.
- Angus Glen Golf Course and an agricultural property are located east of Warden Avenue.
- Agricultural uses and existing residential properties are located south of the subject lands. Major Mackenzie Drive is located farther south.
- The Berczy Creek is located to the south and west of the subject lands. Beyond the creek to the southwest is an existing residential neighbourhood. Beyond the creek to the west are agricultural lands.

Draft Plan of Subdivision and Zoning By-law Amendment applications for lands to the north and west of the subject lands have been submitted to the City and are currently being reviewed (File No's.: ZA/SU 18-235522 and ZA/SU 18-181743).

PROPOSAL:

The applicant is seeking Draft Plan approval for a Plan of Subdivision and is proposing to amend the Zoning By-law to permit mixed and residential uses on the subject lands. The proposed development consists of 879 residential units, an elementary school, a neighbourhood park, a park, part of a community park, an open space block, two stormwater management blocks, and the supporting road/lane network, which includes one access to Warden Avenue (see Figure 3: Proposed Draft Plan of Subdivision).

The proposed built form is as follows:

- Detached dwellings: 251 units
- Townhouse dwellings: 488 units
- Residential mid-rise (townhouse): 16 units
- Mixed-use mid-rise (built form to be determined): 124 units and limited retail

Refer to Table 1: Schedule of Land Use for a complete statistical summary.

To facilitate the implementation of the Draft Plan of Subdivision, the Zoning By-law Amendment application proposes to rezone the subject lands from 'Agriculture One (A1)' under Zoning By-law 304-87, as amended, to the appropriate zone categories under Zoning By-law 177-96, as amended, including any special provisions.

POLICY OVERVIEW:

Provincial Policy Conformity

When considering a development application, staff assess whether proposals are consistent with the Provincial Policy Statement (2014) and in conformity with relevant Provincial Plans, which in this case is the Growth Plan for the Greater Golden Horseshoe (2017). A more detailed review and assessment of conformity with provincial policy will

be set out in a future staff report, including, but not limited to, evaluating how the proposed development conforms with building strong healthy communities and managing growth by:

- Achieving minimum density targets;
- Supporting the achievement of complete communities that feature a diverse mix of land uses and provide a range and mix of housing options;
- Providing convenient access to transportation, public facilities and open spaces;
- Establishing an integrated and connected active transportation network; and
- Planning for sewage, water services and stormwater management.

Official Plan

The 2014 Official Plan (as partially approved on November 24, 2017 and further updated on April 9, 2018) designates the subject lands 'Future Urban Area' as per Map 1 – Markham Structure and 'Future Neighbourhood Area' as per Map 3 – Land Use. Section 8.12 of the Official Plan provides direction for the preparation of a Conceptual Master Plan for the entire Future Urban Area ("FUA") lands as the basis for the development of secondary plans.

Berczy Glen Secondary Plan

The Berczy Glen Secondary Plan was adopted by City Council in November 2018 and is currently with the Region of York; the approval authority.

The council-adopted Berczy Glen Secondary Plan designates the subject lands 'Residential Low Rise', 'Residential Mid Rise I', 'Residential Mid Rise II', 'Mixed Use Mid Rise' and 'Greenway', as per Map SP1 – Detailed Land Use. The following symbols are also shown on Map SP1 within the boundary of the subject lands: one public elementary school symbol, one neighbourhood park symbol, and two stormwater management facility symbols (see Figure 4: Berczy Glen Secondary Plan – Land Use Map Extract).

Zoning By-law

The subject lands are zoned 'Agriculture One (A1)' by By-law 304-87, as amended, which permits a limited number of uses, including: agricultural uses, storage of agricultural produce, seasonal vegetable or fruit stand, single family detached dwelling, private home day care, and/or public conservation project (see Figure 5: Area Context/Zoning).

OPTIONS/ DISCUSSION:

The following is a brief summary of the key matters raised to date. These matters, and others identified at the Public Meeting and through the circulation and detailed review of the applications, will be addressed, if necessary, in a final report to Committee:

The Berczy Glen Secondary Plan is currently with the approval authority, the Region of York

The Berczy Glen Secondary Plan establishes a land use structure and transportation network that is consistent with the 2014 Official Plan and the Conceptual Master Plan for

the Future Urban Area. A recommendation report for draft approval and zoning will not be forwarded to Committee until the Berczy Glen Secondary Plan is approved by the Region of York.

City Staff have requested that the Region of York make a minor modification to the Berczy Glen Secondary Plan Land Use Map ("Map SP1"), and subsequent road network maps, to ensure consistency between the Council-adopted Secondary Plan and the Council-endorsed Community Design Plan. The requested modification will result in Street 'D' on Map SP1 (see Figure 4: Berczy Glen Secondary Plan – Land Use Map Extract) being relocated slightly north of its original siting to better align with the proposed collector street in the Angus Glen block (located east of Warden Avenue). The road network shown in the Community Design Plan (see Figure 6: Berczy Glen Community Design Plan – Community Concept Plan) reflects this minor modification, and accurately shows the boundary of the Draft Plan of Subdivision in the context of the proposed road network and land use plan.

Outstanding Berczy Glen Secondary Plan studies/reports

Several Secondary Plan-level studies/reports remain outstanding and require final review and acceptance by City Staff. The Berczy Glen Secondary Plan requires the completion and acceptance of a master environmental servicing plan prior to granting any development approvals within the Berczy Glen Secondary Plan Area.

Community Energy Plan

A Community Energy Plan ("CEP") for the Future Urban Area is under development by the landowners within the FUA Planning District, in consultation with the City and York Region. The CEP will identify and advance strategies to reduce energy use, to support renewable energy generation and to reduce overall greenhouse gas emissions in the FUA. The CEP will inform the City's evaluation of proposed development within the FUA Planning District, of which the Berczy Glen Secondary Plan Area is a part.

Technical studies/reports currently under review

Staff are in the process of reviewing the following studies/reports: Functional Servicing and Stormwater Management Report, Transportation Mobility Plan, Archaeological Assessment, Hydrogeological Assessment, Arborist Report, Environmental Impact Study, Urban Design Brief, Environmental Noise Feasibility Study, Geotechnical Investigation, and Phase I and Phase II Environmental Site Assessment.

Berczy Glen Community Design Plan

Review of the Draft Plan of Subdivision will have regard to the Council-endorsed Community Design Plan for the Berczy Glen Secondary Plan Area.

Planning Act Section 51(24) review

In reviewing the application for draft plan approval, Staff will have regard for the requirements of Section 51(24) of the Planning Act, that includes, among other matters, the health, safety, convenience, accessibility for persons with disabilities and welfare of the present and future inhabitants of the municipality.

Digital Markham Strategy

As part of The Digital Markham Strategy, City Staff will explore digital initiatives with developers and other partners (how new infrastructure for future technologies will be implemented into the community, e.g. within both private and municipal property).

Outstanding Comments

Comments from various internal departments and external agencies remain outstanding and may result in modifications to the plan.

FINANCIAL CONSIDERATIONS:

Not applicable.

HUMAN RESOURCES CONSIDERATIONS:

Not applicable.

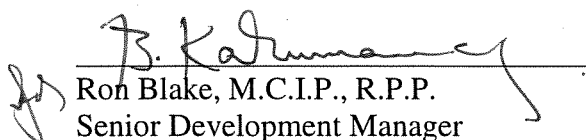
ALIGNMENT WITH STRATEGIC PRIORITIES:

The applications are being evaluated in the context of the City's strategic priorities.

BUSINESS UNITS CONSULTED AND AFFECTED:

The applications have been circulated to various City departments and external agencies and are currently under review. Requirements of the City and external agencies will be reflected in the preparation of the Draft Plan of Subdivision conditions and Zoning By-law Amendment processes.

RECOMMENDED BY:


Ron Blake, M.C.I.P., R.P.P.
Senior Development Manager

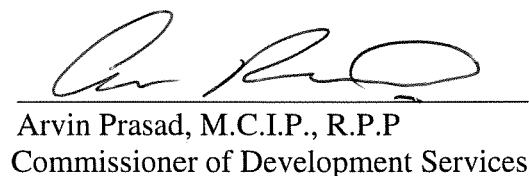

Arvin Prasad, M.C.I.P., R.P.P.
Commissioner of Development Services

TABLE:

Table 1: Draft Plan of Subdivision Schedule of Land Use

ATTACHMENTS:

Figure 1: Location Map

Figure 2: Aerial Photo

Figure 3: Proposed Draft Plan of Subdivision

Figure 4: Berczy Glen Secondary Plan – Land Use Map Extract

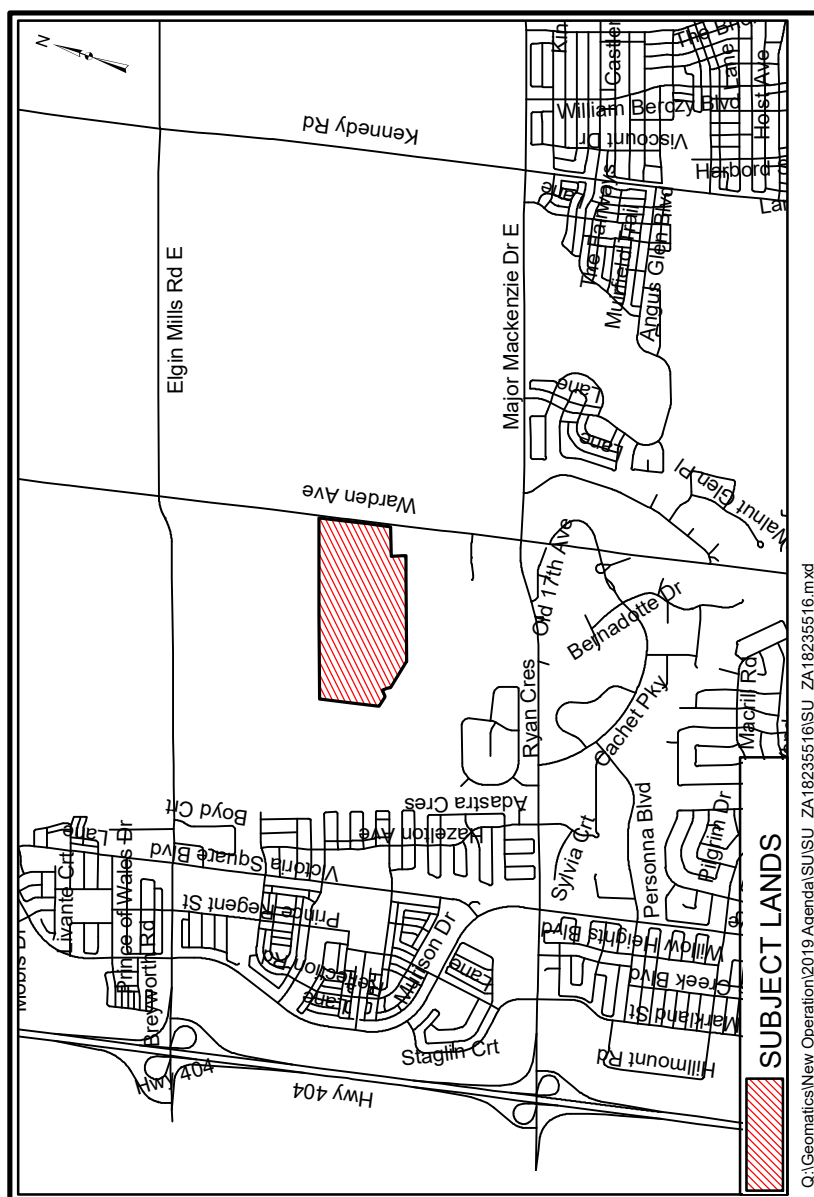
Figure 5: Area Context/Zoning

Figure 6: Berczy Glen Community Design Plan – Community Concept Plan

Table 1: Draft Plan of Subdivision Schedule of Land Use

Land Use	Lot/Block No.	# of units	Gross Land Area - Hectares (Acres)
Detached Dwellings	12-19, 21, 31-34, 47-68, 76-91, 95-102, 107-114, 117-120, 129, 130, 141, 145-147, 153-167, 178-203, 255-278, 281-287, 311*, 317-321*, 333* and 336-341* <small>MIN. LOT FRONTAGE = 11.6m MIN. LOT AREA = 310 sq.m.</small>	162.5	5.549 (13.712)
	20, 22-30, 35-46, 69-75, 92-94, 103-106, 115, 116, 121-123, 127, 128, 131, 132, 139, 140, 142-144, 148-152, 168-177, 204-210, 253, 254, 279, 280, 288, 289, 292, 293, 308-310, 312-316*, 334*, 335* and 342-345* <small>MIN. LOT FRONTAGE = 9.15m MIN. LOT AREA = 250 sq.m.</small>	88.5	2.526 (6.241)
Townhouse Dwellings	8-11, 137, 138, 212-218 and 243-249 <small>MIN. FRONTAGE = 6.1m</small>	129	2.478 (6.123)
	301-307 and 322-325* <small>MIN. FRONTAGE = 6.05m</small>	47	0.56 (1.384)
	1-7, 124-126, 133-136, 211, 219-242, 250-252, 290, 291, 331, 326-330*, 332* and 346* <small>MIN. FRONTAGE = 4.5m</small>	312	4.524 (11.179)
Residential Mid-Rise	347	16	0.305 (0.754)
Mixed Use Mid-Rise	348 and 349	124	2.193 (5.419)
Elementary School	353	-	2.539 (6.274)
Park	350	-	0.499 (1.233)
Neighbourhood Park	351	-	1.980 (4.893)
Community Park	352	-	2.872 (7.097)
Open Space	357 and 358	-	0.498 (1.230)
Natural Heritage System	359	-	0.190 (0.470)
Buffer	360-369	-	0.139 (0.344)
SWM	354 and 355	-	4.781 (11.814)
Road Widening	356	-	0.419 (1.035)
Streets and Laneways	-	-	12.941 (31.978)
Total	-	879	44.993 (111.180)

*Denotes part lots/blocks





AERIAL PHOTO (2018)

APPLICANT: Berczy Warden Holdings
10348 Warden Avenue

FILE No. SU_ZA 18235516 (AC).

 SUBJECT LANDS

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Date: 19/11/2018



DEVELOPMENT SERVICES COMMISSION

Drawn By: CPW

Checked By: AC

FIGURE No. 2

Date: 21/01/2019

FIGURE No. 3

Checked By: AC

Drawn By:CPW

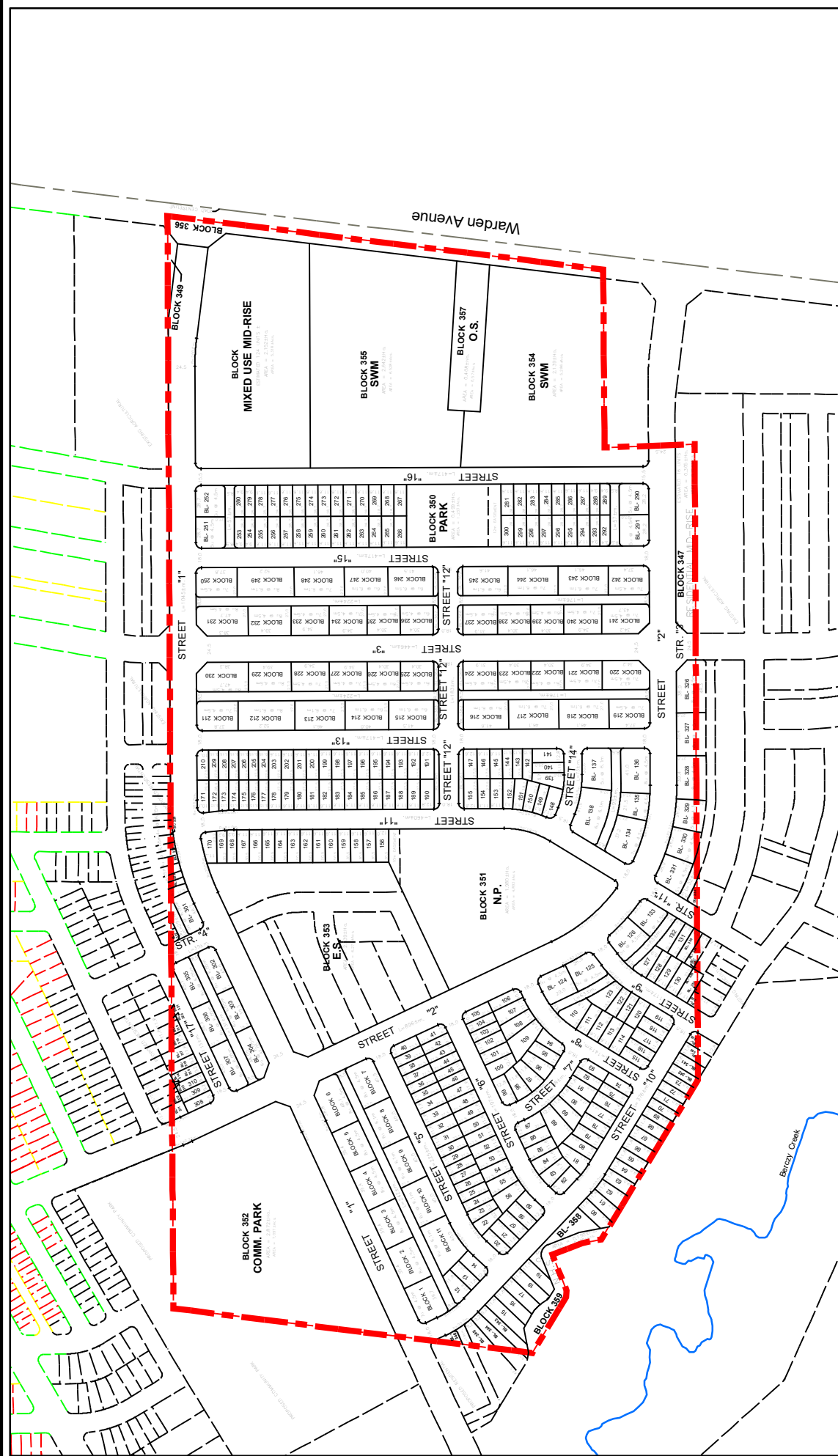
MARKHAM DEVELOPMENT SERVICES COMMISSION

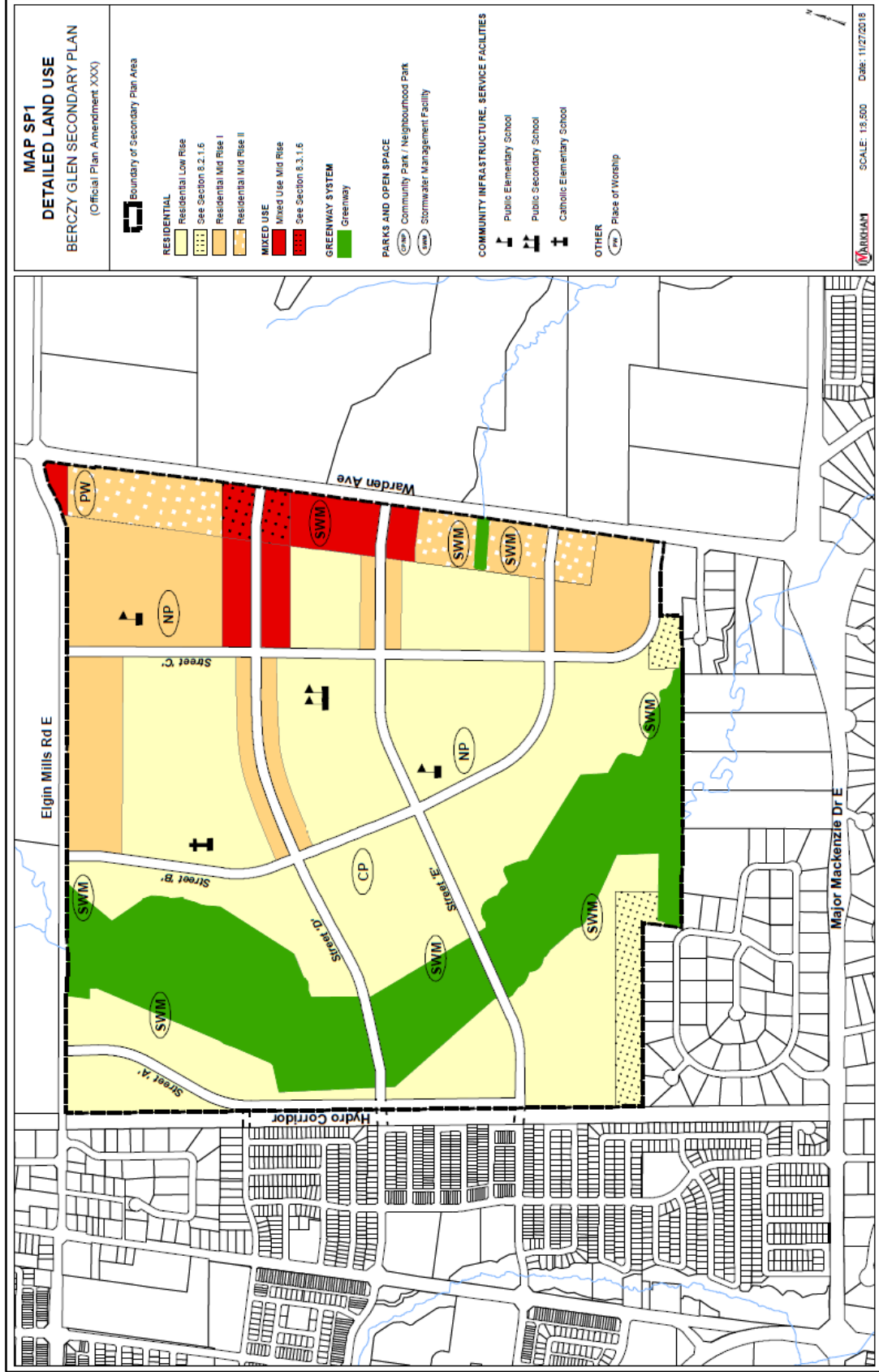
APPLICANT: Berczy Warden Holdings
10348 Warden Avenue

FILE No. SU_ZA 18235516 (AC).
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PROPOSED DRAFT PLAN

SUBJECT LANDS



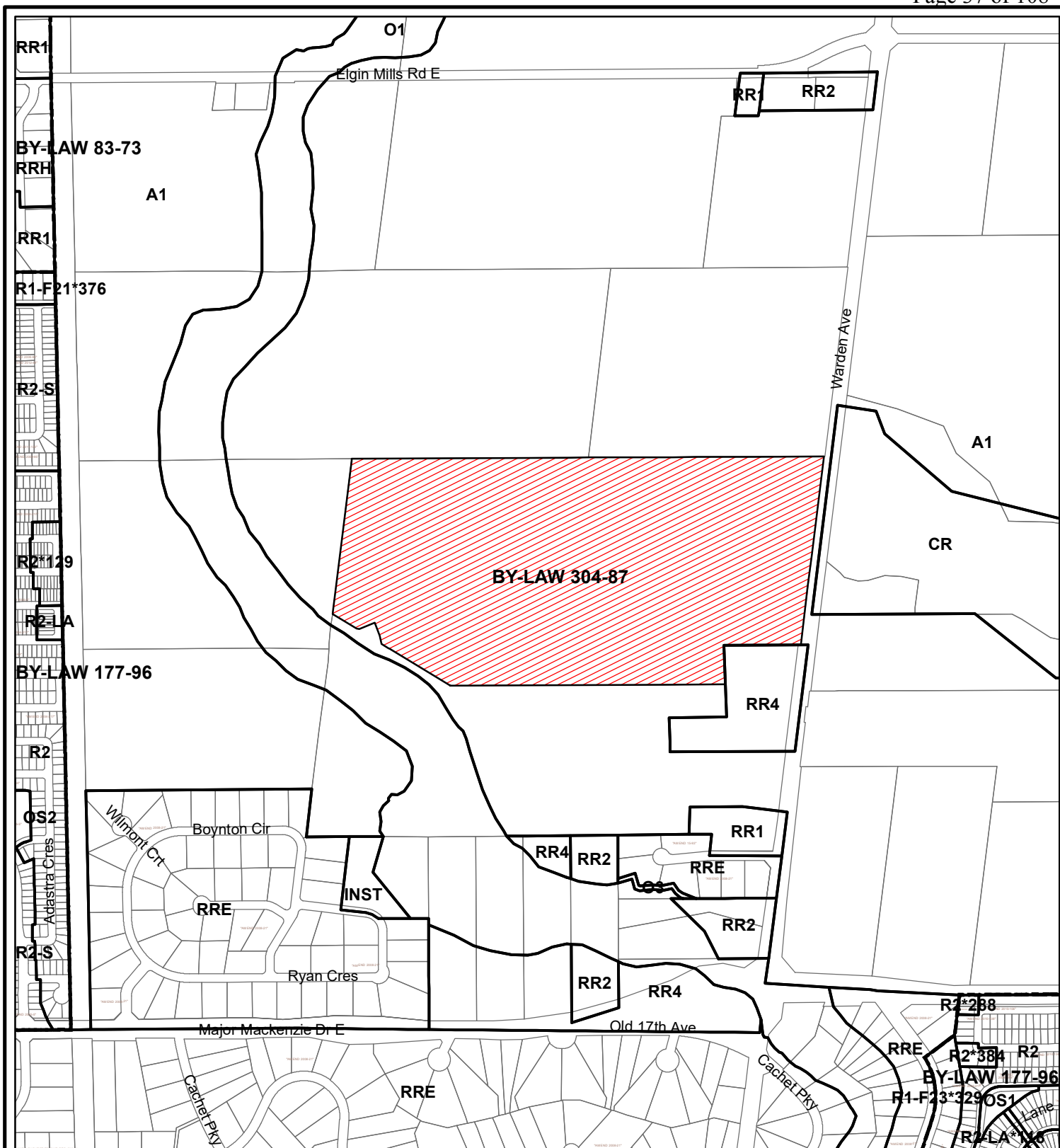


BERCZY GLEN SECONDARY PLAN - LAND USE EXTRACT

APPLICANT: Berczy Warden Holdings
10348 Warden Avenue

FILE No. SU_ZA 18235516 (AC).

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AREA CONTEXT/ZONING

APPLICANT: Berczy Warden Holdings
10348 Warden Avenue

FILE No. SU_ZA 18235516 (AC).

 SUBJECT LANDS

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Date: 21/01/2019

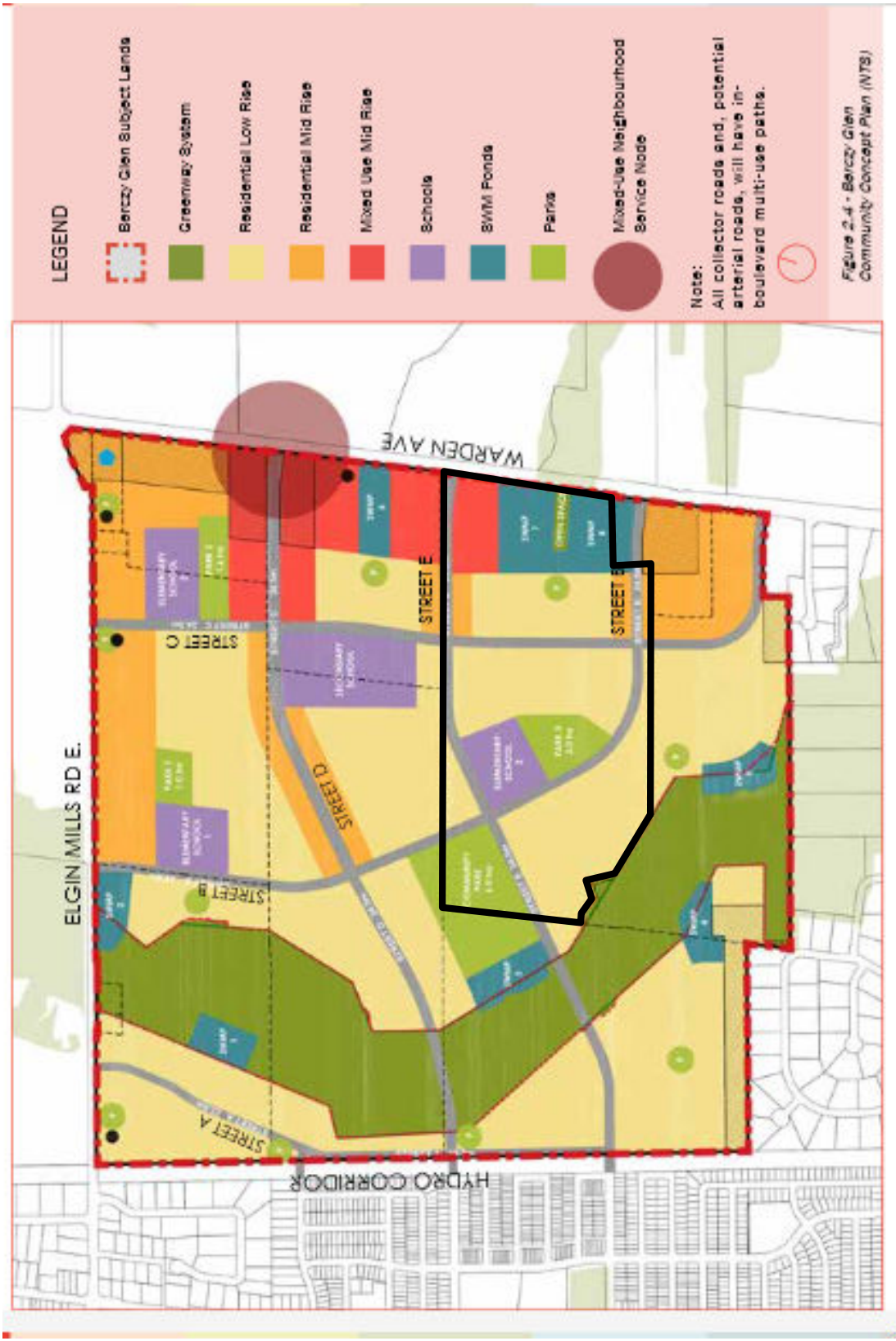


DEVELOPMENT SERVICES COMMISSION

Drawn By: CPW

Checked By: AC

FIGURE No. 5



BERCZY GLEN COMMUNITY DESIGN PLAN - COMMUNITY CONCEPT PLAN

APPLICANT: Berczy Warden Holdings Inc.

FILE No. SU_ZA 18235516 (DB)

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Subject Lands



Report to: Development Services Committee

Report Date: February 11, 2019

SUBJECT:**PRELIMINARY REPORT**

Applications for a Draft Plan of Subdivision and Zoning By-law Amendment by Berczy Elgin Holdings Inc. to facilitate the creation of approximately 798 residential units, 2 elementary school blocks or parts thereof, 1 park block and the supporting road/lane network which includes access to Elgin Mills Road East on the subject property known municipally as 3575 Elgin Mills Road East (Ward 2)
File No's.: SU/ZA 18 235522

PREPARED BY:

Daniel Brutto, C.P.T. ext. 2468
Planner II, North District

REVIEWED BY:

Ron Blake, M.C.I.P., R.P.P. ext. 2600
Senior Development Manager, North District

RECOMMENDATION:

- 1) THAT the report dated February 11, 2019 titled "PRELIMINARY REPORT, Applications for a Draft Plan of Subdivision and Zoning By-law Amendment by Berczy Elgin Holdings Inc. to facilitate the creation of approximately 798 residential units, 2 elementary school blocks or parts thereof, 1 park block and the supporting road/lane network which includes access to Elgin Mills Road East on the subject property known municipally as 3575 Elgin Mills Road East (Ward 2)", be received.

EXECUTIVE SUMMARY:

Not applicable.

PURPOSE:

This report provides preliminary information on the Draft Plan of Subdivision and Zoning By-law Amendment applications submitted by Berczy Elgin Holdings Inc. This report contains general information regarding applicable Official Plan and Zoning policies, as well as other issues. The report should not be taken as Staff's opinion or recommendation on the applications.

Applications deemed complete

The applications were received on November 8, 2018 and deemed complete on November 30, 2018.

Next steps

- Statutory Public Meeting to be held.
- Recommendation Report for Development Services Committee consideration at a future date.

BACKGROUND:**Subject property and area context**

3575 Elgin Mills Road East (the “subject property”), consists of approximately 28.2 hectares (69.7 acres), located west of Warden Avenue, south of Elgin Mills Road East, within the Berczy Glen Secondary Plan Area (See Figure 1 – Location Map).

The subject property is primarily used for agricultural operations and contains a listed heritage structure adjacent to Elgin Mills Road East referred to as the Schell-Frisby House (See Figure 2 – Aerial Photo).

Surrounding uses include (See Figure 3 - Area Context/Zoning):

- To the north is Elgin Mills Road East followed by agricultural uses;
- To the west are agricultural uses followed by the Berczy Creek;
- To the south are agricultural uses;
- To the east are rural residential and agricultural uses.

PROPOSAL:

The applicant has submitted applications for Draft Plan of Subdivision and Zoning By-law Amendment to facilitate the creation of 2 elementary school blocks or parts thereof, 1 park block, approximately 798 residential units and the supporting road/lane network which includes access to Elgin Mills Road East (See Figure 4 – Proposed Draft Plan of Subdivision).

The anticipated built form is:

- Detached dwellings: 181 units
- Lane-based townhomes: 127 units
- Mid-rise blocks (townhomes): 458 units
- Mixed use mid-rise block (built form to be determined): 32 units and limited retail

Refer to Table 1: Schedule of Land Use for a complete statistical summary.

To facilitate implementation of the Draft Plan of Subdivision, the Zoning By-law Amendment application proposes to re-zone the subject property from ‘Agricultural One (A1)’ under By-law 304-87 to the appropriate zone categories under By-law 177-96, as amended, including any special provisions.

POLICY/ZONING OVERVIEW:**Provincial Policy Conformity**

When considering a development application, staff assess whether proposals are consistent with the Provincial Policy Statement (2014) and in conformity with relevant Provincial Plans, which in this case is the Growth Plan for the Greater Golden Horseshoe (2017). A detailed review and assessment of conformity with Provincial policy will be set out in a future staff report, including but not limited to, evaluating how the proposed development conforms with building strong healthy communities and managing growth by:

-
- Achieving minimum density targets;
 - Supporting the achievement of complete communities that feature a diverse mix of land uses and provide a range and mix of housing options;
 - Providing convenient access to transportation, public service facilities and open spaces;
 - Establishing an integrated and connected active transportation network; and
 - Planning for sewage, water services and stormwater management.

City of Markham Official Plan, 2014

The 2014 Official Plan (as partially approved on November 24, 2017 and further updated on April 9, 2018) designates the subject property 'Future Urban Area' as per Map 1 – Markham Structure and 'Future Neighbourhood Area' as per Map 3 – Land Use. Section 8.12 of the Official Plan provides direction for the preparation of a Conceptual Master Plan for the entire Future Urban Area ("FUA") lands as the basis for the development of secondary plans.

Berczy Glen Secondary Plan

The Berczy Glen Secondary Plan was adopted by City Council in November 2018 and is currently with the Region of York who is the approval authority.

The subject property is designated 'Residential Low Rise, Residential Mid Rise I and Mixed Use Mid Rise' as per Map SP1 - Detailed Land Use. The subject property also contains two symbols denoting public/catholic elementary school sites and one symbol denoting a neighbourhood park (See Figure 5: Berczy Glen Secondary Plan - Land Use Map Extract).

Zoning

The subject property is zoned 'Agricultural One (A1)' under By-law 304-87, as amended which permits a limited number of uses, including: agricultural uses, storage of agricultural produce, seasonal vegetable or fruit stand, single family detached dwelling, private home day care, and/or public conservation project (See Figure 3 - Area Context/Zoning).

OPTIONS/ DISCUSSION:

The following is a brief summary of issues raised to date. These matters, and others identified at the Public Meeting and through the circulation and detailed review of the proposal, will be addressed, if necessary, in a final report to Committee:

The Berczy Glen Secondary Plan is currently with the approval authority, the Region of York

The Berczy Glen Secondary Plan establishes a land use structure and transportation network that is consistent with the 2014 Official Plan and the Conceptual Master Plan (CMP). The Secondary Plan vision is based on four key themes: protection of the natural environment, building compact and complete communities, increasing travel options, and maintaining a vibrant and competitive economy.

A recommendation report for these applications will not be forwarded to Committee until the Berczy Glen Secondary Plan is approved by the Region of York.

City Staff have requested that the Region of York make a minor modification to the Berczy Glen Secondary Plan Land Use Map ("Map SP1"), and subsequent road network maps, to ensure consistency between the Council-adopted Secondary Plan and the Council-endorsed Community Design Plan. The requested modification will result in Street 'D' on Map SP1 (See Figure 5: Berczy Glen Secondary Plan - Land Use Map Extract) being relocated slightly north of its original siting to better align with the proposed collector street in the Angus Glen block (located east of Warden Avenue). The road network shown in the Community Design Plan (see Figure 6: Berczy Glen Community Design Plan – Community Concept Plan) reflects this minor modification, and accurately shows the boundary of the Draft Plan of Subdivision in the context of the proposed road network and land use plan.

Outstanding Berczy Glen Secondary Plan studies/reports

Several Secondary Plan-level studies/reports remain outstanding and require final review and acceptance by City Staff. The Berczy Glen Secondary Plan requires the completion and acceptance of a master environmental servicing plan prior to granting any development approvals within the Berczy Glen Secondary Plan Area.

Community Energy Plan

A Community Energy Plan (CEP) for the Future Urban Area is under development by the landowners within the FUA Planning District, in consultation with the City and York Region. The CEP will identify and advance strategies to reduce energy use, to support renewable energy generation and to reduce overall greenhouse gas emissions in the FUA. The CEP will inform the City's evaluation of proposed development within the FUA Planning District, of which the Berczy Glen Secondary Plan Area is a part.

Technical studies/reports currently under review

Staff are in the process of reviewing the following studies/reports submitted in support of the proposal: Functional Servicing and Stormwater Management Report, Transportation Study, Archeological Assessment, Hydrogeological Assessment, Arborist Report, Environmental Impact Study, Urban Design Brief, Stage 1 Archeological Assessment, Environmental Noise Feasibility Study, Geotechnical Study and Phase 1 and 2 Environmental Site Assessment.

Bercy Glen Community Design Plan

The Draft Plan of Subdivision is being reviewed having regard to the Council-endorsed Community Design Plan for the Berczy Glen Secondary Plan Area.

Planning Act Section 51(24) review

In reviewing the application for draft plan approval, Staff will have regard for the requirements of Section 51(24) of the Planning Act, that includes, among other matters, the health, safety, convenience, accessibility for persons with disabilities and welfare of the present and future inhabitants of the municipality.

Digital Markham Strategy

As part of The Digital Markham Strategy, City Staff will explore digital initiatives with developers and other partners (how new infrastructure for future technologies will be implemented into the community, e.g. within both private and municipal property).

Outstanding comments

Comments from various internal departments and external agencies remain outstanding and may result in modifications to the plan.

FINANCIAL CONSIDERATIONS:

Not applicable.

HUMAN RESOURCES CONSIDERATIONS

Not applicable.


ALIGNMENT WITH STRATEGIC PRIORITIES:


The proposed applications will align with the Town's strategic priorities of Growth Management and Municipal Services by implementing the proposed development in coordination with available servicing infrastructure.

BUSINESS UNITS CONSULTED AND AFFECTED:

The applications have been circulated to various City departments and external agencies and are currently under review. Requirements of the City and external agencies will be reflected in the preparation of the Draft Plan of Subdivision conditions and Zoning By-law Amendment processes.

RECOMMENDED BY:


Ron Blake, M.C.I.P., R.P.P.
Senior Development Manager


Arvin Prasad, M.C.I.P., R.P.P.
Commissioner, Development Services

APPLICANT/AGENT:

KLM Planning Partners Inc.
Keith MacKinnon
64 Jardin Drive
Concord, Ontario L4K 3P3
Tel: (905) 669-4055

TABLE:

Table 1: Draft Plan of Subdivision Schedule of Land Use

FIGURES:

Figure 1: Location Map

Figure 2: Aerial Photo

Figure 3: Area Context/Zoning

Figure 4: Proposed Draft Plan of Subdivision

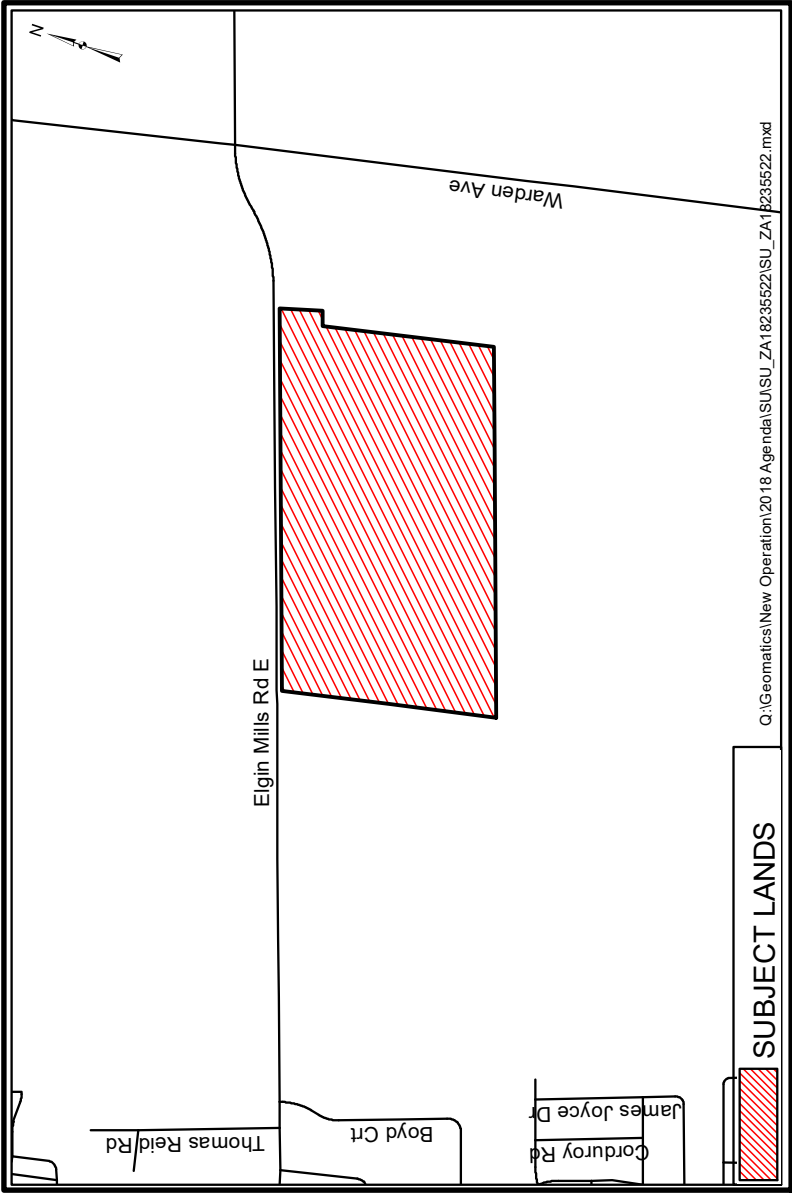
Figure 5: Berczy Glen Secondary Plan - Land Use Map Extract

Figure 6: Berczy Glen Community Design Plan – Community Concept Plan

Table 1: Draft Plan of Subdivision Schedule of Land Use

Land Use	Lot/Block No.	# of units	Gross Land Area - Hectares (Acres)
Detached Dwellings	5-20, 31-46, 48-69, 78-80, 87-89, 93-100, 108-119, 128-144, 149-160, 165-173, 192 and 203* <small>MIN. LOT FRONTAGE = 11.6m MIN. LOT AREA = 310 sq.m.</small>	119.5	4.180 (10.329)
	1-4, 21-30, 47, 70-77, 81-86, 90-92, 101-107, 120-127, 145-148, 161-164, 174-177, 193, 202* and 204*-205* <small>MIN. LOT FRONTAGE = 9.15m MIN. LOT AREA = 250 sq.m.</small>	61.5	1.641 (4.056)
Townhouse Dwellings	178-189 and 190-191 <small>MIN. FRONTAGE = 6.1m</small>	35	0.654 (1.616)
	194-195 and 199-201* <small>MIN. FRONTAGE = 6.05m</small>	25	0.320 (0.790)
	183-189 and 196-198 <small>MIN. FRONTAGE = 4.5m</small>	67	0.942 (2.328)
Residential Mid-Rise	206-207	458	7.743 (19.133)
Mixed Use Mid-Rise	208	32	0.580(1.433)
Elementary School	209-210	-	4.415 (10.910)
Park	211	-	0.938 (2.318)
Road Widening	212	-	0.653 (1.613)
Streets and Laneways	-	-	6.142 (15.177)
Total	-	798	28.208 (69.703)

*Denotes part lots/blocks





AERIAL PHOTO (2018)

APPLICANT: Berczy Elgin Holdings Inc.
3575 Elgin Mills Road

FILE No. SU_ZA 18235522 (SK)

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DEVELOPMENT SERVICES COMMISSION

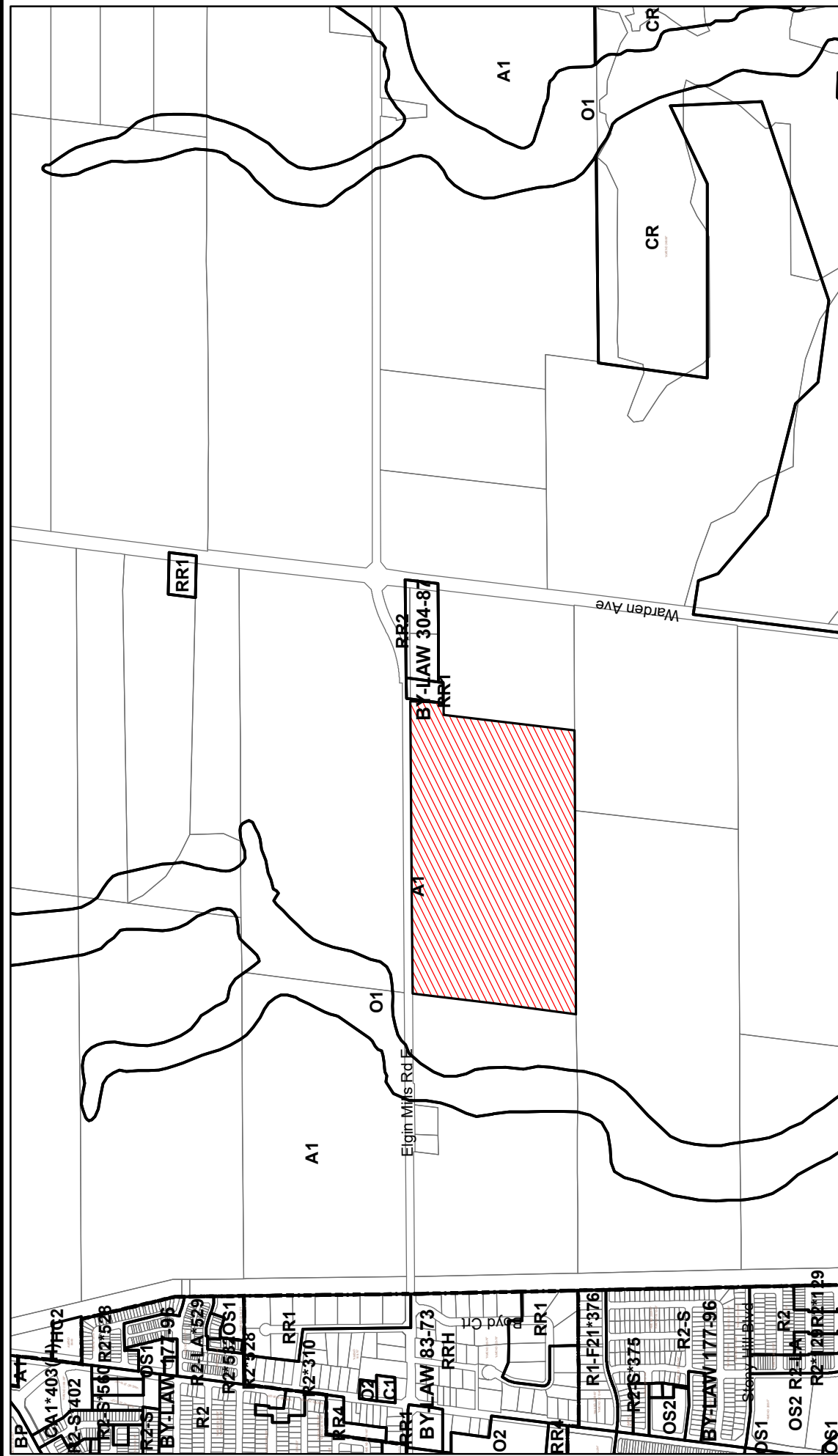
Drawn By: CPW

Checked By: SK

Date: 07/01/2019

FIGURE No. 2

SUBJECT LANDS



AREA CONTEXT / ZONING

APPLICANT: Berczy Elgin Holdings Inc.
3575 Elgin Mills Road

FILE No. SU_ZA 18235522 (SK)

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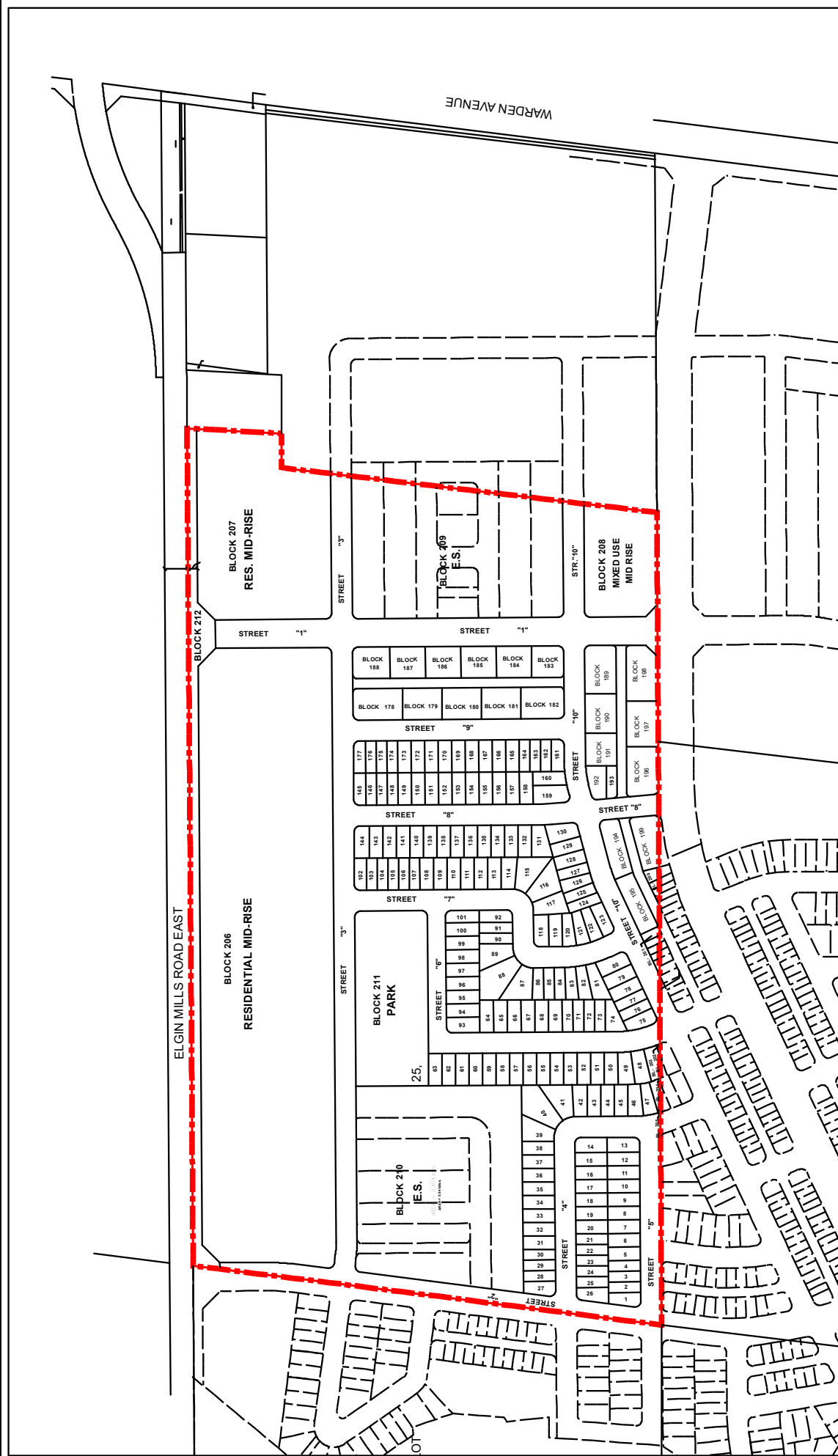
MARKHAM DEVELOPMENT SERVICES COMMISSION

 SUBJECT LANDS

Drawn By: CPW
Checked By: SK

Date: 07/01/2019

FIGURE No. 3



 SUBJECT LANDS

PROPOSED DRAFT PLAN OF SUBDIVISION

APPLICANT: Berczy Elgin Holdings Inc.

3575 Elgin Mills Road

FILE No. SU_ZA 18235522 (SK)

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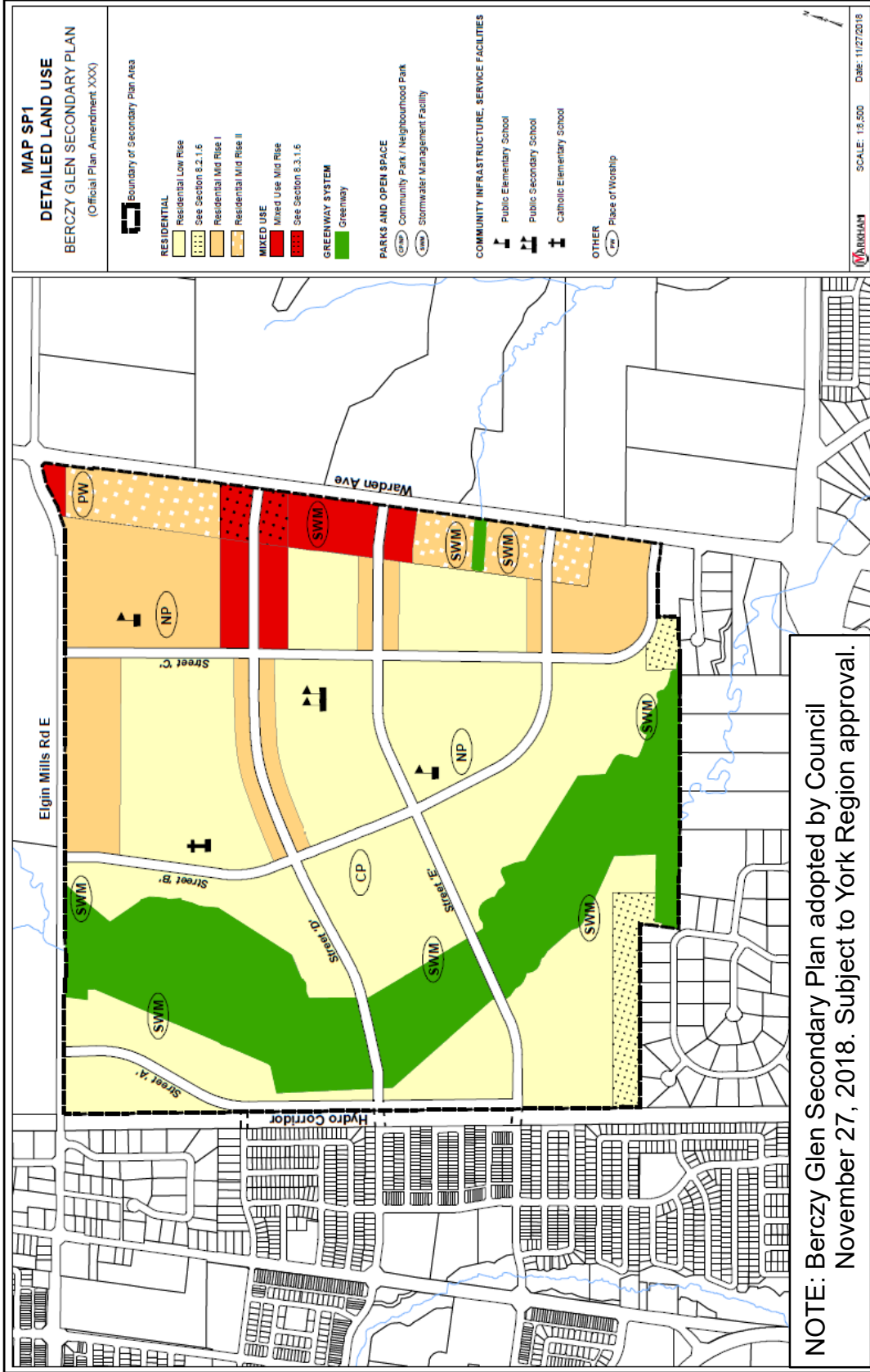
 DEVELOPMENT SERVICES COMMISSION

Drawn By: CPW

Checked By: SK

Date: 07/01/2019

FIGURE No. 4



BERCZY GLEN SECONDARY PLAN - LAND USE MAP

APPLICANT: Berczy Elgin Holdings Inc.
3575 Elgin Mills Road

FILE No. SU_ZA 18235522 (SK)

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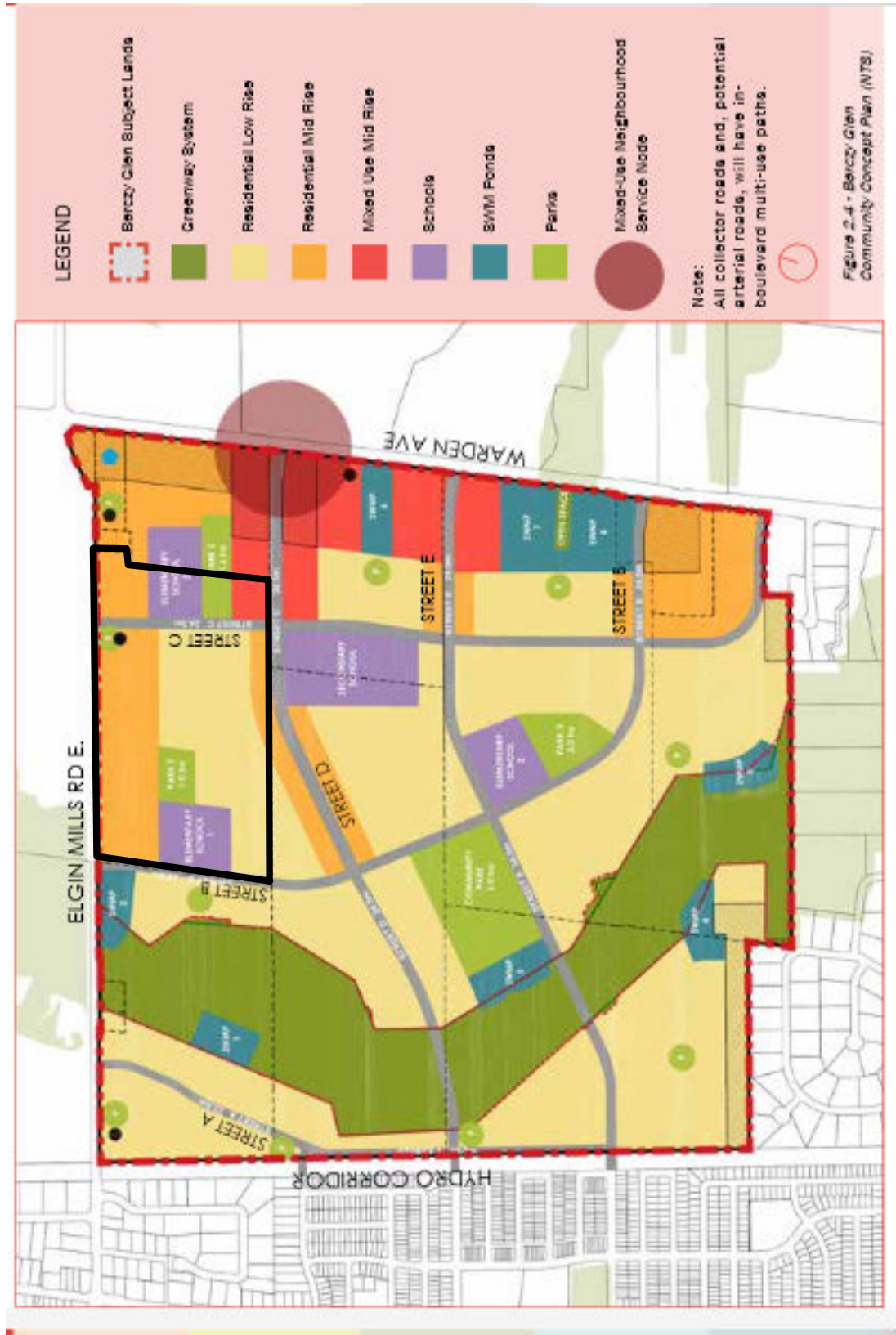
MARKHAM DEVELOPMENT SERVICES COMMISSION

Drawn By: CPW

Checked By: SK

Date: 07/01/2019

FIGURE No. 5



BERCZY GLEN COMMUNITY DESIGN PLAN - COMMUNITY CONCEPT PLAN

APPLICANT: Berczy Elgin Holdings Inc.
3575 Elgin Mills Road

FILE No. SU_ZA 18235522 (SK)

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MARKHAM DEVELOPMENT SERVICES COMMISSION

Drawn By: CPW

Checked By: DB

Date: 07/01/2019

FIGURE No. 6

Subject Lands

Web Summit, Lisbon Post-Conference Report



**Presentation to Development Services Committee
February 11, 2019**

Contents

- Background
- Conference Overview
- Summary of Itinerary
- Conference Outcomes
- Follow-on Activities

Conference Overview - Background

- In November 2018, the City of Markham participated in Web Summit, the world's largest tech conference
- Markham delegates were part of a larger Canadian delegation attending the Summit to promote its 'sister' conference, *Collision*, taking place in Toronto in May 2019
- Information and Communications Technology is Markham's top targeted priority sector as outlined in Markham's Economic Strategy
- Technology as an enabler across all industry verticals

Overview - Objectives

- a. Promote the Toronto Collision Conference (May 20-23, 2019)
- b. Learn about Web Summit and Collision and determine Markham's level of presence and support
- c. Engage in Foreign Direct Investment opportunities
- d. Promote export development for GTA companies
- e. Hear from global tech industry thought leaders

Overview - Web Summit Conference

Attendees

70,000+

Speakers

1,200+

Twitter Impressions

27 million +

Senior Management

68%

Journalists

2,600+

Facebook Reach

28 million +

Countries

170+

Startups

2,000+

Number of media pieces

19,700+

Overview - Canadian Participants

- City of Toronto
- Invest in Canada
- Global Affairs Canada
- York Region
- Toronto Region Board of Trade
- Toronto Global
- ventureLAB
- Communitech
- MaRS
- Tourism Toronto
- SMEs from across Canada



Conference Materials

Area and Ontario's Innovation Corridor

Markham drives a highly skilled, diverse talent pool in Ontario, Canada

Over 70% of population is visible minority



Talented, highly skilled and diverse workforce



YORK UNIVERSITY
York University is Markham's strategic ecosystem partner to support innovation and talent development through partnership activities of Innovation York and Yspace

• 7 universities within a 1 hour drive

Seneca
Seneca Markham College Campus and 8 community colleges within 1 hour drive



Markham, Canada's High Tech Capital is home to a robust technology and innovation ecosystem

Robust innovation ecosystem anchored by established technology businesses, start-ups, industry leaders, R&D networks and resources

ventureLABS
Innovating. Growing. Connecting.

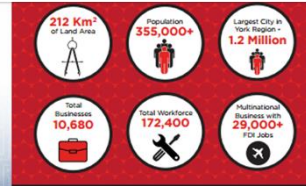
IBM Innovation Space

ICC

YSpace
Markham



Markham is Canada's High Tech Capital



Our Businesses



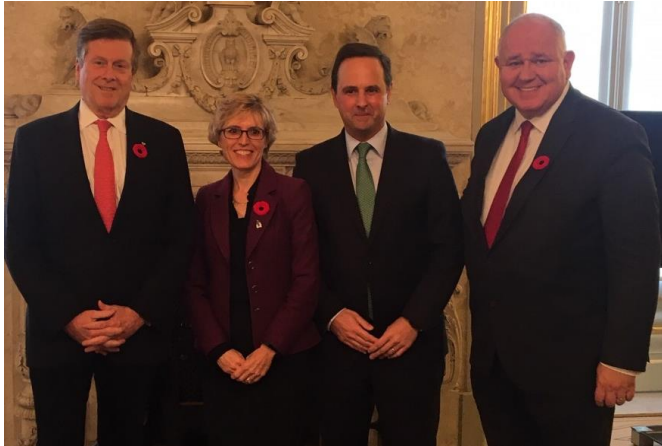
Itinerary – Summary of Meetings, Nov. 4-8

- Mayor of Lisbon, Fernando Medina
- United Nations Secretary-General, António Guterres
- Web Summit Founder, Paddy Cosgrave
- Canadian Ambassador to Portugal, Lisa Rice Madan
- Start Up Portugal, Director Joao Mendes Borga
- Siemens Portugal CEO, Pedro Miranda
- Founder Alert Life Sciences Computing, Jorge Guimaraes

Itinerary – Summary of Networking Events, Nov. 4-8

- Reception hosted by President of Portugal, Marcelo Rebelo de Sousa
- Web Summit Speakers Dinner receptions
- Portugal Israel Chamber of Commerce business reception
- Invest in Canada daily business receptions
- Embassy of Canada business reception
- Venture Summit breakfast reception
- Ecosystem Summit

Meetings with Officials



From Left to Right: Toronto Mayor John Tory, Canadian Ambassador to Portugal Lisa Rice Madan, Lisbon Mayor Fernando Medina, and Markham Mayor Frank Scarpitti



Markham Mayor Frank Scarpitti with Lisbon Mayor Fernando Medina



Mayor Frank Scarpitti with Canadian Ambassador to Portugal Lisa Rice Madan and Toronto Mayor John Tory

UN Secretary General, Prime Minister of Portugal



Mayor Frank Scarpitti @frankscarpitti · Nov 6

Honoured to meet with United Nations Secretary-General @antonioguterres, we discussed the power of green technology and our region's diversity. At the @WebSummit, the Secretary-General addressed the remarkable gains brought by technology and the challenges ahead. #WebSummit2018



Mayor Frank Scarpitti @frankscarpitti · Nov 6

At the state dinner hosted by The Honourable Antonio Costa, Prime Minister of Portugal (@antoniocostapm), we thank you for the warm welcome. Proud to be a part of a team representing Canada and York Region at the @WebSummit. #websummit2018 #WebSummit #cdnpoli



Canadian Pavilion



Mayor Frank Scarpitti @frankscarpitti · Nov 7

I met with @StartupPortugal team to see how they're assisting entrepreneurs and encouraged them to send a delegation to #CollisionConf, joined by Mark Cohon @Toronto_Global, Chris Rickett Manager Entrepreneurship Services @cityoftoronto and Canadian Embassy Trade Commissioners.



Mayor Frank Scarpitti @frankscarpitti · Nov 6

A virtual reality presentation the Canadian Pavilion at the @WebSummit, always a great conversation with @KeithWallace10 who is leading #CollisionConf and the York Region team including @melissa_m_chee @ventureLABca @YorkLink. #Websummit2018



Business Networking



Miron Derchansky, Head of
LEO Innovation Lab Israel



Paddy Consgrave,
Founder, Web
Summit



Dr. Yossi Vardi, Tech Guru and Serial
Entrepreneur and one of the founders of
Israel's start-up ecosystem

Business Networking



Jan de Silva, President
and CEO, Toronto Region
Board of Trade



Middle: Raphael Gamzou,
Ambassador of Israel to Portugal

Mayor Frank Scarpitti Retweeted

York Link @YorkLink · Nov 7

On sidelines of #WebSummit yesterday a discussion between @CityofMarkham officials, @ventureLABca, and @GM's Head of Open Innovation @tedgraham on @GMcanada's new 700-staff #AutoTech innovation R&D centre in Greater Toronto Area's City of #Markham - Canada's High-Tech Capital



You, Mayor Frank Scarpitti, Ted Graham and 3 others



3



8



Business Networking



Ike Kavas and Lynn
Tanattanawin, Ephesoft



Utsav Agarwal
and Kritatr
Chharbra, Glovo

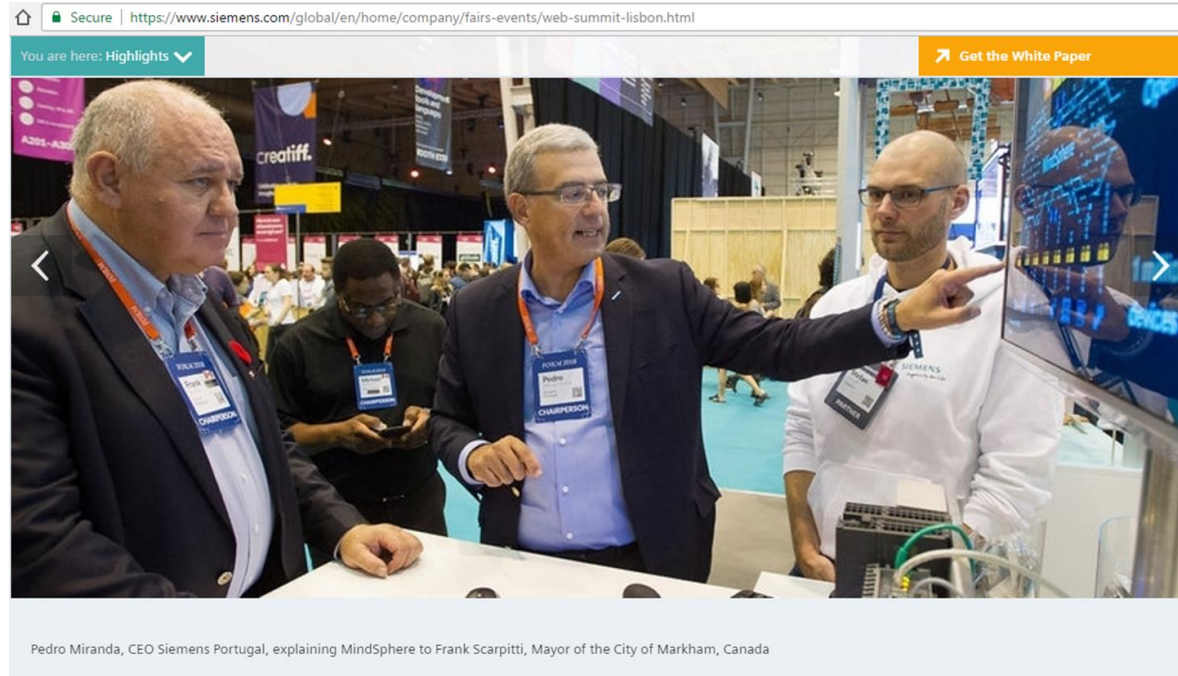


Sumi Shan, Dunya Project



With @casey_lau @WebSummit in Lisbon. He is the Co-host of @RISEConfHQ, the largest tech conference in Asia, and a tech pioneer focused on ecosystem development and conferences. #WebSummit2018

Siemens CEO Pedro Miranda



Our Team



Mayor Scarpitti with Markham, York Region and
ventureLAB staff

Mission Outcomes

- Promoted Collision Conference in 2019; encouraged visits to Markham while in the GTA
- Raised awareness about Markham's tech and innovation cluster through presence at conference and media exposure
 - 5 editorial mentions; X broadcasts *(to follow)*
 - 1.2 M + *potential people viewed (to confirm)*
- Achieved understanding of conference size and scale and the best way forward for Markham to participate in Collision
- Strengthened relationships with Toronto Region partners including Toronto Global, City of Toronto, Invest in Canada
- Follow up with three investment leads in the tech sector

Collision Conference, Toronto



Attendees
25,000

CEOs
3,750+

Senior Management
69%

Companies
5,600+

Countries
120+

Collision- Follow Up & Preparation

- Region of York secured pavilion at conference
- Markham will participate with visuals and help showcase companies
- Markham-focused activation at conference under development
- ventureLAB and Yspace to be featured in StartUp Island
- Delegate site visit to Markham during Collision
- Markham participating in Collision conference FDI sub-committee

Additional Observations

- Massive scale, concurrent programming
- Corporates using as vehicle for talent attraction and brand awareness
- Highly interactive displays, no paper



Report to: Development Services Committee

Meeting Date: February 11, 2019

SUBJECT: Destination Markham Strategy
PREPARED BY: Christina Kakaflikas, Ext. 6590

RECOMMENDATION:

- 1) That the staff report entitled, “Destination Markham Strategy”, dated February 11th, 2019 be received;
- 2) That Council approve the Destination Markham Strategy and forward it to the newly incorporated destination marketing organization and relevant city departments; and
- 3) That Staff be authorized and directed to do all things necessary to give effect to this resolution.

EXECUTIVE SUMMARY:

The Destination Markham strategy is based on extensive consultation with external stakeholders and City staff across all commissions. The staff report presents findings of stakeholder consultations and identifies strengths, weaknesses, opportunities and threats of Markham as a destination for visitors, residents, talent and business. The strategy also proposes value proposition statements for each of the above target audiences and recommends strategic priorities for action by the City and its newly incorporated destination marketing organization.

PURPOSE:

The purpose of this staff report is to describe the outcomes and findings of the Destination Markham Strategy stakeholder consultations, and strategic recommendations. The purpose of the Destination Markham Strategy is as follows:

- To promote greater knowledge, communication and awareness of Markham as a preferred place to live, visit, work and do business;
- To articulate Markham’s value proposition for each of the strategy’s target audiences: residents, visitors, talent, and business;
- To pinpoint and leverage opportunities for collaborative destination-focused communications and integrated branding;
- To identify and leverage city strengths and points of distinction, and to inspire active participation and engagement from residents, visitors, workforce and business; and
- To align and leverage destination attraction efforts, programs, and resources within the organization and externally with stakeholder organizations.

The following considerations are outside the scope of the Destination Markham Strategy:

- Corporate Communications Strategy and Branding Strategy. This will be the subject of a separate initiative in 2020.
- Destination Markham is not a tourism strategy. This will be the subject of a future initiative of the newly incorporated destination marketing organization.
- Revisions to existing strategies and plans to align to the recommended Destination Markham Strategy (eg. Markham 2020, Markham Culture Policy and Plan, etc.). These revisions/updates are anticipated outcomes/next steps of the Destination Markham strategy.

BACKGROUND:

Markham is a prosperous and admired community with a high quality of life. Over the years, Markham has made strategic investments to build a well-planned city guided by core values of: strong financial management; progressive planning focused on building complete communities; heritage preservation; environmental stewardship; thriving arts and culture; and meeting and often exceeding the needs and expectations of its diverse residents and businesses. Until now, however, the City of Markham has not undertaken a comprehensive look at itself as a destination. The City is seeking to adopt a strategy to position itself as a destination city.

Destination Markham is a corporate wide umbrella strategy and a key part of the City of Markham's 2015-2019 Corporate Strategic Plan entitled, *Building Markham's Future Together (BMFT)*. BMFT focuses on four goals as follows:

1. Exceptional Services by Exceptional People
2. Engaged, Diverse & Thriving City
Goal: Promoting Markham as the Best Place in Canada to Invest and Locate Knowledge Based Industries
 - a. Support the development of a York University Campus
 - b. Stimulate new business formation and commercialization through increased market awareness of the Markham Convergence Centre, ventureLAB, and the Markham Small Business Centre
 - c. Increase Foreign Direct Investment in Markham
 - d. Create Destination Markham
3. Safe & Sustainable Community
4. Stewardship of Money & Resources

Section 5 of Markham's Official Plan, *A Strong and Diverse Economy* focuses specifically on Markham's tourism opportunities as follows:

It is the policy of Council:

- 5.1.8.1 To recognize Markham's distinct neighbourhoods, cultural heritage resources, hotels, recreation opportunities, and cultural programs, festivals, facilities and attractions, including the Fred Varley Art Gallery and the Markham Museum, Markham Theatre, unique shopping experiences, agri-tourism, and the Rouge National Urban Park and connected natural heritage systems, as part of the City's tourism assets.
- 5.1.8.2 To work with provincial tourism organizations, Parks Canada and York Region to promote Markham's tourism assets.
- 5.1.8.3 To direct new local tourism attractions, including theatres and cinemas, to Markham's Centres and Corridors, which provide enhanced connectivity and convenient travel to local attractions.
- 5.1.8.4 To encourage the protection and enhancement of Markham's cultural heritage resources in order to provide for additional economic development and tourism opportunities.

Markham's corporate strategy, *Building Markham's Future Together* and the City's Official Plan each reference building Markham as a destination city. Currently, there are many policies, initiatives and programs across city departments that reference destination attraction goals. For example, *Shared Places*, *Our Spaces*, Markham's Public Realm Strategy points to the importance of creating quality public spaces for residents to enjoy and as a means to attract talent to the City. The Flato Theatre Strategy speaks to the competitive advantage of Markham's culturally diverse programming as a draw for visitors and as a differentiator for Markham. *A Vision for Sport Development*, Markham's Sport Strategy includes "raising the profile of Markham through Sport Tourism" as a key objective. *Markham 2020* the City's Economic Development Strategy focuses on attracting investment and supporting local businesses to succeed and grow in Markham.

Staff across all Commissions are engaged in destination attraction efforts but until now, there has been no cross-commission, holistic framework to steer the City's efforts towards a corporate-wide set of destination goals, objectives and action plans.

OPTIONS/ DISCUSSION:

Destination Markham is a corporate-wide, umbrella strategy that involved the participation and collaboration of the Office of the Chief Administrative Officer and departments from all three commissions: Development Services; Corporate Services; and Community and Fire Services. While the Department of Economic Growth, Culture and Entrepreneurship is the project lead on Destination Markham, all commissions provided input in the project scope and in the focus group consultations.

The Destination Markham strategy does not replace existing departmental strategies and operational plans. Rather, the Destination Markham strategy is intended to better link existing plans and strategies to overarching goals related to attracting visitors, residents, talent and business.

Following is an outline of the project methodology and timeline.

- Step 1: Project Scope (Feb '17 -Aug '17)
- Step 2: Literature Review (April '17 to October '17)
- Step 3: Internal Staff Focus Groups, Surveys, One on One Interviews with External Stakeholders (Aug '17 -March '18)
- Step 4: Synthesis of Quantitative and Qualitative Information (Feb. '18 – Mar '18)
- Step 5: Draft Report and Visualization (Feb '18- May '18)
- Step 6: Presentation to Executive Leadership Team (May '18)
- Step 7: Destination Marketing Organization governance and consultation (Aug '18)
- Step 7: Submission to Council – Draft Destination Marketing Organization business plan (Sept '18)
- Step 9: Destination Markham Strategy Report to Council (Feb 2019)

The term 'destination strategy' has a different meaning to different audiences. For some, a destination strategy is equivalent to a tourism strategy. Others interpret a destination strategy to imply a city branding exercise. Some may view this type of strategy to be more of a public relations and civic pride campaign. With the broad range of possible interpretations, staff set out first to establish the project scope of the Destination Markham strategy.

Step One of the Destination Markham strategy focused on identifying and articulating the project scope through research, and working with key staff from across all commissions and Markham's Executive Leadership Team.

Step Two was a literature review of the related internal strategies and documents; city strategies and best practices; marketing, research and analysis produced by destination stakeholders in Markham and York Region including Central Counties Tourism and York Region Arts Council.

Step Three focused on gathering primary, qualitative information about the perceptions of Markham with respect to strengths, weaknesses, threats and opportunities as a destination city. Interviews were conducted with external stakeholders and internal staff.

Step Four involved analyzing and synthesizing information collected in Step Two and Three.

Step Five and Six included drafting the report and engaging a designer to assist with visualizing the research findings and creating a visual identity for Destination Markham.

Step Seven focused on aligning to new provincial legislation that allows for the collection of an accommodation tax by municipalities. This will enable the City to invest in destination attraction initiatives.

Step Eight was the development of an application by the City to establish a destination marketing organization pursuant to the provincial accommodations tax legislation.

Step Nine is the drafting of final report including Destination Markham Strategic priorities/next steps.

Vision

Successful strategies are inspired by a vision. The vision describes the central outcome of the strategy and helps an organization and its stakeholders to stay focused on what is important. Ultimately, the strategy recommendations and actions will bring Markham closer to the vision of Destination Markham.

Destination Markham Vision:

Markham will be among the top places in Canada to live, work, play and do business. Markham will be regarded as a highly desirable, welcoming place with distinctive, high quality attractions and exceptional amenities for residents, visitors, talent and business. Together with its stakeholders and the community, Markham will co-create and promote distinctive experiences for residents and visitors; and grow opportunities for businesses and talent to thrive in the 21st century.

The way in which a vision is implemented is essential to achieving the vision outcomes. The following guiding principles demonstrate Markham's values as an organization and as a destination city. The guiding principles also speak to the City's desired reputation.

Guiding Principles:

1. Promote Markham through partnership and collaboration
2. Position the City as a tech and innovation hub, and centre of creativity
3. Utilize digital tools and channels to promote the City and its competitive advantages
4. Leverage Markham's diversity as a positive distinction and point of pride
5. Support sports tourism
6. Link parks, natural trail systems, cycling and pedestrian pathways with Markham attractions and events

7. Build well planned and complete communities with transit and pedestrian access to employment, amenities, public spaces and places
8. Preserve our heritage assets
9. Grow sustainably and consistent with Markham's Greenprint Sustainability Plan
10. Adhere to responsible financial stewardship and good governance

Literature Review; Key Findings:

Although several organizations in the Markham area do some form of destination marketing, no organization has a holistic and coordinated strategy in place focusing on Markham

A number of organizations in the Markham area promote local and regional attractions and events as part of their mandate. Following is a description of the key organizations.

Central Counties Tourism (CCT) is the Regional Tourism Organization that promotes attractions and events in York Region, Durham Region, and the Hills of the Headwaters (Erin, Caledon, Dufferin County, Mono and Shelburne). CCT targets visitors from the GTA and beyond and select US Border States. Another example is the York Region Arts Council (YRAC). York Region designated YRAC as the destination marketing organization for promoting attractions, festivals and events across York Region, mainly through its website www.experienceyork.ca. YRAC's target audience is primarily York Region residents.

In addition, Information Markham, Markham Arts Council, the two Main Street Business Improvement Areas and others are, to varying degrees, engaged in efforts to draw visitation to area attractions by either local residents or visitors. Similarly, organizations such as Toronto Global and York Link promote the region as an attractive place for businesses and talent. The City of Markham's Department of Economic Growth, Culture and Entrepreneurship markets Markham as Canada's High Tech Capital and collaborates with numerous stakeholders including the above regional agencies.

Markham events and attractions are not well known outside Markham

The absence of large-scale tourist attractions in Markham coupled with low consumer awareness of Central Counties Tourism and the York Durham Headwaters brand suggests Markham needs to invest proactively and strategically to position itself as a destination city for visitors.

Research conducted through the course of developing this strategy suggests many of the amenities and experiences sought by visitors are also highly valued by residents, and the reverse is also true.

Marketing to local residents can be an effective way to reach visitors. Approximately 60% of visitors to Markham visit friends and relatives who live in the city (Source: Statistics Canada's Travel Survey of the Residents of Canada; Statistics Canada's International

Travel Survey, 2015). When residents act as guides to their visitors, they also spend time and money locally and act as ambassadors for Markham.

Attracting talent to Markham is increasingly dependent on investing in similar amenities and unique experiences as those enjoyed by residents and visitors.

Markham's economic vitality will depend on our ability to attract talent (individuals who work in Markham or are considering working in Markham). Creating a preferred place for talent positions the City to attract more employers, particularly knowledge-based companies that require specialized skills. Urban development projects, such as Markham Centre with live, work and play options and access to transit and a variety of housing types, position Markham well to compete for and attract companies, high quality jobs and talent.

Stakeholder Consultations, Key Findings:

Staff conducted interviews with over 25 external stakeholders and over a dozen internal staff to gauge perceptions and awareness of Markham attractions and to identify assets and strengths. See Attachment 2 for the interview questions. The list of those interviewed is as follows:

External Stakeholders	
Angus Glen Golf Club	Main Street Markham Business Improvement Area (BIA)
Association of Chinese Canadian Entrepreneurs (ACCE)	Main Street Unionville Business Improvement Area (BIA)
Central Counties Tourism (CCT)	Markham Mayor's Youth Advisory Committee
CBRE	Private Citizens/Volunteers (4 interviews)
General Motors	Remington Group
Hilton Hotel and Convention Centre	Regional Municipality of York
IBM	Seneca College
Information Markham	Seneca Planning Technician students
Liberty Development	Small businesses (3 interviews)
Local artist	Survey Questionnaire at Canada 150 event
Markham Arts Council	ventureLAB
Markham Board of Trade	York Region Arts Council
Markham, Richmond Hill, Vaughan Chinese Business Association	York University
City of Markham Staff Survey and Focus Group Discussions	
CAO's office	Markham Public Library
Corporate Communications and Community Engagement	Planning & Urban Design
Economic Growth, Culture, and	Public Realm

Entrepreneurship
Heritage
Information Technology Services
Recreation Services
Sustainability

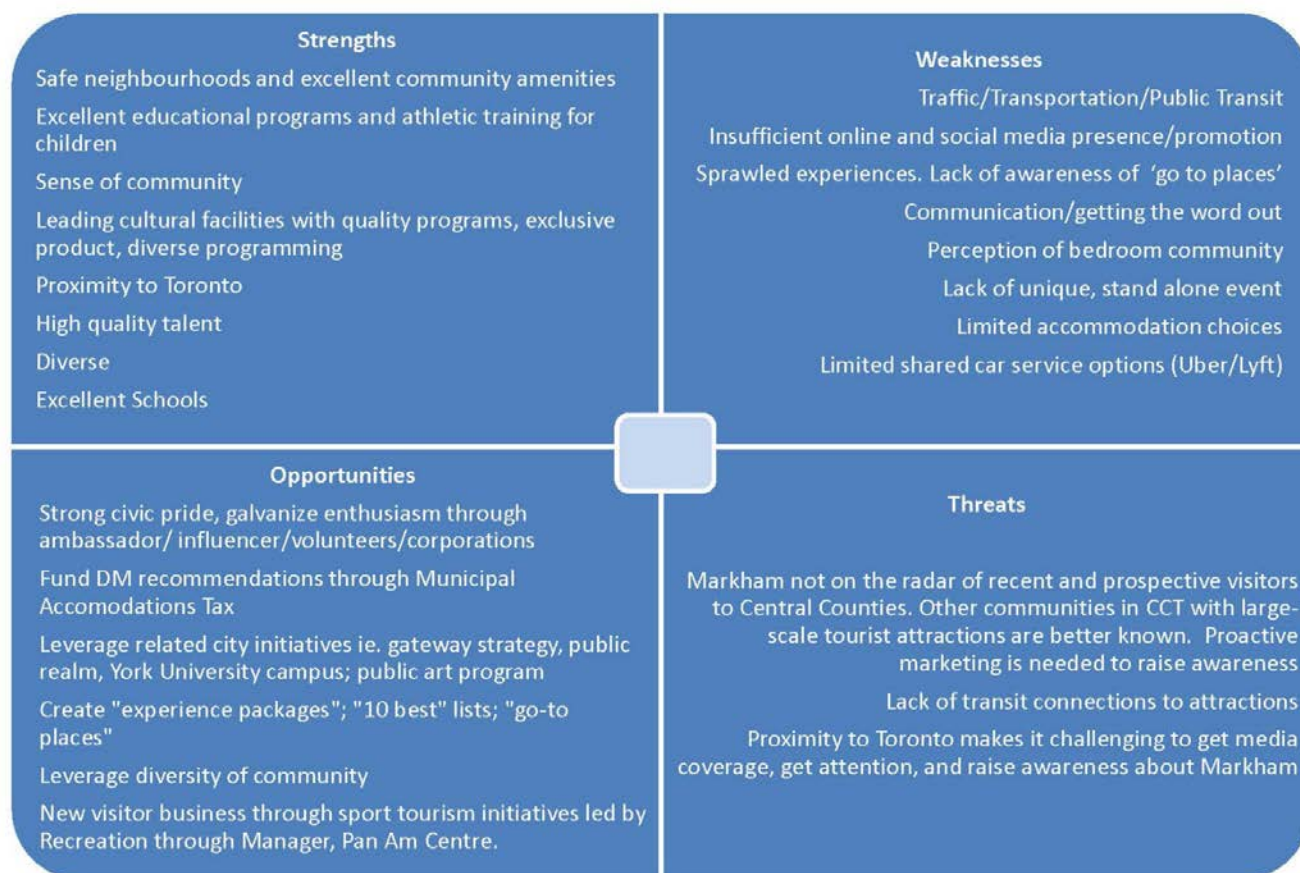
The following pages summarize the feedback and results of the consultations with internal and external stakeholders. The survey results are grouped by target audience (residents, visitors, business, and talent) and expressed as Strengths, Weaknesses, Opportunities, and Threats.

Figure 1: Staff Corporate Findings- Destination Strengths, Weaknesses, Opportunities, and Threats



The top destination strengths identified by staff relate to the high quality, diverse arts and cultural programming, sports programming, and facilities in Markham. The top opportunities to grow Markham's status as a destination city were identified as linking together culinary experiences with arts and cultural attractions, and linking attractions with infrastructure such as public transit, pedestrian and cycling paths, and natural trail systems.

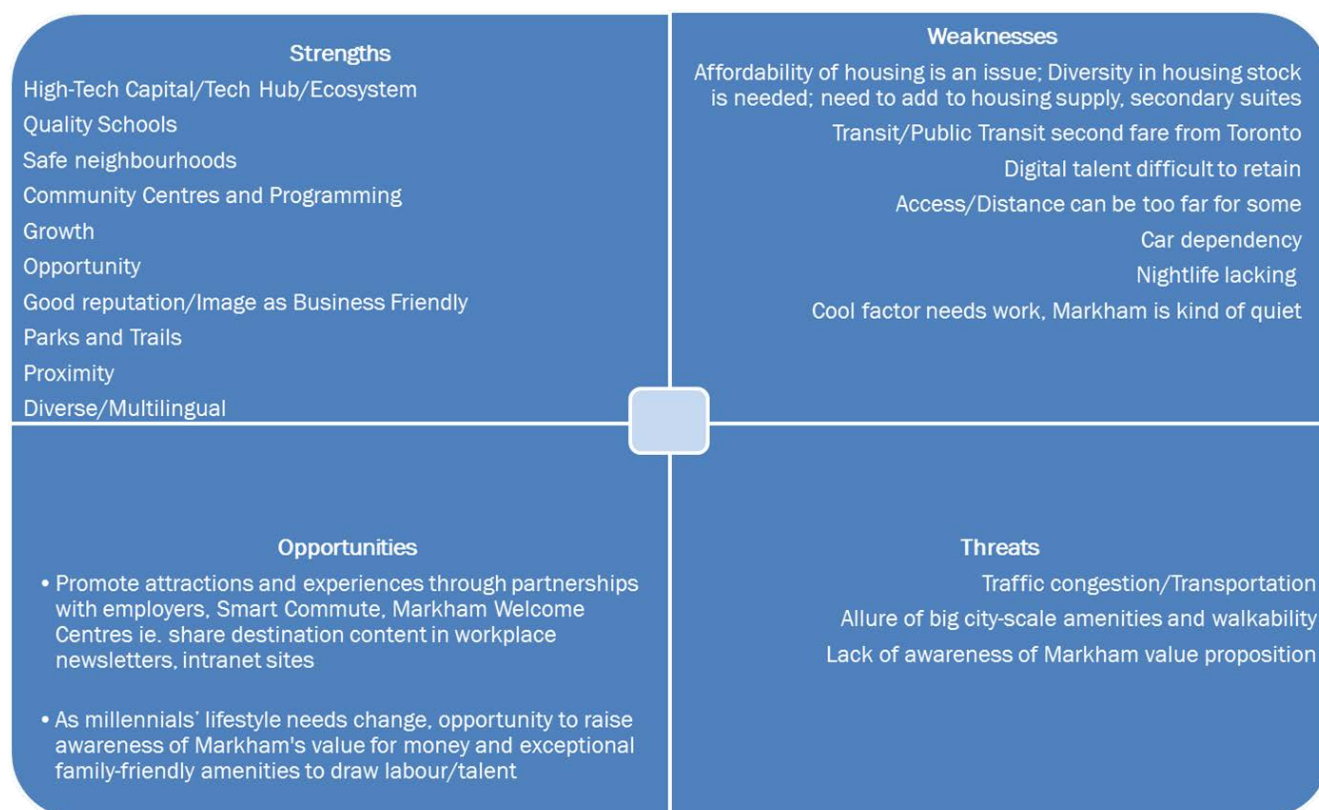
Top weaknesses include a lack of marketing mechanisms such as a dedicated destination website with centralized and easily accessible information about where to go and what to do in Markham. As well, staff identified the need for more active use of social media channels and an overall digital marketing strategy. Top threats included lack of accessible public transit and insufficient connectivity to attractions.

Figure 2: Stakeholder Perceptions of Markham as an Attractive Place to Visit

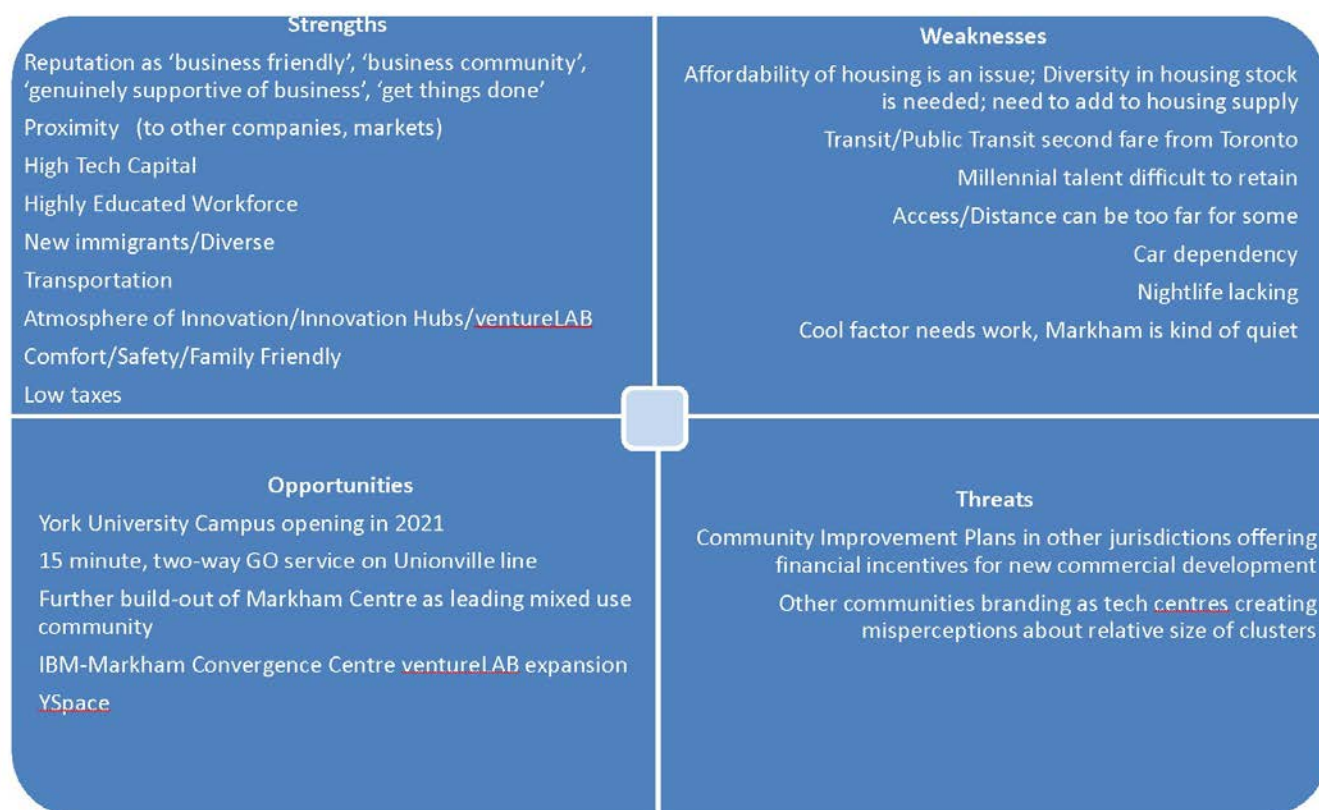
External stakeholders echoed many of the comments made by staff including the significance of diverse arts and cultural programming as a draw for visitors. Safety, a sense of community, and excellent community amenities were identified as strengths in attracting visitors. Traffic/public transit and insufficient marketing and promotion including regular social media engagement were identified as the top weaknesses along with lack of awareness of where to go for visitor experiences in Markham.

Figure 3: Perceptions of Markham as an Attractive Place for Residents

For residents, many of Markham's positive attributes relate to Markham's strong sense of community anchored by excellent schools and community amenities and cultural and recreation programming. Safety and diversity were cited as strengths along with proximity to Toronto and high quality talent. Transit was listed as a weakness along with a lack of a central source for information about events and attractions. Transit connectivity and housing affordability were identified as threats.

Figure 4: Perceptions of Markham as a Place to Work

Perceptions of Markham as an attractive place to work were generally positive, particularly for high tech companies. Housing affordability and access to public transit were identified as weaknesses. Opportunities included engaging in partnerships with private companies and business associations to promote destinations/attractions and targeting millennials who may be rethinking their lifestyle to accommodate changing needs such as growing families, home ownership, and easier access to quality amenities. Once again, transportation was identified as a threat along with lack of awareness of Markham's value proposition. The allure of downtown Toronto's amenities, accessibility and walkability was also seen as a threat to Markham's ability to attract talent.

Figure 5: Perceptions of Markham as a Place for Business

Markham is well known and well regarded as a business friendly city that acts quickly to facilitate investment. Markham's long standing reputation as Canada's High Tech Capital is listed as a strength when attracting and retaining business. Mirroring the weaknesses listed in the other categories, housing affordability and access to transit remain the top weaknesses along with challenges in attracting millennial talent and perceived lack of night life. The proposed York University Markham campus was identified as the top opportunity to attract business. The two-way, 15-minute GO train service is also an opportunity to attract and retain business in Markham.

Overall, stakeholders responded to the Destination Markham project with enthusiasm and support and viewed the strategic initiative as a positive step in improving Markham's visibility as a Destination city.

Value Proposition Statements

One of most important objectives of the interviews, surveys, and focus group sessions was to achieve a better understanding and articulation of the characteristics and assets that make Markham stand out from its competition in terms of attracting visitors, residents, talent and business.

Based on the literature review and results of the stakeholder consultations, the following value proposition statements have been developed for the key target audiences: visitors, residents, talent and businesses.

Visitors:

The world's best, at your doorstep. Uniquely diverse and vibrant arts and cultural programming; exceptional Asian cuisine; best of class athletes and sports; Rouge national urban park.

Residents:

A caring community with an enviable quality of life: All of the best you can provide to your family and kids; welcoming, safe city; quality programs, services, public spaces and places.

Talent:

Quality, Innovation Community in the centre of the GTA: top-rated schools and amenities; great neighbourhoods; open spaces and natural experiences; rich ecosystem of tech companies; easy access to urban culinary, cultural experiences.

Business:

Business-Friendly, "make it happen", culture of Innovation: Strong Tech Cluster focused on Enterprise Solutions; Educated, Diverse Talent; Low Taxes; embedded in GTA ecosystem; Proximity to Markets.

Understanding and communicating Markham's unique and authentic attributes in a consistent manner will help staff, elected officials and stakeholders to effectively market and position the City to their respective target audiences. Over time, consistent marketing and communication will help to build Markham's brand among key stakeholders.

Destination Markham Strategic Priorities:

Staff are recommending the following strategic priorities be undertaken to address the issues and opportunities identified through the literature review, focus groups and interviews.

Strategic Priority #1: Establish a Destination Marketing organization to advance tourism development and attraction in collaboration with existing tourism stakeholders

In 2017, the Ontario government passed legislation allowing municipalities to collect a municipal accommodations tax to assist in attracting tourism to their communities. In 2018, and concurrent with the development of the Destination Markham strategy, staff in

Finance and Economic Development worked together on a report recommending the implementation of a 4% accommodation tax effective January 1, 2019 and the creation of a Destination Marketing Corporation to which 50% of the accommodations tax raised would flow. The above staff recommendations were approved by Council on April 23rd, 2018. Once established and operational, the Markham destination marketing corporation will guide and implement the Destination Markham program's tourism and destination marketing objectives.

Strategic Priority #2: Enhance digital presence of Markham as a destination

Strengthening Markham's digital presence is critically important. When exploring places to visit, live, work or invest, most will begin their search online visiting websites and blogs, using social media and reading consumer/employee reviews and company testimonials and posts. Increasingly, searches are done via mobile device. Viewer impressions gathered during this stage of exploration are made quickly. To keep and grow viewer interest, accurate and current information must be easily accessible and visually compelling.

Strategic Priority #3: Align and integrate consistent communication across city departments

Stakeholder interviews revealed a lack of clarity about Markham's brand as a destination. More integrated and consistent communication with stakeholders would help clarify Markham's brand to external audiences. Markham can align and better communicate strategic messaging by developing and sharing "unity standards" and value proposition statements with departments across the corporation. Tourism Calgary's brand standards is an excellent example of how an organization can unify and mobilize communication (<http://web1.visitcalgary.com/sites/default/files/brand-standards-guide-feb-2015.pdf>).

The unity standards recommended in Attachment 3 borrow from Tourism Calgary and are recommended as guidelines when posting articles and photos, and sharing stories about Markham attractions and attributes. Unity standards help reinforce key messages and over time, help build and clarify Markham's brand.

Strategic Priority #4: Establish a Destination Markham Influencers Group (DMIG)

The purpose of the DMIG is to engage external stakeholders with broad networks to actively promote and serve as ambassadors of Markham, promoting local sites, attractions, and events and creating positive word of mouth messaging that aligns with Markham's value proposition statements. The stories generated and shared will help promote the Markham experience and leverage DMIG networks. The DMIG would comprise entrepreneurs, students, residents, and partner organizations.

Strategic Priority #5: Leverage Existing Communications Tools and Databases to streamline and improve communication

- Leverage Checkmark (the City's intranet portal) to share information internally across the Corporation
 - Use Checkmark as a platform to share inventory of DM assets
 - Use Checkmark as a platform for sharing information about Markham calendar of events
- Volunteers and their families are natural partners in promoting Markham as they regularly attend events and can help spread the word about Markham through their networks. It is recommended that the City leverage Markham's volunteer database to share content; promote events; reinforce key messages; increase awareness; and access broader networks and audiences.

Strategic Priority #6: Undertake a City-led Branding Strategy for Markham

Recommend the City's Corporate Communications and Community Engagement team engage a consultant to lead a branding strategy for the City of Markham in collaboration with Destination Markham DMO.

Strategic Priority #7: Create/Designate 'Destination Advocate'

Engage Destination Advocate in planning process and policy development. For example, engage a destination/place making professional in the development of master plans and secondary plans. A Destination Advocate would help ensure a visitor and talent lens is applied to planning and development policies. As an example, there is an opportunity to connect wayfinding, gateway strategies, and community master plans with Markham attractions. Simple changes like incorporating distances in kilometres as well travel time by foot, bike, and car in city wayfinding (signage and digital/mobile applications) may facilitate more participation a local attractions and events and help to inform would be employees of desirable amenities near places of employment.

Similarly, incorporate a "talent" lens in the development of employment areas to ensure employment areas incorporate amenities, are pedestrian friendly and accessible via public transit to attract talent, particularly the younger workforce.

Strategic Priority #8: Link infrastructure investments such as the development of Markham's trail system with Markham attractions

Trail systems are part of the circulatory system of the City. They are attractions in and of themselves but can also serve as active transportation corridors to link other attractions (including cultural amenities, public art, parks, and major annual festivals) and link to major transit hubs such as GO stations. Marketing and promotion of Markham's trail system, access points, distances to transit and nearby amenities, etc. is best achieved through a combination of physical and digital wayfinding via signage, maps and mobile applications.

Strategic Priority #9: Incorporate talent attraction in Markham's next Economic Strategy (2020-2021)

The trend for employers and talent to locate in downtown Toronto, particularly in knowledge-based industries, is anticipated to continue. To compete for companies and jobs in specialized and emerging sectors, Markham will need to identify and implement meaningful measures to attract and retain talent. As such, it is recommended that talent attraction be a key component of a new Economic Development Strategy to be undertaken in 2020-2021.

In closing, in addition to the above strategic priorities, discussions held during the course of this report generated a number of tactical ideas for further consideration as outlined in Attachment 4.

CONCLUSION

At its core, Destination Markham is about city building. It is about working across departments and Commissions with an emphasis on internal collaboration and in partnership with external stakeholders to build Markham's reputation and reinforce the qualities that distinguish our community from others. Visitors, Talent, Residents, and Businesses have many choices about where to live, invest, work and visit. Destination Markham helps Markham to better understand and communicate our strengths in a strategic and compelling manner. When fully operational the City's destination marketing organization will have the resources to implement this strategy and continue the work started through the development of this strategy.

Destination Markham outcomes can be successfully achieved by applying the following operating principles:

- Invest dedicated resources through the Municipal Accommodations Tax and establishing a Destination Marketing Organization (DMO)
- Build a robust, multi-platform digital presence
- Communicate with consistent, clear messaging
- Integrated Branding – Use the Markham Unity Messaging Checklist
- People-Focused Storytelling
- Apply a Destination Lens to Planning and City Building

The outcome of this strategy is to inform the discussion about how to address Markham as a destination for activity and investment. The report should be circulated to the relevant departments and to the new destination marketing organization.

FINANCIAL CONSIDERATIONS

There are no financial considerations arising from this report. As per the staff report to General Committee dated April 23, 2018 Markham will implement a Municipal

Accommodations Tax beginning January 1st, 2019. The MAT is estimated to generate \$2.6 million, 50% of revenue to be directed towards the City of Markham, and the remaining 50% of revenue to be directed to the new Markham Destination Marketing Organization (DMO). A report outlining the governance, mandate and suggested priorities was adopted by Council in September 2018.

HUMAN RESOURCES CONSIDERATIONS

There are no Human Resources considerations at this time.

ALIGNMENT WITH STRATEGIC PRIORITIES:

Destination Markham is a corporate-wide umbrella strategy and a key part of the City of Markham's 2015-2019 Corporate Strategic Plan, *Building Markham's Future Together (BMFT)*.

BUSINESS UNITS CONSULTED AND AFFECTED:

The Destination Markham staff team included representation from CAO's office, Markham Public Library, Corporate Communications and Community Engagement, Planning & Urban Design, Economic Growth, Culture, and Entrepreneurship Public Realm, Heritage, Recreation Services, Information Technology Services and Sustainability.

RECOMMENDED BY:

Arvin Prasad
Commissioner, Development Services



Stephen Chait
Director, Economic Growth, Culture
and Entrepreneurship

ATTACHMENTS:

1. Destination Markham Presentation
2. Survey Questions
3. Branding Unity Standards
4. Additional Tactical Recommendations for Further Exploration

Attachment 2: Survey Questions

1. What do you consider to be Markham's biggest attraction(s) in terms of drawing visitors from outside the City? This could be an event, a place, a public space, a neighbourhood, etc.
 2. What do you consider to be Markham's biggest attraction(s) in terms of drawing local residents? This could be an event, a place, a public space, a neighbourhood, etc.
 3. What in your view are Markham's strengths in terms of attracting and retaining workforce?
 4. What do you consider to be Markham's strengths in terms of attracting and retaining businesses?
 5. What is the most well recognized landmark or place in Markham known by both residents and non-residents of Markham?
 6. What do you think Markham can be doing better to encourage residents to take part in Markham events and festivities?
 7. What do you think Markham can be doing better to attract visitors from outside our City?
 8. Please indicate all the terms – words, verbs, expressions – that come to mind when you think about Markham.
 - a. What is your opinion about these terms?
- Very negative negative neutral positive very positive
9. What do you think is Markham's greatest challenge(s) when it comes to attracting visitors to our City?
 10. What do you believe is Markham's greatest opportunity to attract more visitors?

Attachment 3: Unity of Messaging, Markham Message checklist

Audience Value Proposition:

- **Visitors:** The world's best, at your doorstep. Uniquely diverse and vibrant arts and cultural programming; Exceptional Asian cuisine; best of class athletes and sports.
- **Residents:** A caring community with an enviable quality of life: All of the best you can provide to your family and kids; welcoming city; quality programs, services, public spaces and places.
- **Talent:** Quality, Innovation Community in the centre of the GTA: Fine Schools and Amenities; great neighbourhoods; open spaces and natural experiences; rich ecosystem of Tech companies; easy access to urban experiences.
- **Business:** Business-Friendly, "make it happen", culture of Innovation: Strong Tech Cluster focused on Enterprise Solutions; Educated, Diverse Talent; Low Taxes; embedded in GTA ecosystem; Proximity to Markets

The following checklist will help ensure all related projects support the above value statements.

- Are we showcasing the various attractions and activities within Markham?
- Are we reinforcing the idea that Markham is uniquely diverse and smart?
- Are we addressing the intended target audience and their value propositions? (residents, visitors, talent, businesses)
- Are we highlighting Markham's competitive advantage as a technology hub?

Photography checklist

Any image being considered for use should answer the following questions:

- Does the image show people as well as buildings?
- Is the image framed around the subject? Be careful not to include ceilings and floors in the frame.
- Does the image show an authentic experience?
- Is the moment captured relevant to our target audiences?
- Is the photography inviting and emotional?
- Does the photography highlight something unique about Markham?
- Does the photography capture an inspiring moment?

Writing checklist

To ensure a written piece is on brand, ask yourself the following five questions:

- Does it convey one or the entire list of core Markham attributes described in Destination Markham?
- Does the piece capture an inspiring moment?
- Is the tone positive and energetic?

- Does it engage the senses, conveying what one might see, hear, touch, taste or smell?
- Does it use active language?
- Does it use correct grammar and vocabulary?

Attachment 4: Additional Tactical Recommendations for Further Exploration

The following are ideas of note arising from the stakeholder consultations, which merit further exploration and follow up with partner organizations:

Host Inaugural Annual “Markham Trails Open” Event to promote Trail System and Bob Hunter National Park and connections to cultural attractions and events such as Doors Open. Introduce cultural and culinary experiences along Markham’s trail system pathways.

Explore special designations for Main Street Unionville, Markham Main Street, Markham Centre as key visitor destination zones. Support BIAs in developing and implementing ideas for visitor attraction.

Attachment 1

DESTINATION MARKHAM

A BETTER WAY OF LIVING

FEBRUARY 11, 2019



Photo by Robert Hyland

VISION

Markham will be among the top places in Canada to live, work, play and do business. Markham will be regarded as a highly desirable, welcoming place with distinctive, high quality attractions and exceptional amenities for residents, visitors, talent and business. Together with its stakeholders and the community, Markham will co-create and promote distinctive experiences for residents and visitors; and grow opportunities for businesses and talent to thrive in the 21st century.

THE PURPOSE OF THE DESTINATION MARKHAM STRATEGY IS AS FOLLOWS:

- To promote greater knowledge, communication and awareness of Markham as a preferred place to live, visit, work and do business
- To articulate and leverage opportunities for collaborative destination-focused communications and integrated branding
- To identify Markham's value proposition for each of the strategy's target audiences: residents, visitors, talent, businesses
- To identify and leverage city strengths and points of distinction and inspire active participation and engagement from residents, visitors, workforce and business
- To better align and leverage destination attraction efforts and resources within the organization and externally with stakeholder organizations

PERCEPTION AND REALITY

- Markham is well-known as a place to do business but perception as a place for culture and activities, lifestyle and quality experiences needs strengthening.
- Markham does not have large-scale tourist attractions and therefore needs to be proactive and strategic in distinguishing and promoting itself as a community with things to do and see and quality experiences to be had.

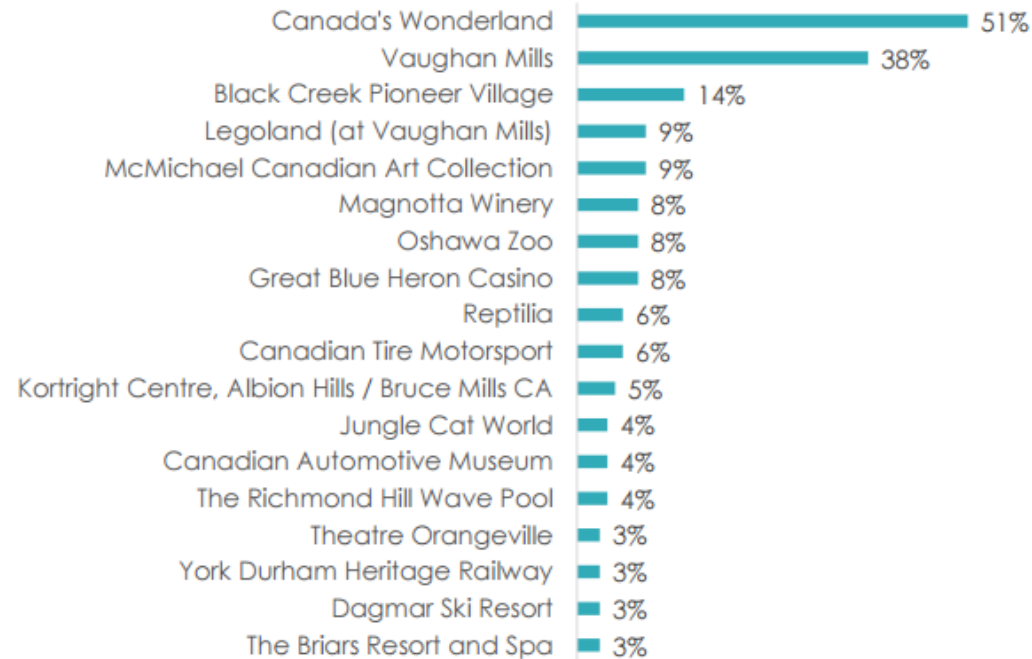
MARKET REALITIES

Attractions Visited in Past 12 Months

Among Recent Visitors, **Canada's Wonderland** and **Vaughan Mills** were the most common attractions visited.

% of Recent Visitors Who Visited Attraction in Past 12 Months – Top Mentions*

Base: Recent Visitors (n=302)



*Top mentions – mentioned by at least 3% of Recent Visitors
Q14a. Which of the following attractions, if any, have you visited in the past 12 months?

Source: Central Counties Tourism, Strategic Navigator Audience Research Findings, July 28, 2017

MARKHAM HOTEL BUSINESS

- Many of the hoteliers indicated that on average, 70% of their room stays are attributed to the corporate clientele who are located in Markham
- The remaining 30% of room stays was attributed to leisure and sports related activities (i.e. local sports tournaments, large events and attractions occurring in neighbouring municipalities in Toronto, Richmond Hill and Vaughan)
- Most hoteliers indicated they currently experience an acceptable level of occupancy (i.e. 70 – 85%) during the months of April through November
- The remaining months are deemed the “low demand period” and as such, the average daily room prices are adjusted to accommodate the less demand period

Source: City of Markham Hotelier Stakeholder Consultations, MAT, March/April 2018

TARGET AUDIENCES ARE LINKED

- Amenities and experiences sought by visitors are also highly valued by residents
- When residents act as guides to their visitors, they also act as ambassadors for Markham
- A community's amenities and unique experiences are not only valued by residents and visitors, they are increasingly valued by Talent
- More than ever, Business follows Talent. Particularly in Tech and other KBIs
- If Markham is to remain a competitive location for business, our ability to attract talent will continue to be a growing priority
- Creating a preferred place for talent positions us well to attract more companies

VALUE PROPOSITION STATEMENTS

Visitors:

The world's best, at your doorstep. Uniquely diverse and vibrant arts and cultural programming; exceptional Asian cuisine; best of class athletes and sports; Rouge national urban park.

Residents:

A caring community with an enviable quality of life: All of the best you can provide to your family and kids; welcoming, safe city; quality programs, services, public spaces and places.

Talent:

Quality, Innovation Community in the centre of the GTA: top-rated schools and amenities; great neighbourhoods; open spaces and natural experiences; rich ecosystem of Tech companies; easy access to urban culinary, cultural experiences.

Business:

Business-Friendly, "make it happen", culture of Innovation: Strong Tech Cluster focused on Enterprise Solutions; Educated, Diverse Talent; Low Taxes; embedded in GTA ecosystem; Proximity to Markets.

HOW WILL WE ACHIEVE DESTINATION MARKHAM OUTCOMES?

Strategic Priorities:

1. Establish Destination Marketing Municipal Corporation
2. Enhance digital presence
3. Align and integrate consistent communication
4. Establish a Destination Markham Influencers Group (DMIG)
5. Leverage Existing Communications Tools and Databases
6. Undertake a City-led Branding Strategy for Markham
7. Create 'Destination Advocate' role in City Building
8. Link infrastructure investments with Markham attractions
9. Incorporate talent attraction in Markham's next Economic Strategy (2020-2021)

QUESTIONS



Report to: Development Services Committee

Meeting Date: February 11, 2019

SUBJECT: Whistle Cessation on Stouffville GO Line – Three Rural Crossings
(Ward 5)

PREPARED BY: Peter Chan, P.Eng., Capital Works Engineer, ext. 4055

REVIEWED BY: Alain Cachola, P.Eng., Senior Manager, Infrastructure & Capital
Works, ext. 2711

RECOMMENDATION

- 1) That the report dated February 11, 2019 entitled “Whistle Cessation on Stouffville GO Line – Three Rural Crossings (Ward 5)” be received; and,
- 2) That the Mayor and Clerk be authorized to enter into agreements and/or a memorandum of understanding (as required) with Metrolinx and York Region for construction of crossing safety features and implementation of whistle cessation at three (3) rural crossings (Elgin Mills Road, 9th Line and 19th Avenue) on the Stouffville GO Line, in a form satisfactory to the City Solicitor and the Chief Administrative Officer (CAO); and,
- 3) That the Mayor and Clerk be authorized to enter into At-Grade Crossing Modification Agreements, Crossing Agreements or similar agreements (as required) with Metrolinx for modification of the existing crossings to incorporate new crossing safety features and to implement whistle cessation at three (3) rural crossings on the Stouffville GO Line, in a form satisfactory to the City Solicitor and the CAO; and,
- 4) That the Mayor and Clerk be authorized to enter into the Metrolinx Liability/Insurance/Indemnity Agreement or similar agreement (as required), which requires the road authorities to obtain insurance and assume full responsibility/liability for any claims, damages, etc., resulting from incidents that arise from or would not have arisen but for whistle cessation, in a form satisfactory to the City Solicitor and the CAO; and,
- 5) That Schedule “A” to the City’s Train Whistle Cessation By-law 2018-19 be amended to include the Elgin Mills Road crossing and the 19th Avenue crossing; and,
- 6) That the Regional Municipality of York be requested to confirm 100% funding (budget:\$43,159) and 100% liability for grade rail crossing at 9th Line (Regional Road 69), and requested to enter into an agreement or memorandum of understanding (as required) with the City of Markham and Metrolinx for construction of crossing safety features and implementation of whistle cessation at the 9th Line crossing, and enter into any additional necessary agreements with Metrolinx for implementation of whistle cessation at the 9th Line crossing; and,

-
- 7) That the Regional Municipality of York be requested to implement a 24-hour whistle cessation by-law for the 9th Line crossing; and,
 - 8) That the Regional Municipality of York be requested to pass a Regional Council resolution for the implementation of whistle cessation for the 9th Line crossing; and further,
 - 9) That Staff be authorized and directed to do all things necessary to give effect to this resolution.

BACKGROUND

At the Development Services Committee meeting on November 21, 2016, Staff was directed to review and report on other crossings that may be appropriate for whistle cessation. The remaining three rural crossings on the Stouffville Line, namely Elgin Mills Road, 9th Line and 19th Avenue, were identified as potential crossings for implementation of whistle cessation. Staff was directed to refer these three crossings to a future budget process. The purpose of this report is to seek Council's authority to proceed with the planning, design and construction of safety features at these three crossings for the implementation of whistle cessation.

DISCUSSION

1. Agreements or MOU for the Construction of Crossing Safety Features (with Metrolinx and York Region)
Staff is seeking Council's authorization for the Mayor and Clerk to enter into agreements and/or memoranda of understanding (MOU) (as required) with Metrolinx and York Region for the construction of crossing safety features to implement whistle cessation at the three (3) rural crossings on the Stouffville GO Line, similar to the terms of the MOU executed on January 1, 2018 for the 13 urban crossings on the Stouffville Line, and in a form satisfactory to the City Solicitor and CAO.
2. At-Grade Crossing Modification Agreements (with Metrolinx)
As the three (3) rural grade crossings will be modified to accommodate whistle cessation, there will be new arrangements and responsibilities for the ownership, operations and maintenance of these new or modified safety features. Metrolinx requires the road authorities to enter into new crossing agreements or modify existing crossing agreements to reflect the safety upgrades. Therefore, Staff is seeking Council's authorization for the Mayor and Clerk to enter into At-Grade Crossing Modification Agreements, Crossing Agreements or similar agreements (as required) with Metrolinx for the crossings that are within Markham's jurisdiction, in a form satisfactory to the City Solicitor and CAO. These agreements may need to be executed prior to the start of construction of the safety upgrades, if required by Metrolinx. York

Region will also need to enter into these agreements for road crossings under the Region's jurisdiction. These At-Grade Crossing Modification Agreements / Crossing Agreements are under the jurisdiction of the City's Operations Department.

3. Metrolinx Liability/Insurance/Indemnity Agreement (between Metrolinx and Markham/Region)

As indicated in the September 2015 and May 2016 Staff reports, all road jurisdictions requesting whistle cessation on Metrolinx corridors are required (by Metrolinx) to enter into the Metrolinx Liability/Insurance/Indemnity Agreement, or similar agreement (as required). As indicated previously, the Liability/Insurance/Indemnity Agreement requires the road authorities to obtain insurance and assume full responsibility/liability for any claims, damages, etc., resulting from incidents that arise from or would not have arisen but for the whistle cessation. This agreement needs to be executed prior to Metrolinx notifying Transport Canada that it has arranged to have whistling ceased at these crossings. The City entered into this agreement on January 1, 2018 with Metrolinx for the 13 urban crossings on the Stouffville Line. Therefore, Staff is now seeking Council's authorization for the Mayor and Clerk to enter into the Metrolinx Liability/ Insurance/Indemnity Agreement or similar agreement (as required), in a form satisfactory to the City Solicitor and CAO for the 3 rural crossings.

4. Under the Transport Canada Rail Safety Act, municipalities have to follow the "Procedure for Train Whistling at Public Grade Crossings" before they can implement whistle cessation. Step 6 of this eight-step procedure requires municipalities to pass a Council resolution declaring that it agrees that whistles should not be used. Council passed the "Train Whistle Cessation By-law" (By-law 2018-19) on April 3, 2018 for the 7 urban crossings on roads under the City's jurisdiction. Council is requested to amend Schedule "A" of By-law 2018-19 to include the crossings under the City's jurisdiction at Elgin Mills Road and 19th Avenue.
5. As the 9th Line crossing is under the jurisdiction of York Region, York Region is requested to fund this crossing and assume the liability as per the Metrolinx Liability/ Insurance/Indemnity Agreement. The Region is requested to enter into a tri-party agreement or MOU (as required) with Metrolinx and Markham for the construction of crossing safety features to implement whistle cessation. The Region will also enter into its own Metrolinx Liability/Insurance/Indemnity Agreement or similar agreement (as required) for the 9th Line crossing.

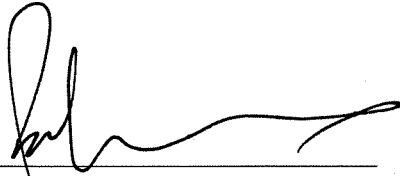
FINANCIAL CONSIDERATIONS:

Staff has included a budget for this project in the 2019 Capital Budget Process (Project Number 19260) in the amount of \$173,500. Markham's share is estimated at \$130,341 and the Region of York's share at \$43,159.

BUSINESS UNITS CONSULTED AND AFFECTED:

This report was reviewed by the Finance (Risk Management), Operations and Legal Departments and their comments have been incorporated into this report.

RECOMMENDED BY:

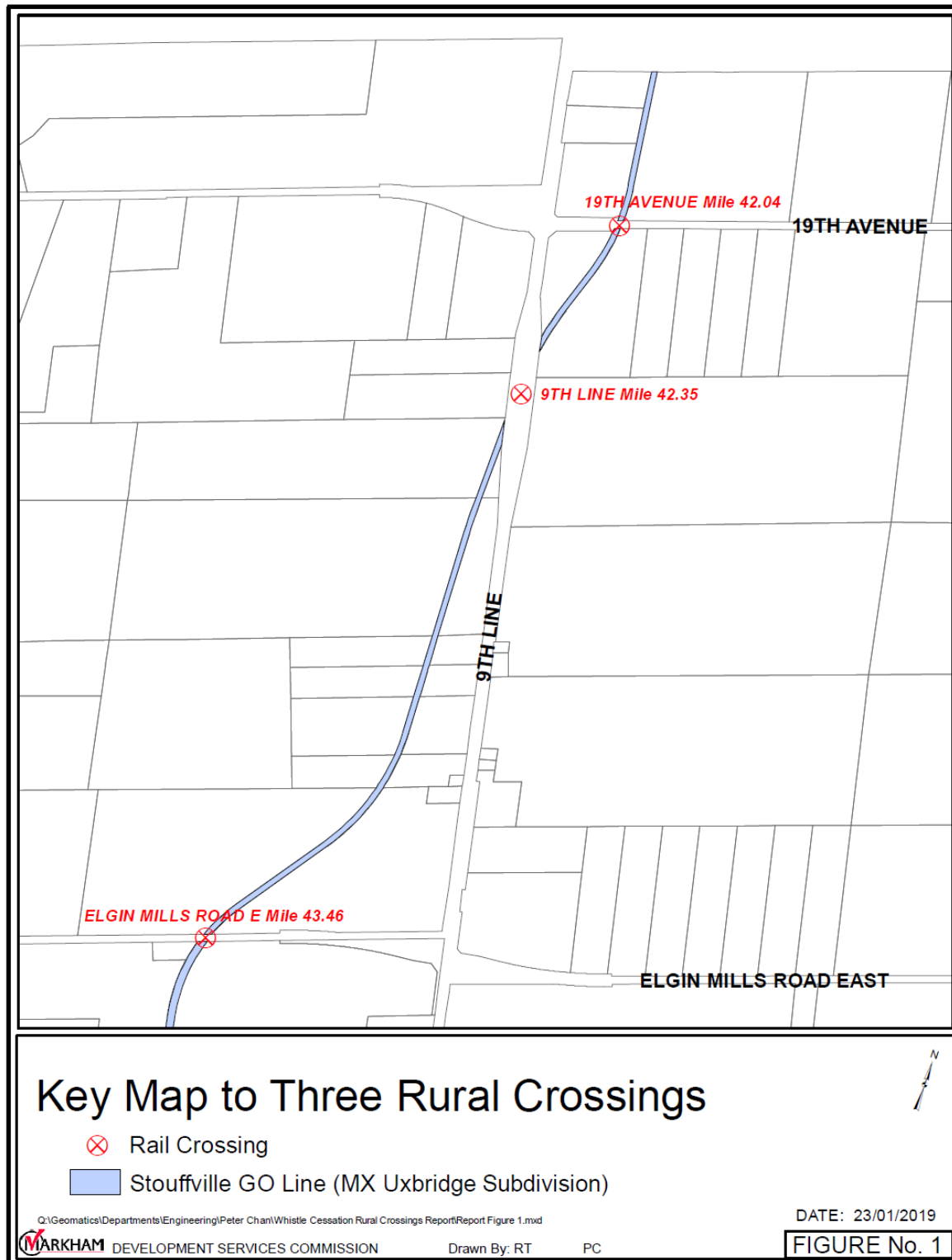
A handwritten signature in black ink, appearing to read 'Brian Lee', written over a horizontal line.

Brian Lee, P.Eng.
Director of Engineering

A handwritten signature in black ink, appearing to read 'Arvin Prasad', written over a horizontal line.

Arvin Prasad, M.C.I.P., R.P.P.
Commissioner, Development Services

Figure No. 1 – key Map to Three Rural Crossings
Attachment – Schedule ‘A’ to By-Law 2018-19



ATTACHMENT

Schedule “A”

City (Anti-Whistling) Crossing Locations

Castlemore Avenue
Bur Oak Avenue
Main Street Markham
Snider Drive
Main Street Unionville
Eureka Street
Denison Street
Elgin Mills Road
19 th Avenue