



# Special Council Meeting Agenda

**Meeting No. 19 | September 30, 2024 | 1:00 PM | Live streamed**

Members of the public have the option to attend either remotely via Zoom or in-person in the **Council Chamber at the Civic Centre**

## Members of the public can participate by:

### 1. VIEWING THE ONLINE LIVESTREAM:

Council meetings are video and audio streamed at: <https://pub-markham.escribemeetings.com/>

### 2. EMAILING A WRITTEN SUBMISSION:

Members of the public may submit written deputations by email to [clerkspublic@markham.ca](mailto:clerkspublic@markham.ca).

**Written submissions must be received by 10:00AM the morning of the meeting.**

If the deadline for written submission has passed, you may:

Email your written submission directly to [Members of Council](#); or

Make a deputation at the meeting by completing and submitting an online [Request to Speak Form](#)

If the deadline for written submission has passed **and** Council has finished debate on the item at the meeting, you may email your written submission directly to [Members of Council](#).

### 3. REQUEST TO SPEAK / DEPUTATION:

Members of the public who wish to make a live deputation, please register prior to the start of the meeting by: Completing an online [Request to Speak Form](#), or,

E-mail [clerkspublic@markham.ca](mailto:clerkspublic@markham.ca) providing full name, contact information and item they wish to speak, or,

If you do not have access to email, contact the Clerk's office at **905-479-7760** on the day of the meeting.

\*If Council or Committee has finished debate at the meeting on the item, you may email your written submission directly to [Members of Council](#).

The list of [Members of Council is available online at this link](#).

Alternate formats for this document are available upon request.

Closed captioning during the video stream may be turned on by clicking the [cc] icon located at the lower right corner of the video screen.

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

**1. CALL TO ORDER**

**INDIGENOUS LAND ACKNOWLEDGEMENT**

We begin today by acknowledging the traditional territories of Indigenous peoples and their commitment to stewardship of the land. We acknowledge the communities in circle. The North, West, South and Eastern directions, and Haudenosaunee, Huron-Wendat, Anishnabeg, Seneca, Chippewa, and the Mississaugas of the Credit peoples. We share the responsibility with the caretakers of this land to ensure the dish is never empty and to restore relationships that are based on peace, friendship, and trust. We are committed to reconciliation, partnership and enhanced understanding.

**2. DISCLOSURE OF PECUNIARY INTEREST**

**3. DEPUTATIONS**

**4. COMMUNICATIONS**

**5. REPORT NO. 35 SPECIAL DEVELOPMENT SERVICES COMMITTEE  
(SEPTEMBER 26, 2024)**

Please refer to your September 26, 2024 Special Development Services Committee  
Agenda for reports.

Mayor and Members of Council:

That the report of the Special Development Services Committee be received & adopted.  
(Item 1):

**5.1 COMMUNICATION RE: PROPOSED CITY-WIDE COMMUNITY SPORTS  
PARK, ATTAINABLE AND AFFORDABLE HOUSING, AND A NEW  
SCHOOL SITE TO BE LOCATED AT THE SOUTHWEST CORNER OF  
19TH AVENUE AND HIGHWAY 48 (10982, 11120 AND 11274 HIGHWAY  
48) (10.5)**

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1. That the September 25, 2024, memorandum titled “City Support for

revised Municipal Zoning Order 10982, 11120 and 11274 Highway 48 (Proposed Treasure Hill and EL-EN Realty Limited Development)” be received; and,

2. That, **the City of Markham Strongly endorses the improved revised plan and the revisions to the MZO** subject to the following:
  - a. That the MZO not be issued until the City and Treasure Hill (and any additional business partners as needed, which may include but not be limited to EL-EN Realty Limited Development) enter into certain commercial and real estate agreements for the updated development proposal for the lands located at 10982, 11120 and 11274 Highway 48; and,
3. That, Staff be authorized to revise the previous draft MZO supported by City Council on July 16, 2024, to reflect the revised development scheme for submission to the Ministry of Municipal Affairs and Housing; and further,
4. That Staff be authorized and directed to do all things necessary to give effect to this resolution.

**6. FEASIBILITY STUDY FOR A CONVENTION CENTRE IN THE CITY OF MARKHAM (10.5)**

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1. That the Feasibility Study of a Convention Centre in the City of Markham” be received; and
2. That staff be authorized to award a contract for the feasibility study for a convention centre to HVS Global Hospitality Services in the amount of \$60,343.68 (inclusive of HST impact); and
3. That the tendering process be waived in accordance with Purchasing By-Law 2017-08, Part II, Section 7 Non-Competitive Procurement, item 1 (g) which states “where it is in the City’s best interest not to solicit a competitive Bid”; and
  - (h) “Where it is necessary or in the best interests of the City to Consulting and Professional Services from a supplier who has a proven track record in terms of pricing, quality and service.”; and,
4. That a new capital project entitled “Feasibility Study for a Convention Centre” be opened in the amount of \$60,343.68 (Including HST impact) and be funded from the City’s portion of the Municipal Accommodation Tax which is included in the Life Cycle Replacement Reserve (GL #087-02800200); and,
5. That Staff report back with the results of the feasibility study in the first quarter of 2025; and further

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

**7. CONFIRMATORY BY-LAW - THREE READINGS**

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That By-law 2024-184 be given three readings and enacted.

Three Readings

BY-LAW 2024-184 A BY-LAW TO CONFIRM THE PROCEEDINGS OF THE  
SPECIAL COUNCIL MEETING OF SEPTEMBER 30, 2024.

No attachment

**8. ADJOURNMENT**



**MEMORANDUM**

To: Mayor and Members of Council

From: Arvin Prasad, MCIP, RPP, Commissioner of Development Services

Prepared by: Giulio Cescato, MCIP, RPP, Director of Planning and Urban Design

Date: September 25, 2024

Re: **City Support for revised Municipal Zoning Order, 10982, 11120 and 11274 Highway 48 (Proposed Treasure Hill and EL-EN Realty Limited Development)**

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**RECOMMENDATION:**

1. That the September 25, 2024 memorandum titled “City Support for revised Municipal Zoning Order 10982, 11120 and 11274 Highway 48 (Proposed Treasure Hill and EL-EN Realty Limited Development)” be received;
2. That, subject to and conditional upon the City and Treasure Hill (and any additional business partners as needed, which may include but not be limited to EL-EN Realty Limited Development) entering into certain commercial and real estate agreements, Council provide its endorsement of a revised Minister’s Zoning Order (“MZO”) that reflects the updated development proposal for the lands located at 10982, 11120 and 11274 Highway 48;
3. That, Staff be authorized to revise the previous draft MZO supported by City Council on July 16, 2024, to reflect the revised development scheme for submission to the Ministry of Municipal Affairs and Housing; and
4. 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 May 7, 2024, Treasure Hill made a deputation on a proposal for a community concept for lands at 11120 and 11274 Highway 48 which included conveyances of 16.33 hectares (40.35 acres) of parkland for a City-wide Community Sports Park, approximately 29 hectares (69 acres) of Greenbelt lands, and 2.6 hectares (6.5 acres) of additional lands to the City.

The proposal also contemplated approximately 2087 homes at various levels of affordability and form, and a potential 6-acre school site.

At that meeting, Markham City Council directed Staff to work with the applicant to finalize a draft Municipal Zoning Order (“MZO”).

Subsequently, Staff were advised in late September, 2024 that the concept had been revised to incorporate the lands to the south of the proposed property with an expanded park and some increased residential units. In brief, the former park lands would become housing, while the lands to the south would become the new proposed park.

The Current proposal is for a combined site comprised of 10982, 11130 and 11274 Highway 48 with a total site area of 139.7 hectares (345.1 acres), distributed as:

- 38.6 ha (95.3 ac) Greenbelt Area lands to be conveyed to City of Markham
- 2.43 ha (6.0 ac) school site
- 24.5ha (60.5 ac) of parkland to be conveyed to the city of Markham, per the Markham OP Greenway System
- 101.1 ha (249.8 ac) of developable land for residential
- 2,900 estimated number of units.

### ***Location and Area Context***

The subject lands are in the southwest quadrant of 19th Avenue and Highway 48, less than 3km from the intersection of Major Mackenzie Drive and Highway 48, with 1221 m of frontage on Highway 48. The lands are municipally known as 10982, 11120 and 11274 Highway 48. Major Mackenzie Drive is one of two critical east west “Rapid Transit Corridors” in Markham identified in York Region’s Official Plan.

A potential GO rail station is being considered for a site northeast of the intersection of Highway 48 and Major Mackenzie Drive. The subject lands are outside of the City’s current urban boundary and immediately south of an approved residential MZO and Stouffville’s commercial gateway. The portion of the subject lands that fall within the Greenbelt are proposed to be conveyed to the City. The balance of the subject lands are proposed to be zoned for residential uses, parkland and a school site.

### ***Planning Process to Date***

Treasure Hill approached the City in Fall of 2023 seeking to further this development proposal through the Community Infrastructure and Housing Accelerator (CIHA) tool from the Planning Act. This tool, which was introduced in the More Homes for Everyone Act, 2022 (Bill 109) and was similar to a MZO, was used by municipalities to expedite zoning

requests while securing important pieces of community infrastructure.

In Spring, 2024, the Cutting Red Tape to Build More Homes Act, 2023 (Bill 185) repealed the CIHA provisions in the Planning Act and released a [Zoning Order Framework](#) that sets out a process and criteria for how MZO requests will be considered. The framework outlines that the Minister will consider requests for MZOs that meet one of the following intake thresholds:

- requests that deliver on a provincial priority that is supported by a minister (for example, long-term care, hospitals, transit-oriented communities, educational facilities, housing priorities, economic development, manufacturing, etc.)
- requests that are supported by a single-tier or lower-tier municipality (for example, through a municipal council resolution or a letter from a mayor where the municipality has been designated with strong mayor powers)

Due to the removal of the CIHA tool, Treasure Hill has come forward seeking municipal support for a MZO that proposes to expedite housing, convey parkland and Greenbelt lands into municipal ownership, and develop a potential school site.

Treasure Hill made a presentation to the Development Services Committee on May 7, 2024, detailing the community plan. At that meeting, Council directed Staff to:

1. Report back to Development Services Committee for finalization of the MZO; and
2. Prepare a commercial agreement with respect to the conveyance of the 40.35 acres for the parkland and the 69 acres of the Greenbelt into public ownership next year.

On July 16, 2024, City Staff sent a memorandum to council showing a draft MZO that had been prepared by the applicant and Staff to protect the interests of the municipality. At that meeting City council adopted the recommendations of the report where to:

1. That the July 16, 2024 memorandum titled “City Support for Municipal Zoning Order 11120 and 11274 Highway 48 (Proposed Treasure Hill Development)” be received;

2. That, subject to and conditional upon the City and Treasure Hill entering into certain commercial and real estate agreements, Council provide its endorsement to the proposed Minister's Zoning Order shown in Attachment "A" of this report; and
3. That Staff be authorized and directed to do all things necessary to give effect to this resolution.

Since that time, there has not been significant progress on the commercial agreement. On September 24, 2024, however, Staff were advised that a potential agreement had been reached with the property owner to the south for a revised development concept that includes a much larger park with some increased residential permissions.

#### **DISCUSSION:**

Staff have received the draft development concept and a draft MZO for review. Although conceptually similar to the previous proposal, Staff require additional time to review and refine the proposed MZO to appropriately protect the interests of the City, particularly in regard to securing the proposed parkland and protecting for the provision of servicing. Legal Staff also require clarity on the agreement structure between Treasure Hill and the owners to the south in order to enter into an appropriate agreement.

For this reason, Staff propose that, should Council wish to endorse this proposal, that, prior to submission to the Ministry, they be given authority to refine the MZO in a similar way to what was done previously, including, but not limited to: protecting for the provision of servicing, commercial uses adjacent to the park, the provision of the park and resolve any potential conflict with the TransCanada pipeline easement that runs through the proposal. Furthermore, that, prior to adoption of the MZO by the Minister, the appropriate commercial agreements be entered into.

#### **CONCLUSION:**

Staff have previously worked successfully with the applicant to produce a draft MZO that protects the City's interests and implements Council direction regarding the lands known municipally as 11120 and 11274 Highway 48. Should Markham City Council endorse the recommendations in this memorandum, Staff will reengage with the applicant to further refine the MZO and enter into any necessary commercial agreements.





Report to: City Council

Meeting Date: Monday, September 30, 2024

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**SUBJECT:** Feasibility Study for a Convention Centre in the City of Markham

**PREPARED BY:** Lee Boudakian, Acting Director, Economic Growth, Culture and Entrepreneurship  
Nizar Moosa, Business Manager, Destination Markham Corporation

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**RECOMMENDATION:**

- 1) That the Feasibility Study of a Convention Centre in the City of Markham” be received; and
- 2) That staff be authorized to award a contract for the feasibility study for a convention centre to HVS Global Hospitality Services in the amount of \$60,343.68 (inclusive of HST impact); and
- 3) That the tendering process be waived in accordance with Purchasing By-Law 2017-08, Part II, Section 7 Non-Competitive Procurement, item 1 (g) which states “where it is in the City’s best interest not to solicit a competitive Bid”; and (h) “Where it is necessary or in the best interests of the City to Consulting and Professional Services from a supplier who has a proven track record in terms of pricing, quality and service.”; and,
- 4) That a new capital project entitled “Feasibility Study for a Convention Centre” be opened in the amount of \$60,343.68 (Including HST impact) and be funded from the City’s portion of the Municipal Accommodation Tax which is included in the Life Cycle Replacement Reserve (GL #087-02800200); and,
- 5) That Staff report back with the results of the feasibility study in the first quarter of 2025; and further
- 6) That Staff be authorized and directed to do all things necessary to give effect to this resolution.

**PURPOSE:**

The purpose of this report is to receive Council approval to award the contract for a feasibility study for a convention centre in the City of Markham.

**BACKGROUND:**

In February 2024, Development Services Committee directed staff to explore a feasibility study of a potential convention centre in the City of Markham.

A convention centre has been identified as a potential infrastructure project for future consideration in the Markham Tourism Strategic Master Plan 2024-2026. Development Services Committee requested staff to prepare a feasibility study for a convention centre and to report back on the parameters of the study.

In response, staff from Destination Markham and Economic Growth, Culture and Entrepreneurship conducted extensive research and prepared this report with the next steps for a feasibility study on a convention centre in the City of Markham

### **OPTIONS/ DISCUSSION:**

The discussion below outlines the information required to assess the feasibility of building a new convention centre in Markham to enhance its appeal as a premier destination for conferences, exhibitions, cultural and large-scale events.

#### **Overview of the tier system of Canadian Convention Centres:**

Convention centres in Canada are categorized into tiers based on their size and capacity:

**Tier 1:** Includes large centers with 500,000 square feet (sq ft) or more, such as the Metro Toronto Convention Centre (600,000 sq ft) and the Palais des congrès de Montréal (551,520 sq ft). These facilities can accommodate up to 40,000 attendees and are located in major urban centres.

**Tier 2:** Convention Centres with 120,000 to 500,000 sq ft, such as the Halifax Convention Centre (120,000 sq ft) and the RBC Convention Centre in Winnipeg (260,000 sq ft). These facilities typically host up to 10,000 attendees and are situated in smaller cities or regional hubs.

**Tier 3:** Facilities with 80,000 sq ft or more, such as Hamilton Convention Centre (80,000 sq ft) and the London Convention Centre (70,000 sq ft). These venues generally serve up to 3,500 attendees and cater to regional or specialized events.

#### **Summary of Recommended Vendor and Scope of Work**

HVS Global Hospitality Services is a leading global hospitality consulting firm that has provided financial and valuation consulting services for over 35,000 assignments worldwide since 1980. With a team of over 300 industry specialists and more than 45 offices, HVS offers a comprehensive range of services, including market feasibility studies, valuations, strategic analyses, impact studies, development planning, and litigation support. Known for its reputation among industry participants such as developers, underwriters, and investors, HVS completed over 4,500 engagements last year.

The firm operates independently, providing expertise across various hospitality and tourism-related land uses, such as hotels, convention centers, entertainment venues, and sports facilities. The following are a few of the market feasibility studies they have undertaken: (Los Angeles Convention Center, BMO Centre, Calgary, Dallas Convention Centre and Omni Hotel, Edmonton Conference and Event Centre)

The following services as part of this feasibility study:

**Phase 1: Market Analysis**

- Project Orientation and Fieldwork
- Market Assessment
- Industry Trends
- Stakeholder Interviews
- Comparable and Competitive Facilities Review
- Demand and Attendance Projections
- Building Program Recommendations
- Hotel Market Assessment
- Financial Projections
- Potential sites
- Reporting and Presentation

**Market Demand Analysis**

- Conduct surveys and interviews with potential users, City of Markham staff, including businesses, hotels, event organizers and community groups.
- Review market trends and demand forecasts for convention centres in the Greater Toronto Area (GTA).
- Analyze the competition from existing convention centres in nearby cities.

**Site Selection**

- Identify and evaluate potential sites within Markham based on factors such as accessibility, size, infrastructure, zoning regulations, transit and close proximity to Markham Centre.
- Conduct a SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) for each potential site.
- Recommend the most suitable location(s) for the multi-use convention centre that can host business events, cultural events, sport events, concerts and other events.

**Economic Impact Assessment**

- Estimate the economic benefits, including job creation, attract visitors and increased business opportunities.
- Assess the potential for increased revenue for local businesses and the city.
- Analyze the costs associated with construction, maintenance and operations.

**Social and Environmental Impact**

- Evaluate the social benefits, such as community engagement and cultural events.
- Assess potential environmental impacts, including sustainability considerations, green building practices and consider Leadership in Energy and Environmental Design (LEED) certification.
- Propose mitigation strategies for any negative environmental effects.

**Financial Analysis**

- Develop a preliminary budget for construction and operation.
- Explore funding options, including public-private partnerships, government grants and private investments.
- Analyze the financial viability and return on investment.

**Stakeholder Consultation**

- Identify key stakeholders, including city officials, local businesses, residents and potential users, business improvement areas (BIA), hotel associations, Markham Board of Trade, etc.
- Conduct stakeholder meetings and public consultations to gather input and build support.
- Summarize stakeholder feedback and incorporate it into the report.

**Risk Assessment**

- Identify potential risks associated with the project, including financial, operational and environmental risks.
- Develop a risk management plan to mitigate identified risks.

**Recommendation**

Staff recommend conducting Phase 1 of a feasibility study for the development of a Tier 3 convention centre with a capacity of up to 3,500 attendees. The study will explore the development of a multi-use, state-of-the-art building that prioritizes advanced technology and sustainability (LEED Certified). Staff also recommend that the convention centre be equipped with top-tier technological infrastructure and be built with sustainability at its core, making it a future-proof asset for the community. Collaboration with Markham District Energy can help achieve this goal. Phase 1 will also consider the integration of an attached hotel to enhance the venue's marketability and operational appeal.

**FINANCIAL CONSIDERATIONS**

The phase 1 of the feasibility study for a Convention Centre in Markham will cost \$60,343.68 inclusive of HST impact and will be funded from the City's portion of the Municipal Accommodation Tax which is included in the Life Cycle Replacement Reserve (GL #087-02800200).

**ALIGNMENT WITH STRATEGIC PRIORITIES:**

The initiative of conducting a feasibility study on a Convention Centre in the City of Markham aligns with the Economic Development and Culture Strategy and Markham Tourism Master Plan.

**BUSINESS UNITS CONSULTED AND AFFECTED:**

Economic Growth, Culture, and Entrepreneurship, Finance Department, Destination Markham Corporation.

**RECOMMENDED BY:**

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Lee Boudakian  
Acting Director, Economic Growth,  
Culture and Entrepreneurship

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Joseph Silva  
Treasurer

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Andy Taylor  
Chief Administrative Officer



## By-law 2024-184

A BY-LAW TO CONFIRM THE PROCEEDINGS OF THE SPECIAL COUNCIL  
MEETING HELD ON SEPTEMBER 30, 2024

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The Council of The Corporation of the City of Markham hereby enacts as follows:

1. That the action of the Special Council Meeting held on September 30, 2024 in respect to each motion, resolution and other action passed and taken by the Council at the said meeting is, except where prior approval of the Local Planning Appeal Tribunal is required, hereby adopted ratified and confirmed.
2. That the Mayor and the proper officers of the City are hereby authorized and directed to do all things necessary to give effect to the said action or to obtain approvals where required and to execute all documents as may be necessary in that behalf and the Clerk is hereby authorized and directed to affix The Corporate Seal to all such documents.

Read a first, second, and third time and passed September 30, 2024.

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Kimberley Kitteringham  
City Clerk

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Frank Scarpitti  
Mayor