



**COUNCIL  
MEETING AGENDA**

**TUESDAY, JULY 14, 2015**

**7 P.M.**

**COUNCIL CHAMBERS  
AURORA TOWN HALL**



**TOWN OF AURORA  
COUNCIL MEETING  
AGENDA**

Tuesday, July 14, 2015  
7 p.m.  
Council Chambers

**1. DECLARATION OF PECUNIARY INTEREST AND GENERAL NATURE THEREOF**

**2. APPROVAL OF THE AGENDA**

RECOMMENDED:

THAT the agenda as circulated by Legal and Legislative Services be approved.

**3. ADOPTION OF THE MINUTES**

**Council Meeting Minutes of June 23, 2015** pg. 1  
**Special Council – Public Planning Meeting Minutes of June 24, 2015** pg. 25

RECOMMENDED:

THAT the Council meeting minutes of June 23, 2015, and the Special Council – Public Planning meeting minutes of June 24, 2015, be adopted as printed and circulated.

**4. PRESENTATIONS**

- (a) **Shawna White, Curator, Aurora Museum and Archives** pg. 29  
**Re: Three-Year Plan for Aurora Museum and Archives**
- (b) **Mark Setter and David Tomlinson** pg. 30  
**Re: Progress of 2C Wildlife Park Development Project**
- (c) **Andrew Walasek and Isaac Ransom, Canada Post Corporation** pg. 31  
**Re: Canada Post Delivery Conversion**

**5. PUBLIC SERVICE ANNOUNCEMENTS**

**6. DETERMINATION OF ITEMS REQUIRING SEPARATE DISCUSSION**

**7. ADOPTION OF ITEMS NOT REQUIRING SEPARATE DISCUSSION**

**8. DELEGATIONS**

- (a) **Ferguson A. Mobbs, President and CEO, Voice of Aurora** pg. 32  
**Community FM Radio**  
**Re: Item 2 – PR15-022 – Community Radio Station and Sound Studio**

**9. CONSIDERATION OF ITEMS REQUIRING SEPARATE DISCUSSION**

**10. NOTICES OF MOTION/MOTIONS FOR WHICH NOTICE HAS BEEN GIVEN**

(i) **Notices of Motion**

- (a) **Councillor Pirri** pg. 243  
**Re: FCM Campaign for Federal Debate on Municipal Issues**

(ii) **Motions for Which Notice Has Been Given**

**11. REGIONAL REPORT**

**York Regional Council Highlights – June 25, 2015** pg. 244

RECOMMENDED:

THAT the Regional Report of June 25, 2015, be received for information.

**12. NEW BUSINESS/GENERAL INFORMATION**

**13. READING OF BY-LAWS**

RECOMMENDED:

THAT the following by-laws be given first, second, and third readings and enacted:

- |                |   |         |
|----------------|---|---------|
| <b>5746-15</b> | BEING A BYLAW to amend By-law Number 5465-12, as amended, to appoint Building Inspectors for The Corporation of the Town of Aurora.   | pg. 254 |
| <b>5747-15</b> | BEING A BYLAW to amend By-law Number 5707-15 to appoint Municipal By-law Enforcement Officers and Property Standards Officers for The Corporation of the Town of Aurora.  | pg. 255 |
| <b>5748-15</b> | BEING A BY-LAW to adopt Official Plan Amendment No. 8.<br>(Report No. PL15-029 – Public Planning Item 1 – Apr. 22/15, and Memorandum – Council Item 5 – Jun. 9/15)  | pg. 256 |
| <b>5749-15</b> | BEING A BY-LAW to amend Zoning By-law Number 2213-78, as amended (Brookfield Homes (Ontario) Limited – 155 Vandorf Sideroad).<br>(Report No. PL15-029 – Public Planning Item 1 – Apr. 22/15, and Memorandum – Council Item 5 – Jun. 9/15) | pg. 264 |

**RECOMMENDED:**

THAT the following confirming by-law be given first, second, and third readings and enacted:

- |                |   |         |
|----------------|---|---------|
| <b>5745-15</b> | BEING A BY-LAW to Confirm Actions by Council Resulting from Council Meeting on July 14, 2015. | pg. 269 |
|----------------|---|---------|

**14. CLOSED SESSION**

**RECOMMENDED:**

THAT Council resolve into Closed Session to consider the following matters:

1. A proposed or pending acquisition or disposition of land by the Town or Local Board (section 239(2)(c) of the *Municipal Act*, 2001); Re: Report No. PL15-054 – Offer to Purchase for 63 and 75 Eric T. Smith Way
2. The receiving of advice that is subject to solicitor-client privilege, including communications necessary for that purpose (section 239(2)(f) of the *Municipal Act*, 2001); Re: Report No. LLS15-047 – Effectiveness of Liquidated Damages Clauses

**15. ADJOURNMENT**

**AGENDA ITEMS**

- 1. PR15-021 – Aurora Museum & Archives Three-Year Plan** pg. 33

RECOMMENDED:

THAT Report No. PR15-021 be received; and

THAT Report No. PR15-021 be forwarded to the 2016 and 2017 Budgets for Council consideration.

- 2. PR15-022 – Community Radio Station and Sound Studio** pg. 69

RECOMMENDED:

THAT Report No. PR15-022 be received; and

THAT the additional program space at the Aurora Family Leisure Complex (AFLC) be allocated as space for the Community Radio Station and Sound Studio; and

THAT the 2015 Capital Budget be increased by \$250,000, funded from the Growth and New Infrastructure Reserve Fund, for design and construction of space necessary to accommodate a Community Radio Station and Sound Studio; and

THAT staff be directed to consult with Mr. Ferguson Mobbs on the layout and design of the Community Radio Station and Sound Studio at the AFLC prior to tendering for design and construction.

- 3. BBS15-008 – Request for Sign Variance to Sign By-law No. 4898-07.P  
125 Pedersen Drive** pg. 74

RECOMMENDED:

THAT Report No. BBS15-008 be received; and

THAT the request for variance to Sign By-law No. 4898-07.P to allow sixteen (16) wall signs to be installed on the rear wall of a multi-tenant building at 125 Pedersen Drive, in addition to the existing wall signs installed on the front of each business premises, be denied.

**4. CAO15-008 – Community Tourism Plan** pg. 86

RECOMMENDED:

THAT Report No. CAO15-008 be received; and

That the Community Tourism Plan dated June 2015 be received; and

THAT the Community Tourism Plan be forwarded to the August 11, 2015 Council meeting for consideration, together with the following recommendations:

THAT Council endorse the Community Tourism Plan and specifically approve the Action Plan contained within the Plan; and

THAT the Tourism Coordinator position as outlined within the Action Plan be referred to the 2016 budget process.

**5. CAO15-009 – Results of Communications Survey** pg. 130

RECOMMENDED:

THAT Report No. CAO15-009 be received; and

THAT Report No. CAO15-009 be referred to a future Council Workshop to be scheduled in September 2015.

**6. IES15-040 – Award of Contract for Consulting Services – Design for the Reconstruction of Catherine Street, RFP IES 2015-40** pg. 147

RECOMMENDED:

THAT Report No. IES15-040 be received; and

THAT additional funding for Capital Project 31111 in the amount of \$16,100 be approved from the Federal Gas Tax reserve fund; and

THAT the Contract for the provision of consulting services for the design of the reconstruction of Catherine Street, RFP IES 2015-40, be awarded to Chisholm, Fleming and Associates for \$58,976.00, excluding taxes; and

THAT the Mayor and Town Clerk be authorized to execute the necessary Agreement, including any and all documents and ancillary agreements required to give effect to same.

- 7. IES15-041 – Award of Tender IES 2015-45 – Replacement of Dump Truck and Plow** pg. 152

RECOMMENDED:

THAT Report No. IES15-041 be received; and

THAT additional funding for Capital Project 34194 in the amount of \$14,900 be approved from the Fleet Repair & Replacement Reserve; and

THAT Tender IES 2015-45 for the supply and delivery a 2016 dump, sander and plow truck be awarded to Tallman Truck Centre Limited in the amount of \$191,484.12 excluding taxes; and

THAT the Mayor and Town Clerk be authorized to execute the necessary Agreement, including any and all documents and ancillary agreements required to give effect to same.

- 8. PL15-031 – Site Plan Application, Brookfield Homes (Ontario) Aurora Ltd., 15624 Leslie Street, File: SP-2014-11** pg. 156

RECOMMENDED:

THAT Report No. PL15-031 be received; and

THAT Site Plan Application File: SP-2014-11 (Brookfield Homes (Ontario) Aurora Ltd.) be approved to permit the development of the subject lands for two (2), four (4) storey buildings; and

THAT the Mayor and Town Clerk be authorized to execute the Site Plan Agreement, including any and all documents and ancillary agreements required to give effect to same.

- 9. PL15-053 – Delegated Agreements, 2015 Summary Report** pg. 174

RECOMMENDED:

THAT Report No. PL15-053 be received for information.

- 10. LLS15-040 – Municipal Elections Act Provincial Review** pg. 177

RECOMMENDED:

THAT Report No. LLS15-040 be received; and

THAT Council endorse the comments prepared by staff, as set out in Report No. LLS15-040, in response to the “Municipal Elections Act Review Public Consultation Discussion Guide”; and

THAT staff send copies of this resolution and Report No. LLS15-040 to the Ministry of Municipal Affairs and Housing prior to July 27, 2015.

- 11. LLS15-046 – Cash-in-Lieu of Parkland Deferral Agreement – The Salvation Army** pg. 205

RECOMMENDED:

THAT Report No. LLS15-046 be received; and

THAT the Mayor and Town Clerk be authorized to execute the necessary cash-in-lieu of parkland dedication fee deferral agreement in accordance with Report No. LLS15-046, including any and all documents and ancillary agreements required to give effect to same.

- 12. Memorandum from Director of Building & By-law Services** pg. 218  
**Re: Parking Permit and Enforcement Status Update**

RECOMMENDED:

THAT the memorandum regarding Parking Permit and Enforcement Status Update be received for information.

- 13. Memorandum from Director of Legal & Legislative Services/Town Solicitor** pg. 220  
**Re: Aurora Promenade Community Improvement Plan Evaluation Committee Membership**

RECOMMENDED:

THAT the memorandum regarding Aurora Promenade Community Improvement Plan Evaluation Committee Membership be received for information.

- 14. Memorandum from Director of Legal & Legislative Services/Town Solicitor** pg. 221  
**Re: July 28, 2015 Council Meeting**

RECOMMENDED:

THAT the memorandum regarding July 28, 2015 Council Meeting be received; and

THAT the Council meeting scheduled for July 28, 2015, be cancelled.

- 15. Memorandum from Mayor Dawe** pg. 222  
**Re: Recipients of the 2015 Town of Aurora Student Academic Achievement Awards**

RECOMMENDED:

THAT the memorandum regarding Recipients of the 2015 Town of Aurora Student Academic Achievement Awards be received for information.

- 16. Audit Committee Meeting Report of June 23, 2015** pg. 223

RECOMMENDED:

THAT the Audit Committee meeting report of June 23, 2015, be received and the recommendations carried by the Committee be approved.

- 17. Environmental Advisory Committee Meeting Minutes of June 10, 2015** pg. 225

RECOMMENDED:

THAT the Environmental Advisory Committee meeting minutes of June 10, 2015, be received for information.

- 18. Economic Development Advisory Committee Meeting Minutes of June 11, 2015** pg. 231

RECOMMENDED:

THAT the Economic Development Advisory Committee meeting minutes of June 11, 2015, be received for information.

- 19. Parks and Recreation Advisory Committee Meeting Minutes of June 18, 2015** pg. 236

RECOMMENDED:

THAT the Parks and Recreation Advisory Committee meeting minutes of June 18, 2015, be received for information.

- 20. Aurora Family Leisure Complex Liaison Committee Meeting Minutes of June 23, 2015** pg. 241

RECOMMENDED:

THAT the Aurora Family Leisure Complex Liaison Committee meeting minutes of June 23, 2015, be received for information.



**TOWN OF AURORA  
COUNCIL MEETING MINUTES**

Council Chambers  
Aurora Town Hall  
Tuesday, June 23, 2015

---

**ATTENDANCE**

**COUNCIL MEMBERS** Mayor Dawe in the Chair; Councillors Abel, Gaertner, Humfryes, Kim, Mrakas, Pirri, Thom, and Thompson

**MEMBERS ABSENT** None

**OTHER ATTENDEES** Chief Administrative Officer, Director of Building and By-law Services, Director of Corporate and Financial Services/Treasurer, Director of Infrastructure and Environmental Services, Director of Legal and Legislative Services/Town Solicitor, Director of Parks and Recreation Services, Director of Planning and Development Services, Town Clerk, and Council/Committee Secretary

---

Mayor Dawe called the meeting to order at 7:10 p.m. following Open Forum.

Council consented to recess at 10:12 p.m. to resolve into a Closed Session meeting and reconvened into open session at 11:12 p.m.

**1. DECLARATION OF PECUNIARY INTEREST AND GENERAL NATURE THEREOF**

There were no declarations of pecuniary interest under the *Municipal Conflict of Interest Act*.

**2. APPROVAL OF THE AGENDA**

**Moved by Councillor Kim  
Seconded by Councillor Thom**

THAT the agenda as circulated by Legal and Legislative Services, ***with the following additions***, be approved:

- Replacement Page 6 (of 7) of Council Meeting Agenda

Council Meeting Minutes  
Tuesday, June 23, 2015

Page 2 of 24

- Item 10 – Correspondence from Jill Foster, CEO and Library Board Secretary; Re: Presentation (c) Steve Langlois, Principal Planner, Monteith Brown Planning Consultants; Re: Aurora Public Library Facility Needs Assessment
- Item 11 – Memorandum from Director of Corporate & Financial Services/ Treasurer; Re: Additional Information to Report No. CFS15-025 – 2014 Budget Report – as at December 31, 2014

**CARRIED**

**3. ADOPTION OF THE MINUTES**

**Council Meeting Minutes of June 9, 2015**

**Moved by Councillor Mrakas  
Seconded by Councillor Kim**

THAT the Council meeting minutes of June 9, 2015, be adopted as printed and circulated.

**CARRIED**

**4. PRESENTATIONS**

- (a) **Stephen McNeil and Kelly Gary, representing Youth Engagement Committee, Town of Aurora  
Re: Youth Engagement Committee Year in Review**

Mr. McNeil and Ms. Gary presented an overview of the first year's accomplishments of the Town's Youth Engagement Committee (YEC), including its membership, vision statement, and community involvement. They reviewed the Committee's participation in the creation of the Aurora Family Leisure Complex (AFLC) youth space named "The Loft", community partnerships, the re-opening of the AFLC, the Haunted Forest event, promotion of youth activities, Teen Zone, Youth Appreciation Day, and the Pan Am Torch Relay. It was noted that recruitment is now open for the 2015-2016 term of the YEC.

**Moved by Councillor Thom  
Seconded by Councillor Humfries**

THAT the presentation of Stephen McNeil and Kelly Gary be received for information.

**CARRIED**

**(b) Michael Roy, Member of Board of Governors, Aurora Sports Hall of Fame**  
**Re: Announcement of Aurora Sports Hall of Fame 2015 Inductees**

Mr. Roy noted that this was the third consecutive year in making the Aurora Sports Hall of Fame Inductee announcement at a Council meeting and he thanked Council for the opportunity. He acknowledged and extended appreciation to the many volunteers involved with the Aurora Sports Hall of Fame and briefly reviewed the process. Mr. Roy announced the 2015 Inductees to be: Mark Heese (Athlete category, beach volleyball); Alan Dean (Builder/Contributor category, advocacy of sports for the physically disabled); and Ken Sinclair (Builder/Contributor category, tennis). He encouraged everyone to participate in the Induction Dinner to be held at St. Andrew's College on November 4, 2015, to celebrate people and their accomplishments.

**Moved by Councillor Thom**  
**Seconded by Councillor Pirri**

THAT the presentation of Michael Roy be received for information.

**CARRIED**

**(c) Steve Langlois, Principal Planner, Monteith Brown Planning Consultants**  
**Re: Aurora Public Library Facility Needs Assessment**

Mr. Langlois presented an overview of the Study including its purpose, the options that were examined, key considerations, the current facility challenges, and the consultation events and surveys that were conducted. He reviewed the space assessment in relation to the per capita target, facility model, and long-term strategy. Mr. Langlois put forward the Study recommendations and the request of the Aurora Public Library Board that Council consider designating the Magna and Lebovic Rooms as Library space, and to also include the area in the basement that is currently occupied by the Pine Tree Potters' Guild as Library space.

**Moved by Councillor Mrakas**  
**Seconded by Councillor Thompson**

THAT the presentation of Steve Langlois be received and referred to Item 10.

**CARRIED**

**5. PUBLIC SERVICE ANNOUNCEMENTS**

Councillor Pirri noted that he had the opportunity to attend a tour of the York Regional Police Headquarters in Aurora, along with Mayor Dawe and Councillors Abel and Gaertner, and see the great work that takes place here for the Region.

Councillor Thom extended his best wishes to all Aurorans and Canadians for a happy Canada Day and encouraged everyone to attend the events hosted by the Town, including those held at Lambert Willson Park and the Canada Day Parade.

Councillor Humfryes extended a reminder that the Aurora Farmers' Market & Artisan Fair is open every Saturday from 8 a.m. to 1 p.m., with special events on most Saturdays, including live music and entertainment. She noted that the Art in the Park/Kerry's Place Event would be held on July 4, 2015, that Family Day would be held on August 15, 2015, and that further information may be found by visiting the website at [theaurorafarmersmarket.com](http://theaurorafarmersmarket.com).

Councillor Abel extended an invitation to attend a gospel music event at Town Park on June 24, 2015, featuring a performance by The Torchmen Quartet.

Councillor Abel extended his congratulations and best wishes to Aurora's Carmen Whelan who was named to the Canadian women's rhythmic gymnastics team for the 2015 Pan Am Games.

Councillor Abel extended congratulations to Linda and Tim Maunders for their successful annual Taste of Gratitude event, which he attended with Mayor Dawe on June 18, 2015. He noted that it was a sold-out event and the Maunders met their three-year target of raising \$50,000 for the Heart & Stroke Foundation.

Councillor Abel extended congratulations to all participants, including the Somerville Dance Academy who raised more than \$21,000, for the Relay for Life event held at Pickering College in Newmarket on June 19, 2015, in support of the Canadian Cancer Society.

Councillor Gaertner noted that the Town would be hosting the Pan Am Torch Relay at 11:30 a.m. in Lambert Willson Park on June 25, 2015.

Councillor Gaertner expressed her pleasure in both the Town and the York Regional Police for their respective participation in raising the Pride rainbow flag in celebration of Pride Month during June 2015.

Councillor Gaertner noted her attendance, along with Mayor Dawe, at the Ramadan Iftar Dinner, which was hosted by the Aurora Cultural Centre, the Intercultural Dialogue Institute GTA, and the York Region Children's Aid Society, to promote intercultural harmony and understanding.

Mayor Dawe stated that he had the honour of attending a Bridge Dedication Ceremony at Trinity Anglican Church today, in honour of Provincial Constable Paul Edward Patterson who was killed in the line of duty in 1978, and noted that the bridge is located at Highway 400 and King Road.

Mayor Dawe expressed his appreciation of the annual Ramadan Iftar Dinner that he attended on June 18, 2015, at the Aurora Cultural Centre.

Mayor Dawe extended congratulations to the York Regional Police on the ground-breaking of their new training facility at 80 Bales Drive in East Gwillimbury on June 19, 2015. The Mayor noted that he also attended a second event on the same day for the renaming of the York Regional Police Headquarters in Aurora to "The Bill Fisch Centre for Police Excellence" in honour of retired Regional Chairman and CEO Bill Fisch.

Mayor Dawe noted that the first public meeting on the Highland Gate redevelopment would be held on Wednesday, June 24, 2015, at St. Maximilian Kolbe Catholic High School, that the doors would open at 6 p.m., and the meeting would start at 6:30 p.m.

Mayor Dawe invited everyone to attend the Pan Am Torch Relay celebrations at Lambert Willson Park from 11:30 a.m. to 2 p.m. on Thursday, June 25, 2015. He noted that activities were planned at the Aurora Family Leisure Complex, a *Legacy of Sport* exhibit is on display at the Aurora Cultural Centre, and a tennis exhibit would be displayed at Hillary House in July and August 2015.

Mayor Dawe encouraged everyone to join the Canada Day celebrations on Tuesday, June 30 and Wednesday, July 1, 2015, and noted that the Aurora Canada Day parade would be starting at 10 a.m. at St. Andrew's Village.

Mayor Dawe extended a reminder that the Fireworks By-law is in effect for Canada Day and fireworks are permitted on June 30 and July 1, 2015, from sunset to 11 p.m.

Mayor Dawe announced that municipal street tree block pruning would take place until early August 2015.

Mayor Dawe extended congratulations and best wishes to Neil Garbe, Chief Administrative Officer, on his new position in Richmond Hill commencing in July 2015. The Mayor expressed his gratitude to Mr. Garbe for his efforts and valued contributions to the Town of Aurora through the past six years.

**6. DETERMINATION OF ITEMS REQUIRING SEPARATE DISCUSSION**

Items 1 (sub-item 4), 3, 4, 5, 7, 8, 9, 10, and 11 were identified as items for discussion.

**7. ADOPTION OF ITEMS NOT REQUIRING SEPARATE DISCUSSION**

Items 1 (with the exception of sub-item 4), 2, and 6 were identified as items not requiring separate discussion.

**Moved by Councillor Pirri**  
**Seconded by Councillor Kim**

THAT the following recommendations with respect to the matters listed as “Items Not Requiring Separate Discussion” be adopted as submitted to Council and staff be authorized to take all necessary action required to give effect to same:

**1. General Committee Meeting Report of June 16, 2015**

THAT the General Committee meeting report of June 16, 2015, be received and the following recommendations carried by the Committee be approved:

**(1) Memorandum from Director of Building & By-law Services**  
**Re: 15520 Yonge Street – Property Standards**

THAT the memorandum regarding 15520 Yonge Street – Property Standards be received for information.

**(2) BBS15-007 – Request for Sign Variance to Sign By-law Number 4898-07.P for the LA Fitness at 15650 Bayview Avenue**

THAT Report No. BBS15-007 be received; and

THAT a request for variance to Sign By-law Number 4898-07.P to allow wall signs on three (3) elevations of LA Fitness at 15650 Bayview Avenue, whereas Sign By-law 4898-07.P only permits signs on two (2) elevations, be approved.

**(3) CFS15-025 – 2014 Budget Report – as at December 31, 2014**

THAT Report No. CFS15-025 be received; and

THAT the overview report of the results of Tax Rate supported operations and the Water Rate supported operations for the year ended December 31, 2014, including the related disposition of surplus, be received for information.

**(5) Memorandum from Director of Planning & Development Services**  
**Re: Municipal Council Blanket Support Resolution – Rooftop Solar PV Projects**

THAT the memorandum regarding Municipal Council Blanket Support Resolution – Rooftop Solar PV Projects be received; and

THAT approval of the following Municipal Blanket Support Resolution, previously approved by Council in 2012 and 2013, be confirmed for a further 12-month period:

WHEREAS the Province's FIT Program encourages the construction and operation of rooftop solar PV projects (the "Projects"); and

WHEREAS one or more Projects may be constructed and operated in the Town of Aurora; and

WHEREAS, pursuant to the FIT Rules, Version 4.0, Applications whose Projects receive the formal support of Local Municipalities will be awarded Priority Points, which may result in the Applicant being offered a FIT Contract prior to other persons applying for FIT Contracts.

NOW THEREFORE BE IT RESOLVED THAT Council of the Town of Aurora supports without reservation the construction and operation of the Projects anywhere in the Town of Aurora; and

BE IT FURTHER RESOLVED THAT this resolution shall expire twelve (12) months after its adoption by Council; and

THAT the Mayor and Clerk be authorized to execute the new FIT form attached to this memorandum.

- (6) **PL15-046 – Application for Exemption from Part Lot Control, Mattamy (Aurora) Limited, Blocks 101, 103, 105, 110 and 114, Plan 65M-4423, File No. PLC-2015-02**

THAT Report No. PL15-046 be received; and

THAT the Application for Exemption from Part Lot Control submitted by Mattamy (Aurora) Limited to divide Blocks 101, 103, 105, 110 and 114 on Plan 65M-4423 into 30 separate lots for townhouse units be approved; and

THAT the Part Lot Control Exemption By-law be introduced and enacted at the next available Council meeting.

- (7) **PL15-048 – Solar PV Projects Update**

THAT Report No. PL15-048 be received for information.

- (8) **PL15-049 – Application for Site Plan Approval, Jochri Investments Limited, 200 Industrial Parkway South, Lot 59, Registrar's Compiled Plan 10328, File No. SP-2015-02**

THAT Report No. PL15-049 be received; and

THAT Site Plan Application File SP-2015-02 (Jochri Investments) to permit the development of the subject lands for the construction of a 625 m<sup>2</sup> GFA warehouse building be approved; and

THAT the Mayor and Town Clerk be authorized to execute the site plan agreement, including any and all documents and ancillary agreements required to give effect to same.

**(9) PL15-050 – Planning Applications Status List**

THAT Report No. PL15-050 be received for information.

**(10) PL15-052 – Application for Zoning By-law Amendment and Site Plan Approval, PMK Capital Inc., 95 Wellington Street East, Lot 14, South of Wellington Street, Registered Plan 68, File Nos. ZBA-2014-10 and SP-2014-12**

THAT Report No. PL15-052 be received; and

THAT Application to Amend the Zoning By-law File: ZBA-2014-10 (PMK Capital Inc.) to add “Business and Professional Office” and “Clinic” as permitted uses on the subject lands be approved; and

THAT the implementing Zoning By-law amendment be presented at a future Council meeting for enactment; and

THAT Site Plan Application File SP-2014-12 (PMK Capital Inc.) to permit the development of the subject lands for the construction of a 460 m<sup>2</sup> GFA office building be approved; and

THAT the Mayor and Town Clerk be authorized to execute the site plan agreement, including any and all documents and ancillary agreements required to give effect to same.

**(11) PR15-017 – Case Woodlot Property Line Fence Replacement**

THAT Report No. PR15-017 be received; and

THAT Report No. PR15-017 satisfy Council’s conditional budget approval for capital project #73269 “Case Woodlot Perimeter Fencing”; and

THAT staff be authorized to proceed with capital project #73269 “Case Woodlot Perimeter Fencing”.

**(12) LLS15-034 – Award of RFP LLS 2014-69 – Electronic Document and Records Management System (EDRMS)**

THAT Report No. LLS15-034 be received; and

THAT Request For Proposal LLS 2014-69 – Provision and Implementation of Electronic Document and Records Management System (“EDRMS”) be awarded to Ricoh Canada Inc. in the amount of \$249,976.00, excluding taxes; and

THAT the Mayor and Town Clerk be authorized to execute the necessary agreement, including any and all documents and ancillary agreements required to give effect to same.

**(13) Memorandum from Director of Legal & Legislative Services/Town Solicitor**  
**Re: Review of Council Code of Ethics By-law Number 5532-13**

THAT the memorandum regarding Review of Council Code of Ethics By-law Number 5532-13 be received; and

THAT receipt of this memorandum satisfies the requirements of section 12.1 of the Procedural By-law Number 5330-11, as amended, to review the Council Code of Ethics within the first six (6) months of the first year of each term of Council.

**(14) Finance Advisory Committee Meeting Minutes of May 26, 2015**

THAT the Finance Advisory Committee meeting minutes of May 26, 2015, be received for information.

**(15) Aurora Family Leisure Complex Liaison Committee Meeting Minutes of May 27, 2015**

THAT the Aurora Family Leisure Complex Liaison Committee meeting minutes of May 27, 2015, be received for information.

**(16) Accessibility Advisory Committee Meeting Minutes of June 3, 2015**

THAT the Accessibility Advisory Committee meeting minutes of June 3, 2015, be received for information.

**2. LLS15-043 – General Committee Closed Session Report of June 16, 2015**

THAT Report No. LLS15-043 be received; and

THAT Council adopt the following recommendations from the General Committee Closed Session meeting of June 16, 2015:

1. **Personal matters about an identifiable individual, including a Town or Local Board employee (section 239(2)(b) of the *Municipal Act, 2001*) and Labour relations or employee negotiations (section 239(2)(d) of the *Municipal Act, 2001*); Re: Selection of an Interim Chief Administrative Officer**

THAT the confidential recommendations of General Committee in respect to the selection of an Interim Chief Administrative Officer be approved.

2. **Litigation or potential litigation including matters before administrative tribunals, affecting the Town or a Local Board (section 239(2)(e) of the *Municipal Act, 2001*) and Advice that is subject to solicitor-client privilege, including communications necessary for that purpose (section 239(2)(f) of the *Municipal Act, 2001*); Re: LLS15-042 – Town of Aurora v. Minto Communities Inc. – Update**

THAT Closed Session Report No. LLS15-042 be received; and

THAT the confidential recommendations of General Committee in respect to Town of Aurora v. Minto Communities Inc. be approved.

6. **Memorandum from Director of Planning & Development Services  
Re: Additional Public Planning Meeting Dates for September and October 2015**

THAT the memorandum regarding Additional Public Planning Meeting Dates for September and October 2015 be received; and

THAT two (2) additional Public Planning meetings be scheduled for Monday, September 21, 2015, and Wednesday, October 14, 2015, to deal with future planning applications.

**CARRIED**

## **8. DELEGATIONS**

- (a) **James McArthur, Resident and Homeowner  
Re: Item 7 – PR15-019 – Tree Permit Application for 2 Woodsend Crescent**

Mr. McArthur provided a brief explanation regarding the need to replace the existing dwelling with the construction of a new bungalow at 2 Woodsend Crescent. He noted that he has worked with architects and consultants to minimize the impact on the environment, and that any trees removed or damaged would be replaced.

**Moved by Councillor Abel**  
**Seconded by Councillor Thompson**

THAT the comments of the delegation be received and referred to Item 7.

**CARRIED**

**9. CONSIDERATION OF ITEMS REQUIRING SEPARATE DISCUSSION**

- 1. General Committee Meeting Report of June 16, 2015**
- (4) IES15-039 – Facility Projects Status Report**

**Moved by Councillor Kim**  
**Seconded by Councillor Gaertner**

THAT Report No. IES15-039 be received; and

THAT, notwithstanding the provisions and requirements of the Town's Procurement By-law, the contract with MHPM Project Managers Inc. be increased by \$54,400 to a revised budget of \$129,800 (excluding taxes) to provide part-time support for the project administration and oversight duties for the full period of the construction of the Joint Operations Centre.

**CARRIED**

- 3. Finance Advisory Committee Meeting Minutes of April 28, 2015**

**Main motion**  
**Moved by Councillor Gaertner**  
**Seconded by Councillor Humfryes**

THAT the Finance Advisory Committee meeting minutes of April 28, 2015, be received; and

THAT the following recommendation regarding Item 1 – Memorandum from Town Clerk; Re: Finance Advisory Committee – Terms of Reference, be approved:

THAT the Finance Advisory Committee Terms of Reference be amended to reflect the changes recommended by staff.

**Amendment**  
**Moved by Councillor Gaertner**  
**Seconded by Councillor Humfryes**

THAT the second clause of the main motion be amended by adding the following words after "staff": "(a) the Committee shall meet four times per

year; (b) the meeting dates, times, and locations shall be determined by the Chair; and (c) the Chair may call additional meetings of the Committee as required.”

**CARRIED**

**Main motion as amended**  
**Moved by Councillor Gaertner**  
**Seconded by Councillor Humfries**

THAT the Finance Advisory Committee meeting minutes of April 28, 2015, be received; and

THAT the following recommendation regarding Item 1 – Memorandum from Town Clerk; Re: Finance Advisory Committee – Terms of Reference, be approved:

THAT the Finance Advisory Committee Terms of Reference be amended to reflect the changes recommended by staff:

- (a) the Committee shall meet four times per year;*
- (b) the meeting dates, times, and locations shall be determined by the Chair; and*
- (c) the Chair may call additional meetings of the Committee as required.*

**CARRIED AS AMENDED**

**4. Memorandum from Director of Planning & Development Services**  
**Re: Corporate Environmental Action Plan Progress Report 2014**

**Main motion**  
**Moved by Councillor Pirri**  
**Seconded by Councillor Abel**

THAT the memorandum regarding Corporate Environmental Action Plan Progress Report 2014 be received for information.

**Amendment**  
**Moved by Councillor Gaertner**  
**Seconded by Councillor Mrakas**

THAT the main motion be amended by adding the following clause:

“THAT the Environmental Advisory Committee be directed to review the Corporate Environmental Action Plan and make recommendations to Council on new initiatives, changes, or updates to the Plan.”

**CARRIED**

**Main motion as amended  
Moved by Councillor Pirri  
Seconded by Councillor Abel**

THAT the memorandum regarding Corporate Environmental Action Plan Progress Report 2014 be received; **and**

***THAT the Environmental Advisory Committee be directed to review the Corporate Environmental Action Plan and make recommendations to Council on new initiatives, changes, or updates to the Plan.***

**CARRIED AS AMENDED**

**5. Memorandum from Chief Administrative Officer  
Re: Town of Aurora Strategic Plan (2015) Update**

**Moved by Councillor Thompson  
Seconded by Councillor Mrakas**

THAT the memorandum regarding Town of Aurora Strategic Plan (2015) Update be referred back to staff for a report on a work plan to update the Strategic Plan using internal resources.

**CARRIED**

**7. PR15-019 – Tree Permit Application for 2 Woodsend Crescent**

On a motion of Councillor Gaertner seconded by Councillor Mrakas, Council consented to consider Item 7 prior to the consideration of Item 1(4).

**Moved by Councillor Pirri  
Seconded by Councillor Kim**

THAT Report No. PR15-019 be received; and

THAT a permit be issued to the property owner for the removal of forty-eight (48) trees from a property located at 2 Woodsend Crescent.

**On a recorded vote the motion  
CARRIED**

YEAS: 8                      NAYS: 1  
VOTING YEAS: Councillors Abel, Humfryes, Kim, Mrakas,  
Pirri, Thom, Thompson, and Mayor Dawe  
VOTING NAYS: Councillor Gaertner

**8. Memorandum from Director of Legal & Legislative Services/Town Solicitor  
Re: Municipal Legislation Review and Bill 8 Information**

**Moved by Councillor Thompson**  
**Seconded by Councillor Mrakas**

THAT the memorandum regarding Municipal Legislation Review and Bill 8 Information be received for information.

**CARRIED**

- 9. Memorandum from Mayor Dawe**  
**Re: Correspondence from The Honourable Ted McMeekin, Minister of Municipal Affairs and Housing – Review of Municipal Legislation**

**Moved by Councillor Thompson**  
**Seconded by Councillor Mrakas**

THAT the memorandum regarding Correspondence from The Honourable Ted McMeekin, Minister of Municipal Affairs and Housing – Review of Municipal Legislation be received for information.

**CARRIED**

- 10. Correspondence from Jill Foster, CEO and Library Board Secretary**  
**Re: Presentation (c) Steve Langlois, Principal Planner, Monteith Brown Planning Consultants**  
**Re: Aurora Public Library Facility Needs Assessment**

(Added Item)

On a motion of Councillor Pirri seconded by Councillor Thom, Council consented to consider Item 10 following the consideration of Item 7.

**Moved by Councillor Pirri**  
**Seconded by Councillor Thompson**

THAT the correspondence regarding Presentation (c) Steve Langlois, Principal Planner, Monteith Brown Planning Consultants; Re: Aurora Public Library Facility Needs Assessment be received; and

THAT the recommendation of the Aurora Public Library Board of Directors be referred back to staff to report back to Council on both the cost implications and effects of the Library's assumptions of the space within the Library.

**CARRIED**

- 11. Memorandum from Director of Corporate & Financial Services/Treasurer**  
**Re: Additional Information to Report No. CFS15-025 – 2014 Budget Report – as at December 31, 2014**

(Added Item)

**Moved by Councillor Thompson  
Seconded by Councillor Humfryes**

THAT the memorandum regarding Additional Information to Report No. CFS15-025 – 2014 Budget Report – as at December 31, 2014 be received for information.

**CARRIED**

**10. NOTICES OF MOTION/MOTIONS FOR WHICH NOTICE HAS BEEN GIVEN**

**(i) Notices of Motion**

None

**(ii) Motions for Which Notice Has Been Given**

**(a) Councillor Mrakas  
Re: Community Recognition Review Ad Hoc Committee**

**Moved by Councillor Mrakas  
Seconded by Councillor Humfryes**

WHEREAS volunteers are the driving force of community and without the support of volunteers facilitating the many events, sporting activities and community functions Aurora has become known for, our quality of life would not be the same; and

WHEREAS recognizing the value and contributions volunteers make in the Town of Aurora is of primary importance to the municipality; and

WHEREAS the Town recognizes the contribution of volunteers to the community through an annual event held each year; and

WHEREAS significant annual events should be reviewed from time to time to ensure that the event is the best and most effective it can be; and

WHEREAS the annual Community Recognition Event has not been reviewed for a number of years.

NOW THEREFORE BE IT HEREBY RESOLVED THAT a "Community Recognition Review Ad Hoc Committee" be established; and

BE IT FURTHER RESOLVED THAT the mandate of the Community Recognition Review Ad Hoc Committee be to review and make recommendations to Council on all aspects of the current Community Recognition Event including:

1. the criteria and process by which various community recognition awards are currently bestowed; and
2. in the context of other similar community events, ensuring that the Aurora Community Recognition Event demonstrates how important and special our volunteers are and how deserving they are of recognition; and

BE IT FURTHER RESOLVED THAT the Community Recognition Review Ad Hoc Committee be comprised of two (2) Members of Council and five (5) citizen members; and

BE IT FURTHER RESOLVED THAT in appointing citizen members of the Community Recognition Review Ad Hoc Committee, Council will give preference to applicants who have experience in the volunteer sector and/or community recognition awards; and

BE IT FURTHER RESOLVED THAT staff be directed to advertise, in accordance with the provisions of the "Policy for Ad Hoc/Advisory Committees and Local Boards", for applications from members of the public for appointment to the Community Recognition Review Ad Hoc Committee; and

BE IT FURTHER RESOLVED THAT the Chief Administrative Officer be directed to appoint one or more appropriate staff liaisons to support the work of the Community Recognition Review Ad Hoc Committee; and

BE IT FURTHER RESOLVED THAT the Community Recognition Review Ad Hoc Committee be required to report back to Council with recommendations for approval in time for preparation of the 2016 Community Recognition Awards.

**CARRIED**

**(b) Councillor Abel**  
**Re: Library Square Ad Hoc Committee**

**Moved by Councillor Abel**  
**Seconded by Councillor Humfryes**

WHEREAS the Town of Aurora has declared the old Library and the old Fire Hall, both on Victoria Street, as surplus properties; and

WHEREAS during the last term of Council, the Town engaged the community as to what uses the Library Square might have to better enhance the community at large.

NOW THEREFORE BE IT HEREBY RESOLVED THAT that a "Library Square Ad Hoc Committee", to provide Council with advice on a potential vision and design for Library Square, be established; and

BE IT FURTHER RESOLVED THAT the Library Square Ad Hoc Committee be comprised of the Mayor, three (3) Councillors, and up to four (4) citizen members; and

BE IT FURTHER RESOLVED THAT in appointing citizen members to the Library Square Ad Hoc Committee, Council will give preference to applicants who have experience in planning, architecture, and community gathering design; and

BE IT FURTHER RESOLVED THAT staff be directed to advertise, in accordance with the provisions of the "Policy for Ad Hoc/Advisory Committees and Local Boards", for applications from members of the public for appointment to the Library Square Ad Hoc Committee; and

BE IT FURTHER RESOLVED THAT the Chief Administrative Officer be directed to appoint one or more appropriate staff liaisons to support the work of the Library Square Ad Hoc Committee.

**DEFEATED**

- (c) **Councillor Humfryes**  
**Re: Pedestrian and Vehicle Traffic Concerns – Earl Stewart Drive, Pederson Drive, St. John’s Sideroad East, and Bayview Avenue**

**Main motion**  
**Moved by Councillor Humfryes**  
**Seconded by Councillor Mrakas**

WHEREAS at the Public Planning meeting of February 25, 2015, Report No. PL15-010 was presented to propose a zoning by-law amendment for approval of a Motor Vehicle Sales Establishment; and

WHEREAS pedestrian and vehicle traffic concerns were reported by several residential owners in the area bounded by Earl Stewart Drive, Pedersen Drive, St. John’s Sideroad East, and Bayview Avenue; and

WHEREAS residents noted both vehicle and pedestrian accidents at these particular intersections.

NOW THEREFORE BE IT HEREBY RESOLVED THAT staff be directed to work with York Region to perform appropriate traffic studies in the area bounded by Earl Stewart Drive, Pedersen Drive, St. John’s Sideroad East,

and Bayview Avenue, and to report back to Council on the results of those studies including any recommendations for additional safety measures that may be required.

**Amendment**  
**Moved by Councillor Humfryes**  
**Seconded by Councillor Pirri**

THAT the operative clause of the main motion be amended by replacing the words “work with York Region to perform appropriate” with the words “review current”.

**CARRIED**

**Main motion as amended**  
**Moved by Councillor Humfryes**  
**Seconded by Councillor Mrakas**

WHEREAS at the Public Planning meeting of February 25, 2015, Report No. PL15-010 was presented to propose a zoning by-law amendment for approval of a Motor Vehicle Sales Establishment; and

WHEREAS pedestrian and vehicle traffic concerns were reported by several residential owners in the area bounded by Earl Stewart Drive, Pedersen Drive, St. John’s Sideroad East, and Bayview Avenue; and

WHEREAS residents noted both vehicle and pedestrian accidents at these particular intersections.

NOW THEREFORE BE IT HEREBY RESOLVED THAT staff be directed to **review current** traffic studies in the area bounded by Earl Stewart Drive, Pedersen Drive, St. John’s Sideroad East, and Bayview Avenue, and to report back to Council on the results of those studies including any recommendations for additional safety measures that may be required.

**CARRIED AS AMENDED**

**(d) Councillor Pirri**  
**Re: Low Impact Development Reserve Fund**

**Moved by Councillor Pirri**  
**Seconded by Councillor Kim**

WHEREAS the *Places to Grow Act*, York Region Official Plan, and the Town of Aurora Official Plan documents all put an emphasis on intensification; and

WHEREAS intensification will put a greater emphasis on municipal infrastructure, including storm water, by increasing impermeable water surfaces; and

WHEREAS low impact developments have been proven to increase water infiltration; and

WHEREAS not planning for increased demand could have detrimental effects such as increased risk of floods.

NOW THEREFORE BE IT HEREBY RESOLVED THAT staff be directed to draft a report to Council outlining proposed additional fees for redevelopments which increase lot coverage for the purpose of implementing a low impact development reserve fund.

**CARRIED**

**(e) Councillor Humfryes**  
**Re: Accessibility Advisory Committee**

**Moved by Councillor Humfryes**  
**Seconded by Councillor Kim**

WHEREAS the Accessibility Advisory Committee ("AAC") is comprised of three (3) citizen Members who are people with disabilities and two (2) citizen members who are citizen volunteers, parents of a child with a disability, or professionals from the stakeholder community; and

WHEREAS in the past the AAC has had difficulty in achieving quorum for its meetings; and

WHEREAS a resident of Aurora, who is a person with a disability, has expressed to Councillor Humfryes an interest in being appointed as a citizen member of the AAC; and

WHEREAS the *Accessibility for Ontarians with Disabilities Act* (2005) ("AODA") requires that a majority of the members of the AAC be people with disabilities.

NOW THEREFORE BE IT HEREBY RESOLVED THAT, notwithstanding the provisions of the Policy for Ad Hoc/Advisory Committees and Local Boards, the resident of Aurora, who is a person with a disability, that has expressed to Councillor Humfryes an interest in being appointed as a citizen member of the AAC, be permitted to submit an application for appointment to the Town Clerk; and

BE IT FURTHER RESOLVED THAT the Town Clerk be directed to place any such application received on a future General Committee Closed

Session meeting agenda for consideration of Council, including any necessary amendments to the AAC's Terms of Reference to ensure compliance with the AODA.

**CARRIED**

- (f) **Councillor Kim**  
**Re: Unnamed Walkways**

**Moved by Councillor Kim**  
**Seconded by Councillor Thom**

WHEREAS the Town of Aurora has many paved and unpaved walkways and paths that connect developments, parks, retail plazas, and streets; and

WHEREAS many Aurorans use these walkways to get to their destination (e.g., the path between Yonge Street and Old Yonge Street near 15783 Yonge Street, and the path between Zokol Drive and Bayview Avenue); and

WHEREAS these walkways have no name in order for residents to describe when offering direction; and

WHEREAS the Town can always use extra sources of revenue.

NOW THEREFORE BE IT HEREBY RESOLVED THAT staff be directed to identify all of the unnamed walkways in Aurora, investigate the potential to sell or auction off naming rights to these unnamed walkways and use the revenue generated from them toward various community benefits, and report back to Council.

**CARRIED**

- (g) **Councillor Humfries**  
**Re: Accessibility Advisory Committee – Telephone or Video Conference Participation**

**Moved by Councillor Humfries**  
**Seconded by Councillor Abel**

WHEREAS the preamble of the *Ontarians with Disabilities Act, 2001*, recognizes that Ontarians with disabilities experience barriers to participating in the mainstream of Ontario society; and

WHEREAS The Town of Aurora supports removing barriers for persons with disabilities; and

WHEREAS the Accessibility Advisory Committee (“AAC”) includes citizen Members who are people with disabilities; and

WHEREAS in the past the AAC has had difficulty in achieving quorum for its meetings, especially during winter months; and

WHEREAS the *Municipal Act*, 2001 does not permit electronic meeting participation in municipal boards and committees; and

WHEREAS these *Municipal Act*, 2001 rules create a barrier to participation for members of the AAC who are people with disabilities.

NOW THEREFORE BE IT HEREBY RESOLVED THAT Aurora Council supports the following resolution adopted by the Town of Newmarket Council on September 19, 2014:

“THAT the Ontario Government consider the appropriate legislative amendments to the *Municipal Act*, 2001 to permit telephone or video conference participation by appointed members of municipal accessibility advisory committees required by the *Accessibility for Ontarians with Disabilities Act*, 2005;

AND THAT this resolution be circulated to the Hon. Kathleen Wynne, Premier of Ontario; Hon. Brad Duguid, Minister of Economic Development, Employment and Infrastructure; Hon. Ted McMeekin, Minister of Municipal Affairs and Housing; Mr. Chris Ballard, MPP; municipalities in York Region, Durham Region, Halton Region, City of Toronto and the Association of Municipalities of Ontario”; and

BE IT FURTHER RESOLVED THAT staff be directed to send a copy of this resolution to the Honourable Kathleen Wynne, Premier of Ontario; Honourable Brad Duguid, Minister of Economic Development, Employment and Infrastructure; Honourable Ted McMeekin, Minister of Municipal Affairs and Housing; Mr. Chris Ballard, MPP; municipalities in York Region, Durham Region, Halton Region, City of Toronto and the Association of Municipalities of Ontario.

**CARRIED**

**11. REGIONAL REPORT**

**York Regional Council Highlights – Special Council, May 28, 2015**

**Moved by Councillor Kim  
Seconded by Councillor Gaertner**

THAT the Regional Report of May 28, 2015, be received for information.

**CARRIED**

**12. NEW BUSINESS/GENERAL INFORMATION**

Councillor Mrakas inquired about the status of the renaming of Aurora's portion of the Nokiidaa Trail in honour of Tim Jones. Mayor Dawe indicated that information would be provided to Council.

Councillor Gaertner noted that the Aurora Family Leisure Complex Liaison Committee completed its mandate today and requested that the residents who participated be acknowledged for their efforts. Mayor Dawe indicated that this would be done.

Councillor Thompson remarked on the landscape feature that runs along Wellington Street East between Bayview Avenue and Leslie Street and inquired about who is responsible for the maintenance of the tree and flower beds. Staff indicated that the Town is responsible to maintain those boulevards according to an agreement with the Region, and that staff would follow up with Parks and Recreation Services to address this matter.

Councillor Thom requested an update regarding the status of the implementation of a Canada 150 Committee.

The Chief Administrative Officer, Neil Garbe, noted that this was his last Council meeting at the Town of Aurora, and he expressed his gratitude to the current Council and previous Councils for their confidence in him and their encouragement. He remarked on the tremendous staff that serves this community and Council, and his pleasure in having been part of the team, and he extended his best wishes to everyone.

**13. READING OF BY-LAWS**

**Moved by Councillor Mrakas**  
**Seconded by Councillor Pirri**

THAT the following by-laws be given first, second, and third readings and enacted:

**5734-15** BEING A BYLAW to acquire lands for municipal purposes (100 Vandorf Sideroad).

**5742-15** BEING A BY-LAW to exempt Blocks 101, 103, 105, 110 and 114 on Plan 65M-4423 from Part-Lot Control (Mattamy (Aurora) Limited).

**CARRIED**

**14. CLOSED SESSION**

On a motion of Councillor Thompson seconded by Councillor Mrakas, Council consented to move forward Closed Session following the consideration of subsection 10(ii) Motions for Which Notice Has Been Given, Motion (d).

**Moved by Councillor Thompson  
Seconded by Councillor Mrakas**

THAT the requirements of the Procedural By-law be waived to permit the addition of the following item to the Closed Session agenda:

2. A proposed or pending acquisition or disposition of land by the Town or Local Board; Re: Promenade Area

**CARRIED (two-thirds vote)**

**Moved by Councillor Thompson  
Seconded by Councillor Pirri**

THAT Council resolve into Closed Session to consider the following matter:

1. The receiving of advice that is subject to solicitor-client privilege, including communications necessary for that purpose (section 239(2)(f) of the *Municipal Act, 2001*); Re: Report No. LLS15-044 – Aurora Family Leisure Complex Renovations
2. A proposed or pending acquisition or disposition of land by the Town or Local Board; Re: Promenade Area  
(Added Item)

**CARRIED**

**Moved by Councillor Kim  
Seconded by Councillor Thom**

THAT the Council meeting be reconvened into open session to rise and report from Closed Session.

**CARRIED**

1. **The receiving of advice that is subject to solicitor-client privilege, including communications necessary for that purpose (section 239(2)(f) of the *Municipal Act, 2001*); Re: Report No. LLS15-044 – Aurora Family Leisure Complex Renovations**

Council Meeting Minutes  
Tuesday, June 23, 2015

Page 24 of 24

---

**Moved by Councillor Thom  
Seconded by Councillor Humfryes**

THAT the confidential recommendations in respect to advice that is subject to solicitor-client privilege, including communications necessary for that purpose; Re: Report No. LLS15-044 – Aurora Family Leisure Complex Renovations be approved and staff be authorized to proceed as directed by Council on June 23, 2015.

- 2. A proposed or pending acquisition or disposition of land by the Town or Local Board; Re: Promenade Area**  
(Added Item)

This item was discussed only and Council took no action at this time.

**13. READING OF BY-LAWS**

**Moved by Councillor Thom  
Seconded by Councillor Humfryes**

THAT the following confirming by-law be given first, second, and third readings and enacted:

**5743-15** BEING A BY-LAW to Confirm Actions by Council Resulting from Council Meeting on June 23, 2015.

**CARRIED**

**15. ADJOURNMENT**

**Moved by Councillor Abel  
Seconded by Councillor Thompson**

THAT the meeting be adjourned at 11:28 p.m.

**CARRIED**

---

**GEOFFREY DAWE, MAYOR**

---

**STEPHEN M. A. HUYCKE, TOWN CLERK**

THE MINUTES OF THE COUNCIL MEETING OF JUNE 23, 2015, ARE SUBJECT TO FINAL APPROVAL BY COUNCIL ON JULY 14, 2015.



**TOWN OF AURORA  
SPECIAL COUNCIL – PUBLIC PLANNING  
MEETING MINUTES**

Cafetorium  
St. Maximilian Kolbe Catholic High School  
Wednesday, June 24, 2015

---

**ATTENDANCE**

<b>COUNCIL MEMBERS</b>	Mayor Dawe in the Chair; Councillors Abel, Gaertner, Humfryes (arrived 7:06 p.m.), Kim, Mrakas, Pirri, Thom, and Thompson
<b>MEMBERS ABSENT</b>	None
<b>OTHER ATTENDEES</b>	Director of Legal and Legislative Services/Town Solicitor, Director of Planning and Development Services, Manager of Development Planning, Planner, Town Clerk, Deputy Clerk, and Council/Committee Secretaries

---

Mayor Dawe called the meeting to order at 6:41 p.m.

**1. DECLARATION OF PECUNIARY INTEREST AND GENERAL NATURE THEREOF**

There were no declarations of pecuniary interest under the *Municipal Conflict of Interest Act*.

**2. APPROVAL OF THE AGENDA**

**Moved by Councillor Gaertner  
Seconded by Councillor Mrakas**

THAT the agenda as circulated by Legal and Legislative Services be approved.

**CARRIED**

**3. PLANNING APPLICATIONS**

Mayor Dawe outlined the procedures that would be followed in the conduct of the public meeting. The Town Clerk confirmed that the appropriate notice had been given in accordance with the relevant provisions of the *Planning Act*.

- 1. PL15-051 – Proposed Draft Plan of Subdivision, Official Plan Amendment, and Zoning By-law Amendment, Highland Gate Developments Inc., 21 Golf Links Drive, Files: SUB-2015-01, OPA-2015-01, and ZBA-2015-02**

On a motion of Councillor Thompson seconded by Councillor Mrakas, Council consented, on a two-thirds vote, to waive the requirements of subsection 3.8(c) of the Procedural By-law to permit Dave Newton, of Highland Gate Rate Payers Association, to speak for 15 minutes.

**Planning Staff**

The Planner, Mr. Lawrence Kuk, presented an overview of the application and staff report, including background information and details related to the proposed Draft Plan of Subdivision, Official Plan Amendment, and Zoning By-law Amendment, to permit a residential plan of subdivision on a 41-hectare parcel of land, and to redesignate and rezone the subject lands. He noted that the applicant proposes 184 single detached dwelling lots, a high-density residential block, parkettes, open space/vistas, and environmental protection. The Planner indicated that staff would undertake a technical review of the applications and address the comments received from the public and Council.

**Consultant**

Mr. Don Given, of Malone Given Parsons Ltd., on behalf of the applicant, presented an overview of the proposed Highland Gate redevelopment, including net residential densities, existing and proposed conceptual streetscape design, estimated peak hour traffic volumes on new roads, examples of lots with front and rear roads in surrounding areas, the master plan, and the high density block.

**Public Comments**

Aurora residents, including Dave Newton, Bob Callow, Klaus Wehrenberg, Nancee Webb, Stephen Thompson, Susan Shaw, Cyndy Skillins, Chris Neal, Bruce Corbett, Colette Nemni, Patricia Parry, Jo-Anne Bartholomew, Jayson Horner, Dave Carter, David LeClaire, Catherine Marshall, Paul Skelton, Jackie Ward, Susan Walmer, Brad Gerrits, Martine Elias, David Heard, Carol McLeod, Lorraine Coens, David Harvey, Peter Sodhi, Bill Fraser, Jean Fraser, Paul Pavlik, Wayne Dixon, Andrei Angelkovski, Graham Batchelor, Justin Limpricht, Jean Martindale, Dianne Grassie, and Brent Wonch, expressed their concerns and suggestions on the following matters:

- Unreasonable or lack of proper planning and compliance with stable residential neighbourhood Official Plan designation
- Town control of 0.3 metre reserve to property
- Significant loss of trees
- Alignment of proposed applications with Aurora Trails Master Plan
- Increased traffic and congestion, and concerns related to submitted traffic report
- Lack of mix of housing types
- Increases or changes to tax levies
- Storm water management and probability of sewer back-up
- High water table and drainage issues
- Proposed width of right-of-way being less than existing right-of-way
- Impact on snow and waste removal, and maintenance costs
- Loss of continuous green corridor between Bathurst Street and Yonge Street
- Protection of existing mature trees and wildlife habitat
- Impact on existing viewpoints of the greenspace
- Construction noise, dust, and vibration issues
- Safety of children during construction periods
- Loss of enjoyment of time spent in backyards adjacent to golf course
- Loss of property value
- Right-of-way width to accommodate wider off-road trail
- Proposed development not required to meet Town's intensification target
- Proposed lot sizes not comparable to existing lots
- Existing homes now backing onto a road
- Significant impact of condo height on existing homes
- Peer review of all supporting reports
- Use of subject lands to create 'central park', and contribution of provincial funds

Aurora residents also inquired about the following:

- Town purchase of subject lands for public use
- Expected construction time frame
- Compensation from developers for private property and home damage
- Similar applications in the Greater Toronto Area
- Other development options
- Improvement of other infrastructure

**Moved by Councillor Pirri**  
**Seconded by Councillor Kim**

THAT Report No. PL15-051 be received; and

THAT the public comments heard at the June 24, 2015, Public Planning meeting be received and referred back to staff; and

Special Council – Public Planning Meeting Minutes  
Wednesday, June 24, 2015

Page 4 of 4

THAT public comments will continue to be heard at the September 30, 2015, and October 28, 2015, Public Planning meetings on the proposed Draft Plan of Subdivision, Official Plan Amendment, and Zoning By-law Amendment applications.

**CARRIED**

**4. READING OF BY-LAW**

On a motion of Councillor Thompson seconded by Councillor Mrakas, Council consented to reconvene the meeting at 9 p.m., following passage of a motion moved by Councillor Mrakas seconded by Councillor Gaertner to adjourn at 8:58 p.m., to consider the Confirming By-law.

**Moved by Councillor Mrakas  
Seconded by Councillor Abel**

THAT the following confirming by-law be given first, second, and third readings and enacted:

**5744-15** BEING A BY-LAW to Confirm Actions by Council Resulting from Special Council – Public Planning Meeting on June 24, 2015.

**CARRIED**

**5. ADJOURNMENT**

**Moved by Councillor Abel  
Seconded by Councillor Thompson**

THAT the meeting be adjourned at 9 p.m.

**CARRIED**

---

**GEOFFREY DAWE, MAYOR**

---

**STEPHEN M. A. HUYCKE, TOWN CLERK**

THE MINUTES OF THE SPECIAL COUNCIL – PUBLIC PLANNING MEETING OF JUNE 24, 2015, ARE SUBJECT TO FINAL APPROVAL BY COUNCIL ON JULY 14, 2015.



Legal and Legislative Services  
905-727-3123  
[CSecretariat@aurora.ca](mailto:CSecretariat@aurora.ca)  
Town of Aurora  
100 John West Way, Box 1000  
Aurora, ON L4G 6J1

**PRESENTATION REQUEST**

This Presentation form and any written submissions or background information for consideration by either Council or Committees of Council must be submitted to the Clerk's office by the following deadline:

**4:30 P.M. ON THE BUSINESS DAY PRIOR TO THE REQUESTED MEETING DATE**

**COUNCIL/COMMITTEE/ADVISORY COMMITTEE DATE:**

**SUBJECT:** Aurora Museum & Archives

**NAME OF SPOKESPERSON:** Shawna White, Curator, Town of Aurora

**NAME OF GROUP OR PERSON(S) BEING REPRESENTED (if applicable):**

**BRIEF SUMMARY OF ISSUE OR PURPOSE OF PRESENTATION:**

Presentation of three-year plan for the growth and development of the Aurora Museum & Archives.

**PLEASE COMPLETE THE FOLLOWING:**

Have you been in contact with a Town staff or Council member regarding your matter of interest?

Yes  No  IF YES, WITH WHOM? A. Downey

I acknowledge that the Procedural By-law permits ten (10) minutes for Presentations.



Legal and Legislative Services  
905-727-3123  
[CSecretariat@aurora.ca](mailto:CSecretariat@aurora.ca)  
Town of Aurora  
100 John West Way, Box 1000  
Aurora, ON L4G 6J1

**PRESENTATION REQUEST**

This Presentation form and any written submissions or background information for consideration by either Council or Committees of Council must be submitted to the Clerk's office by the following deadline:

**4:30 P.M. ON THE BUSINESS DAY PRIOR TO THE REQUESTED MEETING DATE**

**COUNCIL/COMMITTEE/ADVISORY COMMITTEE DATE: Council – July 14, 2015**

**SUBJECT: 2 C Wildlife Park**

**NAME OF SPOKESPERSON: Mark Setter and David Tomlinson**

**NAME OF GROUP OR PERSON(S) BEING REPRESENTED (if applicable):**

**BRIEF SUMMARY OF ISSUE OR PURPOSE OF PRESENTATION:**

To provide Council on the progress of the Wildlife Park development project , the findings of an associated ground water study, and next steps in the Park planning process

**PLEASE COMPLETE THE FOLLOWING:**

Have you been in contact with a Town staff or Council member regarding your matter of interest?

Yes  No  **IF YES, WITH WHOM? Jim Tree, Manager, Parks DATE**

I acknowledge that the Procedural By-law permits ten (10) minutes for Presentations.



Legal and Legislative Services  
905-727-3123  
councilsecretariatstaff@aurora.ca

Town of Aurora  
100 John West Way, Box 1000  
Aurora, ON L4G 6J1

**PRESENTATION REQUEST**

This Presentation form and any written submissions or background information for consideration by either Council or Committees of Council must be submitted to the Clerk's office by the following deadline:

**4:30 P.M. ON THE BUSINESS DAY PRIOR TO THE REQUESTED MEETING DATE**

**COUNCIL/COMMITTEE/ADVISORY COMMITTEE DATE:** July 14, 2015

**SUBJECT:** Canada Post Delivery Conversion

**NAME OF SPOKESPERSON:** Andrew Walasek and Isaac Ransom

**NAME OF GROUP OR PERSON(S) BEING REPRESENTED (if applicable):**

Canada Post

**BRIEF SUMMARY OF ISSUE OR PURPOSE OF PRESENTATION:**

To discuss issues pertaining to accessibility at community mailboxes.

**PLEASE COMPLETE THE FOLLOWING:**

**Have you been in contact with a Town staff or Council member regarding your matter of interest?**

Yes  No  **IF YES, WITH WHOM?** **DATE** June 22, 2015

Tom Mrakas

I acknowledge that the Procedural By-law permits ten (10) minutes for Presentations.



Legal and Legislative Services  
905-727-3123  
councilsecretariatstaff@aurora.ca

Town of Aurora  
100 John West Way, Box 1000  
Aurora, ON L4G 6J1

**DELEGATION REQUEST**

This Delegation Request form and any written submissions or background information for consideration by either Council or Committees of Council must be submitted to the Clerk's office by the following deadline:

**4:30 P.M. ON THE BUSINESS DAY PRIOR TO THE REQUESTED MEETING DATE**

**COUNCIL/COMMITTEE/ADVISORY COMMITTEE DATE:** July 14, 2015

**SUBJECT:** Voice of Aurora Community FM Radio

**NAME OF SPOKESPERSON:** Ferguson A. Mobbs, President & CEO

**NAME OF GROUP OR PERSON(S) BEING REPRESENTED (if applicable):**

Voice of Aurora Community FM Radio

**BRIEF SUMMARY OF ISSUE OR PURPOSE OF DELEGATION:**

The VOA Community FM Radio delegation want to support the obtaining the studios and office of the radio station.

**PLEASE COMPLETE THE FOLLOWING:**

**Have you been in contact with a Town staff or Council member regarding your matter of interest?**

**YES**

**NO**

**IF YES, WITH WHOM?** Mr. Allan Downey & Mayor G. Dawe

**DATE:** June 29, 2015

I acknowledge that the Procedural By-law permits five (5) minutes for Delegations.



**TOWN OF AURORA**  
**COUNCIL REPORT**

**No. PR15-021**

---

**SUBJECT:** *Aurora Museum & Archives Three-Year Plan*

**FROM:** *Allan D. Downey, Director of Parks and Recreation Services*

**DATE:** *July 14, 2015*

---

**RECOMMENDATIONS**

*THAT Report No. PR15-021 be received; and*

*THAT Report No. PR15-021 be forwarded to the 2016 and 2017 Budgets for Council consideration.*

**PURPOSE OF THE REPORT**

To inform Council of the three-year plan developed by the Town Curator to guide the growth, development, and use of the Aurora Collection.

**BACKGROUND**

At its meeting of Tuesday, July 29, 2014, Council approved a Curator position in the Parks and Recreation Services department with the responsibility to oversee museum services relating to the Aurora Collection. The Curator was hired on December 1, 2014, and tasked with developing a three-year plan for the Aurora Collection.

**COMMENTS**

The rebirth of the Aurora Museum & Archives is an exciting time for culture and heritage within the Town. The transfer of the Aurora Collection to the Town has provided a tremendous opportunity to build the foundation for a dynamic and relevant institution in which to record, collect, preserve, interpret, and exhibit our shared history.

The plan provides a map for increased use and development of the collection that responds to local needs and objectives by *valuing the cultural heritage and history of our community*. It outlines measurable goals and specific objectives organized into Four Key Areas:

**July 14, 2015**

**- 2 -**

**Report No. PR15-021**

---

- Access
- Collections Management
- Conservation
- Outreach

### **LINK TO STRATEGIC PLAN**

The Aurora Museum Three-Year Plan supports the Strategic Plan goal of **Supporting an exceptional quality of life for all** through its accomplishment in **Celebrating and promoting our culture** in the following key objectives within this goal statement:

Expand opportunities and partnerships that contribute to the celebration of culture in the community.

### **ALTERNATIVE(S) TO THE RECOMMENDATIONS**

N/A

### **FINANCIAL IMPLICATIONS**

The adoption of this plan will require additional space, staff, and financial resources.

Additional Space requirements:

- 2015 – 2,672 square feet (existing at Aurora Cultural Centre and the Armoury)
- 2016 - 100 additional square feet
- 2017 – 3,050 additional square feet

Staffing:

- 2015 - 1 Full-time plus Part-time secondment 6 hours per week (existing)
- 2016 - 1 Full-time /1 Part-time (additional requested)
- 2017 - 1 Full-time /1 Part-time (additional requested)

Operating Budget:

- 2015 - \$125,538 (existing)
- 2016 - \$100,283 (additional requested)
- 2017 - \$97,111 (additional requested)

Capital Budget:

- \$81,900 (existing)
- \$13,500 (request)
- \$77,500 (request)

July 14, 2015

- 3 -

Report No. PR15-021

---

**CONCLUSIONS**

That Council receive this report for information.

**PREVIOUS REPORTS**

None.

**ATTACHMENTS**

Attachment #1 - Building the Foundation: A Three-Year Plan for the Aurora Museum & Archives

Attachment #2 - Building the Foundation: A Three-Year Plan for the Aurora Museum & Archives – Executive Summary

**PRE-SUBMISSION REVIEW**

Executive Leadership Team, Thursday, June 25, 2015.

***Prepared by: Shawna White, Curator - Ext. 3710***



---

***Allan D. Downey  
Director of Parks and Recreation***



---

***Techa van Leeuwen  
Acting Chief Administrative Officer***

**BUILDING THE FOUNDATION:  
A Three Year Plan**



**AURORA**  
MUSEUM & ARCHIVES

**June 22, 2015**

The re-birth of the Aurora Museum & Archives is an exciting time for culture and heritage within the Town. The Aurora Collection, transferred from the Aurora Historical Society, contains a wealth of important archival and artefact material. It is truly a portal into the story and development of the Town as well as a window into the changing character of Canadian identity through a regional lens. This transfer has provided the Town with a tremendous opportunity to build the foundation for a dynamic and relevant institution in which to record, collect, preserve, interpret and exhibit our shared history.

Community founders, their stories, artifacts, buildings, and monuments are essential to the character of a place. So too are the multitude of life stories of those who arrived through the generations to the present. The Aurora Museum & Archives will provide a home for these continuing stories. It is now, at the foundation of this institution, that we can build a lasting testament for all those who have ever called Aurora home. This is precisely what this three year plan endeavours to establish.

#### Background of Transfer

The Aurora Historical Society was first established in 1963. Among other activities, the Society built the Aurora Collection and exhibited it in the Aurora Museum. Their mission was *to preserve, interpret and promote the social, cultural, and material heritage of the community of Aurora for the education, enrichment, and enjoyment of present and future generations*. Since its founding, the Society collected over 16,000 artifacts, photographs, textiles, books and documents spanning the period from c. 500 BCE to present day. Although the Society operated the Aurora Museum within the Church Street School, there had been no provision for permanent exhibition space for the collection when the building was renovated and reopened as the Aurora Cultural Centre in 2010. In 2013 this was to change with the transfer of the Aurora Collection from the Aurora Historical Society to The Town of Aurora and an agreement with the Aurora Cultural Centre to allow for permanent exhibition of the collection in the Aurora Room beginning January 1, 2014.

The Transfer Agreement was executed by Council on August 28<sup>th</sup>, 2013. In preparation for this transfer, Cultural Asset Management Group was retained to review and assess the historical collection of art, artifacts, textiles and archives. Their final report, dated February 12, 2013 recommended strategic collection objectives in the areas of Collections Management, Storage, Handling & Conservation, and Records Management.

According to the terms of the transfer agreement, the following further objectives were established:

(a) Collections Management

- Continue a program of cataloguing, documenting, researching and digital asset management of artefacts and archival material;
- Develop an Acquisition Strategy to increase the pre-existing holdings found in the Aurora Collection;
- Follow the de-accessioning and disposal guidelines set out in the CMA's Ethical Guidelines

(b) Conservation

- Ensure the provision and adequate storage and HVAC environmentally controlled systems to ensure the long-term preservation of the Aurora Collection
- Ensure the provision of security and protection of the Aurora Collection (e.g. from theft, vandalism, flood, fire); and
- Implement a conservation program that provides both prevention and treatment measures for the Aurora Collection (e.g. integrated pest management) and treatment measures for the Aurora Collection

(c) Exhibition

- Develop and execute short- and long-term exhibition plans (e.g. permanent and temporary rotation schedules);
- Ensure that the public have sufficient access to in-house and outreach exhibitions;
- Develop exhibition programming with objectives and goals that engage multiple audiences, and are developed in accordance to accessibility standards

(d) Research

- Provide the public with scheduled and monitored access to the archives and supporting documentation; and
- Provide and maintain a repository for supporting files, documents and reference.

(e) Community Engagement and Educational Outreach

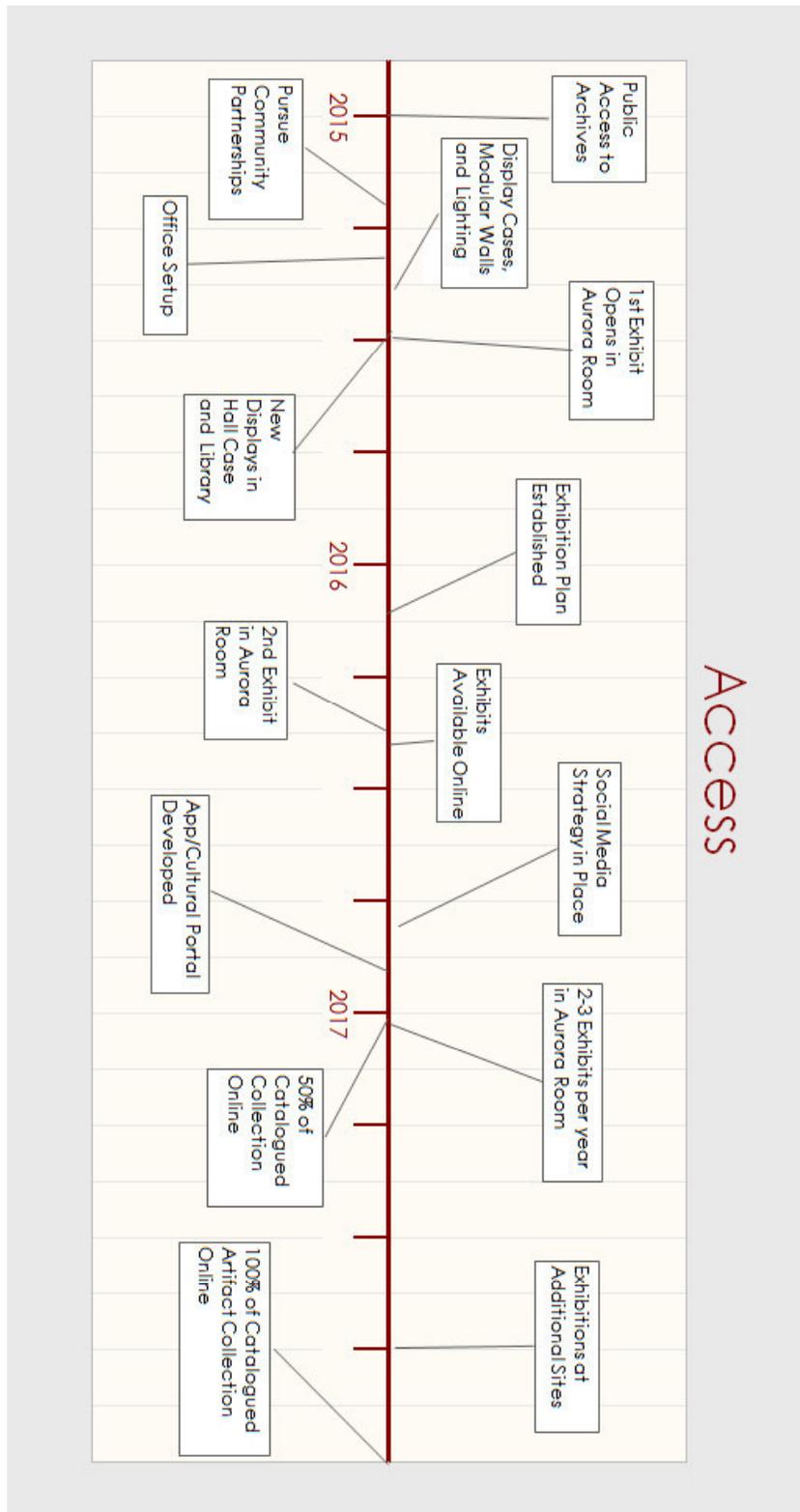
- Develop and deliver outreach and in-house programming that responds to community needs and interests;

- Establish a role within the community that provides educational enrichment opportunities; and
- Develop and implement a volunteer program to support the initiatives of PRAC.

Taken together, the Transfer Agreement and Collection Review coupled with the Strategic Plan and Cultural Master Plan provided the context for the creation of a Three Year Plan to guide the growth, development and use of the Aurora Collection.

This plan provides a map for increased use and development of the collection that responds to local needs and objectives by *valuing the cultural heritage and history of our community*. It outlines measurable goals and specific objectives organized into Four Key Areas:

- Access
- Collections Management
- Conservation
- Outreach



## **Access**

*Goal: To Increase Access to the Collection*

### Strategy 1: Setup Office Space and Work Areas at Cultural Centre

- Objective 1A: Purchase and Install Office Furniture and Equipment
- Objective 1B: Setup Network Cabling to allow Internet and Intranet Access
- Objective 1C: Setup filing system for Curatorial activities

#### **Measure of Success & Determining Factors:**

- ✓ *By Spring 2015 office spaces will be fully setup and functional*
  - Budget for Capital Expenses
  - Staff/Contractor scheduling

### Strategy 2: Establish a Regular Schedule of Exhibitions

- Objective 1D: Purchase new display cases for the Aurora Room
- Objective 1E: Purchase modular walls to allow for additional display space
- Objective 1F: Purchase additional lighting for Aurora Room
- Objective 1G: Research and Develop Exhibitions
- Objective 1H: Create a 3-5 year Exhibition Plan
- Objective 1I: Develop a series of displays for the Library Room/Hall Cases

#### **Measure of Success & Determining Factors:**

- ✓ *By the end of June 2015 the first exhibit will open in the Aurora Room*
  - Purchase display cases for the Aurora Room
  - Purchase modular walls to allow for additional display space
  - Purchase lighting for Aurora Room
  - Research and Develop Exhibition

- ✓ *By 2016 a minimum of 3 rotating displays per year in Reference Room/Hall Case*
  - Additional exhibition supplies need to be purchased
  - Display themes researched and developed
  
- ✓ *By the Spring of 2016 a 3-5 year exhibition plan will be in place*
  - Annual budget for exhibitions secured
  - Potential exhibition ideas researched and developed
  
- ✓ *By 2017 a minimum of 2-3 exhibition per year in the Aurora Room*
  - Additional Curatorial Staff need to be hired for exhibition development
  - Unimpeded access to Archives and Research Library
  - Additional 100 square feet of workspace secured
  - Increased budget for exhibitions
  
- ✓ *By 2018 additional exhibitions outside of the Aurora Room*
  - Additional 1000 square feet of exhibition space needed
  - Additional Curatorial Staff need to be hired for exhibition development
  - Unimpeded access to Archives and Research Library
  - Additional 100 square feet of workspace secured
  - Additional exhibition cases, modular walls and lighting need to be purchased
  - Increased budget for exhibition development and interpretation

### Strategy 3: Create an Online Presence for the Collection

- Objective 1J: Purchase digital camera and scanner to digitize collection
- Objective 1K: Setup online account and develop content
- Objective 1L: Explore the use of Social Media

### **Measure of Success & Determining Factors:**

- ✓ *Beginning in 2016 exhibits in the Aurora Room will be available online*
  - Additional Curatorial Staff hired
  - Increased budget for online initiatives
  
- ✓ *By Fall 2016 a Social Media Strategy will be in place*
  - Additional Curatorial Staff hired

- ✓ *By 2017 50% of catalogued artifacts will be available online*
  - Digitization equipment purchased and installed
  - An additional computer for access to the database secured
  - Photography work area secured and setup
  - Review of Collections Documentation completed
  - Additional Curatorial Staff hired
  - Increased budget for online initiatives
  
- ✓ *By 2018 100% of catalogued artifacts will be available online*
  - Additional Curatorial Staff hired
  - Increased budget for online initiatives

Strategy 4: Provide the Public with Monitored Access to the Archives

- Objective 1M: Establish a set day for research requests
- Objective 1N: Explore a partnership with the Aurora Historical Society
- Objective 1O: Maintain a repository for supporting files, documents and reference

**Measure of Success & Determining Factors:**

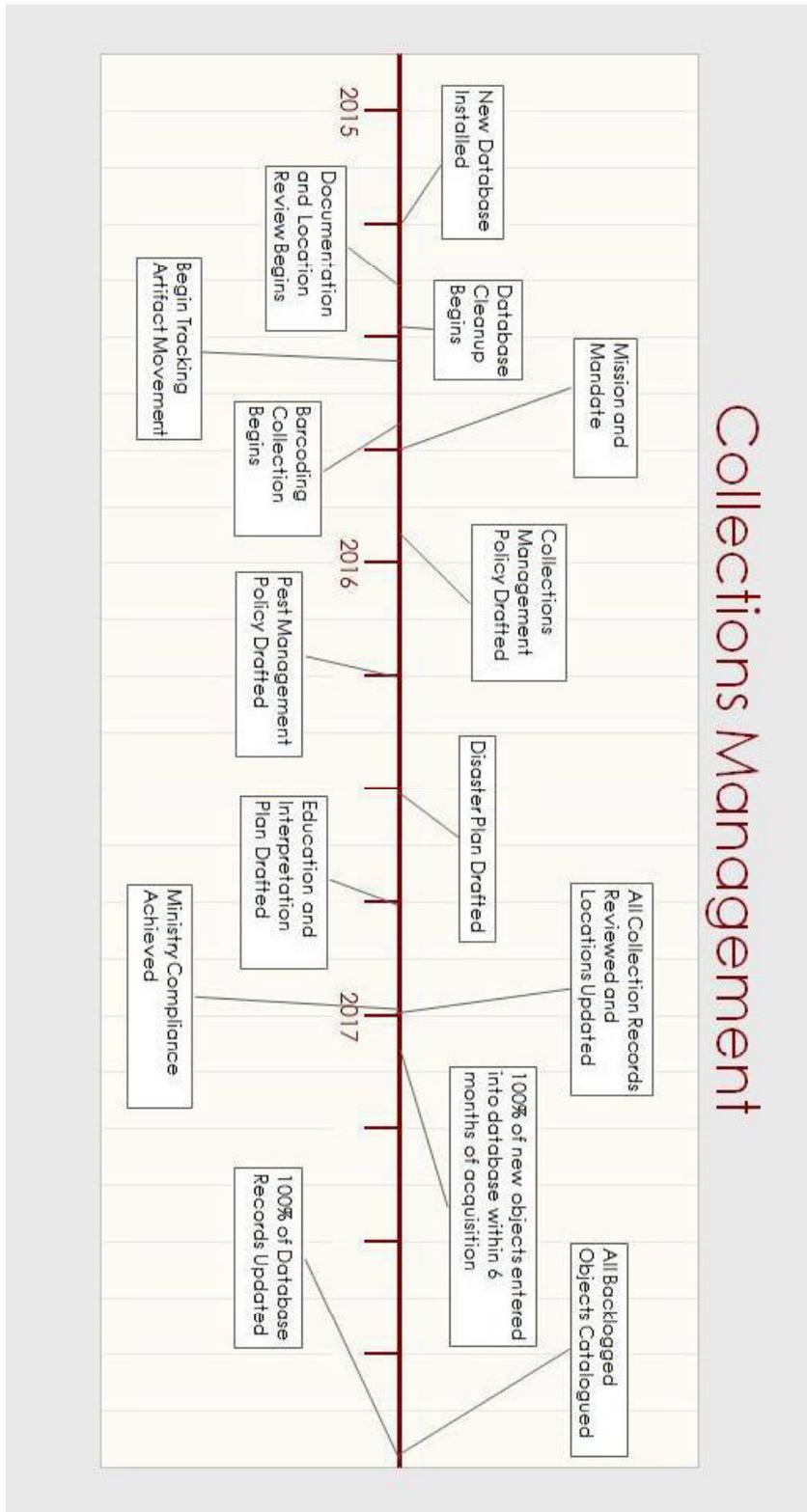
- ✓ *Beginning in January 2015 the public will have monitored access to the Archival holdings by appointment*
  - Staff time – currently the Archives are only available on Mondays as per agreement between the Cultural Centre and the Town
  - Research Fee Schedule, Archival Reproduction Policy written and in place
  
- ✓ *Beginning in March 2015 reference files will be reorganized and maintained*
  - Availability of suitable volunteers

Strategy 5: Look Beyond our Walls

- Objective 1P: Partner with local organizations to create joint displays/programs
- Objective 1Q: Explore app/cultural portal for interpreting sites throughout the town

**Measure of Success & Determining Factors:**

- ✓ *By the end of 2015 partnerships will be established with at least two community groups*
  - Suitable meeting space identified
  - Budget allocated for joint ventures
- ✓ *Beginning in March 2015 objects from the collection will once again be loaned to the Aurora Public Library for their rotating displays (10-15 per year)*
  - Staff time
  - An accurate, up-to-date database of collection holdings to identify objects which could be used in community displays
  - Approved Loan Agreement forms available
  - Archival packaging materials to wrap objects for transport purchased
- ✓ *By the end of 2016 an app/cultural portal will be developed to interpret sites throughout the Town*
  - Increase budget for project development
  - Additional Curatorial Staff hired to research and develop material for interpreting Town sites



## **Collections Management**

*Goal: To Maintain and Develop the Collection in Accordance with Accepted Museum Standards and Practice*

### Strategy 1: Ensure that every artifact in the collection is properly documented

- Objective 2A: Purchase appropriate collections software to accession, catalog, document, photograph and inventory collection
- Objective 2B: Review Gift Binders, Accession Files and Card Catalogues for proper documentation of collection
- Objective 2C: Consult with the Archives Association of Ontario regarding the proper procedures for Archive documentation/cataloguing
- Objective 2D: Begin the systematic cleanup of the database
- Objective 2E: Address the backlog of items awaiting accession/cataloguing

### **Measure of Success & Determining Factors:**

- ✓ *By 2017 all existing collection records will have been reviewed*
  - Curatorial filing system setup
  - New collections management software purchased and installed
  
- ✓ *By 2017, 100% of new acquisitions will be catalogued within six months of being acquired*
  - Additional Curatorial Staff hired
  - Secure an additional 100 square feet of workspace with office furniture
  - Additional computer equipment/data ports for staff acquired
  
- ✓ *By 2018 all database entries will have been updated*
  - Additional Curatorial Staff hired
  - Secure an additional 100 square feet of workspace with office furniture
  - Additional computer equipment/data ports for staff acquired

- ✓ *By 2018 all backlog items will be accessioned into the collection and properly catalogued*
  - Additional Curatorial Staff hired
  - Secure an additional 100 square feet of workspace with office furniture
  - Additional computer equipment/data ports for Staff acquired
  - Additional storage space secured to properly house artifacts
  - Additional archival supplies purchased

Strategy 2: Ensure that all relevant policies and procedures are in place

- Objective 2F: Develop Mission and Mandate for the collection
- Objective 2G: Write Collections Management Policy and Procedures Manual
- Objective 2H: Draft Interpretation and Education Policy
- Objective 2I: Draft Integrated Pest Management and Disaster Plans

**Measure of Success & Determining Factors:**

- ✓ *By September 2015 a Mission and Mandate for the collection will be developed*
- ✓ *By December 2015 a Collections Management Policy will be written*
- ✓ *By Spring 2016 an Integrated Pest Management Plan will be written*
- ✓ *By Summer 2016 a Disaster Plan will be written*
- ✓ *By Fall 2016 an Education and Interpretation Policy will be drafted*
  
- Staff Time

Strategy 3: Maintain up-to-date location information for all objects in collection

- Objective 2J: Review and update current location of all items within the database
- Objective 2K: Record when items are moved from their current location
- Objective 2L: Implement barcoding to track inventory

**Measure of Success & Determining Factors:**

- ✓ *By the end of 2015 all object movement will be tracked within the database*
  - Additional computer equipment/data ports for Staff secured

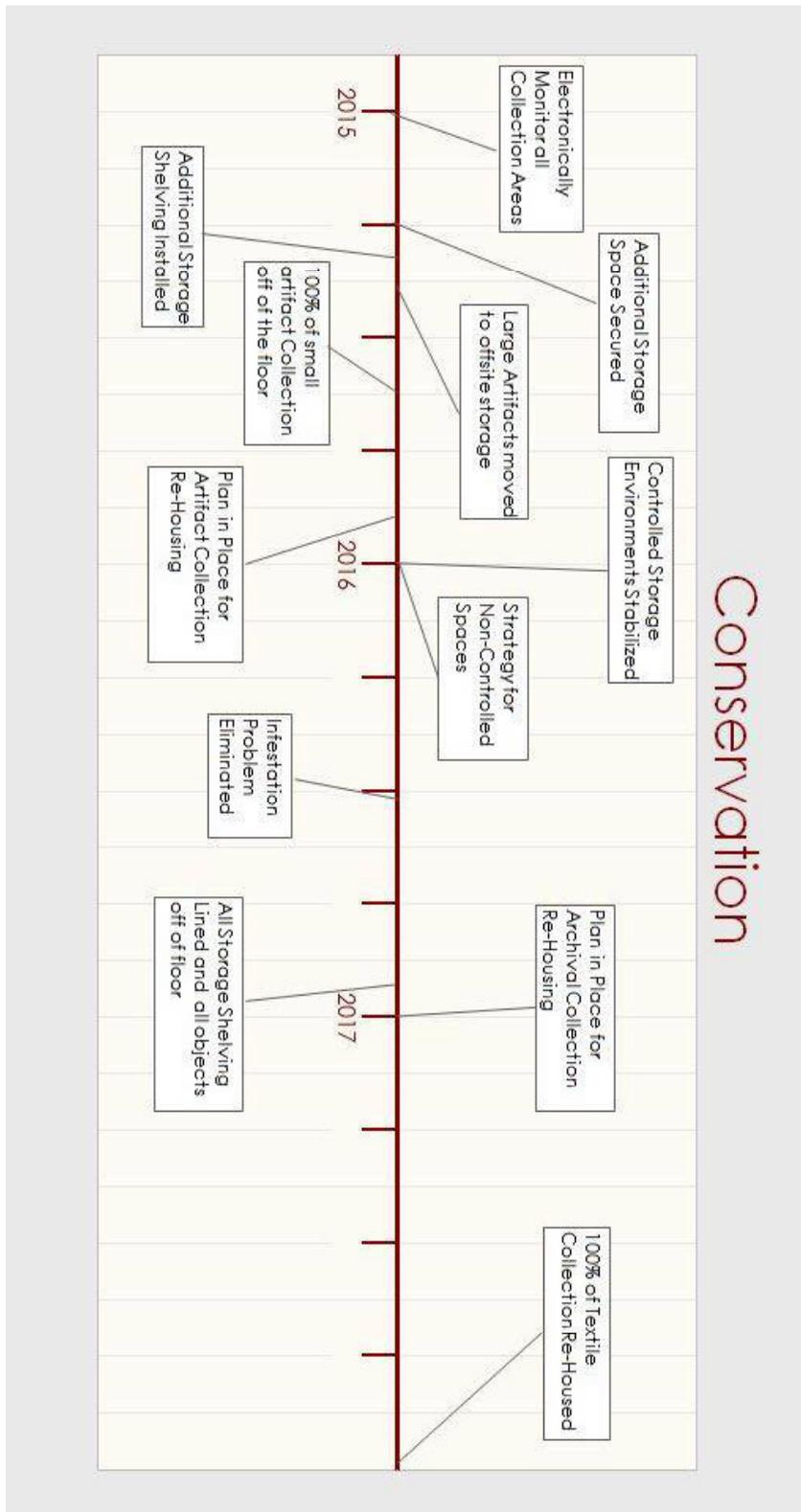
- ✓ *By 2017 all existing collection location records will have been updated*
  - Hire additional Curatorial Staff
  
- ✓ *By the end of 2017 100% of the artifact collection and 10% of the archival collection will be barcoded*
  - Hire additional Curatorial Staff
  - Additional 100 square feet of workspace secured with office furniture

Strategy 4: Ensure compliance with Standards for Community Museums

- Objective 2M: Consult with Museum and Heritage Programs Advisor

**Measure of Success & Determining Factors:**

- ✓ *Compliance will be achieved by the end of 2016*
  - Collection Storage areas must be dedicated sole use spaces with access restricted to Curator or designate(s)
  - Basement Storage area cannot be shared with Cultural Centre
  - Policies and Procedures need to be written
  - Storage and Display Environments need to be stable
  - Collection needs to be properly documented
  - Staff need to be properly trained
  - Budgets for Exhibitions, Staff Training and Development must be allocated annually
  - An Active Volunteer Program must be in place



## **Conservation**

*Goal: Maintain and improve standards of curatorial custody, preservation, and conservation of the collection*

### Strategy 1: Monitor and stabilize the environmental conditions in which the collection is stored and exhibited

- Objective 3A: Purchase data loggers and begin a program of environmental monitoring in all collection storage and display areas
- Objective 3B: consult with the Canadian Conservation Institute regarding the environmental controls in all collection storage and display areas and draft strategy for remedial action

#### **Measure of Success & Determining Factors:**

- ✓ *By the end of 2015 all controlled storage areas will have stable environments*
  - Data loggers purchased and setup
  - Consultation with Canadian Conservation Institute and Archives Association of Ontario regarding environmental standards
  - Modifications to existing climate control systems
- ✓ *By the end of 2015 a strategy will be drafted to address non-controlled areas including the basement and exhibition spaces*
  - Possible design and purchase of additional HVAC equipment

### Strategy 2: Improve the storage areas for the collection

- Objective 3C: Purchase additional shelving and storage equipment for the collection
- Objective 3D: Identify and secure additional storage spaces for the collection
- Objective 3E: Move large objects to new locations to address overcrowding issues

**Measure of Success & Determining Factors:**

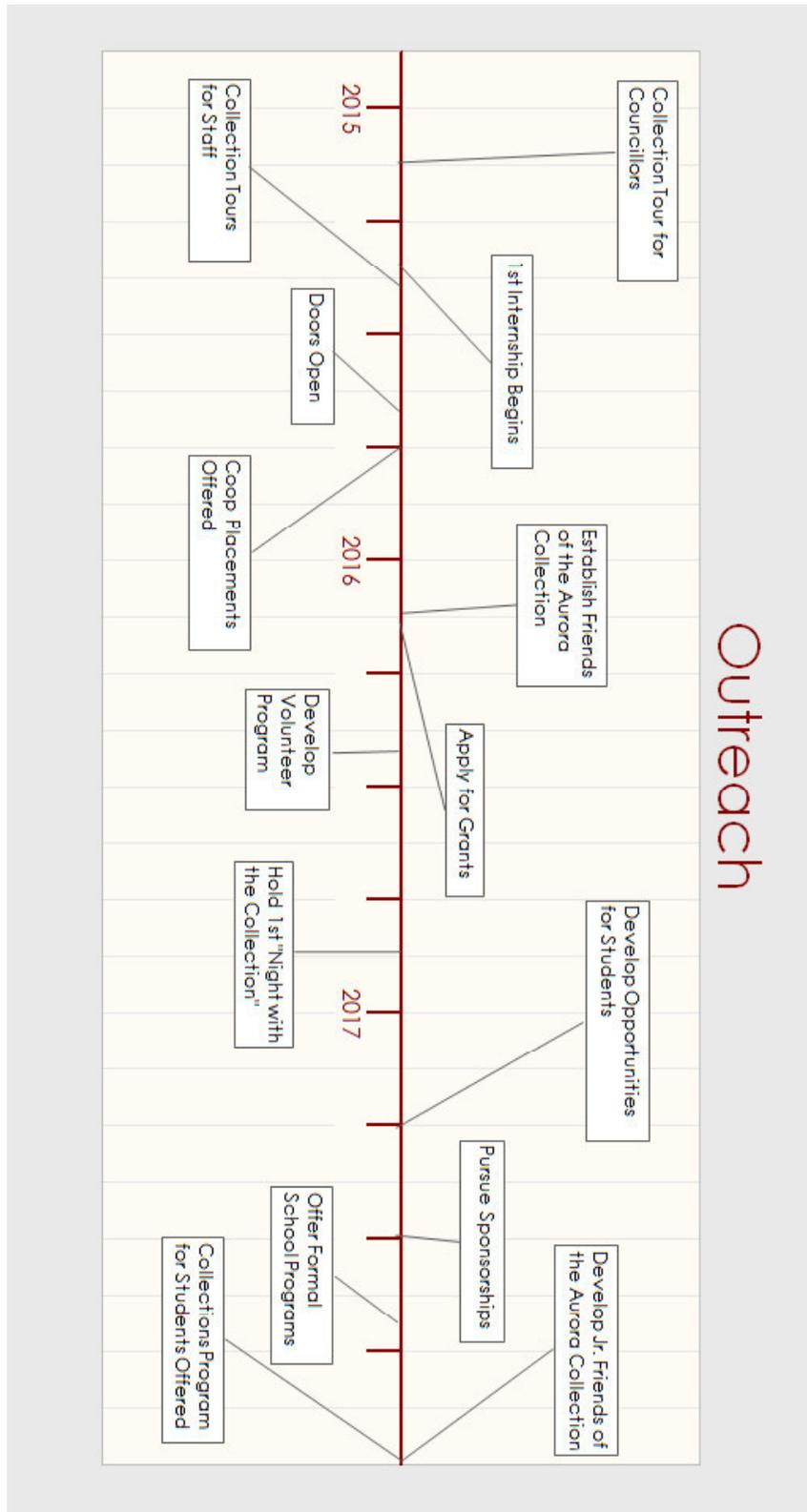
- ✓ *By May 2015 some of the larger objects will be moved offsite for storage*
  - Additional 300 square feet of storage space needed for present collection
  - Additional shelving purchased and installed
  - Availability of suitable volunteers to move heavy objects
  
- ✓ *By the end of 2016 no artifacts will be stored on the floor*
  - Additional shelving purchased and installed
  - Availability of suitable volunteers to move heavy objects

Strategy 3: Assess preventative and remedial conservation needs and take appropriate action

- Objective 3F: Purchase appropriate archival supplies for the collection
- Objective 3G: Begin re-housing artifacts and archival material at risk

**Measure of Success & Determining Factors:**

- ✓ *By the end of 2015 a plan and schedule for re-housing objects at risk will be in place*
  - Budget for Archival supplies
  - Availability of Suitable Volunteers
  
- ✓ *By the end of 2015 all storage shelves will be lined with cushioning archival foam*
  - Budget for Archival supplies
  - Availability of Suitable Volunteers
  
- ✓ *By the end of 2016 a plan and schedule for re-housing the archival collection will be in place*
  - Budget for Archival supplies
  - Availability of Suitable Volunteers
  - Unimpeded access to the Archives and Research Library
  
- ✓ *By the middle of 2016 the infestation in Textile Collection will be eliminated and at least 25% will be re-housed and by 2018 100% of the collection will be re-housed*
  - Budget for Archival supplies
  - Availability of Suitable Volunteers
  - Additional 500 square feet of prep space secured



## Outreach

*Goal: Connect, Engage and Inspire Our Community*

### Strategy 1: Plan open-door sessions

- Objective 4A: Invite Town Council and Staff to informal tours of the collections
- Objective 4B: Conduct regular “A Night with the Collections” throughout the year
- Objective 4C: Participate in Doors Open

### **Measure of Success & Determining Factors:**

- ✓ *Beginning in 2015 the Museum & Archives will participate in yearly Doors Open Aurora events*
  - Budget for programming resources/supplies needed
- ✓ *By the end of 2015 at least two informal behind the scenes tours will have occurred*
  - Storage areas need to be accessible with objects properly stored on shelving
- ✓ *By 2018 regular “Night with the Collections” will be held at least 3 times per year*
  - Storage areas need to be accessible with objects properly stored on shelving
  - Budget for programming resources/supplies needed
  - Additional Curatorial Staff hired
  - Access to meeting space within the Cultural Centre

### Strategy 2: Connect with the Youth of the Town

- Objective 4D: Provide Coop placements for local High School students
- Objective 4E: Develop an Internship program for College and University Students
- Objective 4F: Develop a program for students to work directly with the collection
- Objective 4G: Develop educational programs for school groups
- Objective 4H: Create a Junior Friends of the Museum Program

**Measure of Success & Determining Factors:**

- ✓ *By the Summer of 2015 at least one intern will be secured*
  - Availability/interest from University and College Students
  - Additional office furniture and computers secured
  
- ✓ *By the Fall of 2015 a formal relationship will be in place with local high school coop programs*
  - Availability/interest High School Students
  - Additional office furniture and computers purchased
  
- ✓ *By late 2017 formal educational programs will be available for school groups*
  - Education/Programming Staff hired
  - Additional 100 square feet of office space secured
  - Additional 1500 square feet of programming space secured
  - Additional budget for educational resources and supplies
  - Additional 150 square feet of storage space for program equipment/supplies
  
- ✓ *By 2018 a program will be in place for local school groups to work directly with the collection*
  - Education/Programming Staff hired
  - Additional 100 square feet of office space secured
  - Additional 1500 square feet of programming space secured
  - Additional budget for educational resources and supplies
  - Additional 150 square feet of storage space for program equipment/supplies
  
- ✓ *In 2018 a Junior Friends of the Museum program will be available for 6-12 year old Aurora residents during the summer months*
  - Education/Programming Staff hired
  - Additional 100 square feet of office space secured
  - Additional 1500 square feet of programming space secured
  - Additional budget for educational resources and supplies
  - Additional 150 square feet of storage space for program equipment/supplies

Strategy 3: Connect with Local Residents

- Objective 4I: Form a “Friends of the Aurora Collection” volunteer organization to assist with fundraising and other collection activities
- Objective 4J: Create a volunteer program for interested individuals to work directly with the collections such as curating exhibitions/displays
- Objective 4K: Begin compiling files on potential donors with artifacts and documents

**Measure of Success & Determining Factors:**

- ✓ *By Fall 2016 a Friends Organization will be up and running*
  - Budget for marketing and outreach materials
  - Availability of interested Town residents
  - Formal Volunteer program set up through the Town
  
- ✓ *By 2017 a core group of volunteers will be actively working with the collection*
  - Availability of interested volunteers
  - Additional 100 square feet of workspace secured
  - Additional Office Furniture and Computers acquired
  - Additional budget for research/collection supplies
  - Unimpeded access to the Archives and Research Library

Strategy 4: Build Community Resources to Ensure Sustainability

- Objective 4L: Investigate and pursue grant opportunities
- Objective 4M: Investigate and pursue sponsorship opportunities

**Measure of Success & Determining Factors:**

- ✓ *By 2017 we will have applied for at least one grant to fund collection activities*
  - Compliance with Ministry Standards for Community Museums
  - Availability of appropriate grants to apply for
  
- ✓ *By 2018 we will have secured at least one sponsor for programming activities*
  - Programs in place to secure sponsorship for

**Financial Implications**

<b>Additional Space Requirements (Square feet)</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>
Collection Storage	300	-	100
Exhibition and Display	-	-	1000
Office	-	100	100
Curatorial Work	-	-	200
Education/Programming Space	-	-	1500
Education/Programming Storage	-	-	150
<b>Total Additional Space Required</b>	<b>300 sq. feet</b>	<b>100 sq. feet</b>	<b>3050 sq. feet</b>

<b>Staffing Requirements</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>
Curator	1	1	1
Curatorial Assistant Part-time Secondment (6 hr/wk)	1	-	-
Curatorial Assistant Full-time	-	1	1
Research Assistant Part-time (Summer)	-	1	1
Educator/Programmer Full-time	-	-	1
Program Assistant Part-time (Summer)	-	-	1
<b>Total Staffing Requirements</b>	<b>1 F/T 1 Secondment</b>	<b>2 F/T 1 P/T</b>	<b>3 F/T 2 P/T</b>

<b>Part-time Wages</b>	<b>Number of Hours</b>	<b>Hourly Wage</b>	<b>Number of Weeks</b>	<b>Subtotal</b>	<b>MERC (15%)</b>	<b>Total</b>
Research Assistant	35	\$15.22	16	\$8,523.00	\$1,278	\$9,801
Program Assistant	35	\$15.22	16	\$8,523.00	\$1,278	\$9,801

<b>Draft Operating Budget</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>
<b>HR</b>			
Salaries – Permanent Staff	\$107,438	\$170,000	\$230,000
Salaries – Part time	0	\$9,801	\$19,602
<b>Total HR</b>	<b>\$107,438</b>	<b>\$179,801</b>	<b>\$249,602</b>
<b>Access</b>			
Exhibition Expenses & Programming	\$8,000	16,000	25,000
Online Content Management (Collection)	0	\$2,000	\$2,000
Online Initiatives (broader context – app/portal)	0	\$5,000	\$15,000
<b>Total Exhibition Costs</b>	<b>\$8,000</b>	<b>\$23,000</b>	<b>\$42,000</b>
<b>Collections Management/Conservation</b>			
Rolling Storage Maintenance Fees/Plan	0	\$500	\$500
Database Support Fees	\$500	\$500	\$500

Special Projects (e.g. Textile and Object Re-House)	\$2,000	\$7,000	\$7,000
Conservation Supplies	\$2,000	\$5,000	\$5,000
Space Preparation / Re-organization	\$1,500	\$3,500	\$3,500
Total Collections Management Costs	\$6,000	\$16,500	\$16,500
<b>Outreach Material &amp; Supplies</b>	\$1000	\$2,500	\$10,000
<b>General Office Supplies</b>	\$1,000	\$1,500	\$2,000
<b>Professional Development</b>			
Memberships	\$600	\$700	\$700
Training and Development	\$1500	\$1,820	\$2,130
<b>Total Operating Costs</b>	<b>\$125,538</b>	<b>\$225,821</b>	<b>\$322,932</b>

<b>Draft Capital Budget – Exhibit/Storage/Office</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>
Exhibition Cases / Modular Walls / Fixtures	\$30,000	-	\$30,000
Lighting	\$5,000	\$5,000	\$10,000
Storage Shelving / Racking / Cabinets	\$13,000	-	\$10,000
Specialized Vacuum	\$2,700	-	-
Digital Camera / Scanner	\$2,800	-	-
Monitoring Equipment	\$1600	\$2,000	\$1,000
Office Furniture	\$5,300	\$4,000	\$4,000
Computers/Hardware/Software	\$5,500	\$2,500	\$2,500
Network Cabling	\$16,000	-	\$5,000
Tables/Chairs/Equipment for Programming	-	-	\$15,000
<b>Total Capital Expenses</b>	<b>\$81,900</b>	<b>\$13,500</b>	<b>\$77,500</b>

<b>Potential Grants</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>
Community Museums Operating Grant	-	-	30,000
Young Canada Works	-	7,000	14,000

Year One Implementation Plan - 2015

Objective	Who	Timing	Staff Resources
1A Office Furniture	Facilities / Procurement	April 2015 complete	FT Staff 1 week
1B Network Cabling	IT	February 2015	FT Staff 2 weeks
1C Filing Systems	Curator	March 2015 initiate	FT Staff - ongoing
1D Display cases	Curator	February 2015	FT Staff – 1 month
1E Modular Walls	Curator	March 2015	FT Staff – 2 weeks
1F Purchase lighting	Curator	April 2015	FT Staff – 1 week
1G Exhibition Development	Curator	Opening June 25, 2015	FT Staff 4 months
1H Develop Exhibition Plan	Curator / Intern	Late 2015 initiate	FT Staff 3 months
1I Develop Exhibits for Library/Hall Cases	Curator	Spring 2015 initiate	FT Staff – 2 hours/week
1J Digitization Equipment	Curator	April 2015	FT Staff – 3 months
1K Develop Online Content	Curator	Fall 2015 initiate	FT Staff 3 hours/week
1L Explore Social Media	Curator / Corporate Communications/Intern	Fall 2015 initiate	FT Staff 1 hour/week
1M Set Research Day	Curator	January 2015	FT Staff 1 day
1N AHS Partnership	Director/Curator/AHS	Ongoing	FT Staff - 2 hrs/month
1O Reference Repository	Curator / AHS	Ongoing	Volunteer
1P Local Partnerships	Curator / Local Groups	February 2015 initiate	FT Staff - 2 hrs/month
2A Collections Software	Curator / IT	Early 2015 completed	FT Staff – 2 months
2B Documentation Review	Curator / Intern / Curatorial Secondment	Spring 2015 initiate	FT Staff Multi-year project
2C Consult AAO	Curator	April 2015	FT Staff 6 hour site visit

2D Database Cleanup	Curator	Summer 2015 start	FT Staff Multi-year project
2F Mission and Mandate	Curator	Sept. 2015 complete	FT Staff 1 month
2G Collections Policy	Curator	Dec. 2015 complete	FT Staff 2 months
2H Interpretation Policy	Curator	Fall 2016 complete	FT Staff 1 month
2I Pest & Disaster Plans	Curator	Summer 2016 complete	FT Staff 1 month
2J Update Locations	Curator / Intern / Secondment	Spring 2015 start	FT/PT Staff 2 hrs/wk
2K Tracking Collection	Curator / Intern / Curatorial Secondment	Spring 2015 start	FT/PT Staff - ongoing
2M Ministry Compliance	Curator	January 2015 initiate	FT Staff time - ongoing
3A Monitoring	Curator	January 2015 initiate	FT Staff 1 hr/week
3B CCI Consultation	Curator / CCI	January 2015 requested	FT Staff - ongoing
3C Storage Equipment	Curator / Facilities	April 2015 completed	FT Staff – 3 months
3D Additional Space	Director/Curator/ Facilities	January 2015 initiated	FT Staff - ongoing
3E Relocate Large Artifacts	Curator / Curatorial Secondment	April/May 2015	FT Staff – 3 months
3F Archival Supplies	Curator	January 2015 initial	FT Staff 2 weeks
3G Re-housing Project	Curator / Intern / Volunteers	Summer 2015 initiate	Multi-year project FT Staff 3-6 hours/week
4A Informal Tours	Curator / Councilors / Town Staff	February 2015 initiate	FT Staff 2 hours/month
4C Doors Open	Curator	August 2015	FT Staff 2 months
4D Coop Placements	Curator / Coop Coordinator / Students	Fall 2015 start	FT Staff 10 hours plus ongoing supervision
4E Internships	Curator / Internship Coordinator / Students	April 27, 2015 start	FT Staff 10 hours plus ongoing supervision
4K Donor Files	Curator	May 2015 initiate	FT Staff - ongoing

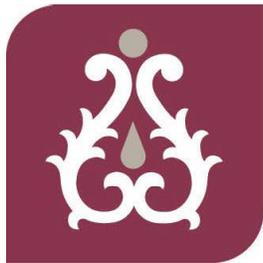
Year Two Implementation Plan - 2016

Objective	Who	Timing	Budget Implications
1G Yearly Exhibition Aurora Room	Curator/Curatorial Assistant	Install Spring 2016	FT/PT Staff 3 months
1I Develop Exhibits for Library/Hall Cases	Curator / Curatorial Assistant / Intern	Ongoing	FT/PT Staff 2 hrs/wk
1K Develop Online Content	Curator/Curatorial Assistant	Ongoing	FT/PT Staff 3 hrs/wk
1L Social Media	Curator / Intern / Communications	Ongoing	FT/PT Staff 2 hrs/wk
1N AHS partnership	Director/Curator/AHS	Ongoing	FT Staff 2 hrs/month
1P Partnerships	Curator / Local Groups	Ongoing	FT Staff 1 hour/week
1Q App/Cultural Portal	Director / Curator / Communications	Early 2016 initiate	FT/PT Staff tbd
2D Database Cleanup	Curator	Ongoing	Multi-year project FT Staff
2E Backlog	Curator / Curatorial Assistant / Intern	Summer 2016 initiate	FT/PT Staff 6 months
2L Barcoding	Curator / Curatorial Assistant	Summer 2015 initiate	FT/PT Staff - ongoing
3G Re-Housing Artifacts	Curator / Curatorial Assistant / Volunteers	Ongoing	FT/PT Staff 1 day/wk
4B Special Evenings	Curator	Fall 2016 initiate	FT Staff 3 month initial
4C Doors Open	Curator / Doors Open	August 2016 tbd	FT Staff 20 hours
4I Volunteer Organization	Curator / Volunteers	Early 2016 Initiate	FT Staff – ongoing
4J Volunteer Program	Curator	Mid 2016 initiate	FT Staff – ongoing
4L Pursue Grants	Curator	Early 2016 initiate	FT Staff as needed

Year Three Implementation Plan - 2017

<b>Objective</b>	<b>Who</b>	<b>Timing</b>	<b>Budget Implications</b>
1G Yearly Exhibitions in Aurora Room	Curator/Curatorial Assistant	tbd	FT/PT Staff 3 months
1I Develop Exhibits for Library/Hall Cases	Curator / Curatorial Assistant / Intern	Ongoing	FT/PT Staff 2 hrs/wk
1K Web Content	Curator/Curatorial Assistant	Ongoing	FT/PT 3 hours/week
1L Social Media	Curator / Intern / Communications	Ongoing	FT/PT Staff 2 hrs/wk
1N AHS partnership	Director/Curator/AHS	Ongoing	FT Staff 2 hrs/month
1P Partnerships	Curator / Local Groups	Ongoing	FT Staff 2 hours/week
1Q App/Portal Development	Director/ Curator / Communications	Ongoing	FT Staff tbd
2E Backlog	Curatorial Assistant/Summer	Ongoing	FT/PT Staff 6 months
2L Barcoding	Curatorial Assistant/Summer	Ongoing	FT/PT Staff 3 hrs/wk
3G Re-Housing Artifacts	Curator / Curatorial Assistant / Intern	Ongoing	FT/PT Staff 1 day/wk
4B Special Evenings	Curator	Ongoing	FT Staff 2 months
4C Doors Open	Curator / Doors Open	August 2017 tbd	FT Staff 20 hours
4F Student Opportunities	Educator / Programmer	Spring 2017 initiate	FT/PT Staff 3 hrs/wk
4G Education Program	Educator / Programmer	Spring 2017 initiate	FT Staff 6 months
4H Jr. Friends Program	Educator	Fall 2017 initiate	FT Staff 3 months
4L Grants	Curator	Ongoing	FT Staff as needed
4M Sponsorship	Curator/Business Support	Mid 2017 initiate	FT Staff tbd

**BUILDING THE FOUNDATION:  
A Three Year Plan**



**AURORA**  
MUSEUM & ARCHIVES

**Executive Summary  
July 6, 2015**

The re-birth of the Aurora Museum & Archives is an exciting time for culture and heritage within the Town. The Aurora Collection, transferred from the Aurora Historical Society, contains a wealth of important archival and artefact material. It is truly a portal into the story and development of the Town as well as a window into the changing character of Canadian identity through a regional lens. This transfer has provided the Town with a tremendous opportunity to build the foundation for a dynamic and relevant institution in which to record, collect, preserve, interpret and exhibit our shared history.

Community founders, their stories, artifacts, buildings, and monuments are essential to the character of a place. So too are the multitude of life stories of those who arrived through the generations to the present. The Aurora Museum & Archives will provide a home for these continuing stories. It is now, at the foundation of this institution, that we can build a lasting testament for all those who have ever called Aurora home. This is precisely what this three year plan endeavours to establish.

This plan provides a map for increased use and development of the collection that responds to local needs and objectives by *valuing the cultural heritage and history of our community*. It outlines measurable goals and specific objectives organized into Four Key Areas:

- Access
- Collections Management
- Conservation
- Outreach

## **Access**

*Goal: To Increase Access to the Collection*

### **Measures of Success**

#### **Exhibitions**

- ✓ *By the end of June 2015 the first exhibit will open in the Aurora Room*
- ✓ *By 2016 a minimum of 3 rotating displays per year in Reference Room/Hall Case*
- ✓ *By the Spring of 2016 a 3-5 year exhibition plan will be in place*
- ✓ *By 2017 a minimum of 2-3 exhibition per year in the Aurora Room*
- ✓ *By 2018 additional exhibitions outside of the Aurora Room*

#### **Online Presence**

- ✓ *By 2017 50% of catalogued artifacts will be available online*
- ✓ *Beginning in 2016 past and present exhibits in the Aurora Room will be available online*
- ✓ *By Fall 2016 a Social Media Strategy will be in place*
- ✓ *By 2018 100% of catalogued artifacts will be available online*

#### **Archival Research**

- ✓ *Beginning in January 2015 the public will have monitored access to the Archival holdings*
- ✓ *Beginning in March 2015 reference files will be reorganized and maintained*

#### **Beyond Our Walls**

- ✓ *By the end of 2015 partnerships will be established with at least two community groups*
- ✓ *Beginning in March 2015 objects from the collection will once again be loaned to the Aurora Public Library for their rotating displays (10-15 per year)*
- ✓ *By the end of 2016 an app/cultural portal will be developed to interpret sites throughout the Town*

## **Collections Management**

*Goal: To Maintain and Develop the Collection in Accordance with Accepted Museum Standards and Practice*

### **Measures of Success**

#### **Collection Documentation**

- ✓ *By 2017 all existing collection records will have been reviewed*
- ✓ *By 2017, 100% of new acquisitions will be catalogued within six months of being acquired*
- ✓ *By 2018 all database entries will have been updated*
- ✓ *By 2018 all backlog items will be accessioned into the collection and properly catalogued*

#### **Policies & Procedures**

- ✓ *By September 2015 a Mission and Mandate for the collection will be developed*
- ✓ *By December 2015 a Collections Management Policy will be written*
- ✓ *By Spring 2016 an Integrated Pest Management Plan will be written*
- ✓ *By Summer 2016 a Disaster Plan will be written*
- ✓ *By Fall 2016 an Education and Interpretation Policy will be drafted*

#### **Inventory Management**

- ✓ *By the end of 2015 all object movement will be tracked within the database*
- ✓ *By 2017 all existing collection location records will have been updated*
- ✓ *By the end of 2017 100% of the artifact collection and 10% of the archival collection will be barcoded*

#### **Ministry Compliance**

- ✓ *Compliance with Ministry Standards for Community Museums will be achieved by the end of 2016*

## **Conservation**

*Goal: Maintain and improve standards of curatorial custody, preservation, and conservation of the collection*

### **Measures of Success**

#### **Environmental Controls**

- ✓ *By the end of 2015 all controlled storage areas will have stable environments*
- ✓ *By the end of 2015 a strategy will be drafted to address non-controlled areas including the basement and exhibition spaces*

#### **Storage Concerns**

- ✓ *By May 2015 some of the larger objects will be moved offsite for storage*
- ✓ *By the end of 2015 an artifact re-housing plan will be in place*
- ✓ *By the end of 2016 no artifacts will be stored on the floor*

#### **Preventative Conservation**

- ✓ *By the end of 2015 a plan and schedule for re-housing objects at risk will be in place*
- ✓ *By the end of 2015 all storage shelves will be lined with cushioning archival foam*
- ✓ *By the end of 2015 a plan and schedule for re-housing the archival collection will be in place*
- ✓ *By the middle of 2016 the infestation in Textile Collection will be eliminated and at least 25% will be re-housed*
- ✓ *By 2018 100% of Textile Collection will be re-housed*

## **Outreach**

*Goal: Connect, Engage and Inspire Our Community*

### **Measures of Success**

#### **Open Doors**

- ✓ *By the end of 2015 at least two informal behind the scenes tours will have occurred*
- ✓ *Beginning in 2015 the Museum & Archives will participate in yearly Doors Open Aurora events*
- ✓ *By 2018 regular "Night with the Collections" will be held at least 3 times per year*

#### **Connect with Youth**

- ✓ *By the Summer of 2015 at least one intern will be secured*
- ✓ *By the Fall of 2015 a formal relationship will be in place with local high school coop programs*
- ✓ *By late 2017 formal educational programs will be available for school groups*
- ✓ *By 2018 a program will be in place for local school groups to work directly with the collection*
- ✓ *In 2018 a Junior Friends of the Museum program will be available for 6-12 year old Aurora residents during the summer months*

#### **Connect with Residents**

- ✓ *By Fall 2016 a Friends Organization will be up and running*
- ✓ *By 2017 a core group of volunteers will be actively working with the collection*

#### **Sustainability**

- ✓ *By 2017 we will have applied for at least one grant to fund collection activities*
- ✓ *By 2018 we will have secured at least one sponsor for programming activities*

**Determining Factors**

- **Unimpeded Access to the Archives and Research Library**
- **Additional Space**
- **Additional Staff**
- **Increased Budget**
- **Need to be compliant with the Standards for Community Museums**

<b>Staffing Requirements</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>
Curator	1	1	1
Curatorial Assistant Part-time Secondment (6 hr/wk)	1	-	-
Curatorial Assistant Full-time	-	1	1
Research Assistant Part-time (Summer)	-	1	1
Educator/Programmer Full-time	-	-	1
Program Assistant Part-time (Summer)	-	-	1
<b>Total Staffing Requirements</b>	1 F/T 1 Secondment	2 F/T 1 P/T	3 F/T 2 P/T

<b>Additional Space Requirements (Square feet)</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>
Collection Storage	300	-	100
Exhibition and Display	-	-	1000
Office	-	100	100
Curatorial Work	-	-	200
Education/Programming Space	-	-	1500
Education/Programming Storage	-	-	150
<b>Total Additional Space Required</b>	300 sq. feet	100 sq. feet	3050 sq. feet



**TOWN OF AURORA**  
**COUNCIL REPORT**

**No. PR15-022**

---

**SUBJECT:** *Community Radio Station and Sound Studio*

**FROM:** *Allan D. Downey, Director of Parks and Recreation Services*

**DATE:** *July 14, 2015*

---

**RECOMMENDATIONS**

*THAT Report No. PR15-022 be received; and*

*THAT the additional program space at the Aurora Family Leisure Complex (AFLC) be allocated as space for the Community Radio Station and Sound Studio; and*

*THAT the 2015 Capital Budget be increased by \$250,000, funded from the Growth and New Infrastructure Reserve Fund, for design and construction of space necessary to accommodate a Community Radio Station and Sound Studio; and*

*THAT staff be directed to consult with Mr. Ferguson Mobbs on the layout and design of the Community Radio Station and Sound Studio at the AFLC prior to tendering for design and construction.*

**PURPOSE OF THE REPORT**

To obtain Council approval for the upgrading of space to support a Community Radio Station and Sound Studio.

**BACKGROUND**

At the Council meeting of January 20, 2015, Mr. Ferguson Mobbs made a presentation in support of the creation of a Community Radio Station as well as a Notice of Motion presented by Mayor Dawe (attached).

Staff were provided the following direction by Council at that meeting:

“Now therefore be it hereby resolved that staff be directed to investigate the feasibility of this proposal and report back to Council as soon as possible.

**July 14, 2015**

**- 2 -**

**Report No. PR15-022**

---

**COMMENTS**

Staff have continued to meet with Mr. Mobbs to determine the requirements to start the radio station.

Mr. Mobbs was required to obtain a license and FM frequency from the CRTC. Funding was provided from the Town's Community Grant program in the amount of \$1,000.00 and additional funding in the amount of \$3,500.00 was obtained from the Mayor's Charity Golf Tournament.

Staff understand that the license and frequency have been obtained.

The radio station required the installation of an antenna. Mr. Mobbs indicated that the preferred location was 22 Church Street, the Aurora Cultural Centre. Permission to install the antenna on the facility required permission from the Ontario Heritage Trust. Permission was obtained on May 5, 2015, and if the radio station is approved by Council, it will be installed.

Mr. Mobbs has indicated that he will be responsible for securing the equipment necessary to operate the station through fundraising and an application to the Ontario Trillium Program.

The remaining and outstanding item, prior to moving forward, is the need for space and associated capital improvements.

The recent renovations of the Aurora Family Leisure Complex have created an additional program space in the vicinity of the former entrance into the ice rink. This space is approximately 640 square feet and separated from the existing program area of the facility. Mr. Mobbs has indicated that this would be ideal space and address his needs for a radio station as well as a recording studio.

The space at present is unfinished and would require capital improvements. During the recent reconstruction of the Aurora Family Leisure Complex, staff obtained a quote for improvements to the room in accordance with plans presented by Mr. Mobbs. The value of these improvements was estimated at \$222,000.

Staff reviewed this cost estimate and feel it is too high and could be reduced through a competitive tendering process. The requested improvements are unique to the proposed purpose with the need for sound proofing, electrical upgrade and separation

**July 14, 2015**

**- 3 -**

**Report No. PR15-022**

of space to accommodate both programming and administrative purposes. Such improvements are not included in the Ten-Year Capital Plan.

Mr. Mobbs has provided a proposed program schedule and indicated that the entire operating cost of the station would be funded through sponsorship, advertising and volunteers.

### **LINK TO STRATEGIC PLAN**

The Community Radio Station supports the Strategic Plan goal of ***Supporting an exceptional quality of life for all*** through its accomplishment in ***Celebrating and promoting our culture*** in the following key objectives within this goal statement:

Expand opportunities and partnerships that contribute to the celebration of culture in the community.

### **ALTERNATIVE(S) TO THE RECOMMENDATIONS**

1. Council could delay the capital improvement until the consideration of the 2016 Budget. This would delay the opening of the radio station until the works are complete.
2. An alternative location to the Aurora Family Leisure Complex could be investigated; however, the capital costs would be of similar magnitude.
3. Council could approve \$25,000 for design in 2015, and consider construction in the 2016 Capital Budget review.
4. Further options as required.

### **FINANCIAL IMPLICATIONS**

Capital improvements and design are estimated at \$250,000. Funding is available from the Growth and New Infrastructure Reserve Fund. This project was not identified in the 2014 Ten Year Capital Plan.

No staffing or operating costs are contemplated at this time.

### **CONCLUSIONS**

The creation of a radio station and recording studio will add to the slate of programming opportunities for our youth. The volunteer initiative is an excellent opportunity to partner the Town and the community in the delivery of new programming.

July 14, 2015

- 4 -

Report No. PR15-022

---

**PREVIOUS REPORTS**

None.

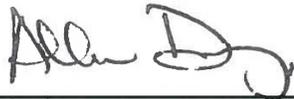
**ATTACHMENTS**

Attachment #1 – Extract from Council Meeting of Tuesday, January 20, 2015

**PRE-SUBMISSION REVIEW**

Executive Leadership Team, Thursday, June 25, 2015.

***Prepared by: Allan D. Downey, Director, Parks and Recreation Services- Ext. 4752***



---

**Allan D. Downey**  
**Director of Parks and Recreation**



---

**Techa van Leeuwen**  
**Acting Chief Administrative Officer**



**EXTRACT FROM  
COUNCIL MEETING OF  
TUESDAY, JANUARY 20, 2015**

**10. NOTICES OF MOTION/MOTIONS FOR WHICH NOTICE HAS BEEN GIVEN**

**(ii) Motions for Which Notice Has Been Given**

**(c) Mayor Dawe  
Re: Community Radio Station**

***Moved by Mayor Dawe  
Seconded by Councillor Thom***

WHEREAS The Town of Aurora is continually looking to provide new and/or unique services to its residents; and

WHEREAS The Town of Aurora has recently committed to providing additional program space for our residents at the renewed Aurora Family Leisure Complex; and

WHEREAS The Town of Aurora has recently been approached by a community group led by Ferguson Mobbs, to start a non-profit community FM radio station, enlisting all segments of our community; and

WHEREAS this non-profit community FM radio station would be accessible to the residents of Aurora to broadcast music, sports, local news and weather on a real time basis with the focus on all aspects of Aurora; and

WHEREAS the radio station could provide various community organizations (such as the Royal Canadian Legion, Aurora Skating Club, Aurora Hockey Club, etc.) a program slot to advise the residents of Aurora of upcoming events and general information on that organization in an entertaining and engaging format; and

WHEREAS the radio station could be a real time emergency source of critical information provided by police, fire or other emergency officials and municipal departments during a snow storm, ice storm or other natural disasters; and

WHEREAS the radio station could provide on-the-spot/satellite coverage of special Town events such as the Yonge Street Sale, Canada Day, Remembrance Day, Christmas parade, the opening of new buildings, etc.; and

WHEREAS the radio station could provide a supervised focal point for our youth through programming by the youth of Aurora; and

WHEREAS training would be provided to all prospective community broadcasters at no cost to them and no resources requested from the Town of Aurora.

NOW THEREFORE BE IT HEREBY RESOLVED THAT staff be directed to investigate the feasibility of this proposal and report back to Council as soon as possible.

**CARRIED**



**TOWN OF AURORA**  
**COUNCIL REPORT**

**No. BBS15-008**

---

**SUBJECT:** *Request for Sign Variance to Sign By-law No. 4898-07.P- 125 Pedersen Dr.*

**FROM:** *Techa van Leeuwen, Director of Building and Bylaw Services*

**DATE:** *July 14, 2015*

---

**RECOMMENDATIONS**

*THAT Report No. BBS15-008 be received; and*

*THAT the request for variance to Sign By-law No. 4898-07.P to allow sixteen (16) wall signs to be installed on the rear wall of a multi-tenant building at 125 Pedersen Drive, in addition to the existing wall signs installed on the front of each business premises, be denied.*

**PURPOSE OF THE REPORT**

To evaluate the applicant's request and make recommendations on variances to Sign By-law No. 4898-07.P, as amended.

The variance required is to allow sixteen wall signs to be erected on the rear wall of a multi-tenanted building in addition to the existing signs on the front wall of each business whereas Sign By-law No. 4898-07.P restricts the number of wall signs to one per business premises.

**BACKGROUND**

Building and Bylaw Services is in receipt of a sign variance application from the property owner, Ev-Taz Development Ltd. to install sixteen wall signs on the rear elevation of the south building within the commercial development located at 125 Pedersen Drive (see attachment no.1). The sixteen wall signs are contained within four sign boxes. Each sign box will display four signs.

This development is bound by Bayview Ave. to the east, a new commercial development being constructed to the south, Earl Stewart Dr. to the west and Pedersen Dr. to the north. There are three perimeter multi-tenant buildings facing a center parking lot. Access to the site is provided by two driveways, one from Pedersen Dr. and the other from Earl Stewart Dr. There is no access from Bayview Ave. or from the adjacent development to the south.

The sixteen signs are to be erected on the rear (south) elevation of the building located at the south east corner of the lot. There are currently thirteen businesses located in this development. The owners of the Ev-Taz development have been in consultation with their tenants who have requested additional exposure particularly to potential customers who may be frequenting the new development directly to the south. Ev-Taz believes the only way to address their tenants' concerns is to request a variance for the proposed wall signs.

July 14, 2015

- 2 -

Report No. BBS15-008

---

A letter from the thirteen tenants has been submitted with the variance application (see attachment no.6). The tenants are requesting the additional signs as they feel that the demolition and reconstruction of the development to the south provides an opportunity to attract new clients and consider the proposed signs essential to making the businesses more successful.

### **COMMENTS**

**The development currently exceeds the maximum signage permitted under Sign By-law No. 4898-07.P.**

This commercial development currently exceeds the maximum signage permitted under Sign By-law 4898-07.P. This development has a variety of signage including wall signs for each business premises, two ground signs, as well as a mobile sign and feather banner signs on the corner of Bayview Ave. and Pedersen Dr. In 2008 a variance was approved for the National Bank to have additional wall signs in excess of Sign Bylaw No. 4898-07.P.

There are also two ground signs. The ground sign on Bayview Ave. has exposure to both northbound and southbound traffic. The proposed wall signs would be in close proximity to this ground sign and would have similar exposure to customers travelling northbound on Bayview Ave. The other ground sign is located on Pedersen Dr. and is visible from Bayview Ave, Earl Stewart Dr. and Pedersen Dr.

Sign By-law 4898-07.P permits wall signs on one elevation for each business premise. Each business in the development has a wall sign on the front façade of their premises.

**The requested variance is to allow more signage than the development has businesses.**

This request is to allow the erection of sixteen additional wall signs which is more signs than the number of businesses in this development. The development contains thirteen businesses. This could potentially lead to third party advertising or duplicate signs.

**The new development to the south does not adversely affect the current signage and does not represent a special circumstance for which the variance should be granted.**

The adjacent property to the south is being developed. The site previously home to Reebok Canada and was demolished in 2013-2014. There are four commercial buildings proposed for this site including the new LA Fitness building. The buildings are to be arranged so that there is an open parking lot in the north-east portion of the property. The proposed signs on the rear wall of 125 Pedersen Dr. would face the adjacent parking lot, however there is no connecting driveway or thoroughfare between the developments.

The buildings in the new development do not interfere or obstruct the existing ground sign on the Pedersen property. Customers driving on Bayview Ave. have a view to the current

July 14, 2015

- 3 -

Report No. BBS15-008

signage for the property. Since the new development does not interfere or obstruct the existing signage nor has direct access to the applicant's property staff determined that the new development to the south does not represent a special circumstance for which the Sign Bylaw No. 4898-07.P should be varied.

The following table provides the criteria for assessing Sign By-law No. 4898-07.P variance approvals.

<b>Table for Evaluating Sign Variance Criteria</b>	
<b>Criteria</b>	<b>Comment</b>
<p><b>1. Physical difficulties</b>  <i>Where due to special circumstances, pre-existing condition of the building, layout or topography of the subject land, it is difficult to comply with the provisions of the Sign By-law.</i></p>	There is no physical difficulty with complying with the provisions of the Sign By-law 4898-07.P as the building is not being altered. The requested signs are in addition to the existing signs.
<p><b>2. Consistency with the architectural features of the building</b>  <i>Where the proposed sign blends well with the architectural features of the building and granting the sign variance will result in a more aesthetically pleasing visual appearance of the building for the community.</i></p>	Currently there are no signs on the proposed elevation. Granting the variance will add to the number of signs resulting in a less aesthetically pleasing visual appearance of the building.
<p><b>3. Consistency with the character of the neighbourhood</b>  <i>Where the Sign Variance, if granted, will not alter the essential character of the neighbourhood and will have no adverse impact on the Town's cultural heritage</i></p>	n/a
<p><b>4. No adverse impact to the adjacent property or general public</b>  <i>Such adverse impact may include but is not limited to: illumination, obstruction of other signage, obstruction of natural light, distance to the adjacent buildings and properties, etc.</i></p>	n/a
<p><b>5. Adherence to Corporate Branding</b>  <i>Where not granting a Sign Variance results in a conflict in corporate branding requirements such as updated/new logos or trademarks.</i></p>	n/a
<p><b>6. Impact on safety, traffic and accessibility</b>  <i>The proposed Sign Variance, if granted, will not increase fire or traffic hazard or otherwise endanger public safety or negatively impact accessibility.</i></p>	n/a
<p><b>7. Result in greater convenience to the public</b>  <i>Granting of the variance will result in greater convenience to the public in identifying the business location for which a sign variance is sought.</i></p>	Granting this variance will not result in greater convenience as there is a ground sign in close proximity providing exposure to Bayview Ave.

July 14, 2015

- 4 -

Report No. BBS15-008

---

**Variance requested:**

1. Variance requested to permit sixteen signs to be erected on the rear wall of the south multi-tenanted building located at 125 Pedersen Dr. in addition to the existing one wall sign erected for each business premise whereas Sign By-law No. 4898-07.P restricts these business premises to one wall sign each.

**LINK TO STRATEGIC PLAN**

Variances to Sign By-law No. 4898-07.P supports the Strategic Plan goal of **Enabling a Diverse, Creative and Resilient Economy** through its accomplishment in satisfying requirements of the objective **supporting small business and encouraging a more sustainable business environment.**

**FINANCIAL IMPLICATIONS**

Nil.

**ALTERNATIVE(S) TO THE RECOMMENDATIONS**

1. Council could approve the requested variances to the Sign By-law. This would allow for the installation of the additional wall signs on an elevation that is not permitted signage. If Council approves the proposed sixteen signs a second variance is required to allow signs which are not located on the business premises to which they are advertising.

**CONCLUSIONS**

Staff in reviewing this proposal do not agree that the construction of the new development to the south creates a special circumstance for which the provisions of Sign By-law No. 4898-07.P should be varied for the following reasons; there is no access to the Ev-Taz development from the southern adjacent development; there is a ground sign located in close proximity and with similar exposure to the proposed signs; the development has previously received a variance to exceed the maximum amount of signage permitted; the new development to the south does not obscure any existing signage for the Ev-Taz development.

It is staff's opinion this proposal is not in keeping with the intent of the provisions of Sign By-law No. 4898-07.P. For reasons outlined in this report staff is recommending that Council deny the requested variance to allow the additional sixteen wall signs.

July 14, 2015

- 5 -

Report No. BBS15-008

---

**ATTACHMENTS**

Attachment No. 1 -- Site Plan

Attachment No. 2 -- South Elevation

Attachment No. 3 -- Picture of the existing ground sign on Pedersen Dr.

Attachment No. 4 -- Picture of the existing ground sign on Bayview Ave.

Attachment No.5 -- Picture of the mobile sign and feather banner signs on the south-west corner of Bayview Ave and Pedersen Dr.

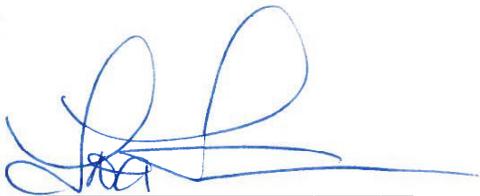
Attachment No. 6 -- Letter from the tenants

**PRE-SUBMISSION REVIEW**

Executive Leadership Team – June 25, 2015

***Prepared by: Dale Robson***

***Manager of Code Review and Inspections – Ext. 4319***



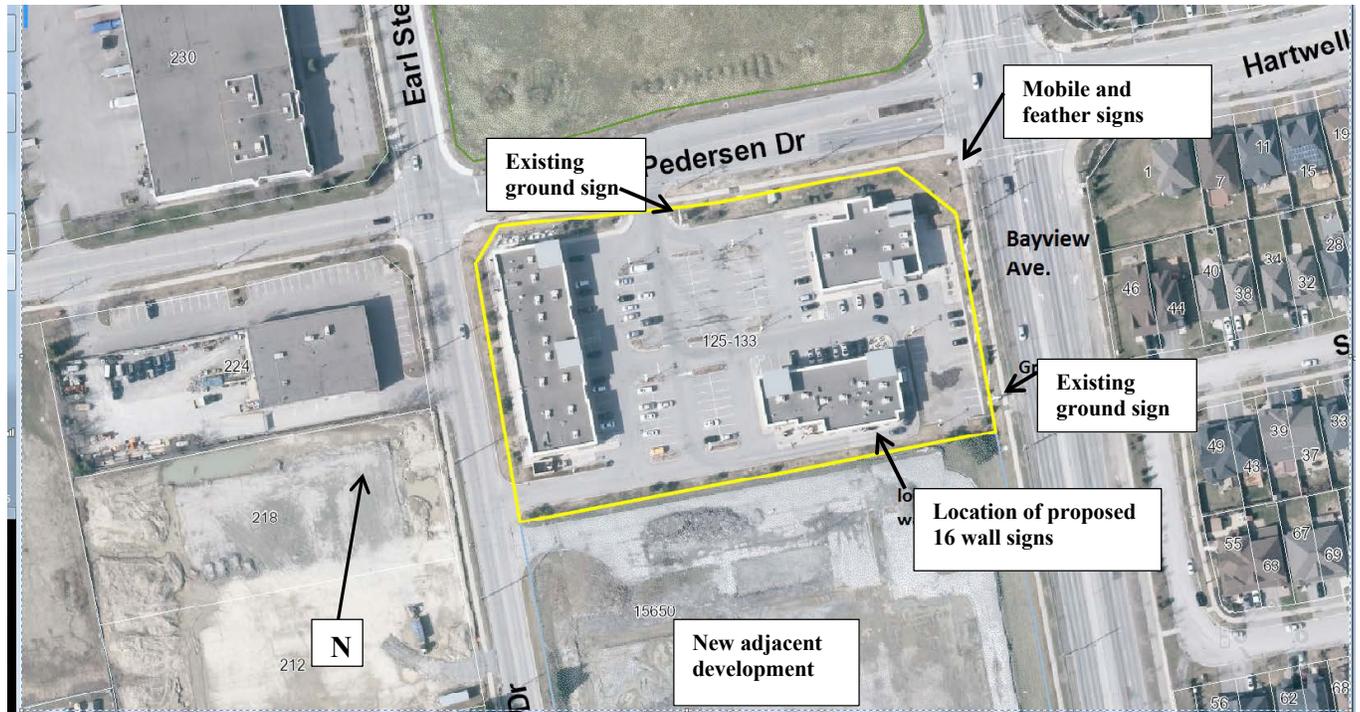
***Techa van Leeuwen***

***Director of Building and Bylaw Services and  
Acting Chief Administrative Officer***

July 14, 2015

- 6 -

Report No. BBS15-008



### Site Plan

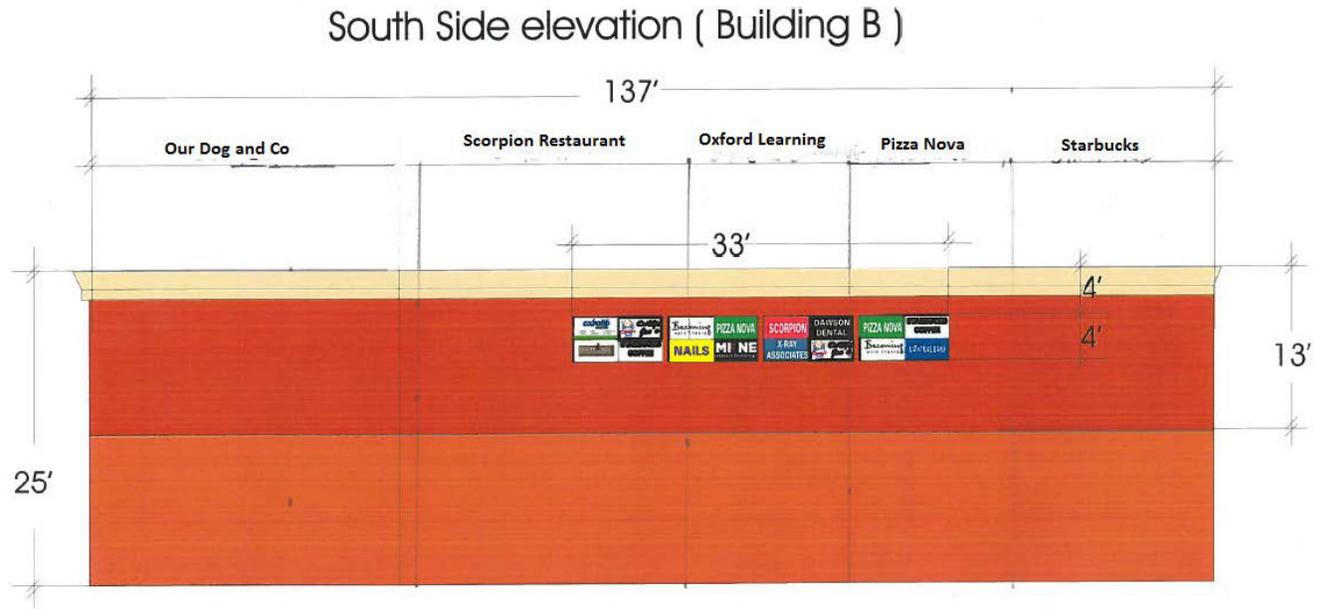
Showing location of existing ground signs and location for proposed wall signs

Attachment No. 1

July 14, 2015

- 7 -

Report No. BBS15-008



South Elevation  
Showing unit locations and sign locations  
There are four sign boxes each containing 4 signs for a total of 16 signs. Some are repeated as there are 13 businesses and 16 signs

Attachment No. 2

July 14, 2015

- 8 -

Report No. BBS15-008



Existing ground sign located on Pedersen Dr.

Attachment No. 3

July 14, 2015

- 9 -

Report No. BBS15-008



South wall proposed signs to be located sign

Existing ground

Existing ground sign and south wall as viewed from Bayview Ave looking north

Attachment No. 4

July 14, 2015

- 10 -

Report No. BBS15-008



Mobile sign and feather banner signs located on the south-west corner of Bayview Ave. and Pedersen Dr.

Attachment No. 5

July 14, 2015

- 11 -

Report No. BBS15-008

---

Monday May 11, 2015

Nancy Anastasi  
129 Pedersen Drive  
Aurora Ontario L4G 0E3

The Honorable Council of the town of Aurora  
100 John West Way, Box 1000  
Aurora, ON L4G 6J1

RE: Signage for plaza at Corner of Pedersen and Bayview

I am writing as owner of Scorpion Restaurant and on behalf of all the owners of all the business listed at the bottom of this letter to ask you to consider our proposal regarding our business sign boards up in the rear of our building B.

Having in consideration that our plaza is not at street levels. Making our businesses not really visible to the traffic of Bayview Street. Demolition of the building next to ours is giving us the opportunity of displaying new signage reaching all the the patrons passing by on Bayview Street.

With the most respect to our town's by-laws we are with most confidence that you will consider and to accept the mention regulations.

Visibility of an sign board is essential to the opportunity of new clientele. Making our businesses more successful in this amazing Town of Aurora.

When the benefits are so great and there is no harm to other businesses, we hope you will consider our proposal.

Thank you so much for your support.

  
SCORPION MEDITERRANEAN  
BAR AND GRILL

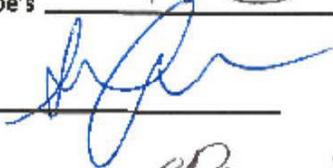
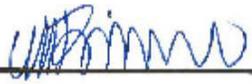
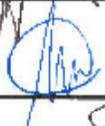
Attachment 6

July 14, 2015

- 12 -

Report No. BBS15-008

---

Crabby Joe's   
BioPed   
X-Ray Associates   
MI'NE SUSHI   
Sweet Nails   
Our Dog & Co.   
Scorpion   
Pizza Nova   
Starbucks   
National Bank   
Becoming Hair Studio   
Dawson Dental   
Oxford Learning 



**TOWN OF AURORA**  
**COUNCIL REPORT**

**No. CAO15-008**

---

**SUBJECT:** *Community Tourism Plan*

**FROM:** *Techa van Leeuwen – Acting Chief Administrative Officer*

**DATE:** *July 14, 2015*

---

**RECOMMENDATIONS**

*THAT Report No. CAO15-008 be received; and*

*THAT the Community Tourism Plan dated June 2015 be received; and*

*THAT the Community Tourism Plan be forwarded to the August 11, 2015 Council meeting for consideration, together with the following recommendations:*

*THAT Council endorse the Community Tourism Plan and specifically approve the Action Plan contained within the Plan; and*

*THAT the Tourism Coordinator position as outlined within the Action Plan be referred to the 2016 budget process.*

**PURPOSE OF THE REPORT**

To introduce the completed Community Tourism Plan to Council and to provide Council with ample opportunity to review the plan prior to consideration at the July 28, 2015 Council meeting.

**BACKGROUND**

On September 23, 2014, Council passed the following resolution:

*THAT report CAO14-018 be received for information; and*

*THAT, Staff proceed with the development of a Community Tourism Plan with Central Counties Tourism for commencement in 2015; and*

*THAT the Mayor and Town Clerk be authorized to execute the necessary*

**July 14, 2015**

**- 2 -**

**Report No. CAO15-008**

Agreements, including any and all documents and ancillary agreements required to give effect to same.

The Mayor and Town Clerk executed the necessary agreement with Central Counties Tourism on January 5, 2015.

## **COMMENTS**

Tourism is a vibrant sector of Ontario's economy – contributing more in provincial Gross Domestic Product than forestry, mining and agriculture combined. Ontario attracts more than 104 million tourists annually who generate more than \$28 billion in annual revenues.

Sport tourism is the fastest growing sector of the tourism industry, experiencing 8.2% growth between 2008 and 2010 (Canadian Sport Tourism Alliance).

Central Counties Tourism (RTO6) represents three regions being, York Region, Durham Region and The Hills of Headwaters. In August 2013, Central Counties Tourism presented its communities with the opportunity to complete a community tourism planning exercise that would result in a Community Tourism Plan. Community leadership and engagement was critical to the success of the plan development. The Town of Aurora seized the opportunity to work in conjunction with its Tourism Stakeholders to develop this strategy. In order to ensure representation from a cross section of tourism stakeholders, a Task Force was created. The Tourism Task Force came together for a series of three, 2-hour sessions to create this grass roots plan. The collaborating partners see this tourism plan as a cornerstone for further tourism development discussions, opportunities and partnerships in the community.

The Community Tourism Plan achieves the following:

- Identifies and ranks tourism assets & markets;
- Identifies tourism industry stakeholders and agencies involved in tourism;
- Assigns roles and responsibilities to avoid duplication and gaps;
- Acts as a development framework for business, local government and other key organizations.

### **Strategic Tourism Goals**

Based on work completed to explore Aurora's current tourism landscape and performance, the Tourism Task Force identified 5 overarching tourism goals.

- 1. Establish Tourism Coordination and Leadership in Aurora.**

**July 14, 2015**

**- 3 -**

**Report No. CAO15-008**

Tourism businesses need to come together in Aurora as a sector of the economic community. The formation of a Tourism Advisory Committee would allow those businesses to have a collective voice and work together to grow tourism activity and its economic impact to the Town. In order for the committee to function effectively and implement ideas there is a need to have a designated tourism facilitator that can provide coordination and regular communication between tourism businesses, key stakeholder organizations and the Town. A Tourism Coordinator could fulfill that role.

## **2. Leverage Existing Visitors**

Aurora is seeing a high volume of day-tippers who are spending below the provincial average. There is a desire to create focused campaigns and partnerships that would encourage visitors to spend more and stay longer while they are in town.

## **3. Develop a Local Tourism Campaign**

Given the high propensity of visiting friends and relatives there is an opportunity to communicate with Aurora's residents to inform them about things to see and do in order to encourage them to visit local establishments when they host visiting family and friends.

## **4. Engage, Inspire and Equip Tourism Partners**

Training and the engagement of tourism operators and local storytellers is critical. Training and information sharing will help businesses in identifying their unique positioning and reveal opportunities for them to work together to develop a mix of experiences that can be packaged and promoted. This training focuses on assisting operators to identify their ideal customer, ways to meet/exceed expectations and how to reach visitors effectively through targeted marketing.

## **5. Invest in Tourism Tools**

From the outside looking in, Aurora needs to enhance the tools that visitors use to plan a trip and then navigate their way to and within the community to discover all of the "must see" attractions". This information is also critical for residents who can be encouraged to support their local businesses and invite friends and family.

The plan also looks to strengthen the existing relationships the Town has with the York Region Arts Council (Yorkscene) and with Central Counties Tourism.

**July 14, 2015**

**- 4 -**

**Report No. CAO15-008**

**Central Counties Role in Tourism**

In collaboration with industry stakeholders, Central Counties Tourism aims to help the local tourism industry to realize its tourism potential by:

- Devising and delivering targeted marketing programs and working in close co-operation with industry partners as well as with the meetings & events, travel trade, media, and online marketers to encourage consumers to discover and visit the Central Counties;
  
- Influencing product development by sharing insights on global tourism trends, the changing needs of consumers, and the status of local tourism with other tourism agencies and our industry partners.

Central Counties' 2014/15 overall budget is \$2,773,0003 and is allocated to address their 4 distinct tourism pillars:

- Strategic Marketing;
- Product Development;
- Workforce Development;
- Investment Attraction.

**LINK TO STRATEGIC PLAN**

The Strategic Plan has a goal of **enabling a diverse, creative and resilient economy** and promotion of tourism in the Town will help achieve this goal. In addition, the Strategic Plan of **celebrating and promoting our culture** and tourism can be a significant factor in achieving this goal.

**ALTERNATIVE(S) TO THE RECOMMENDATIONS**

1. Council may deal with the Community Tourism Plan recommendations at this meeting without waiting until the subsequent August 11, 2015 meeting.
2. Further Options as required.

**FINANCIAL IMPLICATIONS**

Central Counties Tourism funded 50% of the costs of completing a Community Tourism Plan, so the financial cost to the Town was less than \$7,000.

July 14, 2015

- 5 -

Report No. CA015-008

---

## **CONCLUSIONS**

The development of the Community Tourism Plan was greatly aided by the involvement of an engaged stakeholders task force and community.

The goals of the plan are to implemented by the action plan included within the document. The implementation of the action plan will greatly assist Aurora in leveraging the lucrative Tourism market within Canada. In addition the promotion of Tourism also creates tourism related employment opportunities.

The Plan identifies Strategies and Actions that will ensure that the plan is not a static document and will enable staff to develop a detailed implementation plan to meet the tourism needs of the community over the initial three year term of the plan.

## **PREVIOUS REPORTS**

CA014-018 Community Tourism Plan, September 16, 2014

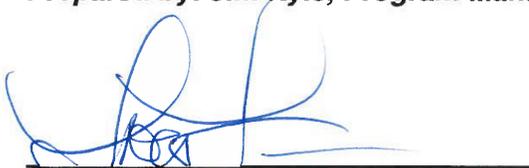
## **ATTACHMENTS**

Appendix 1 – Community Tourism Plan dated June 2015

## **PRE-SUBMISSION REVIEW**

Executive Leadership Team Meeting, Thursday, June 25, 2015.

*Prepared by: Jim Kyle, Program Manager, Special Projects- Ext. 4345*



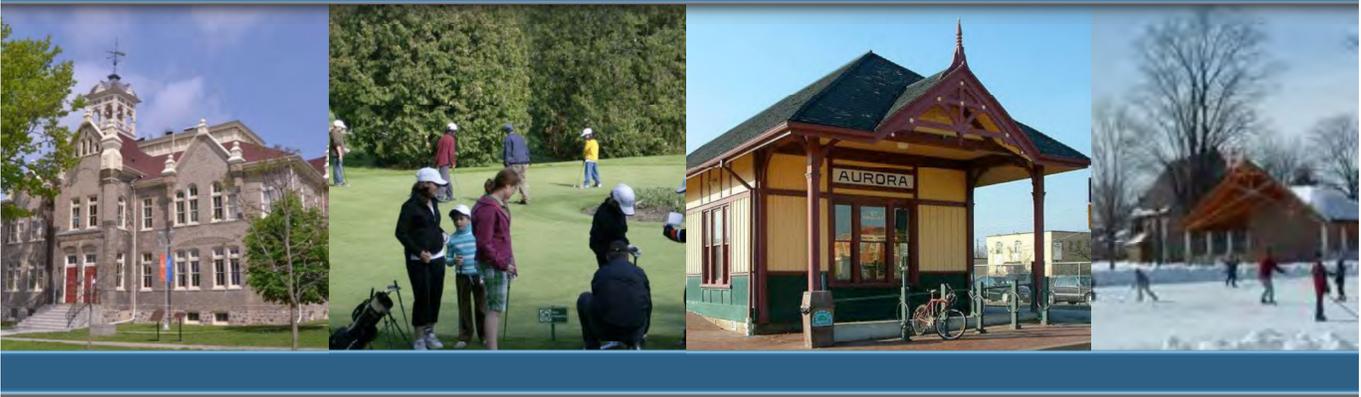
---

**Techa van Leeuwen**  
**Acting Chief Administrative Officer**

**Appendix 1**

**Town of Aurora  
Three-Year Community Tourism Plan**

June 2015



## Table of Contents

<u>INTRODUCTION .....</u>	<u>2</u>
<u>WHY TOURISM? .....</u>	<u>4</u>
THE CURRENT TOURISM LANDSCAPE .....	5
CENTRAL COUNTIES' ROLE .....	6
YORK REGION'S CURRENT ROLE.....	7
LOCAL TOURISM ACTIVITIES .....	8
<u>COMMUNITY TOURISM PLAN.....</u>	<u>11</u>
<u>CURRENT TOURISM MARKETS.....</u>	<u>14</u>
SOCIO-DEMOGRAPHICS .....	14
BEHAVIORS .....	16
PSYCHOGRAPHICS .....	19
MARKET SEGMENT DESCRIPTIONS .....	20
TOP MARKETS .....	20
SECONDARY MARKET .....	21
<u>TOURISM ASSETS .....</u>	<u>22</u>
<u>STRATEGIC TOURISM GOALS.....</u>	<u>31</u>
<u>ACTION PLAN .....</u>	<u>32</u>
<u>APPENDIX A .....</u>	<u>35</u>

## Introduction

In August 2013, Central Counties Tourism presented its communities with the opportunity to complete a community tourism planning exercise that would result in a Community Tourism Plan. Community leadership and engagement was critical to the success of the plan development. The Town of Aurora seized the opportunity to work in conjunction with its Tourism Stakeholders to develop this strategy. In order to ensure representation from a cross section of tourism stakeholders, a Task Force was created. The Tourism Task Force came together for a series of three, 2-hour sessions to create this grass roots plan. The collaborating partners see this tourism plan as a cornerstone for further tourism development discussions, opportunities and partnerships in the community.

The Community Tourism Plan achieves the following:

- Identifies and ranks tourism assets & markets;
- Identifies tourism industry stakeholders and agencies involved in tourism;
- Assigns roles and responsibilities to avoid duplication and gaps;
- Acts as a development framework for business, local government and other key organizations.

The Community Tourism Planning Guide was facilitated by Carolyn O'Donnell of Brain Trust Marketing & Communications. Brain Trust's role was to facilitate the discussions necessary to complete the Tourism Planning Guide and develop a three-year action plan created for and endorsed by Aurora's Tourism Task Force.

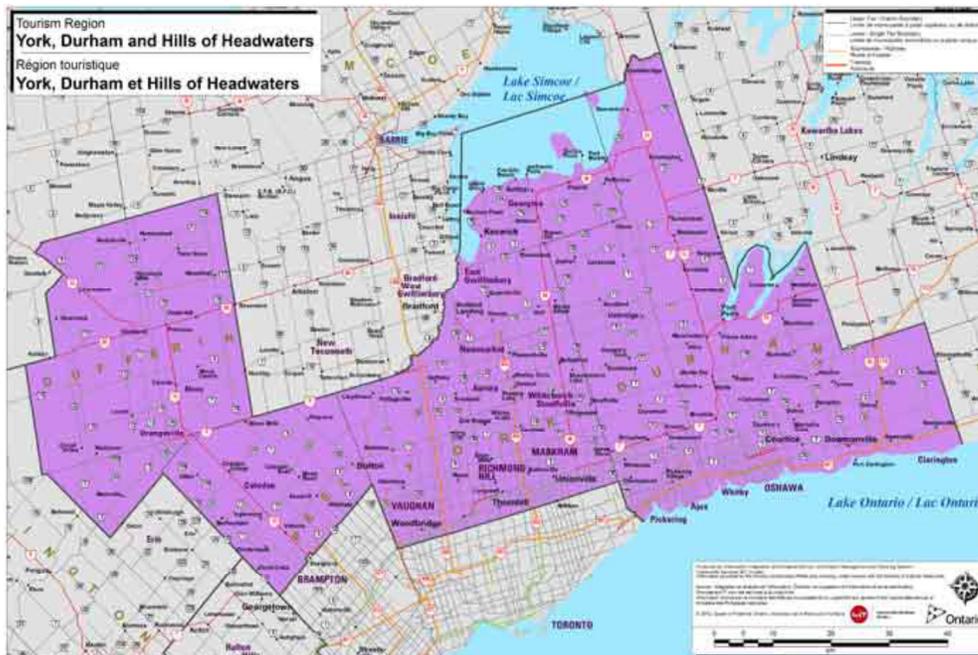


Photo Source 1: York, Durham and Hills of the Headwater Tourism Area,  
<http://www.mtc.gov.on.ca/en/regions/regions6.shtml>

**Members of the Tourism Task Force:**

The Tourism Task Force was made up of a cross section of tourism businesses from both municipalities. A variety of businesses were asked to participate and those who were available and interested participated in the plan development.

Name	Organization
Councilor John Abel	Town of Aurora Council
Councilor Tom Mrakas	Town of Aurora Council
Jen Brkic and Bruce Stafford	Storm Volleyball
Roy Cohen	Aurora Minor Soccer
Jan Freeman and Victoria McArthur	Aurora Farmers Market
Anthony Leurello	Town of Aurora
Samantha Kong	Town of Aurora
Shelley Ware	Town of Aurora
Shawna White	Town of Aurora
Jim Kyle	Town of Aurora
Erika Mazanik and Bob McRoberts	Aurora Historical Society
Mike Nisbet	Westview Golf Course
Divya Sabharwal	YorkScene
Laura Schembri,	Aurora Cultural Centre
Ron Weese, Laurie Mueller and Reg Chappel	Sport Aurora
Chuck Thibeault and Tamara Russell	Central Counties Tourism
Sheryl Thomas	Marquee Theatrical Productions

## Why Tourism?

The demand for travel continues to increase and the competition for visitors is fierce. Emerging destinations are seeing increases of 13% per year.<sup>1</sup>

The Tourism Industry Association of Canada (TIAC) describes the tourism industry as a dynamic and far-reaching sector whose economic impact helps to employ Canadians across the country. Globally, it is one of the world's most remarkable growth industries, with the vast majority of destinations showing increased arrivals and tourism spending each year.

In Canada tourism is an \$84 billion industry representing 2% of GDP. In 2013 it generated \$21.3 billion in tax revenues, employed more than 618,300 people in over 157,000 businesses and all major national tourism indicators increased, including visitation (+2.9%), tourism total spending in Canada's 10 leisure markets (+4.6%), arrivals (2.9%) and employment (2.6%)<sup>1</sup>

In 2009, with the release of The Ontario Ministry of Tourism's Competitiveness Study, thirteen official Regional Tourism Organizations (RTOs) were formed. Regional Tourism Organization 6 (RTO6, branded name is Central Counties Tourism) is made up of three sub-regions; Hills of Headwaters, York Region and Durham Region. The Town of Aurora is located in York Region. Today the Central Counties Region is seeing 12 million visitors annually who are spending \$901 million.<sup>2</sup>

### The Economic Impact of Tourism

Canada tourism = \$84 billion industry  
618,300 jobs  
157,000 businesses

Provincial tourism = \$22.3 billion  
Regional tourism = \$0.9 billion

Visitor's day spend, Ontario \$ 82  
Overnight spend, Ontario \$ 297

Day spend, Region (RTO6) \$ 53  
Overnight spend, (RTO6) \$ 148

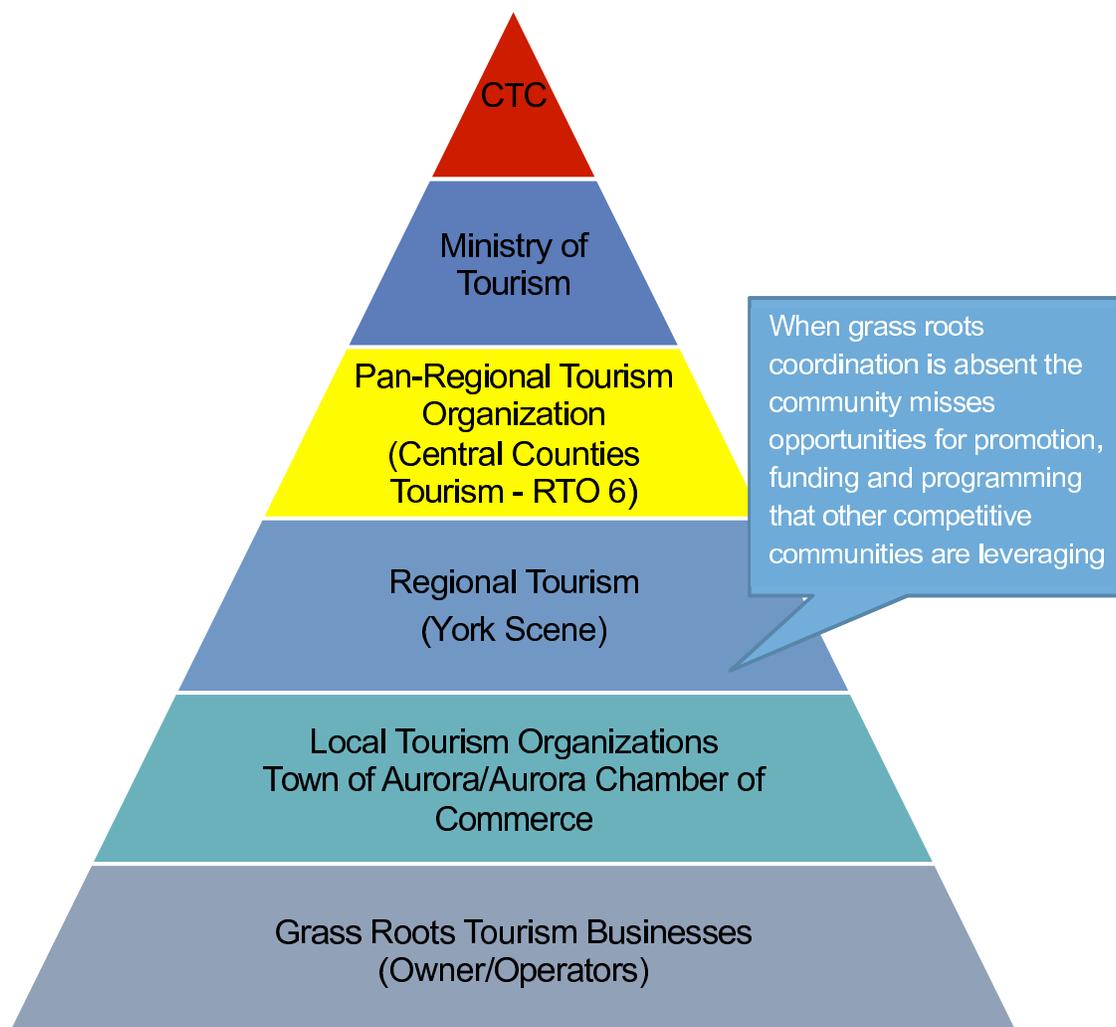
<sup>1</sup> Tourism Industry Association of Canada. (2013). Gateway to Growth: Canadian Tourism Industry

<sup>2</sup> Ministry of Tourism. (2012). Regional Tourism Profile, RTO6.

**The Current Tourism Landscape**

There are many organizations that play critical roles in Canada's Tourism Industry. Each of them have varying responsibilities and areas of focus aimed to attract visitors, service visitors and maximize the economic benefits to communities. Figure 1 shows various organizations and the roles that they play. Each organization relies heavily on the coordination of the foundations below them in order to ensure marketed ready tourism experiences that can be promoted to a variety of regional, national and international markets. There is a need for local tourism coordination to develop the grass roots tourism experiences that can then be positioned to leverage programming and marketing that takes place on a regional (Central Counties Tourism), provincial and national level.

**Figure 1: The Tourism Industry in Ontario**



## Central Counties' Role

In collaboration with industry stakeholders, Central Counties Tourism aims to help the local tourism industry to realize its tourism potential by:

- Devising and delivering targeted marketing programs and working in close co-operation with industry partners as well as with the meetings & events, travel trade, media, and online marketers to encourage consumers to discover and visit the Central Counties;
- Influencing product development by sharing insights on global tourism trends, the changing needs of consumers, and the status of local tourism with other tourism agencies and our industry partners.

Central Counties' 2014/15 overall budget is \$2,773,000<sup>3</sup> and is allocated to address their 4 distinct tourism pillars:

- Strategic Marketing;
- Product Development;
- Workforce Development;
- Investment Attraction.

As a follow up to the 2009 report, Ontario's Tourism Investment Strategy and Implementation report was released in 2011. In this document the province set the goal to double tourism receipts by the year 2020 through increased visitations and visitor spending.<sup>4</sup> This overall success hinges on attracting more visitors by offering new and refreshed tourism product. The province also agreed to continue to support the work of the RTOs to achieve this. The end goal is to strengthen the tourism sector, create jobs and improve the quality of life for Ontarians.

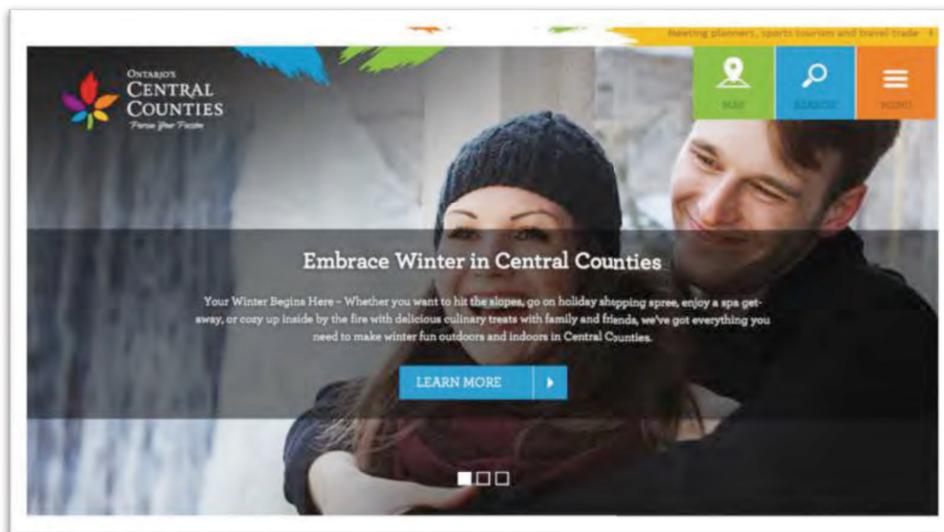


Photo Source 2: Central Counties Website, <http://centralcounties.ca>

<sup>3</sup> Central Counties Tourism, Business and Operational Plan, April 1, 2014 – March 31, 2015

<sup>4</sup> Ontario's Investment Strategy and Implementation Plan, November 2011, Miller Dickenson Blais

### York Region's Current Role

With the formation of the Regional Tourism model and creation of Central Counties Tourism (RTO6) in 2009 York Region transitioned their tourism focus to the promotional side. This has primarily been lead in partnership with the York Region Arts Council through the Yorkscene website.

YorkScene is a regional marketing initiative that provides the Town of Aurora with a presence on the Yorkscene website by listing festivals and events, attractions and accommodations. YorkScene.com is the property of the York Region Arts Council and a collaborative initiative between the York Region Arts Council, the Regional Municipality of York, Economic Strategy Branch, and York Region Media Group which is a division of Metroland Media Group. The site's event calendar and accommodation reservation system has been provided by Central Counties Tourism.

In its current state Yorkscene.com as a tourism resource should provide a stronger sense of community for Aurora. Visitors to the site do not currently receive a strong impression of what each municipality has to offer a tourist and the navigation function makes it a challenge to identify things to do or see.



Photo Source 3: Yorkscene Website, <http://www.yorkscene.com>

## **Local Tourism Activities**

### **The Town of Aurora**

The Town of Aurora does not currently have a formal role in tourism. Both the Strategic Plan and the Cultural Master Plan however identify tourism as an area of opportunity. Specifically,

*The Strategic Plan has a goal of **enabling a diverse, creative and resilient economy** and promotion of tourism in the Town will help achieve this goal. In addition, the Strategic Plan of **celebrating and promoting our culture** and tourism can be a significant factor in achieving this goal.*

Furthermore the Cultural Master Plan approved in 2014 includes the following:

### **3. Expand Tourism Actions**

*3.1 Offer support and assistance in developing tourism packages offering integrated cultural, culinary and other experiences locally and regionally. Work collaboratively with the York Region Arts Council and Central County Tourism in the development of these packages.*

*3.2 Consider opportunities emerging from building stronger ties between sports and cultural tourism.*

*3.3 Consider the development of a tourism strategy for Aurora*

The town hosts a variety of events throughout the year. While events are provided primarily for the local residents, some are attended by visitors (Juried Art Show, Ribfest, Canada Day).

### **Aurora Chamber of Commerce**

The Aurora Chamber of Commerce is a non-profit organization with a membership of over 700 businesses. It is a voluntary organization representing the business community and providing them with the support they need to maintain and grow successful businesses.

The Chamber provides numerous services including educational seminars, networking opportunities, major business events, and cost-saving benefits.

The Chamber does not provide visitors services in the town or through its website other than the promotion of the Annual Aurora Street Festival which is coordinated by the Chamber and considered one of the towns' largest and most significant events. The Chamber also hosts an annual Home Show.

**Business Improvement Area**

In 2010, The Town of Aurora completed a revitalization strategy entitled "The Aurora Promenade Concept Plan" for the commercial area along Yonge Street and Wellington Street. Within the implementation section of this strategy, it was identified that the Town should work with business owners to consider the establishment of a Business Improvement Area (BIA). The Town is currently working to establish a formal BIA and hopes to have it in place by mid 2015.

Table 1 on the following page shows a summary of the roles and responsibilities of the key stakeholder organization that play a role in tourism development and marketing.



**Photo Source 4: Hillary House National Historic Site**

Photo Source 5: Downtown Aurora

Table 1: Current Roles and Responsibilities Related to Tourism Activities

	Education	Research	Advocacy	General Marketing	Targeted marketing	Visitor information Centre	Way finding and gateway Signage	Maps and guides Mobile App	Industry Networking	Community engagement
POTENTIAL TO REACH NEW MARKETS & LEVERAGE FUNDING	<b>Canadian Tourism Commission</b> Promote market ready products and experiences internationally. Provides tools and research to Canadian tourism businesses	✓	✓		✓	✓		✓		
	<b>Ontario Ministry of Tourism</b> Culture and Sport / OTMPC International and domestic marketing of market ready products and experiences. Provides research and resources.	✓	✓		✓	✓	✓	✓	✓	
	<b>Central Counties Tourism (RTO6)</b> Strategic marketing, product development, workforce development and investment attraction.	✓	✓	✓	✓	✓				✓
	<b>York Region (Arts Council)</b> Promote Tourism within York Region through Yorkscene.com	✓			✓			✓	✓	
GRASS ROOTS TOURISM	<b>Town of Aurora</b> Local tourism development and marketing of the areas unique experiences.	✓	✓		✓	✓	✓	✓	✓	✓
	Not currently in place									
	<b>Tourism Advisory Committee</b> Local tourism operators working together under an umbrella for networking, product/experience development and partnering.	✓	✓	✓		✓			✓	✓

## Community Tourism Plan

Creating a tourism plan ensures that the Town of Aurora can optimize the benefits available from tourism activities. This includes what is already happening and what could be happening.

---

### Why Grass Roots is Critical

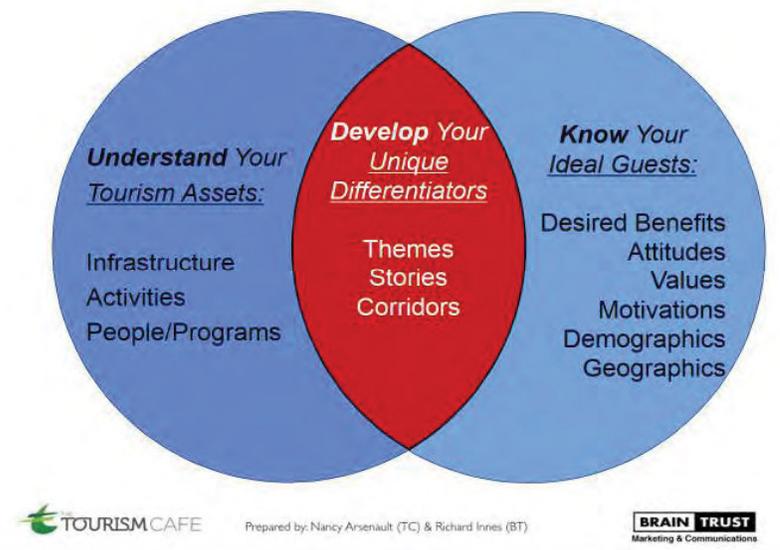
---

A study commissioned by the Tourism Industry Association of Canada<sup>5</sup> revealed, “Canada must develop niche products and services tailor-made to match the unique characteristics of its diverse regions.”

Niche tourism experiences can only be developed by the tourism owners and operators who are on the ground and providing their products, services and experiences directly to the visitor. Tourism businesses that use relevant market research, understand their communities’ unique features and collaborate with other businesses have the best opportunity to identify their differentiators which includes the unique themes, narratives and travel corridors. This in turn increases the opportunity to grow tourism visitation and revenues to the individual businesses and community (shown in Figure 2).

Ideally a tourism business would be well positioned to offer an exceptional and unique experience that is considered high value to an ideal guest.

**Figure 2: Developing Your Unique Differentiators**



---

<sup>5</sup> Deloitte & Touche LLP. (2007). *Destination Canada, Are we doing enough?* Prepared for TIAC.

The Case Study below helps to demonstrate the value of tourism experience development at the grass roots.

**Case Study Example:**

The Canadian Tourism Commission (CTC) offers some excellent examples of tourism businesses in Canada who have nurtured their own unique and authentic visitor experiences and used visitor profiles to refine those offerings and promote them directly to their ideal guest.

The following is a snapshot of the CTC case study on The Great Circle Trail on Manitoulin Island, Ontario. It highlights both their approach and their success:



6

***What does “Experiential Travel” mean to your business?***

It means sharing our culture with visitors in a variety of ways that engage all five senses, focusing on creating memories and connecting with visitors on an emotional level.

<sup>6</sup> [https://en-corporate.canada.travel/sites/default/files/pdf/secced/sec\\_casestudy\\_great\\_spirit\\_circle\\_trail.pdf](https://en-corporate.canada.travel/sites/default/files/pdf/secced/sec_casestudy_great_spirit_circle_trail.pdf)

***What makes a “Memorable Travel Experience”?***

At Great Spirit Circle Trail, this means sharing our simple ways of living and teaching guests about our culture in ways that are interactive and educational. Cultural authenticity is at the heart of our memorable First Nations experiences. We will not compromise our culture to make a dollar. Our goal is to make a spiritual connection with our visitors and we love hearing that we've changed some peoples' lives, and transformed them for the better.

***Are you seeing any increase in demand for experiential travel?***

Yes, since we shifted from a being a tour operator that focused on marketing and packaging and began to invest in product development based on truly understanding the type of experiences our guest were seeking, our sales have been doubling every year for the last four years. We operate with a very lean staff of three people in the winter, but in the summer we have up to 20 people working for us within our First Nations band, along with new partners who can deliver programs.

***What's important to you as a company?***

Ensuring that our guests depart with a better understanding of First Nations people and culture, and in some cases (especially for Canadians), we want them to have a different perspective on First Nations people. We want our own people to be at the heart of engaging visitors with our stories and culture. Our connection to the earth is extremely important to us, and we want to share it with our guests.

***Describe your ideal guests.***

Our guests are open-minded people who want to learn about other cultures. They are seeking enlightenment and are willing to embrace others' views of the world.

***Tell us about your key partners.***

Since we shifted to experiential travel in 2006, our initial focus has been to build capacity within our First Nations community. Now that we have achieved a strong experiential product base, we are starting to branch out and work with more external partners to design experiences and package travel for the mutual benefit of our customers and our partners. For example, we recently added a new Horse and Teepee Overnight Adventure to our offerings, and we are partnering with a non-Aboriginal business to deliver this experience

With a variety of organizations playing a critical role in Canada's tourism industry, the tourism business' unique offering has potential appeal for not only visitors in the regional and domestic market, but also the growing international market. The organizations listed in Table 1 all play a role in the promotion and packaging of unique experiences that are offered in Aurora. Without the grass roots development by the tourism business and the support of a local destination marketing organization, the various promotional organizations that have a farther market reach don't have unique stories to tell and therefore nothing to sell on behalf of the smaller community.

## Current Tourism Markets

Market profiles can be segmented in a variety of ways. In order to understand the area's markets it was important to consider Demographics (age, education, income, place of residence), behaviors (where they stay and what they do) and psychographics (what they value and what motivates them to travel).

---

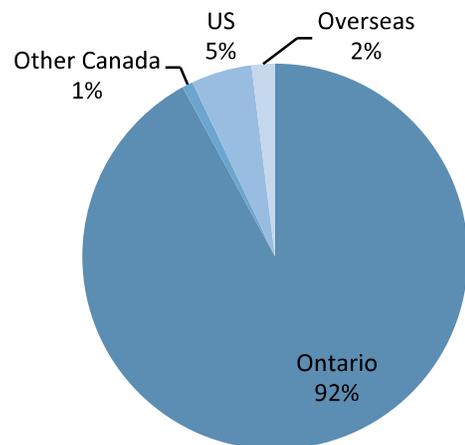
### What the Research Tells Us

---

#### Demographics

In 2012 there were 12 million visitors to Central Counties, 8% of provincial visitation<sup>7</sup>. Of these 4 million visitors came to York Region (Figure 3) and the majority of these came from within a 2 hour drive (Table 2 and Figure 4). The data to follow has been extracted from the Ontario Ministry of Tourism's Regional Tourism Profile for York Region, 2012.

**Figure 3: Visitation to York Region in 2012 (4 million)**



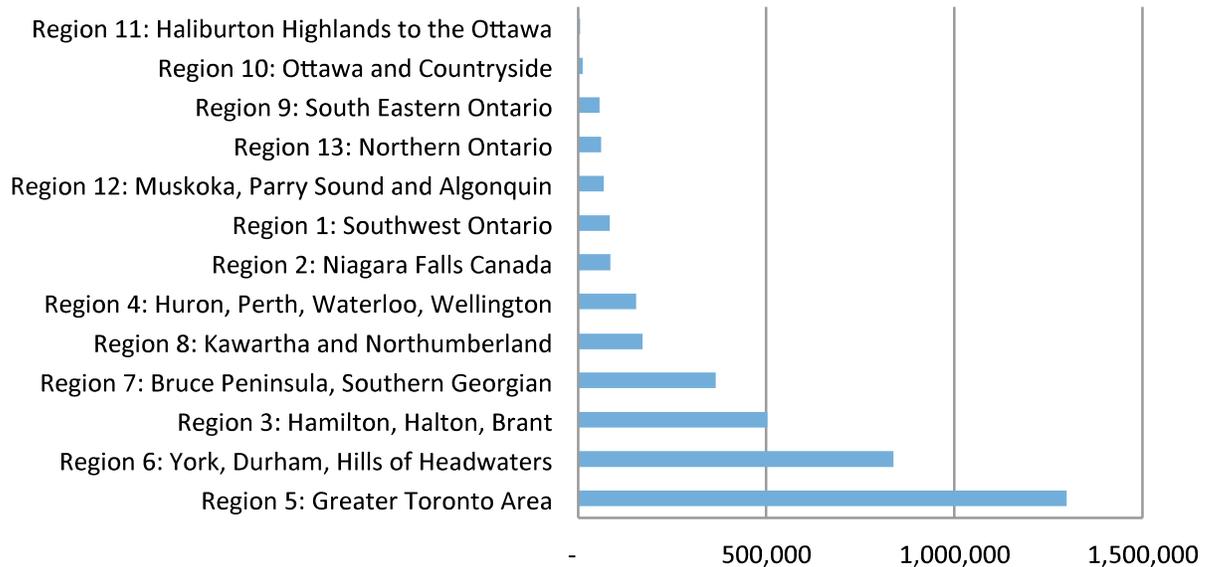
**Table 2: Tourism Visits in RTO6**

Municipality	Visits in 2012
Durham Regional Municipality	6,256,008
York Regional Municipality	4,018,457
Peel Regional Municipality	5,825,411
Dufferin County	1,041,901

<sup>7</sup> Ontario Ministry of Tourism, Regional Tourism Profiles, RTO6, Ontario, 2012

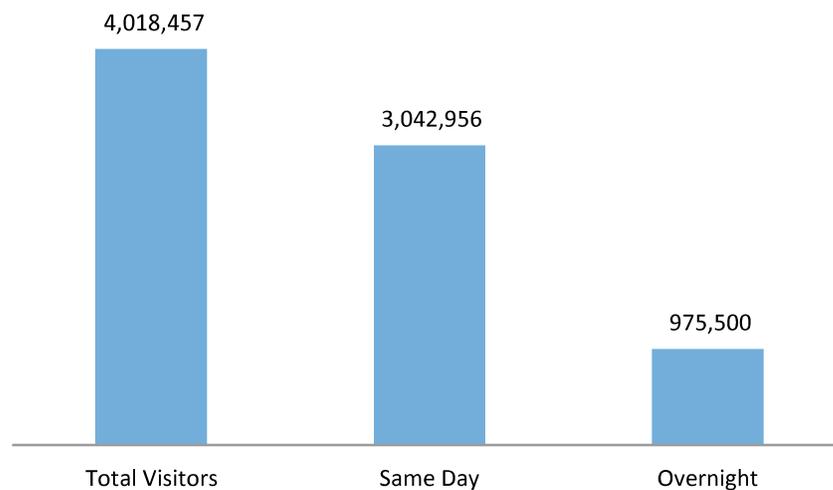
**Figure 4: Visitor Origins**

**Top Visitor Origins to York from Ontario in 2012  
(92% of total visitor market)**



York Region is like most other Ontario destinations in that the majority (92%) of visitors are those that come for the day (Figure 5).

**Figure 5: Length of Stay in 2012**



In 2012 visitor spending in York Region totaled \$ 392 million, which represented 2% of the total spending for the province (Table 3). Considering that York Region is seeing 3% of the provincial visitation this lower share of the spending indicates that visitors are coming but not spending in the same way they do in other regions.

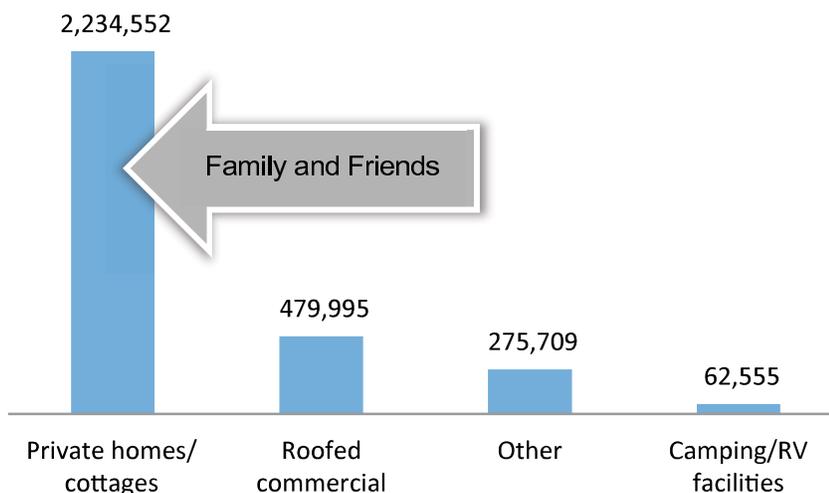
**Table 3: Visitor Spending (Billions)**

2012	Visitor Spending
Ontario	\$ 22.3
Central Counties	\$ 0.9
Central Counties proportion of Total Ontario	4.0%
York Region	\$ 0.39
York Region proportion of Total Ontario	3.0%

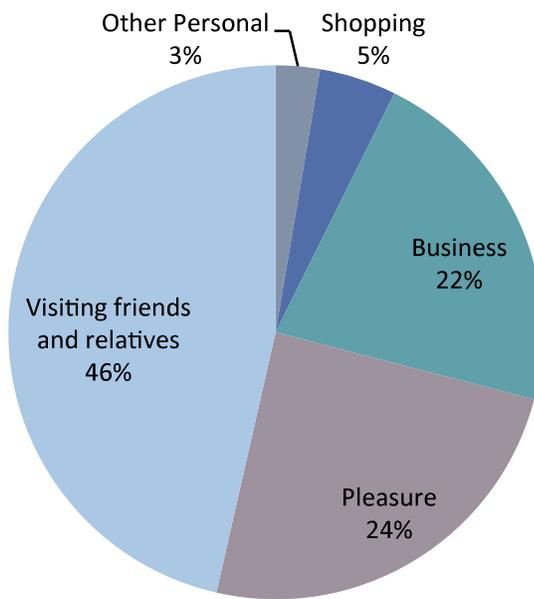
**Behaviors**

The average per person per overnight spending in York Region was \$206 compared to a provincial average of \$297 while the same day visit saw spending of \$63 compared to \$82 for the province. One key factor in spending may be attributed to where visitors are staying. Figure 6 shows that of the 3 million total overnights stayed in York Region, 2.2 million stayed in private homes/cottages. This is in keeping with the high number of visitors who come to York Region for the main purpose of visiting friends and relatives (VFR) (Figure 7).

**Figure 6: Where Visitors Stayed**



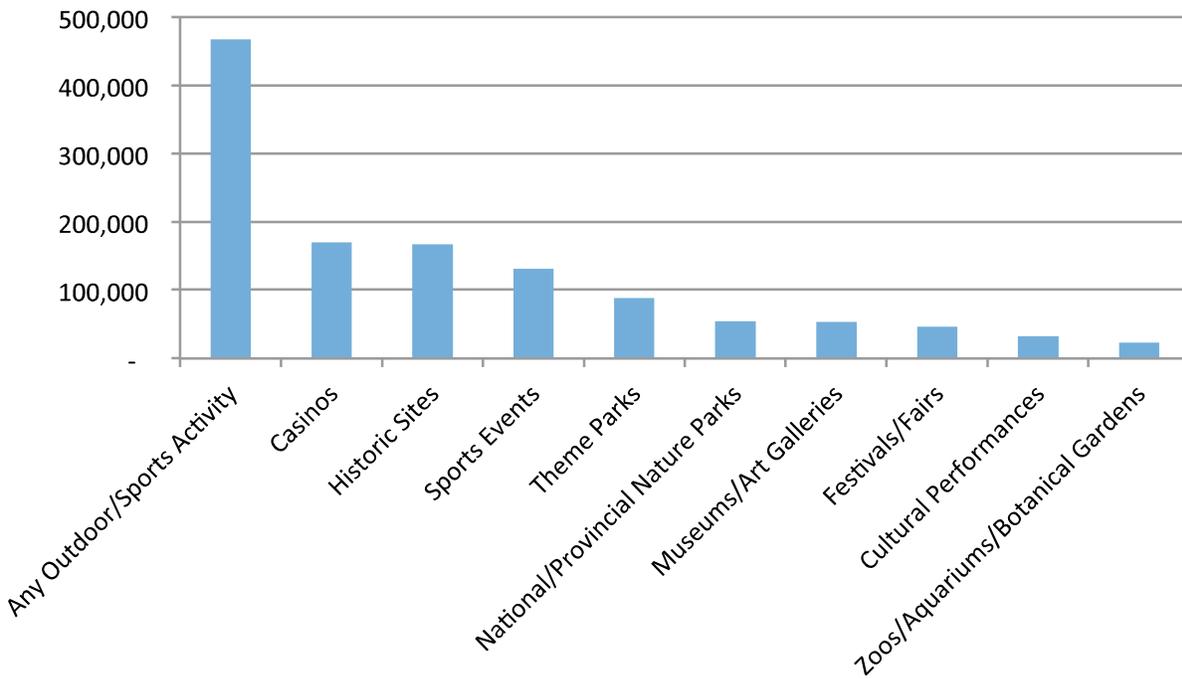
**Figure 7: Main Purpose of Trip**



**Photo Source 6: Sheppard's Bush Conservation Area**

Sports events ranked number one by a wide margin as the top activity that visitors to York Region to participated in (Figure 8).

**Figure 8: Activities of Visitors**



### Psychographics

To identify the right consumer, or “ideal guest” for each of Ontario's 13 tourism regions the Ontario Tourism Marketing Partnership Corporation (OTMPC) partnered with all Regional Tourism Organizations (RTOs) and commissioned a major consumer segmentation study across key central North American markets.<sup>8</sup>

The study results revealed 12 unique consumer segments originating from the Ontario, Quebec, Manitoba and major central/eastern U.S. markets. The segments were identified using the consumer’s social and emotional needs, preferred travel experiences and behaviours and media habits including use of technology.

During a 2-hour working session, the Tourism Task Force members reviewed each of the segments and answered the following questions:

1. Does this market segment currently visit Aurora?
2. What interests them?
3. Where do they come from?
4. Why do they travel?
5. When do they travel?
6. Is this a top market for Aurora?

By tapping into the knowledge of the Tourism Task Force and digging into the market segmentation research, the following Market Segments were identified. These segments best reflect the current and potential visitors that match the type of tourism experiences and assets found in Aurora. The Market Segment descriptions to follow have been extracted from the 2012 Consumer Insight Research Study by TNS.<sup>9</sup>

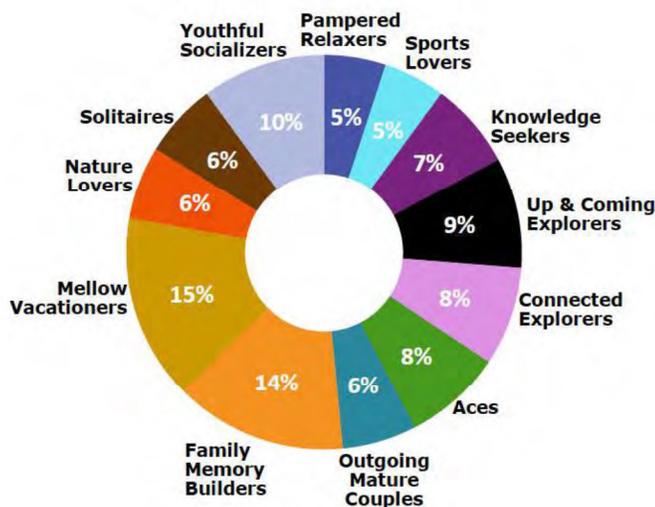


Figure 6: TNS Market Segments 2012

<sup>8</sup> Passport Ontario Newsletter, OTMPC, November 2012

<sup>9</sup> TNS Canada Ltd, Consumer Insight Research Segmentation Study, 2012

## Market Segment Descriptions

### Top Markets

#### **Family Memory Builders – 14% of the market<sup>10</sup>**

This is a segment driven by families with children under the age of 18 who want a playful vacation that is centered on building family memories and strengthening the bonds. Activities such as theme parks allow the family to have fun and build these lasting memories.

Aurora Programs and Experiences:  
Festivals and Events, Farmer's Market,  
Sheppard's Bush, and Aurora Town Park.



Photo Source 7: Aurora Winter 2015 Guide

#### **Knowledge Seekers – 7% of the market**



Photo Source 8: Aurora Cultural Centre, <http://auroraculturalcentre.ca>

Knowledge seekers are couples in or nearing retirement, aged 55+, with a higher income. They are entering a new phase of life as empty-nesters with the time and money to enjoy themselves, and travel is a part of this new lifestyle. They are looking to understand the places they visit by getting exposure to local customs. Trips usually last 8 days as they want to fully appreciate where they are and explore all aspects of history, art and culture. Travel for them is about expanding their knowledge and stimulating the mind.

Aurora Programs and Experiences: Aurora Cultural Centre, Hillary House, Festivals and Events, Historical Walking Tour.

---

<sup>10</sup> Additional information on each of the market segments is included in Appendix A.

**Sports Lovers - 5% of the market**

This group, skews more male, and is driven by a love of sports, either watching or participating. By the nature of their passion these people describe themselves as more active and energetic than most. In reality their sports are not necessarily extreme more in keeping with what is readily available, and more likely to be organized team sports and golf.

Aurora Programs and Experiences: Golf courses, Aurora Sports Hall of Fame, Sport Aurora (wide variety of sports organizations working together). 2015 was designated as the Year of Sport in Aurora.



**Secondary Market**

**Outgoing Mature Couples – 15% of the market**

Skewing strongly towards seniors and those in retirement, these travellers are driven by a desire to maintain their vitality and connection with the world. They are not particularly adventurous; rather they want to maintain their vitality often by interacting with new people (travellers and locals). It is important to them to feel competent and vital.

Aurora Programs and Experiences: Aurora Cultural Centre, Festivals and Events



**Photo Source 9: Town of Aurora, 105 Strings Event**

## Tourism Assets

The Tourism Task Force attended a working session with the goal of identifying and ranking Aurora's tourism assets. These assets included the 5 components of tourism; attractions, tourism businesses, infrastructure, hospitality and promotion. Working groups explored these and then shared their findings with the larger group and made the following observations:

---

### Attractions

---

The attractions component of tourism consists of "things to see and do" (i.e. parks, trails, museums, festivals, galleries).

Aurora's demand generators specifically motivate visitors to travel. These included:

1. Sports Events
2. Golf (6 courses)
3. Festivals and Events (Yonge Street Festival, Ribfest, HoeDown, Concerts in the Park and Juried Art Sale)

The majority of Aurora's attractions would be considered secondary attractions that don't necessary draw visitors on their own, but rather as cluster of experiences. The majority of these fall within Arts, Culture and Heritage:

1. Aurora Cultural Centre
2. Hillary House (designated as a National Historic Site by Park's Canada)
3. Farmer's Market
4. Summer Outdoor Concerts
5. Historic Downtown
6. Walking Tours

While these attractions and events may not be primary trip motivators, they do have potential to extend the length of stay and increase the spending of visitors. Many visitors to these attractions are visiting friends and relatives.



Photo Source 10: Town of Aurora, Art Exhibit at Town Hall

---

Tourism Businesses

---

The Town of Aurora is an urban center with some infrastructure to support tourism.

**Accommodations**

The greatest gap in Aurora’s tourism infrastructure is in providing accommodations. Currently there are no roofed accommodators within the town therefore visitors must stay in nearby Newmarket, Richmond Hill, Markham or Vaughan.

**Food and Beverage**

Aurora has a number of food and beverage establishments that offer a variety of options and price points. These are available year round and there are also options for people who want to go out in the evening to a pub or club setting.

**Retail**

While Aurora has a small town feel with its original main street intact, there are is wide variety of retail options. The Yonge Street Festival, organized by the Chamber of Commerce provides a key event that positions Aurora as a unique town with numerous shopping opportunities.



Photo Source 11: Town of Aurora, Yonge Street Festival

**Sports, Parks and Recreation Facilities**

Aurora has a wide variety of sports, recreational and leisure facilities that serve both the areas' residents as well as groups such as sports teams.

Major Facilities:

<b>Indoor Facility</b>	<b>Uses</b>
Aurora Community Centre	Auditorium 2 Ice Pads Meeting Rooms
Aurora Cultural Centre	Gallery Great Hall Meeting Rooms Activity Room
Aurora Family Leisure Complex	Activity Room Ice Pad Fitness Centre Indoor Track Climbing Wall Gymnasium Youth Room
Aurora Public Library	Library Meeting Rooms
Aurora Senior's Centre	Activity Rooms Multi-purpose Room
Stronach Aurora Recreation Complex	8-lane pool 2 Ice Pads
Town Hall	Council Chambers Meeting Rooms
Victoria Hall	Meeting Rooms



Photo Source 12: Club Aurora Fitness Centre,  
<http://www.aurora.ca>



Photo Source 10: Aurora Community Centre,  
<http://www.aurora.ca>

<b>Outdoor Sports Facilities</b>	<b>Location</b>
Baseball	Lambert Willson Park Stewart Burnett Park
Softball	Fleury Park James Lloyd Park Lambert Willson Park Norm Weller Park Optimist Park
T-ball	James Lloyd Park Machell Park
Basketball	Ada Johnson Park Atkinson Park Chapman Park Confederation Park Hamilton Park Hickson Park James Lloyd Park Seston Park Summit Park Tamarac Green Thompson Park William Kennedy Park
Beach Volleyball	Lambert Willson Park
Soccer Fields	Sheppards Bush
Tennis Courts	Fleury Park McMahon Park Norm Weller Park Summit Park



Sport Aurora began as the Aurora Community Sport Council in 2005 when a group of representatives of seven Community Sport Organizations came together to discuss challenges and opportunities facing predominately youth sport in the Town of Aurora. Since 2005 Sport Aurora has grown from the seven original sport organizations to sixteen organizations in Aurora. Currently Sport Aurora represents the 27 sport organizations with a volunteer base of over 2,500 and a player base that approaches 10,000 people from the ages of 3 to 80 years of age in both genders.

In the past five years, Sport Aurora has participated in the development of the Parks and Recreation Master Plan and Pricing Policies that are now in place with the Town of Aurora. The Town has called upon the membership numerous times to provide advice with respect to the direction of sport and Sport Aurora has now become the "voice" of Sport in the Town of Aurora.

---

## Tourism Infrastructure

---

### Transportation

Aurora is easy to access by car, especially with the highway 404 extension that passes right by the edge of the town. Go transit also services Aurora with both bus and train, although train service is limited to weekdays.

### Road Cycling

There are a variety of road cycling routes in York Region. Aurora has a collection of signed routes and a couple of boulevard trails.

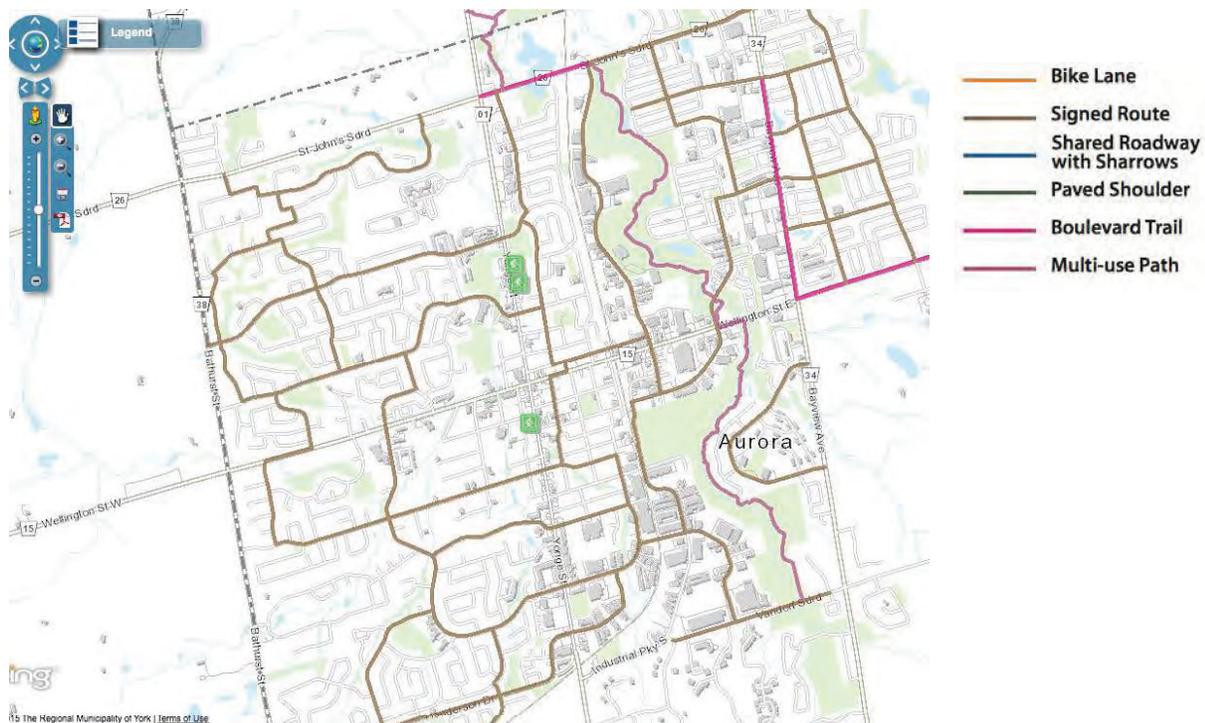


Photo Source 13: Screen shot from <http://ww4.yorkmaps.ca/YorkMaps/CyclingMap/index.html>

### Trails

Trail systems offer walking, hiking and biking opportunities. Transition areas offer limited amounts of parking that are fine for transient use but not capable of handling larger events. There is a York Region Trails map that provides an overview of the trails network.

**Signage**

Way finding signage is an important consideration for visitors. The taskforce considered the current situation and provided the following snapshot (Table 4).

**Table 4: Signage in Aurora**

<b>Organization</b>	<b>Entrance Signage</b>	<b>Directional Signage to Businesses</b>
Ministry of Transportation (TODS signage)	Not applicable	Available for a fee to tourism businesses but only off of provincial routes. There are very few Aurora listings on Highway 400 and 404, directing visitors to Aurora.
York Region	No	Available for a fee to tourism businesses on regional roadways
Town of Aurora	Entrance signs need updating Town and Chamber coordinate these together	Municipal properties only
Aurora Chamber of Commerce		No

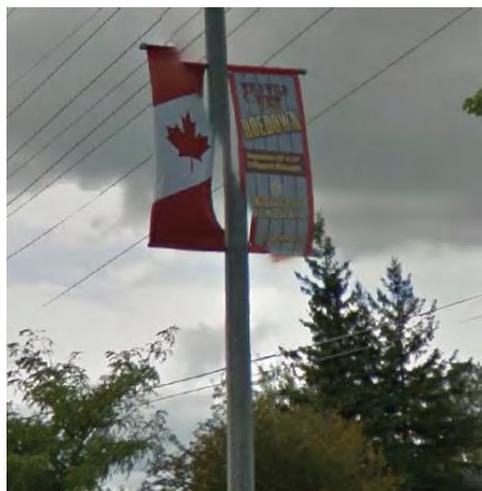
Tourism Hospitality

The fourth component of tourism that the taskforce explored was hospitality. The group evaluated Aurora’s current ability to be welcoming and offer pleasant experiences. Table 5 is a summary of what was identified.

**Table 5: Tourism Hospitality in Aurora**

Area of focus	Summary
Customer Service Training	No formal program in place
Way finding	Gateway signage into the Town needs to be updated There is no way finding signage in place to direct visitors to businesses (i.e. cultural centre, golf courses)
Do we do visitor surveys?	Not currently being done
Sense of Place	The flags at the entrance to Aurora on Wellington Road create welcoming feel. Banners are located in some areas of the town and feature upcoming events
Are we welcoming?	Without proper exit surveys this cannot be evaluated
How do locals feel about visitors?	Tourism is not top of mind to residents
Visitor Information Centres	The Town Hall provides brochures but is not promoted as a formal visitor information centre. It is only open weekdays
Packaging	Not currently being done
Cross promotion with other businesses	Not currently being done

**Photo Source 14: Aurora Street Banners**

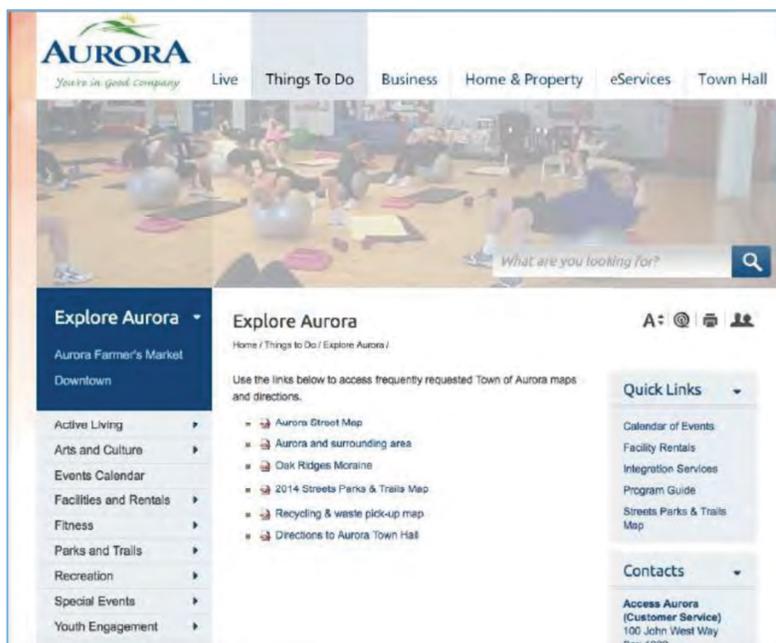


**Tourism Promotion**

Table 5 is a summary of how tourism is being promoted including web activities, advertising, promotional signs, and travel guides. Table 5 is a summary of the task forces assessment.

**Table 6: Tourism Promotion in Aurora**

Area of Focus	Town of Aurora	Aurora Chamber of Commerce
Web	No dedicated tourism website Town website offers very limited information	No tourism focus other than promotion of Aurora Festival
Social Media	Not a current activity although individual businesses are using this as a tool.	Social media is directed to businesses not visitors
Print collateral materials (Visitor Guides and maps)	Parks and Recreation Guide only	No visitor publications
Attend Consumer Travel shows	Not a current activity	No
Tourism Promotional Signage	Not a current activity	No
Mobile App	Not a current activity	No
Images/video	Not a current activity	No
Story tellers	Not a current activity	No
Affiliates/partnering with other tourism agencies (York Scene, RTO6, Ontario Tourism Marketing Corporation)	Not a current activity	No



**Photo Source 15: Aurora’s online information for visitors, [www.Aurora.ca](http://www.Aurora.ca)**

A Summary of the Tourism Asset Concerns

After reviewing the five key tourism components the taskforce identified concerns that need to be taken into consideration (Table 7). These high level findings provided the reasoning and strategic thinking that was used to develop tourism goals.

**Table 7: Summary of Tourism Concerns**

Leadership & Industry Engagement	Attractions & Businesses	Infrastructure	Hospitality	Promotion
No formal tourism committee in place	Lack of accommodations*	Lack of larger multi-use sports facility **	There are no tools to help direct visitors (maps)	There is no visitor website
No tourism department at the Town	Limited number of tourism attractions	Lack of weekend GOtrain service is an issue	There is no formal hospitality training or ambassador program in place	Social media is not being utilized to promote tourism activities
Tourism businesses do not work together	Local residents and visitors are not aware of all of the Town's assets	Signage needs to be updated	Businesses are not always aware of when events are happening	Promotional efforts are fragmented
Tourism activities are fragmented	Businesses do not cross promote or package	There is a need to expand the banner program	Sports teams are not provided with information to encourage them to visit Aurora's businesses	No marketing training for tourism businesses
There is no tourism industry communication	There is no industry training or development happening	York Region Transit does not offer weekend service other than on the Yonge Street Route	There is an overall lack of awareness about the benefits of tourism	Cooperative and affiliate marketing is not currently being done

\*The single biggest concern raised was the lack of accommodations within Aurora. Sport Aurora's collection of organized teams bring large volumes of athletes, coaches, trainers, and spectators to Aurora throughout the year for tournaments and neighbouring communities benefit from the room revenue.

\*\*A second significant concern is the lack of a large gymnasium or multiuse facility that can accommodate larger events that Sport Aurora feels confident they could host. This issue will be looked at more closely with the development of a Sport Plan for Aurora which was approved by Council March 2015 and will be completed within the year.

## **Strategic Tourism Goals**

Based on work completed to explore Aurora's current tourism landscape and performance, the Tourism Task Force identified 5 overarching tourism goals.

### **1. Establish Tourism Coordination and Leadership in Aurora**

Tourism businesses need to come together in Aurora as a sector of the economic community. The formation of a Tourism Advisory Committee would allow those businesses to have a collective voice and work together to grow tourism activity and its economic impact to the Town. In order for the committee to function effectively and implement ideas there is a need to have a designated tourism facilitator that can provide coordination and regular communication between tourism businesses, key stakeholder organizations and the Town. A Tourism Coordinator could fulfill that role.

### **2. Leverage Existing Visitors**

Aurora is seeing a high volume of day-tippers who are spending below the provincial average. There is a desire to create focused campaigns and partnerships that would encourage visitors to spend more and stay longer while they are in town.

### **3. Develop a Local Tourism Campaign**

Given the high propensity of visiting friends and relatives there is an opportunity to communicate with Aurora's residents to inform them about things to see and do in order to encourage them to visit local establishments when they host visiting family and friends.

### **4. Engage, Inspire and Equip Tourism Partners**

Training and the engagement of tourism operators and local storytellers is critical. Training and information sharing will help businesses in identifying their unique positioning and reveal opportunities for them to work together to develop a mix of experiences that can be packaged and promoted. This training focuses on assisting operators to identify their ideal customer, ways to meet/exceed expectations and how to reach visitors effectively through targeted marketing.

### **5. Invest in Tourism Tools**

From the outside looking in, Aurora needs to enhance the tools that visitors use to plan a trip and then navigate their way to and within the community to discover all of the "must see" attractions\*. This information is also critical for residents who can be encouraged to support their local businesses and invite friends and family.

\*GOtransit recently indicated that they are expanding trips to and from Downtown Toronto/Aurora in the next 5 years. Achieving the above goals will position Aurora well to encourage increased visitation from the GTA including International travellers.

It should be noted that there is a tremendous amount of enthusiasm and commitment to sports in Aurora and specific goals related to sports tourism should be developed in the near future with the completion of a more in-depth review of those opportunities. This will be addressed in the Sport Plan to be completed in late 2015.

The strategic goals as stated above are intended to support the growth of all tourism subsectors including sport and lay a foundation for future growth.

**Suggested Timing**

Priority 1: Within the next 6-8 months (remainder of 2015)

Priority 2: 9 -18 months (starting in 2016)

Priority 3: 18 months to 3 years

# Action Plan

## 1. Establish Tourism Coordination and Leadership in Aurora

Action	Key Result	Who	Priority Level
1. Define the roles and responsibilities of the key organizations that support tourism economic development.	A clear direction that will ensure the ongoing support of tourism activities. A collaborative understanding of when to lead, partner or support project initiatives.	Town of Aurora Aurora Chamber of Commerce York Region Central Counties Tourism	1
2. Seek resources to create a Tourism Coordinator* position.	A central point of contact that can provide coordination and regular communication between tourism businesses, key stakeholder organizations and the Town.	Town of Aurora with input from Tourism Advisory Committee	1 Fall 2015 (aligns with Town's budget process)
3. Establish a formal Tourism Advisory Committee.	Tourism Committees form the critical link between the Town and the tourism business operators who can work together to encourage economic development in the tourism sector.	Town of Aurora Chamber of Commerce BIA (when formed) Assistance for Central Counties Tourism (advisory role)	1
4. Create a contact listing of all tourism businesses.	Enables Tourism Advisory Committee and Tourism Coordinator to provide important industry information and invitations to training and tourism events.	Tourism Coordinator, with input from Tourism Advisory Committee Input from Central Counties	2
5. Define desired annual tourism activities and create a budget for development and promotion.	Ensure ongoing commitment of tourism activities that allows the tourism industry partners to plan for the next 3 years. Avoids duplication.	Tourism Advisory Committee Town of Aurora Align with York's regional programs and Central Counties pan-regional activities	1
6. Meet twice annually with York Region and Central Counties Tourism to review grass roots activities and strategize opportunities to align and influence	Leverage CCTs product/experience development and marketing funds and increase reach through pan regional opportunities.	Tourism Advisory Committee Town of Aurora York Region Central Counties Tourism	1

**2. Leverage Existing Visitors**

Action	Key Result	Who	Priority Level
7. Produce a map of tourism assets that can be used to assist visitors who are already in the area. Distribute to all incoming sports groups.	A practical tool for residents and visitors while they are in the area to encourage additional spending in tourism businesses.	Tourism Coordinator, with input from Tourism Advisory Committee Chamber of Commerce Sport Aurora	2
8. Identify high traffic areas and develop an action plan to place collateral and signage/map in that area featuring the "must visit" attractions.	Visitors will have a better understanding of where to experience Aurora's other attractions, eat and shop.	Tourism Coordinator, with input from Tourism Advisory Committee Chamber of Commerce Sport Aurora	2
9. Provide front line hospitality employees with local ambassador training that provides them with a robust understanding of Aurora's tourism assets.	Improves visitor experience and allows businesses to cross promote.	Tourism Coordinator York Region Central Counties Tourism	2

**3. Develop a Local Tourism Campaign**

Action	Key Result	Who	Priority Level
10. Distribute map (Action 7) to local residents and promote tourism website (Action 14) as a one-stop-shop resource for things to see and do in Aurora to residents.	Encourage residents to frequent local establishments and bring friends and family. Explore distributing this with Recreation Guide 2x /year.	Tourism Coordinator	2
11. Promote what is happening in Aurora with the businesses located in the town (Head offices).	Encourage those who work in the area to return in their free time to take part in tourism activities.	Tourism Coordinator Central Counties Tourism	2
12. Raise the profile of tourism to local residents (possibly define 2016 as the Year of Tourism, share success stories through the Chamber and media outlets and add tourism awards.	Communicate the benefits of tourism and its role in increasing the quality of life for Aurora and its businesses and residents.	Tourism Advisory Committee Chamber of Commerce	2

**4. Engage, Inspire and Equip Tourism Partners**

Action	Key Result	Who	Priority Level
13. Provide ongoing training to tourism operators, organizations and associations on how to use the OTMPC & CTC research to develop tourism experiences and invest in marketing that is aligned with visitors' values and expectations.	Operators will understand visitor profiles and how to benefit from using this information in their product development and marketing activities.	Tourism Coordinator Central Counties Tourism Chamber of Commerce (promote existing programs to tourism businesses)	2
14. Initiate an Experience Development pilot program in the Arts/Culture sector using the Aurora Cultural Centre as an anchor.	New experiences to take to market in the fall of 2016.	Tourism Coordinator Targeted Aurora Businesses York Region Central Counties Tourism	2

**5. Invest in Tourism Tools**

Action	Key Result	Who	Priority Level
15. Develop a visitor website and link listings to York Region and Central Counties	Necessary tool for visitors to use to plan a trip to Aurora and navigate their way to other things to see and do. Helpful tool for Sport Aurora to provide link to incoming teams.	Town of Aurora York Region Central Counties Tourism	2
16. Set up and utilize social media to promote tourism activities. Feed into York Region's social media promotions	Target visitors with up to date and engaging content to lure them to Aurora.	Tourism Coordinator York Region Central Counties Tourism	2
17. Improve entrance signs and expand to include way finding to the areas' attractions. Expand existing banner program. A needs assessment can determine the best location for additional signage.	Improves visitor experience and heightens awareness of what there is to experience in the area. Banners can promote upcoming events and key attractions and also raise the awareness and profile of these tourism assets.	Town of Aurora Chamber of Commerce	3

# Appendix A

Ontario Market Segments (<http://www.tourismpartners.com/research/targetSegments>)

## Major Attractions Are A Hit

45% visited amusement parks, theme parks, zoos, aquariums



## Vacation is Activity-Filled

54% went shopping and 42% visited a beach



## Family Memory Builders

Family Memory Builders are couples with young children, aged 35-54 years old. These Gen X-ers are parents who have built their lives around their kids. Leisure for them is all about spending quality time as a family – at home and on vacationing. Travel is an opportunity to come together and bond through playful activities. When their kids are having fun, they are having fun too – and ultimately building memories together as a family.



## Forging Family Ties

77% want to connect with family on vacation. 71% want to create lasting memories as a family



## Play Brings Everyone Together



## Top Planning Sources

Consulting family/friends, researching pamphlets and brochures, visiting accommodation websites and online travel agencies.



## Media Habits

Above average online usage including search engines, weather, shopping, parenting sites and Facebook. This group are also magazine readers, notably parenting titles.



Memories Tight Knit  
**Bonding** Wholesome  
 Together Agenda  
**Tourist** Family Friendly  
 Busy Playful **Relationships**  
**Planning** Kid Oriented **Fun** Theme Parks  
 Shopping Stories

**In the Stands**

50% attend sporting events and 37% say it is their main reason to travel.



**In the Action**

47% take part in sports while travelling. 16% played golf on their most recent trip.



**Sports Lovers**

These travellers are sports lovers through and through – whether it's attending a major league game or playing a round of golf themselves. Sport in every capacity is what drives them to travel. Because of their energy and enthusiasm for sports they see themselves as more active than the typical traveller, although in reality they are looking for as much if not more rest and relaxation than anyone else. Sports lovers in Ontario are predominantly middle-aged men (aged 35-54).



**Travel Recharge**

The desire for rest and relaxation on vacation is higher than average, exceeding all segments except pampered relaxers. 47% went to a beach, resort, spa or water on recent trips.



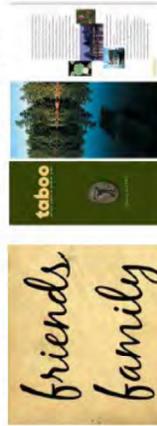
**Adventurous In Spirit**

Although they describe themselves as more active than most, in reality, the sports they choose are not extreme (meaning they follow what's popular such as golf and organized sports).



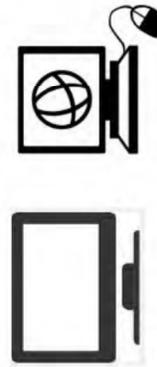
**Travel Planning Sources**

38% rely on family and friends, 22% use their own experience, 15% use brochures and pamphlets, 11% use auto associations



**Traditional & Digital Media**

Above average to average consumption of both.



**Energy Competition**

**Fan Sports**

*Taking It Easy*

**Cheers Excitement**

*Physical Challenge Passion*

*Active*

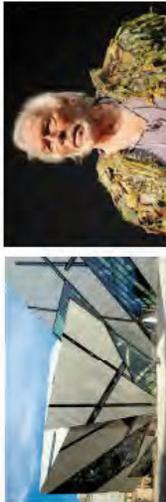
**Enthusiasm Relaxing**

**Fun**

*Entertainment*

**Desire to explore the arts**

89% visited museums/places of interest (59% is avn)



**Discovering new surroundings**

90% like to see local architecture and unique cityscapes



**Planning trips**

51% rely on family and friends, but also use brochures, travels books, AA. 50% use accommodation websites; 42% use online travel agencies



**Knowledge Seekers**

Knowledge seekers are couples in or nearing retirement, aged 55+, with a higher income. They are entering a new phase of life as empty-nesters with the time and money to enjoy themselves, and travel is a part of this new lifestyle. They are looking to understand the places they visit by getting exposure to local customs. Trips usually last 8 days as they want to fully appreciate where they are and explore all aspects of history, art and culture. Travel for them is about expanding their knowledge and stimulating the mind.



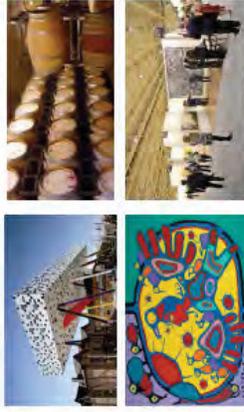
**Media Habits**

Active newspaper and magazine readers (news and travel). Active online users (search, weather, travel). Below average social media use.



**Looking for cultural appreciation**

81% are seeking knowledge and cultural travel experiences



**Mental stimulation trumps R&R**

54% see themselves as knowledge seekers (23% is avn)



**Cultural Understanding**  
 Expand your knowledge

**explore** Drive to learn History  
 Enriching Stimulate the mind  
**rediscovery**

**Galleries** Landmarks  
 Museums New & Different  
 Art & Design  
**Baby Boomers**  
 Zoomer Second act

**Fun & Friendly**

31% believe socializing and meeting new people (travelers and locals) is one the greatest benefits of travelling (above avg).



**Outgoing Mature Couples**

This travel segment is made up of older, retired couples aged 55+ with below average income. Travel for them is first and foremost an opportunity to enjoy the company of others. They love getting to socialize with fellow travelers as well as locals, so much so that it's the biggest benefit of travelling. Making new connections is what makes travel exciting and rewarding because it makes these travellers feel vital. Travel isn't about adventure or exploration of new cultures – but rather it's a way to stay competent and keep enjoying life.



**Love to Tour**

77% enjoy group tours because they can sightsee in vibrant cities, visit museums, galleries, landmarks, and gardens.



**Getting Out There**

This segment travels to maintain their connection with the world and feel vital.



**Vacation Activities**

Like other travelers, this group enjoys culinary experiences (40%), beaches/resorts (43%), and natural wonders (30%)



**Travel Planning**

This group plans vacations using 1) word of mouth recommendations 2) printed materials (books, brochures, newspapers, guides). Online sources like accommodation websites are used, but to a lesser extent



**Traditional Media**

The highest traditional media consumption (TV, print, radio) relative to all other segments.



Responsible Connections New Friends  
 Sensible Competent  
 Senior Social Groups  
 Tours Close to Nature  
 Vital Sighseeing Arts & Culture



**TOWN OF AURORA**  
**COUNCIL REPORT**

**No. CAO15-009**

---

**SUBJECT:** *Results of Communications Survey*

**FROM:** *Techa van Leeuwen, Acting Chief Administrative Officer*

**DATE:** *July 14, 2015*

---

**RECOMMENDATIONS**

*THAT Report No. CAO15-009 be received; and*

*THAT Report No. CAO15-009 be referred to a future Council Workshop to be scheduled in September 2015.*

**PURPOSE OF THE REPORT**

To provide information to members of Council on the findings of a communication survey undertaken by Corporate Communications and students from the York University Schulich School of Business program.

**BACKGROUND**

***Long Range and Strategic Planning proposes a Resident Survey***

On December 17, 2013, Aurora Town Council approved Capital Project 12024 – Resident Survey, subject to a report by staff, as part of the 2014 Capital Plan.

The phone survey was intended to provide baseline information to assist in the monitoring of the effectiveness of the Town's Strategic Plan. The survey was also intended to assist Council and staff to better understand the community's needs and the effectiveness of available products and services.

On June 24, 2014, Council received Report No. CAO14-012 – Town of Aurora Resident Survey, asking staff to explore options for completing a survey internally.

***Citizen Budget launched***

Following the June 24, 2014 meeting, Mayor Geoffrey Dawe and CAO Neil Garbe formed an internal working group to design and implement a Citizen Budget Survey.

**July 14, 2015**

**- 2 -**

**Report No. CAO15-009**

---

The survey ran from September 15, 2014 to November 30, 2014.

On January 26, Council received Report No. CAO15-002 – Results of Citizen Budget Survey.

***Partnership formed with York University***

As part of the 2015 Corporate Communications Plan, a partnership was formed with the Faculty of Business Administration at York University's Schulich School of Business, to arrange for five senior Bachelor of Business Administration marketing students to conduct a communications survey with Aurora residents.

Over a series of several meetings and teleconference calls, the York University students were provided information on the Corporate Communications 2014 budget and its key communication channels.

The students were given an overview of the Town's integrated and multi-channel Corporate Communications Marketing and Communication plan, including traditional print media, advertising and electronic communications tools.

The surveys were conducted over two weeks in March (including March Break), with surveys taken at the Stronach Aurora Recreation Complex, Aurora Family Leisure Complex and Aurora Library. The students presented their findings in a final report to their professor in April and shared their information with Corporate Communications.

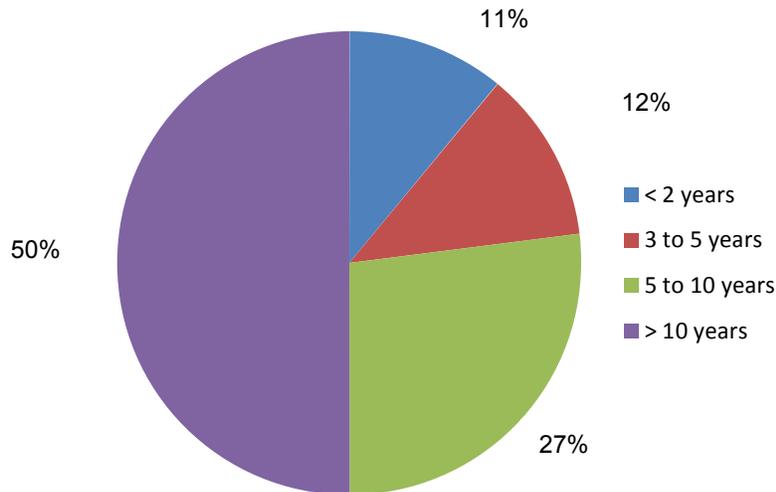
**COMMENTS**

The premise of the survey was to test if the Town's established practice of combining print, web and social media to accommodate the needs of a broad age demographic met the preferences and needs of residents.

The focus was on the effectiveness of the primary advertising/marketing channels – Notice Board, *The Auroran* and *The Banner* and the Town website – as well as to promote and assess growth/interest in the secondary channels – social media, livestreaming, new PingStreet app, Resident Guide, *snapt Aurora*, *Sport in Aurora* magazine, *Blades of Grass* magazine.

The students sampled 90 residents at facilities and a further 20 by telephone. The students noted a number of people approached at Town facilities were not Aurora residents, but residents from nearby communities that use Town of Aurora services.

*Sample included an excellent distribution of established and newer residents*



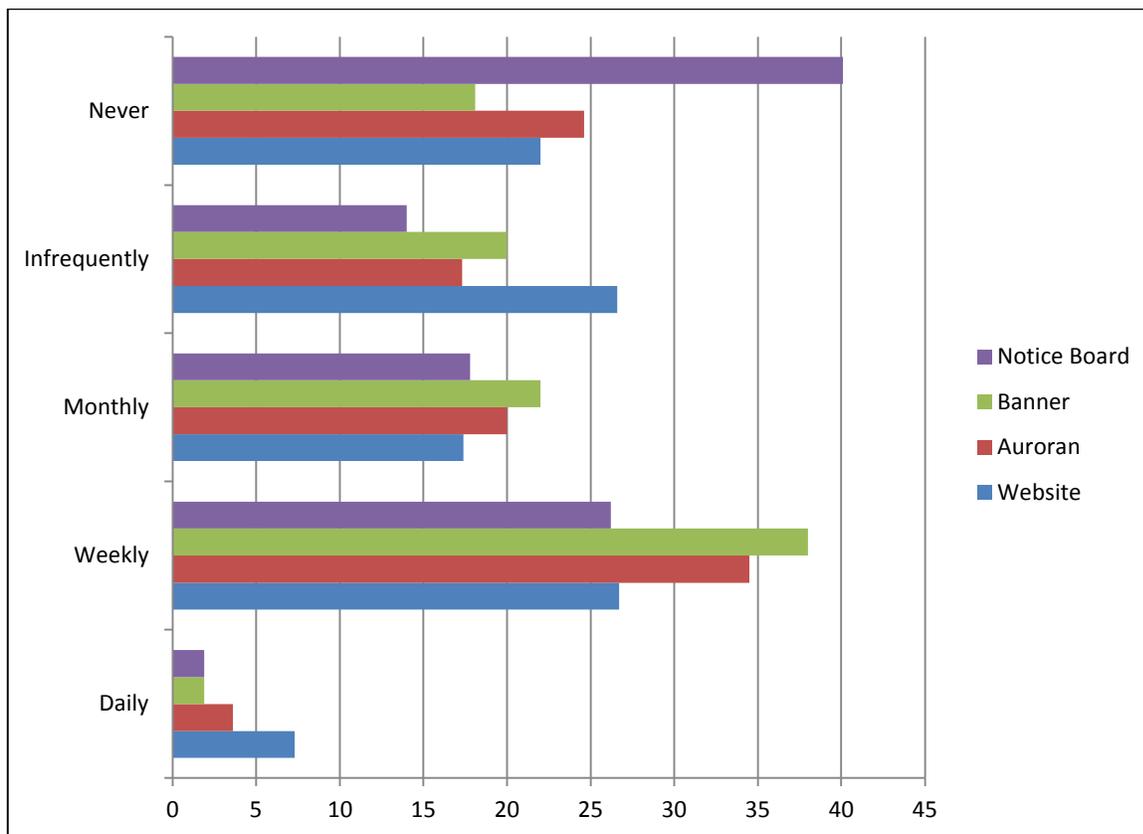
*Website strongly preferred for finding Town information*

- The data suggest that residents use the same sources, regardless of the type of information sought.
- The data suggest that residents strongly prefer using the Town website to find information across all categories – including double the rate of traditional print media and triple the rate of social media.

Sources	Town Services	Jobs	Events & Recreation	Town Announcements	Town Governance
Social Media	32	32	36	37	31
Website	91	93	90	91	85
Traditional Print Media	44	52	58	68	66
Word of Mouth	26	28	29	22	24

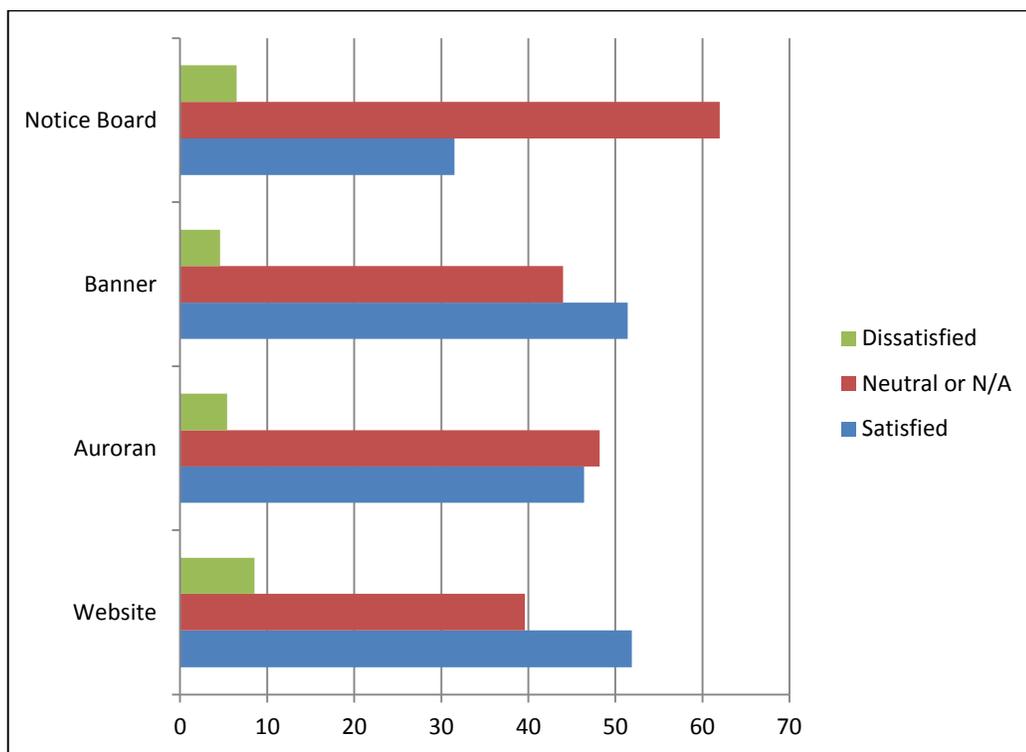
*Frequency of use*

- Not surprisingly, weekly views were the most frequently selected, as *The Auroran* is published once weekly (with the Notice Board) and *The Banner* twice weekly.
- Somewhat surprisingly, more than 7 per cent of respondents reported visiting the Town website every day.
- There is a sizeable segment of the respondents who never use any of the main communication channels.



*Residents are satisfied with information delivered via primary channels*

- Town website has highest satisfaction levels, followed closely by *The Banner* and *The Auroran*
- A sizeable segment selected N/A or neutral on all channels, which could suggest that they look for Town information only as required



*Website and Traditional Media clearly preferred across most age groups*

- The Town website and traditional print media were consistently preferred across various age categories.
- The data show a stark contrast between preferences of those under age 24 and those over age 55. Younger residents clearly prefer electronic communications, while older residents clearly prefer print.

July 14, 2015

- 6 -

Report No. CAO15-009

Age Group	Preferred Channel	Second Preference
Under 24	Website	Social Media
25-34	Website	Traditional Print
35-44	Website	Traditional Print
45-54	Website	Traditional Print
55-64	Traditional Print	Resident Guide
Over 65	Traditional Print	Word of Mouth

*Information is communicated consistently and professionally across all sources*

Agree	Neutral	Disagree
57%	34%	9%

*Residents are comfortable using technology to find information*

Agree	Neutral	Disagree
81%	14%	5%

*Residents search the website because it has all the information required*

Agree	Neutral	Disagree
64%	21%	15%

*General Insights - Successes*

- Residents believe information is communicated consistently and professionally across all sources.
- The Town website is, by far, the preferred communication channel to find Town information.
- Nearly two-thirds believe the Town website has all the information they require.
- The Town website, *The Auroran* and *The Banner* were most frequently accessed and received the highest rates of resident satisfaction.
- The Town Notice Board was well-received by residents and should be continued.

**July 14, 2015**

**- 7 -**

**Report No. CAO15-009**

---

- There is a demographic divide between younger and older residents, who prefer electronic communication and print communication, respectively.
- The Town has developed a large following on social media (Facebook and Twitter) when compared to municipal peers.

*General Insights – Challenges*

- Residents expect immediate, accurate information, but often have complex or uncommon questions that require specific and detailed answers.

*General Insights – Opportunities*

- Digital communication is critical to effectively communicating to residents.
- The Town should continue to push forward with new digital communications to reach a growing younger demographic, and consider using Instagram and SnapChat.
- The Town should consider a dedicated staff resource for digital media, including website and social media.
- The Town should consider new, user friendly features on the Town website, including a chat function; building the Town's social media presence; posting digital updates at different Town facilities; and using an email newsletter.
- The Town should consider cross promotion with neighbouring municipalities and York Region, including a combined Event Calendar.
- Promote website Event Calendar to reach a broader audience.
- Further promote social media to residents; employ images where possible and use varied imagery, avoiding repetition.

**LINK TO STRATEGIC PLAN**

Surveys support the Aurora Strategic Plan goal of ***Enhancing Communication between Staff and the Public***. It further promotes a key outcome of the Strategic Plan by ***Enhancing Stakeholder Co-operation and Communication***.

**ALTERNATIVE(S) TO THE RECOMMENDATIONS**

None.

July 14, 2015

- 8 -

Report No. CAO15-009

---

**FINANCIAL IMPLICATIONS**

None.

**CONCLUSIONS**

The survey conducted by students from York University's Schulich School of Business sampled new and established residents from a wide age demographic. Their findings confirm information is communicated consistently and professionally across all sources.

The Town is well served by its website and presence in *The Auroran* and *The Banner*, each of which were frequently accessed and received the highest rates of resident satisfaction. The survey recommended continued publication of the Notice Board.

Aurora has a demographic divide between younger and older residents, who prefer electronic communication and print communication, respectively.

There is a growing opportunity to focus on digital communication, including enhancements to the Town website, further use of existing social media channels and adoption of new social media channels. The survey recommends a dedicated staff resource.

**PREVIOUS REPORTS**

None

**ATTACHMENTS**

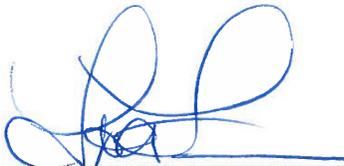
Attachment #1 – Survey Questions

Attachment #2 – Quick Tap Survey Questions & Results

**PRE-SUBMISSION REVIEW**

Executive Leadership Team Meeting, Thursday, June 25, 2015

***Prepared by: Michael Kemp, Manager of Corporate Communications - Ext. 4238***



---

***Techa van Leeuwen  
Acting Chief Administrative Officer***

Attachment #1 – Survey Questions

1. How often do you receive information about the Town of Aurora from the following sources?

	Daily	Weekly	Monthly	Infrequently (less than once a month)	Never
The Aurooran					
Notice Board (located on page 2 of The Aurooran)					
The Banner					
Snapt Aurora					
Resident Guide					
Website ( <a href="http://www.aurora.ca">www.aurora.ca</a> )					
Town of Aurora Facebook Page					
Town of Aurora Twitter Page					
Town of Aurora LinkedIn Profile					
PingStreet App					
Word of mouth					

2. How satisfied are you with the Town of Aurora's ability to provide useful information on the following sources?

	Very Satisfied	Somewhat Satisfied	Neutral (neither satisfied nor dissatisfied)	Somewhat Dissatisfied	Very Dissatisfied	N/A
The Aurooran						
Notice Board (located on page 2 of The Aurooran)						
The Banner						
Sport in Aurora Magazine						
Blades of Grass Magazine						
Snapt Aurora						
Resident Guide						
Parks & Recreation Special Events						
Website ( <a href="http://www.aurora.ca">www.aurora.ca</a> )						
Town of Aurora Facebook Page						
Town of Aurora Twitter Page						
Town of Aurora LinkedIn Profile						
PingStreet App						

3. From a scale of 1 to 10, with 1 being least preferred and 10 being most preferred, what is your preference of sources when seeking information?

	1	2	3	4	5	6	7	8	9	10
<b>Social Media</b> (Facebook, Twitter, LinkedIn)										
<b>Digital</b> (PingStreet App)										
<b>Website</b> (www.aurora.ca)										
<b>Traditional Print Media</b> (Newspaper, magazine)										
<b>Information Guides</b> (Resident Guide)										
<b>Internet Live-Stream for Committee Meetings</b>										
<b>Word of Mouth</b>										

4. Given that you were seeking information on the subjects in each row, which of the following sources would be your preferred method(s) of seeking the stated information? (Select up to 3 sources per row)

	<b>Social Media</b> (Facebook, Twitter, LinkedIn)	<b>Digital</b> (App)	<b>Website</b> (www.aurora.ca)	<b>Traditional Print Media</b> (Newspaper, magazine)	<b>Information Guides</b> (Resident Guide)	<b>Word of Mouth</b>
<b>Information about town services</b> (ie. permits, hydro)						
<b>Job opportunities</b>						
<b>Community events and recreational programs</b>						
<b>Town announcements</b> (ie. winter parking restrictions, garbage pick up)						
<b>Town governance</b> (ie. council and committee meeting dates)						

5. How strongly do you agree or disagree with the following statements:

	Strongly Agree	Agree	Neutral (neither agree nor disagree)	Disagree	Strongly Disagree
I believe that information is communicated in a professional and consistent manner amongst all sources and channels listed in Question 2.					
I am comfortable with using technology to seek information.					
If I had a town related question or concern, I would end up on the website because I know it has all the information I need.					

6. In addition to the sources in Question 1 what other sources would you recommend the Town of Aurora use to communicate information?

---



---



---

7. How long have you lived in Aurora?

- a. Less than 2 years
- b. 3 – 5 years
- c. 5 – 10 years
- d. More than 10 years

8. How old are you?

- a. 24 & under
- b. 25 – 34
- c. 35 – 44
- d. 45 – 54
- e. 55 – 64
- f. 65 & over

9. How would you identify your ethnicity?

- a. Oriental/Asian
- b. Italian
- c. Caucasian
- d. South Asian
- e. Aboriginal
- f. African American
- g. Middle Eastern
- h. Prefer not to answer

10. What is your postal code? (ie. X1X 2X3)  
\_\_\_\_\_

11. Would you be interested in participating in a 45minute focus group on Thursday March 19<sup>th</sup>, 2015 at Town Hall?

Yes \_\_\_\_\_

No \_\_\_\_\_

**ATTACHMENT #2 – QUICK TAP SURVEY:**

The survey used at the 2015 Aurora Street Festival was patterned on the York University survey, but simplified for quicker use by respondents. It used the Quick Tap wireless app for the Apple iPad.

Options in the Quick Tap survey were derived from recommendations in the York U survey, while including the option to capture miscellaneous comments.

The survey consisted of seven questions, which took approximately two to three minutes to complete. There were 57 respondents, with 46 Aurora residents. The Aurora results are shown below (there was little statistical variance between the samples).

**QUESTIONS:**

**1) Do you live in Aurora?**

Yes  
No

**2) Age?**

Under 24  
25-34  
35-44  
45-54  
55-64  
65+  
N/A

**3) How do you prefer to receive/find Town information? (Multiple)**

Town Website  
The Auroran Newspaper  
The Aurora Banner Newspaper  
Town Notice Board (in The Auroran)  
Snapd Aurora Newspaper  
Social Media (Facebook/Twitter)  
N/A

**4) How frequently do you wish to receive/look for Town information?**

Daily  
Weekly  
Monthly  
Occasionally  
N/A

**5) What type of information do you like to receive/look for? (Multiple)**

- Town Announcements/News
- Community Events/Recreation Programs
- Other Town Programs and Services
- Jobs
- Public Consultations
- Construction Notices
- Council Agendas/Decisions

**6) Does the Town provide enough of this information?**

- Yes
- No

**7) What other communication tools would you prefer? (Multiple)**

- Town Halls (Public Meetings)
- More Social Media Channels (Instagram/Snapchat)
- More Print Ads
- Online Chat/Customer Service
- Email/E-Newsletter
- Other \_\_\_\_\_

**Results:**

The results are consistent with the information collected in the more extensive York University survey, adjusting for a distinct variance in age demographics.

The York U survey had a reasonably even spread between age groups, with some over representation in the 35-44 age group.

The Quick Tap survey had significant under representation in the Under 24 category and over representation in the 45-54 and 55-64 age groups.

<b>Age Range</b>	<b>Aurora</b>	<b>York U</b>	<b>Variance</b>	<b>Quick Tap</b>	<b>Variance</b>
24+	35%	34%	-1%	4%	-31%
25-34	9%	12%	3%	6%	-3%
35-44	15%	27%	12%	22%	7%
45-54	19%	17%	-2%	33%	14%
55-64	12%	5%	-7%	29%	17%
65+	10%	5%	-5%	6%	-4%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>0%</b>	<b>100%</b>	<b>0%</b>

Two residents commented under “Other” on Question 7. They recommended direct mail and use of outdoor signage.

## Analytics: Communications Survey

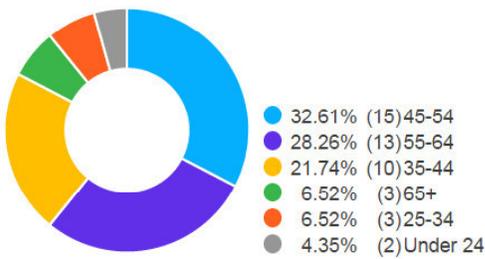
### 1. 1) Do you live in Aurora?

Results based on 46 responses to this question



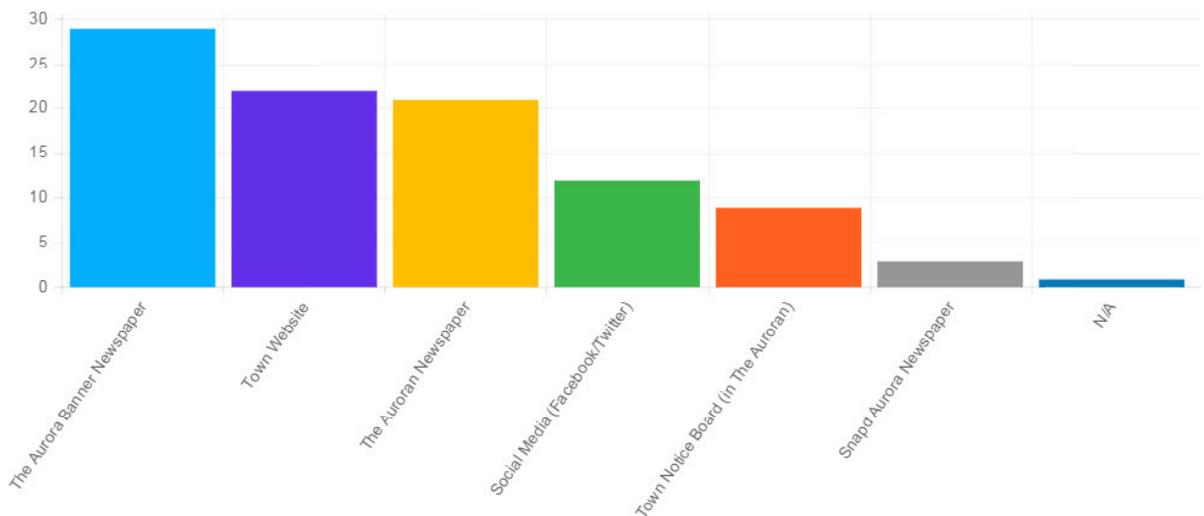
### 2. What is your age?

Results based on 46 responses to this question



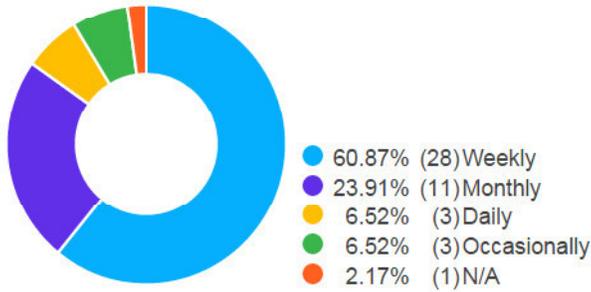
### 3. How do you prefer to receive/find Town information?

Results based on 46 responses to this question



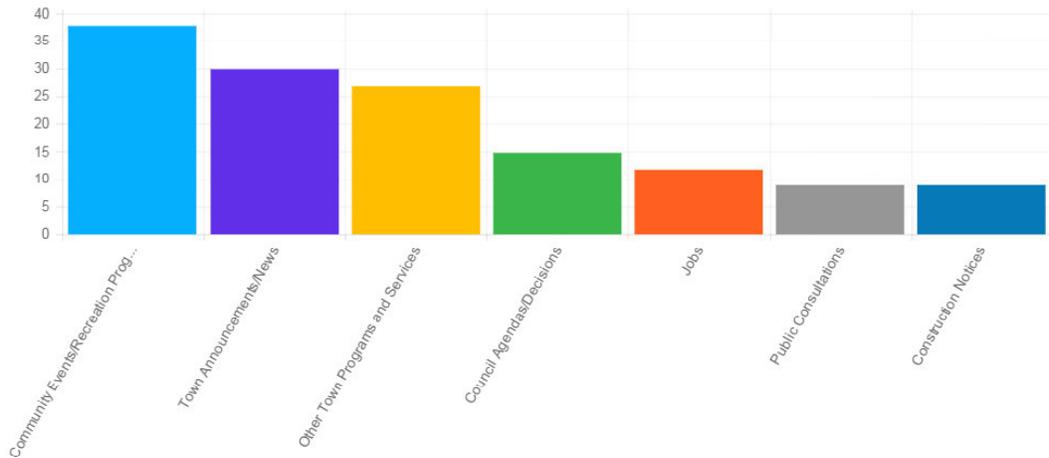
4. How frequently do you wish to receive/look for Town information?

Results based on 46 responses to this question



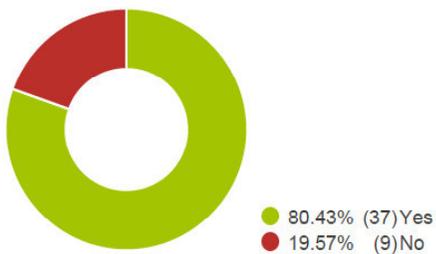
5. What type of information do you like to receive/look for? (Multiple)

Results based on 46 responses to this question



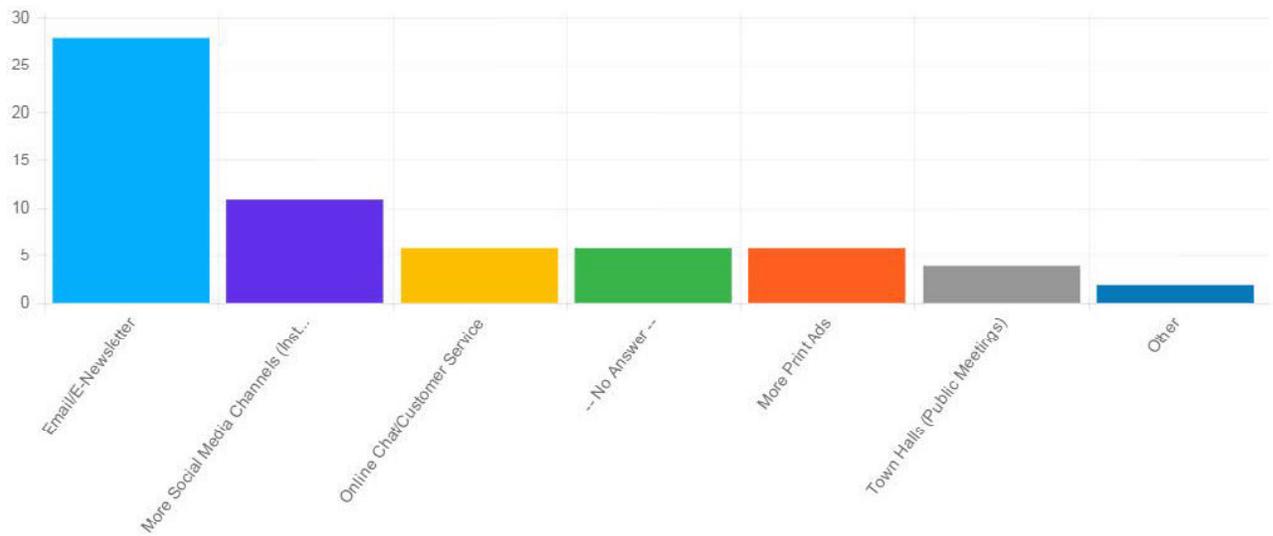
6. Does the Town provide enough of this information?

Results based on 46 responses to this question



7. What other communication tools would you prefer?

Results based on 46 responses to this question





**TOWN OF AURORA  
COUNCIL REPORT**

**No. IES15-040**

---

**SUBJECT:** *Award of Contract for Consulting Services – Design for the Reconstruction of Catherine Street, RFP IES 2015-40*

**FROM:** *Ilmar Simanovskis, Director of Infrastructure and Environmental Services*

**DATE:** *July 14, 2015*

---

**RECOMMENDATIONS**

*THAT Report No. IES15-040 be received; and*

*THAT additional funding for Capital Project 31111 in the amount of \$16,100 be approved from the Federal Gas Tax reserve fund; and*

*THAT the Contract for the provision of consulting services for the design of the reconstruction of Catherine Street, RFP IES 2015-40, be awarded to Chisholm, Fleming and Associates for \$58,976.00, excluding taxes; and*

*THAT the Mayor and Town Clerk be authorized to execute the necessary Agreement, including any and all documents and ancillary agreements required to give effect to same.*

**PURPOSE OF THE REPORT**

To receive Council's authorization to award the contract for consulting services for the design of the reconstruction of Catherine Street to Chisholm, Fleming and Associates.

**BACKGROUND**

This project is included in the Ten-year Capital Plan.

Catherine Street is located in the "Northeast Old Aurora Heritage Conservation District". Catherine Street is currently constructed to two-lane village-like cross-section serviced with municipal watermain, sanitary and storm sewers. The road and sidewalks vary in width and are narrower than current standards. The curbs vary in shape and material. The existing roadway is deformed and rutted and is in need of replacement. Portions of the existing sidewalks are in generally poor condition and need to be reconstructed. The watermain on Catherine Street, from Yonge Street to Spruce Street will be replaced.

July 14, 2015

- 2 -

Report No. IES15-040

The reconstruction of this road will improve the road condition, provide safer driving and pedestrian conditions and improve drainage.

**COMMENTS**

A Request for Proposal (RFP IES 2015-40) - Design for the Reconstruction of Catherine Avenue was issued on May 14, 2015 and on May 28, 2015, the Tender Opening Committee received five (5) proposals.

A review of the proposals was undertaken with each proposal evaluated based on pre-defined criteria as identified in the RFP. The Chisholm, Fleming and Associates proposal received the highest combined score based on staff's evaluation (see Table 1).

<b>Firm</b>	<b>Technical Score</b>	<b>Cost Score</b>	<b>Total Score</b>
Chisholm Fleming & Associates	615	200	815
Ainley & Associates Limited	565	153	718
AECOM Canada Limited	565	131	696
Aquafor Beech Limited	510	171	681
IBI Group	500	179	679

**Project Schedule**

The above project is a design project and will commence in August with the final design to be completed in early 2015 to permit early tendering of the construction contract in the spring of 2015.

**LINK TO STRATEGIC PLAN**

This project supports the **Strategic Plan Goal of Supporting an Exceptional Quality of Life** for all by investing in sustainable infrastructure. This ensures vehicular and pedestrian safety is provided to meet the needs and expectations of our community.

July 14, 2015

- 3 -

Report No. IES15-040

**ALTERNATIVE(S) TO THE RECOMMENDATIONS**

Council may choose to not award this project. The RFP evaluation process meets all requirements of the procurement by-law and awarding this contract is the next step in fulfilling the requirements of the tendering process. If Council chooses to not award this contract, the reconstruction of Catherine Avenue will not proceed

**FINANCIAL IMPLICATIONS**

Table 2 is a financial summary for Capital Project 31111 as based on the Proposal submitted by Chisholm, Fleming and Associates.

**Table 2**

<b>Approved Budget</b>	
2015 Capital Project 31111	\$50,000.00
<b>Total Approved Budget</b>	<b>\$50,000.00</b>
Less previous commitments	\$0.00
<b>Funding available for subject Contract</b>	<b>\$50,000.00</b>
Contract Award excluding HST	\$58,976.00
Non-refundable taxes (1.76%)	\$1,037.98
<b>Sub-Total</b>	<b>\$60,013.98</b>
Contingency amount (10%)	\$6,001.40
<b>Total Funding Required</b>	<b>\$66,015.38</b>
Budget Variance	-\$16,015.38

As indicated in Table 2, the project is \$16,015.38 over budget. It is recommended that this additional funding be provided from the Federal Gas Tax contribution funding.

**CONCLUSIONS**

The RFP review has complied with the Procurement By-law requirements and it is recommended that the Contract for the provision of consulting services for the design of the reconstruction of Catherine Street, RFP IES 2015-40, be awarded to Chisholm, Fleming and Associates for \$58,976.00, excluding taxes

**PREVIOUS REPORTS**

None

July 14, 2015

- 4 -

Report No. IES15-040

---

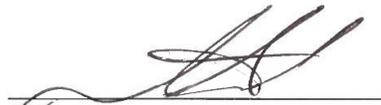
**ATTACHMENTS**

- Appendix 'A' - Key plan showing location of proposed road reconstruction.

**PRE-SUBMISSION REVIEW**

Executive Leadership Team meeting of June 25, 2015

***Prepared by: Steve Wilson, Coordinator Project Delivery - Ext. 4377***

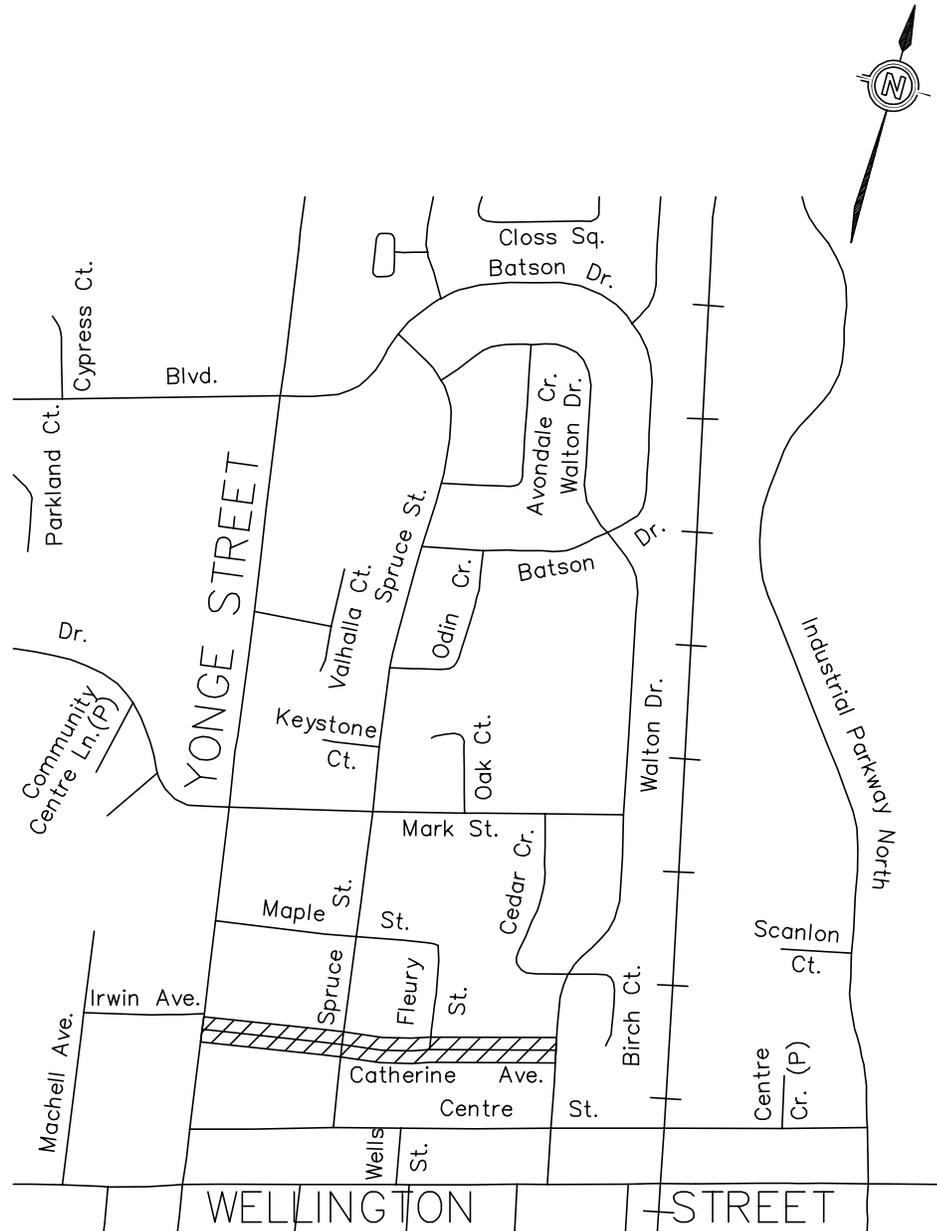


***Ilmar Simanovskis  
Director, Infrastructure &  
Environmental Services***



***Techa van Leeuwen  
Acting Chief Administrative Officer***

### Appendix "A"



 SITE

## KEY PLAN SHOWING LOCATION OF PROPOSED ROAD RECONSTRUCTION



**TOWN OF AURORA**  
**COUNCIL REPORT**

**No. IES15-041**

---

**SUBJECT:** *Award of Tender IES 2015-45 - Replacement of Dump Truck and Plow*

**FROM:** *Ilmar Simanovskis, Director of Infrastructure and Environmental Services*

**DATE:** *July 14, 2015*

---

**RECOMMENDATIONS**

*THAT Report No. IES15-041 be received; and*

*THAT additional funding for Capital Project 34194 in the amount of \$14,900 be approved from the Fleet Repair & Replacement Reserve; and*

*THAT Tender IES 2015-45 for the supply and delivery a 2016 dump, sander and plow truck be awarded to Tallman Truck Centre Limited in the amount of \$191,484.12 excluding taxes; and*

*THAT the Mayor and Town Clerk be authorized to execute the necessary Agreement, including any and all documents and ancillary agreements required to give effect to same.*

**PURPOSE OF THE REPORT**

To receive Council's authorization to award the contract for the supply and delivery of a new six-tonne dump, sander and plow truck to Tallman Truck Centre Limited.

**BACKGROUND**

The six-tonne dump and plow truck #29 is scheduled for replacement in 2015. Without the replacement, the existing truck #29 will be required to continue service and as past experience has demonstrated; old fleet trucks are unreliable during severe conditions and require an increased amount of service that causes the Operations department to decrease their operational Service Level.

**COMMENTS**

**1.0 Project Description**

Project #34194 includes the supply and delivery of one six tonne dump truck with a sander unit and plow for roads operations and construction work.

July 14, 2015

- 2 -

Report No. IES15-041

## **2.0 Tender Opening**

The Town of Aurora released Tender IES 2015-36 for the replacement of dump truck with sander and plow #29 on April 16, 2015. The tender closed on April 30, 2015. There were no compliant bids received.

The Town of Aurora re-issued the bid as Tender IES 2015-45 on May 19, 2015. The tender closed on June 2, 2015. Three compliant bids were received.

Below is a summary of the bids received for this project:

**Table 1**

	<b>Company Name</b>	<b>Total Bid (excluding taxes)</b>
1	Tallman Truck Centre Limited	\$191,484.00
2	Currie Truck Centre	\$193,273.38
3	Metro Freightliner	\$198,860.00

Verification of the tenders was undertaken by Town staff. The low bid was submitted by Tallman Truck Centre Limited in the amount of \$191,484.00, excluding taxes for the supply of a 2016 International Workstar 7400 six-tonne dump truck with sander and plow.

## **3.0 Project Schedule**

Procurement of this equipment is projected for July 2015

Delivery of the truck and accessories will be a maximum of 31 weeks from the date of the issuance of a purchase order.

### **LINK TO STRATEGIC PLAN**

Maintaining our fleet of Roads vehicles supports the Strategic Plan goal of Investing in sustainable infrastructure by maintaining infrastructure to support forecasted population growth through technology, waste management, roads, emergency services and accessibility.

### **ALTERNATIVE(S) TO THE RECOMMENDATIONS**

Council may choose to not award this project. The Tender evaluation process meets all requirements of the procurement by-law and awarding this contract is the next step in fulfilling the requirements of the tendering process. If Council chooses to not award this contract, the existing truck #29 will be required to continue service and the Town will likely experience increased maintenance costs and decreased service.

**FINANCIAL IMPLICATIONS**

Table 2 is a financial summary for Capital Project 34194 as based on the Tender submitted by Tallman Truck Centre Limited.

**Table 2**

<b>Approved Budget</b>	
2015 Capital Project 34194	\$180,000.00
<b>Total Approved Budget</b>	<b>\$180,000.00</b>
Less previous commitments	\$0.00
<b>Funding available for subject Contract</b>	<b>\$180,000.00</b>
Contract Award excluding HST	\$191,484.00
Non-refundable taxes (1.76%)	\$3,370.12
<b>Total Funding Required</b>	<b>\$194,854.12</b>
Budget Variance	-\$14,854.12

As indicated in Table 2, the project is \$14,854.12 over budget. This appears to be due to cost increases beyond what was budgeted based on recent purchases of this type of equipment. It is recommended that this additional funding be provided from the Fleet R&R Reserve.

Table 3 is a summary of all 2015 fleet purchases. The "Actual Cost" column includes the bid price and the non-refundable taxes (1.76%)

**Table 3**

<b>Capital Project</b>	<b>Budget</b>	<b>Actual Cost</b>	<b>Difference</b>
24009 – Pick-up Truck, By-Law Services	\$30,000.00	\$25,945.75	\$4,054.25
34155 – Pick-up Truck, replacement for #500	\$30,000.00	\$27,172.97	\$2,827.03
34156 – Ice Refinisher replacement for #951	\$85,000.00	\$79,990.00	\$5,010.00
34182 – Additional 2-Tonne truck with plow	\$80,000.00	\$73,250.92	\$6,749.08
34189 – Pick-up Truck replacement for #11	\$45,000.00	\$29,454.43	\$15,545.57
34190 – Pick-up Truck replacement for #12	\$45,000.00	\$29,454.43	\$15,545.57
34194 – 6-Tonne dump truck replacement for #29	\$180,000.00	\$194,854.12	-\$14,854.12
<b>Totals:</b>	<b>\$495,000.00</b>	<b>\$460,122.62</b>	<b>\$34,877.38</b>

As indicated in Table 3, if Council chooses to award this tender, the entire 2015 fleet

July 14, 2015

- 4 -

Report No. IES15-041

---

purchase will be \$34,877.38 under budget.

**CONCLUSIONS**

The Tender review has complied with the Procurement By-law requirements and it is recommended that Tender IES 2015-45 for the supply and delivery a 2016 dump, sander and plow truck be awarded to Tallman Truck Centre Limited in the amount of \$191,484.00 excluding taxes.

**PREVIOUS REPORTS**

None

**ATTACHMENTS**

None

**PRE-SUBMISSION REVIEW**

Executive Leadership Team meeting of June 25, 2015

***Prepared by: Steve Wilson, Coordinator Project Delivery - Ext. 4377***



***Ilmar Simanovskis  
Director, Infrastructure &  
Environmental Services***



***Techa van Leeuwen  
Acting Chief Administrative Officer***



**TOWN OF AURORA**  
**COUNCIL REPORT**

**No. PL15-031**

**SUBJECT:** *Site Plan Application*  
*Brookfield Homes (Ontario) Aurora Ltd.*  
*15624 Leslie Street*  
*File: SP-2014-11*

**FROM:** *Marco Ramunno, Director of Planning & Development Services*

**DATE:** *July 14, 2015*

---

**RECOMMENDATIONS**

***THAT Report No. PL15-031 be received; and***

***THAT Site Plan Application File: SP-2014-11 (Brookfield Homes (Ontario) Aurora Ltd.) BE APPROVED to permit the development of the subject lands for two (2), four (4) storey buildings; and***

***THAT the Mayor and Town Clerk be authorized to execute the Site Plan Agreement, including any and all documents and ancillary agreements required to give effect to same.***

**PURPOSE OF THE REPORT**

The purpose of this report is to provide an evaluation and recommendations regarding the Site Plan Application submitted by Brookfield Homes (Ontario) Aurora Ltd. to permit one (1) four (4) storey mixed-use building with commercial units and residential amenity area at grade and apartment (condominium) units above, and one (1) four (4) storey apartment (condominium) building. The two (2), four (4) storey buildings will be connected through a ground level atrium.

**BACKGROUND**

Draft Plan of Subdivision and Zoning by-law Amendment applications were approved by Council on March 26, 2013. The Brookfield Draft Plan of Subdivision and Zoning By-law Amendment Applications were submitted to permit a 399 lot Plan of Subdivision including single detached and townhouse units and two future development blocks including a 50 unit single detached condominium and the 182 unit mixed use residential/commercial block. The subject Site Plan Application and approval applies to the 182 unit mixed use residential/ commercial block on the subject lands (Blocks 274 on the Draft Approved Plan of Subdivision, see Figure 1).

**July 14, 2015**

**- 2 -**

**Report No. PL15-031**

**Location/ Land Use**

The subject lands (Block 274) are located in the centre portion of the 2C Secondary Plan Area. The subject lands are approximately 1.56 hectares (3.85 acres), with a frontage of approximately 197 metres (646 feet) on the west side of Leslie Street and a property depth of approximately 80 metres (262 feet) (Figure 2). A single detached home previously existed on the lands, which has now been demolished to accommodate the construction of William Graham Drive. The subject lands have the following characteristics:

- A temporary sales trailer exists on the subject lands;
- Frontage on three public streets: Leslie Street, Radial Drive and William Graham Drive;
- Proposed access on William Graham Drive and Radial Drive; and
- Split zoning (C7-4 & C7-5).

The surrounding land uses are as follows:

North: Environmental Protection Area (McLeod Woodlot);

West: Future residential (Brookfield Plan of Subdivision, Townhouses);

East: Leslie Street, proposed Business Park; and

South: William Graham Drive, future phases of York Region Christian Seniors Homes.

**Policy Context**

*Town of Aurora Official Plan*

As illustrated on Figure 3, the subject lands are designated as “Mixed-Use Residential/Commercial” and “Urban Residential 2 (UR2)” by the Town’s Official Plan Amendment No. 73. The Mixed-Use Residential/ Commercial designation permits apartment dwellings, local commercial uses and special needs housing. The UR2 designation permits street, block, stacked and back-to-back townhouse dwellings, small plex type (eg quadraplex) multiple unit buildings and small scale/low-rise apartments. The maximum height of buildings in both designations shall be six (6) storeys or 20.0 metres, whichever is less.

*Zoning By-law 2213-78*

The subject lands are currently split zoned “Residential Commercial (C7-4) Exception Zone” and “Residential Commercial (C7-5) Exception Zone” by the Town of Aurora Zoning By-law 2213-78, as amended. The existing zoning of the subject and surrounding lands is detailed on Figure 4, attached. The “C7-4” Exception Zone permits the following uses:

**July 14, 2015**

**- 3 -**

**Report No. PL15-031**

- convenience retail stores; personal service shops and dry cleaning distribution stations or depots (provided that the combined gross floor area of all above uses does not exceed 3,500 square metres)
- animal hospital;
- bake shops, special
- banks or financial institution;
- business and professional office;
- clinic;
- day care centre;
- health centre;
- restaurant;
- restaurants, take out;
- retail store;
- school, commercial;
- tavern and public house; and
- a minimum of 50 apartment dwelling units above the first storey only.

The “C7-5” Exception Zone permits all commercial uses outlined in the C7-4 zone above in addition to the following residential uses:

- dwelling apartment units;
- row-house dwelling units;
- stacked townhome dwelling units;
- back-to-back townhome dwelling units;
- triplex units;
- double duplex units; and
- a minimum of 50 residential dwelling units shall be provided.

The “Residential Commercial (C7-4) and (C7-5) Exception Zones” were approved by By-law 5525-13 as part of the 2C Draft Plan of Subdivision and Zoning By-law approvals to implement the 100-250 unit mix use residential/ commercial development block (Block 274).

### **Site Design**

The proposed Site Plan is proposed across the C7-4 and C7-5 Exception Zones and will operate as one Site Plan under single ownership. Although site statistics are shown broken down by zone, the site will function collectively as one development block.

**July 14, 2015**

**- 4 -**

**Report No. PL15-031**

The pertinent site statistics are as follows:

<b>Building A (South Building)</b>	<b>Existing Zoning by-law (C7-4)</b>	<b>Proposed Development</b>
Lot Area (minimum)	6,500 square metres	7,183 m <sup>2</sup> (77,317 ft <sup>2</sup> )
Lot Frontage (minimum)	90.0 m	103 m
Front Yard	1.5 m (minimum) 4.5 m (maximum)	4.49 m
Rear Yard (minimum)	3 storeys or less, 6.0 m (minimum) Over 3 storeys, 9.0 , (minimum)	9.4 m
Interior Side Yard (minimum)	3.0 m	3.0 m
Exterior Side Yard (minimum)	3.0 m	3.9 m
Lot Coverage (minimum)	30 percent	32%
Floor Space Index (minimum)	1.0	1.24
Building Height	3 storeys (minimum) 6 storeys or 20.0 m whichever is less (maximum)	4 storeys, 16.35 m
Residential Parking Requirements ( <i>Buildings A and B combined</i> )	1.25 spaces/ dwelling unit, 20% of which for visitor parking (182 spaces, 46 spaces set aside for visitors)	194 spaces, 47 visitor spaces
Commercial Parking Requirements ( <i>Buildings A and B combined</i> )	3.5 parking spaces per 100 square metres of GFA (17 parking spaces)	20 spaces
Accessible parking (minimum)	3 spaces	6 spaces
Amenity Area ( <i>Buildings A and B combined</i> )	2,912 (16m <sup>2</sup> / suite * 182 units)	3,013.5 m <sup>2</sup>

<b>Building B (North Building)</b>	<b>Existing Zoning by-law (C7-5)</b>	<b>Proposed Development</b>
Lot Area (minimum)	7,000 square metres	7,250 m <sup>2</sup> (78,038 ft <sup>2</sup> )
Lot Frontage (minimum)	90.0 m	94.9m
Front Yard (minimum)	1.5 m (minimum) 4.5 m (maximum)	3.9 m
Rear Yard (minimum)	6.0 m	9.4 m
Interior Side Yard (minimum)	3.0 m	3.5m
Exterior Side Yard (minimum)	3.0 m	-
Lot Coverage (minimum)	30 percent	32%
Floor Space Index (minimum)	1.0	1.24
Building Height	3 storeys (minimum) 6 storeys or 20.0 m whichever is less (maximum)	4 storeys, 15.45m
Residential Parking Requirements ( <i>Buildings A and B combined</i> )	1.25 spaces/ dwelling unit, 20% of which for visitor parking (182 spaces, 46 spaces set aside for visitors)	194 spaces, 47 visitor spaces
Commercial Parking Requirements ( <i>Buildings A and B combined</i> )	3.5 parking spaces per 100 square metres of GFA (17 parking spaces)	20 spaces
Accessible parking (minimum)	3 spaces	6 spaces
Amenity Area ( <i>Buildings A and B combined</i> )	2,912 (16m <sup>2</sup> / suite * 182 units)	3,013.5 m <sup>2</sup>

**July 14, 2015**

**- 5 -**

**Report No. PL15-031**

**Reports and Studies**

The majority of reports were previously submitted reviewed and approved as part of the Draft Plan of Subdivision and Zoning By-law Amendment applications. As part of the Site Plan application, the applicant has submitted the following studies, which have been reviewed by Town Staff:

- Stormwater Management Compliance and Servicing Analysis;
- Erosion and Sediment Control Plan;
- Servicing and Grading Plan;
- Storm Drainage Plan;
- Photometric Calculation;
- Noise Feasibility Study;
- Traffic Report, Brookfield Homes (Ontario) Aurora Limited, Block 274

**COMMENTS**

**Official Plan**

As identified previously, the property is designated as “Mixed-Use Residential/Commercial” “and “Urban Residential 2 (UR2)” by the Town’s Official Plan Amendment No. 73 (Aurora 2C West Secondary Plan Area). The “Mixed-Use Residential/Commercial” Designation encourages a mix use of residential and service commercial uses that serve the surrounding residential community. The intent of the UR2 designation is to promote well-designed and transit supportive medium density housing forms in proximity to community recreational and convenience commercial facilities.

The proposed four (4) storey mixed-use building will extend across both the Mixed-Use Residential/Commercial and UR2 OP designations. No apartment units will be permitted at grade on the Mixed-Use Residential/Commercial designation in accordance with Official Plan Amendment (OPA) 73 policies. The Aurora 2C Urban Design Guidelines were approved by Council on January 30, 2013. The Site Plan application was circulated to the 2C Planning Area Control Architect, (The Planning Partnership) to review the urban design components of the application. Planning staff are of the opinion that the proposed development conforms to the existing Official Plan designation policies, and the approved 2C Urban Design Guidelines.

**Zoning By-law Amendment**

As noted above, the subject property is currently split-zoned “Residential Commercial (C7-4) and (C7-5) Exception Zones” by the Town of Aurora Zoning By-law 2213-78, as amended. Staff have evaluated the proposed development and have determined the subject proposal meets the zoning provisions of the C7-4 and C7-5 zoning categories.

**July 14, 2015**

**- 6 -**

**Report No. PL15-031**

Planning staff are of the opinion that the proposed commercial development is appropriate and conforms to the Zoning By-law.

### **Approved Draft Plan of Subdivision**

The Draft Plan of Subdivision Application was approved, subject to conditions by Council on March 26, 2013. The Draft Approved Plan of Subdivision proposed the development of Block 274 as one single future mixed-use commercial block which would allow the development of 100-250 residential units.

The Phase 1 Subdivision Agreement was executed by the Town on November 6, 2014. The registration of the Phase 1 subdivision did not include Block 274. The Owner is currently in the process of satisfying the conditions of approval and working towards the registration of a Phase 2 Subdivision Agreement which will include Block 274. Execution and Registration of the Site Plan Agreement will not be completed until the Subdivision Agreement is registered on the subject lands.

### **Site Plan Design**

As shown in Figure 5, Brookfield Homes (Ontario) Aurora Ltd. submitted an application to the Town for Site Plan Approval to permit two (2), four (4) storey buildings connected by an atrium. The southern building is mixed-used with commercial units at grade and residential units above. The second building will be residential apartment units. Both units will be collectively operated with residential common elements located on the southern building servicing the prospective residents of the northern buildings. Two vehicular access points are proposed, one from William Graham Drive (serving as the main access to the subject lands). A secondary access from Radial Drive to the subject lands is also proposed. The site is located adjacent to Leslie Street, a major arterial road.

The proposed building layouts has made good use of the street edges on both Leslie Street and William Graham Drive to ensure a lively and active built form edge consistent with the Urban Design Guidelines. An outdoor amenity area in connection with the commercial use has been provided on the interior of the southern building and a continuous pedestrian path is proposed. Overall, the site plan provides a complimentary neighbourhood mixed use commercial/ residential design with a high quality of urban design.

### **Parking**

The Zoning by-law requires 3.5 parking spaces per 100 square metres of commercial floor area (17 parking spaces required) and 1.25 parking spaces per dwelling unit, of which 20 percent of the spaces provided shall be set aside for and visually identified as visitor's parking (227 parking spaces required of which 46 are required for residential visitor parking). The Site Plan application proposes 274 parking spaces, a surplus of 30

**July 14, 2015**

**- 7 -**

**Report No. PL15-031**

parking spaces. Of the 274 parking spaces proposed, 13 spaces are located underground in tandem. The majority (73%) of the required parking spaces are located underground. At-grade parking will be predominately allocated to visitor parking and/or commercial uses.

**Traffic/Transportation (access)**

Full access movements are proposed at two locations, William Graham Drive and Radial Drive. No direct access from Leslie Street is proposed. A traffic study was submitted by BA Consulting Group Ltd. to review the transportation aspects related to the proposed mixed-use development. The study concluded that trip generation and trip distribution can be accommodated within the current road structure. The Town's Traffic Transportation Analyst reviewed the proposed traffic study and site plan and has no concerns.

**Urban Design/ Building Elevations**

A contemporary Architectural design has been proposed for the two buildings. Articulated facades and building material coordination have been used to produce attractive facades and a long uninterrupted building face has been divided by outdoor amenity space which divides the southern and northern buildings while maintaining the building connectivity through an internal link. Based on the above, the proposed Site Plan will provide a high quality built form that complements the existing area.

The proposed development occupies a highly visible property along the corridor of Leslie Street with street exposure to William Graham Drive. The proposed buildings are four (4) storeys in height with a contemporary design illustrating a mixture of wood cladding, fibre cement, black brick and stone, as illustrated in Figures 6 and 7 which provide enhanced detailing to the façade. The buildings are situated close to Leslie Street and William Graham Drive to address the Street frontages. The urban design and architectural components of the proposal are considered to be very important to achieve a successful mixed-use residential/ commercial block, in keeping with the objectives of Official Plan Amendment No. 73.

The Architectural and Urban Design peer reviewer (Planning Partnership) noted that overall, this proposal will have a positive impact on the Aurora 2C Secondary Plan Area.

**Municipal Servicing**

The Development Planning Engineer has reviewed the Site Plan Application and has no major concerns with the application subject to provisions in the Site Plan Agreement relating to cost estimate and minor technical updates to the Stormwater Management Report and site grading plan. The applicant will be required to satisfy the requirements prior to execution of the Site Plan Agreement.

**July 14, 2015**

**- 8 -**

**Report No. PL15-031**

**Buffering/ Landscaping**

The Parks and Recreation Services (PRS) department have reviewed the Site Plan application and have no major concerns with regards to the proposed site plan application.

Appropriate landscaping treatment is proposed throughout the site in locations to help prevent heat asphalt effects. Trees are proposed along Leslie Street, William Graham Drive and Radial Drive to enhance the proposed development within the surrounding neighbourhood.

**Building and By-law Services**

Building and By-law Services (BBS) have reviewed the application and have no outstanding comments to the approval of the application.

The Town's Accessibility Advisor has reviewed the Site Plan and provided comments in lieu of the Accessibility Advisory Committee. The Town's Accessibility Advisor has no comments regarding the approval of the Site Plan application.

**Heritage**

The Town's Heritage Planner has reviewed the Site Plan application with regards to built heritage comments. The applicant shall install a heritage plaque commemorating the Graham Farmhouse, which formerly existing on the subject lands. The Town's Heritage Planner is currently working with the applicant's heritage consultant on the design and wording of the heritage plaque to be placed within a Town Park within the Brookfield Subdivision.

**External Agency Comments**

*Central York Fire Services*

Central York Fire Services department has reviewed the Site Plan application and has no major concerns with the application subject to a minor technical update. The applicant will be required to satisfy the requirements prior to execution of the Site Plan Agreement.

*Powerstream/ Enbridge Gas*

Powerstream and Enbridge Gas have reviewed the proposal and have no objections to its approval, subject to standard comments.

**July 14, 2015**

**- 9 -**

**Report No. PL15-031**

*Regional Municipality of York*

The Regional Municipality of York has reviewed the application and has provided a letter with preliminary conditions of approval, The Owner will be required to satisfy these development conditions prior to construction on site.

*Lake Simcoe Region Conservation Authority (LSRCA)*

The LSRCA has reviewed the information provided in support of the proposed commercial development and has no objection to the approval of the application subject to conditions of approval.

**SERVICING ALLOCATION**

Authorization to Execute the Servicing Incentive Program (SIP) was granted by Council on February 24, 2015, increasing the allocation to 2,711 units for the 2C West Area. Of those 2,711 units, 182 units of servicing capacity has been reserved to the Brookfield Homes (Ontario) Aurora Ltd., lands specifically Block 274 through the 2C West Landowners Group Agreement. As a result, the lifting of hold by-law was enacted on April 28, 2015 to remove the Holding (H) provision from the Residential Commercial (C7-4) and (C7-5) Exception Zone lands.

**LINK TO STRATEGIC PLAN**

The subject proposal supports the Strategic Plan goal of ***supporting an exceptional quality of life for all*** through its accomplishment in satisfying requirements in the following key objectives within this goal statement:

**Strengthening the fabric of our community:** approval of the subject application will assist in **collaborating with the development community to ensure future growth includes housing opportunities for everyone.**

**Promoting economic opportunities that facilitate the growth of Aurora as a desirable place to do business:** By approving the subject lands to permit service commercial uses, this will help **Develop plans to attract businesses that provide employment opportunities for our residents.**

The subject application supports the Strategic Plan goal of ***supporting an exceptional quality of life for all*** through its accomplishment in satisfying requirements in the following key objective within this goal statement:

July 14, 2015

- 10 -

Report No. PL15-031

### **ALTERNATIVE(S) TO THE RECOMMENDATIONS**

1. Direct staff to report back to Council addressing any issues that may be raised at the General Committee Meeting; or
2. Refusal of the application with an explanation for the refusal.

### **FINANCIAL IMPLICATIONS**

The site is being developed through a site plan application; as such fees and securities will be required with the development agreement. The development of this site will also generate development charges. In addition, the proposed commercial development for this site will generate yearly tax assessment to the Town.

A condition of Site Plan approval will be included for the collection of a Community Improvement Benefit in the amount of \$700.00 per unit for the construction of community and recreational facilities within the Town.

### **PREVIOUS REPORTS**

General Committee Report No. PL15-026 dated April 21, 2015, Removal of Holding (H) Provision.

General Committee Report No. PL13-009 dated March 13, 2013.

Public Planning Meeting Report No. PL12-032 dated June 27, 2012.

### **CONCLUSIONS**

The Planning and Development Services department has reviewed the Site Plan application that proposes to develop a mixed-use building and an apartment building on the subject lands. Surface and underground parking is also proposed in accordance with the provisions of the Town's Official Plan, Zoning By-law and in the context of the surrounding and future land uses.

The Site Plan application has been reviewed and is considered to be in keeping with the 2C Urban Design Guidelines and the development standards of the Town. Staff recommends approval of Site Plan application File: SP-2014-11 subject to the applicant satisfying minor technical amendments with respect to Development Engineering, York Region and Parks and Recreation Services prior to the execution of the Site Plan Agreement.

July 14, 2015

- 11 -

Report No. PL15-031

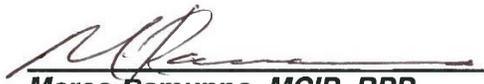
**ATTACHMENTS**

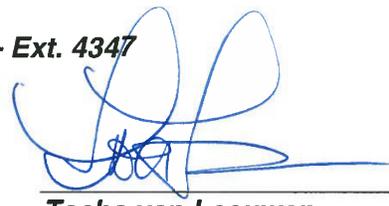
Figure 1 – Brookfield, Draft Approved Plan of Subdivision  
Figure 2 – Location Map  
Figure 3 – Aurora 2C Secondary Plan Map  
Figure 4 – Zoning By-law Map  
Figure 5 – Proposed Site Plan  
Figure 6 – East Elevation  
Figure 7 – West Elevation

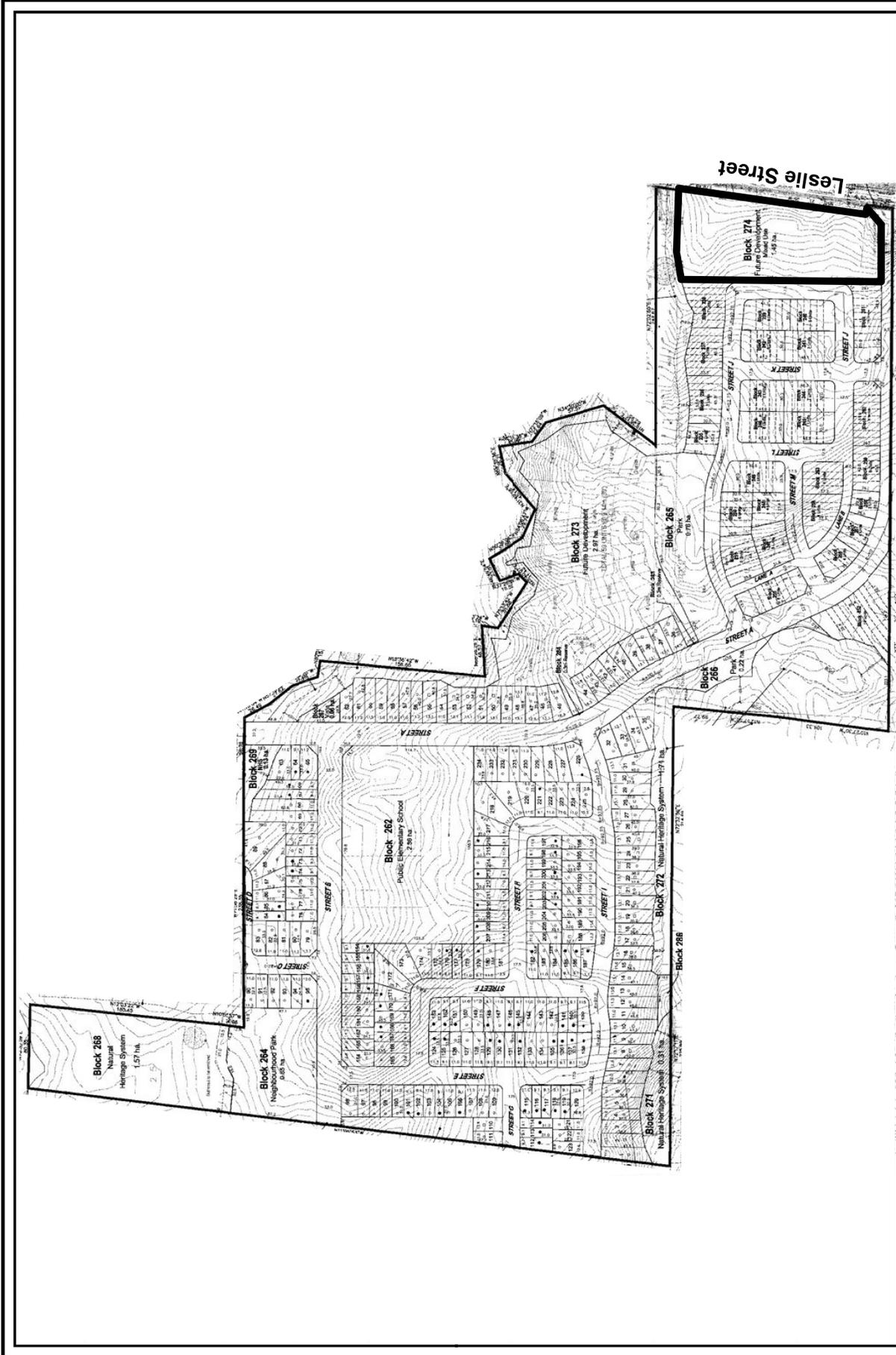
**PRE-SUBMISSION REVIEW**

Executive Leadership Team Meeting - June 25, 2015

*Prepared by: Drew MacMartin, Planner- Ext. 4347*

  
\_\_\_\_\_  
**Marco Ramunno, MCIP, RPP**  
**Director of Planning & Development**  
**Services**

  
\_\_\_\_\_  
**Techa van Leeuwen**  
**Acting Chief Administrative Officer**



**SUBJECT LANDS**

**BROOKFIELD, DRAFT APPROVED PLAN OF SUBDIVISION**

APPLICANT: BROOKFIELD HOMES (ONTARIO) LTD  
 FILE: SP-2014-11  
 FIGURE 1

Map created by the Town of Aurora Planning & Development Services Department, June 24, 2015. Drawing provided by Malone Given Parsons LTD.



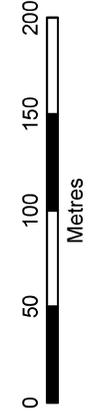
**LOCATION MAP**

APPLICANT: BROOKFIELD HOMES (ONTARIO) LTD  
 FILE: SP-2014-11

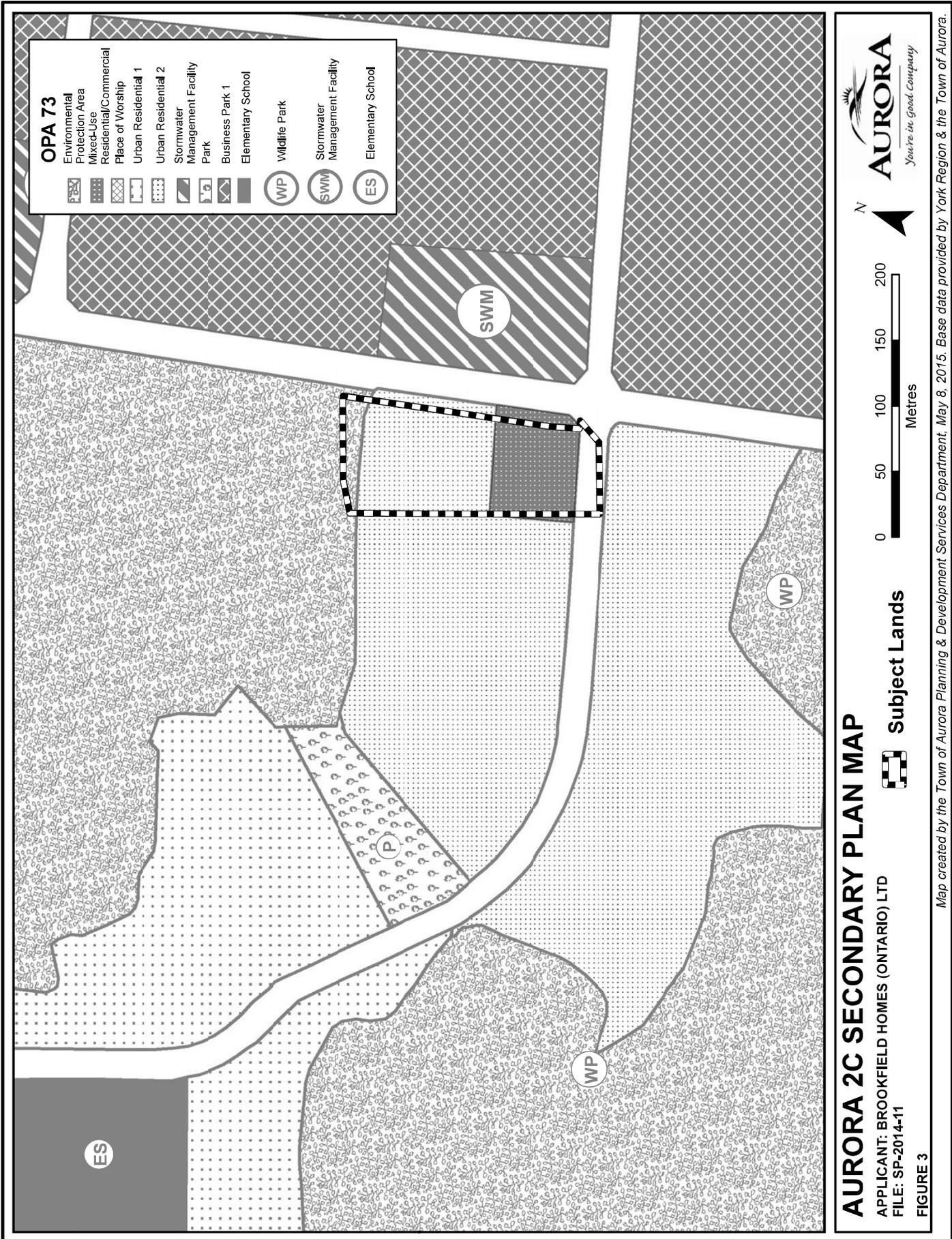
**FIGURE 2**

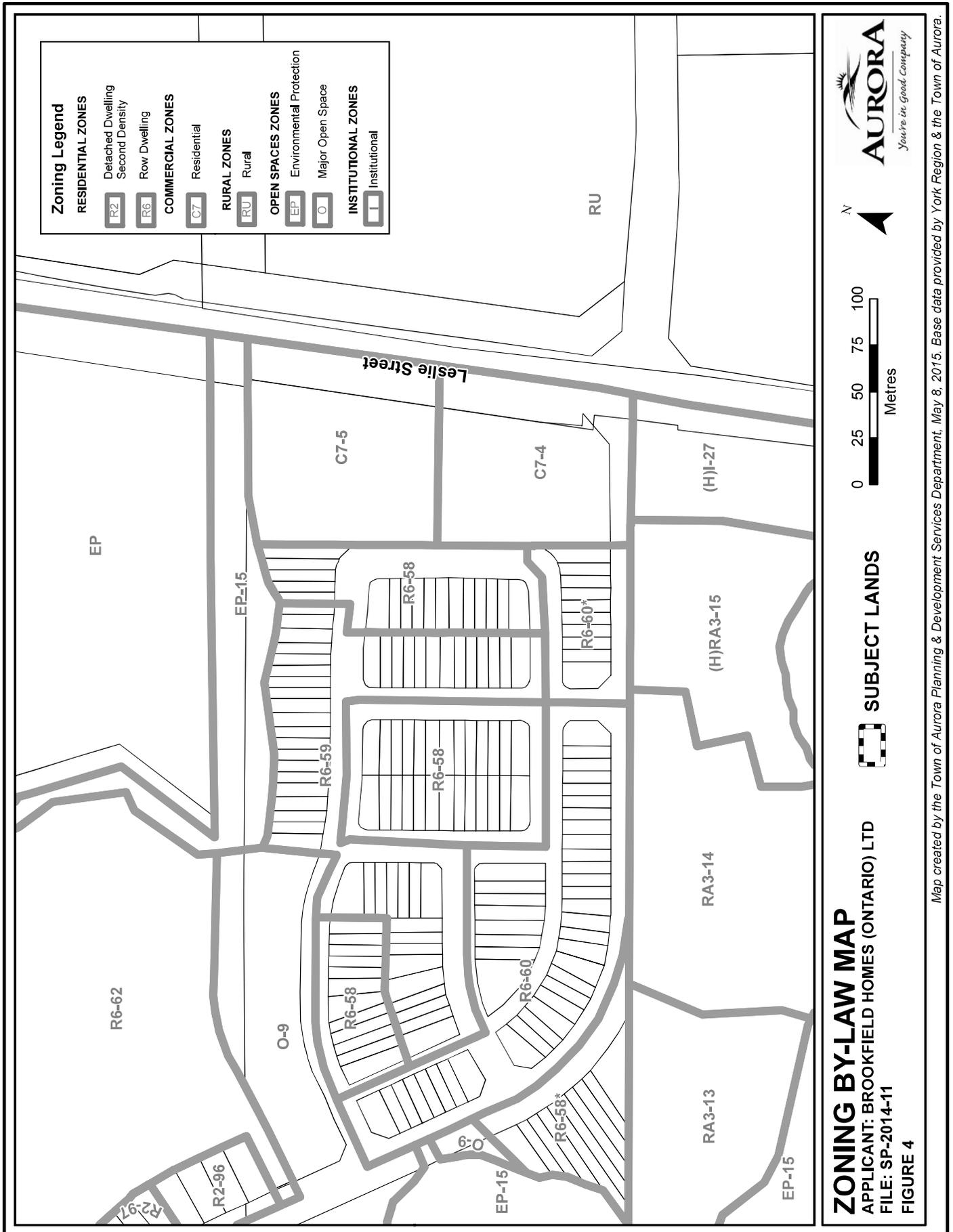


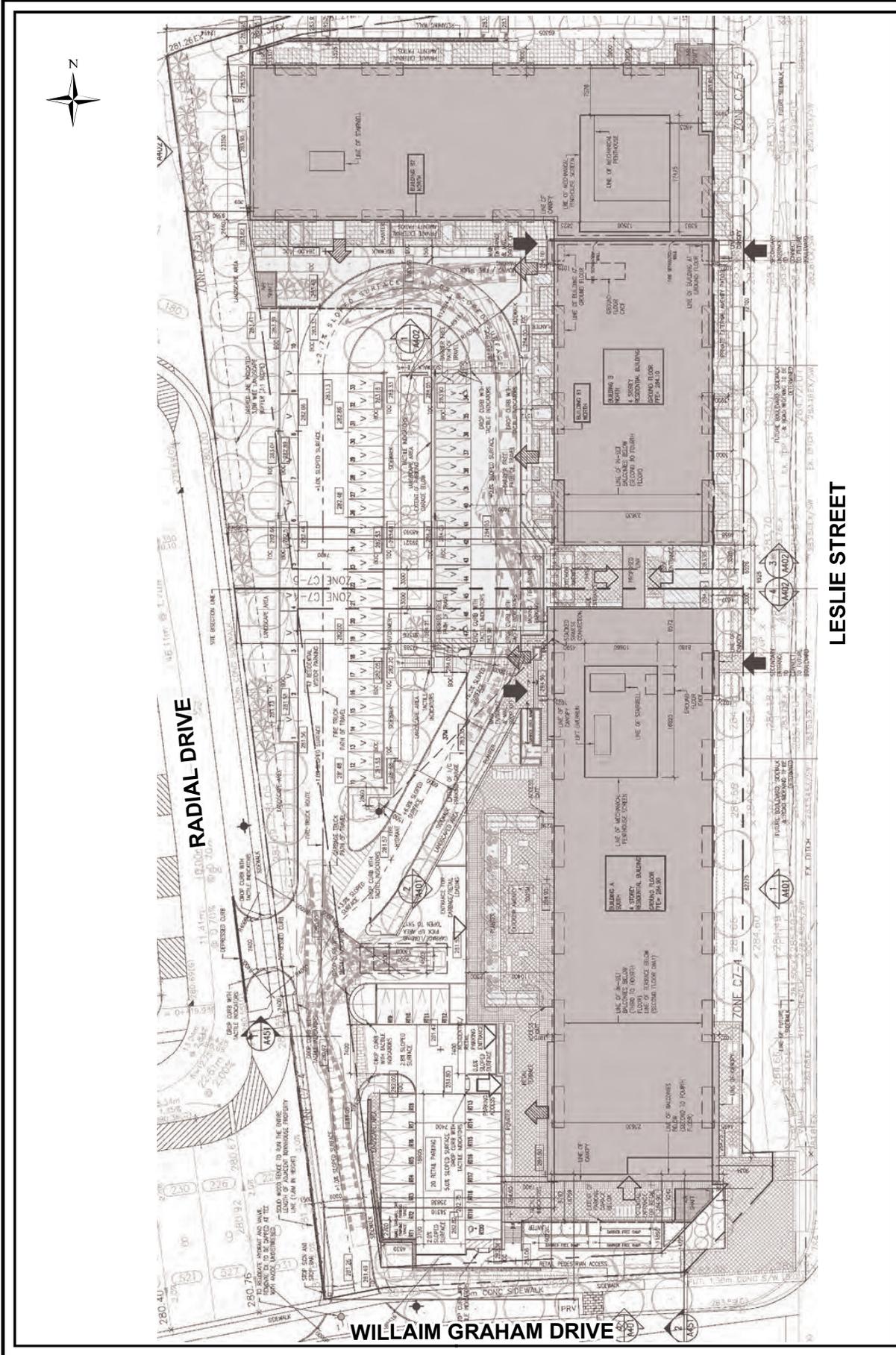
**Subject Lands**



Map created by the Town of Aurora Planning & Development Services Department, May 8, 2015. Base data provided by York Region & the Town of Aurora. Air Photos taken Spring 2014. © First Base Solutions Inc., 2014 Orthophotography.







**PROPOSED SITE PLAN**  
 APPLICANT: BROOKFIELD HOMES (ONTARIO) LTD  
 FILE: SP-2014-11  
 FIGURE 5

Map created by the Town of Aurora Planning & Development Services Department, May 8, 2015. Drawing provided by Quadrangle Architects Limited.



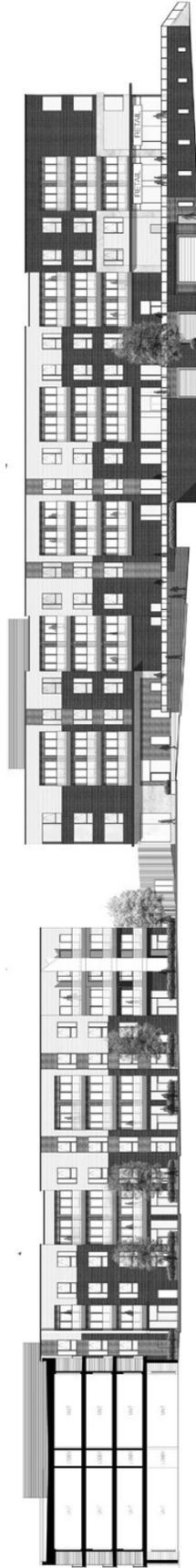
**EAST ELEVATION**

APPLICANT: BROOKFIELD HOMES (ONTARIO) LTD  
FILE: SP-2014-11

**FIGURE 6**



Map created by the Town of Aurora Planning & Development Services Department, May 8, 2015. Drawing provided by Quadrangle Architects Limited.



**WEST ELEVATION**

APPLICANT: BROOKFIELD HOMES (ONTARIO) LTD  
FILE: SP-2014-11

FIGURE 7



Map created by the Town of Aurora Planning & Development Services Department, May 8, 2015. Drawing provided by Quadrangle Architects Limited.



**TOWN OF AURORA  
COUNCIL REPORT**

**No. PL15-053**

---

**SUBJECT:** *Delegated Agreements, 2015 Summary Report*

**FROM:** *Marco Ramunno, Director of Planning & Development Services*

**DATE:** *July 14, 2015*

---

**RECOMMENDATIONS**

***THAT Report No. PL15-053 be received for information.***

**PURPOSE OF THE REPORT**

The purpose of this report is to provide Council with a summary report of Development Agreements that have been processed by the Planning Department based on Council's Delegated Approval Bylaw 5540-13.

**BACKGROUND**

In February 22, 1995 Council enacted Bylaw 3604-95.1 designating portions of the Town as site plan control areas. The Site Plan control bylaw has been further amended since that time including Bylaw 4933.07.P which granted delegated approval authority to the Director of Planning & Development Services. Delegated approval applies to agreements which, in the opinion of the Director are considered to be minor in nature, and amendments to existing agreements where the terms and plans remained substantially unaltered.

The Planning Act allows Committees of Adjustment, in granting minor variances or consents, to impose terms or conditions to the approval, and can require the owner to enter into one or more agreements with the municipality to fulfill the terms and conditions set out in its decision. As such, on July 16, 2013 Council approved Bylaw 5540-13 granting Delegated Approval Authority to the Director of Planning & Development Services to approve and execute Simplified Development Agreements, Oak Ridges Moraine Agreements, and other minor development agreements required by the conditional approval of the Committee of Adjustment. The provisions of that Bylaw also provides that the Director present a summary report on a semi-annual basis of all simplified development agreements entered into by the Town.

**July 14, 2015**

**- 2 -**

**Report No. PL15-053**

**COMMENTS**

The following is a listing of Committee of Adjustment conditional approvals requiring Simplified Development Agreements for both Minor Variance and Consent applications.

File and Name	Status	Description of Application	Agreement Date
14038 Bayview Ave MV-2013-34 (Siddiqui)		To permit the construction of building additions and a new septic system within a Significant Woodland and Minimum Vegetation Protection Zone.	Agreement executed June 15, 2015.
302 Ridge Rd MV-2014-37 (Samadi)		To permit the construction of a detached dwelling within the Oak Ridges Moraine.	Agreement executed on June 10, 2015
56 Offord Cres MV-2015-02A-B (Palombo)		To permit the construction of a 222 m <sup>2</sup> house addition and 99 m <sup>2</sup> detached garage.	Agreement executed on April 27, 2015

**LINK TO STRATEGIC PLAN**

**Supporting small business and encouraging a more sustainable business environment:** By providing a more streamlined administrative approvals process for simplified agreements and reporting to Council on a regular basis on the numbers and status of these agreements.

**ALTERNATIVE(S) TO THE RECOMMENDATIONS**

None

**FINANCIAL IMPLICATIONS**

None

**PREVIOUS REPORTS**

General Committee Report PL12-001 dated June 18, 2013; and  
General Committee Report PL15-016 dated February 17, 2015.

July 14, 2015

- 3 -

Report No. PL15-053

---

**CONCLUSIONS**

Pursuant to Delegation Bylaw No. 5540-13 staff have provided a summary report of the three (3) Development Agreements that have been executed by the Director of Planning & Development Services since February 2015.

**ATTACHMENTS**

None

**PRE-SUBMISSION REVIEW**

Executive Leadership Team – June 25, 2015

***Prepared by: Glen Letman, Manager of Development Planning, Ext. 4346***



***Marco Famunno, M.C.I.P., R.P.P.  
Director of Planning & Development  
Services***



***Techa van Leeuwen  
Acting Chief Administrative Officer***



**TOWN OF AURORA  
COUNCIL REPORT**

**No. LLS15-040**

---

**SUBJECT:** *Municipal Elections Act Provincial Review*

**FROM:** *Warren Mar, Director of Legal & Legislative Services/Town Solicitor*

**DATE:** *July 14, 2015*

---

**RECOMMENDATIONS**

*THAT Report No. LLS15-040 be received; and*

*THAT Council endorse the comments prepared by staff, as set-out in Report No. LLS15-040, in response to the "Municipal Elections Act Review Public Consultation Discussion Guide"; and*

*THAT staff send copies of this resolution and Report No. LLS15-040 to the Ministry of Municipal Affairs and Housing prior to July 27, 2015.*

**PURPOSE OF THE REPORT**

To obtain Council's endorsement of the staff comments regarding the provincial review of the *Municipal Elections Act, 1996*.

**BACKGROUND**

On May 28, 2015 the Ministry of Municipal Affairs and Housing (the "Ministry") launched its review of the *Municipal Elections Act, 1996* (the "Act"). The Ministry reviews the Act after every regular municipal election. As part of the 2015 review the Ministry is seeking comments from the public on a series of questions outlined in the "Municipal Elections Act Review Public Consultation Discussion Guide, Spring 2015", attached hereto as Attachment 1 (the "Discussion Guide"). Municipalities are permitted to submit comments to the Ministry by July 27, 2015.

**COMMENTS**

The Ministry's objective for the review of the Act is to "...to make sure that the rules governing how municipal leaders are elected are clear and simple, and reflect how modern campaigns and elections should be run." To meet its objective, the Ministry is soliciting input around five themes:

**July 14, 2015**

**- 2 -**

**Report No. LLS15-040**

---

1. Campaign finance;
2. Third party advertising;
3. Accessibility;
4. Enforcement; and
5. Ranked ballots

The Discussion Guide poses a series of questions around each of these themes. The balance of this report will summarize the theme and propose comments in responses to the questions posed by the Ministry.

### **Campaign Finance**

Campaign finance refers to all of the funds raised or spent during an election campaign. This includes the value of contributions of goods and services as well as cash. Under the Act, candidates are subject to limitations on the types and amounts of contributions received, and limits in the total expenses that can be incurred. Additionally, contributors are limited in the amount they can contribute to municipal election campaigns.

*1. If you were a voter, candidate or supporter of a candidate, what was your experience with financing an election campaign? What areas might be improved, and how? (In your response, consider areas where you felt that the process was complex or difficult, and any ideas for simplifying the process or making it easier to understand.)*

#### Town Response:

- **The Act does not specifically authorize contributions to campaigns to be made using electronic methods (e.g. wire transfers, PayPal, etc.). Candidates should be provided the authority to determine what payment methods will be accepted for contributions to his or her campaign, including the use of electronic contributions to candidates.**
- **Clarification or expanded definitions of the various types of expenses that are subject to the limit to aid candidates in complying with the Act.**
- **The need for original signatures and declarations on the Campaign Financial Statements should be reviewed to make electronic filling easier.**
- **Contributors to municipal election campaigns should be provided an Ontario Income Tax Credit similar to those provided to donors to provincial political parties.**

### **Third party advertising**

A third party advertisement is a message that is not paid for or sponsored by a candidate. A third party advertisement either supports or opposes a candidate or takes a position on an issue.

*1. Should there be rules for third party advertising? If so, what should these rules require?*

July 14, 2015

- 3 -

Report No. LLS15-040

---

Town Response:

The Act places limits on the amount candidates can spend on his or her campaign, including advertising expenses. These spending limits create a level playing field for all candidates in a municipal election. No such rules apply to third party advertising which creates unfair advantages for some candidates who may be endorsed by a third party advertiser. Third party advertising should be regulated based on the following principles:

- Third party advertisers who intend to spend more than \$500, or who have spent more than \$500, should be required to register with the municipal Clerk, aligning the Act to the provincial rules in the *Election Finances Act, R.S.O. 1990, c. E.7.*
- Third party advertisers should be subject to spending limits that are less than those of candidates.
- Candidates should not be able to register as third party advertisers.
- Candidates and third party advertisers should not be able to contribute funds, goods or services to one another.
- Third party advertisers should be required to clearly identify in all advertising that they do not represent any particular candidate.
- Third party advertisers should be required to file financial statements to ensure compliance with spending limits.

**Accessibility**

Municipal clerks, who are responsible for conducting municipal elections, must consider the needs of voters and candidates with disabilities. Under the Act, all voting places in municipal elections must be accessible to people with disabilities.

1. *Have you experienced accessibility challenges or barriers related to voting or running for office? If so, what were those challenges and what would help overcome those barriers?*

Town Response:

The Town faces difficulty with addressing barriers in older public facilities (e.g. schools) where accessibility features such as lifts and elevators do not always work as required. Additional barriers include the requirement that a poll be provided at retirement homes on voting days, even if a particular facility has programming conflicts on the same day. The municipal Clerk should be provided as much flexibility as possible in the Act to address any accessibility challenges faced by voters, including those who reside in a retirement home. Additionally, the province should make financial resources available to public institutions on an on-going basis to facilitate updates to accessible technology.

**July 14, 2015**

**- 4 -**

**Report No. LLS15-040**

---

### **Enforcement**

The Municipal Elections Act sets out some automatic penalties for candidates that break rules set out in the Act. For example, if a candidate fails to file a financial statement that candidate automatically loses their office (if they won the election), and he or she also becomes ineligible to serve on municipal council until after the next municipal election. Not all penalties are automatic. For example, if a voter believes that a candidate has broken the election finance rules, they may apply for a review, called a compliance audit, of the candidate's campaign finances.

1. *Do you feel that municipal election rules are effectively enforced? Why? Why not?*

Town Response:

- **The municipal election rules are not comprehensive enough and the Act does not provide enough mechanisms and range of penalties for meaningful enforcement. The municipal Clerk, who is usually not a law enforcement professional, is often the sole mechanism for enforcement of the rules. Enforcement should be at arm's length from the municipality.**
- **Rules around signage should be standardized province-wide, to avoid a mixture of rules on local or regional rights-of-way which gives rise to enforcement issues.**
- **The current campaign length is also an impediment to effective enforcement; the current campaign runs from January 1 to election day, forcing municipal staff to engage in election enforcement over 10 months – longer than a provincial election campaign period. Serious consideration should be given to shortening the campaign time (i.e., shortening the time upon which nominations may be filed, to a day closer to nomination day) to allow municipal staff to more effectively enforce election rules with limited resources, while balancing the need for candidates to raise funds to run a campaign.**

### **Ranked Ballots**

The Ontario government has committed to providing municipalities with the option of using ranked ballots in future elections as an alternative to the current first-past-the-post system. Ranked ballots allow a voter to rank candidates in order of preference (first choice, second choice, third choice, etc.) instead of just voting for one candidate.

There are two types of ranked ballots: single-member ranked ballot elections and multi-member ranked ballot elections. In Aurora, single-member ranked ballots would apply to the Office of the Mayor where only one candidate is elected to the office. For the Office of Councillor, the multi-member ranked ballot election would apply as 8 candidates are elected.

**July 14, 2015**

**- 5 -**

**Report No. LLS15-040**

According to these methods, a candidate would have to cross a “threshold” of votes to be elected. In the case of a single-member ranked ballot election, the threshold to be elected is 50% +1 of the total number of votes received, calculated as follows:

$$\text{Threshold} = \left( \frac{100\% \text{ of Votes Cast}}{1 \text{ candidate will be elected} + 1} \right) + 1 = 50\% + 1$$

In a multi-member ranked ballot election the threshold to be elected is calculated as follows:

$$\text{Threshold} = \left( \frac{\text{number of votes cast}}{\text{number of candidates to be elected} + 1} \right) + 1$$

To cross the threshold in both a single-member ranked ballot election and multi-member ranked ballot election, votes would be distributed among candidates based on the rankings indicated by the voter on the ballot. There would be various ‘rounds of vote counting’ where the candidate receiving the lowest number of votes would be dropped from future counts, and his or her votes redistributed based on the rankings assigned to other candidates on the same ballot, until the threshold is met.

Attachment 2, copied from the Ministry’s website, contains examples of a single-member ranked ballot election and multi-member ranked ballot election. These examples demonstrate how votes are redistributed between candidates to meet the required thresholds, and also demonstrate how difficult and potentially confusing ranked ballots can be to administer and calculate.

To put the multi-member ranked ballot election calculations into context, the threshold for the Office of Councillor in the 2014 municipal election would have been 8,220 votes calculated as follows:

$$8,220 = \left( \frac{73,969 \text{ votes cast}}{8 \text{ candidates to be elected} + 1} \right) + 1$$

In the 2014 municipal election the total number of votes received by the current Councillors ranged between 3,760 and 6,098. This range is between 4,460 and 2,122 votes below the threshold that would have been required to be elected in 2014, had that election been a multi-member ranked ballot election. Essentially this means that in subsequent rounds of vote counting, the current Councillors would have been ranked as second, third, etc., choices of various voters to have been elected.

The Discussion Guide poses the following questions on ranked ballots:

1. *What are your thoughts on using ranked ballots for Ontario municipal elections?*
2. *Should municipalities be able to use ranked ballots for certain offices and not others? For example, only for mayor?*

**July 14, 2015**

**- 6 -**

**Report No. LLS15-040**

---

3. *Should public consultation by a municipality be required before implementing ranked ballots or before changing from ranked ballots back to the current system?*
4. *What form should that consultation take?*
5. *How much information would you want about election results? For example, where there have been multiple rounds of counting would you want to see the results of each round of counting or just the final results?*

Town Response:

- **Ranked Ballots** are a fundamental departure from the experience of the average municipal voter who is used to voting for only the number of candidates to be elected (i.e., voters are used to selecting one candidate for Mayor, not a first, second, third, etc., choice for Mayor). Such a change could be extremely confusing for experienced voters and new voters alike. This could have the negative consequence of reducing overall electoral participation which is already extremely low. Effective communication from the province would be extremely important, as well as financial assistance to municipalities who attempt to roll out this system of election.
- As the order of government most familiar with their own community circumstances, municipalities should be permitted to determine on their own if they wished to use ranked ballots in any future municipal election.
- To implement ranked ballots in a fair and consistent manner an extended period of time between nomination day and voting day would be required. The municipal Clerk would require the extended time to prepare for and test all systems that would be required in a ranked ballot election (e.g., special ballots, programing and testing of optical scan vote tabulators).

**ALTERNATIVE(S) TO THE RECOMMENDATIONS**

1. Council could choose to provide other comments to the province on the issues raised by the Discussion Guide, or any other issue pertaining to the *Municipal Elections Act, 1996* by way of additional resolutions.

**FINANCIAL IMPLICATIONS**

None.

July 14, 2015

- 7 -

Report No. LLS15-040

---

**CONCLUSIONS**

The Ministry of Municipal Affairs and Housing is conducting a review of the *Municipal Elections Act, 1996*. Municipalities are permitted to submit comments to the Ministry by July 27, 2015. It is recommended that Council endorse this report's comments to the Ministry on the questions posed in the Discussion Guide.

**ATTACHMENTS**

Attachment 1 – Municipal Elections Act Review Public Consultation Discussion Guide, Spring 2015

Attachment 2 – Ministry of Municipal Affairs and Housing "Follow Your Ballot: An example of a ranked ballot election" (<http://www.mah.gov.on.ca/Page11118.aspx>)

**PRE-SUBMISSION REVIEW**

Executive Leadership Team – June 25, 2015

*Prepared by: Stephen M.A. Huycke, Town Clerk, ext. 4771*



---

**Warren Mar**  
**Director of Legal & Legislative**  
**Services/Town Solicitor**



---

**Techa van Leeuwen**  
**Acting Chief Administrative Officer**



**Report No. LLS15-040  
Attachment 1**

# **MUNICIPAL ELECTIONS ACT REVIEW**

## **PUBLIC CONSULTATION DISCUSSION GUIDE**

Spring 2015

[ontario.ca/municipalelections](http://ontario.ca/municipalelections)

Front cover photo credit: flickr.com/markwatmough

---

**MUNICIPAL ELECTIONS ACT REVIEW**  
**PUBLIC CONSULTATION DISCUSSION GUIDE**

---

# **TABLE OF CONTENTS**

<b>INTRODUCTION</b>	<b>1</b>
Objectives	1
What is Being Reviewed?	1
Ways to Get Involved	1
<b>USER INFORMATION</b>	<b>2</b>
<b>OVERVIEW OF THE MUNICIPAL ELECTIONS ACT</b>	<b>2</b>
Questions on Voting in Municipal Elections	3
<b>CAMPAIGN FINANCE</b>	<b>3</b>
Campaign Finance Questions	4
<b>THIRD PARTY ADVERTISING</b>	<b>4</b>
Third Party Advertising Question	4
<b>ACCESSIBILITY</b>	<b>4</b>
Accessibility Question	5
<b>ENFORCEMENT</b>	<b>5</b>
Enforcement Question	5
<b>RANKED BALLOTS</b>	<b>5</b>
Municipal Choice	6
Why Ranked Ballots?	6
<b>PUBLIC CONSULTATION</b>	<b>7</b>
Ranked Ballot Public Consultation Questions	7
Public Reporting of Election Results	8
Ranked Ballot Election Public Reporting Question	8
Other Decisions Regarding Ranked Ballots	8
Other Comments on Ranked Ballots	8
<b>WHAT'S NEXT?</b>	<b>8</b>

## **INTRODUCTION**

Municipalities are the government level closest to people in communities. They provide front-line services like public transportation, garbage collection and recreation facilities. They also deal with other local issues like fixing local roads and collecting property taxes.

The Ministry of Municipal Affairs and Housing reviews the Municipal Elections Act after each Ontario municipal election to determine if it meets the needs of Ontario communities.

This is your opportunity to help shape important provincial legislation and have your say about specific parts of the legislation and broader municipal election-related themes.

### **Objectives**

We want to make sure that the rules governing how municipal leaders are elected are clear and simple, and reflect how modern campaigns and elections should be run.

We also want to allow more choice for municipalities in how municipal elections are run. As part of our review of the Municipal Elections Act, we will explore how we could give municipalities the option of using ranked ballots in their elections as an alternative to the current system.

### **What is Being Reviewed?**

The government will focus on the following five themes:

1. Campaign finance
2. Third party advertising
3. Accessibility
4. Enforcement
5. Ranked ballots

### **Ways to Get Involved**

We want to hear from Ontarians across the province. To share your feedback with the government through this workbook, there are a number of options:

**Online:** access this workbook online at [ontario.ca/municipalelections](http://ontario.ca/municipalelections) and follow the survey links.

**E-mail:** e-mail your responses to some or all of the questions with any other comments or questions you may have about the review to [mea.info@ontario.ca](mailto:mea.info@ontario.ca)

**Mail:** send a written submission with your suggestions for changes to the legislation, or any other comments to:

Municipal Elections Act Review  
Ministry of Municipal Affairs and Housing  
Local Government Policy Branch  
777 Bay Street, 13<sup>th</sup> Floor, Toronto ON M5G 2E5

Please note that the deadline for submitting comments is **July 27, 2015**.

## **USER INFORMATION**

To help us make the most effective use of your comments, please consider identifying your municipality or, if you prefer, your geographic region of the province (for example, Southwestern Ontario) or whether you live in a rural or urban area.

If you are providing comments on behalf of an organization, please provide its name. If you are providing comments on behalf of a municipality, please provide its name and indicate whether the submission has been endorsed by a council resolution.

Your responses may be used for the purposes of the Ministry's consultation process. Please note the Ministry may summarize and share them, including with other ministries and the public. Names of organizations and persons who indicate an affiliation may also be shared.

Please do not provide any additional personal or identifying information such as opinions about individuals or names and addresses as part of your response.

## **OVERVIEW OF THE MUNICIPAL ELECTIONS ACT**

The Municipal Elections Act covers the conduct of municipal and school board elections in Ontario. In addition to setting out rules for candidates and voters, it also sets out rules for the administration of elections, including:

- questions on the ballot (also known as referendums)
- roles and responsibilities of the municipal clerk in administering municipal elections
- roles and responsibilities of the municipal council, school board, school board secretary, candidates and voters
- rules related to voting
- voter and candidate eligibility
- methods of voting, including use of internet, telephone and vote by mail
- campaign and campaign finance rules
- compliance, enforcement and penalties
- important dates in the election cycle, including the length of the campaign period and voting day

For more information on the Municipal Elections Act, you may wish to read the following additional materials:

- Voter's Guide to Municipal Elections: [ontario.ca/cadn](http://ontario.ca/cadn)
- Candidates' Guide to Municipal Elections: [ontario.ca/cado](http://ontario.ca/cado)
- Ontario e-laws: [ontario.ca/e-laws](http://ontario.ca/e-laws)

For the complete legislation, please visit Ontario e-laws at [Municipal Elections Act, 1996](#).

### Questions on Voting in Municipal Elections

We are interested in your experience taking part in Ontario municipal elections. Please answer the following questions to let us know your views on the municipal election process and how you think we can improve the Municipal Elections Act. In your responses, you may want to consider:

- how the election is run,
  - rules related to voting,
  - voter and candidate eligibility,
  - methods of voting,
  - the campaign period, including the length of the municipal election campaign.
1. From your experience, what parts of municipal elections in Ontario currently work well?
  2. From your perspective, what parts of municipal elections in Ontario should be changed?
  3. Is there anything else you want to tell us about your experience with municipal elections?

## CAMPAIGN FINANCE

Campaign finance refers to all of the funds raised or spent during an election campaign. This includes the value of contributions of goods and services as well as cash.

The Municipal Elections Act sets out the municipal campaign finance rules that candidates and campaign contributors must follow. For example, under the Act, any person who is a resident of Ontario may make a contribution to a municipal candidate's campaign at a maximum of \$750 to a single candidate (\$2,500 to a mayoral candidate in the City of Toronto).

The Ministry intends to review the financial rules in the Municipal Elections Act to see if the rules are consistent and set out transparent, accountable, fair and modern election finance practices.

For further information on the campaign finance rules set out in the Municipal Elections Act, please refer to:

- Municipal Elections Act, 1996: [ontario.ca/cadk](http://ontario.ca/cadk)
- Voter's Guide to Municipal Elections: [ontario.ca/cadn](http://ontario.ca/cadn)
- Candidates' Guide to Municipal Elections: [ontario.ca/cado](http://ontario.ca/cado)

## Campaign Finance Questions

Please answer the following questions to let us know about your experience with campaign finance rules under the Municipal Elections Act.

1. If you were a voter, candidate or supporter of a candidate, what was your experience with financing an election campaign? What areas might be improved, and how?
  - In your response, consider areas where you felt that the process was complex or difficult, and any ideas for simplifying the process or making it easier to understand.

## THIRD PARTY ADVERTISING

In the context of an election, a third party is an individual or group that is not a candidate.

A third party advertisement is a message that is not paid for or sponsored by a candidate. A third party advertisement either supports or opposes a candidate or takes a position on an issue.

A third party advertisement can be communicated through radio, television, newspaper, the internet or any other type of media. Campaign buttons, signs, or other things that identify supporters or opponents of any candidate can also be types of third party advertising.

Currently, there are rules for people who want to campaign for the “yes” or “no” side of a municipal question on the ballot. There are no rules for third party advertising that supports or opposes a candidate (or candidates) in Ontario municipal elections.

## Third Party Advertising Question

Please tell us about your thoughts on third party advertising in municipal elections.

1. Should there be rules for third party advertising? If so, what should these rules require?

## ACCESSIBILITY

Municipal clerks, who are responsible for conducting municipal elections, must consider the needs of voters and candidates with disabilities. Under the Municipal Elections Act, all voting places in municipal elections must be accessible to people with disabilities.

We want to determine if the accessibility rules under the Municipal Elections Act meet the needs of Ontarians.

### Accessibility Question

Please tell us about your thoughts and, experience with accessibility in municipal elections.

1. Have you experienced accessibility challenges or barriers related to voting or running for office? If so, what were those challenges and what would help overcome those barriers?

## ENFORCEMENT

The Municipal Elections Act sets out some automatic penalties for candidates that break rules set out in the Act. For example, if a candidate fails to file a financial statement that candidate automatically loses their office (if they won the election). He or she also becomes ineligible to serve on municipal council until after the next municipal election.

Not all penalties are automatic. For example, if a voter believes that a candidate has broken the election finance rules, they may apply for a review, called a compliance audit, of the candidate's campaign finances.

For further information on the enforcement tools in the Municipal Elections Act, please refer directly to:

- Municipal Elections Act, 1996: [ontario.ca/cadk](http://ontario.ca/cadk)
- Voter's Guide to Municipal Elections: [ontario.ca/cadn](http://ontario.ca/cadn)
- Candidates' Guide to Municipal Elections: [ontario.ca/cado](http://ontario.ca/cado)

### Enforcement Question

Please tell us about your thoughts and, experience with enforcement tools under the Act.

1. Do you feel that municipal election rules are effectively enforced?  
Why? Why not?

## RANKED BALLOTS

Ontario has committed to providing municipalities with the option of using ranked ballots in future elections, starting in 2018, as an alternative to the current system.

Ranked ballots allow a voter to rank candidates in order of preference (first choice, second choice, third choice, etc.) instead of just voting for one candidate.

There are different degrees to which ranked ballots could be used. For example, some municipalities in other countries use ranked ballots for all of council. Some other municipalities use ranked ballots for only the mayor or head of council while the rest of council is elected using a first past the post system.

Please note that ranked ballots are not being considered for school boards. If a municipality decided to use ranked ballots to elect council positions, voters would still use the current voting method to vote for school board trustee.

## Municipal Choice

Municipalities already have a lot of flexibility in the way they run their elections. Introducing ranked ballots as an option for municipalities would add to the range of options available to decide how we elect local representatives.

Every municipality must have a council of at least five members, but municipalities may decide to have more than five members.

Municipalities can also make decisions about how to structure their council. For example, many municipalities divide their territory into wards (often determined by population) and each ward elects one or more representatives to council.

Some municipalities do not use wards and choose to elect their entire council at-large. Others use a combination of wards and at-large representatives.

Municipalities also have a number of choices in the way voting works. Municipalities can make decisions on how voters cast their ballots. By default, Ontario voters vote in municipal elections in person at their voting place. However, the Municipal Elections Act allows municipalities to decide to use alternative voting methods to cast ballots and many municipalities have decided to do so. For example, in many municipalities, voters may have the option of voting online, by mail or via telephone.

## Why Ranked Ballots?

Ranked ballots have the potential to give voters a greater say in who is elected and increase voter engagement.

As an example of how ranked ballots work, let's assume you voted for three candidates, you marked a "1" next to your first choice candidate's name, a "2" next to your second choice, and a "3" next to your third choice. If your first choice candidate is eliminated, ranked ballots take into account the next choices on your ballot. This helps to ensure that the winning candidate(s) receive support from a majority of voters more often.

By giving voters more choice, ranked ballots may also:

- reduce strategic voting, which may occur when a voter decides not to pick their first choice candidate in an election because they think their first choice candidate may not win the election.
- reduce negative campaigning — since voters can rank multiple candidates, there is an incentive for candidates to appeal to voters not just as a first preference vote, but also to gain a high ranking from supporters of other candidates.

- encourage more candidates to remain in the race until voting day, since the threat of “splitting the vote” between like-minded candidates is reduced.

There are two kinds of elections that are used in Ontario municipalities: single-member elections and multi-member elections.

**Single-member elections** are elections where only one candidate will win, such as:

- Elections for mayor
- A ward election where one person will be elected to represent the ward

**Multi-member elections** are elections where more than one candidate will win a seat, such as:

- When council members are elected at large
- A ward election where two or more people will be elected to represent the ward

In a ranked ballot election, there may be multiple rounds of counting before a candidate is declared the winner.

Single-member ranked ballot elections use a system called Ranked Choice Voting (RCV). Multi-member ranked ballot elections use a system called Single Transferrable Vote (STV).

You can find more information on ranked ballot elections, including how votes are counted in single-member and multi-member elections at [ontario.ca/caeh](http://ontario.ca/caeh).

## **PUBLIC CONSULTATION**

Changing the voting system is a big decision for a municipality and its residents. There are a number of ways municipalities can consult their residents about council decisions.

The public could also be given the ability to formally petition council to adopt ranked ballots and require that council hold a referendum to determine if voters support the use of ranked ballots.

We're interested in your views on how the public should be involved in municipal decision making on ranked ballots.

### **Ranked Ballot Public Consultation Questions**

1. What are your thoughts on using ranked ballots for Ontario municipal elections?
2. Should municipalities be able to use ranked ballots for certain offices and not others? For example, only for mayor?
3. Should public consultation by a municipality be required before implementing ranked ballots or before changing from ranked ballots back to the current system?
4. What form should that consultation take?

## Public Reporting of Election Results

Unlike the current system, ranked ballots can involve multiple rounds of counting before all the seats to be elected have been won.

### Ranked Ballot Election Public Reporting Question

1. How much information would you want about election results? For example, where there have been multiple rounds of counting would you want to see the results of each round of counting or just the final results?

## Other Decisions Regarding Ranked Ballots

There are a number of other important decisions that the province will need to consider when determining how ranked ballots could work in Ontario. Throughout this review we will be consulting with Ontarians, municipalities and experts on ranked ballots to help us make these decisions.

### Other Comments on Ranked Ballots

1. Are there other ideas you wish to share on ranked ballots that you would like us to consider?

## WHAT'S NEXT?

After the Ministry of Municipal Affairs and Housing has received all public submissions and input on the Municipal Elections Act review, we will assess the feedback received and develop recommendations for the government on how to improve the Municipal Elections Act. We hope to communicate the results of this process as they become available later this year.

For further information on the Municipal Elections Act, you may wish to read the following additional materials:

- Voter's Guide to Municipal Elections: [ontario.ca/cadn](http://ontario.ca/cadn)
- Candidates' Guide to Municipal Elections: [ontario.ca/cado](http://ontario.ca/cado)
- Ontario e-laws: [ontario.ca/e-laws](http://ontario.ca/e-laws)

Thank you for providing your comments. Your feedback is very important to us and will be essential to improving the Municipal Elections Act so that it is better able to meet the needs of Ontario communities while maintaining a fair election process.



**Ministry of Municipal Affairs and Housing**

© Queen's Printer for Ontario, 2015

ISBN 978-1-4606-5824-6 (PDF)

05/15

Disponible en français



**Ministry of Municipal Affairs and Housing**

(<http://www.mah.gov.on.ca/Page11118.aspx>)

**Follow Your Ballot: An example of a ranked ballot election**

---

Follow a ballot and learn what happens in a single-member and multi-member ranked ballot election.

**Single-member election: an election where one candidate is elected**

In this election, you are being asked to vote on the kind of fruit that will be served as a snack.

**Ranking the ballot**

With ranked ballots you can rank your choices from your most preferred to least preferred option. You rank the choices as follows:

- Cherry 1
- Pear 2
- Strawberry 3
- Apple 4

**Calculate the threshold to be elected**

Thirty people voted, and only one fruit can be chosen. Sixteen votes are needed for a fruit to be elected (50 per cent of 30 votes is 15 votes, plus one makes it a majority).



July 14, 2015

**Count the first choice votes**

After the ballots are distributed according to first choices, the vote count looks like this:

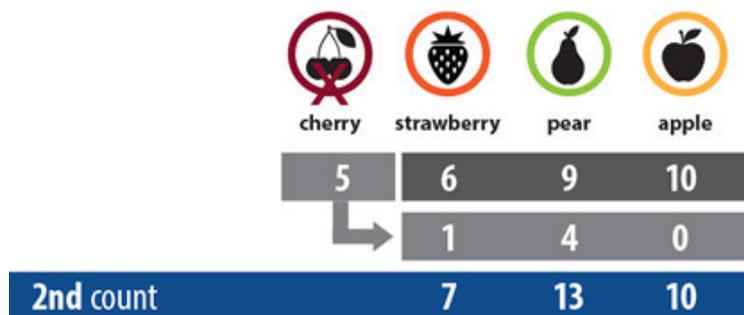


None of the fruits has received enough votes to be elected.

**Eliminate the option in last place and redistribute those ballots to other candidates**

Your first choice, Cherry got the fewest votes. Your ballot will now be given to your second choice, Pear. (The ballots of everyone else who voted for Cherry as their first choice will also be redistributed to their second choices).

After the 5 Cherry ballots are distributed, the new vote count is:



After the second round of counting, none of the fruits has received enough votes to be elected.

**July 14, 2015**

**Drop the last place and redistribute those ballots**

Strawberry now has the fewest votes. Your ballot stays with your second choice, Pear.

After the 7 Strawberry ballots are redistributed, the new vote count is:



Pear is elected with 17 votes. Even though your first choice didn't get elected, your ballot helped your second choice to win.

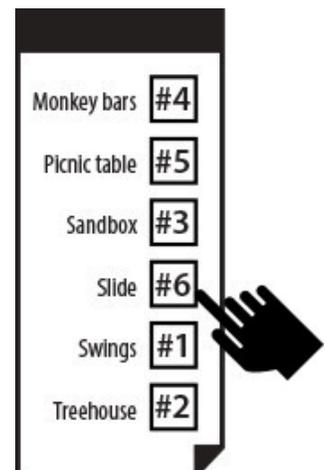
**Multi-member Election: an election where more than one candidate is elected**

In this election, you are being asked to vote on what new equipment should be installed in your neighbourhood park. Three pieces of equipment will be chosen out of a possible six.

**Ranking the ballot**

With ranked ballots you can rank your choices from your most preferred to least preferred option. You rank your choices as follows:

- Monkey bars 4
- Picnic Table 5
- Sandbox 3
- Slide 6
- Swings 1
- Treehouse 2



**July 14, 2015**

**Calculate the threshold to be elected**

In a multi-member ranked ballot election, the number of votes needed to be elected will depend on how many seats are being filled.

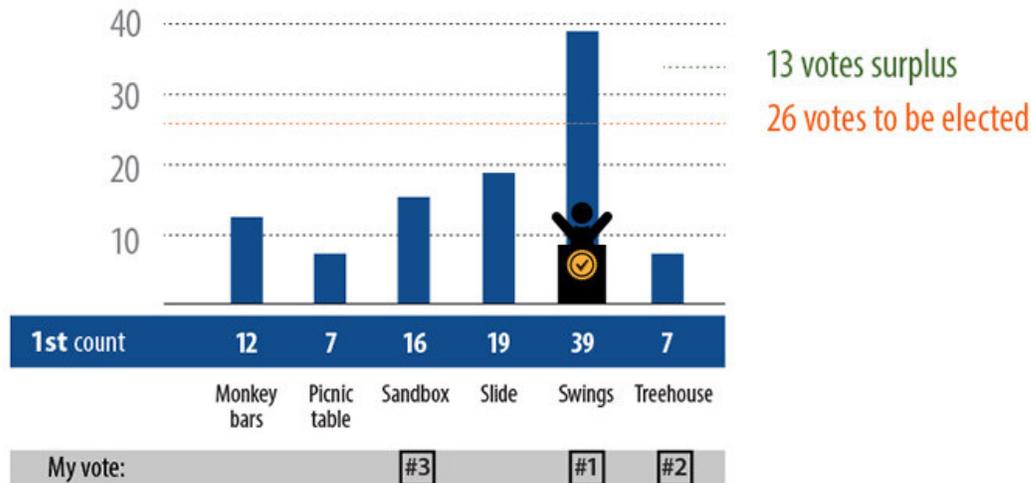
In this example, one hundred people voted, and three pieces of equipment will be chosen.

In order to be elected, a piece of playground equipment must earn twenty-six votes.

To do the math, one hundred votes divided by 4(3 pieces of equipment will be chosen, plus one is 4) is 25 votes, plus one is 26.

**Count the first choice votes**

After the ballots are distributed according to first choices, the vote count looks like this:



Swings has received more than 26 votes, and is declared the winner.

**July 14, 2015**

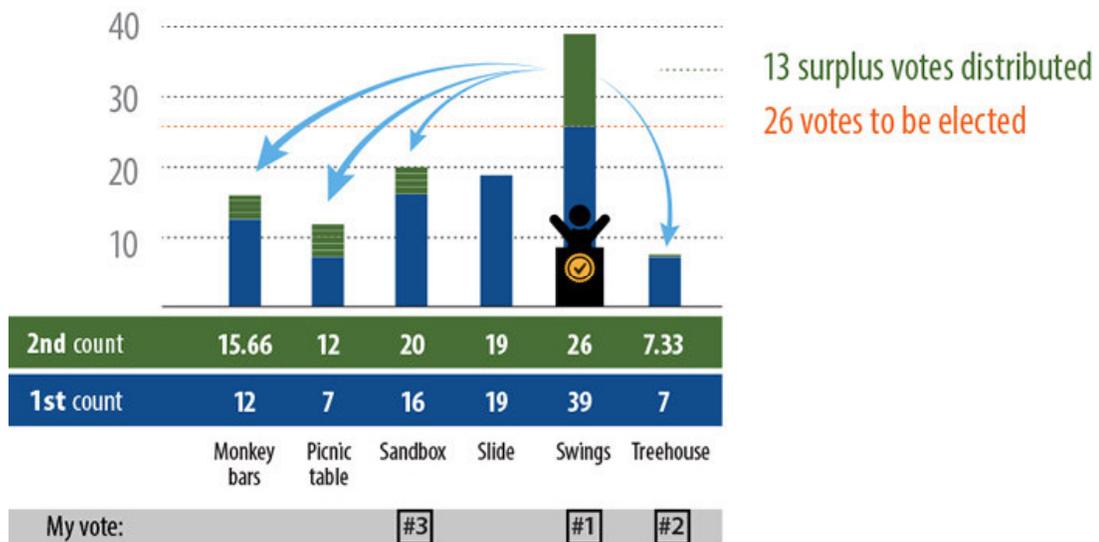
**Distribute the surplus**

Since the threshold is 26 votes, and Swings got 39 first choice votes, Swings got 13 more votes than is needed to be elected.

Swings has a surplus of 13 votes. Thirteen divided by 39 is one-third. This means that Swings only needed two-thirds of your vote (along with two-thirds of the vote of everyone else who had Swings as a first choice) to be elected.

The two-thirds of your vote that Swings needs to be elected will stay with Swings. The other one-third of your vote will be given to your second choice, Treehouse. Each ballot that had Swings as the first choice will give one-third of their vote to their second choice.

After the ballots are redistributed, the new vote count is:



	Round 1 total	Votes added	New total
Monkey Bars	12	11 ballots worth 1/3 each: 3.66 votes	15.66
Picnic Table	7	15 ballots worth 1/3 each: 5 votes	12
Sandbox	16	12 ballots worth 1/3 each: 4 votes	20
Slide	19	0 votes	19
Swings	39	- 39 ballots worth 1/3 each: -13 votes	26 elected
Treehouse	7	1 ballots worth 1/3 each: 0.33 votes	7.33

**July 14, 2015**

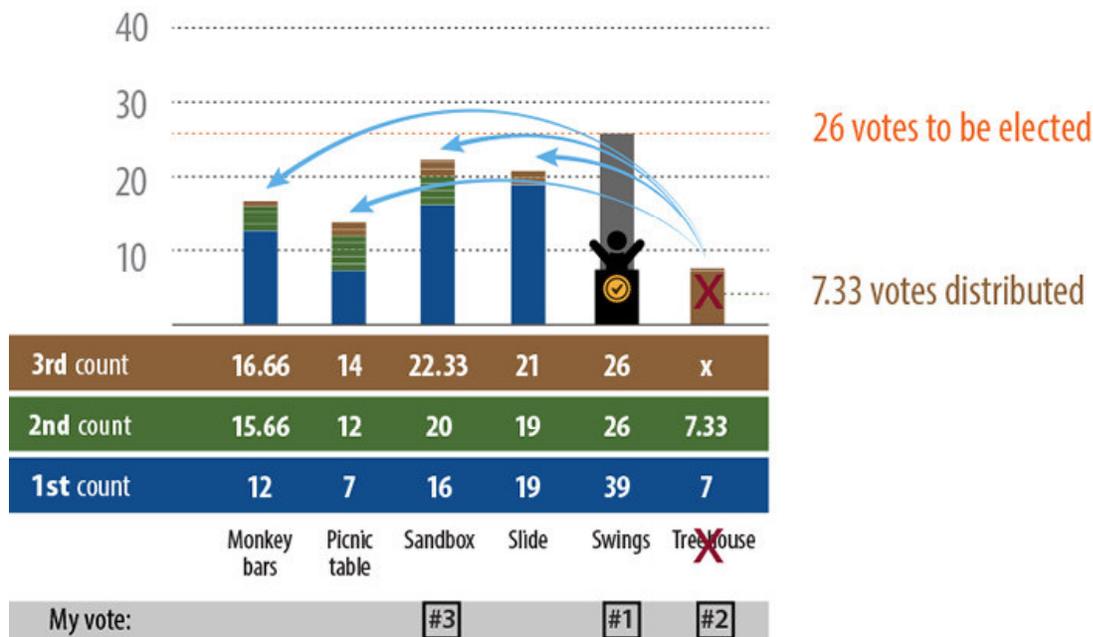
As it turns out, yours was the only ballot of the one hundred votes that chose Swings as the first choice and Treehouse as a second choice. Treehouse's vote total increased by one-third of a vote.

None of the candidates other than Swings has earned the 26 votes needed to be elected.

**Drop the last place and redistribute those ballots**

Treehouse got the fewest votes, so it is eliminated. Treehouse's votes are now redistributed. Your one-third of a vote will be transferred to your third choice, Sandbox.

After the Treehouse votes are redistributed, the new vote count is:



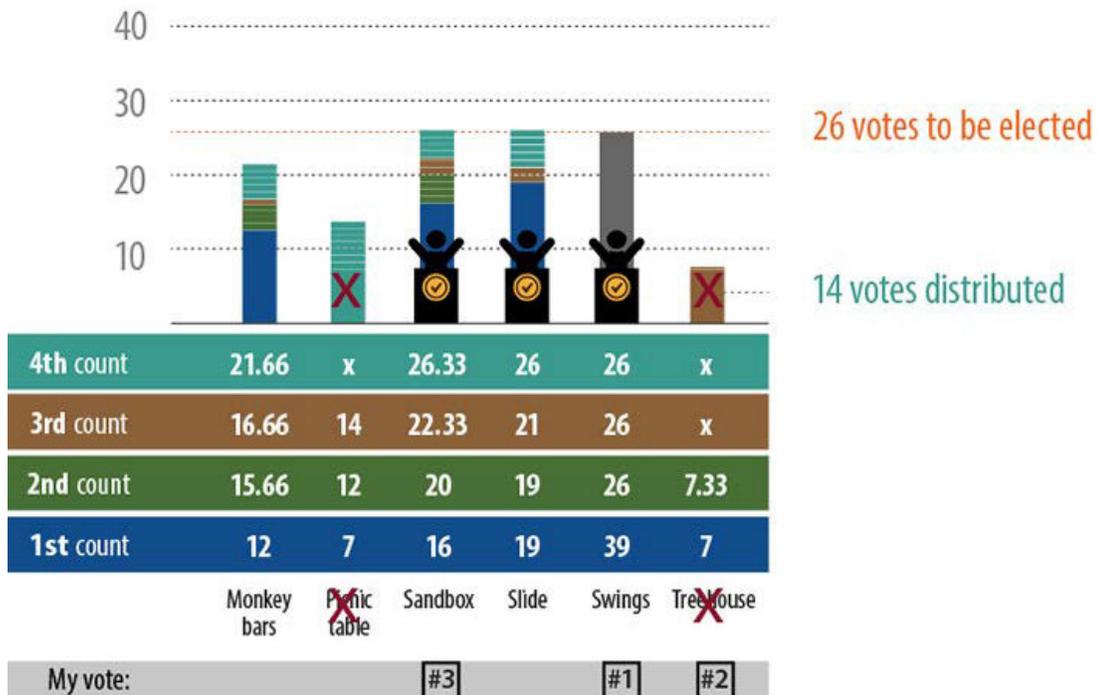
**July 14, 2015**

	Round 2 total	Votes added	New total
Monkey Bars	15.66	1	16.66
Picnic Table	12	2	14
Sandbox	20	2.33	22.33
Slide	19	2	21
Swings	26 elected	0	26 elected
Treehouse	7.33	-7.33 votes redistributed	0

None of the other candidates has earned the 26 votes needed to be elected.

**Drop the last place and redistribute those ballots**

Picnic Table has the fewest votes, so it is now eliminated. Picnic Table’s votes are now redistributed according to their next choice.



**July 14, 2015**

	Round 3 total	Votes added	New total
Monkey Bars	16.66	5	21.66
Picnic Table	14	-14	0
Sandbox	22.33	4	26.33 elected
Slide	21	5	26 elected
Swings	26 elected	0	26 elected
Treehouse	0	0	0

Sandbox and Slide have each earned 26 votes, so they have reached the threshold to be elected.

Recall that in this election, three pieces of equipment were to be elected out of a possible six. Since three candidates have reached the threshold, the counting stops.

The three winning candidates are Sandbox, Slide and Swings.



**No. LLS15-046**

---

**SUBJECT:** *Cash-in-Lieu of Parkland Deferral Agreement – The Salvation Army*  
**FROM:** *Warren Mar, Director of Legal & Legislative Services/Town Solicitor*  
**DATE:** *July 14, 2015*

---

**RECOMMENDATIONS**

*THAT Report No. LLS15-046 be received; and*

*THAT the Mayor and Town Clerk be authorized to execute the necessary cash-in-lieu of parkland dedication fee deferral agreement in accordance with Report No. LLS15-046, including any and all documents and ancillary agreements required to give effect to same.*

**PURPOSE OF THE REPORT**

This report seeks authorization from Council to execute a cash-in-lieu of parkland deferral agreement regarding The Salvation Army development at 15338 Yonge Street, as previously directed by Council, and provides Council with the terms of such agreement for Council review and approval.

**BACKGROUND**

The Salvation Army is planning to construct, in phases, a large worship and assembly facility, including typical ancillary facilities such as church offices, meeting rooms, lounge areas, kitchen, multipurpose rooms, nursery care rooms etc., at the property in Aurora municipally known as 15338 Leslie Street (the "Property").

At the Council meeting of May 11, 2015, Major Brian Bishop of The Salvation Army gave a presentation regarding The Salvation Army development at the Property. As part of his presentation, Major Bishop requested that the Town defer payment of the cash-in-lieu of parkland dedication fees ("CIL") that are payable for the development. In response to Major Bishop's presentation and request, Council adopted the following motion:

*"THAT the comments of the presentation of Major Brian Bishop be received; and*

*THAT the request for deferral of the payment of cash-in-lieu of parkland dedication fees for 15338 Leslie Street (Northridge Community Church of*

**July 14, 2015**

**- 2 -**

**Report No. LLS15-046**

*The Salvation Army) be approved; and*

*THAT staff report back to Council on the terms of the agreement to finalize the deferral of cash-in-lieu parkland dedication fees for 15338 Leslie Street including options for community use of The Salvation Army property.”*

This report is presented to Council in satisfaction of the first part of Council's request to finalize the terms of the CIL deferral agreement. Options for community use of the Property are still ongoing through discussions between Parks & Recreation Services and The Salvation Army.

## **COMMENTS**

Unlike the Town's Development Charges By-law, the Town's CIL by-law (being By-law Number 4291-01.F) and related policies do not contain provisions that provide for the exemption or deferral from the payment of CIL. However, Council always maintains the authority to defer the payment of CIL, which it did on May 11, 2015 regarding the development on the Property.

The terms of such deferral of CIL have now been delineated, using many of the same provisions that are used in the Town's development charges deferral agreement. A copy of the proposed CIL deferral agreement with The Salvation Army for the Property development is attached to this report as Attachment 1.

The deferral agreement formalizes that payment of CIL for the proposed development on the Property shall be deferred, which includes any future phases to be constructed on the Property as part of the current site plan application submitted to the Town.

However, in the future, should a change of use or a change of ownership occur, the planned uses will be reviewed to ensure they continue to be a "place of worship". Should the Property fail to continue to qualify in this manner for the deferral of CIL, then CIL will become payable to the Town based on the appraised value of the Property as of the day upon which the Property no longer qualifies for the deferral.

The proposed CIL deferral agreement preserves the right to collect CIL in the future should uses or other circumstances change on the Property.

## **LINK TO STRATEGIC PLAN**

Supporting the work of The Salvation Army and the potential for community partnerships supports the Strategic Plan goal of **supporting an exceptional quality of life for all** through the objective of **strengthening the fabric of our community** by

**July 14, 2015**

**- 3 -**

**Report No. LLS15-046**

recognizing and encouraging community contributions and volunteerism in various community-based and community-focused non-profit organizations.

### **ALTERNATIVE(S) TO THE RECOMMENDATIONS**

1. Council could propose another form of CIL deferral agreement or condition.

### **FINANCIAL IMPLICATIONS**

Based on an appraisal completed on April 28, 2015, the value of the Property was determined to be \$2,565,000. In accordance with By-law Number 4291-01.F, CIL is calculated based on 5% of the appraised value of the Property, equalling an amount of \$128,250.00 for CIL. Pursuant to the terms of the deferral agreement, this amount of CIL will be deferred. Should CIL become due and owing under the terms of the deferral agreement (due to a change in ownership or use of the Property), then a new CIL amount will be calculated as of the date such CIL is payable.

Legal Services Division fees of \$625 for the preparation of the agreement, plus \$200 for registration fees, must be payable by The Salvation Army as part of this arrangement. Additionally, the Town must be reimbursed by The Salvation Army for the cost of the recent appraisal for the Property, which was invoiced in the amount of \$2,260.00.

### **CONCLUSIONS**

Staff are requesting Council approve the execution of a CIL deferral agreement in respect of the planned development of the Property by The Salvation Army. The terms of such agreement are similar to that of the development charges deferral agreement previously approved by Council.

### **PREVIOUS REPORTS**

CFS15-002 – “Development Charge Deferral Agreement – Salvation Army”, dated January 13, 2015.

### **ATTACHMENTS**

Attachment 1 – CIL Deferral Agreement

July 14, 2015

- 4 -

Report No. LLS15-046

**PRE-SUBMISSION REVIEW**

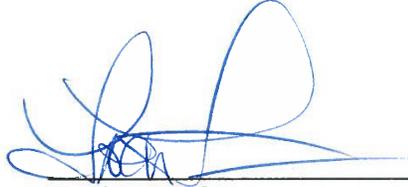
None.

*Prepared by: Warren Mar, Director of Legal & Legislative Services/Town Solicitor,  
ext. 4758*



---

**Warren Mar**  
**Director of Legal & Legislative**  
**Services/Town Solicitor**



---

**Techa van Leeuwen**  
**Acting Chief Administrative Officer**

Attachment 1

THIS AGREEMENT made as of the \_\_\_ day of \_\_\_\_\_, 2015.

**BETWEEN:**

**THE CORPORATION OF THE TOWN OF AURORA**  
(hereinafter called the "Town")

**OF THE FIRST PART**

-and-

**THE GOVERNING COUNCIL OF THE SALVATION  
ARMY IN CANADA**  
(hereinafter called the "Owner")

**OF THE SECOND PART**

**WHEREAS** the Owner is a non-profit corporation incorporated by letters patent (as amended) under the laws of the Province of Ontario for the purpose of establishing, maintaining and conducting a community church to provide worship, educational, and outreach opportunities to members, adherents and the general public;

**AND WHEREAS** the Owner represents and warrants that it is the registered owner of certain lands municipally known as 15338 Leslie Street and more particularly described on Schedule "A" attached to this Agreement, which the Owner is developing for the sole purpose of constructing a place of worship and ancillary facilities in accordance with the Town's File No. D11-07-10;

**AND WHEREAS** the Owner wishes to develop the Lands in accordance with the Proposed Development and the Town has agreed with the Owner to allow for payment of the cash-in-lieu of parkland dedication fees otherwise payable with respect to the Proposed Development at a date later than the issuance of a building permit as provided for herein in accordance with Subsection 42(6.1) of the *Planning Act*, R.S.O. 1990, c. P.13, as amended

**AND WHEREAS** the Lands relating specifically to educational uses are exempt from taxation under the *Assessment Act*; R.S.O. 1990, c. A.31, as amended;

**AND WHEREAS** the Town enacted By-law Number 4291-01.F, being a by-law to require land or cash-in-lieu thereof for park and other public recreational purposes as a condition of the development or redevelopment, which by-law sets out that the Town may require the payment of money to the value of the land required to be conveyed to the Town at a rate of five percent (5%) of the land to be developed;

**AND WHEREAS** the cash-in-lieu of parkland payable for the Proposed Development on the Lands is calculated to be \$128,250.00, based on an appraisal completed on April 28, 2015 whereby the value of the Lands was determined to be \$2,565,000 (with the costs of such appraisal to be reimbursed to the Town in accordance with Schedule "B" to this Agreement);

**AND WHEREAS** on May 11, 2015, the Council of the Town approved the deferral of cash-in-lieu of parkland dedication Fees for the development of the Lands in accordance with By-law Number 4291-01.F, and that staff report back to Council on the terms of the agreement to finalize the deferral of the cash-in-lieu of parkland dedication fees for the Lands;

**AND WHEREAS** on \_\_\_\_\_, 2015, the Council of the Town approved the terms of this Agreement and the execution thereof by the Mayor and Town Clerk on behalf of the Town;

**NOW THEREFORE** in consideration of the mutual covenants and agreements herein contained, and the payment of the sum Two Dollars (\$2.00) by the Owner to the Town, the receipt and sufficiency of which is hereby acknowledged, the parties hereto agree as follows:

**1. DEFINITIONS**

In this Agreement, unless there is something in the subject matter or context to indicate otherwise, the following terms shall have the meanings set out below:

**Page 2**

- (a) "Act" means the *Planning Act*, R.S.O. 1990, c. P.13, as amended or successor thereto;
- (b) "Agreement" means this Agreement;
- (c) "Assessment Act" means the *Assessment Act*, R.S.O. 1990, c. A.31, as amended or successor thereto;
- (d) "Development" means the construction, erection or placing of one or more buildings or structures on land or the making of an addition or alteration to a building or structure that has the effect of increasing the size or changing the use thereof from non-residential to residential or from residential to non-residential and includes redevelopment;
- (e) "CIL" means the cash-in-lieu of parkland payable pursuant to the Parkland By-law;
- (f) "Facilities" includes those facilities associated with places of worship uses including, but not limited to, buildings to be used for assembly, gymnasias, auditoria, playing fields, parking lots, classrooms, teaching facilities, library facilities, dining halls and kitchen supportive areas;
- (g) "Lands" means the lands more particularly described on Schedule "A" attached hereto, and in reference to the Assessment Act, "Lands" includes the lands described on Schedule "A" attached hereto and all other components defined as "land" within the Assessment Act;
- (h) "non-profit basis" means an activity carried on by a non-profit corporation without the purpose of gain for the corporation, any proprietor, member or shareholder thereof where any profits or other accretions to the corporation are to be used in promoting the non-profitable objects of the corporation;
- (i) "non-profit corporation" means a corporation without share capital operated exclusively on a non-profit basis for education purposes;
- (j) "Parkland By-law" means Town of Aurora By-law Number 4291-01.F, as amended or successor thereto, and applicable policies;
- (k) "place of worship" means a building or structure (or part thereof) that is used by a religious organization for institutional purposes, including, without limiting the generality of the foregoing, the following uses: (i) worship and the practice of religion; (ii) assembly for religious purposes; (iii) uses ancillary to worship and the practice of religion, including administrative, teaching, and related uses which are operated on a non-profit basis by a non-profit corporation/organization; but such uses shall specifically exclude commercial, for-profit uses such as, but not limited to, private for-profit daycare facilities;
- (l) "Proposed Development" means the construction of the buildings, building expansions and facilities which may be constructed in phases as shown on the site plan to which the Town has assigned file number D11-07-10/SP-2010-07 attached hereto as Schedule "C" (hereinafter called the "Site Plan"), provided for the purposes of this Agreement, and in particular, Section 3 herein, approved by the Town on July 17, 2012 under Section 41 of the Act; and
- (m) "sale or transfer of the Lands" shall not include the giving of a mortgage or charge of the Lands, but shall include a sale or disposition of the Lands by a mortgagee or chargee under the terms of such mortgage or charge and an application by a mortgagee or chargee (or assignee thereof) to foreclose the equity of redemption of the mortgagor or chargor in the Lands.

**2. PAYMENT OF CASH-IN-LIEU OF PARKLAND**

The Owner acknowledges and agrees that it is required to pay CIL for the Proposed Development in accordance with the Parkland By-law.

**3. DEFERRAL OF PAYMENT**

Notwithstanding the provisions of the Parkland By-law to the contrary, the Town agrees that the CIL otherwise payable by the Owner with respect to the Proposed Development will not be payable upon the issuance of a building permit with respect thereto, but shall be payable in accordance with Sections 4 through 8 of this Agreement, provided upon the issuance of such building permit all of the following conditions are satisfied:

- (a) the Lands are owned by THE GOVERNING COUNCIL OF THE SALVATION ARMY IN CANADA;
- (b) the Owner continues to use the Lands and facilities thereon solely for the purpose of a place of worship and provides the Town with a statutory declaration affirming that this is the case as at that date;
- (c) this Agreement is registered against title to the Lands with the intent that it runs with the Lands and binds subsequent owners; and
- (d) a building permit for the Proposed Development is issued within five (5) years of the date of this Agreement.

If any of the foregoing conditions are not satisfied, the CIL payable with respect to the Proposed Development shall be paid in accordance with the Parkland By-law.

**4. TIMING OF PAYMENT**

4.1 The CIL otherwise payable by the Owner with respect to the Proposed Development shall be paid upon any one of the following events:

- (a) the sale or transfer of the Lands or any portion thereof by the Owner; or
- (b) the use of the Lands or facilities thereon or any portion thereof for a purpose other than solely for place of worship purposes.

4.2 Notwithstanding the provisions of Section 4.1 herein, the Town agrees that the payment of CIL otherwise payable by the Owner with respect to the Proposed Development upon the sale or transfer of the Lands or any portion thereof by the Owner may be further deferred and paid at a later date provided:

- (a) the transferee is a non-profit corporation which will be using the Lands or the transferred portion thereof, as the case may be, solely for the purposes of a place of worship and satisfies the Town that this is the case; and
- (b) the transferee enters into an assumption agreement, satisfactory to the Town, agreeing to assume the liability for the payment of any CIL which have been deferred pursuant to this Agreement and to assume all obligations of the Owner under this Agreement insofar as the transferred lands are concerned.

If the conditions set out in Section 4.2 herein are satisfied, the provisions of Section 4.1 herein shall apply with respect to the payment of CIL deferred pursuant to this Agreement, with all necessary changes in points and details.

**5. CASH-IN-LIEU OF PARKLAND FEES**

5.1 The amount of CIL payable with respect to the Proposed Development shall be calculated on the appraised value of the Lands (to the satisfaction of the Town Solicitor) determined as of the day upon which either of the events set out Section 4.1 of this Agreement occurs, whichever event may occur first. The Owner shall also be responsible for the payment of any fees associated with obtaining the required appraisal.

- 5.2 Subject to Section 5.3 herein, if, at the time CIL is payable pursuant to this Agreement, the Parkland By-law has been repealed and not replaced with a similar or updated by-law, the amount of the CIL payable with respect to the Proposed Development shall be the amount of CIL payable as determined under the repealed Parkland By-law as of the day immediately before such repeal.
- 5.3 If, at the time CIL is payable pursuant to this Agreement, the Parkland By-law has been replaced by a new parkland by-law or by-laws, the amount of the CIL payable with respect to the Proposed Development shall be the amount determined under the new or replacement parkland by-law(s) on the day such CIL is payable pursuant to Section 4.1 and 5.1 herein.
- 5.4 Nothing in Section 5 herein prejudices the right of the Owner to appeal the provisions of any parkland by-law(s) in accordance with the applicable legislation.

**6. FURTHER CIL**

In the event that the Owner develops or redevelops the Lands beyond the Proposed Development and such further development or redevelopment requires any one of the following:

- (a) the passing of a zoning by-law or of an amendment to a zoning by-law under Section 34 of the Act;
- (b) the approval of a minor variance under Section 45 of the Act;
- (c) a conveyance of land to which a by-law passed under subsection 50(7) of the Act applies;
- (d) the approval of a plan of subdivision under Section 51 of the Act;
- (e) a consent under Section 53 of the Act;
- (f) the approval of a description under Section 50 of the *Condominium Act, 1998*, S.O. 1998, c. 19, as amended or
- (g) the issuing of a permit under the *Building Code Act, 1992*, S.O. 1992, c. 23, as amended, in relation to a building or structure,

then, in this circumstance, further CIL may be payable with respect to such further development or redevelopment in accordance with the Parkland By-law or any other parkland by-law(s) enacted by the Town under the Act or any successor legislation. For the purposes of determining the amount of such CIL, provided the Owner is not in default of any provision of this Agreement, the CIL payable with respect to the Proposed Development and deferred under this Agreement shall be considered as having been paid (provided nothing herein relieves the Owner from payment of the CIL with respect to the Proposed Development provided for in this Agreement).

**7. NOTICE**

If any notice or document is required to be given pursuant to this Agreement it shall, unless otherwise specified in this Agreement, be in writing, duly signed by the party giving such notice and shall be sufficiently given if delivered personally, or transmitted by registered or certified mail, telegram or facsimile addressed to the Owner and the Town as follows:

Owner: THE GOVERNING COUNCIL OF THE SALVATION ARMY IN  
CANADA  
2 Overlea Boulevard  
Toronto, Ontario M4H 1P4  
Phone: 416 425-2111  
Fax: 416-422-6143  
Attention: Mike Gilbert

Town: THE CORPORATION OF THE TOWN OF AURORA  
100 John West Way, Box 1000  
Aurora, Ontario L4G 6J1  
Phone: 905 727-3123  
Fax: 905 726-4732  
Attention: Town Clerk

Any notice or document so given shall be deemed to have been received on the second business day following the date of mailing if sent by registered mail or telegram, or shall be deemed to have been received on the next business day if transmitted by facsimile or telegram, or, in the case of personal service shall be deemed to have been received on the date of delivery. Any party may, from time to time by notice given as provided herein, change its address for the purposes of this clause.

**8. REGISTRATION AND FEES**

8.1 The Owner covenants and agrees that this Agreement shall be registered on title to the Lands and may be enforced by the Town against subsequent owners of the Lands.

8.2 The Owner agrees to obtain and register a discharge or a consent and postponement of any encumbrance on the subject lands, with the intent that any such prior encumbrancer will postpone its rights or interest which it may have in the Lands, so that this Agreement shall take effect as though executed and registered prior to the creation of such right or interest of such party by the execution and registration of any mortgage or other encumbrance creating or defining such rights or interests. Any consent and postponement by a mortgagee of the Lands shall be in form and substance satisfactory to the Town and shall be annexed hereto prior to the execution of this Agreement by the Town.

8.3 In the event that electronic registration system (the "System") under Part III of the *Land Registration Reform Act*, R.S.O. 1990 C. L. 4, as amended, is operative in the applicable Land Titles Office in which the Land is registered, then the Owner acknowledges, covenants and agrees to do all things necessary and as may be requested or required by the Town to register using the System.

8.4 Upon execution of this Agreement, the Owner shall pay the Town for all costs incurred or to be incurred by the Town in connection with the registration of this Agreement on title to the Lands, including any and all fees and costs for preparation of this Agreement, as listed in Schedule "B" to this Agreement. The Owner shall further pay the Town for such disbursements, if any, as may be incurred by the Town in connection with the registration of any postponements or discharges required to be registered to give effect to the terms of this Agreement.

**9. CONFIRMATION OF TITLE**

9.1 The Owner represents and warrants that it is the registered owner of fee simple title to the Lands and the Town may require, in its sole and absolute discretion, a Solicitor's Opinion as to Title to the satisfaction of the Town, delivered prior to execution of this Agreement by the Town.

**10. BINDING ON LANDS**

This Agreement and the terms, conditions, restrictions, obligations and limitations herein contained shall enure to the benefit of and be binding upon the parties hereto and their respective successors in title, successors and assigns.

**11. DISCRETION OF TOWN UNFETTERED**

Notwithstanding any other provision in this Agreement and in particular, notwithstanding the use of the Site Plan approved by the Town for the purposes of defining "Proposed Development", the Owner hereby acknowledges and

Page 6

agrees that none of the provisions of this Agreement nor the use of the said Site Plan as aforesaid shall have the effect of operating in any way to fetter the exercise by the Town of its discretionary powers with respect to approval of the Site Plan under Section 41 of the Act or any other matter and this covenant may be pleaded by the Town as a complete and conclusive estoppel to any assertion that use of the proposed site plan evidenced any form of approval, directly or indirectly.

**12. SCHEDULES**

The Schedules attached hereto are incorporated in and form a part of this Agreement.

**IT IS DECLARED AND AGREED** that this Agreement and the covenants, provisions and conditions contained herein shall enure to the benefit of and be binding upon the respective successors, heirs or assigns of each of the parties hereto and, if the Owners are more than one party, the obligations of the Owners shall be joint and several.

**IN WITNESS WHEREOF** the Parties herein have hereunto affixed their corporate seals, duly attested by the hands of the proper signing officers in that behalf, and the said signing officers certify that they have authority to bind their corporation.

**THE GOVERNING COUNCIL OF THE SALVATION  
ARMY IN CANADA**

per:

\_\_\_\_\_  
Name:  
Title:

\_\_\_\_\_  
Name:  
Title:  
*(I/We have the authority to bind the Corporation)*

**THE CORPORATION OF THE  
TOWN OF AURORA**

\_\_\_\_\_  
Geoffrey Dawe, Mayor

\_\_\_\_\_  
Stephen M. A. Huycke, Town Clerk

Dated: \_\_\_\_\_

**SCHEDULE "A"**

**LEGAL DESCRIPTION OF THE LANDS**

All and singular that certain parcel or tract of land and premises situate, lying, and being in the Town of Aurora, in the Regional Municipality of York, and being composed of:

PT LT 21 CON 2 (W), PT 3 65R7001 EXCEPT PT 1 EXPROP PL YR2183042; S/T EASE OVER PT 2 EXPROP PLAN YR2183042; S/T TEMPORARY EASE UNTIL 18/12/30 OVER PT 1 EXPROP PLAN YR2191580  
(PIN 03642-3514)

Page 8

**SCHEDULE "B"**

**FINANCIAL PAYMENTS AND OTHER CHARGES**

Legal Administration Fee:	\$625.00
Legal Registration Fee:	\$200.00
2015 Appraisal Cost:	<u>\$2,260.00</u>
<b>TOTAL:</b>	<b>\$3,085.00</b>

SCHEDULE "C"

SITE PLAN



100 John West Way  
Box 1000  
Aurora, Ontario  
L4G 6J1  
**Phone:** 905-727-3123 ext. 4748  
**Email:** tvanleeuwen@aurora.ca  
**www.aurora.ca**

**Town of Aurora**  
**Building and Bylaw Services**

## MEMORANDUM

**DATE:** July 14, 2015  
**TO:** Mayor and Members of Council  
**FROM:** Techa van Leeuwen, Director of Building and Bylaw Services  
**RE:** Parking Permit and Enforcement Status Update

---

### RECOMMENDATIONS

*THAT the memorandum regarding Parking Permit and Enforcement Status Update be received for information.*

### BACKGROUND

Building and Bylaw Services Report No. BBS15-002, respecting parking regulations and enforcement was brought forward to the General Committee of January 13, 2015. The report outlined overnight parking restrictions on our public street and at our Town parks. The report also advised of Town Park parking lot being used by residents and commuters.

At the Council meeting of January 20, 2015 the following motion carried:

*THAT Report No. BBS15-002 be received; and*

*THAT staff report back to Council on the feasibility of implementing an on-street parking permit and an online just-in-time parking permit system in the Town of Aurora.*

At the General Committee meeting of February 17, 2015 informational Memo BBS-01 was placed on the agenda identifying concerns regarding parking enforcement in the absence of alternative solutions such as parking permits. The memo advised the parking enforcement at Town Park would remain inactive until staff reported back to Council with a parking permit solution.

**July 14, 2015**

---

**COMMENTS**

**Staff is currently investigating options for a parking permit system and will be bring forward a staff report to the September 8, 2015 General Committee meeting.**

Staff are currently investigating options for a parking permit system. Preliminary discussions have taken place with AIMS (automated issuance management system). AIMS is the vendor the Town currently uses for issuance of parking tickets using hand held devices that automate and upload information. AIMS offers a parking permit management solution, including a self-serve web solution for different types of parking permits. Staff will continue to investigate and bring forward a report to the September 8, 2015 General Committee meeting.

**The staff report will include options and strategies for addressing resident and commuter parking at Town Park.**

Staff are reviewing the existing parking restrictions and permissions that apply to Town Park and will provide recommendations for any By-law amendments to give effect to parking enforcement at Town Park. Any changes to parking enforcement will include an educational and awareness campaign.



100 John West Way  
Box 1000  
Aurora, Ontario  
L4G 6J1  
Phone: 905-727-3123, ext. 4758  
Email: wmar@aurora.ca  
www.aurora.ca

**Town of Aurora**  
**Legal & Legislative Services**

## **COUNCIL MEMORANDUM**

**DATE:** July 14, 2015

**TO:** Mayor and Members of Council

**FROM:** Warren Mar, Director of Legal & Legislative Services/Town Solicitor

**RE:** Aurora Promenade Community Improvement Plan Evaluation Committee Membership

---

### **RECOMMENDATION**

***THAT the memorandum "Aurora Promenade Community Improvement Plan Evaluation Committee Membership" be received for information.***

### **COMMENTS**

This memorandum is to advise Council that Councillor Pirri will be replacing Councillor Thompson on the *Aurora Promenade Community Improvement Plan Evaluation Committee* ("CIP Committee"). Council established the CIP Committee on February 25, 2014 when it adopted the Aurora Promenade Community Improvement Plan ("CIP Plan"). The CIP Committee provides recommendations to Council on allocation of funding to support the implementation of initiatives and strategies in the Council approved CIP Plan. The CIP Committee is specifically responsible for administering the CIP Plan application, evaluation and approval process. The Committee is comprised of the following members:

- Mayor;
- One Member of Council (Chosen by the Mayor);
- Manager of Long Range & Strategic Planning;
- Director of Planning & Development Services and/or a designate;
- Director of Building & By-law Services or a designate;
- One Representative from the Aurora Chamber of Commerce; and
- Other staff with relevant expertise may be called upon as needed

Following the adoption of the CIP Plan the Mayor appointed Councillor Thompson to serve on the CIP Committee in 2014. At that time Councillor Thompson was Chair of the Economic Development Advisory Committee ("EDAC"). Councillor Thompson has advised the Mayor that he is stepping down from the CIP Committee. The Mayor has chosen Councillor Pirri, the current Chair of EDAC, to replace Councillor Thompson.

***Prepared By – Stephen M.A. Huycke, Town Clerk, extension 4771***



100 John West Way  
Box 1000  
Aurora, Ontario  
L4G 6J1  
**Phone:** 905-727-3123, ext. 4758  
**Email:** wmar@aurora.ca  
**www.aurora.ca**

**Town of Aurora**  
**Legal & Legislative Services**

## **COUNCIL MEMORANDUM**

**DATE:** July 14, 2015  
**TO:** Mayor and Members of Council  
**FROM:** Warren Mar, Director of Legal & Legislative Services/Town Solicitor  
**RE:** **July 28, 2015 Council Meeting**

---

### **RECOMMENDATIONS**

***THAT the memorandum "July 28, 2015 Council Meeting" be received; and***  
***THAT the Council meeting scheduled for July 28, 2015 be cancelled.***

### **COMMENTS**

Section 2.5 of Procedural By-law Number 5330-11, as amended, states "...during the months of July and August there shall be one (1) Regular Meeting of Council in each month." Despite this provision, on December 16, 2014, Council adopted the 2015 Meeting Calendar with two (2) Council meetings in each of the months of July and August. It was understood at that time that the July 28, 2015 and August 25, 2015 Council meetings were placed on the Council calendar to address any significant volume of reports or pressing Council business that may arise.

Based on a review of current matters affecting the Town, staff recommend that the Council meeting scheduled for July 28, 2015 be cancelled. Staff do not have any reports that require immediate Council attention, and at this time there is no other urgent business that needs to be addressed on July 28.

With respect to the August 25, 2015 Council meeting, staff will continue to monitor potential reports for that agenda, and will report back to Council at the August 11, 2015 Council meeting regarding the need for a meeting on August 25.

***Prepared by: Stephen M.A. Huycke, Town Clerk, extension 4771***



## **MEMORANDUM**

**DATE:** July 14, 2015  
**TO:** Members of Council  
**FROM:** Mayor Geoffrey Dawe  
**RE:** **Recipients of the 2015 Town of Aurora Student Academic Achievement Awards**

---

### **RECOMMENDATION**

THAT Council:

- Receive the correspondence for information

The following are recipients of the 2015 Town of Aurora Student Academic Achievement Awards:

Aurora High School  
Maddie Fayle and Isobel Sharpe

Cardinal Carter Catholic High School  
Julia Avolio and Michael McLoughlin

Dr. G. W. Williams Secondary School  
Katy Lemaire and Eric Lee

École Secondaire catholique Renaissance  
Justine Tanguay and David Findlay

St. Maximilian Kolbe Catholic High School  
Brian Ho and Kelly Gary



**TOWN OF AURORA  
AUDIT COMMITTEE MEETING REPORT**

Council Chambers  
Aurora Town Hall  
Tuesday, June 23, 2015

---

**ATTENDANCE**

<b>COUNCIL MEMBERS</b>	Mayor Dawe in the Chair, Councillors Abel, Gaertner, Mrakas, Pirri, Thom, and Thompson
<b>MEMBERS ABSENT</b>	Councillors Humfryes and Kim
<b>OTHER ATTENDEES</b>	Chief Administrative Officer, Director of Corporate and Financial Services/Treasurer, Town Clerk, and Council/Committee Secretary

---

The Chair called the meeting to order at 6.16 p.m.

**1. DECLARATION OF PECUNIARY INTEREST AND GENERAL NATURE THEREOF**

There were no declarations of pecuniary interest under the *Municipal Conflict of Interest Act*.

**2. APPROVAL OF THE AGENDA**

Audit Committee approved the agenda as circulated by Legal and Legislative Services.

**3. DELEGATIONS**

- (a) **Giselle Bodkin, Partner, and Andrea Nauss, Manager, BDO Canada LLP**  
**Re: Item 1 – CFS15-030 – 2014 Year End Audited Financial Statements**

Ms. Bodkin and Ms. Nauss presented an overview of the Auditor's Report and the Consolidated Financial Statements for the year ended December 31, 2014.

Audit Committee received and referred the comments of the delegation to Item 1.

Audit Committee Meeting Report  
Tuesday, June 23, 2015

Page 2 of 2

---

**4. CONSIDERATION OF ITEMS**

**1. CFS15-030 – 2014 Year End Audited Financial Statements**

**General Committee recommends:**

THAT Report No. CFS15-030 be received; and

THAT the 2014 Audit Reports and Financial Statements for the year-ended December 31, 2014 be approved and published in accordance with the *Municipal Act*, 2001, S.O.2001, c25, Section 295 on the Town's website.

**CARRIED**

**5. CLOSED SESSION**

None

**6. ADJOURNMENT**

The meeting was adjourned at 6:54 p.m.

---

**GEOFFREY DAWE, MAYOR**

---

**STEPHEN M. A. HUYCKE, TOWN CLERK**

THE REPORT OF THE AUDIT COMMITTEE MEETING OF JUNE 23, 2015, IS SUBJECT TO FINAL APPROVAL AND COUNCIL ENDORSEMENT OF THE RECOMMENDATIONS ON JULY 14, 2015.



**TOWN OF AURORA  
ENVIRONMENTAL ADVISORY COMMITTEE  
MEETING MINUTES**

**Date:** Wednesday, June 10, 2015

**Time and Location:** 7 p.m., Leksand Room, Aurora Town Hall

**Committee Members:** Councillor Mrakas (Chair), Irene Clement, Larry Fedec, Danielle Howell, Melville James, Sara Varty, Nancee Webb, and Kristina Zeromskiene

**Member(s) Absent:** Councillor Pirri (Vice Chair)

**Other Attendees:** Christina Nagy-Oh, Program Manager, Environmental Initiatives, and Gloria Hardychuk, Council/Committee Secretary

---

The Chair called the meeting to order at 7:01 p.m.

**1. DECLARATION OF PECUNIARY INTEREST AND GENERAL NATURE THEREOF**

There were no declarations of pecuniary interest under the *Municipal Conflict of Interest Act*.

**2. APPROVAL OF AGENDA**

**Moved by Irene Clement  
Seconded by Danielle Howell**

THAT the agenda as circulated by Legal and Legislative Services, **with the following additions**, be approved:

- Delegation (b) Klaus Wehrenberg, Resident Re: Item 1 – Extract from Council Meeting of April 28, 2015, Re: New Business Motion No. 1 re Community Gardens;

Environmental Advisory Committee Meeting Minutes  
Wednesday, June 10, 2015

Page 2 of 6

- Additional Information to Item 1 – Extract from Council Meeting of April 28, 2015; Re: New Business Motion No. 1 re Community Gardens; and
- Item 4 – Correspondence from Tom Chervinsky, Canadians for Clean Prosperity Re: Garbage to Gold Campaign to Bring Individual Producer Responsibility to Ontario

**CARRIED**

**3. RECEIPT OF THE MINUTES**

**Environmental Advisory Committee Meeting Minutes of April 2, 2015**

**Moved by Nancee Webb**  
**Seconded by Larry Fedec**

THAT the Environmental Advisory Committee meeting minutes of April 2, 2015, be received for information.

**CARRIED**

**4. DELEGATIONS**

**(a) Peter Piersol, Resident**  
**Re: Swimming Pool Discharge Environmental Issues**

Mr. Piersol provided a presentation regarding Swimming Pool Discharge Environmental Issues. The impact and concerns regarding unregulated discharge of private swimming pools and hot tubs into Aurora's streams and creeks was explained. It was requested that consideration be given to addressing the matter within the Town's By-laws or consider a public education component to increase awareness. Literature outlining water discharge best management practices including recommended guidelines, disposal options and restrictions, collected from several municipalities and organizations, was provided for information purposes.

Staff briefly reviewed the ongoing research and monitoring being undertaken by The Lake Simcoe Region Conservation Authority and highlighted several excerpts from the Town's Stormwater Management Master Plan that address the matter.

**Moved by Nancee Webb**  
**Seconded by Melville James**

THAT the comments of the delegate and information provided, be received for information.

**CARRIED**

- (b) **Klaus Wehrenberg, Resident**  
**Re: Item 1 – Extract from Council Meeting of April 28, 2015**  
**Re: New Business Motion No. 1 re Community Gardens**  
(Added Item)

Klaus Wehrenberg provided a brief history of the neighbourhood community gardens initiative and reviewed the benefits and overall concept. The Committee requested clarification on the neighbourhood's knowledge of the project and the public consultation process.

**Moved by Sara Varty**  
**Seconded by Danielle Howell**

THAT the comments of the delegate be received for information.

**CARRIED**

## **5. MATTERS FOR CONSIDERATION**

1. **Extract from Council Meeting of April 28, 2015**  
**Re: New Business Motion No. 1 re Community Gardens**

The Committee was informed that Council has directed staff to report back through the Environmental Advisory Committee and Parks and Recreation Advisory Committee on the opportunity to develop community gardens on public land, and the proposed site for a pilot neighbourhood community garden was identified. A location map of the proposed community gardens along with a sample resident survey were reviewed.

Klaus Wehrenberg and Catherine Cook reiterated the significance and benefits of community engagement and involvement. The Committee requested that clarification be provided regarding the Town's role, responsibilities and involvement on an on-going basis and requested information regarding the financial implications associated with these neighbourhood community gardens.

**Moved by Nancee Webb**  
**Seconded by Sara Varty**

THAT the Extract from Council Meeting of April 28, 2015 regarding New Business Motion No. 1 re Community Gardens be received for information.

**CARRIED**

**6. INFORMATIONAL ITEMS**

- 2. Memorandum from Program Manager, Environmental Initiatives**  
**Re: Town of Aurora's Corporate Energy Management Plan**

**Moved by Danielle Howell**  
**Seconded by Kristina Zeromskiene**

THAT the memorandum regarding Town of Aurora's Corporate Energy Management Plan be received for information.

**CARRIED**

- 3. Extract from Council Meeting of April 28, 2015**  
**Re: Environmental Advisory Committee Meeting Minutes of April 21, 2015**

**Moved by Kristina Zeromskiene**  
**Seconded by Nancee Webb**

THAT the Extract from Council Meeting of April 28, 2015, regarding the Environmental Advisory Committee meeting minutes of April 21, 2015 be received for information.

**CARRIED**

- 4. Correspondence from Tom Chervinsky, Canadians for Clean Prosperity**  
**Re: Garbage to Gold Campaign to Bring Individual Producer Responsibility to Ontario**  
(Added Item)

The Committee requested that consideration of this matter be referred to a future meeting pending an update from the York Region.

**Moved by Kristina Zeromskiene**  
**Seconded by Nancee Webb**

THAT the correspondence from Tom Chervinsky regarding Canadians for Clean Prosperity Re: Garbage to Gold Campaign to Bring Individual Producer Responsibility to Ontario be referred to a future Environmental Advisory Committee meeting.

**CARRIED**

**7. NEW BUSINESS**

The Committee discussed the importance of developing a public education component for distribution to all owners of swimming pools and hot tubs outlining the environmental impact and implications associated with the discharging of water from private swimming pools and hot tubs into sewers, rivers and creeks. The Committee also discussed the importance of implementing a by-law to address the discharging of wastewater from swimming pools and hot tubs into Aurora's waterways and storm sewer system. It was noted that comprehensive guidelines are needed to address water discharge best management practices.

**Moved by Nancee Webb**  
**Seconded by Melville James**

**The Environmental Advisory Committee recommends to Council:**

**THAT a public education component and strategy be developed instructing residents on the proper discharge of wastewater from private swimming pools and hot tubs, and that options be provided for distribution of this information to all owners as soon as possible; and**

**THAT staff investigate revising the current Sewer Use By-law to deal with the correct handling and discharge of swimming pool and hot tub wastewater.**

**CARRIED**

The Committee identified the importance of beginning the public education process as soon as possible prior to the commencement of pool closings in the Fall.

The Committee discussed the issue of community gardens and suggested that the feasibility and costing estimates be investigated regarding the establishment of the McMahan Park Neighbourhood garden. It was also suggested that the public consultation process for this proposal begin to determine if there is acceptance by the local community.

**Moved by Nancee Webb  
Seconded by Larry Fedec**

**The Environmental Advisory Committee recommends:**

**THAT feasibility and costing estimates for the establishment of a second community garden located at McMahon Park, be investigated; and**

**THAT the public consultation process begin with the local community to determine the acceptance of a Community Garden.**

**CARRIED**

The Committee inquired about the likelihood of banning the sale of plastic water bottles Town wide. Reference was made to the ban imposed by the City of San Francisco. The Committee will research the matter further and revisit the issue at a future meeting.

The use of drought-resistant landscape applications for boulevards within the Town was identified as a future topic for investigation and discussion.

**8. ADJOURNMENT**

**Moved by Nancee Webb  
Seconded by Danielle Howell**

THAT the meeting be adjourned at 8:18 p.m.

**CARRIED**

COMMITTEE RECOMMENDATIONS ARE NOT BINDING ON THE TOWN UNLESS ADOPTED BY COUNCIL AT A LATER MEETING.



**TOWN OF AURORA  
ECONOMIC DEVELOPMENT ADVISORY COMMITTEE  
MEETING MINUTES**

**Date:** Thursday, June 11, 2015

**Time and Location:** 7 p.m., Leksand Room, Aurora Town Hall

**Committee Members:** Councillor Paul Pirri (Chair), Councillor John Abel (Vice Chair), Don Constable (arrived 7:05 p.m./departed 8:10 p.m.), Rosalyn Gonsalves, Paul Smith, and Bruce Walkinshaw

**Member(s) Absent:** Marilee Harris

**Other Attendees:** Councillor Tom Mrakas, Councillor Michael Thompson, Marco Ramunno, Director of Planning and Development Services, Anthony Ierullo, Manager of Long Range and Strategic Planning, Michael Logue, Program Manager, Economic Development, and Linda Bottos, Council/Committee Secretary

---

The Chair called the meeting to order at 7 p.m.

**1. DECLARATION OF PECUNIARY INTEREST**

There were no declarations of pecuniary interest under *the Municipal Conflict of Interest Act*.

**2. APPROVAL OF THE AGENDA**

**Moved by Bruce Walkinshaw  
Seconded by Rosalyn Gonsalves**

THAT the agenda as circulated by Legal and Legislative Services be approved.

**CARRIED**

**3. RECEIPT OF THE MINUTES**

**Economic Development Advisory Committee Meeting Minutes of May 14, 2015**

**Moved by Rosalyn Gonsalves**  
**Seconded by Councillor Abel**

THAT the Economic Development Advisory Committee meeting minutes of May 14, 2015, be received for information.

**CARRIED**

**4. DELEGATIONS**

**(a) Doug Lindeblom, Director of Economic Strategy, York Region**  
**Re: York Region Broadband Study**

Mr. Lindeblom presented an update on the Broadband Study in the context of the Region's Economic Development Action Plan where "Broadband Connectivity" is the second of six goals of the Plan. He noted that the most recent activity was the formation of a Regional Broadband Task Force, which was endorsed today by the Region's Committee of the Whole. Mr. Lindeblom provided background information on the Broadband Study, which was to determine the capabilities, issues, gaps, and opportunities across the Region. He stated that the Study results showed discontinuity across the Region while some parts of the Region have a very high level of connectivity which is attracting major data centres from around the world. Mr. Lindeblom added that the results showed that Aurora was a fairly well-served community, particularly from the number of internet service providers in employment areas. He discussed the Study recommendations and objectives, as well as the implementation priorities developed in the areas of education and advocacy, municipal processes, and infrastructure investments. Mr. Lindeblom reviewed the opportunities and services of YTN (York Telecom Network), ORION (Ontario Research and Innovation Optical Network), and CANARIE, Canada's national digital infrastructure supporting research, education, and innovation, and the partnership with Southlake Regional Health Centre and York University. He advised that the Region would be holding a Broadband & Innovation Summit, in partnership with the TAVES Consumer Electronics Show, in Richmond Hill on Friday, October 30 through Sunday, November 1, 2015, and noted that the Summit would be about establishing priorities on how to develop broadband capability that services the end user. Mr. Lindeblom concluded by reporting that the Region would be updating its Economic Development Action Plan in 2015 and would be holding sessions in the fall to solicit feedback regarding what issues and opportunities face the business community that the Region's Plan might help to address.

**Moved by Paul Smith**  
**Seconded by Councillor Abel**

THAT the delegation by Doug Lindeblom be received for information.

**CARRIED**

**5. MATTERS FOR CONSIDERATION**

**1. Memorandum from Manager of Long Range and Strategic Planning  
Re: Preferred Medical Campus Locations (Update)**

Staff provided a brief overview of the background information, including the four areas originally identified as potential locations for a medical campus, and noted that the preferred location in the area of Bayview Avenue and St. John's Sideroad was now less viable to accommodate large medical users due to recent redevelopment of the area. Staff stated that the project originally envisioned providing interconnectivity between larger medical users, medical practitioners, and medical research. Staff requested the Committee's direction regarding whether to proceed as previously discussed or to consider alternative options. Staff reported that the demand for practitioners locating in Aurora was strong, while the manufacturing aspect would require more attention. Staff informed the Committee of another potential opportunity and indicated that any potential interest in focusing on medical use would be investigated.

**Moved by Paul Smith**  
**Seconded by Councillor Abel**

THAT the memorandum regarding Preferred Medical Campus Locations (Update) be received for information.

**CARRIED**

**2. Economic Development Action Plan Review/Update – Discussion**

Staff provided the context to the creation of the Economic Development Action Plan by the Economic Development Advisory Committee of the previous term. Staff noted that the Committee determined key priorities to be advanced in alignment with the Town's Strategic Plan and other policy documents. The Committee was invited to consider whether any adjustments to the Action Plan were necessary, and items discussed by the Committee and staff included:

- Business Ambassador Program – re-establish Program
- Business Retention & Expansion Plan – implement ongoing, shorter surveys
- Broadband Strategy
- Business Concierge Program – expand Program
- Marketing and Business Attraction – use successes as marketing tool, advertise in combination with entertainment district, sports, and tourism plan
- Entertainment District
- Future of Farmers' Market – define permanency, scope, and location
- Differentiated Tax Rates – explore potential to incentivize certain types of development

**Moved by Councillor Abel  
Seconded by Bruce Walkinshaw**

THAT the Economic Development Advisory Committee recommend to Council:

THAT the following initiatives be added to the Economic Development Action Plan for the 2014-2018 Term of the Committee:

- Business Ambassador Program;
- Marketing and Business Attraction;
- Future of Farmers' Market; and
- Differentiated Tax Rates.

**CARRIED**

**6. INFORMATIONAL ITEMS**

**3. Memorandum from Manager of Long Range and Strategic Planning  
Re: 2014-2015 Town of Aurora Business Directory**

Staff advised that an updated Business Directory, based on an annual employment survey carried out in partnership with York Region, is available online at [businessaurora.ca](http://businessaurora.ca) in both a downloadable Excel spreadsheet format and an interactive, searchable map-based format. Staff briefly reviewed the Aurora 2014 employment survey results and noted that the numbers for employment and business growth were very positive. Staff further noted that the published information represents data collected last summer and that the collection of the 2015 data had already begun in Aurora this month.

The Committee inquired about the home-based business numbers and staff advised that the annual survey was traditionally focused on businesses with a physical store front. Staff noted that coordination with the local Chambers of Commerce had increased in an effort to capture more home-based businesses.

**Moved by Bruce Walkinshaw  
Seconded by Rosalyn Gonsalves**

THAT the memorandum regarding 2014-2015 Town of Aurora Business Directory be received for information.

**CARRIED**

**4. Extract from Council Meeting of April 28, 2015  
Re: Economic Development Advisory Committee Meeting Minutes  
of April 9, 2015**

**Moved by Paul Smith  
Seconded by Councillor Abel**

THAT the Extract from Council Meeting of April 28, 2015, regarding the Economic Development Advisory Committee meeting minutes of April 9, 2015, be received for information.

**CARRIED**

**7. NEW BUSINESS**

The Committee requested clarification on the importance of economic development to the Town and the Chair confirmed that great importance has been placed on economic development.

The Committee expressed concern regarding the decision of a major employer to relocate outside of Aurora. Staff relayed that the decision was a corporate one and the Town would be proactively engaging with the owner regarding plans for the property.

The Committee and staff discussed how surveys have shown that Aurora's industrial and commercial tax rates are relatively low and it was suggested that this type of information could be used as a marketing tool.

The Committee noted that York Region recently increased its development charges and commented on the potential negative impact on development in Aurora.

The Committee suggested that an additional meeting of the Committee be scheduled prior to September 2015.

**Moved by Bruce Walkinshaw  
Seconded by Rosalyn Gonsalves**

THAT an additional meeting of the Economic Development Advisory Committee be scheduled in August 2015.

**CARRIED**

**8. ADJOURNMENT**

**Moved by Bruce Walkinshaw  
Seconded by Councillor Abel**

THAT the meeting be adjourned at 9:22 p.m.

**CARRIED**

COMMITTEE RECOMMENDATIONS ARE NOT BINDING ON THE TOWN UNLESS ADOPTED BY COUNCIL AT A LATER MEETING.



**TOWN OF AURORA  
PARKS AND RECREATION ADVISORY  
COMMITTEE MEETING MINUTES**

**Date:** Thursday, June 18, 2015

**Time and Location:** 7 p.m., Holland Room, Aurora Town Hall

**Committee Members:** Councillor Tom Mrakas (Vice Chair), Juergen Daurer, Richard Doust, Eric McCartney, Brian Trussler, and Stephen Kimmerer

**Member(s) Absent:** Councillor Michael Thompson (Chair)

**Other Attendees:** Al Downey, Director of Parks and Recreation Services, and Samantha Kong, Council/Committee Secretary

---

The Vice-Chair called the meeting to order at 7:02 p.m.

**1. DECLARATION OF PECUNIARY INTEREST**

There were no declarations of pecuniary interest under the *Municipal Conflict of Interest Act*.

**2. APPROVAL OF THE AGENDA**

**Moved by Eric McCartney  
Seconded by Stephen Kimmerer**

THAT the agenda as circulated by Legal and Legislative Services, ***with the following addition***, be approved:

- Delegation (a) Klaus Wehrenberg, Resident; Re: Item 2 – Extract from Council Meeting of April 28, 2015; Re: New Business Motion No. 1 re Community Gardens  
**CARRIED AS AMENDED**

**3. RECEIPT OF THE MINUTES**

**Parks and Recreation Advisory Committee Meeting Minutes of April 16, 2015**

**Moved by Richard Doust**  
**Seconded by Juergen Daurer**

THAT the Parks and Recreation Advisory Committee meeting minutes of April 16, 2015, be received for information.

**CARRIED**

**4. DELEGATIONS**

- (a) Klaus Wehrenburg, Resident**  
**Re: Item 2 – Extract from Council Meeting of April 28, 2015**  
**Re: New Business Motion No. 1 re Community Gardens**  
(Added Item)

Mr. Wehrenburg provided a brief history of the neighbourhood community gardens initiative and reviewed the benefits and overall concept.

**Moved by Stephen Kimmerer**  
**Seconded by Juergen Daurer**

THAT the delegation by Klaus Wehrenburg be received for information.

**CARRIED**

**5. MATTERS FOR CONSIDERATION**

- 1. Appointment of a Parks and Recreation Advisory Committee Member to the Trails and Active Transportation Committee**

**Moved by Stephen Kimmerer**  
**Seconded by Brian Trussler**

THAT Richard Doust be appointed as the Parks and Recreation Advisory Committee representative on the Trails and Active Transportation Committee.

**CARRIED**

**2. Extract from Council Meeting of April 28, 2015**  
**Re: New Business Motion No. 1 re Community Gardens**

The Committee consented to consider Item 2 prior to Item 1.

The Committee was informed that Council has directed staff to report back through the Environmental Advisory Committee and Parks and Recreation Advisory Committee on the opportunity to develop community gardens on public land, and the proposed site for a pilot neighbourhood community garden was identified. The Committee expressed their support for the initiative and inquired about an opportunity to donate a portion to the food bank. Mr. Wehrenberg indicated that the proposed steering committee may establish terms to permit donations to the food bank, and he reiterated the significance and benefits of community engagement and involvement. The Committee requested that clarification be provided regarding the Town's role, responsibilities, and involvement on an on-going basis and requested information regarding the financial implications associated with neighbourhood community gardens.

**Moved by Stephen Kimmerer**  
**Seconded by Eric McCartney**

THAT the Extract from Council Meeting of April 28, 2015, regarding New Business Motion No. 1 re Community Gardens, be received for information.

**CARRIED**

**6. INFORMATIONAL ITEMS**

**3. Aurora Family Leisure Complex (AFLC) Membership Summary Report**

The Committee reviewed the AFLC Membership Summary Report and were pleased about the significant membership growth since the reopening of the AFLC. The Committee inquired about membership saturation point, and impacts of new fitness centres. Staff indicated that overall there is room for membership growth and if a saturation point is reached, additional programs or extended hours may be offered to allow for more growth. Staff further noted that the impacts of new fitness centres do not significantly affect memberships to Town leisure facilities because the services provided are not the same.

**Moved by Juergen Daurer**  
**Seconded by Brian Trussler**

THAT the Aurora Family Leisure Complex (AFLC) Membership Summary Report be received for information.

**CARRIED**

**4. Trails and Active Transportation Committee Meeting Minutes of April 17, 2015**

**Moved by Richard Doust  
Seconded by Brian Trussler**

THAT the Trails and Active Transportation Committee meeting minutes of April 17, 2015, be received for information.

**CARRIED**

**5. Aurora Family Leisure Complex Liaison Committee Meeting Minutes of April 24, 2015 and May 7, 2015**

**Moved by Juergen Daurer  
Seconded by Eric McCartney**

THAT the Aurora Family Leisure Complex Liaison Committee meeting minutes of April 24, 2015, and May 7, 2015, be received for information.

**CARRIED**

**6. Extract from Council Meeting of May 11, 2015  
Re: Parks and Recreation Advisory Committee Meeting Minutes of April 16, 2015**

**Moved by Richard Doust  
Seconded by Brian Trussler**

THAT the Extract from Council Meeting of May 11, 2015, regarding the Parks and Recreation Advisory Committee meeting minutes of April 16, 2015, be received for information.

**CARRIED**

**7. NEW BUSINESS**

Eric McCartney requested that closure times for all Town parks that abut residential properties be included on park signage for educational and by-law enforcement purposes. Staff suggested that specific signs may be posted where necessary and applicable, and that issues that occur at specific parks may be addressed on an individual basis.

**New Business Motion No. 1  
Moved by Eric McCartney  
Seconded by Brian Trussler**

THAT the Parks and Recreation Advisory Committee recommend to Council:

THAT signage at all Town parks that abut residential properties, include a notification to inform the public that the parks are closed from 11 p.m. to 6 a.m., or as otherwise stated in the Town By-law.

**DEFEATED**

The Vice Chair recommended that an agenda heading be added to future meeting agendas to allow representatives of other committees update the Parks and Recreation Advisory Committee.

The Committee was informed that staff would be selecting a consultant to review the Parks and Recreation Master Plan and create the Sport Plan in the near future, and indicated that a special meeting may be called in the summer months to obtain information from the Committee regarding the review and creation of the Plans.

**8. ADJOURNMENT**

**Moved by Eric McCartney  
Seconded by Stephen Kimmerer**

THAT the meeting be adjourned at 8:01 p.m.

**CARRIED**

COMMITTEE RECOMMENDATIONS ARE NOT BINDING ON THE TOWN UNLESS ADOPTED BY COUNCIL AT A LATER MEETING.



**TOWN OF AURORA  
AURORA FAMILY LEISURE COMPLEX (AFLC)  
LIAISON COMMITTEE MEETING MINUTES**

**Date:** Tuesday, June 23, 2015

**Time and Location:** 2 p.m., Program Room B, Aurora Family Leisure Complex

**Committee Members:** Councillor John Abel (Chair), Councillor Michael Thompson, and Frans LeRojj

**Member(s) Absent:** Councillor Sandra Humfryes, Deni Crescenzi, Juergen Daurer, Wendy Frappier, Janet Matthews, Gene Scherrer, and Jo-anne Spitzer

**Other Attendees:** Councillor Wendy Gaertner, Councillor Tom Mrakas, Neil Garbe, Chief Administrative Officer, Ilmar Simanovskis, Director of Infrastructure and Environmental Services, Al Downey, Director of Parks and Recreation Services, Chris Catania, Accessibility Advisor, and Samantha Kong, Council/Committee Secretary

---

The Chair called the meeting to order at 2:05 p.m.

**1. OPENING REMARKS**

Councillor Abel welcomed the group and acknowledged that this may be the last meeting of the Aurora Family Leisure Complex (AFLC) Liaison Committee, contingent on Council's discretion and completion of the outstanding deficiencies.

**2. PREVIOUS MEETING MINUTES OF MAY 27, 2015**

The Aurora Family Leisure Complex Liaison Committee meeting minutes of May 27, 2015, were provided for information.

**3. UPDATE AFLC OUTSTANDING DEFICIENCY LIST**

The Committee was provided with an updated AFLC Outstanding Deficiency List, dated June 23, 2015, for review. Staff indicated that the fans have been ordered and would be installed in July 2015, and the installation of benches in the change rooms had been completed. The Committee commented on the quality of the benches and inquired if meeting minimum standards was sufficient. Staff stated that minimum standards refer to the dimensions of the benches rather than quality, and consideration of the quality, functionality, and cost is given when selecting finishes. Staff further noted that the entrance and exit areas of the track would be switched to address safety concerns.

The Committee inquired about the status of additional storage space for outdoor footwear and coats, as well as the size of lockers. Staff stated that the current shelves outside of the program rooms would be repurposed for outdoor footwear storage, and modifications would be made in the gym area and aerobic room to provide additional storage space. Staff further indicated that the proposed new lockers would be full-sized with an integrated bench to accommodate the needs of all users, and would require Council's approval.

The Committee inquired about the cost of the items indicated as "in progress" or "pending" on the list. Staff stated that items that indicate "in progress" would be allocated from the capital budget, and the items that indicate "pending" would require approval by Council.

The Committee inquired about babysitting services, family memberships, and alternatives to wrist bands. Staff indicated that babysitting services would no longer be offered and that family memberships would be a pricing policy discussion, which does not fit within the Committees mandate. Staff noted that wrist bands are cost-effective and that the cost and feasibility of alternatives would be presented in a future report to Council.

**6. NEXT MEETING**

None

**7. ADJOURNMENT**

The meeting was adjourned at 3:12 p.m.

COMMITTEE RECOMMENDATIONS ARE NOT BINDING ON THE TOWN UNLESS  
ADOPTED BY COUNCIL AT A LATER MEETING.



---

**NOTICE OF MOTION**

**Councillor Paul Pirri**

---

**Date: July 14, 2015**

**To: Mayor and Members of Council**

**From: Councillor Pirri**

**Re: FCM Campaign for Federal Debate on Municipal Issues**

---

WHEREAS municipalities continue to work with all orders of government as equal partners to solve some of our country's biggest challenges: jobs, economic growth, and better quality of life; and

WHEREAS with greater cooperation with the federal government, Canada would prosper from modern infrastructure, ensure our communities remain affordable and family-friendly, attract talent and investment, improve public safety, and ensure environmental sustainability for all Canadians; and

WHEREAS the Federation of Canadian Municipalities (FCM) has launched a campaign calling on the federal party leaders to participate in a national debate on municipal issues before the next federal election and asks its member municipalities to pass a Council resolution supporting the campaign.

NOW THEREFORE BE IT HEREBY RESOLVED THAT Council endorses the FCM campaign and urges all federal party leaders to participate in a debate on municipal issues such as infrastructure, transit and transportation, housing, clean water, the environment, and public safety; and

BE IT FURTHER RESOLVED THAT a copy of this resolution shall be sent to the four main federal party leaders, to the Federation of Canadian Municipalities, and to the Association of Municipalities of Ontario (AMO).



**Town of Aurora  
Office of the Mayor**

## **MEMORANDUM**

**DATE:** July 14, 2015  
**TO:** Members of Council  
**FROM:** Mayor Geoffrey Dawe  
**RE:** York Regional Council Highlights ~ June 25, 2015 ~

---

### **RECOMMENDATION**

THAT Council:

- Receive the correspondence for information
- Endorse the recommendations
- Provide direction

## Council Highlights

For Immediate Release

The Regional Municipality of York | [york.ca](http://york.ca)



Thursday, June 25, 2015

### York Regional Council – June 25, 2015

#### **Belinda's Place receives \$30,000 fundraising boost**

Town of Newmarket Mayor Tony Van Bynen presented York Region Chairman and CEO Wayne Emmerson with a cheque for \$30,000 from the Belinda's Place Foundation's *Make Belinda's A Home* campaign.

York Regional Council acknowledged Belinda's Place Foundation Chair Deborah Kelly for her leadership and work with Belinda's Place. The campaign launched at Upper Canada Mall last fall to generate funds in support of Belinda's Place, York Region's first emergency housing facility for homeless women. The donations are intended to pay for supplies and furnishings to help the facility feel more like home.

Completion of Belinda's Place is expected this fall. The building will be owned by the Region's social housing provider Housing York Inc. with daily operations and maintenance managed by The Salvation Army.



From L to R – Town of Aurora Mayor Geoff Dawe, Town of East Gwillimbury Mayor Virginia Hackson, York Region Chairman and CEO Wayne Emmerson, Belinda's Place Foundation Chair Deborah Kelly, Town of Newmarket Mayor Tony Van Bynen and Town of Newmarket Regional Councillor John Taylor

#### **Franco-Ontarian Day recognized in York Region**

York Regional Council will recognize September 25, 2015 as Franco-Ontario Day in support of the Francophone community and their contribution to the cultural, historical, social and economic life within York Region.

**Summer edition of *York Works* newsletter highlights Regional programs**

York Regional Council received the 2015 summer edition of the *York Works* newsletter.

Highlights of the [summer newsletter](#) include:

- Markham Centre will be home to new York University campus
- 9060 Jane Street offers new convenient access to community and health services
- Protecting York Region's drinking water at the source

*York Works* is being delivered to more than 360,000 homes and businesses across York Region three times in 2015. The newsletter is available online at [york.ca/yorkworks](http://york.ca/yorkworks)

Residents can provide feedback on *York Works* at [york.ca/yorkworkssurvey](http://york.ca/yorkworkssurvey)

York Region has also introduced a biweekly e-newsletter called #YRMatters. The e-newsletter will deliver timely news about what is happening in York Region. To subscribe, please email [yrmatters@york.ca](mailto:yrmatters@york.ca)

**Pledge to Ignore campaign asks York Region residents to focus on the road**

York Regional Council today recognized the *Pledge to Ignore* campaign in partnership with York Regional Police launched on Monday, June 22, 2015.

The campaign urges York Region residents to pledge to themselves and loved ones to ignore their cell phones and not be distracted when driving or walking near traffic.

Distracted driving is the cause for 15 per cent of all at-fault collisions on Regional Roads. The Province of Ontario's *Making Ontario's Roads Safer Act* increased fines for distracted driving from the current range of \$60 to \$500 to a range of \$300 to \$1,000, assigning three demerit points upon conviction and escalating sanctions on convictions for new drivers.

Make your *Pledge to Ignore*, at [york.ca/pledgtoignore](http://york.ca/pledgtoignore)

**The York Regional Forest receives Forest Stewardship Council recertification from the Rainforest Alliance**

York Regional Council today received a report outlining the York Regional Forest's recertification by the Forest Stewardship Council. Certification demonstrates the York Regional Forest is managed in an appropriate and sustainable manner, helping to ensure these lands are preserved for current and future generations.

Certification recognizes York Region for:

- Protecting forests and wildlife
- Protecting Aboriginal Peoples' rights
- Protecting community and workers' rights
- Ensuring transparency, accountability and independent verification

Forest Stewardship Council certification specifies an organization must manage its forests to meet social, economic, ecological, cultural and spiritual needs of present and future generations. Ten principles, 56 criteria and additional rules, policies and standards must be met to achieve certification. All certificates are valid for five years and undergo an annual audit to ensure continued compliance.

**York Regional Council names members to new advisory task force to support  
York Region Broadband Strategy**

York Regional Council today endorsed the members and the terms of reference for an advisory task force to guide and support the York Region Broadband Strategy.

The strategy aims to improve access to broadband Internet connectivity for residents, businesses and institutions throughout York Region. The strategy outlines a range of initiatives to achieve this, including:

- Working with area municipalities to develop the tools and agreements to attract broadband infrastructure investments
- Working with municipalities, universities, schools and hospitals to improve research and education capabilities
- Developing partnerships to develop broadband access for residents, businesses and institutions

The following members of Regional Council were appointed to the task force:

- Town of Newmarket Mayor Tony Van Bynen
- Town of Aurora Mayor Geoff Dawe
- City of Markham Mayor Frank Scarpitti
- City of Markham Regional Councillor Jim Jones
- Town of Georgina Mayor Margaret Quirk
- Town of Whitchurch-Stouffville Mayor Justin Altmann
- Township of King Mayor Steve Pellegrini
- Town of East Gwillimbury Mayor Virginia Hackson

These members will lead the roll-out of the Broadband Strategy, engage stakeholders and provide policy input and development.

**Projects to support growth, reduce congestion and protect the environment chosen for funding**

The Regional Municipality of York will submit two projects to the federal government's New Building Canada Plan, a \$53.5 billion infrastructure funding program.

The infrastructure projects are critical to support growth, reduce congestion and protect the environment. They include:

- Upper York Sewage Solutions, which includes a progressive treatment plant in the Town of East Gwillimbury
- Transit Optimization Program, which includes Viva and conventional bus replacement
- Increasing local transit and transit infrastructure to accommodate the anticipated increase in passengers resulting from Regional Express Rail improvements

The Toronto-York subway extension received \$697 million in federal funding in the previous Building Canada Plan, which ended in 2014. In addition, York Region received \$60 million in federal and provincial funding for upgrades to the Duffin Creek Plant. For more information, please see [Federal and Provincial Capital Funding Opportunities](#) on [York.ca](#)

**Planning for York Region seniors means planning for all**

One in five residents will be 65 years of age or older by 2031, making seniors the fastest growing age demographic in York Region. York Regional Council has appointed a new Seniors Strategy Advisory Task Force to address the changing needs of this growing segment of the community.

A rapidly aging population will impact many program areas, including long-term care and paramedic services, community planning, public health and transportation. York Region residents are living longer, with local seniors' life expectancy ranking slightly higher than others in the province and across the country. This means seniors will be using services for a longer time period.

The seniors strategy is a critical tool in determining how York Region will continue to manage and deliver services that meet resident needs at all ages. Due to the relative high net worth of boomers and seniors, the strategy will explore new ways of providing and subsidizing services to make the best use of limited resources.

The Seniors Strategy Advisory Task Force is comprised of Regional Councillors appointed by York Regional Council, York Regional Police and Regional staff from key program areas. Regional Councillors include:

- Mario Ferri, City of Vaughan
- Nirmala Armstrong, City of Markham
- Virginia Hackson, Mayor, Town of East Gwillimbury
- Brenda Hogg, Town of Richmond Hill
- Gino Rosati, City of Vaughan
- Danny Wheeler, Town of Georgina
- Jack Heath, City of Markham

The task force will begin in September 2015, with the completed strategy returning for Regional Council approval in fall 2016.

To learn more about the ongoing project, read the report or visit [www.york.ca](http://www.york.ca)

**York Region standardizes measuring, monitoring and reporting of new affordable housing**

York Regional Council today approved the [Affordable Housing Measuring and Monitoring Guidelines](#), the Region's first standardized approach to securing, monitoring and reporting on new affordable units. The guidelines will enable municipalities to respond more accurately to evidence-based housing needs across The Regional Municipality of York.

Although Region-wide affordable housing targets as outlined in the [Regional Official Plan](#) are being achieved, affordability issues remain. Across York Region, the upper limit of home prices considered "affordable" ranges between \$336,830 and \$443,874. In 2014, 31 per cent of new units were sold below the affordable thresholds. The upper limit of affordable rent was \$1,270 per month for a one-bedroom apartment.

The York Region *Regional Official Plan 2010* requires 35 per cent of new housing in centres and key development areas be affordable and 25 per cent of new housing outside of those areas be affordable.

### **Tourism operators bracing for a busy summer**

York Region has two of several locations spread out across the Greater Toronto and Hamilton Area that will host individual events for the 2015 Toronto Pan American/Parapan American Games. The Atos Markham Pan Am / Parapan Am Centre in the City of Markham will host badminton, table tennis and water polo. Angus Glen Golf Club in Markham will host the first-ever Pan Am Games golf tournament.

Games organizers expect more than 7,000 athletes, coaches and delegates from 41 countries and 250,000 tourists to attend.

York Region Arts Council will provide visitors with the information needed to get around and find fun things to do, primarily through the arts, culture and tourism website, [YorkScene.com](http://YorkScene.com)

Watch for the new Festival Guide, produced by the Arts Council and the City of Markham. It highlights Markham Global Fest and a mix of tourist-friendly festivals and experiences for visitors and residents to explore and enjoy.

### **York Region saves natural gas costs through bulk purchasing**

York Regional Council today approved continuing an agreement of participation in the Association of Municipalities of Ontario Natural Gas Buying Group.

Through collective buying power, York Region is able to secure more competitive pricing while negotiated fixed prices allow for accurate multi-year budgeting.

In 2014, natural gas costs accounted for three per cent of York Region's energy costs. Consumption of natural gas has increased approximately eight per cent per year since 2006 as Regional facilities replace electric heating with less costly natural gas.

### **York Region hosts second Internationally Educated Professionals Gateway Conference**

York Region will host its second Internationally Educated Professional Conference on Monday, November 9 in the Town of Richmond Hill. *The Gateway 2015* conference connects internationally educated professionals, entrepreneurs and employers to exchange ideas and learn from one another.

*The Gateway* will offer workshops, panel discussions and networking opportunities focused on Canadian work culture, credentials and accreditation, entrepreneurial opportunities, networking and the local economy.

The conference is an action under the York Region Immigration Settlement Strategy. Details and registration for *The Gateway* will be advertised this summer and available at [YorkWelcome.ca/TheGateway](http://YorkWelcome.ca/TheGateway)

### **York Region paramedics pilot mobile computer dispatching consoles**

York Region Emergency Services paramedics will pilot the use of mobile computer dispatching consoles in paramedic vehicles beginning late 2015.

The pilot aims to shorten notification time of paramedics to minimize dispatching errors, as well as provide vehicle routing through direct connection between dispatch centre Computer Aided Dispatch and in-vehicle computers.

The Ministry of Health and Long-Term-Care is responsible for dispatching paramedic services in Ontario. York Region will continue to work with the ministry on the pilot project as well as participate in the Provincial/Municipal Land Ambulance Dispatch Working Group to identify additional technology and business process improvements.

### **York Region reports significant progress on 2011 to 2015 Strategic Plan**

York Regional Council received an update on the significant progress made on its final 2011 to 2015 Strategic Plan progress report which shows more than 90 per cent of the key performance measures are progressing positively.

The [progress report](#) summarizes accomplishments and progress toward York Regional Council's goals and priorities.

Some of the year-four highlights include:

- Approved \$18 million additional investment in transit to keep people moving
- Approved York Region's 10-year Housing Plan Housing Solutions: A Place for Everyone
- Support of a York University Markham Centre Campus in York Region
- Commenced construction of Richmond Hill's Housing and Community Hub
- Implemented the Regional Fiscal Strategy to reduce projected debt levels while increasing reserves
- Creation of *Access York*, a corporate contact centre and service counter to access Regional services

York Region's [2015 to 2019 Strategic Plan - From Vision to Results](#) was released in February 2015 and builds on the success of the 2011 to 2015 plan. It outlines four strategic priority areas of focus to meet the community's changing needs.

### **High and middle income residents hold majority in York Region, but low income groups growing**

York Region has released a three-part series highlighting income trends and income distribution among York Region residents. The data helps raise awareness of varying and changing income levels within the community and supports planning of programs and services for residents.

Findings show the number of residents living with low income grew by almost 61 per cent, faster than population growth from 2000 to 2012. Although the distribution of household income is changing, data shows high and middle income groups still make up the largest number of households in York Region.

Additional findings showed:

- Income for high income groups grew more than middle and lower groups with most of this increase taking place between 1997 and the early 2000s
- York Region has generally avoided high levels of concentrated low income, but low income rates vary between communities
- York Region can expect to see a greater mix of income levels in York Region during continued growth

For more information, please [read the report](#).

### **Traffic and pedestrian signal policy revised to meet York Region's growing needs**

York Regional Council approved a revised policy to traffic and pedestrian signals required to balance the movements of vehicles, cyclists and pedestrians on major roads and provide efficient and safe access to local communities. The revised policy outlines when it is appropriate to install traffic or pedestrian signals.

The policy emphasizes the importance of meeting the needs of all intersection users. It will evaluate the need for pedestrian signals on an ongoing basis and determine when a traffic or pedestrian signal would be beneficial.

Currently, there are 800 intersections on Regional roads controlled by traffic signals. This [policy revision](#) will respond to the needs of our residents and continue to promote safety on York Region roads.

### **Collision rates reach 10-year low on York Region roads**

York Regional Council today received the [2015 Traffic Safety Status Report](#), which documents road safety trends. The report reflects motor vehicle collision data on Regional roads collected and reviewed by The Regional Municipality of York in partnership with York Regional Police.

Highlights in the [Traffic Safety Status Report](#) include:

- Collision rates in 2014 reached a 10-year low
- 70 per cent of all collisions were a direct cause of someone's improper driving; 36 per cent were due to acts of aggressive driving
- Collisions most frequently occur on Fridays from the months of October to January, and during the evening rush hour
- The number of collisions is closely related to traffic volumes; as volumes increase, so do collisions
- 44 per cent of all collisions were rear-end collisions
- Most collisions, for all modes of travel, occur at signalized intersections
- 91 per cent of pedestrian-involved collisions resulted in injury
- 70 per cent of all collisions occurred during dry road surface conditions
- Since implementation of red light cameras in 2013, the number of right angle collisions has reduced by 48 per cent at red light camera locations

While a number of factors contribute to the decrease in collisions, safety programs play an important role. Programs York Region has put in place include revising speed limits on Regional roads, installing red light cameras at 20 intersections and implementing safety campaigns to enhance awareness for issues affecting pedestrian safety.

### **YRT on-board cameras upgraded to ensure reliability and security of services and residents**

The Regional Municipality of York will be outfitting 426 YRT/Viva buses with SEON Design Inc. next generation on-board security camera systems. These cameras provide a number of benefits, including:

- Operator and customer security – providing an account of any incident or accident, potentially supplying evidence for police investigations
- Compatibility with current on-board camera system
- Special features such as replay, slow speed and isolated camera views

The on-board security camera system is another way YRT/Viva will continue to provide York Region residents, operators and enforcement staff with a safe and secure transportation service.

### **Hostel Program Database upgrades assist homelessness community programs**

York Regional Council approved a \$50,000 contract with Mission Systems Development Corporation to upgrade the Hostel Programs Database used to deliver homelessness assistance to York Region residents. An additional \$30,000 was approved for annual maintenance costs over a five-year period.

York Region's Homelessness Community Programs Unit provides homelessness prevention and housing stability programs for individuals and families. Upgrades to the database ensure staff can continue to provide client case management, manage billing and payments and collect program statistics.

**Revisions to election sign bylaw will increase public safety**

York Regional Council today amended the Region's [sign bylaw](#) as it relates to municipal, provincial and federal election signs. The revisions will help ensure signs do not reduce visibility at intersections, interfere with transit stops, sidewalks or utilities during elections.

Amendments to the bylaw include:

- A non-refundable election sign permit fee of \$250 will be applied per area municipality where candidates would like to install signs
- Any signs installed contrary to the bylaw will be collected by York Region and returned to candidates following election day
- No more than two election signs will be permitted for each candidate per intersection, with a maximum of one sign per intersection corner
- Signs will be prohibited at [designated intersections](#) where there is limited space
- Election signs will be permitted only from 10 a.m. on the 28<sup>th</sup> day before election day and ending 72 hours following the close of polls; for this fall's federal election, signs are permitted beginning 10 a.m. on Monday, September 21, 2015

The revisions are a first step towards aligning election sign bylaws between York Region and the nine area municipalities.

**York Region approves \$1.9 million contract for setup and operation of Richmond Hill Community Hub**

York Regional Council approved an agreement between York Region and 360°kids Support Services for set up and operation of The Richmond Hill Housing and Community Hub from September 1, 2015 to December 31, 2016.

The agreement provides \$1.9 million in funding and option for four one-year renewals. Preparations to open the new building begin this fall, including development of programs, services, policies and partnerships. Services will be available to residents upon building completion next spring.

Approximately 1,000 youth are assisted by 360°kids each year. At The Richmond Hill Housing and Community Hub, youth in crisis will be provided with a safe place to stay, as well as life skills coaching.

The Richmond Hill Housing and Community Hub is a nine-storey, 202-unit apartment building owned by Housing York Inc. It will provide a youth drop-in centre as well as 14 emergency beds and 11 transitional beds for youth.

**Blue box recycling rules getting overhaul at provincial level**

York Regional Council today endorsed a "[Made in Ontario](#)" solution to address the costs of recycling blue box materials. Ontario's *Waste Diversion Act, 2002*, the legislation governing waste management is under review. York Regional Council supports a modified Association of Municipalities Ontario's position that blue box funding be the responsibility of the manufacturer, with municipalities maintaining control of the overall program to ensure service to residents remains consistently high.

The proposed 'Made-in-Ontario' approach will respect the current waste management successes and address areas where change is needed. With manufacturers funding full cost of recycling, there would be stronger efforts made towards reduction and reuse of goods.

**York Region makes progress on 10-Year Housing Plan**

York Region is making progress under all four goals of the 10-Year Housing Plan '*Housing Solutions: A place for everyone*'. The [first progress report](#) since approval of the plan in 2014 was released this month highlighting achievements to date.

The four goals of the 10-Year Housing Plan are to increase the rental housing supply, sustain the existing rental housing supply, support home ownership affordability and strengthen the homelessness and housing stability system. All goals focus on creating complete communities where people can live, work, play and learn, and have access to a mix of housing options.

Progress highlights include:

- Opening of Lakeside Residences in the Town of Georgina in June 2014, offering 97 bachelor, one and two-bedroom apartments under Housing York Inc.
- Finding the capacity and condition of housing assets are in a good state through the 2014 York Region Community and Health Services State of Infrastructure Report
- Providing annual funding through The Home Repair Program to provide home repair and modification financial assistance to low-income York Region homeowners
- Construction and development progress on Belinda's Place, York Region's first emergency shelter for homeless women, and The Richmond Hill Housing and Community Hub, offering 202 new affordable rental apartments, as well as youth services and housing

York Regional Council will receive an ongoing annual update highlighting progress and achievements.

**Next regular meeting of York Regional Council**

York Regional Council will meet on Thursday, September 24, 2015 at 9:30 a.m. in the York Region Administrative Centre Council Chambers, located at 17250 Yonge Street in the Town of Newmarket.

- 30 -

**Compiled by:** Masrine Guthrie-Peart, Corporate Communications, The Regional Municipality of York  
1-877-464-9675, ext. 77272 Cell: 905-251-6416 [masrine.guthrie-peart@york.ca](mailto:masrine.guthrie-peart@york.ca)

**THE CORPORATION OF THE TOWN OF AURORA**

**By-law Number 5746-15**

**BEING A BY-LAW to amend  
By-law Number 5465-12, as  
amended, to appoint Building  
Inspectors for The Corporation  
of the Town of Aurora.**

**WHEREAS** subsection 3(1) of the *Building Code Act*, 1992, S.O. 1992, c. 23, as amended (the "Act"), provides that the council of each municipality is responsible for the enforcement of the Act;

**AND WHEREAS** subsection 3(2) of the Act provides that the council of each municipality shall appoint a Chief Building Official and such inspectors as are necessary for the enforcement of the Act in the areas in which the municipality has jurisdiction;

**AND WHEREAS** the Council of The Corporation of the Town of Aurora (the "Town") enacted By-law Number 5465-12 on November 13, 2012 to appoint Building Inspectors, which By-law has been amended;

**AND WHEREAS** the Council of the Town deems it necessary and expedient to further amend By-law Number 5465-12, as amended, to appoint certain employees as Building Inspectors;

**NOW THEREFORE THE COUNCIL OF THE CORPORATION OF THE TOWN OF AURORA ENACTS AS FOLLOWS:**

1. THAT Schedule "A" of By-law Number 5465-12, as amended, be and is hereby further amended by adding the following name:  
  
Winifredo Porcalla
2. THAT this By-law shall come into full force and effect on the date of final passage hereof.

**READ A FIRST AND SECOND TIME THIS 14<sup>th</sup> DAY OF JULY, 2015.**

**READ A THIRD TIME AND FINALLY PASSED THIS 14<sup>th</sup> DAY OF JULY, 2015.**

*Approved as to Form  
By Legal Services*  
Signature: Wanna Ma  
Date: July 10, 2015

\_\_\_\_\_  
**GEOFFREY DAWE, MAYOR**

\_\_\_\_\_  
**STEPHEN M.A. HUYCKE, TOWN CLERK**

**THE CORPORATION OF THE TOWN OF AURORA**

**By-law Number 5747-15**

**BEING A BY-LAW to amend By-law Number 5707-15 to appoint Municipal By-law Enforcement Officers and Property Standards Officers for The Corporation of the Town of Aurora.**

**WHEREAS** subsection 15(1) of the *Police Services Act*, R.S.O. 1990, c. P.15, as amended (the "Police Services Act"), states that a municipal council may appoint persons to enforce the by-laws of the municipality;

**AND WHEREAS** subsection 15(2) of the *Police Services Act* states that municipal law enforcement officers are peace officers for the purpose of enforcing municipal by-laws;

**AND WHEREAS** the *Building Code Act, 1992*, S.O. 1992, c. 23, as amended, provides that the council of a municipality may pass by-laws prescribing standards for the maintenance and occupancy of property, and may assign to officers the responsibility of administering and enforcing by-laws passed under section 15.1 of that Act;

**AND WHEREAS** subsection 1(3) of the *Provincial Offences Act*, R.S.O. 1990, c. P.33, as amended, states that a minister of the Crown may designate in writing any person or class of persons as a provincial offences officer for the purposes of all or any class of offences;

**AND WHEREAS** the Council of The Corporation of the Town of Aurora (the "Town") enacted By-law Number 5707-15 on April 14, 2015 to appoint certain employees as Municipal Law Enforcement Officers, and certain employees as Property Standards Officers;

**AND WHEREAS** the Council of the Town deems it necessary and expedient to amend By-law Number 5707-15 to further appoint certain employees as Municipal Law Enforcement Officers, and certain employees as Property Standards Officers;

**NOW THEREFORE THE COUNCIL OF THE CORPORATION OF THE TOWN OF AURORA ENACTS AS FOLLOWS:**

1. THAT Schedule "A" of By-law Number 5707-15 be and is hereby amended by adding the following name under the existing heading of "Building Services Division":  
  
Winifredo Porcalla, Building Inspector/Plans Examiner
2. THAT Schedule "B" of By-law Number 5707-15 be and is hereby amended by adding the following name under the existing heading of "Building Services Division":  
  
Winifredo Porcalla, Building Inspector/Plans Examiner
3. THAT this By-law shall come into full force and effect on the date of final passage hereof.

**READ A FIRST AND SECOND TIME THIS 14<sup>th</sup> DAY OF JULY, 2015.**

**READ A THIRD TIME AND FINALLY PASSED THIS 14<sup>th</sup> DAY OF JULY, 2015.**

*Approved as to Form  
By Legal Services*  
Signature: Wanda Mc  
Date: July 10, 2015

\_\_\_\_\_  
GEOFFREY DAWE, MAYOR

\_\_\_\_\_  
STEPHEN M.A. HUYCKE, TOWN CLERK

**THE CORPORATION OF THE TOWN OF AURORA**

**By-law Number 5748-15**

**BEING A BY-LAW to  
adopt Official Plan  
Amendment No. 8.**

**WHEREAS** on September 28, 2010, the Council of The Corporation of the Town of Aurora (the "Town") enacted By-law Number 5285-10, being the new Official Plan for the Town, including amendments thereto (the "Official Plan");

**AND WHEREAS** authority is given to Council pursuant to the *Planning Act*, R.S.O. 1990, c. P.13, as amended, to pass a by-law amending the Official Plan;

**AND WHEREAS** the Town deems it necessary and expedient to further amend the Official Plan;

**NOW THEREFORE THE COUNCIL OF THE CORPORATION OF THE TOWN OF AURORA ENACTS AS FOLLOWS:**

1. THAT Official Plan Amendment No. 8 attached hereto and forming part of this By-law be and is hereby adopted.
2. THAT this By-law shall come into force subject to compliance with the provisions of the *Planning Act*, R.S.O. 1990, c. P.13, as amended, and subject to compliance with such provisions, this By-law will take effect from the date of final passage hereof.

**READ A FIRST AND SECOND TIME THIS 14<sup>th</sup> DAY OF JULY, 2015.**

**READ A THIRD TIME AND FINALLY PASSED THIS 14<sup>th</sup> DAY OF JULY, 2015.**

\_\_\_\_\_  
**GEOFFREY DAWE, MAYOR**

*Approved as to Form  
By Legal Services*  
Signature Wanda Ma  
Date: July 10, 2015

\_\_\_\_\_  
**STEPHEN M.A. HUYCKE, TOWN CLERK**

**AMENDMENT NO. 8  
TO THE OFFICIAL PLAN  
FOR THE TOWN OF AURORA**

**AMENDMENT NO. 8  
TO THE OFFICIAL PLAN  
FOR THE TOWN OF AURORA**

---

**STATEMENT OF COMPONENTS**

***PART I – THE PREAMBLE***

1. Introduction
2. Purpose of the Amendment
3. Location
4. Basis of the Amendment

***PART II – THE AMENDMENT***

1. Introduction
2. Details of the Amendment
3. Implementation and Interpretation

**PART I – THE PREAMBLE**

**1. Introduction**

This part of the Official Plan Amendment No. 8 (the “Amendment”), entitled Part I – The Preamble, explains the purpose and location of this Amendment, and provides an overview of the reasons for it. It is for explanatory purposes only and does not form part of the Amendment.

**2. Purpose of the Amendment**

The purpose of this Amendment is to change the land use designation from “Private Open Space” and “Cluster Residential” to “Cluster Residential – Site Specific Policy No. 43”. The provisions of this Amendment will allow fifty-six (56) single detached dwelling units, a parkette, and stormwater management facilities.

**3. Location**

The lands affected by this Amendment are located on the south side of Vandorf Sideroad, municipally known as 155 Vandorf Sideroad, having a lot area of 4.767 hectares (11.78 acres), and legally described as Part Lot 75 Concession 1 Whitchurch Part 1, 65R18722; Aurora; T/W Easement Over Part Lot 75 Concession 1(W) Parts 4 & 5 65R18722 until said Parts 4 & 5 are dedicated as a Public Highway as in R698511; T/W Easement in R457895 as amended by R460060; Town of Aurora, Regional Municipality of York (the “Subject Lands”).

**4. Basis of the Amendment**

The basis of the Amendment is as follows:

- 4.1 The Subject Lands affected by this Amendment are presently designated “Cluster Residential” and “Private Open Space” on Schedule AA, Land Use Plan of the Yonge Street South Secondary Plan, which was approved by the Region of York on February 18, 2004. The amendment proposes to redesignate the entire site to a site specific Cluster Residential designation. The Cluster Residential designation would permit 56 single detached dwellings to be developed on the Subject Lands and have site specific policies regarding building coverage and open space.
- 4.2 A Public Planning Meeting was held by the Town’s Council on January 28, 2015 to obtain input from members of the public and the Town’s Council. A staff report with recommendations and options was brought to a Public Planning Meeting on April 22, 2015.
- 4.3 The Subject Lands are located within OPA 34. Residential uses abut the Subject Lands on the east, southeast, southwest and west. An industrial use is located north of the site across Vandorf Sideroad.
- 4.4 This Amendment is compatible with the adjacent residential and industrial uses and would provide the Town with additional residential units through intensification and the re-development of a developed and serviced site within the built boundary. The re-use of existing, fully serviced sites is a preferred means of intensification and assists in decreasing the reliance on greenfield sites to accommodate growth. The amendment facilitates residential intensification through infill, on a fully serviced site located in the built-up/urban area as defined by the Province, Region and the Town.
- 4.5 The application has been studied from a technical standpoint and it has been demonstrated that the application is supportable from planning, servicing, geotechnical, natural heritage, archaeological, and transportation perspectives.

- 4.6 A Noise and Vibration Study prepared by the applicant confirms that there is no conflict with the Ministry of the Environment and Climate Change (MOECC) Guideline D-6: Compatibility Between Industrial Facilities and Sensitive Land Uses (July 1995), and that sound levels representative of industrial activity did not exceed 45 decibels and are below the limit in the MOECC Guideline NPC-300. A peer review of the Noise and Vibration Study by Conestoga Rovers & Associates also finds that compliance with the MOECC requirements at the existing residential development should translate to compliance at the proposed residential development that is farther away, and concludes that the proposed residential development is feasible.

## **PART II – THE AMENDMENT**

### **1. Introduction**

All of this part of the document entitled Part II – The Amendment, consisting of the following text and attached maps, designated as Schedule “A” (Land Use Plan) and Schedule “B” (Special Policy Areas), constitutes Amendment No. 8 to the Official Plan.

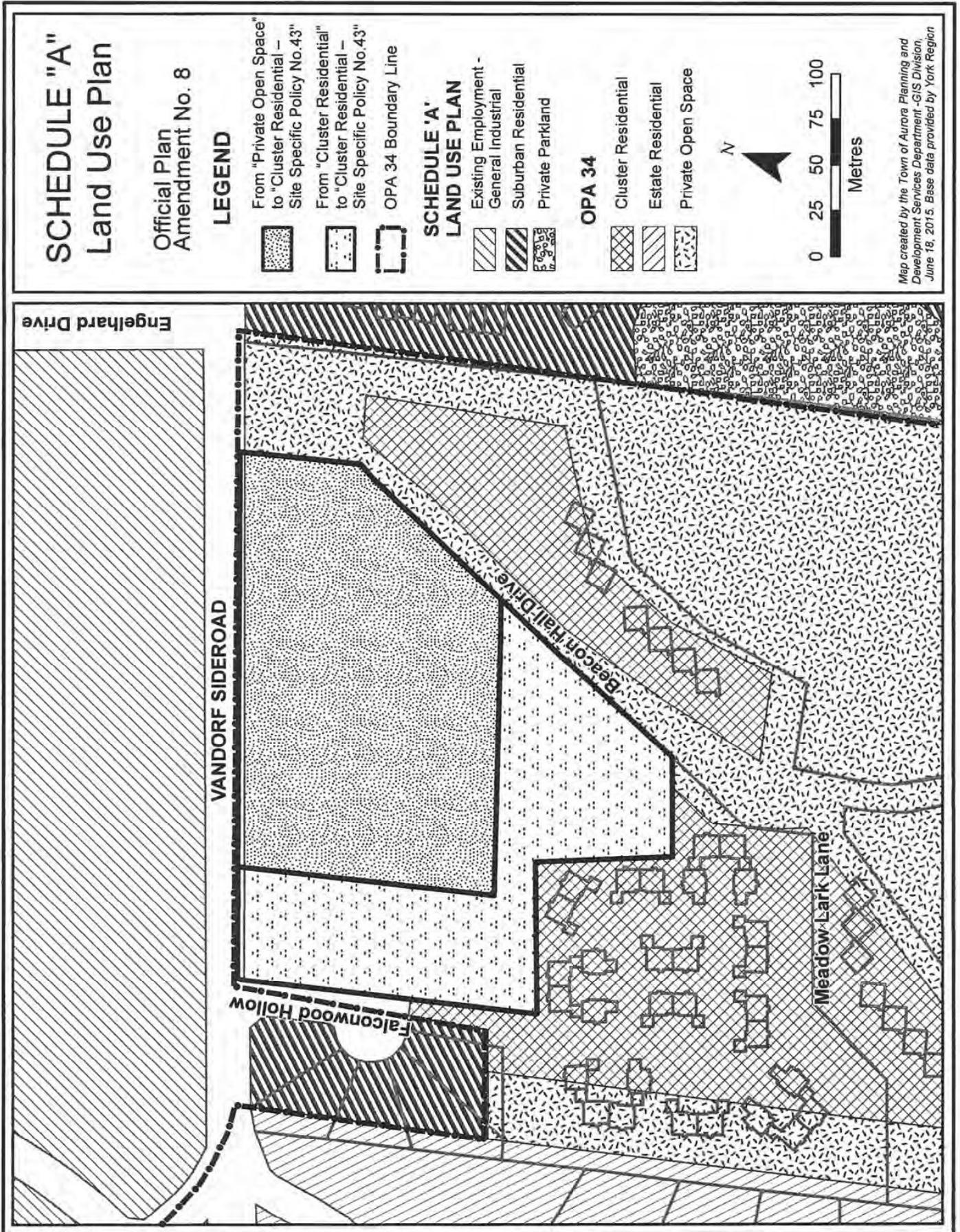
### **2. Details of the Amendment**

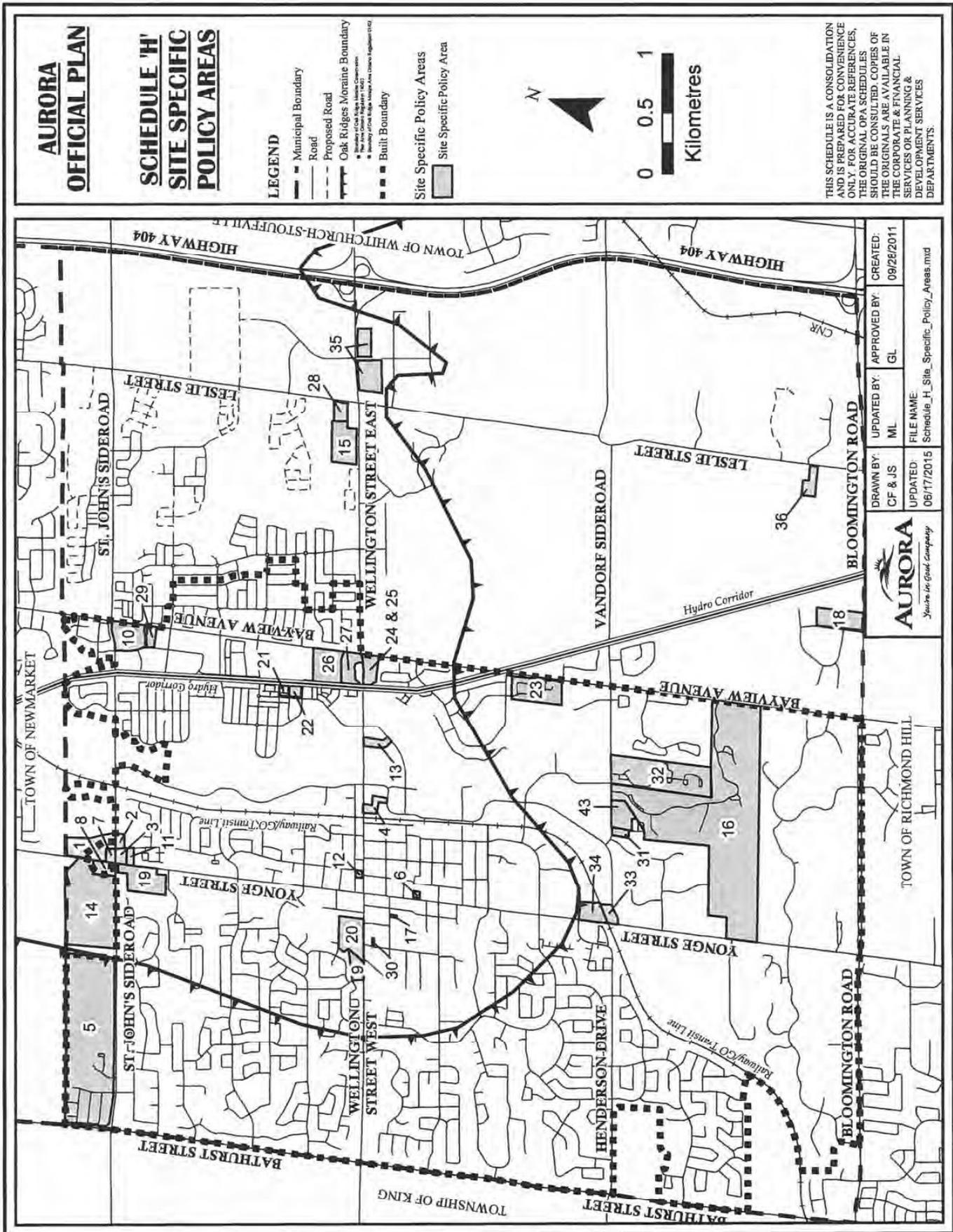
The Official Plan is hereby amended as follows:

- Item (1): “Schedule “AA”, Land Use Plan, being part of the Town of Aurora Official Plan Amendment No. 34, is amended by changing the land use designation for the Subject Lands described as Part Lot 75 Concession 1 Whitchurch Part 1, 65R18722; Aurora; T/W Easement Over Part Lot 75 Concession 1(W) Parts 4 & 5 65R18722 until said Parts 4 & 5 are dedicated as a Public Highway as in R698511; T/W Easement in R457895 as amended by R460060; Town of Aurora in the Regional Municipality of York, from “**Private Open Space**” and “**Cluster Residential**” to “**Cluster Residential – Site Specific Policy No. 43**”, as shown on Schedule “A” – Land Use Plan, attached hereto and forming part of this Amendment.”
- Item (2): “Schedule “H”, Site Specific Policy Areas, being part of the Town of Aurora Official Plan, is amended by adding a site specific policy area over the Subject Lands, as shown on Schedule “B” – Site Specific Policy Areas, attached hereto and forming part of this Amendment.”
- Item (3): “Notwithstanding any policies to the contrary of the Yonge Street South Secondary Plan (OPA 34), the following special site specific use and policies shall apply to the lands designated as “Cluster Residential – Site Specific Policy No. 43”, within the area shown as the Subject Lands on Schedule “A” attached hereto and forming part of this plan:
- a) Permitted uses:
    - i. a maximum of 56 single detached dwellings.
  - b) The maximum building coverage permitted across the entire site shall be thirty percent (30%).
  - c) A minimum of forty-five percent (45%) of the entire site shall be preserved in an open or landscaped condition. Such required area shall not include any area devoted to a swimming pool, accessory building, paved driveway, patio or other area covered with impervious material.
  - d) The policies contained herein shall be implemented by way of a site-specific Zoning By-law amendment, Plan of Condominium and Site Plan.”

**3. Implementation and Interpretation**

This Amendment has been considered in accordance with the provisions of the Official Plan. The implementation and interpretation of this Amendment shall be in accordance with the respective policies of the Official Plan.





**THE CORPORATION OF THE TOWN OF AURORA**

**By-law Number 5749-15**

**BEING A BY-LAW to amend  
Zoning By-law Number  
2213-78, as amended  
(Brookfield Homes (Ontario)  
Limited – 155 Vandorf  
Sideroad).**

**WHEREAS** section 34 of the *Planning Act*, R.S.O. 1990, c. P.13, as amended, provides that the councils of local municipalities may pass zoning by-laws;

**AND WHEREAS** the Council of The Corporation of the Town of Aurora (the "Town") enacted By-law Number 2213-78, including amendments thereto (the "Zoning By-law");

**AND WHEREAS** the Council of the Town deems it necessary and expedient to further amend the Zoning By-law;

**NOW THEREFORE THE COUNCIL OF THE CORPORATION OF THE TOWN OF AURORA ENACTS AS FOLLOWS:**

1. THAT the Zoning By-law be and is hereby amended to replace the "Major Open Space (O-4) Exception Zone" zoning category applying to the lands shown in hatching on Schedule "A" attached hereto and forming part of this By-law with "Detached Dwelling Second Density Residential (R2-103) Exception Zone", "Open Space (O-15) Exception Zone", and "Open Space (O-17) Exception Zone".

2. THAT the Zoning By-law be and is hereby amended to add the following:

**"11.105 DETACHED DWELLING SECOND DENSITY RESIDENTIAL (R2-103) EXCEPTION ZONE**

**11.105.1 Uses Permitted**

- a maximum of 56 detached dwellings
- a maximum of one (1) home occupation per detached dwelling
- private park

**11.105.2 Zone Specifications**

**11.105.2.1 Lot Specifications**

Lot Area (minimum)	43,000.0 square metres
Lot Frontage (minimum)	290.0 metres

**11.105.2.1.2** Notwithstanding any provisions to the contrary, for the purposes of the "Detached Dwelling Second Density Residential (R2-103) Exception Zone", Vandorf Sideroad shall be deemed to be the front lot line.

**11.105.2.2 Siting Specifications**

Minimum front yard setback to any detached dwelling unit	7.5 metres
--	------------

Minimum setback of a side or rear wall of a building from the lot line adjacent to Beacon Hall Drive	7.5 metres
--	------------

By-law Number 5749-15

Page 2 of 4

Minimum setback of a rear wall of a building from any Open Space Zone 6.0 metres

Minimum setback of a building from a private right-of-way 3.5 metres

Minimum setback of a garage from a private right-of-way 5.3 metres

Minimum distance separation between the rear wall of a building and the rear wall of another building 9.0 metres

Minimum distance separation between the side wall of a building and the side wall of another building 2.4 metres

Notwithstanding the provisions of Section 11.105.2.2, the minimum setback provision shall not apply to entry feature buildings or structures.

**11.105.2.2.1** Notwithstanding the provisions of Section 6.2, swimming pools and accessory buildings and structures shall not be permitted in the following locations:

- i) Within 7.5 metres of the front lot line.
- ii) Within 1.2 metres of the lot line adjacent to Beacon Hall Drive or the "Open Space (O-17) Exception Zone".

**11.105.2.2.2** Notwithstanding the provisions of Section 6.28.1.i 1), the maximum width of the driveway per detached dwelling shall be 6.5 metres.

**11.105.2.2.3** Notwithstanding the provisions of Section 6.28.1.i 3), a maximum of one (1) driveway is permitted per detached dwelling.

**11.105.2.2.4** Notwithstanding the provisions of Section 6.2.6, central air conditioners and heat pumps shall only be permitted adjacent to the rear or side wall of the detached dwellings.

**11.105.2.2.5** Notwithstanding any other provisions of this By-law:

- i) Roof overhangs, eaves, chimneys, sills, gutters, cornices, pilasters, canopies, or decorative architectural features may project a maximum of 0.7 metres from any wall of a building.
- ii) Open-sided and roofed porches may project a maximum of 2.0 metres from the front wall of the main building. Steps are permitted to project a maximum of 3.0 metres from the front wall of the main building. Notwithstanding the above, open-sided roofed porches and steps shall not be permitted within the minimum distance separation between the side walls of two (2) buildings.
- iii) Decks including steps and landings may project a maximum of 3.0 metres from the rear wall of a building.

**11.105.2.3 Building Specifications**

Height (maximum)	11.0 metres
Lot coverage (entire property maximum)	30.0 percent
Interior garage length (minimum)	6.0 metres
Interior garage width (minimum)	2.9 metres

**By-law Number 5749-15**

**Page 3 of 4**

**11.105.2.3.1** Interior garage steps shall not encroach into the minimum required parking space of 2.7 metres by 5.3 metres.

**11.105.2.4 Landscape Requirements**

**11.105.2.4.1** A landscaped strip of a minimum width of 7.0 metres shall be provided abutting the front lot line.

**11.105.2.5 Parking**

**11.105.2.5.1** Notwithstanding the definition contained within Section 3.98 and the provisions of Section 6.26.1.1, the following minimum parking standards shall apply:

a minimum of three (3) parking spaces shall be provided for each detached dwelling of which a minimum of one (1) parking space shall be provided within a private garage per unit, and a minimum of two (2) parking spaces shall be provided on the driveway either side-by-side or in tandem.

**11.105.2.5.2** Notwithstanding the provisions of Section 6.26, for a 90 degree parking space a minimum manoeuvring space of 6.5 metres is required."

3. THAT this By-law shall come into full force subject to compliance with the provisions of the *Planning Act*, R.S.O. 1990, c. P. 13, as amended, and subject to compliance with such provisions, this By-law will take effect from the date of final passage hereof.

**READ A FIRST AND SECOND TIME THIS 14<sup>th</sup> DAY OF JULY, 2015.**

**READ A THIRD TIME AND FINALLY PASSED THIS 14<sup>th</sup> DAY OF JULY, 2015.**

\_\_\_\_\_  
**GEOFFREY DAWE, MAYOR**

*Approved as to Form  
By Legal Services*  
Signature: Walter Ma  
Date: July 10, 2015

\_\_\_\_\_  
**STEPHEN M.A. HUYCKE, TOWN CLERK**

**By-law Number 5749-15**

**Page 4 of 4**

**Explanatory Note**

Re: Zoning By-law Number 5749-15

By-law Number 5749-15 has the following purpose and effect:

To amend By-law Number 2213-78, as amended, being the Zoning By-law in effect in the Town of Aurora, to rezone the subject lands from "Major Open Space (O-4) Exception Zone" to "Detached Dwelling Second Density Residential (R2-103) Exception Zone", "Open Space (O-15) Exception Zone", and "Open Space (O-17) Exception Zone".

The rezoning will permit 56 single detached dwelling units.

Schedule "A" To By-Law Number 5749-15

# TOWN OF AURORA

## THE REGIONAL MUNICIPALITY OF YORK

Part Lot 75 Concession 1 Whitchurch Part 1, 65R18722; Aurora;  
T/W Easement Over Part Lot 75 Concession 1(W) Parts 4 & 5 65R18722  
until said Parts 4 & 5 are dedicated as a Public Highway as in R698511;  
T/W Easement in R457895 as amended by R460060; Town of Aurora,  
Regional Municipality of York.



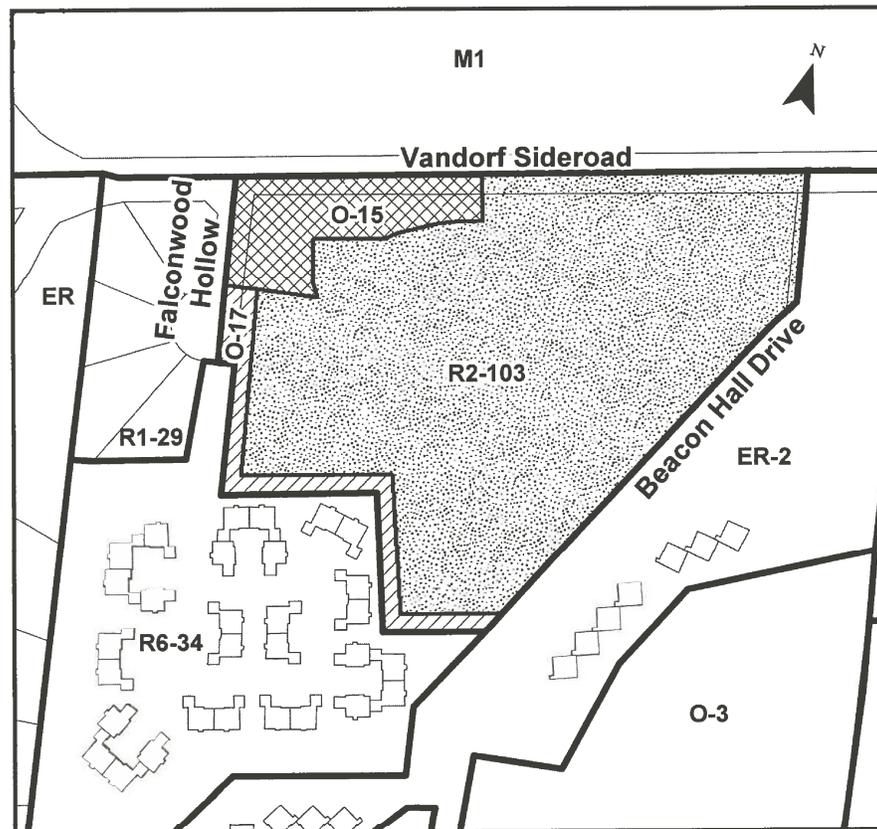
LANDS TO BE REZONED FROM "MAJOR OPEN SPACE (O-4) EXCEPTION ZONE" TO "DETACHED DWELLING SECOND DENSITY RESIDENTIAL (R2-103) EXCEPTION ZONE"



LANDS TO BE REZONED FROM "MAJOR OPEN SPACE (O-4) EXCEPTION ZONE" TO "OPEN SPACE (O-15) EXCEPTION ZONE"



LANDS TO BE REZONED FROM "MAJOR OPEN SPACE (O-4) EXCEPTION ZONE" TO "OPEN SPACE (O-17) EXCEPTION ZONE"



**THE CORPORATION OF THE TOWN OF AURORA**

***By-law Number 5745-15***

***BEING A BY-LAW to Confirm Actions by Council  
Resulting From Council Meeting on July 14, 2015***

**THE COUNCIL OF THE CORPORATION OF THE TOWN OF AURORA HEREBY  
ENACTS AS FOLLOWS:**

1. THAT the actions by Council at its Council meeting held on July 14, 2015 in respect of each motion, resolution and other action passed and taken by the Council at the said meeting is, except where prior approval of the Ontario Municipal Board is required, hereby adopted ratified and confirmed.
2. THAT the Mayor and the proper officers of the Town 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 AND SECOND TIME THIS 14<sup>TH</sup> DAY OF JULY, 2015.***

***READ A THIRD TIME AND FINALLY PASSED THIS 14<sup>TH</sup> DAY OF JULY, 2015.***

\_\_\_\_\_  
**GEOFFREY DAWE, MAYOR**

\_\_\_\_\_  
**STEPHEN M. A. HUYCKE, TOWN CLERK**