



**ECONOMIC DEVELOPMENT
ADVISORY COMMITTEE
MEETING AGENDA**

THURSDAY, JUNE 11, 2015

7 P.M.

**LEKSAND ROOM
AURORA TOWN HALL**



**TOWN OF AURORA
ECONOMIC DEVELOPMENT ADVISORY COMMITTEE
MEETING AGENDA**

DATE: Thursday, June 11, 2015

TIME AND LOCATION: 7 p.m., Leksand Room, Aurora Town Hall

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. RECEIPT OF THE MINUTES

Economic Development Advisory Committee Meeting Minutes of May 14, 2015 pg. 1

THAT the Economic Development Advisory Committee meeting minutes of May 14, 2015, be received for information.

4. DELEGATIONS

(a) **Doug Lindeblom, Director of Economic Strategy, York Region** pg. 6
Re: York Region Broadband Study

5. MATTERS FOR CONSIDERATION

1. **Memorandum from Manager of Long Range and Strategic Planning** pg. 7
Re: Preferred Medical Campus Locations (Update)

RECOMMENDED:

THAT the memorandum regarding Preferred Medical Campus Locations (Update) be received; and

THAT the Economic Development Advisory Committee provide staff with direction regarding the establishment of a medical campus.

2. Economic Development Action Plan Review/Update – Discussion

RECOMMENDED:

THAT the Economic Development Advisory Committee provide staff with direction regarding the Economic Development Action Plan Review/Update.

6. INFORMATIONAL ITEMS

**3. Memorandum from Manager of Long Range and Strategic Planning pg. 11
Re: 2014-2015 Town of Aurora Business Directory**

RECOMMENDED:

THAT the memorandum regarding 2014-2015 Town of Aurora Business Directory be received for information.

**4. Extract from Council Meeting of April 28, 2015 pg. 15
Re: Economic Development Advisory Committee Meeting Minutes
of April 9, 2015**

RECOMMENDED:

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.

7. NEW BUSINESS

8. ADJOURNMENT



**TOWN OF AURORA
ECONOMIC DEVELOPMENT ADVISORY COMMITTEE
MEETING MINUTES**

Date: Thursday, May 14, 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, Rosalyn Gonsalves, Marilee Harris, Paul Smith, Bruce Walkinshaw

Member(s) Absent: None

Other Attendees: Councillor Tom Mrakas, 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 7:02 p.m.

The Committee consented on a motion by Bruce Walkinshaw seconded by Don Constable to extend the hour for thirty minutes at 9 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 April 9, 2015

Moved by Rosalyn Gonsalves
Seconded by Don Constable

THAT the Economic Development Advisory Committee meeting minutes of April 9, 2015, be received for information.

CARRIED

4. DELEGATIONS

None

5. MATTERS FOR CONSIDERATION

None

6. INFORMATIONAL ITEMS

1. Economic Development Flow Charts

Staff reviewed components of the flow charts and highlighted the six Key Economic Development Themes—Downtown Revitalization, Entertainment District/Community Square, Innovation Centre, University/College Campus, Business Support Services, and Hotel—as they relate to the mandate of the Economic Development Advisory Committee (EDAC).

The Committee discussed issues of the abandoned hotel property and emphasized the need for a new hotel in Town, and staff provided a status update. The Committee suggested that the EDAC-related flow chart be colour coded to a tracking system that reflects the status of the Key Economic Development Themes and achievements of the Committee.

Moved by Paul Smith
Seconded by Bruce Walkinshaw

THAT the Economic Development Flow Charts be received; *and*

THAT the Economic Development Advisory Committee recommends that the flow chart indicating the six 'Key Economic Development Themes' be used for context in any discussion regarding EDAC matters.

CARRIED

2. Memorandum from Manager of Long Range and Strategic Planning
Re: Economic Development Action Plan Update

Staff reviewed the status of activities listed on the Economic Development Action Plan, which include: Entertainment District; Permanent Farmers' Market; Implementation of the Business Retention and Expansion Action Plan; Business Concierge Program; Bio-medical Campus; Innovation Incubator; and Post-Secondary Presence.

The Committee discussed each element and suggested that members of Council could become champions for each cornerstone of the Action Plan.

Moved by Bruce Walkinshaw
Seconded by Don Constable

THAT the memorandum regarding Economic Development Action Plan Update be received for information.

CARRIED

3. Business Retention & Expansion Action Plan: Progress Update

Staff reviewed the background to the business retention and expansion survey completed in 2012 and noted that businesses in Aurora were generally satisfied with the services received from the Town. Staff advised that the Action Plan was created to address the concerns raised during the process, under the categories of How We Grow, Services for Business, and Enhancing Existing Resources.

The Committee discussed the need for implementing high capacity broadband in Town and inquired about the challenges. Staff provided information regarding options and infrastructure, and indicated that a representative of York Region would be presenting a broadband strategy update at a future meeting. The Committee inquired about business surveys, promotion of the concierge program, the vacant land inventory, and the Town's business directory. Staff provided updates and agreed to supply the Committee with concierge program material and samples of completed business surveys and analysis reports.

Moved by Paul Smith
Seconded by Marilee Harris

THAT the Business Retention & Expansion Action Plan: Progress Update be received for information.

CARRIED

4. Memorandum from Manager of Long Range and Strategic Planning
Re: Activity Report

Moved by Marilee Harris
Seconded by Rosalyn Gonsalves

THAT the memorandum regarding Activity Report be received for information.

CARRIED

5. Memorandum from Manager of Special Projects
Re: Establishment of a Business Improvement Area (BIA)

Staff noted elements of the memorandum regarding background, activities to date, and the next steps associated with developing a steering committee to help drive the initiative forward, which was briefly discussed by the Committee.

Moved by Bruce Walkinshaw
Seconded by Rosalyn Gonsalves

THAT the memorandum regarding Establishment of a Business Improvement Area (BIA) be received for information.

CARRIED

6. Memorandum from Manager of Long Range & Strategic Planning
Re: Medical Marihuana Production Facilities Study/By-law

Staff provided a brief overview of the background and process undertaken to identify potential locations and zoning restrictions for medical marihuana production facilities in the Town.

The Committee expressed its opposition to allowing this type of facility and noted that it does not fit in with the Town's Strategic Plan. Staff advised that any particular use cannot be excluded from the community and must be accommodated as permitted by specific zones and policies.

Moved by Bruce Walkinshaw
Seconded by Marilee Harris

THAT the memorandum regarding Medical Marihuana Production Facilities Study/By-law be received; **and**

THAT the Economic Development Advisory Committee expresses strong opposition to any medical marihuana production facility being located within the Town of Aurora and that it would be a detriment to economic development in Aurora.

CARRIED

7. NEW BUSINESS

None

8. ADJOURNMENT

**Moved by Marilee Harris
Seconded by Rosalyn Gonsalves**

THAT the meeting be adjourned at 9:25 p.m.

CARRIED

COMMITTEE RECOMMENDATIONS ARE NOT BINDING ON THE TOWN UNLESS
ADOPTED BY COUNCIL AT A LATER MEETING.



Legal and Legislative Services
905-727-3123
CSecretariat@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: Economic Development Advisory Committee – June 11, 2015

SUBJECT: York Region Broadband Study

NAME OF SPOKESPERSON: Doug Lindeblom, Director of Economic Strategy

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

York Region

BRIEF SUMMARY OF ISSUE OR PURPOSE OF DELEGATION:

To provide an update on the York Region Economic Development Action Plan with an emphasis on providing a detailed update on the York Region Broadband Strategy.

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? Anthony Ierullo

DATE: May 25, 2015

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



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Town of Aurora
Planning & Development Services

MEMORANDUM

DATE: June 11, 2015
TO: Economic Development Advisory Committee
FROM: Anthony Ierullo, Manager of Long Range & Strategic Planning
RE: *Preferred Medical Campus Locations (Update)*

RECOMMENDATION

THAT the memorandum be received; and

THAT the Economic Development Advisory Committee (EDAC) provide staff with direction regarding the establishment of a medical campus.

PURPOSE

To report back to EDAC with respect to this item and to request EDAC's direction.

BACKGROUND

This item was before EDAC on June 13, 2013 and February 13, 2014.

Potential Sites

At these Committee Meetings, staff reported on four potential sites for the location of a medical campus as follows:

1. The Aurora Promenade;
2. Employment Lands at Wellington Street and Highway 404;
3. Wellington Street and Mavrillac/Stronach Boulevard; and
4. The Bayview Avenue and St. John's Sideroad Area.

These areas are illustrated on Figure 1, which is attached to this memorandum.

Preferred Area

Out of the four areas identified as potential locations, staff reported that the Bayview Avenue and St. John's Sideroad area offers the greatest opportunity for the establishment of a medical campus for the following reasons:

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Preferred Medical Campus Locations

- location on two arterial roadways (Bayview Avenue and St. John's Sideroad);
- development and redevelopment potential;
- proximity to residential growth areas;
- proximity to Southlake Regional Health Centre;
- existing cluster of similar uses including doctor's offices, dentists, laboratories and pharmaceutical uses; and
- existing planning permissions that allow for medical uses on several sites.

As illustrated on Figure 2, the preferred area is made up of commercial uses along Bayview Avenue, running south of St. John's Sideroad and mostly industrial uses between Earl Stewart Drive and the Hydro Corridor. Currently a number of medical and related uses are located in the area, including doctor's offices, dentists, laboratories and pharmaceutical uses.

Comments

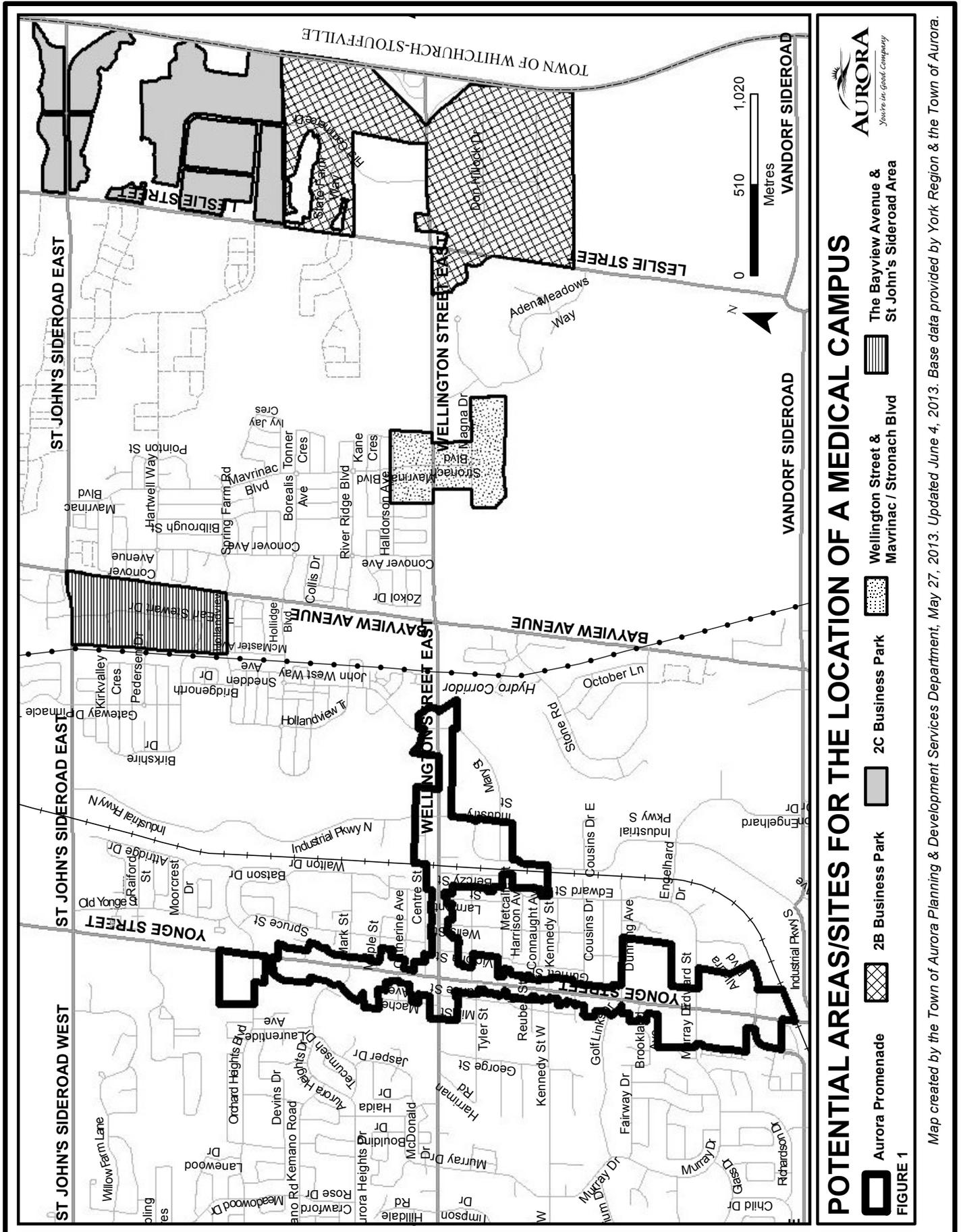
Staff are reporting back to EDAC at this time due to a change in the development status of key (re)development sites. Two vacant sites and the former Rebok building located at 15610 Bayview Avenue are currently in the process of being (re)developed as follows:

- 625 Earl Stewart Drive, located at the corner of St. John's Sideroad and Earl Stewart Drive is currently being developed for an automobile dealership;
- 229-239 Earl Stewart Drive, located between Bayview Avenue and Earl Stewart Drive, immediately south of the LCBO and Beer Store is being developed for a restaurant and commercial uses; and
- 15610-15650 Bayview Avenue, the former Rebok building, is being redeveloped for a fitness centre and retail.

Notwithstanding the (re)development of these properties, staff still view this location as a viable location for the continued establishment of medical uses; although the location of a single, large campus-like building(s) would now be less likely to occur. It is for this reason that staff desire EDAC's direction on whether to proceed with the amendment of the planning documents for the preferred area; or whether to proceed with a new area as identified on Figure 1. Another option is not to proceed with endeavor of trying to attract a medical campus or medical uses and letting the market dictate their location.

ATTACHMENTS

Figure 1 - Potential Areas/Sites for the Location of a Medical Campus
Figure 2 - The Bayview Avenue and St. John's Sideroad Area

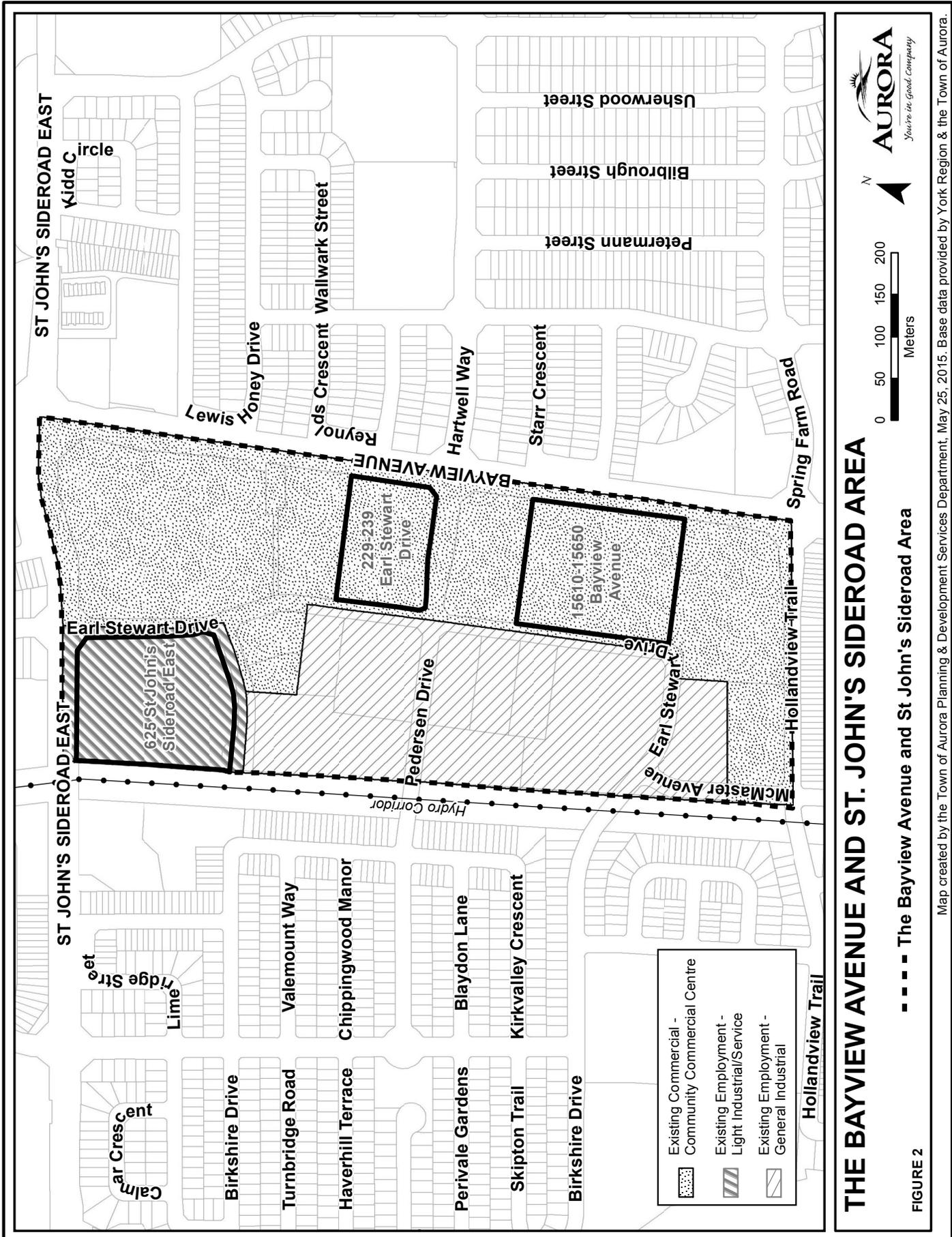


POTENTIAL AREAS/SITES FOR THE LOCATION OF A MEDICAL CAMPUS

-  Aurora Promenade
-  2B Business Park
-  2C Business Park
-  Wellington Street & Mavrinnac / Stronach Blvd
-  The Bayview Avenue & St. John's Sideroad Area



Map created by the Town of Aurora Planning & Development Services Department, May 27, 2013. Updated June 4, 2013. Base data provided by York Region & the Town of Aurora.





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Town of Aurora
Planning & Development Services

MEMORANDUM

DATE: June 11, 2015
TO: Economic Development Advisory Committee
FROM: Anthony Ierullo, Manager of Long Range & Strategic Planning
RE: 2014-2015 Town of Aurora Business Directory

RECOMMENDATION:

THAT this memorandum be received for information.

BACKGROUND

The Town of Aurora's annual Business Directory is a product of the York Region employment survey. The York Region employment survey is an annual Region-wide survey of all businesses with a physical location. The 2014 survey was conducted between May and August in partnership with the nine local municipalities. The primary method of data collection was through door-to-door interviews at business locations. Aurora has been surveyed annually as part of this project since 2001. Information collected from the employment survey is used for planning and analysis purposes with sensitive data being used internally only and kept confidential. Public information that forms part of the business directory includes: business name, address, industry sector, website, email, phone, and employment range.

COMMENTS

After instituting several methodological improvements for the 2014 employment survey, the Regional Municipality of York provided Aurora staff with the municipality's final 2014 employment survey data in April 2015. After a period of internal review over the month of May, town staff finalized Aurora's 2014-2015 business directory, and it has been posted to www.businessaurora.ca.

The 2014-2015 Business Directory is now available in two formats; as a downloadable spreadsheet (excel format) suitable for manipulation and analysis, and as part of an interactive, searchable map-based directory, hosted by York Region. These two options have eliminated the previous need for the use of a third-party website.

The 2014-2015 Business Directory for Aurora contains 1,436 businesses, broken down into 1,313 'usual place of work' businesses, and 123 home-based businesses. 2014 marked a renewed effort on the part of York Region to capture and include as many home-based businesses as possible, which is to continue into 2015.

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2014-2015 Town of Aurora
Business Directory

Historically, York Region has reported on the employment survey findings, including growth and sectoral trends, in their annual 'Employment & Industry' reports. 2014-2015 marked the first year that the Region did not include local municipal profiles in the Regional report. The attached Aurora profile was prepared by York Region, and is included with this memo since it was not made publicly available in 'Employment & Industry' report.

The analysis in the Aurora profile excludes home-based businesses, and highlights business growth of 4.3%, and job growth of 5.9%. 23,896 jobs were captured through the survey. Factoring in an estimate for non-participating businesses and all home-based jobs, total employment in Aurora as of mid-year 2014 was estimated to be approximately 27,000 jobs.

Employment surveyors for the 2015 employment survey are expected to be surveying Aurora businesses over the months of June and July.

ATTACHMENTS

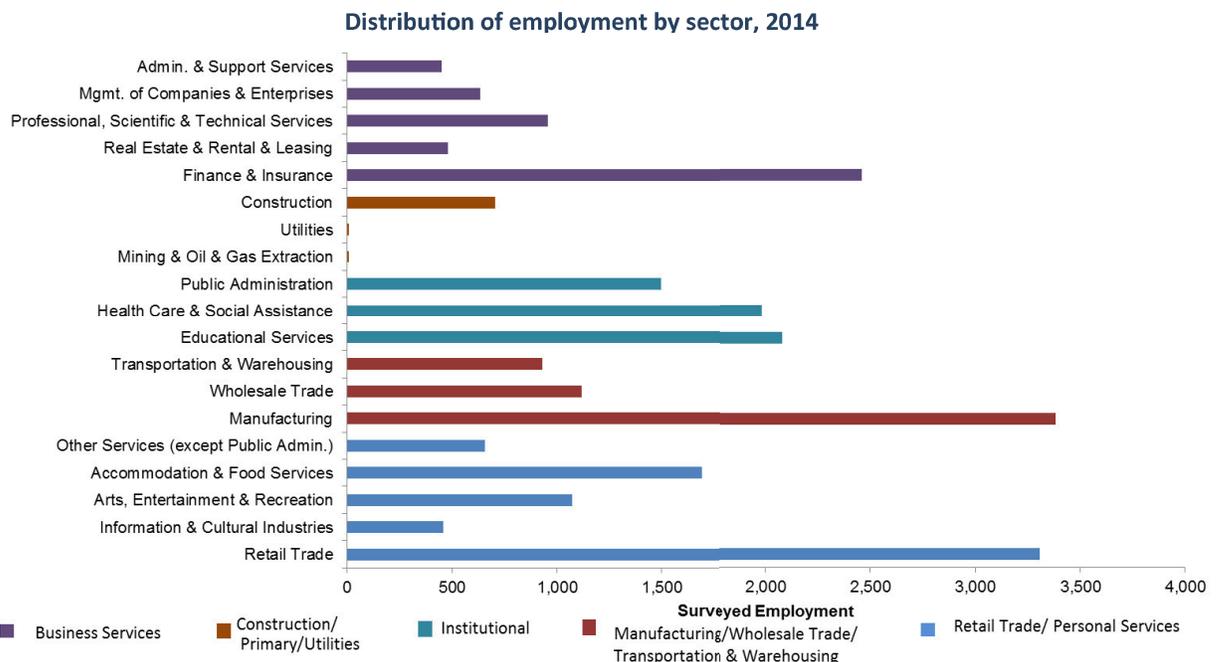
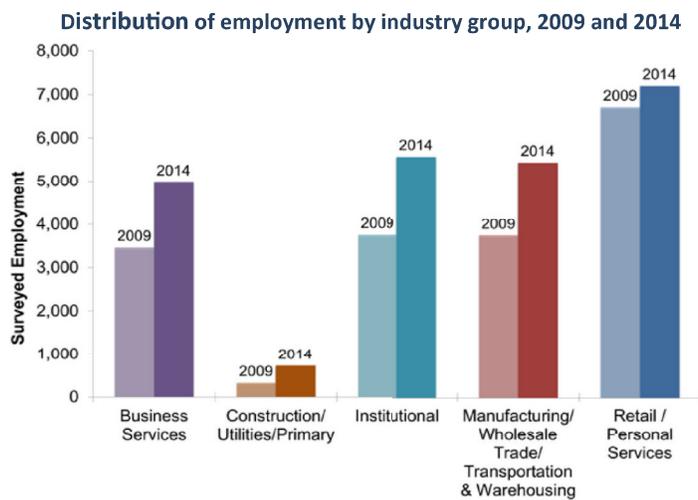
Attachment 1 – Aurora 2014 employment survey results

AURORA

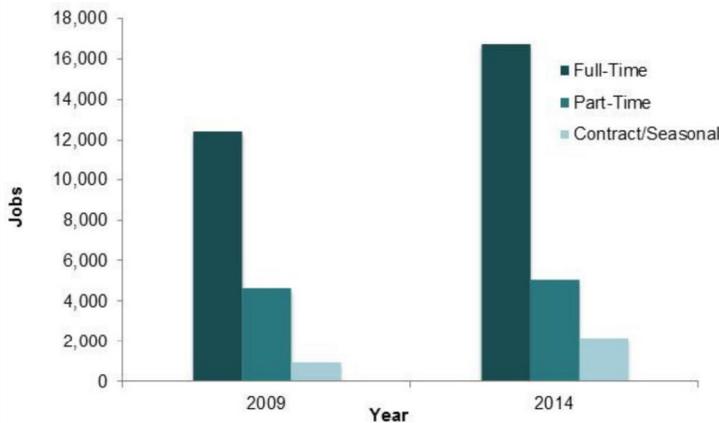
2014 employment survey results

2014 Surveyed Employment	23,896 jobs	2013-2014 employment growth	1,322 jobs or 5.9%	2009-2014 average annual employment growth	5.9%	Businesses surveyed	1,313	2013-2014 business growth	4.3%
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- The retail/personal services industry group held the largest share of the Town's employment in 2009 and 2014
- Since 2009, the institutional industry group experienced the most growth, increasing by 1,815 jobs
- Between 2013 and 2014, the institutional industry group posted the largest employment gain (417 jobs), followed by business services (340 jobs)
- The manufacturing, retail trade, and finance and insurance sectors accounted for the three largest shares of employment in 2014



Employment by type of worker, 2009 and 2014



- Since 2009, full-time employment in Aurora grew by approximately 4,321 jobs and accounted for 69.9% of the Town's employment in 2014
- Shares of part-time employment decreased from 25.9% in 2009 to 21.0% in 2014 and contract/seasonal workers grew from 5.2% to 9.1%

- The number of surveyed businesses has grown by 21.6% or approximately 233 businesses since 2009
- Small firms comprise the largest share of businesses in Aurora, accounting for 84.8% of total businesses in 2014
- Large and very large businesses have also increased since 2009 and account for a 3.2% share of the Town's businesses

Businesses by Size, 2009, 2013 and 2014

Business Size Category	2009	2013	2014
Small (1-19 Employees)	903	1,067	1,114
Medium (20-99 Employees)	142	152	157
Large (100-499 Employees)	34	36	37
Very Large (500+ Employees)	1	4	5
Total	1,080	1,259	1,313

Development Activity Overview, 2014

Projects Under Construction		
Business Name/Developer	Land Use	Building Size (sq. ft.)
Reno-Depot & LCBO - Smart Centres	Retail	120,000
LA Fitness & Symposium café	Commercial	50,000
Video Furniture International	Warehouse / office	49,200
212-218 Earl Stewart Drive	Industrial	34,400
Yonge St Revitalization	Commercial	33,500

Recently Opened Businesses/Completed Projects		
Business Name/Developer	Land Use	Building Size (sq. ft.)
Bulk Barn	Office/Warehouse	338,000
Cube Plastics	Industrial	168,000
Centra Food Market	Retail	20,000
Aurora Periodontal Centre	Medical Office	7,000
State & Main Kitchen & Bar	Food Service	5,000

For more information on the York Region employment survey please contact:
 Planning and Economic Development Branch
 The Regional Municipality of York
www.york.ca/businessdirectory
 905-830-4444 ext. 71508





**EXTRACT FROM
COUNCIL MEETING OF
TUESDAY, APRIL 28, 2015**

7. ADOPTION OF ITEMS NOT REQUIRING SEPARATE DISCUSSION

Items 1 (with the exception of sub-items 2, 6, 12, and 13), and 3 were identified as items not requiring separate discussion.

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

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 April 21, 2015

THAT the General Committee meeting report of April 21, 2015 be received and the following recommendations carried by the Committee be approved:

**(15) Economic Development Advisory Committee Meeting Minutes of
April 9, 2015**

THAT the Economic Development Advisory Committee meeting minutes of April 9, 2015 be received for information.

CARRIED