



**ECONOMIC DEVELOPMENT  
ADVISORY COMMITTEE  
MEETING AGENDA**

**THURSDAY, JANUARY 14, 2016**

**7 P.M.**

**LEKSAND ROOM  
AURORA TOWN HALL**



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

**DATE:** Thursday, January 14, 2016

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

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**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  
December 10, 2015** pg. 1

RECOMMENDED:

THAT the Economic Development Advisory Committee meeting minutes of  
December 10, 2015, be received for information.

**4. DELEGATIONS**

**(a) Mayor Geoffrey Dawe, Town of Aurora** pg. 5  
**Re: Hotel Development Update**

**5. MATTERS FOR CONSIDERATION**

**6. INFORMATIONAL ITEMS**

- 1. Memorandum from Director of Building & Bylaw Services** pg. 6  
**Re: Proposed Sign By-law**

RECOMMENDED:

THAT the memorandum regarding Proposed By-law be received for information.

- 2. Memorandum from Manager of Long Range and Strategic Planning** pg. 8  
**Re: Vacant Employment Land Inventory**

RECOMMENDED:

THAT the memorandum regarding Vacant Employment Land Inventory be received for information.

- 3. Memorandum from Manager of Long Range and Strategic Planning** pg. 10  
**Re: Activity Report**

RECOMMENDED:

THAT the memorandum regarding Activity Report be received for information.

**7. NEW BUSINESS**

**8. ADJOURNMENT**



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

**Date:** Thursday, December 10, 2015

**Time and Location:** 7 p.m., Leksand Room, Aurora Town Hall

**Committee Members:** Councillor Paul Pirri (Chair) (arrived 7:11 p.m.), Councillor John Abel (Vice Chair), Don Constable, Rosalyn Gonsalves, Marilee Harris, Paul Smith, and Bruce Walkinshaw

**Member(s) Absent:** None

**Other Attendees:** Councillor Tom Mrakas, Marco Ramunno, Director of Planning & Development Services, Anthony Ierullo, Manager of Long Range and Strategic Planning, Afshin Bazar, Manager, Building Services, and Samantha Yew, Council/Committee Secretary

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The Vice Chair called the meeting to order at 7:01 p.m.

Councillor Abel relinquished the Chair to Councillor Pirri at 7:18 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 Rosalyn Gonsalves**  
**Seconded by Don Constable**

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 November 12, 2015**

**Moved by Bruce Walkinshaw**  
**Seconded by Marilee Harris**

THAT the Economic Development Advisory Committee meeting minutes of November 12, 2015, be received for information.

**CARRIED**

**4. DELEGATIONS**

**(a) Marco Ramunno, Director of Planning & Development Services**  
**Re: Update on Proposed Medical Building**

Mr. Ramunno advised that the property owners in the 2C Business Area committed to having the lands serviced within the next year. He mentioned that the lands are currently zoned for office and medical building uses and noted that one business owner has submitted an application for a business park.

The Committee inquired about interested parties and whether there is a plan in place to advertise the medical building area. Staff responded that there has been some interest in the area, and agreed that they will provide more information. The Committee also inquired about guidelines around building medicinal marijuana facilities and staff advised that these facilities are heavily regulated.

**Moved by Marilee Harris**  
**Seconded by Don Constable**

THAT the delegation by Marco Ramunno be received for information.

**CARRIED**

**(b) Dr. Brian Moore, Canadian Disc Institute**  
**Re: Item 1 – Extract from Council Meeting of November 24, 2015; Re:**  
**BBS15-013 - Request for Sign Variance to Sign By-law No. 4898-07.P**  
**for the Canadian Disc Institute at 15000 Yonge Street**

Dr. Moore gave a brief presentation, and spoke in support of the Sign Variance Request.

**Moved by Rosalyn Gonsalves**  
**Seconded by Bruce Walkinshaw**

THAT the delegation by Dr. Brian Moore be received and referred to Item 1.

**CARRIED**

**5. MATTERS FOR CONSIDERATION**

- 1. Extract from Council Meeting of November 24, 2015**  
**Re: BBS15-013 - Request for Sign Variance to Sign By-law No. 4898-07.P**  
**for the Canadian Disc Institute at 15000 Yonge Street**

The Committee spoke in support of the Request for Sign Variance.

**Moved by Don Constable**  
**Seconded by Rosalyn Gonsalves**

THAT the Economic Development Advisory Committee recommend to Council:

THAT the Request for Sign Variance to Sign By-law No. 4898-07.P for the Canadian Disc Institute at 15000 Yonge Street be approved.

**CARRIED**

**6. INFORMATIONAL ITEMS**

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

Staff provided an overview on the current programs listed in the Economic Development Action Plan, including key programs such as the Business Ambassadors Program, Business Visitations, Medical Uses in the 2C Planning Area, Entertainment District and Community Square.

The Committee inquired about business retention surveys, the status of the action plans and Business Ambassador Program, and the status of a hotel in Aurora. Staff advised on various aspects of these inquiries.

**Moved by Councillor Abel**  
**Seconded by Don Constable**

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

**CARRIED**

**7. NEW BUSINESS**

The Committee expressed interest in connecting with other municipal Economic Development Advisory Committees to gather information on their goals, projects and initiatives.

The Committee inquired as to whether the Building & Bylaw Services department will be providing the Committee with an update and address questions asked regarding the proposed Sign By-law update. The Chair indicated that he would speak with staff.

**8. ADJOURNMENT**

**Moved by Bruce Walkinshaw**  
**Seconded by Don Constable**

THAT the meeting be adjourned at 8:26 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:** January 14, 2016

**SUBJECT:** Hotel Development Update

**NAME OF SPOKESPERSON:** Mayor Geoffrey Dawe, Town of Aurora

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

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

To provide EDAC with an update on hotel development in Aurora.

**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:**

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



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**Town of Aurora**  
**Building and Bylaw Services**

## **MEMORANDUM**

**DATE:** January 14, 2016  
**TO:** Economic Development Advisory Committee  
**FROM:** Techa van Leeuwen, Director of Building and Bylaw Services  
**RE:** Proposed Sign By-law

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### **RECOMMENDATIONS**

*THAT the memorandum regarding Proposed Sign By-law be received for information.*

### **BACKGROUND**

At the EDAC meeting of November 12, staff from Building and Bylaw Services Department presented an overview of proposed changes to the Town of Aurora Sign By-law. The presentation was received and a number of questions and comments were provided.

Responses to questions related to the technical provisions for signs such as vertical banner signs, special events signs, real-estate signs, signs located on a heritage building or in a heritage area were provided for at the meeting. Comments respecting sandwich board signs will be considered during the final review of the by-law when all consultative groups have provided comments.

Staff did commit to providing information respecting the cost and revenue generated by the sign permit program.

### **COMMENTS**

Sign Permit fees are collected in accordance with the fee schedule outlined in the by-law. The current fee for permanent signs is based on of \$5.00 per square metre of sign area with a minimum fee of \$75.00 whichever is greater. In 2015, the building division issued 35 sign permits with total fees amounting to \$6297.20. The average permit fee was approximately \$180 per permit.

January 14, 2016

- 2 -

Proposed Sign By-law

The table below provides a cost analysis of the program delivery. The activities are defined with average times per activity assigned. For the purpose of this analysis the hourly rate is a fee that has been established in the Town's Building By-law for plan review and inspections as it is the same staff performing sign bylaw review and inspections. The hourly includes the direct costs of service delivery such as base salaries and benefits as well as indirect costs such as overhead, space allocation, IT support, payroll, general governance support, etc. This model of cost allocation has been established in accordance with the Building Code Act and is appropriate to apply in this instance as Signs are regulated by the Ontario Building Code. Each year indirect costs from the building department are allocated to other cost centres across the organization.

The table indicates that on average a sign permit costs \$357.50 in comparison to the current average fee being collected at \$180.00. It should also be noted that progressive enforcement costs have not been included.

Type	Activities	Average Time (min.)	Hourly Rate	Cost
<b>Administration</b>	Application Review	45 min.	\$110	\$82.50
	Cash handling			
	Data entry			
	Triage			
<b>Review</b>	Sign By-law Review	60 min.	\$110	\$110.00
	Zoning Review			
	Building Code Review			
<b>Inspection</b>	Footing / Foundation	60 min.	\$110	\$110.00
	Final			
	Re-inspection			
<b>Enforcement</b>	Site visit(s)	30 min.	\$110	\$55.00
	Documentation & record keeping			
	issuance of the notices and orders			
			<b>Total Cost:</b>	<b><u>\$357.50</u></b>

In conclusion the analysis indicates that current fees are not cost recovery and the service is subsidized through other building permit activities. Therefore staff has included in the proposed Sign By-law a fee increase to \$150 per application plus \$10 per sq. metre.



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**Town of Aurora**  
**Planning & Development Services**

**MEMORANDUM**

**DATE:** January 14, 2016  
**TO:** Economic Development Advisory Committee Members  
**FROM:** Anthony Ierullo, Manager of Long Range and Strategic Planning  
**RE:** **Vacant Employment Land Inventory**

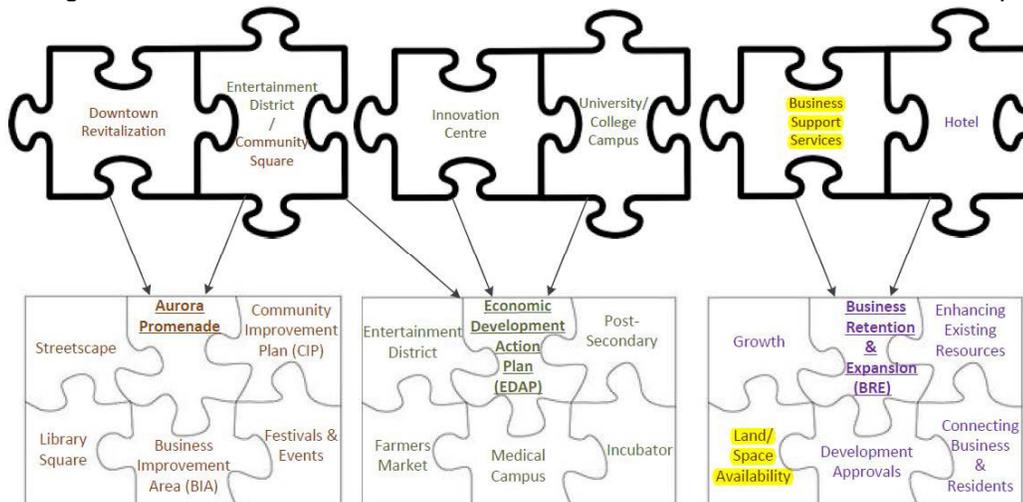
**RECOMMENDATIONS**

*THAT the memorandum be received for information.*

**BACKGROUND**

The Town of Aurora’s Vacant Employment Land Inventory (VELI) is updated periodically, with the most recent previous version being from January 2014. It is intended to provide prospective investors, new or expanding companies, realtors and site selectors with a snapshot of available employment lands. It accounts for all unbuilt parcels designated for employment uses, but does not include any buildings that may be built yet unoccupied, or any built parcels with opportunity for further expansion/infill.

The diagram below indicates where VELI fits into the continuum or EDAC-related plans:



January 14, 2016

-2-

Vacant Employment Land Inventory

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## **ANALYSIS**

In total there is just over 160 hectares (160.70 ha, or 397 acres) of vacant designated employment land in the Town of Aurora, broken down as follows:

- Industrial Parkway North 2.34 ha (5.77 acres), **1.5%**
- Industrial Parkway South 3.72 ha (9.18 acres), **2.3%**
- Aurora East 0.75 ha (1.85 acres), **0.5%**
- Magna/Preserve 17.20 ha (42.51 acres), **10.7%**
- Wellington/404 54.71 ha (135.18 acres), **34.0%**
- St John's/404 82.00 ha (202.62 acres), **51.0%**

Of note, only a few parcels remain in Aurora's original employment areas along Industrial Parkway (North and South): 6.06 hectares, or 3.8% of the total supply.

Three parcels in the Aurora East employment area have been absorbed since the last update, and this area is now also virtually built out, with one site at less than two acres remaining (0.5% of the total inventory).

The fastest-developing employment area is the Wellington/404 area, with parcels being absorbed along Don Hillock Drive and Eric T. Smith Way since the last inventory update.

Over half of the total supply, the St. John's-404 employment area, does not currently have servicing connections, but is anticipated in 2016 (over 200 acres developable). These lands include those contemplated for an Aurora medical campus cluster.

The bulk of the Town's inventory and activity now resides in the concession adjacent Highway 404, in the Wellington-404 and St. John's-404 employment areas, which make up 85% of the total inventory (136.7 hectares or 337.8 acres).

The availability of large parcels of serviced employment land in proximity to a 400-series highway interchange will be a key economic driver in the coming years.

## **ATTACHMENTS**

Town of Aurora Vacant Employment Land Inventory, January 2016 (to be provided at meeting)



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**Town of Aurora**  
**Planning & Development Services**

## **MEMORANDUM**

**DATE:** January 14, 2016  
**TO:** Economic Development Advisory Committee Members  
**FROM:** Anthony Ierullo, Manager of Long Range and Strategic Planning  
**RE:** **Activity Report**

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### **RECOMMENDATIONS**

*THAT the memorandum be received for information.*

### **BACKGROUND**

#### **Inquiries**

The Economic Development Office received eight investor inquiries between November 1, 2015 and January 1, 2016. The nature of these inquiries were related to:

- Three proposed industrial uses
- One proposed hotel uses
- Four proposed commercial uses

#### **Business Openings**

The Town of Aurora's Economic Development Office was advised of seven new business openings between October 15, 2015 and December 15, 2015. Please join me in welcoming the following businesses to Aurora:

- EVERYDAY COOKING BY SANDRA KATANIC  
(416) 471-0800  
www.sandrakatanic.com
- RBC ROYAL BUILDING CLEANING LTD.  
158 Don Hillock Dr., Unit 1  
(905) 727-6891  
www.rbcclean.com

January 14, 2016

-2-

Activity Report

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- GLOW MEDI SPA  
15435 Yonge St.  
(905) 726-9333  
[www.glowmedispa.ca](http://www.glowmedispa.ca)
  
- CROSSFIT AURORA CENTRAL  
189 Earl Steward Dr., Unit 5  
(905) 726-8686  
[www.crossfitAuroraCentral.com](http://www.crossfitAuroraCentral.com)
  
- CITYSCAPE REAL ESTATE LTD.  
238 Wellington St. East, Suite 211  
(416) 726-8430  
<http://sellbuyreal.estate/>
  
- HOFMANN AND ISAAC INDIVIDUAL & FAMILY COUNSELLING  
15260 Yonge St., Suite 202  
(905) 716-4698  
[www.hofmannandisaac.ca](http://www.hofmannandisaac.ca)
  
- GET FIT WITH DAVE  
(647) 221-9534  
[www.GetFitwithDave.ca](http://www.GetFitwithDave.ca)

### **Upcoming Events**

- RNC Employment Services: Hiring Event, 9:30-2:00, Jan 20
- YSBEC BizLaunch Series: How to Grow your Business in 2016 (webinar), Jan 26
- The Small Business Start-Up Option, Presented by York Region Small Business Centre (YSBEC), at RNC Employment Services, Aurora, Jan 28
- Aurora Chamber: Back to Business – A Strategic Planning Presentation, Jan 28
- YSBEC: How to Start a Small Business, YR Admin Centre Newmarket, Feb 3
- Aurora Chamber's Annual Mayor's Luncheon, Oakview Terrace, Feb 17