

# DEVELOPMENT2000

An Annual Review of Growth Trends in the City of Vaughan

PREPARED BY:

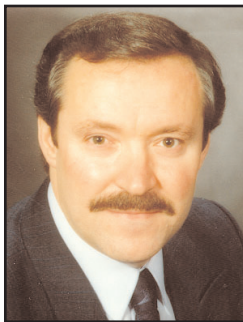
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Frank Miele, Commissioner, Development Services



*“A strong  
commitment to  
the continued  
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City of Vaughan  
as a vibrant,  
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community.”*



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IN TEN SHORT YEARS, THE CITY OF VAUGHAN has grown from a collection of small towns into a major urban centre, with a prosperous business community and new residential areas. Construction activity in 2000 reached record levels, with more than \$1.12 billion in issued building permits. Per capita, Vaughan is Canada's fastest-growing municipality. Overall, the City ranks fifth in Canada for new construction activity.

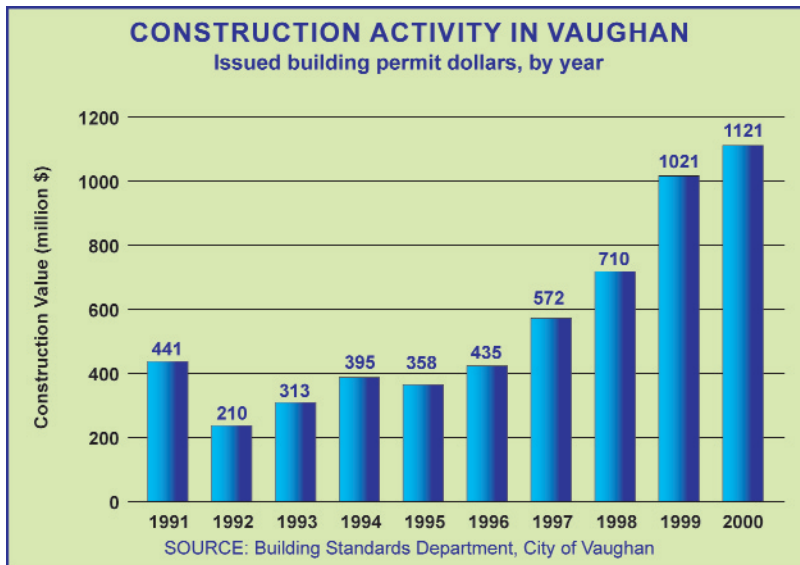
The City's pro-business approach has attracted new investment and helped existing companies expand their businesses. This translates into jobs and, with a larger tax base, a better quality of life for all residents. Most importantly, this business growth is across all economic sectors, from plastics and auto parts, to retail warehousing, food processing and transportation and logistics. Certainly, this diversity in the local economy helps to ensure the future prosperity of our community.

An award-winning multi-media information package has been created to promote the Vaughan Corporate Centre project, a new downtown area that will transform the cityscape. In addition, there is an ongoing effort to maximize the efficiency and extent of the transportation network, including a major public transit initiative calling for the extension of the Toronto subway into Vaughan.

A stronger emphasis is being placed on the use of new technologies in support of the development process. The Technology Development division of the Economic & Technology Development Department is moving forward with a Smart Community initiative that will bring the power of the computer age to every member of our community. This leading-edge project is a key component of Vaughan's competitive advantage.

The future holds great promise for "The City Above Toronto." Above all, there is a strong commitment to the continued development of the City of Vaughan as a vibrant, well-planned community.

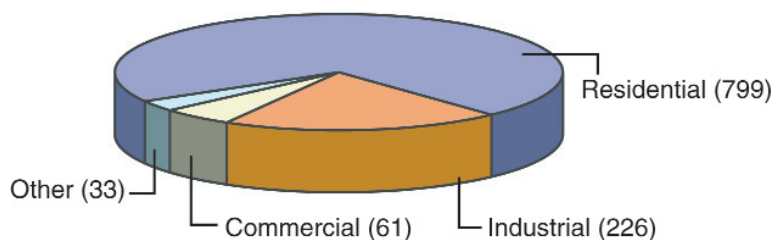
A handwritten signature in dark ink that reads "Miele". The signature is fluid and cursive, with a horizontal line underneath the name.



FOR THE SECOND CONSECUTIVE YEAR, the City of Vaughan has topped the billion-dollar mark in new construction. The value of building permits issued in 2000 totalled a record \$1.121 billion, a 9.8 percent increase over the previous year and a jump of 58 percent over 1998.

A total of 8,295 building permits were issued in 2000, with the residential market accounting for the majority of activity. The value of residential building permits was \$800 million, an increase of 13.7 per cent over 1999. There were more than 5,700 housing starts last year.

**VALUE OF 2000 BUILDING PERMITS (MILLIONS \$)**



The commercial, industrial and institutional markets remained strong in 2000, with issued building permits for this sector totalling \$318 million.

City of Vaughan -- Value of Building Permits (in millions)					
Year	Residential	Industrial	Commercial	Other	Total
1993	\$212.30	\$33.80	\$12.10	\$55.30	\$313.50
1994	\$298.50	\$44.30	\$30.70	\$21.20	\$394.70
1995	\$200.70	\$67.90	\$27.20	\$62.00	\$357.80
1996	\$283.10	\$97.70	\$34.20	\$20.10	\$435.10
1997	\$366.00	\$130.30	\$36.40	\$42.00	\$574.70
1998	\$427.40	\$176.90	\$90.60	\$15.40	\$710.30
1999	\$703.65	\$192.52	\$80.54	\$44.52	\$1,021.23
2000	\$799.96	\$226.54	\$61.74	\$33.12	\$1,121.36

<b>2000 MAJOR INDUSTRIAL BUILDING PERMITS ISSUED</b>		
<b>Owner / Tenant</b>	<b>Address</b>	<b>Square Metres</b>
Roytec Vinyl	91 Royal Group Cr.	40,833
Dominion Plastics	30 Royal Group Cr.	26,493
Imperial Plastics	81 Royal Group Cr.	25,879
Ultimate Plastics	71 Royal Group Cr.	23,948
Crown Plastics	111 Royal Group Cr.	23,499
Regal Plastics	101 Royal Group Cr.	21,026
Universal Showcase	2771 Rutherford Rd.	19,907
Serta Mattress Co. / Spec	40 Graniteridge Rd.	19,671
Majestic Plastics	50 Royal Group Cr.	19,407
Concept Cosmetics Laboratories	20 Graniteridge Rd.	13,023

<b>2000 MAJOR COMMERCIAL BUILDING PERMITS ISSUED</b>		
<b>Owner / Tenant</b>	<b>Address</b>	<b>Square Metres</b>
Mackenzie Glen Shopping Centre	2810 Major Mackenzie Dr.	9,230
Westridge Shopping Centres	200 Windflower Gate	7,596
Islington – Rutherford Investments	9600 Islington Ave.	4,683
Longo’s Fruit Market	5283 Rutherford Rd.	4,406
The Rutherford Shopping Centre Inc.	5100 Rutherford Rd.	4,283
T-Star Corp.	8600 Dufferin St. Bldg. A	3,385
Bally Total Fitness	90 Interchange Way	3,020
Islington – Rutherford Investments	Islington Ave. Unit A	1,902
Islington – Rutherford Investments	Islington Ave. Unit A	1,716
Urban Renaissance	10480 Islington Ave.	1,470

*Canada’s Fastest Growing Cities*

FOR THE THIRD YEAR IN A ROW, Vaughan is one of Canada’s top five fastest-growing cities in terms of construction activity. On a per capita basis, Vaughan leads the top ten cities for new construction across Canada.

The 2000 per capita value of building permits issued in Vaughan was \$6,195, compared to a per capita value of \$1,314 for Toronto, a municipality with a much larger population.

<b>Municipality</b>	<b>Permit Value (million \$)</b>
Toronto . . . . .	3,394.91
Calgary . . . . .	2,063.94
Mississauga . . . . .	1,423.88
Brampton . . . . .	1,125.16
<b>VAUGHAN . . . . .</b>	<b>1,121.37</b>

**INDUSTRIAL MARKET TRENDS**

In 2000, Vaughan remained a high growth area in terms of new net supply. Considering existing space, Vaughan had one of the lowest availability rates in the Greater Toronto Area at 3.3% in 2000. Strong demand for industrial space resulted in declining availability rates and rising lease costs.

Availability rates for lease were 2.5%, with availability rates for sale at 1%. Average lease rates were \$6.01 per square foot. Average sale rates were \$66.53 per square foot.

<b>BUSINESS EXPANSIONS – INDUSTRIAL TENANTS</b>			
<b>Type of Deal</b>	<b>Tenant</b>	<b>Address</b>	<b>Square Metres</b>
New bldg.	Campio Furniture	Aviva Park Dr.	9,832
New bldg.	Cousins – Currie Ltd.	400 Rowntree Dairy Rd.	13,006
New bldg.	Fabcrest Metal Products	171 Romina Dr.	4,459
New bldg.	Futurecom Systems Group	Langstaff Rd.	2,345
Existing bldg.	Lido Wall Systems	582 Bowes Rd.	5,295
New bldg.	Nolar Industries	602 Millway Ave.	2,601
New bldg.	Macrodyne Technologies Inc.	311 Connie Cres.	1,394
New bldg.	Serta Mattress Co.	40 Graniteridge Rd.	9,847
New bldg.	Sew-Rite Manufacturing	Director Ct.	9,039
New bldg.	Universal Showcase	2771 Rutherford Rd.	19,907
Expansion	Vaughanwood Laminates	671 Westburne Dr.	1,822

*2000 Business Highlights*

**Royal Group Technologies Limited** significantly increased its manufacturing capacity and consolidated several existing plants with the construction of 14 new buildings to provide a total of four million square feet of industrial space. Five buildings totaling almost two million square feet were completed in 2000.

The buildings were constructed with Royal's leading-edge building technology, The Royal Building System™ which uses extruded PVC panels to act as a permanent form into which concrete is poured to provide the structural strength of the building. Most of what can be seen on the outside of the buildings is the material Royal is famous for — plastic, or more specifically, Polyvinyl Chloride (PVC) plastic.

**Norampac Inc.**, Canada's largest container board manufacturer, began construction of a 400,000-square-foot facility on Creditstone Road in Vaughan. The \$55-million "mega box plant" is designed as a high-performance conversion plant producing corrugated boxes. The new facility will have the lowest production costs of the company's 24 plants across Canada.

**Futurecom Systems Group Inc.**, a manufacturer of wireless systems, has expanded company operations and moved into a new 25,242-square-foot facility. Selling RF coverage extension products and systems, Futurecom has an established customer base in Canada, the United States and around the world.

*Vaughan's Top Employers*

Paramount Canada's Wonderland*	3,996
Royal Group Technologies	3,635
Canadian National Railway	1,300
Sears Canada Distribution Centre	1,200
Global Contract	1,060
Progressive Moulded Products	1,050
KTM Locks	850
Co-Ex-Tec Industries	820
Toronto Star Press Centre	700
Con-Drain Co. (1983) Ltd.	686
Crown Cork & Seal Canada	652

\* Seasonal employment (May-October).

**ECONOMIC & TECHNOLOGY DEVELOPMENT DEPARTMENT**

The mandate of the Economic & Technology Development Department (ETDD) includes assisting the existing business community, attracting new investment, facilitating the development process, marketing and promoting the image of Vaughan, and exploring new technologies to minimize municipal expenditures and increase the efficiencies of municipal services delivery.

**Business Development**

The department handled 567 contacts in 2000 resulting in 32 business relocations or expansions occupying 193,815 square metres (over 2 million square feet). As a result of these completed deals, a total of 1,372 jobs were created or relocated to Vaughan, and another 773 jobs were retained in Vaughan.

<b>COMPARATIVE ANALYSIS OF ECONOMIC &amp; TECHNOLOGY DEVELOPMENT DEPARTMENT ACTIVITY</b>					
<b>Status</b>	<b>1996</b>	<b>1997</b>	<b>1998</b>	<b>1999</b>	<b>2000</b>
Number of Contacts	509	687	717	528	567
Number of Leads	97	77	95	73	59
<b>Completed Deals</b>	<b>35</b>	<b>53</b>	<b>54</b>	<b>43</b>	<b>32</b>
Existing Space Occupied	25,217 sq.m. (271,442 sq.ft.)	16,702 sq.m. (179,794 sq.ft.)	44,752 sq.m. (481,724 sq.ft.)	41,526.3 sq.m. (447,000 sq.ft.)	45,873.5 sq.m. (493,407 sq.ft.)
New Space Constructed	113,854 sq.m. (1,225,554 sq.ft.)	376,923 sq.m. (4,057,300 sq.ft.)	334,394 sq.m. (3,599,504 sq.ft.)	431,677.6 sq.m. (4,646,691 sq.ft.)	147,977.5 sq.m. (1,592,869 sq.ft.)
<b>Total Space Occupied</b>	<b>139,071 sq.m. (1,496,997 sq.ft.)</b>	<b>393,626 sq.m. (4,237,095 sq.ft.)</b>	<b>379,146 sq.m. (4,081,227 sq.ft.)</b>	<b>473,203.9 sq.m. (5,093,691 sq.ft.)</b>	<b>193,815 sq.m. (2,086,276 sq.ft.)</b>
Retained Jobs	628	1,415	1,304	1,569	773
New / Relocated Jobs	1,145	2,853	2,109	2,837	1,372
<b>Total Jobs</b>	<b>1,773</b>	<b>4,268</b>	<b>3,413</b>	<b>4,406</b>	<b>2,145</b>

**Technology Development**

In 2000, the City reaffirmed its commitment to fostering new business technologies by establishing a Technology Development division of ETDD. This has allowed the City to move forward with the implementation of the “Smart Community” concept, which will eventually “wire” all businesses, institutions and government agencies into one powerful network. In addition, the City’s Internet presence has been expanded with the ultimate goal of establishing a “Virtual City Hall.”

Several other major projects have been launched that utilize new technologies to market the city worldwide and provide timely information to local businesses and residents:

- Vaughan Corporate Centre promotion
- Incorporating extensive “Community Information” into the corporate web site;
- Introducing interactive web site features such as audio and video clips and Flash presentations;
- Publishing “Business E-Link,” a dynamic e-mail solution for the distribution of business information;
- Implementing Call Centre technologies in support of Tax and Utility billing departments.

**VAUGHAN CORPORATE CENTRE**

A major promotion was launched in 2000 to support the Vaughan Corporate Centre (VCC), the City of Vaughan's planned new downtown area. The promotion was designed to provide a vision of the City's Corporate Centre to attract quality development, to highlight the unique factors which make the Centre such an ideal development opportunity, to provide a visual context, and to enhance the City's identity. Produced in-house, the promotional package consisted of a high-quality poster-sized brochure, a virtual reality 3D animation video, and dynamic web pages.



This promotional package received a First-place Award, Multimedia Presentations, from the Economic Developers Association of Canada, and a Superior Award, General Purpose Promotion, from the American Economic Development Council.

**SMART COMMUNITY INITIATIVE**

Throughout 2000, the City of Vaughan continued to work towards the development of an Integrated Community Network (ICN). Once in place, Vaughan ICN will create a communications infrastructure to link applications from public sector community organizations such as schools, colleges, hospitals, police, municipalities, government agencies and the business community, through a single electronic "Vaughan" portal.

A submission was made to the government's Connect Ontario funding program to obtain funding assistance for the development and implementation of the Vaughan ICN.

**CORPORATE WEB SITE**

The City's re-designed internet site ([www.city.vaughan.on.ca](http://www.city.vaughan.on.ca)) has been divided into four key areas: City Hall, Business, Community and Tourism. The site now integrates the previously-separate "Community Information" and also employs new technologies and tools such as video and audio clips and Flash technology. In 2000, the City's web site received an Award for Information Technology from the Economic Developers Association of Canada.

**VAUGHAN BUSINESS DIRECTORY**

In a new public-private initiative, the City of Vaughan's Economic & Technology Development Department joined forces with the Vaughan Chamber of Commerce to produce a city-wide business directory. The City of Vaughan has been producing the annual publication since 1992 on a cost-recovery basis. The new publishing format provides an effective advertising vehicle for business-to-business sales and expands coverage of the small business sector. Listing more than 7,000 businesses, the 2001 *Business Directory* will be published in both print and electronic formats.

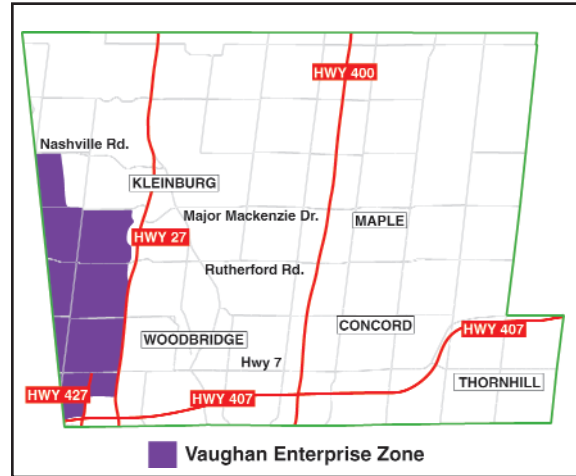
**2000 RADIO CAMPAIGN**

The City of Vaughan's 2000 radio ad, titled "If," used humour to reach the business community in the Greater Toronto Area. The new campaign continued an award-winning tradition of using radio to increase the profile of the City in terms of name identity and location. The 60-second spot featured the musical refrain "The City Above Toronto ... The City of Vaughan" with the announcer stating "Vaughan has low taxes and plenty of serviced land available, right now. Right in the heart of the GTA!"

**VAUGHAN ENTERPRISE ZONE**

With over 2,700 acres of vacant employment area land, Vaughan has the second largest inventory of vacant industrial and commercial land to offer potential investors within the Greater Toronto Area. Approximately 30% of this vacant land is serviced and ready for development. Additional lands are being designated for future development.

The “Vaughan Enterprise Zone” will provide 1,093 hectares for commercial and industrial expansion in the western portion of the City, with easy access to the highway network, rail lines and Lester B. Pearson International airport.



**SPADINA-YORK SUBWAY EXTENSION**

The concept of extending the Spadina subway to York University and the City of Vaughan has been included in several regional transit studies produced over the past ten years. In 2000, the City of Vaughan became a founding organization in the “Spadina-York Subway Extension Committee,” which also includes representatives from the City of Toronto, the Regional Municipality of York, and York University.

The Committee was formed to promote a two-phase approach to extending the subway system from Downsview Station to York University, then north to Highway 7 and the new downtown area of the City of Vaughan. In total, the project represents an 8.6 km extension of the Spadina subway with five subway stations and a GO-Train link.

In 2000, the City of Vaughan adopted and approved OPA No. 529 that identifies and protects a Higher Order Transit Right of Way, north of Steeles Avenue. This provides a solid technical basis for the preparation of an environmental assessment. In addition, Vaughan has identified the location and potential configuration of commuter parking area (3,000 spaces) and necessary accesses along with a bus terminal (19 Bay) associated with the proposed Steeles Avenue station.

In support of the proposed Spadina-York Subway Extension, the consulting firm PricewaterhouseCoopers LLP has been contracted to prepare a Business Case to detail the benefits of the project.

