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| <b>TO:</b>      | <b>CHAIR AND MEMBERS –<br/>CIVIC WORKS COMMITTEE<br/>MEETING ON JANUARY 23, 2012</b>         |
| <b>FROM:</b>    | <b>JOHN M. FLEMING<br/>DIRECTOR, LAND USE PLANNING AND CITY PLANNER</b>                      |
| <b>SUBJECT:</b> | <b>VETERANS MEMORIAL PARKWAY COMMUNITY PROGRAM<br/>2011 SUMMARY AND 2012 PLANNING REPORT</b> |

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| <b>RECOMMENDATION</b> |
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That on the recommendation of the Director, Land Use Planning and City Planner, the following report outlining the 2011 Summary and 2012 Planning Report **BE RECEIVED** as per the requirements of the City's agreement with Landscape Ontario for the enhancement of the Veterans Memorial Parkway.

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| <b>PREVIOUS REPORTS PERTINENT TO THIS MATTER</b> |
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- September 12, 2011    BNEC report regarding the revised partnership Agreement with Landscape Ontario for the enhancements of the VMP and also the Planned Fall 2011 Landscape enhancement project details.
  
- August 15, 2011        BNEC report outlining the pertinent details of the intent and purpose of the recommended agreement with Landscape Ontario.
  
- March 28, 2011        BNEC report on the status of the enhancements to the Veterans Memorial Parkway (VMP), noting the planned agreement with Horticultural Trades Association – known as Landscape Ontario (LO).

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| <b>BACKGROUND</b> |
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This past October 2011, a final approved Agreement between the City and the Horticultural Trades Association, know as Landscape Ontario (LO) was endorsed by council and signed by both parties. One responsibility within the agreement (Section 8) is the submission of an annual written report to the relevant standing committee that outlines the landscape enhancement plans for the upcoming year.

The information provided in this report will meet the following minimum requirements as set out in section 8 of the Agreement:

- (a) The proposed projects to be completed by the VMP Program and the Association in the following calendar year;
- (b) Any proposed refinements to the VMP Landscape Enhancements including any prepared drawings or plans;
- (c) The names of the donors, sponsors or grantors that have contributed to the proposed projects, subject to the provisions of the *Municipal Freedom of Information and Protection of Privacy Act*, R.S.O. 1990, M.56, as amended;

| Agenda Item # | Page # |
|---------------|--------|
|               |        |

**File No.  
Planner:**

- (d) An estimate of the value of the donations, sponsors or grants that have been contributed to the proposed projects;
- (e) An estimate of the value of the proposed projects to be completed in the following year, and;
- (f) A summary of the information or advice received by the VMP Program from the community including information and advice from the Community Advisory Committee and any Technical Committees, in connection with the proposed projects.

In addition to the above, this report will also provide an update on the success of the fall 2011 community planting project, and address items in Section 23, regarding the first meeting of the Community Advisory Committee, and Section 33, regarding the creation and installation of recognition signage.

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| <b>2011 PROJECT UPDATE</b> |
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- In the spring of 2011, community members participated in the London Clean and Green day.
- On October 1, 2011 approximately 100 volunteers from local businesses and the community came out to plant along the west side of the VMP between Trafalgar Street and Gore Road.
- Over 200 large-size trees were planted. They were all between 50-60 mm caliper and 3-4 m in height.
- The businesses adjacent to the planting areas (3M and Starlim North America) will continue to mow the area around the trees and will also help by watering and taking care of the young trees.
- Recognition signs for the fall project partners (3M, Starlim North America, Trojan Technologies, Scouts Canada, Landscape Ontario and the City of London) were installed in early December along the west side of the VMP in front of both 2011 planting project sites.
- The first Community Advisory Committee meeting was held on December 6, 2011 and 21 people came out to share their ideas and ask questions about the VMP projects.

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| <b>2012 LANDSCAPE ENHANCEMENT PLANS</b> |
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- Spring Clean and Green participation is planned again, and also a goal of 10 fall community planting projects is being planned. In addition, there are two new commemorative rock features that will likely be installed this year.
- Plantings will all occur within recommended community project areas between the river and Dundas Street, based on the designs by and coordinated with Ron Koudys Landscape Architect (RKLA).
- The two new commemorative feature designs were requested to be completed by RKLA by the sponsors, Landscape Ontario – London Chapter, and Landscape Ontario – Provincial.

| Agenda Item # | Page # |
|---------------|--------|
|               |        |

**File No.  
Planner:**

- In addition to the City's 2012 project contribution of \$60,000, the current confirmed partners and their cash donations for this year's projects are: 3m Canada (\$5,000), Starlim (\$5000), and Trojan UV (\$7500).
- The cash and in-kind donation value from Landscape Ontario for the proposed commemorative features and tree plantings will be \$230,000.
- The total estimated value of all planned projects is \$610,000.00.
- Through the Veterans Memorial Parkway Community Program, the projects can be completed for approximately \$430,000.00. This is due to in-kind professional services as well as the ability for the program to draw from the list of Landscape Ontario professionals and hire them at contractor rates and buy wholesale trees.
- The most consistent message resulting from community consultation and in speaking with corporate partners throughout 2011, was in regards to developing a higher level of landscape maintenance along the Parkway. The 2011 projects will be maintained and so this issue will not need to be addressed on those sites, however a maintenance plan will be developed for projects moving forward, beginning in 2012. There is a technical sub-committee through the VMPCP who will work on this in conjunction with the project partners and the community.
- Please see the attached *Appendix A – VMP Community Program's Report* for more detail.

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| <b>PREPARED BY:</b>                                  | <b>SUBMITTED BY:</b>   |
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| <b>V. KINSLEY<br/>COMMUNITY PROJECT COORDINATOR</b>  | <b>A. W. MACPHERSON, MANAGER - PARKS<br/>PLANNING AND DESIGN</b> |
| <b>RECOMMENDED BY:</b>                               |  |
|  |  |
| <b>JOHN FLEMING<br/>DIRECTOR OF LANDUSE PLANNING</b> |  |

Monday, January 23, 2012

VK/vk

Appendix "A" – VMP Community Program's Report

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**APPENDIX "A"**

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**File No.  
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Pursuant to Clause 8, Agreement between the Corporation of the City of London, and the Ontario Horticultural Trades Association o/a Landscape Ontario, September 19, 2011, the following constitutes our report to City Council:

**1. Proposed 2012 Projects, Funders, and related Costs and Values:**

The goals of the Veterans Memorial Parkway (VMP) Community Program (CP) for the calendar year 2012 are to complete a total of 12 tree planting projects each consisting of 100 50-60mm trees installed along the boulevards of the VMP.

In addition the VMP CP is planning on constructing two additional commemorative features similar in design to the four previously installed by the City of London.

The VMP CP has divided the VMP into 3 operational zones. Zone 1 runs from the 401 north to the Thames River; Zone 2 runs from the Thames River north to Oxford Street; and Zone 3 runs from Oxford Street north to the end of the VMP (currently Huron Street). The initial focus of VMP CP activities will be in Zone 2.

**Table 1 – Projects for 2012**

| No. | Description / Location   | Installed by  | Actual Cost | Sponsors / Status   | Calculated Value       |
|-----|--|---------------|-------------|---|------------------------|
| 1   | 100 tree (50– 60mm Stock) Block<br>In Zone 2 (Thames River north to Oxford)                                    | Volunteers    | 20,000      | Trojan UV, Starlim North America, 3M Canada<br>Funded                       | 30,000<br>(see note 1) |
| 1   | 100 tree (50– 60mm Stock) Block<br>In Zone 2 (Thames River north to Oxford)                                    | Volunteers    | 20,000      | Local Scoutrees Program<br>Proposed – at initial stage                      | 30,000                 |
| 8   | 100 Tree (50-60mm Stock) Blocks<br>In Zone 2 (Thames River north to Oxford)                                    | Volunteers    | 160,000     | To be Determined  | 240,000                |
| 1   | 100 tree (50 – 60 mm) Block<br>as part of a Commemorative Feature Project<br>South of Dundas, West side of VMP | Professionals | 25,000      | Landscape Ontario London Chapter<br>Proposed – at concept development stage | 30,000                 |
| 1   | Commemorative  | Professionals | 90,000      | Landscape Ontario London  | 125,000                |

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**File No.  
Planner:**

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|   | Feature with assorted landscaping<br>South of Dundas,<br>West side of VMP   |               |        | Chapter<br>Proposed – at concept development stage                             |         |
| 1 | 100 tree (50 – 60 mm) Block<br>as part of a Commemorative Feature Project<br>North of River Rd,<br>East Side of VMP                     | Professionals | 25,000 | Landscape Ontario Provincial Office<br>Proposed – at concept development stage | 30,000  |
| 1 | Commemorative Feature with assorted landscaping<br>as part of a Commemorative Feature Project<br>North of River Rd,<br>East Side of VMP | Professionals | 90,000 | Landscape Ontario Provincial Office<br>Proposed – at concept development stage | 125,000 |

**Summary**

| No. | Description                                 |             | Actual Cost    |   | Calculated Value |
|-----|---|-------------|----------------|---|------------------|
| 12  | Tree Projects                               | 1,200 Trees | 250,000        |   | 360,000          |
| 2   | Commemorative Features                      |             | 180,000        |   | 250,000          |
|     | <b>Total Funds Required:</b>                |             | <b>430,000</b> | <b>Total Value Generated:</b>               | <b>610,000</b>   |
|     |   |             |                |   |                  |
|     | <b>Committed to date - Sponsors:</b>        |             | <b>17,500</b>  | Applied to Projects                         |                  |
|     | <b>Committed to date – City (PP&amp;D):</b> |             | <b>10,000</b>  | Applied to Projects                         |                  |
|     | <b>Under consideration - Sponsors:</b>      |             | <b>230,000</b> | Applied to Projects                         |                  |
|     |   |             |                |   |                  |
|     | <b>Committed to date – City:</b>            |             | <b>50,000</b>  | Applied to Program Support (Overhead, etc.) |                  |

| Agenda Item # | Page # |
|---------------|--------|
|               |        |

**File No.  
Planner:**

*Note 1: Value calculation based on a comparable tree planted in a city park. Average cost to the city for planting similar trees on the VMP has been \$400 per tree based on actual tenders issued.*

**2. Information & Advice Received:**

**a. VMP Community Advisory Committee:**

The inaugural meeting of the VMP Community Advisory Committee was held on December 6, 2011 at the North London Optimist Community Centre. Randy Warden was appointed Chair of the Committee and Tom Foster was appointed Vice-Chair. Those in attendance approved a Terms of Reference to govern the committee’s future activities (see attached).

The VMP CP executive director conducted a short presentation on the history of the VMP project, the VMP Community Program, and the VMP CP’s plan for 2012. The plan met with general approval.

Three concerns were raised for consideration by the VMP CP. The first was the standard of maintenance to be implemented along the VMP. The second was a recommendation to develop a means of accepting donations from the general public for trees to be planted in honour of a particular veteran. The third concerned the state of the feature at Oxford and the VMP.

**b. Maintenance:**

Having received strong opinions from the VMP Community Advisory Committee, Corporate Sponsors, prospective sponsors, community organizations such as the Argyle Community Association, and individuals, the VMP CP Board of Directors have struck a Maintenance committee to look into the development of standards of maintenance, and a plan to implement same.

The VMP CP will provide a detailed report to council on its findings and recommendations at a future time.

**c. Memorial Trees for Individual Veterans:**

Having received many requests to provide this service, the VMP CP is working on developing a proposal in conjunction with Landscape Ontario to address this particular issue.

The difficulty with having memorial trees for individual veterans on the VMP is directly related to the fact that the VMP is in effect a highway. Donors often wish to be able to visit their donated trees. This is not practicable along the VMP. A possible solution is the creation of a parkette located near the VMP consisting of a stone wall of remembrance, a 100 tree “Living Guard of Honour”, and some park benches. The donated tree is planted in one of the blocks along the VMP, but a commemorative plaque or carving is made in the parkette. The parkette could also be a venue for a series of kiosks providing a variety of information about the VMP and the VMP program.

The VMP CP is currently working with Parks Planning & Design to see if there is a suitable location for this “feature” and is working on developing a budget and an implementation plan.

The VMP CP will provide a detailed report to council on its findings and recommendations at a future time.

| Agenda Item # | Page # |
|---------------|--------|
|               |        |

**File No.  
Planner:**

**d. The existing feature at Oxford Street & the VMP:**

At the current time, the VMP CP does not have any responsibility for the refurbishment of this feature. The VMP CP is willing, however, to make suggestions and discuss options with the appropriate departments of the City of London.

**e. Fanshawe College Horticultural Program:**

The Fanshawe College Horticultural Program has expressed an interest in participating in VMP CP projects. The proposal is to include participation in VMP CP planting projects as part of the curriculum for students. This would provide them with particule experience and the VMP CP volunteer planters with knowledgeable planting supervisors and coaches.

The VMP CP will provide a detailed report to council on its findings and recommendations at a future time.

**3. Attached Plans, Drawings, and Reports:**

- a. Concept Drawing Dundas and VMP Commemorative Feature and Site
- b. Concept Drawing River Road and VMP Commemorative Feature and Site
- c. Terms of Reference VMP Community Advisory Committee

Prepared by:

**Barry Sandler**  
Executive Director  
Veterans Memorial Parkway Community Program  
Community Program Board of Directors

**Grant Harrison**  
Chair  
Veterans Memorial Parkway

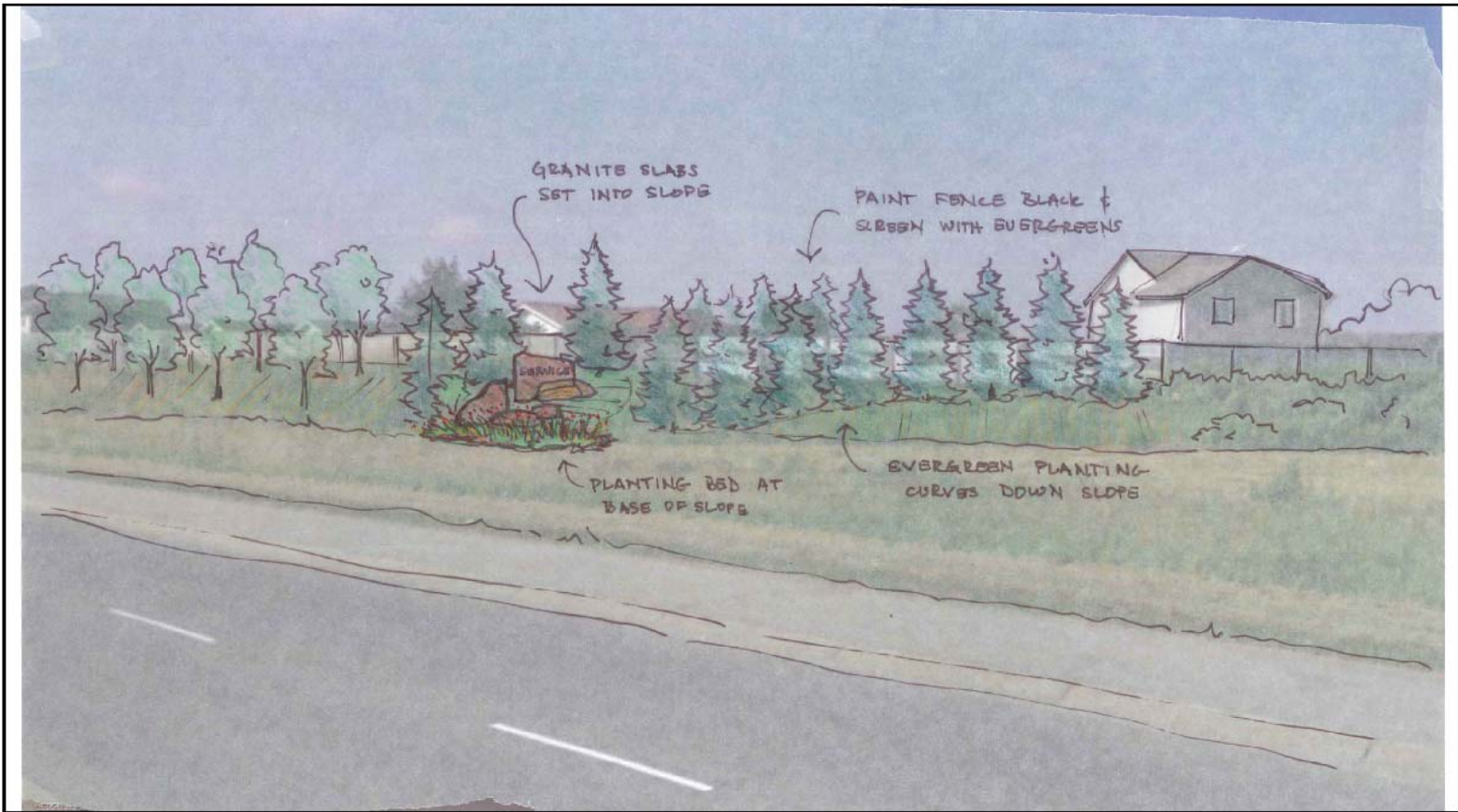
Agenda Item #

Page #

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File No.



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VETERANS MEMORIAL PARKWAY  
FEATURE CONCEPT  
S.W. CORNER AT DUNDAS ST.


|                          |                 |
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| PROJECT NUMBER<br>08-148 | SCALE<br>NTS    |
| DESIGNED BY: ROLA INC.   | DATE: DEC. 2011 |
| DESIGNED BY: ROLA INC.   | SCALE: C-1A     |



Agenda Item # Page #

File No.



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|  <b>RON KOUDYS<br/>LANDSCAPE<br/>ARCHITECTS</b><br><small>2000 West 10th Street, Suite 100<br/>Boulder, Colorado 80502</small> | TITLE | <b>VETERANS MEMORIAL PARKWAY<br/>FEATURE CONCEPT<br/>N.E. CORNER AT RIVER RD.</b> | PROJECT NUMBER<br>08-145 | SCALE<br>NTS          |
|  |       |   | DRAWN BY: RCLA Int.      | DATE: DEC. 2011       |
|  |       |   |                          | CHECKED BY: RCLA Int. |