Site

When regeneration becomes gentrification

Amsterdam learns from its big sisters

Condo Must-Haves

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Contents

Close up of Southport's metal panel-clad mail room, as photographed by Julian Parkinson

On the cover

*Jose Uribe photographs the
installation of Shayne Dark's
90 foot Nova at Tableau*

Letter

Welcome to 2016's Site Magazine, which this year focuses on a topic that seems to be getting a lot of attention these days – urbanism. So we have urban blogger **Brandon Donnelly** back for another edition, this time taking a look at what's often seen as the negative of urban regeneration – "gentrification". Amsterdam-based **Burton Hamfelt** gives us the low-down of what a group of Dutch architects and planners thought of Toronto, Chicago and Vancouver. And **Lawrence Ayliffe** of L.A., Inc. describes how he branded our massive M City development for the New Mississauga. Finally, we asked repeat contributor **Austin Macdonald** to find the coolest new condo gadgets, in "Your very own Hal 9000".

2016 was another big year for us, with the completion of **Tableau** in Toronto, **Southport** in Halifax, and **Glasshouse** in Winnipeg. We also launched new condominium developments in Toronto, Halifax and a city that surprised us – Saskatoon.

As always, the 6th addition of our Urban Capital annual looks at the things that affect us, and that we affect. This year was also the first that we designed the magazine entirely in-house, which is now possible with the addition of graphic designer **Lee Morgan** to our team.

As always, we hope you enjoy it, and look forward to seeing you the same time next year.

URBAN CAPITAL

DAVID WEX

MARK REEVE

A look back at 2016

TAYA COOK, UC's official chronicler—and Head of Development—looks at the year past.

DECEMBER 8, 2015

"Not all developers are equal"

❺ So says the Torontoist blog, as they put Urban Capital on their TOP 5 list of Toronto developers, noting that we have a history of taking design risks (like River City) and bringing fresh ideas (like Smart House's "micro-condo" concept) to an often conservative Toronto market. To top it off, so to speak, BlogTO puts us on their Top 5 list five days later.

DECEMBER 10, 2015

Naughty or Nice #5 goes to Amsterdam

❶❷❸❺ UC's newly expanded offices were perfectly suited for last year's annual debauchery—long tight corridors seemingly transformed into the dark, red and mysterious streets of Amsterdam, with adjacent offices decked out with dancers, altogether a very popular theme. To top it off, a punk art graffiti wall declaring "F**k Urban Capital;" the perfect staff selfie background.

DECEMBER, 2015

A milestone at RC3

❹ Another milestone at River City—the crane is installed at RC3, the most ambitious of this four-phase development. The installation of a project's crane is usually the harbinger of construction really getting going, and after several months of mucking around with the finicky Flood Protection Landform on which this building sits, it was a good day for our construction team. But we really picked this entry because of the great aerial photo.

DecJanFe

DECEMBER, 2015

Pool party to celebrate?

❽ It may have been a bit cold outside but the outdoor pool at Hideaway in Ottawa won top prize as the best public pool in Canada at the 2015 Pool Council of Canada Awards (yes, there is such a thing). The salt water pool, surrounded by custom cedar and aluminum cabanas with matching ARD furniture, gives our residents something to look forward to over the long winter months.

MARCH 2017

4+ years later, Tableau gets its first residents

After four and a half years of digging a five level garage, building (and then having to rebuild) the complex post-tension "table"-top, and then completing the further 31 floors above, the first residents of Tableau finally got to move in in March. A total of 410 units, occupancy continued until late summer. Next to occupy was the 25,000 square feet of office space, including the new offices of Rudy Wallman Architects, the building's architecture firm.

JUNE 12, 2016

Halifax, we're baaack

❾ After the success of Southport, we were drawn back to the East Coast to launch our second Halifax project, Gorsebrook Park. Backing on to an expansive green space in the city's highly desirable South End, the development offers Haligonians the combination of "urban living and pastoral serenity". For the launch the city returned the favour by giving us a freak late June mid-Atlantic storm. We love you anyway, Halifax.

JULY 4, 2016

UC joins Alt at the Grand Défi

❼ Every year UC makes a point of giving back. Historically we've supported design-based initiatives, but in 2016 UC was a major sponsor of the Alt team—led by Germain Group hotel guys—in the Grand Défi Pierre Lavoie, the 1,000 km bike ride through Quebec to raise money and promote healthy lifestyle habits for young people. We weren't sure what was more shocking—that David Wex made it, or the vision of him in full spandex while boarding the plane home.
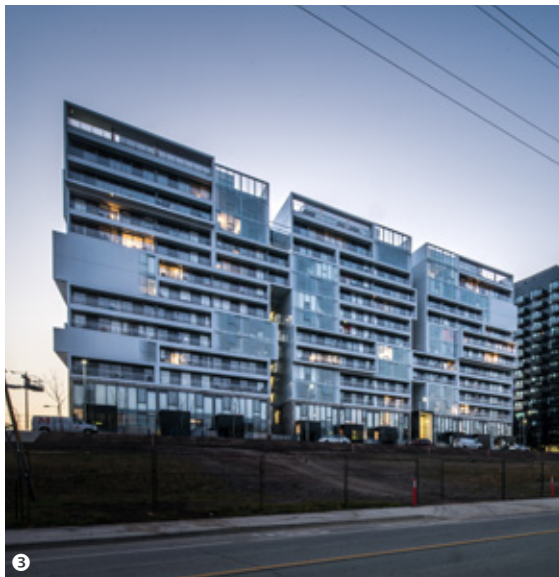
JUNE 15, 2016

River City Phase 2 in good company

❸ Blog TO named River City Phase 2 as one of the top 10 buildings in Toronto in the last 5 years, along with such noteworthy developments as the Aga Khan Museum, Bridgeport Health Centre and Queen Richmond Centre. We're good with this company.

AUGUST 26, 2016

Shayne Dark's Nova lifted into place

❻ The 90 foot, vibrant green metal sticks that make up Shayne Dark's *Nova* art form were installed by crane, one stick at a time over the course of a day, through an opening in Tableau's table five stories above the ground. A process somewhat like an oversized and reversed version of pick-up sticks, except that it didn't all fall down at the end.

AUGUST 31, 2016

UC lands a new site on The Queensway

❽ Twenty years ago we were pioneers in bringing contemporary high design to downtown Toronto, and today we are looking to do the same in our inner suburbs. So on August 31st we purchased (with the Rosewater Group) a large property on The Queensway at Royal York. Backing onto Queensway Park and tree-lined residential streets, the site is perfect for one of our mid-rise buildings. Stay tuned for a new launch in the spring.

SEPTEMBER 1, 2016

Moving Day east and west

The first occupants in our most eastern development—Southport (Halifax)—and our most western one—Glasshouse (Winnipeg)—took occupancy on exactly the same day. A coincidence 4+ years in the making.

⑤

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Winnipeg celebrates Glasshouse

❶❷ Glasses clinked as local media, politicians, purchasers and friends celebrated the completion of Glasshouse. Guests meandered through the building, starting at the lobby, moving through the gym, theatre and three model suites, and ending up at the rooftop lounge and terrace, with 360 degree city views, a Prairie sunset and a DJ playing well into the night. It was a very appropriate opening for this trailblazing building—the first residential tower to be built in downtown Winnipeg in decades.

M City is big. Very big

❺ "Go big or go home" can be applied to how we push boundaries, from our designs to our parties, but never has it applied so literally to one of our projects. A development 10 years in the making, the massive 15 acre, 4.3 million square foot "M City"was announced on September 27th. Developed with Rogers Real Estate Development Limited, the multi-phase development is projected to span at least a decade, pushing back Mark Reeve's retirement party to 2027 at the earliest.

Sneak Peek at Kingsway by the River

Located in the heart of Toronto's prestigious Kingsway neighbourhood and offering spectacular views of the Humber River valley, our second Etobicoke development was sure to be a hot number. And so it was, with 60% of the units sold within two weeks of the November 2nd launch night, when family and friends got a "sneak peek" of the Byron Patton designed sales office.

We love Saskatoon

❹❼ You never know when you're going to hit it out of the park. But that's what happened with the launch of our No.1 River Landing building in Saskatoon. With close to 2,000 registrations and over 700 appointments for our launch weekend, we knew we were on to something big. But we never expected that the 105 units would completely sell out immediately, or that we would be left with a four pages waiting list. Looks like we found our new favourite city.

Naughty or Nice 2015

Every year Urban Capital puts on one of the best Christmas parties in the industry (or so we're told). For 2015 the theme was a naughty night in Amsterdam. To reminisce, we decided to print a selection of our photo-booth shots. The concept for 2016, coming December 15th—Prohibition.

You're invited to

Christmas in Amsterdam

December 10
17 Nelson St., Toronto
from 6:00 p.m. onward
RSVP by December 2 to
info@urbancapital.ca

Hosted by
Urban
Capital

The 5th Annual Naughty Or Nice Party

Urban Capital 2016

COMPLETED 2016

Tableau TOR

LOCATION Entertainment District, Toronto. **PROJECT DESCRIPTION** 36 storey mixed-use development. **SIZE / PROGRAM** 410 residential suites, 25,000 square feet of office space, publicly accessible plaza with 90-foot public artwork, retail space at grade. **ARCHITECTURE & INTERIOR DESIGN** Wallman Architects, Cecconi-Simone Interior Design, Claude Cormier Landscape Architects, Artist Shayne Dark. **DEVELOPMENT PARTNER** Malibu Investments, Toronto and Alit Developments, Tel Aviv.

A "condo-collaboration of art, fashion, design and good taste," Tableau is Urban Capital's latest offering in Toronto's Entertainment District, following on the heels of Camden Lofts, the Sylvia, Charlotte Lofts and Boutique. The building is centred around a huge structural table which divides the mixed-use development into three zones: residential suites "above the table"; condo amenities "on the table"; and commercial space, retail space and a huge Claude Cormier designed public plaza featuring a 90-foot artwork by Canadian artist Shayne Dark "below the table."
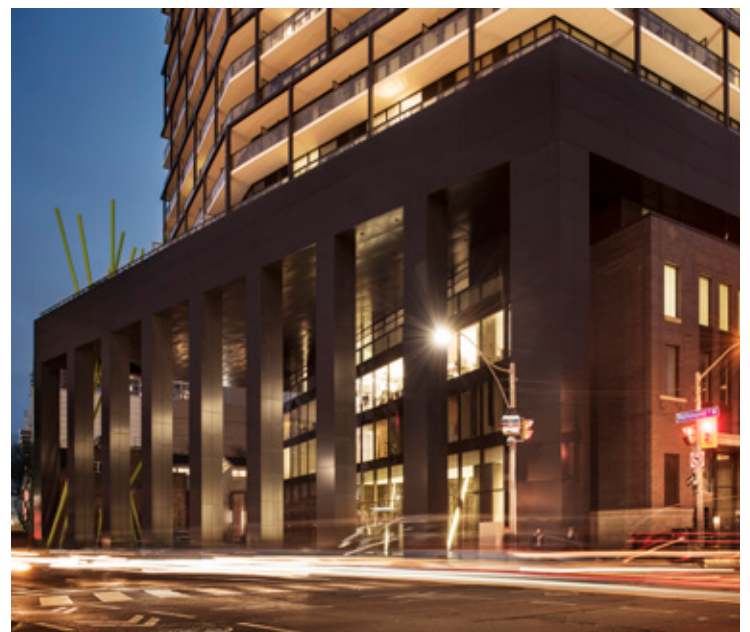
COMPLETED 2016

Glasshouse WPG

LOCATION Downtown Winnipeg. **SIZE / PROGRAM** 194 units.
ARCHITECTURE Stantec. **INTERIOR DESIGN** Stantec and Grant Algar.

Glasshouse is Urban Capital's first foray onto the Prairies. The 194 unit residential tower is the residential component of Winnipeg's Centrepoint project, a multi-use development that includes an Alt Hotel, 100,000 square feet of Class A office space, and two restaurants. Glasshouse brings Urban Capital's urban living concepts to Winnipeg, introducing a style and urban sensibility not previously available in this market. The development is helping to kick-start the residential rejuvenation of the city's downtown.
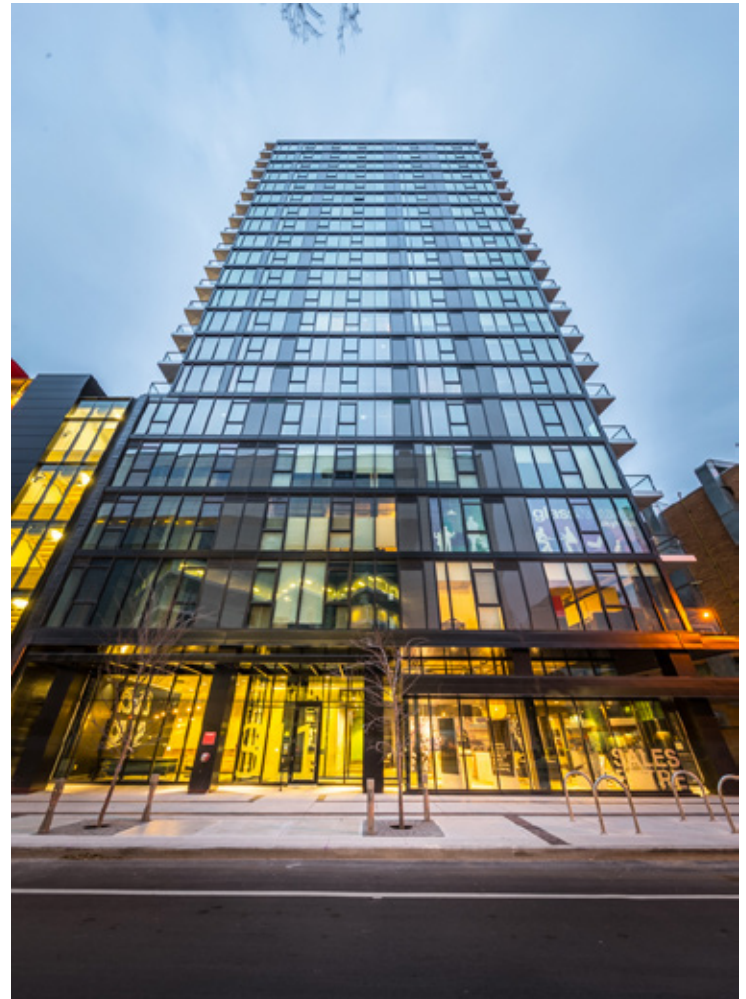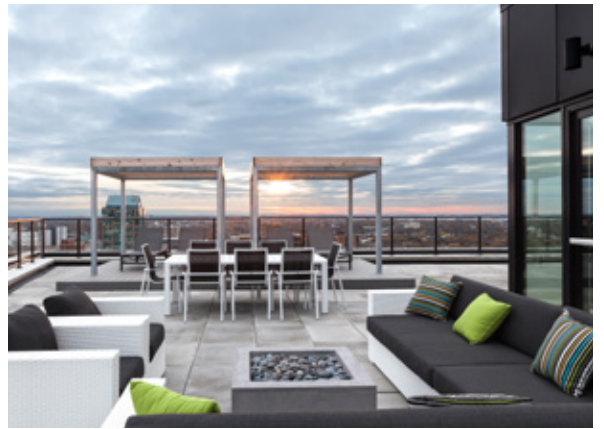
COMPLETED 2016

Southport HFX

LOCATION South End, Halifax. **SIZE / PROGRAM** 142 units.
ARCHITECTURE & INTERIOR DESIGN RAW Design and Michael Napier
Architects. **DEVELOPMENT PARTNER** Killam Properties, Halifax.

Urban Capital's first development out east, Southport is a nod to Halifax's
rich shipping history. Located where the city's historic South End meets
the Port of Halifax, this innovative building is clad in corrugated metal
panels reminiscent of shipping containers, for a maritime industrial look
that's fresh, urban, and out-of-the-ordinary. The development introduced
Urban Capital's loft-style condominium residences to the Halifax market,
and adds some project-specific features such as roof-top amenity space
centred on a repurposed shipping container (to come in 2017).

SOUTHPORT
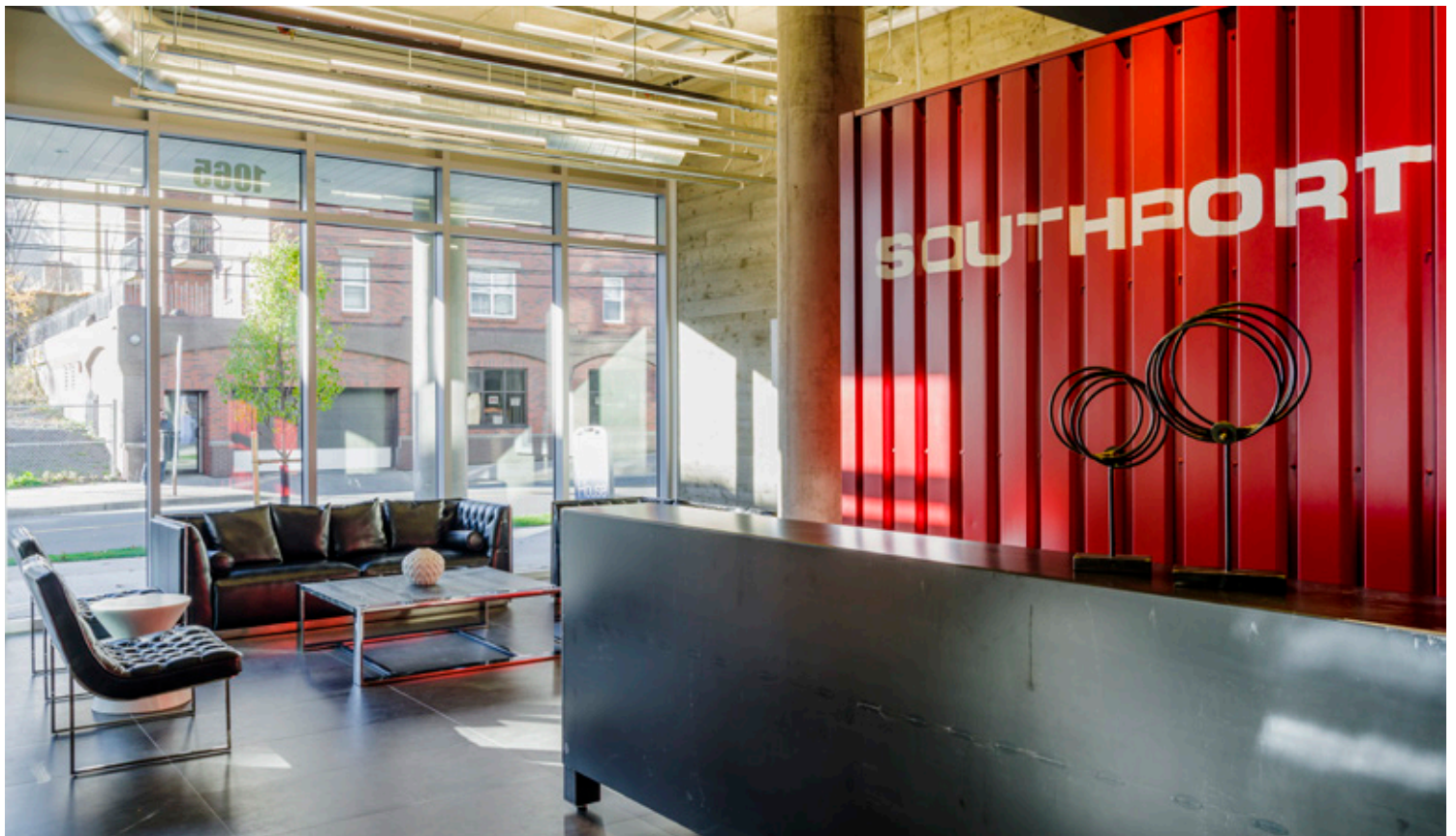
PHASES 1 & 2 COMPLETED

River City TOR

LOCATION West Don Lands, Toronto. **SIZE / PROGRAM** 4 phases, 1,100 units. **ARCHITECTURE** Saucier + Perrotte Architects with ZAS Architects. **INTERIOR DESIGN** Saucier + Perrotte. **STATUS** Phase 1 completed 2013, Phase 2 completed 2015, Phase 3 under construction.

Designed by Montreal-based Saucier + Perrotte Architects with Toronto-based ZAS Architects, Urban Capital's 4-phase River City development is unlike anything else in Toronto, with a unique architectural aesthetic that responds to both the new parkland and the significant transportation infrastructure that surrounds the site. River City was the first component of the West Don Lands revitalization, kickstarting the transformation of what was previously a derelict district into the thriving neighbourhood that the West Don Lands is becoming today. Urban Capital won the right to develop River City in 2008 after an extensive public tender process in which 18 national and international developers participated. The company's proposal won based on overall design, neighbourhood vision, and environmental commitment. Phases 1 and 2 were completed in 2013 and 2015, respectively, and Phase 3 is now under construction.

BILD
2013 BILD Award,
Best Building Design

PUG
2014 Award Winner,
Best Residential Building

2015
2015 Toronto Urban Design
Award of Excellence,
Private Buildings in Context, Tall Category
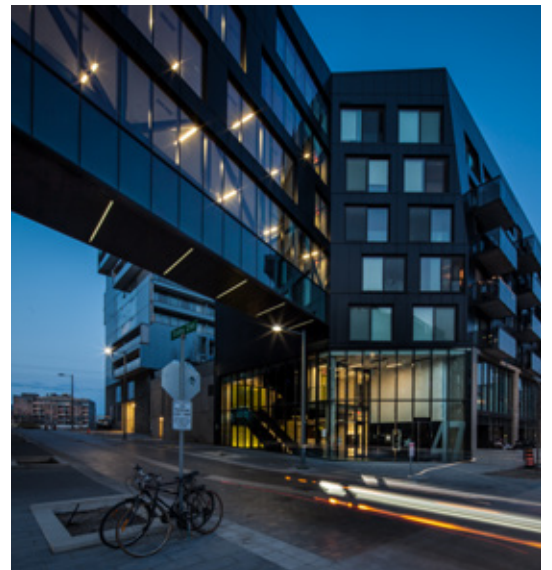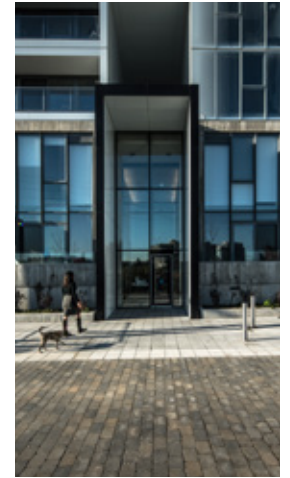
RC3

BILD
2014 BILD Award,
Best Building
Design, Hi-Rise

Saucier + Perrotte takes its daring River City design to new heights with RC3. Merging the matte black aesthetic of Phase 1 with the cantilevered white boxes of Phase 2, RC3's 29 storeys of randomly stacked cubes liberates Toronto condominium design from its usual constraints.

Central ᴼᵀᵀ

LOCATION Centretown, Ottawa. **SIZE / PROGRAM** 3 phases, 540 units; 25,000 square feet of retail space. **ARCHITECTURE & INTERIOR DESIGN** CORE Architects, Toronto. **STATUS** Phase 1 completed 2011; Phase 2 completed 2013; Phase 3 completed 2015. **DEVELOPMENT PARTNER** Taggart Group, Ottawa.

Central is a 3-phase, 540-unit LEED Gold mixed-use development, developed jointly with Ottawa's Taggart Group. Located over two city blocks south of Bank and Gladstone, the multi-phase development filled an urban void between Ottawa's downtown core and trendy Glebe neighbourhood, reenergizing a district previously characterized by surface parking lots. The third phase of Central, called "Hideaway", incorporated extensive outdoor amenities including a Caribbean style pool surrounded by private cabanas.

COMPLETED 2012

Trinity Bellwoods TOR

LOCATION Little Italy, Toronto. **PROJECT DESCRIPTION** Contemporary freehold townhouse development. **SIZE / PROGRAM** 45 townhomes ranging in size from 1,900 to 2,650 square feet. **ARCHITECTURE** Richard Wengle Architects. **INTERIOR DESIGN** Cecconi Simone. **DEVELOPMENT PARTNER** Shram Homes, Toronto.

COMPLETED 2013

Nicholas TOR

LOCATION Yonge-Bloor, Toronto. **PROJECT DESCRIPTION** Residential glass tower located on cobblestoned Nicholas Street, just south of Toronto's premier shopping district, and incorporating the heritage Planing Mill Building at its base. **SIZE / PROGRAM** 35 storey tower containing 308 units. **ARCHITECTURE** Core Architects. **INTERIOR DESIGN** Cecconi Simone. **DEVELOPMENT PARTNER** Alit Developments, Tel Aviv.

Boutique TOR

LOCATION Entertainment District, Toronto. **PROJECT DESCRIPTION** Two-phase urban condominium development at the nexus of the Entertainment and Financial Districts, offering a combination of condominium and boutique hotel-style amenities. **SIZE / PROGRAM** 35-storey tower and 16-storey mid-rise building containing a total of 637 units. **ARCHITECTURE** Core Architects. **INTERIOR DESIGNER** Cecconi Simone. **DEVELOPMENT PARTNER** Malibu Investments, Toronto and Alit Developments, Tel Aviv.

Mondrian OTT

LOCATION Downtown Ottawa. **PROJECT DESCRIPTION** Glass tower with red glass panels interspersed among the linear window system, as an homage to the Dutch painter Piet Mondrian. **SIZE / PROGRAM** 23-storey building containing 249 units, sitting atop a five-storey public parking podium enclosed in a glass screen. **ARCHITECTURE & INTERIOR DESIGN** Core Architects. **DEVELOPMENT PARTNER** Taggart Group, Ottawa.

COMPLETED 2008

McGill Ouest MTL

LOCATION West of Old Montreal. **PROJECT DESCRIPTION** Two-phase glass and brick building; Urban Capital's first development outside of Ontario. **SIZE / PROGRAM** 9-storey mid-rise building containing 244 units. **ARCHITECTURE & INTERIOR DESIGN** Core Architects. **DEVELOPMENT PARTNER** Metropolitan Parking, Montreal.

COMPLETED 2007

East Market OTT

LOCATION Byward Market, Ottawa. **PROJECT DESCRIPTION** Urban Capital's first foray outside of Toronto, introducing the company's signature architecture, interior design and affordable loft-style units to the Ottawa market and becoming a catalyst for the city's subsequent condo boom. **SIZE / PROGRAM** 420 units over three phases. **ARCHITECTURE & INTERIOR DESIGN** Core Architects. **DEVELOPMENT PARTNER** Taggart Group, Ottawa.

Charlotte Lofts TOR

LOCATION King-Spadina, Toronto. **PROJECT DESCRIPTION** Urban Capital's second development in the King-Spadina area. **SIZE / PROGRAM** 13-storey building containing 66 units. **ARCHITECTURE & INTERIOR DESIGN** Core Architects. **DEVELOPMENT PARTNER** Chard Developments, Vancouver.

COMPLETED 1999

Camden Lofts TOR

LOCATION King-Spadina, Toronto. **PROJECT DESCRIPTION** This is the building that started it all. Launched when residential development was not actually permitted in the area — the project required special city council approval — this seminal development created a precedent for the subsequent residential projects that ultimately redefined this part of the city. **SIZE / PROGRAM** 9-storey building containing 48 units. **ARCHITECTURE** Core Architects and Oleson Worland Architects. **INTERIOR DESIGN** Cecconi Simone. **DEVELOPMENT PARTNER** Dundee Realty, Toronto.

Up Next

M City MIS

LOCATION Mississauga City Centre. **SIZE / PROGRAM** 15-acre, 4.3 million square feet master planned community with 10 towers and over two acres of public parkland **ARCHITECTURE & INTERIOR DESIGNERS** (Phase 1): Core Architects, Cecconi-Simone Interior Design. **PLANNERS** Cooper Robertson & Partners, New York. **DEVELOPMENT PARTNER** Rogers Real Estate Development Limited, Toronto.

In 2007 Urban Capital and Rogers Real Estate Development Limited began the meticulous journey of taking a 15-acre greenfield site through master site plan approvals. Ten years later, the last major development parcel in Mississauga City Centre is launching as the one-of-a-kind "M City". This future-forward community will be defined by world-class architecture and technology, and a lively pedestrian experience with new parkland and outdoor spaces.

In early 2017 M City will launch with an iconic first tower by CORE Architects, winners of a design competition run by Urban Capital to redefine Mississauga's skyline and set the tone for the future phases. The amenity program by Cecconi-Simone will be equally bold, featuring a 14,000 square foot amenity terrace with an outdoor pool and ice skating rink.

Smart House TOR

LOCATION Queen & University, Toronto. **SIZE / PROGRAM** 256 micro-condo units; retail space on Floors 1 and 2; 16,000 square feet of Class A office space on Floors 3 and 4. **ARCHITECTURE & INTERIOR DESIGNERS** Architects Alliance, II X IV Design, Aya Kitchens. **DEVELOPMENT PARTNER** Malibu Investments, Toronto.

Toronto's (and maybe Canada's) first development designed exclusively as "micro-condos," Smart House makes living at an expensive location such as Queen and University affordable by delivering units that are small in size (as small as 276 square feet) but highly functional through smart design. Developed in partnership with Malibu Investments, Smart House looks critically at all the elements inside a condominium—from kitchens and bathrooms to storage—to make sure they are "right sized" and efficiently designed for smaller space.

Launched in October 2013, Smart House received an unprecedented amount of press for pushing the envelope in terms of units size and condo functionality. The market response to this new concept was exceptional, with over half of the units selling out immediately.

Kingsway by the River TOR

LOCATION Dundas West & Royal York, Toronto. **SIZE / PROGRAM** 21-storey condominium, 80 stacked townhouses, 12-storey mixed use building with 30,000 square feet of retail, and over 20,000 square feet of onsite parkland. **ARCHITECTURE** Wallman Architects. **INTERIOR DESIGN** Bryon Patton Interior Design. **DEVELOPMENT PARTNER** Northern Realty Advisors.

In the heart of Toronto's prestigious Kingsway neighbourhood, Urban Capital has created a vision for an elegant, classically modern community perched above the Humber River Valley, with expansive onsite parkland and renaturalization of the surrounding conservation lands.

Architecture and interior design are informed by the international style, relying on clean lines and an interplay with the natural environment. Condominium suites feature sweeping balconies over the Humber River, with views to the adjacent parks, Lambton Golf Course and the downtown skyline as the backdrop.

Up Next

Ravine TOR

LOCATION Don Valley Parkway & York Mills, Toronto. **PROJECT DESCRIPTION** Master-planned community. **PROGRAM / SIZE** Seven buildings; 1,600 units. **DEVELOPMENT PARTNER** Alit Developments, Tel Aviv.

Urban Capital is coming uptown to give one of Toronto's most picturesque neighbourhoods a renaissance. Ravine, a new master-planned community in York Mills at the DVP, will ultimately comprise a total of seven buildings with over 1,600 units on 13 acres, with two acres of new parkland and two more acres of dedicated conservation lands, overlooking the Don Valley and the spectacular Brookbanks Park.

No. 1 River Landing SSK

LOCATION River Landing, Saskatoon. **SIZE / PROGRAM** Approximately 120 units, the residential component of the mixed use "River Landing" development. **ARCHITECTURE & INTERIOR DESIGN** Lemay Michaud, Montreal, and aodbt Architects, Saskatoon. **DEVELOPMENT PARTNERS** Victory Majors, Saskatoon, and Bockstael Construction, Winnipeg.

Urban Capital's second development out west brings it to the banks of Saskatoon's South Saskatchewan River, one of the most beautiful urban locations on the Prairies. Called "No. 1 River Landing", the residential component of the mixed-use River Landing development will complement an adjacent Alt Hotel (by Quebec-based Groupe Germain) and two Class A office buildings. All four buildings will surround a new approximately half acre public plaza.

No. 1 River Landing continues Urban Capital's plan to bring sophisticated, high-design condominiums to new Canadian markets. The development 100% sold out in the first weekend of its sales, confirming a keen interest in urban living in this beautiful prairie city.

Harris Square TOR

LOCATION West Don Lands, Toronto. **PROJECT DESCRIPTION** Final phase of River City. **SIZE / PROGRAM** 140 units, retail at grade. **ARCHITECTURE & INTERIOR DESIGN** Saucier + Perrotte Architects and ZAS Architects.

The fourth and final phase of the award-winning River City development, Harris Square takes its name from the public square that it faces. Continuing Saucier + Perrotte's penchant for bold forms, the building is designed as a series of gyrating pentagonal plates, reflecting the five sides of the site itself, and allowing for oversized balconies and terraces on many floors. Also responding to its context, the building connects Harris Square in front of it with Underpass Park behind by lifting itself up at the ground level, creating a relatively column free 5 metre high open space between the two public spaces. Launching in spring 2017, Harris Square will cap what has been one of Urban Capital's most successful and noteworthy developments.

PRE-SALES

Gorsebrook Park HFX

LOCATION South End, Halifax. **PROJECT DESCRIPTION** Contemporary design condominium building facing Gorsebrook Park. **SIZE / PROGRAM** 165 units. **ARCHITECTURE & INTERIOR DESIGN** architects Alliance, Toronto, and Michael Napier Architects, Halifax. **DEVELOPMENT PARTNERS** Sonco, Halifax and Marco, Halifax.

Gorsebrook Park is Urban Capital's second development in Atlantic Canada's economic hub. Capitalizing on it's coveted location next to Gorsebrook Park in the city's leafy South End, the development offers a unique fusion of sophisticated modern design and pastoral serenity. The elegantly simple two-storey lobby connects to the building's common amenity room and then on to the park beyond, creating a physical and emotional connection between the entrance on Wellington Street and Goresbrook Park behind. Amenities include a parkside pool and outdoor lounge, turning Gorsebrook Park into an extended backyard.

Too much of a good thing

Urban Capital is an urban regenerator. From its start in Toronto's King-Spadina district in the late 1990s, it has tried to be at the vanguard of urban change. But there's a flip side of this—"gentrification", where people get displaced. When does too much of a good thing—regeneration—become a bad thing—gentrification? **Brandon Donnelly** looks for the answer, and asks what can be done to offset the negative impacts of urban regeneration.

The 1960s through to the 1980s were not kind to many cities in North America, Europe and the UK. The economy was going through a process of industrial restructuring. Racial tensions were high, particularly in the US. And the lure of the suburb proved irresistible to an auto-oriented generation who saw cities as blighted and dangerous.

In 1967, Detroit saw one of the most destructive riots in the history of the United States. It lasted five days and resulted in 43 deaths and the destruction of over 2,000 buildings. From 1960 to 1980 the city lost nearly 30% of its population – a decline that continued into the 21st century and has only recently been reversed.

On October 16, 1975, New York City was less than 24 hours from declaring bankruptcy, as $350 million of debt was about to come due. The economic fallout from deindustrialization had hit the city hard and crime had risen dramatically. By the end of the decade the city would lose nearly a million people and then see the start of what became known as the "crack epidemic." People avoided "the city" – the city being Manhattan. It was simply too dangerous.

CITIES, IT WOULD SEEM, WERE DYING. Yet despite this dire urban backdrop, concerns over gentrification were not non-existent. New York neighbourhoods such as the South Houston Industrial District (today's SoHo) and the Lower East Side were embroiled in fights over highways, displacement, and gentrification throughout the 1960s, 70s, and 80s.

Indeed, the term "gentrification" can be traced back to 1964, when it was coined by the German-born British sociologist Ruth Glass. She described it as a rapid process where modest mews, cottages, and previously subdivided Victorian houses were upgraded to elegant and expensive houses – ultimately upsetting the whole social order of the district.

BARON HAUSSMANN – THE ORIGINAL GENTRIFIER. Even before the term had been coined, "gentrification" as an urban phenomenon had long entered the mind of city dwellers. From the 1850s to the 1870s, during Baron Haussmann's complete destruction of working-class medieval Paris, the French poet Charles Baudelaire wrote about the estrangement he felt with this newer and richer Paris. This was 19th century gentrification at work.

But is gentrification always a bad thing? As Detroit bled people in the post-war years, would anyone have opposed a new "luxury" condo tower, assuming it could have been built? Should Haussmann and Emperor Napoléon III have left Paris the way it was? The generation that was displaced wasn't all that thrilled, but today Paris is one of the most admired and visited cities in the world. So was it worth it?

The corner of Bank and McLeod, Ottawa, before and after Central Phase 1. The three phase Central development replaced the vacant Metropolitan Bible Church and two surface parking lots with 525 condominium units, stitching together the urban fabric on this stretch of Bank Street, but unleashing a firestorm of protest against the "gentrification" of the neighbourhood.

DE-GENTRIFICATION IS NOT A GREAT ALTERNATIVE. Another way to look at gentrification is that it by definition requires capital investment. To renovate and regenerate a neighbourhood is to invest money and make new things. Therefore, the opposite of gentrification – let's call it de-gentrification – would be disinvestment. This is where capital investments are not made. Things are left to age, because let's keep in mind that all built form depreciates over time. Nothing is static.

Most people would probably agree that disinvestment is not an optimal outcome for communities. And you don't have to look hard to find examples of it. In 1970, the United States had 1,100 urban Census tracts that could be classified as "high poverty." By 2010, 40 years later, that number had climbed to 3,165. This is disinvestment. This is the lack of gentrification, which doesn't always get talked about.

Developers such as Urban Capital have posi-

tioned themselves as urban regenerators. What started with a late 1990s boutique loft project – Camden Lofts – in Toronto's hollowed out Fashion District has grown into a firm philosophy around investing in and regenerating neglected urban areas. In 2013 the company completed the first phase of its four-phase River City development. It was the first building in Toronto's emerging West Don Lands district, previously a derelict area completely outside the consciousness of Torontonians.

Earlier, with its East Market development in 2001, Urban Capital kickstarted what ultimately grew into quite a condo boom in Ottawa. East Market was at the scruffy end of the city's Byward Marke on a one-acre empty parking lot adjacent to a Salvation Army hostel. It was the first major condominium development proposed in the city's central district in over ten years.

And today, with the completion of its Glasshouse condominium in Winnipeg, Urban

Capital is delivering 200 new residential units in a downtown bereft of permanent residents.

WAKE UP AND SMELL THE GENTRIFICATION. But at what point does urban regeneration become unwanted gentrification?

In 2012, on the heels of its successful East Market and then Mondrian developments, Urban Capital returned to Ottawa to launch an infill project in an area of the city that it felt represented an urban void between the downtown core and the trendy Glebe neighbourhood. UC's objective was to re-energize a stretch of blocks that was, at the time, characterized by a mostly surface parking lots.

However, instead of being welcomed as an urban regenerator, as it had been with East Market and other projects, the company was seen as an intruder coming in to build luxury condos for the wealthy. An anti-gentrification campaign quickly emerged with flyers screaming: "Wake Up and Smell the Gentrification!" The gist of their strongly rhetorical message: Don't get pushed out by rich developers.

Of course, this is not unique to Urban Capital in Ottawa. Gentrification battles and fears of displacement dominate headlines around the world. In many ways it is symptomatic of a larger socioeconomic shift: income inequality is rising and the middle class is being squeezed out. The results of this now play out on our streets with every new condo development and hipster coffee shop.

GOOD AT THE BEGINNING; NOT SO GOOD LATER ON. Perhaps the main difference between welcome regeneration and unwanted gentrification is that the revitalization of neglected urban areas —the "welcome regeneration"— often does not directly impact that many people.
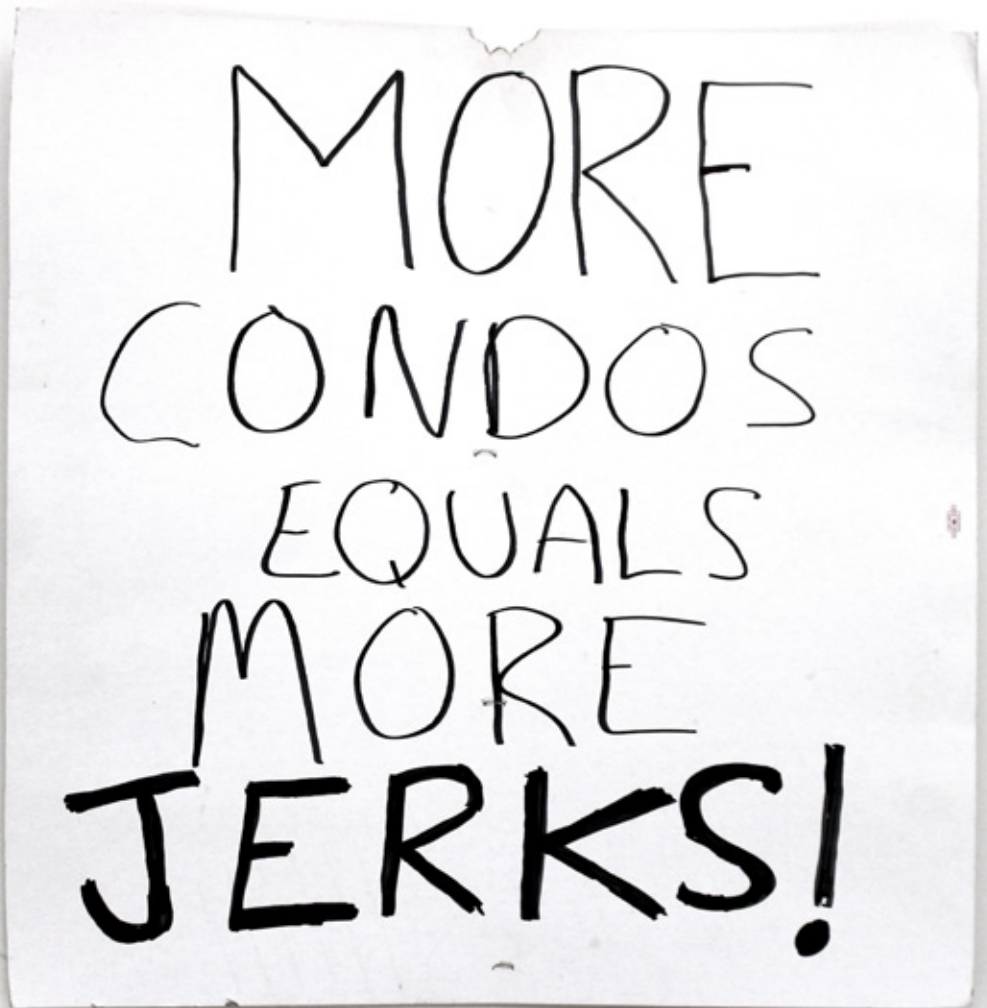
There's nobody there to oppose change at the beginning. Things are just getting starting. For instance, no one lived in Toronto's Fashion District in the 1990s, and most people did not believe that this de-industrialized part of the city would one day be transformed into the thriving mixed-use community that it is today. So urban regeneration was not only not opposed, it was actively encouraged.

But as communities mature and people begin to fear that additional investment will translate into displacement and/or a reduction (or even change) in their quality of life, NIMBYism takes root. Urban Capital has projects from the Maritimes to the Prairies, and partner David Wex describes the evolution this way: "I'm usually pretty popular at the start of a city's upswing, and then disdained (at best) later on."

It would seem that cities only have two states: they're either on the brink of death or they're being gentrified and over-developed by nasty developers.

INCLUSIVE URBANISM. It is short-sighted to think that as cities and neighbourhoods cross the chasm from under-the-radar regeneration to unwanted gentrification, simply stopping change will preserve the status quo. Instead, we must find the right balance between growth and preservation. And we need to get better at creating inclusive urbanism.

Earlier this year, at the 24th Annual Congress for the New Urbanism in Detroit, Carol Coletta of the Kresge Foundation's American Cities practice delivered a keynote speech where she spoke about the transforming city and the battles of gentrification. She urged everyone to consider the value of mixed-income communities,

and gentrification – without displacement. She ended by saying: "Equity does not sit in opposition to a thriving, appealing city. It is central to it."

Since the very beginning, people have moved to cities in search of social interaction and wealth creation. So it strikes me that the concern may not necessarily be that neighbourhoods could be becoming wealthier (gentrified), but rather that the investments being made and the benefits being created are not being broadly shared. And that some people are not only being left out, but are in fact getting pushed out.

So what should we do? First, we shouldn't assume that this is entirely a design, real estate and city planning problem. Exponential technological growth has caused rapid structural changes in our economy, manifesting itself in an economic "decoupling". This has been well documented. A 2012 study by Andrew McAfee, a

research scientist at MIT, found that while U.S. productivity and GDP have continued to grow since the early 1980s, median household income has in fact decreased. This is the hollowing out of the middle class that is driving the populism – in Europe as well as the U.S. – that we are seeing today. Sadly, this is not a problem that architects and real estate developers, alone, can solve.

Second, we – meaning everyone involved in the built environment – need to do more to create inclusive urbanism. This means mixed-income and mixed-use communities that minimize displacement and ensure that residents are well connected to jobs, education, and other services. Already, cities such as Toronto have by-laws in place to preserve affordable and mid-range rental housing in the face of new development. Residential rents are also controlled, with maximum annual increases set by the government.

You could call these anti-displacement policies.

Third, there has been much debate about the connection between new housing supply and affordability. On one side you have Harvard economist Edward Glaeser, who touts the affordability success of cities such as Houston, a sprawling metropolis with few land use controls. And on the other you have people like urbanist Richard Florida, who have become frustrated with this proposed solution to inclusivity.

It is unlikely that supply alone will solve the urban affordability crisis, but there is a clear connection. Heavily supply constrained cities – Vancouver because of its hemmed-in geography, and Toronto (arguably) because of its greenbelt – have seen prices increase faster than more elastic markets. That's because the rich will always outbid the poor for housing – particularly when supply is fixed. So stopping new supply does not guarantee that displacement will not happen. In

fact, it may even exacerbate it. For without new supply, the wealthy will simply look to gentrify the existing housing stock.

VITAL CITIES EVOLVE. As counterintuitive as some of this may seem at first, investment in cities is a sign of vitality. Every construction crane or sidewalk repair is money being spent to maintain and, hopefully, improve the environment in which we live. When cities and neighbourhoods fall into neglect, we seem to be able to recognize the value of change. That's when we invite urban regeneration. That's when we want to see that crane up in the sky. But at some point there's a feeling – and it's not a new feeling, as evidenced by the "Haussmannization" of Paris – that it's simply too much of a good thing. Enough is enough.

Not all development is good development, but we must find a balance. Cites are incredibly

West Don Lands, before and after the River City Phase 1 and 2 redevelopment. River City replaced a post-industrial wasteland, so there was no immediate local community to decry "gentrification".

powerful and resilient organisms. They welcome us in. They allow us to live our lives with our families and friends. And they empower us to generate wealth. But in order for them to do that best, they need to be allowed to adjust, evolve, and grow.

Rather than try and stop urban change, a more productive set of questions would be: Are we using this opportunity to improve the built environment and create inclusive urbanism? And how can we ensure that the benefits will be more broadly shared? These are the great challenges facing our cities today.

And if we don't address them head-on, the gentrification battles will only get nastier. **UC**

Your very own HAL 9000

Today's voice-recognition software and wireless domestic devices mean that the seemingly far-off world of Hal 9000, the computer that controlled all systems in Stanley Kubrick's 1968 epic 2001: A Space Odyssey, *is finally here.*
By Austin Macdonald
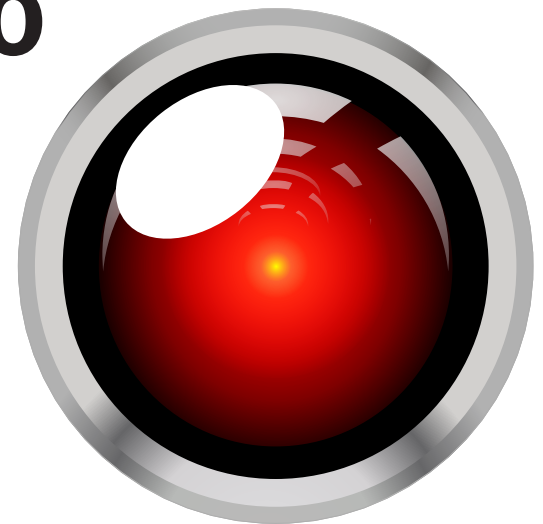
Home automation has undergone a technological revolution in the last five years. Plummeting prices for sensors and wireless antennas have brought the latest generation of "smart home" devices within reach of many. Previously, automation was prohibitively expensive and had to be planned ahead of time, so that it could be wired during construction by expert technicians. Now, the building blocks for the "smart home" are affordable, connect wirelessly, and can be added ad-hoc by any technically-inclined homeowner.

With the growing usefulness and popularity of voice-recognition software, whether Apple's Siri, Google's Assistant or Amazon's Alexa, a new summit of home automation is clearly within sight. At it's very best, a single command can now deploy an army of connected devices into a symphony of sensing, data and motion: dimming lights, lowering shades, cuing date-night playlists and altogether offering the ultimate thrill of Zeus-like omnipotence.

Herein, twelve gadgets that we really like.

Ecobee3 Thermostat

Toronto's Ecobee was one of the first smart thermostat manufacturers, and their devices were the first to be compatible with Apple's HomeKit platform and speech-recognition engine, Siri, for voice-activated home automation (requires Apple TV). Ecobee3 features location- based triggering, or geofencing, that detects the presence of a homeowner's mobile phone and adjusts the heating when they enter or leave. Ecobee3's wall-mounted touch-screen pairs with remote sensors that detect temperature differentials in different rooms and whether or not they're occupied. Promising up to 23% in savings, this smart thermostat comes with a web-based HomeIQ tool that gives homeowners detailed, real-time data on their HVAC system's performance.

ecobee.com | CAD$300

August Smart Lock Lock

A winner of a CNET Editor's Choice Award, this smart home device looks the part with its sleek design. The Smart Lock attaches to a door locking mechanism's existing hardware and uses Bluetooth Low-Energy (BLE) to unlock the deadbolt when an approved mobile device comes within range. Homeowners can grant other household members or guests access with virtual keys. Configuring the lock with a house's Wi-Fi network extends its capabilities, allowing individuals to unlock doors remotely. August's Smart Lock is perhaps the cleverest smart home solution to an actual, real-world problem: fumbling for the right key and managing extra ones.

august.com | CAD $250

iDevices Switch Power outlet

For those unsure about the smart home hype, iDevices' next-generation power outlets are a no-brainer as an introductory first step. They are low cost, easy-to-use and have a striking profile. They connect with Wi-Fi and don't require a smart home hub — which often adds a layer of additional complexity — to integrate with other devices. The best part is that these smart power outlets work with Apple's Siri and Amazon's Alexa voice-activated digital assistants. The iDevices mobile app gives users remote control of whatever's plugged into them from anywhere in the world, and the app even monitors the connected items' energy usage. As a bonus feature homeowners can adjust the colour and glow of the switch's LED sentinel on its front face.

idevicesinc.com | CAD$70

iCPooch Treat dispenser

This is a remote treat dispenser for household pets that have separation anxiety from their owners — and vice versa. It connects to a smart home's Internet network via wifi and an app allows pet owners to dispense treats for their animals using their mobile phones while they're away from home. For an enhanced experience, pet owners can attach a second wifi-enabled device, like a spare tablet or smartphone, to the front of the treat dispenser to add video-conferencing capabilities. This feature may scare the bejeezus out of the dog and will likely be ignored by the cat.

icpooch.com | CAD$150

LIFX Color 1000 Lightbulbs

While they promise a spectrum of millions of colours, smart LED light bulbs can be underwhelming, performing at the equivalent number of lumens of a 60W incandescent bulb. The LIFX LEDs are the brightest of the bunch, shining at a 75W equivalent, and are easy to set up and install because they don't require a hub and connect directly to a home's Wi-Fi network. Apart from turning a living room into a private discotheque, some of the cleverest uses for smart bulbs are having them pulse as different silent triggers, like for a door bell's chime or an incoming phone call.

lifx.com | CAD$185

Lutron Serena Remote Controlled Shades Sunshades

Available in roller or honeycomb styles, these shades are battery powered and work with Lutron's Caséta Wireless Smart Bridge, the "brains" that allow homeowners to raise and lower them automatically by tapping an app on a mobile device or calling out to a voice-activated digital assistant. Lutron's Smart Bridge can also control other smart devices for lighting, audio and heating, making for an attractive quadruple combo. Luton's smart shades are best-in-class at the moment but remain prohibitively expensive, starting at over $400 even for the narrowest and shortest windows. However, homeowners can take heart, the single or double-cell honeycomb shades add extra thermal resistance and help save energy over the long run.

lutron.com | From CAD$400

39

Logitech Logi Circle Camera

Circle is a spherical camera, part of the Swiss peripheral manufacturer's new design-forward sub-brand. While plugged in, it can film continuously. Detached from its charging ring, the camera has enough power to capture up to two hours of footage. Via Circle's app on a mobile device, its two-way intercom allows homeowners to engage remotely with the people on camera. It streams HD video to the app and offers a free cloud-based archive of the last 24 hours of footage, allowing home-owners to rewind and review a day's events. Circle's suitable for a variety of indoor applications – in black as an ominous security camera or in white as an omniscient baby monitor.

logitech.com | CAD$250

Withings Body Cardio Scale

For fitness fanatics, looking for a finer level of granularity for their daily health statistics, this next-generation scale delivers complete readings of their body compositions and valuable metrics on their cardiovascular health. In addition to weight, Body Cardio measures an individual's muscle, fat, bone and water density. It also detects pulse wave velocity, a sign of the user's arterial stiffness. While the tempered-glass surface comes with a familiar LCD display, the accompanying Health Mate app tracks these statistics in much greater depth, graphing them to provide visualizations of trends. The app also works as a motivational tool that provides feedback and tips about how users can reach their fitness goals.

withings.com | CAD$200

Sonos Play:1 Speaker

This entry-level speaker from Sonos is a building block for a multi-room sound system that works alone or in symphony with other Sonos units via a Wi-Fi mesh network that homeowners can control with a mobile app. Two speakers in the same room can be configured to make a stereo pair. Add a couple more plus the Sonos Sub for Dolby 5.1 surround sound. In a best-case, multi-room, multi-speaker scenario, the app can send different audio sources to dif-ferent speakers and allows users to control the volume, bass and treble for each in up to 32 areas.

sonos.com | CAD$250

Neato Botvac Connected Vacuum

Taking its low-profile design cues from an episode of BattleBots, this dark-horse robot vacuum cleaner's remarkable performance will wow homeowners. In side-by-side comparisons it outperforms more expensive models from better known brands, like Dyson and iRobot. It's D-shape means that it is more likely to clean crud out of corners than circular-shaped robot vacuums. It comes with a mobile app that lets users launch it for a spin remotely, while at work, for instance, and return home to resplen-dent, just-vacuumed floors. Surely testament to its power, some of Botvac's owners com-plain that one drawback is its loud motor.

neatorobotics.com CAD$900

August Home Doorbell Cam Viewer

Design-forward homeowners who want to make a sharp first impression with visitors while having the benefit of added security will swoon over August's Doorbell Cam for their homes' entries. With two-way voice and one-way HD-video streaming, this Wi-Fi-enabled doorbell and camera allows them to answer their doors using a mobile app from anywhere in the world. The hardware connects to an analog doorbell's wiring for a familiar chime inside a home, and sends an instant notification to a homeowner's mobile device. For an added degree of vigilance, a motion detector also triggers the camera and sends the mobile app a push notification. With Doorbell Cam, homeowners never have to ask, "Who is it?" again.

august.com | CAD$160

Nest Protect 2.0 Smoke and CO detector

This next-generation smoke and carbon-monoxide detector makes the lives of novice cooks safer. With an in-app silencer, they will never again have to balance atop a kitchen stool to stop a false alarm. For this latest update, Nest kept the unit's stainless steel mesh housing but made a slimmer form with rounder edges. It's available in white or black and in battery-powered or wired models. Via the app, the smoke alarm integrates with other Nest products. It can trigger a Nest Cam to record a clip of the incident. With another tweak, it can make a smart home's con-nected lights flicker or change colour as additional warning signals.

nest.com | CAD$130

Lessons from its big sisters

Amsterdam learns high-rise from Toronto, Chicago and Vancouver

In September 2016, a delegation of politicians, planners and developers from Amsterdam toured Toronto, Chicago and Vancouver, meeting their local equivalents and visiting notable sites, including Urban Capital's River City in Toronto. Their aim – to learn how these three dynamic North American cities do development, as a precedent for planning the Sluisbuurt district in Amsterdam, a new high-rise neighbourhood just outside the city centre. **Burton Hamfelt**, *the architect who spearheaded the trip, tells us what they discovered.*

A North American love affair is developing between metropolitan cores and newcomers to the city. Ever expanding groups of new city dwellers are ignoring the traditional allure of car-based and inexpensive suburban living when deciding where and how to live. Instead they are heading for high rises in big city cores that are walkable, vital and growing.

What makes a great big city? What makes a big city great? The first question is for planners while the second is what we leave for others to develop and let happen. Making a big city great is about allowing unplanned urban liveliness to flourish. Toronto, Chicago and Vancouver are examples of thriving big cities, where high-rise development, a rich variety of mixed use and an active urban street life form the fabric of city life.

From the Amsterdam perspective a number of questions arise: What works and what doesn't? What is the impact of recent planning guidelines on the actual development of these cities? And what can this mean for the high rise (and big city) ambitions of the Sluisbuurt in Amsterdam?

TORONTO THE BETTER. "It's one thing to grow; it's another thing to grow well."

If Jennifer Keesmaat, Toronto's chief planner, has it right, then Toronto plans to write the book on the best way to grow a city. Over the past 15 years Toronto has witnessed extraordinary if not alarming growth in its urban core. Much of this can be credited to the unique convergence of the province's land use policies, particularly the greenbelt around the greater Toronto region; guidelines to concentrate high density growth in the urban core; low interest rates; healthy immigration levels; and an attraction for lots of young people to study and work in the city.

Toronto wants to create a city where people have to move less. Smart, fast-paced growth that is no longer dependent on major infrastructure investments. How to make this happen? Active pedestrian streets complete with grand building entrances, multifunctional podiums and privately owned public spaces (POPS) set the context as the towers above step back from the street.

The dynamism of Toronto's urban planning is more impressive than the results at this moment. That said, there is hope. Regent Park is a work in progress, where heights can be manipulated over time to allow for a smarter and more organic distribution of density, delivering flexibility, dynamism and optimism. The West Donlands, bordering often uncompromising urban conditions, balances both grit and elegance in creating a new kind of city vibe in the east end, one block at a time. There is a certain rawness about how Toronto still feels even with all its "high riseness". As if this new form of urban coolness questions the need to have a city feel finished or complete. This sense of rawness is maybe something that Amsterdam can learn from.

Toronto attempts to capitalize on its rapid growth by allowing it to happen wherever and however. Although subject to increasingly strict design guidelines, in practice Toronto has zoning rules and bylaws that everyone ignores. The resulting urban development comes off as opportunistic and lacking the attention to and quality of public space often found in Europe.

That said, it's clear that "Toronto the Good" is doing its best to become "Toronto the Better".

CHICAGO THE COMEBACK CITY.
Chicago wants to restructure and redistribute. While Toronto appears to have embraced the future, Chicago still holds on to the past. Our first takeaway was that the traditional image of Chicago – as a gritty industrial metropolis carved into ethnically defined enclaves – remains. Chicago, home of the skyscraper, is a city of autonomous towers with probably the most beautiful collection of 20th century buildings ever. After many years of decline Chicago is

Toronto, Ontario

Vancouver, British Columbia

Chicago, Illinois

now a metaphorical comeback city.

But in America people are not paid to plan cities, they are paid to develop them. That said, it is impressive how even during times of modest growth, Chicago's strategy for restructuring through redistribution allows developers to utilize the river's edge as a new recreational frontier and in exchange give 5% to other areas of the city – a commendable policy.

New city dwellers value residences with big city views and a full complement of building amenities. Individual parking is not high on the list. To its credit, Chicago has prioritized building what is most attractive for its new urban pioneers – where it matters most. The city is surprisingly affordable for young people who simply want to rent downtown and walk to work, or buy property in up-and-coming neighbourhoods close to transit hubs.

Chicago's comeback is rooted in a typical packaging formula for mixed use that exists in virtually all new buildings under development. Hotels on the ground and lower floors, with housing on the upper floors, seems to work best. This is coupled with extensive outdoor space on roofs, which contain collective and publicly accessible amenities. Meanwhile parking is located between the 3rd and 7th floors, as part of the integral building design: this is, after all, the city of the Marina towers.

VANCOUVER THE CITY OF MILLIONAIRES. In Vancouver news of the recent property transfer tax, aimed at foreign buyers, could not overshadow the fact that every homeowner has become a millionaire. Even though protected view corridors preserve vistas by restricting building heights, the city continues to grow in areas where prices are rising fastest.

Everyone is looking at Vancouver. It feels as if the tower and podium combination of "Vancouverism" has become a dreamy urban planning brand that every city in the world, including Amsterdam, wants to copy.

Vancouver is putting its money into more West End development, spread over a 30 year urban build-out plan. What's new is the implementation of development levies that will add to the city's much needed public amenity fund. As rental over ownership becomes an ever more popular choice, can this be an incentive for more public amenities instead of just real estate speculation?

Vancouver's next big project is a new subway and corridor plan as a means of increasing development through medium size urban blocks. The city's challenge is to synchronize the need for rapid transit with rapid population growth. Its new corridor housing typology is allowing Vancouver to rethink its limited supply of tall and small housing options through mid-rise "main street" development.

Is Vancouver too good to be true? According to urban blogger Brandon Donnelly (see *Too much of a good thing*, page 33), there is a danger

that formulaic planning metrics, by stamping out oddly ingenious but often illegal spaces, can sterilize a city and make it boring. What is density when you don't have the urbanity to also shake things up a bit?

AMSTERDAM XL. So what can Amsterdam bring home from this trip?

Vancouverism's spread out skyline with an active ground plane, where the tower is not directly visible from the street, is something Amsterdam can adopt. Likewise, how Toronto capitalizes on growth, together with its raw energy, can be an example to Amsterdam for the massive (but also healthy) level of building production it needs. And Chicago told us to not forget the power of innovative architecture as a place maker.

Amsterdam is for many people a metropolis with the size and feel of a village. But that reality is changing faster than we think. Tourism in Amsterdam is growing at an annual rate of 5%, reaching an astonishing 23 million visitors in 2025. The city's population is also expanding as never before, with over 12,000 people arriving every year, resulting in housing production of 6,000 to 8,000 dwellings per year.

These are big numbers for Amsterdam and the question remains: how will Amsterdam grow? Has the city reached the point where it can no longer carry on as before? Is Amsterdam ready for this metropolitan scale jump?

High rise, with it's small carbon footprint, low car ownership and stacked amenities, is increasingly seen as an attractive urban living model for the city. Such an approach, however, will be no easy sell in Amsterdam. But if there is one thing the city can learn from its big city sisters in North America, it is that Amsterdam needs to write its own book on high-rise and rapid urban growth. Starting this book alone could kick start a revolution that builds the world's first tiny big city. **UC**
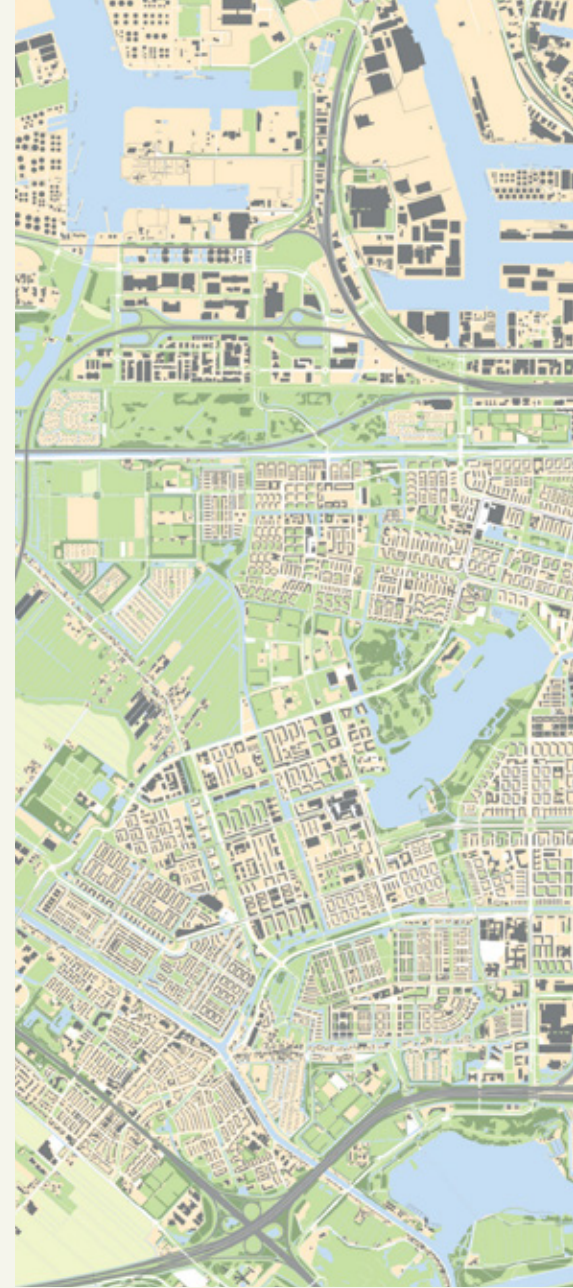
The Sluisbuurt Project
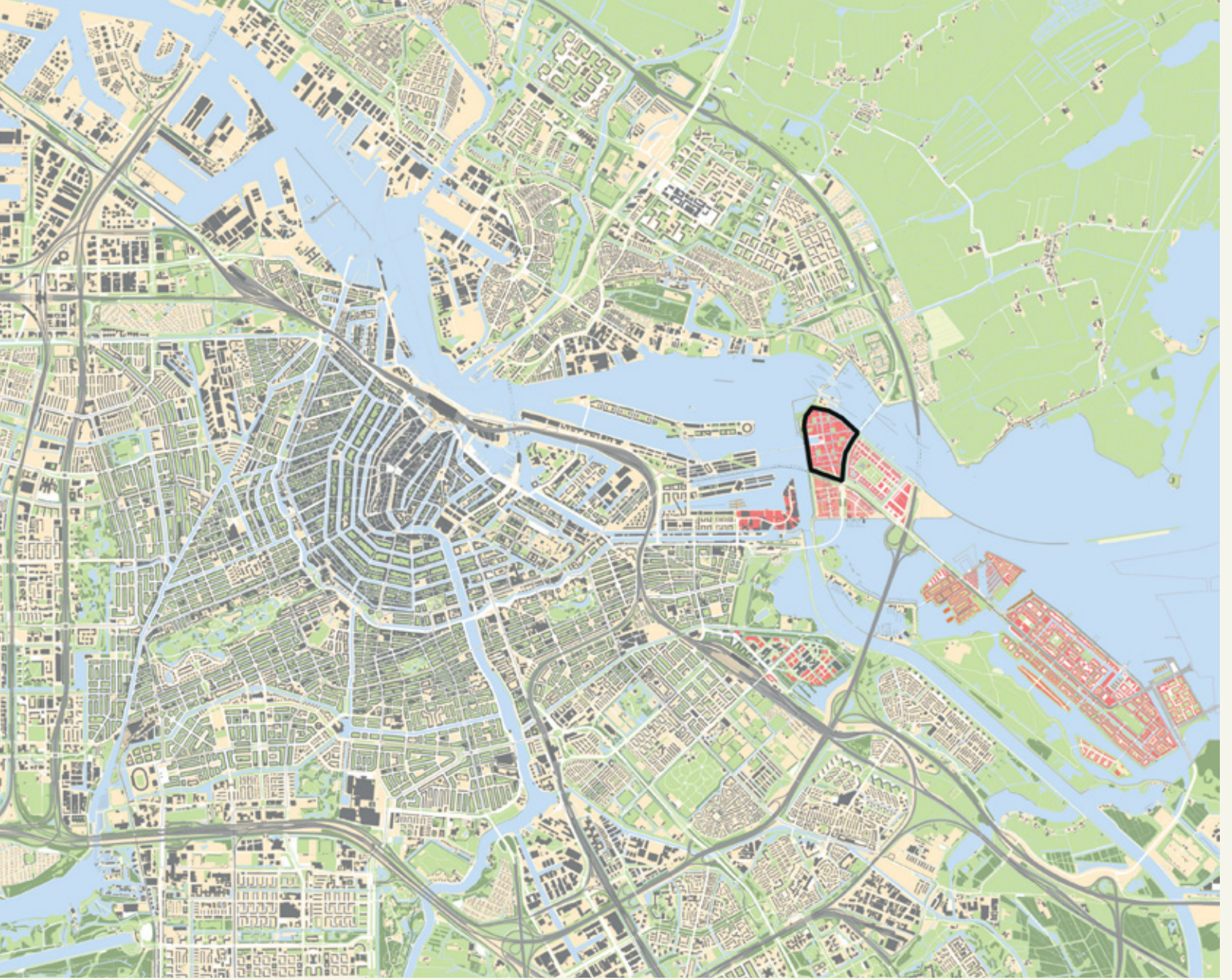
The purpose of the Dutch study trip was to learn from key North American cities in preparation for the planning of a high-density, high-rise community in Sluisbuurt on Zeeburgereiland in Amsterdam – a new urban neighbourhood whose unique location on the IJ has earmarked it for a stunning high rise residential development, providing housing that the city desperately needs.

As part of the City of Amsterdam's 2040 Structure, the Sluisbuurt is slated to comprise up to 5,500 homes and 100,000 m² of mixed use development. A thoughtful composition of towers rising from 30 meters (9 stories) to 143 meters (48 stories) will form an urban ecosystem for vertical living. Planning is to be completed by 2025.

The Sluisbuurt wants to be known as a cycle city and a new cycle bridge to the Eastern Docklands will provide an optimal connection to Amsterdam's main cycle network. The focus on the bicycle as the primary mode of transport forms the basis of a bike-based neighborhood where car ownership is radically reduced compared to other parts of the city. The area plan is being completely developed under the "rain proof'" principle that includes use of green façades and roofs, an extensive water canal system, and a network of public space, all of which helps contribute towards a good quality of life.

M City's tribalizing promise is music to new Mississauga's ears

EXECUTIVE SUMMARY:

Mississauga, Canada's fourth largest city, is multilingual and skews young. Municipal officials just approved a community-scale residential development project being undertaken by Rogers Real Estate Development Limited and Urban Capital. Called "M City", it will be a pedestrian-friendly urban district centred around a large public park. When completed, the tight grid of walkable city blocks will be part Mississauga's rapidly intensifying downtown core. In order to build their community's base and effectively reach out to Mississauga's savvy, diverse and youthful makeup, M City's first ad campaign zeroed in on citizens of the New Mississauga and updated the identities of whom these urbanites may actually be.

ABOUT:

Rogers Real Estate Development Limited and Urban Capital have teamed up to execute an expansive master plan for Cleary Park District at the southwestern extremity of Mississauga's City Centre. In March 2017 they will launch the first phase – a 60-storey point tower with an expansive podium that will define the new neighbourhood's first city block. If all goes according to plan, the ensuing 15-acre, 15,000-resident, eight-block urban district will be widely known as M City and will be the first part of Mississauga's central core that looks the part of a downtown. It will feature high-rise residential towers, a large urban park and shop-, townhouse- and tree-lined streets. By specifying a high-density, pedestrian-friendly, human-scale for the phases' ground floors and neighbourhood's streetscapes, M City's urban planners have outlined the future of somewhere that will give New Mississauga's residents (M-people?) not only a place "to be

from" but also a place "to be."

Mississauga is young and diverse: 20- to 44-year-olds make up approximately 40 percent of its population of 700,000. The current downtown core is a mix of shopping, post-secondary campuses and cultural venues with growing community amenities, mass transit nodes and alternative transportation options for residents. A suburban city on the verge of becoming an urban setting, Mississauga's ongoing growth has come from decades of immigration and it has large, long-established populations of European, South Asian, Chinese and Caribbean descendents. Perhaps contrary to popular belief, many of Mississauga's residents grew up, live and work there, a fact that stokes a considerable amount of latent civic pride.

While many may have grown up in Mississauga's bedroom-community settings, the younger generation of New Mississauga that has recently come of age is looking to escape the cul-de-sac and has a pent up demand for something new, contemporary and uniquely theirs. To this day, Mississauga still lacks a truly urban environment that's post-car and post-mall.

CHALLENGES:

Rogers and Urban Capital asked L.A., Inc., their advertising agency: "So. How do you launch a large-scale, decade-long, multiple-phase, residential development?"

Charged with winning Mississauga's mind-share for the new urban district, the ad agency's creatives knew the real estate brand would have to be highly-relevant and tightly-dialled-in to connect with this multi-faceted, local demographic.Given the development's extended timeframe, the new name would have to have an

enduring quality. At the same time, in order to be memorable, it would need a certain immediacy. Lastly, the brand would have to promise lifestyle,

something aspirational and visionary.

INTRODUCING M CITY

Revealed at the announcement of the first phase, "M City. Mississauga's future starts here." is L.A.'s name and community-centric branding for this new urban district.

The name is a catchy short-hand and highly hashtagable. It speaks to locals, as a familiar and endearing hometown nickname and explicitly confers city-dom on Mississauga's downtown core. Ultimately, "M City" has the potential to be very powerful should the name go viral or leak into the local slang as the latest lingo for Mississauga itself.

At the same time and by way of differentiation from its surroundings, the name's abbreviated nature also denotes something smaller than the whole. In this way, M City suggests how the district on the southwestern edge of Mississauga's

L.A., Inc.'s "M City" brand and "New Mississauga" campaign tap into the civic pride of Mississauga's residents. The campaign's artwork pays tribute to a young, mobile and diverse demographic eager for a downtown district that's as mixed, vibrant and urban as it is. **By Lawrence Ayliffe & Austin Macdonald**

downtown will also be a city within a city, offering a distinct identity from the commercial core.

The logo's multicoloured "M" hints at Mississauga's varied make up. At a second glance, the colours are also a metaphor for the multiple mixed-uses, multitude of activities and many amenities that are implicit to the everyday of a downtown setting and accompany a pedestrian lifestyle.

With the photography for M City's first ad campaign about a New Mississauga, L.A. drilled down further into the city's contemporary composition. The agency created eight personas that represent some of the faces of local residents. Each of the images is of a different character, including a fashion designer, a startup founder and a maker. They're all from different backgrounds. Despite their diverse appearances, the different instances of the ads have a unifying force and a cumulative effect. The subjects of these updated portraits of prototypical locals are unequivocal and unanimous about their identities—all seemingly declare "I am the New Mississauga."

With the New Mississauga keenly in mind, M City's intended audience for the slogan "Mississauga's future starts here" begins to crystallize. It positions the new project as a likely site for these like-minded denizens to meet on common ground in their own distinctly urban downtown. **UC**

CONDO DEVELOPMENT 101
How to Finance a Project
(in 10 easy steps)

Building a building costs money. A lot of it. You can put in all of the money yourself, but that's not the most effective use of your cash. A better way is to maximize your financing. Herein, a guide to using leverage to build a condominium project.

01 Start with your Vendor
The first step in any development is to secure the site. See if your Vendor will participate. In Toronto, this was easier back in the day, when the market wasn't so frothy. It's also easier in cities or locations that haven't gone through a condo boom.

N **Y**

03 Get a land loan
If the landowner won't participate, you'll probably need to get a "conventional" land loan from a bank or mortgage lender. You will end up paying 4% to 7% per annum, and will typically need some income from the site in order for the lender to want to do this.

02 Get the Vendor to participate
Your Vendor can help out by becoming your partner (in which case he or she will "throw in" the land); delaying your closing date; or giving you a "vendor take-back" mortgage, all of which reduce the costs you have to incur prior to starting construction.

04 Bring in a development partner
With or without a land loan, Urban Capital (like most developers) likes to bring in partners to share the risk (and the glory). Partners can either be the landowner (see 2 above) or another developer. In cities other than Toronto (our home market), we always like to have a local partner in order to give us some local cover.

05 And/or an "equity lender"
A development partner (Step #4) will likely want to participate with you on an equal basis – i.e. they are unlikely to give you a "lift". An alternative is to look to an "equity lender". These guys typically want a decent return, and they structure the deal to make sure they get their money out first. But if things go well, this is definitely the less expensive route.

06 And/or do a syndication
Another option is to raise money through a syndication. The proper way to do this is to only approach people you know, and have a minimum investment of $100,000 each, so you don't go offside on any securities regulations. The dodgier way is to use brokers and take $10,000 increments from unknown small-time investors.

07 Obtain mezzanine financing
Banks in Canada like to see 15% to 20% of the total costs covered by equity, i.e. "cash". Luckily, it's possible to finance a portion of this equity by what's called a "mezzanine loan", which usually costs about 10% to 12% p.a. Using this money is a good way to juice your returns, but becomes very costly if your project gets delayed.

08 Secure your purchasers' deposits
When you sell a condominium purchasers provide up to 20% deposits, which you can typically access as long as you put in place deposit insurance. The cost of this insurance, which protects consumers, is a lot less than what lenders charge to loan you money, so the more deposit money available, the better.

09 Arrange your construction financing
Once you've got all your "equity" and deposits in place, the rest of your project can be financed by a construction loan. Construction loans are not expensive, but you need to have all your ducks in order (especially your pre-sales) before getting one.

10 Keep everything on budget
The way condo financing works is that whatever is left in your financing has to add up to your "cost to complete", so the bank knows there's enough money to complete the project and get paid back. The "cost to complete" always includes a contingency – make sure you don't use that up, otherwise you're likely to be called upon to make up the shortfall yourself.
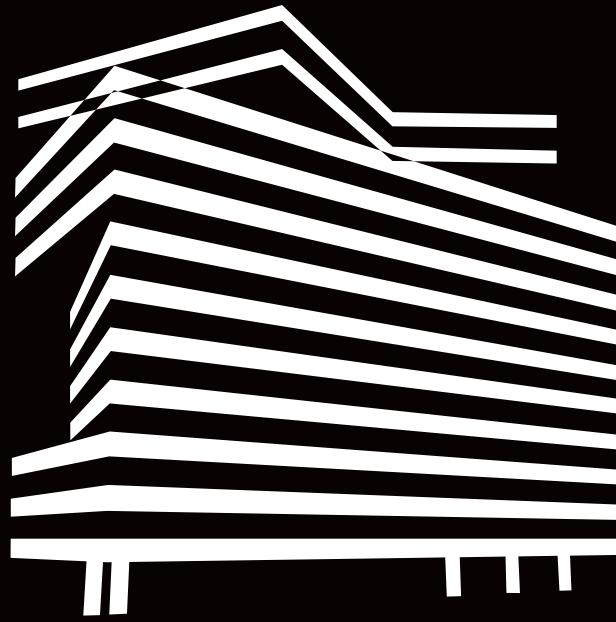
JJ Returns

Last year JJ Thompson made River City Phase 1 look like a sea of containers waiting to be shipped to some distant locale. This year we asked him to come back and shoot Tableau. You can see some of his photographs on Pages 11 to 13, but for this back page we picked a more graphical interpretation, once again rotated 90 degrees.

HARRIS SQUARE

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