

ORILLIA RECREATION FACILITY



Orillia Recreation Facility Concept Plan (2016) Source: City of Orillia Website

QUICK FACTS

Address: 255 West Street South, Orillia, Ontario
Site Area: 14.57 ha (36 acres)
Proposal: Recreation Facility
Status: Opened in Spring 2020
Investment: \$ 55.5 million
Awards: 2016 Brownie Awards - Rebuild-Redevelopment at the Local/Site Scale category

HISTORY

- Site was previously used for industrial purposes.
- The site housed wooden grain tanks, a tannery operation, farm related equipment manufacturing, aircraft industry part manufacturing, steel and grey iron casting manufacturing, manufacturing of gas and oil furnaces, automotive manufacturing, ductile iron manufacturing and tobacco operation (City of Orillia, 2015).
- The most memorable industrial use of the site was the Molson Brewery, which lay vacant for 20 years.
- As a result of these historical uses, volatile organic compounds (VOCs) were found in both the soil and groundwater samples.



Orillia Recreation Facility-Detailed Design Stairs. Source: City of Orillia Website

DESCRIPTION

- The Orillia Recreation Facility is a brownfield site located near their downtown built by the City.
- The Recreation Facility will include facilities such as various pools, fitness centre, running track and a childcare room.



Orillia Recreation Facility- Outdoor Gym. Source: City of Orillia Website

WHY WAS THE SITE CHOSEN?

- City of Orillia (2020) confirmed that there were initially three sites that were chosen as potential hosts for a recreation facility.
- Due to size, affordability, walkability, tourism potential and political issues, 255 West St S. was chosen as the ultimate location.
- Plans were for the revitalization of the entire corridor. Thus, since the site represents such a large amount of underutilized real estate near the downtown, staff saw the potential for redevelopment.

WHO INSTIGATED THE DEVELOPMENT?

The **2014-2018 council** were the champions and ultimate supporters of the revitalization from the start of their inauguration (Orillia, 2020).

WHY IS IT CATALYTIC?

- Increase in development applications (8 sites within visibility of the brownfield site have been sold, redeveloped or have development applications in the process).
- Annual residential average purchase price rose 26.6% change year over year.
- Development surrounding the recreation facility in the form of 9 residential and commercial properties.
- Sparked redevelopment of other areas within the municipality even before its full completion (waterfront and other underutilized areas)
- Technology used to ensure safety, such as the elaborate active and passive venting systems.
- Transformed the landscape of the Western corridor and the site has the potential to become a gateway landmark for the City.

References:

1. Cambium Inc. (2018). 2018 Off-Site Annual Monitoring Report - 255 West Street South, Orillia, Ontario. Retrieved from, https://www.orillia.ca/en/living-here/resources/Environmental_Services/2018-FINAL-Off-Site-Annual-Monitoring-Report.pdf
2. City of Orillia. (2015). Environmental Information: May 2015 Public Open House information boards. Retrieved from, <https://www.orillia.ca/en/city-hall/recreationfacilitiesites.aspx#Environmental-Information>
3. City of Orillia. (2020). Personal Communications.



PLEASANT HILL VILLAGE



Aerial View of Pleasant Hill Village.

Source: City of Saskatoon Website

QUICK FACTS

Address: 1407 20th Street West,
Saskatoon, Saskatchewan
Site Area: 5.2 ha. (12.85 acres)
Proposal: Revitalization Project
Status: Ongoing (75% completed)
Investment: \$ 50 million
Awards: N/A

HISTORY

- Pleasant Hill Village was a neighbourhood of single detached dwellings interspersed with vacant industrial sites.
- Began in 2006 as a neighbourhood revitalization project with input from the community.
- Once the community plan was created, the Federal, Provincial, Local Government partnered to purchase 29 single detached dwellings from a single landlord.
- City created a new neighbourhood plan focusing on denser urban form, and upgraded the existing school to include a community centre.
- City purchased additional brownfield land in 2008 and remediated it to put on open market.
- In total, 5 of 7 sites were sold to developers with 2 sites currently under review for a Request For Proposal.



Pleasant Hill Site Map

Source: City of Saskatoon Website

• Existing • Planned

DESCRIPTION

- Located east of downtown Saskatoon, the subject lands now contain parks and a new school and recreation facility.
- Additional development has taken on the form of new townhouses and multiple dwellings.
- One seniors residence has been constructed and a planned Elder's Lodge is scheduled to be constructed in 2020.
- Over 100 new affordable units will be built at full built-out.



Pleasant Hill school (2017). THE SASKATOON STARPHOENIX Website

WHY WAS THE SITE CHOSEN?

- The specific purpose of Parcel F was established by a council resolution to include the site within the Pleasant Hill Project area.
- The location of the site was logical to incorporate into the development.
- An opportunity presented itself when the site was left vacant in 2006 after a fire.
- Further, the project is within 2 km of downtown Saskatoon and within walking distance of a planned Bus Rapid Transit (BRT) corridor located north on 22nd Street.

WHO INSTIGATED THE DEVELOPMENT?

Primarily **City of Saskatoon** along with various **development partners** as parcel were sold off. Public consultations revealed that residents viewed this area as a bad neighbourhood and wanted it revitalized.

WHY IS IT CATALYTIC?

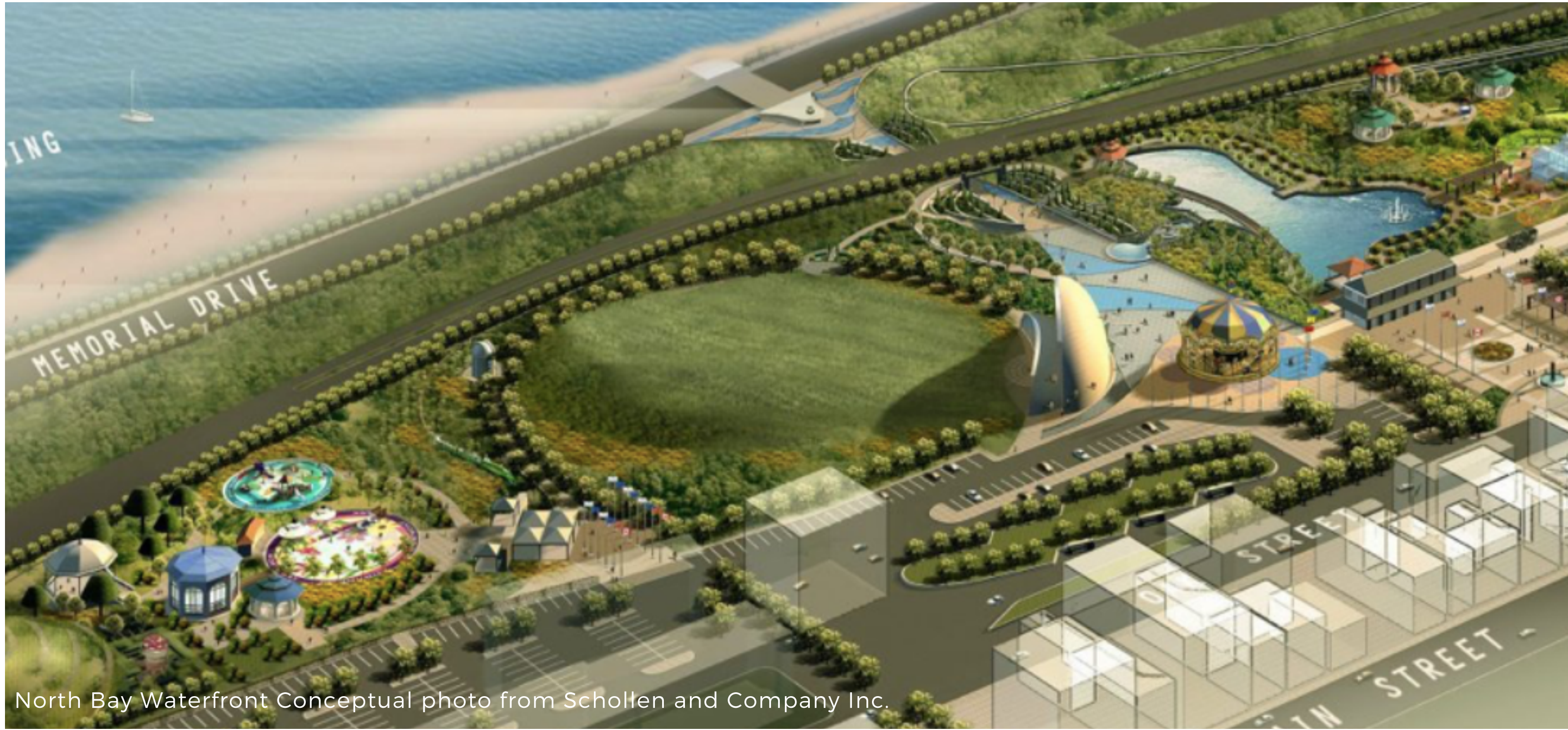
- According to City staff, the investment into this community spurred development of new socially conscious housing, and housing with supports including an elder's lodge and seniors housing.
- Other developments outside of the community such as Station 20 West, a community enterprise centre that provides child care, employment support and meeting spaces was constructed in 2012.
- In 2014, the City of Saskatoon completed a new comprehensive plan called the Junction Improvement Strategy. This plan includes Pleasant Hill Village, its neighbouring residential area to the east called Riversdale and the West Industrial Neighbourhood.
- The Plan created a land-use concept for all three neighbourhoods so that development could proceed in an orderly manner, while identifying new uses for existing vacant and industrial lands.
- The West Industrial area is identified within the plan as a transition zone, which could potentially free up brownfield land for development. Additionally, these land uses can capture the economic uplift of the planned BRT Corridor.

References:

1. City of Saskatoon. (2020). (personal communication, March 9, 2020).
2. City of Saskatoon. (n.d.a). Junction Improvement Strategy. Retrieved from <https://www.saskatoon.ca/business-development/planning/neighbourhood-planning/junction-improvement-strategy>.
3. City of Saskatoon. (n.d.b). Pleasant Hill Village. Retrieved from City of Saskatoon: <https://www.saskatoon.ca/business-development/planning/neighbourhood-planning/pleasant-hill-village>.



NORTH BAY CN & CP RAIL LANDS



North Bay Waterfront Conceptual photo from Scholten and Company Inc.

QUICK FACTS

- Location:** 100 Station Rd, North Bay, Ontario
- Site Area:** 16.19 ha (40 acres)
- Proposal:** Revitalization Project
- Status:** Ongoing
- Investment:** \$ 43 million required for Clean Up
- Awards:** N/A

HISTORY

- The Canadian National Railway (CNR) Lands were first acquired by the City in the 1990s. The Canadian Pacific Railway (CPR) Lands were acquired by the city in 1999.
- The tracks had been present in the city for approximately 80 years and contaminants from associated uses were located on the site.
- The type and extent of contaminants present on the site were unknown to the City at the time of the purchase.
- The downtown was a popular destination but was devoid of amenities due to poor connection between these lands and the downtown (City of North Bay, personal communication, January 2020).



Satellite Image of North Bay Shoreline & Rail lines Source: City of North Bay

DESCRIPTION

- The City was able to create a connection (pedestrian underpass) between the downtown core, the rail lands and the waterfront.
- The line removal, remediation and rehabilitation of these rail lands provided new parks and sports fields; the construction of infill housing, including entry level and affordable housing; and new and renovated commercial office and retail buildings (City of North Bay, 2010).



North Bay Waterfront Source: City of North Bay

WHY WAS THE SITE CHOSEN?

- **Geography:** City staff wanted to control these strategic lands for potential projects and the speed of development (Personal communication, January 2020).
- **Economic development:** The investment by the City created a catalyst for downtown development and created the opportunity for demand generators.
- **Utilization:** The large amount of real estate connecting two large portions of the city was attractive for City staff.
- **Walkability:** To create a connection between two major portions of the city, a pedestrian underpass was built to serve as a path for community members.

WHO INSTIGATED THE DEVELOPMENT?

Through the acquisition of CN & CP rail lands, the **City of North Bay** can be credited for instigating the development and remediation works on the properties (City of North Bay, 2010)

WHY IS IT CATALYTIC?

- The new parkland features and the associated increase in visitors triggered the revitalization of the downtown.
- Sparked interest for investors into the community.
- Approximately 4.5 acres of land were sold to a private developer for the construction of a senior home.
- The City launched a Brownfield Community Improvement Plan (BCIP) and a corresponding Downtown Community Improvement Plan (DCIP).
- New developments in the west end of the city.
- City saw an all time record of development and permit applications culminating in roughly \$92.5 million (City of North Bay, 2010).
- Although the project is roughly twenty years old, the built environment of the city has changed drastically due to the undertaking.

References:

1. City of North Bay. (2010). Rail Lands Redevelopment. Brownie Award Submission. Retrieved from: <https://www.cityofnorthbay.ca/media/1409/cui-brownie-award-submission.pdf?v=635971778080000000>
2. City of North Bay (2020). (personal communication).
3. City's rail land clean-up project gets national attention. (2010) Retrieved from, <https://www.baytoday.ca/local-news/citys-rail-land-clean-up-project-gets-national-attention-36517>



AVENIR CENTRE



Avenir Centre Entrance photo

Source: Golder (2019) Website

QUICK FACTS

Address: 150 Canada St;
 Moncton, New Brunswick
Site Area: 3.5 ha (8.65 acres)
Proposal: Recreation Centre; Arena
Status: Opened in 2018
Investment: \$ 113 million
Awards: 2019 Brownie Awards -
 Rebuild; Best Project
 Development Building Scale.

HISTORY

- The land was occupied by Canadian National Railway operations from 1918 to the early 1960's.
- Later, it was redeveloped into the Highfield Square Mall until its closure in September 2012.
- The site's condition was left with contaminants from its former railway use.
- In 2014, the property was purchased by the City of Moncton as a replacement for the Moncton Coliseum, a former indoor arena.
- The proposed Avenir's name mean "Future" in French and it's named after Avenir Hearing, a New Brunswick Audiology company which has 11 clinics across the province (Golder, 2019).



Avenir Centre Walking distance Map Source: City of Moncton

DESCRIPTION

- The Avenir Centre is a modern 10,000-seat indoor arena for sports including ice hockey and basketball.
- The complex includes rental spaces for events, and community gathering spots.
- The site is part of areas for potential revitalization projects as described in the City's Downtown Moncton Development Vision (City of Moncton, 2006 & Golder, 2019).



Avenir Centre Indoor Arena Photo.
 Source: MonctonRad Forum

WHY WAS THE SITE CHOSEN?

- Avenir Centre site was chosen due to its geographical location in the downtown core of Moncton.
- The scale of the project and characteristics of the area as an entertainment and tourist district.
- The potential to attract new investment in the surrounding areas.
- The connectivity and walkability in the area.
- City staff emphasizes that Avenir Centre is part of the areas for economic development plan to revitalize its downtown.

WHO INSTIGATED THE DEVELOPMENT?

The Councils of the **City of Moncton** along with the **Downtown Moncton Centre Ville Inc (DMCI)** are the main initiators of this proposal who advocated for the construction of the site

WHY IS IT CATALYTIC?

- Since 2016, there has been an increase in downtown building permit values near this brownfield redevelopment.
- These building permits are traditionally used as an indicator of a community's economic growth and as per today, the entire City has issued \$378 million in building permits in 2019.
- This has also expanded Moncton's Downtown Development incentive programs seeking to lure more investment (City of Moncton, 2015).
- New developments have sparked growth in the surrounding areas with new hotels; apartment buildings; businesses and other facilities.
- The events in Avenir Centre attract thousands of tourists and residents to the downtown core.

References:

1. City of Moncton (2006). Downtown Moncton Development Vision. Downtown Development Department. Retrieved from: http://www5.moncton.ca/docs/Downtown_Vision.pdf
2. City of Moncton (2015). Financial Incentive Program for Downtown Community Improvement Plan Area & Designated Heritage Properties. Retrieved from: http://www5.moncton.ca/docs/Financial_Incentive_Program_CIPA.pdf
3. City of Moncton. (2020). Personal Communications.
4. Golder (2019). Green Remediation: City of Moncton Revitalizing Downtown. CCE Awards Submission. Retrieved from: https://www.canadianconsultingengineer.com/awards/pdfs/2019/D-05_GolderAvenir_Centre.pdf
5. DCMI (2020). Personal Communications.



CASCADE HOTEL & CASINO

QUICK FACTS

Address: 20393 Fraser Hwy,
Langley, British Columbia
Site Area: 4 ha (9.88 acres)
Proposal: Casino, Hotel, Restaurant
and Convention Centre
Status: Opened in 2005
Investment: \$ 45.2 million
Awards: N/A



Cascade Casino Langley Entrance (2018)

Source: Government of British Columbia

HISTORY

- The site formerly was used as both an auto-repair shop and other units housed fertilizers.
- The environmental assessment happened in the late 1990s.
- A convention centre was the initial idea for the development; however, city planners realized that a casino could help fund municipal works and infrastructure.
- Much of the existing building structures were reused in the development of the Cascade Casino.



Cascade Casino Langley Expansion Rendering
Source: Langley Advance Times

DESCRIPTION

- The City of Langley agreed to build on the former brownfield site to develop a multi-use hotel-casino and convention centre in the heart of Downtown Langley.
- Gateway Casino and Entertainment Limited is the developer of this project.
- Cascade Casino is the largest employer in the City of Langley, providing job opportunities in the food, hospitality and gaming industries.



Cascade Casino Ballroom Source: Cascade Casino Website

WHY WAS THE SITE CHOSEN?

- **Downtown Core:** This was an ideal location purely for convenience's sake for walkability and transit opportunity.
- **Tourism:** The City of Langley now attracts tourists and residents from all over the metropolitan Vancouver area. The hotel attached to the Casino has positively affects the surrounding local businesses.
- **Utilization:** The City of Langley was able to utilize this land for both community attraction and profit as it acts as both a convention centre and casino-hotel.
- **Profit Sharing:** The main revenue to the City of Langley originates from the taxes on casino winnings, which are responsible of providing funds to city repairs and grant money.

WHO INSTIGATED THE DEVELOPMENT?

The **City of Langley** worked alongside with **Gateway Casino and Entertainment Limited** to develop the project. The City of Langley took this as an opportunity to fund the City's infrastructure work (roads etc.) and also contribute towards grants.

WHY IS IT CATALYTIC?

- To date, this development has become the #1 employer of 500 people in the City of Langley (Business Examine, 2014)
- Nearly \$199 million dollar of brownfield developments have been approved which has led to an increase in surrounding property values (City of Langley).
- Since its opening, Cascades Casino in Langley has generated \$83.5 million for the City of Langley (British Columbia Lottery Corporation, 2018).
- The City of Langley generates roughly \$1 million dollar in tax revenue and receives 10% shares of net revenue from Cascades Casino that goes towards road maintenance and grant programs.
- New multiple high-density residential units had been developed nearby since its opening.
- The success of this development has led to numerous phase expansions of the Casino, and as of 2019, an additional 23,000 square feet was added on to the site (2 restaurants and larger gaming area).

References:

1. British Columbia. (2018). Attracting Development of Brownfield Sites through a Multi-Faceted Strategy. Retrieved from: <https://www2.gov.bc.ca/gov/>
2. Business Examiner. (2014). Award Winning Langley Brownfield Redevelopment Strategy a Catalyst to Economic Activity. Retrieved from: <http://city.langley.ba.ca/>
3. British Columbia Lottery Corporation. (2018). Langley Community Impact Report. Retrieved from: <https://corporate.bclbc.com/>
4. City of Langley (2020). Personal Communications



EAST VILLAGE



East Village Overall Concept Plan (2019)

Source: Kay, M./brownfieldsresearchlab.com

QUICK FACTS

Address: 106, 535-8 Avenue SE
Calgary, Alberta
Site Area: 48.6 ha (120 acres)
Proposal: Revitalization Project
Status: Ongoing
Investment: \$ 396 million
Awards: 2018 Brownie Award; Best Small Project.

HISTORY

- East Village was previously a neglected industrial neighbourhood that created a barrier between the downtown core and the Bow River that flows north to south through Calgary.
- The area was scattered with almost 20 brownfields including lumber and scrap yards, tanneries, dry cleaners and service stations, which resulted in soil and groundwater contamination throughout the majority of the area.
- The City of Calgary has frequently made attempts since the 1970s to revitalize the area because of its unemployment rate, economic decline, high crime rate and drinking establishments (Schwartz, 2016).



East Village Condos (2018)

Source: Bryan Labby/CBC Website

DESCRIPTION

- The purpose of the project was to create public-private partnerships to rejuvenate and spur growth in the neglected area through recreational facilities, open spaces and plazas, and residential towers.
- Point of View Developments were the first to obtain building permits from the City of Calgary and their interest prompted many other development firms in the area to follow.



Celebration Square, a public plaza in East Village. Source: Kathryn Marlow/CBC Website

WHY WAS THE SITE CHOSEN?

- The location of the community in relation to the downtown core and in its vicinity to the Bow River reduced the risk that the municipality was taking in regard to revitalization, as it made the area attractive to developers.
- The large size and significant number of parcel within the area, as well as the Rivers District Revitalization Plan provided an opportunity for successful redevelopment

WHO INSTIGATED THE DEVELOPMENT?

- The **City of Calgary** and support of the Province of Alberta approved the Rivers District Community Revitalization Plan.
- The tool that fomented the project was the Community Revitalization Levy (**CRL**) which segregated property tax revenue from the River District redevelopment into a separate fund for infrastructure improvements, allowing the City to fund this project without requiring a tax increase to cover the cost of borrowing.

WHY IS IT CATALYTIC?

- The brownfield remediation of the East Village community can be classified as a catalyst for development throughout its surrounding areas because subsequent to the interventions within the neighbourhood, a flurry of activity pursued.
- According to the City's development map, the East Village community, as well as its 7 neighbouring communities accounted for over one-third of the total city-wide development permits (City of Calgary, 2020).
- In addition, the East Village community has experienced a rapid increase in residents since its redevelopment.
- The area has attracted nearly \$3 billion of planned development since its cleanup, with over 4,000 people currently living within the community due to its residential developments (Kay, 2019).

References:

1. City of Calgary. (2020). Development Map. Retrieved from <https://developmentmap.calgary.ca/>
2. Kay, M. (2019, May). Canadian Brownfields Case Study East Village Brownfield Remediation. Retrieved from <https://www.brownfieldsresearchlab.com/wp-content/uploads/2019/06/FINAL-East-Village-Final-Final.pdf>
3. Schwartz, G. (2016). Implementing Tax Increment Financing in Toronto Learning from the Alberta Experience. Retrieved from, <https://digital.library.ryerson.ca/islandora/object/RULA%3A5034/datastream/OBJ/view>

