



10 LESSONS LEARNED

from other redevelopment projects



Exhibition Lands Symposium

On June 20th 2018 the City hosted four speakers from across the country to talk about their experiences on major redevelopment projects.

SPEAKERS

Michael Brown | Calgary Municipal Land Corporation

Chris Elkey | Canada Lands Company

Jenny McMinn | Urban Equation

Robin Souchen | City of Ottawa



Key Lesson #1

**Clearly Define
the Vision**

Pick a theme or key feature to get people excited.

Clearly communicate vision to all stakeholders and partners.

“Creation of a vision is critical. It needs to be communicated clearly, so you are not setting expectations that cannot be achieved”

Example | Canada Lands Company





Key Lesson #2
Be Patient

Allocate your funds and staffing for the long-term.

Stay true to your vision.

Have realistic goals and phasing.

“Be patient – these projects take a long time to get off the ground.”

“It takes two or three years to create a master plan, but it takes decades to realize it. It’s generational.”

Example | East Village





Key Lesson #3
Be Flexible

Incorporate flexibility into your policies.

Be adaptable to changes in the market.

**Constantly evaluate your goals,
and adjust as needed.**

“We had to be creative within the box.”

“With projects like this you’ll go through peaks and valleys. Figure out how to capitalize on these. Don’t stop in the downcycles.”

Example | East Village





Key Lesson #4
**Engage the
Community**

Create lots of engagement opportunities.

Engage early to learn about how people see themselves using the site.

Show people how their input was incorporated.

Be transparent about how the final decision was reached.

“Involve everyone in the storytelling process.”

Example | Canada Lands





Key Lesson #5
**Build
Partnerships**

Be clear on expectations up front.

Understand that this is a long term relationship.

**Both parties should share in the
risk and reward.**

**The City can do a lot to reduce uncertainty for
development.**

“Don’t underestimate the number of agreements you will need to make.”

“In a partnership, it’s essential to have a clear vision to have alignment of evaluation criteria and targets for success.”

*“When talking to development partners,
don’t say “no”,
say “have you thought of ...?””*



Example | East Village

The background is a dense, colorful illustration of a diverse group of stylized human faces and figures. The faces are rendered in various colors (blue, orange, purple, yellow, green, pink) and have unique, expressive features. They are interconnected by a network of green, vine-like lines that swirl and loop across the scene, creating a sense of unity and connection. The overall style is whimsical and celebratory, set against a dark green background.

Key Lesson #6
**Create Complete
Communities**

*“Live/work/play balance is so important.
Don’t concede on the amount of residential
density required to support daily activities.”*

Ensure high-quality design.

Create sustainable goals.

Learn from others.

Balance live, work, and play.

Use quality of life indicators.

Consider active transportation.

*“We don’t always need an in-house solution.
Can we not learn from others?”*

Example | Zibi





Key Lesson #7
**Look Beyond
The Site**

Engage with adjacent communities and organizations.

Connect to nearby neighbourhoods and natural site features.

Don't look at site in isolation.

“The success of that site in the heart of the city was in establishing connections that had never existed before.”

*“The site is like a donut hole.
We want to look at the whole donut.”*

Example | Zibi





Key Lesson #8
**Respect the
Context of
the Site**

Celebrate culture and respect history.

Understand what people want and need.

Engagement is contextual – take a different approach with each community.

“Build a destination that people want to be a part of.”

“The success of the that site in the heart of the city was in establishing connections that had never existed before.”

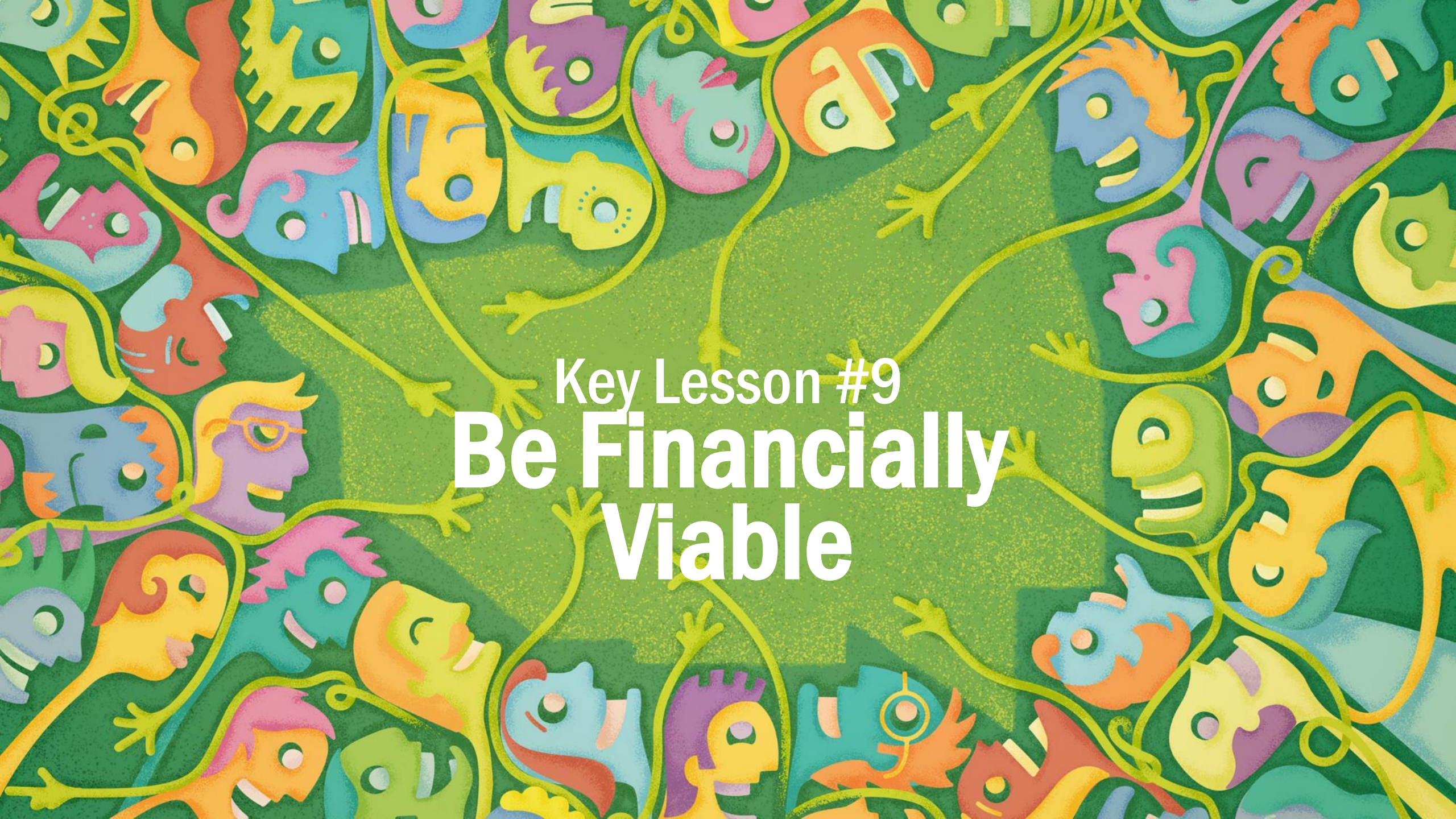
Example | Canada Lands



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Key Lesson #9
**Be Financially
Viable**


Do a market analysis.

Don't make assumptions about your target consumers and buyers.

“The plan that you intend to implement needs to be based on realistic goals and timelines. If you have less time, you may need to tone down your goals to match the market.”

Example | East Village





Key Lesson #10
**Build
Momentum**

“Once you have momentum built, keep it going.”

Example | East Village



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