



# SilverScreen

## Winter 2016/17



Winter is in full swing in Ontario, but despite the freezing temperatures, it's still a great time to be out near Lake Ontario, and in this issue of **SilverScreen** our focus is Mimico and Eastern Mississauga – two great areas that are seeing change, and also which are of great interest to Malcolm.

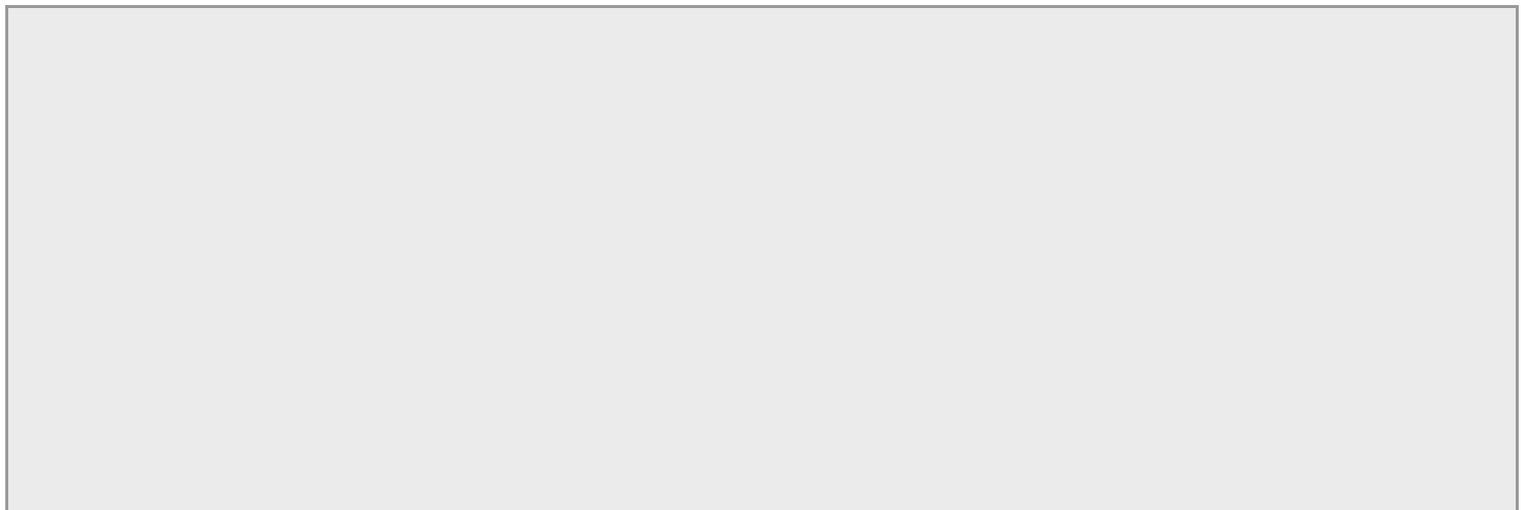




Figure 4-3: Bird's eye view of urban and green spaces in Inspiration Lakeview

## Inspiration Lakeview

*By Don Wall – reprinted from the Commercial Daily News*

The **City of Mississauga** is poised to give official plan approval to a transformative 245 acre vision for lands abutting Lake Ontario that could become home to 20,000 new residents, create thousands of new jobs, and showcase the very latest in sustainable urban living technologies and practices.

The City employed consultant Urban Strategies to assist with master planning for 'Inspiration Lakeview', and received \$450,000 from the province for environmental studies and concept plans for the Western Pier, which extends 500 meters into Lake Ontario.

From proposals such as a district heating scheme and 'fine-grained' street grid arranged in precincts, to incubator office spaces featuring 'collision-centres' that encourage idea generation, the plan represents an opportunity for Mississauga to gather the most innovative and green concepts from around the world and create a new waterfront community, said Lorenzo Ruffini, strategic leader for the plan within Mississauga's planning and development department.

The Inspiration Lakeview concept, as it is now billed, has been in development ever since the Lakeview coal generating station was torn down in 2006. The provincial government proposed a natural gas plant in the coal plant's place, an unpopular idea that spawned the creation of the grassroots Lakeview Legacy Group, Ruffini explained. The citizens began to develop alternative ideas to 'take back the waterfront' and offer Mississauga citizens more green space within a broader mixed-use plan. Facing political pressure, then Premier Dalton McGuinty nixed the gas plant a week before the 2011 provincial election.

Formal planning for the space then began in earnest. Given a clean slate, with hundreds of acres of brownfields available for redevelopment, city council cast a wide net looking for ideas, said Ruffini.

“We tried to engage the entire city on our waterfront”, he said. “Our consultant, Urban Strategies, made it a requirement that any consultant that came in had to have international experience and we would look at best practices from around the world.”

The benefit of involving international thought leaders was illustrated when Swedish experts were told about the new G.E Booth Wastewater Treatment Facility, built just to the west of the Lakeview Lands, said Ruffini. “Folks from Sweden came over and we told them, one of the negatives is that we have a sewage treatment plant, and they said: ‘You gotta be kidding, that’s the greatest thing. You should be harvesting energy from the thing.’” Ruffini said. “In Sweden they run their buses off gases they get from these plants.” The Region of Peel subsequently undertook a feasibility study into harvesting energy from the plant.

A master plan that was adopted in 2014 serves as the framework for the proposed official plan amendments. The amendments were considered by the city’s planning and development committee in September and subsequently two open houses were scheduled for November 9, with a statutory public meeting to consider the amendments set for December 5. The final step of the planning stage would be city approval of the official plan amendments, expected in 2017.

The proposal has solid political backing with local MPP and Finance Minister Charles Souza, Mayor Bonnie Crombie and local councilor Jim Tovey, who has been integrally involved in the planning for years, among the supporters who showed up at a public unveiling in September. Ontario Power Generation (OPG), a provincial crown corporation, still owns the former coal plant site but the province intends to sell off some of the lands to developers.

The planning documents foresee broad mixed uses within an ‘innovative, green model community’, with housing, mostly medium density, arranged in four precincts, each with its own character, new roads and transit corridors, cultural facilities, an innovation corridor and post-secondary campus.

Ruffini said the housing mix was derived from a combination of input from the public and private developers, with the parties cognizant that a certain high level of density would be required to meet Ministry of Transportation guidelines for a transit-oriented community.

GO service is available within a couple of kilometers at the Port Credit and Long Branch stations and the Huronontario LRT will be built with Port Credit as the southern terminus. The master plan calls for a higher order of transit, with a possible station and new transit loop that could be served by LRT or buses.

The ideal international community that planners view as a model, said Ruffini, is Hammarby Sjostad, outside of Stockholm Sweden, where a vibrant community was built on reclaimed brownfields. Toronto’s downtown was the anti-model, Ruffini said.

“The public was very clear they did not want a wall of condominiums along Lakeshore Road, or a wall of condos along the waterfront. People were absolutely clear that “We don’t want to see what has happened in Toronto on our waterfront”

Mississauga is recognized as underserved in terms of post-secondary educational institutions, and Ruffini said the planning partners identified possible synergies between post-graduate students studying energy from waste at the sewage treatment plant and private sector innovators.

“We looked at the notion of being able to combine innovation, technology, education, jobs, and existing infrastructure and that was the crux of the ideas behind the innovation corridor.” He said: “Much like what they’ve done in Hamilton with the medical community and in Kitchener-Waterloo with the technology community.”

Technical studies completed, underway or planned – besides the energy-harvesting research – include the Lakeview Waterfront Connection study involving the city and regional conservation authorities, environmental research into providing access to the landmark Western Pier, market analysis research on the Innovation Corridor, the Lakeshore Road Transportation Master Plan initiated by the city, and a cultural study into possible adaptive reuse of the Small Arms Building in site – it was formerly an arms manufacturing plant during the Second World War.



## Our Lakeshore Property

Last month we brought you news of Malcolm’s latest acquisition – a 2,750 sq ft storefront building in Toronto’s **Long Branch** area. The building was in horrible shape – which had Malcolm rubbing his hands in anticipation. Malcolm likes nothing better than to create a diamond out of the rough!

Six months later, and the building has been totally renovated and is a hive of activity. Malcolm created two new studio apartments in the back basement and completely renovated the upstairs apartments. It didn't take long before a new firm of real estate agents saw the building under construction and decided to take the two storefront units. It couldn't have been a wiser choice for the firm, Home & Condo Market, as Long Branch has tons of development activity underway, including a townhouse complex nearby.

Uncharacteristically for Malcolm, he has now put this property back on the market. Please contact [Malcolm](#) if you are interested in acquiring a belated holiday gift to add to your portfolio!



## All Things Wynwood

During my annual visit to America's 'Promised Land' – [Miami](#) - I couldn't wait to see the latest developments at my very favourite art and culture spot, The Wynwood Arts District, which I first visited in the early 2000s. The District is one of the largest and most prominent creative communities in the United States, home to over 70 art galleries, retail stores, antique shops, eclectic bars, and one of the largest open-air street-art installations in the world, the Wynwood Walls.

As I sat sipping a cappuccino at [Panther](#) – to my mind, the best coffee shop in Wynwood - I thought now about the history of the area and the transformation of the one-time industrial and crime-riddled corner of Miami into a thriving hotspot. It all started in 2002 when the organizers of Switzerland's largest art fair, [Art Basel](#), decided to launch Art Basel Miami Beach. In the intervening years, the international jet set drawn to this art show sought out the artists working in studios inside of Wynwood's converted warehouses. This artistic influx contributed to Wynwood's evolution from a district filled with tired warehouses and discount retail storefronts – where artists traditionally find cheap studio space - to a neighborhood on the cusp of becoming a flourishing commercial and residential center.

In 2009, [Tony Goldman](#), a successful developer and art patron who had already spearheaded gentrification efforts in New York and Miami Beach, created the Wynwood Walls, an open-air mural project in collaboration with art dealer Jeffrey Deitch. They invited globally known street artists like Shepard Fairey and Kenny Scharf to make large-scale contributions. Each year the [Wynwood Walls](#) introduces international artists never exhibited before in the US to the mix. Over time the Walls became the catalyst to a thriving arts district and today stands as its unofficial town center. There's even a new coffee table book that charts the process from blank wall to masterpiece.

In 2010, Goldman Properties expanded the museum to include the [Wynwood Doors](#) on a lot adjacent to the Wynwood Walls complex. The former garbage dump has transformed into a park with oversized boulders and beautiful trees. Metal roll-down gates break up the 100-foot width, bringing more canvases to the mural project. The 15 gates and the walls underneath them showcase smaller works by artists who don't necessarily work on a monumental scale.

I have seen – and written about – Tony Goldman's projects before and was always impressed. Tony, visionary leader of Goldman Properties, was a modern American pioneer. Entrepreneur, historic preservationist, romantic and sensitive developer, restaurateur, and hotelier, he was known for transforming dark and dismal neighbourhoods. In the 70s he saw through the dirt and grime on the old masonry and iron clad buildings in SoHo and created one of the most interesting midrise neighborhoods in Manhattan. Recently in Philadelphia, he resuscitated a former red light district located in the heart of Center City, turning it into a vibrant hub for the Creative Class.

A few streets away from my favourite Bakery Cafe – [Zak the Baker](#) - is [Wynwood Yard](#), a former vacant lot owned by Miami-based developer David Lombardi. In 2014 David, who had amassed a large portfolio of properties in Miami, was waiting for an economic downturn so that he could build a mixed-use development on the land. A veteran of economic cycles, Lombardi decided to bide his time, build a vegetable garden on the vacant lot and wait. Along came Della Heiman, a graduate of Harvard Business School, who had moved to Miami to find a fixed location for her healthy and affordable fast-casual concept, Della Test Kitchen. Finding it difficult to find a bricks and mortar location, Della leased David's land and launched a culinary incubator and community hub for food, culture, design and fitness entrepreneurs called [Wynwood Yard](#).

The day I was there, the open-air hub was surrounded by food trucks selling all manner of healthy fast food – including a very good Kosher one, Shnitz N Fritz – and the place was full of vitality and young people. Wynwood Yard's team of hipster managers have put together a calendar of children's cooking classes, live concerts, yoga sessions, speaker series, and additional activities.

Wynwood's funky allure has attracted many trendy, up-and-coming retailers. Amsterdam-based Scotch & Soda is relocating to a 2,300-square-foot space on Northwest 23rd Street, and will become neighbors with clothing store Kit & Ace. They join the nearby Detroit-based watch, bicycle and leather goods retailer Shinola. The high demand for retail space has boosted rents in the area from \$40 to \$100 a square foot, up sharply from an average of \$15 a square foot in 2010. The rising rents have spurred commercial investment.

The Wynwood district took a huge leap forward in 2015, when Miami created the Wynwood Neighborhood Revitalization District, a zoning overlay to encourage the construction of more condominiums, rental apartments and retail shops, adding a possible 1,000 residential units and 3.9 million square feet of retail space. Since then, an influx of developers have been checking out – and buying – land and properties.

Israeli-born entrepreneur Moishe Mana has spent in excess of \$20 million acquiring roughly 25 acres, some of which was acquired from Lombardi Properties, where he plans to build Mana Wynwood, a massive cultural and international trade-focused mixed-use project. Brooklyn-based RedSky Capital submitted plans for an eight-story loft building on vacant land the company purchased for \$5.85 million in 2015. New York-based East End Capital who recently completed the retail building Wynwood Arcade, went on a \$100 million buying binge in the district for a nine-month period in 2014 and 2015. These developers' anticipated projects have the potential to transform the district into a true 24-hour neighborhood.

As the commercial popularity of the area grows, the challenge will be keeping the tenant mix eclectic enough for Wynwood to retain its trendy reputation. Hopefully this slew of developers will select retail tenants who can integrate with the unique experience of the neighborhood. I guess I'll find out next year when I visit again!

## **Property Wanted!**

**Tired of doing the work of building ownership? Thinking of retiring? Want to recoup your investment? Want to sell your building? We're on the hunt for new properties!**

**If you, your family, or friends want to sell their building for whatever reason, we are interested in talking to you! We're looking to buy commercial buildings that match our mandate of buying under-performing buildings in areas that are soon to gentrify and which are close to transit.**

**Call Malcolm today!**



## **The Future of the American Commercial Strip**

The era of the American commercial strip - from the string of mom and pop stores that are showing their age, to the plague of big box stores that line the major highways into towns - is coming to an end. Consumer behavior is evolving, fueled in part by changing demographics, internet shopping, and the price of gasoline. People are returning to the idea of shopping in town centres, main streets and mixed-use developments – in other words, shopping in neighbourhoods.

From 1960 to 2000 retail space in America increased by 4 times to 38 square feet per person, and the price of the space grew almost 6 times faster than the retail sales themselves. Most of this space came in the form of discount superstores on the suburban strip.

Target, Walmart and Home Depot are the first of the big box stores to see the trend of consumers wanting a more holistic shopping experience. In 2010 Target announced plans to remodel the century-old Carson Pirie Scott department store in Chicago. Walmart will open its first downtown store in Washington DC. As these big box stores plan their entry into the urban environment, as many as 400 former big box stores sit empty in commercial strip malls. Analysts agree that urban neighbourhoods are the new frontier for retail – the one place left with more spending power than stores to spend it in.

As retail is rediscovering the city, the suburbs are being redesigned as well. Developers look forward to the transformation of the dying strip centres in the suburbs becoming walkable, urban places.

While we once valued the perceived convenience of the strip mall, the traffic congestion getting there, the price of fuel, and the traffic-friendly, rather than people-friendly environment of the mall makes more people turn away from the homogenous collection of shops and start to seek the variety that the experience of a town centre or main street can provide.

The American population has two major pleasures – walking and shopping. Put them both together and add a mixed-use town centre with shops, restaurants, and street life, and you have a winning combination. Younger consumers are attracted to this environment over the dull sameness of the strip mall.

We're moving into an era of hybrid shopping centres. There used to be three standardized formats: the strip, the enclosed mall, and the power centre. Now, these are coming together in one place – in a hybrid format. According to commercial analysts we will see a far greater mix of tenants, both retail and residential, than in the past.

Today's economically healthiest retailer is Amazon who has exploited mobile technology to build a retail superpower. A significant reason for the strip's declining allure is because bricks and mortar stores are a shrinking part of the retail landscape.

Netflix and streaming video have contributed to the end of the physical video store. Online media – ebooks, downloadable music, etc are doing the same for book and record stores. Retailers will seek smaller footprints as merchandise categories move online.

However, in Canada strips are doing slightly better, perhaps due to the cold weather that keeps us indoors six months out of the year. Toronto's Eaton Centre is the busiest mall in North America, with almost 50 million pedestrians a year, and in general mall owners are quicker to renovate their properties than in America. In addition, Canadian consumers are half as likely to shop online as their American counterparts.

Even so, the commercial strip with its homogenous cluster of sign clutter and asphalt that once defined every suburb is reaching the end of its useful life. While we will still have neighbourhoods with grocery stores, drugstores, nail salons, hairdressers and coffee shops, a new paradigm is being shaped – by regulation and by consumers and the marketplace and consumers are returning to a more traditional way of shopping.



## Inside the Urban Land Institute

Malcolm has been a member of the Urban Land Institute for many years. He has attended meetings and conferences and has always been impressed by the high quality of the meetings, and so we thought it was time to give you a look inside ULI.

The **Urban Land Institute** (ULI) is a global nonprofit research and education organization with a mission to provide leadership in the responsible use of land and in creating and sustaining thriving communities worldwide.

Established in 1936 in the United States, where it is still headquartered, ULI has a global reach of 73 District and National Councils in the Americas, Europe and Asia Pacific with over 40,000 members worldwide. Over the last 12 years, ULI Toronto has grown to become the fifth largest District Council with over 1,600 members.

ULI Toronto's members represent a broad spectrum of land use and development disciplines (50% are under 35, 35% are female and 25% represent the 905 region). They continue to grow their presence through local activities and programs in Toronto, including signature events that are attended by over 3,000 industry professionals each year. These programs focus on real estate and land development panels, members only tours limited to smaller groups learning about specific sites and developments, and outreach programs that concentrate on working with Toronto communities by convening stakeholders (ULI members) who can contribute positively to these communities.

This coming spring, on April 24th and 25th, ULI are hosting their second major symposium that will bring 1,000 people together for two days with an amazing program of international and local speakers that highlights the role of land use in building stronger cities with a specific focus on mobility, placemaking and technology. The symposium will also advance their 'Electric Cities' initiative, launched last year,

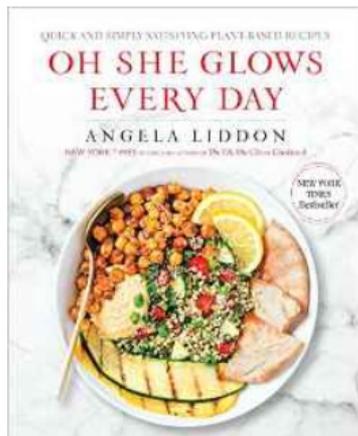
that has ULI Toronto expanding its audience into the realm of civil society and community leadership. ULI are also pursuing Electric Cities throughout the year with special initiatives aimed at tangible and positive community impact.

If you are interested in knowing more, ULI Toronto welcomes you to get involved with their activities in a number of ways: by becoming a member, attending their programs or by joining one of their committees. More information about their events and organization can be found on the [ULI website](#).



---

## Book Reviews



### ***Oh She Glows Everyday***

by **Angela Liddon**, *Avery (Paperback edition), 352 Pages*

**Angela Liddon**, award-winning blogger and *New York Times* bestselling author of the *Oh She Glows Cookbook*, is back with her second book, *Oh She Glows Everyday*. Liddon has over one million followers on her popular blog, *Oh She Glows*, who were eagerly awaiting the release of Liddon's latest collection of creative and accessible recipes. The more than 100 quick and easy recipes in this book are plant-based - which means they are free from all animal products, including honey, eggs, and dairy - and many recipes are gluten free, soy free, and nut free. The emphasis is on whole foods, such as fruits, vegetables, legumes, nuts, and whole grains.

The *Six Vegetable and 'Cheese' Soup* is fantastic - and you'd never guess it's dairy-free - its cheesy taste comes from nutritional yeast. *Mac and Peas* is a dairy and gluten-free version of traditional mac and cheese. The 'cheese' sauce is made from cashews, potatoes, carrots, and nutritional yeast, and tastes surprisingly like the dairy version. Overall, the recipes are easy and made with a minimal amount of ingredients typically stocked in people's larders. These meals are great for everyday cooking as well as special occasions - and will also appeal to meat-lovers! Angela Liddon lives in Oakville, Ontario and she can be found at [www.ohsheglows.com](http://www.ohsheglows.com). – Jackie Silver

---



**MALCOLM SILVER & CO. LTD**  
*The Peace of Mind Real Estate Solution*



*Copyright © 2017 Malcolm Silver & Co. Ltd, All rights reserved.*

**Our mailing address is:**

383 Lawrence Avenue West, Toronto, Ontario, M5M 1B9  
416 488 3393  
www.msilver.com

[unsubscribe from this list](#)   [update subscription preferences](#)

This email was sent to <<Email Address>>

[why did I get this?](#)   [unsubscribe from this list](#)   [update subscription preferences](#)

Malcolm Silver & Co. Ltd · 383 Lawrence Avenue West · Toronto, Ontario M5M 1B9 · Canada

MailChimp.