

# Webinar

## ULI Toronto: Women Transforming Toronto: Female Developers Delivering Iconic Projects

Date: May 01, 2024

00:00:00 --> 00:00:03: Today's program, my name is Kim Beckman, I'm the Co  
 00:00:03 --> 00:00:06: founder of the Development Collective in Toronto on behalf  
 of  
 00:00:06 --> 00:00:10: ULI Toronto and our partner in the presentation of today's  
 00:00:10 --> 00:00:12: webinar, the Women's Development Collaborative.  
 00:00:12 --> 00:00:15: We are delighted to have you all here as people  
 00:00:15 --> 00:00:18: finish coming into the meeting room and that will take  
 00:00:18 --> 00:00:21: some time because we are well over 400 participants, which  
 00:00:21 --> 00:00:22: is terrific.  
 00:00:22 --> 00:00:25: We will play a brief video about the Women's Leadership  
 00:00:25 --> 00:00:28: Initiative in Toronto and all the benefits of your involvement.  
 00:00:42 --> 00:00:45: City building has traditionally tended to be very male heavy  
 00:00:45 --> 00:00:49: or male dominated, so really it's about women helping  
 women.  
 00:00:49 --> 00:00:51: Probably every few weeks someone is someone has sent my  
 00:00:51 --> 00:00:54: way somehow looking for career advice and I always make  
 00:00:54 --> 00:00:56: time I I love making the new connections.  
 00:00:56 --> 00:01:01: There are other women's organizations that do amazing  
 work, but  
 00:01:01 --> 00:01:04: for the ULI network, this was it first and we  
 00:01:04 --> 00:01:07: had women joining ULI and I think men too joining  
 00:01:07 --> 00:01:12: because the Women's Leadership Initiative was there and  
 the great.  
 00:01:12 --> 00:01:15: Thing is that it shines a spotlight on women leaders  
 00:01:15 --> 00:01:18: and in on accomplished women in real estate.  
 00:01:18 --> 00:01:19: Hope to see.  
 00:01:19 --> 00:01:20: More.  
 00:01:20 --> 00:01:23: Women, more Black and racialized women who were really  
 part  
 00:01:23 --> 00:01:26: of the sector and particularly in leadership roles.

00:01:26 --> 00:01:27: I think that would be really important.

00:01:27 --> 00:01:31: I think for with WLI think specifically, there's there's an

00:01:31 --> 00:01:35: opportunity even in our conversations and we had the podcast

00:01:35 --> 00:01:36: to think more broadly.

00:01:42 --> 00:01:43: Thank you and we welcome your AC.

00:01:45 --> 00:01:48: We welcome your active involvement in WLI.

00:01:48 --> 00:01:51: Links to both ULI and WLI membership information and all

00:01:51 --> 00:01:53: they have to offer you'll find in the chat.

00:01:54 --> 00:01:57: And now Libby Seifel of the Women's Development Collaborative will

00:01:57 --> 00:02:00: share some more information about this dynamic organization.

00:02:03 --> 00:02:05: Good morning, everyone and welcome.

00:02:05 --> 00:02:09: The Women's Development Collaborative is our WDC as we fondly

00:02:09 --> 00:02:12: know her is a network of women leaders who inspire,

00:02:12 --> 00:02:16: promote and and support women who lead transformative real estate

00:02:16 --> 00:02:17: developments.

00:02:17 --> 00:02:19: Like the women featured on today's program.

00:02:20 --> 00:02:23: Many WDC women are members of ULIWLI and were part

00:02:23 --> 00:02:27: of the impetus of starting WLI nationally and locally in

00:02:27 --> 00:02:29: their district councils.

00:02:30 --> 00:02:34: So we're particularly excited to be collaborating with ULI Toronto

00:02:34 --> 00:02:37: WLI on today's program that builds upon WD CS programs

00:02:37 --> 00:02:39: held in Toronto last spring.

00:02:39 --> 00:02:42: You can learn more about WDC on our website.

00:02:42 --> 00:02:46: But in summary, WDC is a very niche organization focused

00:02:46 --> 00:02:49: on very particular goals to build.

00:02:50 --> 00:02:53: Empowering women developers to build more and more projects to

00:02:54 --> 00:02:56: invest in those women and those projects.

00:02:56 --> 00:03:00: Increasing access to capital and promoting investment by women to

00:03:00 --> 00:03:01: inspire.

00:03:01 --> 00:03:05: Promoting economic opportunity and expanding women in the development supply

00:03:05 --> 00:03:06: chain and workforce.

00:03:07 --> 00:03:10: And last but not least, to transform, building healthy, inclusive

00:03:10 --> 00:03:13: and vibrant developments that benefit women and communities.

00:03:13 --> 00:03:18: Today's program will showcase how these women leaders

are advancing

00:03:18 --> 00:03:21: these 4 dimensions and how they exemplify one of my  
00:03:21 --> 00:03:24: favorite quotes by Toronto lover Jane Jacobs.  
00:03:24 --> 00:03:28: Cities have the capability of providing something for  
everybody only  
00:03:28 --> 00:03:32: because and only when they are created by everybody,  
including  
00:03:32 --> 00:03:33: all of the women in the room.  
00:03:34 --> 00:03:34: Thank you.  
00:03:42 --> 00:03:43: Thank you, Libby.  
00:03:46 --> 00:03:49: Today's event and all other ULI programming would not be  
00:03:49 --> 00:03:53: possible without the support of UL is annual sponsors in  
00:03:53 --> 00:03:55: addition to WL is annual sponsors.  
00:03:55 --> 00:03:57: I would like to thank all of our sponsors for  
00:03:57 --> 00:03:58: their support.  
00:03:58 --> 00:04:01: Now more than ever, ULI, Toronto and WLI rely on  
00:04:01 --> 00:04:04: the support of sponsors to put on high quality programs  
00:04:04 --> 00:04:07: that drive our mission to shape the future of the  
00:04:07 --> 00:04:11: built environment for transformative impact in our  
communities and worldwide.  
00:04:12 --> 00:04:14: To all of our sponsors, thank you.  
00:04:16 --> 00:04:19: We extend a particular thank you to the sponsor of  
00:04:19 --> 00:04:22: today's webinar, Denton's for its support.  
00:04:22 --> 00:04:24: It is now my pleasure to have Kat Sliwa, a  
00:04:24 --> 00:04:27: partner with the Land Use Planning and Development Law  
Department  
00:04:27 --> 00:04:29: at Denton's, introduce our program.  
00:04:31 --> 00:04:34: Thank you, Kim, and good afternoon, everyone.  
00:04:34 --> 00:04:35: Thank you for joining us today.  
00:04:35 --> 00:04:38: Before we move on to the dynamic discussion ahead, we  
00:04:38 --> 00:04:41: will begin with a land acknowledgement.  
00:04:42 --> 00:04:46: As a Toronto region based organization, we acknowledge the  
land  
00:04:46 --> 00:04:50: we are meeting on virtually in this traditional territory of  
00:04:50 --> 00:04:54: many nations including the Mississaugas of the Credit, the  
National  
00:04:55 --> 00:04:58: B, the Chippewa, the Huda Nashone, the Wanda peoples  
and  
00:04:58 --> 00:05:02: it is now home to many diverse First Nations, Inuit  
00:05:02 --> 00:05:03: MET peoples.  
00:05:03 --> 00:05:06: We also acknowledge that Toronto is covered by Treaty 13  
00:05:06 --> 00:05:08: with the Mississaugas of the Credit.  
00:05:09 --> 00:05:10: We are all Treaty people.  
00:05:10 --> 00:05:13: Many of us have come here as settlers, immigrants and

00:05:13 --> 00:05:16: newcomers in this generation or generations past.

00:05:17 --> 00:05:22: ULI Toronto stands in solidarity with Indigenous communities, demanding action

00:05:22 --> 00:05:26: and accountability for the ongoing legacy of the residential school

00:05:26 --> 00:05:26: system.

00:05:27 --> 00:05:30: We'd like to also acknowledge and honor those who came

00:05:30 --> 00:05:34: here involuntarily, particularly descendants from those who were brought here

00:05:34 --> 00:05:35: through enslavement.

00:05:36 --> 00:05:38: To better understand the meaning behind this land.

00:05:38 --> 00:05:43: Acknowledgement ULI recommend for programs that you can find on

00:05:43 --> 00:05:45: our ULI Toronto website page.

00:05:46 --> 00:05:48: We have also included a link in the chat to

00:05:48 --> 00:05:50: some of our block history resources.

00:05:51 --> 00:05:54: These resources provide a wealth of information, so please check

00:05:54 --> 00:05:54: them out.

00:05:55 --> 00:05:58: Now it is my pleasure to introduce you to our

00:05:58 --> 00:06:03: moderator, Zara Ibrahim, Co founder of Monumental Projects, who will

00:06:03 --> 00:06:05: introduce our panelists.

00:06:05 --> 00:06:08: Zara's full bio will be dropped into the chat.

00:06:09 --> 00:06:11: And with that, please join me in welcoming Zara.

00:06:13 --> 00:06:15: Thanks so much, Kat, and welcome, everyone.

00:06:15 --> 00:06:19: Welcome all 198 folks who have joined us this afternoon.

00:06:19 --> 00:06:23: I'm Zara Ebrahim, and I'm really excited to welcome our

00:06:23 --> 00:06:24: two panelists in 5 minutes.

00:06:26 --> 00:06:28: And before I do, I'm going to just take us

00:06:28 --> 00:06:29: on a quick journey.

00:06:29 --> 00:06:32: I know that we have folks calling in from Toronto,

00:06:32 --> 00:06:35: the region around Toronto and then just from all over

00:06:35 --> 00:06:36: Canada and the US.

00:06:36 --> 00:06:40: So I've been asked to contextualize today's discussion with a

00:06:40 --> 00:06:43: bit of A-frame that we've we've sort of been talking

00:06:43 --> 00:06:46: about in the context of Uli, in the context of

00:06:46 --> 00:06:48: of thinking about housing.

00:06:48 --> 00:06:50: And for those of you who are not deep in

00:06:50 --> 00:06:53: the Toronto context, we Torontonians love to talk about our

00:06:53 --> 00:06:53: city.

00:06:53 --> 00:06:56: And just to give you the context of a defining

00:06:56 --> 00:07:00: characteristic of Toronto that will sort of that underpins what's

00:07:00 --> 00:07:03: faring, which we're going to talk about today, which is  
00:07:03 --> 00:07:06: Toronto as North America's most diverse city, but Toronto as  
00:07:06 --> 00:07:07: an arrival city.  
00:07:07 --> 00:07:09: So we can go to the next slide.  
00:07:10 --> 00:07:12: You know, there's a quote from Toronto journalist and author  
00:07:12 --> 00:07:15: Doug Saunders, who wrote about the description of an arrival  
00:07:15 --> 00:07:18: city in the context of specific neighbourhoods around the  
world  
00:07:18 --> 00:07:20: as these parts of the city where people settle when  
00:07:20 --> 00:07:21: they move.  
00:07:21 --> 00:07:25: They're these transitive places where families temporary  
temporarily settle to  
00:07:25 --> 00:07:29: establish themselves economically and socially before they  
integrate into the  
00:07:29 --> 00:07:30: mainstream population.  
00:07:30 --> 00:07:33: And so today, as we talk about Toronto, what's really  
00:07:33 --> 00:07:35: unique about it is that it's an arrival city in  
00:07:35 --> 00:07:36: in its entirety.  
00:07:36 --> 00:07:39: So one in three of all new immigrants to Canada,  
00:07:39 --> 00:07:40: Canada settled here in Toronto.  
00:07:40 --> 00:07:42: We can go to the next slide.  
00:07:43 --> 00:07:46: So things you should know if you're not from Canada  
00:07:46 --> 00:07:48: that Canadians are typically a humble bunch.  
00:07:48 --> 00:07:50: So if we move to the next slide, you'll see  
00:07:50 --> 00:07:52: that, you know, over the last few decades, you know,  
00:07:52 --> 00:07:55: Toronto has been excellent at being in a rival city,  
00:07:55 --> 00:07:58: not perfect, but we've been great at welcoming and  
integrating  
00:07:58 --> 00:07:58: newcomers.  
00:07:59 --> 00:08:01: And by global comparison, we're, we're largely sort of there's  
00:08:01 --> 00:08:03: a strong argument that we're best in class.  
00:08:03 --> 00:08:06: You know, we're consistently the most livable, top 10 most  
00:08:06 --> 00:08:08: livable city and global rankings.  
00:08:08 --> 00:08:10: You can see in this chart that we have the  
00:08:10 --> 00:08:14: highest percentage of born born residents that basically enter  
any  
00:08:14 --> 00:08:17: major city in the world where majority immigrant, majority  
racialized  
00:08:17 --> 00:08:17: city.  
00:08:18 --> 00:08:20: And then third on the right, you see that as  
00:08:20 --> 00:08:22: a nation we have the highest level of support for  
00:08:22 --> 00:08:24: immigration of any major developed countries.  
00:08:24 --> 00:08:27: So we say that diversity is our strength is our

00:08:27 --> 00:08:27: city motto.

00:08:27 --> 00:08:30: We have prided our place ourselves as being a place

00:08:30 --> 00:08:33: for social inclusion and social mobility as possible for people

00:08:33 --> 00:08:34: from all over the world.

00:08:34 --> 00:08:37: That's allowed us to grow and thrive and there are

00:08:37 --> 00:08:40: dark clouds on the horizon that puts our prize sort

00:08:40 --> 00:08:43: of Toronto status under real threat and pressure today.

00:08:43 --> 00:08:45: So before we talk to Sherry and and Faring about

00:08:45 --> 00:08:48: their great work, we want to give you some context

00:08:48 --> 00:08:51: about how we've sort of the context of how we're

00:08:51 --> 00:08:55: responding and how we've responded over the last few

00:08:55 --> 00:08:57: generations

00:08:57 --> 00:08:59: to this influx of newcomers.

00:08:59 --> 00:08:59: So if we go to the next slide, I just

00:08:59 --> 00:09:02: want to contextualize the geography of Toronto.

00:09:02 --> 00:09:04: So for some of you, this may be a new

00:09:04 --> 00:09:04: one.

00:09:04 --> 00:09:07: For those of you in different parts of the city,

00:09:07 --> 00:09:09: settle in for something familiar, but you can see the

00:09:09 --> 00:09:10: region here.

00:09:10 --> 00:09:12: And what you can focus in on is Toronto is

00:09:12 --> 00:09:14: that little area in yellow, the 416.

00:09:14 --> 00:09:17: It's Drake calls it the six and ringed on all

00:09:17 --> 00:09:20: sides sort of north of the lake are our suburbs,

00:09:20 --> 00:09:22: which we call the nine O 5 and in many

00:09:22 --> 00:09:25: cases are cities in their own right as they develop

00:09:25 --> 00:09:26: their green fields.

00:09:26 --> 00:09:29: You know, many of these suburbs that you see in

00:09:29 --> 00:09:32: all these different colours are upwards of 708 hundred

00:09:32 --> 00:09:32: 900,000

00:09:32 --> 00:09:32: people.

00:09:34 --> 00:09:37: And just for context, sort of before the 1960s, Toronto

00:09:37 --> 00:09:40: was predominantly welcoming newcomers from from Europe

00:09:40 --> 00:09:42: and post 1960s

00:09:40 --> 00:09:42: the rest of the world show up and I'll talk

00:09:42 --> 00:09:44: about that in a minute as to where they sort

00:09:44 --> 00:09:46: of settled across the region.

00:09:46 --> 00:09:48: So if we move to the next slide to show

00:09:48 --> 00:09:51: you another image of our Toronto region, and this is

00:09:51 --> 00:09:52: Al love this image.

00:09:52 --> 00:09:56: It is all about the languages spoken other than English

00:09:56 --> 00:09:57: in our region.

00:09:57 --> 00:10:00: And so one of the things you'll see is that,

00:10:00 --> 00:10:02: you know, in when you look at who lives where  
00:10:02 --> 00:10:05: and outside of the core of the city, one, since  
00:10:05 --> 00:10:08: the 1990s, a major trend has been that people arrive  
00:10:08 --> 00:10:11: in, in the city, they live in older towers closer  
00:10:11 --> 00:10:12: to the core.  
00:10:12 --> 00:10:14: And when they can, they move to suburbs in the  
00:10:14 --> 00:10:15: nine O 5.  
00:10:15 --> 00:10:17: So if you look at the languages spoken in the  
00:10:17 --> 00:10:20: nine O 5, you'll see a really eclectic and diverse  
00:10:20 --> 00:10:22: mix of folks living in those places and those downtown  
00:10:23 --> 00:10:26: ethnic enclaves and working class communities have  
become gentrified as  
00:10:26 --> 00:10:28: newcomers move out to the nine O 5.  
00:10:29 --> 00:10:31: Now the the thing that we want to flag as  
00:10:31 --> 00:10:34: we go into this conversation is that recent newcomers,  
especially  
00:10:34 --> 00:10:37: those who are lower income, settle in towers in what  
00:10:37 --> 00:10:40: are called the inner suburbs, which is just between the  
00:10:40 --> 00:10:43: sort of gentrified downtown core and this ring of suburbs,  
00:10:43 --> 00:10:44: the nine O 5.  
00:10:44 --> 00:10:45: There is a ring of what we call the inner  
00:10:45 --> 00:10:48: suburbs and that's where a lot of our newcomers stay.  
00:10:48 --> 00:10:50: So, you know, big trend in Toronto has been the  
00:10:50 --> 00:10:51: growth of the nine O 5.  
00:10:52 --> 00:10:53: And this trend is you start in the city, you  
00:10:54 --> 00:10:56: get your feet under you, you go to the burbs.  
00:10:57 --> 00:10:59: But that's changing.  
00:10:59 --> 00:11:01: And so a lot of folks are are sort of  
00:11:01 --> 00:11:04: getting stuck in this sort of inner suburb tower condition  
00:11:04 --> 00:11:07: and are not sort of seeing that social mobility we've  
00:11:07 --> 00:11:09: seen over generations.  
00:11:09 --> 00:11:12: So, you know, I briefly talked about how we've, you  
00:11:12 --> 00:11:15: know, been a city that's full of newcomers historically doing  
00:11:15 --> 00:11:18: a great job at social inclusion and mobility.  
00:11:18 --> 00:11:20: But what we've achieved is under threat right now because  
00:11:21 --> 00:11:23: of two things that we're going to speak about today.  
00:11:23 --> 00:11:26: One is the housing crisis and the cost, the rising  
00:11:26 --> 00:11:29: cost of homes in in Toronto, in the region.  
00:11:30 --> 00:11:32: And at the same time, due to demographic issues, our  
00:11:32 --> 00:11:35: future as a nation means that we've had to bring  
00:11:35 --> 00:11:37: more and more immigrants in to slow the aging of  
00:11:37 --> 00:11:38: our population.

00:11:38 --> 00:11:40: And so, you know, we've got housing prices at a  
00:11:40 --> 00:11:44: historic high when people need rental apartments,  
immigrations at record  
00:11:44 --> 00:11:45: highs.  
00:11:45 --> 00:11:48: So just for context, last year Canada brought in 400,000  
00:11:48 --> 00:11:48: immigrants.  
00:11:49 --> 00:11:51: Our goal is half a million a year.  
00:11:51 --> 00:11:53: The last year we we brought in 400,000 immigrants.  
00:11:53 --> 00:11:56: Broadly, our goal is half a million a year nationally  
00:11:56 --> 00:11:58: for a country of 48 million people.  
00:11:58 --> 00:12:01: So we have the highest immigration rate of any OECD  
00:12:01 --> 00:12:05: country right now and the highest population growth rate.  
00:12:05 --> 00:12:09: And just another sort of grounding piece is that from  
00:12:09 --> 00:12:12: 1950 to 1975, those rental apartments that newcomers kind  
of  
00:12:12 --> 00:12:15: settle in, those were built in 1950 to 1975 when  
00:12:15 --> 00:12:19: there was huge amounts of investment in rental apartments  
and  
00:12:19 --> 00:12:22: specifically federal investments in social housing.  
00:12:23 --> 00:12:26: And in the 1990s, we just stopped, it's government funding  
00:12:26 --> 00:12:29: disappeared and we've just restarted in the last decade.  
00:12:29 --> 00:12:32: But we are nowhere near the level level we need  
00:12:32 --> 00:12:34: of and the kind of housing that we need and  
00:12:34 --> 00:12:38: the kind of affordable units that we need that people  
00:12:38 --> 00:12:40: typically use to get a foothold in the market.  
00:12:40 --> 00:12:43: Because now we sort of transitioned more to condos built  
00:12:43 --> 00:12:46: around transit nodes and downtown neighbourhoods as part  
of urban  
00:12:46 --> 00:12:48: renewal in that core that I'm speaking about.  
00:12:49 --> 00:12:51: So we've moved from a city of neighbourhoods to a  
00:12:51 --> 00:12:52: divided city.  
00:12:52 --> 00:12:54: And that's kind of the trend we're going to talk  
00:12:54 --> 00:12:54: about today.  
00:12:55 --> 00:12:56: And so if we go to the next slide and  
00:12:56 --> 00:12:59: I'm almost done, we're about to get to our panellists.  
00:12:59 --> 00:13:02: But I I would be remiss not to mention a  
00:13:02 --> 00:13:06: Toronto scholar, David Holchansky, and who created these  
maps that  
00:13:06 --> 00:13:10: sort of articulate, you know, this map specifically articulates  
in  
00:13:10 --> 00:13:13: the 1970s, Toronto was a city of neighbourhoods.  
00:13:13 --> 00:13:16: And you see these middle class neighbourhoods in yellow  
across  
00:13:16 --> 00:13:16: the city.



00:13:17 --> 00:13:20: And, and sort of like all major cities, we've had  
00:13:20 --> 00:13:21: this renewed interest in the urban.  
00:13:21 --> 00:13:24: So the creative and upper middle class folks have wanted  
00:13:24 --> 00:13:26: more of an urban lifestyle.  
00:13:26 --> 00:13:29: So if you go to the next slide, you'll see,  
00:13:29 --> 00:13:33: I believe it's 2015, you'll see how this has changed.  
00:13:33 --> 00:13:36: So educated professionals have moved into the  
neighbourhoods in the  
00:13:36 --> 00:13:37: downtown core.  
00:13:37 --> 00:13:40: You'll see that in blue there were once more ethnic  
00:13:40 --> 00:13:44: enclaves, lower income communities and new newcomers,  
working class folks.  
00:13:44 --> 00:13:47: Racialized communities have increasingly now shifted to  
where the areas  
00:13:47 --> 00:13:50: you see in red, the inner suburbs, and they're predominantly  
00:13:50 --> 00:13:52: in tower communities in those places.  
00:13:53 --> 00:13:55: And the the piece to note as we go into  
00:13:55 --> 00:13:59: our conversation today is that these arrival neighbourhoods  
that are  
00:13:59 --> 00:14:02: supposed to be places of transition, these areas you see  
00:14:02 --> 00:14:05: in red are becoming places that people actually can't leave.  
00:14:05 --> 00:14:09: And these inner suburbs, these red areas that you see  
00:14:09 --> 00:14:12: on the map are being defined by seventy 8090% racialized  
00:14:12 --> 00:14:14: and majority working class populations.  
00:14:15 --> 00:14:17: So a divided city like this, you know, it really  
00:14:17 --> 00:14:21: threatened social integration and the connectedness that  
made Toronto really  
00:14:21 --> 00:14:21: great.  
00:14:22 --> 00:14:24: So as we go into this conversation, just zooming out,  
00:14:24 --> 00:14:28: you know, we have this flourishing city, this flourishing  
metropolis,  
00:14:28 --> 00:14:32: this sort of flourishing downtown core that's coming into its  
00:14:32 --> 00:14:32: own.  
00:14:32 --> 00:14:36: Consistently in the top five for most construction cranes and  
00:14:36 --> 00:14:37: play in the world.  
00:14:37 --> 00:14:40: Fastest growing major city in North America, hub for tech  
00:14:40 --> 00:14:44: and culture, admitting Canada's admitting more immigrants  
than ever.  
00:14:44 --> 00:14:47: And now it's the highest growth rate in the G7.  
00:14:47 --> 00:14:50: But at the same time, it's becoming so expensive, like  
00:14:50 --> 00:14:54: so many cities across North America and around the world  
00:14:54 --> 00:14:57: is becoming impossible for someone to arrive, settle in in  
00:14:57 --> 00:14:59: a few years, afford a home.

00:14:59 --> 00:15:02: And you know, as someone said really articulately recently, Toronto

00:15:02 --> 00:15:02: used to be a city.

00:15:02 --> 00:15:03: You came to make it.

00:15:03 --> 00:15:06: Now you need now you must have made it to

00:15:06 --> 00:15:07: come to Toronto.

00:15:07 --> 00:15:10: So the fact that we're seeing newcomers come and get

00:15:10 --> 00:15:13: stuck, and we're seeing social mobility slow, and we're seeing

00:15:13 --> 00:15:15: sort of the base of poverty and working poverty.

00:15:16 --> 00:15:19: It's increasingly racialized and increasingly determined by newcomer status.

00:15:20 --> 00:15:22: We know that housing is, you know, at the core

00:15:22 --> 00:15:23: of the solution.

00:15:23 --> 00:15:25: So we go into, as we go into this conversation

00:15:25 --> 00:15:28: today, just keeping that in mind that as this great

00:15:28 --> 00:15:31: work that Sharon and Zaring are doing, one of the

00:15:31 --> 00:15:33: things we hope to talk about today is how they're

00:15:33 --> 00:15:37: addressing some of these populations that are really struggling to

00:15:37 --> 00:15:40: access the housing they need to access social mobility.

00:15:40 --> 00:15:44: So with that rapid fire context, it's just the City

00:15:44 --> 00:15:45: of Toronto.

00:15:46 --> 00:15:48: I am very excited to welcome our panellists for what

00:15:48 --> 00:15:51: I know is going to be an amazing and rich

00:15:51 --> 00:15:54: discussion where we're going to go into specific ideas and

00:15:54 --> 00:15:57: solutions that they've been working on that are addressing some

00:15:57 --> 00:15:58: of these core issues.

00:15:59 --> 00:16:01: I will I will do a brief introduction.

00:16:01 --> 00:16:02: Their BIOS will be in the chat.

00:16:02 --> 00:16:06: So we have Sheri Larjani, the President of Spotlight Developments,

00:16:06 --> 00:16:10: Aaron Yankee, the Executive Vice President of Real Estate Finance

00:16:10 --> 00:16:12: and Development at Dream, welcome both.

00:16:13 --> 00:16:13: Thank you.

00:16:14 --> 00:16:14: Thank.

00:16:14 --> 00:16:15: You.

00:16:15 --> 00:16:16: OK.

00:16:16 --> 00:16:19: So now that we've travelled across the region really quickly,

00:16:19 --> 00:16:22: you know, I think a nice place to start is,

00:16:22 --> 00:16:25: you know, hearing from each of you, what is the

00:16:25 --> 00:16:28: thing that gets you more most excited about the future

00:16:28 --> 00:16:31: of development in Toronto that you think our guest today  
00:16:31 --> 00:16:32: need to know?  
00:16:32 --> 00:16:35: Like where are there great areas of opportunity and and  
00:16:35 --> 00:16:37: you know, where are you sort of starting to see  
00:16:37 --> 00:16:40: some of the biggest threats and, and either you can  
00:16:40 --> 00:16:40: start.  
00:16:42 --> 00:16:45: First of all, I just wanted to thank you Li  
00:16:45 --> 00:16:47: Toronto as well as WLWLI.  
00:16:47 --> 00:16:50: As a former WLI champion, I'll say go go.  
00:16:51 --> 00:16:52: I think it's fantastic.  
00:16:52 --> 00:16:55: I was inspired by women that was recognized before and  
00:16:55 --> 00:16:59: hope that whatever I contribute would be something that  
others  
00:16:59 --> 00:17:02: will see as a representation and for women's development.  
00:17:02 --> 00:17:03: Collaborate.  
00:17:03 --> 00:17:06: Thank you for this collaborative effort and allowing us to  
00:17:06 --> 00:17:08: have this conversation here, Zara.  
00:17:09 --> 00:17:11: I thought it was a tremendous presentation.  
00:17:11 --> 00:17:12: It just grounds me.  
00:17:12 --> 00:17:15: 20 years ago I came to Toronto and feel so  
00:17:15 --> 00:17:18: fortunate that I'm here to be able to have this  
00:17:18 --> 00:17:23: conversation and contribute in very little to what this country  
00:17:23 --> 00:17:26: and the city has given me to create this life.  
00:17:26 --> 00:17:29: But also be here to represent that there is social  
00:17:29 --> 00:17:33: mobility, there is economic mobility, but also there's an  
opportunity  
00:17:33 --> 00:17:36: to be part of city building and transforming what the  
00:17:36 --> 00:17:39: community is going to be in the shape that representing  
00:17:39 --> 00:17:43: our lived experiences, experiences, but also representing  
who we are.  
00:17:44 --> 00:17:48: The question that you asked, I think it was really  
00:17:48 --> 00:17:52: reflecting on it, is to what you just presented is  
00:17:52 --> 00:17:56: that demographic and the people around here on this panel  
00:17:57 --> 00:18:00: as well as those on the call is who has  
00:18:00 --> 00:18:03: a seat at the table making decisions today.  
00:18:03 --> 00:18:05: And I think that is exciting for me.  
00:18:05 --> 00:18:08: It's like we are here being part of this decision  
00:18:08 --> 00:18:12: making and reflecting back in 20 years ago to where  
00:18:12 --> 00:18:15: I'm today, it's like I'm like I see more women  
00:18:15 --> 00:18:19: in dresses being part of this decision than just pants,  
00:18:19 --> 00:18:22: Gray pants, suits with grey hair, I would say.  
00:18:22 --> 00:18:25: So I think that is something to celebrate on who  
00:18:25 --> 00:18:28: has a seat at the table making decisions, but executing

00:18:28 --> 00:18:31: and implementing in the policy and programs.

00:18:32 --> 00:18:34: Do we need to go further and more?

00:18:34 --> 00:18:36: Of course, there's no question about it.

00:18:36 --> 00:18:38: But I just want to say that that's what's exciting

00:18:38 --> 00:18:41: because I think we work with our lived experience and

00:18:41 --> 00:18:44: with the intentionality on the decisions that we're making because

00:18:44 --> 00:18:47: we want to make sure that those who came before

00:18:47 --> 00:18:49: us that has given us that opportunity.

00:18:49 --> 00:18:53: We are recognizing that responsibility and accountability on the decisions

00:18:53 --> 00:18:56: that we're making today, recognizing the crisis, but also the

00:18:56 --> 00:18:56: opportunity.

00:18:57 --> 00:19:00: And the second that makes me really excited is because

00:19:00 --> 00:19:03: of the diversity of people who are part of making

00:19:03 --> 00:19:07: this decisions on the built environment is the architectural design.

00:19:08 --> 00:19:12: You see Indigenous architecture come about and play, which we

00:19:12 --> 00:19:16: have an example at Canary Landing in, in Toronto,

00:19:16 --> 00:19:19: 70% of the units and 30% of the units will

00:19:19 --> 00:19:21: be affordable housing for 99 years.

00:19:22 --> 00:19:24: I think I do have a slide if, if you're

00:19:24 --> 00:19:28: like Toronto could just show that it's just about embracing

00:19:28 --> 00:19:31: about who's making these decisions and you're able to see

00:19:31 --> 00:19:35: the transformative impact on the built environment.

00:19:35 --> 00:19:40: So it is an example of it's the Canary Landing

00:19:40 --> 00:19:41: project.

00:19:41 --> 00:19:44: I think it was slide 28 to 29 where I

00:19:44 --> 00:19:48: think in Globe and Mail it was recognized as of

00:19:48 --> 00:19:55: architectural excellence and that's a good example of the opportunities.

00:19:55 --> 00:19:57: I think that was your next question on the opportunities,

00:19:57 --> 00:19:58: it is partnership.

00:19:59 --> 00:20:02: That project is an example of all three levels of

00:20:02 --> 00:20:05: government working with the private sector as well as with

00:20:05 --> 00:20:08: the non for profit sector on ensuring that we are

00:20:08 --> 00:20:10: addressing affordable housing.

00:20:10 --> 00:20:12: The crisis that we have today.

00:20:13 --> 00:20:17: It's the page prior to that, the slide prior to

00:20:17 --> 00:20:18: that exactly.

00:20:18 --> 00:20:20: So here you have 770.

00:20:21 --> 00:20:25: It's on provincial land for 99 year ground lease, 7030%

00:20:25 --> 00:20:28: will be affordable and it ranges from 40% of average  
00:20:28 --> 00:20:32: market rate rent to of course more to market rental  
00:20:32 --> 00:20:33: rates.  
00:20:33 --> 00:20:37: And it's a beautiful architectural experience that we can be  
00:20:37 --> 00:20:37: so proud of.  
00:20:38 --> 00:20:40: So it doesn't mean that if it's if it has  
00:20:40 --> 00:20:43: affordable housing that you have to discount or not have  
00:20:43 --> 00:20:45: architectural excellence to it.  
00:20:47 --> 00:20:50: Your question on the biggest threat, I think, Zara, you  
00:20:50 --> 00:20:52: nailed it in your presentation.  
00:20:52 --> 00:20:55: How do we reconcile the urgency of the crisis that  
00:20:55 --> 00:20:59: we're facing today about affordability, which is about income  
and  
00:20:59 --> 00:21:03: other aspects of people being able to afford affordable  
housing  
00:21:03 --> 00:21:05: just in terms of the number of built units that  
00:21:05 --> 00:21:09: we need and the climate crisis while we are reconciling  
00:21:09 --> 00:21:11: with the tough economic environment.  
00:21:11 --> 00:21:14: And I think this is a moment in time that  
00:21:14 --> 00:21:18: it really calls for collective action where we cannot be  
00:21:18 --> 00:21:22: divisive, but collectively what we want this future to be.  
00:21:22 --> 00:21:25: So we have to think about short term, long term.  
00:21:25 --> 00:21:28: And I've been really pleased and encouraged by the  
Canadian  
00:21:29 --> 00:21:33: federal government's budget, which really does embrace that  
opportunity.  
00:21:33 --> 00:21:37: It's a little bit long winded Zara, but your question  
00:21:37 --> 00:21:38: had a lot of aspects.  
00:21:39 --> 00:21:42: And and just before we go to Sherry, I'll just  
00:21:42 --> 00:21:44: say, you know, there's you made me think staring of  
00:21:44 --> 00:21:47: one of my favorite articles is by Margaret Wheatley and  
00:21:47 --> 00:21:50: it's about new types of leadership from here, from from  
00:21:50 --> 00:21:51: hero to host.  
00:21:51 --> 00:21:54: And a lot of what you're talking about is, you  
00:21:54 --> 00:21:56: know, talking about going away from the the the sort  
00:21:56 --> 00:21:59: of a single leader or single organization as the hero  
00:21:59 --> 00:22:01: that did something right.  
00:22:01 --> 00:22:04: Going to sort of this idea of a great leadership  
00:22:04 --> 00:22:08: is hosting and being being able to facilitate a collective  
00:22:08 --> 00:22:10: of partners to do great things together.  
00:22:10 --> 00:22:12: So it's very like, you know, I like to think  
00:22:13 --> 00:22:15: of it as as feminine leadership and and what you're  
00:22:15 --> 00:22:18: talking about even just the way that that you're working

00:22:18 --> 00:22:21: in that collective really embodies that.  
00:22:22 --> 00:22:24: Sherry, same triple header question to you.  
00:22:24 --> 00:22:24: Well.  
00:22:26 --> 00:22:30: First of all, I acquire everything Siring said about obviously  
00:22:30 --> 00:22:32: Wli and Uli and Uli, obviously.  
00:22:32 --> 00:22:35: And again, as someone who's been involved with them, I,  
00:22:35 --> 00:22:39: I again, very much appreciate everything that they're doing.  
00:22:39 --> 00:22:42: And you know, I, I, I also don't want to  
00:22:42 --> 00:22:44: sort of be repeating everything Seren is saying.  
00:22:44 --> 00:22:47: But I also do agree with the fact that the  
00:22:47 --> 00:22:52: diversity in the development industry is definitely something  
that I  
00:22:52 --> 00:22:56: find as, as something that's, you know, exciting.  
00:22:56 --> 00:23:01: Again, considering that we started by showcasing so many of  
00:23:01 --> 00:23:04: those women in one of our projects that got a  
00:23:04 --> 00:23:07: lot of bittersweet sort of publicity.  
00:23:07 --> 00:23:11: And when I say bittersweet, it's because there, you know,  
00:23:11 --> 00:23:14: the, the, it was very nice to get that attention,  
00:23:14 --> 00:23:17: but it was also sort of making sure that we  
00:23:17 --> 00:23:20: realized that that was an actual problem and that it  
00:23:20 --> 00:23:22: is something to be looked at.  
00:23:22 --> 00:23:25: So I still think that there is a lot of  
00:23:25 --> 00:23:29: room for diversity to sort of continue to happen in  
00:23:29 --> 00:23:30: our industry.  
00:23:31 --> 00:23:33: And I do agree that that is something that's very  
00:23:33 --> 00:23:34: exciting.  
00:23:34 --> 00:23:37: And I also think that another thing that's extremely exciting  
00:23:37 --> 00:23:40: about the City of Toronto is all of these new  
00:23:40 --> 00:23:42: ideas that I hear in the development industry and the  
00:23:42 --> 00:23:45: things that they're doing with the projects and the new  
00:23:45 --> 00:23:49: innovation that they're bringing in, whether it is technology,  
whether  
00:23:49 --> 00:23:52: it is the use of amenities, whether it is they  
00:23:52 --> 00:23:55: the style of buildings that they're building and the way  
00:23:55 --> 00:23:56: they're using it.  
00:23:56 --> 00:23:58: That kind of takes note from everything that we are  
00:23:58 --> 00:24:01: going through, whether it was the the COVID.  
00:24:01 --> 00:24:04: That we went through with the, you know, everybody being  
00:24:04 --> 00:24:06: stuck in a, in a confined space in the condos  
00:24:07 --> 00:24:09: or the fact that, you know, we have, you know,  
00:24:09 --> 00:24:12: an economic crisis where it doesn't allow everyone to be  
00:24:12 --> 00:24:15: able to buy, you know, bigger units, building a smaller

00:24:15 --> 00:24:19: units, but, but making them more functional and also focusing  
00:24:19 --> 00:24:22: on the amenities and the spaces and bringing, you know,  
00:24:22 --> 00:24:25: a lot of the services that weren't looked at before.  
00:24:25 --> 00:24:28: And, you know, the amenities were always, Hey, let's build  
00:24:28 --> 00:24:30: a party room and maybe put a pool table in  
00:24:30 --> 00:24:30: there.  
00:24:30 --> 00:24:33: But now it's, it's, it's growing and it's shaping up  
00:24:33 --> 00:24:36: to be something where people can actually use it.  
00:24:36 --> 00:24:40: And those spaces are, are being, being very much thought  
00:24:40 --> 00:24:45: about versus just spaces that you sort of allocate in  
00:24:45 --> 00:24:47: the projects and condos.  
00:24:47 --> 00:24:48: And I think I find that very exciting.  
00:24:48 --> 00:24:51: And I and I look forward to seeing a lot  
00:24:51 --> 00:24:54: more of those things coming to our industry so that  
00:24:54 --> 00:24:56: we can all sort of take lessons from them and  
00:24:57 --> 00:24:59: then implement them in our projects.  
00:24:59 --> 00:25:01: Because I think it is important to pay attention to  
00:25:01 --> 00:25:05: every space that we're designing, whether it is amenities or  
00:25:05 --> 00:25:06: the units or whatever else.  
00:25:06 --> 00:25:10: And what scares me, at least in the city of  
00:25:10 --> 00:25:14: Toronto is the fact that we have a problem with  
00:25:14 --> 00:25:18: our infrastructure and the transportation system.  
00:25:18 --> 00:25:20: That literally scares me.  
00:25:20 --> 00:25:23: Looking at the projects that some I'm even involved in  
00:25:23 --> 00:25:26: and you know, we build a 60 Storey condo with  
00:25:26 --> 00:25:27: no parking.  
00:25:27 --> 00:25:29: Yes, I agree that saves me a lot of money.  
00:25:29 --> 00:25:32: And as a developer putting up my hat on, I  
00:25:32 --> 00:25:33: say, hey, kudos to that.  
00:25:33 --> 00:25:36: Let's not build that, you know, parking spot and let's  
00:25:36 --> 00:25:40: just move ahead with, you know, building as many floors  
00:25:40 --> 00:25:43: as I want without the care because I'm close to  
00:25:43 --> 00:25:43: transportation.  
00:25:43 --> 00:25:47: But I also, on the other hand, see that people  
00:25:47 --> 00:25:50: are so much reliant on their cars and they are  
00:25:50 --> 00:25:53: working and making income using their cars.  
00:25:53 --> 00:25:56: So it makes me worried about the transportation, the traffic  
00:25:56 --> 00:26:00: and infrastructure in this country scares me because every  
00:26:00 --> 00:26:03: project  
00:26:03 --> 00:26:06: that we touch has somehow needs to be dealing with  
00:26:06 --> 00:26:09: some sort of an updated infrastructure system that we have  
in the city of Toronto and having to do with

00:26:09 --> 00:26:11: that constantly on projects.

00:26:11 --> 00:26:14: Instead of you focusing on the things that are important,

00:26:14 --> 00:26:16: you have to focus on something that is unrelated to

00:26:16 --> 00:26:18: the actual work of the developer.

00:26:18 --> 00:26:20: But it is more on the hands of the cities

00:26:20 --> 00:26:24: to and the provinces and the country to actually focus

00:26:24 --> 00:26:25: on and improve on.

00:26:25 --> 00:26:26: And I can see that they are doing it at

00:26:27 --> 00:26:29: different levels of government are are implementing

00:26:29 --> 00:26:30: programs to help

00:26:30 --> 00:26:33: with that.

00:26:30 --> 00:26:33: But that's what scares me, hearing people complain about

00:26:34 --> 00:26:34: traffic

00:26:34 --> 00:26:34: all the time.

00:26:34 --> 00:26:36: Time scares me.

00:26:36 --> 00:26:39: And, and you know, I, I, I find that one

00:26:39 --> 00:26:42: of our biggest threats, even if we figured out every

00:26:42 --> 00:26:46: other threat, which is the economic decline and all the

00:26:46 --> 00:26:49: other problems, we have to build more housing that is

00:26:49 --> 00:26:51: still going to be there.

00:26:51 --> 00:26:53: And it's it's going to cause us a lot of

00:26:53 --> 00:26:53: issues.

00:26:54 --> 00:26:56: You know, that's, that's a great point, Sherry.

00:26:56 --> 00:26:59: And, and just, you know, I think it's important actually

00:26:59 --> 00:27:02: to note that like, you know, in, in, in both

00:27:02 --> 00:27:04: of the work that you do, you're sort of you're,

00:27:04 --> 00:27:07: you're putting out a value proposition, a quality of life

00:27:07 --> 00:27:10: that someone could access by living in these spaces.

00:27:10 --> 00:27:12: But it, it's all good and fine if, when they're

00:27:12 --> 00:27:15: in this container of the building or the space that

00:27:15 --> 00:27:16: their life is good.

00:27:16 --> 00:27:18: But then if they're spending 90 minutes commuting each way

00:27:18 --> 00:27:21: to work, you know, that's specifically going to impact their

00:27:21 --> 00:27:23: mental health and their experience of the, the housing and

00:27:23 --> 00:27:25: the developments that you're providing.

00:27:26 --> 00:27:26: I'm interested in.

00:27:26 --> 00:27:29: And I should probably, just like I should have said

00:27:29 --> 00:27:31: this right at the start to all of the folks

00:27:31 --> 00:27:34: that are coming in, the 240 folks that are listening

00:27:34 --> 00:27:36: in, please put questions in the Q and AI can't

00:27:36 --> 00:27:38: promise I'll get to all of them, but I am

00:27:38 --> 00:27:41: keeping an eye just to make sure that we're weaving



00:27:41 --> 00:27:43: your curiosities into this discussion.

00:27:43 --> 00:27:45: And just as we sort of build on what you

00:27:45 --> 00:27:48: both said, I think one thing that strikes me about

00:27:48 --> 00:27:51: each of you and your practice and your work is

00:27:51 --> 00:27:53: your ability to innovate and respond to some of these

00:27:54 --> 00:27:56: sort of constraints and conditions that we face here in

00:27:57 --> 00:27:57: Toronto.

00:27:57 --> 00:27:59: And so I think I'd love to know, I think

00:27:59 --> 00:28:03: we'd all love to know what innovations or strategies you're

00:28:03 --> 00:28:07: currently focusing on in your developments, whether that's,

00:28:07 --> 00:28:11: you know,

00:28:07 --> 00:28:11: through innovating in partnerships or the actual buildings

00:28:11 --> 00:28:13: themselves.

00:28:11 --> 00:28:13: Would love to hear sort of some examples of some

00:28:13 --> 00:28:14: of what you're doing.

00:28:16 --> 00:28:18: Eric, you want to go first on that?

00:28:19 --> 00:28:20: Sure, I'll do.

00:28:21 --> 00:28:21: Thank you.

00:28:21 --> 00:28:24: So I think one of the things that we're doing,

00:28:24 --> 00:28:26: and again, I think maybe the team can put up

00:28:27 --> 00:28:29: the the slides that we have is focusing on the

00:28:29 --> 00:28:33: biggest problem at hand in the city of Toronto currently,

00:28:33 --> 00:28:35: which is the affordable housing.

00:28:35 --> 00:28:37: So I think maybe we can move on to the

00:28:37 --> 00:28:39: next slide if that's possible.

00:28:39 --> 00:28:39: Yeah.

00:28:39 --> 00:28:41: So what we are doing in our projects is we're

00:28:41 --> 00:28:43: thinking of affordable housing in a different way and we're

00:28:43 --> 00:28:46: putting a different lens on when we're looking at affordable

00:28:46 --> 00:28:46: housing.

00:28:46 --> 00:28:50: And that is to instead of just focusing on building

00:28:50 --> 00:28:54: a small percentage of the project as affordable housing and

00:28:54 --> 00:28:58: to only consider rental as the affordable to or the

00:28:58 --> 00:29:03: affordable type of housing, we're focusing on bringing in

00:29:03 --> 00:29:06: affordable

00:29:03 --> 00:29:06: and attainable rental and ownership.

00:29:06 --> 00:29:08: And we're bringing it at the percentage that's never been

00:29:08 --> 00:29:09: done before.

00:29:09 --> 00:29:12: So we're bringing in 70% affordable and attainable ownership

00:29:12 --> 00:29:14: and

00:29:12 --> 00:29:14: housing to this conversation.

00:29:14 --> 00:29:18: And this is what is we've been working on.

00:29:18 --> 00:29:21: And the thing that we're doing again, differently in these

00:29:21 --> 00:29:23: projects and the innovation that we think we're bringing is  
00:29:23 --> 00:29:26: and, and, and I'm not saying it hasn't been done  
00:29:26 --> 00:29:28: before, but maybe not as extensive as we have is  
00:29:28 --> 00:29:32: the partnerships we're bringing in partnerships with the not-  
for-profit organizations  
00:29:32 --> 00:29:33: that are, that are here to help us.  
00:29:33 --> 00:29:37: And these partners are the partners that have had the  
00:29:37 --> 00:29:41: experience of being, in being a part of the, being  
00:29:41 --> 00:29:45: part of the conversation of affordable housing for a very  
00:29:45 --> 00:29:46: long time.  
00:29:46 --> 00:29:49: And we're bringing them in as partners so that we  
00:29:49 --> 00:29:53: can help ourselves be able to, you know, get to  
00:29:53 --> 00:29:56: the next level and, and, and be able to achieve  
00:29:56 --> 00:29:58: what we need to achieve.  
00:29:58 --> 00:30:01: And we are also thinking of this project and all  
00:30:01 --> 00:30:04: of our projects, not in the silo of housing.  
00:30:04 --> 00:30:07: We're looking at it as a community project where we  
00:30:07 --> 00:30:10: bring in all the services and everything that a community  
00:30:10 --> 00:30:14: needs to thrive and survive and, and prosper, instead of  
00:30:14 --> 00:30:17: just looking at getting, giving, getting, putting a roof over  
00:30:17 --> 00:30:18: somebody's head.  
00:30:19 --> 00:30:20: And we expand on it.  
00:30:20 --> 00:30:22: And I think the next two slides that you can  
00:30:22 --> 00:30:25: sort of go to, the next slide, it kind of  
00:30:25 --> 00:30:27: shows you how we're looking at all the problems and  
00:30:27 --> 00:30:29: the sources of this crisis.  
00:30:29 --> 00:30:31: And then the next slide will show you how we  
00:30:31 --> 00:30:32: are addressing them.  
00:30:32 --> 00:30:36: And therefore we are able to address the problem of  
00:30:36 --> 00:30:38: affordable housing.  
00:30:39 --> 00:30:40: Amazing.  
00:30:40 --> 00:30:42: I mean, I have so many follow up questions so  
00:30:42 --> 00:30:44: maybe I'll let Thering jump in and then ask them  
00:30:44 --> 00:30:45: all at once.  
00:30:46 --> 00:30:49: I have to really commend Sherri and her team just  
00:30:50 --> 00:30:54: in terms of the thought process, but also the intentionality  
00:30:54 --> 00:30:57: of what she's choosing to do in terms of creating  
00:30:57 --> 00:30:59: that sense of community.  
00:30:59 --> 00:31:02: And I think it's, it's very similar in terms of  
00:31:02 --> 00:31:06: how we take that approach because I think like I  
00:31:06 --> 00:31:10: would like to believe by nature development demands  
innovation because

00:31:10 --> 00:31:16: it demands collaboration because of how interconnected and interdependent we

00:31:16 --> 00:31:19: are to different sectors, industries, stakeholders.

00:31:20 --> 00:31:24: And it is ever evolving, ever changing, whether it's regulatory

00:31:24 --> 00:31:28: economic environment or the demands of our consumer or regulatory.

00:31:28 --> 00:31:32: So I feel that you have to constantly innovate because

00:31:32 --> 00:31:36: everything that you're working with all through is changing and

00:31:36 --> 00:31:37: evolving.

00:31:37 --> 00:31:41: But that being said, absolutely point blank, we have to

00:31:41 --> 00:31:45: recognise the fact that as an industry we have laggards

00:31:45 --> 00:31:49: in terms of innovation in terms of the building systems

00:31:49 --> 00:31:50: or materials etcetera.

00:31:51 --> 00:31:54: And it's it's great to see more investment in that

00:31:54 --> 00:31:58: innovation because we have to recognise that time is incredibly

00:31:58 --> 00:32:02: important for us in the development because that it leads

00:32:02 --> 00:32:03: to increase in cost.

00:32:03 --> 00:32:08: So that aspect of innovation is so important, how we've

00:32:08 --> 00:32:10: chosen to really embrace it.

00:32:10 --> 00:32:15: And it's very similar to Sherry's approaches through

00:32:15 --> 00:32:18: partnerships because

00:32:18 --> 00:32:19: we look at, we start connecting dots where dots were

00:32:19 --> 00:32:24: never connected before.

00:32:20 --> 00:32:24: Whether you think about hospitals about institutions about

00:32:24 --> 00:32:28: and other

00:32:28 --> 00:32:32: as to who was part of the community, our collaboration

00:32:32 --> 00:32:35: with Indigenous communities have been a core aspect of

00:32:35 --> 00:32:38: how

00:32:38 --> 00:32:41: we choose to think and it aligns really well with

00:32:41 --> 00:32:42: us being a long term investors in our community.

00:32:42 --> 00:32:46: So when you take that long term investment approach, it

00:32:46 --> 00:32:50: changes your mindset.

00:32:50 --> 00:32:54: It changes your KPIs that you typically look at and

00:32:54 --> 00:32:57: that leads to that innovative aspects because you're thinking

00:32:57 --> 00:33:00: in

00:33:00 --> 00:33:05: terms of long term the projects that we have, whether

00:33:05 --> 00:33:09: it's ZB in that in Ottawa in it straddles both

00:33:09 --> 00:33:12: the two of the provinces in Canada in Ottawa and

00:33:12 --> 00:33:16: Gatineau, that's where we worked in partnership with

00:33:16 --> 00:33:20: Indigenous communities.

00:33:20 --> 00:33:24: We also work in partnership with different non for profits,

00:33:24 --> 00:33:28: whether it's forward sales or through ownership.

00:33:12 --> 00:33:16: So different structures depending on the constraints and need.

00:33:16 --> 00:33:19: The project that I had spoken about earlier at Maple

00:33:20 --> 00:33:23: House in Canary Landing in Western Lands, which is around

00:33:23 --> 00:33:25: 15 minutes of downtown Toronto.

00:33:25 --> 00:33:29: For those who visited this beautiful city of Toronto, which

00:33:29 --> 00:33:33: is are so eloquently spoke about that project.

00:33:33 --> 00:33:36: Again it is we have around 5:00 to 6:00 non

00:33:36 --> 00:33:39: for profits that we've structured that aspect in terms of

00:33:39 --> 00:33:42: how who would be who would be the end users

00:33:42 --> 00:33:45: and who would be the residents of it.

00:33:45 --> 00:33:49: The other projects that again in partnership with the non

00:33:49 --> 00:33:52: for profit in Ottawa that we've structured is it again

00:33:52 --> 00:33:53: through a forward sale.

00:33:53 --> 00:33:56: But there we went a little bit further where we

00:33:56 --> 00:33:59: said that looking at the National Housing strategy, which great

00:33:59 --> 00:34:01: and we have to be data-driven.

00:34:01 --> 00:34:03: And I think that sometimes the lag of it is

00:34:03 --> 00:34:05: we do things based on feel.

00:34:05 --> 00:34:08: We have to see the changing demographic, the changing needs

00:34:08 --> 00:34:11: of who we are building these homes for in these

00:34:11 --> 00:34:15: communities and how we are then changing the architecture of

00:34:15 --> 00:34:18: the floor plan or the designs of the public realm

00:34:18 --> 00:34:20: to make sure that it is inclusive.

00:34:20 --> 00:34:22: And based on the data that we saw on the

00:34:22 --> 00:34:26: National Housing Strategy, we recognized there were a different community

00:34:26 --> 00:34:30: groups that were marginalized and that really had poor housing

00:34:30 --> 00:34:30: needs.

00:34:31 --> 00:34:33: So we have to recognize that with a sense of

00:34:33 --> 00:34:37: great humility that as a private sector, the depth of

00:34:37 --> 00:34:41: affordability, the not-for-profit partner could deliver with the services and

00:34:41 --> 00:34:42: programming.

00:34:42 --> 00:34:44: So that's where we formed a partnership.

00:34:44 --> 00:34:46: It's called Multi Faith Housing Initiative.

00:34:46 --> 00:34:49: It's a group of community based organizations that got together

00:34:50 --> 00:34:51: to address the housing.

00:34:51 --> 00:34:57: So my partner is Suzanne, an incredible executive director at

00:34:57 --> 00:35:00: MHI and they have around 133 units.

00:35:00 --> 00:35:05: We'll have around 400 plus units and their 133 units

00:35:05 --> 00:35:10: are going to be dedicated to communities with core housing

00:35:10 --> 00:35:11: needs.

00:35:11 --> 00:35:14: So it's going to be Indigenous single women and mothers

00:35:14 --> 00:35:17: have core housing needs that often don't get recognized as

00:35:17 --> 00:35:18: different needs.

00:35:19 --> 00:35:23: Then the third is refugees and new immigrants, seniors and

00:35:23 --> 00:35:24: then veterans.

00:35:24 --> 00:35:26: So it is like how then, then based on who

00:35:26 --> 00:35:28: the end users are going to be, we have to

00:35:28 --> 00:35:31: we are thinking through as to how the floor plans

00:35:31 --> 00:35:33: as well as the public realms are going to be.

00:35:34 --> 00:35:36: And then for our units that we would be holding,

00:35:36 --> 00:35:40: again, we would have around, around close to another 30%

00:35:40 --> 00:35:43: that'll be affordable and it'll be affordable for 55 years.

00:35:43 --> 00:35:47: So as we're thinking about this integrated vertical community,

00:35:47 --> 00:35:50: a

00:35:50 --> 00:35:52: common area space, we want to make sure the daycare

00:35:52 --> 00:35:55: is closer to those units because we want to make

00:35:55 --> 00:35:58: sure that a woman goes in with a stroller, it's

00:35:58 --> 00:36:00: closer to the elevator and it's closer to the daycare.

00:36:00 --> 00:36:03: And in just those aspects of things, I think that

00:36:03 --> 00:36:06: is like, again, going back to my earlier comment about

00:36:06 --> 00:36:08: who's part of the decisions, who's at the table, who

00:36:08 --> 00:36:11: has a seat and recognizing who the end users are.

00:36:11 --> 00:36:14: I think that's where our source of innovation really lies.

00:36:14 --> 00:36:17: And then you stack on who are the partners that

00:36:17 --> 00:36:20: hell would help us to be able to deliver it.

00:36:20 --> 00:36:24: And I think it it deals with this intentionality, but

00:36:24 --> 00:36:27: a great sense of humility about recognizing what this land

00:36:27 --> 00:36:30: and how we are going to really develop and transform

00:36:30 --> 00:36:33: the community because it's going to live long past us.

00:36:33 --> 00:36:36: And I think that that project is going to be

00:36:36 --> 00:36:39: net 02.

00:36:39 --> 00:36:42: So I think a lot of partners, there's a lot

00:36:42 --> 00:36:45: of aspects and hope we'll be able to deliver a

00:36:45 --> 00:36:48: community that would be successful and thriving.

00:36:48 --> 00:36:50: And it is going to be neighbouring the Addiso Key

00:36:48 --> 00:36:50: Library.

00:36:48 --> 00:36:50: So again, we're working in partnership with them to see

00:36:48 --> 00:36:50: what are the programming and services.

00:36:51 --> 00:36:54: Earlier this year, we had the land blessing by our  
00:36:54 --> 00:36:57: Alguan advisory community to ensure that as we put shovels  
00:36:58 --> 00:37:00: on the ground that the land is also blessed.  
00:37:00 --> 00:37:05: So I think it's taking really across the value chain  
00:37:05 --> 00:37:07: and taking a holistic view of it.  
00:37:07 --> 00:37:10: I think that's where our innovation is, but also we  
00:37:10 --> 00:37:13: have to make sure it's financially sustainable.  
00:37:13 --> 00:37:16: That leads to another aspect of financial innovation, to make  
00:37:16 --> 00:37:19: sure that we can contribute these communities.  
00:37:21 --> 00:37:23: Yeah, I mean, there's so much to say.  
00:37:23 --> 00:37:25: You know, you both made me think about this example.  
00:37:25 --> 00:37:27: I was, I was on a jury for a bunch  
00:37:27 --> 00:37:29: of community based projects and just sort of giving some  
00:37:29 --> 00:37:30: feedback.  
00:37:30 --> 00:37:33: And one of the community based projects, housing projects  
00:37:33 --> 00:37:37: that  
was specifically focusing on single moms, it was really  
including  
00:37:37 --> 00:37:38: them throughout the process.  
00:37:39 --> 00:37:42: You know, one of the things they heard loud and  
00:37:42 --> 00:37:45: clear was, yeah, the units are important to the laundry  
00:37:45 --> 00:37:45: room.  
00:37:45 --> 00:37:47: That's the important place.  
00:37:47 --> 00:37:50: Like if we're going to have a shared laundry, move  
00:37:50 --> 00:37:52: it upstairs, make it bright, have a space for our  
00:37:52 --> 00:37:53: kids to play.  
00:37:54 --> 00:37:56: And as all these moms are sort of feeding into  
00:37:56 --> 00:37:58: the process, the, the woman who was presenting was saying  
00:37:58 --> 00:38:00: that was the most important thing to them was to  
00:38:00 --> 00:38:02: have a space where they could bring their kids.  
00:38:02 --> 00:38:05: That was beautiful, that was above ground, not in the  
00:38:05 --> 00:38:05: basement.  
00:38:06 --> 00:38:09: That really like, you know, was dignified as they were  
00:38:09 --> 00:38:13: doing something they do twice a day with their kids.  
00:38:13 --> 00:38:15: And, and I know that each of you have examples  
00:38:15 --> 00:38:16: of that within your project.  
00:38:16 --> 00:38:18: So I, I might ask to just, you know, I  
00:38:18 --> 00:38:21: know Sherry, you do and, and, and faring you do  
00:38:21 --> 00:38:21: as well.  
00:38:21 --> 00:38:24: Like just a few specific examples of how you sort  
00:38:24 --> 00:38:27: of adapted your projects to really respond to the needs  
00:38:27 --> 00:38:28: of specific communities.  
00:38:28 --> 00:38:31: And then I will say to the many people who

00:38:31 --> 00:38:34: have patiently waited in the Q&A, there's a ton of  
00:38:34 --> 00:38:34: questions.  
00:38:34 --> 00:38:37: So while you answer that, I'm going to start weaving  
00:38:37 --> 00:38:40: together some of these questions because there's some  
awesome prompts  
00:38:40 --> 00:38:42: for both of you in the chat.  
00:38:42 --> 00:38:44: So just a few examples of specific changes you've made  
00:38:44 --> 00:38:47: to your projects to respond to the needs of equity  
00:38:47 --> 00:38:48: deserving communities.  
00:38:49 --> 00:38:49: Sure.  
00:38:49 --> 00:38:51: So I'm going to go through a few of them.  
00:38:51 --> 00:38:53: And 1:00, I'm going to start with one of the  
00:38:53 --> 00:38:55: things that we're doing for the youth.  
00:38:56 --> 00:38:59: So transitional housing for the youth, whereas we're putting  
them  
00:38:59 --> 00:39:00: in clusters.  
00:39:00 --> 00:39:03: And these clusters are designed so that they can have  
00:39:03 --> 00:39:06: a common area and common space, but still enjoy their  
00:39:06 --> 00:39:07: privacy.  
00:39:08 --> 00:39:11: And they're they're sort of privately sort of owned units,  
00:39:11 --> 00:39:13: but still be in the community.  
00:39:13 --> 00:39:16: So that, that feel of being and still belonging to  
00:39:16 --> 00:39:19: a family, even though it's been taken away from them,  
00:39:19 --> 00:39:20: can still come back to them.  
00:39:20 --> 00:39:24: And it's interesting because the same thing then the same  
00:39:24 --> 00:39:28: concept we're applying to the, we're applying to the elderly  
00:39:28 --> 00:39:33: support care that we're, that we're providing for our elderly.  
00:39:33 --> 00:39:37: Again, the elderly with everything that was happening during  
COVID  
00:39:37 --> 00:39:40: and, and all the conversations that were going on about,  
00:39:40 --> 00:39:43: you know, the, the spread of COVID and the problems  
00:39:43 --> 00:39:46: and the lack of, you know, being getting that personal  
00:39:46 --> 00:39:50: connection to the families, even though the, you know, many  
00:39:50 --> 00:39:51: of them are passing away.  
00:39:52 --> 00:39:55: It kind of got us thinking about how we can  
00:39:55 --> 00:39:59: make that so much more private, but but available for  
00:39:59 --> 00:40:02: the people who might not be as financially.  
00:40:03 --> 00:40:05: As stable as many many others and that care can  
00:40:06 --> 00:40:09: be brought into the a smaller, more privatized unit for  
00:40:09 --> 00:40:09: them.  
00:40:09 --> 00:40:14: So it'll be called them the clusters for elderly and  
00:40:14 --> 00:40:17: the, the, the, the transitional use.

00:40:17 --> 00:40:20: One of the things that's interesting for us and one  
00:40:20 --> 00:40:23: of the things that we are actually doing in our  
00:40:23 --> 00:40:27: projects is housing the LGTBQ plus plus community again as  
00:40:27 --> 00:40:29: a transitional housing as well.  
00:40:29 --> 00:40:31: And you know, one of the things that they cared  
00:40:31 --> 00:40:34: about, and it's interesting because when we held a lot  
00:40:34 --> 00:40:37: of sessions with them, they cared about security they  
secured,  
00:40:37 --> 00:40:40: about making sure that they are kept away from the  
00:40:40 --> 00:40:43: predator that's out there that wants to potentially harm them.  
00:40:44 --> 00:40:45: And it's interesting because that's striking.  
00:40:45 --> 00:40:48: The question came from one of the people that were  
00:40:48 --> 00:40:50: sitting in a room and asked how do you keep  
00:40:50 --> 00:40:50: me safe?  
00:40:50 --> 00:40:53: And I was looking at this, you know, 16 year  
00:40:53 --> 00:40:56: old, you know, person and saying I don't have the  
00:40:56 --> 00:40:57: answer for you.  
00:40:57 --> 00:41:00: But that's something that we are working on, we are  
00:41:00 --> 00:41:03: implementing, we're pretty putting in more rigorous security  
measures so  
00:41:03 --> 00:41:04: that they can.  
00:41:05 --> 00:41:07: So there's that kind of monitoring system where the  
technology  
00:41:07 --> 00:41:09: would come into play here as well.  
00:41:09 --> 00:41:12: And you know, for we also have, you know, because  
00:41:12 --> 00:41:15: the project is so broad and there's so many different  
00:41:15 --> 00:41:19: groups and families that we're, we're hosting and, and having  
00:41:19 --> 00:41:20: live in our projects.  
00:41:20 --> 00:41:22: You know, we have a lot of families with mental  
00:41:22 --> 00:41:26: health support that need mental health support and the  
children  
00:41:26 --> 00:41:28: need to be diagnosed early on before they are going  
00:41:28 --> 00:41:31: on diagnosed for many years and therefore losing a lot  
00:41:31 --> 00:41:32: of opportunities.  
00:41:32 --> 00:41:35: So we are providing healthcare opportunities.  
00:41:35 --> 00:41:37: You know, one of the things that we keep on  
00:41:37 --> 00:41:39: hearing, and I encourage everybody here, I think I've said  
00:41:39 --> 00:41:42: that on my LinkedIn before, but I encourage everybody here  
00:41:42 --> 00:41:44: sitting and listening to this panel to go and watch  
00:41:44 --> 00:41:45: a movie called Scarborough.  
00:41:46 --> 00:41:50: It is extremely touching, but it's also touching on some  
00:41:50 --> 00:41:54: very small, you know, matters that maybe go unnoticed by  
00:41:54 --> 00:41:57: many of us who live in the city thinking that.



00:41:58 --> 00:42:00: And that does not happen to my neighbour and that  
00:42:00 --> 00:42:02: does not happen in my city, but it does.  
00:42:02 --> 00:42:04: And I think it's important for us to go and,  
00:42:04 --> 00:42:06: and take a look just for just for, you know,  
00:42:06 --> 00:42:08: an hour and a half of entertainment, but also so  
00:42:08 --> 00:42:10: that it will be a learning experience.  
00:42:10 --> 00:42:14: There's a lot of autistic children that go undiagnosed at  
00:42:14 --> 00:42:15: an early age.  
00:42:15 --> 00:42:18: And therefore, by the time they catch up to getting  
00:42:18 --> 00:42:21: the, the, the treatments that they need, it's too late  
00:42:21 --> 00:42:23: and that opportunity is missed.  
00:42:23 --> 00:42:25: So we and the reason for that is they are  
00:42:25 --> 00:42:27: mostly people that move from one location to another and  
00:42:27 --> 00:42:29: they don't have a referring position.  
00:42:29 --> 00:42:31: So they can be referred to anyone, which is a  
00:42:31 --> 00:42:34: problem with our healthcare system, which we are trying to  
00:42:34 --> 00:42:36: save, save it to solve it in our problems.  
00:42:36 --> 00:42:39: But in our projects by bringing in healthcare to them  
00:42:39 --> 00:42:42: so that they can actually use the services that's offered  
00:42:42 --> 00:42:46: there as, as something that they can, they can definitely  
00:42:46 --> 00:42:48: use and, and use as a referring source.  
00:42:48 --> 00:42:50: One of the other thing is we are thinking about  
00:42:50 --> 00:42:53: the new immigrants and I'm going to cut a shorter.  
00:42:53 --> 00:42:55: We have many other things that we're doing.  
00:42:55 --> 00:42:57: But one of the other things that we are considering  
00:42:57 --> 00:42:59: is that, yes, I can get you into a unit.  
00:42:59 --> 00:43:01: I can put a roof over your head.  
00:43:01 --> 00:43:03: But one of the things that we are super proud  
00:43:03 --> 00:43:05: of is the fact that as a mum of two,  
00:43:05 --> 00:43:07: every day when I have to work late, I am  
00:43:07 --> 00:43:09: always thinking about my children.  
00:43:09 --> 00:43:11: I'm constantly thinking, OK, who's going to take care of  
00:43:11 --> 00:43:11: them?  
00:43:12 --> 00:43:14: And if I didn't have a mum or family that  
00:43:14 --> 00:43:16: would be supporting them and if I was, you know,  
00:43:16 --> 00:43:18: a new immigrant here or I was, I was new  
00:43:18 --> 00:43:20: here or I was a single parent, I would not  
00:43:20 --> 00:43:22: know how to solve that problem.  
00:43:22 --> 00:43:24: If I was a shift worker, if I was in  
00:43:25 --> 00:43:28: a factory, working in a factory, a nurse, PSW, fireman,  
00:43:28 --> 00:43:31: police officer, whatever the case may be.  
00:43:31 --> 00:43:34: So we introduced the idea of a 24 hour childcare

00:43:34 --> 00:43:37: or we service all the families with the children under  
00:43:37 --> 00:43:38: the age of 16.  
00:43:38 --> 00:43:41: Not only this gives the children the much needed care  
00:43:41 --> 00:43:44: and attention they need, but it also which saves them  
00:43:44 --> 00:43:48: from being exposed to crime, which stats show that that  
00:43:48 --> 00:43:50: is one of the problems in some of the most  
00:43:50 --> 00:43:52: prone to crime areas in our city.  
00:43:52 --> 00:43:55: And we are super proud of that and happy that  
00:43:55 --> 00:43:56: we are offering that.  
00:43:56 --> 00:44:00: We're also offering educational unemployment services and  
altogether we're hoping  
00:44:00 --> 00:44:01: that we can help families thrive.  
00:44:01 --> 00:44:03: My gosh, so many responses.  
00:44:03 --> 00:44:05: Sherry, that's incredible sharing.  
00:44:05 --> 00:44:09: I want to pass it to you again.  
00:44:09 --> 00:44:10: Kudos to Sherry.  
00:44:10 --> 00:44:12: I think it is quite comprehensive with I think it's  
00:44:12 --> 00:44:15: being thoughtful and intentional about the built environment  
is one  
00:44:15 --> 00:44:19: thing, but the programming and services that follows to  
create  
00:44:19 --> 00:44:20: the sense of belonging.  
00:44:20 --> 00:44:23: I think that's, that's, that's the long term thinking there.  
00:44:23 --> 00:44:24: And I think very similar.  
00:44:24 --> 00:44:27: But I, I was thinking that maybe I speak to  
00:44:27 --> 00:44:30: other aspects of it that to your question about as  
00:44:30 --> 00:44:33: we gotten feedback, what are the changes that we need  
00:44:33 --> 00:44:35: and I think Sherry did nail it.  
00:44:35 --> 00:44:38: It's about a sense of security because we had it  
00:44:38 --> 00:44:41: when and we had it was part of the initial  
00:44:41 --> 00:44:43: design, especially on the public realm.  
00:44:44 --> 00:44:46: It was you know the landscape etcetera.  
00:44:47 --> 00:44:50: And well, one of the women, women planners in the  
00:44:50 --> 00:44:53: group because we have an integrated collaborative because  
we do  
00:44:53 --> 00:44:56: every all the thinking upfront just to make sure that  
00:44:56 --> 00:44:59: whoever's going to be at the tail end where there's  
00:44:59 --> 00:45:03: a leasing managers with others they are contributing to how  
00:45:03 --> 00:45:06: do we design and we think through about our development  
00:45:06 --> 00:45:07: program.  
00:45:07 --> 00:45:10: So that's really our integrated internal, internal process.  
00:45:10 --> 00:45:13: And she flagged and she said, well, if I'm living  
00:45:13 --> 00:45:15: there, she said I'll be afraid to come working home

00:45:15 --> 00:45:18: late at night because the bushes are really tall.  
00:45:18 --> 00:45:22: And it's very simple, simple, simple, very simple.  
00:45:22 --> 00:45:24: But just in terms of if not that everyone on  
00:45:24 --> 00:45:27: the at the table didn't think about it or were  
00:45:27 --> 00:45:31: intentional or anything, but it's just something that and then  
00:45:31 --> 00:45:33: hit anyone that it'll be a safety aspect.  
00:45:33 --> 00:45:35: She said, if I take the subway, I'll be walking  
00:45:35 --> 00:45:35: down.  
00:45:35 --> 00:45:38: She's like, I would prefer if the bushes and the  
00:45:38 --> 00:45:39: shrubs were a little bit shorter.  
00:45:39 --> 00:45:41: And just in terms of that aspect, I thought that  
00:45:41 --> 00:45:44: was and that made us really rethink about so many  
00:45:44 --> 00:45:44: other aspects.  
00:45:45 --> 00:45:47: The second example that I gave was on the daycare  
00:45:47 --> 00:45:49: where the daycare was going to be situated.  
00:45:50 --> 00:45:54: They prefer that it was closer to the above grade  
00:45:54 --> 00:45:55: garden that we had.  
00:45:56 --> 00:45:59: So we said the daycare, the children could just ease  
00:45:59 --> 00:46:02: into just moving into the garden and would be closer  
00:46:02 --> 00:46:03: to the elevator.  
00:46:03 --> 00:46:06: So certain aspects of it that were thought through that  
00:46:06 --> 00:46:08: we had to redesign another project that we had.  
00:46:08 --> 00:46:12: It's around that was around 2015 when we started working  
00:46:12 --> 00:46:12: on it.  
00:46:12 --> 00:46:14: And I saw one of the questions was on climate  
00:46:14 --> 00:46:15: change and sustainability.  
00:46:16 --> 00:46:19: Our 35 acres of community that we built in Arbor  
00:46:19 --> 00:46:20: Gatineau.  
00:46:20 --> 00:46:22: And we knew that we wanted it to be a  
00:46:22 --> 00:46:23: zero community.  
00:46:23 --> 00:46:26: So at that time there was much, not much conversation  
00:46:26 --> 00:46:30: as we have today about the importance of it, not  
00:46:30 --> 00:46:33: much of code red alerts were issue reports were issued.  
00:46:35 --> 00:46:37: But we knew that was something that was important.  
00:46:37 --> 00:46:41: So we created our own district energy system leveraging the  
00:46:41 --> 00:46:44: Ottawa River to create the cold water just in terms  
00:46:44 --> 00:46:48: of mobilizing or energizing the system and we use excess  
00:46:48 --> 00:46:50: heat from a neighbouring factory.  
00:46:51 --> 00:46:53: So created our own district energy system.  
00:46:53 --> 00:46:56: It's, it's a fourth generation, but we wanted to make  
00:46:56 --> 00:46:58: sure that, OK, now we've done that.  
00:46:58 --> 00:46:59: What does that mean?

00:46:59 --> 00:47:01: It's, it's great that 4,000,000 square feet would be net  
00:47:01 --> 00:47:01: 0.  
00:47:01 --> 00:47:04: As soon as we energize the system, it has already  
00:47:04 --> 00:47:05: been energized.  
00:47:05 --> 00:47:08: But what we did is we chose to make it  
00:47:08 --> 00:47:12: like glass panels so that people who are walking on  
00:47:12 --> 00:47:15: the streets could see the entire gut of the mechanical  
00:47:15 --> 00:47:17: and mechanical system.  
00:47:17 --> 00:47:21: And we collaborate with a lot of universities and others  
00:47:21 --> 00:47:23: to be able to see what could be done.  
00:47:24 --> 00:47:26: At that time, there was no question it was extremely  
00:47:26 --> 00:47:30: difficult, whether it's through capital or through implement  
and execute  
00:47:30 --> 00:47:30: on it.  
00:47:31 --> 00:47:33: And so pleased to see so many other developers now  
00:47:33 --> 00:47:37: thinking through about district energy system and geothermal  
system.  
00:47:37 --> 00:47:40: So I think that those aspects really how do we  
00:47:40 --> 00:47:43: evolve and how do we change things and think through  
00:47:43 --> 00:47:48: about ensuring that marginalized groups, but also other  
aspects that  
00:47:48 --> 00:47:52: are coming forth, whether it's climate change or other  
discussions  
00:47:52 --> 00:47:57: about inclusion and Indigenous, especially for us here in  
Canada,  
00:47:57 --> 00:48:00: not just in terms of honouring, but also including our  
00:48:00 --> 00:48:03: community there has wavefinding signage.  
00:48:03 --> 00:48:05: I think it was the 1st in Canada.  
00:48:05 --> 00:48:09: Maybe I'm being too presumptuous by saying first in Canada,  
00:48:09 --> 00:48:12: but I believe it was that had three languages, all  
00:48:12 --> 00:48:13: three languages.  
00:48:13 --> 00:48:16: It's English, French as well as I'm going in the  
00:48:16 --> 00:48:17: on the wayfinding signages.  
00:48:17 --> 00:48:20: And I think those are aspects about how do you  
00:48:20 --> 00:48:23: integrated into how we are thinking about our communities.  
00:48:24 --> 00:48:27: Yeah, I think that's, you know, it goes back to  
00:48:27 --> 00:48:30: what you said right at the start, zaring around responsibility  
00:48:30 --> 00:48:33: and accountability to the longer term, not just to the  
00:48:33 --> 00:48:36: short term, but even just in thinking about decolonizing our  
00:48:36 --> 00:48:40: own practice, thinking how, how will these buildings and the  
00:48:40 --> 00:48:43: people within them be healthy over a, you know, generations,  
00:48:43 --> 00:48:43: right.  
00:48:44 --> 00:48:48: So I'm seeing a lot of love for a question

00:48:48 --> 00:48:51: around funding and tax initiatives.

00:48:51 --> 00:48:51: So get ready.

00:48:53 --> 00:48:54: A lot of people are thumbs upping it.

00:48:54 --> 00:48:57: So a question for both of you, There's a lot

00:48:57 --> 00:49:00: been a lot of announcements on funding and tax initiatives

00:49:00 --> 00:49:01: recently.

00:49:01 --> 00:49:04: Which of these are you seeing will effectively address the

00:49:04 --> 00:49:06: affordability crises?

00:49:06 --> 00:49:09: And what are you, which ones are you skeptical about?

00:49:10 --> 00:49:12: Which of these announcements are you, you know, still

00:49:12 --> 00:49:14: scratching

00:49:12 --> 00:49:14: your head a little bit about?

00:49:14 --> 00:49:17: So I, I have to say I read the budget

00:49:17 --> 00:49:18: a few times.

00:49:18 --> 00:49:19: It's like 400 plus pages.

00:49:19 --> 00:49:24: But I'm a bit of a self professed geek and

00:49:24 --> 00:49:27: nerd, so OK to say that.

00:49:28 --> 00:49:31: But I have to say, like as I mentioned earlier,

00:49:31 --> 00:49:33: I was quite pleased and encouraged by the federal budget.

00:49:33 --> 00:49:35: It was ambitious, it was comprehensive.

00:49:35 --> 00:49:38: Right now it's implementation and execution term.

00:49:39 --> 00:49:42: I think you had alluded to it earlier in your

00:49:42 --> 00:49:45: presentation, Zara, it's like and for the last 30 years,

00:49:45 --> 00:49:48: the government stood step back in investing in housing, in

00:49:48 --> 00:49:51: affordable housing and across the housing continuum.

00:49:51 --> 00:49:54: I think the private sectors, I think we are pretty

00:49:54 --> 00:49:58: well equipped in terms of creating market and maybe

00:49:58 --> 00:50:01: affordable

00:49:58 --> 00:50:01: and attainable, but not in terms of the deeper, deeper

00:50:01 --> 00:50:05: housing requirements that a different aspect of our

00:50:01 --> 00:50:05: communities need.

00:50:05 --> 00:50:08: So I think quite pleased just to see in terms

00:50:08 --> 00:50:11: of the funding allocations, I think the increase to the

00:50:11 --> 00:50:15: affordable housing funding programme most welcome

00:50:11 --> 00:50:15: because I think our

00:50:15 --> 00:50:19: non for profit partners and housing providers need that they

00:50:19 --> 00:50:22: they experience the same economic challenges that we do.

00:50:23 --> 00:50:23: So.

00:50:23 --> 00:50:25: I think that's important to recognize.

00:50:25 --> 00:50:28: So I think that was pleased the increase in the

00:50:28 --> 00:50:33: same HC apartment construction loan program by an

00:50:28 --> 00:50:33: additional 15

00:50:33 --> 00:50:34: billion.

00:50:34 --> 00:50:37: Again absolutely welcome and pleased to see it.

00:50:37 --> 00:50:41: With respect to the Eiffel, on the capital cost allowance,

00:50:41 --> 00:50:44: I think I think that was welcome.

00:50:44 --> 00:50:46: But I think on that aspect, I think the governments

00:50:46 --> 00:50:49: have to think through because most of the developers are

00:50:49 --> 00:50:50: limited partners.

00:50:50 --> 00:50:51: So you can do one.

00:50:51 --> 00:50:57: You technically need other components to ensure that more developers

00:50:57 --> 00:51:00: are able to to benefit from it just in terms

00:51:00 --> 00:51:03: of creating that capacity.

00:51:03 --> 00:51:06: And right now, I think those are all great, but

00:51:06 --> 00:51:10: how do you deploy and making sure that cabinet approves

00:51:10 --> 00:51:14: that, that's the second component and how quickly it is

00:51:14 --> 00:51:18: deployed because right now across our projects, we work across

00:51:18 --> 00:51:21: 5 provinces here in Canada, of course, in the US

00:51:21 --> 00:51:24: and New York too, but 5 provinces in Canada and

00:51:24 --> 00:51:28: around 10 cities across Canada, we'll be starting around 1400.

00:51:29 --> 00:51:32: None of them is in Toronto at the moment because

00:51:32 --> 00:51:36: of the DC increases, because of just approval timeline and

00:51:36 --> 00:51:37: just the economics of it.

00:51:37 --> 00:51:40: And we are ready to respond and be able to

00:51:40 --> 00:51:41: advance on a project here.

00:51:41 --> 00:51:43: But I think we have to how do we solve

00:51:43 --> 00:51:43: for that?

00:51:43 --> 00:51:46: So I think that all three levels of government have

00:51:47 --> 00:51:49: to work together because I we all know just in

00:51:49 --> 00:51:52: terms of how we struck, how it's been structured.

00:51:53 --> 00:51:57: I think with the recent province regulations too, I think

00:51:57 --> 00:51:59: you have to get it zoned and then you have

00:51:59 --> 00:52:02: SBA, whereas the CMHC program says you need to get

00:52:02 --> 00:52:05: SPA and zoning to submit your application.

00:52:05 --> 00:52:07: So there's a disconnect already.

00:52:07 --> 00:52:09: So I think it's like how all three levels of

00:52:09 --> 00:52:11: government are speaking together.

00:52:11 --> 00:52:13: So that way you can implement.

00:52:13 --> 00:52:17: The last thing I would say is the key role

00:52:17 --> 00:52:18: of CMHC.

00:52:18 --> 00:52:20: Not all developers would use CMHC program.

00:52:20 --> 00:52:25: We have to recognise that because different capital providers have

00:52:25 --> 00:52:27: different debt restrictions.

00:52:27 --> 00:52:31: However, CMHC plays an incredibly important role for those of

00:52:31 --> 00:52:34: us who are impact driven just in terms of building

00:52:34 --> 00:52:37: affordable housing to be able to unlock it.

00:52:37 --> 00:52:40: So really that entity has to be empowered to be

00:52:40 --> 00:52:44: able to deliver with speed in terms of rolling out

00:52:44 --> 00:52:47: that, rolling out the funding requirement.

00:52:47 --> 00:52:50: But again, we'll defer to Sherry in terms of what

00:52:50 --> 00:52:51: she thinks on the budget.

00:52:51 --> 00:52:52: I'm actually.

00:52:52 --> 00:52:52: Exactly.

00:52:53 --> 00:52:54: You said.

00:52:55 --> 00:52:55: Any comments on that?

00:52:55 --> 00:52:58: Because I'm sceptical about many of the things that I'm

00:52:58 --> 00:53:01: hearing until they actually get implemented and we figure out

00:53:01 --> 00:53:02: how they're being implemented.

00:53:02 --> 00:53:04: So and I have, I don't think I have as

00:53:04 --> 00:53:06: much knowledge into it because I didn't really read it

00:53:06 --> 00:53:07: as much.

00:53:07 --> 00:53:08: I paid attention to few items.

00:53:08 --> 00:53:10: And I take all of your notes on that, to

00:53:11 --> 00:53:12: be honest with you, I think.

00:53:12 --> 00:53:13: I agree, Sherry.

00:53:13 --> 00:53:16: I think it's really on execution and implementation.

00:53:16 --> 00:53:19: And I think all levels of government have to recognize

00:53:19 --> 00:53:20: there's urgency.

00:53:21 --> 00:53:24: Developers, whether it's for profit or not-for-profit, are ready

00:53:24 --> 00:53:24: to

00:53:24 --> 00:53:24: respond.

00:53:25 --> 00:53:25: Yeah.

00:53:25 --> 00:53:28: But how they choose to act with speed, I think

00:53:28 --> 00:53:32: that's going to be the certainty and confidence that we

00:53:32 --> 00:53:33: need.

00:53:33 --> 00:53:34: Yes, we do.

00:53:34 --> 00:53:37: Well, and, and for those folks who are in the

00:53:37 --> 00:53:40: United States or aren't nerds like us, CMHC is our

00:53:41 --> 00:53:45: Federal Housing agency, the Canada Mortgage and Housing

00:53:45 --> 00:53:49: Corporation, who

00:53:45 --> 00:53:49: is the organization that actually was responsible for, but for

00:53:49 --> 00:53:53: getting funding into affordable and deeply affordable housing

00:53:49 --> 00:53:53: in that.

00:53:53 --> 00:53:56: I spoke to 1950 to 1975, even into the early

00:53:56 --> 00:53:59: 90s and they sort of re re entered that in  
00:53:59 --> 00:54:03: about 20/15/2016 with a document called the National  
Housing Strategy,  
00:54:03 --> 00:54:07: which was the beginning of the reinvestment that we've been  
00:54:07 --> 00:54:08: speaking about.  
00:54:09 --> 00:54:12: So there have been, I guess this will be my  
00:54:12 --> 00:54:16: final question because there's been so many great and  
beautiful  
00:54:16 --> 00:54:18: questions in our Q&A about young women.  
00:54:19 --> 00:54:22: And you know, if you're a young woman trying to  
00:54:22 --> 00:54:26: take leadership in like really progressive and interesting  
projects that  
00:54:26 --> 00:54:29: focus on sustainability and equity deserving communities, if  
you're trying  
00:54:29 --> 00:54:31: to nurture your growth.  
00:54:31 --> 00:54:34: But there was a great question down here just around  
00:54:34 --> 00:54:37: breaking into the field and finding places that where you  
00:54:37 --> 00:54:40: can feel empowered, emboldened and included to do, you  
know,  
00:54:40 --> 00:54:43: this great work that both of you are getting to  
00:54:43 --> 00:54:43: do.  
00:54:43 --> 00:54:45: What is your counsel to young women knowing that to  
00:54:45 --> 00:54:47: sharing your point right at the start?  
00:54:48 --> 00:54:50: It's an hard industry to break into.  
00:54:50 --> 00:54:52: Just, you know, some parting thoughts for for these young  
00:54:52 --> 00:54:54: women on the call who want to do the kind  
00:54:54 --> 00:54:55: of work you're both doing.  
00:54:58 --> 00:54:59: I guess I'm going to go first.  
00:55:01 --> 00:55:05: I'm going to say things that it's not very generalized  
00:55:05 --> 00:55:06: for women.  
00:55:06 --> 00:55:08: It applies to everybody and I had to deal with  
00:55:09 --> 00:55:12: it personally on so many different levels throughout the work  
00:55:12 --> 00:55:15: I have done is that you are going to hear  
00:55:15 --> 00:55:18: a lot of no's definitely and you are not going  
00:55:18 --> 00:55:21: to be getting the seat at the table handed over  
00:55:21 --> 00:55:22: to you.  
00:55:22 --> 00:55:25: You have to earn the seat at the table and  
00:55:25 --> 00:55:27: even when you do, it is still going to take  
00:55:27 --> 00:55:31: time until they actually do listen to you and take  
00:55:31 --> 00:55:33: your thoughts into consideration.  
00:55:33 --> 00:55:36: I do remember when I was starting in the beginning,  
00:55:36 --> 00:55:38: I was in my 20s and, and you know, I  
00:55:38 --> 00:55:41: was actually a property owner at that time because I



00:55:41 --> 00:55:44: had put some money together and had purchased something and

00:55:44 --> 00:55:47: was going into a room thinking, Oh, well, you know

00:55:47 --> 00:55:47: what?

00:55:47 --> 00:55:49: They're going to all recognize me as someone or an

00:55:49 --> 00:55:50: equal.

00:55:50 --> 00:55:52: And every single time that I was introduced to a

00:55:52 --> 00:55:54: new room, I, they and I, and I say this

00:55:54 --> 00:55:57: with all due respect to all the, the ladies in

00:55:57 --> 00:55:59: the industry that are in the real estate, but I

00:55:59 --> 00:56:01: was always asked, what do you have for sale?

00:56:02 --> 00:56:04: Oh, so Sherry, what do you have for sale?

00:56:04 --> 00:56:07: And it was always this conversation that I wasn't expected

00:56:07 --> 00:56:09: to be one of them sitting around the table making

00:56:09 --> 00:56:12: decisions on what to do with the property or what

00:56:12 --> 00:56:13: to and what to, what to make out of it

00:56:13 --> 00:56:15: and what to, what to build on it.

00:56:15 --> 00:56:19: So it was always something that I had to earn.

00:56:20 --> 00:56:23: And I think the only way I earned it was

00:56:23 --> 00:56:27: with education and not by going to university, by by

00:56:27 --> 00:56:30: educating me myself on what to talk about at the

00:56:30 --> 00:56:34: table and what to say that made sense and that

00:56:34 --> 00:56:35: they could relate to.

00:56:36 --> 00:56:38: And I heard a lot of notes along the way.

00:56:39 --> 00:56:41: I've heard a lot of you can't do this and

00:56:41 --> 00:56:43: I still hear it.

00:56:43 --> 00:56:44: Believe me, that, oh, that's impossible.

00:56:44 --> 00:56:45: You're not going to be able to do that or

00:56:45 --> 00:56:46: that's not going to happen.

00:56:47 --> 00:56:50: And a lot of notes from the financial industry, I

00:56:50 --> 00:56:52: should tell you, as a woman, you're going to have

00:56:52 --> 00:56:55: a lot of struggles convince in the financial industry to,

00:56:55 --> 00:56:57: to stick along and to work with you and to

00:56:57 --> 00:56:58: invest in you.

00:56:59 --> 00:57:02: So take all of those Nos as power and tool

00:57:02 --> 00:57:07: as if it's, it's, it's just igniting your engines.

00:57:07 --> 00:57:10: And then just keep going and run with it because

00:57:10 --> 00:57:13: if you don't, you are, you are just, you're not

00:57:14 --> 00:57:16: going to survive in this industry.

00:57:16 --> 00:57:17: It is.

00:57:17 --> 00:57:21: It is sometimes brutal being in an industry that's not,

00:57:21 --> 00:57:24: that doesn't have so much of you being represented in

00:57:25 --> 00:57:25: it.

00:57:25 --> 00:57:28: Yeah, it's hearing a quick final word to you before

00:57:28 --> 00:57:29: we pass it to Christine.

00:57:30 --> 00:57:32: Craig Final I would say definitely what Sherry said.

00:57:32 --> 00:57:33: You have to earn it.

00:57:33 --> 00:57:35: There's no shortcut.

00:57:35 --> 00:57:37: It is hard work and create and form your allies

00:57:37 --> 00:57:40: because you would be empowered by the allies that you

00:57:40 --> 00:57:41: would have.

00:57:41 --> 00:57:44: That will open doors and put your names at tables

00:57:44 --> 00:57:46: where you may not have a seat, but they have

00:57:46 --> 00:57:47: a seat.

00:57:47 --> 00:57:50: And I think that has worked for me and real

00:57:50 --> 00:57:55: estate for anyone, men, women, doesn't matter, whatever

your gender

00:57:55 --> 00:57:59: or your orientation is, this is a long term plan.

00:57:59 --> 00:58:02: And if you know this is your purpose, you have

00:58:02 --> 00:58:05: to think long term because trust and credibility is you

00:58:05 --> 00:58:08: have to earn it, but also it can disappear very

00:58:08 --> 00:58:09: quickly.

00:58:09 --> 00:58:11: So you've got to make sure that all those aspects

00:58:11 --> 00:58:14: about what you bring to the table, that's your value

00:58:14 --> 00:58:15: proposition.

00:58:15 --> 00:58:19: And for those of you come with different ethnic backgrounds,

00:58:19 --> 00:58:20: that's your superpower.

00:58:20 --> 00:58:23: Because when you bring that lens of your culture and

00:58:23 --> 00:58:25: of your perspectives, I would really bring that to the

00:58:25 --> 00:58:29: table because you contribute greater because that's what the

other

00:58:29 --> 00:58:29: end may not have.

00:58:30 --> 00:58:32: So I would embrace your whole self when you come

00:58:32 --> 00:58:33: to these conversations.

00:58:33 --> 00:58:38: Be strategic, work hard, but form your allies because it's

00:58:38 --> 00:58:42: it's it's it's you're stronger that way.

00:58:44 --> 00:58:46: Working in the collective is a really nice point to

00:58:46 --> 00:58:47: end our conversation on.

00:58:47 --> 00:58:49: I think we end as we began.

00:58:49 --> 00:58:51: And just a huge thanks to both of you.

00:58:51 --> 00:58:53: And I know there's more thanks to come as I

00:58:53 --> 00:58:55: pass it to the Co Chair of WLI Toronto.

00:58:55 --> 00:58:58: Christine, I'll let you close this off.

00:58:59 --> 00:58:59: Thank you, Zara.

00:59:00 --> 00:59:03: My name is Christine Chia, I'm a director of development  
00:59:03 --> 00:59:06: with Matamy Homes and also Co chair of WI Toronto.  
00:59:07 --> 00:59:09: On behalf of U Electrona, I want to say thank  
00:59:09 --> 00:59:11: you to our moderator Zara and our speakers, Sherry Anserin  
00:59:11 --> 00:59:14: for giving up your lunch hour and joining us today.  
00:59:14 --> 00:59:17: It's a wonderful day to hear from three inspiring women  
00:59:17 --> 00:59:19: who are champing so much on the horizon in the  
00:59:19 --> 00:59:22: real estate industry in Ontario and further abroad.  
00:59:22 --> 00:59:24: The impact of your work is not only felt by  
00:59:24 --> 00:59:27: the communities in which you're working in, but also by  
00:59:27 --> 00:59:29: those who are listening in from both the GTA, the  
00:59:29 --> 00:59:31: Great Toronto Area, and across borders.  
00:59:31 --> 00:59:33: I also wanted to thank Kim and Libby and all  
00:59:33 --> 00:59:36: those others behind the scene, including you and I staff  
00:59:36 --> 00:59:38: for putting on this event.  
00:59:38 --> 00:59:41: And thank you again to Denton's for sponsoring this webinar.  
00:59:42 --> 00:59:44: And finally, I wouldn't be doing my job as Co  
00:59:44 --> 00:59:46: chair if I didn't flag an upcoming event.  
00:59:47 --> 00:59:49: WLI will be hosting in person program on May 9th  
00:59:49 --> 00:59:51: as part of its Reset series.  
00:59:51 --> 00:59:54: The session will focus on inclusive culture and city building  
00:59:54 --> 00:59:57: with a focus on newcomers and accessible spaces.  
00:59:57 --> 01:00:00: Building on the theme of inclusivity, which I think we've  
01:00:00 --> 01:00:03: heard a lot about today, we are trying to make  
01:00:03 --> 01:00:04: this event more accessible.  
01:00:04 --> 01:00:07: So we're encouraging those who are listening, who are able  
01:00:07 --> 01:00:10: to, to consider purchasing a ticket for a newcomer.  
01:00:11 --> 01:00:13: To Toronto or those who are differently abled, if you're  
01:00:13 --> 01:00:16: with a firm who is an annual sponsor, please consider  
01:00:16 --> 01:00:18: donating any unclaimed tickets you may have.  
01:00:18 --> 01:00:20: With your help, we can make room for all of  
01:00:20 --> 01:00:21: those at the table.  
01:00:21 --> 01:00:24: Details of the session are available in the chat or  
01:00:24 --> 01:00:25: on the UL at Toronto website.  
01:00:25 --> 01:00:26: We really hope to see you there.  
01:00:27 --> 01:00:29: Thank you everybody for tuning in and we hope you  
01:00:29 --> 01:00:30: enjoy the rest of your day.

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