

Placemaking for Successful Mixed-Use Development

SPANIERGROUP

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Who We Are

The Spanier Group is a team of real estate development experts focused on the creation of place-based development projects with experience in Canada, The United States, Europe and the Caribbean. We pride ourselves on a 'place-first' approach to every project we choose to take on.

We believe that creating mixed-use developments on the basis of placemaking allows for a better overall and long-term economic framework in every asset class. It is no longer good enough to simply envision, plan and program a development – we must ensure that every project becomes a place.

Curation is in our DNA.

What We Do

Spanier Group provides real estate advisory and development services for complex mixed-use development projects, master planned communities, and end-user driven real estate development opportunities.

Spanier Group also supports strategic direction relating to retail, deal-making, employment, end-user solutions, mixed-use and/or placemaking components of every project. From early stage envisioning and entitlements to comprehensive project management and implementation, Spanier Group helps advance the necessary steps towards successful creation of thriving places and communities.

Spanier Group supports and leads multi-disciplinary teams to provide expertise in the areas of:

- Mixed-use real estate development and master planned communities,
- Retail curation, economic development and innovation districts,
- Stakeholder management and government relations,
- Development (representation, management, investment)



Featured Projects

Lakeview Village

Lakeview Village located in Mississauga, Ontario is a 177-acre master planned development, developed by the Lakeview Community Partners Limited, that will reinvent the site of the former Ontario Power Generation Station into a vibrant mixed-use waterfront destination, becoming an exemplary "place" for the modern day urban lifestyle. The project will bring together culture, retail, recreation, and innovation, while reinventing waterfront-living.



Downsview Village

The current site of the Bombardier Aerospace Facility within the old Downsview Airport is being redeveloped into a planned mixed-use community by Northcrest Developments. Envisioned to become Toronto's next great destination for innovation, employment and housing, Downsview Village will combine natural and built systems to advance sustainability, resilience, and community well-being. Downsview Village will bring together one-of-a-kind indoor and outdoor experiences that will captivate residents and workers and attract visitors from far and wide.





Placemaking

Vibrant Places

Placemaking is city-building with human behavior and experience at the forefront of decision-making.

Successful placemaking contributes to a community's distinctive identity which results in increased activity and liveliness leading to a boost in foot traffic and increased commercial spending for the broader neighbourhood.



Data-Driven

Placemaking requires two important elements: understanding the end-users and engaging with the community. By doing so, creative and effective spaces guided by data can be delivered while reinforcing and fostering trust and cooperation within the community.



Emotion-Inspiring

A place cannot merely relate to the built environment but must also relate to the feelings or experiences of the people visiting it. Places should be memorable and should evoke positive emotions that create a prolonged desire to visit.



Inclusive

The future of places should not only be shaped and governed by power structures and authorities, but by the needs, cultures and traditions of people who use them. Placemaking is NOT a top-down approach, rather it advocates for inclusivity and addresses the needs of minority groups so that they will not be excluded or marginalized in places that we create.



Sum Of Its Parts

Places are composed of different elements that contribute to its wholeness, whether it is the natural features, architecture, or the composition of uses. A meaningful place is balanced with elements that complement each other, making that place special and unique.



Mixed-Use. What Is It?

Major cities such as Toronto are experiencing unprecedented growth, therefore, they must be well-equipped to accommodate the influx of new residents per year, as well as the associated economic expansion. As a result, more developers and municipalities are advancing the development of mixed-use projects as a means to address the growing need for housing, employment and retail with the goal of creating vibrant places.

A mixed-use development incorporates complementary zoning and land uses within a project to deliver a place that responds to the needs of its target market, and the greater overall community. The goal of mixed-use is to promote experiences and foster meaningful connections, while carefully preparing for the future.

EMERGING TRENDS

LOCAL EXPERIENCES



Focusing on a community's diversity, local flavour, and local neighborhood tourism through small, independent, non-national businesses

THE FOOD MOVEMENT



Curating diverse local food experiences to provide varied concepts within retail shops, restaurants, food halls, and pop-ups

MOBILITY



Leveraging opportunities to connect to transit and encouraging other forms of active transportation, such as walking, cycling, and scooter-ing

COMMUNITY-ORIENTED AMENITIES



Providing amenities based on the needs of the community. For example, public parks, green spaces, health services, play spaces etc

THE APPROVALS PROCESS

Obtaining approvals from all levels of government may be time-consuming due to multiple layers of decision-making, and conflicting government policies.

ASSEMBLING THE RIGHT CONSULTANT TEAM

Bringing together a team of subject matter experts that share the a collective vision for the project and corporate objectives requires leadership, trust, and of course, time and money.

TWO'S A PARTY, THREE'S A CROWD

Marrying residential, retail, office, institutional, and other uses is highly complex due to their competing needs for operation and infrastructure. Noise, smell, and security can present challenges that, if not appropriately managed on the front end, can harm the success of the project. Additionally, the phasing of the development can set a project back if not implemented carefully.

EVOLVING DEMANDS

How do you design a project that is timeless, and will stand the test of time against changing trends?

FINANCIAL RESOURCES

Money makes the world go round, and oftentimes, projects of scale require well-capitalized players to achieve a successful outcome. Project timelines, unforeseen costs, and changing economic landscapes need to be carefully managed.

Development Challenges in Mixed-Use Projects

IF IT AIN'T BROKE...

It has always been easy to stick to what has been done (successfully) in the past, because the formula works, and there is a reluctance to pivot from the status quo. However, this does not always equate to successful outcomes that responds to the needs of the end users.

Fundamental Considerations

For Successful Mixed-Use Projects

1 Target Market Analysis

One of the first questions that should be asked is “Who is your target market? Who are you building this development for?” By answering these fundamental questions, one can understand what the needs and demands are, identify different market boundaries, and analyze the implications of the existing surrounding market, in order to better plan for different uses and offerings within a development.

PSYCHOGRAPHICS OF CUSTOMER DEMANDS



Personalities



Social Class



Lifestyle



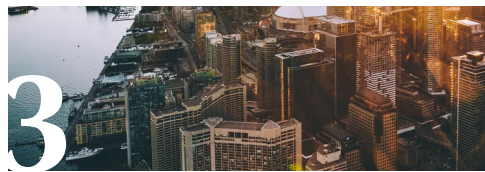
Values

2 The Identity Of A Place

Establishing a vision for a mixed-use development helps in creating its identity (its personality), while helping to identify the elements that attract people to a place and how it can be meaningful and special to them.

“ THE IDENTITY OF A PLACE IS TIED TO THE ENVIRONMENT THAT WE ARE TRYING TO CREATE.

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3 The Master Plan

The blueprint is one of the most important technical tools in mixed-use projects. The master plan establishes the parameters from which long term planning of the project can be implemented and guides the overall framework and program of uses within a development.

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The Retail Program

A thoughtfully-curated retail program with a strong combination of key anchor uses and complementary smaller uses will promote vibrant spaces, encourage positive guest experiences, and generate strong economic outcomes. The different retail uses must complement each other and should be contextually-relevant.

RETAIL CATEGORIES

Retail | Food & Beverage

Neighbourhood Services & Conveniences

Arts & Culture | Pop-Up

5 The Numbers

Economics fundamentally impact the strategy and implementation for a mixed-use development. Therefore, the right financial model must be considered for such a development to be successful in the long term. Placemaking elements aside, a project must be, first and foremost, economically viable for it to be developed.



6 Stakeholders

Mixed-use developments are about the fundamental understanding of building relationships. These relationships can include governments, approval agencies, business owners, community members, and other stakeholders that will form part of the process of approvals and the eventual implementation of the development. An effective engagement process determines the outcome and timeline of the development.

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The true essence of place is a fundamental understanding of human behaviour. The outcome of a great place should be to captivate and capture the wants, the needs and the desires of people who, everyday, must make decisions on how to spend their two most valuable resources –
time and money.

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– Rob Spanier, President, Spanier Group





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