

Can**BUILD**09 

Canadian Brownfield

Urban and Industrial Land Development

Wednesday April 1st and Thursday 2nd, 2009 | Radisson Admiral Toronto Harbourfront | Toronto, ON

**{ Boost your Economy | Financing Options | MoE Regulatory Updates
Community Engagement | Design Integration | Small Town Successes }**

Learn from these leaders:



Luciano Piccioni,
President,
RCI Consulting



Angus Ross,
CBN Executive,
CBN National Spokesperson



Fred Serrafro,
Vice President, Development
and Construction,
Fram Building Group



Andrew Himmel,
Managing Partner,
Kilmer Brownfield
Management Limited



Gary Rawings,
City Manager,
Charles Town, WV

Take away inspiring international case studies:

1. Liverpool, UK
2. Charles Town and Ranson, WV
3. Calgary, AB
4. Collingwood, ON
5. Montreal, PQ
6. Toronto, ON
7. Anderson, IN
8. Old Town, ME

Get the practical solutions you need to:

- ▶ **OPTIMIZE** your financing options
- ▶ **ACHIEVE** community buy in
- ▶ **BE AWARE** of impending regulatory changes
- ▶ **INNOVATE** your development strategies
- ▶ **BENCHMARK** against global brownfield projects
- ▶ **CREATE** better partnerships with Brownfield owners
- ▶ **IMPROVE** your Community Improvement Plan

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To register call: 1-866-298-9343 • E-mail: registrations@strategyinstitute.com

Raise revenue, clean up derelict districts, and improve your community's quality of life

Get the practical solutions you need to:

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- ▶ INNOVATE your development strategies
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- ▶ CREATE better partnerships with brownfield owners
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Take away inspiring national & international case studies:

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2. Charles Town and Ranson, WV
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4. Collingwood, ON
5. Montreal, PQ
6. Toronto, ON
7. Anderson, IN
8. Old Town, ME

Don't miss our critical workshop:

On-site tour of TEDCO's Corus building

Stimulate New Ideas And Improve Your Brownfield Redevelopment Strategies Through Interaction With Peers And Experts

If you are involved in any aspect of brownfield development, you can't afford to miss this unique forum. Take advantage of this exciting opportunity to network and explore new ideas and successful initiatives presented by experts with hands-on experience. You will take away the latest strategies to improve your community's quality of life!

Register Today – Space Is Limited And Sure To Sell Out

Don't miss your chance to participate in these critical discussions and to network with key leaders in brownfield development. Register for our limited spaces by calling **1-866-298-9343** or emailing registrations@strategyinstitute.com today.

CanBUILD09

The Canadian Brownfield Urban and Industrial Land Development conference (CanBUILD) 2009

is designed to drive sustainable development by educating all industry stakeholders about the latest innovations in site remediation, financing opportunities, environmental successes, and the legislative developments that matter most to brownfield builders, owners, and municipalities. It brings peers together to share information, challenges and successes, and it will give each municipality a clearer vision on how to reach long-term community sustainability.

With a concentration on real-world solutions, this is your best brownfield learning and networking opportunity

Along with our exciting line up of speakers, we have brought you some of the most successful and innovative case studies from around North America and Europe. Our speakers will illustrate their strategies for brownfield redevelopment, and show exactly how small and large cities are taking up the brownfield challenge – and succeeding!

Municipalities:

- ✓ **BUILD** a better Community Improvement Plan
- ✓ **DISCOVER** new financing options
- ✓ **LEARN** from large and small communities
- ✓ **BUILD** tax revenue

Developers:

- ✓ **CREATE** new partnership models
- ✓ **DISCOVER** new financing options
- ✓ **LEARN** greener remediation strategies

Owners:

- ✓ **REDUCE** surplus land
- ✓ **BUILD** new partnerships with developers and communities
- ✓ **MAKE** your mark on new urban developments
- ✓ **CAPITALIZE** on new financing models in brownfield development

Industry stakeholders:

- ✓ Environmental engineers
- ✓ Consulting engineers
- ✓ Soil testers
- ✓ Financiers
- ✓ Waste management experts
- ✓ Risk managers

What past delegates liked most:

“Good mix of case studies from various brownfield issues.”

Brian Humble, *Director of Planning and Development, City of Yellowknife*

“Identifying opportunities along with the tools to move forward have been encouraging for me.”

Bill Mills, *Mayor, Town of Truro*

“Overall great content – good selection of guests and breakdown.”

Carlos Da Silva, *Project Development, Eastforest Homes*

“Excellent opportunity to learn from the experiences of others, to gain a broader understanding of activities related to brownfields and to make contacts.”

Brian Clarke, *Director, Crown Contaminated Sites, Ministry of Agriculture and Lands, B.C.*

Sponsorship Opportunities

By sponsoring this one-of-a-kind event, you can showcase your company as an industry LEADER. Ensure your presence is known—be visible at this premier event! Select sponsorship packages are still available. To learn more contact Bill Lem, **1-866-298-9343 ext. 250**, or bill@strategyinstitute.com.



Strategy Institute is proud to be a facilitator of information sharing for the urban development sector for over 10 years. We strive to strengthen the foundation of Canada's urban centres through annual conferences such as “Urban Transportation,” “The Future of Urban Waterfronts,” “The Future of Canada's Infrastructure,” “CanBUILD,” and many more. Our higher purpose is to provide industry decision makers with the knowledge and tools they need to ensure a higher standard of life for all Canadians.



Day One

Wednesday April 1st, 2009

7:30 AM Registration and Continental Breakfast

8:15 AM Opening Comments from the Chair



Tammy Lomas Jylha,
Vice President of Remediation and Brownfield Services,
OCETA

8:30 AM **Design Case Study:** **Liverpool's Campbell Square Development** **Incorporating existing buildings into redevelopment** **to maintain heritage buildings**

Many municipalities would like to celebrate their industrial heritage by incorporating many of the existent buildings into their brownfield redevelopment project. This can be complicated and cost prohibitive, but there are some practical solutions.

- ▶ Cost effective ways to remediate under buildings
- ▶ Innovative design solutions to maximize heritage building exposure
- ▶ Special considerations when redeveloping heritage sites

Learn how other sites have successfully incorporated heritage buildings.

John Stonard,
CABE Programme Manager,
Design Liverpool, UK

9:15 AM **Financing challenges and opportunities in uncertain economic times: maintaining momentum in brownfield development**

Financing brownfield redevelopment is always difficult, but under the current economic realities, it threatens to take a significant setback. Hear what options are available.

- ▶ From private developers to development funds
- ▶ Financial incentives from municipalities and the other areas of government
- ▶ Options from the traditional banking field
- ▶ New financing ideas



Angus Ross,
CBN Executive,
CBN National
Spokesman



Andrew Himmel,
Managing Partner,
Kilmer Brownfield
Management Limited



Lubka Voucheva,
Senior Credit Risk Manager,
Federation of Canadian Municipalities,
Green Municipal Fund

10:00 AM Networking Break

Interact with conference speakers and fellow attendees.

10:30 AM **Case Study: Faubourg Boisbriand, QC** **Innovative strategies for redeveloping large industrial sites into new mixed-use communities**

When the General Motors plant closed down, there was an opportunity to redevelop 230 acres into a large-scale mixed-use community. With government assistance from all levels, and creative financing, the developers managed to build a LEED neighbourhood, now a green building pilot project. Hear how the developers:

- ▶ Planned and executed such a large project
- ▶ Worked out the financing arrangements for such a large project
- ▶ Worked with the city and their partners to plan a sustainable live-work community



Robert Willes,
Vice President, Environment,
Faubourg Boisbriand

John Davies,
CEO,
Faubourg Boisbriand

11:15 AM **Small Town Case Study:** **Charles Town and Ranson, West Virginia** **Public-private partnerships for opening up** **"mom and pop" brownfields for redevelopment**

Many towns have small brownfields and small brownfield owners who may be unable to clean up their property. In many cases, these properties can be critical to opening up further development.

- ▶ What are the challenges to opening up small "mothballed" properties?
- ▶ How did public and private officials work with the owners?
- ▶ What were the successes, both now and in the short term?



Gary Rawings,
City Manager,
Charles Town, WV

Paul (Dave) Mills,
City Manager,
City of Ranson

12:00 PM Networking Luncheon

Join the conference speakers and your peers for a relaxing luncheon.

1:30 PM **Key strategies for building more effective** **Community Improvement Plans**

A number of cities in Ontario have either prepared or are in the process of preparing to implement Community Improvement Plans (CIP) to promote brownfield redevelopment. In order to be effective, these CIPs should employ a strategic capacity building process that includes certain key elements.

- ▶ Understand the process of building a more effective CIP and building institutional and community capacity to successfully implement your CIP
- ▶ Identify and avoid some of the common mistakes made by municipalities and consultants when preparing CIPs
- ▶ Gain a better understanding of how to properly budget for, implement and monitor your CIP



Luciano Piccioni,
President,
RCI Consulting

Register Today!

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2:15 PM **Case study: Kingston, Ontario**
Financial feasibility models that work for small to mid-sized towns and/or plots

A common concern for developers taking advantage of brownfield redevelopment opportunities in smaller communities, and/or on smaller parcels of land, is that the return on investment won't be there. Using real case studies from Kingston, learn how:

- ▶ Lucrative small developments can be
- ▶ Costing models were prepared, and money recovered through the city's brownfield tax incentive program
- ▶ To make the business case for smaller brownfield developments in smaller communities

Kevin Shipley,
Partner, Kingston Office Manager,
XCG Consultants

3:00 PM Networking Break

3:15 PM **Regulatory Update:**
Hear the latest updates from the Ontario Ministry of the Environment's proposed brownfield reform guidelines

Brownfield stakeholders have been requesting changes to brownfield regulations for many years. In response, Ontario announced a number of key changes to Ontario's brownfield regulations. Hear from government officials as they discuss the status of proposed changes to:

- ▶ The Record of Site Condition and submission and filing processes
- ▶ The Risk Assessment Process
- ▶ Other amendments, such as liability

Terri Bulman, *Manager, Standards,*
Ministry of the Environment (to be confirmed)

4:15 PM **Technology Innovations:**
Innovative and sustainable alternatives to "dig and dump" remediation

Removing contaminated soil is the standard method for many brownfield clean ups and, in some cases, it is still the preferred or only alternative. However, in some instances, there are more sustainable alternatives.

- ▶ Gain a greater understanding of the options available
- ▶ Discover why sustainable remediation practices are supplanting older methods
- ▶ Hear valuable case studies on alternative remediation practices



Michel Beaulieu,
Expert Scientific Advisor, Environmental Terrestrial Policies Branch, Contaminated Sites Department,
Ministry of Sustainable Development, Environment, and Parks, Government of Quebec

5:00 PM Conference Adjourns to Day Two

Day Two

Thursday April 2nd, 2009

7:30 AM Registration and Continental Breakfast

8:15 AM Opening Comments from the Chair
Marguerite Ceschi-Smith, *MSc.*
Brantford City Councillor

8:30 AM **Case Study: Old Town, Maine**
Leveraging community support to turn a mothballed factory into a public park to improve a small town's waterfront

When the Lily-Tulip Company closed its factory and left behind three acres of contaminated and unpaid land, Old Town arranged to take over the property. Turning to the community, the city decided to open up the site to a recreational area on their waterfront.

- ▶ Hear how local residents contributed to the town's master plan
- ▶ Learn why their recent success is inspiring more development
- ▶ Understand how the development project was funded

Replicate Old Town's success in your community.

Ron Singel,
City Manager,
Old Town, ME

9:15 AM **Small Town Case Study:**
The Collingwood Shipyards, Ontario
Attracting large mixed-use developments to smaller communities to ensure long-term sustainability

Collingwood has a long history of shipbuilding but, like many towns, as production fell, the waterfront area became an abandoned brownfield. Building on its history of recreation, Collingwood attracted developers to build a large mixed-use community on its waterfront brownfield.

- ▶ Examine why the builder was attracted to Collingwood
- ▶ Analyze the opportunities and challenges that motivated the developer
- ▶ Identify opportunities to replicate success in your community

Learn how to apply the successful solutions Collingwood employed in your community.



Fred Serrafro,
Vice President, Development and Construction,
Fram Building Group

10:00 AM Networking Break
Interact with conference speakers and fellow attendees.

Agenda Continues (see next page) ➔

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Day Two (continued)

Thursday April 2nd, 2009

10:30 AM **Commercial/Mixed-Use Case Study: TEDCO's Corus Entertainment Building** **Changing from legacy industrial uses to clean green employment on Toronto's Waterfront**

When Corus Entertainment wanted to integrate their various media operations under one roof, the Toronto Economic Development Corporation (TEDCO) stepped up to provide them with a new building on Toronto's waterfront, using it to anchor a complete mixed-use community.

- ▶ Learn how financing for the project was arranged
- ▶ Discover how parking and a high water table were tackled
- ▶ Learn the strategy for negotiations with industrial neighbours, the MOE and City Planning
- ▶ Identify the key success criteria needed to embark on similar projects
- ▶ Understand the role of LEED in the marketing and development of the project

Gain insight into creating similar successes in your community.



Jeffery Steiner,
Past President and CEO,
Toronto Economic Development Corporation

11:15 AM **Legal Update: 2009 regulations mean more complicated clean-up and off-site liability rules: Find out the legal impacts on today's projects**

The Ontario Government's proposed new clean-up standards, ESA requirements and off-site liability rules will affect current and future projects. For many sites, the new rules will increase complexity and cost of remediation and may affect financing and time to complete. Developers need to factor the impacts into projects in progress as well as those in the planning stages.

- ▶ Review the new clean-up requirements and their impact on timing and cost of project development
- ▶ Discuss the effect of the new standards on financing and marketability
- ▶ Understand the requirements and limitations of the proposed off-site liability rules

Learn how to mitigate potential legal impacts on your Brownfields development.



John R. Willms
Partner, Certified Environmental Law Specialist,
Willms & Shier Environmental Lawyers, LLP

12:00 PM **Networking Luncheon**

Join the conference speakers and your peers for a relaxing luncheon.

1:30 PM **Case Study: Calgary, AB** **Implementing co-managed site contracts with brownfield owners to facilitate site development**

A former 49-hectare refinery in Calgary has been vacant since the early 1980s, and since that time, has been in regulatory uncertainty. However, in the last two years there has been tremendous progress under a new, precedent-setting agreement. Hear how:

- ▶ The City of Calgary and former owners co-manage the site to move development forward
- ▶ Both parties structured the agreement to secure a win-win
- ▶ Future agreements between cities and brownfield owners can be structured

Emulate the success of Calgary in your municipality.


Scott Eagleson, *Environmental Specialist, Environmental & Safety Management, City of Calgary*

2:15 PM **Brownfield developer and owners feedback panel on the future of brownfields: Giving developers and owners the tools they need to facilitate brownfield development**

Join us for an interactive session on brownfields from both the developer's and the owner's perspective. Learn what developers and owners are looking for in financial and tax incentives, and environmental liability.

- ▶ Where do owners and developers see for the future of brownfields going?
- ▶ What are their positions on various municipal incentives?
- ▶ What legislative concerns do they want addressed?

Tom Smith, *VP Development, SmartCentres*
Pierre-André Gignac, *ing. MGP, Director, Health, Safety, Environment, Uniboard Canada Inc (a Pfeleiderer company), Pergo, Inc. (a Pfeleiderer company)*

 *More to come...*

3:00 PM **Networking Break**

Interact with conference speakers and fellow attendees.

3:30 PM **Commercial Case Study: Anderson, Indiana** **Collaborating with brownfield owners and developers to build employment opportunities**

When the GM plant in Anderson closed, the new city administrations saw an opportunity to create new employment opportunities. Working with a developer that shared their vision, learn how Anderson city officials:

- ▶ Built a positive relationship with GM
- ▶ Negotiated a pay for performance schedule linked to job creation
- ▶ Reaped the benefits of a collaborative approach to brownfield development

Gary Silversmith,
President,
P and L Investments

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4:15 PM **Institutional Case Study:**
Brownie Award Winner: Pavillons Lassonde, QC
Turning a brownfield into a LEED certified building

Builders are looking more seriously at sustainability and achieving LEED status in buildings, in part because the public views them more favourably. Now, some builders are trying to achieve green building status on brownfield developments.

- ▶ Learn how Ecole Polytechnique successfully constructed a LEED building
- ▶ Understand the challenges the builders faced, and how they overcame them
- ▶ Discover how cost effective it can be to recreate their success



Louise Millette,
Director, Department of Civil, Geological, and Mining
Engineering, **Ecole Polytechnique**

5:00 PM Conference Adjourns



Our Conference Venue:



With breathtaking views of Lake Ontario and the CN Tower, the Radisson Admiral Hotel is an intimate, boutique-style hotel elegantly appointed on Toronto's waterfront. With the lake at your doorstep and easy access to downtown this location is a perfect balance between business and pleasure.

Book by **March 10th** to receive our conference rate of **\$129/night** for a standard room. Book now by calling 1-800-333-3333 and mention the Brownfields conference.

Radisson Admiral Toronto Harbourfront

249 Queen's Quay West
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Essential Post-Conference Workshop Friday April 3rd, 2009

Workshop A: 9:00 AM to 10:45 AM

Special Site Inspection: TEDCO's Corus Entertainment Building

Join us for a special onsite look at the Corus building and other TEDCO developments. This special visit will shed light on where the opportunities lie and provide a big picture understanding of the magnitude and importance of the development to Toronto's waterfront.

10:45 AM to 12:00 PM

After our site visit, we will assemble back at the hotel for a roundtable discussion on the next steps in the process.

Putting the pieces together – where do we go from here?

Participate in this interactive closing session to discuss and debate:

- ▶ The scope of the Corus development, and how it was executed
- ▶ How TEDCO drew a large, knowledge-based industry to their development
- ▶ How community requirements were taken into account

Profit from TEDCO's experience in development of large-scale employment lands on brownfields.



Jeffery Steiner,
Past President and CEO,
Toronto Economic Development Corporation

How to Register (see next page) →

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Urban and Industrial Land Development

April 1st and 2nd, 2009 | Radisson Admiral Toronto Harbourfront | Toronto, ON





ATTENTION MAILROOM: If undeliverable to addressee, please forward to: CAO, Mayor, Brownfield Coordinator, Remediation Manager, Director/Manager of Economic Development



Why You Should Attend:

- ✓ Community Improvement Plans
- ✓ Financing Opportunities
- ✓ Small Town Success
- ✓ Global Perspectives

How to Register:

-  **E-Mail:** registrations@strategyinstitute.com
-  **Telephone:** (416)944-8833
1-866-453-3345 (Toll-free)
-  **Fax:** (416)944-0403
1-866-298-9344 (Toll-free)
-  **Mail:** Strategy Institute
401 Richmond St. West, Suite 401
Toronto, Ontario M5V 3A8

VIP Code:

Please register this person for: **CanBUILD09**

1 Conference Pricing

CONFERENCE CODE: 109007	Government & NGOs	Regular Rate
Conference ONLY	<input type="checkbox"/> \$995	<input type="checkbox"/> \$1895
Workshop ONLY	<input type="checkbox"/> \$395	<input type="checkbox"/> \$395
BEST VALUE PACKAGE: Conference + 1 Workshop	<input type="checkbox"/> \$1595	<input type="checkbox"/> \$2495

Register by
February
5th and
Save
\$300!

2 Contact Details

Delegate Name: _____ Title: _____
Company/Firm: _____
Address: _____
City: _____ Prov/State: _____ Postal Code: _____
Telephone: () _____ Fax: () _____ Mobile: () _____
E-mail: _____
Approving Manager's Name: _____
Title: _____

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Regular Investment: \$1895.00 (+5% GST)

Qualification of regular rate recipients: This rate applies to business, industry consultants, advisors involved in the brownfield industry, industry associations involved in consulting, or other related business in the brownfield industry.

Government (Federal, Provincial, Municipal): \$995.00 (+ 5% GST) Those groups eligible for this rate include provincial and federally elected officials and civil servants whose duties directly involve the maintenance, planning and implementing of brownfield or urban planning policy. Strategy Institute reviews all registrations and reserves the right to determine special pricing privileges.

Non-Governmental Organizations (NGOs): \$995.00 (+ 5% GST) This rate applies only to NGOs who are registered non-profits and do not function as an industry association. The NGO must be actively working toward establishing policies or improving brownfield development for the betterment of their community. Strategy Institute reviews all registrations and reserves the right to determine special pricing privileges.

Team Discount: The discount is available not in combination with any other offer. To be eligible for the Team Discount, delegates MUST register at the same time. The total discount per delegate (including applicable team discounts, etc.) MUST not exceed 25% of the regular conference fee.

Cancellations: Cancellations must be received in writing by March 18th, 2009. Cancellations received by this date will be eligible for a prompt refund less a \$495.00 administration fee. If you register for the program and do not attend, you are liable for the full registration fee unless you cancel according to the terms stated above. If you are unable to attend, delegate substitution is permitted up to, and including, the day of the conference.