

SUMMARY OF RESPONSES

Project	Purpose	Category of Award	Year	Impact of Brownie	Factors of success	Key Challenge	Key Lessons
Creation of Website - aboutREMIATION.COM	Online remediation resource centre	COMMUNICATION	2001	Project gained momentum from the attraction of new partners due to the award	Sponsors and supporters participation and understanding of the websites importance	Lack of financial support and recognition from all three levels of Government	Not to give up hope and continue pushing and promoting the program
Bill 56	Legislative	POLICY DEVELOPMENT	2001	Increased recognition of the program amongst professionals	Conducive market place and up front financing available for remediation	The range of disciplines involved was extensive but all parties needed to be consulted to develop a legislative framework	Working with the large number of stakeholders to develop policy and legislative framework has changed the way municipalities, developers and the public think of brownfields
Environmental Remediation and Site Enhancement (Erase) Community Improvement Plan	Brownfield Redevelopment Policy	PROGRAM DEVELOPMENT/ IMPLEMENTATION	2001	Boost recognition and awareness of the policy	Dedicated staff and personnel	Time required to administer the program	More marketing and presentations to real brownfield and related professionals
Windermere Village	Residential	PARTNERSHIP	2001	A positive factor in the initiation of discussion with other communities, property owners, environmental engineers and legal professionals	The approval of the development concept by the community	Difficulty obtaining approval and agreement within the various departments of the City of Toronto	Avoid "in-depth" remediation to save costs
Thorold City Core Revitalization Project	Mixed use	BEST SMALL/MEDIUM SCALE PROJECT	2002	Other projects across are using this as a pilot project	A strong partnership between private and public partners	Various environmental concerns and tax issues	
Yonge-Summerhill Project	Retail	BEST HERITAGE / ADAPTIVE REUSE PROJECT	2002	Increasing impact on other projects and programs	Location of project in an area of high income, traffic, visibility etc	Lack of support from City/Provincial staff	More pre-construction research
Municipal Brownfield Strategy	Strategy to coordinate/ integrate municipal activities related to	POLICY AND PROGRAM DEVELOPMENT	2002	The Award has raised the profile of the initiatives and has assisted better coordination amongst departments	Identifying a realistic plan and guidelines to follow	Obtaining Provincial approval	Non-Municipal matters such as liability, risk management are much more important factors to be addressed
City Place	Residential	BEST LARGE SCALE PROJECT	2002	The award has established Concord Adex as one of the leaders in Brownfield development both locally and across Canada	Negotiation and development of a cost sharing arrangements	Higher than expected volumes of environmentally impacted soils and waste materials	Regardless of the level of detail of due diligence assessment and investigation, there will always be some surprises when you dig. So be prepared – financially and logistically
Moncton Properties Project	Moncton	SUSTAINABILITY IN COMMUNITY BUILDING/ BEST OVERALL	2002	The Brownie Award has give Canada Lands Company national and international recognition and has boosted interest from other countries	Engage the community	Unknown site characteristics	Document the processes used
City of Cambridge Contaminated Sites Grant Program	Financial incentives program for all forms of development	CAPITAL FINANCING AND RISK MANAGEMENT	2003	Increased interest from other municipalities and provincial offices	Program is not complicated, easy to understand and simple to administer	Some projects that qualified for a financial incentive have been postponed or abandoned	Stakeholder consultation helps develop a program that works
Red River College Princess Street Campus	Institutional	BEST OVERALL PROJECT Frank Le Clair INDIVIDUAL ACHIEVEMENT AWARD	2003	Provided increased national and local awareness of the reuse and refurbishment of brownfield sites with extensive media coverage	Clear and expedient decision-making throughout	Change of ownership model during construction from a P3 leaseback to Government owned building	Include funds for undetermined needs/ contingency funding
Greenwich-Mohawk Streets Brownfield Sites Remediation Study	Mixed use	SUSTAINABILITY IN COMMUNITY BUILDING	2003	Has helped to bring attention to the area amongst developers and generate investment	Thinking outside of the box – look at areas of redevelopment not just properties	Overcoming negative stigma of the area	Neighborhood consultation and utilization of all resources is key
Investing in the Future – Leveraging Brownfields Redevelopment Through Community Partnerships	Employment	POLICY AND PROGRAM DEVELOPMENT	2003	Provided greater acceptance of the projects in the local area amongst fellow professionals and local stakeholders	"Buy-in" from the local property owners	Lower profit margins that are associated with the redevelopment of contaminated sites for employment purposes	Community capacity building generates strong momentum for action
Remediation and Redevelopment ICI Canada Inc	Commercial Redevelopment	TECHNOLOGICAL SOLUTIONS / GREEN DEVELOPMENT	2003	Increased acknowledgement in local area and amongst fellow professionals	Desire of ICI Canada Inc to carryout project	Structure of project modified with time to suit Provincial grant program	Uncertainty of remediation technology effects solvent remediation
Integrated Environmental Site Remediation Applied Degree	Educational	POLICY AND PROGRAM DEVELOPMENT	2003	The Award showcases overall mandate of sustainability/ smart growth	Professional recognition/designation for program graduates	Recruiting a steady stream of high caliber students	Program has performed as envisioned except attracting high caliber students was harder than expected

FINALISTS OF 2004 BROWNIE AWARDS

Category	Project / Program Name	
1	Remediation and Redevelopment of the Former Highway Maintenance Yard, Grand Prairie, AB	
2	Brownfield Environmental Management Program, Portlands, Toronto, ON	
2	Jane Parker Square, Toronto, ON	
2	LeBreton Flats Infrastructure and Remediation Project, Ottawa, ON	
2	Toronto Industrial and Office Investment Grants, Toronto, ON	
3	Canadian Marine Discovery Centre, Hamilton, ON	
3	Oulton's Business College, Moncton, NB	
3	The Currents, Ottawa, ON	
3	TOHU, La Cité des Arts du Cirque, Montréal, QC	
4	Northfield Drive, Waterloo, ON	
4	Réhabilitation d'un ancien chantier naval, Montreal, QC	
4	Wallaceburg Industrial Mega-Center, Wallaceburg, ON	
4	Windermere by the Lake, Toronto, ON	
5	BMW Toronto, Toronto, ON	
5	London Landing, Richmond, BC	
5	Printers Row, Toronto, ON	
5	Rubberworks Redevelopment, St. Catharines, ON	
5	The Distillery District, Toronto, ON	1: Policy and Program Development at the National or Provincial Scale 2: Programs, Communications, Education and Marketing at the Community Scale 3: Green Design and Technological Innovation 4: Capital Financing and Risk Management 5: Heritage / Adaptive Reuse Project Category 6: Individual Achievement
5	UW School of Architecture, Cambridge, ON	
6	Marguerite Ceschi-Smith	
6	Tammy Lomas-Jylha	
6	Sergio Manchia	
6	Mike Quattrociocchi	

2004 CUI BROWNIE AWARDS SELECTION COMMITTEE

Organization	Committee Member
aboutREMEDIATION	Kevin Jones, Director
Canadian Brownfields Network (CBN)	Angus H. Ross, Chair, Advisory Committee
Canadian Urban Institute (CUI)	Glenn Miller, Vice President, Education and Research
Canadian Urban Institute (CUI)	Steven Rowe, CUI Associate
Economic Developers Council of Ontario (EDCO)	Robert Smith, Past President
Federation of Canadian Municipalities (FCM)	Marguerite Ceschi-Smith, Chair, Brownfield Committee
Montreal Centre of Excellence in Brownfields Rehabilitation National Research Council (NRC) Biotechnology Research Institute (BRI)	Adrien Pilon, Director of Environment Sector
Ontario Association of Architects (OAA)	Stephen Pope, Councillor
Ontario Association of Landscape Architects (OALA)	Peter Smith
Ontario Professional Planners Institute (OPPI)	Michael Sullivan
Urban Development Institute - Ontario (UDI)	Stephen Willis, Member, Brownfield Committee

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Prepared by Shah Hosein, September 2004

THE BROWNIE AWARDS ADD CRITICAL MASS

There are many projects and schemes that contribute to the remediation and regeneration of brownfield and urban areas. Not all of these schemes get it right in every area of this complex and diverse field. However, there are a select few projects and schemes that do excel in their achievements and overcome significant obstacles in order to create a more useable environment. There are also those schemes that aid success and help to achieve what would otherwise not have been possible.

Such examples of projects and schemes are beneficial learning tools for other projects trying to get off the ground. **The Canadian Urban Institute Brownie Awards** are committed to recognizing those projects that have achieved outstanding success and have pushed the boundaries of urban development.

Projects and schemes, like living organisms, develop and evolve according to changes in their environment. The intention of this report is to disseminate some key factors of success, what challenges were faced and if or how they were overcome.

The Brownie Awards themselves provide heightened media recognition throughout the development industry and further afield, nationally and internationally. Such coverage often extends to other projects an organization maybe involved with as well as bringing attention to a particular geographical area, of which has increase levels of investment and growth.

Winners are often at the cutting edge of the industry and make use of all tools and opportunities available to them. This often makes winning projects case studies and examples for projects and programs trying to get off the ground.

A Brownie Award in the portfolio of a project has opened various doors that may not have been previously accessible. An award positively impacts upon credentials and an organization's reputation. In some cases it has strengthened the relationship between project professionals and the community they are working in, as well as providing greater acceptance of new projects. Awarded projects have also been used to direct and influence policy decisions.

With the added attention that a Brownie Award brings to a project or program, further funding or investment is often easier to obtain and may provide a greater level of confidence for potential partners and investors.

The Brownie Award has brought attention to brownfield initiatives and has been a positive stimulus for developers to overcome complications that have defeated projects elsewhere.

On the whole a Brownie Award adds credibility and boosts the reputation of projects and programs. It provides greater acceptance of the project in the local area amongst fellow professionals and stakeholders.



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IMPACT OF THE CUI BROWNIE AWARDS

Provided greater acceptance of the projects in the local area amongst fellow professionals and local stakeholders

Increased interest from other municipalities and provincial offices

Other projects across Canada are using this as a pilot project

Increased acknowledgement in local area and amongst fellow professionals

Increasing impact on other projects and programs

Project gained momentum from the attraction of new partners due to the award

Boost recognition and awareness of the policy

Increased recognition of the program amongst professionals

A positive factor in the initiation of discussion with other communities, property owners, environmental engineers and legal professionals

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