Surrey Development Industry Dialogue

October 30, 2020

Unlock potential. Create value. Transform communities.

purposedrivenroi.com



Awards:

- > Top 40 Under 40 Global Land Use Professionals Award
- > Business in Vancouver's Top40 Under 40 Award

Carla Guerrera

Purpose Driven Development and Planning Founder & CEO



A globally recognized real estate development professional, Carla combines the fields of real estate development and urban planning. Carla has delivered over \$1 B of complex, mixed-use real estate development across Canada's top markets over the past 20 years.

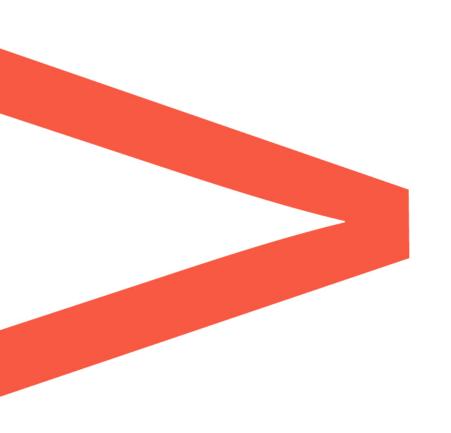
Carla is the Founder and CEO of Purpose Driven Development and Planning, a company which brings a proven approach to unlocking successful development in our complex urban environments for developers, public sector and First Nations clients to create communities where we can all thrive.

Carla was recently appointed as a Board Member to the Thames Estuary Growth Board helping to lead the revitalization of the world-famous Thames River and the largest growth opportunity in the UK. Locally she also serves on several boards including the British Columbia Pavilion Corporation and Gitga'at First Nation Economic Development. Carla is an international thought leader and speaker on innovative approaches to development and city building.

OUR BRAND PROMISE

We unlock potential for redevelopment to create communities where we can all thrive.

Carla Guerrera, FOUNDER & CEO







WORKING TOGETHER

Unlock potential.
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communities.

Purpose Driven is a real estate development and planning firm founded by Carla Guerrera, a globally award-winning land use and development professional. We are proven experts who simplify complexity, reduce risk, and unlock potential for redevelopment to create communities where we can all thrive.

For over two decades, Purpose Driven has partnered with developers, institutions, governments, First Nations and non-profits on delivering over \$1 billion in complex, mixed-used real estate developments in Canada's top markets.





Surrey: An Opportunity City

By emphasizing city priorities for the vision of Surrey, how to achieve benefits for development industry, and by working together in partnership, can achieve winwins for:

- Municipality
- Community
- Development



How to achieve win-wins?



Work Collaboratively Together to Achieve Win-Wins





Invest in Placemaking to Create Value



Recover the Economy through Revitalization

EXPONENTIAL WIN-WIN OPPORTUNITIES

- Potential for Win-Win
 Opportunities between developers
 and planners is very high
- Collaboration and combining resources and expertise can unlock tremendous opportunities for communities that cannot be accomplished with either party alone



KEY STRATEGIES TO ACHIEVE THE WIN-WIN OPPORTUNITIES BETWEEN DEVELOPERS AND THE CITY



WILLINGNESS TO WORK COLLABORATIVELY



BASIC LEVEL OF TRUST- BASE ON REPUTATION AND FORMER PROJECTS



OPEN MIND AND OUT
OF THE BOX
THINKING



CLEAR
UNDERSTANDING OF
INTERNAL PRIORITIES
AND GOALS



INTEGRATIVE
THINKING AND
VISION OF WHAT IS
POSSIBLE



BRING A POSITIVE ATTITUDE AND BUILD TRUST



SOLUTION FOCUS: HOW CAN THIS PROJECT SOLVE A PROBLEM, CREATE A SOLUTION?



BRING CLARITY AND CERTAINTY TO COMMUNICATION

Return on Investment for Placemaking

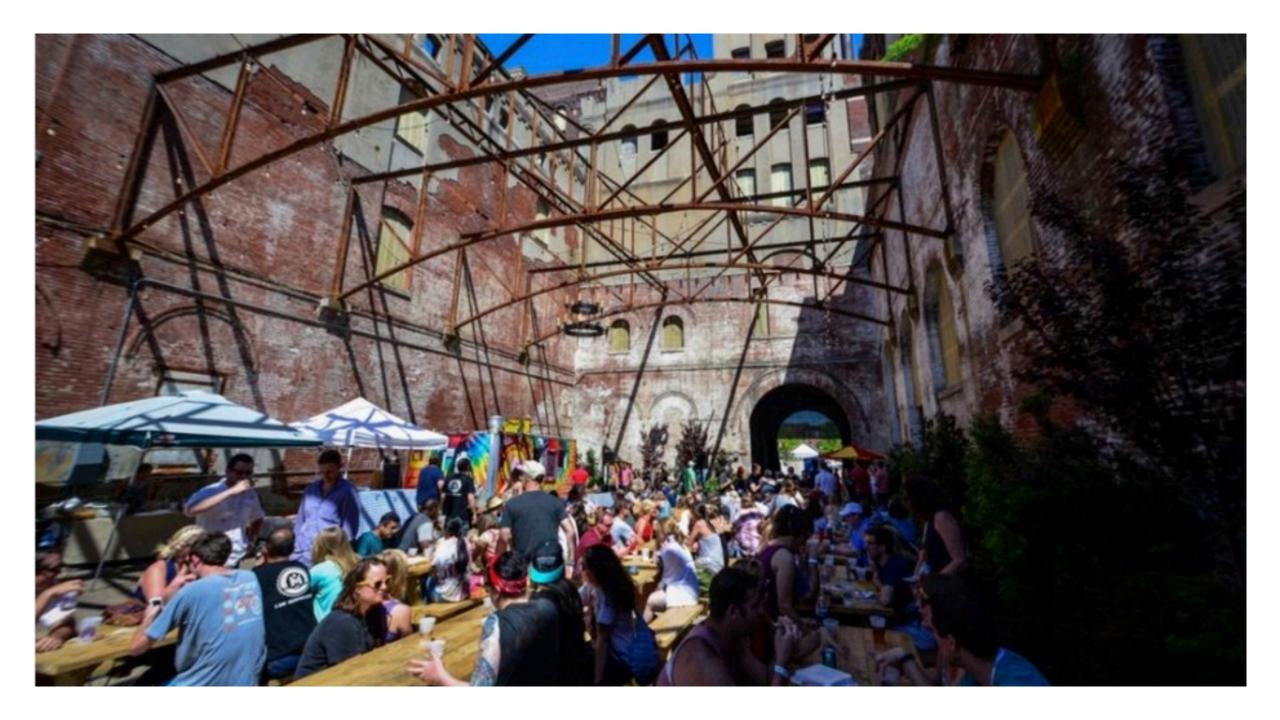
What does placemaking have to do with real estate?

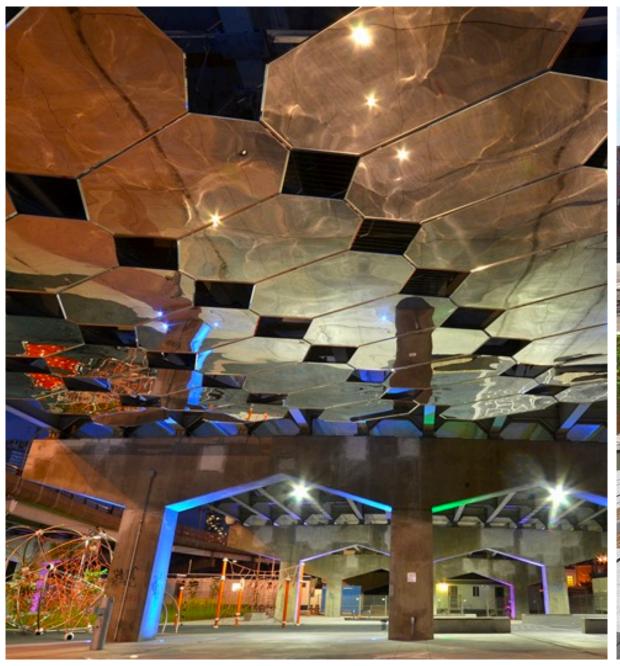
Placemaking is a multi-disciplinary tactic to shape market demand and livability by enhancing the social, physical, cultural and economic qualities of a place.

The more vibrant amenities and open spaces there are in a community, the more desirable a community becomes, and the more desirable a community becomes, the more likely it is for property values, lease rates, revenues to increase and vacancy rates to decrease

Growing body of research and examples of this at all scales, sizes and across asset classes

Placemaking provides a competitive advantage because tenants, investors, employees and governments demand it









BEFORE

3 YEARS LATER...

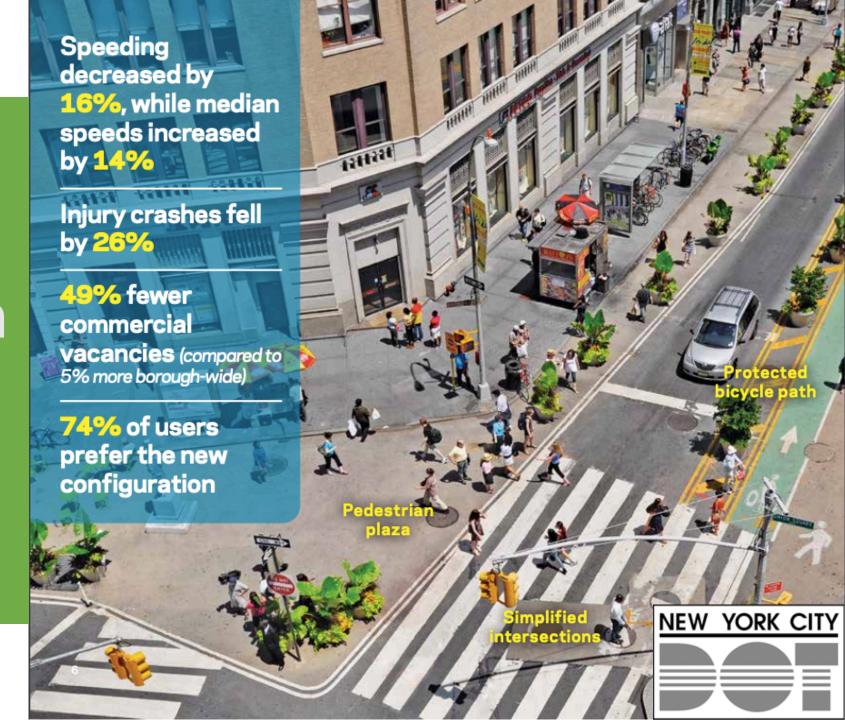
NEW YORK CITY







Expanding Union Square Plaza New York City, Manhattan



Revitalization as a Catalyst for Economic Recovery

- > Waterfront Toronto, ON
- > Thames Estuary Growth, UK
- > Surrey Fraser River Revitalization Initiative



WHY NOW?
Revitalization
Leverages
Economic Growth
and Recovery

- For every \$1 public sector invested, there is \$18 to \$31 private sector investment for revitalization initiatives
- For every 1 acre of land revitalized, 9 new jobs are created on average
- Enhanced land value and increased tax base
- Unlocked trade and development opportunities and private sector economic bolstering
- Connect infrastructure and industrial land to a transportation corridor
- Significant social, environmental and community benefits



Benefits of Waterfront Revitalization

Social Equity & Inclusion

- Re-connect communities to the waterfront through access and placemaking
- Parks, green spaces and pedestrian oriented public spaces

Environmental Protection & Climate Protection

- Create transit first communities with live, work, play neighbourhoods
- Design climate-positive communities that emphasize green growth and reduce greenhouse gas emissions from urban travel

Economic Development & Recovery

- Tax revenues, permitting revenues
- Increase in land value and land capture that can be reinvested back to the city and community priorities
- New sources of municipal revenue

Successful Examples of Waterfront Revitalization in Canada













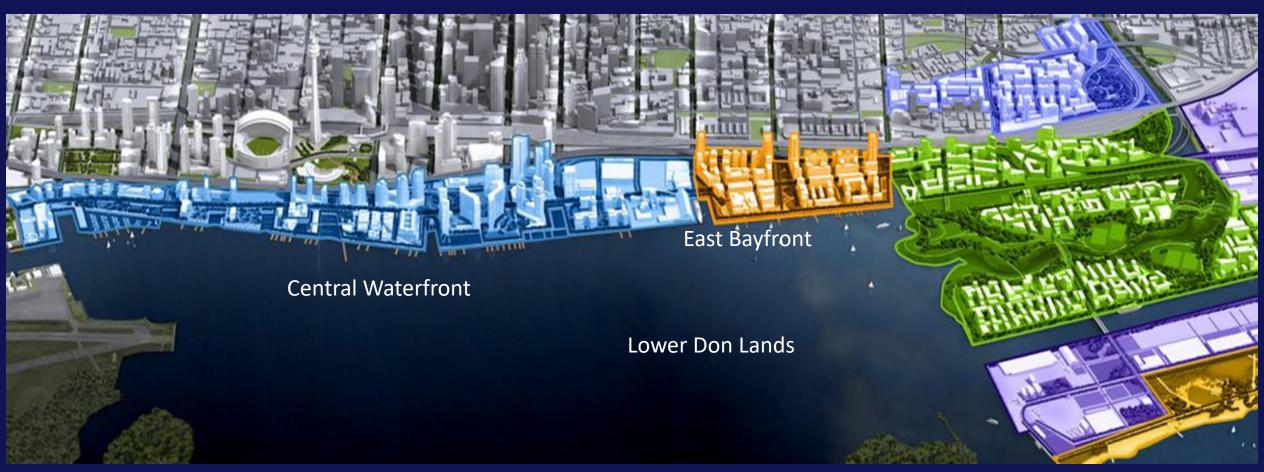
The Forks, Winnipeg

West Don Lands, Toronto

Olympic Village, Vancouver

LARGEST & MOST ADVANCED WATERFRONT REVITALIZATION INITIATIVE IN NORTH AMERICA

West Don Lands



Waterfront Toronto, ON

Toronto Waterfront Lands





3 key priority neighbourhoods



COMPARABLE REDEVELOPMENT PROJECTS

- Battery Park City New York City, U.S, 37 hectares (92 acres)
- Portland, Oregon, U.S. 52 hectares (128 acres)
- Canary Wharf London, England 110 hectares (272 acres)
- Oslo, Norway 225 hectares (556 acres)

"Not only is revitalization delivering a great waterfront to for the City, it is also a major economic engine in its own right, fueling growth and creating jobs."

Waterfront Toronto President and CEO, John Campbell



Thames Estuary Growth Initiative (London, UK)

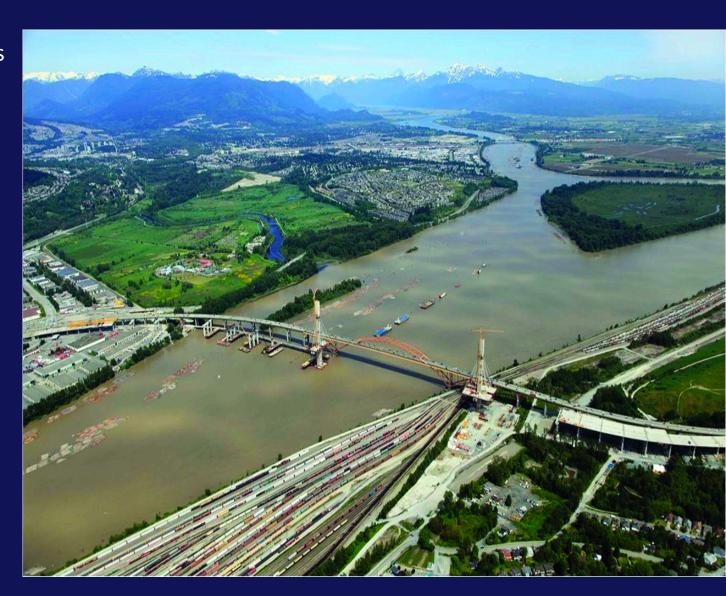


- Collaboration between 17 local municipalities, Port Authority, and industry located along the Thames River and backed by a £1.5bn investment by the UK government
- Vision: to transform the Thames Estuary into a hub for creative and cultural industries and bring job growth and trade capacity back to benefit London
- Goals: drive sustainable, economic growth; regenerate infrastructure; and improve transport and connectivity
- 10 new ports along the Thames and utilize the River as a key transportation corridor

Fraser River Waterfront Revitalization Initiative

Large-scale revitalization strategy in partnership with municipalities, senior governments, industry, business community, and key decision-makers to achieve a new standard of economic vitality and livability.

- > Attract, recruit and retain workforce talent
- Address affordable housing
- Expand trade enabling industrial lands
- Create efficient transit-oriented communities
- Create vibrant Innovation District hub
- Connect communities along waterfront
- New social, community and cultural destinations along waterfront
- Develop new amenities (such as daycares, community centres) to support families and the workforce
- Create opportunities for education, training and diversity in workforce development
- Build capacity for skilled labour and innovation in the workforce



Supporters Involved To Date

City of Surrey

City of New Westminster

City of Maple Ridge

Port of Vancouver

Metro Vancouver

Greater Langley Chamber of Commerce

Abbotsford Chamber of Commerce

The Board of Directors (SBOT)

Fraser Surrey Docks

International and Industry Trade Team

















Kick off Meeting Held in June, 2019

Get in touch

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