



#905GenY

# Is Gen Y buying what the 905 is selling?



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President of River Oaks Group



**Gen Y Speaker**  
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**Gen Y Speaker**  
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Co-Founder of Lab-B

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**BY EMAIL: [toronto@uli.org](mailto:toronto@uli.org)**

# Is Gen Y Buying What the 905 is Selling?

## The Markham Approach

29 Sept. 2015

Ronji Borooh, FRAIC, OAA, MCIP, RPP

City Architect, City of Markham

# Canadian Households are Changing:

Source: Stats Can, 2011

- In 2011, One Person Households: 27.6%  
Couples with Children: 26.5%  
Couples without Children: 44%
  
- In 2013, Percentage of Millennials compared to Seniors:  
15-29: 19.9%  
65+: 15.1%
  
- Since 2014, Millennials the largest demographic group in Canada.
  
- Since 2014, largest group in work force:  
Millennials: 36.8%  
Gen. X: 33.9%  
Boomers: 31.3%

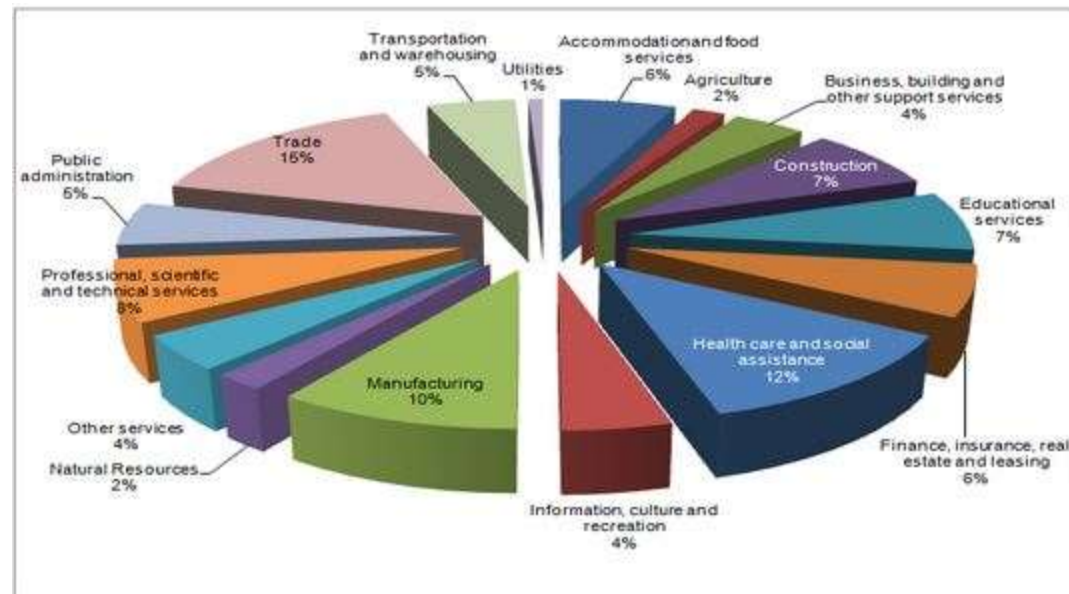
By 2031, Millennials will be 75% of the work force.

# The Nature of Work is Changing:

Source: Stats Can, 2013

- Impact of globalization on work:
  - In GTA today, about 67% employed in service sector.
    - Only 10% of workforce employed in manufacturing.
    - 50% in office jobs
      - eg. Richard Florida: Creative Class/ Creative Professional preferences for live/work/play.

## • GTA Employment by Sector:



# Greater Toronto Population Growth: 2016-2041

Greater Toronto Projected Population	2016	2021	2031	2041	Change 2016-2041	% Change 2016-2041
City of Toronto	2,865,000	2,975,000	3,193,000	3,404,000	+539,000	+16%
Markham	337,800	370,300	421,600	538,000	+200,200	+37%
York Region	1,199,000	1,330,000	1,585,000	1,790,000	+591,000	+33%
GTA	6,298,000	7,279,000	8,330,000	9,364,000	+3,066,000	+33%

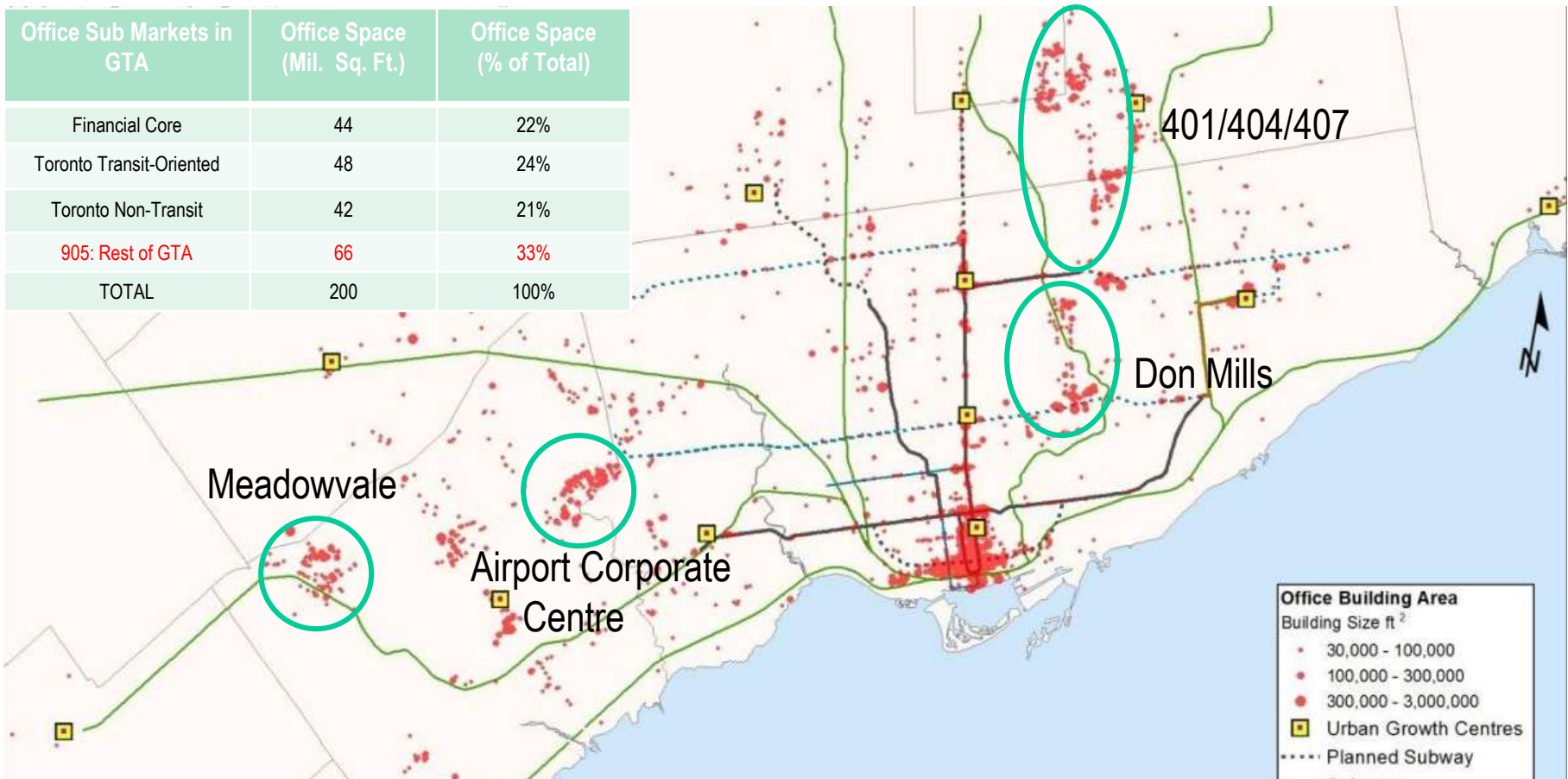
- Population Growth in GTA from 2016-2041 will be equal to the population of City of Toronto.
- It is similar to building a new City of Toronto in 25 years.
- 2041 population of Toronto only 35% of GTA.



# Office Space Distribution in GTA: 2011

Source: CUI, 2013

Office Sub Markets in GTA	Office Space (Mil. Sq. Ft.)	Office Space (% of Total)
Financial Core	44	22%
Toronto Transit-Oriented	48	24%
Toronto Non-Transit	42	21%
905: Rest of GTA	66	33%
<b>TOTAL</b>	<b>200</b>	<b>100%</b>



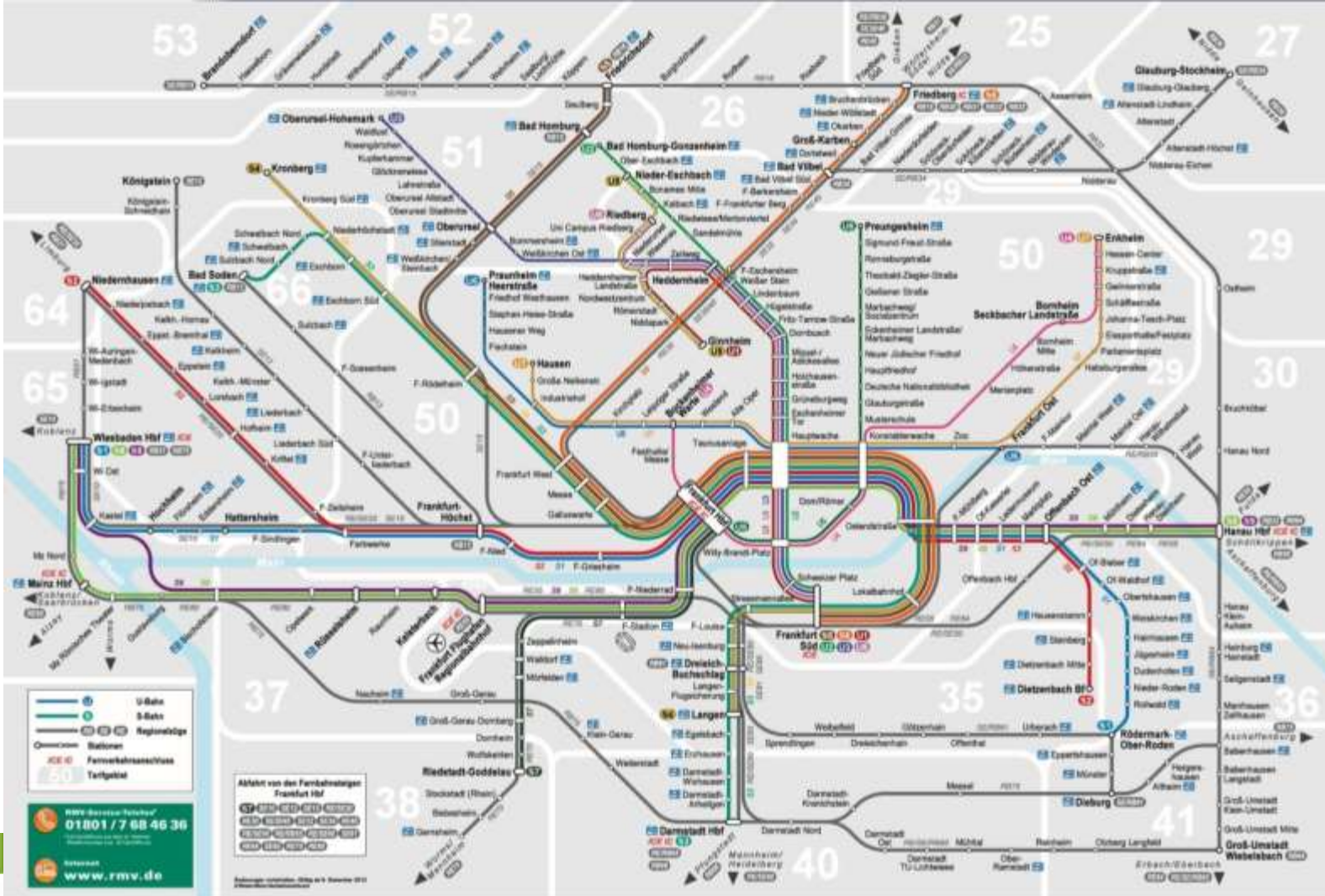
- 108 Million Sq. Ft. of Office Space in GTA or 54%, not served by Higher Order Transit.
- The 905 Area had 66 Million Sq. Ft. or 33% of GTA Office Space, or 150% of Downtown Toronto.
- Projected Growth of Office Space in GTA 2011-2031: 60 Million Sq. Ft.

# MetroLinx: The Big Move



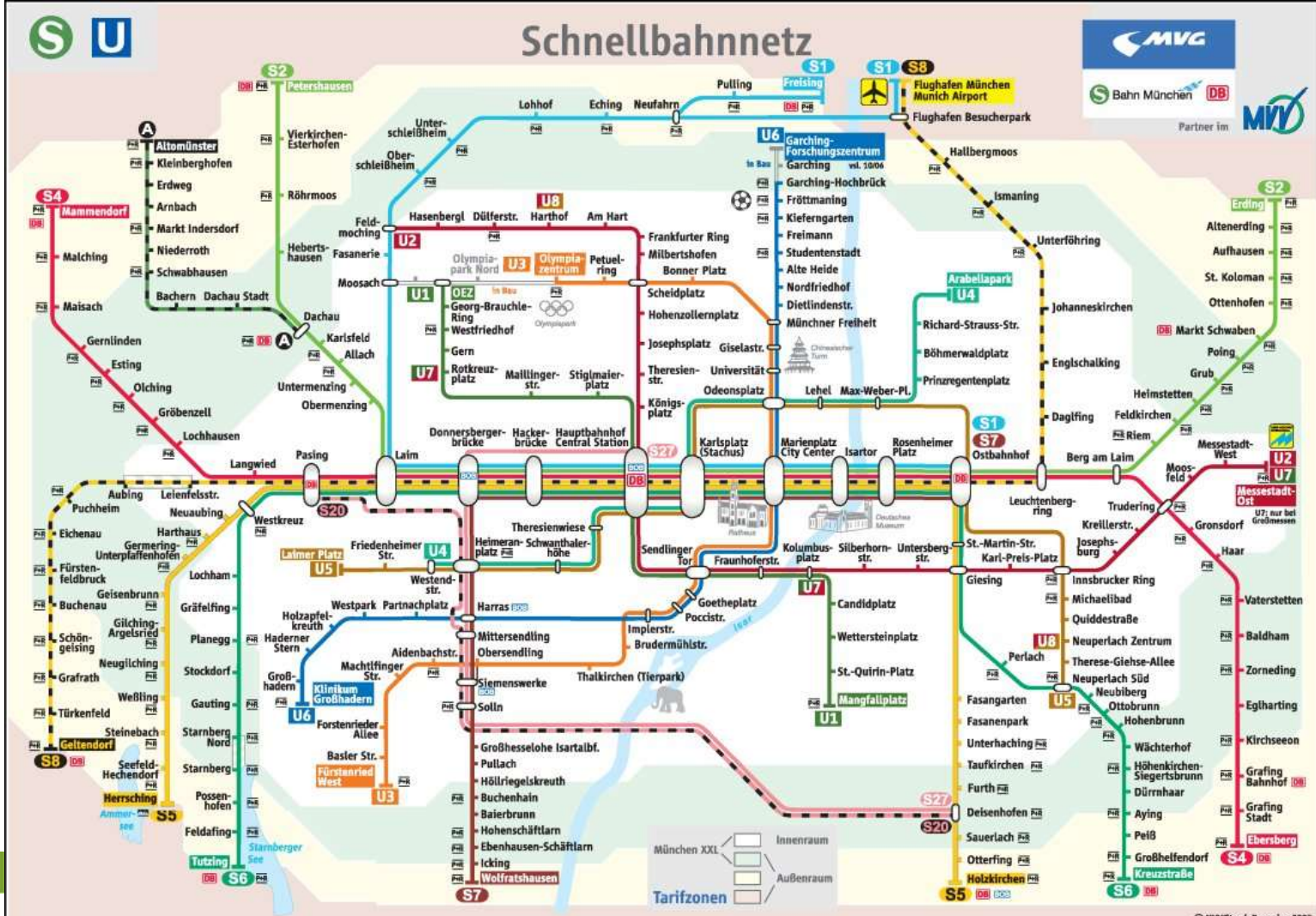
- Population: 6.05 million
- Area: 7,124.15 km<sup>2</sup>

# Frankfurt Metro System



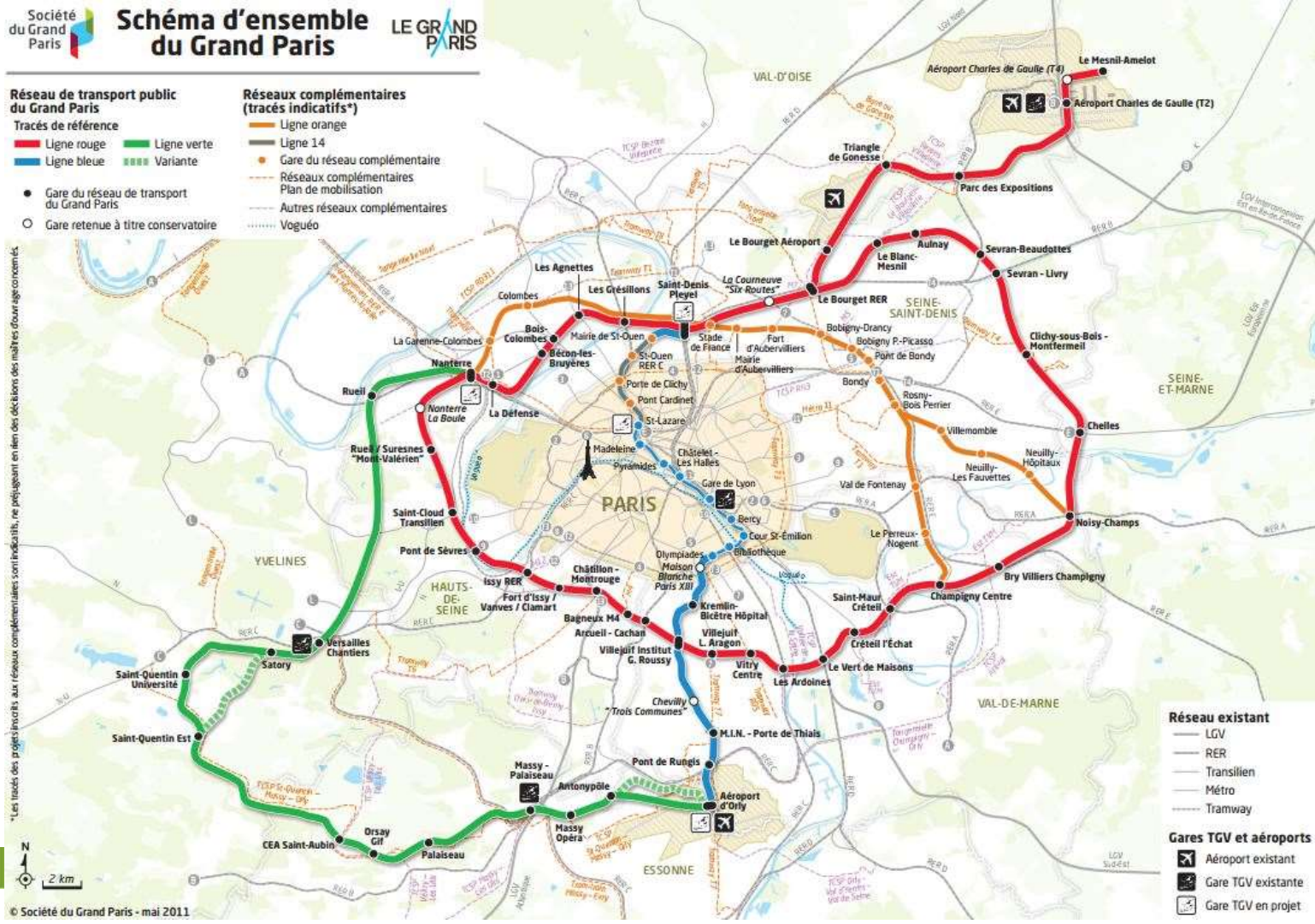
- Population: 5.8 million
  - Area: 14,800 km<sup>2</sup>
- VS. GTA:**
- Population: 6 million
  - Area: 7,124 km<sup>2</sup>

# Greater Munich Metro System



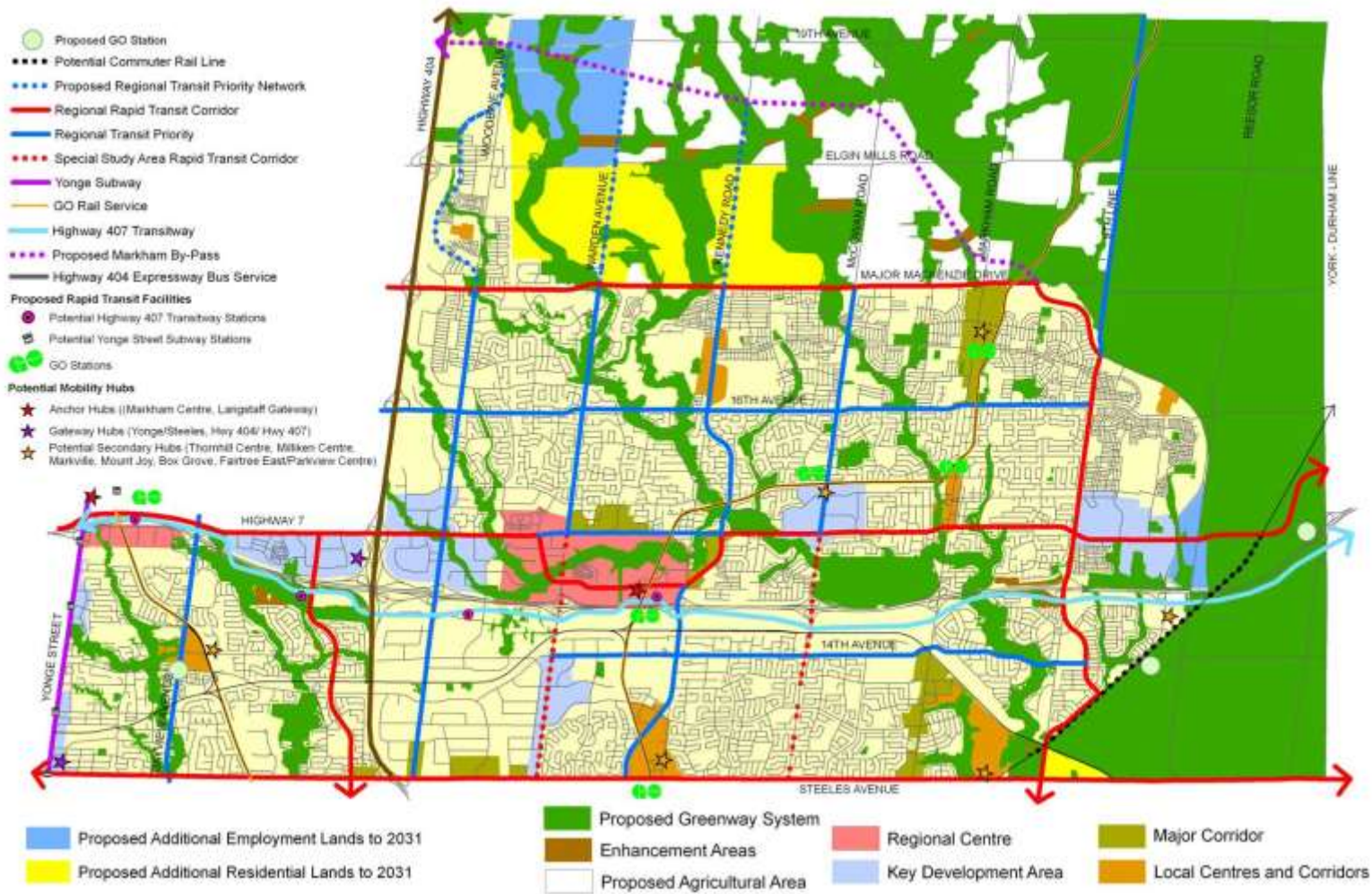
- Population: 5.6 million
  - Area: 7,000 km<sup>2</sup>
- VS. GTA:**
- Population: 6 million
  - Area: 7,124 km<sup>2</sup>

# Societe du Grand Paris Metro System



- 2014 Population: 12 million
- Area: 14,518 km<sup>2</sup>
- VS. GTA:**
- Population 2041: 9.364 million
- Area: 7,124 km<sup>2</sup>

# Markham: Growth Management Strategy



## Markham Growth Projections

	2006	2041	Change
Population	261,573	538,000	+276,427
Employment	138,268	275,700	+137,432

# Markham Centre

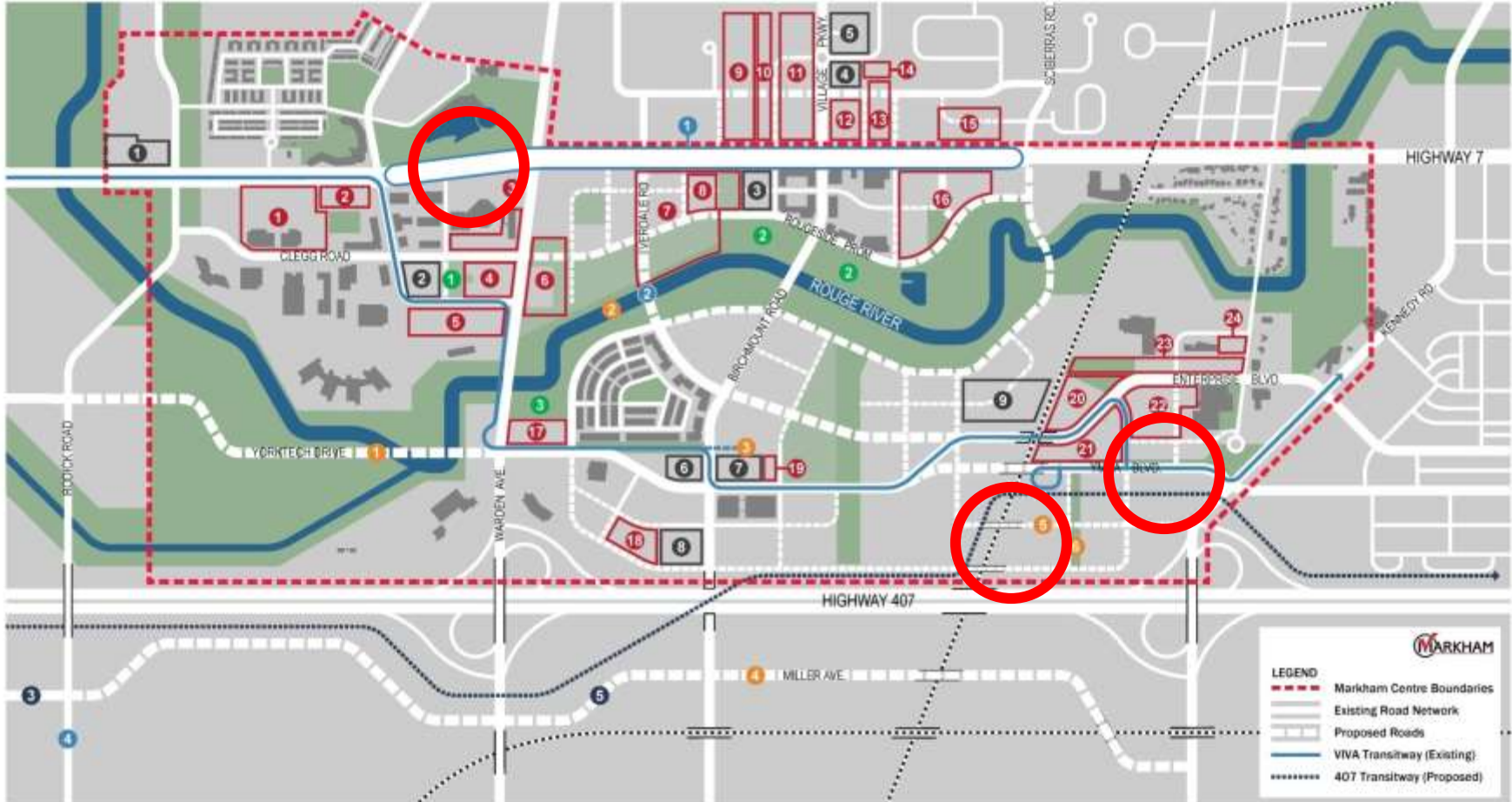


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# Markham Centre – Development Map



## Markham Centre Projections

	<u>1994</u>	<u>2009</u>	<u>Change</u>
Population	25,000	41,000	+16,000
Employment	17,000	39,000	+22,000
Res. Units	10,000	20,000	+10,000



# Markham Centre



**2018 BUILT**

- 1 - 1200 Residential Condominiums & Community Retail
- 2 - 180 Luxury Townhomes
- 3 - Public Park
- 4 - Viva Surface Transit Station
- 5 - Marriot Hotel (Full Service) & Condominiums
- 6 - Condominium and Retail
- 7 - 2400 Seat Cineplex  
100,000 sq Restaurant and Retail  
80,000 sq Office
- 8 - Office Building
- 9 - Carousel and Skating Rink
- 10 - Honeywell Office Building
- 11 - 200,000 sq Office Building
- 12 - Commercial, Rental Residential, Retail, & Parking
- 13 - Mixed Use Retail / Office Residential / Whole Foods

**2018 - 2026**

- 14- Residential
- 15 - Office
- 16 - Parking Structure
- 17 - Public Park

**FULL BUILDOUT**

<b>Residential</b>	7000 units
<b>Retail</b>	2.2 million square feet
<b>Office</b>	3.4 million square feet



**Downtown Markham**

Markham, Ontario  
Project No. 10040

29 April 2014

**Master Plan**

# Markham Centre – Streetscape



Downtown Markham

Markham, Ontario  
Project No. 13043

30 April 2014

Enterprise Boulevard

# Under Construction: H & W Developments



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# Under Construction: Downtown Markham – AVIVA Office



# Under Construction: Downtown Markham – Mixed Use



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# In Approval: Markham Centre



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# Recently Completed: Markham Pan Am Centre



# Is Gen Y buying what the 905 is selling?

**Lisa Lafave, HOOP**

**September 29<sup>th</sup> 2015**



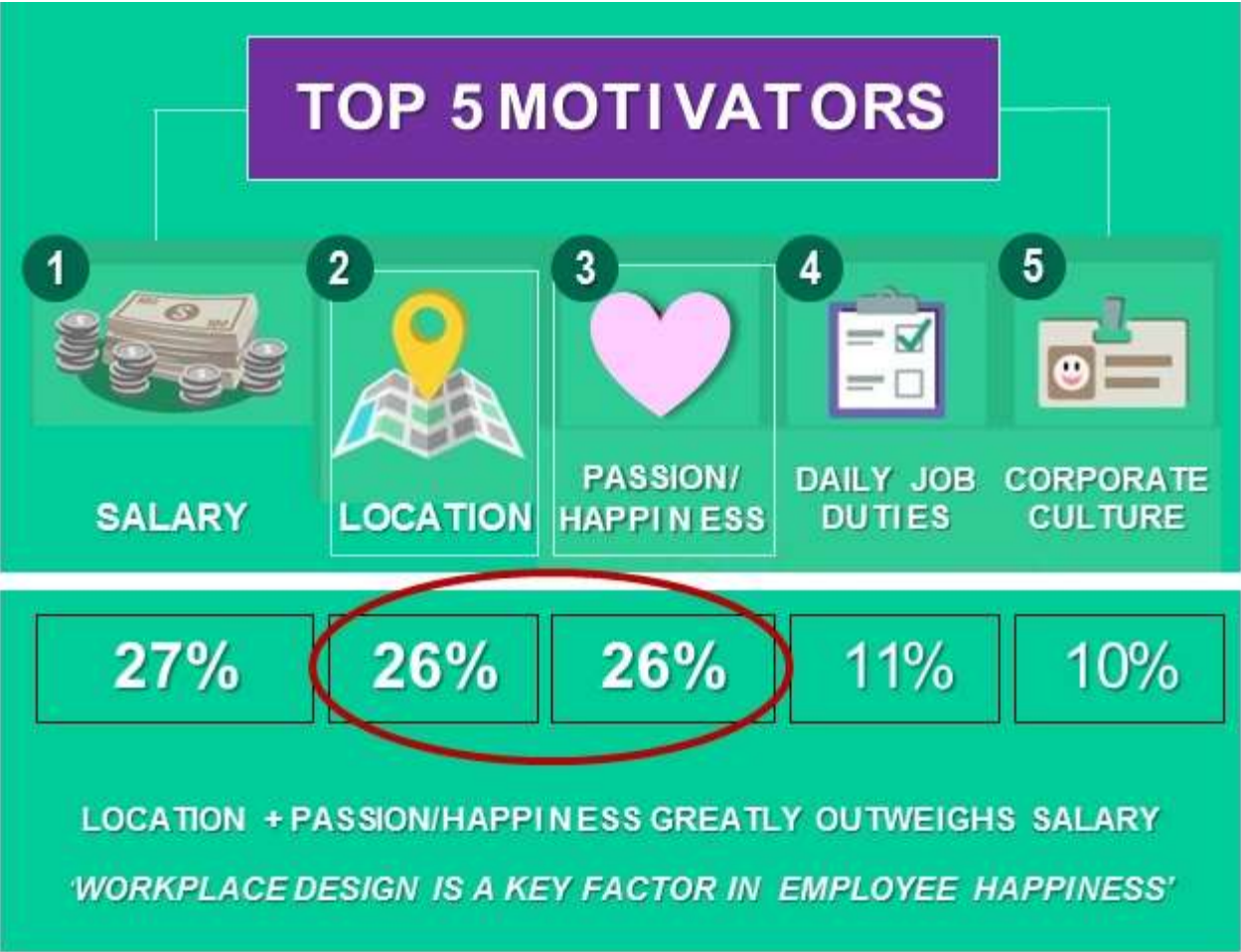
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# What Millennials Want Today



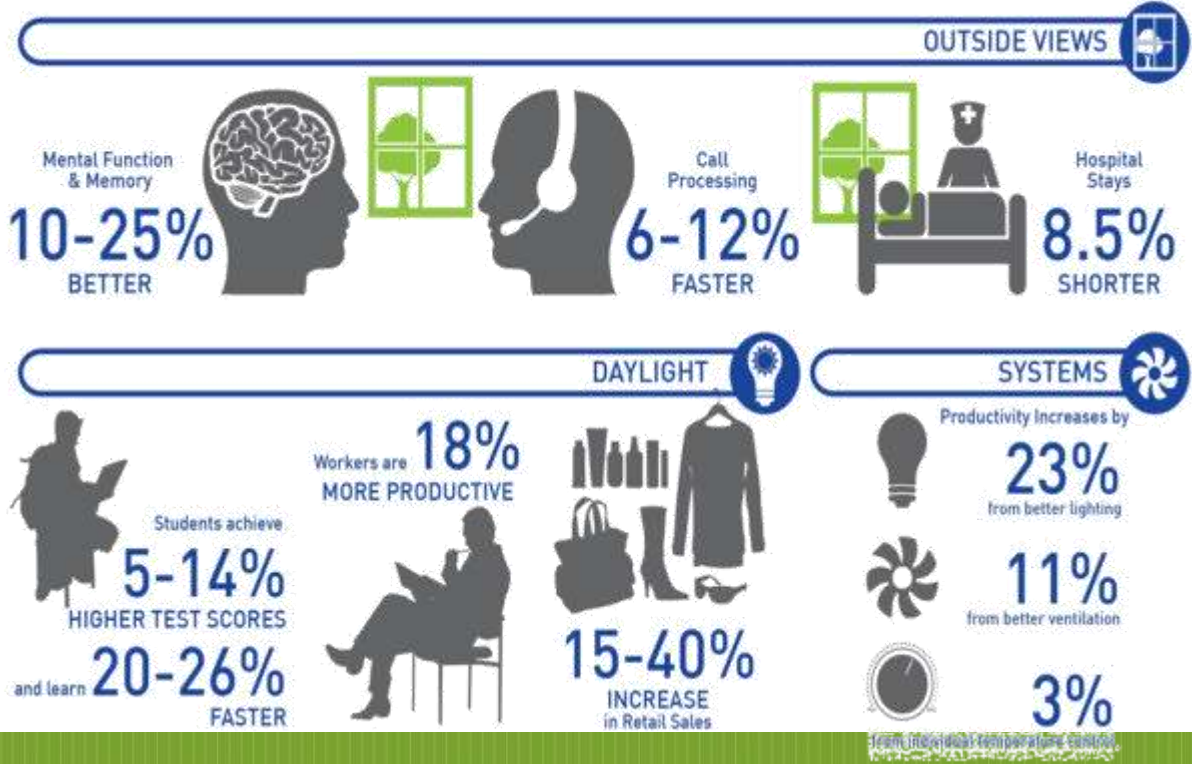
Source: 2014 CollegeFeed survey of 5,000 millennial jobseekers

# Office Design Matters

The results are in: workplace design enhances employee satisfaction & productivity



NPV Analysis of Operational Cost, Productivity & Health Benefits of LEED® certified Buildings



# Office Design Matters

Here's why:



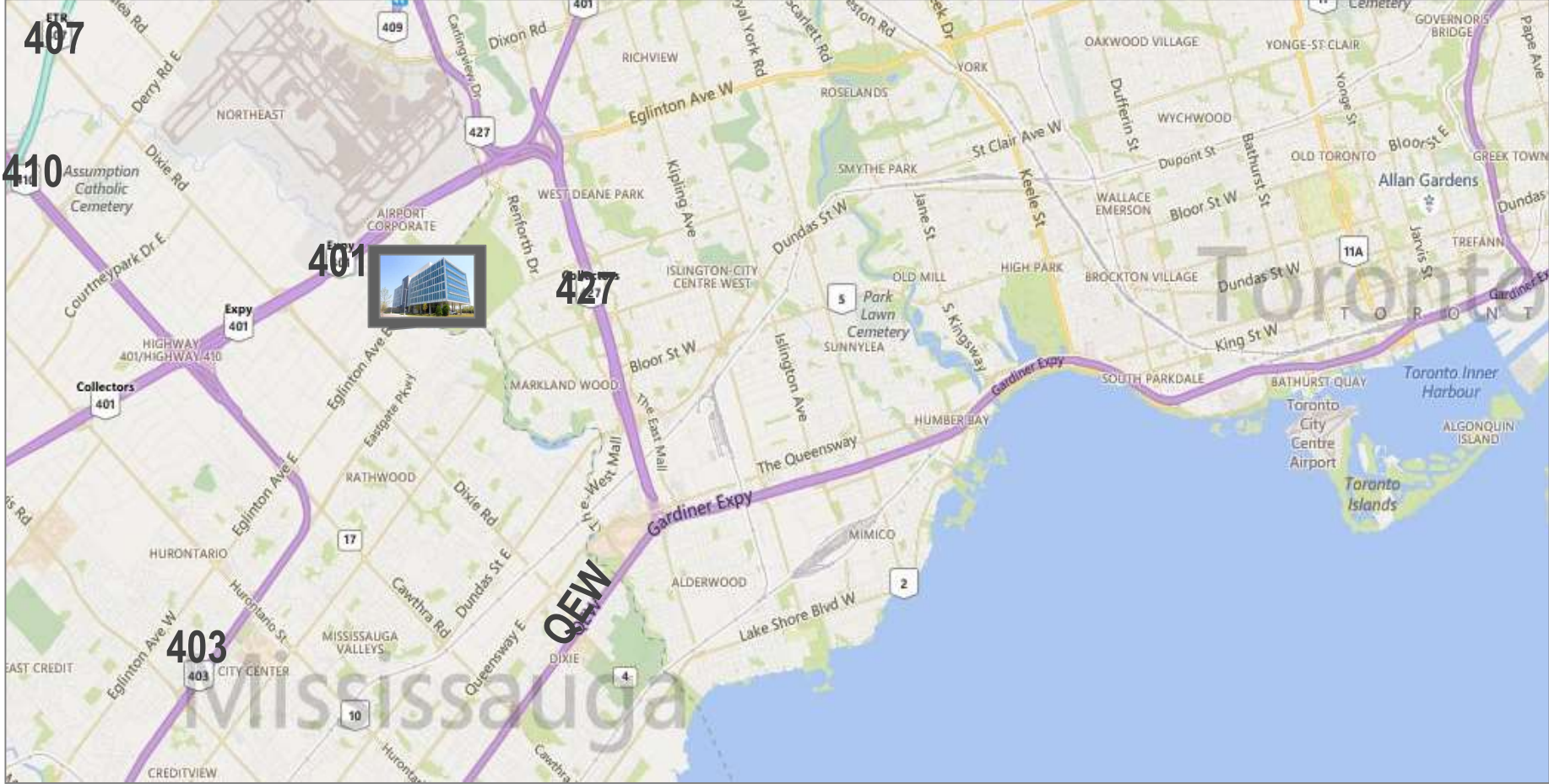
# Designed With Millennials In Mind

HOOPP is committed to the new generation of high performance office buildings that increases employee satisfaction & productivity:



# Designed With Millennials In Mind

HOOPP continues to bring sustainable office design to the 905 in an effort to attract and retain today's top talent.



# Fresh Thinking

SpectrumSQ's raised floor with individual controls pump 100% fresh outdoor air into the office 24/7.



# Bright Ideas

SpectrumSQ's floor-to-ceiling windows offer incredible natural light penetration.



# SpectrumSQ – Accessibility & Amenities

SpectrumSQ makes it easy for Millennials!

BRT



HOOPP Shuttle Bus





# SpectrumSQ – Accessibility & Amenities

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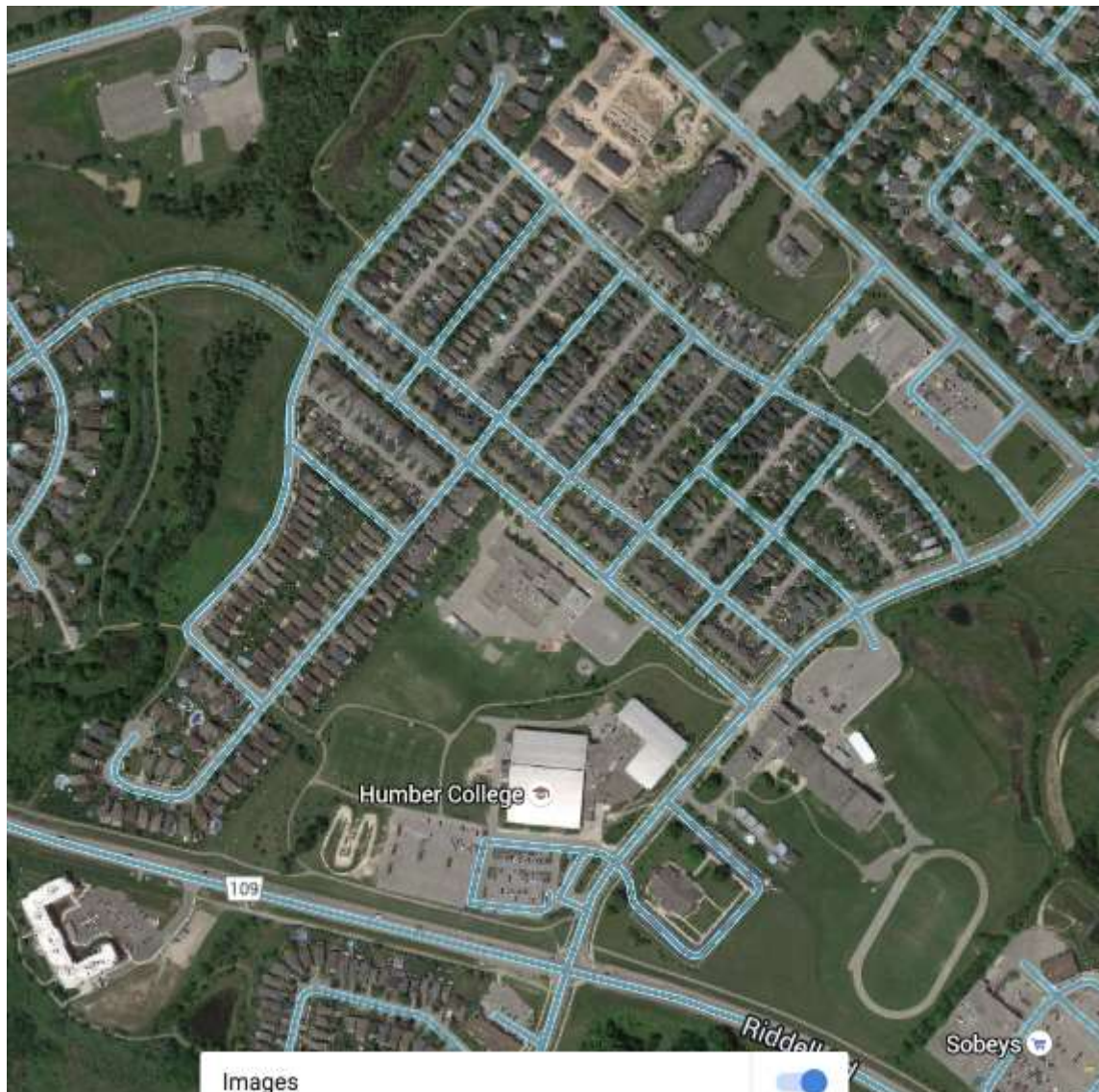
**September 29<sup>th</sup> 2015**



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311 Balsam St

Orangeville, Ontario



Street View - Sep 2011



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Montgomery Blvd

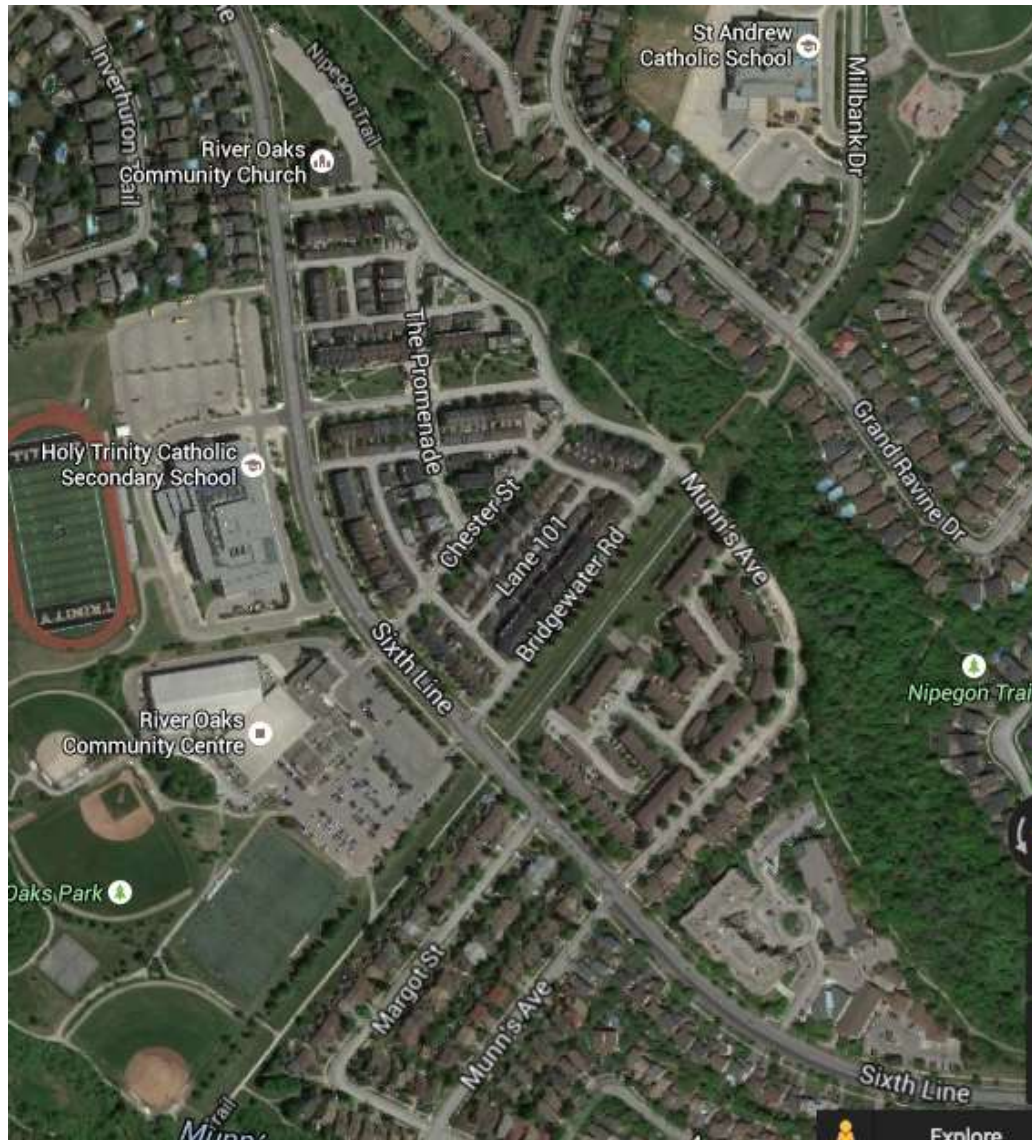
Orangeville, Ontario



Street View - Sep 2011







Bridgewater Rd

Oakville, Ontario



Street View - Aug 2014



Hide Imagery



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