

Lecture Synopsis

The revitalization of Toronto's industrial waterfront lands provides insight into the challenges and opportunities of such projects. Waterfront Toronto's approach focuses on strategic revitalization as opposed to simple real estate development for this 2000-acre, \$35 Billion project.

The agency takes an integrated planning and design approach that looks not just at buildings but at all the things that make great cities, such as street networks that link to the rest of the city and a scale that fosters a good sense of community, walkability and a balance of all modes of transportation. Their plans emphasize parks and public spaces, designing in a way that's environmentally and economically sustainable.

This talk will discuss the main challenges in waterfront revitalization – public cynicism, limited resources, global competition and political complexity – and how to overcome them to create new communities.

Speaker Bio

John Campbell, President and CEO of Waterfront Toronto until late 2015, is currently the principal of Renovo Advisory Services Ltd., a consulting firm focused on the revitalization of urban areas. Before joining Waterfront Toronto in April of 2003, John was a senior executive at Brookfield Properties and played a leadership role in the development of the company's most prestigious Canadian property, Brookfield Place.

John has an MBA from the University of Toronto, a Bachelor of Engineering degree from Carleton University, and has the Institute of Corporate Directors designation. He serves on the Board of Directors of Artscape and the Canadian Urban Institute. In 2012 he was awarded the Queen Elizabeth II Diamond Jubilee Medal in recognition of his contribution to Canada.

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2018 JOHN ADJELEIAN LECTURE



Planning the waterfront for a livable city: the Toronto experience

Wednesday, April 11, 6:00 pm



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You're invited!

The Department of Civil and Environmental Engineering cordially invites you to attend the 2018 John Adjeleian Lecture and reception with speaker **John W. Campbell** on April 11th, 2018 at Carleton University.

Wednesday, April 11th, 2018

6:00 - 7:30 PM

Room 2200, Richcraft Hall

Carleton University

1125 Colonel By Drive, Ottawa, ON, K1S 5B6

Please register by March 28, 2018, online at carleton.ca/engineering-design/events or by phone at **613-520-2600 ext. 5784**

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