



## TORONTO Lakeshore Employment Area



*makes  
good  
business  
sense*

### **2003 CUI Brownie Award Policy and Program Development**

*Investing in the Future – Leveraging Brownfield Redevelopment through Community Partnerships*  
City of Toronto

**The Toronto Lakeshore community has experienced the closing of several industrial operations, resulting in job loss, deteriorating infrastructure, contaminated soils, an eroding tax base, and urban blight. To combat these challenges, community resources were mobilized through the Lakeshore Community Partnership, comprised of representatives from the industrial, commercial, environmental, arts, and residential communities. To complement these efforts, a local property stakeholder group was formed to examine opportunities for the reuse of approximately 70 acres of brownfields located in the “New Toronto” Employment Centre. Strategic, sectoral, and marketing initiatives showcasing the community’s competitive strength, together with solutions to improve the physical, visual and financial environment for employment reuse of the brownfield sites, are a testament to the success of community partnerships.**