



**Century**group

LEADING BY DESIGN

# *Healthcare as a Catalyst for Development*

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# Creative Economy

- Economic Development drives City Building
- 21<sup>st</sup> Century Economy is dominated by Creative Cities with strong knowledge-based economies.
- Cities that can draw and hold knowledge-based workers will thrive.
- Health Care can contribute both directly and indirectly.
- Directly by the jobs that go with Health Care are key component of a Creative Economy.
- Indirectly through contributing to the quality of life conducive to a Creative Economy.



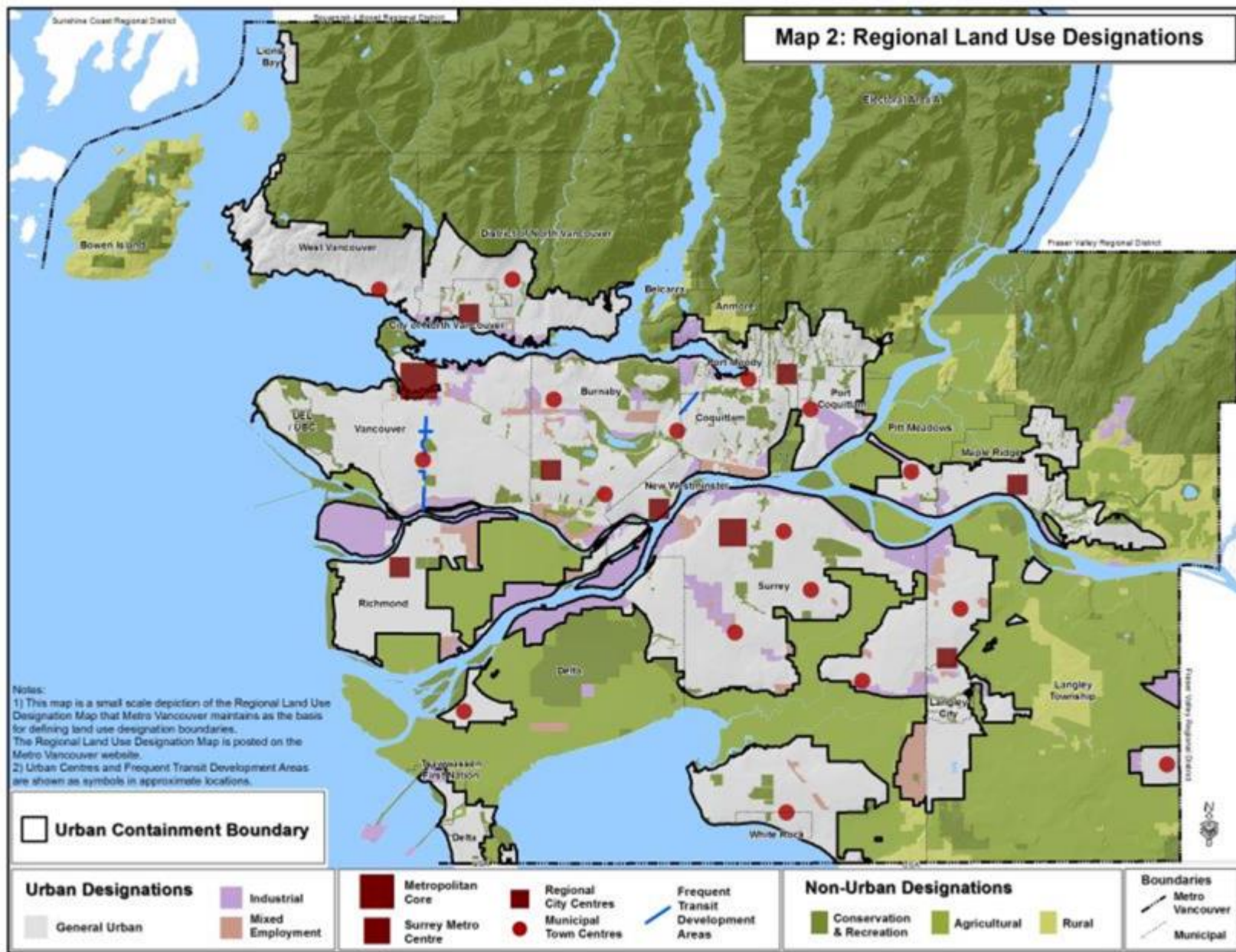
# Creative Economy, Impact on Urban Form

- **Higher Density;** *more Urban in character*
- **Diversity of Uses;** *people live, work and play in the same area, usually within walking distance.*
- **Social Diversity;** *an inclusive, tolerant community that welcomes a broad demographic profile.*
- **Social Contact;** *diversity increases the random contacts between people with diverse points of view sparking the creative process.*

We target regenerating parts of existing cities fabric for walkable, transit oriented, mixed-use developments

*e.g. Downtown Surrey, 3 Civic Plaza, Holland Pointe*





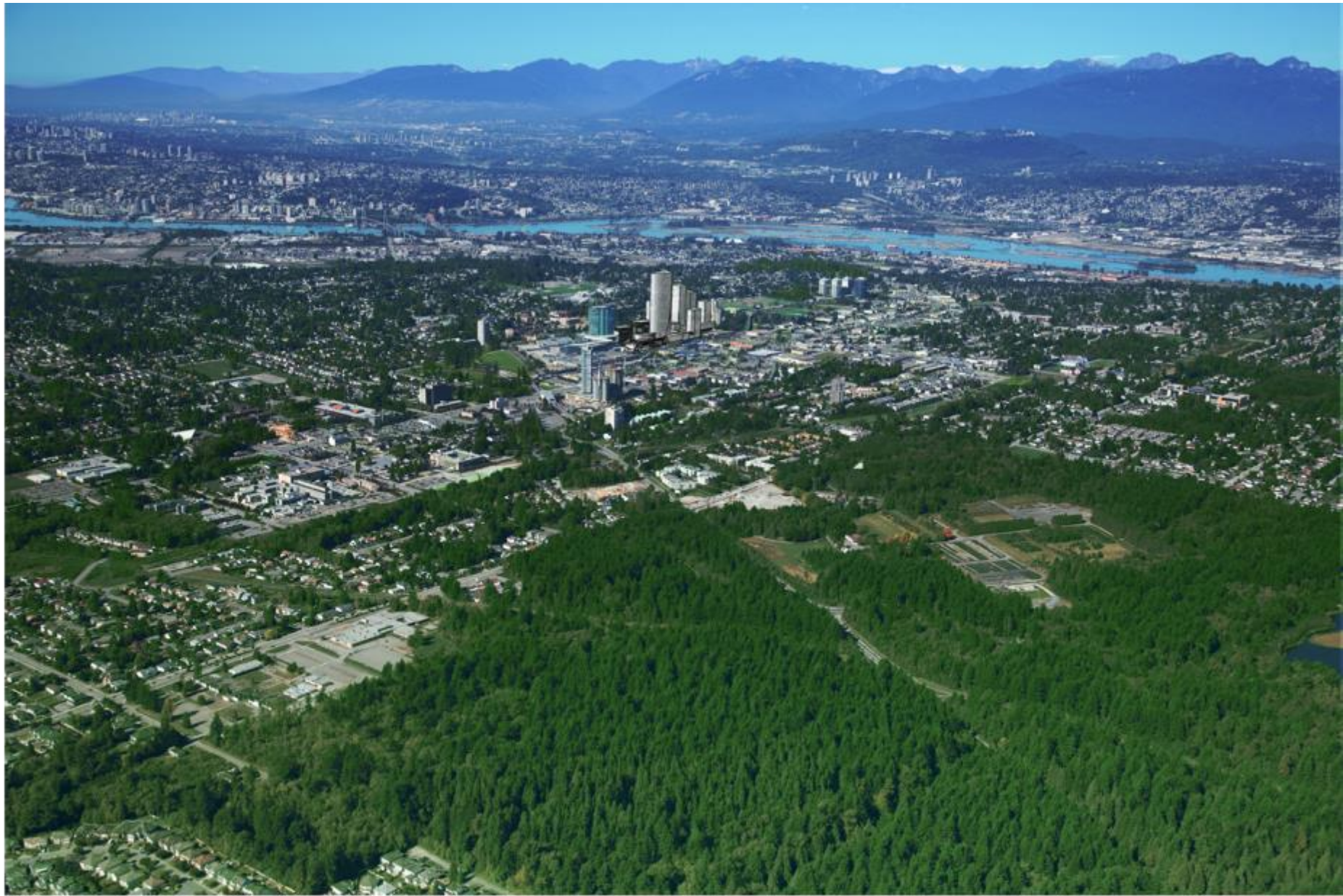




















- Insert link to 3 Civic Plaza video





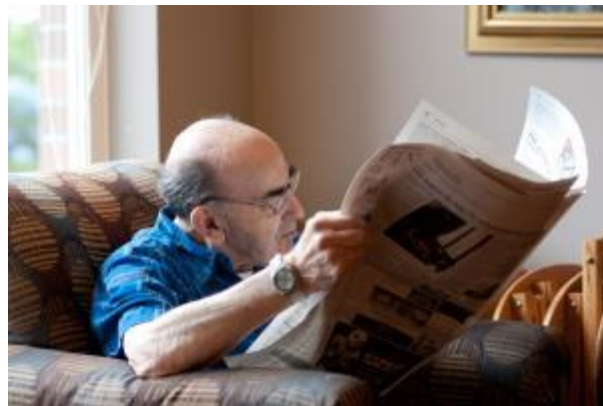
# Contributing Element in Mixed-Use Complex

- Positive Impact on Entitlement ; *addressing the needs of seniors is a priority for most communities.*
- Provides housing choice; *providing housing options that address changing housing needs, allows seniors to make a change sooner, freeing up their houses for families at a different stage of life.*
- Boosts value of other uses; *we have been able to negotiate for increased density on market uses to support the seniors component.*



# Seniors in the Creative City

- Contribute to diversity; *a return to valuing the wisdom of our elders.*
- Markers of safe, walkable environment; *a safe community nurtures diversity.*
- Enhances their quality of life; *seniors prefer to be peripherally associated with lively social settings.*





# Seniors in the City

- Cohabitates well with other uses; *seniors make good neighbours.*
- Quiet, safe, clean, positive social image; *we generally get a warm reception at City Hall.*



# Contributing Element in Mixed-Use Complex

- Positive Impact on Entitlement
- Provides housing choice
- Boosts value of other uses





# Wexford



Insert Link to Wexford video





Thank you.

