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For Immediate Release

## **Fighting urban sprawl with smart growth**

Mixed-use development that allows people to live, work, shop and play without needing to drive somewhere else is the key to stopping urban sprawl and easing traffic congestion throughout the Greater Toronto Area.

Downtown Markham, a 98-hectare (243-acre) housing, office, retail and leisure complex set to launch its first phase of construction, will be the first truly mixed-use development in the suburban GTA.

Based on Smart Growth principles, its intense, compact urban design answers the recent provincial call for development that can combat urban sprawl, make efficient use of existing infrastructure, reduce traffic congestion, support rapid transit, and preserve the countryside and other natural resources.

Downtown Markham also fulfills Markham's long-held vision of a city centre; and achieves York Region's goal of concentrating development in nodes that can be served by transit.

"Premier Dalton McGuinty has placed a high priority on stopping sprawl," notes Rudolph P. Bratty, president of The Remington Group. "Well, here's a project that can help his new government keep its promise and make Ontario a leader in sustainable development."

Located between Warden Avenue and the railway tracks west of Kennedy Road between Highway 407 and the Rouge River valley, Downtown Markham is a \$3 billion project. It will be home to more than 9,500 residents living in 3,900 condominiums and townhouses. It will provide employment for more than 16,000 people in 385,700 m<sup>2</sup> (about 4.2 million sq. ft.) of employment floor space.

The core area, centred around an easterly extension of Enterprise Boulevard and a northerly extension of Birchmount Road, will offer streetfront shops, restaurants and cinemas with housing and offices. There will be no internal malls or strip plazas.

A business park located between Enterprise Boulevard and Highway 407 will accommodate office buildings, as well as financial services, restaurants, hotels and convention facilities.

Two distinct residential neighbourhoods surround the core. All homes in Downtown Markham will be mid- to high-rise condominiums or freehold townhouses. Careful attention will be paid to architecture and urban design to ensure an urban ambiance.

Simcoe Promenade, a tree-lined promenade or *grand allée* that runs east-west through the entire development from Warden Avenue to the Unionville GO station, will connect all parts of Downtown Markham and provide a potential future transit route.

Less than two-thirds of the development site will be built on, with the remainder given over to parks, open spaces and roads. A variety of parks will serve the needs of residents, workers and visitors, from active soccer fields to ornamental gardens to spaces the town can program for civic events and celebrations.

A park that will occupy the very heart of the development is still being jointly designed by Remington and Markham. The downtown core will be anchored by The Piazza, a large European-style central square, providing programmed and spontaneous events.

Downtown Markham occupies the central portion of Markham Centre, a 988-acre area designated by the town to accommodate its future growth in a sustainable manner. Markham Centre, developed following more than a decade of public debate and planning, is governed by a set of 11 guiding principles to fulfill the aspirations of the people of Markham and York Region.

The province has identified Markham Centre as an emerging urban centre where it hopes to see intensive, compact development occur.

The Remington Group has been active in residential, commercial and industrial development and construction throughout the GTA for more than 60 years.

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