



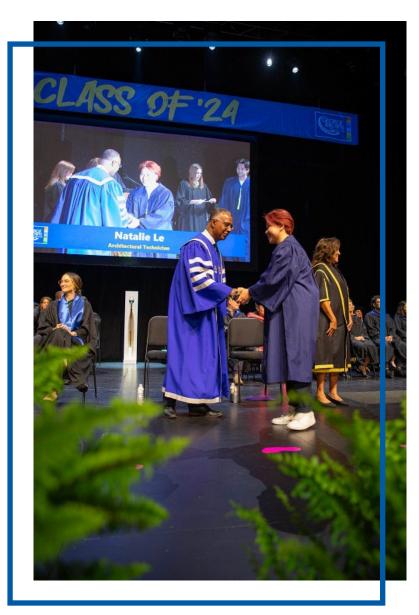
Building Community at Toronto's Waterfront

Michelle McCollum Vice President, Facilities & Sustainability George Brown College

Land Acknowledgement



GBC Values



At George Brown College, we value...

Learners and Learning

- We prioritize the needs, successes and well-being of our learners.
- We embrace innovation and curiosity to discover potential.

Equity and Belonging

- We foster a culture of inclusion and respect.
- We honour Indigenous knowledges and practices.
- We advance anti-racism, anti-oppression, and accessibility.

Collaboration and Community

- We create supportive and cooperative spaces.
- We listen to and learn from each other.

Accountability

- We take responsibility for our decisions.
- We act with integrity, respect and compassion.

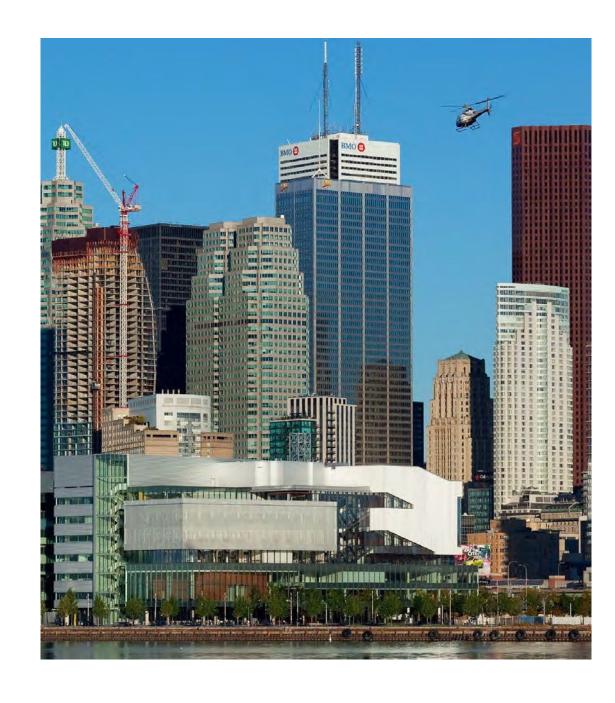
Sustainability

 We strive to ensure that the social, environmental, and economic impacts of our actions benefit future generations.

...these values guide how we teach, learn, work and conduct research.

Today's Session

- George Brown College (GBC) and our relationship with Toronto
- History of Toronto's Waterfront
- GBC's expansion at Toronto's Waterfront
- Commitment to sustainability
- Community building and engagement
- Activity
- Wrap Up



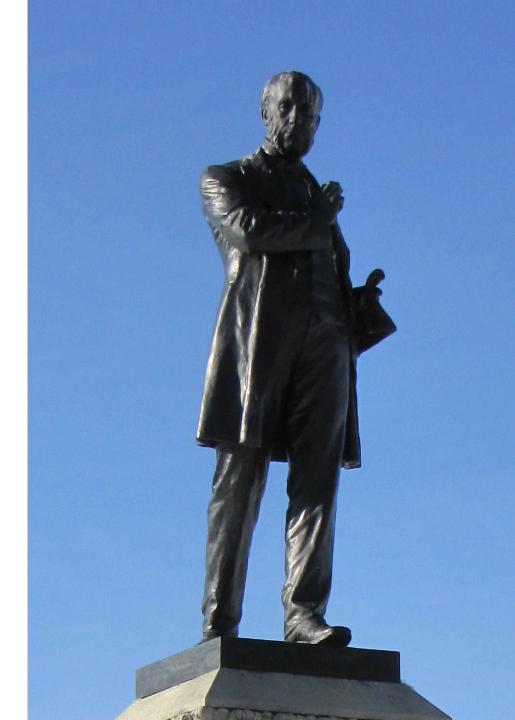
Who was George Brown?

George Brown (1818-1880) was a 19th-century Scottish-born Canadian politician, newspaper publisher (he founded The Globe, precursor to The Globe and Mail). An essential figure in the formation of Canada, Brown was a strong believer in public education.

George Brown used his platform as a journalist and political figure to speak out against slavery. He was especially critical of the U.S. system of slavery and supported the movement which helped enslaved people escape to freedom in Canada.

As a Father of Confederation, Brown helped shape Canadian values around liberty and equality.

In 1967, Canada's centennial year, Bill Davis, then the Ontario Minister of Education, suggested that George Brown College would be a suitable name for the new college of applied arts and technology, noting: "the city to which George Brown added such lustre as a reformer, journalist, and statesman should honour him in this way."





3 main campuses

14 major academic buildings

500-bed student residence

20,000 fulltime students

87% commute sustainably

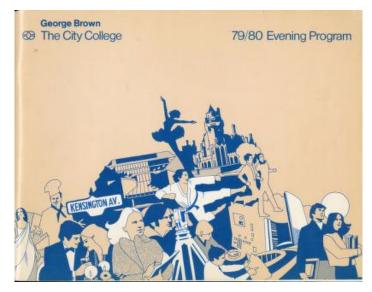
George Brown in Downtown Toronto

The original 1969 vision for GBC: the city is the campus

- Physically part of and connected to the city, industry, and community around us
- E.g. culinary in Kensington, skilled trades on Dupont
- St. James & Waterfront sustain that spirit (campuses were catalysts for positive change and growth)

Continue to seek campus growth to leverage the growth of Toronto

Aspire to build a more sustainable, equitable, affordable, livable city for our students, employees, industry partners, and neighbours





Our Long-Term Commitment to Downtown

GBC Advantage

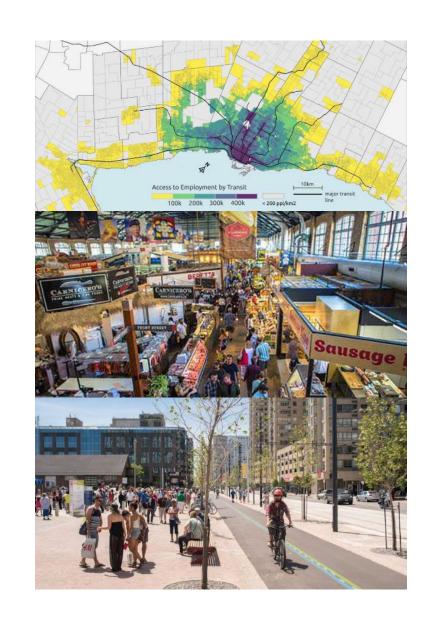
- Embedded in the vital heart of Toronto, leading its growth and transformation:
- Our brand and history
- Competitive and desirable location for students, staff, and visitors
- Community and industry alignment

Market Access

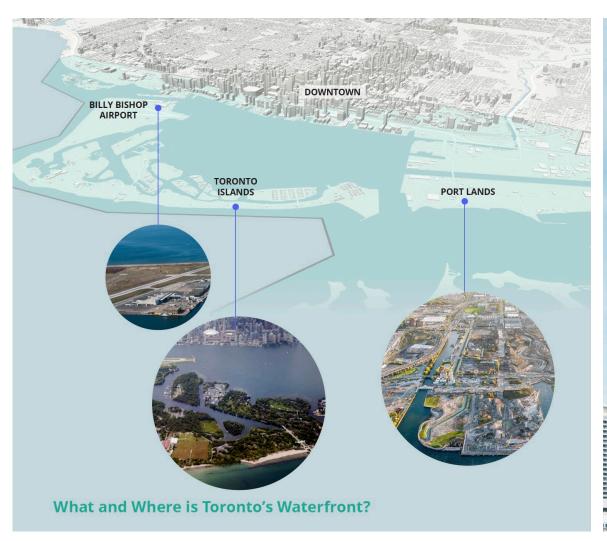
- Centre of growing public transit network within reach of 8-10 million
- Largest concentration of jobs in Canada (1 million by 2041)
- Large and growing local population (500,000 by 2041)

Efficient & Effective

- Dynamic and rapid redevelopment
- Opportunities for partnerships and to leverage existing assets
- Consolidating and densifying creates economies of scale and greater access to services and facilities



What and Where is Toronto's Waterfront?

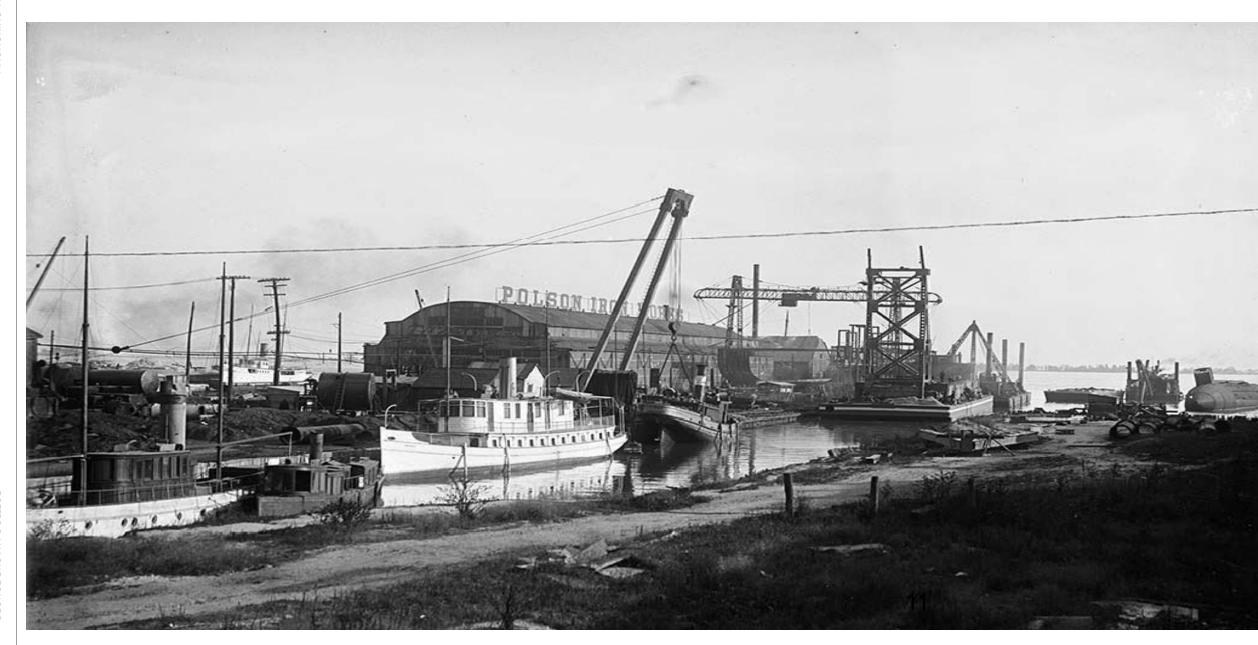




Toronto's Vibrant Waterfront



Polson Iron Works c.1912



Waterfront Revitalization



Historic view of industrial waterfront context







GBC at Toronto's Waterfront

Daphne Cockwell Centre for Health Sciences

Purpose-built for health sciences (2012)

School of Dental Health

School of Health & Wellness

School of Health Services Management

Sally Horsfall Eaton School of Nursing

Wellness, Applied Research and Visionary Education ("WAVE") Clinics: Dental, Hearing, Fitness Studios, Active Living, and Health Promotion





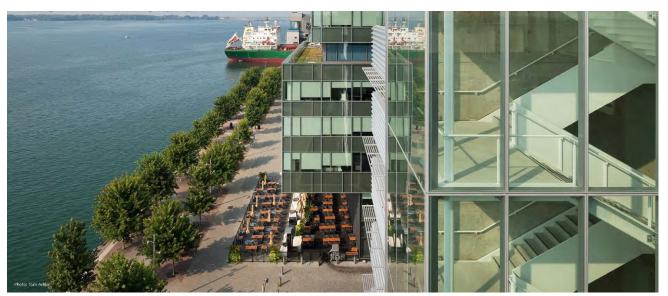




Daphne Cockwell Centre for Health Sciences

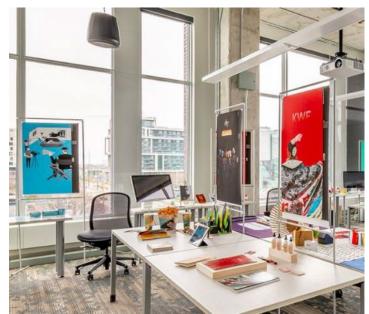












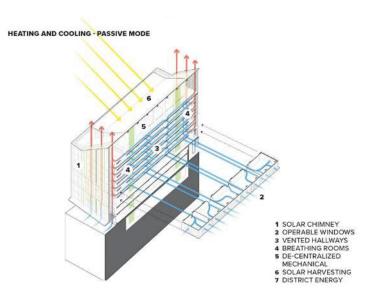
School of Design

3 floors within mixed-use vertical development at 3 Lower Jarvis St.

Purpose-built for School of Design (2019)

Usability Lab, Game Design Studios, Motion Capture Studio, Maker Lab and more in store









Limberlost Place

Award winning, first-of-itskind net zero mass timber institutional building in Ontario (opening 2025)

Passive heating/cooling 50% of the year

Roof-mounted solar panels generate 24% of energy

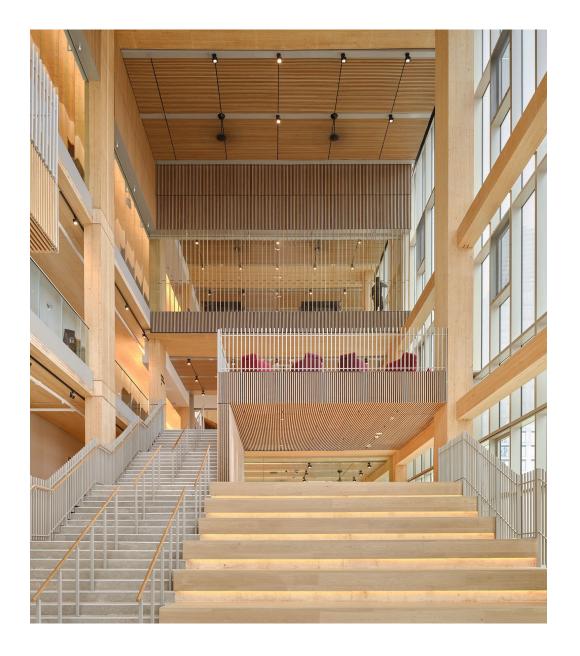
Connected to deep lake water cooling system

New home for Brookfield Sustainability Institute, School of Architectural Technology, and expanded health programs

New childcare centre

Limberlost Place





Limberlost Place

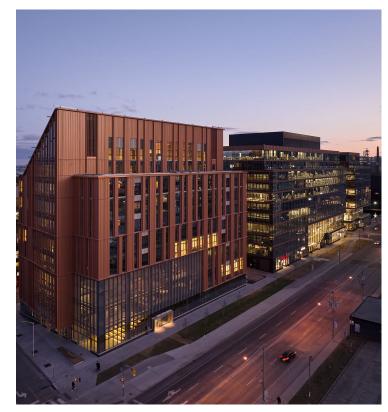
Pre-construction image

Photograph, East Side

Photograph, North Side







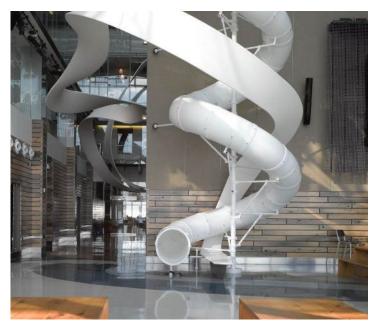
Corus Quay

The first institutional anchor on the eastern waterfront advanced by City of Toronto and Waterfront Toronto, opened 2010

8 storeys currently occupied by Corus Entertainment

Acquired by George Brown College in partnership with Halmont Properties in 2023 to secure long-term growth potential at waterfront campus





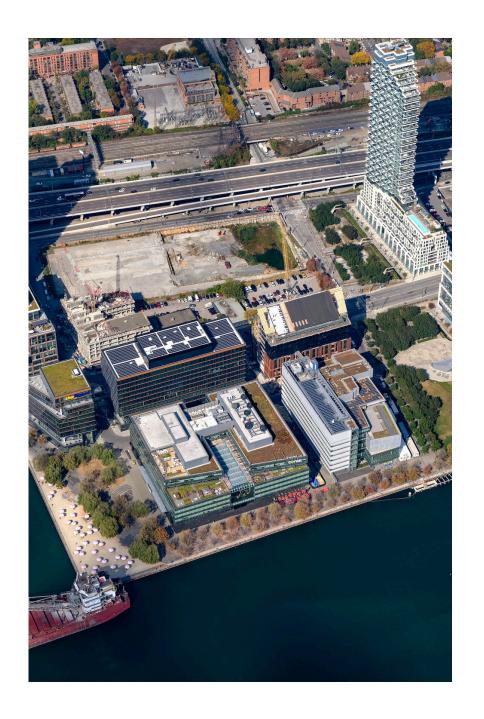






Key Waterfront Partnerships

- Mississauga's of the Credit First Nation
- Waterfront Toronto
- Toronto Region Board of Trade
- Waterfront Business Improvement Area (BIA)
- City of Toronto
- Development Community
- Business Community
- Health care/Long term care providers
- Ports Toronto
- Many others...



Indigenous Initiatives

- Indigenous Knowledge Keeper Series, examples:
 - Indigeneity and Disability: Perspectives on Education and Disability
 - Eagle Staff Teachings and Community Healing Circles
- Indigenous Initiatives Orientation Events
- Book readings
- Orange Shirt Awareness Events
- Sacred fires
- Beading and quilt workshops
- Featured artists
- Indigenous architects, designers and advisors on all strategic projects





Community-focused activation













Transit and transportation opportunities









Activity

Group Discussion: Community Engagement in Practice

How has your institution or organisation shaped or been shaped by the area around it (urban, rural, coastal, etc.)?

What role has your campus played in local community development or partnerships?

Can you share an example of a challenge or success story around campus expansion, sustainability, or placemaking?

Instructions:

Break into small groups. Choose one example to summarize for the larger group (2–3 minutes per group).

Thank you

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