



\$1.5-bil M City development slated for Mississauga

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Rogers Real Estate Development Limited, a private holding company owned by the Rogers family, has announced a \$1.5-billion development slated for the western edge of downtown Mississauga.

When complete, M City will be comprised of 10 towers situated across 15 acres, or 4.3 million square feet, with frontage along Burnhamthorpe Road and connections north and south along Mary Fix Creek. The master-planned community will include the development of over two acres of public parkland in the downtown core. The project, the Rogers family's first major residential condominium development, was inspired by Mississauga's Downtown21 Master Plan.

The project has been in the works since 2007, when Rogers Real Estate Development turned to leading Canadian developer Urban Capital Property Group to manage the process of turning long-held family property into a legacy community.

"Rogers has an enduring history with the City of Mississauga. We believe in the city and in the vision that was set forward in Downtown21," said Edward Rogers, deputy chairman of Rogers Communications Inc., in a press release. "With the help of Urban Capital and our development team, we aim to contribute to the evolution of Mississauga's downtown. M City will be anchored by iconic design, it will prioritize public spaces and parkland, and it will offer residents the best technology available now and into the future."

Key community features include extending existing city streets on an angular plane to create a network of blocks, creating a pedestrian-friendly environment. Standard residential blocks will provide two-way roads with street parking, large sidewalks and residential frontages.

"Rogers Real Estate Development has put forward a bold, exciting and forward-looking vision for Mississauga's growing, thriving and promising downtown," added Mississauga Mayor Bonnie Crombie. "These new planned developments by Rogers are consistent with the City of Mississauga's commitment to build a livable, walkable city, home to mixed-use residential and commercial developments that are connected to an extensive public transit network."

New York-based urban design firm Cooper Robertson was enlisted to design the framework for M City. The firm's partner, Donald Clinton, was the lead designer on the project. Following a design competition among three of Canada's top architecture firms, it was determined that CORE Architects' winning design will redefine the city's skyline with a striking, undulating tower that rotates seven typical floor plates in repetition as it rises 51 storeys. Cecconi Simone has been selected to take on the interior design of the tower.