More than ever before, people across the GTA are looking for communities where they can not only live and play but also be close to work — and the building and development industry is responding.

On the 10-year anniversary of Madhouse Advertising in 2012, president and creative director Dan Trenk took the time to reflect. He decided to move commercial space in Regent Park, an area that was once the city's downtown east end.

"I seized the opportunity right for me, with new commercial, residential, and incountry development," says Trenk. "I felt there was a real opportunity for something new in the area that was turning to dust.

Today, developers, architects, and others are thinking about how to create more community-centric living areas that let people live close to where they work and play.

One such development in Cogeco Manor Heights, a mixed-use block along Mississauga Road on the border of Brampton and Mississauga, is the Waterfront Innovation Centre.

The development consists of 577 homes ranging from townhouses to townhouses to row homes, 1,074 office units on the second and third floors of the commercial and retail space, an elementary school, neighborhood park, community gardens, and retail.

"We planned to be a family-friendly environment, a walk to the office, walk to the stores, walk to school near one of Canada’s largest," says Don Berton, chief executive officer of the developer.

More than 400 residents have already moved in.

"We have seen a take-up rate of more than 90%, and this is the only thing to build in the GTA for the last three years, with over 2,000 people on the waiting list," says Berton.

"It’s a community that is very close to the Riverdale Square revitalization project in the heart of downtown Toronto, so it’s easy to get around.

The mixed-use development gets innovative on the waterfront.

Toronto’s waterfront is set to become one of the city’s biggest mixed-use development developments. In 2016, Maple Developments will break ground on the innovative and unique new commercial office development with the launch of the Waterfront Innovation Centre.

The 350,000 square foot building will be the first of its kind in the new East Bayfront community. Located near some of Toronto’s finest residential developments and close to some of the best recreational areas in the city, the waterfront workplace is a great example of people living, working, and playing in the same neighborhood.

"We are developing old industrial lands to provide waterfront space for people to enjoy an exciting work environment, one that is unique and a higher and better use of these lands," says Peter Maas, president of the commercial/industrial division of Maple Developments.

"People who work there will also be close to live, play and even learn in the same area. This is a great environment with a boardwalk, Sugar Beach, the skyline of the city and a view and a great outlook," says The East Bayfront.

"The Waterfront Innovation Centre will be the proud building of the future and the future of the waterfront," says Trenk. "We are very excited to have been a part of this innovative project and look forward to see how it develops over time."