

Leadership needed to create change

New ways required for city planning

This is the fourth and final column in a series of opinion pieces dealing with the Plan It initiative put forward by the City of Calgary's planning department.

JIM DEWALD AND BEV SANDALACK
FOR THE CALGARY HERALD

For the past few weeks, we have provided our thoughts on what the City of Calgary's Plan It initiative means for the development industry.

In short, Plan It is dedicated to exploring new forms of city growth that can improve the efficiency of transportation networks, increase vibrancy, and reduce our ecological footprint.

The process of public engagement and focused city planning is important, but, regrettably, the big picture take-away is actually quite predictable.

Citizens will no doubt support the prospect of a more compact city form, as long as it doesn't change their existing living situation.

So, notwithstanding the huge potential here, resistance to change on a neighbourhood scale means that meaningful redevelopment is unlikely.

At the same time, our ongoing population growth, recently in the tens of thousands per year, will need homes to live in, which all adds up to an expectation that there will be growth in suburban districts.

However, Plan It and the focus on finding more sustainable patterns of

growth has the clear potential to radically change the way new suburban districts are designed and built.

The new pattern is intended to be focused on higher densities, greater mix of uses, and reconfigured infrastructure that supports the new growth pattern and reduces overall infrastructure costs for new developments.

To be effective, new developments must be based on an urban design methodology — emphasizing the public realm as the most important urban infrastructure.

Through this shift, developers will be able to increase revenues and reduce costs on a per hectare basis.

While feared as the bogeyman, in fact this scenario is a phenomenal opportunity for developers.

Management research indicates that businesses respond in one of four ways to changing industry conditions:

- Defenders resist change and fight for maintaining the status quo;
- Reactors have no coherent strategy and only comprehend and react to small shifts - missing big picture changes all together;
- Analyzers study change carefully and wait for the best opportunity to implement a strategy;
- Prospectors are the "first movers" who get ahead of the curve and take full advantage of changing conditions.

As change to Calgary's urban development process is very much in its infancy, the group to watch closest is the prospectors, and we have some specific suggestions to help them make a statement as market leaders.



Calgary Herald Archive

An earth-moving machine prepares land for the construction of houses in the Calgary area.

Remember, by definition, change means that things will be different, so the same strategies and attitudes are not going to be effective any longer.

Some productive strategies for change include the following:

■ Consider the next year as a time to re-strategize, and use this interval to work with city officials. This is a prime time to research best practices from throughout the world that can be adapted to work within the Calgary context.

■ Develop an innovative plan for the neighbourhood, focusing on the public realm in a meaningful way, and utilizing "form-based" zoning (i.e. rejecting segregated land use districts in favour of a mixed-use focus on building form and relationship with the public realm).

This process is as important in existing neighbourhoods as it is in new ones, so developers planning infill redevelopment projects should also apply form-based zoning principles to their projects.

■ Propose infrastructure plans that are economically, environmen-

tally and socially more sustainable. Consider the importance of streets as multi-modal networks that include pedestrians and bikes, and not just as roads to move and store cars.

■ Develop an implementation plan that focuses on creating vitality and bringing people in first.

This means thinking about developing a mainstreet commercial and employment area that is easily accessed by public transit, and building a school upfront — in advance of the majority of the population.

People attract people, and building these places first could establish value through community infrastructure, rather than having the situation Calgary too often faces where families are forced to drive for every activity — and neighbourhood schools arrive after children have graduated into college.

Rather than forcing your new residents to drive to a park and ride, convince city hall to have the primary LRT-Bus Rapid Transit stop in your new neighbourhood, encouraging existing residents to drive to your new community to catch a ride into the core.

Out-of-the-box thinking is required.

■ Above all, strive to be different.

Research indicates that this is the key path to achieving competitive advantage.

But also remember what architect Mies van der Rohe once said: "I don't want to be interesting, I want to be good."

And in this case, good means good urbanism.

Sure, this is different, but if the development industry, the city, and residents are going to get on the same page, then aren't new ways required?

Calgary is known world-wide for its dynamic, entrepreneurial character, but is also criticized for its current development patterns.

These times require industry leaders to set a new standard, and we look forward to seeing the results of the innovations that the front-runners can bring.

JIM DEWALD, PH.D., IS ASSISTANT PROFESSOR, STRATEGY AND GLOBAL MANAGEMENT AT THE HASKAYNE SCHOOL OF BUSINESS AT THE UNIVERSITY OF CALGARY, AND A PARTNER WITH PETERS-DEWALD LAND CO. BEV SANDALACK, PH.D., IS CO-ORDINATOR OF THE URBAN DESIGN PROGRAM IN THE FACULTY OF ENVIRONMENTAL DESIGN AT THE UNIVERSITY OF CALGARY, MEMBER OF THE CALGARY URBAN DESIGN REVIEW PANEL, AND CO-AUTHOR OF THE CALGARY PROJECT, A BOOK ABOUT CALGARY'S URBAN DEVELOPMENT.

NORTHEAST
Quick Possession
The Lawrence - SADDLEBROOK

SOLD

- 4 appliances
- 117 sq ft rear deck
- Maple Espresso cabinets
- Large nook
- Generous master suite
- Spacious great room
- High efficiency furnace & hot water tank
- 3 pc rough-in plumbing

1204 sq. ft.
\$343,293
includes lot & gst

Jason Gauvreau
818-8695
elitehomes.com

elite
HOMES AA667888

OUT OF TOWN
IMMEDIATE POSSESSION
2,158 Sq. Ft.

44 Drake Landing Road, Okotoks
403.938.4960
\$498,900*
*Including lot & GST

ready HOMES.ca

LANDMARK
HOMES
www.landmarkhomes.ca AA667796

Quick Possession
Lexington MKI - SADDLEBROOK

- 4 appliances
- 9 ft main floor ceiling
- 120 sq ft rear deck
- Bonus room
- Maple toffee cabinets
- Walk-thru pantry
- Computer work centre
- 3 pc rough-in plumbing

1694 sq. ft.
\$458,474
includes lot & gst

BACKS SOUTH ON TO GREEN SPACE

Jason Gauvreau
818-8695
elitehomes.com

elite
HOMES AA667890

GOLF COURSE & LAKE COMMUNITY HOME!

Crystal Green, Okotoks

JUNE POSSESSION

- Full appliance package with W/D
- Energy efficient home
- 9' ceilings, walk-through pantry
- Spacious 26'X24' insulated garage
- Ensuite - 48" shower & jetted tub
- Hardwood & tile flooring
- Upscale finishing throughout

\$549,000
includes GST

Call: 938-9677 for information
Come Visit Our Showhome at
10 Cimarron Estate Green

Crossley
CUSTOM HOME BUILDERS

AA662499

NORTHWEST
Royal Oak Estates
Versailles
Last chance for Royal Oak Estates!

- 4 bedrooms
- Walkout basement
- Formal dining room
- Charcoal maple flooring
- Granite counters throughout
- Central island w/eating bar
- Walk-thru pantry
- High efficiency package
- Wrought iron and maple railing
- 2nd floor laundry

2,393 sq. ft.
\$689,500
includes lot, gst & upgrades

Peter Skolaude
980-6840
elitehomes.com

elite
HOMES AA667895

SOUTHWEST
Summer Possession
2,155 Sq. Ft.

153 Silverado Ponds Way SW
403.695.7950
\$638,900*
*Including lot & GST

ready HOMES.ca

LANDMARK
HOMES
www.landmarkhomes.ca AA667797

SOUTHEAST
Panorama Duplex
Show Home for Sale

\$352,215 incl. House & Lot + \$10,000 promo
Gilmore
18 Panatella Hill NW

3 bedrooms, tons of upgrades included, detached double garage, full landscaping package, window coverings, air conditioning unit included.

Call Lynda Kerekes @
536-7215
www.homesbyavi.com AA667820

HOMES BY AVI

Quick Possession
The Amethyst - SADDLEBROOK

- 4 appliances
- 9 ft main floor ceiling
- 9 ft bsmt ceiling
- 96 sq ft rear deck
- Maple Cappuccino cabinets
- Formal dining room
- Gas fireplace
- 3 pc rough-in plumbing

2129 sq. ft.
\$494,045
includes lot & gst

BACKS SOUTH ON TO GREENSPACE

Jason Gauvreau
818-8695
elitehomes.com

elite
HOMES AA667889

Lakes of Muirfield
Haddington MKII
A country home for the family!

- Triple garage, two-storey, walkout on to golf course
- 3 bedrooms, master ensuite w/2 sinks, bonus room
- Mudroom w/built-in lockers
- Fireplace w/display shelving
- 26 cu ft fridge, built-in microwave & wall oven, dishwasher
- Granite countertops, iron railings, hardwood floors
- 28 ft deck w/glass rails

2,296 sq. ft.
\$696,152
includes lot & GST

20 MIN. EAST ON COUNTRY HILLS BLVD
TURN RIGHT AT RR 204 (EASTLAKE)
SHOWHOME HRS: SAT/SUN NOON TO 5 PM

Lindsay Holden
934-3045
elitehomes.com

elite
HOMES AA667892

OUT OF TOWN
Lakes of Muirfield
Dunbar
Executive bungalow on golf course!

- Granite in kitchen & ensuite, iron railings, hardwood, tile
- Developed walkout basement with 2 bdrms, games/family room, wine room, wet bar, fireplace
- 26 cu ft fridge, built-in microwave & wall oven, dishwasher
- 25 ft wide deck, golf course view
- 2,433 sq ft total includes basement

1,407 sq. ft.
\$664,475
includes lot, bsmt & GST

20 MIN. EAST ON COUNTRY HILLS BLVD
TURN RIGHT AT RR 204 (EASTLAKE)
SHOWHOME HRS: SAT/SUN NOON TO 5 PM

Lindsay Holden
934-3045
elitehomes.com

elite
HOMES AA667891

West Park

\$799,800 plus GST
Laurier - 2828 sq. ft.

This wonderful family home features true "Craftsman" exterior detailing and can be customized to meet your families needs. Features include: Stainless steel appliances, Hardwood & tile flooring, Granite kitchen counter tops, 9' basement as well as other upgraded features, Estatic sized lots.

Call Chris Olsson @
536-7250
www.homesbyavi.com AA667821

HOMES BY AVI

SOUTHWEST
"THE SILVANA"

IN ASPEN WOODS ESTATES SW
Up to 1 YEAR FREE MORTGAGE payments for qualified buyer.
Visit our showhome for details & other offers.

Visit Our Showhome At 331 Aspen Glen Place SW
SHOWHOME HOURS: MON-THURS 2-8PM, SAT/SUN NOON-5PM
VAUGHAN MEALEY 905.510-5496 • SHOWHOME 454-9084

HOMES BY AVI
Designed With You
"Let Us Build Your Dream"

AA667800

Quick Possession
The Laurel - SADDLEBROOK

- 4 appliances
- 96 sq ft rear deck
- 91 sq ft front veranda
- Spindle railing
- Central island w/eating bar
- Large great room
- Oversized dining nook
- 3 pc rough-in plumbing

1379 sq. ft.
\$360,336
includes lot & gst

SOUTH FACING FRONT YARD

Jason Gauvreau
818-8695
elitehomes.com

elite
HOMES AA667887

Speargrass
Dunbar
Relax in style! Executive bungalow on a Golf Course by the banks of the Bow River.

- TRIPLE GARAGE! Huge Lot!
- 2433 sq ft total developed
- 3 bedrooms, master up, 2 down
- Totally loaded kitchen! Built-in stainless steel appliances, granite counters & sink w/esspresso stained maple cabinets...and more
- Fully developed walk-out basement w/ granite wet bar, wine room & fireplace
- 25 foot deck

1,407 sq. ft.
\$580,300
includes lot, bsmt & gst

30 MINUTES EAST ON HWY 22X, TO CALGARY CITY LIMITS.

Carrie Deslauriers
carried@elitehomes.com
901-2209
elitehomes.com

elite
HOMES AA667893

Canals of Airdrie
Trinity
Under construction. Ready for fall possession!

- Opportunity to chose your interior finishes
- 5 bedrooms w/ lavish 5 piece ensuite in master and walk-in closet
- 9 ft ceilings
- Central island w/eating bar
- Rear deck included
- Den and formal dining room
- Maple cabinetry
- High efficiency package

2,533 sq. ft.
\$565,690
includes lot & gst

Peter Skolaude
980-6840
elitehomes.com

elite
HOMES AA667894

Silverado

\$516,182 plus GST
Cassidy - 2304 sq. ft.
5 Silverado Creek Cres. SW

Cornier lot backing onto green space, 3 bedrooms, media room, formal dining room, 5 piece ensuite, fireplace, stainless steel appliance package, maple cabinets, granite kitchen countertops and hardwood & tile flooring.

Call Cindy Jwasko @
536-7255
www.homesbyavi.com AA667819

HOMES BY AVI

Silverado

\$459,897 plus GST
Downing - 2342 sq. ft.

3 bedrooms, Bonus & flex room, 5 piece ensuite, fireplace, stainless steel appliance package, Low-E windows, 9' basement walls, upgrade tile & hardwood flooring and front loading washer/dryer.

Call Cindy Jwasko @
536-7255
www.homesbyavi.com AA667818

HOMES BY AVI