

Sustainable Communities

A Municipality and a Developers' Perspective. Our Experiences Creating Emerald Hills Urban Village

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Agenda

- ▶ Introduction
- ▶ Background
 - Principles
 - Relationships
- ▶ Role of the Private Developer
- ▶ Role of a Municipality
- ▶ Where Are We Now?
- ▶ What Did We Learn?
- ▶ Where Are We Going?

Core Principle

A sustainable future



Core Principle - Partnerships

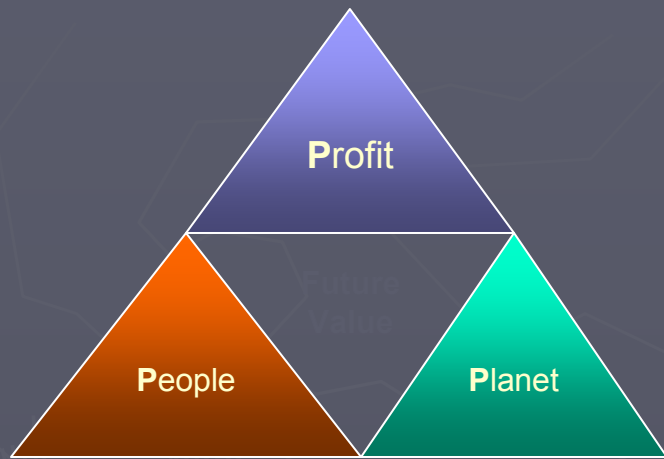
- ▶ Relationships between Public & Private Entities. I.e. Christenson Developments / Strathcona County at Centre in the Park, Emerald Hills Urban Village
- ▶ Shared Vision
- ▶ Trust Factor
- ▶ Relationships between Public & Private Entities and Utilities. I.e. Atco Gas, FVB for the Community Energy System, and ICAP for the infrastructure

Core Principle - Common Values

- ▶ Share and Report Information/Learning
 - Inclusive not Exclusive
 - Model Available to Others
- ▶ Innovation
 - Champions and Prototypes
- ▶ Operate as Partners

Triple Bottom Line - Approach

Corporate Sustainability



Sustainable
Environment



“Corporate sustainability is an attractive business approach to create long-term shareholder value. By integrating economic, environmental and social success factors in their strategies and operations, sustainability-driven companies position themselves for the future”

DJSI www.sustainability-indexes.com

Triple Bottom Line - Approach

The Triple Bottom Line

Sustainable Communities

Provides a focal point

Providing a range of housing options

Uses land more efficiently

An integrated community

Sustainable Environment

Using less energy

Reducing greenhouse gases

Collecting rainwater

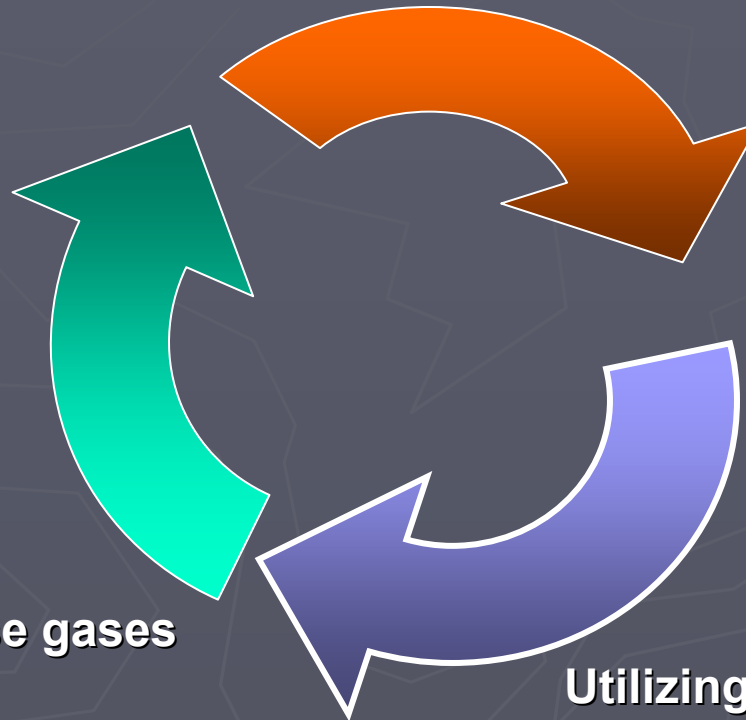
Environmentally friendly buildings

Sustainable Economics

Utilizing existing infrastructures

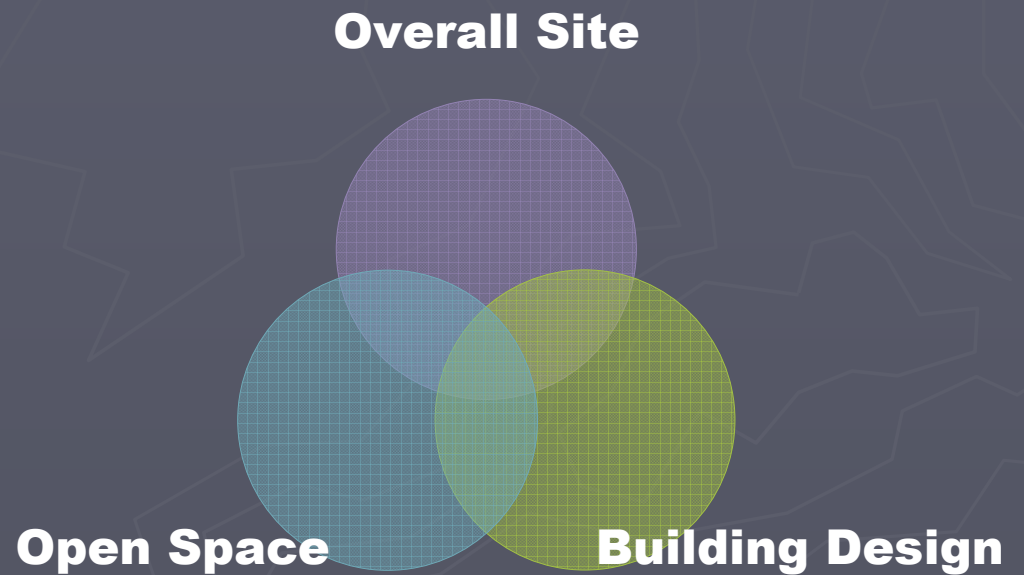
Life cycle costing for energy & utilities

More sustainable buildings & site design



Process

- ▶ Client Team
 - Steering Committee
 - Developer group
 - County departments
- ▶ Architects
- ▶ Electrical Engineers
- ▶ Structural Engineers
- ▶ Mechanical Engineers
- ▶ Landscape Architects
- ▶ Civil Engineers
- ▶ Other Specialists



Role of the Private Developer

- ▶ Vision Alignment
 - ▶ Refinement of Details/Implementation
- ▶ Risk Capital
- ▶ Marketing
 - ▶ Consumer Trends
 - ▶ Positioning
- ▶ Development Team/Relationships
- ▶ Phasing/Risk Management Plan
- ▶ Building Asset/Property Management

A Private Developer Perspective

- ▶ The Challenge: Many people want to do the “Responsible Thing.”
 - ▶ But how much will they actually pay?
- ▶ Sustainability has no financial advantage to the developer unless it is marketed to the public up front.

A Private Developer Perspective

- ▶ To be credible the developer should be prepared to
add base level sustainable features to
all facets of their business.
- ▶ Development must include Social,
Economic and Environmental elements
for a successful community.

A Private Developer Perspective

- ▶ Focus on energy efficient new homes, increased comfort, and new technologies.
 - Avoid making a “negative message” about other new homes.
 - ▶ i.e. Market against older (MLS) homes.
- ▶ Work with an understanding/empathetic municipality
 - ▶ i.e. Understands that a unique “home builder” culture exists.
 - ▶ Respects each other’s corporate culture. (Non-prescriptive, allows a builder to create their own program.)

A Private Developer Perspective

- ▶ Do not be unrealistic
(state the facts, not assumptions)
- ▶ Do not underestimate potential liabilities
 - ▶ High Consumer Expectations
 - ▶ “Technical Buyer” Issues
 - ▶ New Technologies (i.e. Manage Risk)
 - ▶ Learning Curve
 - ▶ Corporate Culture Change

Role of a Municipality

- ▶ Open Regulatory Environment Based on Vision & Principles (i.e. Incentives, “Trade Offs”)
- ▶ Appropriate, Applicable Services (i.e. Transit, Recreation)
- ▶ Infrastructure
- ▶ Community Involvement
- ▶ Assisting in Commercial Development
- ▶ Project & Process Champion Critical

A Municipalities Perspective

- ▶ All prospective proponents are treated equally.
- ▶ Accountable to the tax payer.
- ▶ Encourage creative development (e.g.. Urban Villages, Incentives)
- ▶ Alignment with Council's strategic sustainability direction.

A Municipalities Perspective

Community Design

- ▶ 1. Connectivity to the site
- ▶ 2. Integration of the site with the community
- ▶ 3. Layer the many elements of a community
- ▶ 4. Create a focal point
- ▶ 5. Make it a walk-able community
- ▶ 6. Economics of building sustainable communities

Common Perceptions

- ▶ Zoning or regulatory process inflexible
- ▶ Servicing standards inflexible
- ▶ No negotiation potential
- ▶ Developers and municipalities do not share common interest

Case Studies

► Centre In The Park

- Background perspective
- What did we learn

► Emerald Hills Urban Village

- Where are we now
- What did we learn
- Where are we going

Centre In The Park

- ▶ 20 acre development site
- ▶ County owned land
- ▶ Last development site in Area Redevelopment Plan area



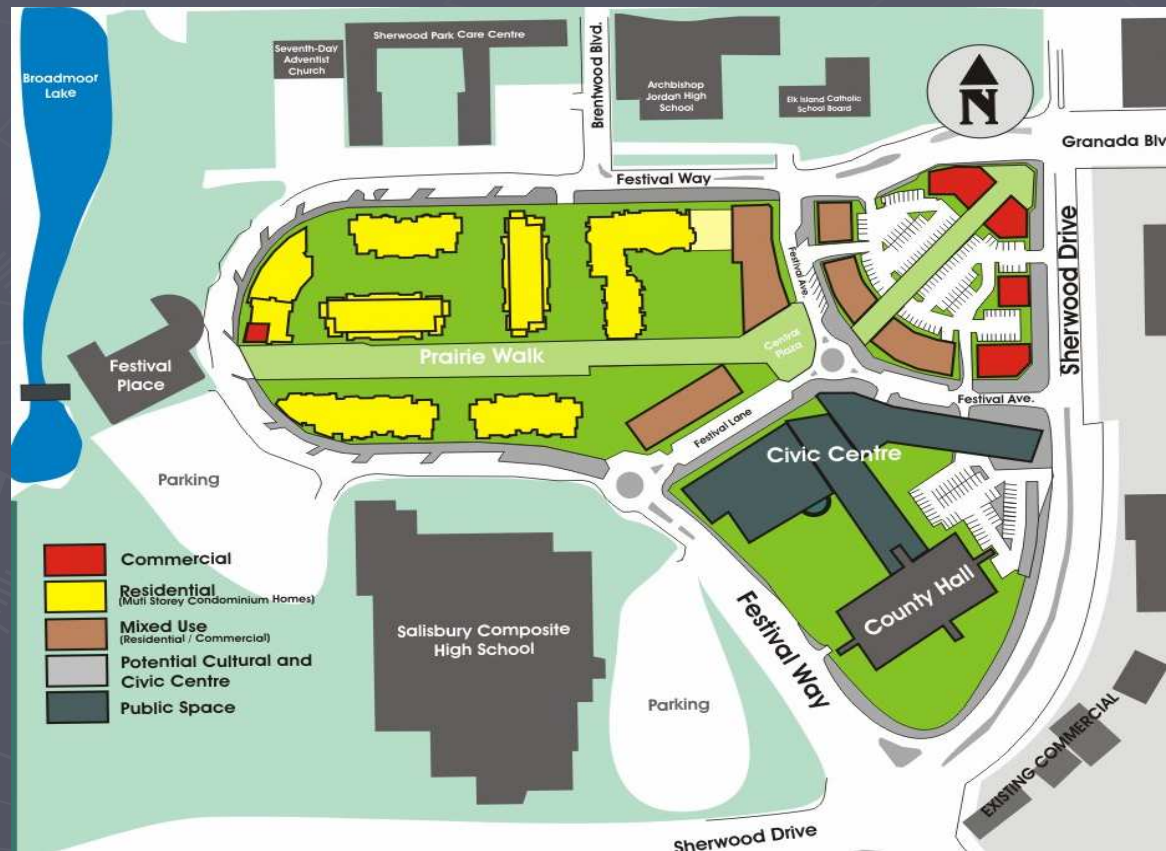
"To create a centre for Strathcona County in the heart of Sherwood Park which personifies the character and values of Strathcona County"



Vision

CITP - Partnerships

- ▶ Christenson Developments / WAM Development Group partnership succeeded where earlier attempts failed (2002-04)
- ▶ Shared Vision, trust factor

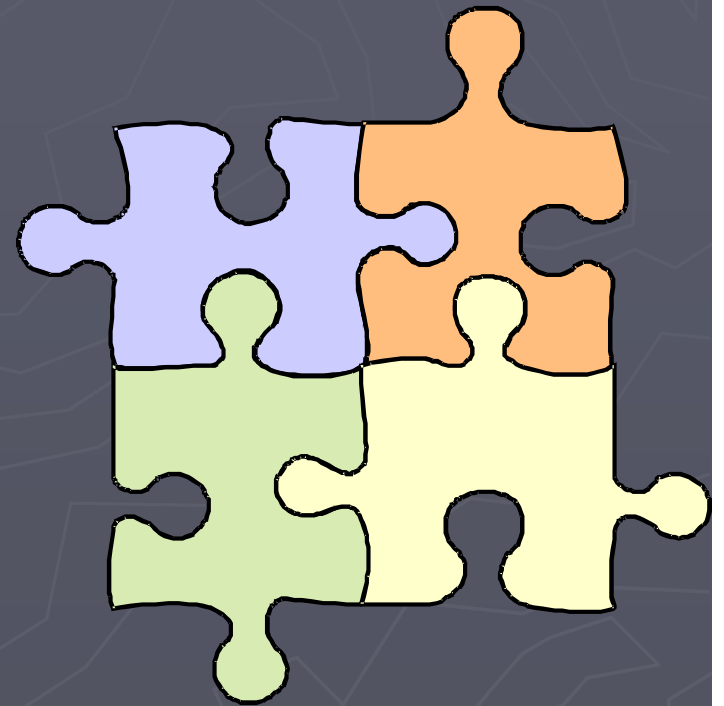


Centre In The Park

- ▶ Total project value - \$250 M
- ▶ County infrastructure investment - \$8.5 M
- ▶ County Community Centre - \$95 M
- ▶ 680 residential units
- ▶ Over 60,000 sq.ft. of commercial/retail space
- ▶ Over \$750,000 per year in residential tax revenue projected

CITP - Elements

- ▶ Applying Community Design Principles
- ▶ Applying Triple Bottom Line approach
- ▶ Community Energy System
- ▶ Community Centre



CITP - Outcomes

- ▶ Aligns with County Strategic Plan
- ▶ Demonstrates sustainable planning, policy, and operational strategies – community level
- ▶ Provided a collaborative TBL development model
- ▶ Leadership opportunities working with Federal, Provincial, and Municipal level and partnering with private industry
- ▶ Model of Life-cycle cost approach to community development and infrastructure

CITP - Outcomes

Municipal Incentives

- ▶ County provided Project champion
- ▶ County Infrastructure investment
- ▶ County marketing the project
- ▶ County Community energy system
- ▶ Building Permit rebate program



CITP - Lessons Learned

- ▶ Need a clear vision of project and shared by all stakeholders
- ▶ Set design guidelines and maintain bar high
- ▶ Organization needs to be the champion
- ▶ Need all stakeholders involved in the process
- ▶ Need to build strong relationships with those involved

CITP - Challenges & Barriers

► Challenges

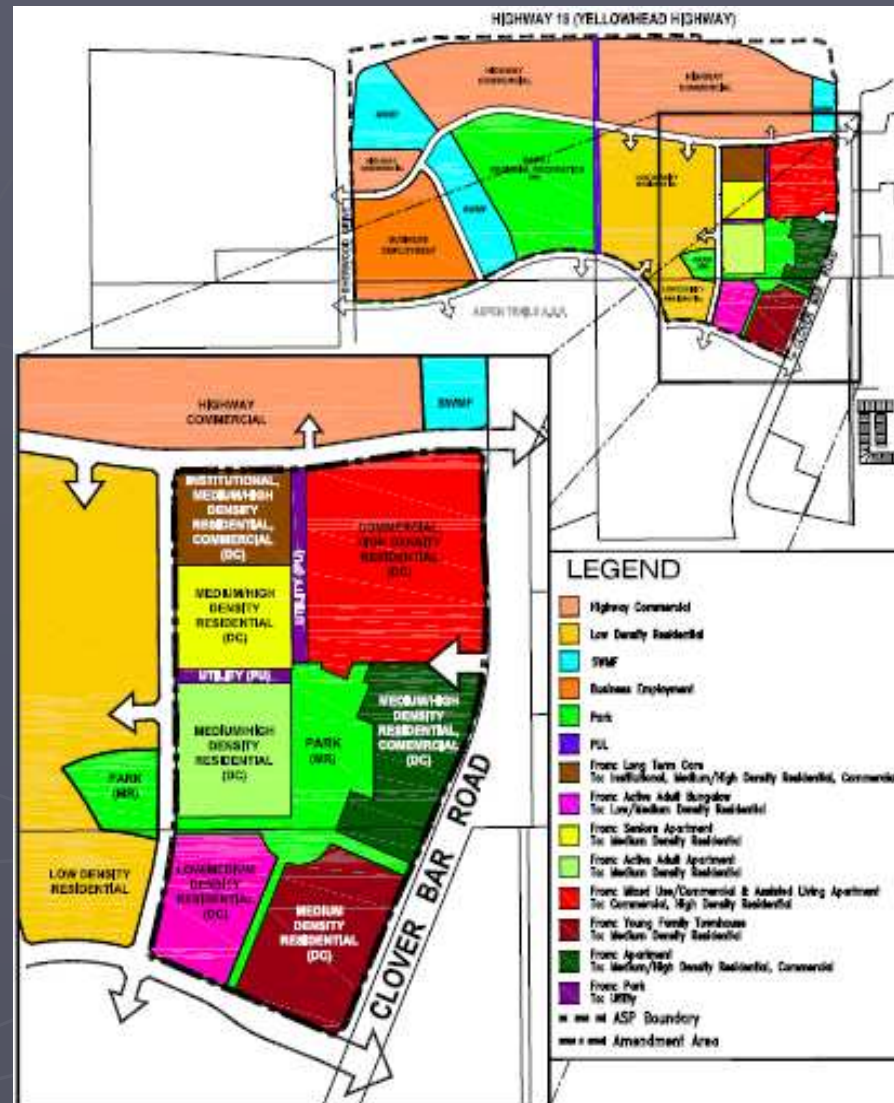
- Council – suburban to urban model
- Staff – existing regulations and standards
- Developer – business case community energy

► Barriers

- Existing roads and services
- Existing high schools and neighbourhood

Emerald Hills Urban Village

- ▶ 20 ha (50 ac) site
- ▶ 1600 units (100 uph)
- ▶ range and mix of building, housing types and land uses
- ▶ 190,000 ft² + Office
- ▶ 177,000 ft² + Retail



Emerald Hills Urban Village

Background

SUN Pilot Project to provide a model for developers working in partnership with a municipality to foster and institutionalize sustainable urban neighbourhoods.



“Emerald Hills Urban Village will be an inspirational neighbourhood benefiting both people and the planet, now and in the future...It will make sustainable living easy, attractive and affordable by transforming homes, shops and services into opportunities to live, work, play and relax that enhance the health and well-being of both its citizens and the ecosystems upon which they rely.”



Shared
Vision

EHUV - Partnerships (Funding)

- ▶ Christenson Developments
- ▶ Strathcona County
- ▶ Sustainable Buildings and Communities (SBC) group, Natural Resources Canada (NRCan)
- ▶ Federation of Canadian Municipalities (FCM)



Natural Resources
Canada

Ressources naturelles
Canada



Strathcona
County

EHUV - Partnerships (Developers)

- ▶ Christenson Developments
- ▶ Cameron Development Corp
- ▶ Best Communities
- ▶ Genstar



EHUV - SUN Pilot Project

Objective:

To design and construct an integrated neighbourhood where the sustainability and behavioural lenses have been applied to all development decisions.



Sustainable Development Approach

4 PRINCIPLES FOR GUIDING SUSTAINABLE DEVELOPMENT

PRINCIPLE #1

Move towards, and ultimately achieve, solutions and activities that preserve, enhance and regenerate nature and life-sustaining ecosystems.

PRINCIPLE #2

Move towards, and ultimately achieve, solutions and activities that free us from our dependence on substances that are extracted from the earth's crust and accumulate in nature.

PRINCIPLE #3

Move towards, and ultimately achieve, cradle-to-cradle solutions and activities in design, manufacturing and consumption such that substances produced by society do not accumulate in nature.

PRINCIPLE #4

Move towards, and ultimately achieve, social solutions and activities that allow every person to meet basic human needs and achieve their potential in life, now and in the future.

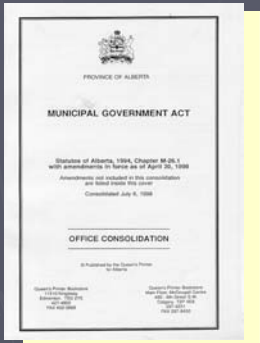
12 THEMES FOR EVALUATING SUSTAINABLE DEVELOPMENT

LAND	CARBON	MATERIALS	WELL-BEING
NATURAL HABITAT	TRANSPORT	WASTE	EQUITY
WATER	FOOD	ECONOMY	CULTURE

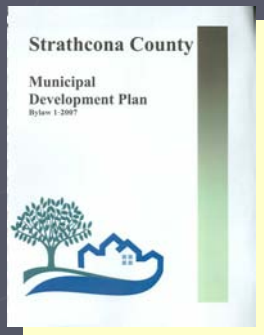
EHUV - Policy Links

**Council
Strategic
Plan**

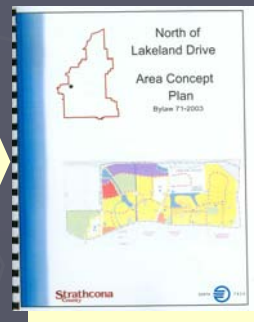
**Council
Directives**



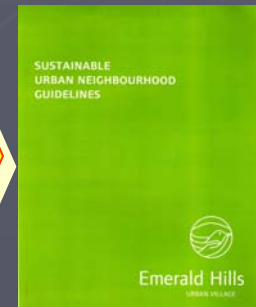
MGA



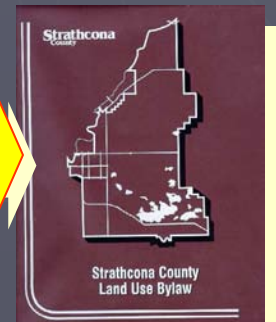
MDP



ACP/ASP



**SUN
Guide**

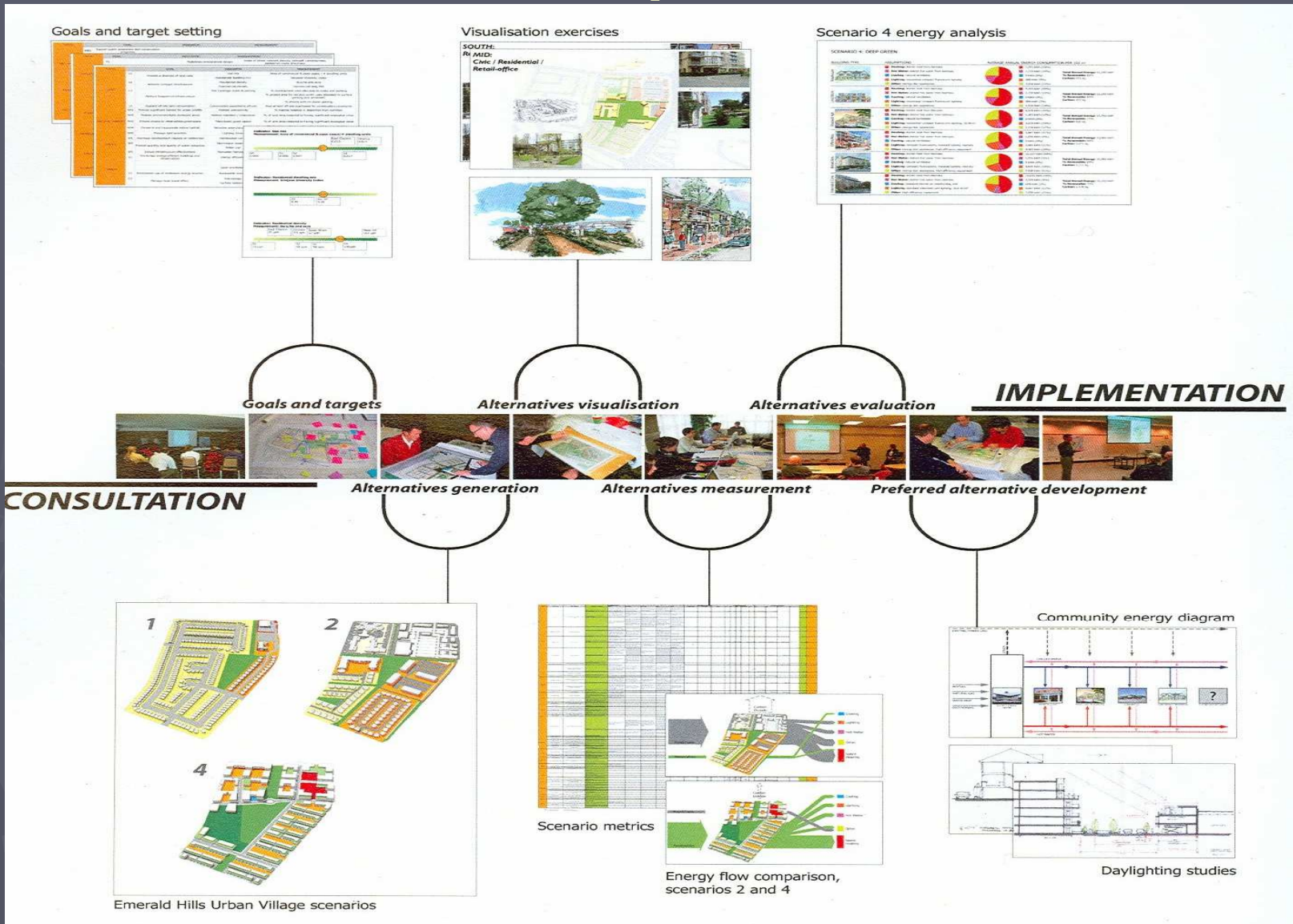


LUB



**Social
Sustainability**

EHUV – Development Process



EHUV - Outcomes

- ▶ Provided direction for policy changes in MDP, ACP, ASP & LUB
- ▶ Demonstrates an advancement in sustainable planning, policy, and lifestyle strategies
- ▶ Provides model for Sustainable Urban Neighbourhood that can be applied anywhere



EHUV - Outcomes

- ▶ Leadership opportunities working with private industry, and government
- ▶ Sets the stage for future developments



EHUV - Lessons Learned

- ▶ Need shared mission and vision by all stakeholders
- ▶ Each organization needs to be the champion.
- ▶ All stakeholders need to be involved through vision, process, and design
- ▶ Build strong relationships with those involved
- ▶ Need clear Goals, Targets, Strategies, guidelines
- ▶ Challenge conventional suburban wisdoms, standards

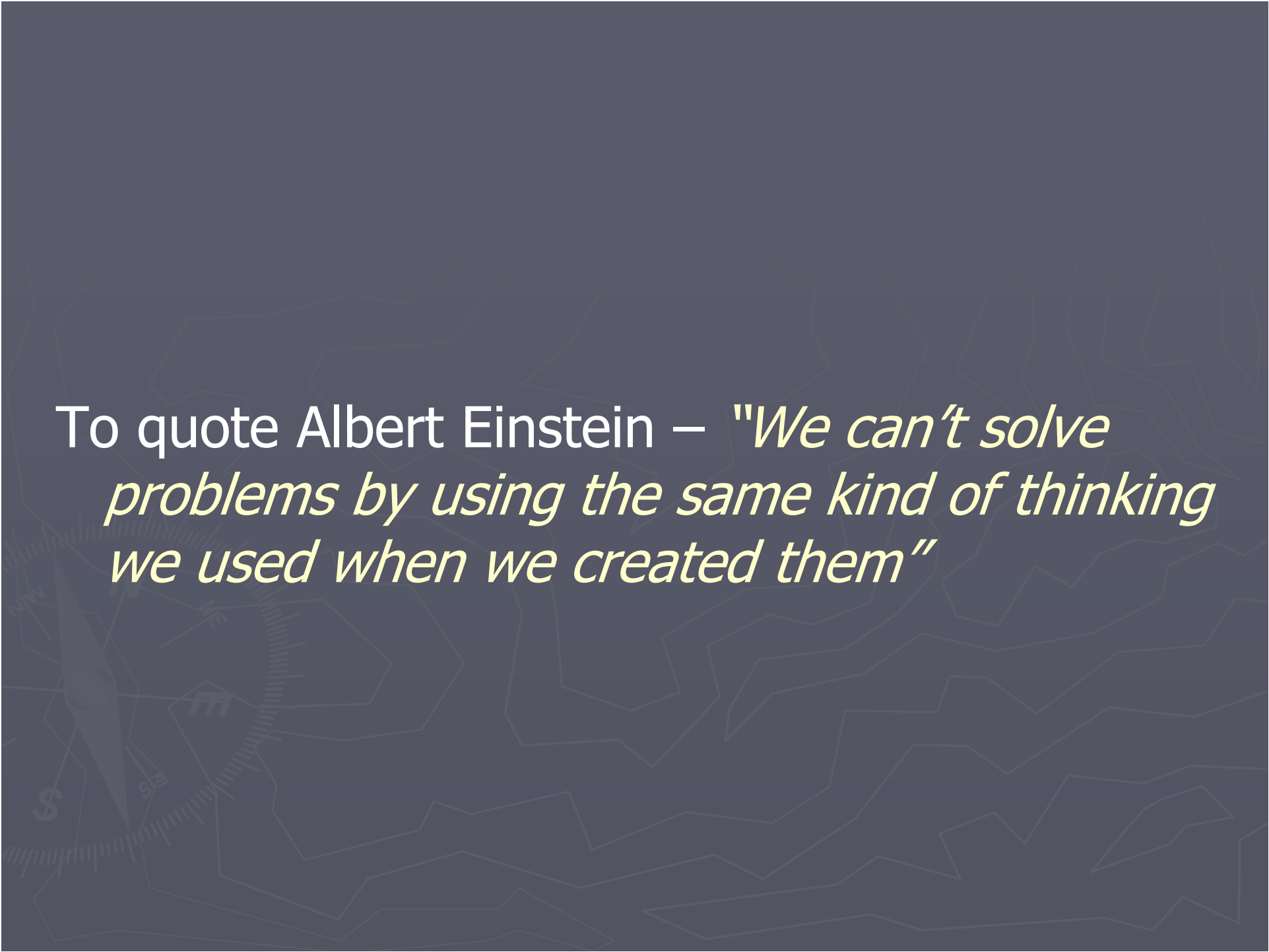
EHUV - Challenges & Barriers

► Challenges

- Different developers at various levels of understanding
- Uncharted development process
- Zoning and development approvals in place
- Regulators with fixed positions
- Coordination with outside developments (hospital)

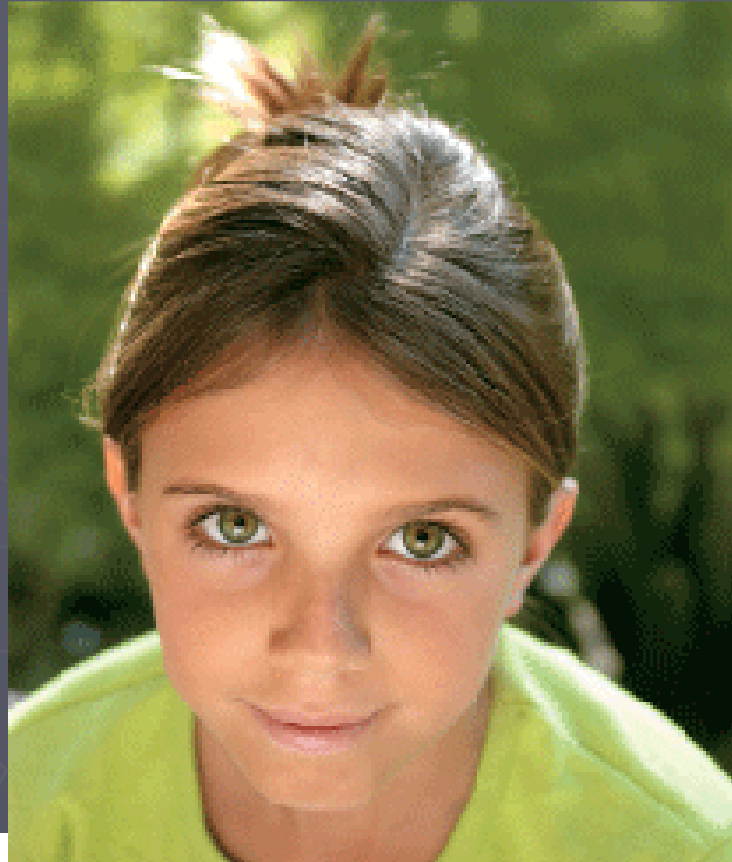
► Barriers

- Multiple ownerships, interests
- Roads, infrastructure under construction
- Conventional wisdom about height and density

The background is a dark blue-grey color. On the left side, there is a faint, light-grey compass rose with a needle pointing towards the top-left. A jagged, white line, resembling a topographical map contour or a stylized mountain range, runs diagonally across the background from the bottom-left towards the top-right. The text is centered in the upper half of the image.

To quote Albert Einstein – *"We can't solve problems by using the same kind of thinking we used when we created them"*

What are you going to do TODAY?



What colour is *your* future?