

WESTCOAST HOMES

THE VANCOUVER SUN

EDITOR MICHAEL SASGES 604-605-2467

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E-mail homes@png.canwest.com



The Olympic Village is the lead project in a historic 'brownfield' undertaking on the south shore of False Creek, the conversion of industrial properties into homes for up to 16,000 people.

Masterful sustainability

New-home neighbourhoods an industry/government vehicle for environmental propriety

"The houses were built for pensioners," Rebus explained. "Something to do with keeping them within the community."

"Nice dream, as Thom Yorke would say."

"That was Knoxland, all right: a nice dream. Plenty more like it elsewhere in the city. Their architects would have been so proud of the scale drawings and cardboard models. Nobody ever set out to design a ghetto, after all."

"Why Knoxland?" Siobhan asked eventually. "Not named after Knox the Calvinist, surely?"

"I wouldn't think so. Knox wanted Scotland to be a new Jerusalem. I doubt Knoxland qualifies."

- Ian Rankin, *Fleshmarket Close* (2004)

Neither failure nor success, neither demonization nor defecation, motivate this special issue of Westcoast Homes. A process is the motivator. Not a result or an outcome, but the means or the instrument.

Barely 13 years from now, if all goes according to plan, 12,000 to 16,000 people will reside in 5,000 homes located

on reclaimed industrial land on the south shore of Vancouver's False Creek.

This new neighbourhood is called, by all involved, Southeast False Creek and is bounded by Cambie Bridge on the west; Main Street on the east; and Second Avenue on the south. The Olympic Village in which up to 2,800 athletes and officials will reside during the 2010 Winter Games will be located there.

Across town, on the north shore of the Fraser River, another 13,000 people eventually will reside on more converted industrial land. This new neighbourhood is called, by all involved, East Fraserlands bounded by Kerr Street on the west; Boundary Road on the east; and Marine Way on the north.

The process, or instrument, that will put all those people in those places is the subject of this special issue: the master-planned community. It has a cosmology, a structure, an origin and an evolution.

In structure, the "master-planned community" has been "framed" by local government and the residential-construction industry, at least in metro Vancouver. The public/private quality of master planning is its most impor-

tant component. It means that "you" the elector, have willed it. You elect the municipal councils which have directed their bureaucracies to work with the private sector on changing and increasing the residential composition of their municipalities.

The withdrawal of a literal and figurative dean of architecture, Robert A.M. Stern, from Southeast False Creek is the latest, and until something more pointed comes along, the most pointed reminder of the public/private partnership — and its inevitable tensions.

The involvement of the New Yorker, the dean of the Yale University School of Architecture, in the most prominent waterfront building in the neighbourhood was unacceptable at city hall.

Are you, therefore, the "master" in the master-planned-community process? Read how Surrey city council facilitates residential development and then decide ("Family key word for master-planned champions," page 2).

In origin, the master-planned community is suburban, a reaction to the absence of the traditional commercial and institutional components of "community" in the tract-housing communities brought to market after the Sec-

ond World War. ("Subdivision sprawl whelped planners," page 4).

The Millennium development company's seven-tower City in the Park community in Burnaby has been nationally honoured, a finalist in the community-development category of a national competition organized by the Canadian Home Builders' Association. Millennium is the lead Olympic Village developer.

ParkLane Homes was the recipient earlier this month of the first "platinum" award bestowed by the B.C. chapter of the national builders' association. The company's Heritage Woods communities above Port Moody were one source of the distinction. ParkLane is the lead East Fraserlands developer.

In evolution, the master-planned-community process has long slipped past its reactive start. It's now a proactive process.

The Onni development group's conversion of the old Woodlands School site in New Westminster into a neighbourhood called Victoria Hill is especially illuminative ("Victoria Hill . . . demonstrates environmental zeitgeist," page 2).

The Southeast False Creek and East

Fraserlands developments are being driven by principles that might — might — expedite a diminution of our collective imposition on our environment. They will so locate people that they might live — sleep and shop, relax and restore — and work in close proximity.

With their heritage components — the "re-purposing" of the old Opsal Steel building at Second and Ontario, for example, into a residential building — these new neighbourhoods are candidates for monumental status, this time and place, for the environmental imperatives of reduce, re-use and recycle.

Inspector John Rebus's "new Jerusalem" in the New World? Perhaps, but more likely markers along the way there.

Production of this special issue asked of at least a dozen people with master-planning expertise and experience to make time (when there is never enough) to reflect and comment on a concept that informs their working lives.

To them, my thanks.

Michael Sasges,
Westcoast Homes Editor



The final tower in the limited edition of seven exclusive high-rise residences at the award winning City in-the-Park.

SUITE	TYPE	VIEW	SF	PRICE	PSF
301	2 BED	SE	827	SOLD	N/A
302	2 BED	E	822	\$419,900	\$510
503	2 BED	NE	821	\$377,900	\$460
801	3 BED	SE	1071	\$519,900	\$485
1007	3 BED	SW	1071	\$529,900	\$494
1403	2 BED + FAM	NW	1103	SOLD	N/A
1502	2 BED + FAM	NE	1103	\$499,900	\$453
1504	3 BED + FAM	SW	1265	\$615,900	\$486

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