

ECONOMY

theme overview
planning & design decisions

goal

ensure a diverse mix of economic opportunities, including local economic
development

detailed design tasks
fostering sustainable living

The global economy has resulted in large corporate entities that are inconsistent with local economic development. This translates into development patterns that are spread out and unattractive, a flow of money out of the community, and a disintegrated distribution of employment activities that undermines social interaction. Sustainable urban neighbourhoods incorporate a diverse mix of local economic opportunities that are oriented to different incomes and skills, provide goods and services to the residents, and are located in a way that fosters the financial viability and social integration of urban villages.

theme overview

why is this theme important?

Developing a strong local economy is an important component of a sustainable community. Such communities must support a diverse mix of local economic opportunities and growth appropriate to the local demographic and to anticipated future needs. It is also important that such communities actively promote those aspects of the local economy that support a long term sustainable vision. This requires that the definition of “economic success” include principles of social and environmental sustainability, in addition to economic sustainability.

The local economy, in the form of employment-related land uses, provides the locational opportunities to businesses, institutions, organizations and service providers, which in turn provide employment opportunities to residents. Industrial, civic, and commercial entities provide a diverse mix of job opportunities, while also providing goods and services to the residents of a community. For sustainable communities, achieving the right locations for (and amounts of) commercial, industrial, or civic land uses, achieving the right mix of commercial types within commercial land uses, and achieving the successful integration of multiple uses, is key.

why is culture important to emerald hills urban village?

Commercial development in Strathcona County, as in much of North America, can be characterized by some recent trends. The occurrence of big box and large format retail

chain stores have increased substantially. There are a number of concerns created by large format retail, including land use and servicing costs, environmental costs, and negative impacts on local economy and community character. Development patterns associated with large format retail strongly favour vehicle use, with commercial uses located at the periphery of communities. This makes it difficult for local residents to meet their daily needs through alternative transportation options, and removes the opportunity for commercial uses to contribute to the creation of a community “heart” or centre. Strathcona County intends for the creation of its “urban villages” to begin to address this issue. The County projects that as demographics change, communities continue to grow in size, and the cost of living increases, there will be the need to return to smaller scale, accessible commercial uses.

how can emerald hills urban village impact on this theme?

Emerald Hills Urban Village has an opportunity to incorporate mixed use development, including some smaller scale commercial uses that contribute to the Village heart. Through flexible zoning residential, commercial, institutional and other uses can be mixed, thus ensuring that jobs and services will be closer to the people who need them. As community economics and demographics change over time, flexible zoning allows the uses and their locations within a community to best adapt to current conditions

summary table of goals and strategies for economy

goal	charrette process strategy
Ensure a diverse mix of economic opportunities, including local economic development.	Distribute a range of economic opportunities for a range of different income and skill levels throughout the Village.

planning & design decisions

general intent of this strategy / A well integrated mix of complimentary uses provides destinations and gathering spaces attractive to a broad range of users and income levels, and creates a vibrant centre or heart that fosters social interaction as well as supporting business. Employees benefit from this mix when they have a range of skill levels that are represented in the commercial area, as well as the opportunity to do errands on their lunch breaks in close proximity to their work places. Reduced commuting times for employees who live close to their work place is an additional benefit of mixed use developments generally, as is a more active lifestyle and fewer vehicle emissions.

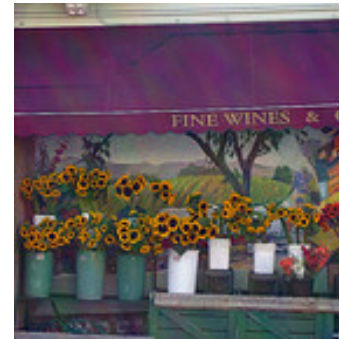


Work-live units are located along the North-South corridor.



As feasibility permits, the commercial activity in Area VII is intensified.

Economic opportunities are dispersed throughout the Village. (Sketch taken from design charrette).



Plant sales and stalls allow for the sale of products from the community gardens.

goal / ensure a diverse mix of economic opportunities, including local economic development.

strategy / distribute a range of economic opportunities for a range of different income and skill levels throughout the village.

area i: institutional, residential, commercial

- The extended care facility provides employment opportunities for health-care workers as well as service providers.
- The apartment hotel includes employment opportunities.
- Live-work units along the North-South pedestrian-oriented street provide economic opportunities.

area ii: residential, commercial

- Flex office opportunities are incorporated into the apartment buildings.

area iii: residential, commercial

- Flex office and residential space units are included along the North-South landscaped corridor.

municipal reserve & public utility lot

- The greenway corridors and open spaces along the Municipal Reserve and Public Utility Lots provide the connecting network on which welcoming gateways can be incorporated.
- Informal, programmed activities such as farmers' markets, plant sales, and craft fairs can be held on the main plaza of the central open space, or in other areas along the greenway corridors.

area iv: residential

- Attached bungalows and apartments are designed to incorporate "swing spaces" that provide the opportunity to integrate home-based businesses into the residential units.
- Dedicated live-work units are integrated into the residential fabric, creating economic opportunities while maintaining a residential feel.

area v: residential

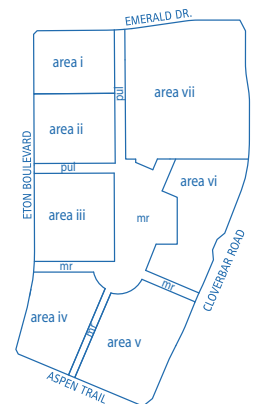
- Townhouses are designed to incorporate "swing spaces" that provide the opportunity to integrate home-based businesses into the residential units.
- Dedicated live-work units are integrated into the residential fabric, creating economic opportunities while maintaining a residential feel.

area vi: residential, commercial

- Office spaces provide employment opportunities for a range of professionals.

area vii: commercial, residential

- A range of retail commercial units are provided, including grocery, food retail, pharmacy and other needs.
- Service commercial and office spaces are incorporated to broaden the employment and economic opportunities.
- Live-work and work-live spaces are provided along the North-South pedestrian oriented street.
- First phase commercial units are spatially and structurally designed to accommodate additional commercial units in the future to increase the range of opportunities.



detailed design tasks

general intent / This section highlights design tasks flagged during the charrette process as needing to be addressed during the detailed design process. LEED for Neighbourhood Development prerequisites and credits are to be satisfied.



detailed design tasks

- Ensure that a range of sizes for commercial units is maintained in order to allow smaller outfits as well as larger corporations to afford rental costs.
- Ensure design supports additional small-scale retail, home-based employment and service uses distributed throughout the Village.

related leed-neighbourhood development credits

No credits available for Emerald Hills Urban Village.

See www.usgbc.org for more information.

Encourage and support home based businesses.



Ensure a range of sizes for commercial units.

fostering sustainable living

general intent / The detailed design decisions that enable sustainable development at Emerald Hills Urban Village must also foster sustainable living. The Strategies and Initiatives/Activities identified below represent an initial framework and point of departure for generating a Fostering Sustainable Living Program at the Urban Village. They are intended to provide the integrated design team with the sustainable living lens that is to be applied to all detailed design decisions. It is recognized that these lists will evolve and be refined as the detailed design for the Urban Village emerges.

strategies

- Engage all Village citizens in programs to build and support the local economy.
- Create partnerships with local NGOs to create stronger local economies.
- Use green building practices to generate new economic development opportunities.
- Encourage green and socially conscious businesses and suppliers.
- Leverage green purchasing power to support local suppliers and build capacity.
- Promote awareness-building and community mapping.

initiatives / activities

- Job training programs during construction for local unemployed and underemployed workers.
- New jobs and job training related to green practices.
- Emerald Hills Business Association.
- Green Business Incubator.
- Village Job Fair bringing employment closer to home.
- Ben & Jerry Partner Shop (or similar-type venture).
- Fairtrade Fortnight - a 2 week focus on fair trade.
- Bulk purchasing of fair trade coffee, chocolate, sugar and other staples that cannot be grown locally.
- 'Close to Home - Building a Local Economy' section in the "Living Smart at the Village" intranet handbook.
- Target local investment towards local economy, using local skills and materials where possible.
- Village Barter Exchange via Intranet.
- Village / community mapping fair trade retailers, local suppliers, services and employment opportunities.



Provide opportunities for local job training programs.



Encourage businesses that support Fair Trade products.