

# new home guide

GTA EDITION

## Choose master planned for maximum benefit

By Rafael Lazer

**NEW-HOME** shoppers have a lot of choice available across the Greater Toronto Area. When considering the number of options out there, they may want to consider residences in master-planned communities. Living in a neighbourhood that has been specifically and intentionally planned from the beginning brings with it many advantages that could enhance purchasers' quality of life and their future return on investment.

For starters, think about visibility. In a master-planned community that includes several residences, the buildings are designed to speak to each other architecturally. They all fit in with the same architectural vision, which offers a feeling of harmony and a sense of place. These neighbourhoods may also include public art that contributes to the cohesiveness. In the Emerald City community in North York, for example, the colours at building entry points match the primary hues on the massive Douglas Coupland cones and cylinders.

Master planning also includes a mixed-use component that offers incredible convenience for residents. There's a lot to be said for buying in a community where services and amenities are within walking distance. Emerald City is close to Fairview Mall, major highways, public transportation, schools, parks, a hospital and more. Proximity to all of these provides added value. So does the fact that Emerald City itself features the Parkway Forest Community Centre, where people and families of all ages can access a variety of amenities including a daycare facility, fitness centre and



soon, an outdoor pool. The value of the real estate where Emerald City is located has vastly increased. This value benefits our purchasers and existing residents in surrounding neighbourhoods.

By planning extensively, developers can make sure access roads, traffic lights, passages and the like are in place so the entire circuit board of the neighbourhood feeds what is expected. This may not be achievable with a standalone building dropped into existing surroundings.

Another aspect of master planning that instills confidence in buyers is the fact that the community typically involves building thousands of suites, meaning the developers are in it for the long run. This unspoken



**MORE TRENDING ONLINE**  
[nexthome.yp.ca/news](http://nexthome.yp.ca/news)

agreement that the community will, in fact, be built establishes stability.

Of course, developers cannot achieve all of this alone. We work with city councillors to ensure that our master-planned communities comply with municipal regulations and add to their surroundings. Emerald City occupies one of the largest blocks of land in North York, so it has to fit in well with the entire area. Everything was looked at carefully from all angles in order to create a whole that is greater than the sum of its parts. In fact, that's a good way to sum up what a master-planned community is all about.

Each one is unique. As Elad contemplates similar neighbourhoods to Emerald City in other areas in Canada, we continue to look for ways to streamline residents' lifestyles through meaningful amenities. Developers of master-planned communities and the municipalities where they create them have everyone's interests at heart.

*Rafael Lazer is chief executive officer at Elad Canada, a Toronto-based company with offices in Montreal. Elad is known for its visionary approach behind the award-winning Emerald City, the Cité Nature condominium development next to the Olympic Village pyramids and the redevelopment of the historic Nordelec building in Montreal.*