

MISSION, VISION, VALUES

OUR MISSION

To get to a place where Traditional Neighbourhood Development (TND), or New Urbanism, is the default way of development in Ontario.

OUR VISION

To lead the development community in building successful New Urbanist projects that demonstrate and outperform their suburban counterparts.

OUR VALUES

Improve the built environment

We want to make a positive improvement in the built environment to enhance the lives of those who experience it. Walkability and placemaking are key components to improving the world we live in. The details matter!

Work on projects we believe in

We are urbanists who believe there is a way to build communities that is better than the default suburban standard. We *only* participate in projects that incorporate good urban design and improve neighbourhoods.

Enjoy what we do

Loving what we do is important to us — and so is being part of something bigger than ourselves. We love the process of developing design solutions that solve complex urban issues. We aim to have fun along the way, and to celebrate our successes.

Foster positive economic relationships

Good urban design adds value to neighbourhoods, and this in turn offers a better return on investment for developers, neighbours, and municipalities. We are willing to finance good projects for mutual benefit through contingency contracts.

Act as an owner; design for the end user

Our work is about more than facilitating approvals; we care about the end product *and* the end user. We design buildings and places that improve people's lives — along with our clients' bottom line.

Support team growth

We believe happiness comes from growth and effort; therefore, we support our team members' professional and personal growth opportunities.