



# Podcast Episode

**Season 1, Episode 1: Reina Condos**

**From the WLI British Columbia Innovation Podcast Series**

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**00:00:05 --> 00:00:08:** Thank you for tuning into the real estate and Evasion  
**00:00:08 --> 00:00:09:** podcast.  
**00:00:09 --> 00:00:12:** Brought to you by the ULI Women's Leadership initiative.  
**00:00:12 --> 00:00:16:** The utilized mission is to provide leadership and the responsible  
**00:00:16 --> 00:00:20:** use of land and in creating and sustaining thriving  
communities  
**00:00:20 --> 00:00:21:** worldwide.  
**00:00:21 --> 00:00:24:** The Wli is the engine that drives you'll IBC to  
**00:00:24 --> 00:00:27:** be recognized as a leading organization,  
**00:00:27 --> 00:00:30:** supporting women as leaders in the industry.  
**00:00:30 --> 00:00:32:** For our very first episode,  
**00:00:32 --> 00:00:36:** we welcome the Director of Development at Urban Capital  
tie,  
**00:00:36 --> 00:00:39:** a Cook who helped steer the very first,  
**00:00:39 --> 00:00:41:** all female development project in Toronto,  
**00:00:41 --> 00:00:43:** Canada. They named the development Reno,  
**00:00:43 --> 00:00:45:** a Spanish word for Queen Reina.  
**00:00:45 --> 00:00:47:** Today is all over the news,  
**00:00:47 --> 00:00:51:** dubbed the most impactful project of the year and a  
**00:00:51 --> 00:00:54:** game changer when it comes to how building teams are  
**00:00:54 --> 00:00:55:** formed.  
**00:00:55 --> 00:00:58:** Who's sitting on the decision table and what kinds of  
**00:00:58 --> 00:01:01:** discussions are taking place without further ado.  
**00:01:01 --> 00:01:04:** I'll hand over the rest of the podcast to Taiyo  
**00:01:04 --> 00:01:07:** who will give us an intro about herself,  
**00:01:07 --> 00:01:09:** an overview about the project she has taken on,  
**00:01:09 --> 00:01:13:** and all the simple yet innovative teamwork and strategic  
thinking  
**00:01:13 --> 00:01:15:** that made this project the success story it is today.  
**00:01:22 --> 00:01:26:** Urban Capital is a condominium firm located in Toronto,

00:01:26 --> 00:01:29: but we do develop all across Canada.

00:01:29 --> 00:01:33: Not yet BC, but hopefully one day.

00:01:33 --> 00:01:37: Get in there so as director of development I've been

00:01:37 --> 00:01:40: involved in all aspects of development,

00:01:40 --> 00:01:42: so from the land acquisition,

00:01:42 --> 00:01:46: through planning, due diligence, sales construction and of course delivery.

00:01:46 --> 00:01:50: So it's been a great opportunity to work with such

00:01:50 --> 00:01:53: a fantastic firm through all these years.

00:01:53 --> 00:01:55: And as you mentioned, right now,

00:01:55 --> 00:02:00: probably my favorite project I'm working on with urban capital

00:02:00 --> 00:02:02: is a project called Reina,

00:02:02 --> 00:02:05: which is the first condominium being developed.

00:02:05 --> 00:02:06: By an all female team.

00:02:08 --> 00:02:11: I'm not the first person who said the real estate

00:02:11 --> 00:02:13: industry is slow to change,

00:02:13 --> 00:02:15: especially when it comes to innovation,

00:02:15 --> 00:02:19: but the term innovation can also take on multiple meanings

00:02:19 --> 00:02:20: under different contexts.

00:02:20 --> 00:02:22: How do you interpret innovation?

00:02:23 --> 00:02:26: So I think innovation ultimately is really just about doing

00:02:26 --> 00:02:29: something new and rethinking how things are traditionally done.

00:02:29 --> 00:02:32: So I think most of the talk that we have

00:02:32 --> 00:02:36: at round innovation these days tends to be tech focused,

00:02:36 --> 00:02:38: and that's certainly a huge part of it.

00:02:38 --> 00:02:42: But I think there's many other opportunities to do innovative

00:02:42 --> 00:02:43: things in many different fields,

00:02:43 --> 00:02:46: and to me, that's what's most interesting about it.

00:02:48 --> 00:02:51: So in many real estate projects it starts with the

00:02:51 --> 00:02:55: chosen site or a project partner or a housing program.

00:02:55 --> 00:02:58: For Raina condos. I've heard this story is a little

00:02:58 --> 00:02:59: different.

00:02:59 --> 00:03:01: Can you tell us how the project came

00:03:01 --> 00:03:02: to

00:03:02 --> 00:03:04: be? All right, I came to be it was there

00:03:04 --> 00:03:08: was an article in a local Toronto magazine that was

00:03:08 --> 00:03:12: called Condo Kings and it said here's who's developing your

00:03:12 --> 00:03:14: city and who's behind the condo boom and it was

00:03:15 --> 00:03:18: 20 male developers and it was certainly an accurate

00:03:18 --> 00:03:21: magazine.

00:03:18 --> 00:03:21: Article is that certainly who the head developers are in

00:03:22 --> 00:03:22: the city,

00:03:22 --> 00:03:25: but being a female who works in this industry for  
00:03:25 --> 00:03:26: the last 16 years,  
00:03:26 --> 00:03:29: it really struck me how.  
00:03:29 --> 00:03:33: In the background we are and that the conversation doesn't  
00:03:33 --> 00:03:35: tend to revolve around the women who are in the  
00:03:35 --> 00:03:39: industry and there hasn't been the opportunity for many  
women  
00:03:39 --> 00:03:42: to step forward and sort of change this narrative of  
00:03:42 --> 00:03:44: it being a male dominated industry.  
00:03:44 --> 00:03:47: So from that it was really just a knee jerk  
00:03:47 --> 00:03:48: reaction where I said OK,  
00:03:48 --> 00:03:51: this is crazy that there isn't just one woman in  
00:03:51 --> 00:03:54: this list and let's do something about it.  
00:03:54 --> 00:03:57: So let's do the first project that is all designed  
00:03:57 --> 00:04:00: and developed by an all female team.  
00:04:00 --> 00:04:02: And sort of step forward and change this narrative a  
00:04:02 --> 00:04:03: bit.  
00:04:04 --> 00:04:07: That sounds very cool, but also very challenging.  
00:04:07 --> 00:04:11: How did you manage to find the right people for  
00:04:11 --> 00:04:11: the  
00:04:11 --> 00:04:14: right roles? So how it came to be really is  
00:04:15 --> 00:04:16: that we realized,  
00:04:16 --> 00:04:19: OK, let's you know on the development side,  
00:04:19 --> 00:04:22: yes, we'll have a female team leading that,  
00:04:22 --> 00:04:25: but what became evident very quickly is that a lot  
00:04:25 --> 00:04:28: of the consultants that we work with are also very  
00:04:28 --> 00:04:30: male dominated industries.  
00:04:30 --> 00:04:33: So we're talking about architecture and engineering,  
00:04:33 --> 00:04:37: construction management, legals, finance. There's also the  
same issue that  
00:04:37 --> 00:04:39: we're seeing in the development side.  
00:04:39 --> 00:04:41: I think we're seeing in all those industries as well,  
00:04:41 --> 00:04:43: and if you think about it,  
00:04:43 --> 00:04:46: if we're saying, listen, these are the men who run  
00:04:46 --> 00:04:46: this industry.  
00:04:46 --> 00:04:49: These are also the people largely who are hiring the  
00:04:49 --> 00:04:49: consultants.  
00:04:49 --> 00:04:52: You know, you tend to get this same demographic coming  
00:04:52 --> 00:04:54: up again and again in different projects,  
00:04:54 --> 00:04:56: so we really wanted to see.  
00:04:56 --> 00:04:58: OK, where are the women in all these industries?  
00:04:58 --> 00:05:00: You know who own their own firm,

00:05:00 --> 00:05:03: who maybe haven't been in the spotlight as much as  
 00:05:03 --> 00:05:04: they could have been,  
 00:05:04 --> 00:05:07: or should have been. And let's take this opportunity to  
 00:05:07 --> 00:05:10: have them join our team and all work together and  
 00:05:10 --> 00:05:14: it's sort of an interesting 2 sided approach because not  
 00:05:14 --> 00:05:17: only do we want to shine a spotlight on these  
 00:05:17 --> 00:05:18: women,  
 00:05:18 --> 00:05:20: but also for many of us.  
 00:05:20 --> 00:05:22: And I'd say for all of us we're all so  
 00:05:23 --> 00:05:26: accustomed to just working with other men,  
 00:05:26 --> 00:05:28: and there's certainly nothing wrong with that.  
 00:05:28 --> 00:05:31: I've had a very enjoyable career working with men,  
 00:05:31 --> 00:05:34: but we haven't had the opportunity to work women,  
 00:05:34 --> 00:05:37: so just the dynamic and the energy difference.  
 00:05:37 --> 00:05:40: And the the way that we speak to each other,  
 00:05:40 --> 00:05:43: and we converse. And we go about our day to  
 00:05:43 --> 00:05:43: day business.  
 00:05:43 --> 00:05:46: It's certainly different in this project and to me,  
 00:05:46 --> 00:05:50: that's been sort of the most interesting thing to come  
 00:05:50 --> 00:05:50: out of it.  
 00:05:50 --> 00:05:51: I  
 00:05:51 --> 00:05:53: love that you were able to recognize the difference.  
 00:05:53 --> 00:05:55: Working with an all women's team.  
 00:05:55 --> 00:05:58: Can you give us a few examples of that experience  
 00:05:58 --> 00:06:00: and what made it different for you?  
 00:06:00 --> 00:06:01: What  
 00:06:01 --> 00:06:02: I think is interesting. And listen,  
 00:06:02 --> 00:06:06: it's no surprise women communicate differently with women  
 00:06:06 --> 00:06:06: than they  
 00:06:06 --> 00:06:06: do with men,  
 00:06:06 --> 00:06:10: typically. We typically are relationship based.  
 00:06:10 --> 00:06:14: We typically share a lot more personal information with other  
 00:06:14 --> 00:06:16: women and I think well,  
 00:06:16 --> 00:06:20: ultimately we have the same job to do and we're  
 00:06:20 --> 00:06:23: still developing a business of building.  
 00:06:23 --> 00:06:26: We the way that we do it is different,  
 00:06:26 --> 00:06:28: and so we realized, you know,  
 00:06:28 --> 00:06:29: at the start of the meeting,  
 00:06:29 --> 00:06:32: maybe we're talking about what we did on the weekend,  
 00:06:32 --> 00:06:35: or how our children are doing or or what's going  
 00:06:35 --> 00:06:36: on in our lives,  
 00:06:36 --> 00:06:39: or things that are frustrating us or just sharing more

00:06:39 --> 00:06:42: personal experiences and very quickly you realize that can be

00:06:42 --> 00:06:43: applied to the design of a building.

00:06:43 --> 00:06:46: So a lot of the elements that we would be

00:06:46 --> 00:06:47: talking about,

00:06:47 --> 00:06:50: whether it's the architecture on the exterior of the building

00:06:50 --> 00:06:51: or on the interior,

00:06:51 --> 00:06:54: really started to have these personal stories that were being

00:06:54 --> 00:06:54: shared.

00:06:54 --> 00:06:57: And explained and frustrations and ways that we wanted to

00:06:57 --> 00:06:58: do things better.

00:06:58 --> 00:07:00: And we realized very quickly.

00:07:00 --> 00:07:03: OK, you know, there's maybe ten of us at this

00:07:03 --> 00:07:03: meeting.

00:07:03 --> 00:07:06: Sharing these experiences. What about all the people who may

00:07:07 --> 00:07:09: live in these condominiums or even just live in downtown

00:07:10 --> 00:07:10: Toronto?

00:07:10 --> 00:07:13: They're not given a voice around this sort of table,

00:07:13 --> 00:07:16: so if we're getting so much out of each other,

00:07:16 --> 00:07:19: we should be opening this up even more and helping

00:07:19 --> 00:07:22: more people be part of this conversation.

00:07:22 --> 00:07:25: So there's really a change in how we approach.

00:07:25 --> 00:07:26: The design phase of the building.

00:07:28 --> 00:07:31: So I've been following this project since probably since you

00:07:31 --> 00:07:33: first started posting about it,

00:07:33 --> 00:07:37: and I remember during the early stages of public outreach

00:07:37 --> 00:07:40: and design your team held a fair chunk of events

00:07:40 --> 00:07:44: and platforms to get people's thoughts on the project.

00:07:44 --> 00:07:46: Can you tell us about some of the

00:07:46 --> 00:07:47: things

00:07:47 --> 00:07:49: you did and why you did it?

00:07:49 --> 00:07:52: So we we made a very planned approach to spend

00:07:52 --> 00:07:56: about a year just in doing research development.

00:07:56 --> 00:07:59: So really doing obviously we're working on our planning and.

00:07:59 --> 00:08:01: Everything at the mean time,

00:08:01 --> 00:08:05: but we we started with a large collaboration event where

00:08:05 --> 00:08:08: we honestly just put it up on our social media

00:08:08 --> 00:08:09: and said,

00:08:09 --> 00:08:12: you know, come out next Thursday night we're going to

00:08:12 --> 00:08:16: be doing a design consultation and we want to hear

00:08:16 --> 00:08:19: what you love about condos which you hate about condos.

00:08:19 --> 00:08:23: We booked a restaurant that had a capacity of about

00:08:23 --> 00:08:26: 50 for our group and we ended up at 175

00:08:26 --> 00:08:27: RSPS overnight.

00:08:30 --> 00:08:32: And honestly, before this I thought who's gonna actually come

00:08:32 --> 00:08:33: out to this,

00:08:33 --> 00:08:34: you know we had sort of a Plan B where

00:08:35 --> 00:08:37: I'd try to fill the room with some friends and

00:08:37 --> 00:08:38: not look pathetic.

00:08:40 --> 00:08:43: So it was really. It was fantastic and obviously we

00:08:43 --> 00:08:47: shut the guest list right away and changed locations,

00:08:47 --> 00:08:50: but it was incredible. What came of that evening because

00:08:50 --> 00:08:53: there were so many fantastic ideas and that was just

00:08:53 --> 00:08:54: a kickoff.

00:08:54 --> 00:08:57: So after that we did design competitions for university and

00:08:57 --> 00:09:01: college students to let them be creative and what they

00:09:01 --> 00:09:04: wanted to do and how their dream condominium would look.

00:09:04 --> 00:09:07: We did. We did it once for when COVID struck

00:09:07 --> 00:09:10: and the kids were at home.

00:09:10 --> 00:09:13: For kids under 10 to have them design their dream

00:09:13 --> 00:09:13: condo,

00:09:13 --> 00:09:16: we met with the Girl Guides as part of a

00:09:16 --> 00:09:20: career day to tell them about development industry and also

00:09:20 --> 00:09:24: have them design their dream teen amenity room.

00:09:24 --> 00:09:26: Yeah, it was great. It was really great and then

00:09:27 --> 00:09:29: we also had a questionnaire up on our website that

00:09:29 --> 00:09:31: had a bunch of questions about,

00:09:31 --> 00:09:33: you know, just like I've been saying.

00:09:33 --> 00:09:36: Would you love about your current living situation?

00:09:36 --> 00:09:38: What could be improved? What are some smart design ideas

00:09:38 --> 00:09:40: that really make your life better?

00:09:40 --> 00:09:43: And we had hundreds of responses so it was incredible.

00:09:43 --> 00:09:45: I mean, I love this kind of stuff.

00:09:45 --> 00:09:48: I could I read every questionnaire I couldn't data mine

00:09:48 --> 00:09:49: all day long.

00:09:49 --> 00:09:53: I think it's so cool to hear what other people

00:09:53 --> 00:09:54: have to say.

00:09:54 --> 00:09:55: Uh, but I could see,

00:09:55 --> 00:09:58: I think that's the sticky point of why other people

00:09:58 --> 00:09:59: don't do it so much.

00:09:59 --> 00:10:02: Is you really have to have a thirst for it,

00:10:02 --> 00:10:04: which we did at Rena for sure.

00:10:04 --> 00:10:07: I think we got so much out of it because

00:10:07 --> 00:10:07: of that.

00:10:10 --> 00:10:13: I think it's an amazing approach to building design,

00:10:13 --> 00:10:17: almost like it's designed by the people for the people.

00:10:17 --> 00:10:20: But when it comes down to putting those ideas into

00:10:20 --> 00:10:21: actual drawings,

00:10:21 --> 00:10:24: how did you deal with the crazier ideas that came

00:10:24 --> 00:10:25: from community feedback?

00:10:27 --> 00:10:30: Really, why we did this collaboration approach it was to

00:10:30 --> 00:10:32: find out what do people want,

00:10:32 --> 00:10:34: so we didn't want them to solve the issue.

00:10:34 --> 00:10:37: That's up to us and to our architects.

00:10:37 --> 00:10:41: And I design team who we pay very well.

00:10:41 --> 00:10:43: Not looking for free design advice.

00:10:43 --> 00:10:45: What we wanted to know was what are your pain

00:10:45 --> 00:10:47: points or what would you want to see.

00:10:47 --> 00:10:49: So a lot of times like you said,

00:10:49 --> 00:10:51: people might come up with some crazy idea.

00:10:51 --> 00:10:54: You know. I had one person say they'd like a

00:10:54 --> 00:10:56: skylight in every bathroom.

00:10:56 --> 00:10:58: OK, it's a condominium, so that just means the person

00:10:59 --> 00:11:00: could be looking faster,

00:11:00 --> 00:11:03: but obviously drop from that natural light you know or

00:11:03 --> 00:11:06: something that they weren't running track on the roof,

00:11:06 --> 00:11:08: right? OK, we can't do that,

00:11:08 --> 00:11:11: but you want opportunities to exercise outdoors you know,

00:11:11 --> 00:11:14: so you can. You can take crazy ideas and and

00:11:14 --> 00:11:15: not dumb them down,

00:11:15 --> 00:11:18: but get to the base of them so wanted some

00:11:18 --> 00:11:21: of the interesting ones that I've found came up was,

00:11:21 --> 00:11:25: you know, for many years we've been designing buildings for

00:11:25 --> 00:11:27: people who are sort of in their 20s.

00:11:27 --> 00:11:29: And 30s you know they're sexy.

00:11:29 --> 00:11:32: They live this great downtown single life and then they

00:11:32 --> 00:11:35: get married and they go move out to the suburbs.

00:11:35 --> 00:11:37: That's sort of the narrative that these condominiums have

00:11:38 --> 00:11:38: been

00:11:38 --> 00:11:38: having subconsciously.

00:11:38 --> 00:11:40: When you look at the marketing,

00:11:40 --> 00:11:42: you know you look at these pristine,

00:11:42 --> 00:11:44: very modern, very cool buildings you have.

00:11:44 --> 00:11:47: You know, a lot of these renderings you'll see,

00:11:47 --> 00:11:50: you know there's somebody in a tux and a ball

00:11:50 --> 00:11:54: gown sipping champagne in a party room like who are  
 00:11:54 --> 00:11:55: these people?  
 00:11:55 --> 00:11:57: And maybe that's you once a year on New Year's  
 00:11:57 --> 00:11:58: Eve or something,  
 00:11:58 --> 00:12:01: but that's not how you're living your life for the  
 00:12:01 --> 00:12:02: most part.  
 00:12:02 --> 00:12:04: So we've been putting all this focus on selling this  
 00:12:04 --> 00:12:05: image.  
 00:12:05 --> 00:12:07: That really isn't necessarily what people want in their homes,  
 00:12:07 --> 00:12:10: so a lot of the feedback we got was enough.  
 00:12:10 --> 00:12:12: You know, I want a space that I can bring  
 00:12:12 --> 00:12:15: my kids through with a stroller in the lobby and  
 00:12:15 --> 00:12:17: not feel like I'm mucking it up.  
 00:12:17 --> 00:12:19: Or if my kids want to run down the hallway  
 00:12:19 --> 00:12:20: to get home.  
 00:12:20 --> 00:12:23: I don't want to feel like I'm interrupting the cool  
 00:12:23 --> 00:12:25: 30 year olds who live in the building,  
 00:12:25 --> 00:12:28: or I want somewhere that my grandparent feels comfortable  
 00:12:28 --> 00:12:30: living  
 00:12:30 --> 00:12:32: and they don't go down to the gym and just  
 00:12:32 --> 00:12:35: have a bunch of hunky guys.  
 00:12:35 --> 00:12:37: Working out with heavyweights, they feel like they could  
 00:12:37 --> 00:12:40: actually  
 00:12:40 --> 00:12:43: be using that space as well,  
 00:12:43 --> 00:12:47: so I think it translated very much so into our  
 00:12:47 --> 00:12:50: marketing and who we wanted to project for this building  
 00:12:50 --> 00:12:51: and who we're going after and certainly projected into the  
 00:12:51 --> 00:12:53: design of the unit plans and also into the amenity  
 00:12:53 --> 00:12:56: spaces within the building.  
 00:12:56 --> 00:12:57: And what about accommodating for diversity in terms of your  
 00:12:57 --> 00:13:00: buyers demographic?  
 00:13:00 --> 00:13:00: I know the project had a unique approach in that  
 00:13:00 --> 00:13:02: regard.  
 00:13:02 --> 00:13:05: Can you tell us about that?  
 00:13:05 --> 00:13:09: The reality is, is that a lot of people don't  
 00:13:09 --> 00:13:09: want to move out to the suburbs that people want  
 00:13:09 --> 00:13:11: to live.  
 00:13:11 --> 00:13:13: I mean, I'm I live downtown,  
 00:13:13 --> 00:13:15: I have a young son downtown.  
 00:13:15 --> 00:13:18: I can't imagine moving out.  
 00:13:18 --> 00:13:19: Yeah, and also the reality of living downtown is that  
 00:13:19 --> 00:13:23: it's getting incredibly expensive.  
 00:13:23 --> 00:13:23: I know you guys in Vancouver have a very similar

00:13:23 --> 00:13:24: experience and so.

00:13:24 --> 00:13:27: Progressing onto a single family home at 1.5 or \$2,000,000

00:13:28 --> 00:13:31: isn't the logical step for everybody who you know the

00:13:31 --> 00:13:34: day they turn 35 and all of a sudden they're

00:13:34 --> 00:13:36: supposed to be changing their lifestyle.

00:13:36 --> 00:13:37: So I think yeah, yeah,

00:13:37 --> 00:13:41: trying to find or trying to create a building that

00:13:41 --> 00:13:44: can stay with you and that also can create a

00:13:44 --> 00:13:45: community feel.

00:13:45 --> 00:13:48: So one thing that I loved about growing up in

00:13:48 --> 00:13:51: Toronto is that we have such strong neighborhoods and I

00:13:52 --> 00:13:53: know for myself,

00:13:53 --> 00:13:55: you know, my mom would rent downtown.

00:13:55 --> 00:13:58: My aunt was around the corner and my grandmother was

00:13:58 --> 00:13:59: a couple blocks away.

00:13:59 --> 00:14:02: We kind of go house to house as things have

00:14:02 --> 00:14:05: gotten so expensive to live in the city.

00:14:05 --> 00:14:08: So many of those people have just moved away so

00:14:08 --> 00:14:09: I know,

00:14:09 --> 00:14:11: you know, I've got family who live actually.

00:14:11 --> 00:14:14: My sisters in Vancouver. I've got one down in Nashville

00:14:14 --> 00:14:17: so everyone sort of spread out just because it's so

00:14:17 --> 00:14:18: expensive.

00:14:18 --> 00:14:21: So if we could create a building where multiple multiple

00:14:21 --> 00:14:22: generations could live together,

00:14:22 --> 00:14:24: to me, that's incredibly appealing.

00:14:24 --> 00:14:26: And also the amenities. I mean,

00:14:26 --> 00:14:28: you've dedicated a full floor for amenity spaces.

00:14:28 --> 00:14:31: Can you tell us about the different activities you've designed

00:14:31 --> 00:14:32: for and the reasons behind it?

00:14:32 --> 00:14:34: We wanted to look at

00:14:34 --> 00:14:37: that 'cause traditionally you sort of had a party room

00:14:37 --> 00:14:38: and a gym.

00:14:38 --> 00:14:41: And that's great, but that's such a small part of

00:14:41 --> 00:14:41: people's lives.

00:14:41 --> 00:14:43: So we created, for example,

00:14:43 --> 00:14:45: the kids playroom that looks onto the gym.

00:14:45 --> 00:14:47: So if you have kids,

00:14:47 --> 00:14:49: they could be playing in there while you workout as

00:14:49 --> 00:14:50: well.

00:14:50 --> 00:14:52: You can also close it off if you don't want

00:14:52 --> 00:14:54: to see other people's children.

00:14:54 --> 00:14:57: That's totally fine. Uhm, we have,  
00:14:57 --> 00:15:00: uh, the games room, which is the idea.  
00:15:00 --> 00:15:03: That is, it's no screen room,  
00:15:03 --> 00:15:06: so it's all vintage as like 1960s parents,  
00:15:06 --> 00:15:09: basement wood paneling record players old.  
00:15:09 --> 00:15:12: Old board games allow right back in my garage,  
00:15:12 --> 00:15:16: so giving you that feeling of sort of old fashioned  
00:15:16 --> 00:15:17: just family fun.  
00:15:17 --> 00:15:20: We've got a library that's all wood paneling,  
00:15:20 --> 00:15:23: so that especially now with working from home,  
00:15:23 --> 00:15:27: that's really nice. So you've got this sort of quiet  
00:15:27 --> 00:15:29: escape to go to.  
00:15:29 --> 00:15:31: Snack Shack came about from our Girl Guides when we  
00:15:31 --> 00:15:32: interviewed them.  
00:15:32 --> 00:15:35: The one thing they all said is they wanted a  
00:15:35 --> 00:15:37: place to get away and eat.  
00:15:37 --> 00:15:41: Snacking is really big for girls 12 to 14.  
00:15:43 --> 00:15:47: Snack Shack is sort of it's taking vending machines from  
00:15:47 --> 00:15:48: Japan.  
00:15:48 --> 00:15:50: Japanese style will have healthy drinks,  
00:15:50 --> 00:15:54: healthy food and then also sort of all the modern  
00:15:54 --> 00:15:57: conveniences you'd want like toilet paper,  
00:15:57 --> 00:16:00: Advil, tampons. Yes, you can kind of come down without  
00:16:00 --> 00:16:02: leaving the building.  
00:16:02 --> 00:16:04: If you need something at midnight,  
00:16:04 --> 00:16:04: right, wonderful.  
00:16:05 --> 00:16:08: I don't know exactly. Yeah,  
00:16:08 --> 00:16:09: exactly, that's amazing.  
00:16:10 --> 00:16:12: So I go on and on,  
00:16:12 --> 00:16:15: but I feel like we really made a concerted effort  
00:16:15 --> 00:16:18: to appeal to a bunch of different age groups who  
00:16:18 --> 00:16:19: might live in the building.  
00:16:19 --> 00:16:20: How did you do it?  
00:16:20 --> 00:16:23: I mean, how do you manage budget while adding all  
00:16:23 --> 00:16:26: these really cool perks to the building?  
00:16:26 --> 00:16:26: I  
00:16:26 --> 00:16:29: don't think thoughtful design costs anymore.  
00:16:29 --> 00:16:32: I think it just takes more effort and more trying  
00:16:32 --> 00:16:35: to look at things from different approaches.  
00:16:35 --> 00:16:37: So certainly quadrangle who are architects.  
00:16:37 --> 00:16:41: They have a whole division that deals just with accessibility,  
00:16:41 --> 00:16:44: so the plans for the building of the new,

00:16:44 --> 00:16:48: fully vetted by their accessibility team to make sure that

00:16:48 --> 00:16:49: there are things.

00:16:49 --> 00:16:53: I mean, listen, I'm an able body relatively young person.

00:16:53 --> 00:16:55: I wouldn't know what somebody necessarily makes,

00:16:55 --> 00:16:58: so I think. Relying on other people in other voices

00:16:58 --> 00:17:01: to give us that information is certainly key and then

00:17:01 --> 00:17:04: also just speaking to people to see what interests.

00:17:04 --> 00:17:06: So one of our amenity spaces,

00:17:06 --> 00:17:08: for example is a hobby room where you can do

00:17:09 --> 00:17:11: woodworking or painting or quilting,

00:17:11 --> 00:17:14: or you have that space to sort of have messy

00:17:14 --> 00:17:18: time and lay things out over a large table.

00:17:18 --> 00:17:21: Which is something that certainly appeals to different age

00:17:21 --> 00:17:24: groups,

00:17:25 --> 00:17:26: library gym equipment, making sure that we're not just

00:17:26 --> 00:17:29: focused

00:17:29 --> 00:17:31: on the heavy weights,

00:17:31 --> 00:17:34: but also doing things that are more resistance focused.

00:17:34 --> 00:17:35: Uhm, stroller parking for families.

00:17:35 --> 00:17:38: So almost every floor has an area where you can

00:17:38 --> 00:17:39: safely secure your stroller.

00:17:39 --> 00:17:42: 'cause that's certainly something that came up that you know

00:17:42 --> 00:17:45: you have.

00:17:46 --> 00:17:49: These smaller condominiums and the whole front entry is

00:17:49 --> 00:17:52: blocked

00:17:52 --> 00:17:55: by a massive stroller every time you come home.

00:17:55 --> 00:17:57: Me and and when it comes to unit plans,

00:17:57 --> 00:18:00: you have a good chunk of bedrooms and you're definitely

00:18:01 --> 00:18:02: not shy from those in board bedrooms.

00:18:02 --> 00:18:05: How did you make those layout decisions?

00:18:05 --> 00:18:08: And a lot of times unit layout is for alert

00:18:08 --> 00:18:11: to a large extent,

00:18:11 --> 00:18:14: somewhat determined by the structure of the building.

00:18:14 --> 00:18:17: Uhm, so naturally when you have wider suites then you

00:18:17 --> 00:18:19: would have typically the bedrooms on the front windows.

00:18:19 --> 00:18:22: If you have deeper suites the bedrooms would come in.

00:18:22 --> 00:18:25: We have a mix in this project but we have

00:18:25 --> 00:18:28: been doing is when we have we have a lot

00:18:28 --> 00:18:29: of two and three bedroom suites.

00:18:29 --> 00:18:32: The majority of our building is 2 and three bedrooms

00:18:32 --> 00:18:35: to be more family friendly and a comment that we

00:18:35 --> 00:18:38: certainly heard a lot of was.

00:18:38 --> 00:18:41: You know it's great to have a master on Windows

00:18:32 --> 00:18:35: but having a kids room on windows or especially floor  
00:18:35 --> 00:18:37: to ceiling windows.  
00:18:37 --> 00:18:39: Very difficult, especially young baby.  
00:18:39 --> 00:18:42: You're you're doing night training.  
00:18:42 --> 00:18:45: We had a lot of requests for more privacy,  
00:18:45 --> 00:18:48: so can we pull those bedrooms back?  
00:18:48 --> 00:18:51: Still have glass that opens into the bedroom so you're  
00:18:51 --> 00:18:53: still getting natural light coming in,  
00:18:53 --> 00:18:55: but also bring more soundproofing.  
00:18:55 --> 00:18:58: Not so many large floor to ceiling rolling doors,  
00:18:58 --> 00:19:00: which we typically would have,  
00:19:00 --> 00:19:04: but having more closable doors for privacy.  
00:19:04 --> 00:19:07: And also looking at the extra soundproofing that will be  
00:19:07 --> 00:19:08: providing to these units.  
00:19:10 --> 00:19:12: So we've talked about the acquisition.  
00:19:12 --> 00:19:16: We talked about design, and we've talked about the  
community.  
00:19:16 --> 00:19:20: So what about you? Tyhe Cook development manager of an  
00:19:21 --> 00:19:24: all female lead consultant and design team?  
00:19:24 --> 00:19:27: Can you tell us what you've taken out  
00:19:27 --> 00:19:29: of this project? Truthfully, my biggest surprise.  
00:19:29 --> 00:19:33: As ridiculous as it is and I'm just being totally  
00:19:33 --> 00:19:36: honest is I don't know everything and I think that  
00:19:36 --> 00:19:38: sounds very full headed,  
00:19:38 --> 00:19:42: but I've you know, I've been working in condos for  
00:19:42 --> 00:19:43: 16 years.  
00:19:43 --> 00:19:45: I've we've done through urban capital,  
00:19:45 --> 00:19:47: many, many buildings. We you know,  
00:19:47 --> 00:19:50: I feel like I could design A condo or market  
00:19:50 --> 00:19:54: a condo or do anything condominium related in my sleep.  
00:19:54 --> 00:19:56: And I think anybody who works in any industry for  
00:19:57 --> 00:19:59: a certain amount of time starts to feel that way.  
00:19:59 --> 00:20:01: And you sort of get into your rhythms and you  
00:20:01 --> 00:20:01: feel like,  
00:20:01 --> 00:20:03: OK, I've mastered this, I got this.  
00:20:03 --> 00:20:06: Raina has totally changed that for me because I've really  
00:20:06 --> 00:20:09: really realized the benefit of hearing from other people.  
00:20:09 --> 00:20:12: And there are so many things that I'd never thought  
00:20:12 --> 00:20:15: of before and so many things that just wouldn't have  
00:20:15 --> 00:20:18: crossed my mind and made this project so much better  
00:20:18 --> 00:20:21: than had I been doing it by myself.  
00:20:21 --> 00:20:23: And I'm I'm saying it sounds so obvious,

00:20:23 --> 00:20:25: but I'm just being honest,

00:20:25 --> 00:20:28: you know it, really. I really thought I had it

00:20:28 --> 00:20:31: all figured out until this project.

00:20:33 --> 00:20:35: And do you think you do another?

00:20:35 --> 00:20:36: All female team?

00:20:36 --> 00:20:40: Realistically, I don't think it should be all anything in

00:20:40 --> 00:20:41: any industry.

00:20:41 --> 00:20:45: I think that having diversity and having different types of

00:20:45 --> 00:20:46: opinions is really,

00:20:46 --> 00:20:50: really important. Raina honestly was just a reflection of OK.

00:20:50 --> 00:20:52: If you show me all mail let me show you

00:20:52 --> 00:20:57: all female then hopefully let's meet in the middle somewhere.

00:20:57 --> 00:20:59: You know we're here too.

00:20:59 --> 00:21:02: So how can we make this a bit more diverse

00:21:02 --> 00:21:04: and have this conversation?

00:21:07 --> 00:21:10: I wish this wasn't my last question for this episode

00:21:10 --> 00:21:13: because I'm just loving everything you've said so far.

00:21:13 --> 00:21:16: What's your last piece of advice for us on the

00:21:16 --> 00:21:16: other side?

00:21:16 --> 00:21:18: How can we become more

00:21:18 --> 00:21:21: innovative? My advice would be is just take the time

00:21:21 --> 00:21:22: to rethink things.

00:21:22 --> 00:21:25: Take the time to meet other people in the industry.

00:21:25 --> 00:21:28: Don't keep working with the same people you've worked with

00:21:28 --> 00:21:29: for 20-30 years,

00:21:29 --> 00:21:32: 'cause you like them. It takes more time and it

00:21:32 --> 00:21:33: takes more effort,

00:21:33 --> 00:21:36: but it's really great to meet new people and to

00:21:36 --> 00:21:37: work with new people.

00:21:37 --> 00:21:39: And there's an energy that comes with that.

00:21:39 --> 00:21:42: And there's an excitement that comes with that.

00:21:42 --> 00:21:44: And there's a whole new learning.

00:21:44 --> 00:21:46: Curve that you otherwise don't get.

00:21:46 --> 00:21:49: So I would strongly encourage people who are in the

00:21:49 --> 00:21:52: game and have been in the game for a long

00:21:52 --> 00:21:55: time to really rethink how they're doing it.

00:21:55 --> 00:21:59: And it's honestly it. It only helps yourself more than

00:21:59 --> 00:22:00: anybody else.

00:22:00 --> 00:22:01: And it makes industry better.

00:22:06 --> 00:22:09: And that's a wrap. Thanks for listening in and we

00:22:09 --> 00:22:12: hope you enjoyed the podcast brought to you by the

00:22:12 --> 00:22:14: Urban Land Institute of PC.

**00:22:14 --> 00:22:17:** Stay tuned to future innovation podcasts where we shine the  
**00:22:17 --> 00:22:20:** spotlight on the innovators out there challenging the status  
quo  
**00:22:20 --> 00:22:23:** and making an impact in their real estate community.

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