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COMMUNITY CATEGORIES

New Community

Growing Community *(a new phase of a community currently under development)*

PINNACLE
These categories are eligible for the following Pinnacle Award:
- Developer

ELIGIBILITY REQUIREMENTS
The *New* Community must have opened the community's FIRST showhome parade between May 1, 2023 and May 15, 2025 to be eligible. *Winner from 2024 award program is not eligible to enter NEW Community Award however it can be entered in the Growing Community Award category.*

The *Growing* Community must have at least one active showhome parade open between May 1, 2023 and May 15, 2025 to be eligible. This cannot also be entered in *NEW* Community category. *Winner from 2024 program is not eligible however, finalists from previous years may re-enter as long as the parade is open during eligible timeline.*

By entering this project, you confirm that you have read the Eligibility Requirements for the BILD Alberta Awards and that you agree to be bound by the conditions set out for the competition.

PHOTO REQUIREMENTS
- Photos must be **high resolution (300 ppi)** and ideally **3000px wide**, with a maximum size of **5MB** per image.
- No artist renderings or duplicate photos are allowed.

Specific Requirements:
Total Photos: Minimum 10, Maximum 12
- Community Entrance (2)
- Showhome Parade (2)
- Natural Environment/Green Space (2)
- Community Amenities (2)
- Signage/Wayfinding (2)
- Optional: Up to 2 additional photos of choice

Community Map - PDF or JPG

Current Marketing Phase Map - PDF

One-page summary of architectural guidelines - PDF

Supporting Media: up to three (3) of the following media types – billboard, brochure, direct mail, moving media, audio media, print ad, website, still and video renderings – demonstrating community vision.

SUBMISSION REQUIREMENTS

- Company logo (PNG)
- Community Name (to be used in award ceremony)
- City of where the community is located
- List of builders in community

PROJECT INFORMATION & SCORING CRITERIA

a. Community Vision (20 points)
Describe the overall concept. Scope of the project (full development or phase), including the size of the community, number and kinds of dwellings and other buildings; theme and planning style of the community; target market and the appeal of the community to this market. How are you overcoming the challenges of a new community?* (*New Community category only) **150 word maximum**

b. Architectural Features (20 points)
Describe the architectural theme of the community. Comment on the features as they relate to your entry. Describe the compatibility and fit of building design within the community; streetscaping, landscaping and other design measures that support the theme and enhance the attractiveness of the development. **150 word maximum**

c. Signage and Pageantry (20 points)
Describe how it attracts people to the community and parade. What function does the signage have and does it achieve its goal? How does it tie into the community elements? **150 word maximum**

d. Community Amenities and Special Features (20 points)
Must be existing amenities and special features. Describe other important aspects and features of the community that are aimed at enhancing the lives of residents. Include any special activities by the developer/home builder to foster a community spirit. Preservation of original environmental features; promoting environmental responsibility; integrating the community development into its natural setting and overcoming site constraints. **150 word maximum**

e. Marketability and Success (20 points)
Describe what made the community successful within the eligibility time period. In reference to the marketing piece(s) supplied, describe how this helped communicate and sell the vision. **150 word maximum**

SHOWHOME PARADE

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PINNACLE
This category is eligible for the following Pinnacle Award:
- Developer

ELIGIBILITY REQUIREMENTS
Showhome parade must have been actively selling between May 1, 2023 and May 15, 2025 to be eligible.

Winners of the Showhome Parade Award in 2023 & 2024 are not eligible to enter however a parade from a different stage in the same community can be entered.

By entering, you confirm that you have read the Eligibility Requirements for the BILD Alberta Awards and that you agree to be bound by the conditions set out for the competition.

PHOTO REQUIREMENTS
- Photos must be **high resolution (300 ppi)** and ideally **3000px wide**, with a maximum size of **5MB** per image.
- No artist renderings or duplicate photos are allowed.

Specific Requirements:
- Total Photos: Minimum 6, Maximum 8
- Showing distinctly different perspectives (e.g. entry, signage, pageantry, landscaping).

Community Map – indicating showhome parade - PDF

SUBMISSION REQUIREMENTS
- Company logo (PNG)
- Community Name (to be used in award ceremony)
- City of where the community is located
- List of builders in community

PROJECT INFORMATION & SCORING CRITERIA

a. Architectural Theme (20 points)
Describe the overall theme of the community and the elements used to incorporate the theme in the parade. **150 word maximum**

b. Signage & Pageantry (25 points)
Describe how it attracts people to the parade. What function does the signage have and does it achieve its goal? How does it tie into the existing community elements? **150 word maximum**

c. Landscaping and Special Features (25 points)
Address the compatibility and fit of landscaping and other design measures that support the theme and enhance the attractiveness of the parade. How does it connect with the target market and style of home? **150 word maximum**

d. Variety of Product (10 points)
Describe the kinds of dwellings in the parade. Describe the theme and planning style of the parade in how it relates to its target market and the community vision. **150 word maximum**

COMMUNITY FEATURE

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PINNACLE
This category is eligible for the following Pinnacle Award:
- Developer

ELIGIBILITY REQUIREMENTS
Must be a feature from a community that was actively selling between May 1, 2023 and May 15, 2025.

Previous winners of the Community Feature Award are not eligible to re-enter the same feature however a different feature from the same community can be entered.

By entering this project, you confirm that you have read the Eligibility Requirements for the BILD Alberta Awards and that you agree to be bound by the conditions set out for the competition.

PHOTO REQUIREMENTS
- Photos must be **high resolution (300 ppi)** and ideally **3000px wide**, with a maximum size of **5MB** per image.
- No artist renderings or duplicate photos are allowed.

Specific Requirements:
- Total Photos: Minimum 4, Maximum 8
- Showing ONE community feature from different perspectives.

Community Map - PDF

Renderings or Streetscape: up to (3) three images that show the community feature in context with the surrounding neighbourhood – PDF or JPG

FEATURE/SPACE (ONE element per submission)

The following features or space are eligible but not limited to:

- Playground
- Art installation
- Park
- Community centre (building only)
- Lake
- Other

Note: A Community Center with a skating rink, garden, and playground must be entered as 4 separate submissions without any reference to the other 3 features in photos or write ups.

SUBMISSION REQUIREMENTS

- Company logo (PNG)
- Feature Name (to be used in award ceremony)
- Community Name
- City of where the community is located
- Type of Feature/Space
- Artist/Designer (optional)
- List of builders in community

PROJECT INFORMATION & SCORING CRITERIA

a. Purpose & Value to Community (50 points)
Describe the purpose of the shared community feature and how does it add value to the community and residents. **150 word maximum**

b. Target Audience (20 points)
Describe who benefits the most by the feature. Describe how the feature fosters a sense of place or emotional attachment with that audience. **150 word maximum**

c. Placement within the Community (10 points)
Describe the compatibility and fit of feature within the community. Describe the location and why it was chosen. **150 word maximum**

URBAN REDEVELOPMENT

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PINNACLE
These categories are eligible for the following Pinnacle Awards:
- Developer

ELIGIBILITY REQUIREMENTS
Residential, Mixed Use or Commercial redevelopment must have been completed and made available for sale, occupancy or rental between May 1, 2023 and May 15, 2025. *Previous winners of the Urban Redevelopment Award are not eligible to enter.*

By entering this project, you confirm that you have read the Eligibility Requirements for the BILD Alberta Awards and that you agree to be bound by the conditions set out for the competition.

PHOTO REQUIREMENTS
- Photos must be **high resolution (300 ppi)** and ideally **3000px wide**, with a maximum size of **5MB** per image.
- No artist renderings or duplicate photos are allowed.

Specific Requirements:
- Total Photos: Minimum 4, Maximum 8
- Exterior photos and common areas only (no individual residential suites)
- Plus TWO photos/map/streetscape in relation to existing community.

Site Plan - PDF

Context Plan - PDF

Supporting Media: up to (3) three of the following media types – billboard, brochure, direct mail, moving media, audio media, print ad, website, still and video renderings – demonstrating community vision.

SUBMISSION REQUIREMENTS
- Company logo (PNG)
- Redevelopment Project Name (to be used in award ceremony)
- Community Name
- City where the community is located
- List of builders in community

PROJECT INFORMATION & SCORING CRITERIA

a. Redevelopment Project Vision (20 points)
Describe the overall concept. Scope of the project; theme and planning style of the redevelopment; target market and the appeal to the market and community. **150 word maximum**

b. Impact of Redevelopment (20 points)
Provide historical context. Comment on how the redevelopment interacts with existing community. **150 word maximum**

c. Architectural Features (20 points)
Describe the architectural theme of the redevelopment. Describe the compatibility and fit of building design within the community; streetscaping, landscaping and other design measures that support the theme and innovative constructions technology. **150 word maximum**

d. Redevelopment Project Amenities and Special Features (10 points)
Describe important aspects and features of the redevelopment project that are aimed at enhancing the lives of residents and community. Promoting environmental responsibility; integrating the redevelopment project into the existing community and overcoming site constraints. **150 word maximum**

e. Marketability and Success (20 points)
Describe what made the redevelopment project attractive. In reference to the marketing piece(s) supplied, describe how this helped communicate and sell the vision. **150 word maximum**

COMMUNITY EVENT

PINNACLE
This category is eligible for the following Pinnacle Award:
- Developer

ELIGIBILITY REQUIREMENTS
The event must have been put on by the developer and taken place in an actively selling community between May 1, 2023 and May 15, 2025 to be eligible.

By entering this project, you confirm that you have read the Eligibility Requirements for the BILD Alberta Awards and that you agree to be bound by the conditions set out for the competition.

PHOTO REQUIREMENTS
- Photos must be **high resolution (300 ppi)** and ideally **3000px wide**, with a maximum size of **5MB** per image.
- No artist renderings or duplicate photos are allowed.

Specific Requirements:
- Total Photos: Minimum 4, Maximum 8 from the community event

Marketing Materials: up to (3) three pieces that promote the community event – PDF or JPG

SUBMISSION REQUIREMENTS

- Company logo (PNG)
- Community Name (to be used in award ceremony)
- City of where the community is located
- Event Name (to be used in award ceremony)
- Date event took place
- Event budget

PROJECT INFORMATION & SCORING CRITERIA

a. Purpose of the Event (40 points)
Describe the purpose of the event. What was the overall goal of the event? Who was the target audience? How many people was it aimed to attract? **150 word maximum**

b. Marketing Materials (25 points)
Describe how the marketing materials supported the event. How did it tie into the community vision and how is it cohesive with the overall community marketing program? **150 word maximum**

c. Challenges and Solutions (5 points)
What was the biggest event challenge to overcome and how did you resolve it? Was it logistics, resources, budget, etc.? **150 word maximum**

d. Outcome and Results (30 points)
How did you measure the overall success of the event? Was the event successful based on the purpose and event goals? **150 word maximum**