Harry Measure + Associates
Development Planning & Consulting

Harry Measure + Associates

Company Profile



Harry Measure + Associates: Company Profile

Harry Measure + Associates provides comprehensive design and development consulting services with specialized expertise in planning, architecture, engineering, and environmental design for resorts, recreation and tourism-oriented destinations. This inter-disciplinary background enables our team to effectively contribute to all phases of destination design and development.

To meet the complex challenges associated with contemporary resort / resort community design and development, we have evolved effective planning and communication skills. Our approach helps us, our clients, public audiences, and civic decision makers contribute to the definition of project possibilities and solutions. Our abilities have been tested globally in the most diverse and complex of settings.

Planning projects have been located in North America, South America, Australasia and Asia; and include all season mountain resorts and communities, golf communities, wilderness adventure / eco- tourism destinations, waterfront and marine resorts, and spa / wellness retreats. Architecture projects include residential, hotel, commercial, restaurant, and recreation amenities. Through a thorough analysis of the social and physical context, definition of appropriate design themes, and cultural and activities programming, we create a strong ‘Sense of Place’ unique to each destination.

We carefully evaluate current and potential markets, and emerging resort planning and development trends and their impact upon long-term sustainability. As operational costs and competition within the resort industry increase, our early attention to minimizing life-cycle costs accruing to energy and water consumption, waste management, and competent staffing will ensure that a resort remains competitive. Our resort design and development skills benefit from our activities in ‘mainstream’ planning and architecture projects that require responsible attention to budget and time constraints, innovations in technology, construction methods, and resolution of complex planning issues.

HMA staff hold advanced degrees in architecture, engineering, environmental design, landscape architecture, planning, and tourism planning. When specific expertise is required, specialists in disciplines such as civil engineering, market analysis, golf course design, mountain planning, and recreation facilities planning supplement our core team. Through such collaborations over the past 35 years, HMA has assembled the finest team of internationally recognized specialists to ensure the optimum success of each project is realized.

Resumes for HMA key personnel, our primary associate consultants, and project summaries representative of our experience are outlined in this profile. A complete listing of additional projects, client references, and personnel resumes are available upon request, and can be selected to suit specific projects.

Our offices are located at:

9424 Deerhorn Place,

Whistler, British Columbia,

Canada, V8E 0G5

Our communication contacts are:

Mobile: (604) 902 3768

Email: hmeasure@shaw.ca

Resort Projects

The following project list is representative of the broad client base and project experience achieved by Harry Measure + Associates. Selected projects and activities are represented to suit our understanding of the experience critical to the success of mountain, golf, and waterfront resort planning, architecture and development.

Resort Planning

Mountain Resorts and All-Season Mountain Resort Communities:

Crystal Mountain All-Season Resort Master Plan	Kelowna, BC
4600 Block, Lakelse Ave. Urban Design Concept Plan+ Revitalization Strategy	Terrace. BC
Revelstoke Mountain Resort Mountain + Base Lands Master Plan	Revelstoke, BC
Selkirk Heights Spa Hotel Resort + Mixed-use Hillside Residential Master Plan	Revelstoke, BC
Revelstoke Mountain Resort Master Plan Amendment (CASP submission)	Revelstoke, BC
Lantian Lake Mountain Resort Base Lands Concept Plan	Szechuan Province, China
Taihang Shan All Season Mountain Resort Master Plan	Xingtai, China
Secret Garden All Season Mountain Resort Plans (2022 winter Olympic venue)	Chongli, China
Secret Garden All Season Mountain Resort Retail Strategy	Chongli, China
City of Yinchuan Western Expansion Lands Urban Design	Yinchuan, China
Town of Dege + Garze District: Destination Development Master Plan	Sichuan, China
Dong Ling Shan Mountain Resort Feasibility Study	Hebei Province, China
Fernie Alpine Resort Master Plan	Fernie, BC
Resort Municipality of Whistler Village + Village Expansion Master Plans	Whistler, BC
Silver Creek Golf & Ski Ranch Village Master Plan	Granby, Colorado
Mountain Square Concept Plan, Whistler Village	Whistler, BC
Highline Estates Master Plan, Fernie Alpine Resort	Fernie, BC
Mount Washington Resort Local Area Plan	Courtenay, BC

Mons Recreational Vehicle Park + Campground Concept Plan	Whistler, BC
Red Mountain Resort Base Lands Concept Plan	Rossland, BC
Hemlock Valley Development Analysis and Concept Plan	Mission, BC
Strathcona Crescent Neighborhood Plan, Mt. Washington Resort	Courtenay, BC
Mt. Alyeska Resort Base Lands Development Plan	Anchorage, Alaska
1994 Resort Municipality of Whistler Official Community Plan	Whistler, BC
Timberline Village Master Plan, Fernie Alpine Resort	Fernie, BC
Waneta Village Master Plan	Trail, BC
Mount Washington Resort Master Plan	Courtenay, BC
Resort Municipality of Whistler 1992 Community Facilities Needs Analysis	Whistler, BC
Monte Cristo Heights Concept Plan, Red Mountain Resort	Rossland, BC
Red Mountain Resort Gateway Residential Lands Area Sector Plans	Rossland, BC
Raven's Nordic Center Concept Plan, Mt. Washington Resort	Courtenay, BC
Canmore West Benchlands Area Structure Plan	Canmore, Alberta
Red Mountain Village Master Plan	Rossland, BC
Apex Mountain Resort Master Plan	Penticton, BC
Calabogie Peaks All Season Resort Master Plan	Calabogie, Ont
Valle de Las Lenas Resort, Base Lands Master Plan	Mendoza, Argentina
Hudson Bay Mountain Resort Base Lands Master Plan	Smithers, BC
Hudson Bay Mountain Estates Neighborhood Plan	Smithers, BC
City of Revelstoke / Mt. McKenzie Resort Retail Strategy	Revelstoke, BC
Chapelco Mountain Resort Conceptual Plan.	San Martin de Los Andes, Argentina
Alta Bird Residential Neighborhood Development Plan	Cottonwood Canyon, Utah

Golf Resort Communities:

Taiyi Country Club Residential Lands Master Plan	Chengdu, Sichuan Province, China

Redstone Golf Resort Community Master Plan	Rossland, BC
Pinehurst Estates Master Plan, Morgan Creek Country Club	Surrey, BC
Gorge Vale Country Club, Residential Lands Concept Plan	Esquimalt, BC
Arbutus Point Neighborhood Plan, Fairwinds Country Club + Marina	Nanoose, BC
Virgin Creek Country Club Master Plan, Mount Alyeska Resort	Anchorage, Alaska
Loomis Trail Country Club Residential Lands Master Plan	Blaine, Washington
Hazelmere Country Club Residential Lands Master Plan	Surrey, BC
Fernie Golf Estates Master Plan, Fernie Country Club	Fernie, BC
Marina Gardens Estates Golf and Marina Community Master Plan	Ladner, BC

Wilderness, Waterfront + Spa Resorts:

The ‘Folly’ Spa + Wellness Resort Conceptual Plan	Port Antonio, Jamaica
Putaleng Legend Adventure + Ecotourism Resort	Tam Duong District, Vietnam
Williamsons Lake Learning Centre + Wellness Retreat Master Plan	Revelstoke, BC
Lotusland Wellness Retreat + Eco Resort Master Paln	Jinhu, China
Monos Spa + Wellness Retreat Feasibility Study	Ulanbaatar, Mongolia
Tyaughton Lake Adventure Resort Master Plan	Goldbridge, BC
Mountain Springs Resort Master Plan	Revelstoke, BC
Lillooet River Resort Master Plan	Pemberton, BC
Peter Hope Lake Resort Master Plan	Quilchena, BC
Driftwood Farms Spa + Eco-Lodge Resort Master Plan	Denman Island, BC
Shuswap Landing Community Master Plan	Kamloops, BC
Jervis Inlet Marine Resort Master Plan	Egmont, BC
Squamish River Valley Adventure Resort Master Plan	Squamish, BC
Balaklava Marine Resort + Eco-Lodge Concept Plan	Port Hardy, BC

Design Guidelines, Development Regulations & Resort Theming

Selkirk Heights Spa Hotel Resort + Mixed-use Hillside Residential Development Code	Revelstoke, BC
Hudson Bay Mountain Resort Development Code	Smithers, BC
Marina Gardens Estates Design Guidelines	Ladner, BC
Fernie Golf Estates Building Scheme, Fernie Country Club	Fernie, BC
Environmental Design Guidelines for Developing Difficult Terrain	R.M. of Whistler, BC
Virgin Creek Village + Residential Lands Design Guidelines	Anchorage, Alaska
Shuswap Landing Design Guidelines + Development Regulations	Kamloops, BC
Whistler Village + Village North Design Guidelines	R.M. of Whistler, BC
Fernie Alpine Resort Village Design Guidelines	Fernie, BC
Highline Estates Design Guidelines, Fernie Alpine Resort	Fernie, BC
Winchelsea Estates Residential Design Guidelines	Surrey, BC
Mount Washington Resort Village + Residential Design Guidelines	Courtenay, BC
Alyeska Resort Village + Base Lands Design Guidelines	Anchorage, Alaska
Downtown Heritage Conservation Guidelines	Nelson, BC
Gulf View Hillside Development Guidelines	Nanaimo, BC
Perisher Blue Resort Village Snow + Wind Management Guidelines	Jindabyne, Australia
Valle de Las Lenas All Season Resort Design Guidelines	Mendoza, Argentina
Whistler Village + Village North Construction Guidelines + Monitoring Regulations	Whistler, BC

Resort Buildings + Interior Design

Rossland Drill Hall Innovation and Arts Centre Programming + Feasibility Study	Rossland, BC
Rossland Drill Hall Heritage Analysis	Rossland, BC
City of Revelstoke Innovation Centre Feasibility Study	Revelstoke, BC
The Whistler Institute Language, Tourism + Hospitality Training Academy	Whistler, BC
Taihang Shan Mountain Resort Base Lodge Program + Schematic Design	Xingtai, China

Lotusland Resort Clubhouse, Apartments, Townhouses + Villas	Jinhu, China
Lantian Lake Mountain Resort Day Lodge Program	Szechuan, China
Kerrin Lee Gartner's Snow Creek Lodge + Cabins, Fernie Mountain Resort	Fernie, BC
Raven's Nordic Lodge, Mt. Washington Resort	Courtenay, BC
Slopeside Condominium Hotel, Silver Creek Golf + Ski Ranch	Granby, Colorado
Base Day Lodge, Silver Creek Golf + Ski Ranch	Granby, Colorado
Peter Hope Lake Lodge + Cabins, Peter Hope Resort	Quilchena, BC
Canyon Woods Townhomes, Capilano River Canyon	West Vancouver, BC
Timberline Village Condo-tel Complex, Fernie Mountain Resort	Fernie, BC
Whistler Village Gateway Building Renovation	Whistler, BC
Fernie General Store	Fernie, BC
Deer Run Townhomes, Morgan Creek Country Club	Surrey, BC
Schooner Cove Hotel, Fairwinds Resort	Nanoose, BC
Internet Cafe, Creekside	Whistler, BC
Fernie Golf Estates Housing, Fernie Country Club	Fernie, BC
Balaklava Lodge + Cabins Conceptual Designs,	Port Hardy, BC
KLM Resort Condominiums, Canmore Benchlands	Canmore, Alberta
Fitzsimmons Building Renovation, Whistler Village	Whistler, BC
Jervis Inlet Lodge, Jervis Inlet Marine Resort	Egmont, BC
Mons Service Park Renovation	Whistler, BC
Olympic Nordic Training Center, Mount Washington Resort	Courtenay, BC
Kicking Horse General Store, Kicking Horse Mountain Resort	Golden, BC

Resort Planning Workshops & Committees

Revelstoke Mountain Resort 10 Year Vision Session	Revelstoke, BC
Corp. of Delta / Marina Gardens, Architecture Review Committee	Delta, BC
Takini Hot Springs Resort Visioning Workshop	Whitehorse, Yukon

Mt. Washington Resort Design + Development Review	Courtenay, BC
Municipality of Anchorage / Mt. Alyeska Resort Planning Workshops	Anchorage, Aka
Comox Strathcona Regional District / Mt. Washington Planning Committee	Courtenay, BC
Resort Municipality of Whistler Official Community Plan Review	Whistler, BC
Silver Creek Golf + Ski Ranch Visioning Workshops	Granby, Colorado
Mt. Washington Alpine Resort Development Planning Workshops	Courtenay, BC
Town of Fernie / Fernie Mountain Resort Visioning Workshop	Fernie, BC
Town of Revelstoke / Mt. McKenzie Resort Development Retreat	Revelstoke, BC
Resort Municipality of Whistler Design Panel (RMOW Representative + Coordinator)	Whistler, BC
City of Rossland / Red Mountain Resort Visioning Workshop	Rossland, BC
Powder Mountain All Season Resort Visioning Workshop	Salt Lake City, Utah
Mt. Alyeska Base Lands Development Workshop	Anchorage, Alaska
Ski Smithers Resort Design Charrette + Planning Workshops	Smithers, BC
Valle de Las Lenas Resort Development Workshops	Mendoza, Argentina

RESUME - HARRY MEASURE, PRINCIPAL



A native of the mountains of the West Kootenay District of British Columbia, skiing and the outdoors have been major influences in forming the life goals of Harry Measure. An accomplished ski racer and alpine racing coach, he has been a member of the Canadian Ski Instructor's Alliance, and served on the Race Committees of several National and World Cup alpine events.

To achieve his long-term professional goals to be an architect and planner who designs mountain resorts and resort communities, Harry acquired an interdisciplinary education in fine arts, geography and architecture. While pursuing a Master of Arts Degree in urban and architectural history at the University of Victoria, he also studied architecture and culture in the Himalaya Mountains through the University of Colorado and the University of Texas. His professional training in architecture and planning was acquired from the San Francisco Center for Architecture and Urban Design, and the University of Calgary where he graduated with a Master's Degree in Environmental Design (fields of study: architecture and environmental planning). Harry also taught architecture and urban history in the University of Calgary's Department of Canadian Studies, and in the Graduate Faculty of Environmental Design.

Project experience includes numerous architecture, engineering, planning and construction related projects in resort and non-resort contexts. Harry was employed as Construction Coordinator, Sunshine Village Mountain Resort Expansion near Banff, Alberta from 1979 to 1981; and as the Development Planner and Design Panel Coordinator for the Resort Municipality of Whistler from 1990 to 1994 where he facilitated architecture, urban design and development through a phase of The community's most intensive growth. During this period, Whistler received the rating of North America's premiere mountain resort by several industry publications, and several awards for excellence in architecture and urban design.

Harry's professional training in architecture, planning, and environmental design, and construction experience in resort implementation provides a rare background to meet the complex challenges of contemporary resort development. His strong academic background in architectural and cultural history has been effectively applied during the design process to create authentic, themed resort and tourism environments. From the preliminary stages of the design process, Harry provides guidance, ensuring all projects consider current scientific theories, and innovations that are proven in the marketplace.

Harry remains keenly interested in resort community architecture, planning and tourism development trends that are emerging worldwide. He continues to travel extensively, lecture at educational institutions and to interest groups at every opportunity, and frequently participates in conferences and workshops concerning a broad range of resort and resort community issues.

In 2010, he was Chairman of Session 20: 'Sustainable Tourism and Mountain Resort Development' of the five-day conference: 'Global Change and the World's Mountains' in Perth, Scotland that was organized by various prominent organizations including UNESCO and attended by over five hundred fifty scientists and academics from around the world. He was one of the five plenary speakers who delivered the summary presentations.

Harry and his family are long-term residents of Whistler. 'Living in his laboratory', he carefully observes the introduction and success of new concepts in destination development and management.

Education

1984 Master of Environmental Design (Architecture & Planning University of Calgary, Alberta Thesis: Multi-use Day Lodge and Base Area Plan, Red Mountain Resort, Rossland, BC

1982 San Francisco Center for Architecture & Urban Design San Francisco, Ca

1976-8 Master of Arts Candidate (Architecture & Urban History) University of Victoria, BC Thesis: Ideological Conflict Symbolized in the Architecture of The Western Federation of Miners' Union Hall (circa 1898) and the BC Provincial Courthouse (circa 1900), Rossland, British Columbia

1976 Himalayan Studies Research Program University of Texas & Colorado. India, Sikkim & Nepal

1976 Bachelor of Arts (Geography & Fine Arts) University of Victoria

Professional Affiliations and Activities

2009- CEO, The SEER Resort Company Vancouver, Canada, / Beijing, China

1994- Principal, Harry Measure + Associates Whistler, BC

2008 Member, Urban Land Institute USA

2004-6 Member, International 'Expert' Review Committee, Swiss National Science Foundation: Program 34: 'Sustainable Development of the Built Environment Bern, AG

1992-4 Member, Howe Sound - Lillooet Community Futures Board Squamish, BC

1990-4 Development Planner, Resort Municipality of Whistler Whistler, BC

1985- Member (intermittent), Canada West Ski Areas Association Kelowna, BC

Speaker/Lecturer

2021 ‘Mountain Resorts and Communities: Origins and Future Opportunities’, Rossland Museum Speaker Series Rossland, BC

• ‘Symbols of Conflict: The Significance of the City of Rossland’s Late Victorian Era Institutional Architecture’, Rossland Museum Speaker Series Rossland, BC

2018 Organizer, Participant: Revelstoke Mountain Resort 10 Year Vision Retreat Revelstoke, BC

2017 The Role of Innovation Centers in Mountain Resort Communities Whistler, BC

2012 Asia Pacific Snowsport Conference / Alpitec China Beijing, China

2011 Asia Pacific Snowsport Conference / Alpitec China Beijing, China

2010 Chairman, Session 40: ‘Sustainable Tourism and Mountain Resort Development’ + Conference Plenary speaker, UNESCO Conference: ‘Global Change + the World’s Mountains’; Perth, Scotland

• ‘Building Sustainable Communities”, Verbier Green Pioneering Summit; Prince of Wales Foundation + UN Environmental Program Verbier, Switzerland

• Asia Pacific Snowsport Conference, Alpitec, China Beijing, China

2002 Native Investment & Trade Association: ‘Aboriginal Real Estate & Resort Development Conference Vancouver, BC

• Co-Chairman, Developing, Marketing & Managing Destination Resorts Into the Next Millennium, Resort Forum Whistler, BC

1999 Co-Chairman, Developing, Marketing & Managing All Season Mountain Resorts Snowbird Resort, Utah

1995 Mountain Resort Design, Simon Fraser University / University of Seoul Vancouver, BC

1994 Invited Delegate: 'Expert Workshop on Sustainable Tourism in Mountain Regions', for United Nations Agenda 2, Oxford University London, UK

• International Winter Cities Annual Conference Anchorage, Alaska

1992 Department of Natural Resources, State of Alaska + City of Anchorage Anchorage, Alaska

1991 American Institute of Architects Pacific Chapter, Annual Conference Whistler, BC

1990 Center for Tourism & Policy Research, Simon Fraser University Vancouver, BC

1990-8 Ski Resort Operations & Management, Selkirk College Nelson, BC

1983 Faculty of Environmental Design, University of Calgary Calgary, Alberta

1982 Department of Canadian Studies, University of Calgary Calgary, Alberta

1977 Department of Continuing Education, University of Victoria Victoria, BC

Publications

2021 'Case Studies in the Application of Wellness to Regenerative Tourism and Economic Development in Mountain Resorts and Landscapes', Murra Magazine- Issue 7 (July), 2021 Dr. Gary Grant + Harry Measure,

2020 'Urbanizing the Alps: Densification Strategies for Mountain Villages' Birkhauser, 2019; Book review at request of UNESCO for publication in: Mountain Research + Development Institute Journal (October 2020) Lausanne, Switzerland

Continuing Education and Conferences

1999 Design, Develop & Market Golf Resorts & Communities, Resort Forum Scottsdale, Az

1998 Developing Golf & Master Planned Communities, Urban Land Institute Newport Beach, Ca

1995- Developing & Marketing All Season Resort, Resort Forum. Location Varies

1992-3 Executive Programs, Business Faculty, University of British Columbia Vancouver, BC

1990 Mountain Resort Design + Development, Whistler Center for Business + the Arts Whistler, BC

• Employee Housing in Resorts, Whistler Center for Business & the Arts Whistler, BC

1985- Canada West Ski Areas Association Annual Conferences Location Varies

1983 Resort Development & Planning Workshop, University of British Columbia Vancouver, BC

References:

Available upon request