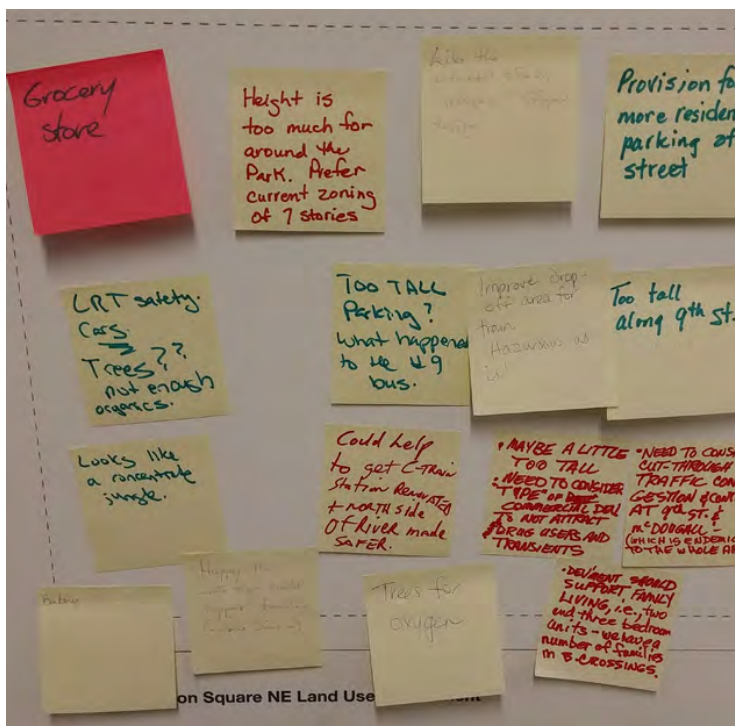


950 McPherson Square NE

What We Heard

Engagement & Communication Overview | November 2018 – January 2020



PROJECT BACKGROUND

Jemm Properties intends to develop the parcel located at 950 McPherson Square NE into a purpose built rental building that takes advantage of the site's proximity to the Bridgeland/Memorial LRT Station, the designated 1 Ave NE Main Street, and the Bow River Pathway.

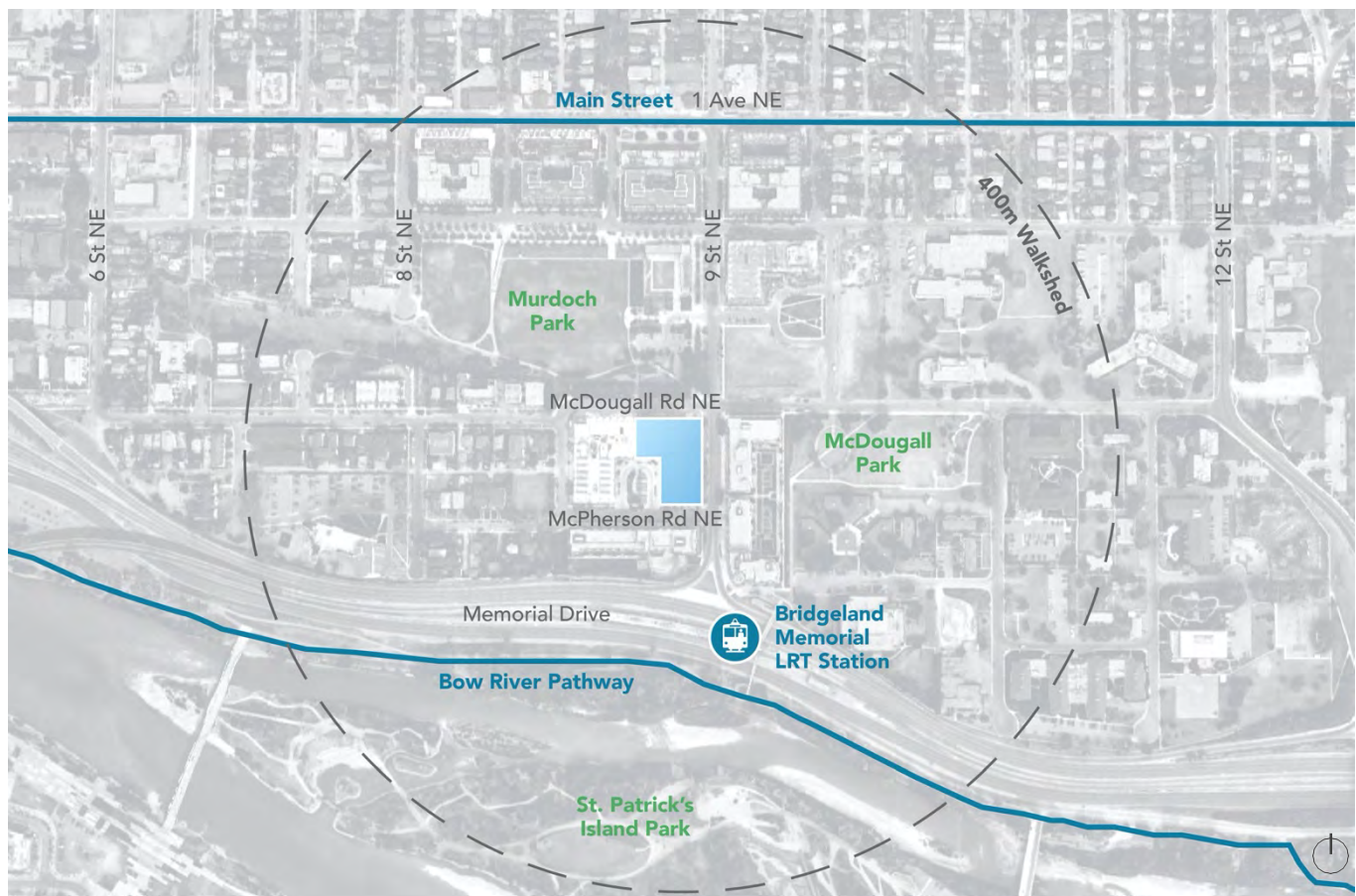
As the first step in the approval process, O2 Planning + Design has submitted a land use amendment (rezoning) application to redesignate the land from the existing Direct Control District (DC 41z2002 – Site 13) to a Direct Control based on the Mixed Use – General District with a density modifier of 5.5 FAR and a height modifier of 50 metres (MU-1 f5.5h50).

The site is located on the west side of 9 St NE between McPherson Rd NE and McDougall Rd NE, within 130 metres of the Bridgeland/Memorial LRT Station.

The proposed development will showcase best practices in Transit Oriented Development and contribute to Bridgeland-Riverside's evolution into one of Calgary's most complete communities.

Project Highlights:

- Increase density closest to the LRT Station
- Activate 9th St NE to promote walking to the LRT
- Increase safety by adding eyes on the street
- Support a progressive, car-free lifestyle
- Activate McDougall Rd NE adjacent to Murdoch Park
- Diversify the housing stock with a purpose built rental building
- Introduce new retail and service amenities in the community



Site Context

ENGAGEMENT STRATEGY

To keep residents of Bridgeland-Riverside informed about the project and to provide opportunities for feedback, the project team engaged with the community at key points throughout the application process. Engagement activities included three meetings with the Bridgeland-Riverside Community Association and one public open house.

ENGAGEMENT TIMELINE

July 3, 2018

The project team presented the proposed redesignation showing massing models representing 5.5 FAR and 40 metre height (12 storeys). The BRCA suggested that they would like to see different massing options with the same FAR.

August 7, 2018

The project team presented an alternative massing option with more variety in building height including 6 and 7 storey podiums and an 18 storey tower.

October 1, 2018

The project team presented a third massing option with 6 and 10 storey podiums and a 15 storey tower.

November 12, 2018

The project team hosted a Community Information Session, attended by more than 30 residents. Participants had the opportunity to view a series of information panels and ask questions of the project's developers, planners and architects.

WHAT CHANGED?

After each of the 3 meetings with the BRCA, the project team took action on the issues raised and amended the application to the extent possible, as described below.

- Following the July 3rd presentation, the design team began exploring alternate massing options while remaining with the target 5.5 FAR
- Two additional massing options were prepared and presented to the BRCA at separate meetings in August and October
- The massing option that was presented to the community on November 12 was the result of a series of changes made at the request of the BRCA
- In response to concerns about parking, the proposed parking supply was increased from 0.25 stalls per unit to 0.3 stalls per unit
- In response to concerns about density, and to provide the community with some certainty regarding public realm improvements, proposed density provisions were changed from 5.5 FAR to 5.3 FAR with 0.2 FAR available via bonusing by incorporating a minimum of 150 square metres of publicly accessible plaza space within the northeast corner of the site

During all of the engagement activities, the project team communicated to the community that 5.5 FAR is the target and that they are prepared to work with the BRCA and the City in determining the appropriate massing option at this density.

The project team did not receive endorsement from the community on any of the massing options.

COMMUNITY INFORMATION SESSION

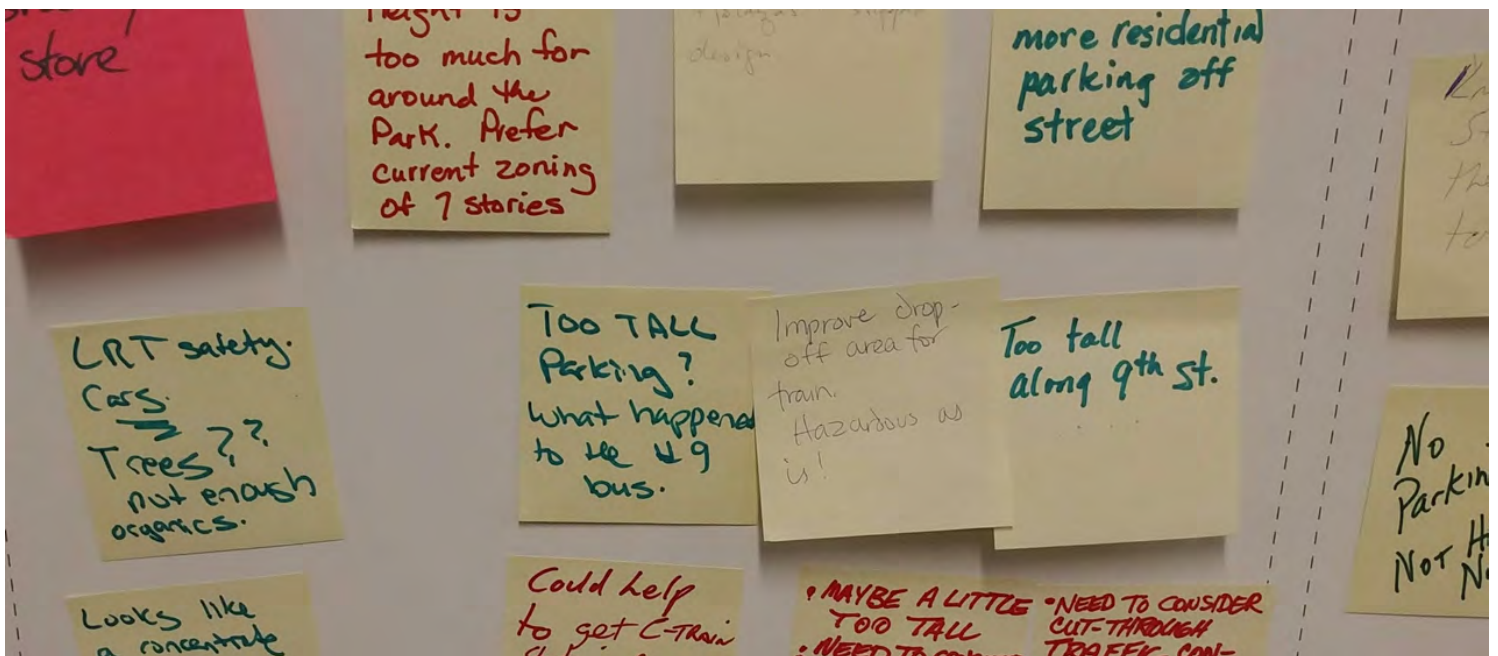
The project team hosted a community information session on November 12, 2018. To maximize attendance at the session, several advertising methods were adopted:

- **200 postcards** were distributed throughout the community including in adjacent buildings and in businesses along 1 Ave NE
- **20 posters** were placed in businesses along 1 Ave NE between 4 St NE and 11 St NE
- A **Bold Sign** was rented and placed opposite the south side of the Bridgeland-Riverside Community Association Hall
- A **project website** included a banner directing visitors to the Community Information Session



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Community Information Session

30+
Attendees50+
Sticky note comments

COMMUNITY SESSION SUMMARY

On Monday November 12, 2018, residents of Bridgeland-Riverside were invited to share insights, feedback, and perspectives on the proposed 950 McPherson Square NE development.

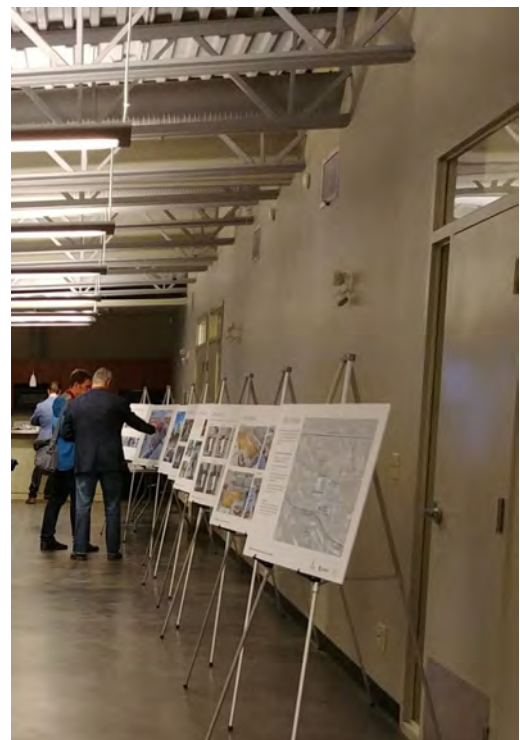
The community information session provided residents with the opportunity to learn about the proposed development and speak directly with the project's developers, planners, and architects. Activities included **information panels** and a **dotmocracy exercise**.

Information Panels provided attendees with information about the proposed land use amendment, the planning process, and a preliminary design concept. Participants were encouraged to provide feedback by placing sticky note comments.

Dotmocracy allowed participants to identify the potential public realm improvements that they would like to see around the proposed development by placing a sticky dot below the associated photo.

Goals of the community session:

- Provide people with information about the proposed development
- Obtain local knowledge about issues and opportunities related to the subject site
- Gain feedback from residents that will assist in the decision making for the proposed development



PANEL COMMENTS SUMMARY

Participants at the information session were encouraged to leave comments on the various information boards. The following is a summary of the comments that were received.

HEIGHT & MASSING

- Height and massing is too much for the context of the community
- Building height is too tall around the park, resulting in shadowing impacts
- Consider reducing height from the tallest portion of the building
- Stepped design mitigates many of the height impacts, including view concerns

PARKING & ACCESS

- Concerns related to limited parking supply
- It is already difficult to find on-street parking in the area
- Need to consider cut-through traffic congestion and controls at 9th St NE and McDougall Rd NE
- Should consider options for loading zones for deliveries, drop-off/pick-up. Currently, people park on the McPherson Place and Bridgeland Crossings driveways for these purposes

SITE OPPORTUNITIES & CONSTRAINTS

- There are lots of empty parcels in the neighbourhood. Once they are built up there will be lots of density in the area. There are 4 vacant lots in this 2-block area. If all the lots have high towers the community will feel like living downtown

UNIT MIX

- Development should support family friendly living, i.e., 2- and 3-bedroom units. There are several families living in adjacent buildings
- Proposed unit sizes (~500-1000 sq.ft.) could support families

- Proposed Dominion building (Bucci) is considering mostly small units (studios and 1-bedrooms). It is nice to see this development considering larger units

LANDSCAPE INTEGRATION

- Concerns that the area is starting to feel like a concrete jungle
- The development should provide street trees, plantings and green space

SERVICE & AMENITIES

- Development should consider amenities such as shared rooftop patio, fitness centre, car-wash, dog-wash, preferably accessible to all members of the neighbourhood

PUBLIC REALM

- Outdoor seating should be placed on the northeast corner to avoid noise on McPherson Rd NE
- There is strong support for the activated streets and proposed plaza spaces
- It will be great to have the final Bridges parcel developed

TRANSIT

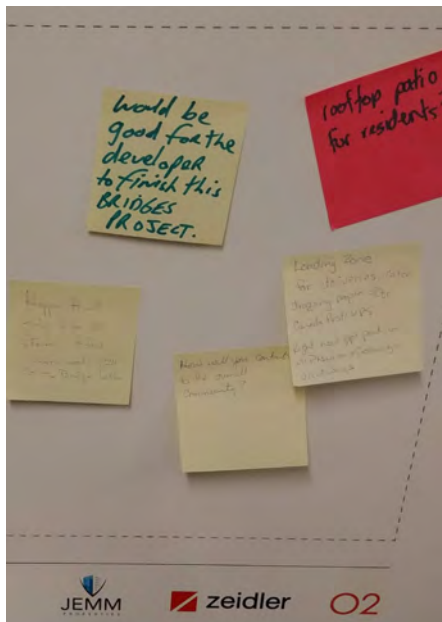
- The low ridership numbers for Bridgeland/Memorial LRT Station are the result of trains being full at peak times
- Bring back the #9 bus
- The development could trigger improvements to the Bridgeland/Memorial LRT Station

SAFETY

- Concerns about safety around the LRT Station
- Development could trigger improvements to the drop-off area at the LRT Station, which is currently hazardous
- Development could help make the north side of the river safer

COMMERCIAL USES

- Development should encourage commercial uses such as a grocery store and a bakery
- Consider commercial uses that do not attract more drug users and transients



DOTMOCRACY ACTIVITY SUMMARY

Participants at the information session were also given the opportunity to place sticky dots below corresponding images to indicate the potential public realm improvements that they would like to see.

Potential Public Realm Improvements

We need your input!
Place a sticker on the public realm elements that you would like to see in the space provided below.

Improvement Category	Red Dots	Yellow Dots	Green Dots	Blue Dots
Outdoor Seating	1	0	0	0
Wide Sidewalks	0	2	0	0
Street Trees	0	0	4	0
Public Benches	1	1	0	1
Public Art	0	0	0	0
Active Retail Frontage	1	0	2	1
Active Residential Frontage	0	0	1	0
Street Lighting	0	0	5	0
Street Plantings	0	0	5	1
Bicycle Parking	1	0	0	0

950 McPherson Square NE Land Use Amendment

JEMM
zeidler
O2

The public realm improvements that received the most support were **street lighting** (5), **street plantings** (5) and **street trees** (4). This reflects the comments related to safety concerns along 9th St NE and near the LRT, as well as the desire for more trees, plantings and green space around the site.

Other public realm improvements that received support from more than one participant were **public benches** (3), **active retail frontage** (3) and **wide sidewalks** (2). These speak to the desire for a vibrant streetscape, particularly along 9th St NE, to encourage walkability and an active public realm.

Outdoor seating, **active residential frontage** and **bicycle parking** each received support from one participant, while **public art** did not receive any support.

PROJECT WEBSITE

A project website was launched to provide information to residents who were unable to attend the engagement events. The website provided an additional opportunity for people to provide feedback.

In total, feedback was received from 4 residents via the website. These are summarized below.

PARKING & ACCESS

- It is already difficult to find parking in the area within the restrictions of the permit. Adding a development of this magnitude, with a limited parking supply, will reinforce this issue
- There is support for efforts to reduce car dependency, but concerns regarding how effective they will be
- Residents may be required to use up parking spaces in Bridgeland that are otherwise intended for local businesses
- With increased vehicle and pedestrian density in this area there needs to be safer ways to cross the streets. A pedestrian overpass or a signaled crosswalk at a minimum
- The proposed development should enforce a policy similar to McPherson Place, where on-street parking permits are only available to residents with ground floor units. This would help deter car owners from renting in a car-free building

SHADOW IMPACTS

- Any decrease in sunlight in Murdoch Park has a big impact on enjoyment of the park. This park is the heart of the neighbourhood

AFFORDABILITY

- There is support for making efforts to reduce the cost of renting a unit. An increase in density should result in units for all income levels
- 10-20% of new units should be dedicated for low income people

LANDSCAPE INTEGRATION

- All roof tops in the development should be green as these form a part of the viewsapes for units around the park

COMMERCIAL USES

- While there is a big variety of businesses in the neighbourhood, there is no easy access to a moderately sized grocery store

HERITAGE

- Concerns regarding the spread of tall buildings dwarfing single family heritage homes. The City recognizes these as important but we are overvaluing the price of land and undervaluing the buildings around it

VERBATIM COMMENTS

Below are the verbatim comments received at the community information Session and via the project website.

How could this type of development best contribute to the neighbourhood?

- Grocery Store
- Height is too much for around the Park. Prefer the current zoning of 7 stories
- Like the activated streets and plazas and stepped design
- Provision for more residential parking off street
- LRT safety. Cars. Trees?? Not enough organics
- Too tall. Parking? What happened to the #9 bus
- Improve drop-off area for train. Hazardous as is!
- Too tall along 9th St
- Looks like a concrete jungle
- Could help to get the C-Train station renovated + north side of river made safer
- Maybe a little too tall
- Need to consider “type” of commercial development to not attract more drug users and transients
- Need to consider cut-through traffic congestion & controls at 9th St and McDougall (which is endemic to the whole area)
- Bakery
- Happy the unit sizes could support families (unlike Dominion)
- Trees for oxygen
- Development should support family living, i.e., two- and three-bedroom units – we have a number of families in Bridgeland Crossings

Do you have any additional questions or comments regarding this land use redesignation?

- Knock a few stories off the tallest tower
- Would be good for the developer to finish this Bridges project
- (Is the) Rooftop patio for residents?
- No Parking? Not here now
- Too tall and too much shadowing
- Happy its not going to be 20 stories! A few shorter would still fit the Bridges better
- How will you contribute to the overall community?
- Loading zone for deliveries, cabs, dropping people off, Canada Post/UPS. Right now ppl park on McPherson Place and Bridgeland Crossings driveways

Additional Comments

- Bridgeland/Memorial LRT Station has the lowest ridership because trains are packed at peak times
- Outdoor seating on the NE side to avoid noise on McPherson
- I provided comments on sticky notes regarding height of development, type of commercial development, traffic problems in Bridgeland/Riverside and importance of the development to not worsen this problem. Some units should be amenable to family living, i.e., 2 or 3 bedrooms
- Towers are too high for this community. There are lots of empty lots in the neighbourhood. Once they are built up there will be lots of density in this area. There are 4 vacant lots in this 2 block area. If all of the lots have high towers the community will feel like living downtown. I did not move into this community to have that confestion

Website Feedback

- Car Free concerns me, and I will fight it. There are many of us who live in the area who must use street parking. It is already an issue in the area. It is often difficult to find parking within the restrictions of the permit. Through promoting car free, and not having parking available for residents, you are going to be adding the vehicles of hundreds of units to the surrounding streets
- I attended the community consultation on Nov. 12th. Here are a few of my concerns that I raised with the JEMM reps.
 1. Parking - I don't believe there is enough parking spaces for a building of this size (0.3/unit). I do applaud efforts to reduce cars and the cost of units in the city. What is stopping renters from using parking spaces across Bridgeland that would otherwise go to people using the businesses in the neighbourhood?
 2. Crossings - I cross McDougall and 9th street almost daily with young children. It's not easy with all the traffic to and from Memorial. With increased vehicle and pedestrian density in this area there needs to be safer ways of crossing these streets. A pedestrian overpass or a signakled crosswalk is a minimum with the increased density.
 3. Low income housing - I think it's great that the developer is making efforts to reduce the cost of renting a unit. If they want to increase the density of a neighbourhood it should be for all income levels. A portion of the units (10-20%) should be dedicated for low income people if this zoning change is going to go ahead.
 4. Rooftop gardens - I think all the roofs in the city should be covered with greenery. The drawings show gardens on the middle level but it should really be on the lower level as well. This will be part of our viewscape for the units around the park.
 5. Commercial space - Our neighbourhood has big variety of businesses but it does not have easy access to a moderately sized grocery store.

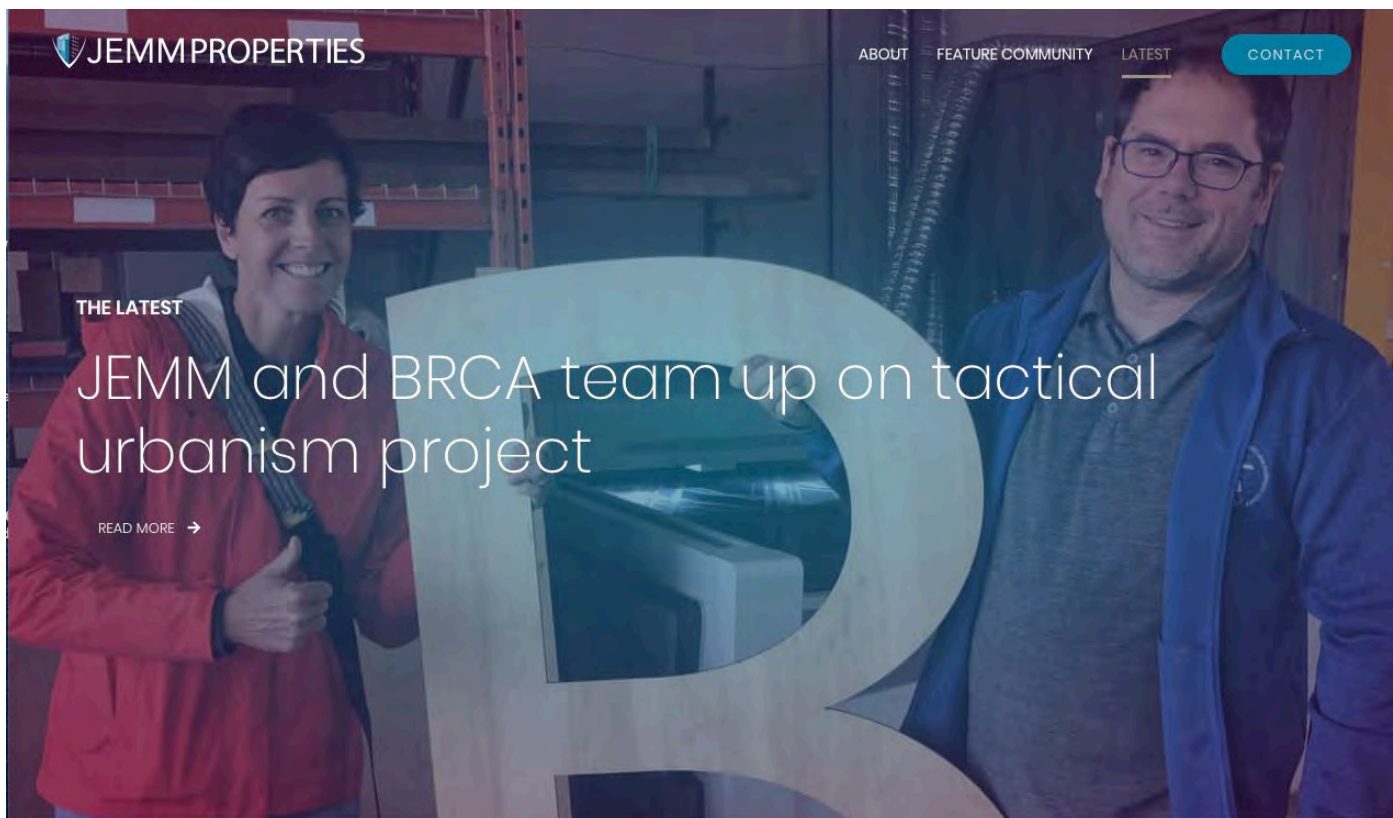
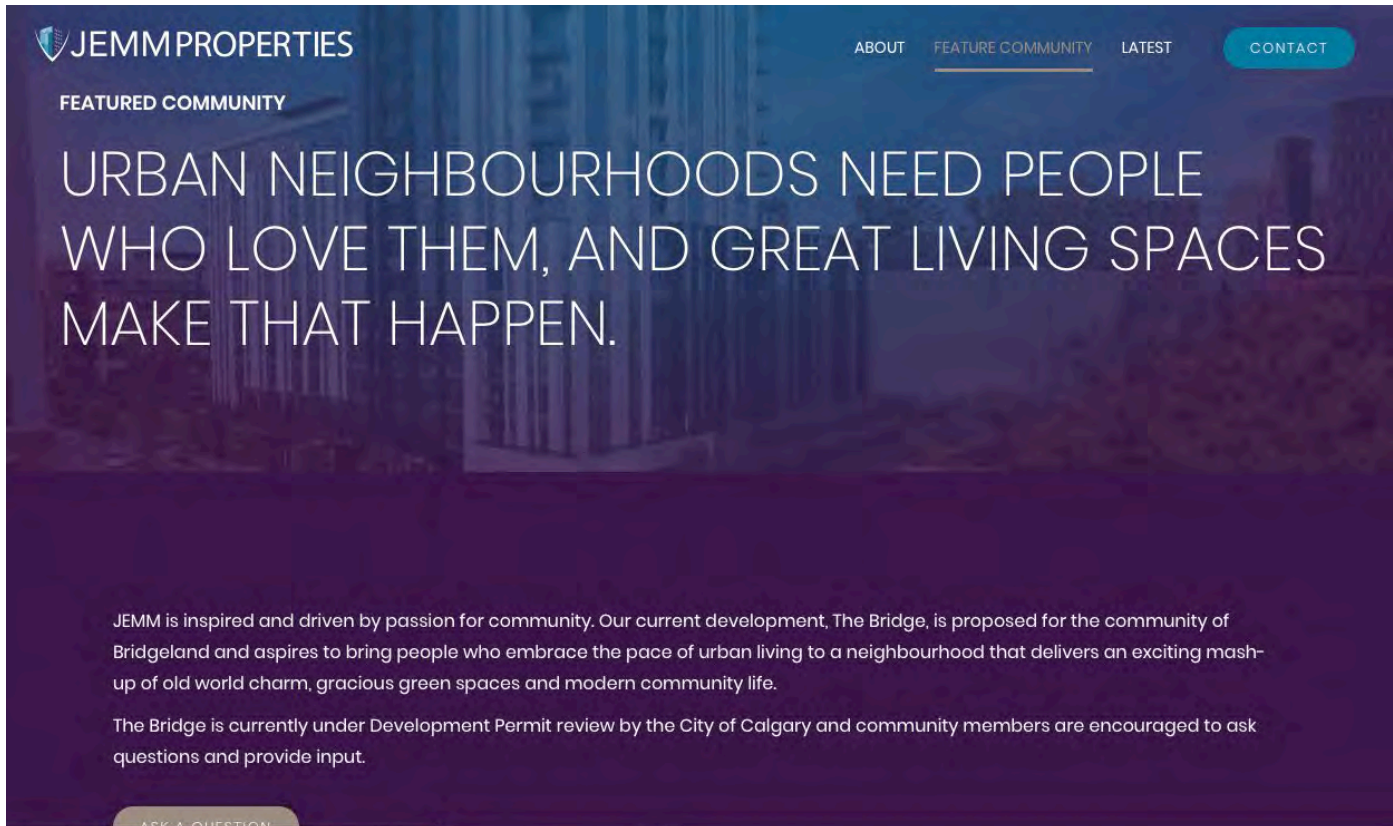
6. Shade - I use Murdoch Park almost daily with my daughters, including in the winter. Any decrease in sunlight in the park has big impact of our enjoyment of the park. This park is the heart of our neighbourhood.
 7. I own a small heritage house on the West end of Murdoch Park. I am most concerned with the spread of tall apartment buildings dwarfing the single family dwellings that have been around for over 100 years that the city already recognizes as important. If the developers can't afford to build in this neighbourhood without increasing the height of the buildings maybe they are not the right buildings for our neighbourhood. We're overvaluing the price of and undervaluing the value of the buildings around it.
- Hi there, I live across the street in McPherson Place. The agreement our building has is that if you do not live on the main floor you do not get a permit for street parking. So, if you live on floors 2-6 and have a second car you cannot get a street parking permit. With your building proposed as car free, I would hope the city looks at that as well. You know people are going to move into your building that own cars. We aren't ready to be a car free city. The amenities just don't make it easy to be car free. By not being allowed permit parking, it would deter those with a car. You already know that parking is a premium in our block. By making your building taller and less parking for it, it will cause major parking headaches. Thank you.
 - In your diagram picture you have Bucci Dominion as being two towers. This has not been finalized yet? Also, who is the architect firm you went through and name of your lawyers? Also, did anyone in your company donate money to Carra or the two councillors on the City Planning committee? Gondek and Woolley?

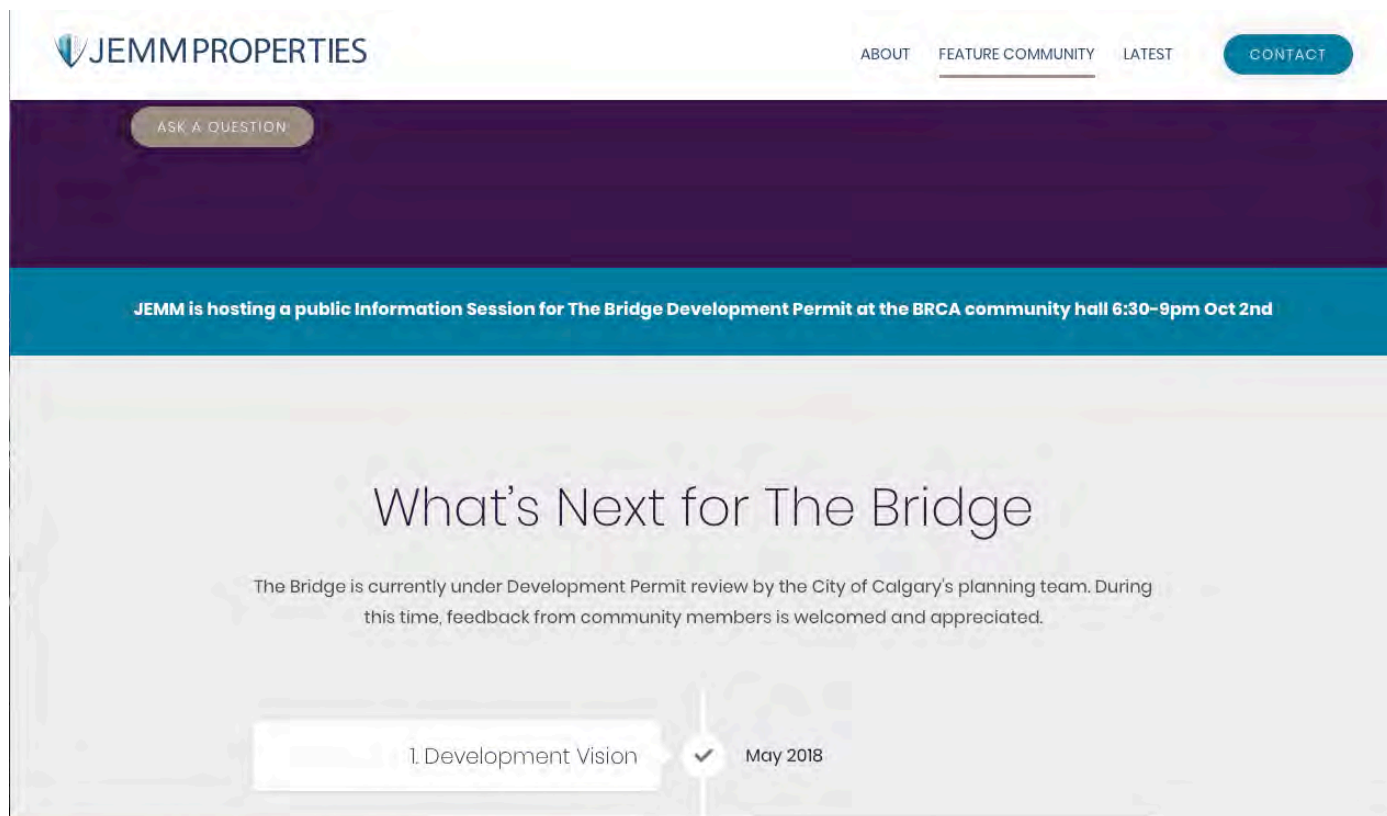
DP Engagement

- JEMM met with BRCA planning committee **June 17, 2019**, prior to DP submission to obtain feedback and proactively identify any concerns prior to submitting DP.
- JEMM launched our corporate website **Sept 18, 2019**, showcasing the planned development with very clear public engagement instructions and multiple "click to provide feedback" buttons, also included are links to the City of Calgary DP as provided by planning. www.jemm.ca
- JEMM conducted a public information session on **Oct 02, 2019**, BRCA blasted the invite on social media outlets 2 weeks prior, as well as sending invites to the condo boards in the Bridges to distribute to residents. A neon sign was installed outside the BRCA to advertise the event to the public 2 weeks prior. Approximately 8 people attended the open house.
- One comment was received from the JEMM website just after the open house, and was responded to promptly (see below).
- Additionally, JEMM sponsored and volunteered to construct and install a hollywood style "BRIDGELAND" sign at the exit from Memorial Drive to 9th St. <https://jemm.ca/news/>
- JEMM has engaged extensively with the community, and continues to monitor and respond to any and all queries received from the website etc

<https://www.youtube.com/watch?v=ueMTJ0Si6aY>

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Comments/Feedback Received

- Building is higher than any previous developments in The Bridges.
- Worried that people will park on the streets adding to congestion in the area.

Email Received

Name
Holly DESIMONE
Email
HOLLYDES@LIVE.CA
Question
With Car2Go gone now and the City of Calgary's transit cuts, How will you as builders manage the parking that is already extremely congested in the area? Do you think you may have more owners that will need parking?

Good Morning Holly,

Thank you very much for reaching out to us!

JEMM is listening intently to the conversation happening around Car2Go departure, in-fact I'm listening to the CBC radio program that aired yesterday at this moment.

14 | 950 McPherson Square NE

JEMM is committed to building a community that enables people to live without owning a car. The parkade at The Bridge is on one level, providing only one parking stall for every 4 residential units. **Our tenants will NOT be able to apply for a parking pass to park on the streets.** The majority of our tenants will be people who do not own cars, they simply won't have the option to park a car.

The target market for The Bridge are people who currently don't own a car, or people who are willing to ditch their car but haven't found a place to live that offers the alternatives they need to take that leap. Our research shows a demand far exceeding our 285 rental units, and you will likely see more developments like ours in the future.

The close proximity to the LRT (less than 200m) is the primary transportation alternative for The Bridge, as well as the close proximity to DT. Additionally, The Bridge will offer residents a large amount of secured custom bike storage lockers that can accommodate e-bikes, e-scooters, etc. A dedicated loading zone is being proposed in front of our lobby that will facilitate ride-hailing services and deliveries to address the issue in the community of these types of vehicles clogging up the street parking.

The departure of Car2Go is unfortunate, but you will likely see more alternatives arise by the time our development is expected to be complete in Spring 2022. It sounds like the entry of Uber to the market really had an impact on Car2Go, also the micro-disruptors like bike and scooter sharing. There are simply more options for folks to get around, as opposed to a lack of demand.

I cannot comment specifically on the proposed transit cuts, but hopefully it won't affect the frequency of LRT stops at the Bridgeland station especially during peak commute hours.

Please don't hesitate to contact us again with any further comments or questions? We are hosting an information session at the BRCA hall tomorrow (Oct 02 6:30pm -9pm), we would love to see you there!

Kind Regards,

Edan Lindenbach
Principal - Land Planning & Development
www.jemm.ca