



Calgary Planning Commission
Agenda Item: 7.2.3

LOC2020-0034
Land Use Amendment

July 16, 2020

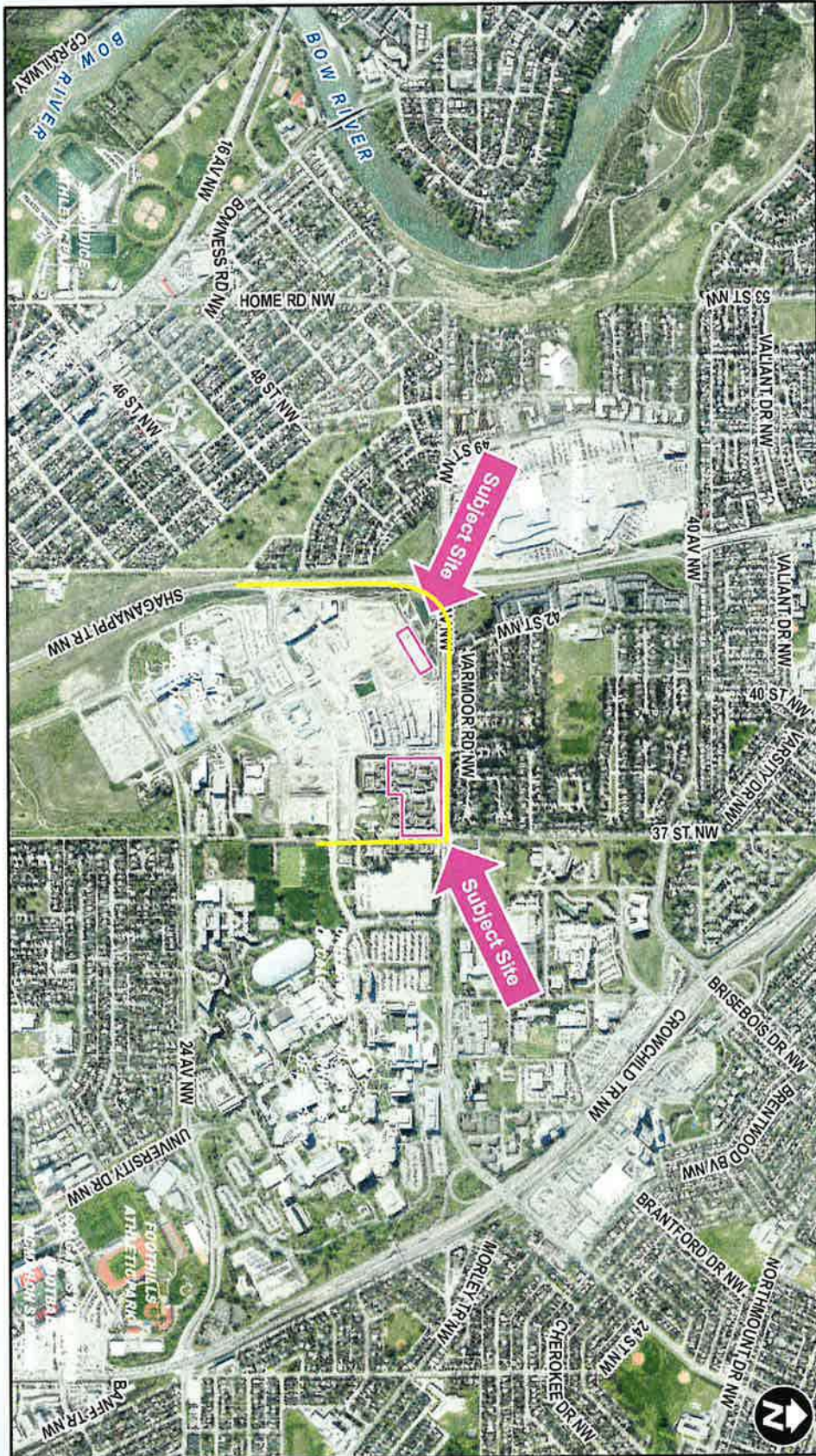
LOC2020-0034

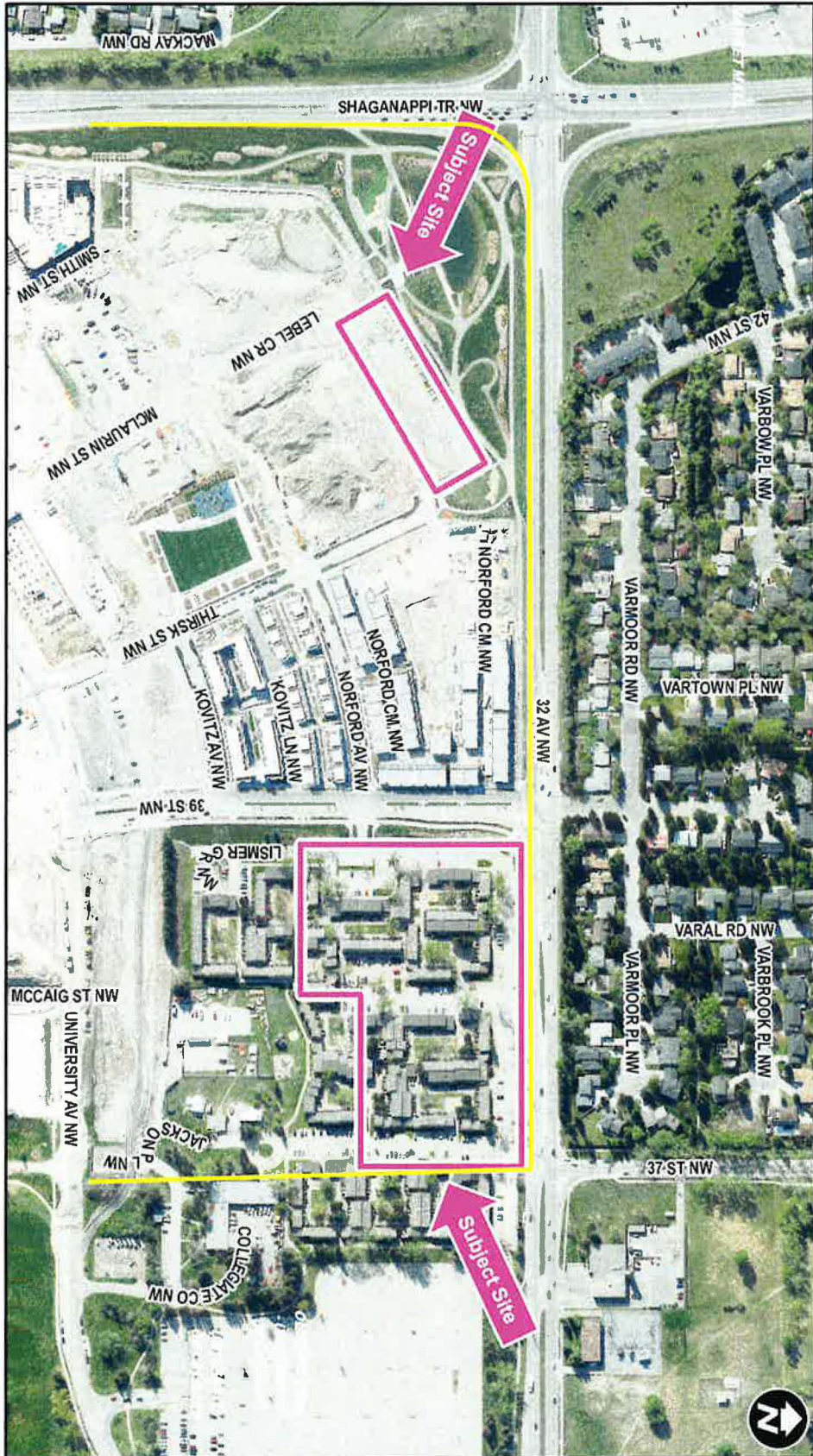
CITY OF CALGARY
RECEIVED
IN COUNCIL CHAMBER

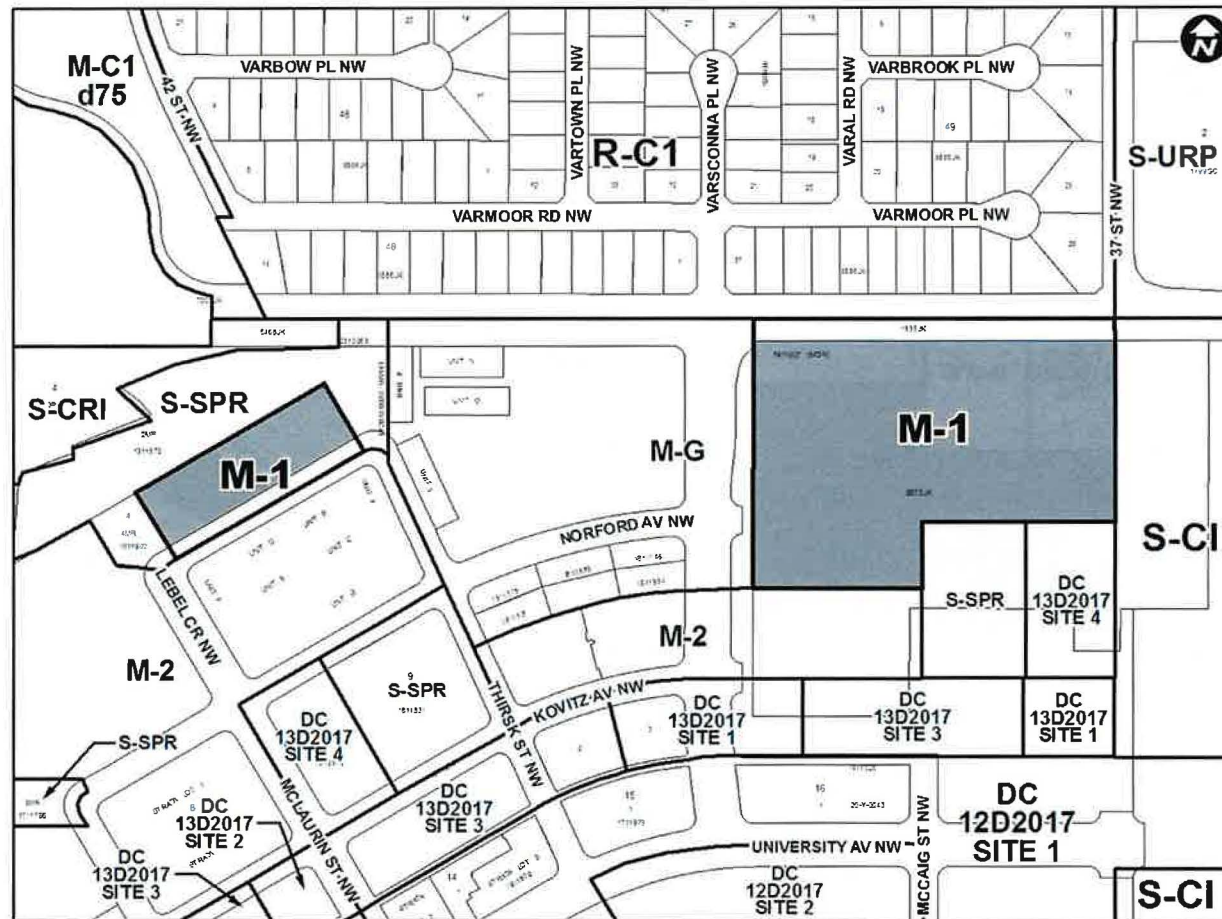
JUL 16 2020

ITEM: 7.2.3 CPC2020-0799
DISTRIBUTION
CITY CLERK'S DEPARTMENT



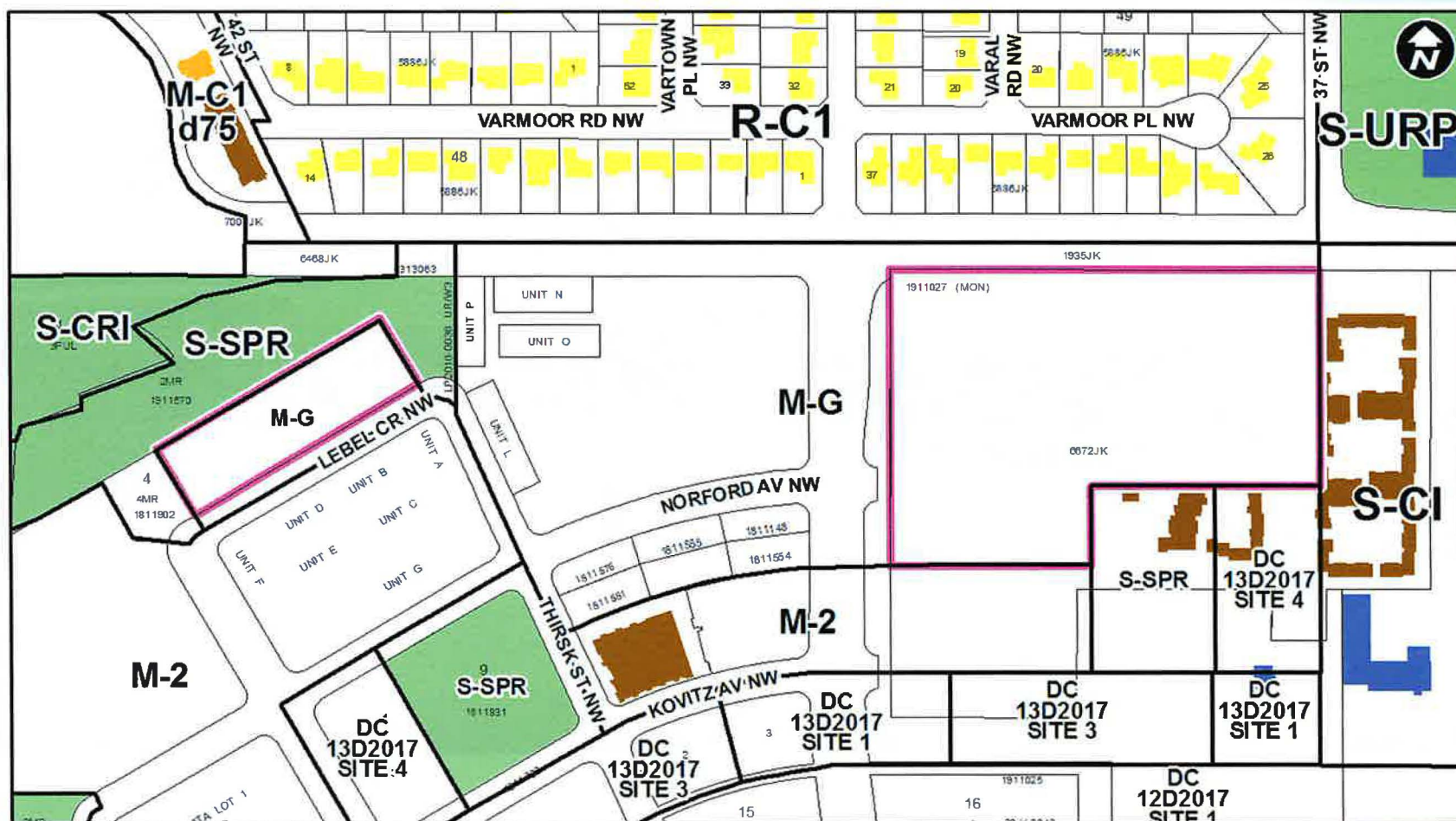






LEGEND

- Residential Low Density
- Residential Medium Density
- Residential High Density
- Commercial
- Heavy Industrial
- Light Industrial
- Parks and Openspace
- Public Service
- Service Station
- Vacant
- Transportation, Communication, and Utility
- Rivers, Lakes
- Land Use Site Boundary



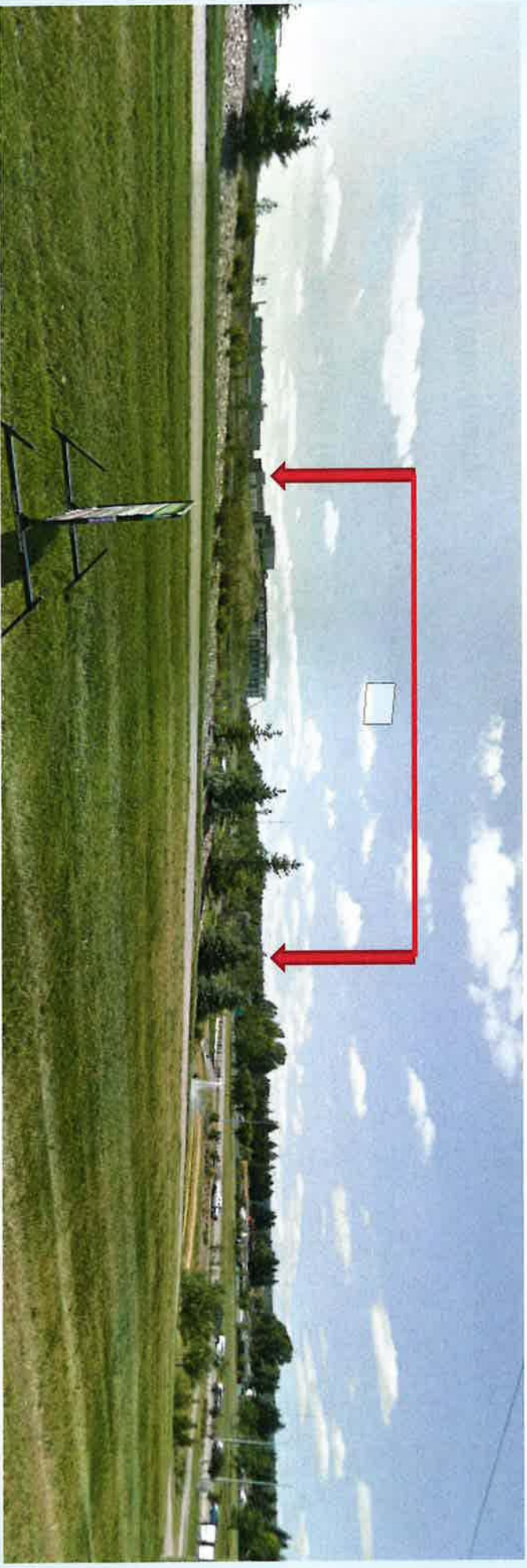


July 16, 2020

LOC2020-0034







Demographic (applicant market research for University District)

- Primary audience – Seniors/Empty and Near Nesters
- Secondary audience – mature transitions/midlife move-up
- Tertiary – Young professionals
- High number of young professionals and downsizers that are considering townhomes (68%) and apartment/condos (66%).
- 1,315 – 1,944 square feet
- Preferred residential form on one level
- High level of NW loyalty

Reasons for Recommendation

- The proposal aligns with applicable policies of the *Municipal Development Plan* and the *South Shaganappi Areas Plan*.
- The proposal represents a change in building form that would allow for increased density within a Major Activity Centre (University District) while remaining compatible with the built form and character envisioned in the area.
- The proposal provides an opportunity for the development of a variety of residential forms in the area that is near a number of amenities, including commercial, retail, open space, education and health care.
- There is safe, easy access to the primary transit network (both regular and rapid services).
- The proximity of an established Commercial Activity Centre (Market Mall) and ongoing commercial development on University Avenue NW presents significant employment opportunities to support higher density residential development.

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LOCC2020-0034

Land Use Amendment

QUESTIONS?

AUDIENCE

Tertiary



Young Professional primarily consist of:

- Young adults who are employed and moving out of their parents homes.
- Young couples purchasing their first home.
- May or may not be considering future children who will live in the home.

Secondary



Midlife Move Ups primarily consist of:

- Couples wanting to move closer to work, or respond to a life change.
- Looking for more outdoor space, more features and options.
- Looking to gain access to community features (amenities, extra-curricular activities, art/culture connection)



Mature transitions primarily consist of:

- Families with children in Jr. High through University.
- Divorced or blended couples
- Considering smaller living space with added conveniences.
- Looking for a good community with immediately available amenities and proximity to post-secondary school options.

Primary



Empty and Near Nesters primarily consist of:

- Singles and couples with no children living at home.
- Diversity in goals between upsizing and downsizing. Looking to achieve the 'Forever Home' for them. (Could be larger or smaller home)
- Looking for familiar neighbourhood, same quadrant.
- Entering or nearing retirement.



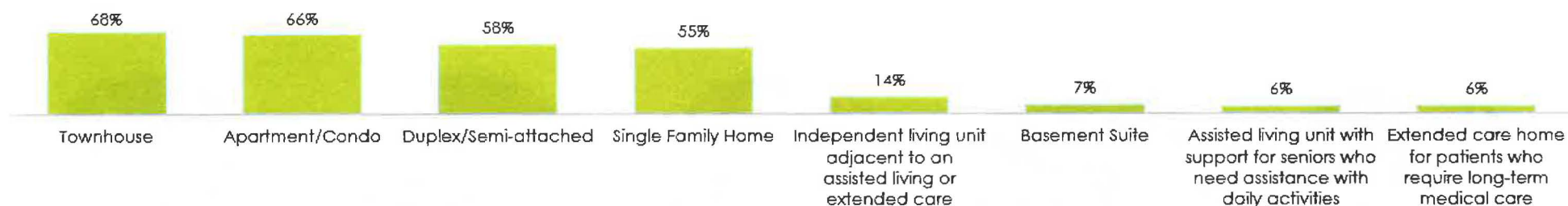
Seniors primarily consist of:

- Singles or couples who want to age in place.
- Still active and/or social, looking for a community that has proximity to daily conveniences and social connections.
- Flexibility in living options is top of mind (rental, independent living, assisted, long-term care)
- Neighbourhood 'feel' is very important.

NTNWA: HOME PREFERENCES 2019 YEAR-END NORTHWEST SURVEY

- Among the target audiences, there are high number of Young Professionals and Downsizers that are considering townhomes and apartments/condos, while Focused Families are more interested in single-family homes.

TYPE OF HOME BEING CONSIDERED



STAGE IN HOME BUYING PROCESS



63%
Will buy
in < 3 years

TOP 3 UPGRADES DESIRED

Upgrades which would make me consider purchasing (undecided)

18%	Kitchen (including appliances)
11%	Basement (developed, finished)
9%	Garage (heated, bigger, attached)

	M-G	M-1
Purpose	<ul style="list-style-type: none"> • Multi-residential development – low height/low density • All units Grade Oriented 	<ul style="list-style-type: none"> • Multi-residential development – low height/medium density • Allows a variety of forms
Permitted Uses	<ul style="list-style-type: none"> • Identical to M-1 	<ul style="list-style-type: none"> • Identical to M-G
Discretionary Uses	<ul style="list-style-type: none"> • Includes Addiction Treatment, Assisted Living, Live Work units, Place of Worship – medium and small, Residential Care 	<ul style="list-style-type: none"> • Adds Child Care Service
Density	<ul style="list-style-type: none"> • 35 – 80 units per hectare 	<ul style="list-style-type: none"> • 50 – 148 units per hectare
Height	<ul style="list-style-type: none"> • 13 metres 	<ul style="list-style-type: none"> • 14 metres

Date:

February 5, 2020

Engagement:

South Shaganappi Area Planning Group (SSAPG)

A summary of our Land-Use Amendment application was presented to the regular scheduled SSAPG meeting at the University of Calgary Dinning Centre (see attached copy of presentation). The communities of University Heights, Montgomery, and Parkdale were in attendance along with local stakeholders including the City of Calgary. The community of Varsity was not in attendance, so a separate meeting time was established to go through the presentation.

Feedback & Response:

No concerns were raised at the SSAPG by any of the communities in attendance, or stakeholders. The community of Varsity asked for adjacent residents along 32nd ave to be notified but had no concerns or questions about what was being proposed.

Date:

March 26, 2020

Engagement:

Mail drop to Varsity Residents adjacent to University District (32nd Ave) – Varmoor Place NW

A mail drop notification was distributed to Varsity residents along Varmoor Place as requested by the Varsity Community Association. The notification was also sent to the Varsity Community Association representatives and posted on the Trust website.

Feedback & Response:

The Trust received no correspondence or concerns from any Varsity residents.

