



1025 9TH AVENUE SE | LAND USE CHANGE

PROPOSED MASSING STRATEGY

PRESENTED BY LANDSTAR DEVELOPMENT CORPORATION
SEPTEMBER 2020

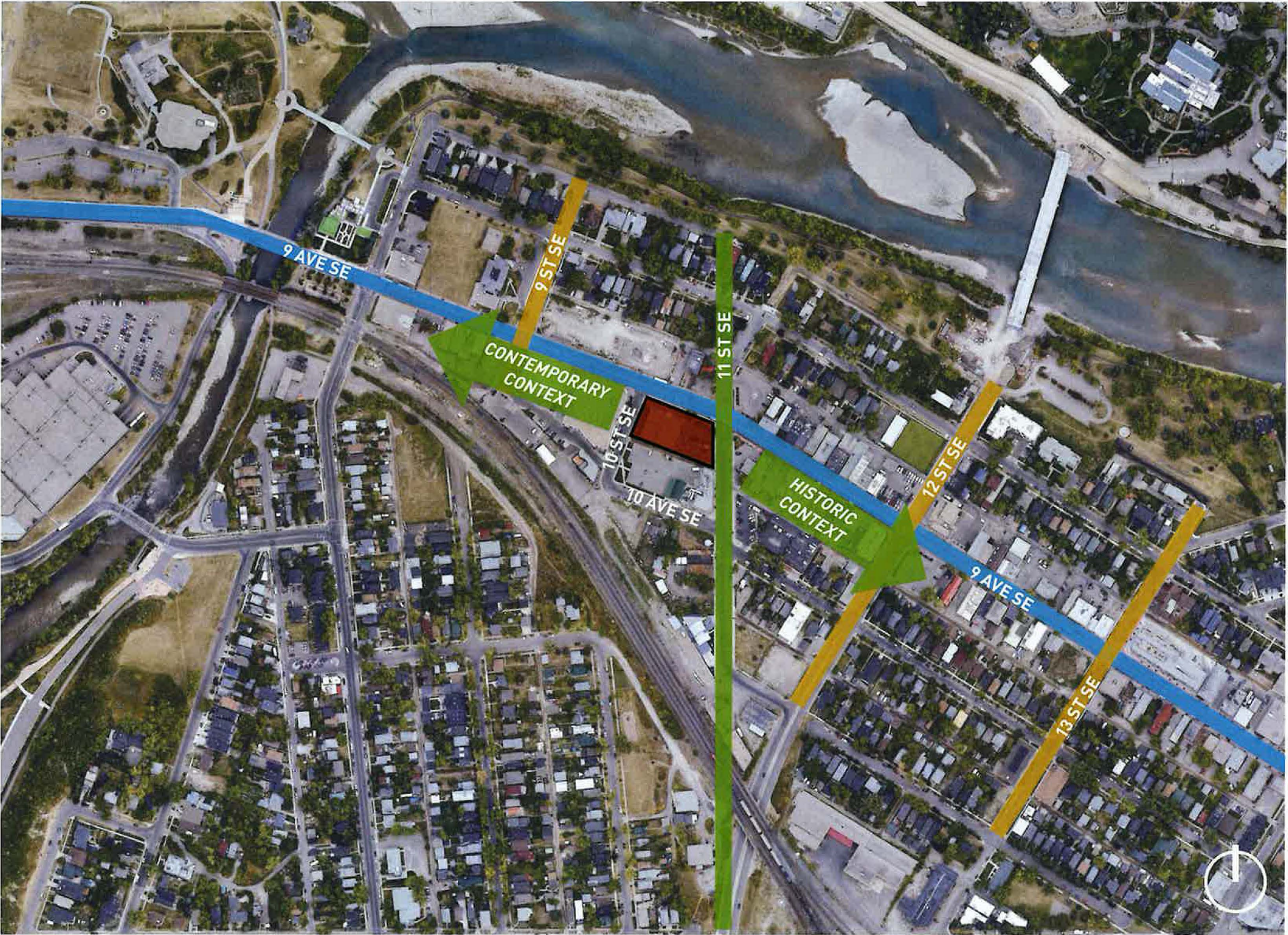
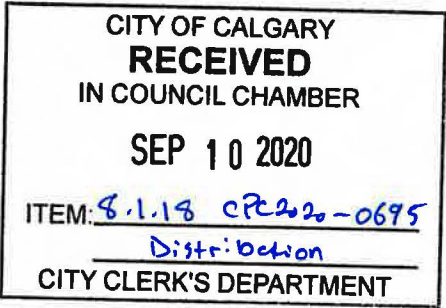
SITE LOCATION | INGLEWOOD

1025 9TH AVENUE SE

The site is located on the corner of 9th Avenue SE and 11th Street SE in the historic community of Inglewood.

This intersection has significant historical significance as 11th Street SE was an original section line. Therefore, the orientation of the urban planning changes at this point in Inglewood.

To the west of the site there is a series of new developments and to the east of the site are original heritage buildings.



SITE CONTEXT | ADJACENT BUILDINGS



① National Hotel



② Seasonal Market



③ Contemporary Developments



④ Historic Buildings



DEVELOPMENT CONSIDERATIONS

OPPORTUNITIES + CONSTRAINTS

Community Commentary

Review of videos recorded at Historic East Calgary Area Redevelopment Plan Public Town Hall, held on Wednesday, January 23, 2019 at the Alexandra Dance Hall in Inglewood.

- **NATIONAL HOTEL**
The massing of new developments should express a relationship to the historic hotel.
- **HISTORIC RETAIL STREET FRONTAGE**
New developments should respect the scale and rhythm of the historic streetscape.
- **PEDESTRIAN EXPERIENCE**
New developments should improve the pedestrian realm, ie. increased sidewalk widths; introduction of urban furniture; activation on street frontages, etc.
- **COMMUNITY BENEFITS**
New developments should give back to the community by providing accessible public amenities, ie. outdoor public space, public art, community programming, etc.
- **ARCHITECTURAL IMPACT**
New developments should be sympathetic to the existing context by limiting the visual impact of height, density (F.A.R.) and shadowing.
- **HERITAGE AND MATERIALITY**
The design of new developments should complement the materiality and architecture of the historic context.



VIDEO 1:
[INTRODUCTION, HEIGHT AND FAR DISCUSSION](https://www.youtube.com/watch?v=I7A1TIHXMP0&FEATURE=Youtu.be)
[HTTPS://WWW.YOUTUBE.COM/WATCH?V=I7A1TIHXMP0&FEATURE=YOUTU.BE](https://www.youtube.com/watch?v=I7A1TIHXMP0&FEATURE=Youtu.be)

VIDEO 2:
[HERITAGE CONSERVATION AND CHARACTER DISCUSSION](https://www.youtube.com/watch?v=F16TZOWIDLA&FEATURE=Youtu.be)
[HTTPS://WWW.YOUTUBE.COM/WATCH?V=F16TZOWIDLA&FEATURE=YOUTU.BE](https://www.youtube.com/watch?v=F16TZOWIDLA&FEATURE=Youtu.be)

VIDEO 3:
[THE PATH TO COMPLETING THE ARP](https://www.youtube.com/watch?v=DBZRUDUZ96W&FEATURE=Youtu.be)
[HTTPS://WWW.YOUTUBE.COM/WATCH?V=DBZRUDUZ96W&FEATURE=YOUTU.BE](https://www.youtube.com/watch?v=DBZRUDUZ96W&FEATURE=Youtu.be)

COMMUNITY COMMENTARY | NATIONAL HOTEL

COMMUNITY COMMENTARY:

Consideration must be given to scale and height of National Hotel.

DEVELOPMENT CONSIDERATIONS:

- Align adjacent massing of new development with National Hotel parapet
- Express alignment between main floor of Hotel and new massing of 11th Street SE facade



COMMUNITY COMMENTARY | HISTORIC RETAIL STREET FRONTAGE

COMMUNITY COMMENTARY:

New developments should respect the scale and rhythm of the historic streetscape, which is typically 3-4 storeys in height.

DEVELOPMENT CONSIDERATIONS:

- Limit massing along 9th Avenue to 6 storeys in height
- Set back all storeys above this datum
- Create clear architectural expression at this datum



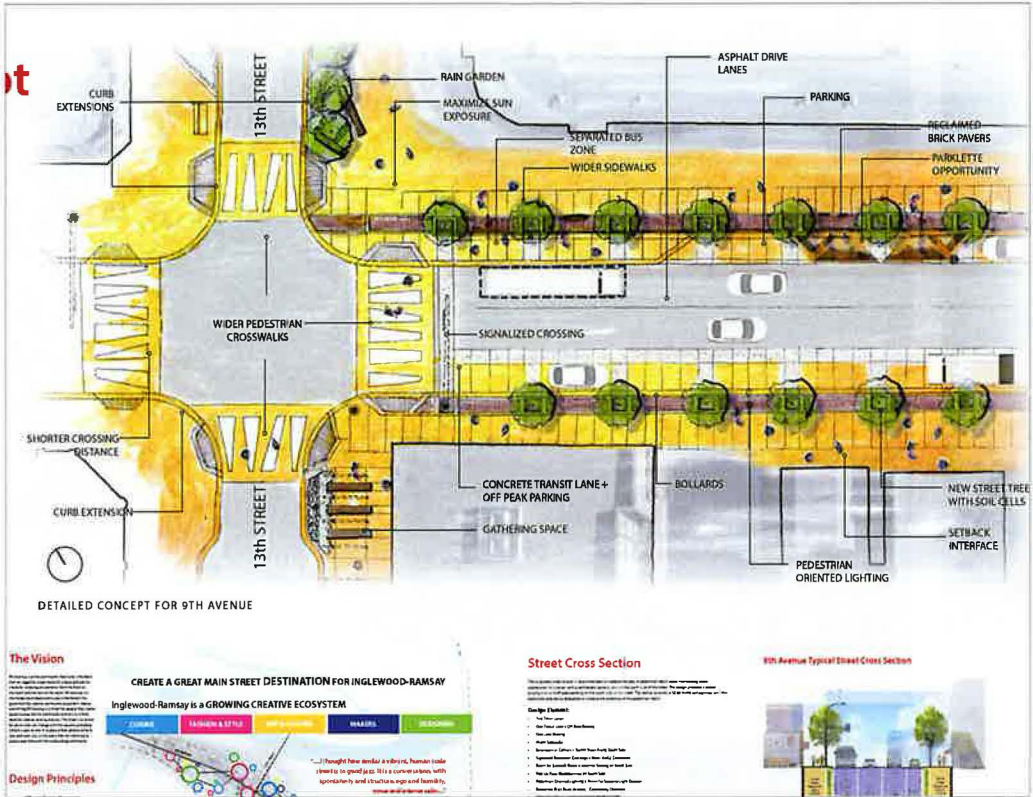
COMMUNITY COMMENTARY | PEDESTRIAN EXPERIENCE

COMMUNITY COMMENTARY:

New developments should improve the pedestrian realm, ie. increased sidewalk widths; introduction of urban furniture; activation on street frontages, etc.

DEVELOPMENT CONSIDERATIONS:

- Increase public sidewalk width and provide overhang
- Ensure all frontage facing 9th Avenue and 10th and 11th Streets are activated with retail programming
- Provide integrated urban furniture



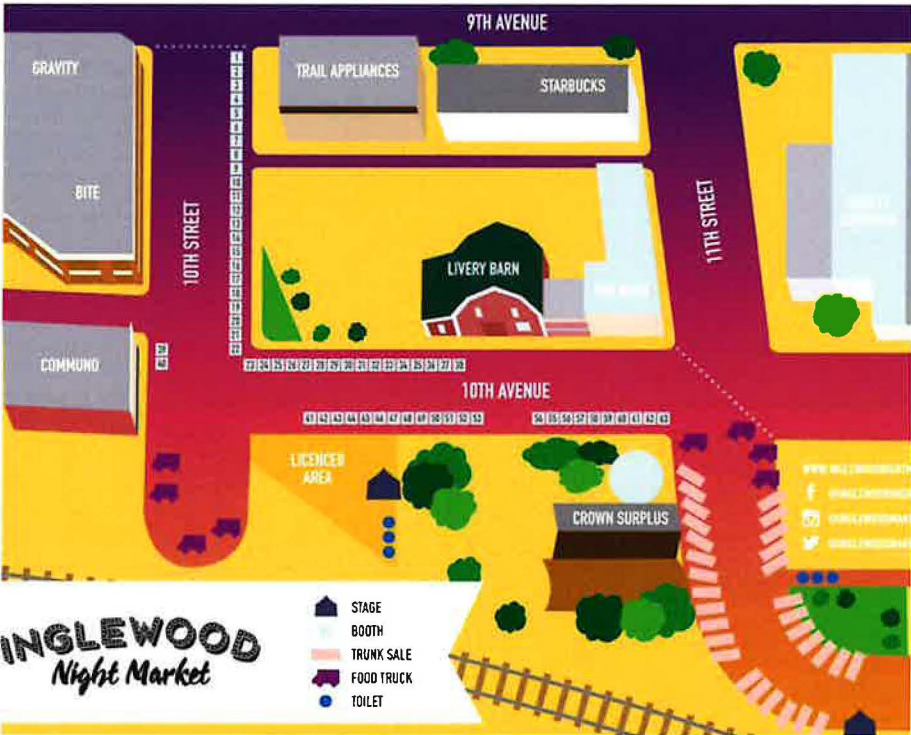
COMMUNITY COMMENTARY | COMMUNITY BENEFITS

COMMUNITY COMMENTARY:

New developments should give back to the community by providing accessible public amenities, ie. outdoor public space, public art, community programming, etc.

DEVELOPMENT CONSIDERATIONS:

- Provision of external amenity spaces
- Provision of internal public amenities and community spaces
- Integration of public art
- Public realm investments
- Heritage Fund contriutions



COMMUNITY COMMENTARY | ARCHITECTURAL IMPACT

COMMUNITY COMMENTARY:

New developments should be sympathetic to the existing context by limiting the visual impact of height, density (F.A.R.) and shadowing.

DEVELOPMENT CONSIDERATIONS:

- The massing of new developments should be designed to limit the visual impact of increased height and density
- The 9th Avenue frontage of new developments should be limited to 5-6 storeys in order to align with the established streetscape and reduce shadowing



COMMUNITY COMMENTARY | ARCHITECTURAL HERITAGE AND MATERIALITY

COMMUNITY COMMENTARY:

The design of new developments should complement the materiality and architecture of the historic context.

DEVELOPMENT CONSIDERATIONS:

- Integrate materials that reference and complement the historic context (ie. brick, sandstone, masonry)
- Conserve existing heritage structures, where applicable



**INITIAL LAND USE CHANGE APPLICATION
PROPOSED MASSING**

SEPTEMBER 23, 2019

INITIAL L.O.C. APPLICATION | ANALYSIS OF PREVIOUSLY PROPOSED MASSING

OVERVIEW OF EXISTING SITE CONDITIONS

- Poor quality street frontage, presence of surface parking along streetscape
- Low-rise, suburban development
- No historic structures on site



INITIAL L.O.C. APPLICATION | ANALYSIS OF PREVIOUSLY PROPOSED MASSING

CONCEPTUAL MASSING SEQUENCING DIAGRAMS *As presented September 23, 2019*



Step 1: DIAGRAMMATIC BLOCK MASSING

- 7.4 F.A.R.
- No consideration for internal planning and layout



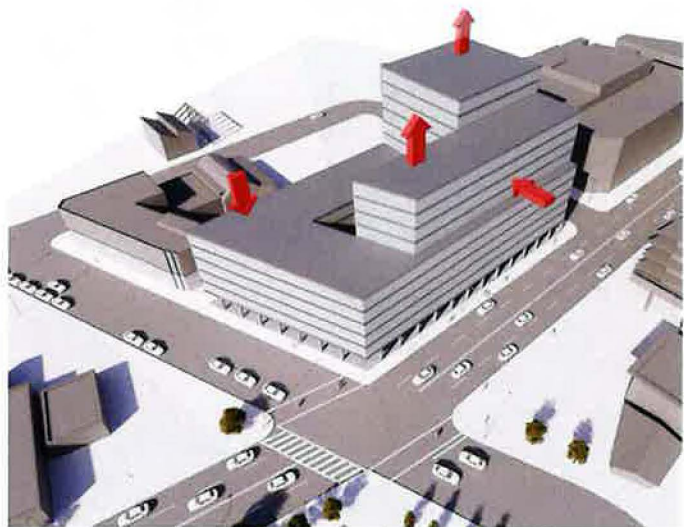
Step 2: INTRODUCTION OF CENTRAL COURTYARD / ATRIUM

- Addition of external public space at ground level
- Resultant increase in building height



Step 3: INCREASED SIDEWALK SPACE

- Addition of public colonnade / arcade
- Encouragement of cafe culture
- North facing covered space



Step 4: MASSING ARTICULATION

- Setback at ~20m datum
- Reduction in height of massing adjacent to National Hotel
- Density (tower) justified to rear of site, away from 9th Avenue. SE

INITIAL L.O.C. APPLICATION | CRITICAL ANALYSIS OF PREVIOUS PROPOSAL

CRITICAL ANALYSIS CRITERIA: COMMUNITY COMMENTARY

- ① NATIONAL HOTEL
Massing steps to 20m at National Hotel.
 - *Datum not achieved*
- ② HISTORIC STREET FRONTAGE
2m setback introduced above 20m.
Majority of massing is still aligned with 9th Avenue SE.
 - *Frontage consideration partially achieved*
- ③ PEDESTRIAN EXPERIENCE
Sidewalk width increased with addition of colonnade
 - *Concerns with quality of pedestrian realm within colonnade*
- ④ COMMUNITY BENEFITS
Public colonnade leads to new central public courtyard.
 - *Concerns with quality of public space in courtyard*
- ⑤ ARCHITECTURAL IMPACT
Majority of massing aligns with 9th Avenue streetscape
 - *Concerns of 'visual wall' and shadowing along 9th Avenue SE*
- ⑥ HERITAGE AND MATERIALITY
Materiality to be developed through subsequent design process



REVISED MASSING STRATEGIES

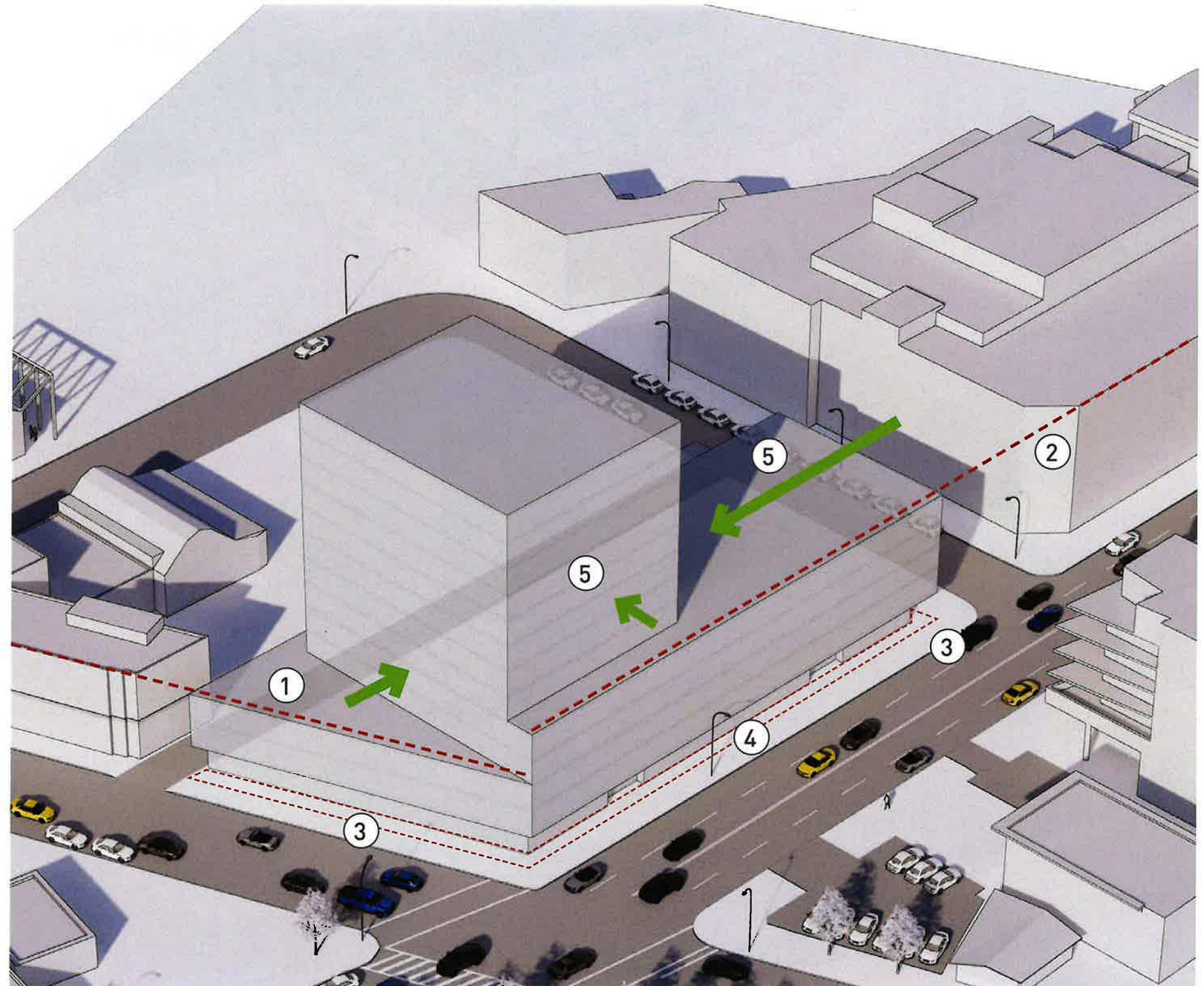
JUNE 2020

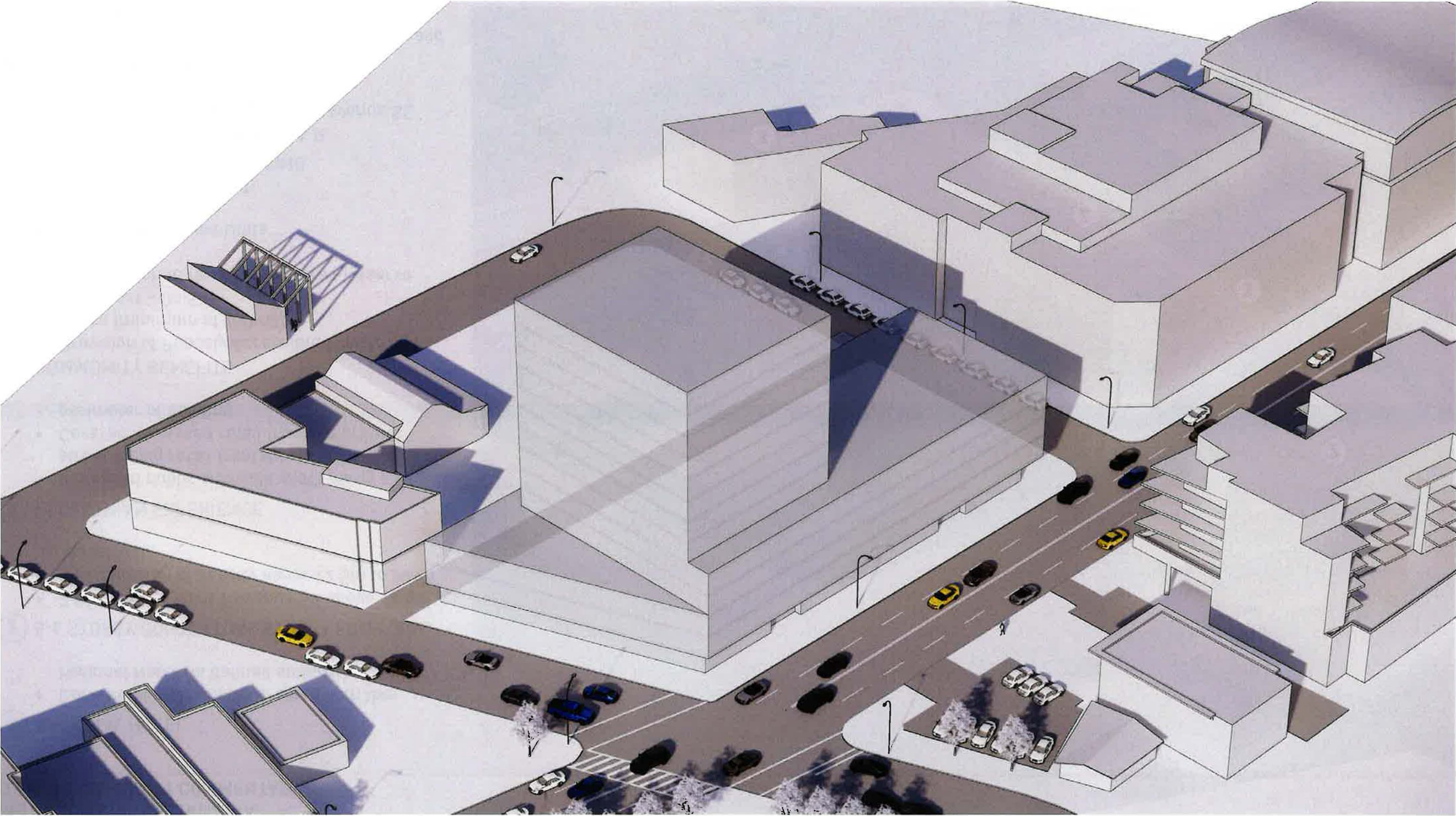
REVISED MASSING STRATEGY | 6.5 FAR / 45 METRES HEIGHT

CRITICAL ANALYSIS CRITERIA: D.T.R. + COMMUNITY COMMENTARY

- ① NATIONAL HOTEL
 - Contextual relationship created with the National Hotel via defined setbacks.
- ② 5-6 STOREY CONTEXTUAL STREET FRONTAGE
 - 3.5m setback from 9 Avenue SE above 22.5m
 - Consolidation of density above 22.5m to avoid 'visual wall'
- ③ PEDESTRIAN EXPERIENCE
 - Increased public sidewalk width along all street facing retail frontages.
 - Covered, recessed retail frontage around perimeter of building
- ④ COMMUNITY BENEFITS
 - Provision of Publicly Accessible Private Open Space (minimum of 250m²)
 - Public Art - On Site
 - Contribution to Heritage Incentive Reserve Fund
 - Affordable Housing Units
- ⑤ ARCHITECTURAL IMPACT:
F.A.R. + DENSITY + SHADOWING
 - Reduction in density to 6.5 F.A.R.
 - Reduction of shadowing along 9 Avenue SE
- ⑥ HERITAGE AND MATERIALITY

Refer to following section for design aspirations and precedents.





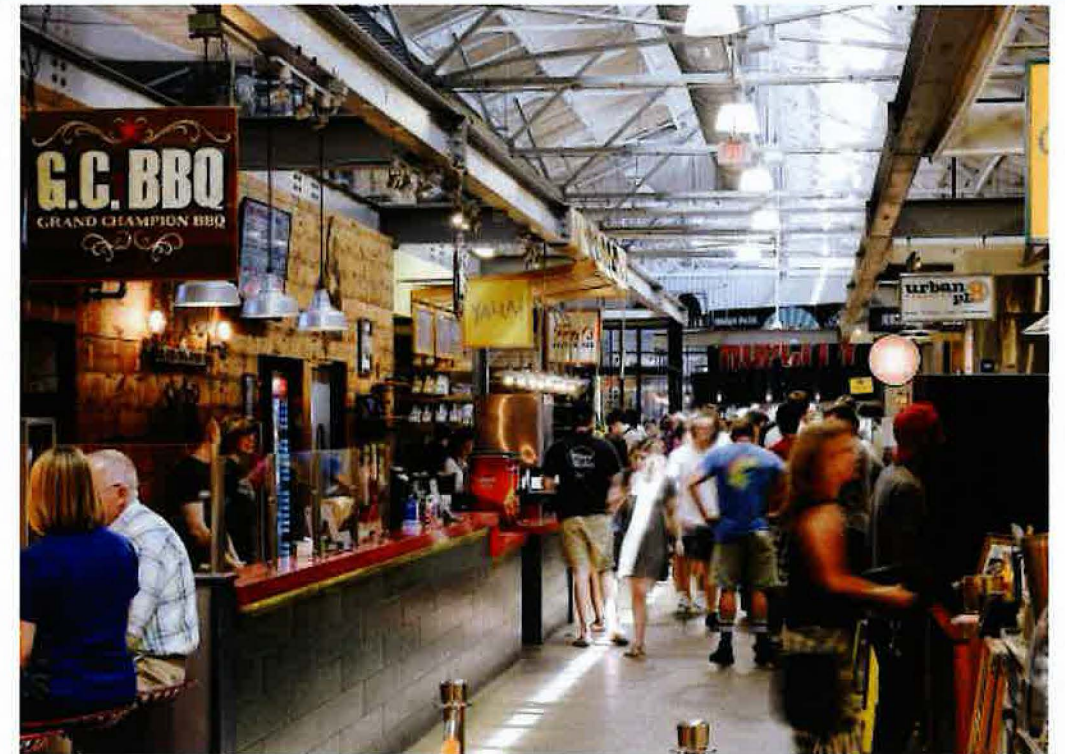
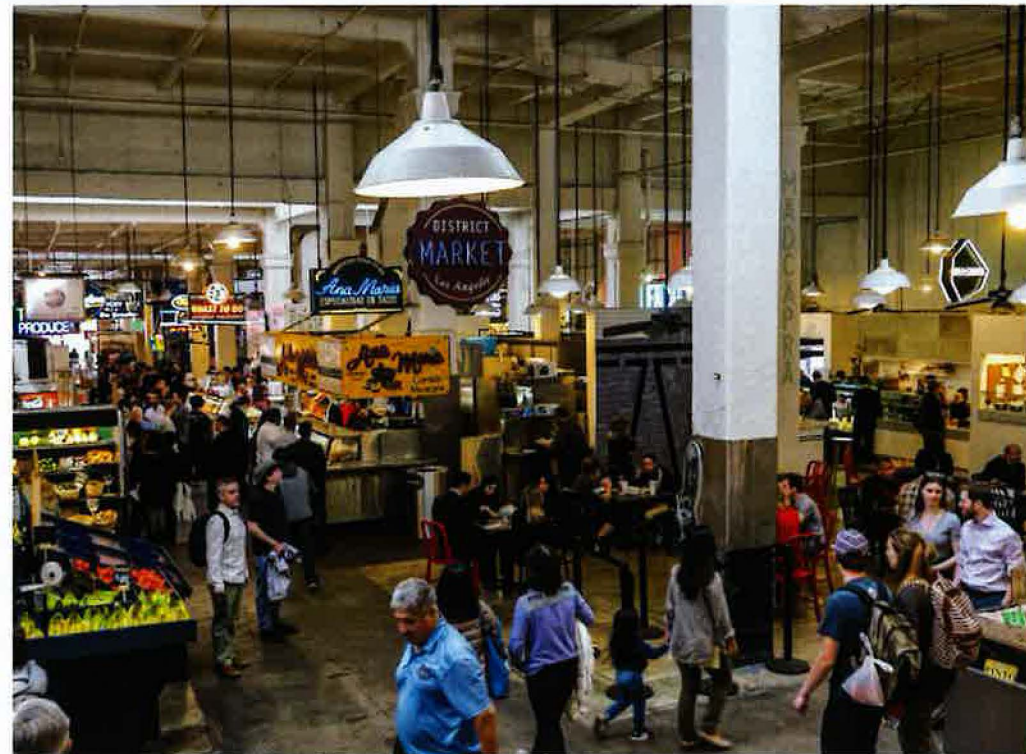
ASPIRATIONS + OPPORTUNITIES

MATERIAL AND PROGRAMMING PRECEDENTS

PROGRAMMING PRECEDENTS | OPPORTUNITIES FOR COMMUNITY PROGRAMMING

COMMUNITY FOCUSED RETAIL EXPERIENCE

- Creation of a vibrant year-round market to complement the existing night market



PROGRAMMING PRECEDENTS | ROOFTOP AMENITY SPACE

EXTERIOR AMENITY SPACE

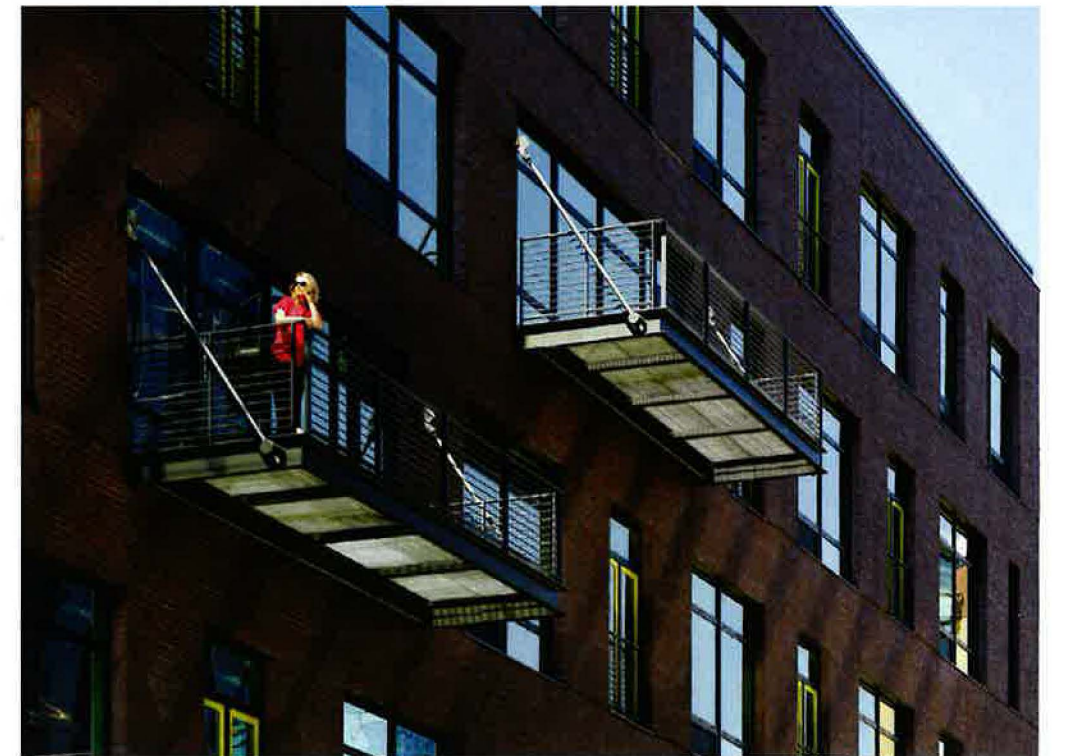
- Outdoor space located on the development parcel
- Recreational space



ARCHITECTURAL PRECEDENTS | HERITAGE AND MATERIALITY

HERITAGE AND MATERIALITY

- Sensitive materiality related to local context (Masonry facades)

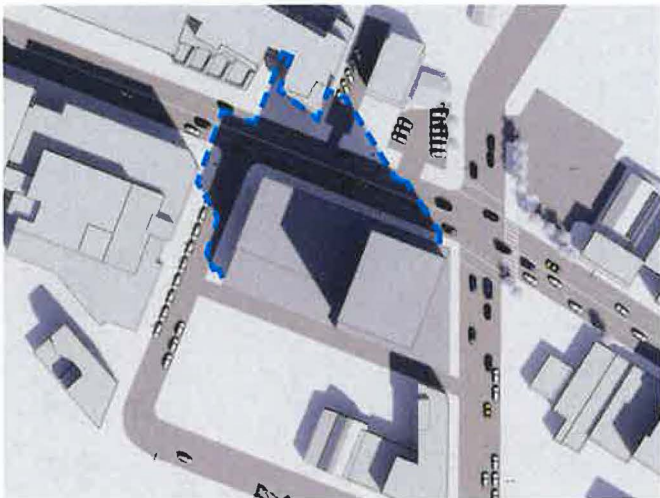


SHADOW STUDIES

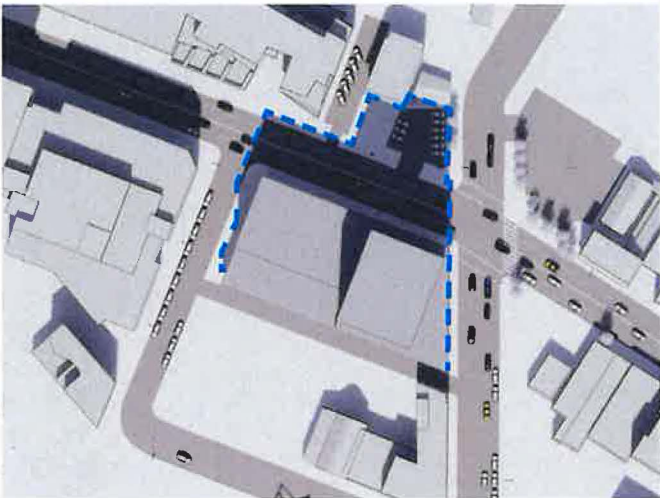
REVISED PROPOSAL

SHADOW STUDIES | 6.5 F.A.R. - 45M HEIGHT MASSING

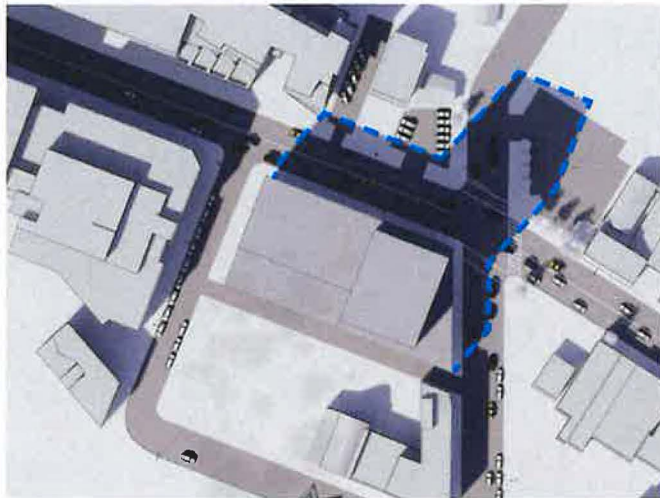
--- 6.5 F.A.R. - 45m HEIGHT MASSING SHADOW



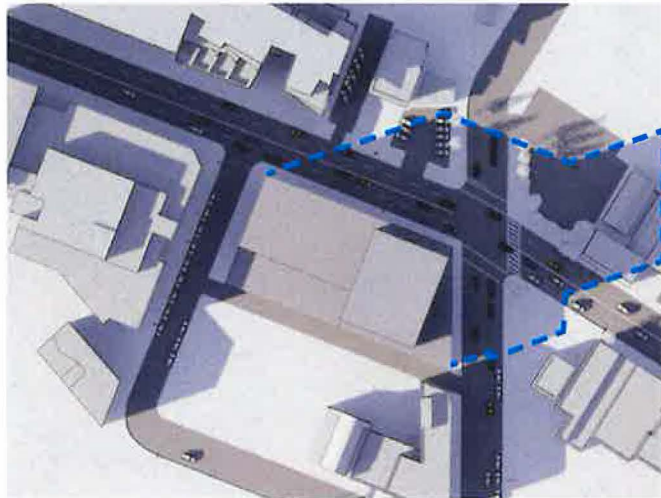
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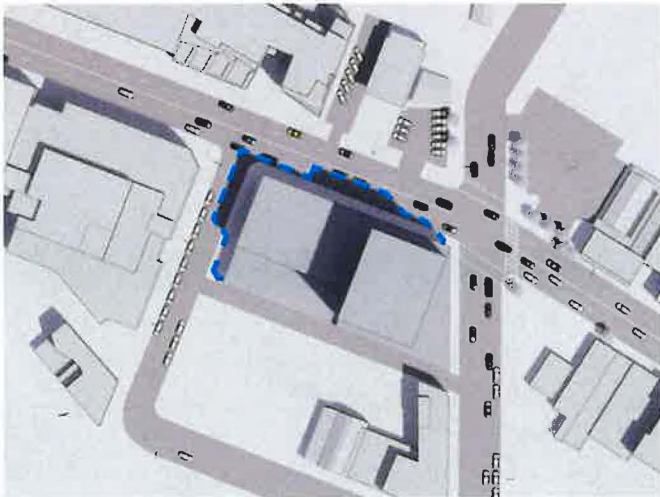
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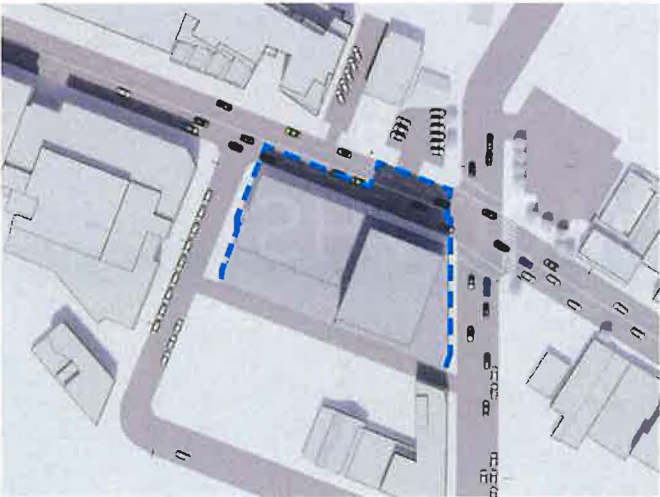
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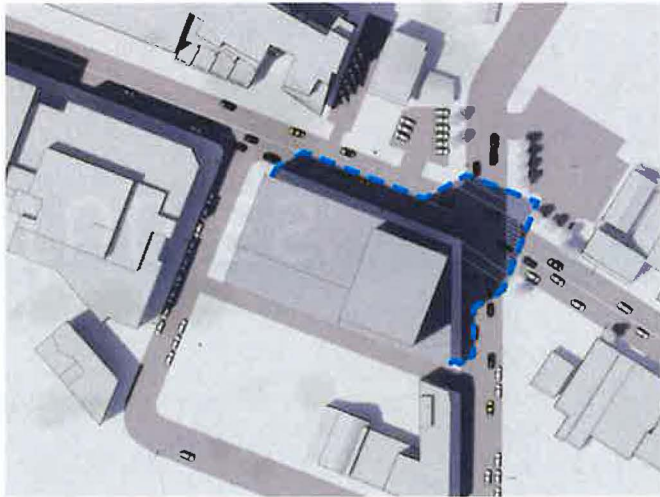
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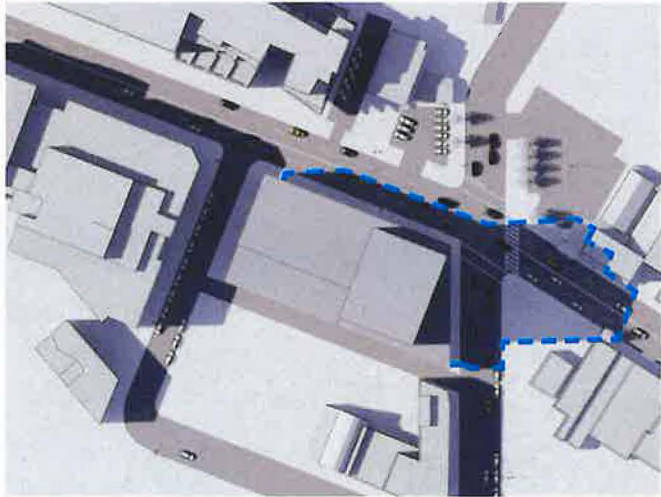
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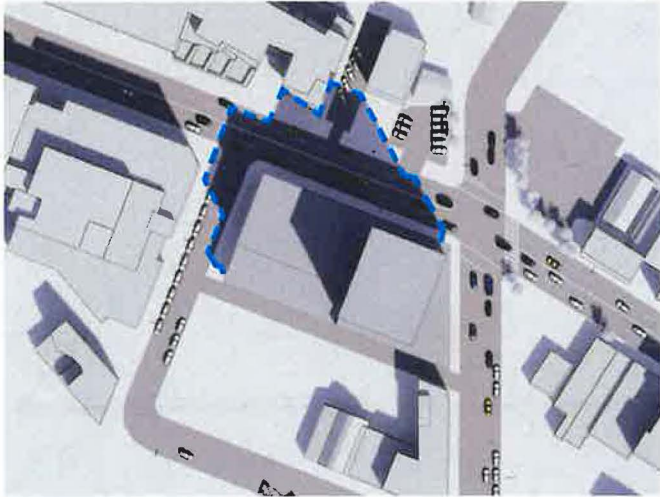
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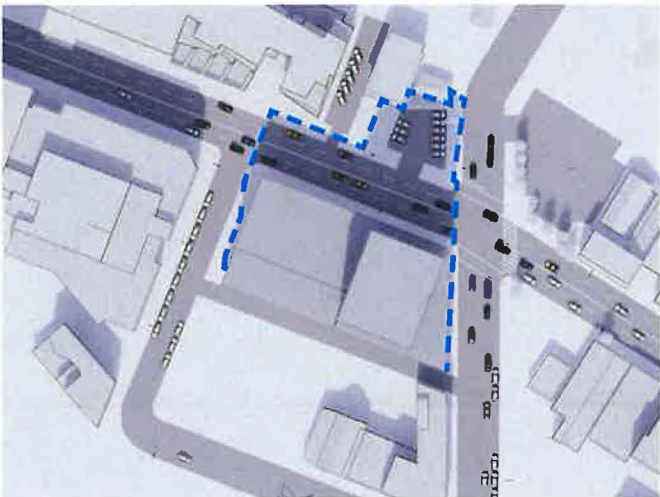
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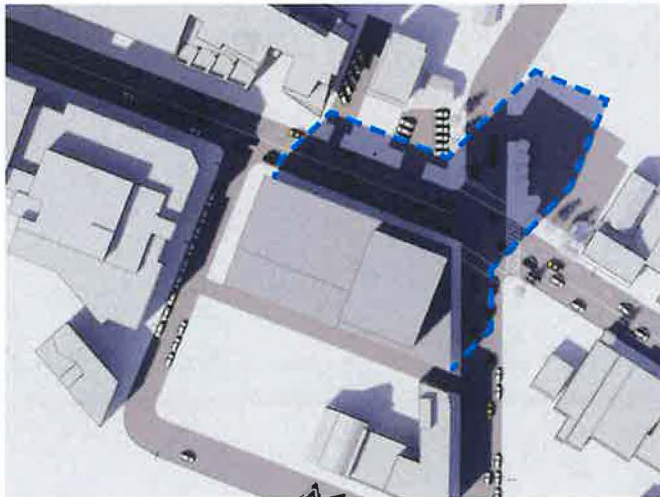
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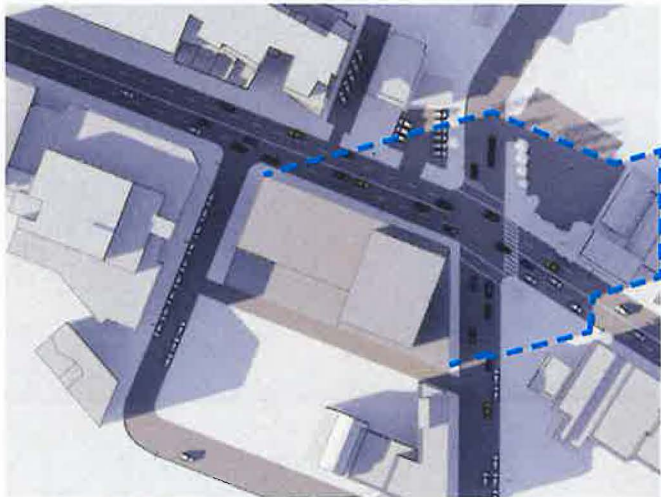
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