

# JEMM Sunnyside

## Land Use Redesignation (LOC2020-0045)

# Outreach Summary

---

June 2020



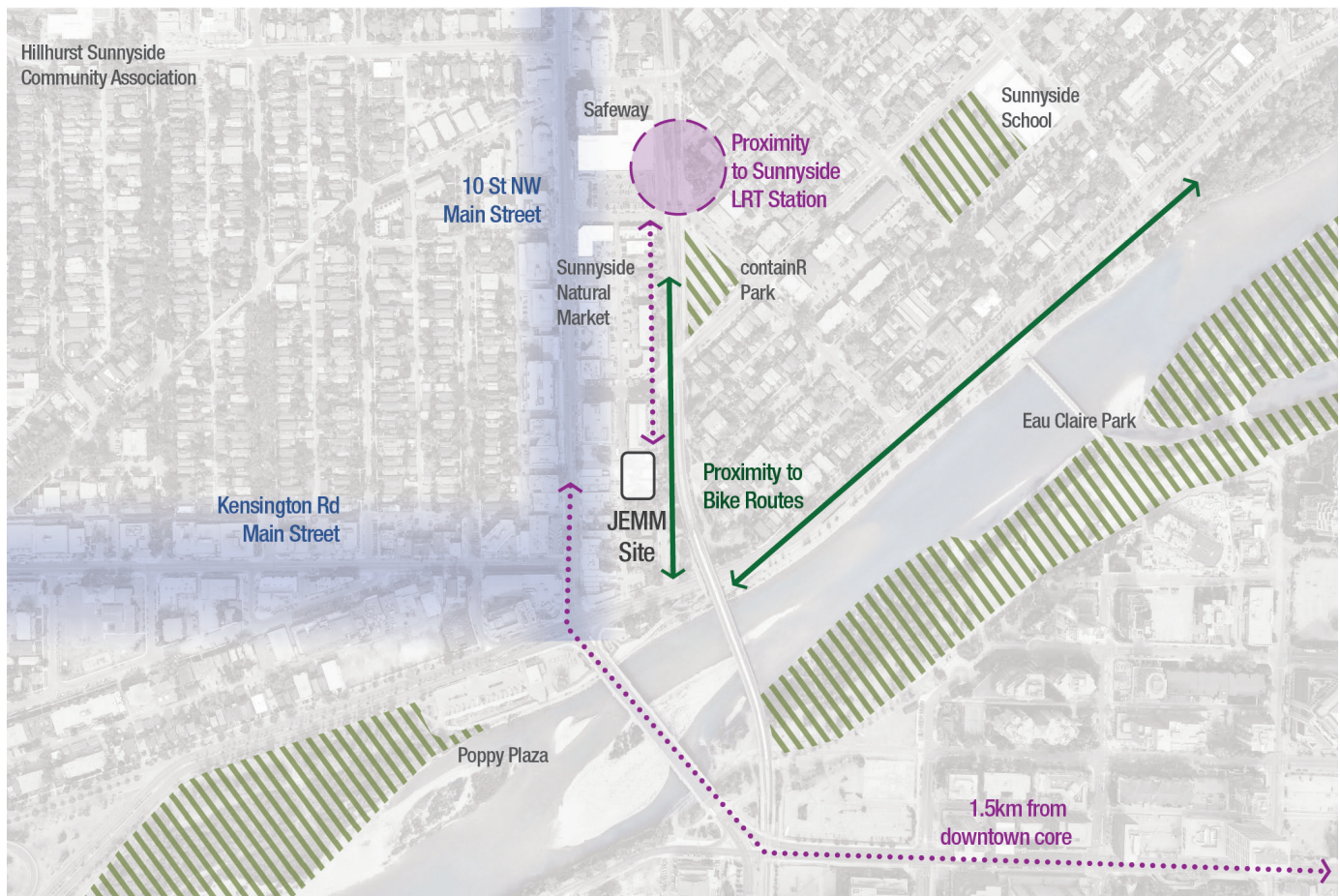
## PROJECT BACKGROUND

On behalf of JEMM Properties, O2 Planning + Design submitted a land use amendment application to redesignate the parcels located at 223 to 231 9A Street NW. The land use change will enable a landmark development that showcases JEMM's commitment to best practices in Transit Oriented Development. The proposed development will further solidify Kensington as one of Calgary's most complete inner-city communities and a premier urban living environment.

JEMM is passionate about contributing density and vibrancy surrounding transit stations. By encouraging active modes of transportation, the goal is to reduce the amount of cars on our streets and our environmental footprint.

### Project Highlights:

- Optimize the site's location near transit, especially the Sunnyside LRT Station located just 300 metres to the north.
- Increase housing options near Main Streets to support local businesses, walkability, and livability.
- Fulfill the vision of the Hillhurst-Sunnyside ARP by creating a truly transit-oriented development.
- Prioritize people over cars by ensuring the development supports active modes (walking, biking).
- Ensure a high-quality public realm with an emphasis on a safe, active, and inviting streetscape.



## PROJECT WEBSITE

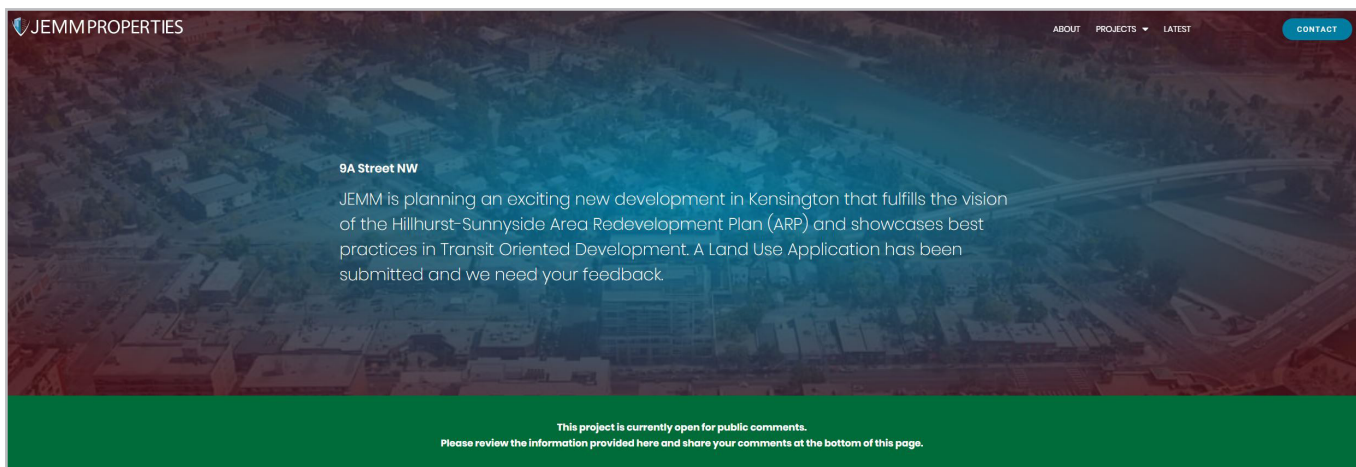
Due to COVID-19, it was not possible to host a traditional open house. Instead, the project team prepared a project website that provided the community with opportunities to learn about the proposal and provide feedback on their own time.

The content of the website is similar to what is typically displayed at an open house. It includes a site context diagram, ARP policy information, and existing and proposed land use information, in addition to contact information for both the applicant team and the file manager.

## COMMUNICATIONS

Following an initial virtual meeting with the Hillhurst-Sunnyside Community Association, the website link was distributed to the CA, who in turn distributed the link through their various channels, encouraging residents to provide feedback through the website.

The website link was also provided to the City of Calgary file manager so that it could be passed along to residents who reached out to the City directly.



### Have Your Say!

Please provide your comments below to be submitted to the City of Calgary

**Name**

First Last

**Email**

**Question**

Or you can reach the project team at:

**Brian Horton**  
Principal, O2 Planning + Design  
brian.horton@o2design.com

1

Project Website

250

Page Views



## SUMMARY OF FEEDBACK

The engagement website has been open for comments since the beginning of May. As of June 10, the website has been visited 250 times and there has been one comment submitted. Below is the verbatim comment along with how a description of how the application responds to the comment.

---

### WHAT WE HEARD

**Date:** May 14, 2020

**Subject:** New Question from 9A Street NW

**Message:** I have lived in Hillhurst-Sunnyside for over 40 years. I am glad this developer is respecting the ARP guidelines, because some developers don't. I am not opposed to the proposed relaxation in parking, and I am hopeful that the design consultant will provide a sympathetically designed building, as they have in the past.

### APPLICANT RESPONSE

JEMM is thrilled to be putting forward an application that fulfills the vision of the Hillhurst-Sunnyside ARP. The reduced parking requirement allows the development to demonstrate best practices in transit-oriented development, encourage active modes, and support transit. As always, JEMM is committed to creating a landmark development that the community of Hillhurst-Sunnyside will be proud of.

---

