

Applicant Submission



Professional Custom Homes Ltd.
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Kait Bahl
File Manager
Planning & Development
City of Calgary

October 27, 2020

Re: LOC2020-0130

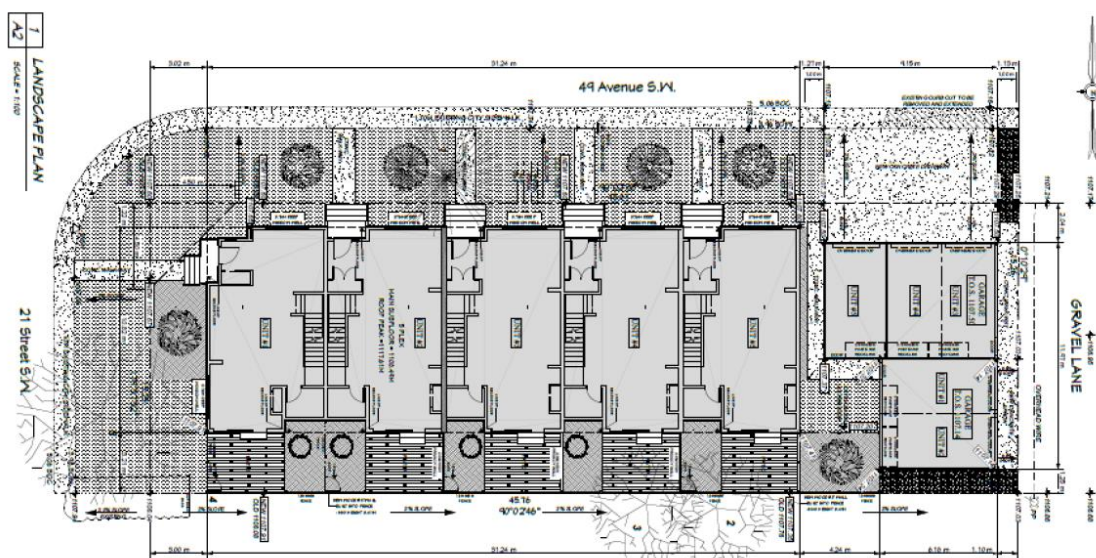
As per the Detailed Team Review 1 received on October 07, 2020 and the neighbour's letter regarding the Land Use Redesignation of 5004 21 Street SW, we have produced this response letter.

Firstly, the total fee of \$3,270.00 will be paid on the indicated time with no issues. Please indicate the methods of payments and how to proceed with them.

As builders, we understand the impact of a single detached home being rebuilt into a complex of five townhouses. However, the impact does not have to be negative. With the compliancy of the City's policies and a couple of measures our project incorporates, those downsides of the single home becoming a complex of 5 townhouses can be transformed into a positive redevelopment to the neighbourhood.

Regarding the parking and traffic issues, there will be individual parking for each townhome. Which will alleviate the street parking increase. With the proximity of 3 schools, two playgrounds, parks, and sports community centers combined to the enriched alternative sources of transportation in the area (as presented by Transportation on the comment number 13 of the DTR1), traffic increase should not be as significant as areas with lower presence of alternative methods of transportation or

amenities within walking distance. Furthermore, we do not intend to develop basement suites at this location and have provided sufficient to match the by-law requirements. The increase in density of the downtown areas and the inner city areas are a direct consequence of Calgary's growth. As a result, privacy is a growing concern in the most developing Altadore. We have made an express effort to reduce the impact of the development on the adjacent neighbours: reducing window sizes on the second storey and following City bylaws like having 2m high privacy fences between properties. Furthermore, the neighbours concern regarding their privacy has been taken into consideration. The end units will have windows on the side to reduce the number of overlooking windows on the neighbours' house, and all windows facing their home have reduced sized to decrease the privacy issue as much as possible. It is known to our team the loss of important trees and landscaping features our project might cause. That is why we have incorporated the planting of 6 new trees in our proposed development's landscape.



In addition to that, the apple trees the neighbour was concerned of will not be affected by our project, as shown in the Landscape plan attached. The foundation will be 3.21 m away from the property line, and as per the standards used by Parks (Urban Forestry) the excavation should fall beyond the canopy. As such the development should not compromise the trees health.

To address the health concerns of the neighbour our team is willing to redirect the furnace exhaust and intake to the roof of the home. Furthermore, we are willing vent the laundry to the roof as well. As per the development permit layouts we can strive to locate the exhaust vents towards the front portion of the roof (facing 49 Ave) to

minimize the impact of those vents on the neighbour's health. Altadore is a inner city neighbourhood that has a strong context for increased density. The neighbourhood great access to transit, parks, main streets and this location is walkable. The proposed development aligns with the City's policy to redevelopment inner-city neighbourhoods. Therefore, our project would not be out of context, but just a step further into the neighbourhood's future. In addition, by walking through that area, many Multi-Family complexes can be found. Please see a couple of examples listed below.

- Multi-Family Complex at **Action Ave SW**



- Multi-Family Complex at **21 Street SW & 50 Ave SW**



- **Multi-Family Complex at 49 Ave SW & 20 St SW**



- **Multi-Family Complex at 16 St SW & 48 Ave SW**



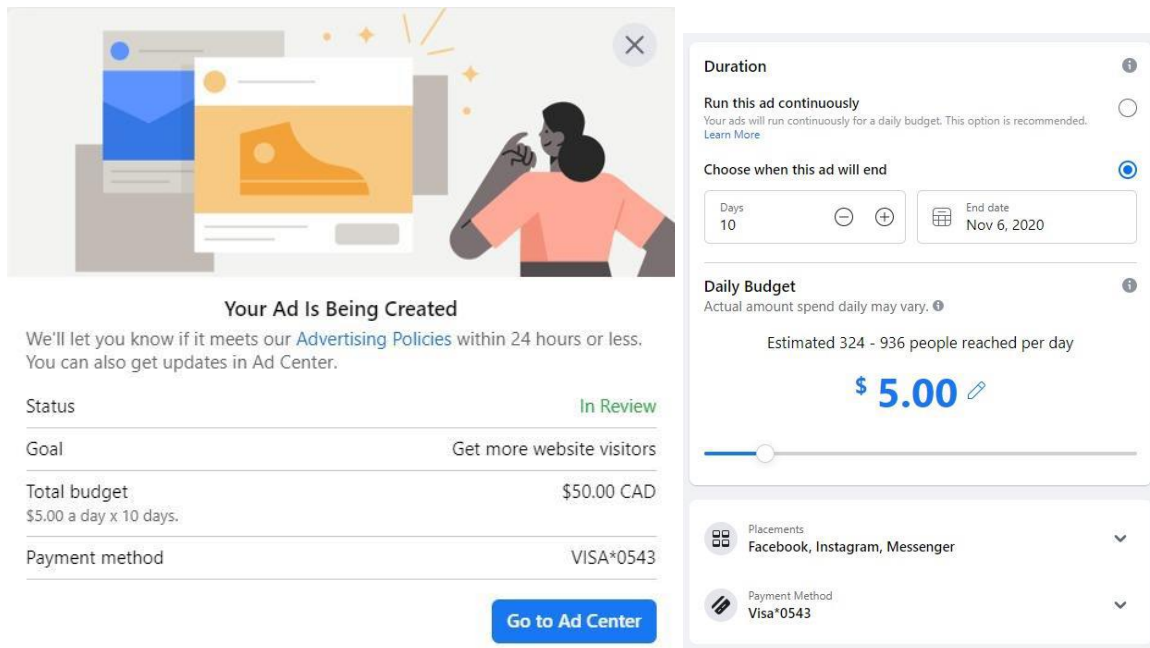
- Multi-Family Complex at 17 St SW & 50 Ave SW



- Multi-Family Complex at 15A St SW & 38 Ave SW



We are reaching out to the community to get their feedback on the proposed development. An add was publish on out Facebook account to reach out to the community and neighbours and get their feedback on our project. The link for the survey is <https://forms.gle/rUm2k7schM7gJopq7> and below is a picture of the Facebook add that will be up until Nov 6. We tried contacting the Community Association, but we have not heard back from them. We emailed them on Sept 28 and Oct 7 and received no answer. We also called them and left voice mails which were never answered as well.



The image shows a screenshot of the Facebook Ad Center interface. On the left, a notification banner reads "Your Ad Is Being Created" with a close button. Below it, a table provides details about the ad campaign:

Status	In Review
Goal	Get more website visitors
Total budget	\$50.00 CAD
\$5.00 a day x 10 days.	
Payment method	VISA*0543

A blue button labeled "Go to Ad Center" is located at the bottom of this section. On the right, the "Duration" settings are displayed, showing "Run this ad continuously" selected and "Choose when this ad will end" set to 10 days ending on Nov 6, 2020. Below this, the "Daily Budget" is set to \$5.00, with an estimated reach of 324 - 936 people per day. At the bottom, the "Placements" are set to "Facebook, Instagram, Messenger" and the "Payment Method" is "Visa*0543".

Edit Audience

Locations
Type to add more locations

Canada
(51.0187, -114.1129) + 1 mi X

Detailed Targeting

Potential Reach: 17,000 people
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Your home, Your style, Your budget. Building sophisticated, luxurious, and affordable homes in Calgary's inner-city with Professional Custom Homes.

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Ad Preview

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Estimated Daily Results

People Reached	324 - 936
Link Clicks	5 - 21

Sincerely,
Lais Ferreira
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Professional Custom Homes LTD.