

Applicant Submission



Professional Custom Homes Ltd.
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416 10 Street NE
Calgary, AB – T2E 4M3

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

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**



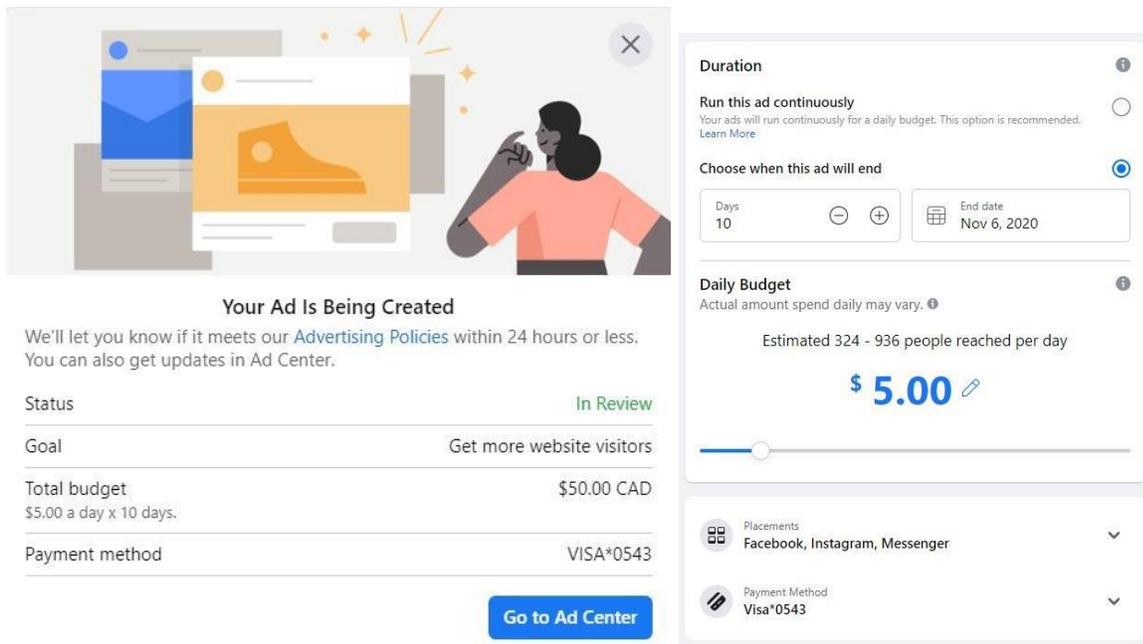
- Multi-Family Complex at 17 St SW & 50 Ave SW



- 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 the notification area. On the right, the ad settings panel is visible, showing:

- Duration:** Run this ad continuously (selected), or Choose when this ad will end. Days: 10, End date: Nov 6, 2020.
- Daily Budget:** Actual amount spend daily may vary. Estimated 324 - 936 people reached per day. Budget amount: \$ 5.00.
- Placements:** Facebook, Instagram, Messenger.
- Payment Method:** 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
Your audience is defined.

Specific Broad

Cancel Save Audience

Promote Your Website

Ad Creative

How do you want your ad to look? Use a Post

Description

Your home, Your style, Your budget. Building sophisticated, luxurious, and affordable homes in Calgary's inner-city with Professional Custom Homes.

Want to give us feedback on our latest project in Altadore? Click below!

Headline

Professional Custom Homes

25 / 25 Characters

Button label

Learn More

Website URL

<https://forms.gle/rUm2k7schM7gJopq7>

Ad Preview

Professional Custom Homes

Your home, Your style, Your budget. Building sophisticated, luxurious, and affordable homes in Calgary's inner-city with Professional Custom Homes.

Want to give us feedback on our latest project in Altadore? Click below!

DOCS GOOGLE.COM

Professional Custom Homes

Like Comment Share

See All Previews

Estimated Daily Results

People Reached	324 - 936
Link Clicks	5 - 21

Sincerely,
Lais Ferreira
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Professional Custom Homes LTD.