


Applicant Outreach Summary



JEMM Properties
16 Ave & Centre St N
LOC2020-0015

Outreach Summary

March 2021



PROJECT BACKGROUND

On behalf of JEMM Properties, O2 Planning + Design submitted a land use amendment application to redesignate the parcels located at 112 to 140 16 Avenue NW. The land use change will enable the development of a landmark mixed-use development with two residential towers, active commercial/retail uses at-grade, and fantastic new public spaces for the North Hill Communities. The development will increase housing options adjacent to transit, active mobility options, and local businesses. Importantly, it will position the 16 Avenue and Centre Street intersection as the heart of the North Hill Communities, and important transit node in north Calgary, and a vibrant, safe, and active retail destination for residents and visitors alike.

Project Highlights:

- New community gathering area at the corner of 1 Street and 16 Avenue NW.
- Active ground floor uses will transform 16 Avenue NW into a vibrant, safe, pedestrian friendly corridor.
- A true Transit Oriented Development.
- Two-tower format creates a sleeker, less imposing built form than a slab building and mitigates impacts to adjacent properties.
- Wide sidewalk along 16 Avenue NW will improve connections to the transit and buffer pedestrians from traffic.,



COMMUNITY ASSOCIATION MEETINGS

The applicant team attended an initial meeting with the Tuxedo Park Community Association on February 13, 2020. Members of the Crescent Heights and Mount Pleasant Community Associations were also in attendance. The CA's expressed support for high density development in this location and provided suggestions for how best to engage with the community moving forward. It was recommended that rather than a traditional open house, the applicant team attend the Tuxedo Park Annual General Meeting. The AGM was unfortunately canceled due to COVID-19. Instead, the applicant team prepared a project website, that has been visited nearly 600 times.

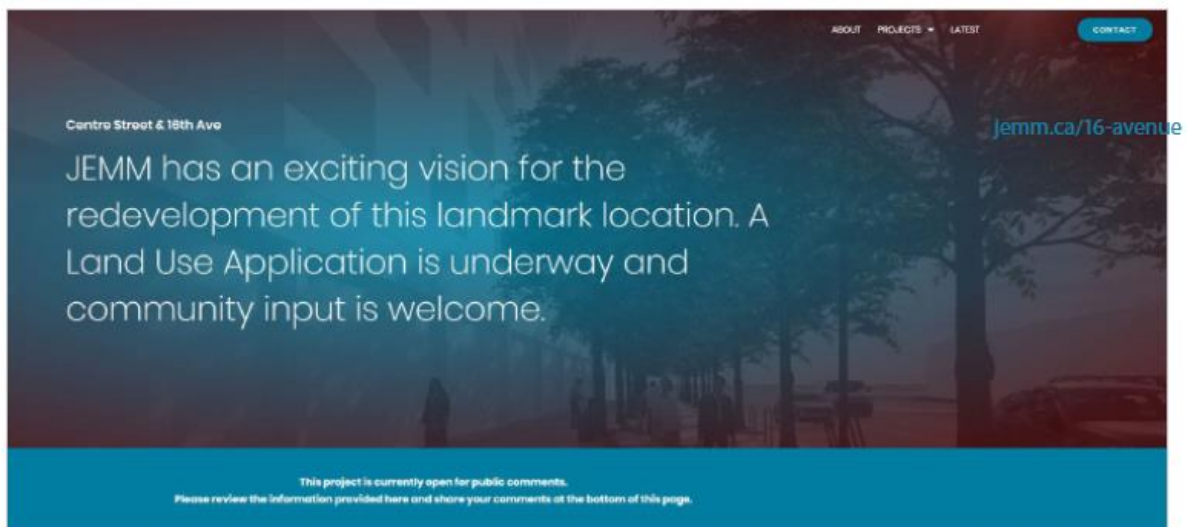
COMMUNICATIONS

The website link was distributed to the Tuxedo Park Community Association as well as the Mount Pleasant and Crescent Heights CA's, 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 file manager so that it could be passed along to residents who reached out to the City directly.

PROJECT WEBSITE

The project website provided the community with opportunities to learn about the proposal and provide feedback on their own time. The website will remain active throughout the duration of the application process

The content of the website is similar to what is typically displayed at an open house. It includes a site context diagram, conceptual site plan, preliminary massing / shadow studies, and existing and proposed land use information.



1
Project Website

550+
Page Views



COMMUNITY ASSOCIATION LETTER

The Tuxedo Park provided a response letter that communicated several concerns regarding the project. The applicant team has responded to each concern in the section below.

COMMUNITY CONCERN	APPLICANT RESPONSE
The current 16th Avenue Corridor Area Growth Plan currently contemplates building heights less than half of those proposed, and the density of 6.0 FAR, significantly less than the 10 FAR 10.0 proposed.	The current 16th Avenue Corridor Growth Plan will be soon superseded by the North Hill Areas Local Area Plan.
The draft North Hill Local Growth Plan I has undergone extensive consultation with the community and stakeholders including the TPCA. Particular attention has been given to Transit Station Areas which have informed the draft plan. It is important that the efforts involved by all parties are not dismissed by ignoring the outcome of the Engage work in preparing the draft LAP.	Based on a study completed by the applicant and confirmed by City administration, the LAP proposed urban form and scale modifiers translates to a density greater than 10 FAR.
This particular land use amendment contemplates a building height, which is even in excess of what is proposed in the LAP. The proposed development does not meet the criteria set out in the Guideline for Great Communities for varying building scale. We feel there will be significant shadowing at the Balmoral school site and the adjacent green space.	The heights proposed in the land use application are higher than proposed in the LAP. The applicant team has completed a robust height impact analysis of the proposed heights which demonstrates that the shadowing impact on the Balmoral school site is minimal. The increased heights also allow for an improved building massing with more slender towers rather than a slab block for the upper stories and enables a variation of building heights, rather than one consistent height.
TPCA has made the city aware that the community is not comfortable with the dramatic increase in building scale with the resultant population density throughout our community.	Given the site's location on the busy 16th avenue corridor and proximity to the future Centre street/16 avenue LRT station, that applicant team believes that the proposed intensification will add to the vibrancy of the neighbourhood.

COMMUNITY CONCERN

APPLICANT RESPONSE

The lack of sufficient parking, both on-site and private off-street parking, to accommodate all residents is going to lead to spill over to the community.

JEMM's target market is primarily young professionals, singles and couples without children. Their buildings typically include one level of underground parking, thus providing ample visitor parking and reduced residential parking for tenants that do choose to own a vehicle. The majority of tenants will live car-free. By limiting parking to a single level, tenants who don't own a vehicle will not have to share the expense of parkade construction, which increases substantially with every additional underground level. There is also a

The proposed development is greater than 30,000 m², this proposed application is sufficiently large to support a renewable and low carbon energy feasibility screening assessment', yet none has been provided. The TPCA support the inclusion of a renewable and low carbon energy feasibility studies in large developments that will assist in meeting Calgary's greenhouse gas reduction objectives for the built environment.

The applicant team is unaware of the requirement of a renewable and low carbon energy feasibility screening assessment for land use applications. This assessment has not been requested to be provided by City administration.

SUMMARY OF PUBLIC FEEDBACK

The feedback received through the project website was sorted and organized by prevailing themes. The table below provides a summary of the key themes identified as well as a description of how the application responds to each theme.

WHAT WE HEARD	APPLICANT RESPONSE
<p>Building Height: Some residents are concerned about the proposed maximum building height of 100 metres. Reasons cited include preserving the views to downtown for existing houses, reducing shadow impacts, creating a uniform streetscape along 16 Avenue.</p>	<p>The proposed development strikes a balance between providing a Transit Oriented Development appropriate for this site, while mitigating impacts to the surrounding area. The two tower approach helps mitigate impacts to both views and shadowing. Spreading the density across two towers enables a sleek and 'airy' design, allowing sunlight and views through the site.</p> <p>The applicant team has revised the application to enable a maximum building height of 100 metres on the east of the site, and a maximum height of 55 metres on the west of the site. This will help mitigate shadow impacts to the Balmoral School and place the majority of future residents closest to transit.</p>
<p>Parking: Some residents expressed concern about the proposed parking approach. For some, this concern is primarily in regards to residential parking stalls, for others the primary concern is parking to support retail uses.</p>	<p>Given the site's proximity to transit, Main Streets, and downtown Calgary, this is the perfect opportunity to showcase best practices in Transit Oriented Development. The proposed approach to parking for this site is to include parking minimums for commercial uses, but allow the residential parking supply to be dictated by the site's context, JEMM's market research, and anticipated tenant needs.</p> <p>JEMM intends to construct one-level of underground parking. This allows the building to reduce the amount of concrete required, resulting in a more environmentally friendly project. Additionally, the cost savings from not building more parking than necessary are passed along to tenants in the form of cheaper rents.</p>

WHAT WE HEARD

APPLICANT RESPONSE

Building Massing: Some residents expressed the desire to reduce the height of the podium, to limit the street wall to two- or three-storeys.

The height of the podium will be finalized through the development permit process. The emerging concept envisions a five- six-storey podium, which is consistent with the City's request for this location. The larger podium creates an urban street wall appropriate for this TOD site while allowing the development to limit the

Architectural Design: Some residents recognize this site's landmark location and suggest that the architectural design should reflect this.

JEMM is committed to developing a building that residents of the North Hill Communities will be proud of and that reflects the site's location at the heart of the community.

Public Space: Some residents expressed an interest in ensuring that the development incorporate public spaces that cater to the whole community. This means ensuring that publicly accessible areas are accessible to everyone.

The plaza area proposed for the corner of 1 Street NW and 16 Avenue NW will be made publicly accessible, in perpetuity, through a registered public access easement agreement. Through the development permit process, the design team will ensure that the area is accessible for all.

VERBATIM COMMENTS

Below are the verbatim comments that were received as of June 16, 2020. These comments were provided through the project website and the applicant team forwarded each to the City of Calgary file manager for their review and consideration.

Date: April 26, 2020

Message: We live 5-6 blocks away and I walk/jog and use the Balmoral School and church area. I feel that new development in that location is, overall, a good idea to improve the look and vibrancy. The 3 most important elements to me are:

1) the interface and public realm on 1st/16th and ensuring there is greenery and a nice balance of sun/shade for all-season use. Though the imagery seems to imply it would be half public and half private/cafe seating. I would want to ensure at least half would be accessible to the public beyond customers at a cafe with seating including a wheelchair accessible area with "companion" seating as there are very few public outdoor spaces with this amenity. I also, similarly, appreciate the 16 ave sidewalk/streetscape and agree 2 rows of trees is great and would provide (at least a perceived) benefits from street noise attenuation and pedestrian safety. Having some well-placed and visually interesting bicycle parking here would be fabulous.

2) "Landmark" building - while I know this is only the DP stage, I do agree that some striking visual interest at least in the first 5 floors would be much appreciated. If there were any way to integrate or pay homage to the iconic gorilla that has been a landmark so long, that would be really great.

3) Two questions: Would along with relaxed residential parking and increased visitor/retail parking it be possible to also encourage or require a building resident bike-share/bicycle use "program" (residents can sign out free, maintained bicycles with a security deposit) as a benefit of residence... as well as high quality bicycle lock-up for the bike-share and private bicycles.

Second question: would the residencies be for rental or ownership? If the latter, I think it would be great to have at least a mixed approach of some or one tower owned and one rented. I would also encourage some of the rentals to be affordable housing if that were possible at this stage. This would be an ideal location not only for TOD but some mixed modal housing units.

Date: April 26, 2020

Message: Curious about ground level parking. Streets are already at capacity. Underground parking doesn't work for retail.

Thanks

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Message: I feel that 30 meters is too high. This will impede the view of surrounding homes that were already expensive based on having ideal views of downtown. There are already a ton of condos around here. The original homes view need to be protected!

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Date: April 26, 2020

Message: Support the development. Would prefer a stepback after 2-3 storeys instead of five. Would prefer some residential parking to allow for additional mobility options. Without the residential parking, gold standard bicycle parking, ride share TDM options need to be provided.

Date: April 29, 2020

Message: The previous land use had a lower maximum height. Why are changing this to 100 m? A 30 story building outside of the downtown core is excessive. A more uniform and lower height all along 16th Ave. would provide a nicer streetscape and less sun shadow.

Date: April 30, 2020

Message: I support higher density developments, however I want to see smart development mixed in with green line considerations, lower heights (eg. 18 storeys) as you move away from the core, and maximum parking requirements met by the developer. Are all these aspects under consideration by the developer?

Date: April 30, 2020

Message: As a local business in the proposed area, parking for clients is already an issue. I am concerned with the new building that street parking will become harder to find, restricted or taken away completely. Will Jemm keep parking rates reasonable? Available to hourly parkers? Daily parkers?

Date: May 19, 2020

Message: I don't care if you're saving the developers money by providing less parking. I think now more than ever parking restrictions should increase...if I have to supply off-street parking for my secondary suite then each unit should have designated parking stall within property.

Date: May 20, 2020

Message: I'm opposed to ALL plans that do not require parking that complies with the current city bylaws. We can't pretend that because the building is on a public transportation route that people won't own cars now and in the future. The last numbers I saw were that there are 1.89 vehicles per family in Canada and is no doubt higher in Calgary. Developers need to have plans that reflect the requirement for parking instead of ignoring it to maximize profits!