



## 335 9A Street & 1001 3rd Ave NW

Land Use Amendment

City Council | March 2023

LOC2022-0086/CPC2023-0023



LOLA  
Architecture

O2



# About JEMM

- + The JEMM Group of companies was founded May 2016 with a vision of
- + Shared vision of creating vibrant new developments in Calgary that contribute to the revitalization of neighbourhoods and enhance the quality of life for the people in the city they love
- + The JEMM team is grounded in values based on authenticity, community, stakeholder value, creativity and firm belief that doing business should be fun

## The Bridge project highlights:

- + Total budget \$90 million
- + 400+ construction jobs created, 450,000+ man hours
- + Local art incorporated into the project
- + 285 units, 9,000 sq ft of retail
- + 26 month duration, completion June 2022





# SITE CONTEXT





# Development Vision

- 1 | Transit-oriented rental apartment building with reduced parking, catering to tenants living a car-free lifestyle
- 2 | 14-storey building with upper floors stepped back from the street
- 3 | 2-storey townhomes at ground level with a well-defined building entrance
- 4 | Building articulation and architectural detail enhanced through balcony placement and arch detailing
- 5 | A rich material palette to elevate the building and create a cohesive design





## Development Vision

## Community Integration





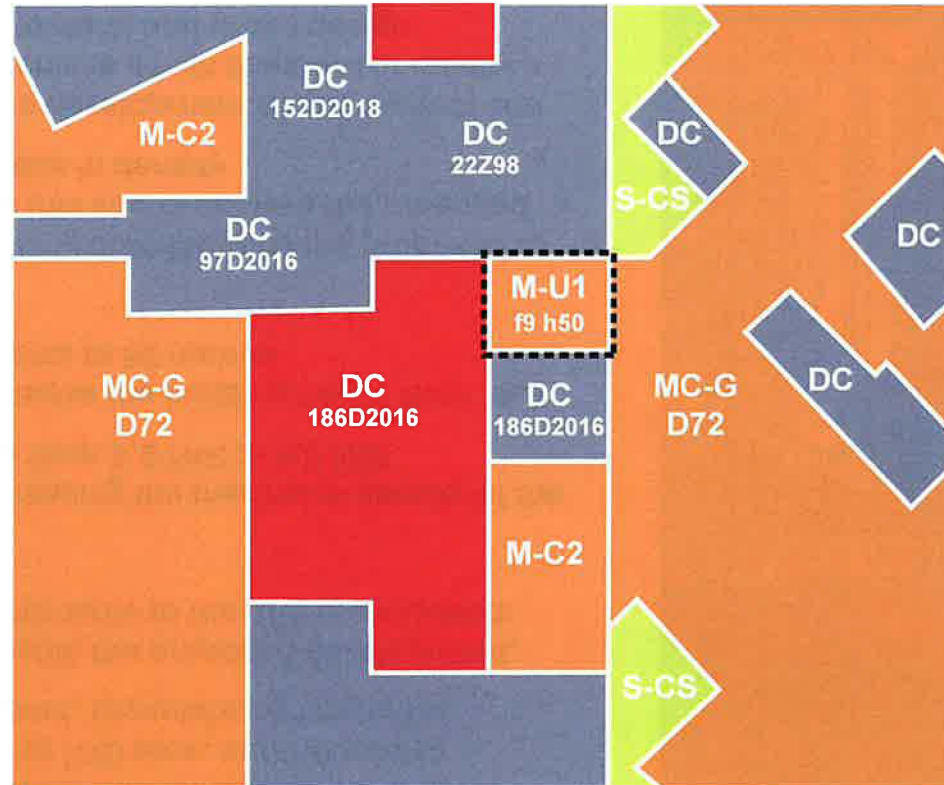
## Development Vision

## Building/Street Interface



# Proposed Land Use Amendment

## Direct Control (based on MU-1, Mixed Use - General)



- + Enables a vibrant, high quality multi-residential development within a Transit Oriented Development
- + Maximum Density: 9 FAR
- + Maximum Height: 50 metres
- + Density Bonus Contribution:
- + \$20.76/sqm from 2.5 to 5 FAR (ARP Conformity)
- + Voluntary bonus contribution from 5 to 9 FAR
- + Residential Parking rate of 0 stalls/unit
- + By-law required visitor parking rate
- + One class 1 bicycle parking stall/unit
- + Bicycle repair facility



# ARP Amendment

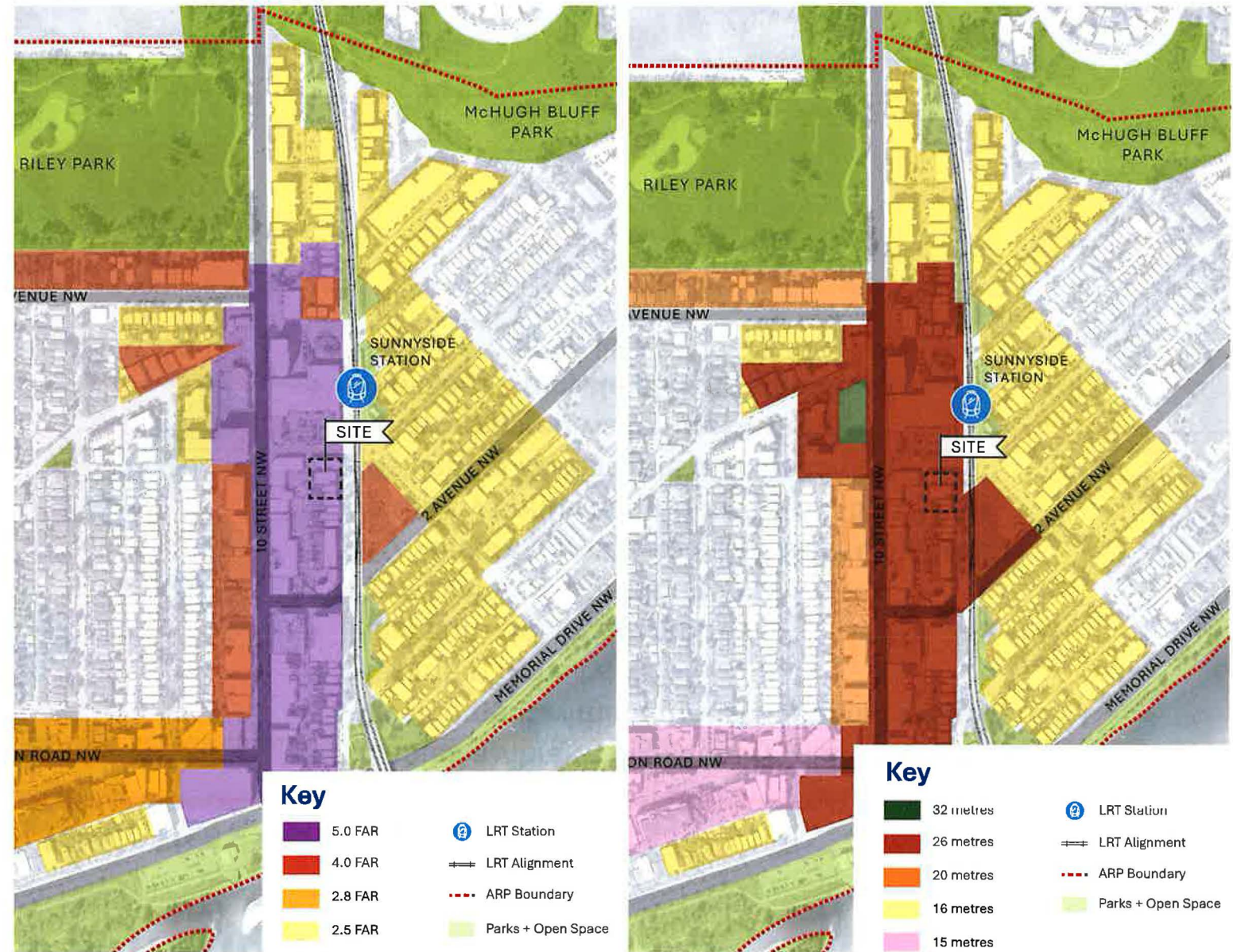
The proposed development meets the intent of the Hillhurst-Sunnyside Area Redevelopment Plan (ARP), enabling increased intensification within an existing TOD area, contributing to compact, complete communities.

To enable the proposed development, amendments to the ARP are required:

- + Increasing the maximum density of the site from 5.0 FAR to 9.0 FAR
- + Increase the building height from 26.0 metres to 50 metres

Bonusing contributions are proposed to allow this site to achieve the proposed increase in density

Future development on the subject site will achieve a high standard of quality architectural and urban design





# Community Benefit Contribution

2.5 to 5 FAR = \$57,825 (Hillhurst Sunnyside ARP approved bonus rate of \$20.76/sq m)

+

5 to 9 FAR = Voluntary Public Benefit Contribution

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<b>CPC Recommended Total Contribution:</b>	<b>\$150,346</b>
(\$57,825 + \$92,521)	

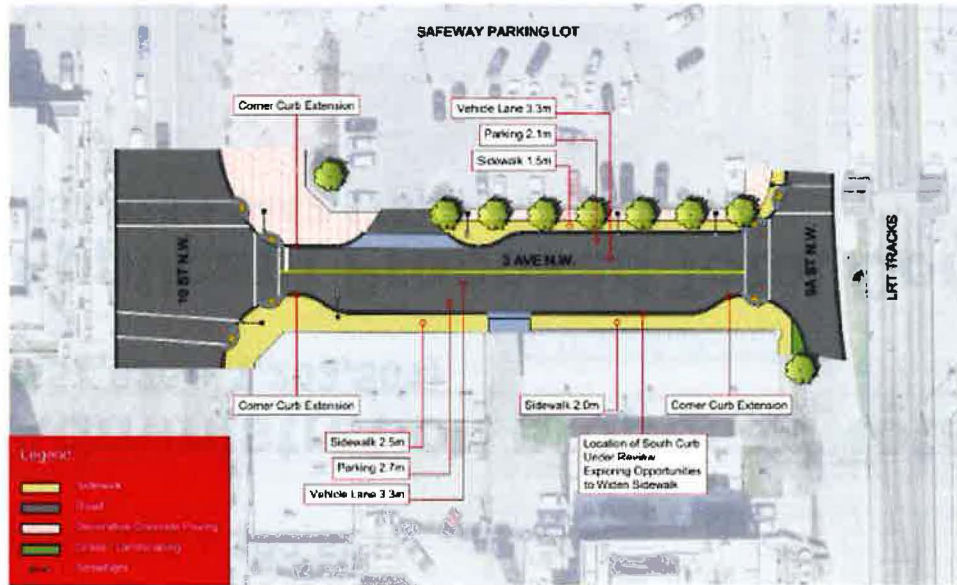
<b>Administration proposed Total Contribution:</b>	<b>\$1,261,126</b>
(\$57,825 + 1,203,301)	

<b>Applicant Proposed Total Contribution:</b>	<b>\$500,000</b>
(\$57,825 + \$442,175)	



# Community Benefit Contribution

## 3rd Avenue Streetscape Improvement Project



## Public Art



## Other Potential Contribution Considerations

- + Improved Safety of forecourt of Hillhurst-Sunnyside LRT Station
- + Wayfinding
- + Laneway safety improvements
- + Pedestrian/Cyclist connection improvements
- + Lighting improvements
- + New Public Spaces/Pocket Parks



# Engagement/Project Summary

- + Community Association Meeting 1: March 2, 2022
- + Launch of Project Website: June 2022
- + Virtual Community Engagement 1: June 9, 2022
- + Project Website Update: November 2022
- + Virtual Community Engagement 2: December 8, 2022



**Project Website**  
[jemm.ca/kensington-9a](http://jemm.ca/kensington-9a)

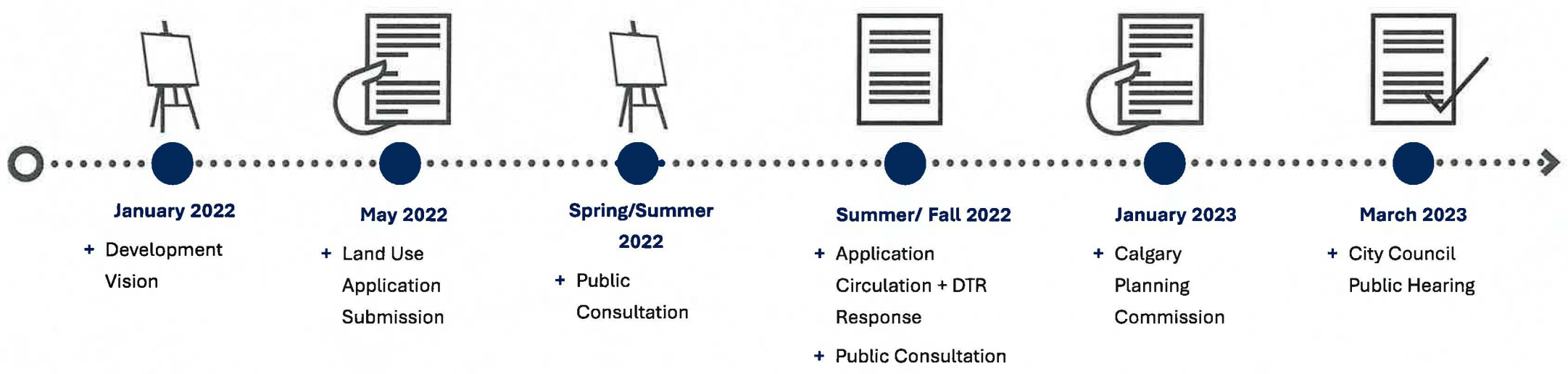


**Virtual Meetings**



**Flyers to Adjacent Homes**

## Project Timeline:





# Thank you

