

# Applicant Submission



260, 3015-12 ST NE, Calgary AB T2E 7J2  
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April 2<sup>nd</sup>, 2024

Quadri Adebayo  
Planner 2, Community Planning  
The City of Calgary

**RE: CPC Applicant Submission – Deveraux ICON Phase II  
Development Permit Number: DP2023-06487  
1550 Na'a Drive SW**

Dear Mr. Adebayo,

Deveraux Developments is pleased to present to CPC our Development Permit application for a purpose-built rental housing development comprising 277 dwelling units. Situated on the west side of Calgary along the historic Trans-Canada Highway, which serves as the city's primary western gateway, our proposal includes two residential buildings and a two-storey resident amenity building designated as an Accessory Residential Building. Located at 1550 Na'a SW in the community of Medicine Hill (on the north side of Na'a Drive SW) the project boasts a prime location overlooking the Trans-Canada Highway. We eagerly await the realization of this vibrant project, to bring additional much-needed housing to our city.

## PROJECT BACKGROUND

We recognize that this project is situated on the traditional lands of the Blackfoot Confederacy (Siksika, Kainai, Piikani), the Tsuut'ina, and the Îyâxe Nakoda Nations, as well as the territory of the Métis Nation of Alberta, Region 3. Our development proposal pays respectful homage to the site's Indigenous history and cultural significance. Understanding the area's importance to Indigenous communities, we've prioritized incorporating Indigenous perspectives and traditions into the design through placemaking, artwork, and landscape design. Extensive consultation with Blackfoot Elder Camille Pablo Russell has been conducted to ensure our development appropriately honors the indigenous history of the site (please refer to the enclosed letter of support and engagement package).

## SITE AND LAND USE

The following City of Calgary Planning Policies apply to the project:

- Municipal Development Plan
- Calgary Olympic Park and Adjacent Lands Area Structure Plan
- Bylaw 85DC2020 - Land Use: DC-122D2015

The site is located in Ward 6, in the Village District of the Canada Olympic Park and Adjacent Lands ASP. Aligning with the purpose of the Village District, the urban design of our development will provide a pleasant pedestrian experience with reduced massing along Na'a Dr SW. The building's orientation and form consider the topographic challenges of the site while providing a pedestrian friendly street front and significant visual interest along the Trans-Canada Highway. This Direct Control district falls under MX-2 Zoning (Medium Profile Support Commercial). ICON Phase II is proposing a solely multi-family residential development with an addition of a separate clubhouse amenity space for the residents.

The site features significant sloping terrain, with elevation shifts exceeding 9.0 meters. The steepest grade change occurs on the west side, adjacent to the municipal reserve. The site is bordered by the Trans-Canada Highway to the north, with a generous green space buffer, and Na'a Drive SW to the south. To accommodate these steep grades, the main driveway entrance is positioned on the eastern edge of the site, minimizing slope while providing pedestrian accessibility. This approach also reduces the required retaining walls along the northern perimeter as much as possible.

#### **ARCHITECTURAL DESIGN, BUILT FORM & MATERIALS**

The six-storey buildings are meticulously designed to offer diverse experiences for pedestrians along Na'a Drive and vehicle traffic along the Trans-Canada Highway. Utilizing a blend of high contrast colors and warm elements, the architecture enhances visual appeal by breaking down the overall massing through the use of horizontal elements and while stepping the roofline to reflect the natural sloping environment of the landscape. Utilizing some slope adaptive development elements, the building along Na'a Dr visually appears as a four-storey structure with accessibility into the suites at grade, creating a more street-oriented condition along the street.





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We've prioritized enhanced building articulation and premium materials. Various methods differentiate the end facades, particularly those facing the Trans-Canada Highway. Fiber cementitious cladding with varying texture and tone, along with wood-look cladding, adds contrast and warmth to the overall site. To optimize density distribution, the south building accommodates the majority of units, with the addition of a clubhouse amenity space along the eastern edge of Na'a Drive. This strategic shifting and scaling reduce massing along the Trans-Canada Highway while activating Na'a Drive SW.

Extending and rotating the west end of the south building enhances density while creating a buffer zone between the building and the municipal reserve, maximizing southwest views for residents towards the environmental reserve and Paskapoo slopes. This also creates an opportunity for an outdoor amenity space adjacent to the municipal reserve that reflects indigenous cultural elements with access from the 3.0 m multi-use pathway.

The architectural design of the amenity building seamlessly integrates into the overall development, echoing the residential buildings' aesthetic approach. Being strategically placed at the entranceway into the site, the amenity building acts as the main connector and visual wayfinding point from Na'a Dr. Large windows also provide additional views into the south facing fitness area to promote visual activity with the main pedestrian pathway. Combined with the street-oriented units along Na'a Drive to enliven the public realm, layered landscaping enhancements are added for visual appeal in the overall community.

Our project addresses site grading challenges through slope-adaptive development elements, improved amenity spaces, and enhanced pedestrian interfaces along Na'a Drive. Interpretive features and Indigenous art elements enrich the public realm, enhancing the project experience for residents and visitors alike.



## INDIGENOUS DESIGN ELEMENTS

**Siiksinoko (Juniper) Circle** – Naming of the amenity space with the traditional Blackfoot word for Juniper – a culturally significant plant species to the Blackfoot people. Amenity will provide two standard benches in an informal space, surrounded by plantings of native juniper. The amenity will include signage at the entry point of from the regional pathway system, explaining how Aiss’Ka’Pooma was used as a site for vision quests/spiritual journeys of the Blackfoot People. The adjacency of the amenity area to the public playground and transit stop will create an informal meeting point/ reflection space where people can engage with the interpretive signage provided, as well as sit in quiet reflection overlooking the adjacent environmental reserve to the West.

**Street Facing Graphic Art** – Artwork inspired by traditional Blackfoot tipi liner designs will adorn a smoked-glass fence, enhancing the streetscape. Interpretive signage will accompany the installation, explaining the cultural significance of tipi liner artwork to the Blackfoot people and how it serves to provide spiritual protection for the development’s residents.

**Entry Pageantry** – Pole banners featuring artwork inspired by traditional Blackfoot stories will line the access road into the development. These banners will sequentially tell a story, mirroring the traditional use of Blackfoot artwork and pictographs to pass down stories through generations. Interpretive signage will accompany the installation to explain the depicted story.

**Large Format Artwork** – Large format artwork will be permanently installed on the south building’s façade within the site. This artwork aims to enrich the resident experience and create a strong sense of place upon entry. Inspired by animals, plants, and landscapes of cultural significance to the Blackfoot People, the installation will feature interpretive signage explaining the cultural significance of these elements depicted in the artwork.

**Landscaping** – A palette of tree, shrub, and perennial species native to the Aiss’Ka’Pooma area before modern times will be planted throughout the project. Chokecherry and Saskatoon Berry will be planted in their native shrub form. Surrounding areas of the project will be seeded with naturalized mixes and plantings, restoring slopes to natural grassland without requiring irrigation.



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## PARKING

The development includes both surface and underground parking, totaling 339 stalls. For residents, 214 underground stalls are provided (6 of which are barrier-free), as well as 125 surface stalls (provided for both residents and visitors). Seven surface stalls are designated for the common amenity space (one of which is barrier-free). In addition, the development provides 278 stalls of Class 1 bicycle parking, as well as 28 outdoor Class 2 bicycle stalls.

In anticipation of increasing adoption of electric and hybrid vehicles among residents and visitors, Deveraux has adopted internal targets of 5% of all stalls to be provided EV charging stations and an additional 5% of stalls to be EV ready/energized. 13 of the underground stalls and 4 of the surface stalls are to be provided with EV charging stations, while an additional 17 stalls will be EV ready stalls, allowing us to quickly adapt once demand grows

## GREEN INITIATIVES

A core value of Deveraux is to ensure we can not only design for today, but also design for tomorrow with an environmental and social awareness. Along with EV vehicle charging proposed above, we intend to implement other technologies into our development, including solar power, air sourced heat pumps, heat recovery units, as well as high efficiency appliances and mechanical systems.

## REQUESTED RELAXATIONS

The following Bylaw relaxations are requested – *brief request rationale in italics*:

**Accessory Residential Building** - *We advocate keeping the accessory building as designed, requesting a relaxation to the bylaw requirement. Our architectural design ensures it stands out as a standalone landmark while seamlessly integrating into the development, enhancing the Na'a Drive street edge amid challenging topography and in response to Urban Design feedback.*

**Building Height Variance** - *Due to site constraints and grade changes, we've aimed to keep building height under 21.0m. However, we request a minor variance for small areas to exceed this limit. Relaxing height restrictions allows us to respond to UDRP commentary for more innovative architectural features, creating a more attractive building. The site design along Na'a Drive prioritizes the pedestrian experience, with over-height elements positioned away from this interface.*

## SUMMARY

In brief, we at the Deveraux Group of Companies are thrilled for the chance to develop a site with such unique character and rich history. We're confident that future residents and visitors to our project within the Village District will not only enjoy its high-quality design and but also appreciate the opportunity to gain a deeper appreciation for the area's significance to Indigenous communities. We are committed to delivering a development that aligns with both the City's objectives and Deveraux's



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business goals for the site. We hope the City can consider the noted minor bylaw relaxations, as they well-considered development that satisfies all parties. We trust this information aids the planning team and await your review and approval of our application. Please feel free to request any additional information or clarification as needed.

Respectfully,

**The Deveraux Group of Companies**

**Enclosed:**

**ICON II CPC Package – GGA  
Pablo Russell Letter of Support  
ICON Phase II Consultation Booklet**



2024/04/25

CPC MEETING

ICON 2

#23015





## Project Statistics & Context

### Project Information

Land Use: DC-122D2015  
Proposed Use: Multi-Family Residential

Municipal Address: 1550 Na'a Dr SW  
Legal Address: Lot 5, Block 2, Plan 161 2946

**Building 1 (6 Storeys)**  
Dwelling Units: 179 Units  
GFA: 17,660 m<sup>2</sup>

**Building 2 (6 Storeys)**  
Dwelling Units: 98 Units  
GFA: 8,031 m<sup>2</sup>

**Building 3 (2 Storeys)**  
Clubhouse Amenity  
GFA: 541 m<sup>2</sup>

Total Dwelling Units: 277 Units





Site Plan



View from 16th Ave



View from 16th Ave



Main Entryway



# Street-Oriented Suites Along Na'a Dr



Building 1 Entranceway Na'a Dr.



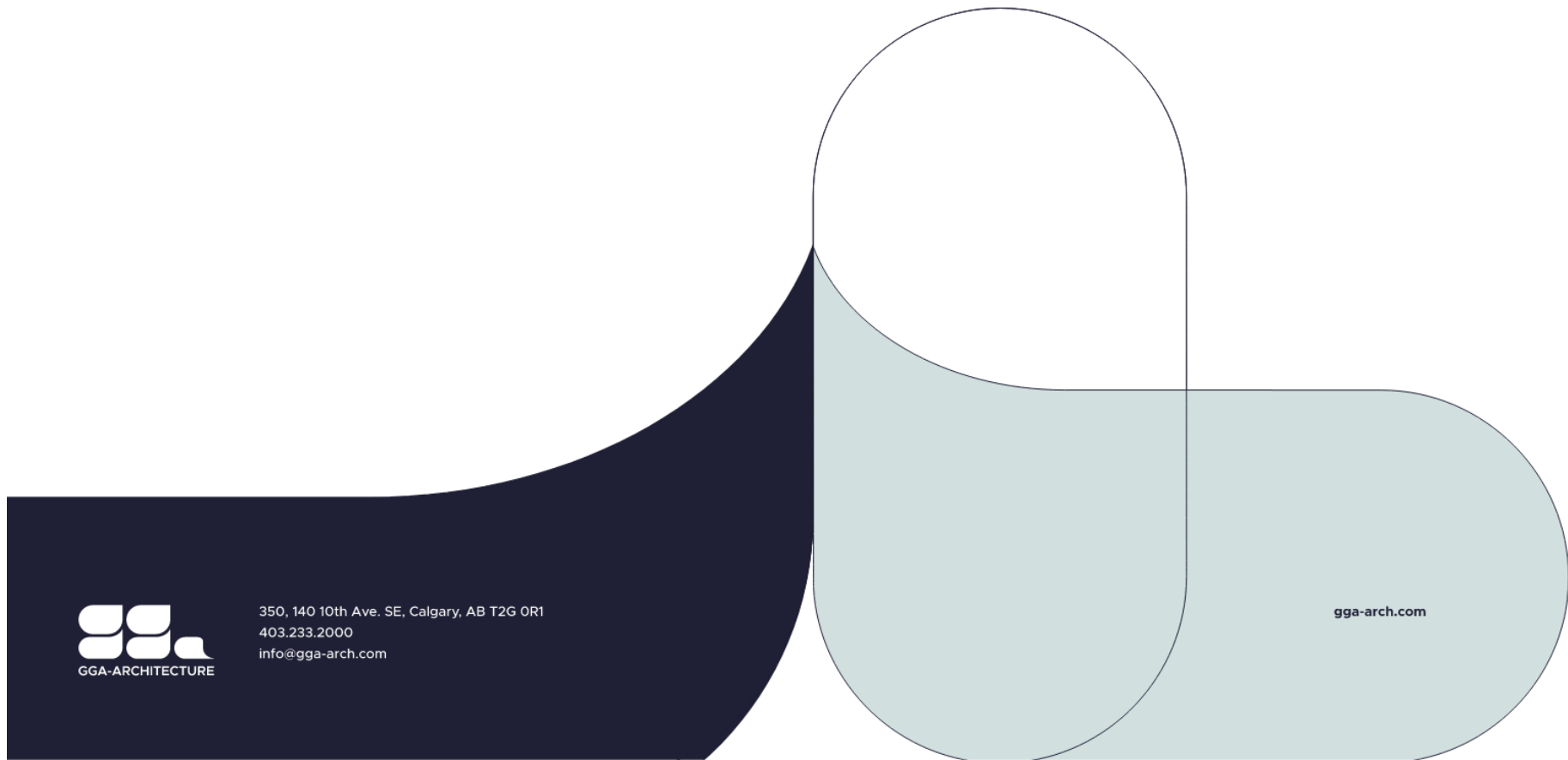
# Outdoor Reflection Space



Amenity Building







350, 140 10th Ave. SE, Calgary, AB T2G 0R1  
403.233.2000  
info@gga-arch.com

[gga-arch.com](http://gga-arch.com)

Attn: Mr. Quadri Adebayo  
Planner 2  
Community Planning  
Corporate Planning Applications Group  
City of Calgary

RE: DP Review for DP2023-06487

Dear Sir,

Recently, I have been invited to consult with Deveraux Developments, the residential builder/developers of ICON Phase 2, a new housing project in the Medicine Hill Community of Calgary. Deveraux has worked with me and sought my guidance to incorporate themes and design elements that reflect the cultural and historical significance of the land to indigenous people, with a focus on the significance of the site to the Blackfoot First Nations. I have found the Deveraux Group to be sincere in their desire to honor, respect and incorporate indigenous understandings into their community plans and I fully support their efforts along with their application for development permit. I respectfully request that the City of Calgary approves the proposed indigenous themes/elements to be incorporated into this housing project, as they will act as an educational touchpoint for all residents and visitors of this new community.

As a summary for your reference, I highlight elements that Deveraux has included in their project proposal, along with my guidance, to honor the history and significance of this land:

- **Siiksinoko (Juniper) Circle** – Naming of the amenity space with the traditional Blackfoot word for Juniper – a culturally significant plant species to the Blackfoot people. Amenity will provide two standard benches in an informal space, surrounded by plantings of native juniper. The amenity will include signage at the entry point of from the regional pathway system, explaining how Aiss’Ka’Pooma was used as a site for vision quests/spiritual journeys of the Blackfoot People. The adjacency of the amenity area to the public playground and transit stop will create an informal meeting point/ reflection space where people can engage with the interpretive signage provided, as well as sit in quiet reflection overlooking the adjacent environmental reserve to the West.
- **Street Facing Graphic Art** – Artwork will be directly applied to a smoked-glass fence adding visual interest to the streetscape. Artwork will be designed to pay homage to traditional artwork found on tipi liners of the Blackfoot people. Installation will include interpretive signage explaining the significance of tipi liner artwork to the Blackfoot, and how the artwork has been chosen/installed to provide spiritual protection for the residents of the development.
- **Entry Pageantry** – A series of pole banners will line the access road into the development. Banners will contain artwork inspired by traditional Blackfoot stories. The series of pole banners will be used to tell a story in sequence, emulating how traditional Blackfoot artwork/pictographs were used to pass down stories through time. Installation will include interpretive signage explaining the story depicted.

- **Large Format Artwork** – Interior to the site, large format artwork will be permanently installed on the façade of the south building. This artwork will enhance the resident experience, and sense of place upon entering the site. This artwork will reflect animals, plants, and landscapes, that are culturally significant to the Blackfoot People. Installation will include interpretive signage explaining the cultural significance animals, plants, and landscapes reflected in the artwork.
  
- **Landscaping**
  - i. Palette of tree, shrub and perennial species that would have existed in the Aiss’Ka’Pooma area prior to modern times – to be planted throughout the project.
  - ii. Ensuring that plantings of Chokecherry and Saskatoon Berry are in the native shrub form.
  - iii. All areas surrounding the project to be naturalized seed mixes and plantings – restoring the slopes to naturalized grassland without the need for irrigation.

Again, after consulting alongside the Deveraux Group, I fully support their vision and efforts to incorporate indigenous themes and understandings into this project. In addition, Deveraux has committed to continuing consultations with me as the project progresses, to ensure that all final interpretive signage and provided artwork is respectful and meets the design intent, prior to final install. Thank you for your time and consideration in approving the Deveraux’s Group proposal. I look forward to continuing consultations together with Deveraux to ensure the execution of this vision.

Sincerely,



Camille Pablo Russell

Blackfoot Elder & Cultural Carrier

thebuffaloway@gmail.com



# ICON II – Indigenous Consultation Elements



## Site Location

Icon 2 is a Multi-Family development located on the west side of Calgary along the historic Trans-Canada Highway, the main gateway into the city from the west. The site is situated in the community of Medicine Hill, on the north side of Na'a Drive SW, overlooking onto Trans-Canada Highway.

## Building Massing + Design

The site will comprise of 2, 6 storey residential buildings and an amenity clubhouse that consists of an outdoor pool, firepits & lounge spaces. The building's orientation and form gives consideration to the topographic challenges of the site while providing a pedestrian friendly street front & visual interest along the Trans-Canada Highway. The amenity clubhouse and main entryway is located on the east end of the site to create a focal point of interest between the adjacent residential site (Icon 1) and Icon 2





Our project is located within Moh'kinsstis, on the traditional territories of the Blackfoot Confederacy (Siksika, Kainai, Piikani), the Tsuut'ina, & th Stoney Nakoda Nations. This territory is home to the Métis Nation of Alberta, Region 3 within the historical Northwest Métis homeland. We acknowledge all those who will live, work and play on this land, so we may honor and celebrate this territory.

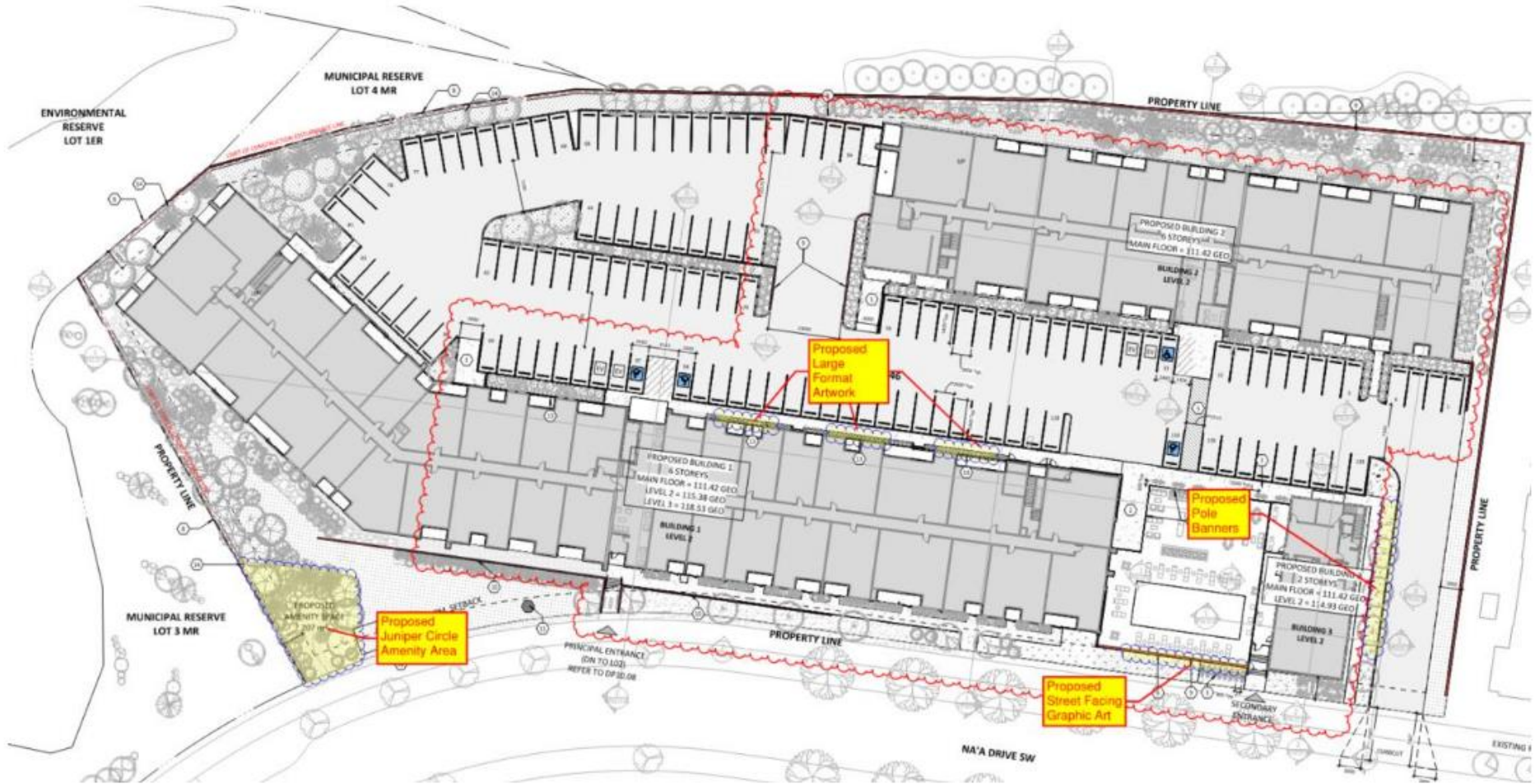
We understand that the land, that our project will be built on, holds special meaning to Indigenous communities of this region. This project is proposed with respectful acknowledgement of the site's Indigenous history and cultural significance - especially to the Blackfoot People.





Incorporating  
Indigenous  
Themes &  
Understandings  
into our Project

# Proposed Site Plan





# Siiksinoko (Juniper) Circle



- Siiksinoko, the Blackfoot term for Juniper, holds cultural significance.
- Amenity will feature two benches amidst native juniper plantings, with signage at the entry from the regional pathway.
- Interpretive signage will educate the public how Aiss'Ka'Pooma served as a site for young Blackfoot to go on vision quests.
- The proximity of the amenity area to the community playground and transit stop will foster informal gatherings and reflection.
- Visitors can engage with interpretive signage and enjoy quiet contemplation overlooking the nearby environmental reserve.



## Street Facing Graphic Art



- Artwork will adorn smoked-glass fence for enhanced streetscape appeal.
- Design inspired by traditional Blackfoot tipi liner artwork.
- Interpretive signage to convey the cultural significance.
- Artwork chosen and installed for spiritual protection of residents.

## Entry Pageantry



- Pole banners along access road featuring artwork inspired by Blackfoot stories.
- Sequential storytelling mimicking traditional Blackfoot artwork.
- Interpretive signage explaining the depicted story accompanies installation

## Large Format Artwork



Animal & landscape themed metal artwork installed on walls

- Large format artwork on south building façade highlights elements of Blackfoot cultural significance.
- Enhances resident experience and sense of place.
- Depicts animals, plants, and landscapes important to Blackfoot culture.
- Interpretive signage explains cultural significance of depicted elements.

## Large Format Artwork



- Large format artwork on south building façade highlights elements of Blackfoot cultural significance.
- Enhances resident experience and sense of place.
- Depicts animals, plants, and landscapes important to Blackfoot culture.
- Interpretive signage explains cultural significance of depicted elements.