

## Engagement Overview

### THE JAKE

#### APPLICATION BRIEF

Concurrent Land Use Redesignation (LOC2018-0162)  
+  
Development Permit Application (DP2018-3730)



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Calgary, AB T2G 1M1

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## Engagement Overview



**THE JAKE**

**APPLICATION BRIEF**

Concurrent Land Use Redesignation +  
Development Permit Application

JANUARY 2014

**PREPARED BY**  
CivicWorks Planning + Design

**PREPARED FOR**  
UrbanStar Bowtress Developments Inc.

**PROJECT TEAM**

CivicWorks Planning + Design  
Gravity Architecture  
Navagrah Landscape Architecture & Urban Design  
Bunt & Associates Transportation Planners and Engineers  
Jubilee Engineering Consultants

**PROJECT CONTACT INFORMATION**

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## Engagement Overview

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## Engagement Overview

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### EXECUTIVE SUMMARY

#### WHY AM I READING THIS BRIEF?

This Application Brief outlines the planning and design rationale for an assembly of lands in the community of Bowness. It also contains chapters on transportation considerations and our engagement process, including a What We Heard Report. The Brief provides an overview of the proposed development context for The Jake and represents our best thinking for the site.

#### CONCURRENT LAND USE REDESIGNATION + DEVELOPMENT PERMIT APPLICATIONS

The project team has undertaken a concurrent application process, with a Development Permit submission that shortly followed this submission for Land Use Redesignation. The concurrent process is preferred by the project team, as it ensures a high-quality and well-thought out bricks and mortar design outcome that aligns with the proposed land use change. The project team also kindly requests the same File Manager for both the LOC and DP submissions if possible, to maintain consistency through both application reviews.

## Engagement Overview

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### **Introduction + Planning Rationale**

## Engagement Overview



### Our Values

Our belief system is grounded on the principles of delivering the highest quality, client-centric offerings in a professional and objective manner. We strive to be the leaders in our professional practice areas and we are passionately committed to a service-based culture where values such as understanding, honesty and transparency are followed.

### Our Projects

UrbanStar Homes Inc. & UrbanStar Developments Inc. have assembled a team of experienced builders, architects, engineers, and urban planners dedicated to creating custom homes of high value and new communities in Alberta. We have a full range of high-caliber and distinctive projects covering single-family homes, duplexes, multi-family condos, and master-planned communities. Our custom homes are built with the latest products and technology ensuring excellence in aesthetics, performance, and durability.

### Our Promise

We are driven by our core values of understanding, honesty and transparency to deliver the highest quality and attention to detail in every project, offer services with the highest standards of professionalism, and lead the industry in our practice areas for our service-based culture.

## Engagement Overview

### PROJECT TEAM

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<b>Consultant Team</b>					
Planning					
Architecture	<b>GRAVITY ARCHITECTURE</b>				
Landscape Plan	 <b>NAVAGRAH</b> landscape architecture & urban design				
Transportation	 <b>buint</b> ASSOCIATES				
Civil Engineering	 <b>Jubilee</b> Engineering Consultants Ltd.				

## Engagement Overview

### GRAVITY ARCHITECTURE





## Engagement Overview

### OVERVIEW



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#### THE JAKE SITE LOCATION

This Brief was created by CivicWorks on behalf of UrbanStar to outline a redevelopment vision for an assembly of lands at 6108, 6110, and 6112 - 33 Avenue NW. The site is located within the neighbourhood of Bowness and is included in the Bowness Area Redevelopment Plan boundary.

The intent of this document is to outline both the context and planning analysis that has informed the proposed development: The Jake – a Main Streets leading, higher intensity, multi-residential project.

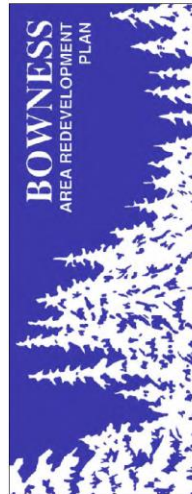
The proposed Land Use District allows for a yield of 64 dwelling units over six storeys. We are of the opinion that this scale and intensity aligns with Main Streets goals and will help guide future redevelopment outcomes for the Bowness Road NW corridor.

- Bow River
- Parks + Open Space
- Bowness Road Main Street

## Engagement Overview

# GUIDING POLICY

### BOWNESS AREA REDEVELOPMENT PLAN



The Bowness Area Redevelopment Plan (ARP) (approved 1995), places The Jake in the Low and Medium Multi-Dwelling Land Use Policy Area. There is no detailed policy pertaining to this land use area. In the 23 years since this ARP was approved, city-wide objectives have changed. As a result, the project team is looking to higher order policies including the Municipal Development Plan and Developed Areas Guidebook for direction regarding the provision of more compact built forms along Main Streets.

The Bowness ARP will be updated in the first quarter of 2019 with a new land use map reflecting City-led main streets land use redesignations in the areas surrounding Bowness Road NW. The Jake redesignation will require a minor, map-based amendment to the Bowness ARP.

### DEVELOPED AREAS GUIDEBOOK (MDP: Vol.2, Pt.3)



The Developed Areas Guidebook supports the Municipal Development Plan by facilitating the growth of Complete Communities. It contains policies that over time will enable infill and a diversity of housing forms and higher density mixed-use areas in Centres and Main Streets. This will provide the necessary number of people to support neighbourhood shops, schools, and amenities in all communities.

### MAIN STREETS INITIATIVE









Bowness Road NW has been identified as a Main Street by the City of Calgary, meaning it is an active corridor that attracts Calgarians to socialize, work, live, shop, dine, and celebrate. These streets also act as important transportation routes for those who walk, cycle, drive, or use transit. The City encourages population and job growth around these key corridors. The Jake falls within the boundaries of Bowness Road NW Main Street as determined by community residents in engagement sessions held by The City. It will therefore contribute to the growth of this eclectic and developing Main Street.

## Engagement Overview

# CRITERIA FOR MULTI-RESIDENTIAL INFILL

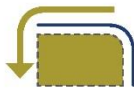
### LOCATION CRITERIA FOR MULTI-RESIDENTIAL INFILL

The project team also measured the site development potential against The City of Calgary's location criteria for multi-unit infill development in low density residential areas. The Jake does not represent a small scale infill, but the project team felt the location criteria, measured in combination with its strategic placement within the Bowness Road NW/ Main Street provides a solid planning rationale for this type of intensification.

	
<p><b>1. Site Location</b> Is the site strategically located on a corner parcel? Does the site have direct lane access?</p>	<p><b>4. Road Capacity</b> Is the site located on a collector or higher standard roadway on at least one frontage?</p>
	
<p><b>2. Development Context</b> Is the site adjacent to existing or planned non-residential development or multi-unit development?</p>	<p><b>5. Transit Provision</b> Is the site located within 400 metres of a transit stop? Is the site located within 600 metres of an existing or planned primary transit stop?</p>
	
<p><b>3. Amenity Access</b> Is the site adjacent to or across from a planned or existing open space, park, or community amenity?</p>	<p><b>6. Corridor Proximity</b> Is the site located along or within close proximity to an existing or planned corridor or activity centre?</p>

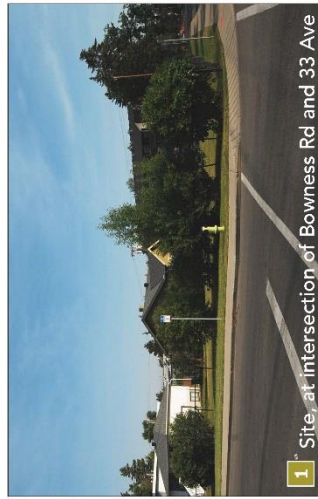
## Engagement Overview

### 1. SITE LOCATION



**Is the site strategically located on a corner parcel? Does it have direct lane access?**

The Jake is located at corner of Bowness Road NW and 33 Avenue NW. The site possesses rear lane access where the parkade entry ramp will be located.



1 Site at intersection of Bowness Rd and 33 Ave



2 Site, looking northeast from 33 Ave



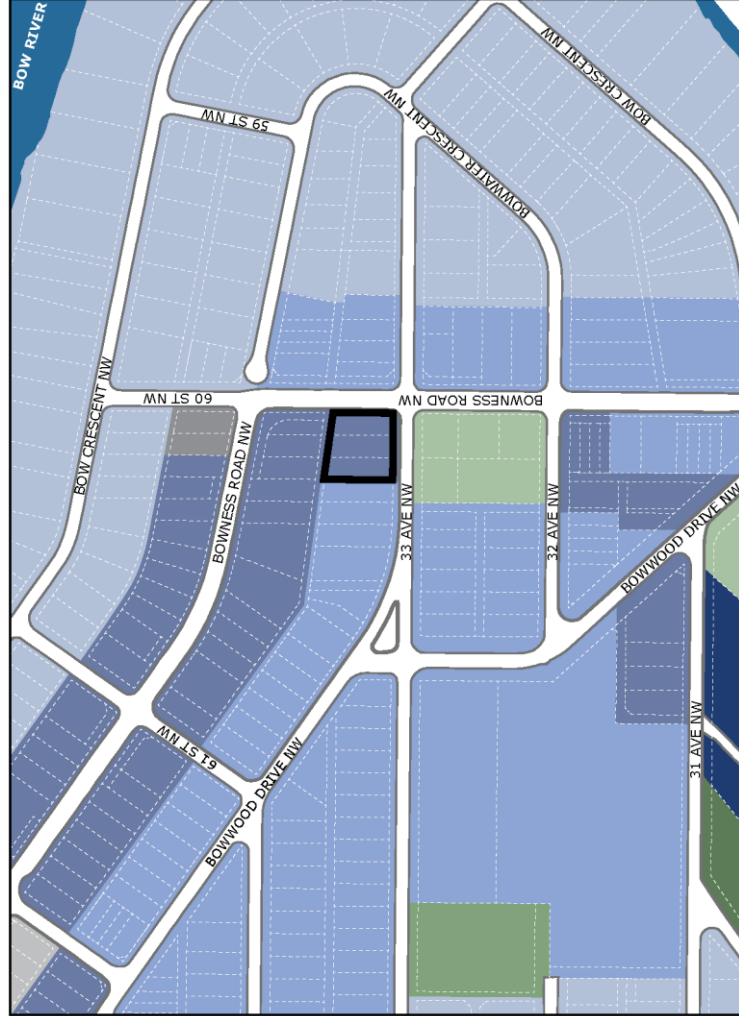
3 Pedestrian realm along south edge of site



4 Lane condition along northern site boundary

## Engagement Overview

### 2. DEVELOPMENT CONTEXT



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**Is the site adjacent to existing or planned non-residential development or multi-unit development?**



To the north of the Jake, its contiguous neighbour is a three storey multi-residential building. To the south across 33 Avenue NW is 2.5 storey Bow-Crest Long Term Care Home, a senior's facility operated by Revera. To the west, the contiguous neighbour is a fourplex of older housing stock. Beyond this neighbour, there are more fourplexes and single family dwellings. To the east across Bowness Road NW, neighbours are single and semi-detached dwellings of varying ages. The Land Use Bylaw map depicts The Jake being situated at the southeastern edge of an existing M-C1 land use corridor.

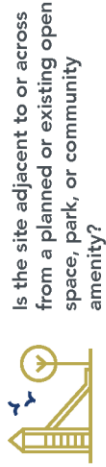
However, the City-led main streets redesignation means that all neighbouring parcels will be rezoned to M-C-1, meaning that multi-unit redevelopment is more likely in the future.

**LAND USE BYLAW MAP**

- R-C1
- R-C2
- M-C1
- M-CG
- C-COR1
- C-N1
- S-C1
- S-CS
- S-SPR
- DC

## Engagement Overview

### 3. AMENITY ACCESS



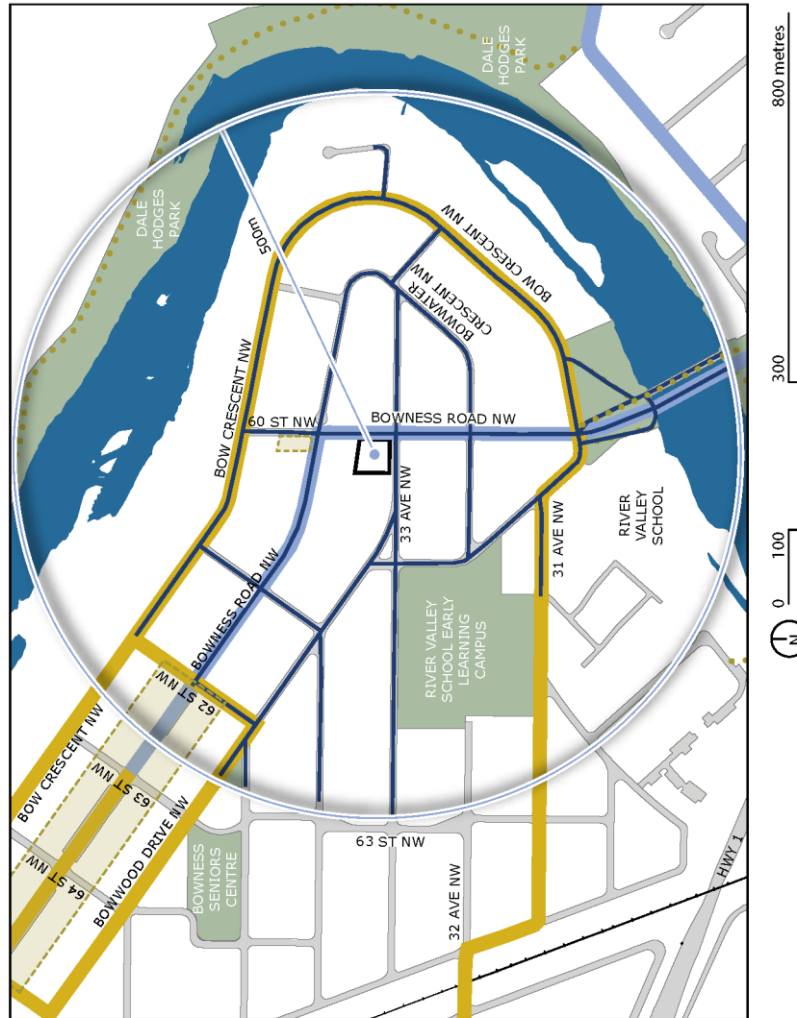
Is the site adjacent to or across from a planned or existing open space, park, or community amenity?

The site is located less than a block away from a park at the River Valley School Early Learning Campus. This park possesses amenities including sports fields and a play structure. Locally, there are numerous parks and open spaces. The Jake is also proximate to community amenities in the form of neighbourhood commercial businesses, two schools, and Shouldice Aquatic Centre. It is located within a five minute walkshed of some of Calgary's major parks and the Bow River regional pathway network.

The Jake is well connected from a cycling perspective, with dedicated cycle tracks and signed bikeways connecting the site to the Bow River regional pathway network and park system, including Dale Hodges Park (500m east), Shouldice Park (500m south), and Edworthy Park (2.5km southeast). These parks possess many recreation opportunities including an array of sports courts and fields, picnic areas, beaches, and river access.

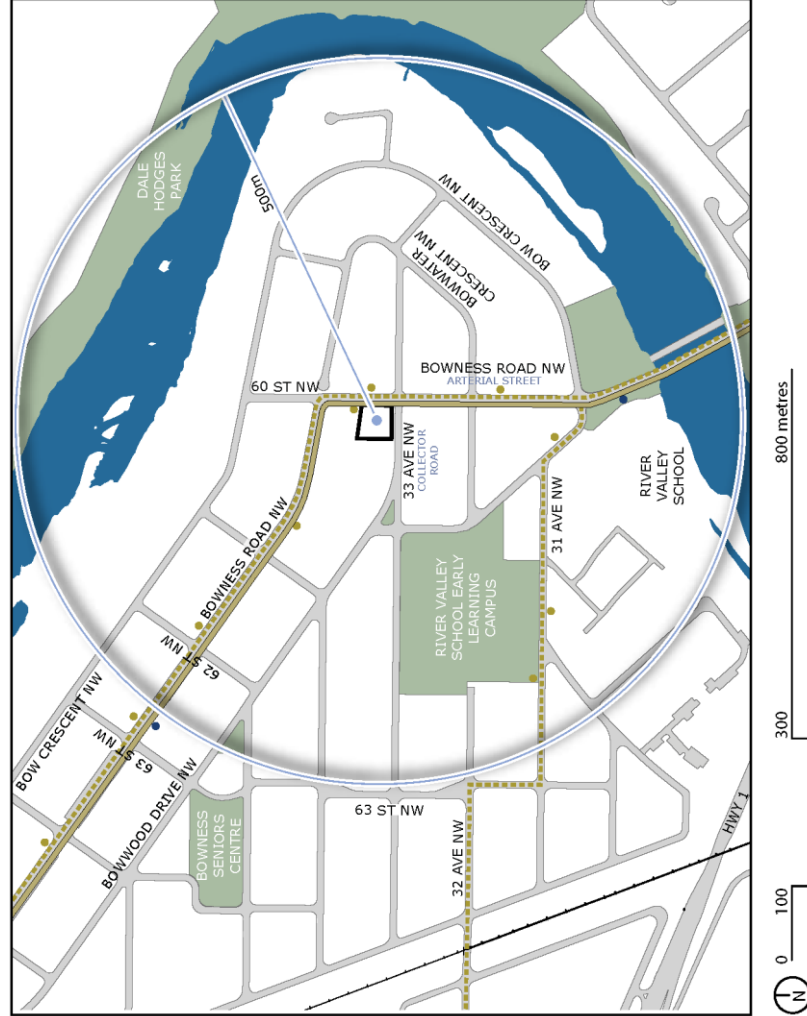
#### ACTIVE MODES CONNECTIVITY MAP

- 500m Radius
- 500m Walkshed
- Neighbourhood Commercial
- Cycle Track
- Signed Bikeway & Shared Lane
- Regional Pathway



## Engagement Overview

### 4. ROAD CAPACITY AND TRANSIT



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**Is the site located on a collector or higher standard roadway on at least one frontage?**

The site is bounded by 33 Avenue NW, a Collector Road and Bowness Road NW, an Arterial Street. Both are roadways designed to handle higher intensity vehicular capacity.

**Is the site located within 400 metres of a transit stop? Within 600 metres of an existing or planned primary transit stop?**

The site is located directly adjacent to both northbound and southbound stops for Calgary Transit routes 1 and 53. These two routes combine to provide high frequency transit service for the site, connecting The Jake to other parts of the City. Bus route 40 also provides transit service to Bowness.

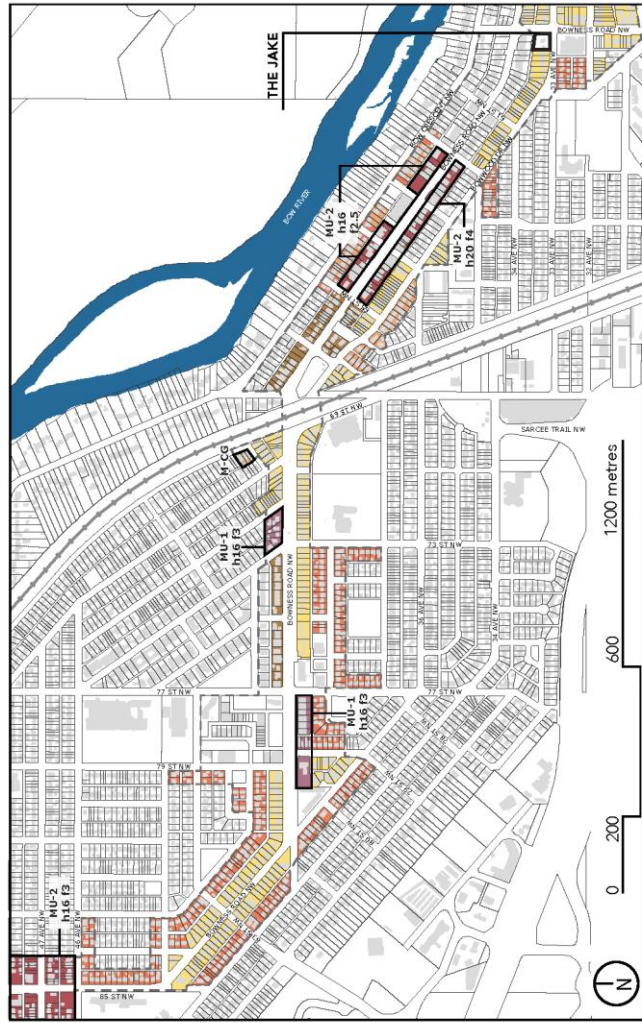
The Jake is also sited along the BRT 305 route, with multiple stops for this BRT within 600 metres of the site. The BRT connects Bowness to Canada Olympic Park and Downtown.

**TRANSIT MAP**

- 500m Radius
- BRT Route 305
- Bus Routes 1, 53 + 40
- BRT Stops
- Bus Stops

## Engagement Overview

### 5. CORRIDOR PROXIMITY



Is the site located along or within close proximity to an existing or planned corridor or activity centre?

The Jake is located on Bowness Road NW Main Street, the boundaries of which were identified by The City of Calgary in consultation with citizens. One of the takeaway issues from this engagement work was that the "Main Street is underbuilt, more density is needed to support businesses." The project team agrees with this takeaway and is proposing a high quality six storey building.

The Bowness Community Profile, published by The City of Calgary notes that population growth in Bowness between 2009-2014 was only 6%, compared to 12% for the rest of Calgary. This informs the project team that there is an opportunity for population growth along the Main Street, supportive of nearby local businesses. The Community Profile also outlines that the average age in Bowness is 40, versus the average age of 36 for the rest of the City. There is a need to provide more high quality housing options for first time home buyers to move into the community and also better downsizing options for residents who want to age in place.

Bowness Road NW Main Street will be rezoned in January 2019 with new land uses outlined in the figure on this board. The Jake proposal seeks to lead this process by establishing a high quality precedent in Bowness that will establish appropriate intensification targets and catalyze growth needed to support the Main Street.



## Engagement Overview

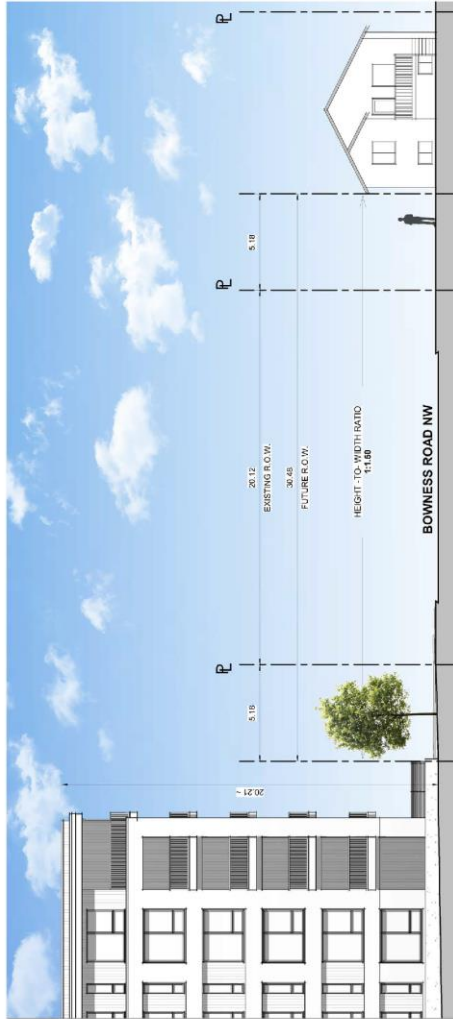
# SHADOW STUDIES: 4 STOREYS VS. 6 STOREYS

The shadow studies show shadow cast at 10:00am, 1:00pm, and 4:00pm on the equinox and solstices. The teal colour depicts shadow cast of the proposed building at 6 storeys versus the orange shadow of a building at 4 storeys. One can see that between March and September when Calgarians enjoy the outdoors most, there is minimal difference between the proposed shadow cast of The Jake at MU-1 land use of 6 storeys versus shadow cast of a 4 storey building at M-C1 land use. This is due to setbacks and carving of the building established in its design to minimize shadowing impact on neighbours.



## Engagement Overview

### STREET WALL HEIGHT TO STREET ROW WIDTH RATIO



#### STREET WALL HEIGHT TO STREET ROW WIDTH

The City of Calgary has Street Wall Height to Street Right-of-Way (ROW) Width Ratios that it recommends in its urban design guidelines for buildings in the Centre City and along its Main Streets. In order to establish a street wall with optimal proportions that create an appropriate sense of enclosure but also still allow sunlight exposure, The City recommends a ratio of between 1:1 and 1:2.

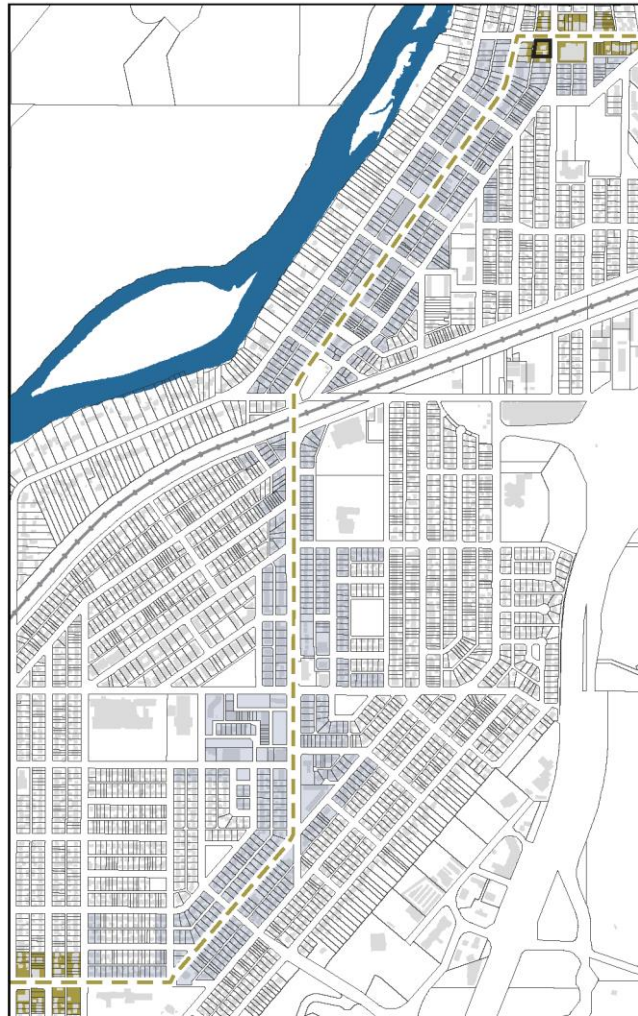
The Jake as currently proposed measures 20.21 metres tall. The current Bowness Road ROW measures 20.12 metres, creating a 1:1 ratio. However, Bowness Road is meant to be expanded 5.0 metres on either side in a future road widening scenario, meaning nothing can be built in this area, resulting in a large landscaped setback area on both sides of the street. This increases the ROW width to a total of 30.48 metres and results in a street height to street ROW width ratio of 1:1.5, falling well within the guideline. This information, paired with the shadow studies shows that the six storey scale of The Jake frames the Bowness Road Main Street nicely and has less impact on neighbours than perceived from a shadowing perspective.

## Engagement Overview

### GATEWAY TO BOWNESS

The Jake as proposed minimizes shadowing impact on neighbours through its six storey massing nearest the right-of-ways and away from neighbours. It also densifies the Main Street, providing better housing options to first time homebuyers and aging residents in close proximity to the commercial core of the neighbourhood. A Main Street should provide a variety of uses so residents can live, work, and play in their neighbourhood.

It is also important to establish entrances to the Main Street to create a sense of place and arrival. The Jake is located near the southern entrance of the Main Street and will be one of the first buildings visible when entering the community. To further emphasize the entry to the Bowness Road NW Main Street, UrbanStar is committed to enhancing the public and private realm on site. High quality building materials, burial of electrical poles along the lane, interesting landscape design to soften the site, and street oriented at grade entries represent first steps towards Main Street beautification and establishing the gateway. The final piece to this gateway is the provision of art on site to frame this end of the Main Street.



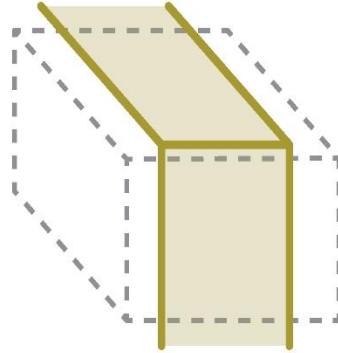
## Engagement Overview

### GATEWAY TO BOWNESS: PUBLIC ART

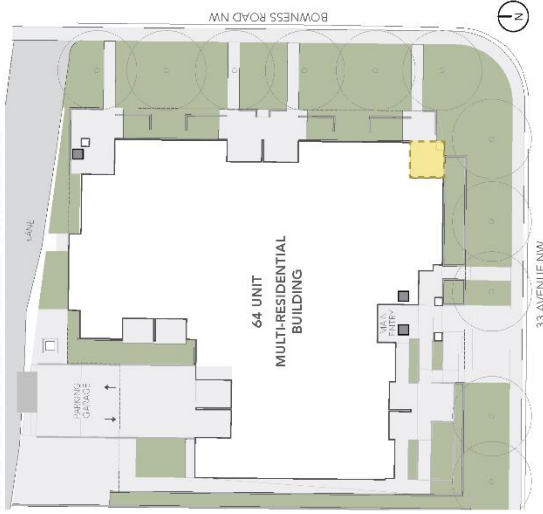


PUBLIC ART PRECEDENTS

POTENTIAL SPATIAL LOCATION



POTENTIAL LOCATION OF PUBLIC ART



UrbanStar would like the southern gateway to Bowness to be iconic for residents and visitors alike, so they are investing in a Developer-funded public art installation for community enjoyment at the southeast corner of the site nearest Bowness Road NW and 33 Avenue NW.

Some of the project team's preliminary ideas for the site focus thematically on the natural beauty of Bowness and are sculptural in nature, but the project team is open to community suggestions on theme and medium. At the Open House event on June 21, 2018 the project team asked for feedback and received very little regarding this art installation. The project team will likely stick with its initial strategy and will try to work with local artists to implement it.

## Engagement Overview

### FLOOD MAPPING IN BOWNESS



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#### FLOOD MAPPING

The Jake site lies outside the floodway and flood fringe as per City of Calgary flood mapping data.

- Bow River
- Floodway
- Flood Fringe
- Parks + Open Space

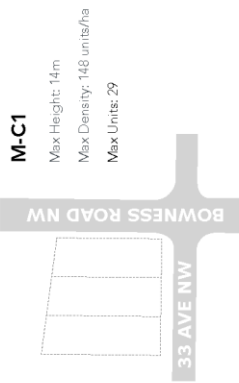
## Engagement Overview

# LAND USE REDESIGNATION

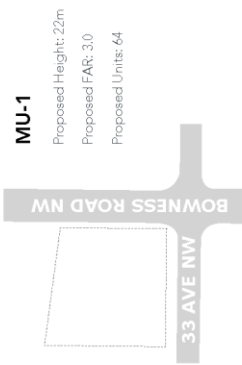
### PROPOSED LAND USE CHANGE & DEVELOPMENT PERMIT

To support the redevelopment vision for The Jake, a Land Use Redesignation from Multi-Residential - Contextual Low Profile (M-C1) to Mixed Use - General (MU-1) is proposed to allow for a street oriented residential development of up to six storeys in height (22 metres).

### CURRENT LAND USE DISTRICT



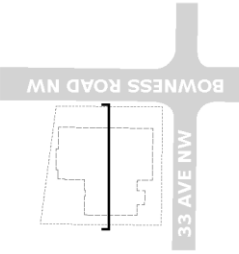
### PROPOSED LAND USE DISTRICT



### CONCURRENT DEVELOPMENT PERMIT APPLICATION

Along with a Land Use Redesignation application, UrbanStar is submitting a concurrent Development Permit application for The Jake, ensuring a comprehensive and thoughtful 'bricks and mortar' outcome for the future development site, which directly informs the proposed Land Use Redesignation. The concurrent process ensures a high-quality and well-thought-out design outcome that informs and aligns with the proposed land use change.

### PROPOSED BUILT FORM

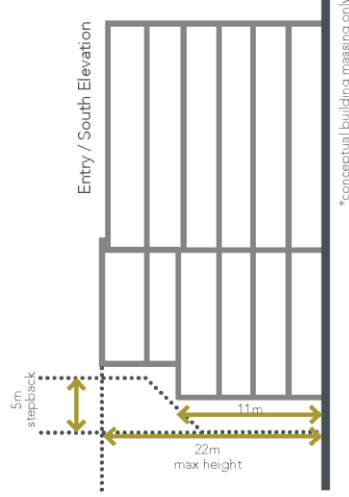


### Maximum FAR 3.0

Total floor area allowed is 3 times site area

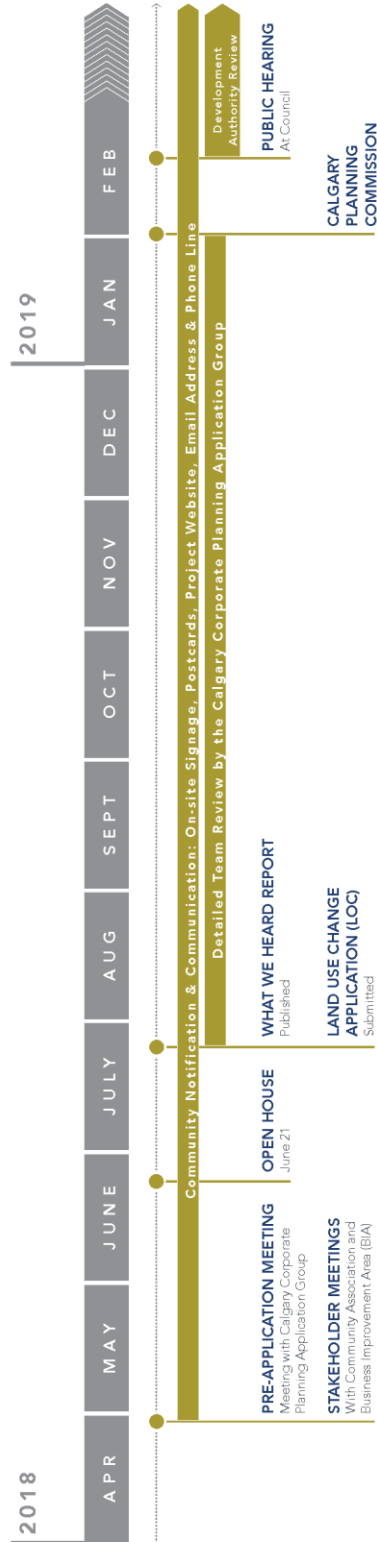


### PROPOSED BUILDING HEIGHT MODIFIER



## Engagement Overview

### PROJECT TIMELINE



### Engagement Overview





## Engagement Overview

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**The Jake Design Plan**

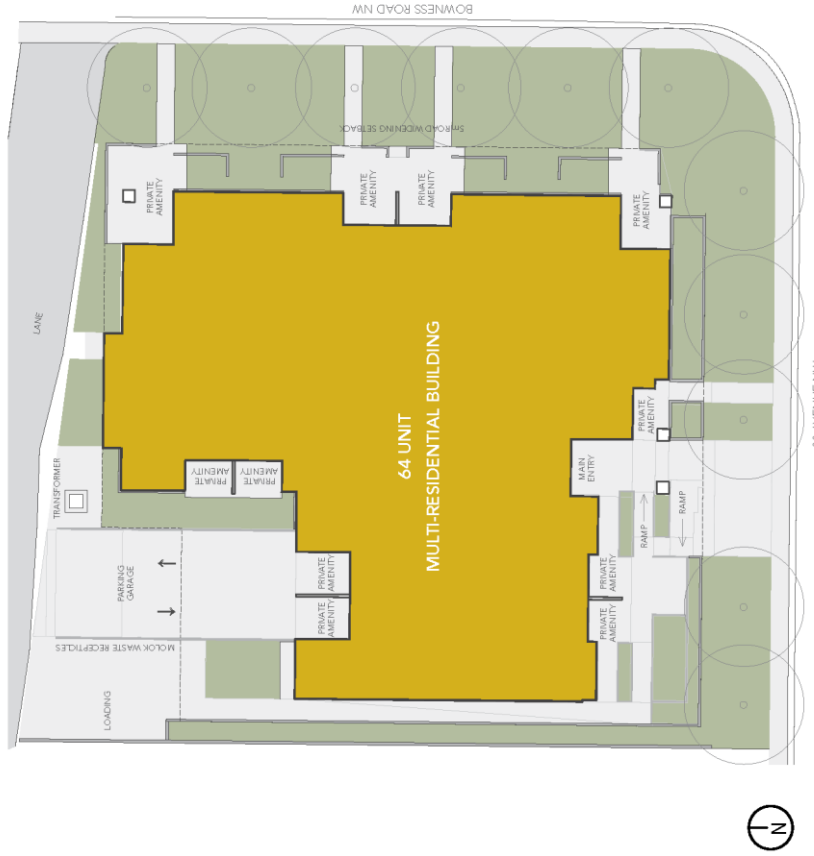
## Engagement Overview

### BY THE NUMBERS



# Engagement Overview

## SITE PLAN



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## Engagement Overview

# PARKING PLANS

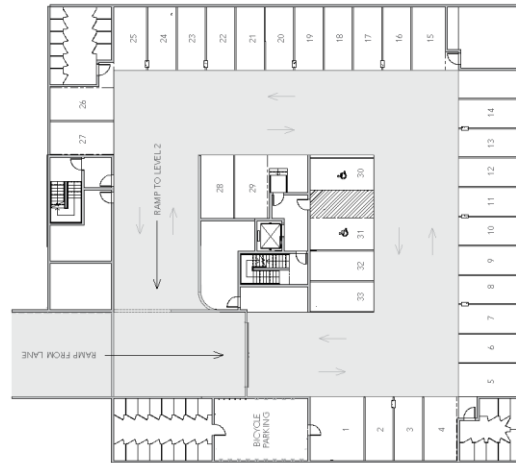
### PARKING STALL CALCULATIONS

USE	Resident Vehicle	Visitor Vehicle	Bicycle
STALLS PROVIDED	66 (35 on P1, 31 on P2)	7 (All P1)	
<b>TOTAL PROVIDED</b>	<b>66 + 7 = 73</b>		<b>39</b>

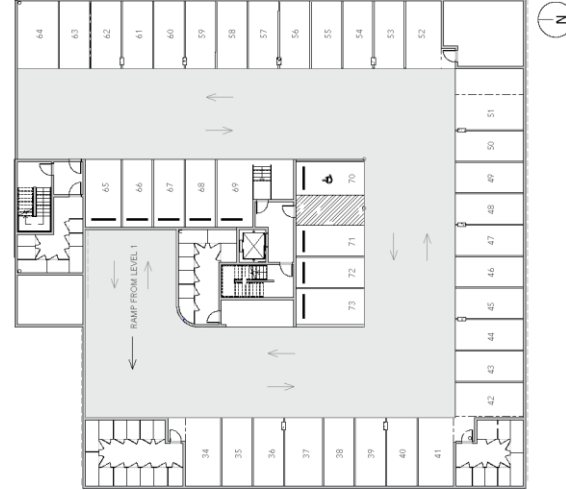
### A STALL PER UNIT

To ensure that this Main Streets leading development does not negatively impact on-street parking in the vicinity, The Jake will provide one (1) residential vehicle stall per unit. Seven (7) visitor stalls will be provided in compliance with bylaw requirements.

### PARKADE, LEVEL 1



### PARKADE, LEVEL 2



# Engagement Overview

## FLOOR PLANS



## Engagement Overview

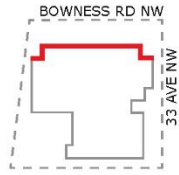


## ELEVATIONS

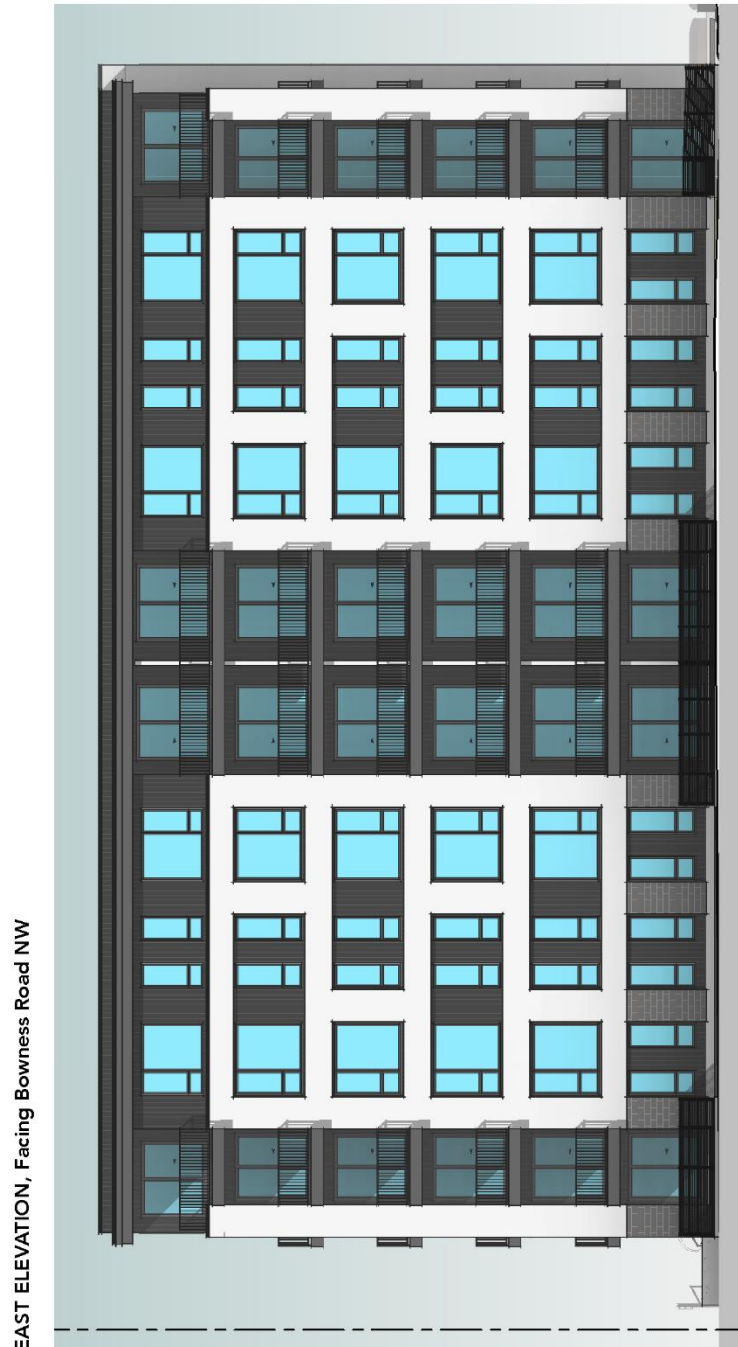
FRONT (SOUTH) ELEVATION, Facing 33 Ave NW



# Engagement Overview



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EAST ELEVATION, Facing Bowness Road NW

### Engagement Overview

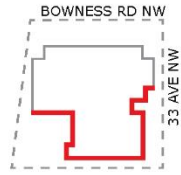
**ELEVATIONS**

REAR (NORTH) ELEVATION

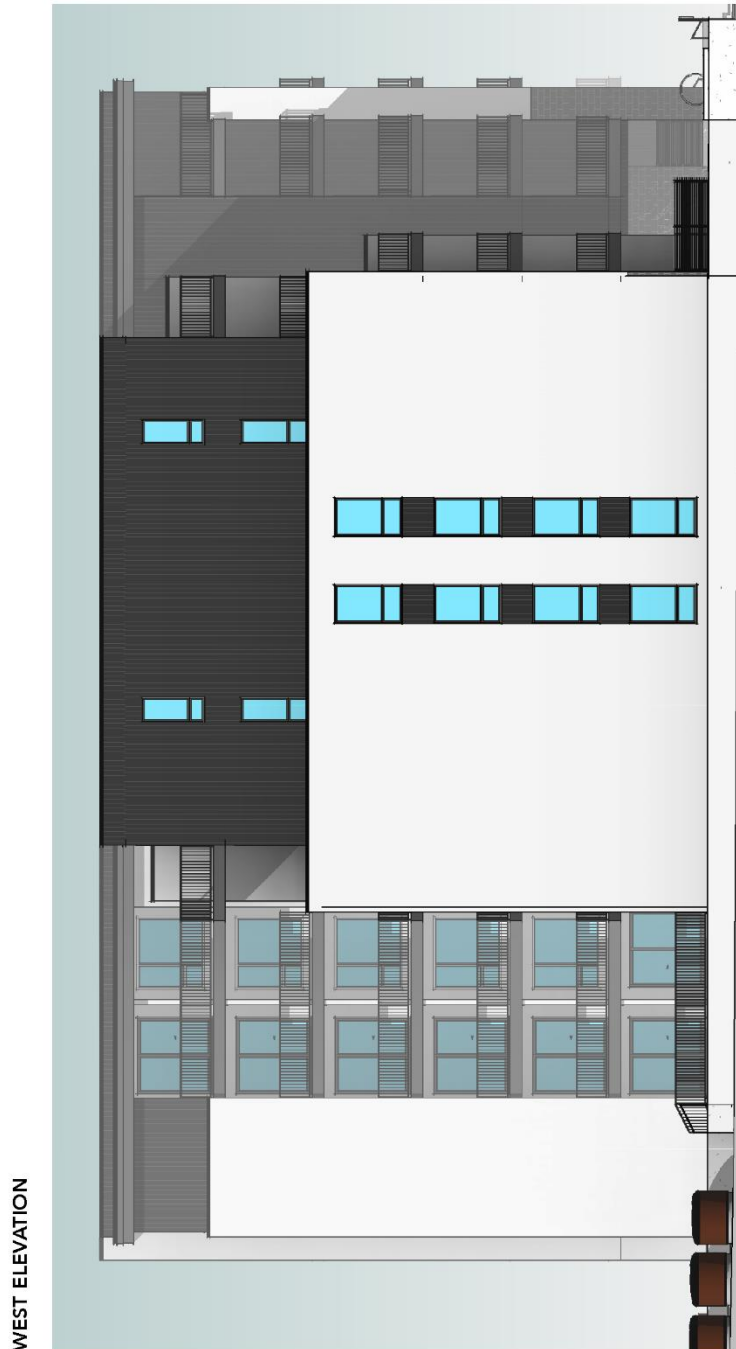




# Engagement Overview



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## Engagement Overview



### RENDER 1

Front (south) elevation experienced at grade,  
looking north across 33 Avenue NW

## Engagement Overview



### RENDER 2

Both elevations fronting on streets experienced at grade, looking northwest from the intersection of 33 Avenue NW and Bowness Road NW

## Engagement Overview



## Engagement Overview

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**Transportation**

## Engagement Overview

# TRANSPORTATION IMPACT BY THE NUMBERS

### TRANSPORTATION IMPACT STATEMENT

A Transportation Impact Statement (TIS) was completed by Burt & Associates Transportation Planners and Engineers in March 2018 to determine the impact of The Jake on daily traffic volume flows and intersection operation conditions before and after development. This chapter of the Brief provides high level results that were derived from this study. The TIS has been provided as part of this fulsome LOC Application.

### TRIPS GENERATED BY PROPOSED DEVELOPMENT



**27** Peak Hour Vehicle Trips

The PM peak hour projection generates the most vehicular trips to and from The Jake at buildout. The trips generated through the day and PM peak produce negligible impact on Daily Link Volumes (see next page).



**7** Peak Hour Alternate Mode Trips

The expected trips using alternative means of transportation generated by the proposed development in and out of the site both in the AM and PM peak hours.

### ON-SITE PARKING



**73** Parking Stalls

When a proposed development is located within 150.0 meters of frequent transit service, the bylaw required number of parking stalls is reduced by 25%. The Jake is located near bus stops that allow it to qualify for this reduction, lowering the bylaw required parking to forty-one (41) stalls. Please see the graph below, which depicts the bylaw requirements for vehicle and bicycle parking, and how The Jake surpasses these requirements.

### PARKING PROVIDED FOR THE SITE

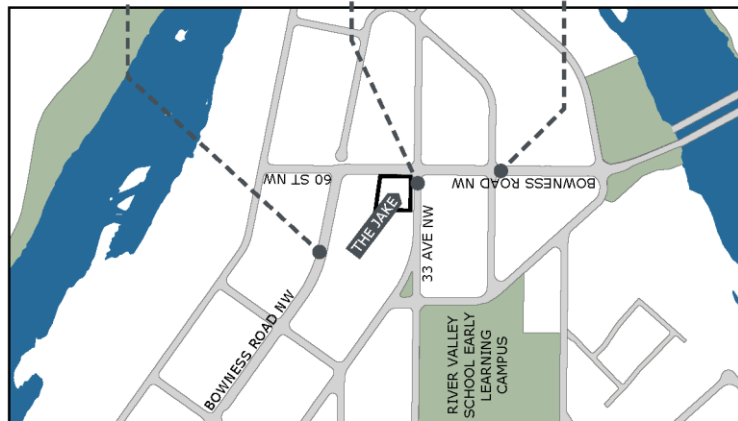
Residential stalls: 66 + Visitor stalls: 7 = Total: 73

Bicycle stalls: 39

USE	Resident Vehicle	Visitor Vehicle	Bicycle
DENSITY	64 units	64 units	64 units
BYLAW REQUIRED PARKING RATIO	0.75 stalls/unit	0.1 stalls/unit	Class 1: 0.5stalls/unit Class 2: 0.1stalls/unit
REQUIRED PARKING	48	7	No 25% reduction Class 1: 32 Class 2: 6
STALLS REQUIRED WITH 25% REDUCTION	36	5	
TOTAL REQUIRED	36 + 5 = 41		38
STALLS PROVIDED	66 (35 on P1, 31 on P2)	7 (All P1)	
TOTAL PROVIDED	66 + 7 = 73		39

## Engagement Overview

# TRANSPORTATION IMPACT BY THE NUMBERS



### DAILY LINK VOLUMES & ROAD CLASSIFICATION

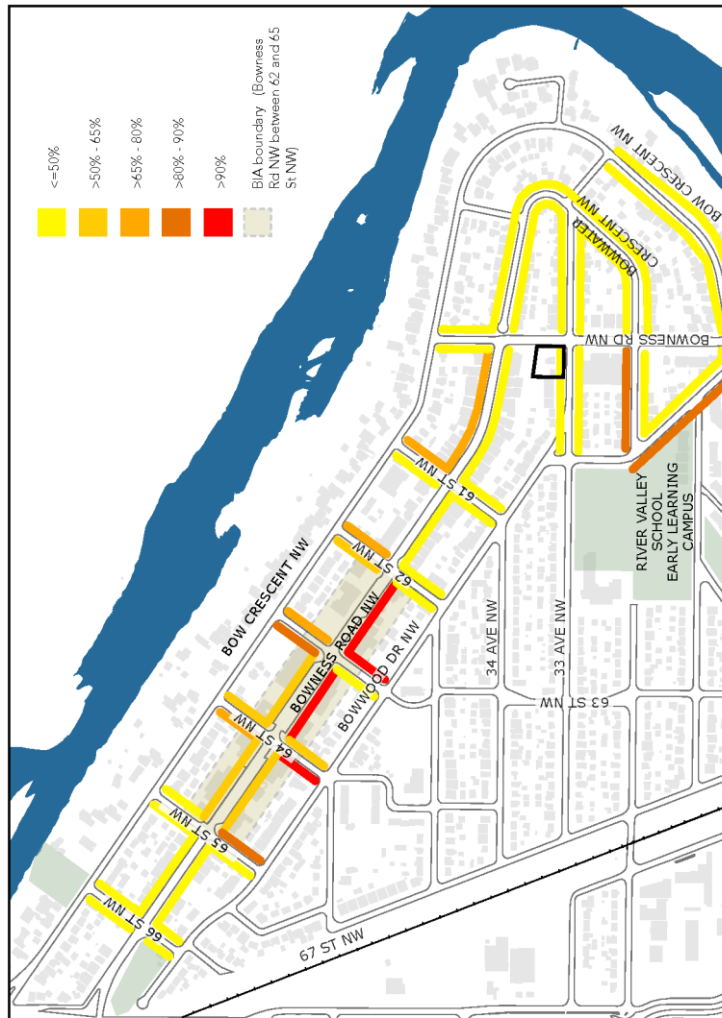
Daily traffic volumes along Bowness Road NW and 33 Avenue NW were calculated and measured post development against their respective maximum daily volume guidelines outlined in the City of Calgary Design Guidelines for Subdivision Servicing 2014 to determine the impact. The Jake would have on daily traffic flow.

The traffic volume review indicates that both Bowness Road NW and 33 Avenue NW currently carry less volume than what is outlined in their respective classifications and more than capable of accommodating the additional traffic generated by the site upon buildout.

The project team has heard from the community that there are safety concerns from a traffic flow, visibility, and streetscape perspective at the corner of Bowness Road NW at 60 Street NW, despite the daily link volumes being able to accommodate traffic. Many solutions were suggested by Bunt & Associates for this intersection, but none are ideal. The two most plausible solutions proposed would either be to close access to Bowness Road NW from 60 Street NW (requiring local residents to determine alternate routes) or to convert the intersection to an all-way stop, which could increase traffic delays along Bowness Road NW, particularly during the afternoon rush.

## Engagement Overview

### TRANSPORTATION IMPACT BY THE NUMBERS





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## Engagement Overview



## Engagement Overview

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**Engagement**

## Engagement Overview

# ENGAGEMENT SUMMARY

### ENGAGEMENT ACTIVITIES

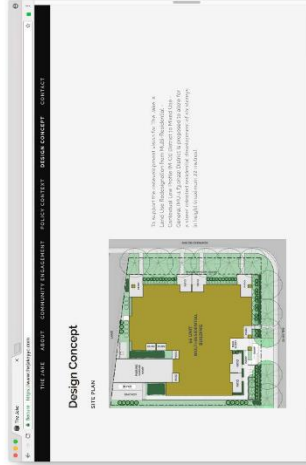
A fulsome engagement strategy was undertaken by the project team from the time of The Jake's public launch on May 3, 2018 to the date of this submission to help inform the public of the project and to receive valuable feedback on the proposed concurrent Land Use Redesignation and Development Permit submission for The Jake. In order to elicit as much feedback as possible from various stakeholders during this period, the project team used the following engagement strategies:

1. PROJECT WEBSITE + EMAIL INBOX
2. PROJECT PHONE LINE + VOICEMAIL
3. MAILERS TO AREA RESIDENTS
4. ON-SITE SIGNAGE
5. OPEN HOUSE
6. FACE TO FACE STAKEHOLDER MEETINGS
7. WHAT WE HEARD REPORT



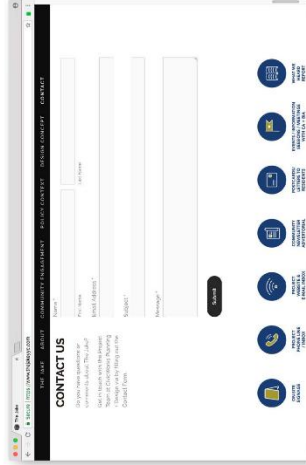
#### 1. PROJECT WEBSITE + EMAIL INBOX

A project website was launched on May 3. It acts as the main digital resource for disseminating project information, provides project updates and has a built-in feedback form that connects stakeholders to a project team inbox. The project team received numerous emails from the website and other communications channels (directed to inbox from mailers and on-site signage). 236 unique visitors accessed the website from the time it went live on May 3 to July 11 when this What We Heard Report was completed. As of July 11, 2018, the website has been visited 267 times.



#### 2. PROJECT PHONE LINE + VOICEMAIL

A direct line to a project voicemail inbox allowed stakeholders another way to communicate with the project team. The phone number was advertised on the website, mailers, and site signage. One phone call was received during the engagement timeline from a community member interested in purchasing a unit.



## Engagement Overview



**3. MAILERS TO AREA RESIDENTS**

Postcards and letters were hand delivered to area residents and stakeholders within a block radius in any direction from the project site. This strategy was used to introduce the project to area residents on May 3, directing them to the website, email inbox, and project phone line with any questions they had. Another mailer was hand delivered to area residents on June 7 to provide project updates and invite residents to the June 21 Open House.

**4. ON-SITE SIGNAGE**


Installing on-site signage early in the application process (May 3) allowed the project team to communicate directly with surrounding community members and area visitors. The signage directed visitors to the website and was updated in advance of the Open House to invite residents to the event.



## Engagement Overview

**5. OPEN HOUSE**



An Open House was held by the project team on June 21 as an opportunity to facilitate a discussion amongst the community and mark key project milestones. Attendance at the event was low, despite updates to site signage, the website, a mailer invite to the hand delivery boundary, and emails to stakeholders the project team had previously met with. The project team received three feedback forms from fifteen attendees.



**210** POSTCARDS DELIVERED,  
TWO ROUNDS


**267** WEBSITE VISITS

**15** OPEN HOUSE ATTENDEES

**6. FACE TO FACE STAKEHOLDER MEETINGS**

Meeting with project stakeholders and community groups is an essential part of the project team's application process. Meetings were held with Community Association and Business Improvement Area Representatives in early May. Councillor Sutherland's office was also contacted and offered a meeting at this time. These stakeholders were provided updates periodically and were invited to the Open House.



**FEEDBACK**

**3** OPEN HOUSE  
FEEDBACK FORMS

**6** EMAIL  
CONVERSATIONS

**1** PHONE  
CONVERSATION

CPC2019-0039 - Attach 4  
ISC: UNRESTRICTED

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## Engagement Overview

# WHAT WE HEARD REPORT



### 7. WHAT WE HEARD REPORT

A What We Heard Report was required as part of the City of Calgary's pre-application assessment form package. Per this request, this chapter of the Application Brief forms the What We Heard Report. It provides an account of all community consultation activities undertaken in support a project application, the feedback received through the process and the project team's response to common questions and concerns.

### STAKEHOLDER FEEDBACK OVERVIEW

In reviewing feedback collected throughout the community engagement process, the project team identified a series of key themes. The themes outlined in the following pages are broken into:

- What we heard;
- Examples of verbatim comments from the engagement process; and
- The project team's response.

Each project team response addresses the comments and input received throughout the process by explaining the team's thought processes and planning / design rationale. Changes and non-changes to the proposal resulting from issues or concerns are also identified. Verbatim comments collected throughout the engagement process are included in the Appendix section of this report.

### IDENTIFIED FEEDBACK THEMES

1. PARKING AND TRAFFIC
2. BUILDING HEIGHT
3. BUILDING & SITE DESIGN
4. BUILDING STRUCTURE & UNITS
5. MAIN STREETS ALIGNMENT

## Engagement Overview

# PARKING & TRAFFIC

### WHAT WE HEARD

The most frequently heard feedback from stakeholders was related to the impact of The Jake development proposal on local parking and traffic. Community members noted concerns about the building providing too few parking stalls, low existing on-street parking capacity, and an increase in lane use causing back ups along Bowness Road NW.

### EXAMPLES OF FEEDBACK

*"We strongly feel that there should be extra parking above and beyond the regulated ratio. There is a lot of overflow from the Care West facility already on 33rd Ave..."*

*"...(the Jake) places additional pressure on the current residents, especially with regard to increased traffic and parking"*

*"...Bowness Road is primarily a two-lane road with bike lanes so the impact on traffic flow and parking from a development such as this could be significant."*

### PROJECT TEAM RESPONSE

The project team acknowledges that parking and traffic is a prevalent community concern. The Jake will have an impact on the local vehicular network, and to better understand this impact the project team engaged a transportation engineering firm to undertake a Transportation Impact Statement (TIS). The TIS examined the current transportation system's performance and applied approved City of Calgary metrics to predict how The Jake will impact the local system.

The TIS anticipates that The Jake will have minimal impact on traffic movements and confirms that the proposed parking supply exceeds bylaw requirements. Multi-residential building units are associated with much lower car ownership rates than that of single family homes and the property location lends itself well to alternative modes of transportation, further reducing the need to own multiple vehicles. The property is near a BRT stop (route 305), transit stops (routes 1, 40 and 53), and directly adjacent to a separated bike lane that provides quick access (approx. 30 mins) to the City's employment centre.

### PARKING

In an effort to allay concerns around on-street parking supply, The Jake proposal provides much more underground parking than required by the City bylaw – the parking supplied is roughly equivalent to 178% of the bylaw parking requirement, equating to over one stall per unit and seven visitor stalls (see page 38 for parking break down). The City of Calgary's recent Complete Streets initiative conducted a parking occupancy study that found plenty of available on-street parking (< 50% occupancy) along 33 Ave NW during the busiest hours and throughout the day.

Should neighbours find that on-street parking occupancy is an ongoing concern, the risk can be mitigated by applying for permit-only parking on the block face. Future residents of The Jake will not be eligible to receive on-street parking permits.

### TRAFFIC

The Jake's underground parking is accessed via the lane per City of Calgary policy, and vehicular movement to and from Bowness Road NW will take place from this lane. The TIS found that this movement will have minimal impact on traffic in both the lane and on Bowness Road NW.

Multi-residential units are associated with much lower vehicular trips than single family homes, approximately one third of equivalent trips. The TIS anticipates that The Jake will experience at most 21 vehicular trips (inclusive of vehicles arriving and leaving the building) during the busiest morning hour, and 27 during the busiest afternoon hour.

The recent Complete Street improvements to Bowness Road NW included reducing the road to one lane of traffic in both directions and adding a separated bike lane. The Complete Streets team found that Bowness Road NW is still only operating at 67% of the road's vehicular capacity, and the TIS anticipates that The Jake will add 1.3% more vehicular trips to Bowness Road NW, only 0.8% of the suggested maximum road capacity. This increase is not expected to cause traffic back ups or trigger intersection upgrades.



## Engagement Overview

# BUILDING HEIGHT

### WHAT WE HEARD

The proposed building height was a common theme in feedback from stakeholders. Community members expressed concern about The Jake's six storey impact on other properties and the neighbourhood as a whole, and worried about setting a height precedent for future developments in the area.

### EXAMPLES OF FEEDBACK

*"Would your team consider lowering the building to 4 storeys?"*

*"I support urban density but feel the proposed building is too tall"*

*"...my fear is that approval of a building of this size will set a dangerous precedent for construction of other buildings of this size in Bowness, which would alter the nature of the community permanently."*

### PROJECT TEAM RESPONSE

The project team believes that the proposed six storey form along Bowness Road NW is appropriate, supported by City of Calgary policy and justified with a strong planning and design rationale. The goals of the Municipal Development Plan support compact and efficient growth within areas of Calgary that are well served by existing services, infrastructure and community resources like parks and open space.

Bowness is no longer a sleepy suburb, but rather an eclectic and evolving neighbourhood transitioning into a new period of community development. The City's recent Main Street initiative and community engagement feedback envisions a vibrant mixed use Main Street along Bowness Road NW with a critical mass of residents to support local businesses. While not yet approved by council it is anticipated that the Land Use Framework proposed by the Main Streets team will result in much of this corridor developing to a similar height and intensity to that proposed by The Jake.

The Jake is well located at the entrance to the Bowness Road NW Main Street, acting as a gateway to the proposed Main Street development. The development site meets all City of Calgary location criteria for multi-residential infill, which ensure that a property is in an appropriate location to support the transportation and amenity needs of new residents with little impact on existing community members.

### BUILDING HEIGHT IMPACT

The comments heard by the project team about building height were primarily related to shadows. The proposed building is 6m taller than the existing Land Use District's maximum building height. The Jake's architecture is designed to reduce shadow impact by providing setbacks in the building form and ample setbacks from the front, back and side of the property. A shadow study conducted using industry and City of Calgary standards found minimal net urban design impact on adjacent buildings (see page 17). Some community members expressed a preference for a building that was one or two storeys less in height, however, the shadow study reveals little difference in shadow impact between an equivalent four storey and the proposed six storey building on this property.

### BUILDING HEIGHT PRECEDENT

Some community members are worried that the proposed development would set a precedent for building height in the neighbourhood. The Jake does not represent a precedent: Silverwood on the Park at 8604 48 Avenue NW measures ten storeys in height. The Jake is ideally located to support the proposed multi-family building use and so the project team believes the building height to be appropriate for this specific context. Each new development proposal that seeks to change the existing Land Use District (aka. zoning) will be reviewed on its own merits in the same comprehensive and transparent public process.

## Engagement Overview

# BUILDING & SITE DESIGN

### WHAT WE HEARD

The project team heard mixed feedback about the concurrent Development Permit's proposed building design. During the Open House on June 21, 2018 some community members indicated that they liked the look of the building, while others disagreed with the design approach – preferring an architectural style and material palette that achieves a more “small town” feel.

### EXAMPLES OF FEEDBACK

*“Design is good but it does not “look and feel” like Bowness. This may work in Marda Loop etc. but not in a character community like Bowness.”*

*“The building design is stark and doesn't fit into the small town feel.” (verbal comment)*

*“How do you intend to beautify the 33rd Ave corridor?”*

### PROJECT TEAM RESPONSE

The evolving and eclectic nature of Bowness lends itself to a range of architectural styles, with recent developments and infills introducing a more contemporary feel into the neighbourhood. The project team has made an effort to design a building that adds to the character of the community and embraces the streetscape. The Jake has at-grade entrances to apartments on the first level and an ample landscaped setback from the sidewalk intended to beautify the private and public realm adjacent to Bowness Road NW. The Jake is designed with an articulated building facade featuring traditional brick along the base and a darker halo for the penthouse, all of which serve to break down the perceived mass of the building. High quality long lasting materials will be used throughout The Jake.

The property layout provides an opportunity to incorporate a developer-funded piece of public art on the site for the benefit of the community. The project team asked community members what they would like to see on the site and received a range of suggestions, including names of local artists, preferred materials, and themes that relate to Bowness. We are currently reviewing these suggestions and will continue to discuss this opportunity with the community.

## Engagement Overview

# BUILDING STRUCTURE & UNITS

### WHAT WE HEARD

Some community members had questions for the project team related to the logistics of development including those about building materials, affordability, unit size, construction processes and timelines.

### EXAMPLES OF FEEDBACK

*"I'm curious to know how much the units will be selling for."*

*"Are these condos or rentals?"*

*What style of housing is being proposed for The Jake - affordable, attainable, other??*

*"Will this be a wood frame or concrete building?" (verbal comment)*

*"I am curious to know more about the timelines for the building ie: when do you plan to start building, when do you plan to have the building complete."*

### PROJECT TEAM RESPONSE

The project team heard a range of comments related to building structure and units, some from neighbours concerned about construction impact and built form quality, and others who were interested in purchasing a unit.

### HOUSING CHOICE

Bowness is a desirable community with capacity for population growth. With its 64 proposed units, The Jake aims to provide greater housing choices within the neighbourhood and bring in new residents to support local businesses. One community member suggested that The Jake should be an affordable housing project. The project team reviewed this option and found that Bowness already features many affordable and attainable dwelling units.

### BUILDING STRUCTURE

The Jake will be constructed as a six storey wood frame building with two levels of underground parking. Wood frame buildings have lower construction costs which contribute to more affordable units. The average dwelling unit size is anticipated to be +/- 822 sq ft. At this early stage in the development process, the unit layouts and their costs have not been finalized.

### CONSTRUCTION

The Jake development proposal is still early in the application process. Should the project team receive approvals from Council and the Development Authority, the earliest that construction could begin in 2019. Construction is anticipated to take approximately 18 months.

UrbanStar is committed to following construction management best practices. This includes a collection of site management related policies from City Bylaws and provincial legislation, and new City guidelines for communication with community residents. UrbanStar aims to pro-actively address any arising community site management concerns.

## Engagement Overview

# MAIN STREETS ALIGNMENT

### WHAT WE HEARD

The community has experienced a range of municipal planning and engagement activities in recent years. Some stakeholders questioned how The Jake's concurrent Land Use Redesignation and Development Permit proposal aligns within the City's planning initiatives, including the recent Complete Streets outcomes and the currently in progress Bowness Road NW Land Use Framework, both part of the Main Streets initiative.

### EXAMPLES OF FEEDBACK

*"I am surprised to see a 6 storey building going into construction as I thought I the community association was still collecting feedback from the community about main street Bowness and the re-zoning of the buildings along mainstreet."*

*"Why is a six storey mid rise building planned when the rezoning plan currently being proposed by the City (Main Streets, Bowness Road NW) has this property zoned for a low rise building to a maximum of 4 levels?"*

### PROJECT TEAM RESPONSE

The Jake application includes a Land Use Redesignation (aka rezoning) of the property to a mixed use MU-1, a district designed to accommodate Main Street development. The project team has worked closely with the City of Calgary's Main Streets Team to determine the best approach to the property's Land Use Redesignation application while they are undertaking a Land Use Framework for the corridor. It was determined that the Land Use Framework timeline did not align with The Jake's development vision. Both parties agreed to measure this proposal on its planning and design merits as a Main Streets catalyst project. It was mutually decided that the best approach was to refrain from including the property in the proposed Land Use Framework, as has been done in other recent successful development applications in communities that underwent this same process.

The Jake Land Use Redesignation application will be reviewed separately from the Bowness Road NW Land Use Framework, and will go through a comprehensive public process by the City before a formal decision is made by Council and the Development Authority.

## Engagement Overview

### VERBATIM FEEDBACK

#### FEEDBACK FORM RESPONSES

1. What is your general impression of the proposed Land Use Redesignation?  

"Prefer it to remain MC-1. Too high. Design not appropriate for area."  
 "The building at 6 storeys would be too tall for the area going from 14m to 22m."  
 "I have a neutral impression. I support urban density but feel the proposed building is too tall. Would like to see it adjusted to 4 storeys to be in line with future city plans."
2. Was the information presented tonight clearly conveyed to you as a participant? Do you feel you have gained a better understanding of the project details? If not, how can we improve?  

"Yes."  
 "Yes, clearly conveyed. Yes, I clearly understand the project details."  
 "Yes, it was clear even if I disagreed with certain points."
3. Please share any questions or comments you may have with the project team.  

"We are concerned about street parking in/around the residential areas up 33 Ave and/or a lack of street parking for current residents prior to your building completion. Would your team consider lowering the building to 4 storeys?"

- "The building at 6 storeys would be too tall for the area going from 14m to 22m."  
 "It feels a bit shifty trying to sneak this 6 storey building into our community before the city has had a chance to put in place the 4 storey urban density regulations."  
 4. Could you support the project team's proposal? Please let us know why or why not.  
 "Maybe. We strongly feel that there should be extra parking above and beyond the regulated ratio. There is a lot of overflow from the Care West facility already on 33rd Ave and we recently lost parking due to traffic calming."  
 "No. Too high, out of context, design good but it does not "look and feel" like Bowness. This may work for Marda Loop, West Springs, Truman area etc. but not in a character community like Bowness."  
 "No. Too tall, not enough consideration for current residents parking."

#### ONLINE RESPONSES

"Thank you for the hand delivered card about the Jake in Bowness. I am curious to know more about the timelines for the building ie: when do you plan to start building, when do you plan to have the building complete.  
 I do have concerns about parking in the neighbourhood even with the underground parking for the Jake building. When

driving by 33rd regardless of the time of day, the street parking is already taken by the owners/renters on the street and also the workers of the long term care facility. I don't feel 66 parking stall is enough to help mediate the parking issue that already exists.  
 I also have concerns about the height of the building. I am surprised to see a 6 storey building going into construction as I thought I the community association was still collecting feedback from the community about main street Bowness and the rezoning of the buildings along mainstreet.  
 Thanks for your time"

#### Project Team Response

Good afternoon [REDACTED]  
 Thank you for taking the time to reach out to The Jake's project team. Below are responses to your questions.  
 In terms of building timelines, we are early in our conceptual stage- the building and land use ask are being refined over the coming weeks. We have not made a formal land use submission to the City of Calgary yet as we want to hear what the community thinks of the design before we do so. We have solidified our Open House date at the Irish Cultural Centre for the evening of June 21, between 5pm and 7pm, where we intend to display more project details and collect feedback from community members that will help us to further refine our design moving to formal submission, which we intend to make in July. After this submission, a Development Permit submission will follow (likely in August), after which The City will evaluate the merits of design. It will likely take 6-8 months after submission for the

## Engagement Overview

### VERBATIM FEEDBACK

item to go to Council for decision. If successful at Council, there are still a number of permits that must be acquired before any construction can begin on site, so it will likely be at least a year prior to any construction.

The project team appreciates your concern regarding the number of parking stalls on site. For the proposed land use (MU-1), the required number of residential stalls is actually 0.75 stalls per unit and the required number of visitor stalls is 0.1 stalls per unit. For 66 units, this results in a residential bylaw total of 50 and a visitor total of 7, for a total base bylaw requirement of 57 stalls. Since The Jake is very close to high frequency bus stops along Bowness Rd NW (every 20 minutes weekdays 6:30am-6:00pm, every 30 minutes week nights and weekends), the site also qualifies for a parking reduction of 25% for Transit Supportive Development. This means that technically only 75% of 57 stalls needs to be provided, resulting in a total of 43 stalls. All this being said, we are overparking the building because we want to do right by our neighbours and do not want to contribute to congestion on the street. 66 residential stalls (one for every unit) and 7 visitor stalls are being provided for a total of 73 parking stalls (all underground), representing a surplus of 30 stalls compared to what we are required to provide by law. All calculations I've described were derived from Part 14, Division 1, rules 1350 and 1352 of the City of Calgary Land Use Bylaw, which can be found here: <http://ub.calgary.ca/>.

The City also recently completed a Streetscape Master Plan for Bowness Road that included a parking occupancy study for the subject block. It noted that the block directly adjacent to The Jake site has a maximum daily occupancy of under 50% (please see the attached image). We understand your concern about the more heavily parked blocks near the Bow-Crest Long Term Care Centre one block south of The Jake, which is why we

have committed to providing more parking stalls on site. If you are interested in more details on the parking occupancy study undertaken by The City of Calgary, you can find them here: <http://www.calgary.ca/Transportation/TP/Pages/Cycling/Cycling-Route-Improvements/Bowness-Rd-NW-Complete-Street.aspx>.

In regards to the proposed height of the building, our experience on projects of this scale is that the difference between the four storeys (16m) that are allowed on site currently and six storeys (22m) that we are proposing is quite minimal from a shadow cast and massing perspective when the building is designed with transitions to lower rise neighbours in mind. The way the building has been designed currently is for most of the mass to be concentrated toward the corner of Bowness Road and 33 Avenue and away from adjacent neighbours. Our project team architect partner has also introduced three different materials on the façade to break down the impact of six storeys and provide a more human scale. Landscaping and street entry for main level units will further contribute to a lower rise feel. Our Open House boards will go into more detail on building design and the difference of impact on neighbours for our design versus a four storey, 16m building.

We hope you can join us on June 21 at the Open House. We will formally let you and your neighbours know about the event in early June with another mailer. For more information on the project and updates in the meantime, please continue to visit our website at [www.thejakeyyc.com](http://www.thejakeyyc.com).

"You have provided lots of information, I am processing all of this information and will send you an e-mail with further questions. I appreciate the time you took to answer my questions."

"Good Morning [REDACTED]"

I am curious to know how much the units (the proposed Jake in Bowness) will be selling for?

Thanks for your time [REDACTED]"

#### Project Team Response

Hello [REDACTED]"

We are at a very conceptual stage of the design process at this time. Our project team architect is currently designing both the interior and exterior of the building in greater detail. Until this design work is completed and reviewed by the City (likely numerous times) over the coming months, we cannot definitively say how much the units will sell for.

Our project team architect will be at our Open House on June 21. If you are able to attend, he may be able to give you more detail at that time.

## Engagement Overview

# VERBATIM FEEDBACK

"Please keep me posted on the Jake as more information is available."

### Project Team Response

Hello [REDACTED]  
Thank you for your email regarding The Jake. Our project website will be periodically updated as our engagement timeline solidifies. Please check back soon at [www.thejakkeyc.com](http://www.thejakkeyc.com) for an upcoming Open House date and time, to be held in late June in Bowness.

Are there any specific questions you have for the project team at this time that we can help answer?

"Are these condos or rentals?"

### Project Team Response

Hello [REDACTED]  
Thank you for reaching out to The Jake's project team. In response to your question, The Jake will be condos.

Do not hesitate to contact us with additional questions in the future and stay tuned to the project website, [www.thejakkeyc.com](http://www.thejakkeyc.com) for project updates.

"Hello,

*I received your friendly notice in the mail the other week, though I'd caught wind of the proposed development beforehand. I appreciated the tone and basic humanity of the notice--thank you. I live a few houses away from the site.*

*I suspect that most new things in any neighbourhood are greeted with a solid no. I would guess that you've heard your fair share already.. I must say: I cannot bemoan urban sprawl while at the same time opposing density within the city. Even as I say this, my abiding concern is the six storeys, which does feel excessive. Three or even four would fit with some other buildings around here; six would tower over everything within a large radius. I will protest the size when the chance comes, and my hope is that a compromise can be reached regarding the height and scope of the development.*

*I look forward to more mailers as promised in the first, and again, I thank you for whatever pains you took in framing the latter. It was refreshing to feel that an actual human wrote it.*

### Project Team Response

Hello [REDACTED]

Thank you for taking the time to reach out to The Jake's project team via our website. We appreciate your kind feedback regarding our engagement style. If you're comfortable with sharing, would you mind letting us know your address so we

have a precise understanding of where you live in relation to the site? It may help in our conversation regarding building height.

For the proposed height of the building, our experience on projects of this scale is that the difference between the four storeys (16m) that are allowed on site currently and six storeys (22m) that we are proposing is quite minimal from a shadow cast and massing perspective when the building is designed with transitions to lower rise neighbours in mind. The way the building has been designed currently is for most of the mass to be concentrated toward the corner of Bowness Road and 33 Avenue and away from adjacent neighbours. Our project team architect partner has also introduced three different materials on the facade to break down the perceived impact of six storeys and provide a more human scale. Landscaping and street entry for main level units will further contribute to a lower rise feel. Our Open House boards will describe in more detail the proposed building design and the difference of impact on neighbours for our design versus a four storey, 16m building.

We certainly respect your opinion on six storeys and hope you will give us the opportunity to further discuss height impacts at our upcoming Open House, which we have just confirmed. The event will be held at the Irish Cultural Centre on June 21, between 5pm and 7pm. We will be hand delivering a second mailer in early June to formally invite you and your neighbours. We hope that you are able to join us on that evening. If you have additional questions, please do not hesitate to email us back. future and stay tuned to the project website, [www.thejakkeyc.com](http://www.thejakkeyc.com) for project updates.

## Engagement Overview

### VERBATIM FEEDBACK

Hello [REDACTED]

Good grief--I just realized that I responded to your kind email but only in my head and not in fact! Sorry for the stupid delay...

I live at [REDACTED]

Thank you for your explanations of the thinking behind the Jake. As it ends up, a good and old friend of mine is the architect! I can trust him to be thoughtful about such things as design; still, I must admit that I'm left with lingering, nagging doubts about the height. I do look forward to the next mailer, and I would certainly come to the open house (thank you for the heads-up), but I will be out of the country at that time, alas. I'm sorry to miss out on the chance for human contact around this initiative.

I will contact you if anything comes to mind, and I thank you for the invitation to do so.

Till next time,

[REDACTED]

#### Project Team Response

Hello [REDACTED]

No apology necessary, as I'm now behind on my responses! Sorry for not getting back to you until now, I was out of province on vacation at a family event.

Thank you for sharing your location. The project team understands how you feel about proposed building height as a neighbour in the immediate vicinity of the building. It's unfortunate that you will not be able to join us to speak in more

detail at the event to review our design considerations regarding height, which will likely allay concerns you have about shadow impact on your home and overall scale. However, in the days after the event, the project team will post the Open House boards to our website ([www.thejakely.com](http://www.thejakely.com)) for browsing at your convenience, after which you can email with any additional questions or concerns.

Enjoy your time out of the country and feel free to reach out at any time with more questions.

Alright--thanks, [REDACTED] At the very least, I will have a look at those posted Open House boards after the meeting I will so unfortunately miss. I appreciate your ongoing contact with me, as well as your openness to more contact still.

Take care,

[REDACTED]

"I am writing to voice my concern about the intention to construct a six storey building called "The Jake" in our neighborhood. Currently, there are very few buildings (maybe 2 or 3) of this height or greater in the Bowness community, the majority ranging from single family residential to a maximum of three levels. A six storey building will overwhelm the Bowcrest Nursing Home on the south side of 33 Ave., the 3 story

apartment block to the north, and the single residential houses to the west. In my opinion this is not acceptable as it significantly alters the fundamental nature of the community, and places additional pressure on the current residents, especially with regard to increased traffic and parking. It is important to realize that Bowness Road is primarily a two-lane road with bike lanes so the impact on traffic flow and parking from a development such as this could be significant. Also, building an apartment block of this size will set a dangerous precedent for allowing the development of similar sized buildings along Bowness Road.

My questions are:

1. Why is a six storey mid rise building planned when the rezoning plan currently being proposed by the City (Main Streets: Bowness Road NW) has this property zoned for a low rise building to a maximum of 4 levels?
2. Will there be sufficient parking for residents in 66 units, who may own 1 or 2 vehicles per unit? Currently, residents on nearby streets are experiencing increased parking pressure because parking for multifamily dwellings and for clients of businesses in the area, e.g. medical clinic in the Elite Building on Bowness Rd, is inadequate.
3. What style of housing is being proposed for The Jake - affordable, attainable, other?? Please provide details.
4. What proportion (%) of the development footprint will be devoted to green space?
5. Will there be any commercial businesses on the main level?



## Engagement Overview

# VERBATIM FEEDBACK

These are just some of the questions that come to mind at this stage. Thank-you for your response.

### Project Team Response

"Hello [REDACTED]

Thank you for taking the time to reach out to the project team with your thoughtful questions and to express your concerns. My apologies for responding late, as I was out of province on vacation upon receipt of your email.

In response to the concerns you expressed in your initial email, we offer the following:

**Building Height:** For the proposed height of the building, our experience on projects of this scale is that the difference between the four storeys (16m) that are allowed on site currently and six storeys (22m) that we are proposing is quite minimal from a shadow cast and massing perspective when the building is designed with transitions to lower rise neighbours in mind. The way the building has been designed currently is for most of the mass to be concentrated toward the corner of Bowness Road and 33 Avenue and away from adjacent neighbours. Our project team architect partner has also introduced three different materials on the facade to break down the perceived impact of six storeys and provide a more human scale. Landscaping and street entry for main level units will further contribute to a lower rise feel. Our Open House boards will describe in more detail

the proposed building design and the difference of impact on neighbours for our design versus a four storey, 16m building. Nature of the Existing Community: Our site analysis (composed of visits to Bowness, desktop analysis, municipal policy review) has revealed Bowness to be an eclectic neighbourhood composed of a variety of building forms. Many of the taller and higher intensity forms are concentrated along the Bowness Rd Main Street corridor (near Bowness Park, along the commercial corridor, near the highway, and in the vicinity of the site). In our professional opinion, we believe this location is worthy of appropriate intensification to support the Main Street businesses less than three blocks from The Jake and to help establish a southern gateway/entrance feel to the Main Street. The Jake is a not much taller than the multi-residential building to the north when its steep roof pitch is taken into consideration, has been designed in a manner to decrease impact on the fourplexes to the west through introduction of setbacks, and attempts to beautify the 33rd Avenue corridor from the blank wall/back of house feeling that Bowcrest establishes. Our ultimate goal is to produce a high quality, well designed building that Bownesians will be proud to say is part of their neighbourhood. All this being stated, we respect your opinion regarding the scale of the building.

**Parking:** The project team appreciates your concern regarding the number of parking stalls on site. For the proposed land use (MU-1), the required number of residential stalls is actually 0.75 stalls per unit and the required number of visitor stalls is 0.1 stalls per unit. For 66 units, this results in a residential bylaw total of 50 and a visitor total of 7, for a total base bylaw requirement of 57 stalls. Since The Jake is very close to high frequency bus stops along Bowness Rd NW (every 20 minutes weekdays 6:30am-6:00pm, every 30 minutes week nights and weekends),

the site also qualifies for a parking reduction of 25% for Transit Supportive Development. This means that technically only 75% of 57 stalls needs to be provided, resulting in a total of 43 stalls. All this being said, we are overparking the building because we want to do right by our neighbours and do not want to contribute to congestion on the street. 66 residential stalls (one for every unit) and 7 visitor stalls are being provided for a total of 73 parking stalls (all underground), representing a surplus of 30 stalls compared to what we are required to provide by law. All calculations I've described were derived from Part 14, Division 1, rules 1350 and 1352 of the City of Calgary Land Use Bylaw, which can be found here: <http://lub.calgary.ca/>.

**Traffic:** The project team has retained Burt & Associates (Transportation Engineers), who undertook a Transportation Impact Statement (TIS) for the site. The results of the TIS forecasted negligible impact on intersection congestion and road volumes adjacent to The Jake from AM and PM trips to and from the property. It also noted that impacted intersections would continue to operate at the highest possible level of service after the proposed building is constructed and recommended that no road network improvements were required.

In response to your specific questions:

1. Why is a six storey mid rise building planned when the rezoning plan currently being proposed by the City (Main Streets: Bowness Road NW) has this property zoned for a low rise building to a maximum of 4 levels?

This is an excellent question. In previous iterations of the Bowness Main Streets materials, The City's Main Streets team

## Engagement Overview

### VERBATIM FEEDBACK

- has labelled the site as Neighbourhood Low-Rise. At their upcoming Open House on June 11 and in the future, The Jake will be excluded from the Main Streets overlay as our project is running concurrently with theirs. The Main Streets program is supportive of population and job growth along and around the corridor and The Jake aligns with the overarching growth goals that City of Calgary policy envisions, which is why the orange Neighbourhood-Limited overlay will be removed from the site. It is proximate to the commercial core, immediately adjacent to public transportation, and near all of the cycling and parks infrastructure that Bowness has to offer.
2. Will there be sufficient parking for residents in 66 units, who may own 1 or 2 vehicles per unit? Currently, residents on nearby streets are experiencing increased parking pressure because parking for multifamily dwellings, and for clients of businesses in the area, e.g. medical clinic in the Elite Building on Bowness Rd, is inadequate.
- Please see notes above regarding parking stall allocation for the building against Land Use Bylaw requirements. Additionally, The City recently completed a Streetscape Master Plan for Bowness Road that included a parking occupancy study for the subject block. It noted that the block directly adjacent to The Jake site has a maximum daily occupancy of under 50% (please see the attached image). We understand your concern about the more heavily parked blocks near the Bow-Crest Long Term Care Centre one block south of The Jake, which is why we have committed to providing more parking stalls on site. If you are interested in more details on the parking occupancy study undertaken by The City of Calgary, you can find them here: <http://www.calgary.ca/Transportation/TP/Pages/Cycling/Cycling-Route-Improvements/Bowness-Rd-NW-Complete-Street.aspx>
- Should parking be an issue on specific blocks (and if there is a feeling in the community that there will be in the future), there is always the option to set up a Residential Parking Permit (RPP) zone, whereby only those with appropriate residential and visitor tags are allowed to park during specific times (selected by residents of a block). Multi-residential buildings above a certain scale (which includes The Jake) are generally excluded from the program as it is only open to lower density housing forms. More information on the RPP program is located here: <http://www.calgary.ca/Transportation/Roads/Pages/Traffic/Parking-management/Residential-parking-zones.aspx>
3. What style of housing is being proposed for The Jake - affordable, attainable, other?? Please provide details.
- The Jake will be composed of market condominiums of varying square footage and bedroom breakdown. Earlier engagement with City, Business Improvement Area, and Community Association representatives led us to understand that Bowness has a multitude of affordable/attainable housing options, which helped the project team to determine this direction.
4. What proportion (%) of the development footprint will be devoted to green space?
- Site coverage of the building will be 45%. The remainder (55%) will be devoted to the public realm and circulation purposes surrounding the building. The project team's landscape architect has developed a Landscape Plan that incorporates soft and hard landscaped surfaces, trees, shrubs, and planter beds.
5. Will there be any commercial businesses on the main level?
- No. Potential for commercial businesses in this location was a point of discussion with The City in earlier meetings; however, the project team felt that it did not want to water down the business cluster less than three blocks away and add to any street parking congestion that you noted in your earlier questions.
- We respect your concerns about height, parking, and community feel and hope you will give us the opportunity to further discuss them at our upcoming Open House. The event will be held at the Irish Cultural Centre on June 21, between 5pm and 7pm. We will be hand delivering a second mailer by the end of this week to formally invite you and your neighbours. We hope that you are able to join us on that evening. If you have additional questions on the contents of this email or otherwise regarding The Jake, please do not hesitate to email us back.
- "Hello [REDACTED]
- Thank-you for responding to my questions. Your comments suggest that this development will be good for the community, will not detract from the overall character of the community and will not significantly impact traffic and parking. I'm afraid I don't support your arguments that this will be the case. With regard to your replies to my questions, I have the following comments and questions:
- Building Height: To my knowledge there is only one building along Bowness Road that exceeds 4 stories (Silverwood on the Park near Bowness Park); the remaining buildings are either

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### Project Team Response

Hi [REDACTED]

Thank you for your comments. They will be reflected in our What We Heard Report, which will be available to the public on our website ([www.thejakeyc.com](http://www.thejakeyc.com)) after we make our formal submission for land use with the City of Calgary.

The project team is making every effort to add to the Bowness Road Main Street by providing a high quality residential building and public realm improvements that align with higher order growth principles set by the City. As to the questions you have posed, there will be a board set with a large amount of detail on display this evening at our Open House at the Irish Cultural Centre (6452 35 Ave NW) between 5-7pm. The project team will be there to discuss any questions or concerns that Bownesians hold. We hope to see you there.

Silverwood mentioned previously.

**Parking:** Although the number of parking stalls proposed for The Jake exceeds that required by the Calgary Land Use Bylaw, the reality is that inhabitants of multi residential units often have more than one vehicle, so the excess vehicles are parked on the surrounding streets. So my prediction is that with a building of this size, there will be parking conflicts. To my knowledge there currently is no Residential Parking Permit zone in this area. Does this mean that the residents in the vicinity of The Jake will be responsible for applying for a parking permit if parking congestion becomes an issue? If so, there is no guarantee that a RPP zone will be approved.

**Traffic:** More details are required regarding the Traffic Impact Statement for the site. It is unclear if traffic during rush hour was considered separately from that during the remainder of the day. It is hard to believe that traffic "in and out" of The Jake would not cause congestion during rush hour, especially since Bowness Road is only a two lane road. Also, it is not clear what is meant by "impacted intersections would continue to operate at the highest possible level of service". Is that not always the case, regardless of The Jake.

Thanks for your consideration of my concerns.

single residential or neighborhood low rise, i.e. up to 4 stories). Buildings along the highway (Hwy 17) should not be considered since they are not on Bowness Road. Where in the vicinity of the development site do buildings exceed 4 levels? Please clarify. Also, The Jake will be 3 stories higher than the multi-residential building to the north and that is significant. Driving east on Bowness Road from the CP railway to 14 St NW, there are virtually no multi residential buildings that exceed four levels in height, indeed many are only 2 or 3 levels. It is my opinion that this location may be acceptable for a low rise building but not for a mid rise apartment/condo block. It is too high for the area and does not fit in with the surrounding residences; also, a building of this size is not consistent with other multi residential buildings along Bowness Road.

**Nature of the Existing Community:** I don't see how The Jake will help establish a southern gateway/entrance feel to Main Street as the property is located at least 2 blocks from the Shouldice Bridge, a fair distance from the entrance to the community. As mentioned in my previous submission, my fear is that approval of a building of this size will set a dangerous precedent for construction of other buildings of this size in Bowness, which would alter the nature of the community permanently.

With regard to beautifying the 33rd Ave corridor, I don't follow your comment about Bow-Crest Long Term Care Home creating a "blank wall/back of house feeling". Are you inferring that residents of the nursing home would prefer to see a 6 story building with concrete parking entrances across the street? How do you intend to beautify the 33rd Ave corridor? The Jake may be designed with setbacks etc. to reduce its impact on the surrounding residences, but a 6 level building is still higher than any other building along Bowness Rd, with the exception of the

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#### OPEN HOUSE VERBAL FEEDBACK

\* Project team reflections based upon verbal comments received during the open house engagement.

Traffic in the lane and onto Bowness Road – turning into the bike lane will be a problem

Parking is a problem.

Nice building, but too tall – aware of the changing neighbourhood.

Is this a done deal?

Worry about long construction times

Can floor plans be shown at this stage? (For potential buyers)

Snow and ice buildup on the sidewalk – due to the existing moonwalk design.

Get back to our western roots - dogs and horses, something appealing and kind for the public art installation.

Street parking – already Overflow parking from the Bow Crest staff.

A public art piece that references the river valley.

Stark building – prefer a brick façade, peak roofs, something that fits into the atmosphere of the neighbourhood (small town feel), doesn't like the squareness, likes the development on Bowness and 77 street as an example – Heritage Terrace.

The existing lilac bush on the corner blocks your view of traffic.

Avoid the aluminum chicken coop aesthetic.

## Engagement Overview



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