

## **Applicant's Submission**

Jerry Homes is submitting a land use redesignation on the address 2339 5 Ave NW. The community of West Hillhurst already sees a significant amount of gentrification and redevelopment, lending this project to not only meet current community expectations, as far as design and quality, but to exceed these standards and help raise future levels of home designs.

Increasing density is also important for cities and communities as people wanting to live closer to their places of work and maintain higher levels of health (cutting down on commute times).

This project, although on a typically more shallow lot, sees the negative and turns it in to a positive by giving the home owners a more 'square' footprint rather than the more common 'long and narrow' design.

In a nod to the history of the community, we have decided not to go with the more trendy and fad look of Modern, but to rather go with the timeless look of Farmhouse (also a nod to the western heritage of Calgary/Alberta).