

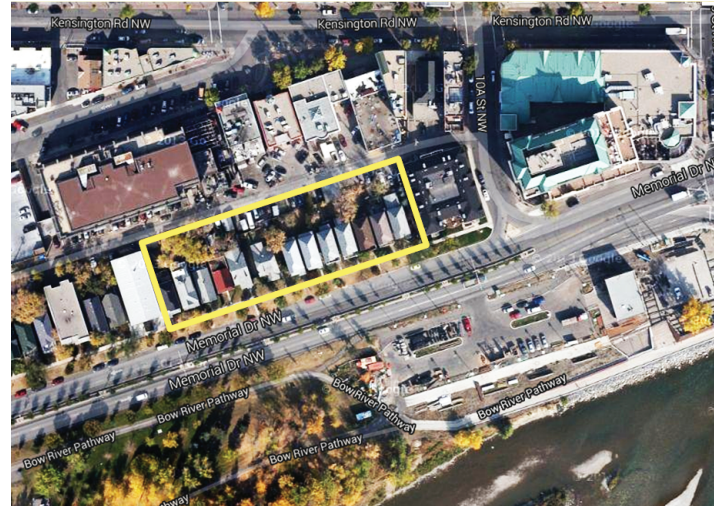
THE MEMORIAL DRIVE BROWNSTONES

1134-1160 Memorial Drive NW



Application for **re-zoning only** with the intent to build a development that complies with ARP & TOD guidelines, constructed within 3 years.

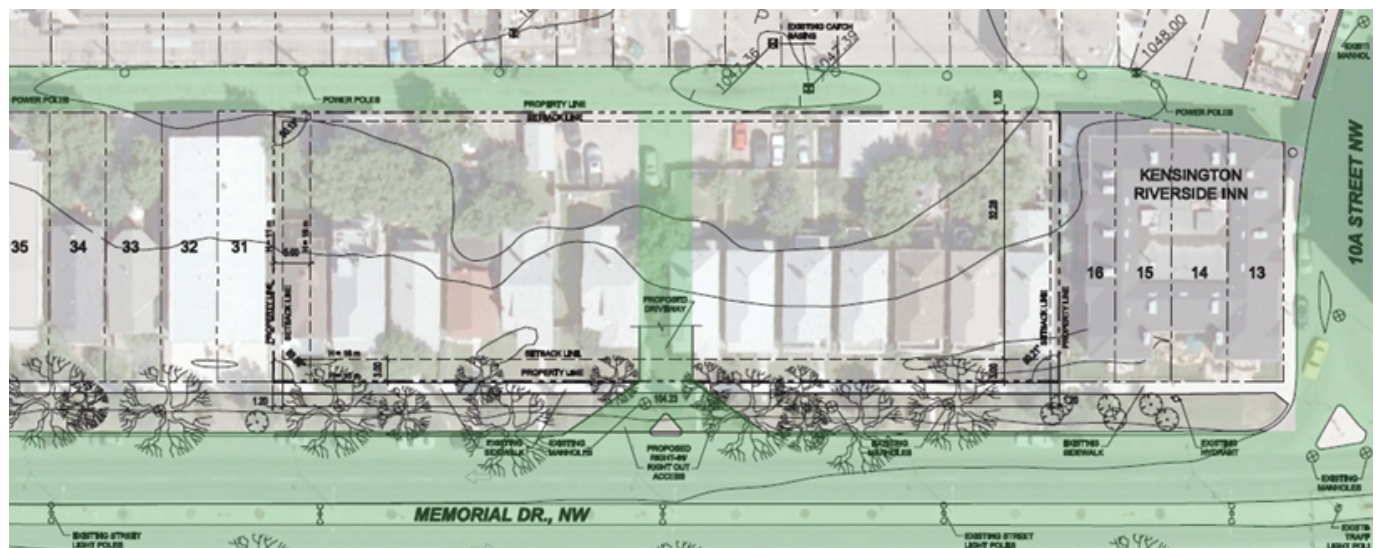
Located within the policy areas of two Transit Oriented Development Areas, site is not currently included in the Hillhurst/Sunnyside Area Redevelopment Plan area. Developer proposes an **ARP amendment** to include this parcel in the Medium Density Residential Area to communicate the Developer's **commitment to the intention and design principles of the ARP.**



This re-zoning seeks **standard MC-2 Guidelines** for density (unlimited) and height (16.0m) with additional **Street-Oriented Development** set-back considerations. Applicant may request a clause to allow patios in front set-back area for design aesthetics.

Developer proposes a **right-in/right-out access point** onto Memorial Drive NW providing an additional lane-way access point to reduce lane-way impact.

Proposed design provides for lane-way streetscape applications (incl. lane-way residential units), and in-building waste/recycling collection and storage.



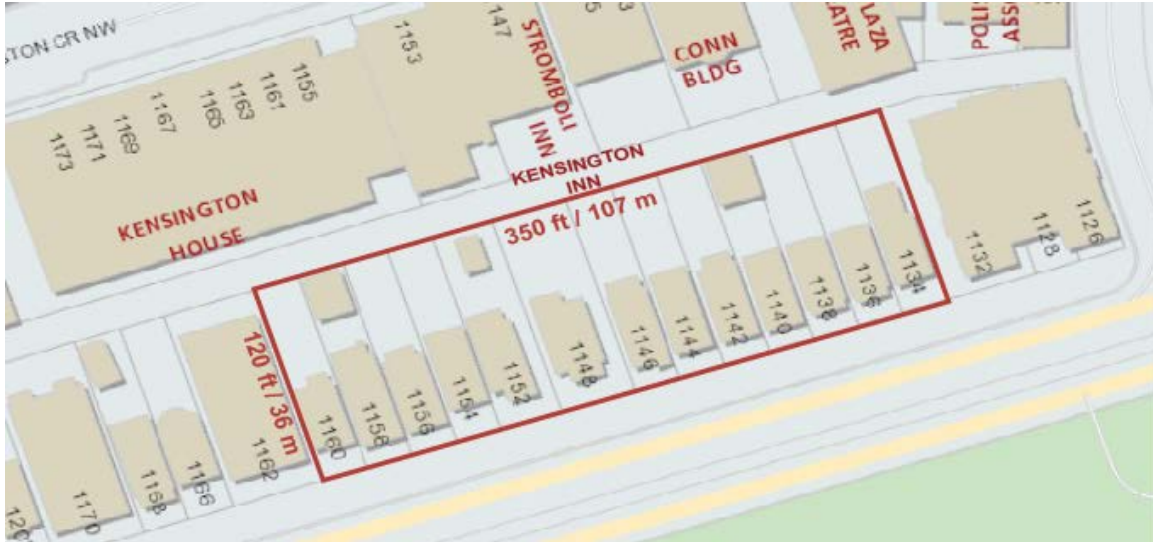
Your feedback is appreciated! You may contact the developer at any time. Follow the progress of this application online at www.thedobbingroup.com/brownstones/

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Reasoning Report

Introduction

The subject site is located at 1134-1160 Memorial Drive NW (13 lots). The site faces Memorial Drive NW in the community of Hillhurst Sunnyside. The Hillhurst/Sunnyside LRT station is approximately 600m to the north east of the subject site.



The revised Hillhurst/Sunnyside ARP creates a Transit Oriented Development Area. Section 4 Implementation of the new TOD Area requires that land owners initiate land use amendments. The proposed land use change would allow for a residential use development of mid-rise, medium-density building that conforms to the principles and visions of the TOD Area identified in the revised ARP.

Currently the site is zoned M-CG d72, Multi-Residential - Contextual Ground Oriented under bylaw 1P2007 and it is proposed with this submission to change the zoning to a MC-2 Street Oriented Development as the base district and providing a Height of 16.0M with no density limit.

Legislation and Policy

The proposal is in keeping with several City policy documents. A major goal of the Municipal Development Plan and the Calgary Transportation Plan is to increase inner-city density and provide mobility options for Calgarians, reducing their reliance on the automobile, increasing transit use, and provide opportunities for housing located closer to employment.

The Transit Oriented Development Guidelines adopted by Council in 2004 are intended to provide direction for the



development of areas typically within 600 metres of the Hillhurst/Sunnyside LRT Station. TOD creates a higher density area in order to optimize the use of existing transit infrastructure, and to create mobility options for Calgarians. Key policy objectives include:

- 1) ensuring transit supportive land uses;
- 2) increasing density around transit stations;
- 3) creating pedestrian oriented design;
- 4) making each station area a place;
- 5) managing parking, bus and vehicular traffic;
- 6) planning in context with local communities.

The subject site falls within the Transit Oriented Development 600m radius as defined in the Hillhurst/Sunnyside Area Redevelopment Plan (ARP) but is not within the specified TOD boundary identified therein. The broad strategic objectives as outlined in 1.3 and the Visions and Guiding Principles presented in Section 2.0 require increasing densities and incorporating mixed use buildings in appropriate locations.

The subject site does not fall within the Hillhurst/Sunnyside ARP area boundaries and an ARP amendment is requested to include this parcel in the Hillhurst/Sunnyside ARP medium-density residential-use area. The requested amendment to the ARP would include the subject site in section 3.1.4 Medium-Density Area, this area has been identified to provide a modest increase to existing built densities and permit a broader range of small-scale residential development opportunities of approximately 4 storeys) and guidelines as established in the ARP.

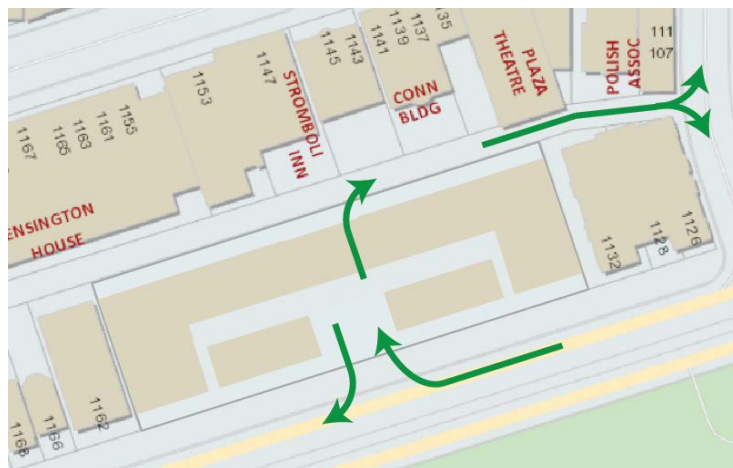
Site Context

Currently the area surrounding the site has a diverse mix of uses and built form. The adjacent parcel on the east side of is a DC zoning providing for a hotel (the Kensington Riverside Inn). All buildings to the north of the development on the shared lane-way are commercial buildings facing Kensington Road NW and are identified as a Specialty Mixed-use policy area. To the immediate west of the parcel is a 2.5 storey apartment building and single-family dwellings zoned M-CG d72, Multi-Residential - Contextual Ground Oriented.

Urban Design

From an urban design perspective the key elements to the proposed development are a combination of increased residential density, mid-rise scale buildings and a new lane-way connection access point with a right-in, right-out access to Memorial Drive NW.

Increasing density in appropriate locations is critical in order to encourage a more walkable



community and ensure its sustainability. To reinforce the ARP and TOD directives there should also be reduced automobile usage as more people live, work and play in their community.

The built form results of increased density are mitigated by the mid-rise scale heights suggested in the Policy. To achieve the mid-rise building form and to achieve the desired density targets, more of the site area has to be developed. Section 3.2 ensures sensitively designed buildings will be forthcoming in future Development Permit applications by delineating quite clearly what care must be taken with the final built form in terms of massing and scale. The built form guidelines in the policy are intended to ensure the density targets can be achieved while mitigating the impact of height on the community. The land use rules proposed in the DC bylaw capture those desired form rules.

Transportation impact on the shared lane-way is proposed to be mitigated with a development-based lane-way access point provided right-in, right-out access to the development with on-site visitor parking. Further lane-way impact considerations include in-footprint waste and recycling storage and a significant underground parkade for resident parking.

Increasing the density of residential development in this location, with its close proximity to the downtown commercial core, LRT stations and the surrounding commercial/retail is a critical component of realizing the vision of the Area Redevelopment Plan. In order to realize the vision and goals of the plan, while controlling the impact of increased densities that are identified in the ARP, a DC bylaw that mirrors the form rules of the Policy and reduces vehicle parking requirements in accordance with TOD objectives was deemed the most appropriate land use for the site.