



# McPherson Square Land Use

Stakeholder Report Back: What we Heard

November 2017

## Project overview

The City's [Real Estate & Development Services](#) group has applied to The City's [Planning and Development](#) department for a land use redesignation of City-owned property 950 McPherson Square N.E. in the community of Bridgeland-Riverside.

950 McPherson Square N.E. is part of [The Bridges](#) neighbourhood, a city-developed transit oriented development project. The land site is approximately 150 metres north of the Bridgeland/Memorial LRT Station.

The proposal is to redesignate the land to allow for a maximum height of 34m (up to 10 storeys) containing commercial storefronts with residential above.

The proposal is to redesignate the land from the current Direct Control District 41Z2002 Site 13 (based on the previous [Land use Bylaw 2P80](#)) to Multi-Residential – High Density Medium Rise (M-H2) District.

## Engagement overview

Stakeholders were able to provide feedback into this project from October 24 – November 7 via a public open house or an online survey.

The input will be used to strike a balance between the proposal, community values, the area redevelopment plan and the Municipal Development Plan to modify the proposal as appropriate.

## What we asked

Participants were asked to respond to the following questions:

What do you value most in the Bridgeland-Riverside community?

What concerns do you have about this project?

What services would you like to see at 950 McPherson Square?

What building height would you prefer on this site? Why?

## What we heard

During the Open House on October 24<sup>th</sup> and from the online feedback received it was evident that Bridgeland residents were very happy with the “small-town” feel of the neighbourhood and the walkability that the community encourages.

- ▶ For a detailed summary of the input that was provided, please see the [Summary of Input](#) section.
- ▶ For a verbatim listing of all the input that was provided, please see the [Verbatim Responses](#) section.



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## Next steps

We will report back on “What We Heard” from the public and “What We Did”, how we used the information collected. The plan to redesignate this site of City-owned land must balance many factors including community values, the area redevelopment plan and the Municipal Development Plan.

In January 2017, City Administration will prepare a report to Calgary Planning Commission with a recommendation to change the land use or not.



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## Summary of Input

Input summarized is from the October 24 Open House attended by approximately 40 residents and from the online survey that was completed by 60 participants.

THEME	Detailed explanation or example
Atmosphere	<ul style="list-style-type: none"> <li>• The small-town feel, sense of community, green spaces and mature trees, along with the protected park area.</li> <li>• Has a European atmosphere to be preserved</li> <li>• Suburban feel yet inner city.</li> <li>• It's village like atmosphere</li> </ul>
Walkability	<ul style="list-style-type: none"> <li>• Ability to walk downtown.</li> <li>• Very walkable</li> <li>• Amenities within walking distance.</li> </ul>
Parking	<ul style="list-style-type: none"> <li>• There already is little on street parking on McPherson Rd</li> <li>• Parking (enough parking for shoppers?)</li> <li>• additional floors would result in less street parking available.</li> <li>• Parking is already limited in zone AAA for residents</li> </ul>
Traffic	<ul style="list-style-type: none"> <li>• Increased traffic to my building</li> <li>• Increase of throughfare traffic</li> <li>• I have an issue with the traffic</li> </ul>
Services	<ul style="list-style-type: none"> <li>• Pet Services</li> <li>• Medical Clinic</li> <li>• Restaurant</li> <li>• Supermarket</li> </ul>
Height	<ul style="list-style-type: none"> <li>• We need to do 10 storeys to meet our density requirement</li> <li>• It makes more architectural sense to have a six storey as it matches the surroundings it would be more attractive to the eye.</li> <li>• 20 storeys should be a minimum.</li> <li>• 4 to 6 storeys with office or residential above retail.</li> </ul>



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## Verbatim Comments

Questions were asked in person and were also available online.

### What do you value most in the Bridgeland-Riverside community?

- The great pedestrian and cyclist accessibility to downtown, the river, and transit.
- Walkable lifestyle, sense of community, proximity to parks and paths, and variety of businesses.
- small town feel close to the inner city.
- The feeling of community. I've lived here my entire life (45 years) and I love that it's become a happening place to be and there appears to be a good mix of businesses joining us.
- Walkability, quiet streets with little traffic
- access to downtown, transit, and the river
- Ability to walk to amenities (coffee shops, restaurants, daycares, dentist, optometrist, etc); that streets aren't too busy with fast moving cars, lots of playgrounds for children to gather, green space.
- It truly feels like a neighbourhood. Whenever I am walking around Bridgeland it feels very warm and welcoming because people are everywhere either socializing outside restaurants/stores or utilizing the green space nearby. Also love the close proximity to the train station.
- The diversity in housing choice.
- I value the green space and the views - not the feeling of being boxed in.
- Local business, social ventures that give back to the community, parks and community use areas plus green space
- "Community Diversity"
- The low building height, limited traffic, that I live close to downtown but is different than downtown.
- The uniqueness of the community, history and mix of architectural styles.
- Amenities within walking distance.
- "The small town feel in the middle of a big city.
- The volunteers who devote endless hours to provide events and care for our neighbourhood.
- Walkability and amenities close at hand."
- The views of downtown, the community feel, quick commutes to work, being able to shop locally.
- The walkability, the park and green space, the connectivity to shops/restaurants/downtown/the CTrain
- Positive community events being hosted - farmer's market, Beakerhead, Cultura Fest, Bridgeland Walks.
- Feels like a small town and I think there are some great businesses that foster this feeling. It's a walkable/bikeable community close to downtown and has a nice mix of residents.
- Lived here 4 years. Still a lot of crime. We've called 911 7 times in 4 years for people trying (and succeeding ) to break in to our ground floor condo on McPherson road.
- The historical significance of the area and its ties to the development of Calgary.
- I value that, for the most part, I don't have to drive to live in the neighborhood. It is close to downtown, public transit and most amenities. I also appreciate that the neighborhood presents opportunity for

individuals of different ages, economic circumstances and backgrounds to exist comfortably in unison. While the neighborhood is lacking in a number of basic services and is sorely in need of attention from the city (as can be seen in the ongoing construction to Edmonton Trail), it is one of few neighborhoods that has personality and manages to avoid the out of the box feeling of the suburbs and the absurd money-drenched approached to community that is evident in the East Village.

- Housing, retail and restaurants, parks, transit
- Proximity to the rivers, Downtown Calgary, and amenities that come with each.
- It's cosy, I can walk down 1st and grab a burger while seeing an unimpeded skyline. It's next to downtown without feeling like downtown. There a lot of parks and historic buildings.
- "It's village like atmosphere - quieter streets north of 1Ave and a (usually) quieter pace. Love the parks-rain gardens, community gardens, seniors park(McDougall/Riverside and wide walkways and pleasant streets
- Value the spirit in the community - most residents love the place and very much want to live here.... many are still learning how to be friendly/ say hello. I love the opportunity to walk - around the community, to TC Hill, to the downtown, along Bow river pathways (which feel safe if you are not alone)"
- the mix of old and new building - community has a historic feel but plenty of different options for living
- Residential community, buildings which do not block views and sunlight, not too tall for a residential district. I like the big park now that the city has realized it needed and needs upkeep
- Eclectic nature, being a bit "different", sense of community, walkability, local businesses and restaurants, parks, proximity to river and downtown
- Community. Friends. Schools. Activity areas.
- Open space and historic buildings
- The rejuvenation process is creating a nice community.
- it is a mix of high density living with all the amenities within walking distance, but it is also a quiet residential neighbourhood that is family friendly.
- "I value to close knit feeling of the community. I understand growth, prosperity, etc, etc, but the feeling of a great small neighbourhood, but so close to everything is the appeal. I like the trees, the green space.
- I moved to Bridgeland because of the trees."
- 1. Proximity to: river, downtown, St. Patrick's Island. 2. Pleasant urban retail avenue (1st AV NE)  
3. Enough density to, almost, support resident amenities.
- The sense of community. I run into my neighbours all the time at stores, parks, and the farmers market.
- is this land owned by the city or developer? is it up for sale?
- The natural beauty of this historic community
- The walk ability and neighbourhood feel, I also love the mom and pop shops in the area and the proximity to downtown, the river pathway and transit.
- Community feeling, mixed income housing, close to many amenities, and to bike / walking paths.
- Walkability to shoppes and stores.
- Low rise buildings
- Community feeling, and easily accesible amenities



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- I love that there are not a lot of condos! We have a lot of space and greenery. It's a very blended community and we have everything available to us within walking distance. I also like the fact that the noise levels are very low.
- Community feel of knowing the residents. Having options of places to eat, exercise, shop and take my children to various programs or activities.
- Proximity to river and downtown. The focus on community and the attempt to have independent businesses be the option for local shopping. The Bridges should consider this as well instead of inserting franchise or chain businesses.
- diverse community - economic and cultural. close proximity to business district + amenities.
- The mix of green space, residential and commercial.
- policy plan that lead to development of The Bridges, specifying building heights for entire area to create cohesive fabric.
- Walkability.
- Proximity to downtown
- Walkability
- We have lived here for over 10 years - I have always loved the city out my front door small town out the backdoor feel of Bridgeland.
- Local business/restaurants
- Green space"
- There is so much potential to grow & add to the community.
- What I value is. My view from across the street which would be destroyed with a 10 storey building.
- I like the neighbourhood feel. Lower building height.
- The Women Centre. Its located at - (39 4 St NE)
- Quiet, but just 4 mins drive to downtown
- Lower density (no high rise)
- What I value: Height restrictions in Bridgeland
- ...if I wanted to live downtown, I would.
- The small-town feel, sense of community, green spaces and mature trees, along with the protected park area.
- Has a European atmosphere to be preserved - No need for highrise - Not consistent with future development on 1st Avenue.
- Suburban feel yet inner city.
- Comprehensively planned community park space, transit links
- community feel & active CA
- Small town feel in the city, walkable, close to urban park, local businesses, the BRCA community!
- Walkability DT access by foot :-), bike :-), train :-) or car :(
- Good environment for dogs and eating good food. Love the tranquility of the area and easy access to DT.
- Ability to walk downtown.



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- Diverse food options.
- Smaller - more units -> greater affordability, more people in this awesome neighbourhood.

## What concerns do you have about this project?

- None. The perfect spot for density without much adverse impact.
- too high ...blocks everyone's view.
- Primarily traffic. We just don't have the roadways/infrastructure to support so much density. 1st Avenue has been the cut through for traffic avoiding a portion of Memorial Drive for years and it's just getting worse. I walk with my dogs down the back side of Bridgeland and you can never feel safe to cross the street - it's not pedestrian friendly (neither is 1st Avenue for that matter) as you take your life into your hands every time you set foot on the street. I don't have an issue with density itself, I have an issue with the traffic and the lack of parking and the decreased safety to residents (adults, children, seniors, pets...).
- None. My only concern about Bridgeland is there is no regular grocery store nearby (e.g. co-op, sobeys, safeway etc)
- That development will increase vehicle congestion, but will not contribute to additional amenities.
- Height of the project and adding additional vehicle traffic especially with both phases of Crossings now completed and Radius in the near future. Pedestrian traffic will also be a slight concern (or maybe not if there are more pedestrians maybe drivers will be expecting to stop at crosswalks more frequently)
- Aesthetics, need to create good design that blends with the community. Also, be aware if future flooding.
- More high rises in the neighborhood and blocking the view and using up all the green space.
- Commercial businesses that are chains or big corporations
- None
- Building height. Adding additional stories will not be in context of the existing built form. I am also seriously concerned about the parking. There is no where to park right now and it is dangerous.
- That it will interact with the street and provide more to the area than just more housing.
- If nothing is done on it (or planned) how about turning the site into a temporary community garden until construction begins."
- Most concerned that a tall building will cast shadows on the park to the north.
- The height of the structure.
- The increase of people/rentals without infrastructure the aligns. (ie PARKING, traffic, schools, community hall.....)
- Another Brutalist piece of architecture detracting from the character and history of our neighbourhood.
- Negative impact to site lines for some home owners.
- Shade cast on neighbouring properties due to the height.
- That it starts prior to the building to west of it being completed and that the builders find alternative parking solutions rather than taking residential parking.
- Safety and security in the area. I believe increased density should help this. Ensuring the crosswalks are well lit and safe from fast vehicles and underground parkades.



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- It won't be built dense enough to give Bridgeland the number of people it needs to be truly vibrant and supportive of local business
- Parking. Parking is already limited in zone AAA for residents, guests, and clients of the retail space in McPherson Place.
- That the City is going back on what it originally proposed/said. How can we ever trust you if you change your mind? The other companies that developed on the neighbouring lots did develop under the "old" rules and now you try and pull a fast one on them (the residents in those buildings) and the residents of Bridgeland. If the financial feasibility of the project really was a concern, change the allowed density for the lot and don't say you need to increase the height of the building. We were told that the Steps project wasn't financially sound because of the density restrictions, not because of height restrictions.
- I think having the building with a retail store that is open late. (like 10pm) would serve as a deterrent to street crime.
- That the city will allow a prime piece of land to be underdeveloped.
- That it is motivated by a desire to make money, rather than provide for a need. Condo expansion in the nearby area (including East Village) has already been considerable and yet basic services aren't even available in the neighborhood. Before any more condo expansion should be considered, we should account for a supermarket, a bank and a pub. These establishments will ensure Bridgeland-Riverside is highly attractive to non-car users, which its proximity to downtown supports, while allowing the neighborhood to retain its community-based attitude, rather than cater to the middle and upper class.
- That the housing (if built) will not be affordable by the people whom work (the other 47% or 99%.. whichever was the working people that became a focal point of USA's 2012 election).
- Height - 10 stories is a lot and that is visible for a huge distance. I think higher density is good but 10 is too much.
- Also they have to build a parkade for the structure - a 10 storey building means going down a lot - causing potential instability in surrounding buildings and it is close to the river, how will it be waterproofed in a durable and sustainable manner?
- I'd like to see more density here but am concerned with the precedent of a 10 story building on this site - will all the remaining empty lots in the Bridges also be rezoned for 10 storeys? Also a 10 story building will tower 4 storeys above McPherson Place. The shadow reports always show March and September - what does the shadowing look like in December - am concerned that Murdock Rain Garden- across McDougall Rd to the north will be in shade much of the day. MY biggest concern is that the city always puts the cart before the horse.. I noted that most people don't want re-zoning to a 10 storey building... instead we need the first conversation to be about densification - i.e. Bridgeland- Riverside has a mandate to densify by xx% and how will we accomplish that. Ask us to consider this question. When you think about it that way, then the people will focus on how and where increased density will occur versus opposing your one-off attempts to make us densify where the city wants it to be. You're going to make it 10 storeys no matter what we think and people will be mighty pissed off. Ass backwards consultation if you ask me...
- the height - 10 stories seems unnecessary.





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- height, density, parking, shadow, and it needs to be setback from the sidewalk. It appears that it will be a mostly rectangular 10 storey bunker with no plaza space in front of or beside it, in other words another ugly building filling every last inch of space to ensure maximum profit for the owners. There appears to be no room for trees, shrubs and benches which would make it a more livable space and less of an eyesore.
- None at this time
- Sunlight impact
- The biggest concern is if the area is redesignated to allow for retail. The developer must allow for parking as on street parking is already at a premium
- While I am NOT opposed to increased density, I worry that the amount of residential development in Bridgeland is going to result in massive vacancy rates. Calgary currently has the highest vacancy rates it has seen in well over a decade, and I don't expect this to change anytime soon.
- From a facilities perspective, we are replete with cute specialty shops but almost no basic services. We no longer have a pool or a hockey rink; our community centre was designed by a company who valued hip style over functionality, and consequently we have to go to Ramsay for events such as the Jelly Bean dances. More residential development is going to exacerbate the problem, and any ground-floor commercial is likely to be more of the same.
- Furthermore, every new development seems to bring with it a liquor store - something that we do not need more of in the neighbourhood! I appreciate having one or two, but we are currently at three (two of which are dives which will sell to anyone, no matter how drunk) - no more lousy liquor stores!
- Finally, I look at the condo developments along 1st Ave. They have been under almost continuous restoration/repair since they reached two years old. Why did we as a community and a city allow such shoddy (or some other word spelled sh\*\*y) construction to take place, and how are the developers being held accountable for their crappy work? In the context of the proposed development, we must be more diligent in holding the developer's feet to the fire, and bringing them back at their own expense to fix structural/building issues!"
- over-densification
- I am concerned about too high density being created at 9 Str NE and Memorial. Don't forget that traffic may back up onto Memorial, which is a safety concern. I am also concerned about building up too much density on an elevation close to 2013 flood levels. I would much prefer the city applied more focus to lower Edmonton Trail, from the new Meridian Building and to the north, which I believe it has abandoned or deferred. I would also prefer that the city looked at improving lands to the east with housing for elderly, disabled and low income residents. Some of the existing infrastructure there is looking tired and outdated.
- I am concerned about the extra traffic beside a park, and the extra traffic near an important road (9 st). Also there needs to be sufficient parking for all the residents and customers. As well, the building will cast shadows/block light which can take away from the beauty of the park and can make the corridor to the c-train station seem less safe.
- -I am concerned about the increase in traffic, increase in non-residents to our neighbourhood.
- -This project is too close to a high traffic area both cars and pedestrians.



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- -why do we need retail in that building? why can't it stay up on 1st Ave where everything else is?
- There already is issues with parking for residents. I can't imagine what it will be like if retail is built in.
- I have no concerns. I think that the proposed zoning is appropriate. I would also be in favour of higher density than what is proposed.
- That it will be rejected due to nimby-ism. However, the one thing I would consider is the sun/shadow effects on our newly planted park across the street. I am still disappointed that it's not a splash park as intended. It was turned into a rain garden. On the other hand, I think increasing the density of this site should be encouraged to bring more people to our neighbourhood to support our businesses and use the established infrastructure.
- Density, and holding the value of the housing market in the area
- I'm concerned this area will become too dense, decreasing the value of homes and apartments currently in the area. There is also a desperate need for a grocery store that is not organic/pricy to meet the need of the increased population. I'm happy to see this may be addressed on the ground floor of this proposed development.
- None - Denisty is important in inner city communities
- None, I think it is great that the vacant lot will finally be developed instead of being an eye-sore.
- Shadow, lack of parking, unnecessary density.
- I feel like a lot of people are so concerned about the height, and I am not opposed at all. I live in a neighbouring condo and feel as long as there is owner and visitor parking UNDERGROUND, this is not an issue. I assume there will be a shadow study completed, if not already completed, to see how this will affect the surrounding areas, but in my opinion the additional couple floors should not make a large impact.
- My only issue will be parking. There is not enough parking for McPherson at this round about currently. Adding the additional units shouldnt have an impact with underground parking, but with the commercial it could. I think the new building would need to have visitor parking for not only the building itself, but for its commercial, but the gym at McPherson and guests at McPherson/Steps and the neighbourhood as the limited street parking will be begin to be taken up by their visitors.
- ""The proposal is to redesignate the land to allow for a maximum height of 34m (up to 10 stories) containing commercial storefronts with residential above.""
- I live in Mcpherson Place on the second floor. I have a wrap around balcony. Right now I have a great view of the park and Bridgeland community center. A building would block that completely and decrease the amount of natural light that comes into my unit and on my balcony."
- That it will be too tall. That it will have small tiny condo's crammed into a big building again. Much prefer to see larger, comfortable, quality 2 and 3 bed apartments that families wanting to raise their kids in a great neighbourhood with excellent schools and be closer to work, will appreciate.
- Increased traffic on Mcdougall road. Potential flooding of the communities condo market with lower prices units.
- shadowing at park/community centre - an already well used public space will only become more active with additional population, and shading would be a negative effect for people in + out of this building.
- None, let's get this site built on! Especially if we can bring in a supermarket.

- The boards at the open house last night were not forthcoming. It's my understanding that a grocery store would require approval of this amendment (aka 10 stories of development). By asking people what services they want without talking about the building height in conjunction you bias the results. People may want a grocery store, but not at the expense of ignoring the policy plan. Real Estate and Development Services should not try to bias residents.
- Length of time for development
- It being a high rise vs low rise
- I am concerned about all of the rapid densification of Bridgeland. Density is necessary - but I don't believe that we have the resources and infrastructure within the community to support the projected number of people the city has planned. Recreational green space is severely limited, the community centre building is not equipped to be more than a glorified meeting space, grocery stores are all specialty and unaffordable, parking is a premium, we have to leave the community for almost all of our children's recreational activities. Adding even more residential spaces would magnify these problems. The area being developed needs more business that are open and encourage consistent foot traffic - no more dentists or other office space.
- Increase shadows and traffic to my building (955 McPherson Rd NE)
- Also, street parking spaces are already limited. With more residents (2 more stories) living in the area, and the commercial store plan, it will increase more traffic and more demand on the limited street parking spaces.
- Pls keep the original plan, thank you.
- Great project! Sure hope it brings a grocery store with it.
- A 10 story will look out of place. Not appealing and will adversely affect people's enjoyment of the area now.
- Village like atmosphere in an historic neighbourhood.
- Modest - livable - friendly
- Very walkable - if only north side Bow River trail was safe
- opportunity to connect with nature on the escarpment.
- Parking is already problematic in the vicinity. This project will aggravate an already existing concern.
- Green space allocation will hopefully be maximized.
- The commercial on the main level has the potential to enliven the street - make it more safe. YES to commercial!
- In the past this area - with its 8' high border fence has been an eyesore & scary long gauntlet to walk.
- Comprehensive master plan for area previously done which looked at heights for entire area of 'The Bridges'. Heights should stay as plan intended.
- Fact: At least more than 20 units of McPherson Place (955 McPherson Rd NE) do not have titled parking, and many of the owners have more than 1 cars, so, not enough street parking spaces is already an ongoing & serious problem.
- Too much shadowing to north ie Oct to March if the 10 storey part is built on the north side
- Fear that commercial might end up being 8-5 (ie dentist etc) & street scape is deserted after 6 pm.
- It looks awkward with 9-10 storeys built in that area.



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- (pls refer the Bird's Eye View building picture in the open house)
- The high street is being rezoned for 4-6 storeys, 9-10 is too tall
- There is not enough parking as it is in the community.
- 9-10 is too tall for the neighbourhood. It is out of context and not appropriate.
- Crosswalk (controlled intersection?)
- Parking (enough parking for shoppers?)
- Low-mid density
- similar height to surrounding building
- No parkign entrance on 9th St
- Too many 8+ story buildings in such a small community. Keep it smaller, ie 4-story mixed use "village" vibe is important.

## What services would you like to see at 950 McPherson Square?

Supermarket	Specialist Food Store	Restaurant	Financial Institution
26	15	54	24

## Other suggestions:

- Bike shop
- Athletic supplies
- Health food store
- Craft supplies
- Vet - pet shop
- Bakery
- Vet clinic
- Daycare for over 18-24 months
- please put enough/more than enough parking spaces before planning any commercial servies to the area. Thank you.
- Small Business
- Local
- Pub
- Hardware Store
- Play room
- Live/work space with stree level door
- Tea shop
- Medical clinic which is open 24/7 and helps patients with all types of mental and physical health issues.
- Costco
- Bakery



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## What building height would you prefer on this site?

26m (8 storeys)	24m (10 storeys)	No preference	Other
43	22	18	22

## Other comments on height.

- Less than 8. Probably 4
- Less than 8 storeys
- how about turning it into a park
- Low Rise-4-6 storeys
- As tall as possible
- I would prefer a condo building NOT be built here. If a grocery store were placed here it would not need to be 8 or 10 storeys.
- Max 5-6 stories
- 20 storeys should be a minimum.
- 6 stories max,
- 8 storeys.
- 8 storeys is too big, too high and doesn't work in the neighborhood. Bridgeland is outside of downtown, it's NOT downtown
- I think 7-8 at street side then stepped back and up would be fine. But needs to have street interaction not just glass and private residences.
- Ten storeys (or more) will negatively affect the community, and lead to excess vacancy of undesirable suites. There is no significant benefit in growing beyond eight storeys other than developers making more money.
- Massing with the 10 storey and 5 storey portions at 5.5 FAR looks better than a single 8 storey cube
- Not much difference between 8 and 10 stories. Again Density is important in our area.
- 10 storeys at the south end but stepping down as it goes north to maximize the sunlight on the park.
- 4-6 stories
- 4 to 6 storeys with office or residential above retail.
- 44m
- 6 story
- 6 or less
- 1 story
- 6
- Less than 7 storeys
- Less than 8 stories.
- Any building is better than a vacant lot. The nearby apartment (much older) is much taller than 10 stores so another tall building would not bother me. Go 25 stories.
- Or less than 8 storys
- Not too tall
- It makes more architectural sense to have a six storey as it matches the surroundings it would be more attractive to the eye.
- Maintain the original plan. The area is too nice to have a sore thumb 10 stories when everywhere else other than memorial is 6-8 stories. Do not compromise the beauty of the area and people's enjoyment and reason to wanted to live here.



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## General Comments:

- If all the phase II buildings were originally allowed 10 stories, I would vote for 10 but this isn't fair to owners in existing surrounding buildings.
- We need to do 10 storeys to meet our density requirement + to bring more people to enliven our streets & parks. Close to transit - it must be done 10 storeys.
- Would prefer a "village" style (ala 1st Ave), 4-storey mixed use.
- No valid reason to go to 10. First Avenue will provide enough commercial spaces. Currently a new grocery store opened. No guarantee that commercial spaces will be filled or required.
- What about residents who bought in adjacent homes being told this lot was not going to be taller than 8 stories? This should be kept with the original height but if necessary for financial feasibility change the density allowed.
- "Promote walkability & bicycle use (ie make Bow River Pathway from Ctrain -> Langevin a safer route asap - thanks
- Car to go etc promoted!
- (Reduce our dependence/addiction to cars)"
- Parkade access via McDougall Rd not McPherson or 9th St - already too congested (comments: great idea, Yes)
- Density brings more wonderful services.
- Limited negative impact. More density helps support existing and future businesses and services.
- Too dark and shadowy... no sunshine hits the ground.
- high density near transit is good for the environment
- Increasing the density of the area too drastically if it is over 8 storeys.
- need to promote density
- Why not? Once upon a time there had to be a certain amount of green spaced in communities - now all that green space has to have a building on it - for who - so the govt can waste more tax money
- Keep things local and friendly
- I don't want to see the park in constant shade.
- The height should not exceed that of the condo buildings immediately next to the site.
- It would match more closely with the buildings that are already in place.
- Ensuring the skyline is not too out of view.
- Prefer low rise, but it's more important to have very high density to add to the vibrancy of the neighbourhood. so taller is great if necessary
- A higher building would potentially shade the rain garden in the park north of the site and additional floors would result in less street parking available.
- Because that's what fits into this space and that's what neighbours buying in other homes expected when they moved into the top stories of their building.
- more vibrant street life is good. things that close at 5pm are not helpful.
- Because its close proximity to downtown should enable it to be zoned with similar height restrictions.
- Another condo building is NOT what this neighborhood needs.



# McPherson Square Land Use

Stakeholder Report Back: What we Heard

November 2017

- Housing and retail are convenience and great selling / tax points. That has been the prevailing standard since ATX and PDX started it followed by YVR
- Visibility - a tall structures overshadows everything in the area and reduces the perceived value of the area. It is a historic community of single family houses.
- I want more density but I can't say 10 storeys bc I don't trust that developers would make a nice building that wouldn't stick out like a sore thumb. If we do 10 here, all the other parcels will go to 10 too
- This location is close to LRT stop. Any building will be in place for 50+ years so building too small is just a waste. Community needs more population and services. Think big, esp in our inner city.
- be consisten with other buildings in the area
- Otherwise it would tower over the area, shade part of the park and unfortunately be visible throughout the neighbourhood.
- Higher density, which should boost demand for local businesses (existing and new)
- Don't want to degrade the existing view of the river valley. Concerns about too much density in Bridgeland overall and at the 9 Str exit from Memorial
- The shadow concerns I mentioned above
- our building is only 6 living floors anyway. it's all good.
- This height allows for a density that can support local retail.
- Not sure I can definitively say.
- Keep the beauty of the neighbourhood
- I'm concerned this area of the neighbourhood is becoming too dense.
- We need to increase the density in Calgary.
- The view from my building will be ruined. I would not have purchased if I knew you were breaking the zoning rules.
- No preference as long as adequate parking is available
- Anything higher is going to block the sunlight coming into my unit
- Density needs to be increased and I am not concerned about the shadows that buildings cast.
- matching scale of existing construction
- It would be in line with the other buildings already there