

# Martindale Site

## What We Heard Report

June 2017



## PROJECT OVERVIEW

Attainable Homes has conditionally purchased, from the Joint Use Coordinating Committee of The City of Calgary, the land immediately south of the Genesis Centre for the purpose of constructing a 100 - 200 unit multi-family affordable homeownership development.

Attainable Homes is a non-profit organization, created and owned by The City of Calgary, working to help moderate-income Calgarians achieve quality homeownership.

We are very excited to create homes here for hard-working Calgarians; this area is in high demand by our clients. The site offers proximity to numerous amenities including the well-loved Genesis recreation facility.

Attainable Homes is committed to being a good neighbour. We have a proven track record of working with communities to ensure we provide a design that is reflective of, and even enhances, the surrounding community.



## ENGAGEMENT OVERVIEW

To begin the engagement process, we met with the vice president of the Martindale Community Association in early 2014. Shortly thereafter, we spoke at the Martindale Community Annual General Meeting informing community members of our intentions to purchase the surplus site south of The Genesis Centre from The City of Calgary. This AGM was very well attended as residents were keen to learn details of the airport runway expansion project. We received no comments of opposition from the general community members in attendance.

In summer 2015, we met with the Land Use Committee of the Saddle Ridge Community Association and the Martindale Community Association prior to hosting a public open house in September at the Genesis Centre. Again, we received supportive feedback.

2016 consisted of various meetings with the governance board of the North East Centre of Community (NECC) and the president of the Martindale Community Association.

Early in January 2017, we provided written notice to the community associations in the area informing them of our rezoning application submission to The City of Calgary. On January 31<sup>st</sup>, our president, John Harrop, was interviewed on RED FM, with a Punjabi translator, to help dispel some mis-information that had been spreading through the community that our proposed development was a drop-in shelter. In March, we hosted a second public open house at The Genesis Centre. Approximately 50 people attended. In April, the Saddle Ridge Community Association Planning Committee initially requested to meet with us but then later declined indicating they had no opposition to the development.

Both open houses were appropriately advertised including paid advertising using BRITE Signs along Falconridge Blvd for two weeks in advance of the event. We posted notice on our Attainable Homes website, Facebook, and Twitter pages. We also reached out to neighbouring community associations requesting they post notice on their social media channels. The offices of Ward 3 and 5 assisted by forwarding notice to their community association contacts to encourage them to inform their community members of the open house.



**Public Open House Notice – September 2015**



**Public Open House Notice – March 2017**

# Display Information – March 13, 2017 Open House

## Attainable Homes Rezoning Open House

March 13 | 5-8 PM | Genesis Centre  
LOCATION: Multi-Purpose Room A

O2 Attainable Homes

## What is Attainable Homes Calgary Corporation?

We work to improve life trajectories of Calgarians striving to achieve quality homeownership. We are an independent, non-profit organization owned by the City of Calgary. We work to reverse the barrier preventing middle-income Calgarians from achieving homeownership.

Participants in our program are hard-working, middle-income Calgarians with an annual household income below \$80,000 (no dependents) and \$90,000 with dependents. Home buyers must be approved for a mortgage and provide a \$0.00 down payment. We provide the rest of the down payment in the form of an investment partnership. When the homeowner decides to sell their home, a portion of the increase in value is shared with Attainable Homes and is reinvested in the program to help deliver more homes to more Calgarians. The longer the homeowner lives in their home, the larger their share of the equity gain.

Learn More: [www.attainablehomes.com](http://www.attainablehomes.com)



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## Project Background & Development Timeline

Attainable Homes has submitted a land use application to the City of Calgary to rezone the vacant site immediately south of the Genesis Centre. The application proposes to change the land use district from Special Purpose – Recreation (S-R) to Multi-Residential – Commercial Medium Density (M-C2).

The M-C2 land use district will permit the development of a mix of townhouse and apartment buildings. A conceptual site plan and examples of potential housing typologies for the site are shown on subsequent display panels that provide an idea of how the site may be developed.

### Some of the key facts of this development include:

- Attainable Homes intends to develop the site in partnership with an established homebuilder.
- All portions of the building units will be rental units housing.
- Minimum of half the units on the site will be offered through the Attainable Homes Calgary Corporation.
- Affordable home ownership program.
- This development will provide 100% affordable (MCM) opportunities to qualifying, middle-income Calgarians.
- This development will not be a drop-in centre or townhouse cluster.

### Project Timeline



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## Site Context



Legend  
 M-C2  
 S-R  
 M-C1  
 M-C2  
 M-C2  
 M-C2

The diagram shows the subject site in relation to neighbourhood amenities, institutions and services. Townhouse and apartment units family development is appropriate for this area due to its location and surrounding context. The site sits within 800 metres (approximately 1/2 mile) from the Southwestern LRT station and is adjacent to numerous bus routes running along Inglehart Boulevard, making public transportation very accessible for future residents.

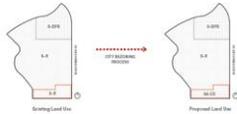
Local shops and services situated near the LRT station encourage alternative forms of transportation such as walking and cycling. Being located directly adjacent to the Genesis Centre makes good use of the site and provide recreation, learning, cultural and social opportunities within walking distance of the home development. Two schools are located within Metcalfe and Tinsdale, providing excellent options for future residents.

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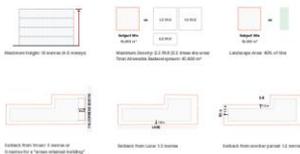


## Proposed Land Use Amendment (Rezoning)

The rezoning application proposes to change the land use of the subject from the Special Purpose – Recreation (S-R) land use district to the Multi-Residential – Commercial Medium Density (M-C2) land use district.



The M-C2 land use district allows for the development of multi-family development in a variety of building forms including townhouses and apartments. Some of the key attributes of the M-C2 land use district include:



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## Saddle Ridge Area Structure Plan



### ASP Summary

The Saddle Ridge Area Structure Plan provides overall policy direction for future development in the communities of Metcalfe, Tinsdale, Patoka, Saddle Ridge and Cambridge. City of Calgary plans to submit proposed land use amendments ( rezoning) based on the Area Structure Plan Policy.

An ASP amendment is not required as the proposed rezoning of the subject site aligns with the specific policies of the Saddle Ridge Area Structure Plan.

• The ASP requires the site to be rezoned to "Residential", which encourages the building of a variety of housing types. By proposing a mix of townhouse and apartments, the proposed development follows this policy.

• The ASP requires a minimum density of 32.2 units per gross developable hectare of units per gross developable hectare. The proposed development will meet this minimum density requirement.

• The ASP encourages multi-family residential development to be located within proximity to LRT stations, an major roads or collector roads and to close to possible to schools, parks and community recreation facilities. Based on the location of the site, the proposed multi-family development meets all of these requirements.

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## Housing Types

### Apartment Examples



### Townhome Examples



The images above are completed Attainable Homes projects and provide examples of the types of buildings expected to be built on the site. Attainable Homes anticipates that a mix of townhouses and apartments will be built on the Metcalfe site.

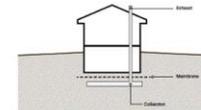
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## Soil Quality

The property is a former driveway pit from construction in the community, meaning it was an area where material had been dug for use at another location. When completed, the ground was never replaced with engineered fill, but rather a mix of clay, gravel, and topped. The topsoil is an organic material that produces methane as it decomposes. This is not something that is necessarily rare with these types of properties but does require specialized design to ensure the site is appropriate as a foundation for a residential development.

The current building code requires a soil-surface membrane to prevent radon exposure from the ground into buildings. The same membrane is used to address the methane concern, but will also require active venting through the roof. The work required to ensure a stable foundation and venting to safely remove the methane are additional expenses not compared to developments without these issues, but Attainable Homes Calgary Corporation has allowed for this in the project budget.



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## Conceptual Site Plan



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## Project Feedback

If you are interested in purchasing a home in this project, please give us your feedback on what types of home would best suit your needs by placing a sticker on the items below.

### Apartment Unit

1 Bedroom Apartment \$195,000 & up	2 Bedroom Apartment \$245,000 & up	Micro Unit (Below 600 sq ft) Less than \$150,000
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### Townhouse Unit

2 Bedroom Townhouse (approx. 900 sq ft) \$245,000 - \$265,000	3 Bedroom Townhouse (approx. 1000 sq ft) \$280,000 & up
3 Bedroom Townhouse \$300,000 & up	4+ Bedroom Townhouse \$350,000 & up

### Townhouse Options

Secondary Suite not included	Development Basement (no garage) not included	Garage (no basement) not included
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\*Pricing is an estimate & subject to change

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## Share Your Ideas

If you have any additional comments or ideas, please take a sticky note and post your thoughts below. Your feedback is important to us.

Thank you for attending our open house!

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**Note: Full images available at** [www.attainyourhome.com/community-engagement](http://www.attainyourhome.com/community-engagement)

## What We Heard

As mentioned, we heard no comments of opposition during our meetings with the Martindale Community Association nor with attendees at the community's Annual General Meeting. Further, we received no opposition during our meeting with the Land Use Committee of the Saddle Ridge Community Association. Upon meeting with the NECC (Genesis Centre Governance Board) in 2016, we learned of their concern that our proposed development would negate the use of the property as overflow parking for large events that occur at the Genesis Centre facility.

In January of 2017, The Mayor's Office received a form letter from neighbours citing concerns regarding loss of greenspace, safety concerns, and decrease in property values.

In June 2017, Calgary Council held a public hearing on the rezoning application. The following table summarizes the comments cited at the public hearing, many of which were expressed to us at our public open houses.

## Comment/Concerns | Our Response

Not enough parking to accommodate large events at The Genesis Centre.

(Mentioned 8 times)

We recognize that the site on which our proposed development is to occur is infrequently used as overflow parking for major events at The Genesis Centre. We have offered that we can incorporate an underground parkade into our design to accommodate any additional parking needs. Unfortunately, this adds a significant amount to the project budget and we would require assistance from The Genesis Centre to cover the extra costs. We have learned that the Centre is unable to contribute.

A multi-family development will contribute to traffic congestion.

(Mentioned 8 times)

A Traffic Impact Assessment was conducted in preparation for the construction of The Genesis Centre in 2008. At that time, the consultant assessed traffic impacts to The Genesis Centre based on the assumption that this property would host a 400-unit multi-family development. Our proposal is for a 100 - 200 unit development, well below the original assessment.

We have since approached the same consultant to confirm the 2008 findings based on today's traffic demands in the area and the original assessment still holds true.

We anticipate that The City will request a new Transportation Impact Assessment as part of our Development Permit application.

There is a lack of green/recreational space in the community.

(Mentioned 8 times)

We can certainly appreciate the need for greenspace or recreational space in our city. However, there is also an immense need for homes that are affordable for average Calgarians to own. A recent study by EKOS Research determined that only 11 per cent of Calgarians feel that homes in our city are affordable. This is why we exist—to reduce the barriers for hard working Calgarians to achieve homeownership. Ultimately, City Council will have to decide, of the two values that Calgarians hold dear – green space and affordable homes – which is in higher demand in this particular location.

There was a lack of public engagement.

(Mentioned 8 times)

We communicated with the established committees, associations and organizations along with the general public to the best of our ability. We started very early in 2014 meeting with the Martindale Community Association, the formal entity through which the community is to be represented. We were pleased to have access to a well-attended Annual General Meeting and, from these meetings, we received no opposition.

We have engaged the NECC/Genesis Centre and have enjoyed productive meetings.

In addition to the meetings with the relevant committees and societies. We hosted two public open houses in fall 2015 and spring 2017.

Martindale already has a high population density.

(Mentioned 4 times)

This argument is not one we can respond to. We leave the calculations on community density and the associated decisions regarding the most appropriate places in which to develop housing to city planners and City Council.

Not enough done to overcome language barriers.

(Mentioned 3 times)

This is a challenge that we are learning how to address. We will work to ensure that moving forward, we are working to incorporate a variety of languages into our presentations and notifications.

Public rezoning signs were not visible enough.

(Mentioned 2 times)

This comment was referring to the notice that The City of Calgary posts at the site of a property under a rezoning application. Hearing this feedback to The City has alerted us to undertake our own signage as a proponent to ensure that notice is adequately received on any future proposed developments.



## Positive Response

While there is a segment of the population that is opposed to this development, there are also its supporters. At the public open house, we heard from people who are keen to see attainable homes available in this community. A single mother and her two sons are diligently working to budget during this period prior to construction to ensure they are able to receive mortgage preapproval.

Two older women expressed interest in ownership opportunities for seniors. A single-man shared his excitement at the potential for him to establish roots in a community that he loves. Another described the ease with which new immigrants might enter into the ownership market.

We have also received emails from potential purchasers who currently live in the northeast asking how they might be able to pre-purchase units. We know there is a demand for near-market homes in this area. We know that for many people in these cultural communities, homeownership is the goal.



## Next Steps

On June 12<sup>th</sup>, City Council provided first reading, the first of three required approvals, to proceed with the proposed land use change. The final decision on the land use amendment is scheduled to come to City Council on September 11<sup>th</sup>, 2017.