

APPLICANT'S SUBMISSION

Citytrend, on behalf of Mission Road 2012 Inc, is proposing a Direct Control tied-to-plans district for the property located at 93 34th Avenue SW (formerly 90, 94 and 98 Mission Road SW) in the community of Parkhill.

The reasons in support of the proposed redesignation are given below:

1. **The proposed development conforms to the intent and direction of the Mission Road Main Street Innovation Project.** The Mission Road Main Street was an extensive engagement process that began in 2011 to develop a community vision for the development of Mission Road in the community of Parkhill. This process piloted the use of the National Charrette Institute Charette Process and engaged local residents and stakeholders in the multi-day charette that informed a Direct Control District and Area Redevelopment Plan (ARP) amendment that set out land use regulations and planning policy for Mission Road. The development conforms to this direction.
2. **The proposed development conforms to the Direct Control District and the Park Hill Area Redevelopment Plan.** The Direct Control District and ARP envision a street-oriented, mid-rise building with laneway townhomes that utilize form-based codes to regulate building form. The location, heights and setbacks of the building and orientation of parking all conform to the form-based codes set out in the DC and the ARP. The main building height is in fact an entire storey lower than allowed (4 storeys rather than 5), lower in total height (16.68m rather than 24.0m) and has considerably lower parcel coverage than allowed (68.25% rather than 80%).
3. **The development is pedestrian-friendly.** The proposed development incorporates townhome entrances at-grade on both Mission Road and 34th Avenue and includes a commercial space on the corner. These elements encourage pedestrian activity and create an inviting and safe pedestrian environment. Parkade entrances are designed to minimize any disruption to the pedestrian realm.
4. **The developer has undertaken considerable public engagement beyond the charette process and sought to build community consensus for the development.** Through the development permit process, the developer has undertaken extensive engagement with the Parkhill community association and adjacent residents. Through this process, considerable changes to the development have resulted, including the incorporation of a commercial component in the development and the reduction of height of the laneway townhomes from 3 stories to 2.
5. **Site characteristics preclude parkade access from the rear lane.** The rear lane is approximately 8m (26 feet) higher than the front of the property. This makes vehicle access to a parkade from the rear lane essentially physically impossible. Site dimensions and elevations also preclude a connected parkade (with an entrance from 34th avenue). Such a layout would jeopardize townhomes along Mission Road and create a hostile pedestrian environment.
6. **The development encourages a demographic mix through a variety of unit types and orientation.** The proposed development includes street-facing lofts (which can be converted to live-work units), courtyard facing units, two bedroom apartment units, one bedroom apartment units, one bedroom plus den units and laneway townhomes. Furthermore, there is considerable variety in the layouts and amenity spaces of the units (large balconies, medium balconies, Juliet balconies, streetfront stoops and courtyard patios) that cater to a diversity of resident needs and tastes.
7. **A Direct Control Tied-To-Plans is the only viable way for the development to proceed.** The development has undergone an incredibly time-consuming process that involved considerable community engagement and collaboration with City Administration. The land use application, charette and ARP amendment took over a year and a half to be completed while the development permit took almost an entire year before it was approved (submitted Nov 30, 2012 and approved Oct 10, 2013). The appeal itself took over 4 months (from approval to verbal decision). Given the considerable time already committed, a Direct Control District Tied-to-plans is the most prudent path forward for the subject development.

Further delays to the project will jeopardize the development and will result in the project being abandoned.

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