

# Martindale Site

## What We Heard Report



Public Open House November 29, 2017



## PROJECT OVERVIEW

Attainable Homes has conditionally purchased, from The City of Calgary, the land immediately south of the Genesis Centre for the purpose of constructing a 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.

As part of the development process, we host open houses to solicit feedback from both the community and potential purchasers in the development.

On November 29<sup>th</sup>, 2017, we held the third and final open house. This one was located at Our Lady of Fatima School in Taradale and the event was well advertised. A total of 27 people attended over the course of two hours. This document summarizes what we heard.

Attainable Homes was represented at the open house by the president and various members of the management team. The City of Calgary was present with the lead planner responsible for this file; a representative from Transportation; and last a staff member who was conducting follow-up questions from their rounds of engagement in the summer.



## How we let people know

We advertised the open house for two weeks with “Bold” signs in two locations within the vicinity of our proposed development. One sign was located along the east side of Falconridge Blvd. (Fig. 1 - south of Taracove Estates Dr.) and the other on the south side of 80<sup>th</sup> Ave (Fig. 2 – east of Martha’s Way).



Figure 1 – Bold sign along Falconridge Blvd



Figure 2 – Bold sign along 80<sup>th</sup> Ave.

In addition, on November 23<sup>rd</sup>, we emailed the community associations of Martindale, Taradale and Saddle Ridge to provide notice of the open house and to ask that they share the information via their respective social media channels. On the same day, we emailed the ward offices of 5, 3, and 10. We posted notice on our website and Facebook and Twitter account. We sent two separate email notifications: the first to a list of 12 people who indicated they wished to be communicated with at our previous open house and the second to a list of 13 people who are interested in potentially purchasing a home in this development. Last, on November 23<sup>rd</sup>, we distributed paper notices to neighbours who are immediately adjacent to the development (south portion of Martin Crossing Place NE, north end of the 100, 200, 300 blocks of Martinwood Place NE, SW corner and western edge of Taracove Estate Drive NE).



### Home Types: Stacked Townhouses

**Type B** - 3 Bedroom

**Type C** - 4 Bedroom

**Type D** - 5 Bedroom

**Type E** - 6 Bedroom

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### Home Types: Row Townhouses

**Type A** - 3 Bedroom

**Type B** - 4 Bedroom

**Type C** - 5 Bedroom

**Type D** - 6 Bedroom

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### It's your turn!

We can't always pick our neighbors, but in this case, you do have a say in what your community will look like. We'd like to hear from you. Please indicate your preference.

1. Do you prefer developments that are homogeneous in color (in other words, shades of the same color) or developments that incorporate a variety of colors designed for contrast?

2. We're proposing a pedestrian path through the property to assist neighbors who are walking to The Commons Centre. Which location would you prefer?

3. What exterior design style do you prefer - modern or traditional?

4. Would you prefer a seasonal meeting along Palenbridge Blvd in front of this development or landscaping trees/bushes?

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### Potential Purchaser Feedback

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

#### Home Types

<b>A. 3 Bedroom Garden Suite</b> (Garage, walk-in to PULVIN, \$240,000)	<b>B. 3 Bedroom Stacked Townhouse</b> (Garage, walk-in to PULVIN, \$240,000)
<b>C. 3 Bedroom Row Townhouse</b> (Garage, walk-in to, walk-in to unattached basement) \$240,000 - \$260,000	<b>D. 3 Bedroom Townhouse</b> (Garage, walk-in to, walk-in to unattached basement) \$240,000 - \$260,000

#### Options

Unattached Basement to provide 1 or 2 car spaces (see attached) \$40,000	Garage \$40,000	Secondary Parking Stall \$40,000
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

\*Stickers are provided & placed in place

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

## Comment/Concerns    Our Response

<p>Positive response to reduced density in siteplan as compared to previous open house.</p>	<p>We are pleased to hear that the community appreciates the changes we made based on community feedback.</p>
<p>Some community members requested that a playground be incorporated into the development such that children from the surrounding community could benefit.</p>	<p>We appreciate the needs and requests of the community. We will take this into consideration and discuss the idea with potential partners.</p>
<p>Two attendees were aware that The City is suggesting a second access to our site through the Genesis parking lot near the west boundary of the property. The two attendees indicated they were not in favour of this idea.</p>	<p>We will work with The City to ensure that we adhere to access requirements as per fire safety requirements. Currently, our site plan shows a second access point to the south in the southeast corner of the property. While we would prefer only one fire access point, fire safety requirements may require a second. We will work with The City and the community of Martindale to determine what, if any, other access points are needed.</p>
<p>Neighbours immediately adjacent to the western boundary thought the townhomes had too many windows facing their homes.</p>	<p>We appreciate this concern and we will discuss this with the architect to determine if alterations can be made.</p>
<p>One attendee suggested incorporating a community hall that can be rented out as this would offset the high demand for meeting space at The Genesis Centre.</p>	<p>Given that we removed the apartment-style homes from the site plan in response to community feedback, we do need to maximize the number of townhomes on this site to ensure we are providing as many homes for moderate-income Calgarians as possible.</p>

One attendee provided a written submission suggesting that a walkway boundary around the full development would benefit the community as pathways in the neighbourhood are in short supply.

Our proposed plan includes a walkway on the western boundary of the site, a public lane already exists on the south, and a public sidewalk exists on the eastern boundary. These, combined with the publically accessible lands surrounding the Genesis Centre, can be used as walkways around the site.

One written submission requested that future homeowners in the development be offered the option to purchase extra parking. The writer is concerned that if homeowners don't have the option to park in the complex, they will be forced to park either at The Genesis Centre or in front of neighbouring properties.

Any parking stalls over and above those required by The City of Calgary Land-Use By-law will be made available for purchase by homeowners in the development.

A third written submission reiterated concerns from the previous open house in that recreational opportunities are being taken away from The Northeast.

We appreciate that some members of the community would prefer to see the land used for other purposes. On Sept. 11<sup>th</sup>, however, City Council approved the land use application which will allow homeownership opportunities for the moderate-income earner.

# Design Choices – Community Input

One of the posters on display asked for feedback from all attendees concerning four distinct questions.

1. Do you prefer developments that are homogenous in colour (in other words, shades of the same colour) or developments that incorporate a variety of colours designed to coordinate? **Six people voted for the variety of colours while five voted for homogenous.**
2. We're proposing a pedestrian path through the property to assist neighbours who are walking to The Gneesis Centre. Which location would you prefer? **Out of 11 total votes, eight preferred the eastern-most option and three preferred the western-most.** However, we should point out that a resident to the immediate western-boundary remarked that “thousands” of people currently walk along their back fence from the community to the Genesis Centre and the high school.
3. What exterior design style do you prefer – modern or craftsman? **This question received a total of 12 votes split evenly between the two styles.**
4. Would you prefer a soundwall running along Falconridge Blvd in front of this development or landscaping (trees/shrubbery)? **Out of 12 votes received, 10 would like to see landscaping and two would prefer a soundwall.**

**It's your turn!**

We can't always pick our neighbours, but in this case, you do have a say in what your community will look like. We'd like to hear from you. Place a sticker on your preference.

1. Do you prefer developments that are homogenous in colour (in other words, shades of the same colour) or developments that incorporate a variety of colours designed to coordinate?

HOMOGENOUS IN COLOUR: [Color swatches: grey, white, light blue, dark blue, green, yellow, red, brown] 5 dots

VARIETY OF COLOURS: [Color swatches: grey, white, light blue, dark blue, green, yellow, red, brown] 6 dots

2. We're proposing a pedestrian path through the property to assist neighbours who are walking to The Genesis Centre. Which location would you prefer?

A. No Traffic Crossings: [Site plan diagram] 3 dots

B. Traffic Crossings: [Site plan diagram] 8 dots

C. Traffic Crossings: [Site plan diagram] 0 dots

3. What exterior design style do you prefer – modern or craftsman?

MODERN: [Image of modern house] 6 dots

CRAFTSMAN: [Image of craftsman house] 6 dots

4. Would you prefer a soundwall running along Falconridge Blvd in front of this development or Landscaping (trees/shrubbery)?

SOUNDWALL: [Image of soundwall] 2 dots

LANDSCAPING: [Image of landscaping] 10 dots

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O2 ATTAINABLE HOME

## Next Steps

We are continuing to prepare our development permit application. We will factor in what we heard from community members and potential purchasers as we continue our conversations with our builder partner, Avalon Master Builder; with the community of Martindale; and with The City. We aim to submit our application very early in 2018.