

February 20, 2018

Mayor Lisa Helps
City of Victoria Council Members
City of Victoria
1 Centennial Square
Victoria, BC V8W 1P6

Dear Mayor and Council,

Re: Rezoning and Development Permit Application – PARC Victoria

Applicant Address: 829/831, 835, 841/847, 849, 839/895/899 Fort Street and 846
Broughton Street, Victoria, BC

PARC Retirement Living (PARC) is pleased to provide revisions to our September 19th, 2017 rezoning and development permit application. The revisions represent a dramatic shift from the original design. We have taken the Planning Departments constructive feedback into account and strived to create a building that is contextual and historic in its response to the surrounding neighbourhood. An extensive public consultation process as well as several design meetings with various of the stakeholder groups impacted by the proposed development were undertaken.

The revised design remains an innovative and intergenerational mixed-use community hub, enhanced by a reduced massing and various articulated heights. Updated Architectural and Landscaping drawings are attached with this letter.

This application incorporates PARC's 18 years of experience in designing, building and operating leading and unique seniors' housing. To date, PARC has successfully completed four sustainable and innovative seniors' residences, with a fifth currently under construction. If approved, the Victoria PARC project outlined in this application represents its sixth and most integrated, intergenerational mix to date, based on community input and Victoria's emphasis on social inclusion and community wellness.

**PARC Communities
Management Ltd.**

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The revised mixed-use proposal will include the following:

- 100 % rental units including
 - 221 Independent Seniors accommodation including complete services (chef prepared culinary, chauffeured transportation, wellness consultation, housekeeping, seniors specific fitness, entertainment, security and first aid response) – Quadra building
 - 42 Rental suites (not age specific) – Fort building to be changed to independent senior suites after five years or after the tenant leaves beyond the initial five years.
 - 10 Studio suites include an affordable housing subsidy of 60% compared to the rates of comparable suites for 12 years.
- At-grade Commercial retail units of varying sizes (eight in total).
- Medical Offices.
- Licensed Childcare for 36 children
- Various dining venues designed for residents but accessible to the public at certain times.
- Several accessible themed roof gardens and green roofs designed for the residences enjoyment and leisure, but accessible to the public at certain times.
- Internal vegetated and covered courtyard surrounding the amenities.
- Designated public rest areas along Fort, Quadra and Broughton Streets.
- Seniors specific fitness centre.
- Victoria Conservatory of Music Centre for Music Wellness (all ages).
- Multiple meeting rooms accessible to the public.
- Public, staff and resident parking.
- Covered loading bays including space for maneuvering.

Victoria based Westbridge Group Valuation Partner prepared a report for PARC Communities Management clearly illustrating that between 2015 and 2017, the 75+ population in Greater Victoria will grow by an estimated 981 people (or 3%). By 2022, this population segment is projected to increase by 3,721 people and by 2027, by another 10,080 (over the 2022 population estimate). This shows an accelerated increase in this population which will continue for the foreseeable future (similar to a hockey stick).

While all these seniors may not opt to move into a retirement community, historic data shows that approximately 7.9% of the 75+ population moves into an independent living residence such as PARC. This means that by 2022, 294 people of the 3,721 people aged 75+ would likely move into an independent living residence. This number of potential residents increases by another 796 by 2027.

The current and projected inventory of retirement community suites (including PARC's 221 Phase I suites) will exceed the initial projected demand for these suites. Anticipated construction completion and occupancy of the project is 2021. By 2027, PARC will need to add the additional 42 suites, that will initially be rental units, to its Independent Living

inventory in order to meet some of this increased demand. In summary, the anticipated three-fold increase in demand helps explain why PARC Victoria would like to only offer rental units for five years before reverting these units to independent living suites providing PARC's signature branded services and programs.

Project Description

The proposed mixed-use development is located on a site comprised of nine legal lots, sloping slightly from south to north, at the intersection of Fort, Quadra and Broughton streets in downtown Victoria. The total site area is 5,164m².

Utilizing the site's large size, the proposed design creates a single building that is visually broken down into multiple components of varying masses, heights and materials. This design approach responds to the context and heritage character of the neighbourhood. The articulation and variation of the building provides a respectful response to the existing building scales and heights along Fort and Quadra Streets. It also takes into the account future developments in the area that have started with 819-827 Fort Street.

The proposed development is composed of three low-rise buildings (Fort, Fort & Quadra, and Broughton) interconnected by two bridge buildings (Fort and Quadra). A distinct building connects the Quadra bridge building to the Broughton low-rise building. Each of the low-rise buildings and bridge buildings are composed of a clear base, a distinct middle and a setback top.

The base varies between two and three storeys, creating a prominent street wall that respects the lower scale, historic character and unique shops that exist along Fort Street. The sawtooth pattern evident at the top of this street wall is reminiscent of similar historical streets in Victoria. This street wall is set back from the property line to create an animated row of storefronts. Brick and stone are used for this base as a nod to the heritage materials used in the neighbourhood and Victoria in general.

The middle extends up to the eighth storey on the low-rise buildings and to the sixth storey on the bridge buildings. Different brick patterns and colours are used to differentiate the middle from the base on the low-rise buildings. The emphasis is placed on verticality and creating separate building faces. The use of horizontal windows and wood cladding on the bridges will create a subtle contrast with the remainder of the development. The middle is set back from the base to minimize the visual impact of this portion of the development from a pedestrian's perspective.

Proposed uses are divided per floors, this assists in providing an efficient and functional residence that also provides a secure environment for residences:

- I. The ground floor will contain several commercial units along Fort and Quadra Streets. The main entrance to the seniors' residence is located on Quadra Street with several amenities located in and around this entrance.
- II. The second floor contains the childcare, medical offices, leisure amenities and dining amenities. Some rental units are located on this floor. There is also a large accessible planted roof deck and an interior covered and planted courtyard. This second floor will be accessible to the public at certain times of the day.
- III. The third floor contains rental units but also has access to a planted rooftop garden.
- IV. The remainder of the floors contain rental units. The seventh floor has smaller amenity spaces as well as activity gardens containing a variety of activities for the residents. These roofs will be accessible to the public at certain times of the day.

Existing non-vegetative rooftops will be replaced with several green roofs and accessible rooftop gardens. A large internal courtyard is proposed on the second storey, as well as an interior vegetated courtyard. These green spaces will be accessible to the residents and with some restrictions to the public.

Access to covered parking and loading is via Broughton Street with additional curbside drop-off zones located at the front entries of each building.

Marzolf & Associates, on behalf of PARC Retirement Living, have led additional community consultation since our September 2017 submission. The continuous feedback has been relayed to the project team, informing us and including changes where possible. This has influenced the revised design being presented in the accompanying documents. PARC hosted a second voluntary Open House on January 18th, 2018, inviting its list of 325 neighbours and stakeholders. The voluntary Open House, directly following a PARC sponsored Chamber/Tourism mixer, was attended by approximately 50 people.

A second formal CALUC meeting was well attended on February 1, 2018. Letters from this meeting as well as notes taken at the meeting were submitted to the City the week following this meeting.

Neighborhood Context and Heritage Sensitivity

The form and character of the proposed building responds to the guidelines of the Victoria Downtown Core Area Plan and the areas represented by the Fort & Quadra commercial uses and Broughton Street character.

Existing buildings on site are not heritage designated or registered buildings, however the Fort street façade has been modulated both at retail and above retail levels to respond to the boutique retail character of Fort Street. The Broughton Low-Rise building has been moved away from the corner of Quadra and Broughton Street to open this corner to Pioneer Square.

The proposal is mindful of the Christ Church Cathedral, Pioneer Square and Royal Theatre, all proximal to the site. The former “Antique Row” history of the area will be commemorated by use of antique china blue motives on some of the building’s glass elements, paying homage to the Fort Street neighborhood and its heritage character. Antiques such as delft blue porcelain, purchased from Pacific Antiques, a former antique dealer on the site, will be featured in amenity areas.

Design and Development Permit Guidelines

The proposed development is strongly aligned with the City of Victoria’s 13 Strategic Objectives. Under the Official Community plan, the site is within the downtown core area plan (DCAP), located in Fairfield neighborhood and bounded by Harris Green neighborhood to the immediate north on Fort Street. The site also falls within DPA-7B (HC) on Fort Street and DPA 14 (Cathedral Hill precinct) facing Broughton Street.

The proposed building is below the 30-meter height outlined in the OCP and DCAP requirements. The various setbacks outlined in those documents are also respected in the proposed development.

Project Benefits, Amenities & Green Building Features

The proposal will offer social, economic and environmental benefits to the City of Victoria.

Socially, it will support seniors’ independence by meeting key needs such as suites designed to meet seniors’ needs and common areas, group activities, shared programming with childcare and seniors for music wellness, delicious and nutritional cuisine, 24-hour security and safety, tailored fitness and health & wellness consultation. These features are part of the all-inclusive service package. The neighborhood is very walkable and offers numerous amenities and services attractive to residents, residents’ family and friends. The proposed development aims to be a community hub that serves residents and the wider community. The property’s “built features” will provide opportunities for the public’s use and enjoyment, encouraging intergenerational connection and mutual support.

Planned streetscape improvements include Public Art based on Fort street public art requirements and guidelines. PARC is seeking to engage local First Nations artists to undertake this project, respecting the history of the site. While in early stages of researching this potential, it is of great interest and importance to PARC. The public realm of the designed development has been integrated with the City of Victoria's public beautification planning. Part of this includes sidewalk widening, public places to rest, animated storefronts and street trees to create a strong and memorable street level experience

As part of PARC's commitment to invest in the communities where they operate, the development proposal will include 10 affordable housing units with complete independent living services (12-year subsidy). PARC has successfully used this model at its Cedar Springs' PARC (Seymour, District of North Vancouver) residence with non-specific suites used to protect resident privacy.

PARC has a long-standing practice of making its community spaces available for not-for-profit groups for free, providing catering in some instances. This is all part of becoming integrated into the neighborhood and creating a community "hub" while adding to the vitality of an intergenerational community-minded atmosphere. The dining amenities, some leisure amenities and rooftop gardens will also be made accessible to the public, similar to the spaces in a hotel, further increasing the connectivity of the project to the community and neighbours.

Economically, it the project will provide significant benefits. These will occur both before and after construction, this will include:

- Strengthening of community partnerships and sponsorships,
- Creation of a public, all ages Centre for Music Wellness,
- Employment of retirement residence management and staff,
- Enhancement and activation of boutique retail along Fort Street,
- Provision of a licensed childcare
- Addition of medical offices and a wellness center

PARC's investment in this project is estimated to exceed \$140M in capital investment and generate 60 full-time equivalent employees with an estimated annual payroll of \$4M.

Environmentally, the proposed development is targeting a LEED Gold certification. This will ensure a sustainable development and the integration of energy conserving technologies that result in lower greenhouse gas emissions. Having achieved LEED Gold certification on its last two developments, PARC is a recognized industry leader in implementing green building design, construction and operation strategies to reduce

carbon footprints for each residence. PARC Victoria has engaged Morrison Hershfield, a Sustainability Design Consultant, to guide the project design. The proposed redevelopment will remediate a brownfield urban site and transform it into a significantly “greener” space, complete with enhanced building envelope, energy efficient mechanical systems, green roofs and accessible roof gardens. The Sustainable Design Report is included in the application.

Transportation

The proposed development is conveniently located at the intersection of Fort and Quadra streets.

This offers easy foot, bicycle, scooter and transit access. The proposed development is located on the new Front Street Bike Bath. Start/end-of-trip bicycle facilities for people working in the building will be provided in addition to the required bicycle parking outlined in Schedule C. A total of 52 Class 1 bicycle spaces and 15 Class 2 bicycle spaces are being provided.

Parking for 130 vehicles is provided – this is a 97-stall reduction from current Schedule C – Off-Street Parking requirements but ten less than the requirement if the proposed bylaw changes are implemented. PARC has traditionally provided 0.33 stalls per seniors’ rental unit in past projects and is using the same ratio for this project. This has provided sufficient parking for both residents and staff. Breakdown of parking stalls is as follows:

- 87 stalls for residential.
- 28 stalls for at-grade commercial units.
- 7 stalls for childcare.
- 8 stalls for medical office.

The vehicle parking supply is considered appropriate for the project and its local urban context. Part of the parking supply for the residential units will be used by the residences staff in order to not add to existing parking shortages in the neighbourhood. A Traffic Study completed by Bunt Traffic Consultants estimates that due to the planned uses of the building, the increase in traffic to and from the property will be minimal. Access to the parking and loading is designed off Broughton Street, adjacent to the parking access ramp of the Escher Building. To be mindful of neighbours and avoid excessive noise, all loading and truck maneuvering will occur within the covered site.

The project will also provide a variety of transportation options to its residents, including scooter parking for seniors' use, a shuttle bus (for seniors independent living) and multiple car share parking spaces.

Infrastructure

The civil consultant has confirmed that the proposed development will require sewage attenuation and the City of Victoria sanitary system will have adequate capacity for the proposed development.

With respect to the storm water runoff, the site is currently 100% impervious. The proposed development will reduce the impervious area by 25% to meet proposed LEED criteria. The City of Victoria storm system will not be additionally impacted and will have capacity for the proposed development.

Thank you for your consideration. We are looking forward to presenting this proposed development to the City's various committees and panels and receiving their feedback and input. We are very honoured to be a part of Victoria's future and welcome the opportunity of serving its residents through our proposed development. The PARC project team look forward to presenting our revised application and advancing the review process with Mayor and City Council, City Staff and the surrounding community.

Respectfully submitted,



Russell Hobbs
VP Development & Construction
PARC RETIREMENT LIVING

Cc: BESHARAT FRIARS Architects - Helen Avini Besharat, **Marzolf & Associates** - Julie Marzolf, Rick Marzolf; **PARC RETIREMENT LIVING** - Rainer Muller, Tony Baena, Patrick Schilling

Project Information Table

Zone (Existing)	CA-2, CHP-OB, CHP-CR
Proposed Zone	Site Specific - TBD
Proposed Uses	Street front retail, Seniors independent rental units, Rental market apartments, dining amenities (some open to the public), leisure amenities (some open to the public), medical offices, offices, childcare, music room, meeting rooms
Site Area	5,164.0m ²
Site Coverage (area)	4,730.2m ²
Site Coverage (%)	91.6%
Open Site Space (%)	82% (4,234m ²) including open areas at corners of the site, green roofs and accessible roof gardens)
Setbacks	
Fort Street	1.00m (at grade) and more above
Quadra Street	1.75m (at grade) and more above
Broughton Street	1.63m (at grade) and more above
Total Floor Area (gross)	29,677m ²
Total Floor Area (net)	27,128m ²
Commercial Area	1,031m ²
Medical Office Area	295m ²
Childcare Area	356m ²
Residential Area (w/ amenities)	21,090m ²
Residential Area (w/o amenities)	17,567m ²
Floor Space Ratio	5.25
Height of Building	30.0m
Number of Storeys	
Street Wall	2 to 3 storeys
Fort Low-Rise	10 total storeys (setback at above third floor, further setback above ninth floor)
Fort Bridge	6 total storeys (setback above second floor)
Fort + Quadra Low-Rise	10 total storeys (setback at above third floor, further setback above ninth floor)
Quadra Bridge	6 total storeys (setback above second floor)
Quadra + Broughton Corner	5 total storeys
Broughton Low-Rise	10 total storeys (setback at above eighth floor)
Building Setbacks	
Fort Street	Varies between 0.00m and 4.38m
Quadra Street	Varies between 1.73m (SRW required by Victoria Transportation Engineering) and 3.56m

Broughton Street	Varies between 1.63m and 3.46m
Parking Stalls	130
Retail/Personal Service	28
Residential	87
Childcare	7
Medical Office	8
Bicycle Parking	
Class 1	52
Class 2	15
Total Number of Rental Units	263
Total Number of Seniors	221
Total Number of	42
Intergenerational	
Rental Unit Mix	
Studio	16 (6.0%)
One Bedroom	96 (36.5%)
One Bedroom + Den	78 (29.7%)
Two Bedroom	31 (11.8%)
Two Bedroom + Den	41 (15.6%)
Three Bedroom	1 (0.4%)