



907- 915 9TH AVENUE SE

9TH AVENUE CALGARY IN INGLEWOOD

INTRODUCTION

WE WOULD LIKE TO SHARE A BIT ABOUT OUR VALUES AND OUR EXPERIENCE WITH YOU.



HUNGERFORD PROPERTIES - OUR VALUES

We are astute investors, proud builders, and passionate creators of legacy-inspired developments. Ambition, Diligence, Creativity, Relationships, and Community are the heart of our culture and what make us resilient in the communities we build.

AMBITION

We are driven to achieve. We set high professional standards and ambitious goals as individuals and as a team. Visionary leadership, tenacity, and determination fuel our success and elevate our organization to global standards.

DILIGENCE

We approach real estate investment, management, and development with rigorous systems, proven processes, and operational excellence. Our disciplined approach manages risk, builds confidence, and creates value for our stakeholders.

CREATIVITY

We are creative visionaries who work together, innovate, and imagine trailblazing possibilities. We value cross-collaboration to explore, challenge the norm, and develop new concepts that spur successful, inspiring, and award-winning developments.

RELATIONSHIPS

We seek lasting and collaborative partnerships with our team and stakeholders. We cultivate relationships by communicating openly, being accountable and transparent, and seeking win-win. Relationships of integrity and trust are hallmarks of our long-term success.

COMMUNITY

We see our impact in a broader context; thinking of others. The result is lasting and positive on our stakeholders and the communities in which we invest.

HUNGERFORD PROPERTIES



ALTITUDE



THE LINK



MACPHERSON WALK
Award Winning Development

Hungerford Properties has been active in Calgary's real estate market for the past seven years, specializing in industrial, commercial and retail. Our goal is to create homes and neighbourhoods that bring joy to their residents and make communities proud.

We are customer-committed and devoted to making the purchase of every single home satisfying and rewarding. We put together best-in-class teams of consultants, trades, and suppliers to deliver the finest products, and we strive to make every development exceed purchaser expectations.

GAIR WILLIAMSON ARCHITECTS



THE STABLES
Lieutenant Governor Award (for historical preservation)



BOWMAN LOFTS
Heritage Vancouver Award



95 WEST HASTINGS

Gair Williamson Architects was founded in 2002 and has since been focused on urban densification and a concern for the city as a repository of cultural memory.

The firm been featured in many publications and awarded numerous awards for their projects including Heritage Vancouver Awards, City of Vancouver Urban Design Awards, and Lieutenant Governor's Awards.

Their reputation for contemporary work that respects the heritage fabric has led them to working as the prime consultant with the City of Calgary on a number of heritage conservation projects.

SITE LOCATION

LOCATED IN THE HEART OF INGLEWOOD.

The site is beautifully nestled between the Elbow and Bow Rivers in the charming historic Inglewood community just east of downtown Calgary.

The site's prominence renders it a gateway to the historic main street, and 9th Avenue, placing it in close proximity to retail / services, and public amenities such as the Alexandra Centre and the riverside recreational pathways.

NORTH VIEW TO BOW RIVER



WEST VIEW TO DOWNTOWN



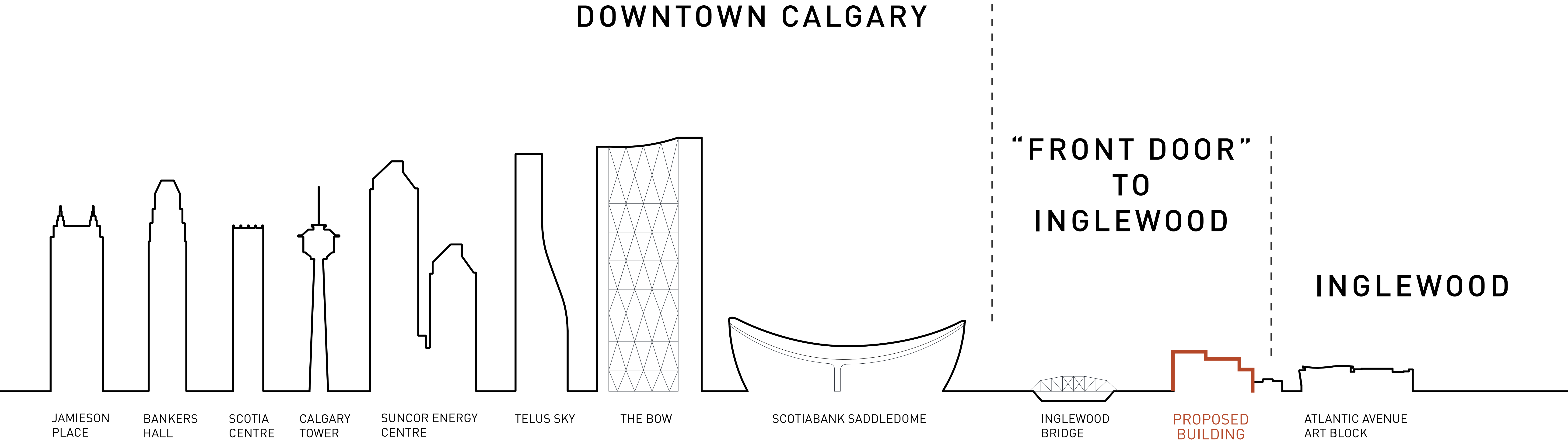
EAST VIEW TO INGLEWOOD COMMUNITY



SOUTH VIEW TO RESIDENTIAL AREA

A FRONT DOOR TO THE COMMUNITY

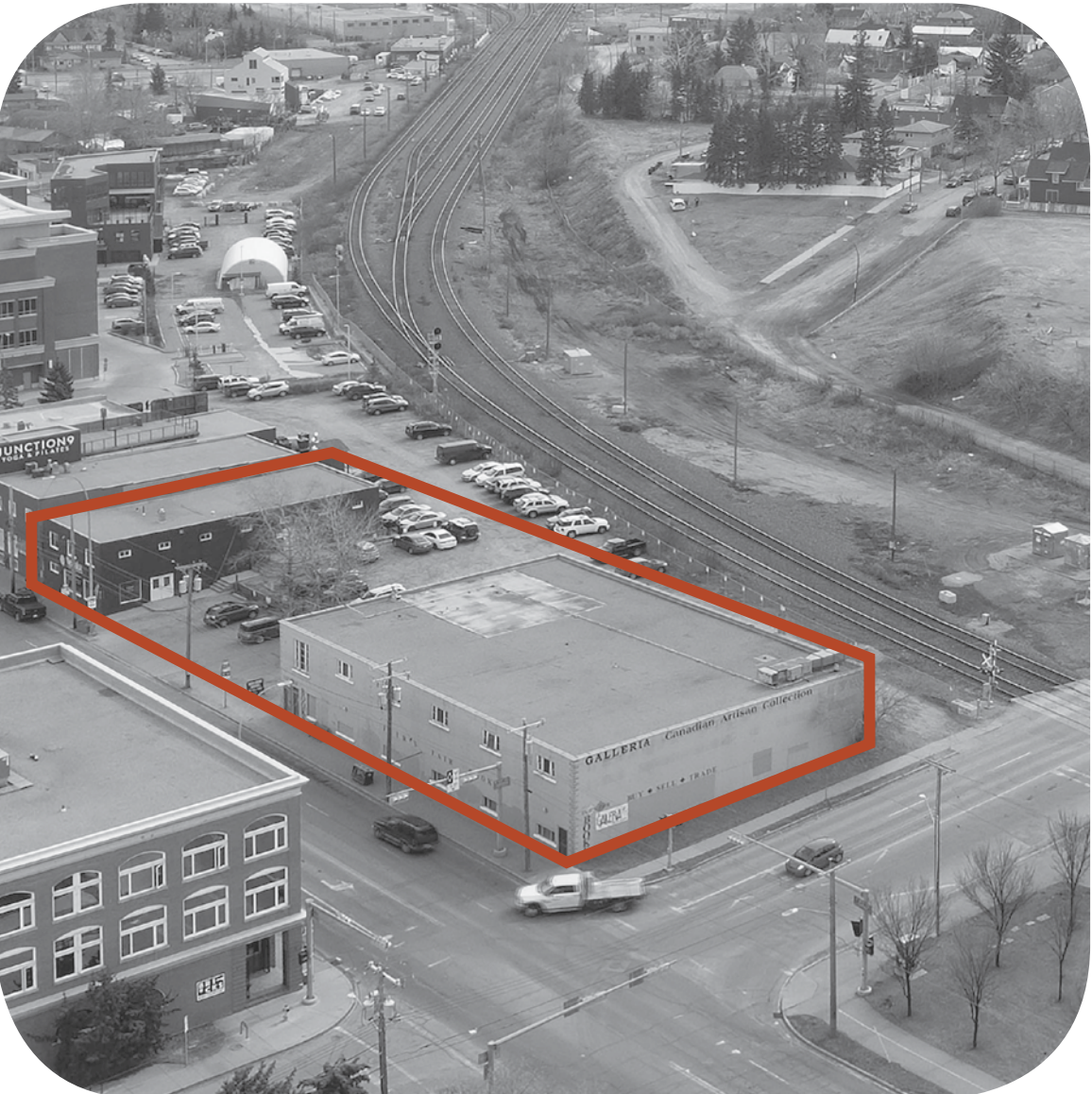
THE SITE HAS BEEN IDENTIFIED BY THE CITY AS A FRONT DOOR BETWEEN DOWNTOWN CALGARY AND INGLEWOOD.



PROJECT GOALS

WE AIM TO BUILD A PROJECT OF LASTING RELEVANCE THAT STRENGTHENS THE COMMUNITY AND LOCAL ECONOMY, AND PROVIDES HOUSING THAT ENHANCES WELLBEING.

CURRENT SITE CONDITIONS



The site currently consists of a surface parking lot and a 2-storey cinder block building situated at the entry point of Inglewood at 9th Avenue and 8th Street.

BUILDING MASSING & ORIENTATION



Provide high quality urban design and architecture on an iconic corner of Inglewood. Appropriate massing and orientation to respect the surrounding features, context and neighbouring buildings.

MIX OF USES



Encourage community and economic vitality through a mix of uses and density that will promote neighbouring businesses, support new retail, and service employment opportunities.

PUBLIC REALM & AMENITIES



Enhance the pedestrian realm and streetscape by providing plaza and courtyard which respect the historical fabric of Inglewood and provides opportunities for local art, outdoor activities and seasonal events.

ACTIVE TRANSPORTATION



Integrate the development into the existing and proposed transit network and infrastructure. Encourage active means of transportation.

CONNECTIVITY / MOBILITY




Enhance connectivity and pedestrian movement through and around the site for convenient access to existing amenities and infrastructure.

PLANNING CONTEXT


A NUMBER OF BEAUTIFICATION AND TRANSPORTATION INITIATIVES RECENTLY COMPLETED OR CURRENTLY IN PROGRESS.

RIVERWALK




Source: City of Calgary

FORT CALGARY HISTORIC PARK




Source: Fort Calgary Make History Project

9TH AVE BRIDGE PROPOSAL




Source: City of Calgary

OUTWEST PARK REGENERATION




Source: City of Calgary

JACK LONG PARK PROPOSAL



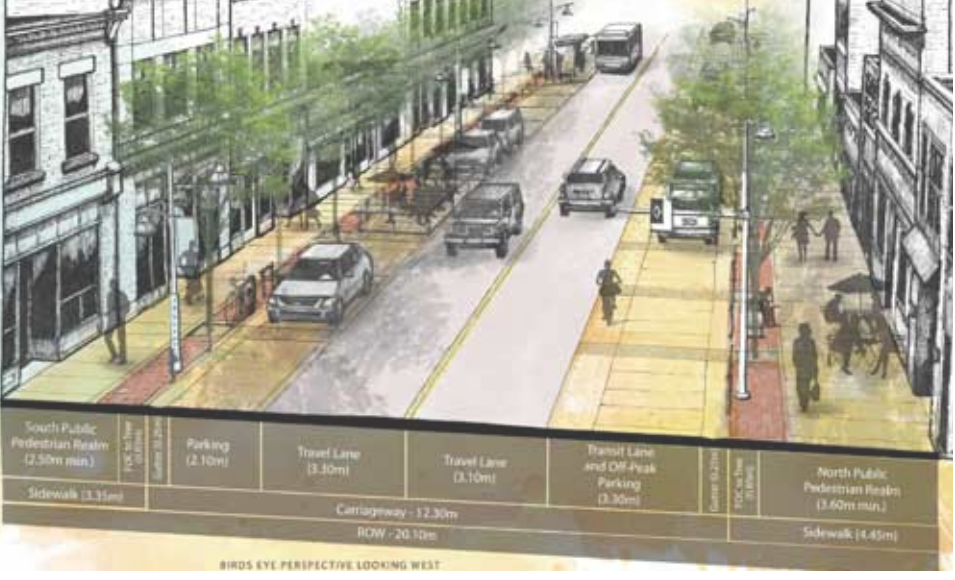
Source: City of Calgary

POSSIBLE 8 ST SE RAIL CLOSURE




Source: Google Earth; City of Calgary

9TH AVE SE REVITALIZATION




Source: City of Calgary

INGLEWOOD/RAMSAY STATION



Source: City of Calgary



7 AVE SE
8 AVE SE
9 AVE SE
10 AVE SE
11 AVE SE
12 AVE SE

8 ST SE
9 ST SE
10 ST SE
11 ST SE

ELBOW RIVER TRAVERSE

9TH AVE BRIDGE

921 9TH AVE (HISTORIC PRESERVATION)

SUBJECT SITE

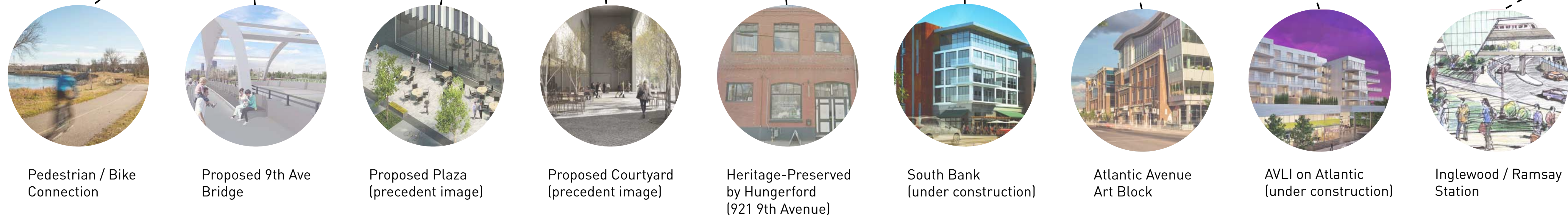
ADELAIDE ST SE

GREEN LINE LRT

NORTH

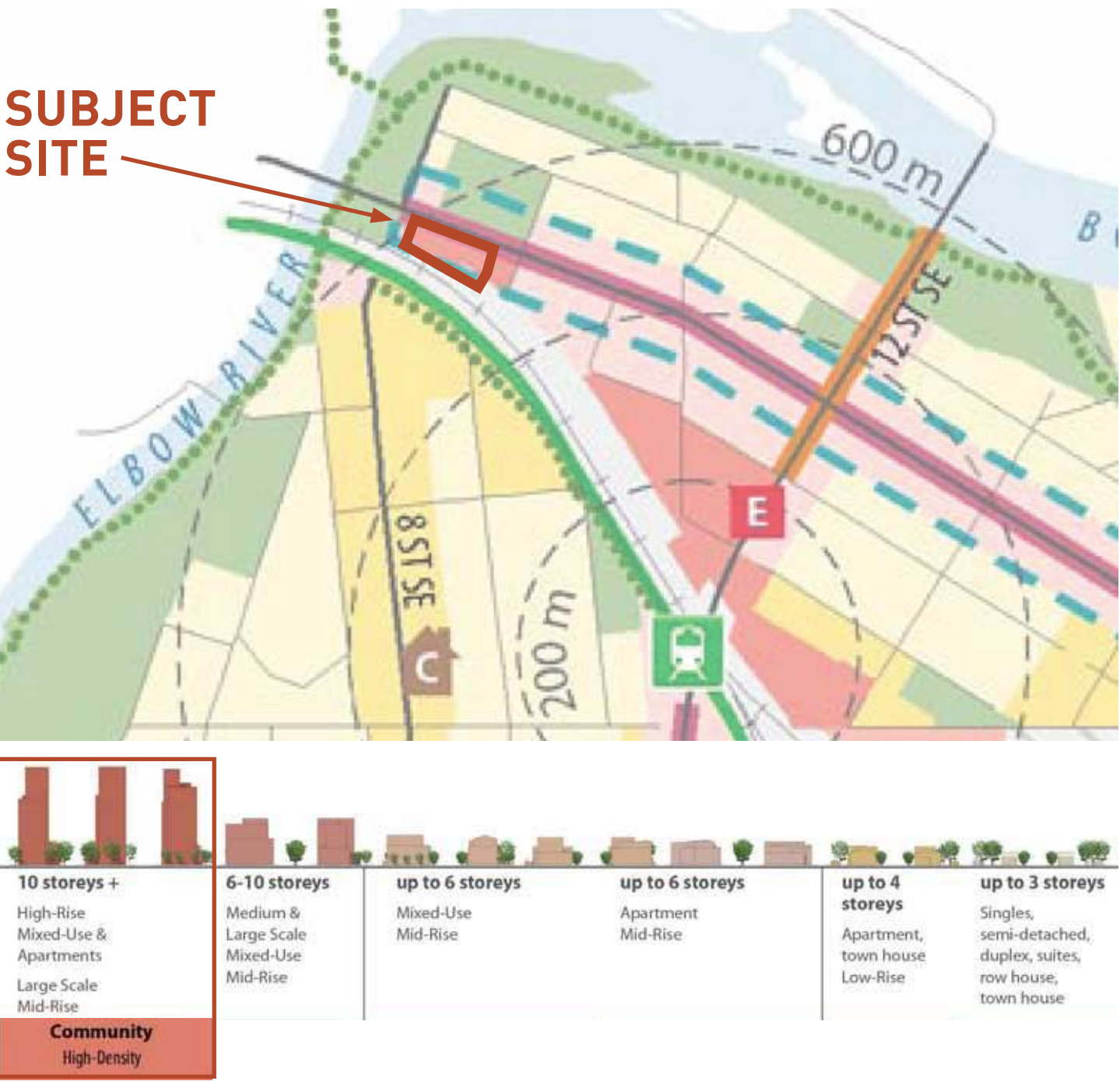
TRANSPORTATION & AMENITIES

MANY AMENITIES ARE WITHIN A 5 MINUTE WALK OF THE SITE, AND IT IS CONVENIENTLY NEAR THE NEW GREEN LINE LRT.



PLANNING CONTEXT

THE PROPOSED DEVELOPMENT FOLLOWS THE FRAMEWORK OUTLINED IN THE CITY’S PROPOSED AREA REDEVELOPMENT PLAN.



Source: City of Calgary

DENSITY

- 9th Avenue Policy Area
- Community High-Density Area (10+ storeys; High-Rise Mixed-Use & Apartments; Large Scale Mid-Rise)

- Community High Density
- 9th Avenue Policy Area
- LRT Alignment
- LRT Station



Source: City of Calgary

MAXIMUM FLOOR AREA RATIO

- 5.0 FAR
- Heritage Density Transfer to be determined

BUILDING HEIGHT

- 38m (124.7') Height
- Heritage Density Transfer to be determined

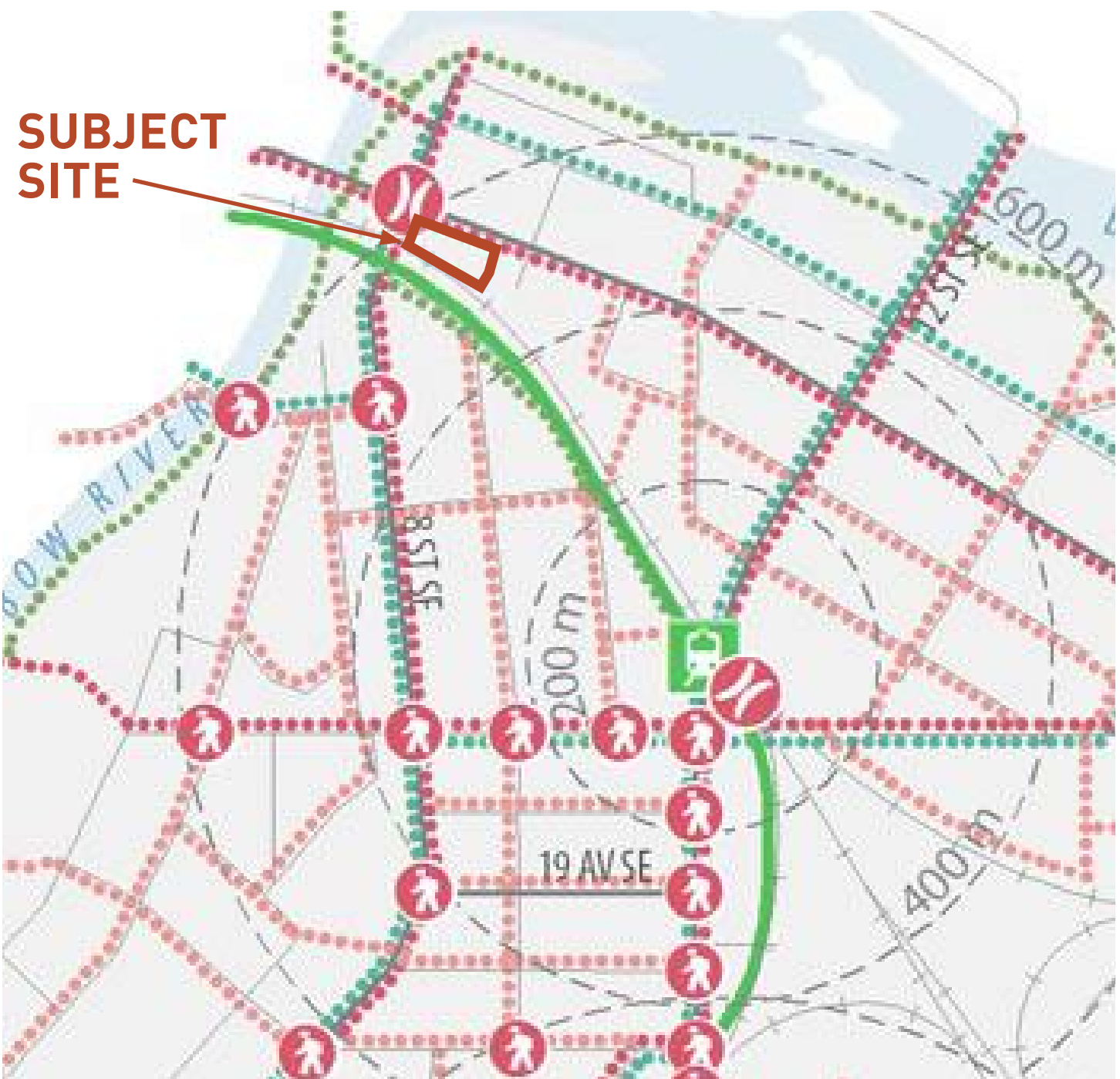


Source: City of Calgary

TRANSIT CONNECTIONS

- On City’s Primary Transit Network
- Within 600m radius from the future LRT Station (10min walking distance)
- Bus stop out front of subject site

- Primary Transit Network
- Province of Alberta High Speed Rail
- Regional Commuter Rail
- LRT Alignment
- LRT Station



Source: City of Calgary

WALKING AND CYCLING CONNECTIONS

- On Major Pedestrian Connection
- In close proximity to Regional Pathway and Cycling network
- “Prominently locate amenity spaces and establish connections to the pedestrian and cycle network” - Calgary ARP

- Major Pedestrian
- Regional Pathway
- Cycling

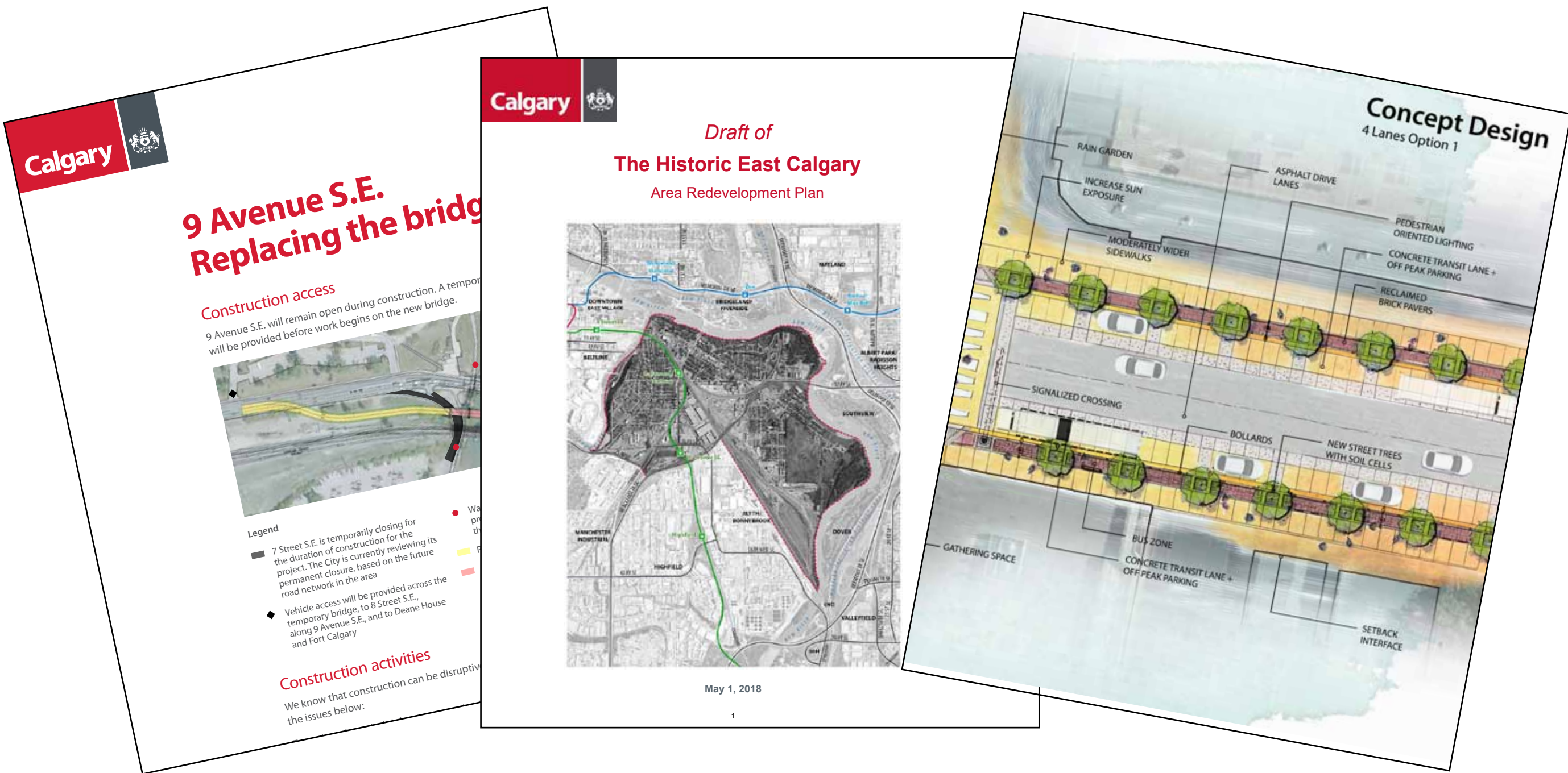
PLANNING CONTEXT: POLICIES & ZONING

THE PROPOSED DEVELOPMENT FOLLOWS THE FRAMEWORK OUTLINED IN THE CITY'S EXISTING AND PROPOSED PLANNING POLICIES AND URBAN DESIGN GUIDELINES.

APPLICABLE CITY OF CALGARY POLICIES AND STUDIES SUMMARY

In developing the proposal, the following municipal documents have been taken into consideration. The concept and schematic design has been developed in line with the key objectives of the urban design guidelines and Inglewood Area Development Plan.

- Historic East Calgary ARP (Draft)
- Inglewood Area Redevelopment Plan (ARP) Retail and Commercial Study
- 9th Ave SE Streetscape Master Plan
- Main Street Study - 9 Ave SE (MDP)
- Transit Oriented Development (TOD) Policy Guidelines
- Jack Long Park Redevelopment
- Improving Calgary's Entraceways
- Development Next to Freight Rail Corridors Policy and Implementation Guide



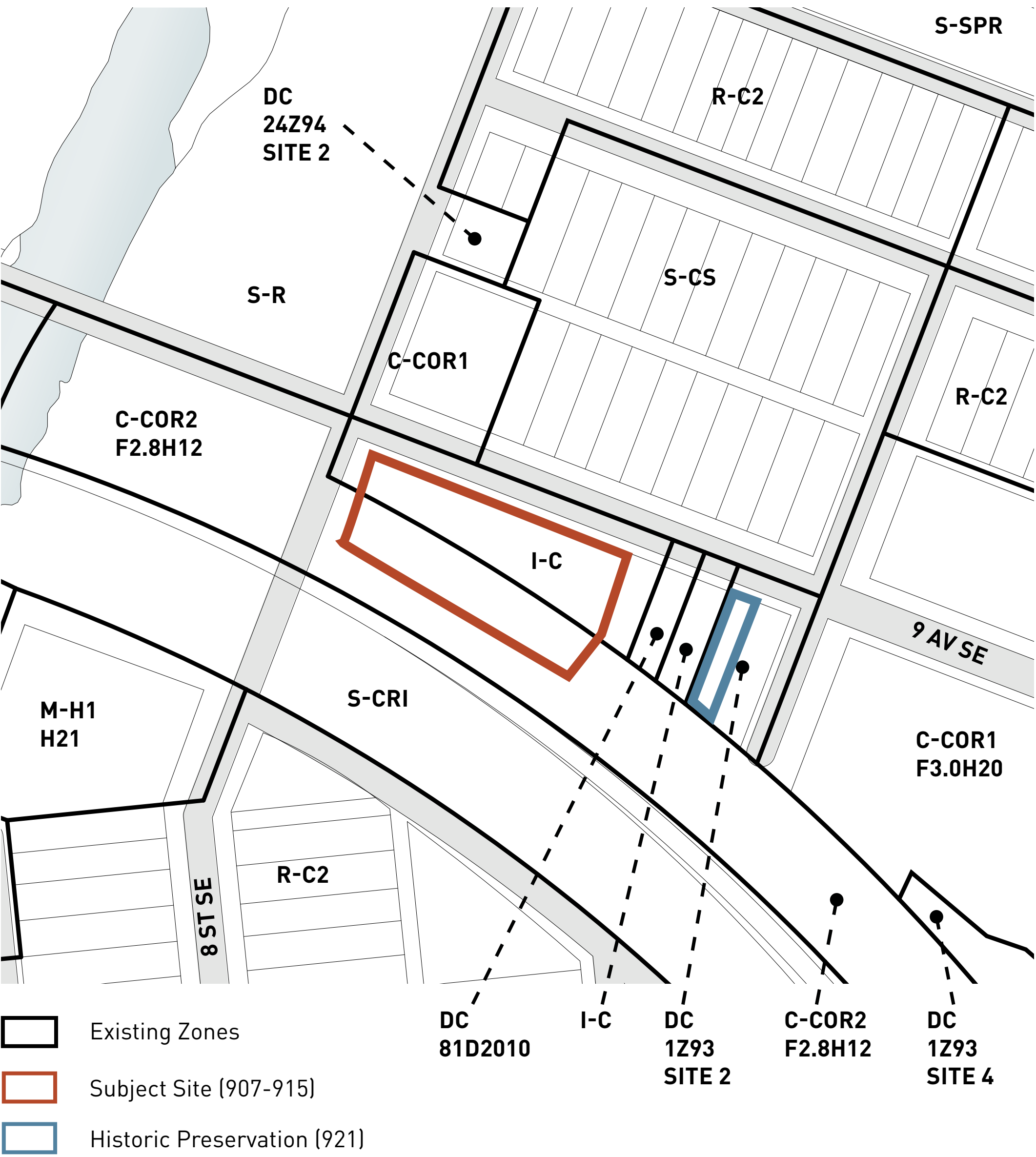
ZONING BY-LAW

Existing Land-Use

- **C-COR2 f2.8 h12** (Commercial Corridor 2) / **I-C** (Industrial Commercial)
- I-C maximum FAR 1.0 / max building height 12m

Proposed Land-Use

- **MU-2 f5 h37.5** (Mixed Use - Active Frontage District, FAR 5.0, Height 37.5m)
- Historic Preservation of 921 9th Avenue
- Proposed zone emphasizes promoting active frontage and active transportation



HISTORICAL STREETScape & HERITAGE TRANSFER

WE BELIEVE IT IS IMPORTANT TO PRESERVE THE HISTORIC FABRIC OF INGLEWOOD.

HISTORICAL CONTEXT

The history of Inglewood is what has made the neighborhood rich in character, and we aim to build a project that recognizes and celebrates this history. To do so, we have performed numerous studies of the architectural character of the neighbourhood, heavily referenced archival documents, and drew from our own experience working in historically sensitive areas.

The story begins in the 1880’s when the City developed the main street, and Atlantic Avenue into a residential, commercial, and industrial neighbourhood. In recognition of its historic architecture, the City declared Inglewood a Special Heritage Character Area in 1991, leading to a joint Alberta Main Street Programme and Inglewood Business Revitalization Zone restoration initiative.

Image sources: City of Calgary Archives



The Burn Block



Fire Station No. 3 (no date)



9th Ave South Elevation - 8th St / 10th St



The Fraser Block



Alexandra School (1905)



The National Hotel (1910)

HERITAGE DENSITY TRANSFER

Under the City of Calgary Area Redevelopment plan, a development project (‘Receiver Site’, in this case 907- 915 Avenue SE) may increase density by transferring unused, residual density from a heritage resource (‘Donor Site’, Sibley Block, 921 9th St SE).

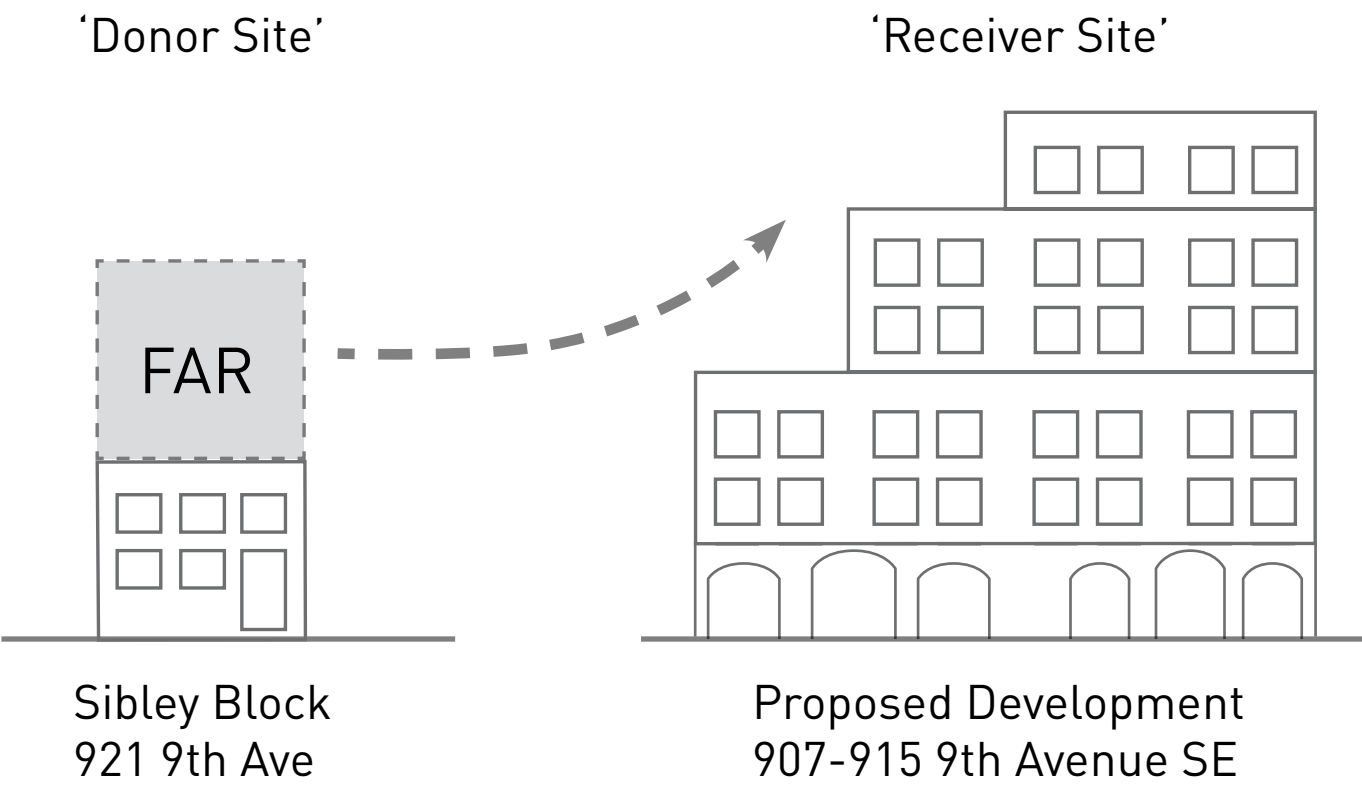
This Density Transfer will occur at the time of Land Use Application Approval and will be reflected on the Land Title.



Sibley Block,current, Google Earth



Sibley Block, ca.1996, City of Calgary



921 9th Ave SE (‘Donor Site’)

Name	Sibley Block (907 - 915 9th Ave)
Construction Year	1911
Original Use Type	Mixed Use (Commercial & Residential)
Architectural Style	Edwardian Commercial
Significance Summary <i>(Excerpts from City of Calgary Website)</i>	<p>[...the Sibley Block has been an integral component of the retail and commercial activity which made 9th Avenue S.E. East Calgary’s high street, and one of Calgary’s historic principle commercial thoroughfares. (Activity Value, Community significance)</p> <p>The Sibley Block is an attractive and relatively intact Edwardian Commercial commercial-residential building, with a lower façade design which is distinctive for the 9th Avenue commercial street. The symmetrical red-brick façade features brick voussoirs over the large central display window and entrance, and distinctive corbelled brick cornices. (Style Value, Community significance)</p> <p>The Sibley Block’s architectural character makes it an important contributor to 9th Avenue’s historical and highly intact streetscape. (Style Value, Community significance)...</p>
Character Defining Elements <i>(Excerpts from City of Calgary Website)</i>	<ul style="list-style-type: none">- Form, scale and massing (two-storey, rectangular plan with narrow façade);- Flat roof with plain brick parapet with corbelled brick detailing;- Woodframe construction with original red-brick cladding with stretcher bond pattern;- Fenestration pattern on all façades; large central display window; large multi-pane upper windows with radiating voussoirs; brick sills; radiating voussoirs on rear and side elevations;- ...Exterior details [ie: decorative brick detailing...]; two-leaf entry door with transom and radiating voussoirs above and 2nd wide entry (currently brick fill); location for sign band between lower brick banding and upper window sills; brick piers; painted ghost sign and sign bands [...on the north and east façades];- ...Front setback aligned with adjacent buildings [without front setback]...

Source: Discover Historic Calgary Resources, City of Calgary

STREET CHARACTER AND HISTORICAL NARRATIVE

A STUDY OF THE NEIGHBOURHOOD AND ARCHIVAL DOCUMENTS INFORMED OUR UNDERSTANDING OF THE HERITAGE AND OUR DESIGN CONCEPT.

STREET CHARACTER

9th Ave SE is home to many beautiful historic buildings which use brick and stone facades design aesthetic punctuated by regular window openings, strong piers, limestone accents, and a cornice - a classical tripartite hierarchy. A similar design aesthetic was used in our proposal, consisting of windows on a grid that are animated by arches, and the use of facade materials that celebrate the neighbourhood's heritage.



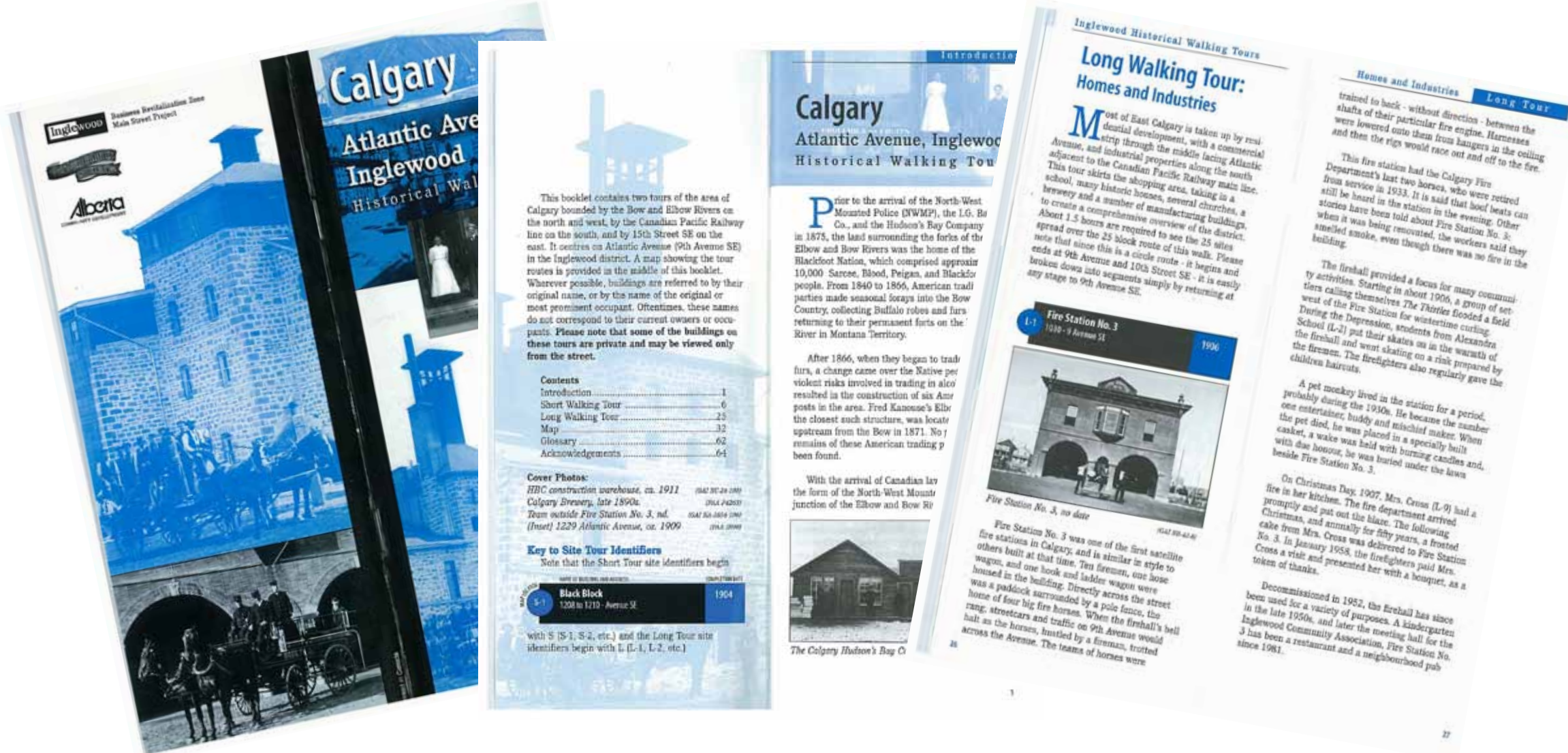
ARCHITECTURAL LANGUAGE ROOTED IN HISTORICAL NARRATIVE

The Historical Walking Tour document seen below provides a charming overview of the neighbourhood and is where the story of Fire Station No. 3, once the community center in Ingleswood, was discovered. A facade study revealed the strength of its arches in providing an architectural identity.

A study of Hungerford's neighbouring property, Sibley Block, also revealed several historical design elements. These elements informed the material of our proposal, the portions of the facade grid, and the architectural language of arches, found referenced in 921 9th Ave SE's windows and Fire Station No.3's fire truck bays - rather than fire trucks, the openings created by the arches are re-purposed to provide large shop front windows.

The following architectural expressions inspired our design (i.e. brick, concrete, and metal cladding).

Note: Detailed design will be confirmed at the Development Permit Stage.



HISTORICAL INSPIRATION



Sibley Block, 921 9th Ave SE

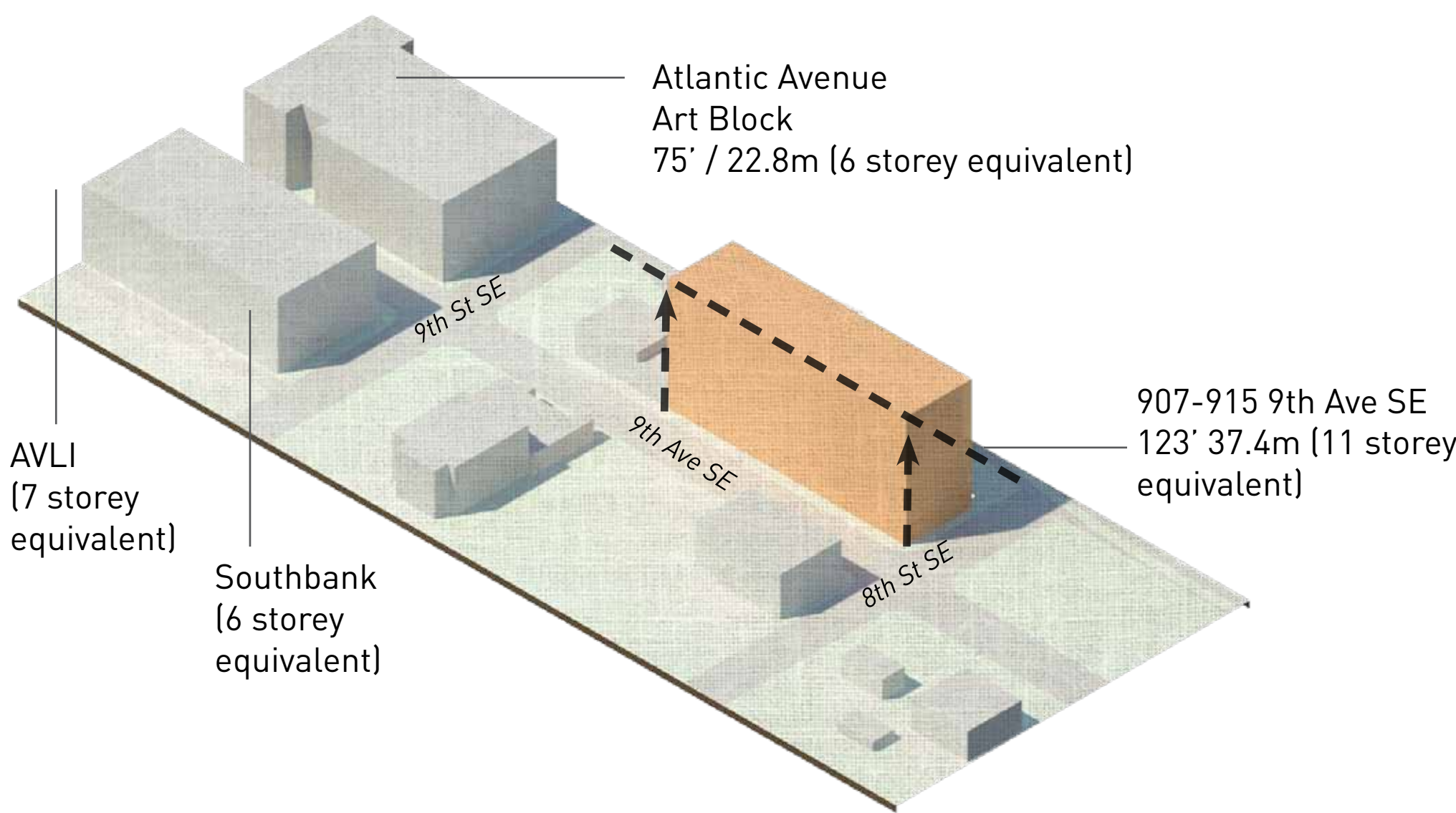


Fire Station No. 3

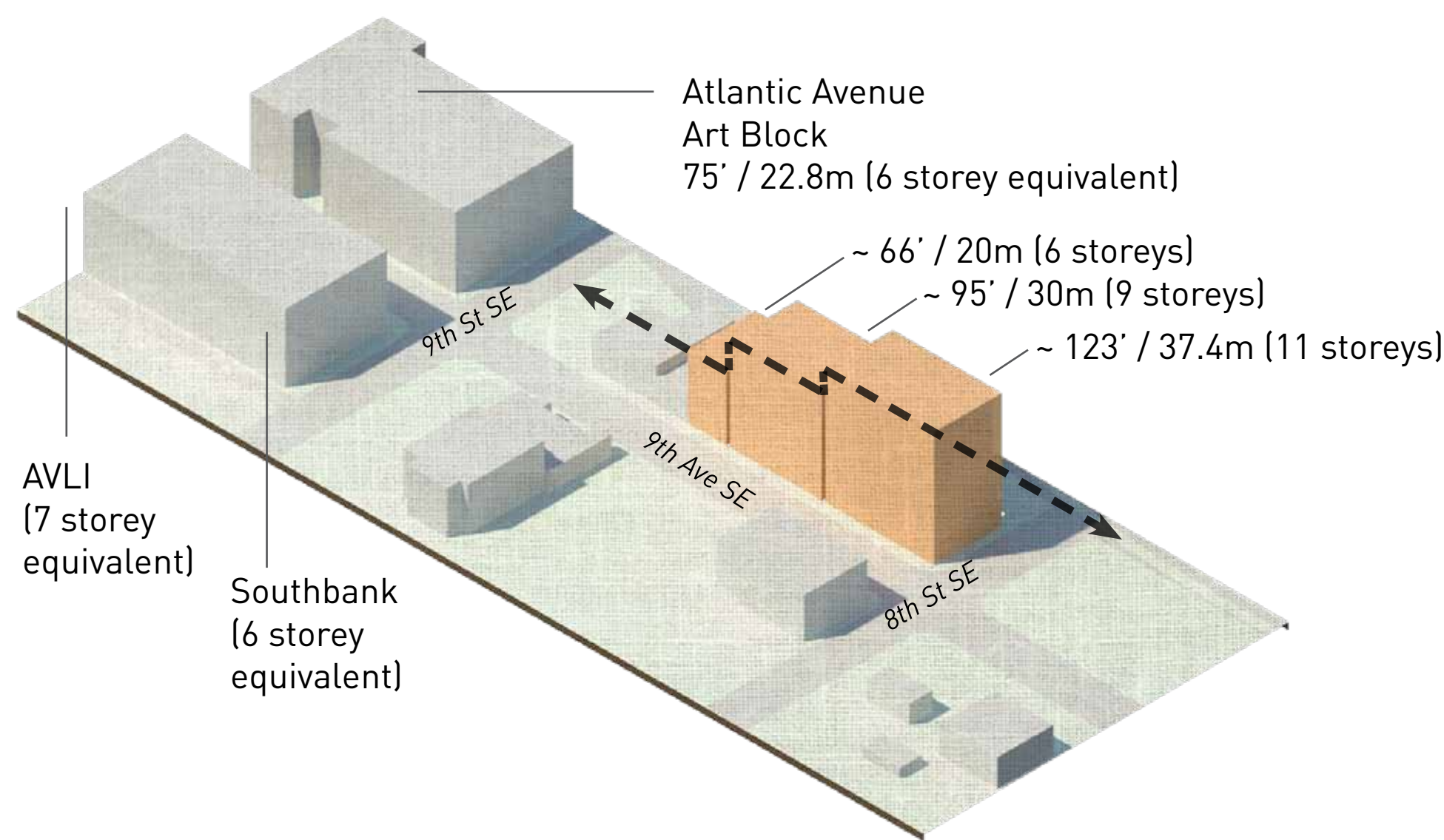
DESIGN RATIONALE DIAGRAMS

THE BUILDING'S MASSING HAS BEEN SHAPED TO ADDRESS SUNLIGHT PENETRATION AND INGLEWOOD'S NEIGHBOURHOOD SCALE.

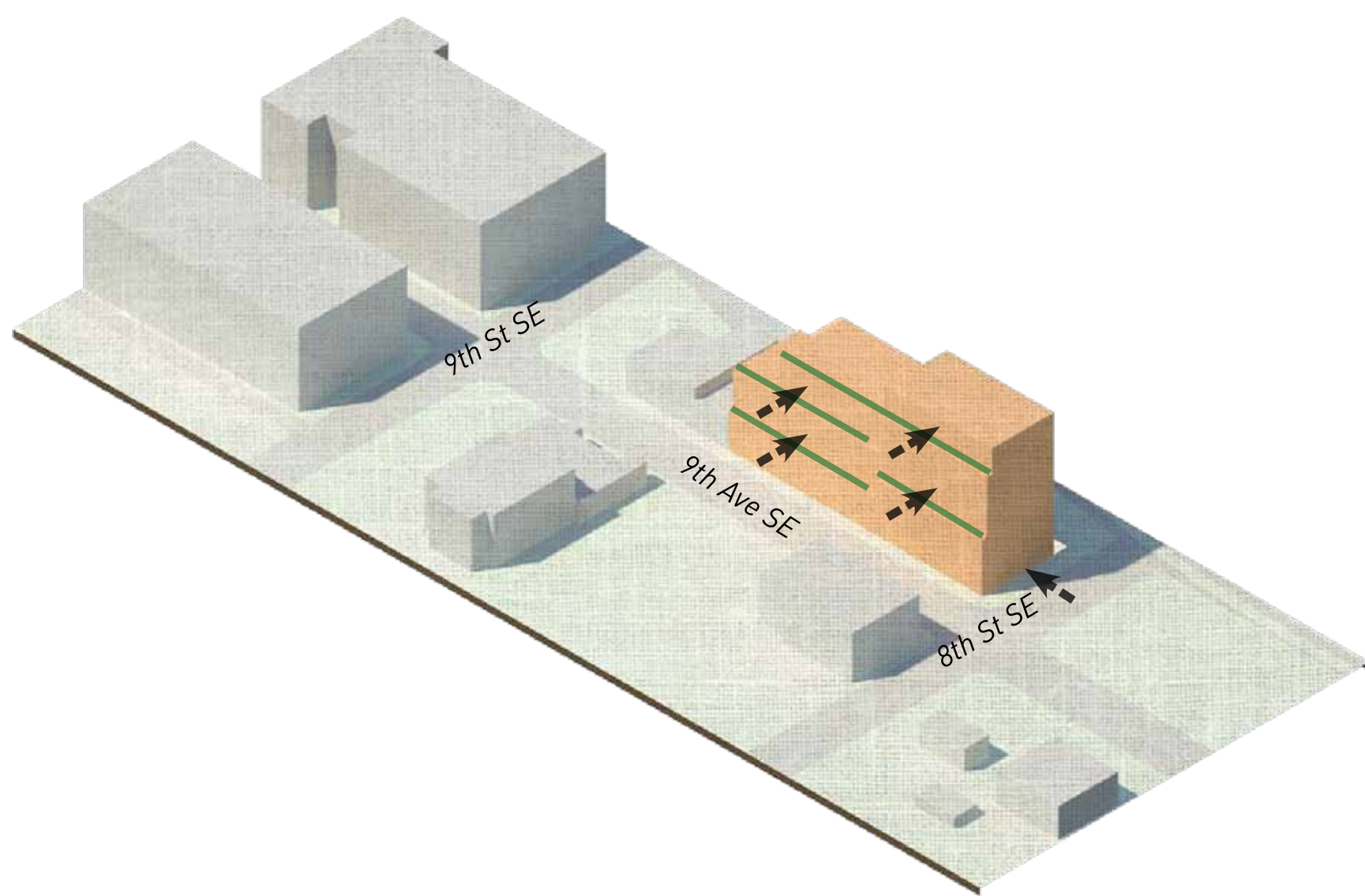
1 Beginning with the City of Calgary's Stipulated **Maximum Height.**



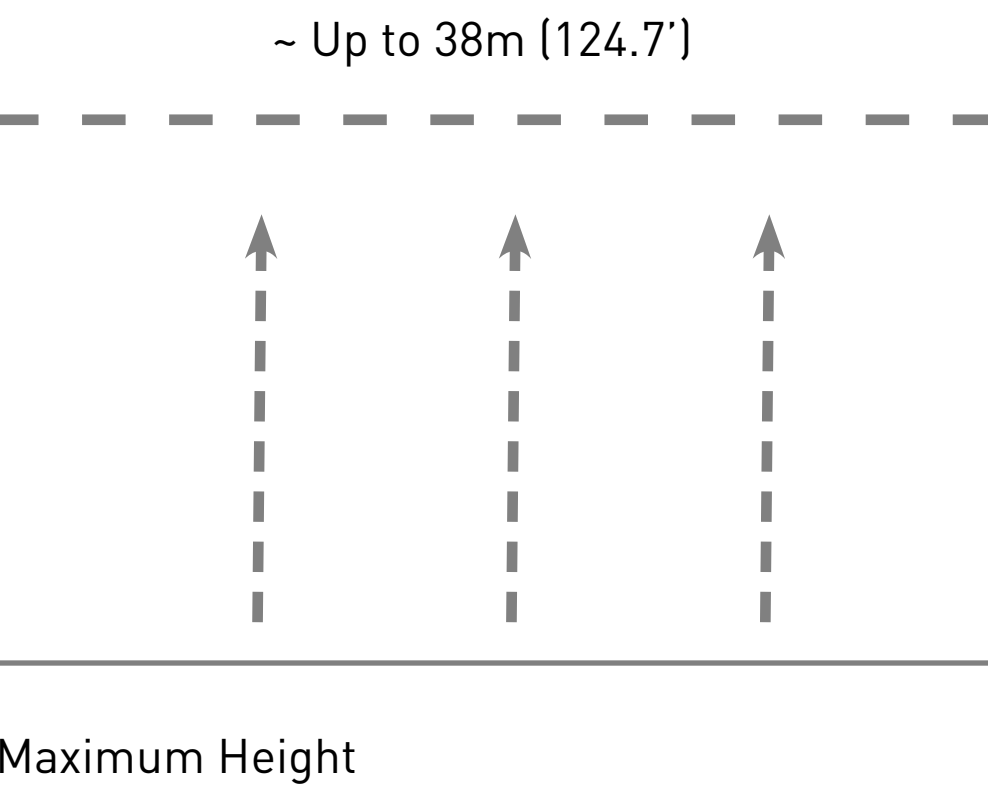
2 **Stepping down** to respect the neighborhood scale to the east and the city to the west, splitting volumes to reduce mass. The building form is narrow, minimizing shadow cast on open spaces.



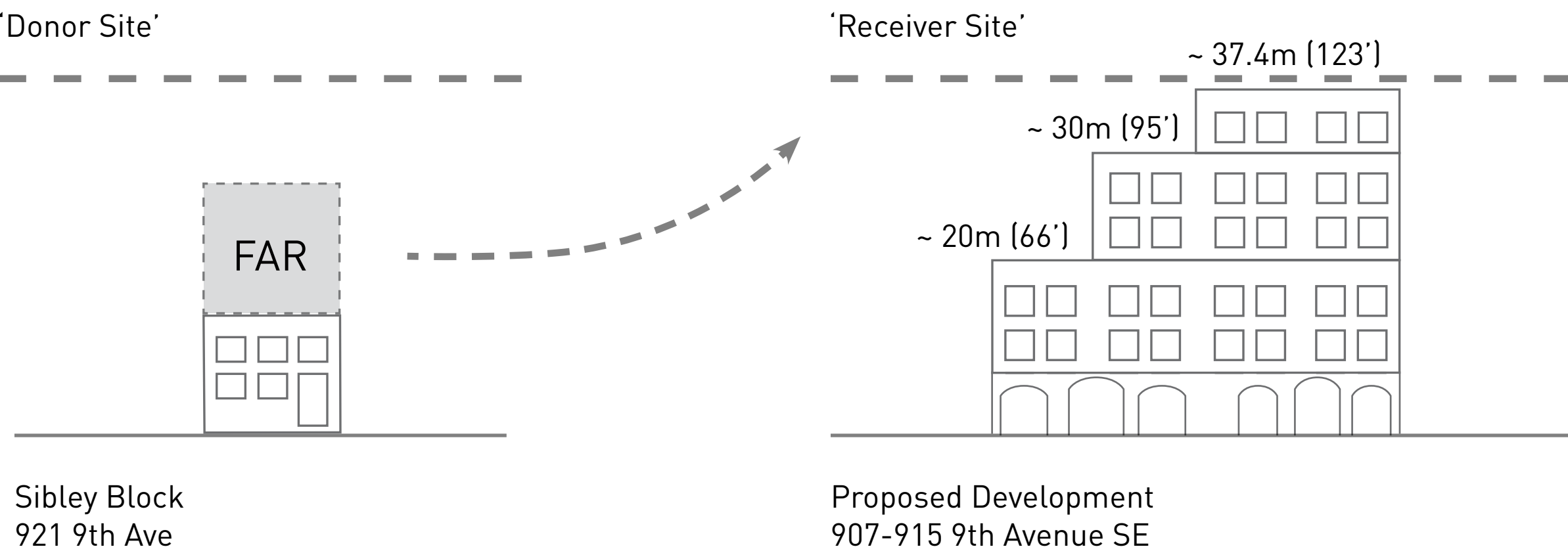
3 **Setting back** with planting at multiple levels to minimize the visual impact from the street, increase daylight to areas to the north, and to make sidewalks more pedestrian friendly.



Historic Area Redevelopment Plan (ARP)



Heritage Density Transfer



Stepping Building Height

Planting at Building Setbacks

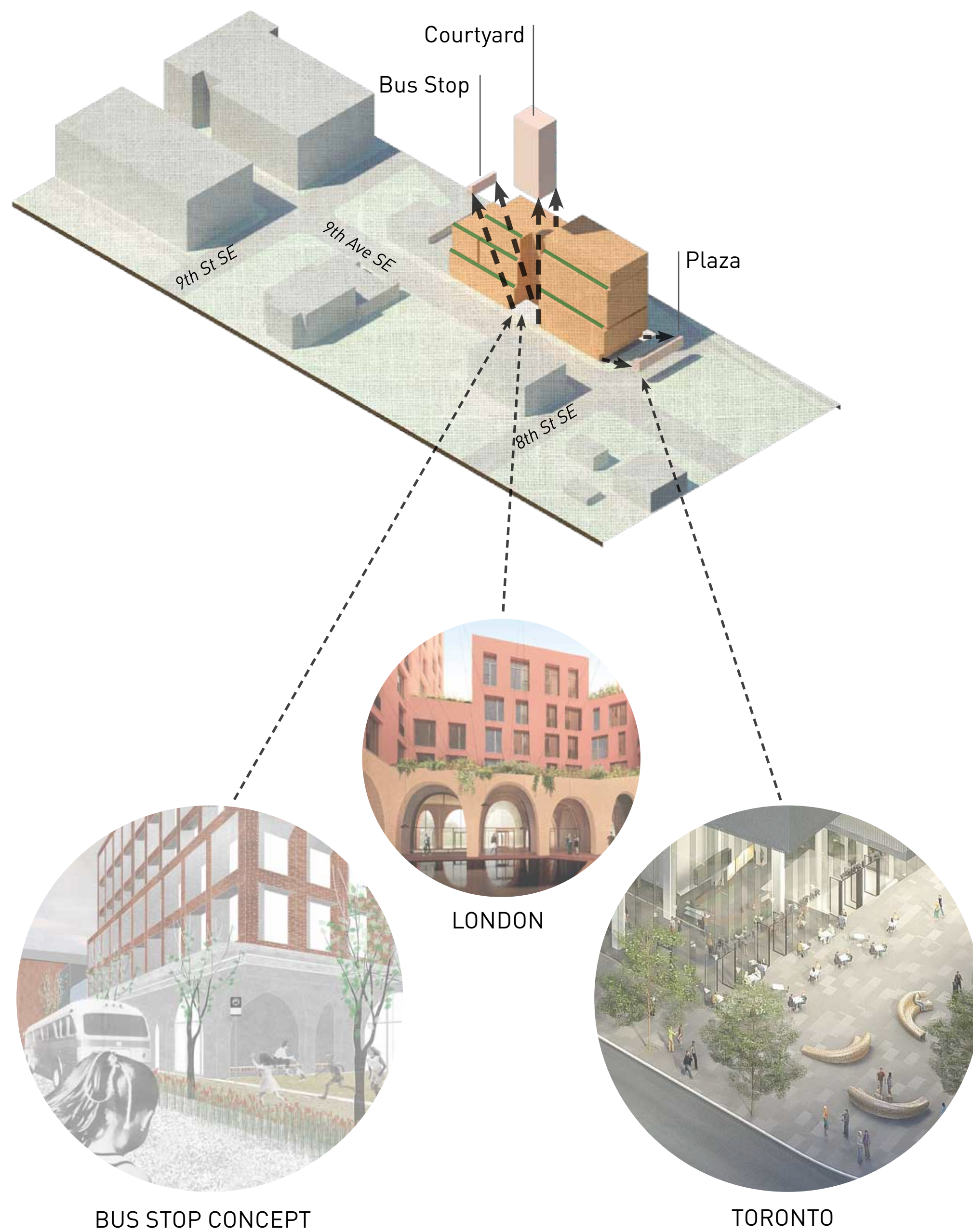


DESIGN RATIONALE DIAGRAMS

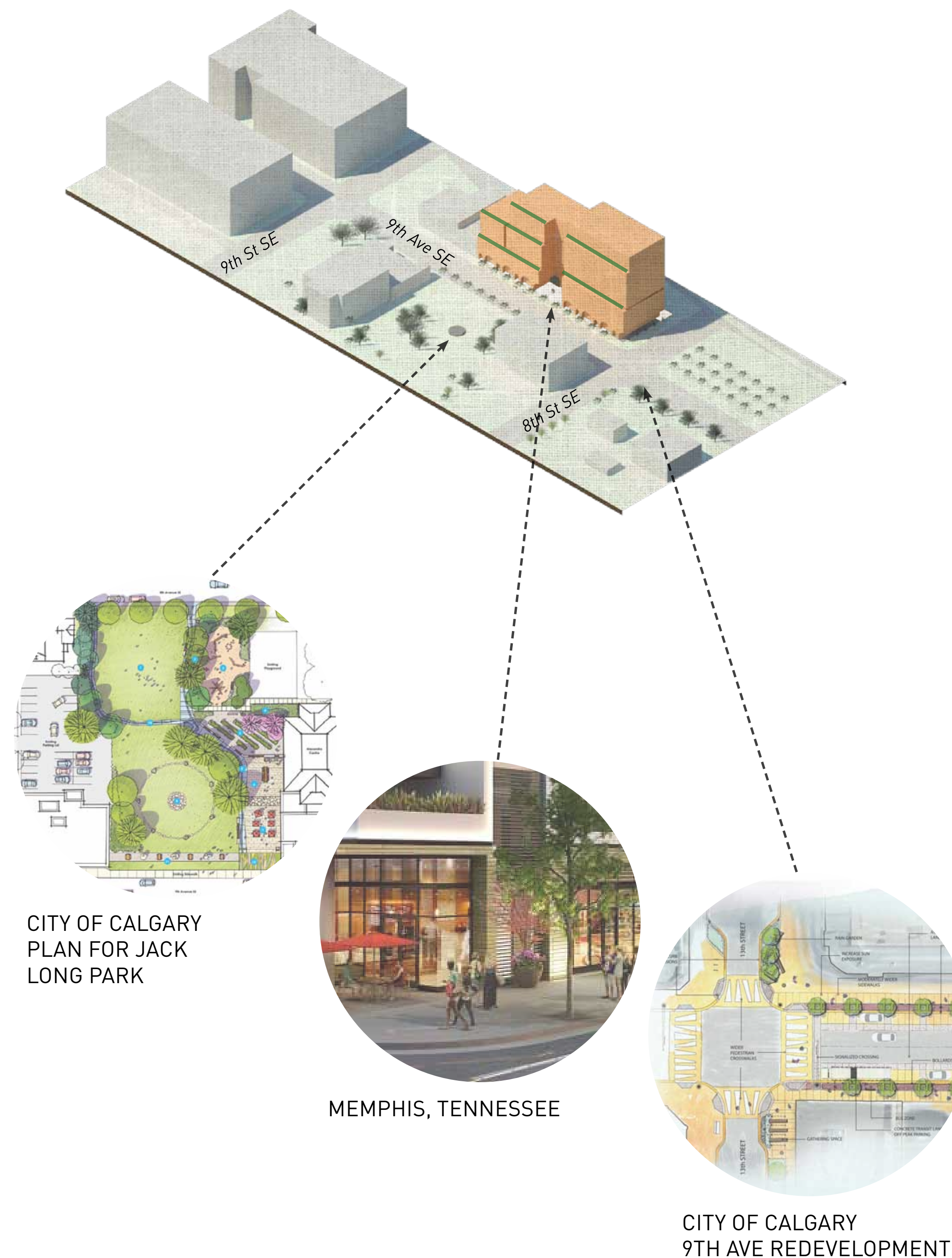
THE BUILDING'S MASSING HAS BEEN SHAPED TO ADDRESS SUNLIGHT PENETRATION AND INGLEWOOD'S NEIGHBOURHOOD SCALE.

4 Carving out public spaces and providing bus shelter to existing stop.

"Pedestrian plazas that facilitate pedestrian safety through the introduction of expanded sidewalks, landscaping, signage and textural patterns" - Calgary ARP

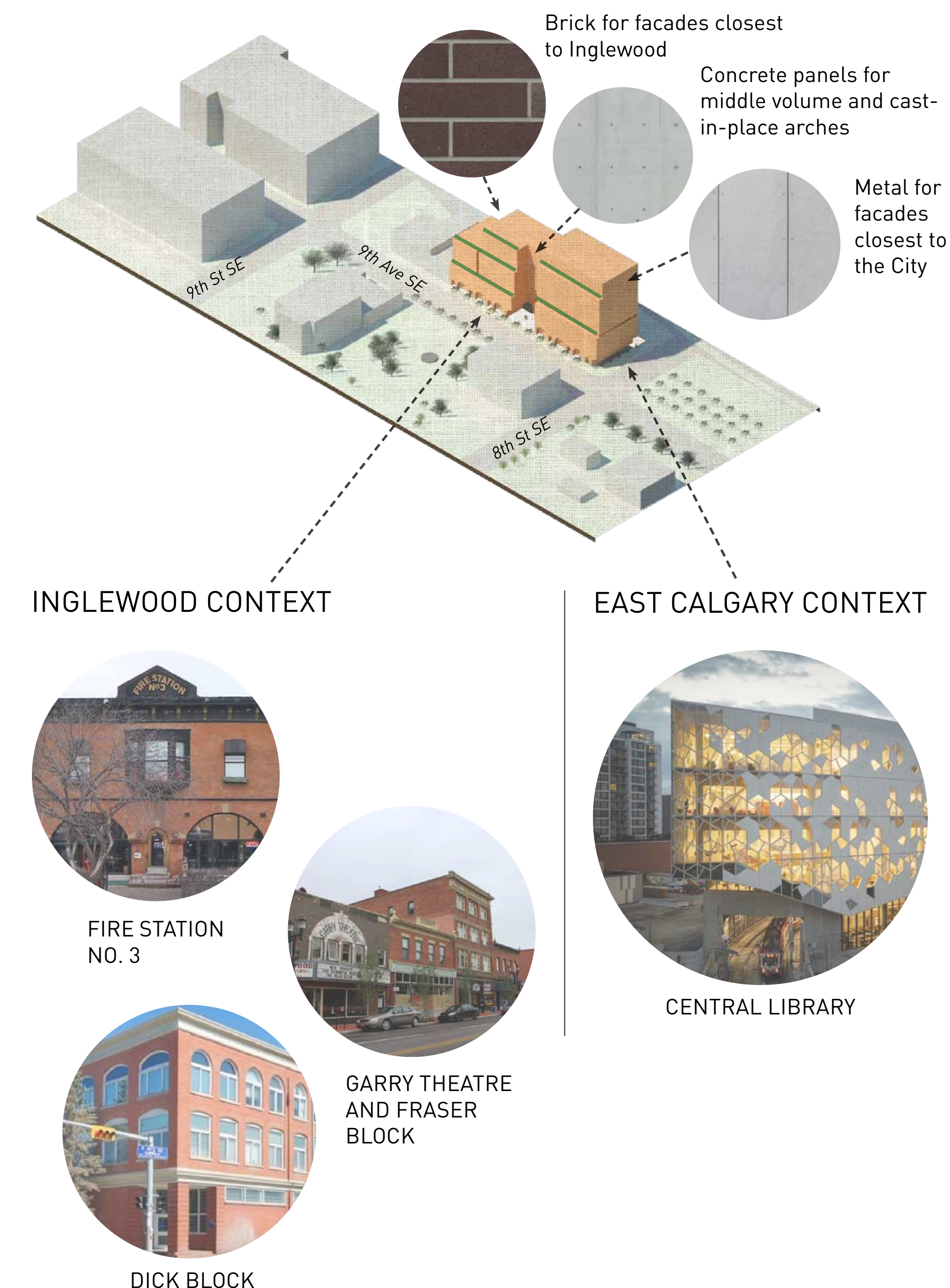


5 Animating public realm by providing amenities and tying public spaces to City of Calgary Inglewood Area Redevelopment Plan, and 9th Avenue Streetscape Plan, and existing / proposed park and trail network.



6 Adopting a material and architectural language that is driven by neighbourhood context so the building stands "quietly" - the material and arches grounds the building in a neighborhood vernacular.

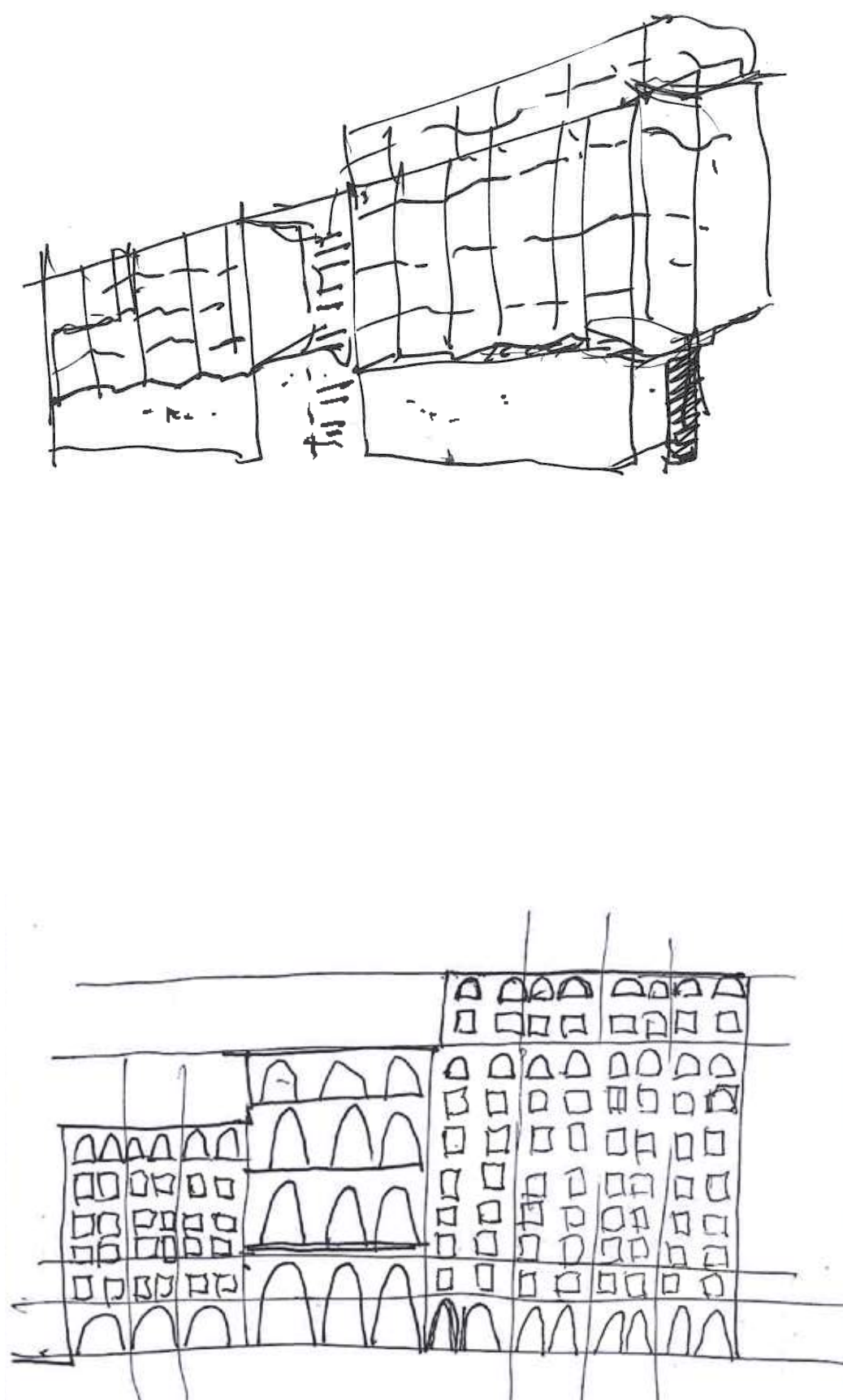
"If located at an intersection, address both streets with architectural or massing elements including entrances, windows and other facade features" - Calgary ARP



VIEW TO THE WEST

EARLY SCHEMATIC DESIGNS REFERENCE MATERIALS AND FORM WHICH RELATE TO INGLEWOOD.

CONCEPT SKETCHES



East Volume - Brick (colour to fit neighborhood)

Ground Level - Design details animate space



London



London



London



Germany

VIEW TO THE EAST

EARLY SCHEMATIC DESIGNS BLEND THE BUILDING INTO THE SKY AND LANDSCAPE.

CONCEPT SKETCHES



Middle Volume - Precast concrete panels

West Volume - Light metal cladding



London



Zurich



New York



Chicago

SHADOW STUDIES

During the winter given the low sun angle, the existing 2 storey cinder block building on the site, and the existing buildings in the direct vicinity cast their shadow over the future Jack Long Park, both in the morning and late afternoon (refer to winter 8am and winter 4pm images to the far right).

LEGEND

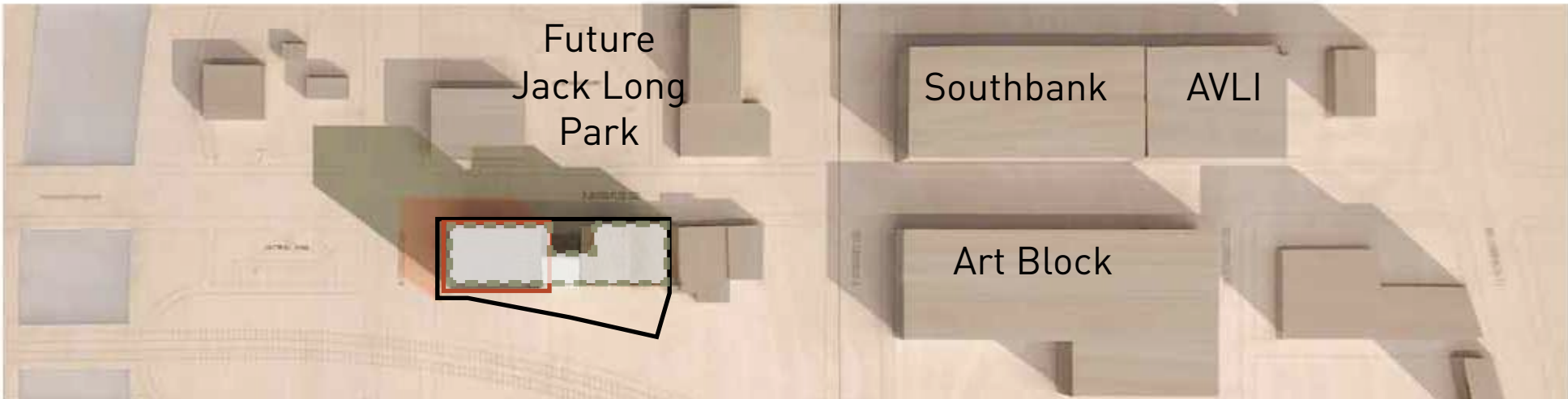
- 907 - 915 Property Line
- Shadows cast by existing context buildings
- Outline of existing 2 storey building on site
- Shadow cast by existing 2 storey building on site
- Outline of proposed 907 - 915 building
- Shadow cast of proposed 907 - 915 building

SPRING

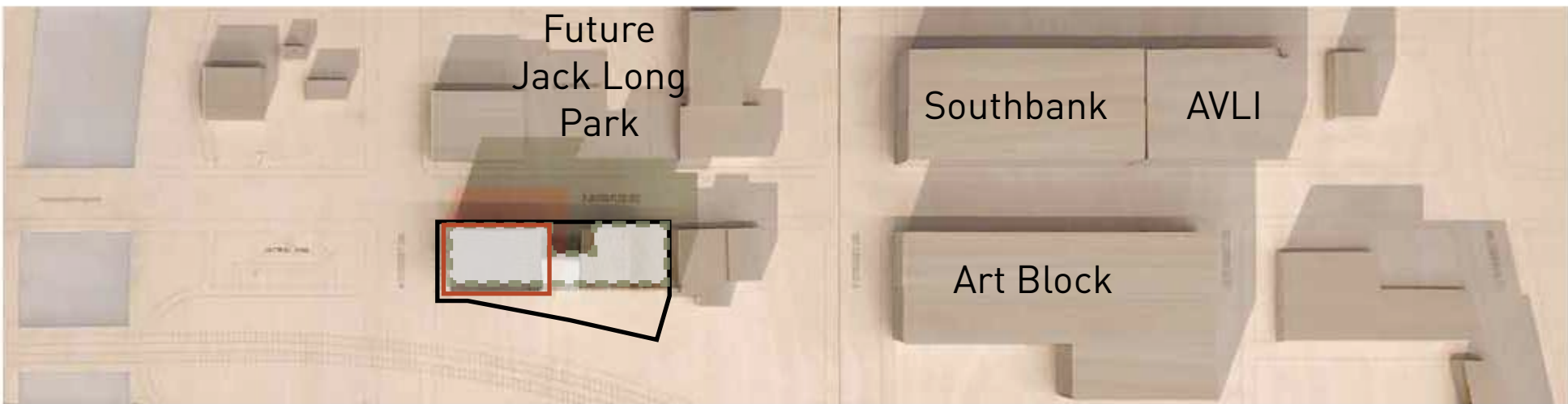
8AM - ENROUTE TO SCHOOL / PLAY



12PM - LUNCHTIME

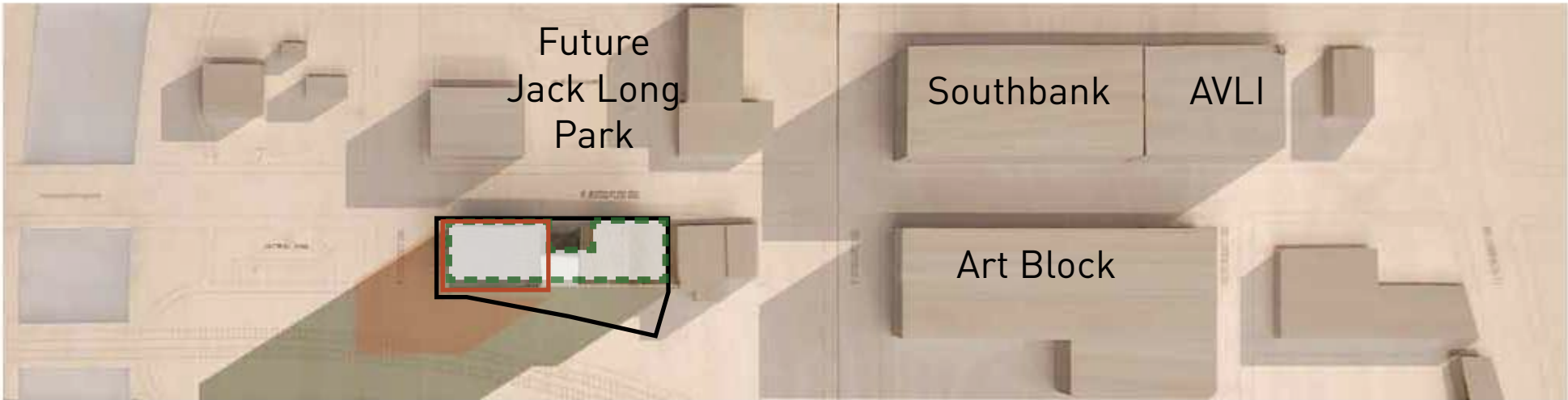


4PM - AFTER SCHOOL / PLAY

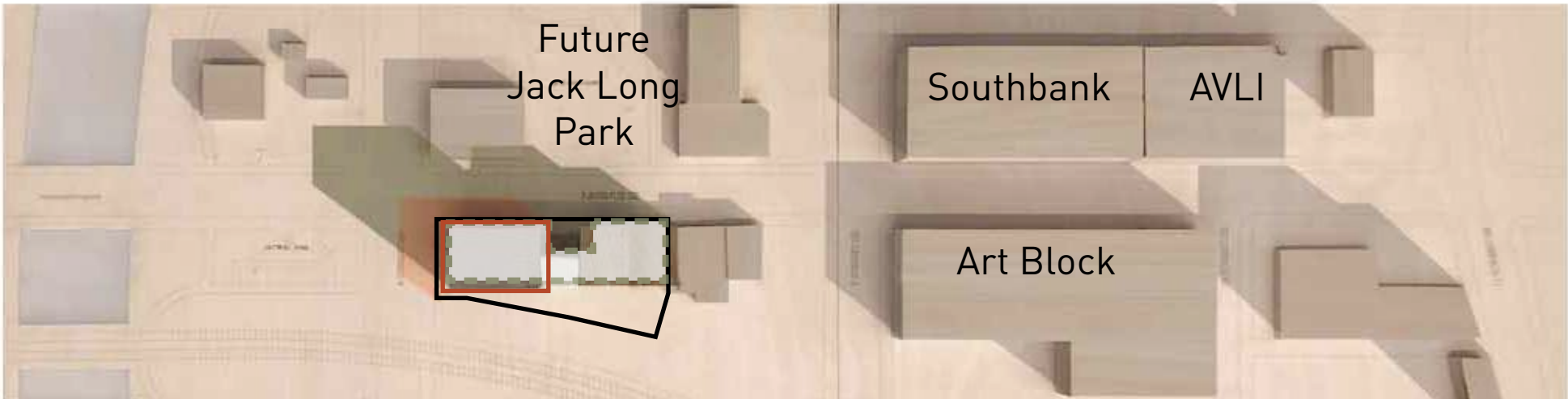


SUMMER

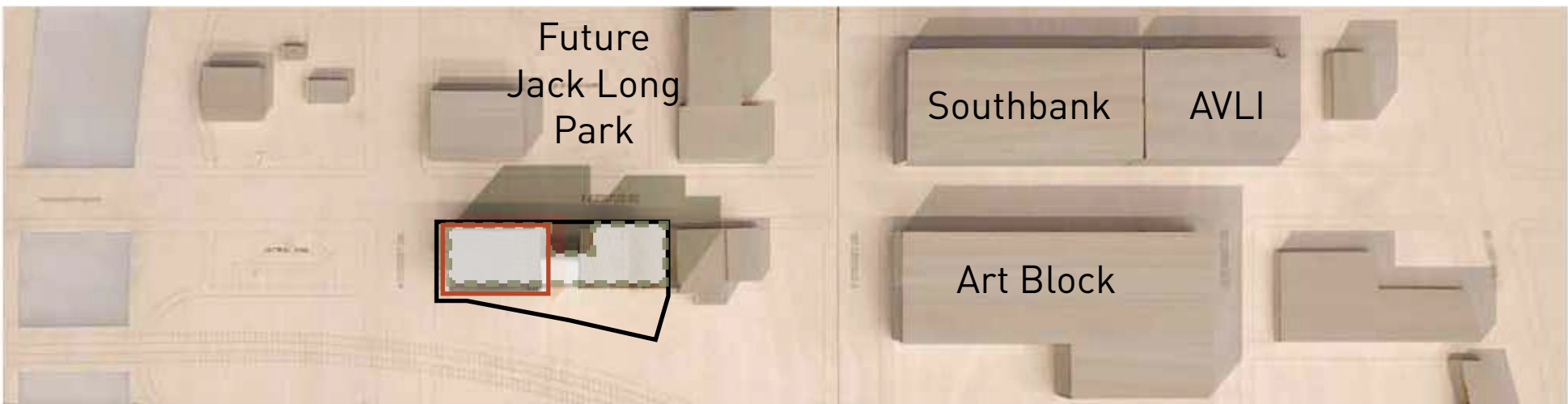
8AM - ENROUTE TO SCHOOL / PLAY



12PM - LUNCHTIME

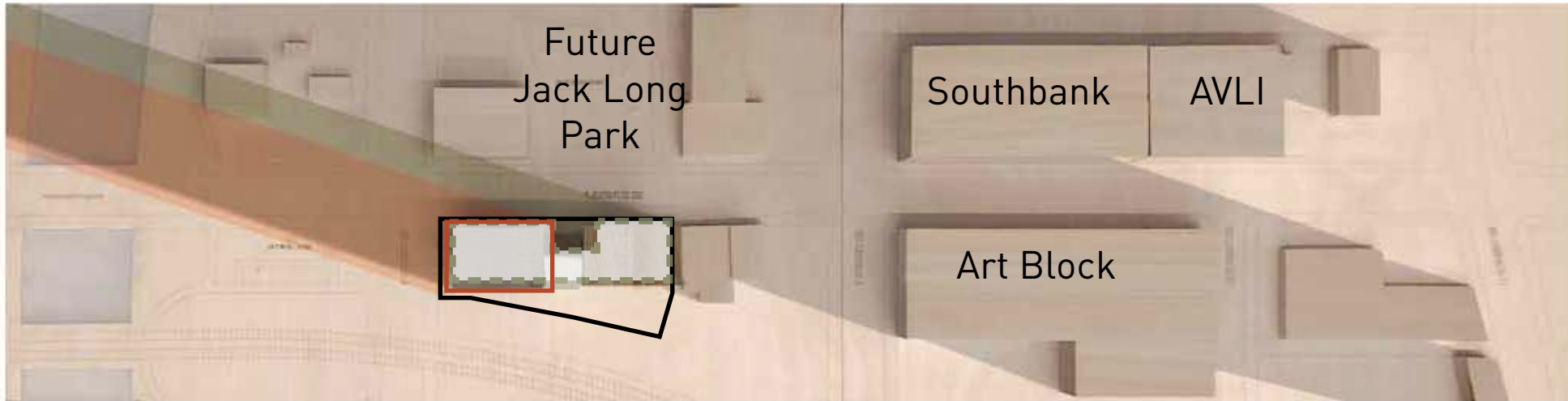


4PM - AFTER SCHOOL / PLAY

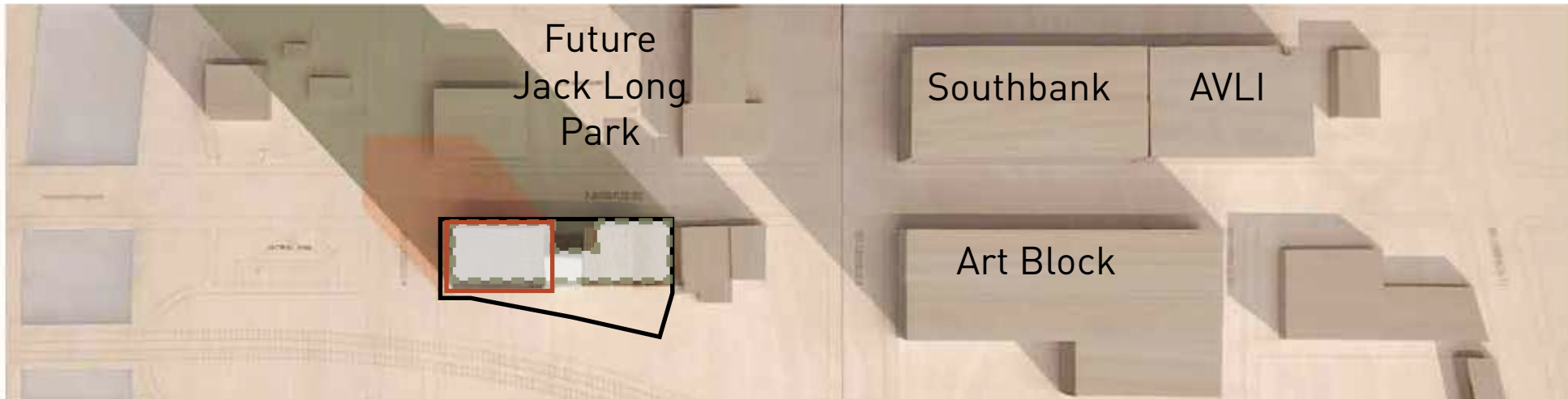


WINTER

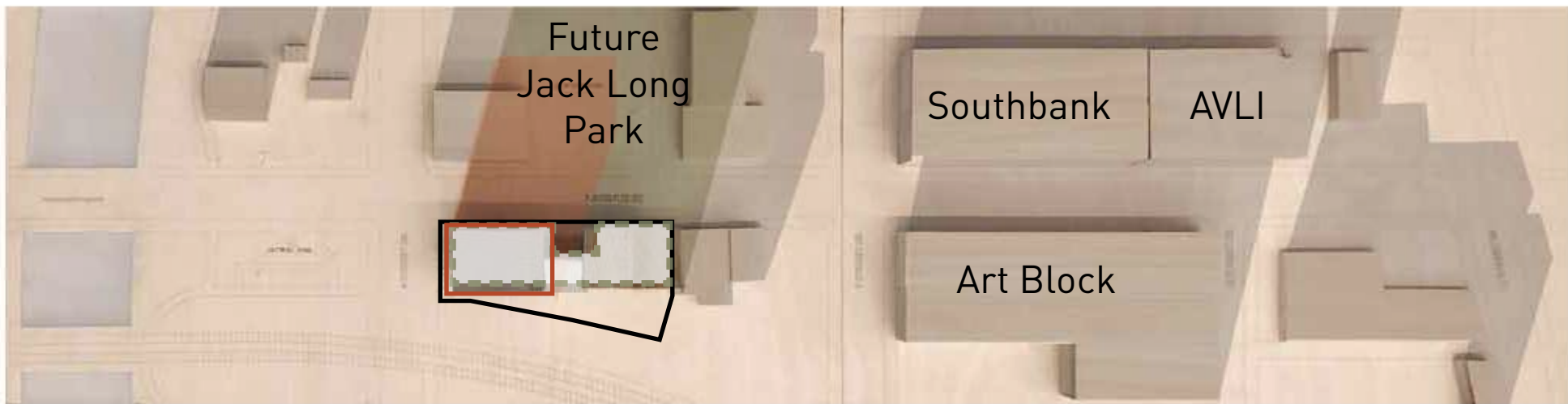
8AM - ENROUTE TO SCHOOL / PLAY



12PM - LUNCHTIME



4PM - AFTER SCHOOL / PLAY



COMMUNITY BENEFITS

OUR GOAL IS TO PROVIDE PUBLIC SPACES THAT COMPLEMENT THE ADJACENT PARKS, AND PROVIDE AMENITIES THAT STRENGTHEN THE LOCAL ECONOMY.



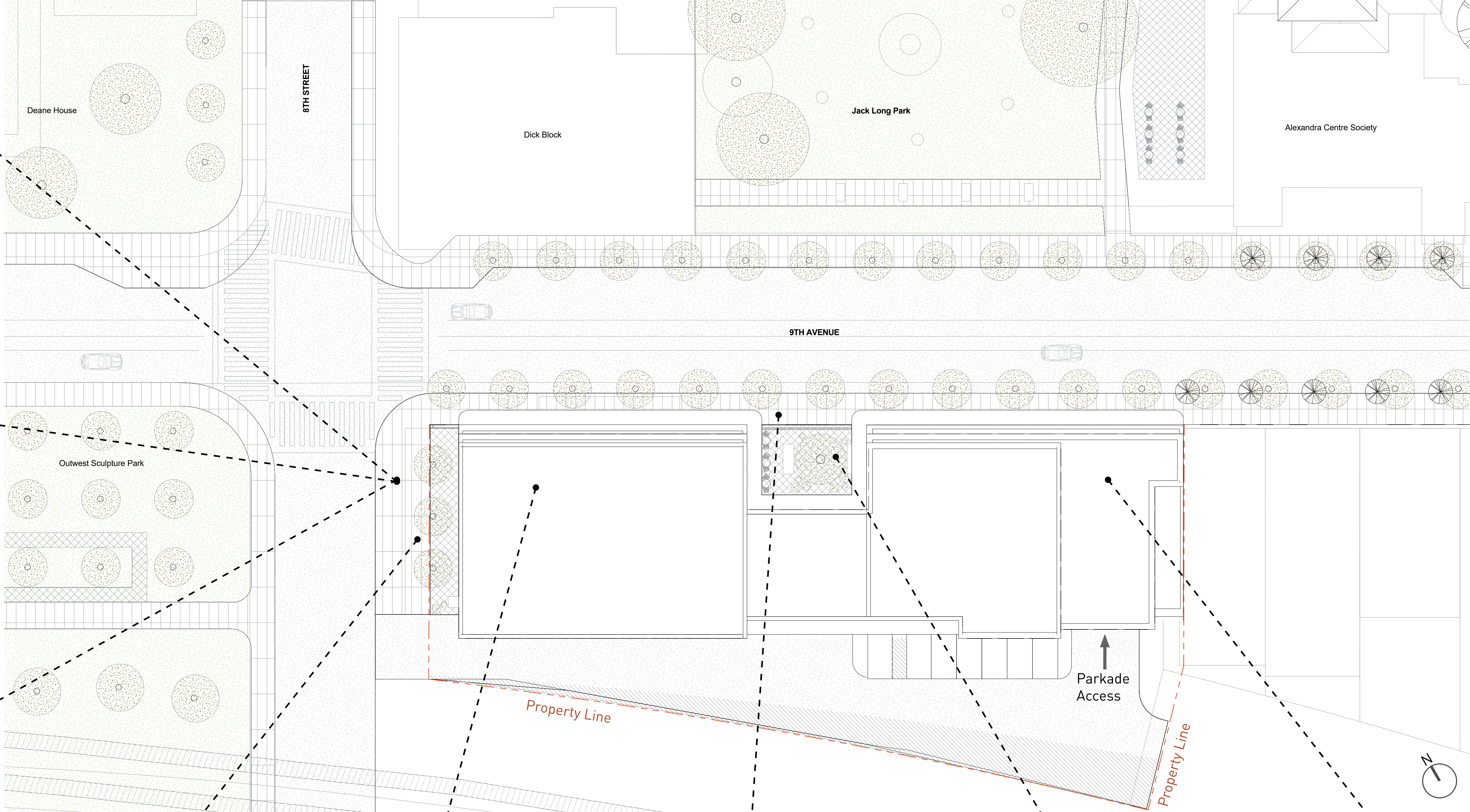
PUBLIC ART OPPORTUNITIES



SEASONAL EVENT OPPORTUNITIES



GATHERING NODE



RETAIL SPILL-OUT



GATHERING / WORKING SPACE



PEDESTRIAN LINKS



ENHANCED AND INTEGRATED BUS WAITING AREA



EMPLOYMENT OPPORTUNITIES

PRELIMINARY TYPICAL FLOOR PLANS

STATISTICS

SITE AREA	26,770 sf (2,487 m2)
FAR	5.0
HEIGHT	123' (37.5m)

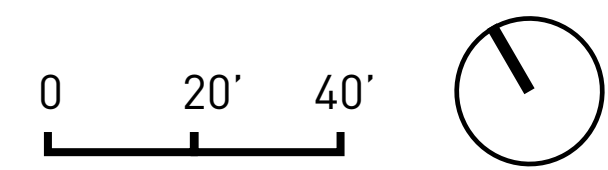
* Numbers are approximate.

LEVEL	USE	PROPOSED
P2-P1	Res. Parking	+/- 80 stalls
P2-P1	Res. Bike	+/- 130 stalls
L1	Com. / Visitor Parking	7 stalls
L1	Loading	1
L1	Commercial	5 units
L2-L11	Residential	Total +/- 115 units
		Type Target
		1 Bed Jr. 7%
		1 Bed 45%
		2 Bed 48%
L10	Amenity	3,400 sf (316 m2)

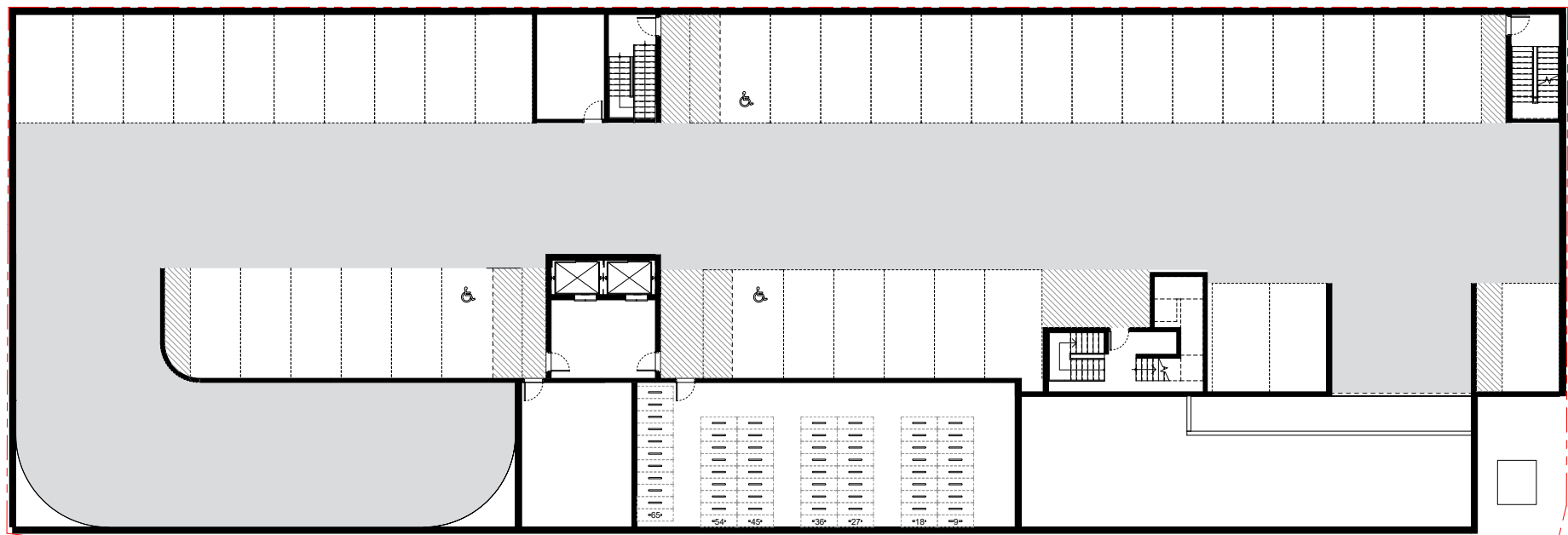
* Unit mix will be confirmed at the Development Permit stage.

LEGEND

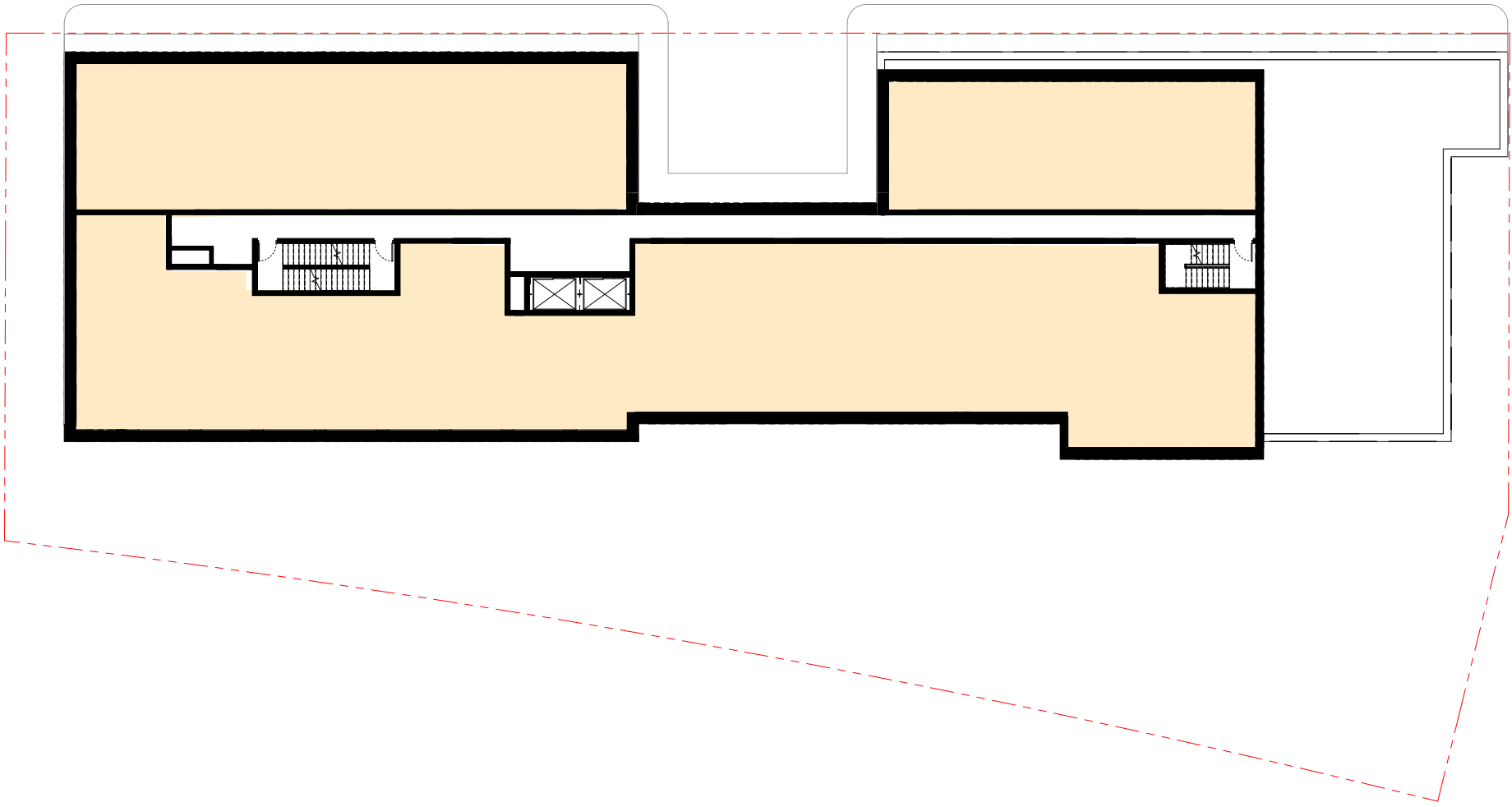
Property Line	- - - - -
Commercial	Red
Residential	Orange
Amenity	Green
Terrace	Grid
Plaza / Courtyard	Diagonal



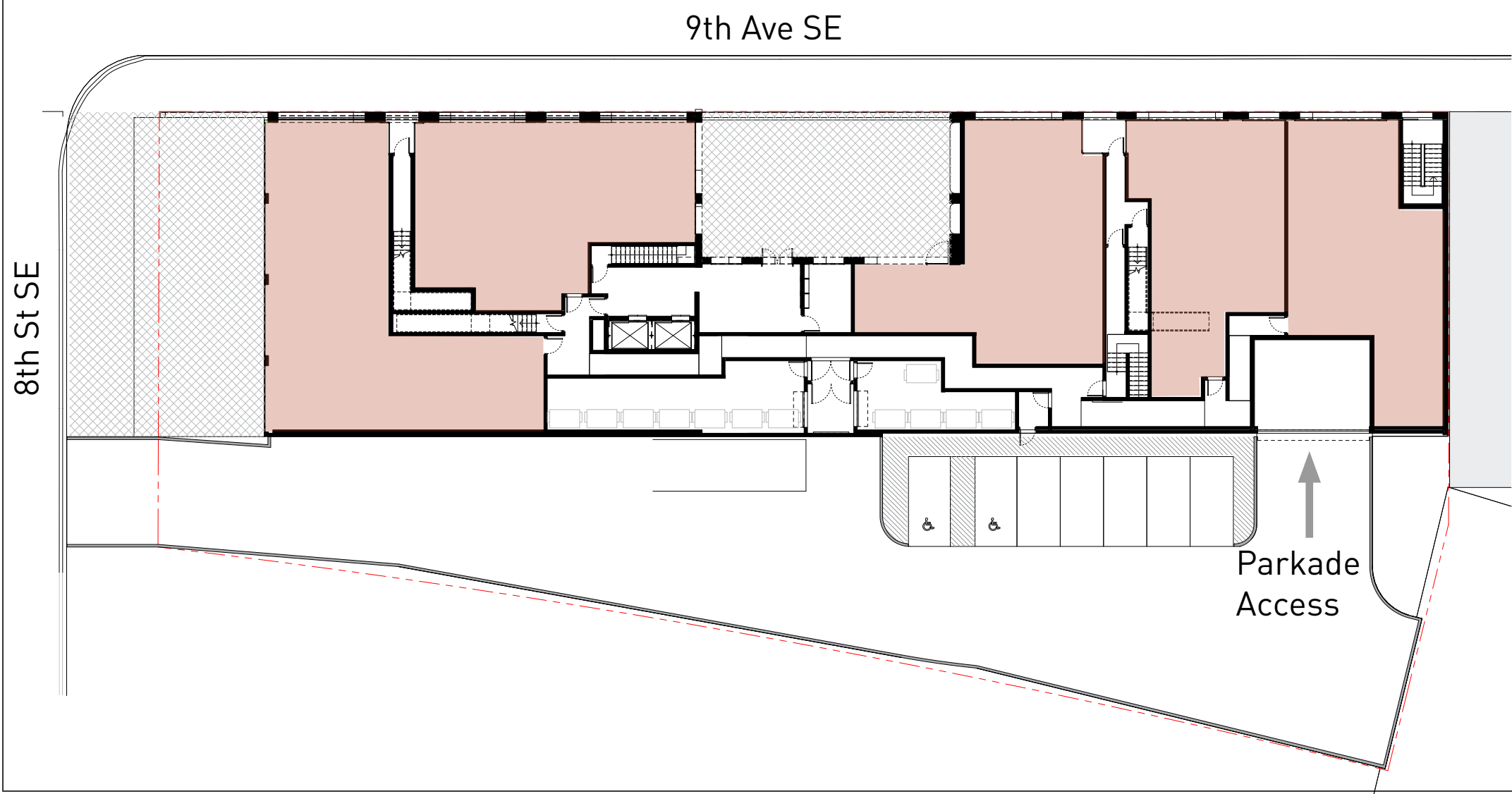
P2 - P1 Typical Floor Plan



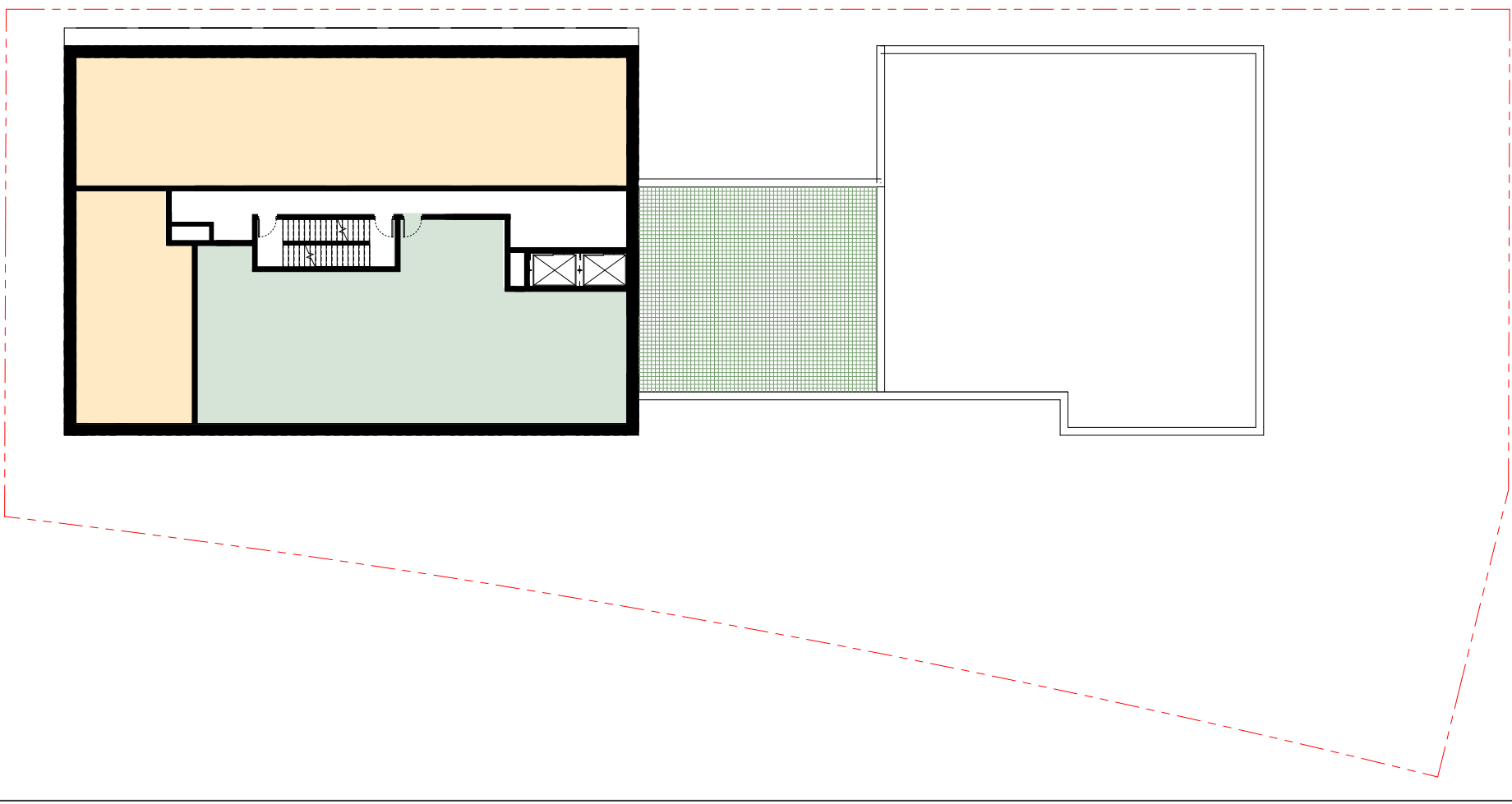
L7 - L9 Typical Floor Plan



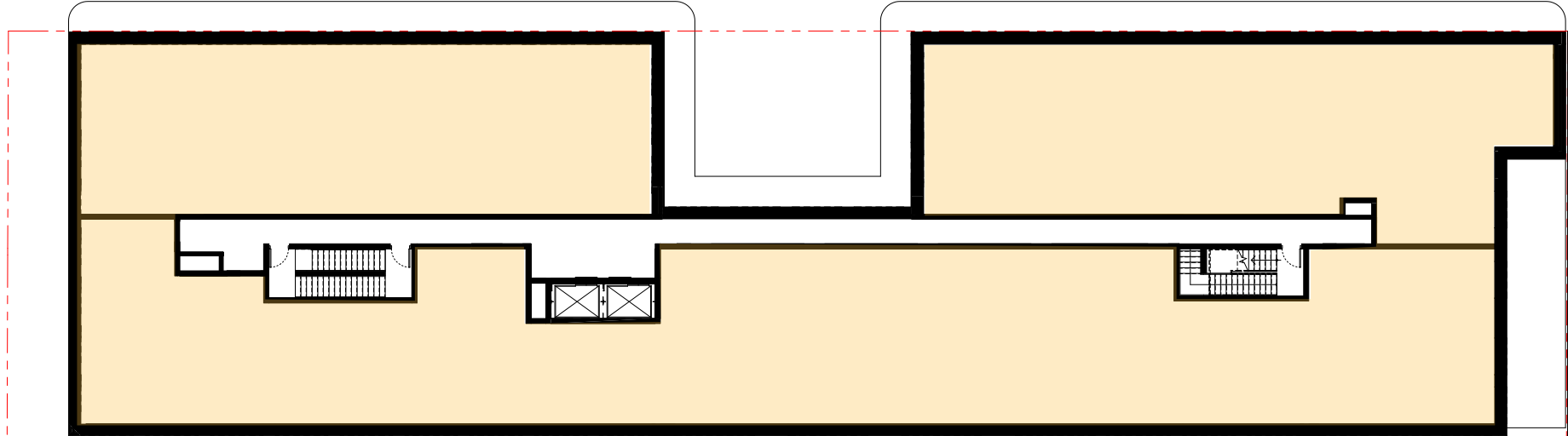
L1 Floor Plan



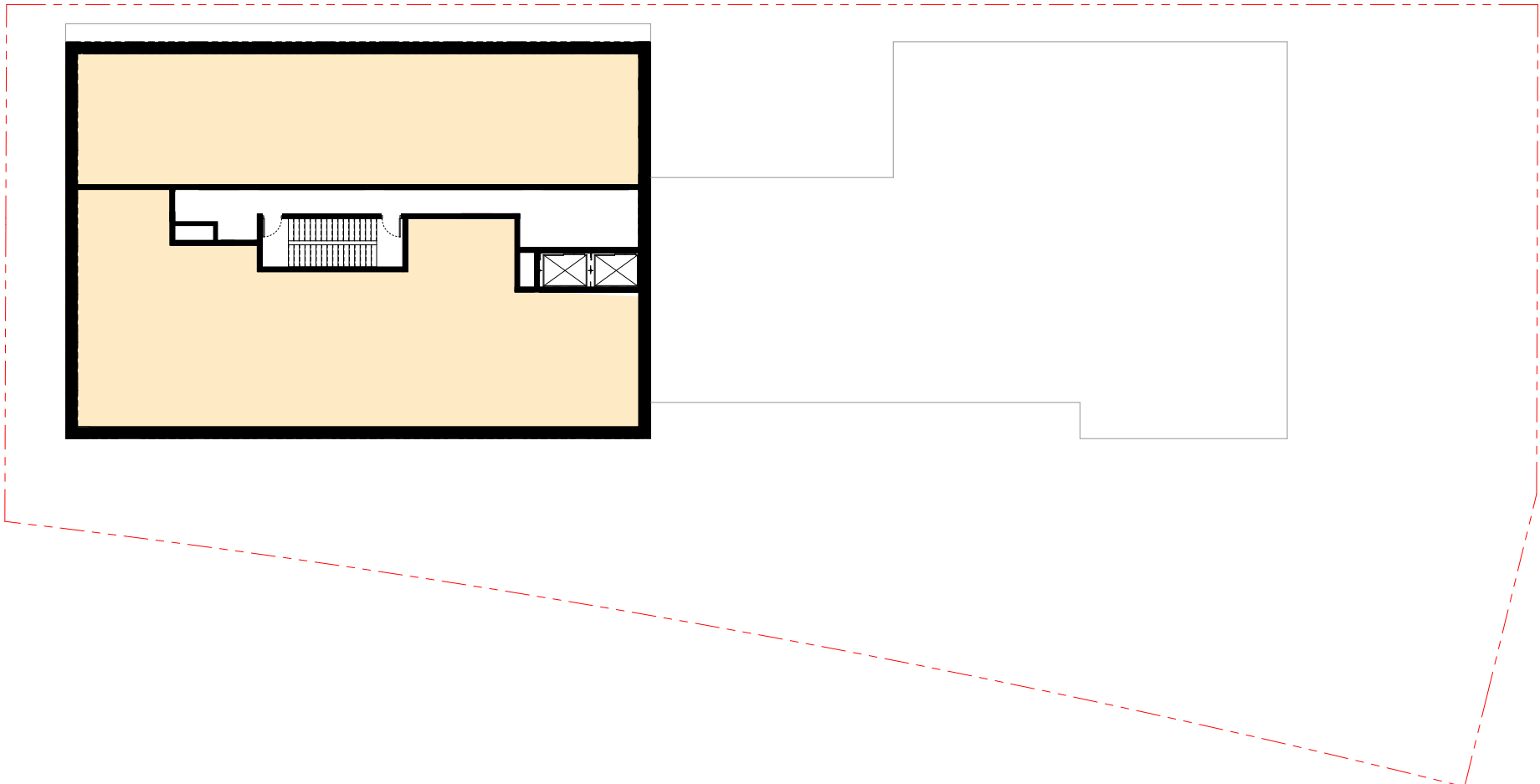
L10 Floor Plan



L2 - L6 Typical Floor Plan



L11 Floor Plan



PROJECT TIMELINE

OUTLINED BELOW ARE THE STEPS TAKEN TO GET HERE, AND THE STEPS WE HAVE GOING FORWARD.

PROJECT EVOLUTION

2017

Apr. 2017 - Pre Application Assessment by City

- **Feedback:** Incorporate further pockets of public spaces, setbacks. Identified site as a key gateway to the community.

Mid 2017 - Rail Assessment

- **Feedback:** Structural enhancements required to meet minimum life safety requirements, wide utility right-of-way needed at rear of property (reduces floor plate depths).

Sept. to Nov. 2017 - Design Development with City

- **Feedback:** City direction to make west tallest volume and step the building height down towards Inglewood, illustrate further contribution to public streetscape.

Dec. 2017 - Review by City

- **Feedback:** Further refinement, create retail promenade, integrate bus stop.

2018

Jan. 2018 - Draft Urban Design Review Panel (UDRP) -

- **Feedback:** Scheme should demonstrate how it enhances Inglewood's character, avoids large glass expanses, and creates new public spaces that tie into the streetscape plan.

Feb. 2018 - Workshop with City

- City's Transportation and Public Realm Master Plan Information Session.

Jul. 2018 - Development on Freight Rail Corridor Approval

- Identified no requirement for a crash wall.

Nov. 2018 - Land Use Application

- Change the land use to allow retail at grade and housing mix; shadow studies performed throughout seasons to show how the design responds to sunlight and shadow on the park.
- Stepped building of 5,9,11 storeys at FAR 5.0 with setbacks and massing articulation at street level.

Dec. 2018 - Public Engagement

- Meeting with neighbours.

2019

Early 2019 - Public Engagement

- Meeting with the Inglewood Business Association
- Meeting with the Inglewood Community Association

Jan. 2019
Public Open House

- **Purpose:** Solicit feedback / engage with public
- **Scheme:** 5,9,11 storeys at FAR 5.0 with setbacks and massing articulations; public realm animated through courtyard and plaza; beginning to develop architectural language.

We Are Here!

Feb. 2019 - Open House Feedback to City

- **Purpose:** Present learnings from January's Public Open House to the City of Calgary.
- **Outcome:** To be determined.

Next Steps - City-led Approval process

- Detailed staff review
- CPAG recommendations and CPC report
- Council public hearing
- Land use application approval
- Heritage density transfer and registration on title

2020 +

Development Permit Application



Urban Design Review Panel



Public Open House



Development Permit Approval



Building Permit Application

2016

- **Initial Concepts**
- **Pre-Application Enquiry to City**
- **Feedback:** Planning supportive of the higher density land use redesignation.

KEY CITY OF CALGARY POLICY UPDATES

2017

- Green Line LRT Document
- Studied potential closure of 8 St SE south of 9th Ave SE
- First draft of Area Redevelopment Plans (ARP)
- Public engagement (ARP issue identification)

2018

- 9th Avenue S.E. Streetscape Master Plan Workshop #3
- Draft Inglewood Area Redevelopment Plan (ARP)
- Development next to freight rail corridors policy

2019

- Area Redevelopment Plan engagement

2026

- Stage 1 Green Line LRT completed (includes Inglewood / Ramsay Station)

THANK YOU FOR YOUR ATTENDANCE

WE WOULD APPRECIATE YOUR WRITTEN FEEDBACK
- FORMS ARE LOCATED NEAR THE ENTRY

QUESTIONS ABOUT THE PROJECT?

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