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**PURDEY**  
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February 4, 2019

Mayor and Council  
City of Victoria  
1 Centennial Square  
Victoria, BC V8W 1P6

Re: Rezoning Submission for 1712 and 1720 Fairfield Road

Mayor and Council,

This letter will outline the core content of our application to rezone two adjacent properties at 1712 and 1720 Fairfield Road to allow for the proposed 17-unit townhouse development. We are requesting to amend these properties from the current R1-G zoning to a new site specific CD-(TBD) zoning.

#### Project Overview

The proposed project includes three townhouse clusters comprising seventeen strata townhouses centered around an open mews. The site density currently sits at 0.85 FSR which is below the maximum permissible of 1.0 FSR under the Traditional Residential designation in the Official Community Plan. This density is a reflection of the larger site area of 0.60 acres which is a rarity in built out neighbourhoods like Gonzales.

The project details are as follows:

Average Unit Size: 1556 sqft

Type of homes:

- six, 2-bedroom + basement, 1320sq.ft
- nine, 3-bedroom, 1500sq.ft to 1700sq.ft
- one, 3-bedroom + den, 1850sq.ft
- one, 4 bedroom, 2330sq.ft

Building Height:

- front homes: 2.5 storey
- back homes: 2 storey

Car parking: 22 stalls (underground)

Bike parking: 46 stalls

Kayak and StandUP Paddle storage: oh yeah!

Due to the site's unusual shape, the site design proposes three distinct but interrelated building clusters to form a small-scale ground oriented urban community. Each unit has ground level access and is provided with semi-private outdoor living space. Two of the building clusters face Fairfield Road and Hollywood Park respectively with unit entrances and living spaces having direct visual connections to the street edge and park. By providing eyes on the street and eyes on the park the project will increase security through the implementation of Crime Prevention Through Environmental Design (CPTED) principles.

### Neighbourhood Long Term Vision

The proposed ground oriented townhouse project complements the proposed long-term vision of the Official Community Plan for increased density along Fairfield Road. Moreover, it does so using a housing typology that frames and energizes the street and park edges. As opposed to an internal circulation apartment building, the townhouse model increases connections between neighbours and creates a vibrant small-scale village atmosphere while maintaining compatibility with the surrounding single family homes north of Fairfield Road.

The proposed townhouse development is beneficially located along the future multi-modal transit corridor envisioned along Fairfield Road. The underground parking design allows for one parking space per unit and five visitor parking stalls which is in addition to the extensive bicycle parking, kayak and stand up paddle board storage, and electric car charger wiring connected to the individual strata homes. The proposed project will support a lifestyle based on alternate modes of transport; walking, cycle and public transit.

The proposed housing mix of the project creates both family friendly home types (three and four bedrooms) as well as ground oriented two bedroom + den homes. By encouraging a demographic mix within the proposed urban community, the project is intended to both allow access to housing for young families and down-sizers which provides opportunities for different generations to live in proximity to one another and contribute to a diverse neighbourhood. In addition, the proposed project is within close walking distance of shops, parks, schools and health care facilities.

The urban design concept for the project is outlined and described in more detail in the Design Rationale booklet that accompanies this submission. However, in brief, the project is inspired by historic towns in the UK in which buildings get gradually tighter to the street edge as one approaches the centre of a village. Moments of relative density are created and form urban nodes that are pedestrian friendly. The project seeks to work in concert with the existing historic townhouses and rental apartments on the southeast side of Fairfield road to create a similar moment of relative density.



## Community Consultation

Project partners, Aryze Developments & Purdey Group, in concert with SHAPE Architecture have undertaken a multi-phase community consultation process. This process was intended to ensure that all parties affected by the proposed project were given a chance to review the proposal and provide feedback and that that feedback would then influence the development of the project. To date, we have made over 150 changes to the project that were a result of direct feedback received from the following community engagement events:

1. March 2017: Conceptual design Community Association engagement
2. March 2017: Delivery of 200+ flyers to households in the immediate area
3. March to August 2017: Door to door canvassing
4. July 2017: Public Open House
5. July 2017: Preliminary CALUC presentation
6. Design Revisions to address feedback from the Open House and CALUC presentation
7. August 2017: CALUC submission
8. August 2017: CALUC #1 presentation
9. Fall 2017 - Summer 2018: Ongoing door knocking and face to face meetings
10. Fall 2018: Door to door with project Q&A flyer delivery (200m radius)
11. December 2018: CALUC #2 presentation
12. December 2018 - Ongoing: additional door knocking with significant support for the project

In addition to the above, we'd like to draw Council's attention to [Appendix A](#) which summarizes the most common concerns of the project to date.

## Current Tenants

We applaud Council's recent adoption of the Tenant Assistance Policy as it aligns with what we have been practicing for several years now. Originally, both tenants were the previous owners of the properties whom we bought the land off of in a rent-back scenario. Recently, the previous owners of 1712 Fairfield bought a house in Maplewood and moved out. We placed a new tenant who came from our work network and only needed a short term place to stay. For 1720 Fairfield, we recently completed the purchase of the property and the previous owners want to potentially move into a townhouse in our project or buy a new home in the neighbourhood. Both tenants have therefore been in place for less than a year and have signed a document acknowledging that they are in a redevelopment property so that there are no unclear expectations or surprises.

## Attainable Housing

As a company, we are devoted to diverse housing options which include market and below market ownership and rentals. Gonzales, has very few options for diverse housing as it is 97% zoned for single family housing. This singularity of housing creates an incredible lack of housing to serve people forming a household from a condo or wanting to downsize from the number of single family homes in the area. Rhodo was designed to be missing middle housing in order to fill the gap.

With that in mind, we'd like to voluntarily offer the Official Community Plan bonus density provision of \$5 per square foot to be applied to our 0.85FSR which results in a contribution to the Victoria Affordable Housing Fund of \$112,080.

## Contributing to a Sustainable City

According to many researchers and authors, densification holds the key for cities fight against climate change as reducing automobile trips is the most significant component of reducing greenhouse gas emissions. As mentioned above, the developments central location in relation multiple local amenities including Ross Bay Village shopping Centre, Hollywood Park, Margaret Jenkins Elementary School and Glengarry Hospital encourages a pedestrian and bicycle oriented lifestyle. Accordingly, the project has been designed assuming walking, cycling and transit as primary transportation options for future residents.

The project's architectural character and site planning are based on "passive design" principles to allow for naturally day-lit interiors with south facing glazing exposed in winter to benefit from solar heat gain and protected in summer to mitigate unwanted solar heat gain.

In summary this proposed project is intended to create the kind of sustainable middle density development, carefully positioned in relation to alternate modes of transit, that contributes to a vital, low carbon sustainable future envisioned for the City of Victoria.

Sincerely,

Luke Mari  
Director of Development  
Purdey Group

+

Ryan Goodman  
Partner  
ARYZE Developments



# Appendix A: Project Concerns

## “Transition to Hollywood Park”



example image



example image

Architecture has the ability to improve the park edge, not detract from it. Through visual connections to the townhouse interiors and semi-public outdoor space, the park edge is thickened as the building allows for a quiet space of repose where one can enjoy a morning coffee or stretch before an evening jog. This is not the privatization of public space, this is using a creative building face to mediate light and views from within but also to frame and compliment the park's eastern edge which is currently un-programmed space.



Rhodo Project

## “Respect the existing zoning”

Before



By respecting existing zoning, smaller, more attainable homes are being demolished with no net new housing being created. Zoning is about today, the OCP is about the future, which is why our project is in full alignment with the OCP.

After



Existing zoning doesn't protect perceived neighbourhood character. Over 50% of all new replacement homes in Gonzales are contemporary design. Our neighbourhoods are always changing, this doesn't have to be a bad thing.



# “This doesn’t fit the existing neighbourhood character”

Which one of these images below is “character”? Let us consider that it isn’t the spindle on porch or the pitch of a roof that determines neighbourhood character. Character is made up of the people who live here and diverse people need diverse housing.



## “It’s too close to Fairfield Road”

Gonzales is full of examples where the buildings are much closer to the street or other property lines than modern zoning bylaws call for. It is this very diversity that makes the area so special. The two multifamily projects across the street from our proposal are much closer to Fairfield Road, in some cases there is no setback at all.

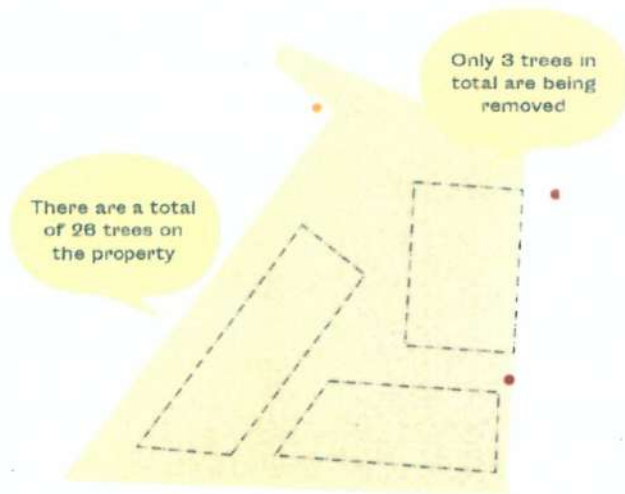




# “Somebody said you are removing 50 trees!”

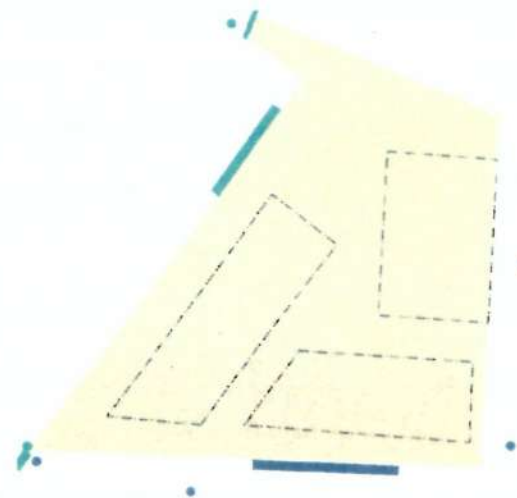
There are a total of 26 trees on the property, 1 bylaw protected tree is being removed on the property plus 1 off-site. There is an additional neighbour tree that is proposed to be removed at our neighbours request as it is causing problems with their retaining wall. There will be 74 new trees planted in addition to the 23 existing trees that will be retained.

## Tree Removal Plan



- Bylaw protected tree to be removed
- Non-bylaw tree to be removed

## Tree Retention Plan



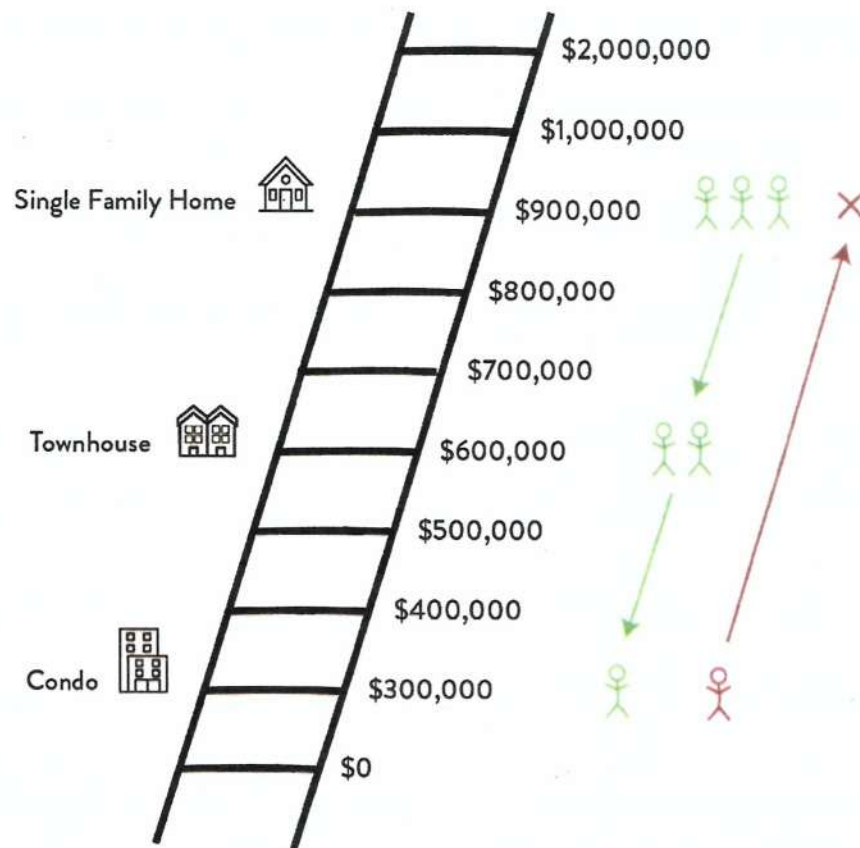
- Private tree to be retained
- Municipal tree to be retained

## Tree Replanting Plan



- New tree to be planted

# “This project won’t be affordable”



In general, yes, new construction is more expensive than older homes. However, as housing costs have rapidly escalated in the city, Gonzales with the oldest housing stock in Victoria is the second most expensive neighbourhood in the city behind Rockland.

Between 2017-2018, single-family homes in Fairfield / Gonzales had an average sale price of \$1,100,000 whereas townhouses averaged \$712,000. This price difference means that a purchaser needs approximately 35% less income to be able to afford a townhouse.

Townhouses are a great housing type that offer the characteristics of a detached home in a more sustainable package with a more attainable price point. While these homes may not be affordable to everybody, they are comparatively more affordable and within reach of more households compared to single-family homes.

It's helpful to remember that the housing market is a ladder. Unless your income increases, you can never go up the housing price ladder but you can always go down it. The people who can afford a \$850,000 townhouse will no longer be competing to buy the \$600,000 townhouses because there is available housing choice for them at their price rung. This is why we need diverse housing and tenure at all price points to have a healthy housing market.