

# PARC Victoria - Top 40 questions: Winter 2017

## Intro

In July 2016, PARC Retirement Living acquired the 50,000 SF Land parcels situated at Fort St., Quadra St. and Broughton St. PARC Retirement Living has five locations throughout Metro Vancouver. We are currently expanding to Vancouver Island and the Okanagan.

Since the summer of 2016, the PARC project team has been meeting with the community, listening and learning to better understand how PARC can expand their operations with sensitivity to the downtown Victoria/ Fairfield Gonzalez context. PARC’s intent is to create a vibrant mixed-use urban development whose core business provides independent living for seniors, but also serves the intergenerational needs of the neighbourhood by including the following:

- Independent Seniors’ lifestyle residences with services including nutritious, chef prepared meals, chauffeured transportation, weekly housekeeping, entertainment & activities, personal trainer led fitness and wellness nurse consultation services.
  - Residents and their guests will have access to a greenhouse/teahouse, a herb/flower garden, as well as rooftop yoga and outdoor sports area.
- Limited rental housing (in a separate building)
- Licensed Childcare
- A dynamic mix of in demand retail/office amenities seeking local businesses.
- Including but not limited to:
  - A smaller scale food store
  - Pharmacy
  - Medical offices/clinic
  - Restaurant/Café
  - Bakery
  - Specialty retail complementing Fabulous Fort
  - Aesthetician services, hair salon
  - Art House Cinema
  - Shared resident/community space for not-for-profit association use

## Topics

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## Top 40 Questions

Since the beginning of the community engagement process in July 2016, a number of questions have been raised. While some questions are specifically design based and some are not, PARC Retirement Living values the general interest and participation of the wider community in its responses below. PARC is establishing a long-term local business as well as designing a building. We appreciate the opportunity to engage our neighbours now and throughout the application process.

### *PARC Retirement Living*

1. **How long has the company been in operation?** *The first residence (Summerhill PARC) was opened seventeen years ago in the central Lonsdale neighbourhood of North Vancouver. The company has grown organically since then via new development designed, built and operated by PARC.*
2. **Who owns the company?** *The company is a family owned business with founder Rainer Muller serving as the company chairman.*
3. **Do you have other seniors' retirement residences?** *PARC currently owns and operates a total of four residences with 521 suites under management.
  - a. **If so, where?** *Westerleigh PARC (West Vancouver); Mulberry PARC (City of Burnaby); Summerhill PARC (City of North Vancouver); Cedar Springs, PARC (District of North Vancouver). A fifth residence was recently approved for development in the City of White Rock. See <http://parcliving.ca/the-residences/> for more information.**
4. **Who will operate your Victoria retirement residence?** *PARC designs, builds, owns and operates its properties. Our operations team currently numbers 230 employees, including four sites and a central head office providing finance, HR, marketing, construction & development and other services. We plan to continue this efficient and effective model in Victoria. PARC is working with PC Urban, as the development manager for the Fort & Quadra project.*

### Community Engagement

5. **How many meetings have you conducted with the community?** *In order to develop a carefully design mix use development, it's important that we understand the local context. As of February 2017, we have held or attended in excess of 110 meetings with members of the community.*
6. **Who have you met with to discuss your project?**
  - *38 meetings with local residents and community organizations*
  - *50 meetings with Local Businesses and business groups*
  - *5 informal meetings with CALUC Related individuals and groups*
  - *21 meetings with City staff and elected officials*

7. **How have you considered your adjacent neighbours?**
- The YMCA?** *Yes we have met with members of their executive team.*
  - Adjacent landowners?** *Yes. We have met individually with most of our 800 block Fort neighbours, and a number of other business and building owners from 700 to 1000 blocks.*
  - The Chamber of Commerce?** *We are participating members of the Chamber of Commerce and have met with their executive staff on numerous occasions. Members of the Board toured an existing PARC building as part of ongoing due diligence.*

### **The Fort & Quadra Site**

8. **What kind of development is allowed on your site under the City of Victoria's Official Community Plan (OCP)?** *The OCP designates the site as Core Residential. The Downtown Core Area Plan, (DCAP) governs this form of development, allowing for 10-storey buildings and 5.0 FSR (floor space ratio).*
9. **Are you working within/respecting the Official Community Plan (OCP)?** *Yes. We are following the guidelines of the OCP. No OCP amendment is required as part of the application. A rezoning will be required to align the current zoning to the OCP/DCAP.*
10. **What are the setback requirements?** *Setback recommendations are outlined in the DCAP. Since we are applying for a rezoning, site-specific setbacks will form part of the new zone. Setbacks are:*
- *Fort Street – 0.47m.*
  - *Quadra Street – 3m primary face, 0.81m secondary face*
  - *Broughton Street – 2.4m.*
11. **How will your building fit into the existing block and neighbourhood?** *The proposed building has been designed to align with the existing streetscape on Fort Street by continuing the existing street side commercial use (at grade).*
- The Quadra façade has been stepped back from the sidewalk to create a larger sidewalk and improved entrance for seniors into PARC's residence. Linear balconies have been utilized above the first floor to maximize views toward Pioneer Square.*
  - The Broughton Street façade will be anchored by a commercial tenant at grade and take advantage of the southern exposure with outdoor tables. This will also add interest and life to the street.*
12. **Will your building fit the future neighbourhood? If yes, in what way?** *The future neighborhood will see increased residential density with PARC being the central hub of the new development. PARC's proposed development will contribute to the livability and walkability of the whole area by offering a variety of community amenities including retail, medical services, licensed childcare, rental, seniors independent living; all designed to serve the increased residential density.*

### **The Building**

13. **How tall will your building be at its tallest point?** *30.5m.*

14. **What type of materials do you envision for the building?** *The building will be designed to certify for LEED (Leadership in Environmental and Energy) Gold certification. Materials are being selected to maximize building interest and the pedestrian experience.*
- Durability** – *the proposed cladding is a combination of highly durable brick and a fibre cement panel system*
  - Insulation** – *will meet or exceed current BC Building Code and ASHRAE (American Society of Heating, Refrigerating and Air-Conditioning Engineers) requirements*
15. **What are your plans for ensuring the exterior of your buildings are as well maintained as the interior?** *All PARC residences have an on site building manager responsible for building interior and exterior maintenance. We view our business much like a hospitality business, with high importance placed on a well kept and an attractive building and operations, from the “curb to the kitchen” and everything in between.*
16. **Can you provide a shade study?** *Yes. The shade study will be part of the CALUC presentation and submitted as part of the formal application to the City.*
17. **What is the “human scaled experience” of your building from the street?** *The experience will be a continuous urban street wall consistent with the Victoria zoning guidelines.*
- The pedestrian experience will be consistent with the present scale of the street, consisting of street front retail appearing as a two-storey facade.*
    - The residential component of the building over the retail will be set back, with an additional set back on the top floor.*
    - At the western end, a six-storey building is situated adjacent to the existing Canadian Forces Recruitment office.*
  - The primary façade on Quadra street is set back to offer a widened 21 foot sidewalk and arrival plaza for PARC residence.*
  - The Broughton Street frontage is a six-storey block set across from Pioneer Square and the YMCA. The Broughton & Quadra corner provides an opportunity for a café and outdoor activities across from the park.*

## **Traffic and Parking**

18. **Are you proposing a “right turn in” to the underground parking off of Fort?** *Yes.*
- For whom?** *Primarily for the customers of our commercial tenants along Fort street.*
  - Why is this important?** *Our research has shown that convenient access to customer parking is fundamental to the success of retail tenants and to the effective use of underground parking.*
19. **How will automobiles access the PARC residence?** *There will be “in and out” vehicle access via a Broughton Street entrance to serve PARC residents, staff and visitors.*
20. **How much parking are you providing?** *Approximately 256 stalls. A detailed parking study will be included with our development permit application.*
- For whom?** *Commercial and Residential occupants of the building and their guests.*
  - Where is it located?** *Under the building on three levels of parking.*

**21. Will you provide:**

- a. **Employee parking?** *PARC will provide some employee parking, although our experience shows that the majority of staff will make use of public transit and alternative modes of transportation (cycling/walking/carpool). We also provide secure bike racks for residents and staff in addition to plug in scooter parking for residents and visitors.*
- b. **Any metered parking for the public?** *The commercial parking will be time restricted for customers while shopping on site and could be metered.*
- c. **Any visitor parking for the seniors' residences?** *Yes. Visitor parking will be provided.*

## **Commercial Development**

**22. How much retail/office space do you envision?** *35,000 square feet.*

- a. *22,000 square feet of ground level pedestrian oriented retail*
- b. *6,000 square feet of licensed childcare space plus outdoor play area*
- c. *7,000 square feet of professional space*

**23. What types of retail/office space do you envision?**

- *A smaller scale food store*
- *Pharmacy*
- *Medical offices/clinic*
- *Restaurant/Café*
- *Bakery*
- *Specialty retail complementing Fabulous Fort*
- *Aesthetician services, hair salon*

**24. Will there be any licensed Childcare in your building?** *Yes.*

- a. **Where is the licensed childcare located?** *The indoor and outdoor childcare spaces are located on the 2<sup>nd</sup> floor, accessed from Fort Street.*
- b. **How many licensed childcare spaces are you providing?** *We have capacity for an estimated 36 spaces*
- c. **Who is operating the childcare?** *A number of licensed childcare providers are being interviewed for the opportunity to operate the childcare facility.*

## **Residential Development**

**25. How many seniors' independent living apartments are you planning?** *We are planning around 255 apartments. The precise number may vary as we move toward final approvals.*

**26. What size do you expect the suites to be?** *Sizes will range from:*

- *510 - 690 square foot for 1-bedroom and 1-bedroom and den.*
- *820 - 1,100 square foot for 2-bedroom and 2-bedroom and den.*

**27. Are any of the suites for sale?** *No. PARC will be the owner and operator of all suites in the building.*

28. **What do you expect the monthly rental price to be?** *Monthly rental rates will be competitive with other providers of seniors' independent living with comparable services and finishing. PARC has adopted this approach in each of our locations.*
- We provide significant value, market appropriate service as evidenced by consistently high occupancy rates.*
  - As PARC confirms development and construction costs for Victoria PARC, we will be able to advise pricing information.*
29. **What is included in the monthly rent?** *Private accessible suites, nutritional menu offering chef prepared cuisine (breakfast, lunch, dinner); personal trainer led fitness, access to wellness nurse, consultation services, transportation, security, weekly housekeeping, entertainment and outings. Utilities and taxes are all included. If a second person lives in the suite, an incremental cost (approximately 1/3 of rental suite price) is applied to cover their meals and services.*
30. **Have you provided any market rental homes?** *Yes. We intend to provide 20 market rental apartments.*
- Will there be any age restrictions?** *No.*
  - What size of rental suites do you hope to offer?** *Our preference would be to provide as many apartments as possible. This would range from carefully appointed 310 square foot studios to 670 square foot one bedrooms. The suites would ideally suit individuals who wish to live/work in downtown Victoria.*
31. **Do you allow pets?** *Pets are welcomed on a case-by-case basis.*
32. **How will you provide for the security and safety of your residents?** *Our buildings are designed with our resident's safety and security in mind – this includes building access control and video security, an emergency paging system for residents, both in their suites, throughout the building and on their person (wearable pagers).*
- Additionally, we have a full complement of staff during daytime hours that providing our complete suite of services.*
  - Overnight, we maintain a minimum of two staff on duty at all times who are trained to respond to emergency situations.*
  - In sum, the building is secured, accessible only by residents and staff via an intercom/security camera staffed by PARC employees 24/7.*

### **Amenity / Park Space**

33. **What type of public amenity space do you plan to offer?** *The public cafes will add visual interest and variety to the growing residential and working population as well as visitors. The intergenerational use of these spaces, which includes PARC residents, will help create a sense of place and belonging. We are exploring an art house-cinema that could serve both residents at the public. Activity Rooms are made available for community use.*
34. **What kind of green space will you provide on your site?** *PARC's residences always provide on site gardens for residents, whether at grade (ground level) or above, as determined by the*

available site area. Our gardens are a great source of pride for PARC and our residents and serve as a tranquil area for residents and their families.

- a. **Why isn't more of the "on site" green space accessible to the public?** PARC's proposed design is consistent with the OCP and DCAP. At the same time, the extensive green space created through rooftop gardens and various levels throughout the building add a safe gathering space for seniors and their visitors, while also adding to the visual appeal for nearby residents.
35. **Do you have any space in your building for not-for-profit and community organizations to meet?** Yes, we frequently collaborate with local organizations providing both space and catering.
- a. **What kinds of groups might use your community space?** As examples: Heart and Stroke Foundation, Rotary and other service clubs, seniors bridge groups, not for profit luncheons for varying arts/culture and continuing education associations.

### **Community Benefits – Financial**

36. **How many permanent Victoria based jobs are being created through your retirement residence business?** Estimated 60 full-time equivalent (FTE).
- a. **Where do you expect to hire your staff?** We plan to hire most of our staff from Victoria and the surrounding region
  - b. **How many jobs through the retail commercial component?** We estimate an additional 30 FTE equivalent jobs in the retail commercial offerings.
37. **What is the approximate capital investment you are making in Victoria?** Over \$100 million.

### **Next Steps**

38. **What are your next steps?** PARC will present its proposal to the Fairfield Gonzalez Community Association Land Use Committee (CALUC) and residents on March 20, 2017 at 7 pm at (Fairfield Community Place 1330 Fairfield Dr.).
- a. The CALUC will prepare a report of the input and submit to the City of Victoria.
  - b. PARC will consider further revisions to its plans based on the input received from the CALUC meeting and other substantial feedback to date. PARC expects to submit a rezoning/development permit application in spring of 2017.
  - c. We understand the City's review process, followed by a public hearing, could take between six to eight months from the time our formal application is received.
39. **If your project were approved, how long would it take to construct the building?** We anticipate the building will take approximately 30 months to complete.
40. **Where can we find out more information or receive updates?** PARC is in the process of creating a website specific to PARC Victoria. If you want more company information in the meantime, please see our corporate site at [www.parcliving.ca](http://www.parcliving.ca) If you want to email/speak to one of our development team members, please contact Rick Marzolf at [rmarzolf@parcliving.ca](mailto:rmarzolf@parcliving.ca) or phone/text 604-328-0028.