

PARC Victoria - Top project questions: Winter 2018

Introduction

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 four 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, an herb/flower garden, as well as rooftop yoga and outdoor sports area.
- All ages 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:
 - Smaller scale food stores
 - A Centre for Music Wellness, in partnership with Victoria Conservatory of Music
 - Pharmacy
 - Medical offices/clinic
 - Restaurant/neighbourhood Café
 - Specialty retail complementing Fabulous Fort
 - Aesthetician services, hair salon
 - Shared resident/community multi-purpose space for not-for-profit association use

Topics

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Top Project Related Questions

Since the beginning of the community engagement process in July 2016, we have had the privilege of meeting a broad cross section of the Victoria community. PARC is establishing a long-term local business designed with a specific core use, independent living for seniors. We have appreciated the opportunity to engage our neighbours in the early stages as it has informed our additional uses borne out of a felt need. Licensed childcare, a Centre for Music Wellness, “all ages” rental, and an affordable housing component have arisen from this valuable feedback. Please see a broad range of questions with responses below and thank you for your interest.

PARC Retirement Living

1. **How long has the company been in operation?** Over eighteen years, beginning with *Summerhill PARC 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 privately held business owned by Chairman Rainer Müller.*
3. **Do you have other seniors’ retirement residences?** *PARC currently owns and operates four residences with 521 suites under its management.
 - a. **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 is under construction in the City of White Rock and is opening in early 2019. See <http://parcliving.ca/the-residences/> for more information.**
4. **Who will operate your Victoria retirement residence?** *PARC designs, builds and operates its own retirement residences. Our team currently numbers 235 employees, including four sites and a central head office providing finance, HR, marketing, construction & development and other services. We are in expansion mode in an effort to meet the escalating need for specialized housing.*

Community Engagement

5. **How many meetings have you conducted with the community since you began the consultation in July 2016?** *As of February 2018, we have held or attended in excess of 298 meetings and events with members of the community.*
6. **Who have you met with to discuss your project?**
 - *122 meetings with local residents and community organizations*
 - *127 meetings with Local Businesses and business groups*
 - *11 informal meetings with CALUC Related individuals and groups*
 - *39 meetings with City staff and elected officials*

7. **Have you met with your adjacent neighbours?** *Yes. We have met individually and in small groups with most of our 800 block Fort neighbours, and a number of other business and building owners from 700 to 1000 blocks. We continue to make ourselves available and update neighbours on a regular basis. A separate meeting was arranged for the Escher owners in July 2017 after the new building was opened and occupied. We have also accepted requests for additional meetings. This is in addition to all City required notifications and requirements.*

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 up to 10 stories. It does not specify floor space ratio (FSR), but it does factor into the overall capacity due to size of the land parcel.*
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 with the OCP/DCAP.*
10. **What are the setback requirements?** *We are meeting the majority of the setback requirements outlined in the DCAP. Site-specific setbacks that differ from the DCAP will form part of the rezoning application. Requested modifications 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). Adjacent properties along Fort Street and Broughton Street will be redeveloped in the future. The current DCAP/OCP allows for heights of up to 30.0m with no set limit on density (FSR). The neighbourhood is in transition and consistent with a framework outlined in the DCAP. (Downtown Core Area Plan).*
- a. *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.*
 - b. *The Broughton Street façade will be anchored by a commercial tenant at grade and take advantage of the southern exposure with outdoor seating. 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 and the Escher (838 Broughton) providing the central hub of 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 a Centre for Music Wellness (all ages), complementary retail, medical services, licensed childcare, "all ages" rental, full service seniors independent living; all designed to serve the increased residential density and support the existing retail/office/residential community.*

The Building

13. **How tall will your building be at its tallest point?** *29.8m at the top of the 10th floor. Mechanical rooms and elevator overruns will exceed that point, but are situated well back from the edge of the building and will not be visible from the street.*
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. The proposed cladding is designed both for durability and responding to Victoria climate and will have a cavity behind the face material for drainage. The durable building credit is targeted as part of the LEED Gold score sheet and will be monitored by a building envelope consultant during design & construction.*
 - Insulation** – *PARC residences are designed and built with a high-performance envelope that meets or exceeds 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?** *All three street fronts provide a continuous urban street wall experience with multiple access points to several retail spaces, 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 three to two-storey façade along Fort Street.*
 - The residential component of the building over the retail will be set back at the 3rd or 4th floors, with an additional set back on the top floor.*
 - On Fort Street, at the western end of our site, a ten-storey building, setback 10’ at the 4th floor as required by the current zoning bylaw, is situated adjacent to a proposed mixed-use residential development of similar height. The 10th floor will be set back another 10’*
 - The primary façade on Quadra street is set back to offer a widened 21-foot sidewalk and setback further at the 4th floor. These setbacks provide an ideal location for the main entrance to the PARC residence.*
 - The Broughton & Quadra corner is set back and limited to four-storeys in response to the desire for an “open” environment for Pioneer Square. This setback provides an opportunity for a café and terrace across from the park.*
 - The Broughton Street frontage is a nine-storey block set across from the YMCA.*

Traffic and Parking

18. **Are you proposing a “right turn in” to the underground parking off of Fort?** *No. We originally planned for this, but were informed that it was discouraged if other access was available. Main vehicle access to the building is located off Broughton.*
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 129 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, with one level at grade (covered by the amenity garden above) and one level below grade.*
21. **Will you provide:**
- 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.*
 - Any metered parking for the public?** *The commercial parking will be time restricted for customers while shopping on site and could be metered.*
 - Any visitor parking for the seniors’ residences?** *Yes. Visitor parking will be provided.*

Commercial Development

22. **How much retail/office space do you envision?** *Approximately 14,200 square feet.*
- 11,000 square feet of ground level pedestrian oriented retail*
 - 4,300square feet of licensed childcare space plus outdoor play area*
 - 3,200 square feet of professional office space*
23. **What types of retail/office space do you envision?**
- *Smaller scale food store*
 - *Pharmacy*
 - *Medical offices/clinic*
 - *Restaurant/Café*
 - *Bakery*
 - *Service space (possibly a bank)*
 - *Specialty retail complementing “Fabulous Fort” with a focus on local shoppers.*
 - *Aesthetician services, hair salon*
24. **Will there be any licensed Childcare in your building?** *Yes. It was considered a high priority for many of the stakeholder groups consulted.*
- Where is the licensed childcare located?** *The indoor and outdoor childcare spaces are located on the 2nd 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 265 apartments. Approximately thirty different apartments types are proposed ranging from studios to 3-bedroom units. 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:*
- *340 - square feet for studios.*
 - *530 - 750 square feet for 1-bedroom and 1-bedroom and den.*
 - *800 - 1,100 square feet for 2-bedroom and 2-bedroom and den.*
 - *1,200 - 1,450 square feet for 3-bedroom.*
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.*
- a. *We provide significant value, market appropriate service as evidenced by consistently high occupancy rates.*
 - b. *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 for all ages?** *We envision some all ages market rental suites (without services) based on the local need and PARC's ability to transition these rental units into seniors' units over time.*
- a. **Will there be any age restrictions?** *No.*
 - b. **What size of rental suites do you hope to offer?** *Rental units would be the same size as the senior studio and one bedroom units.*
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).*

- a. *Additionally, we have a full complement of staff during daytime hours that provide our complete suite of services.*
- b. *Overnight, we maintain a minimum of two staff on duty at all times who are trained to respond to emergency situations.*
- c. *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. Multi-purpose rooms within the residence are made available for community use. From health related to service to arts and culture groups, PARC will be involved in the life of the community. Catering is also provided in some situations.*
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. The proposed development will provide a variety of outdoor spaces that include an urban agriculture garden, a wellness garden and an activities garden. To ensure the security and privacy of all the residents and their guests, these areas will remain private access only. Our gardens are a great source of pride for PARC and will be visually attractive for the neighbouring residents.*

Community Benefits – Financial

35. **How many permanent Victoria based jobs are being created through your retirement residence business?** *We estimate the creation of 60 full-time equivalent (FTE) employment positions.*
 - a. **Where do you expect to hire your staff?** *We plan to hire most of our staff from Victoria and the surrounding region. PARC pays a living wage in our existing residences and will extend this to our Victoria operation. Management positions offer competitive salaries and benefits.*
 - b. **How many jobs through the retail commercial component?** *We estimate an additional 30 FTE equivalent jobs in the retail commercial offerings.*
36. **What is the approximate capital investment you are making in Victoria?** *Over \$100 million.*

Next Steps

37. **What are your next steps?** *PARC presented 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 Road). Community and staff feedback resulted in design and*

massing adjustments, and PARC is submitting a revised plan to the Fairfield Gonzalez CALUC on February 1, 2018. Following this second meeting, the following will occur.

- 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 resubmit a rezoning/development permit application in mid-February 2018 following input from the Advisory Design Panel in late February.
 - c. The City's review process will continue into Spring 2018 followed by a public hearing. The scheduled date for the public hearing will be published by the City in advance.
38. **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 after approvals are received.
39. **Where can we find out more information or receive updates?** Please see PARC's corporate site at www.parcliving.ca If you want to email/speak to one of our development team members, please contact Rick Marzolf at rmarzolf@parcliving.ca or phone/text 604-328-0028. In addition, the City of Victoria provides an online Development Tracker for all projects undertaken within city limits. This can be found at <http://www.victoria.ca/EN/main/residents/planning-development/development-tracker.html>