PUBLIC ENGAGEMENT MEMORANDUM

Date: June 16th, 2021

To: Mr. Andrew Ross - District Planner, City Centre Ward

From: David Marsh - Director of Development, Ironclad Developments

CC: Councillor John Orlikow, River Heights - Fort Garry Ward

RE: Development Application – 1792 Pembina Highway, Winnipeg, MB

Dear Mr. Ross,

The following memorandum summarizes the public consultation process Ironclad Developments Inc. ('ICD') undertook for the proposed residential infill on the rear surface parking lot of 1792 Pembina Highway. ICD hosted a series of virtual public engagement meetings with adjacent stakeholders on April 28th - 29th, 2021. The purpose of the virtual meetings was to consult and inform neighbours of the proposed development and receive their feedback. Stakeholders were further encouraged to reach out to the project team for additional questions and instructions to attend upcoming public hearings.

Notification Method:

ICD notified stakeholders directly adjacent to the subject property. The invited stakeholders include:

- 1778 Pembina Highway, Riverwood Square Retirement
- 100 Adamar Drive, Delta Manor
- 70 Plaza Drive, Sterling Towers
- 1824 Pembina Highway, Canad Inns Fort Garry

ICD coordinated with property owners of the aforementioned addresses to post invitations/flyers along the main entrances/common residential spaces within the multi-family buildings. Additionally, invited businesses were notified via email. Registered stakeholders had been sent login instructions and reminder emails of the upcoming sessions. Stakeholders were encouraged to visit our website for the Onyx Phase II development proposal, to learn more about the design concept and development process.

Development Proposals Website:

ICD launched the Onyx Phase II Development Proposal onto the company website on April 14th, 2021. The purpose of the website is to increase the accessibility of information for stakeholders who could not attend the virtual engagement sessions. ICD recognizes that a comprehensive public consultation program includes informing stakeholders through various methods. The website provided a brief introduction of the site, development proposal, anticipated development process, common FAQs, and an online survey to record stakeholder feedback.

Website Link: *www.ironcladdevelopments.ca/proposal-onyx2*

Virtual Public Engagement Sessions:

The purpose of the engagement sessions was to consult with residents and answer any questions they may have on the proposal. ICD hosted three meetings on April 28th at 12 – 1:30pm, April 28th at 7 – 8:30pm & April 29th at 7 – 8:30pm. The virtual engagement format included a 30-minute presentation followed by a discussion period. During the discussion period, participants were encouraged to either speak or enter their questions/comments into the dialog box.

Stakeholder Feedback:

Stakeholders were encouraged to contact the project team at any time for questions or comments. As of date, ICD has received 4 phone calls from residents, 15 surveys submitted on the development proposals website & consulted with 5 participants during the virtual public engagement meetings.

Feedback analytics have been summarized into two categories: responses recorded during the virtual meetings and responses collected via an online survey. The intent of analyzing feedback is to identify themes of concerns and improvements for hosting virtual engagement meetings.

Virtual Meeting Results:

- Attendees Notification - 66.6% via email and 33.3% invitation poster inside their apartment
- Attendees Identification - 33.3% local resident, 33.3% local business owner & 33.3% local property owner
- Attendees Primary Concerns - 17% development within the flood fringe area, 33% privacy and building height, 17% vehicular and pedestrian safety, 17% parking, 17% proposed variances to the Winnipeg Zoning By-law.

Online Survey Results:

- Support on the development proposal – 29% Strongly Agree, 0% Agree, 29% Neutral, 14% Disagree and 29% Strongly Disagree
- Support for proposed building - 43% Strongly Agree, 14% Agree, 0% Neutral, 14% Disagree and 29% Strongly Disagree
- Support for connection to proposed South Winnipeg Parkway Path – 43% Strongly Agree, 14% Agree, 29% Neutral, 0% Disagree and 14% Strongly Disagree
- Found information on website helpful – 14% Strongly Agree, 57% Agree, 29% Neutral, 0% Disagree and 0% Strongly Disagree

ICD addressed traffic and safety concerns by conducting a traffic study. Results indicate the inclusion of a signalized traffic light/crosswalk would disrupt traffic flow on Pembina Highway, and Public Works determined a signalized intersection would not be required. Instead, ICD has collaborated with Public

Works Transportation Department to improve Adamar Road conditions and the north sidewalk. Privacy concerns are addressed through design strategies, including a smaller building footprint and residential floors step-back from the south property line. Concerns regarding noise disruption and management policies for pets have been flagged and passed down to our construction and property manager. ICD will adhere to noise control policies stipulated in the Neighbourhood Liveability By-Law 1/2008. Several residents expressed concern about redevelopment of the site and preferred that it remain undeveloped, regardless of the fact that the site shares the same zoning as the surrounding properties and development of this nature has been permitted 'as of right' for close to thirty years.

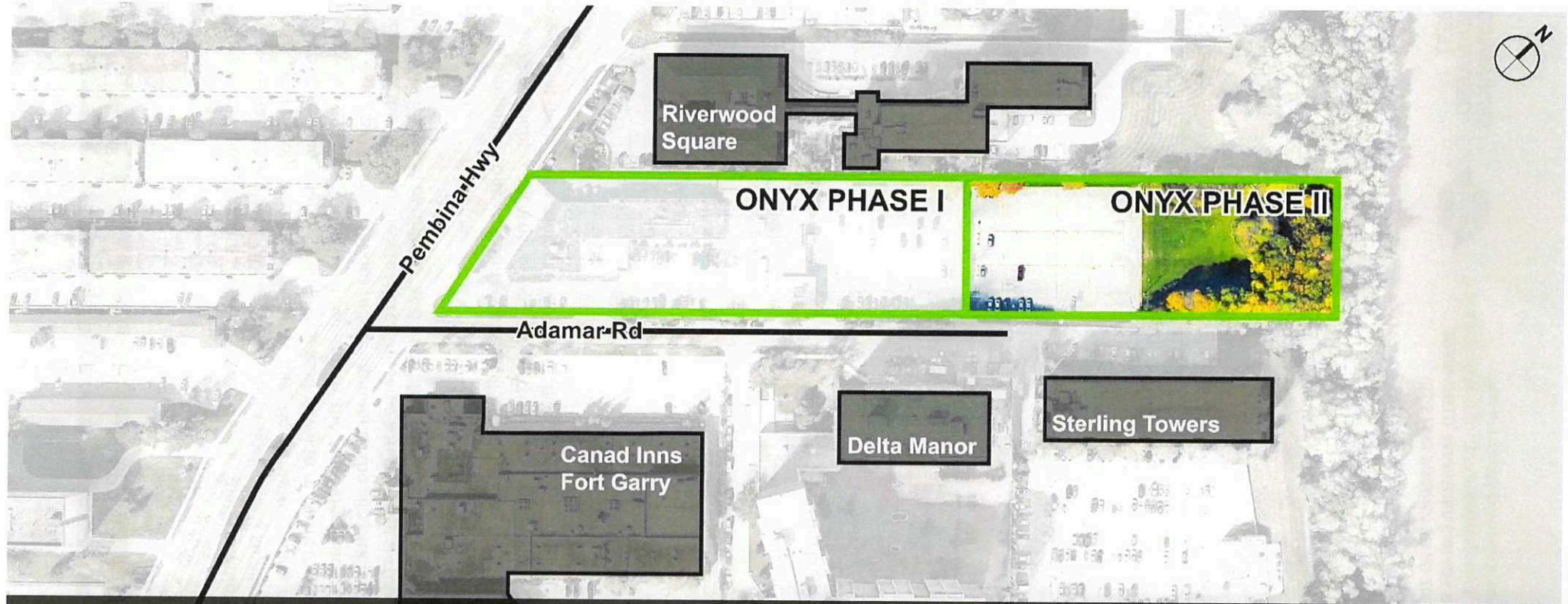
Conclusion:

We trust the public consultation feedback will assist this Development Application Package. Should you have any questions, concerns, or wish to discuss the development application package in more detail, please do not hesitate to contact me at dmarsh@icdev.ca or (204) 777-1972 ext. 183.

David Marsh RPP MCIP AICP
Director of Development, Ironclad Developments Inc.

Attachments:

- PDF of Presentation from April 28th & 29th, 2021 On-Line Engagement Events



Virtual Public Engagement

ONYX PHASE II

Development Proposal

April 28th & 29th, 2021

IRONCLAD DEVELOPMENTS INC.

Introduction

Ironclad Developments Inc. is a multi-disciplinary team that focuses on the design, development and construction of purpose-built rentals across Canada.

Ironclad Properties Inc. is the sister company and manages the day-to-day operations of affordable luxury multi-family development. Their mandate is to ensure exceptional service from staff, incredible luxury value, and first-class service to our tenants.

GoTo Webinar Attendee Control Panel

Once the sessions starts, the GoTo Webinar control panel will appear at the Top Left corner of your screen. We encourage participants to type out questions at any moment during the presentation.

Features Include:



Hide Control Panel

Mute/Unmute: Attendees will have an opportunity to unmute themselves and participate during the discussion period

Screen Preferences

Raise Hand



Live Poll # 1

Have you previously participated in a similar online event?

- **No**
- **I have participated in small online meetings (ie. Microsoft Teams, Zoom, Google Chat, etc)**
- **I have participated in an online webinar**

Live Poll # 2

How did you hear about this webinar?

- Received an Email
- An Invitation was posted in my apartment building
- Word of Mouth
- Ironclad Development ONYX II webpage
- Other

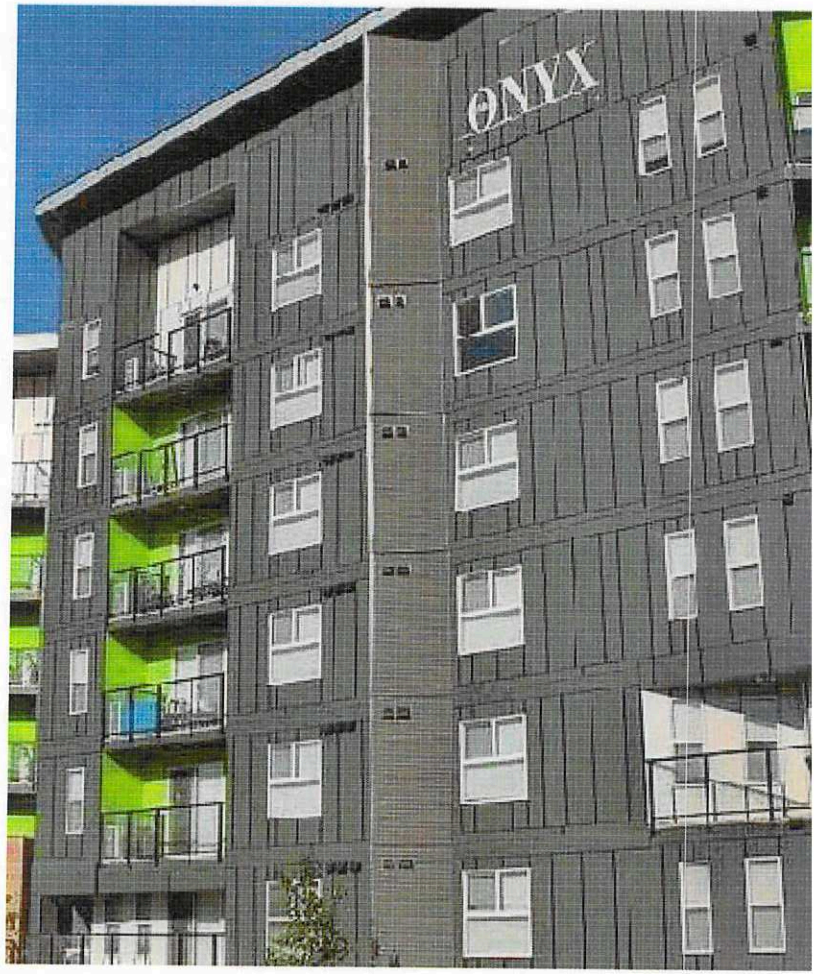
Live Poll # 3

Please identify if you are the following:

- **Local Resident**
- **Local Business Owner**
- **Local Property Owner**
- **Other**

Presentation Overview

- Site Context
- Planning Policy Framework
- Development Proposal
- Our Application
- Preliminary Issues
- Next Steps
- Stakeholder Discussion



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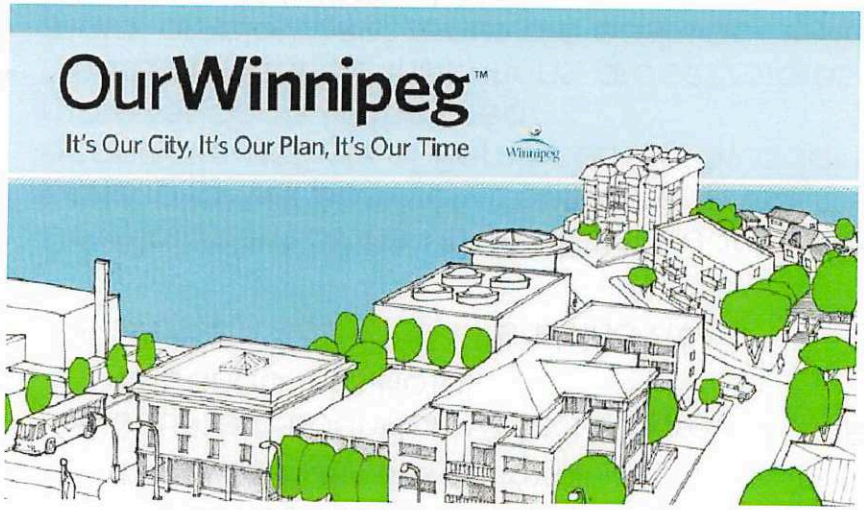
Site Context

- The site is located at the rear surface parking lot on 1792 Pembina Hwy.
  - Northern Boundary: 4 to 14 Storey Multi-Family
  - Eastern Boundary: Proposed South Winnipeg Parkway Path & Red River
  - Southern Boundary: 7 to 12 Storey Multi-Family & Canad Inns Hotel
  - Western Boundary: Pembina Hwy

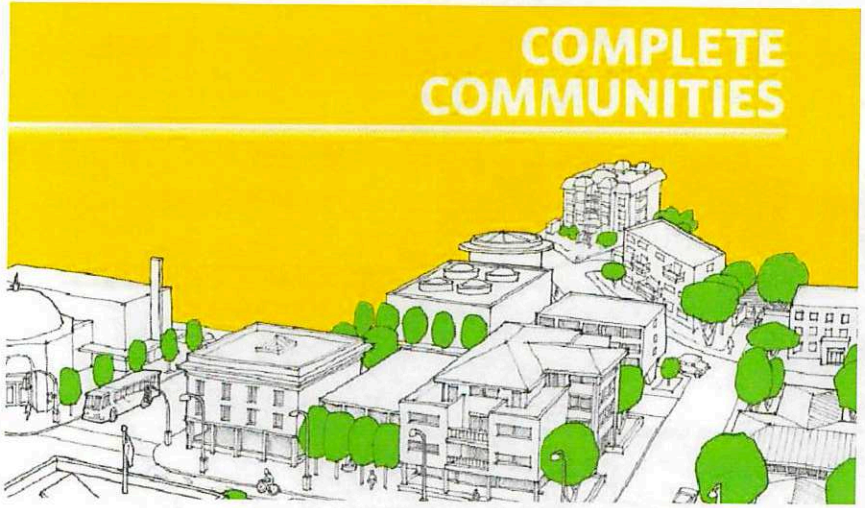
- Development of the underutilized rear surface parking lot will positively contribute to the economic activity of Pembina Hwy by adding more residents to the area.
- Nearby amenities, institutions, grocery stores, and major employment zones are easily accessible by all modes of transportation.



City of Winnipeg
Planning Policy Framework



OurWinnipeg is the development plan that governs land-use and growth for Winnipeg.

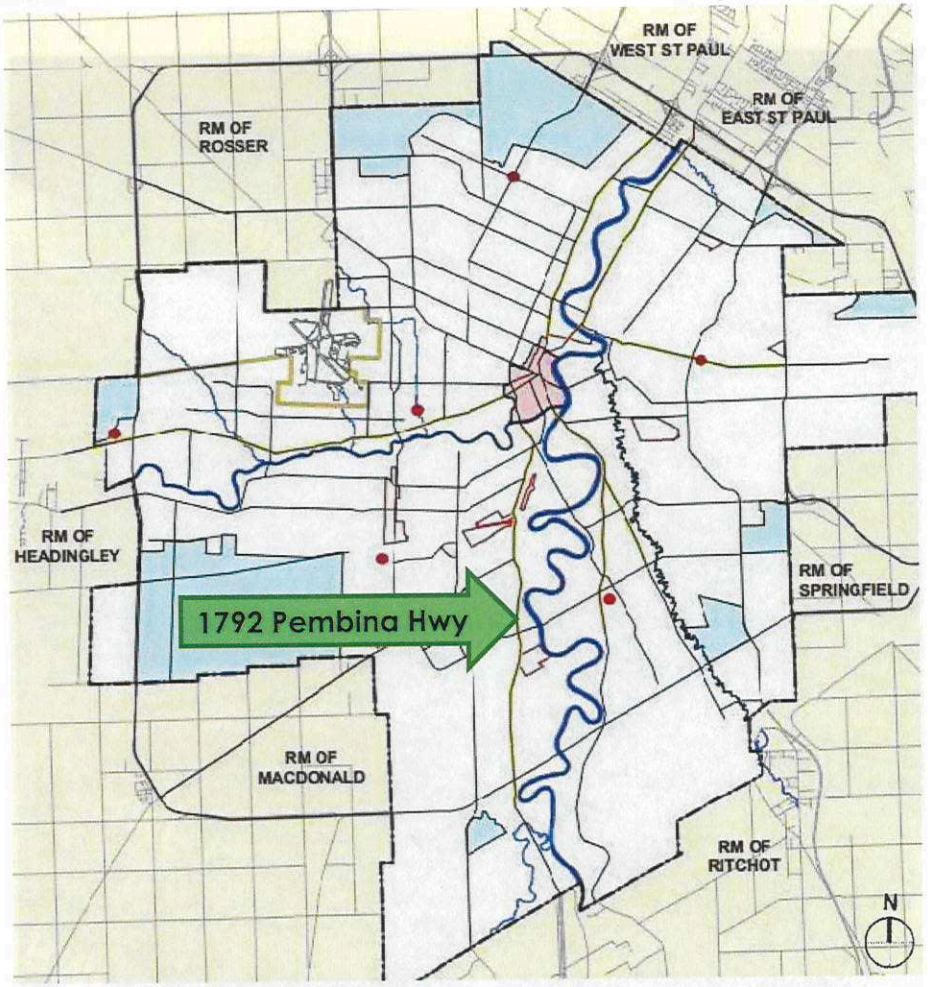


Complete Communities is the supporting direction strategy that provides a framework for growth and development.

Site Context
Planning Policy Framework

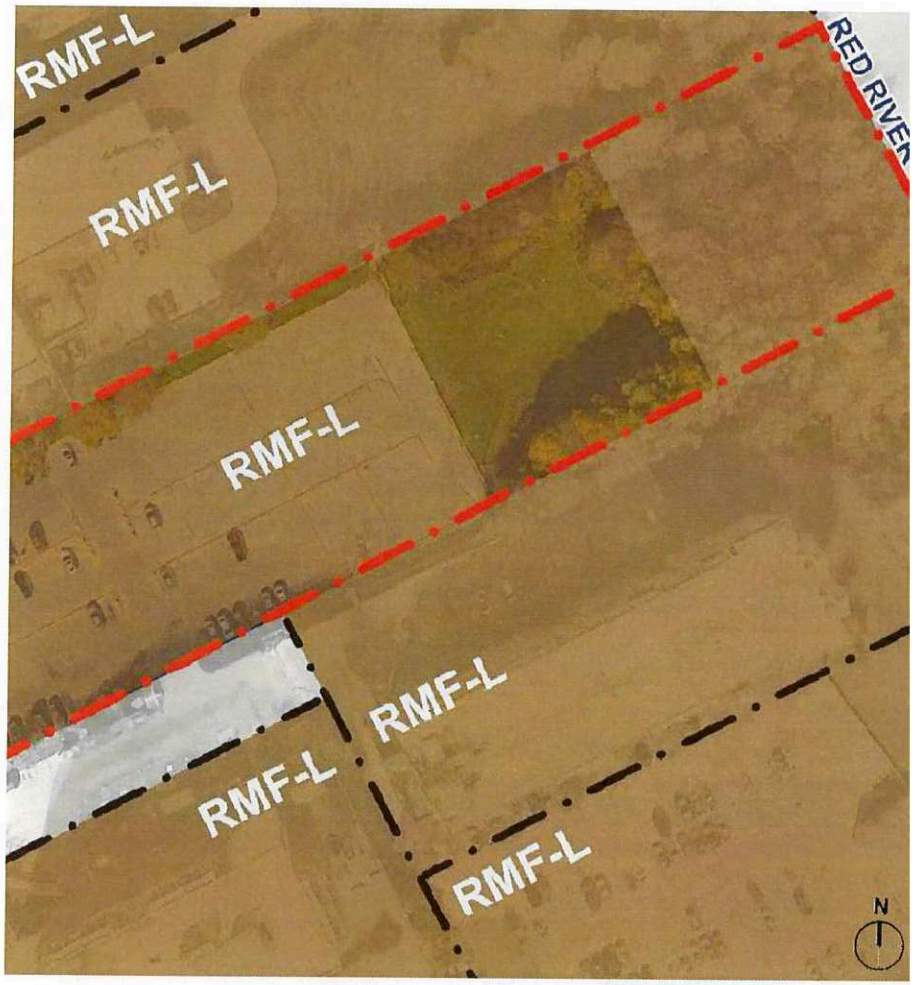
Complete Communities Directional Strategy identifies the site as a **Regional Mixed-Use Corridor,** which encourages compact, higher density development. Key directions includes:

- *provide compact, mixed-use, high-quality urban development;*
- *concentrate people and jobs in areas well served by the primary transit service, located close to transit stops;*
- *concentrate urban development in a built form that helps to optimize existing investment, municipal infrastructure, and facilities; [and]*
- *encourage a built form that supports a pedestrian-friendly environment.*



Site Context
Zoning

- The Winnipeg Zoning By-law No. 100/2004 governs how land can be developed within the City, exempt of Downtown.
- Each Zoning District includes rules for the location, size, lot coverage, parking, landscaping requirements, etc.
- The Site is zoned as **Residential Multi-Family Large (RMF-L)**, which permits higher density, taller apartment buildings.
- The current zoning permits the type and general scale of the proposed development.





Onyx Phase II Development Proposal

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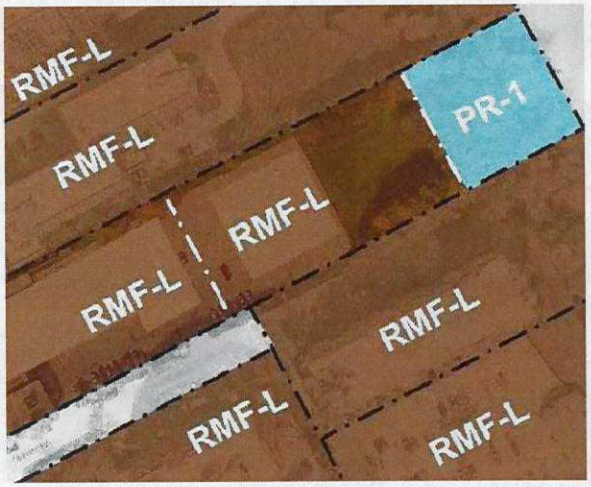
Development Proposal

- 16 Storeys: 3 above ground parking
  13 residential floors
- 116 Units: 1, 2 and 3 bedroom mix
- 122 Vehicular Parking
- 118 Bicycle Parking
- Residential Amenity Spaces
- Rooftop Terrace
- Adamar Road & North Sidewalk Improvements



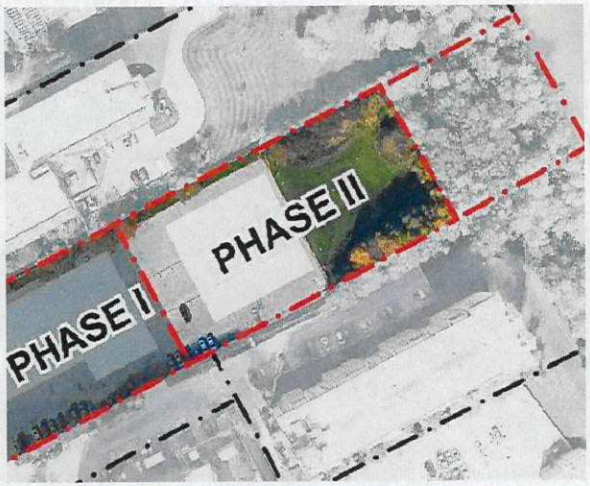
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Our Application



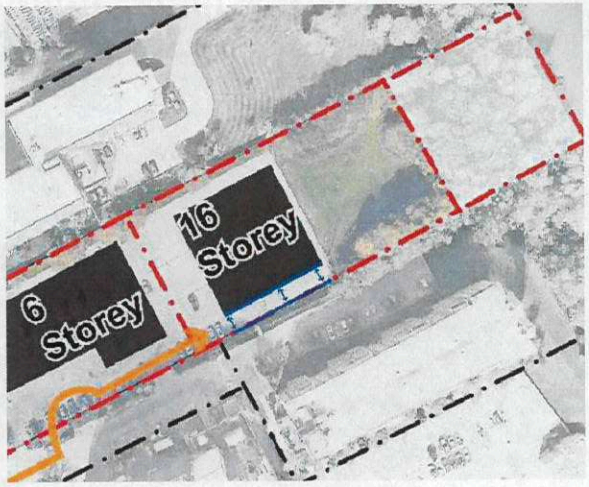
Re-Zoning of Riverbank

At the City's request, a portion of the site will be re-zoned to Parks and Recreation as Public Reserve 'PR-1'.



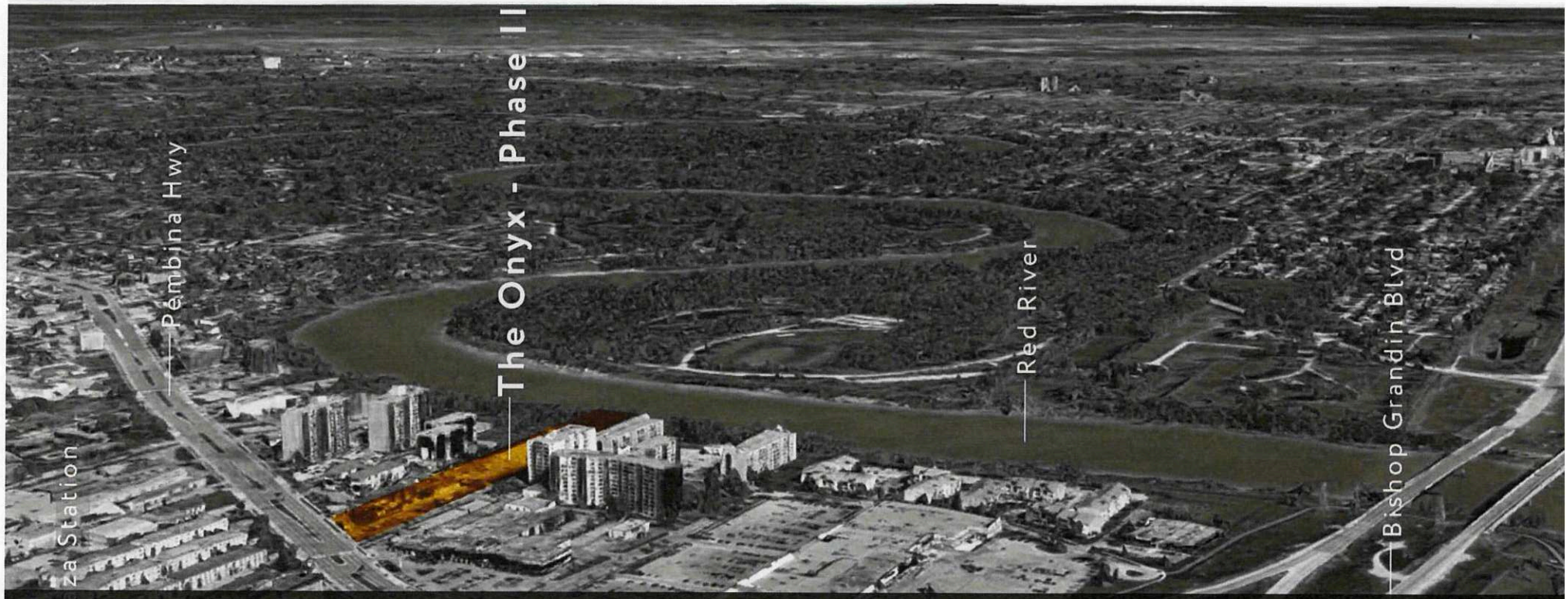
Subdivision Application

Phase II will function as a land locked parcel with access provided along the South Property Line of Phase I.



Variances

Variance applications to create land locked parcel, increased max height from 15 to 16 storeys, and reduced sideyard setback for parkade

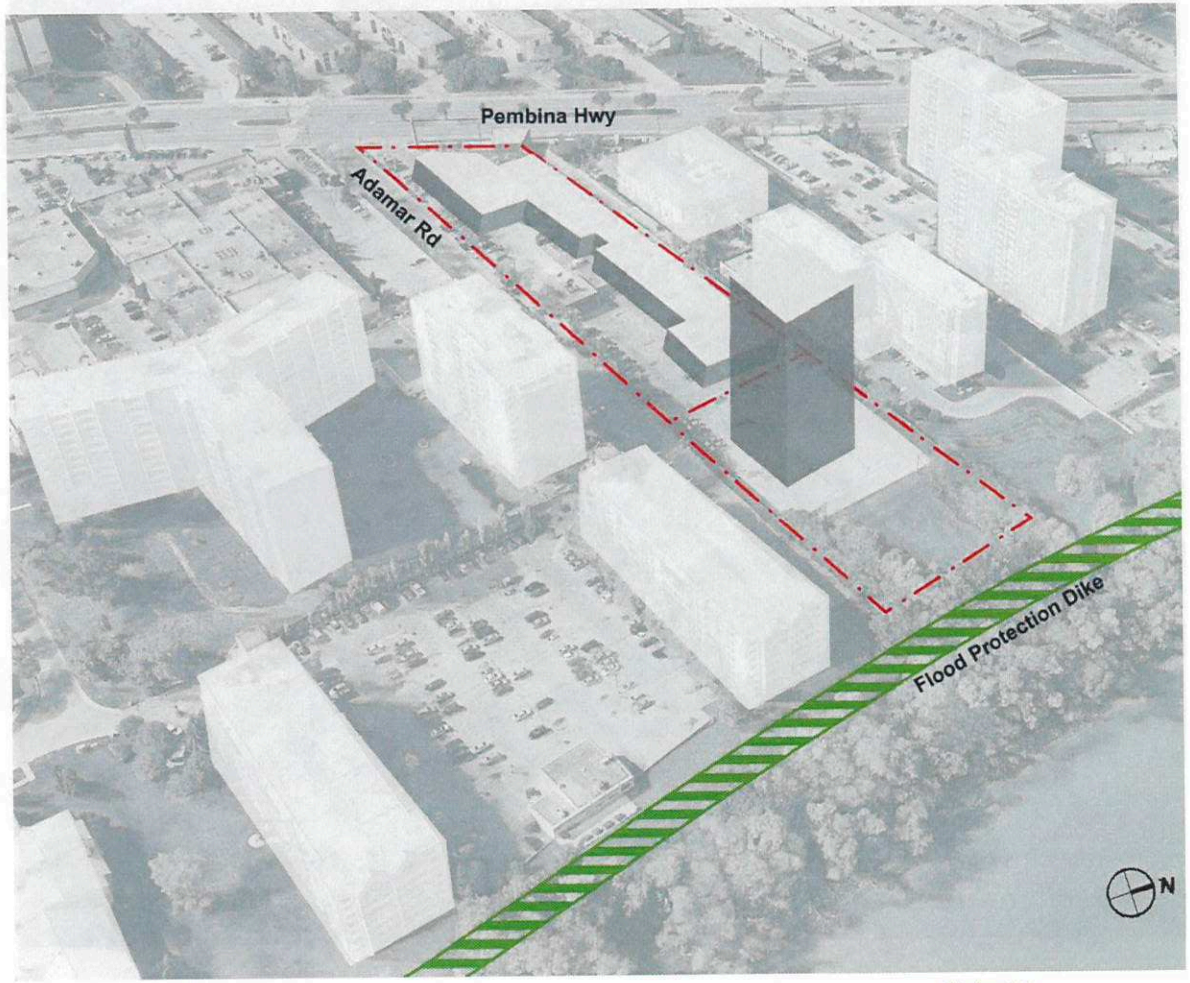


Preliminary Issues

Municipal Correspondence & Public Engagement is necessary to thoroughly understand opportunities and challenges of a site. Ironclad Developments have identified 5 main themes of concerns and would like to receive your comment & feedback as adjacent stakeholders.

Flood Fringe Area

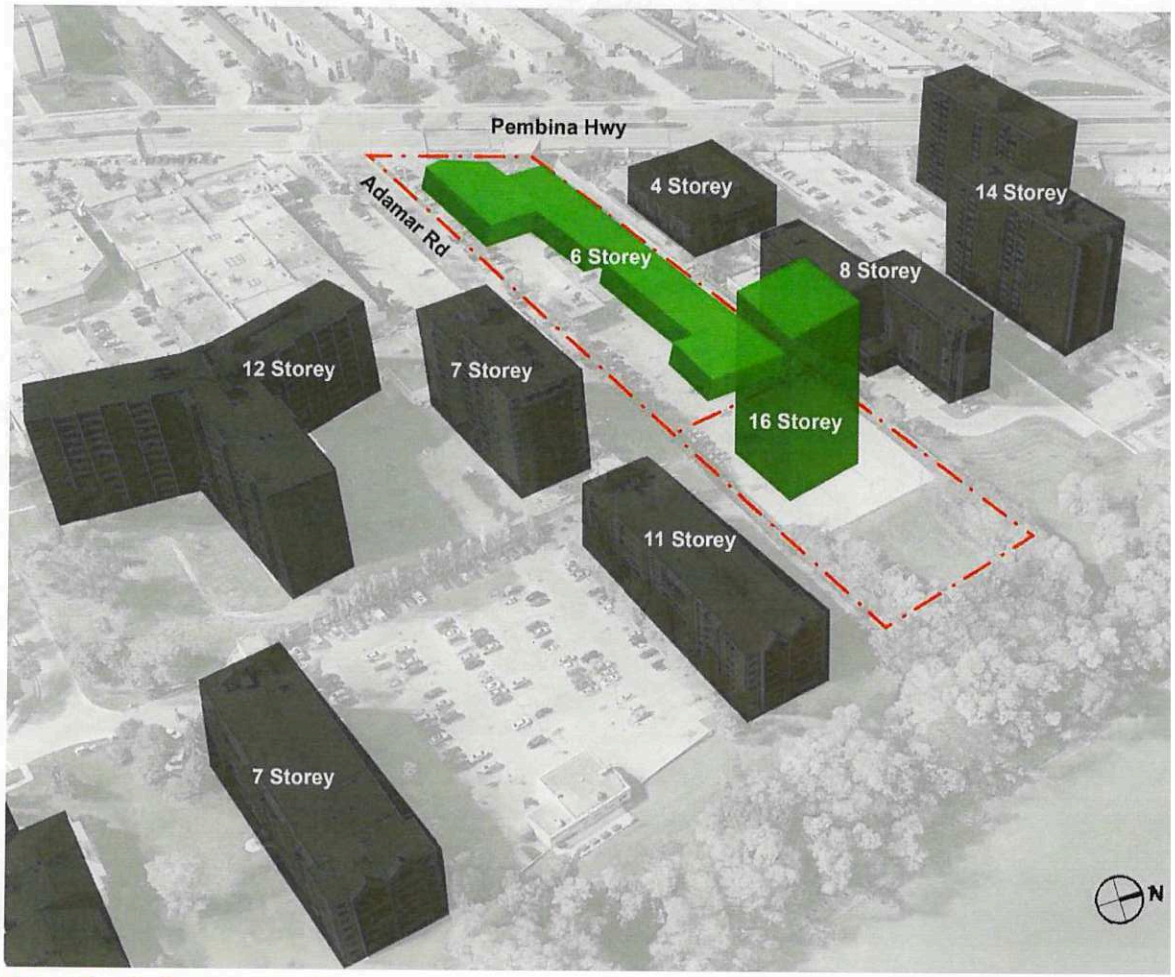
- The Site is located within the flood protection dike.
- Development is permitted, provided it meets the requirements of the Designated Floodway Fringe Area Regulations.
- Regulations include:
  - Developed portion of the site be constructed at an elevation of 241.47m; and
  - Any habitable area be constructed one meter above that level.
- Cannot have underground parking



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Privacy & Building Height

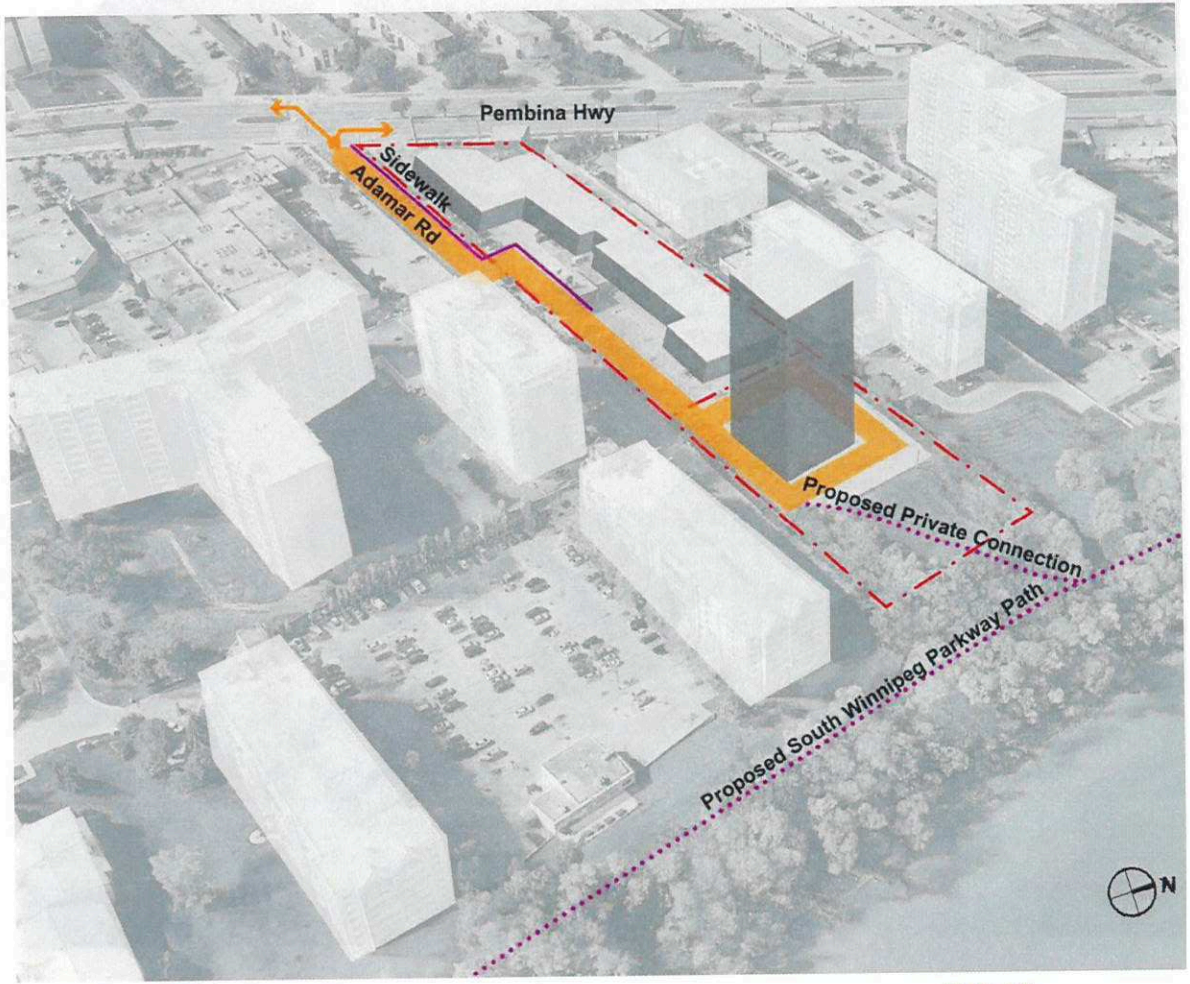
- Adjacent Properties are zoned as Residential Multi-Family-Large, which permits development up to 15 storeys (150 feet).
- Existing development built prior to 1980s includes underground parking, which is not permitted under current regulations.
- Privacy between residents have been considered through strong planning and urban design principles.
  - I.e., small building footprint, window/balcony placement, landscape improvements, building setbacks, etc.



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Vehicular & Pedestrian Safety

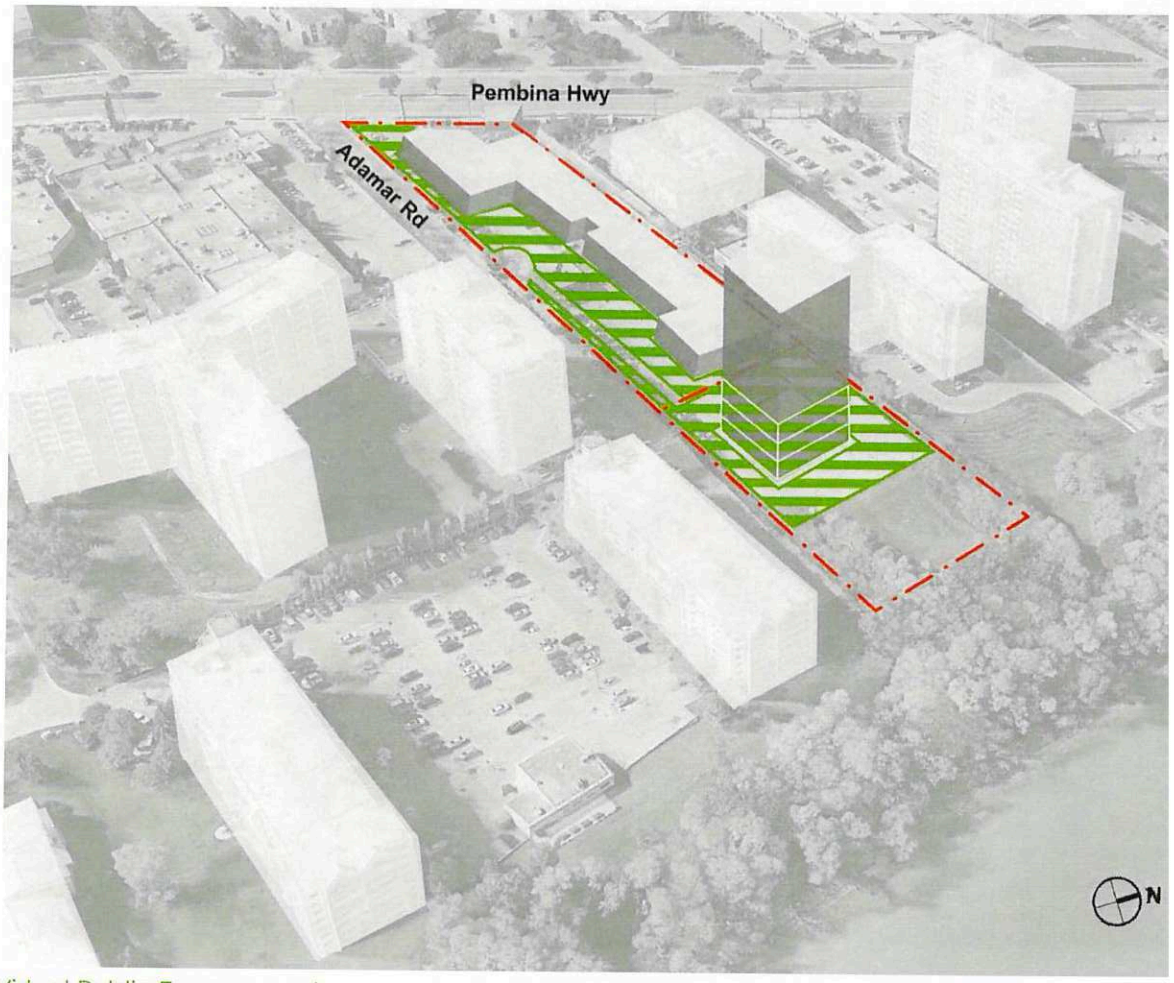
- Consultation with City on transportation study
- Studies concluded construction of signalized intersection at Pembina Highway and Adamar will negatively impact traffic flows.
- Proposal includes Adamar Rd improvements such as:
  - Cul-de-sac turn around within Onyx Phase I
  - North Side Sidewalk along Adamar Rd out to Pembina Hwy.
- Proposal includes private recreational trail connection to proposed South Winnipeg Parkway Path.



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Parking Management

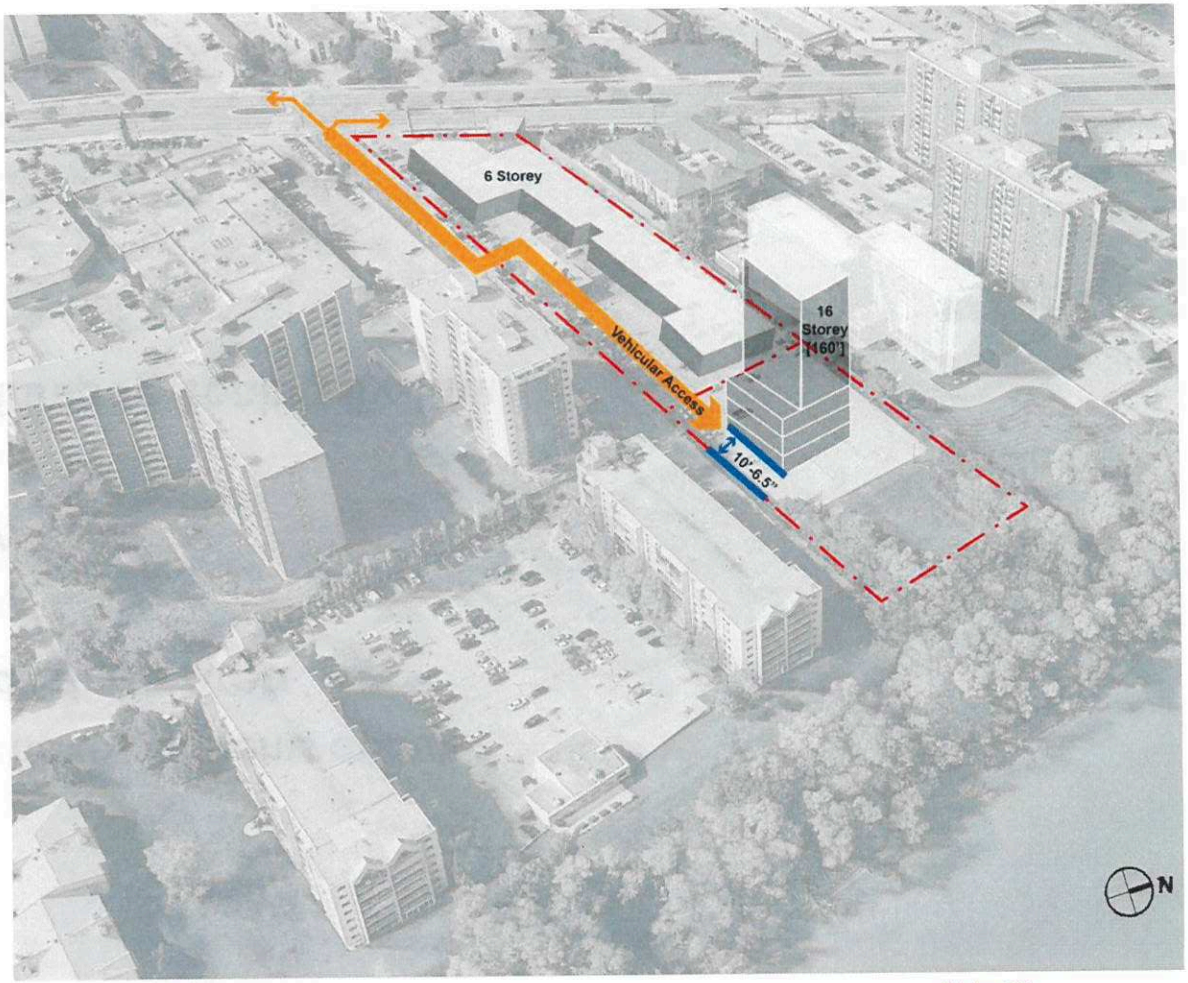
- Approved Phase I Parking Management Plan reduced required parking ratio to 1.02 parking stalls per unit (288 total).
- Current market & rental statistics indicate a lower demand in parking, with a demand rate of approx. 0.7 to 0.75 stalls per unit.
- Decreased parking demand is influenced by well serviced Public Transit and cyclist network.
- Phase II includes:
  - 1.05 Parking Ratio (122 stalls)
  - 118 Bicycle Parking
- At build out for both Phases:
  - 335 stalls, 229 bicycle parking



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Variances

- Creation of land locked parcel
  - No direct access to street
  - To be able to register 'interests in the land'
- Increased max height from 15 storeys (150') to 16 storeys (160')
  - No underground parkade
  - Reduce visual and shade impacts
  - Reduce developed area
- Reduced south side yard setback from 20' to 10' 6 ½ "
  - For parkade area only, matches Onyx I building
  - Main tower setback 33' 2"



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Live Poll # 4

Please select the issue(s) that you have concerns about:

- Development within the Flood Fringe Area
- Privacy & Building Height
- Vehicular & Pedestrian Safety
- Parking
- Proposed Variances to the Winnipeg Zoning By-law

Next Steps



Public Engagement Round 1

- Host Meetings With Adjacent Stakeholders
- Notify Community at Large
- Receive & Review Feedback

Development Application

- Submit Application to the City of Winnipeg
- Internal Municipal Review

Public Engagement Round 2

Proposed

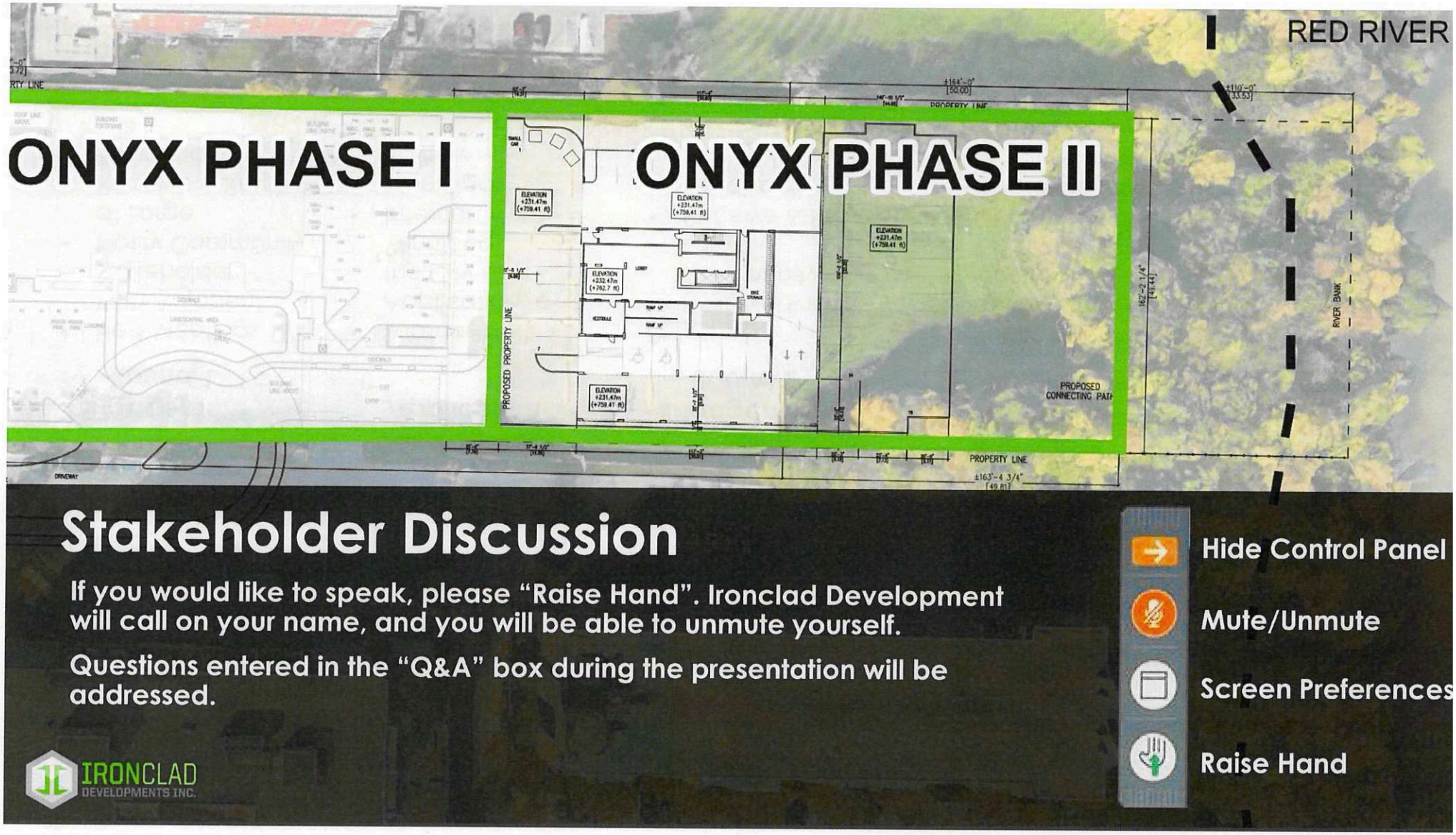
- Host Webinar to Community at Large
- Receive & Review Feedback

Municipal Approval Process

- Public Hearing before City Centre Community Committee
- Approval by City Council
- Obtain Development & Building Permits

Construction Target Date

- Phase II to be completed within 18 – 24 months after Building Permit Issuance



Stakeholder Discussion

If you would like to speak, please "Raise Hand". Ironclad Development will call on your name, and you will be able to unmute yourself.

Questions entered in the "Q&A" box during the presentation will be addressed.

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Hide Control Panel

Mute/Unmute

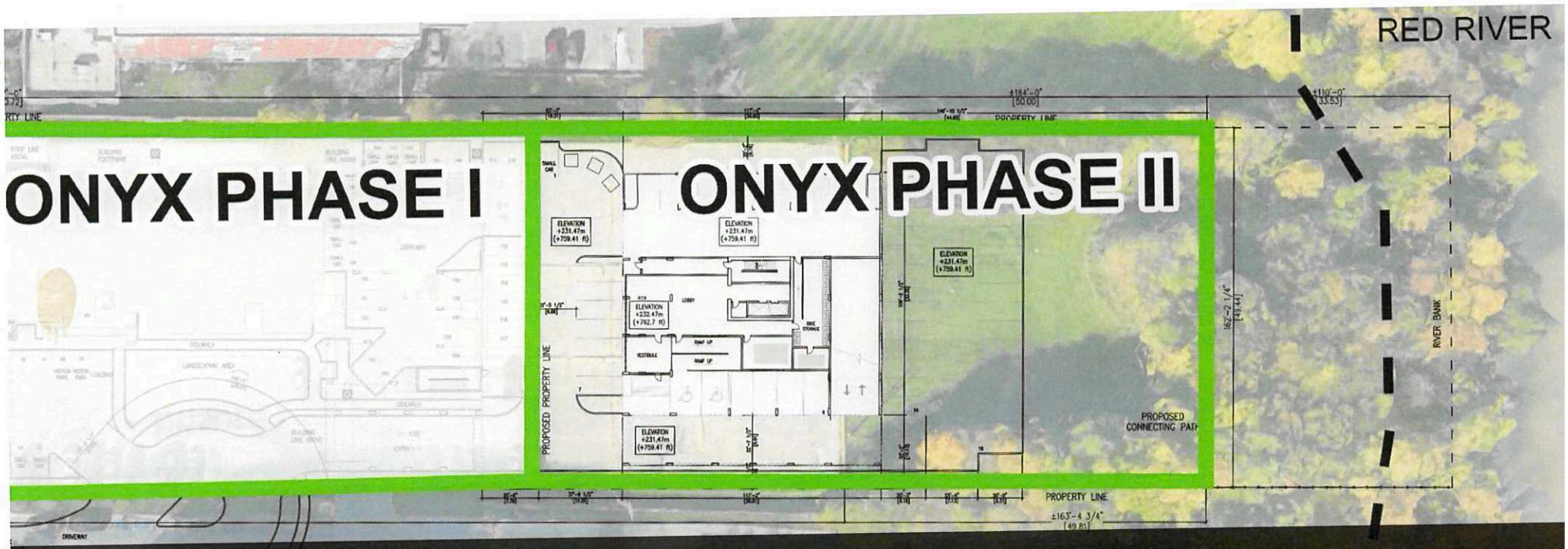
Screen Preferences

Raise Hand

Live Poll # 5

Based on what you have seen here today, are you in support of the development proposal?

- **Yes**
- **Somewhat**
- **No**
- **Unsure**



Thank You for Attending!

If you have any further questions or comments regarding the development proposal, please visit us at: www.ironcladdevelopments.ca/proposal-onyx2

Or contact David Marsh, Development Manager at:

Email: development@icdev.ca

Phone: 204-777-1972 x.183