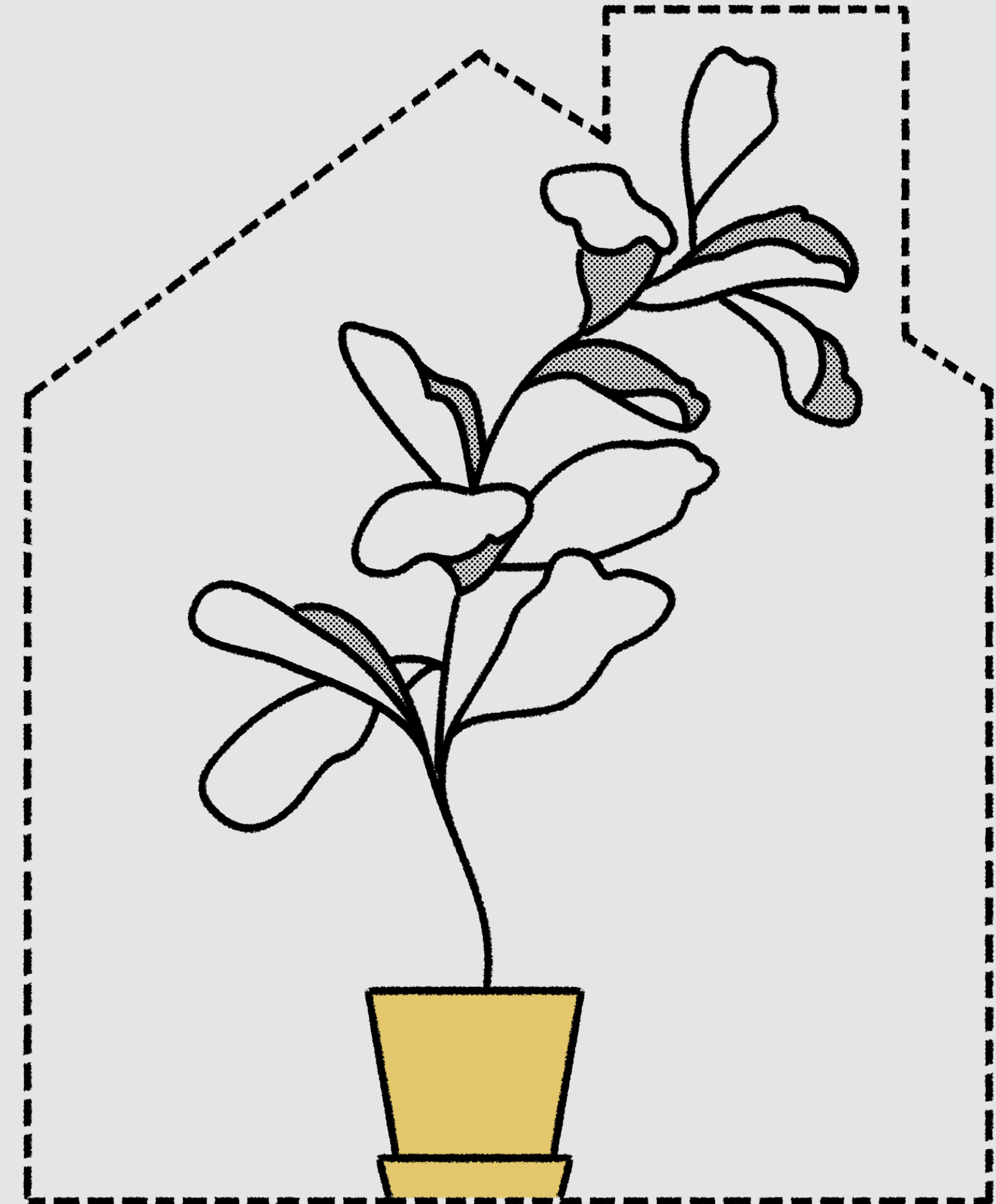


6 Lambe's Lane
St. John's, Newfoundland & Labrador
Public Consultation

WerkLiv

Project highlights

- 205 much-needed apartments**
 our development will offer beautiful, safe and affordable housing to an estimated 9000 students living off campus. 22 of these units will be fully accessible.
- Infrastructure upgrades**
 this includes upgrading Lambe's Lane rural road, the addition of new sidewalks, fire hydrants and a new cul-de-sac. These upgrades create a safer place for everyone to exist in.
- A forward looking approach to mobility**
 a bold and progressive pedestrian, bike and public transport mandate that will encourage transportation efficiency. 102 bike parking spots, indoor bike storage, and collaborations with metrobus to encourage the use of public transport.
- Wellness**
 our design prioritizes students' mental health and wellness and includes tree preservation, community gardens, and exterior social spaces.
- Immersive cultural learning**
 besides being next to campus, which promotes more focused learning, Werkliv has planned future collaborations with Heritage NL, First Light and local artists, sculptors, and furniture makers to include storytelling into our design process.
- Jobs**
 this project will create significant job opportunities in the city, as well as work-study opportunities for students.
- Giving back**
 we are a certified B Corp. We understand that we are building for a better tomorrow. We are dedicated to pushing boundaries, innovating and giving back everyday.



**Building Quality.
Of Life.™**

How do we build quality of life?

We choose respected Universities with a *stellar reputations*

We look for large, out of town student populations

We respectfully choose to build in communities we can't wait to be part of

then

We design based on what is *MOST* important to students

Over and over, when asked what students prioritize when shopping for apartments, they almost always answer in this order:

PRICE

LOCATION

CONVENIENCE



1. Price

Werkliv strives to keep rent and cost of living as low as possible by offering better located, all inclusive, safe & beautiful furnished units.

All of the potential savings can be re-directed back into the student's personal available income

Students always choose PRICE as the most important variable when renting an apartment, often giving up **quality, distance and safety.**

In reality those lower rent choices have hidden costs, despite the sacrifices made.

Cost of owning a vehicle

*these numbers will vary depending on "choice" so we have provided a range.

Monthly expense	Lowest	Highest
Car Payment	\$ 200.00	\$ 700.00
Gas	\$ 150.00	\$ 300.00
Car Insurance	\$ 50.00	\$ 150.00
Monthly Parking fees/infractions	\$ 100.00	\$ 250.00
TOTAL (not including rent & utilities, and non essentials)	\$ 500.00	\$ 1,400.00
Yearly Expense	\$ 6,000.00	\$ 16,800.00

Living in a Werkliv apartment (walking distance to campus and amenities) can **save** a student a minimum of \$6,000 per year on car-related expenses alone.

This figure **does not include savings associated with utility- and furniture-inclusive Werkliv rents.**

*For example, we estimate the cost of buying, delivering and assembling furniture at about \$100 per month per student over their time at university. (36m)

2. Location

Location, Location.

Residual Demand

Total 2020 MUNL Enrolment	19 270
Estimated MUNL Residence beds	2 000
Local NL Students up to 30 min drive	8 346
Approx. students living off campus	8 924

Of the 19 270 enrolled in Fall 2020 numbers show that approx. **6000 are international or from out of province.**

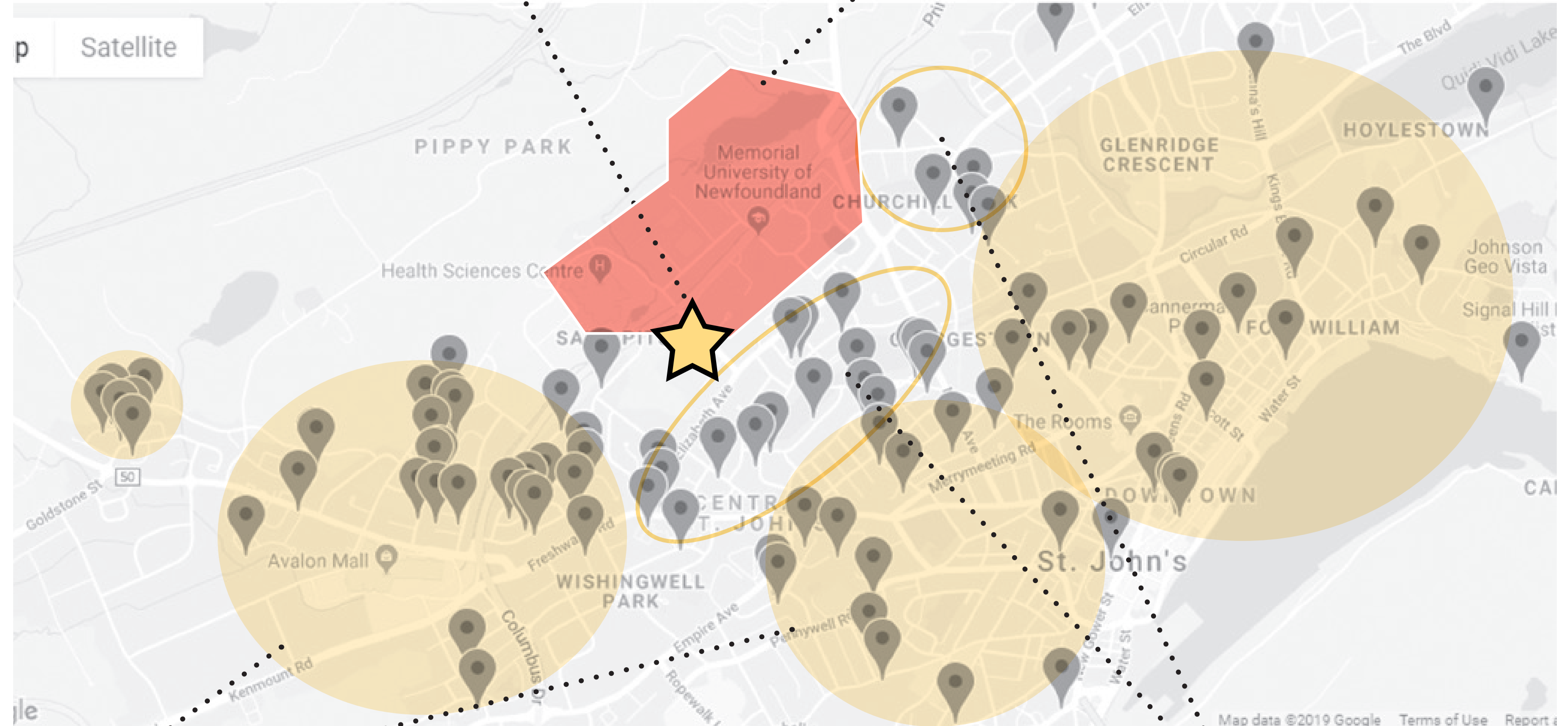
With additional choice and inventory this number could continue to increase over the next few years

Lambe's Lane - The Perfect Location

- 1-10 minute walk to all MUN buildings
- 1 minute walk to library
- 1 minute walk to the Works, Aquarena

MUN- Memorial University

campus and facilities & approx 2000 university beds
Amazing location offering students great quality of life



Student Living

Due to the fact that there are no better options for 2nd and 3rd year students, they are forced to look for options farther away. This spreads them out across the city, making for less than ideal work/study/life balance. The commute from these areas are between 25 -45 minutes

Good Location

Very close to campus however: these consist mostly of rooms for rent in private homes and are few and far between

3. Convenient Living Experience

- **all-inclusive rents**
- **walking distance to campus**
- **bike friendly & convenient**
- **beautiful interior & exterior spaces**
- **furnished units help reduce waste**
- **thoughtful, calculated storage design**
- **simple, online leasing systems**
- **24/hour online maintenance platform**
- **cultural events and community engagement**
- **relatable, responsive property management**





6 Lambe's Lane
WerkLiv

zzap

Parking relief

The A3 Zone parking ratio is a response to “local/family residential parking needs”
We believe that students (specifically those moving into St. John’s to study for 2-4 years) do not have those same needs.

In a recent article: “*Review of the effects of Developments with Low Parking Requirements*”(published in February 2020 by mdpi – Journal on sustainability) over 60 developments were studied across eastern Europe with reduced or zero parking.

The most successful of the projects were the ones designed with a shift in perspective;

Instead of asking:

“How much parking is required under this specific zone & how much can it be reduced by?”

urban planners asked:

“How do we transform behavior by addressing mobility?”

Increased Mobility

As outlined in the highlights page, this project is well situated, offers alternative commuting options, and is committed to increasing mobility.

Carpocalypse

Car ownership and desire to drive is in steady decline, exponentially so for the younger generations. The main factors are:

Alternative transport, cost & the environment

Easy always wins

Most students would prefer *not to drive* if given the choice. More students would walk and take public transport if their housing was better located. Human student behavior will usually sway towards convenience, so commuting time is a major factor in choosing to drive or not to drive.

Offering students homes *closer* to campus, will *relieve* their need to own a car, *reduce* their overall costs and *increase* their quality of life.

*Both staff and students were interviewed in an in-depth study: Memorial University of Newfoundland Commuting and Parking Strategies St. John's Campus
Revised February 2017 – 15-1846*



A few numbers really stood out to us as what would affect a student's choice to drive vs. walk or take public transport.

when students were asked how many of them walk to school
only 10% said they walked regularly/sometimes
89% said they didn't walk because it was *too far*

When asked about using public transport
69% said that it *took too long*
58% claim it was *unreliable*
only 51% claim metrobus serviced their areas

This project will *lighten* the parking burden in the area *not* by adding additional parking but by *removing the need for it.*

The referenced study concludes with a number of recommendations and signs off with this final sentence: 7.4 Planning for the future

“It is recommended that MUN include additional on-campus residence buildings in future master planning exercises to *reduce transportation demands.*”

Relocating students from off-campus to on-campus housing reduces the need to add transportation facilities, *including roadway and parking facilities.*”

*Werkliv recently attended MUNL’s masterplan discussions (2021). The ideas shared by MUNL were **visionary and exciting.***

We believe this project could assist in getting to some of those goals a little sooner than anticipated!