



# QuantumPlace®

**CONSULTING**

Ogden Land Use Redesignations  
The Jessica

# Application Context

## The Jessica (7014-7032 Ogden Rd SE)

### Application Context:

- Approximately 0.517 Ac. (0.21 Ha)
- TOD area, future Ogden Green Line station nearby
- Minor Millican-Ogden ARP Amendment
- Current land use district: Direct Control (DC 115D2009) based on Multi-Residential-Contextual Low Profile (M-C1) district

### Future Vision:

- Mixed-use building with commercial on the first floor and residential above

## Proposed Land Use Redesignation

- Mixed Use Active Frontage (MU-2)
- Maximum Height: 40 metres (12 storeys) | FAR: 7.0

## Dec. 7 CPC Recommendation

- Unanimously recommended for Council approval

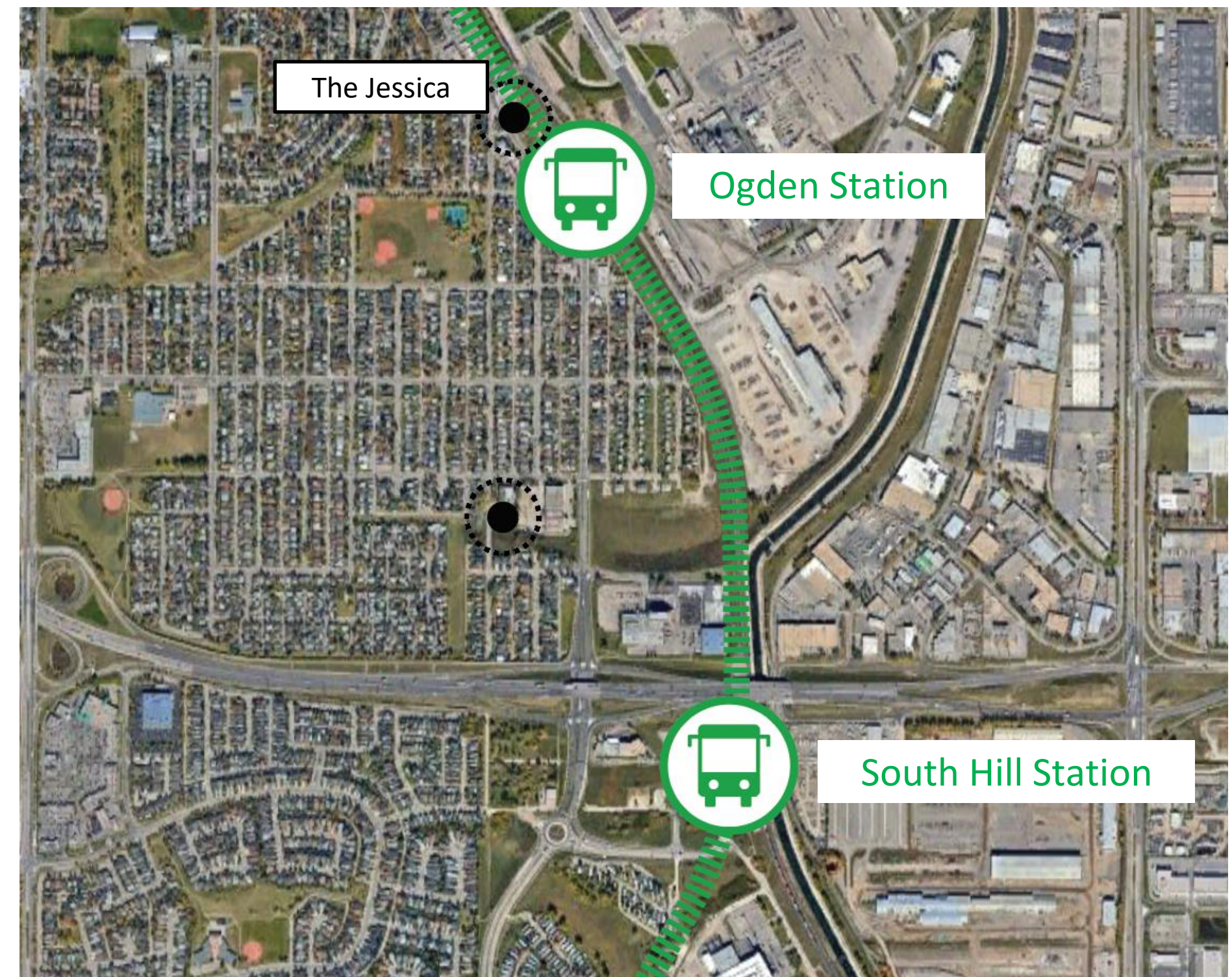
## Site Context





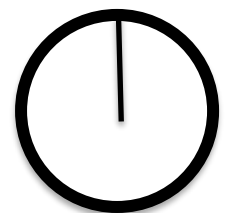
# Policy Alignment

- Contribute to **TOD**
- Highest **density** close to the **LRT station**
- “**Developed Residential-Inner City Area**” in the MDP
- Intensify an **Inner-City Area** and increase local **commercial** options
- Increase the supply of **housing** and variety of housing forms
- **Mixed-use buildings with commercial uses at-grade**
- **Contribute to the pedestrian realm**
- Accommodating more future growth within the “**Balanced Growth Boundary**” map in the MDP



Application Sites in Context of Green Line LRT

Green Line LRT





# Community Engagement

## Engagement Context

- Met with the Millican Ogden Community Association (MOCA) (June 20).  
A website was established and included a feedback form.
- A virtual open house was hosted (Sept. 12)
- Met with the MOCA board meeting (Nov. 7) that included attendance from the general public.



Project Signs Placed on Both Sites



# Responding to Community Engagement

## Responses to concerns for "The Jessica"

### Building Scale:

- Will create and sustain effective pedestrian linkages to the Ogden Main Street.
- Will create a mixture of residential and employment options and support commercial use around the LRT.
- Will contribute to TOD that provides mobility options for all ages.
- Will have minimal shadow impacts on existing development.

### Project Benefits:

- Attraction of new residents and businesses;
- Commercial and employment opportunities;
- Additional density utilizing nearby LRT; and
- Improved services and amenities.

 **Millican Ogden Community Association**  
September 7 at 11:01 AM · 🌐

Check out the website below to find out more about these two developments. One is a 12 story building on Ogden Road and the other is 6 story building behind the fire hall.  
<https://qpengage.ca/project/ogden-projects/>

Questions or concerns should be directed to  
Toun Osuntogun, 587.316.6039, toun.osuntogun@quantumplace.ca

---

**New Development Projects in Ogden** 

QuantumPlace Consulting has been engaged by The UrbanStar Group of Companies to submit land use redesignation proposals for **2 sites in close proximity in Ogden**. The team would like to offer you an opportunity to discuss any questions or concerns you may have. QuantumPlace will be hosting an online Open House for these 2 sites.

---

**OPEN HOUSE** **Date:** September 12, 2023  
**Time:** 7:00- 8:00pm  
**Location:** Digital Open House via ZOOM, sign up on project website  
**Website:** <https://qpengage.ca/project/ogden-projects/>

**The Moca Motion**

**New Development Projects in Ogden** 

QuantumPlace Consulting has been engaged by The UrbanStar Group of Companies to submit land use redesignation proposals for **2 sites in close proximity in Ogden**. The team would like to offer you an opportunity to discuss any questions or concerns you may have. QuantumPlace will be hosting an online Open House for these 2 sites.

---

**OPEN HOUSE** **Date:** September 12, 2023  
**Time:** 7:00- 8:00pm  
**Location:** Digital Open House via ZOOM, sign up on project website  
**Website:** <https://qpengage.ca/project/ogden-projects/>

For more information regarding the open house, please contact **Toun Osuntogun** at (587) 316-6039 or [toun.osuntogun@quantumplace.ca](mailto:toun.osuntogun@quantumplace.ca)  
*(this is not a MOCA event, please direct all questions/inquiries to Toun)*



Thank You.

quantumplace.ca  
587.350.5172

1026 16th Ave NW, Suite 203  
Calgary, AB | T2M 0K8

