



7755 17 AVENUE SW - 17TH & 77TH

**LOC2023-0127**

02



# Evolving Site Context

- With recent approvals and new applications along 17 Avenue, the picture of this corridor as a dense mixed-use development area is clearer than ever.
- The site will be adjacent to proposed 10-storey buildings on the Truman site west of 77 Street (Development Permit currently before City).
- Mapping and conceptual design for this site for been updated to take into account the changing context.





Truman DP - for context

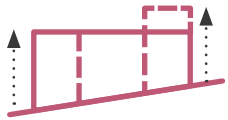


# Application and Outreach

-  Fall 2022 - Pre-Application Submission
-  May 2023 - Land Use Application Submission
-  June 2023 - Community Association Meeting
-  June 2023 - Public Open House #1
-  July 2023 - Rundle College in-person Meeting
-  July - Oct 2023 - City Comment Review, Application Revisions
-  Nov 2023 - Resubmit Application w/ Revised Site Design
-  Dec 2023 - Jan 2024 - Additional City Discussions
-  Feb 2024 - Rundle College Meeting #2
-  March 2024 - Public Open House #2

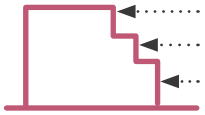
-  Oct 2024 - CPC **Unanimous Approval**
-  Dec 2024 - Public Hearing of Council

# Key Feedback from Engagement With Rundle



## Height & Density

- Confirm where height and density can be built on the site
- Reduce 42m height and 4.0 Floor Area Ratio (FAR) to be more contextually appropriate
- Provide a concept plan for the site to aid in interpreting the vision



## Transition & Activity

- Provide an appropriate transition to the institutional lands to the east
- Taller buildings and retail activation should be along 77 Street
- Ensure sufficient parking on site and provide details of proposed vehicle access/circulation



## Setback & Interface

- Provide significant building setback from Rundle - comparable to a public roadway
- Retain open space and landscaped buffer on the east
- Provide publicly accessible flat, programmable open space on site



## Sightlines & Privacy

- Minimize shadowing of Rundle College or nearby open spaces
- Avoid overlook and provide screening to the adjacent outdoor Rundle play area
- Retain west / southwest facing views for Rundle and homeowners in Aspen Glen



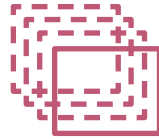
# Revised Land Use Approach

## Previously Proposed (2023)

Mixed-Use General (MU-1)

FAR 4.0 | Max height 42m

Intended to allow flexibility for dense mixed-use at up to 10 storeys.



**Density:**

4.0 FAR



**Height:**

42 metres  
(10 storeys)

## Revised (2024)

Direct Control (DC) based on Mixed-Use General (MU-1)

FAR 3.5 | Max height 35m

Allows for mixed-use at up to 10 storeys, with lower maximum building density and height.

Direct Control implements a required open space setback from the east, and a decrease in building height closer to the east site edge.



**Density:**

3.5 FAR



**Height:**

35 metres  
(10 storeys)



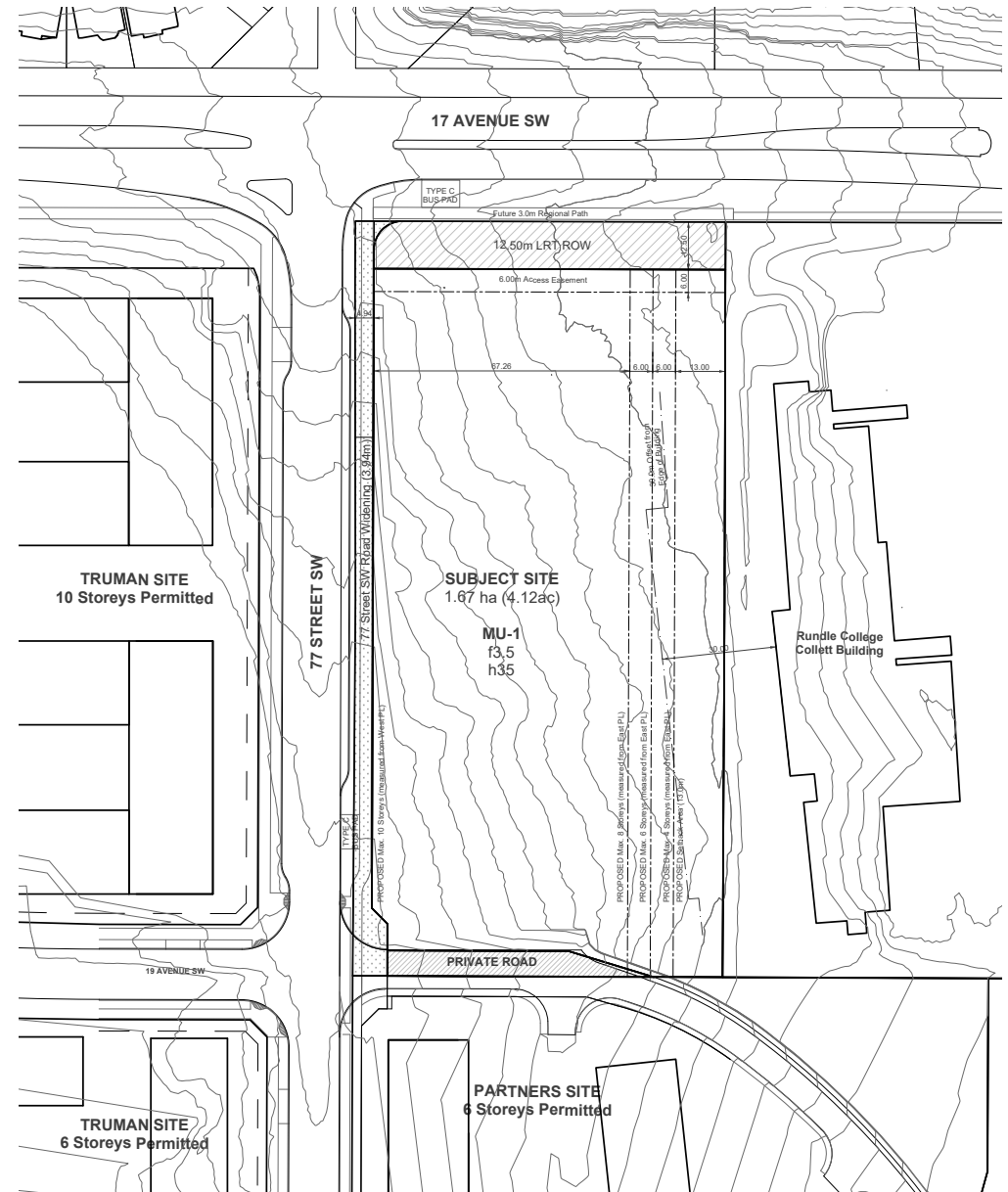
**Steps:**

8 - 6 - 4 storeys  
on east of site



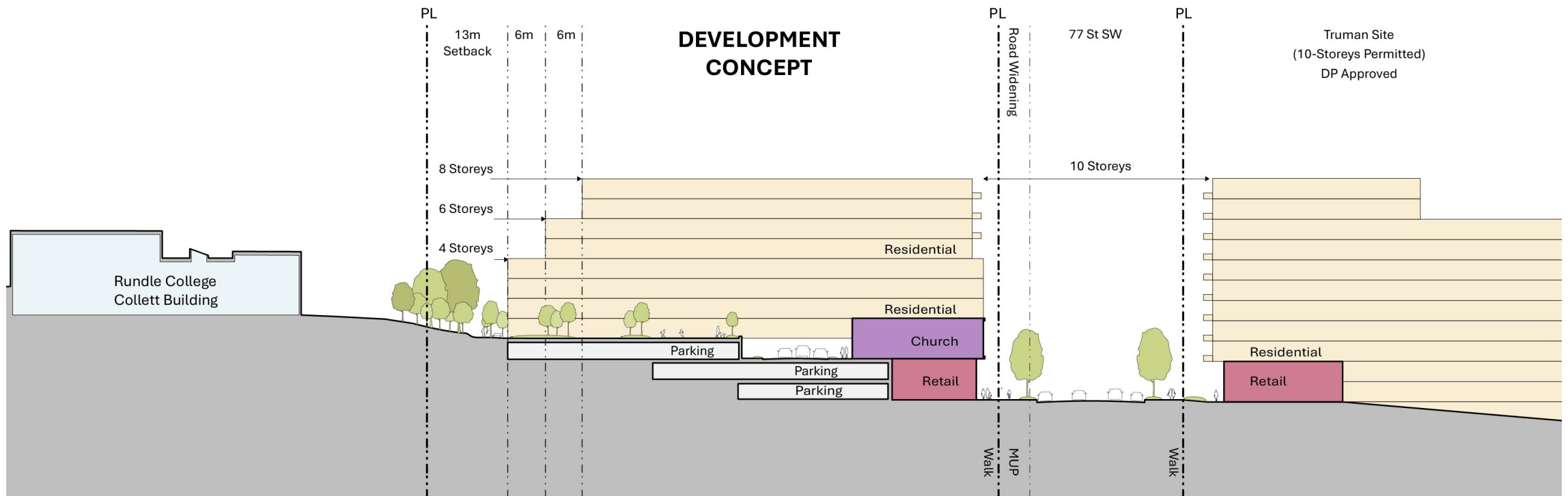
**Setback:**

13 metres from  
east site edge



# Contextual Integration

- 10 Storeys from grade facing 77 Street mirrors Truman
- Retail at grade, community and residential uses above
- Parking is internal to the site and below grade
- Minimum 13m setback from Rundle Property line provides up to 30m of setback from Rundle building
- Building steps down from 8 to 6 then 4 storeys on the east interface



# Application Summary



Enables a unique form of development

Allows for an integrated mixed-use development including a church, commercial and residential offerings in proximity to existing transit, employment opportunities, and key amenities.



Responds to Community Feedback

DC rules require setback and setbacks from neighbouring property



Completest the Springbank Hill ASP

Continues the mixed-use district across the 19th avenue corridor in proximity to transit

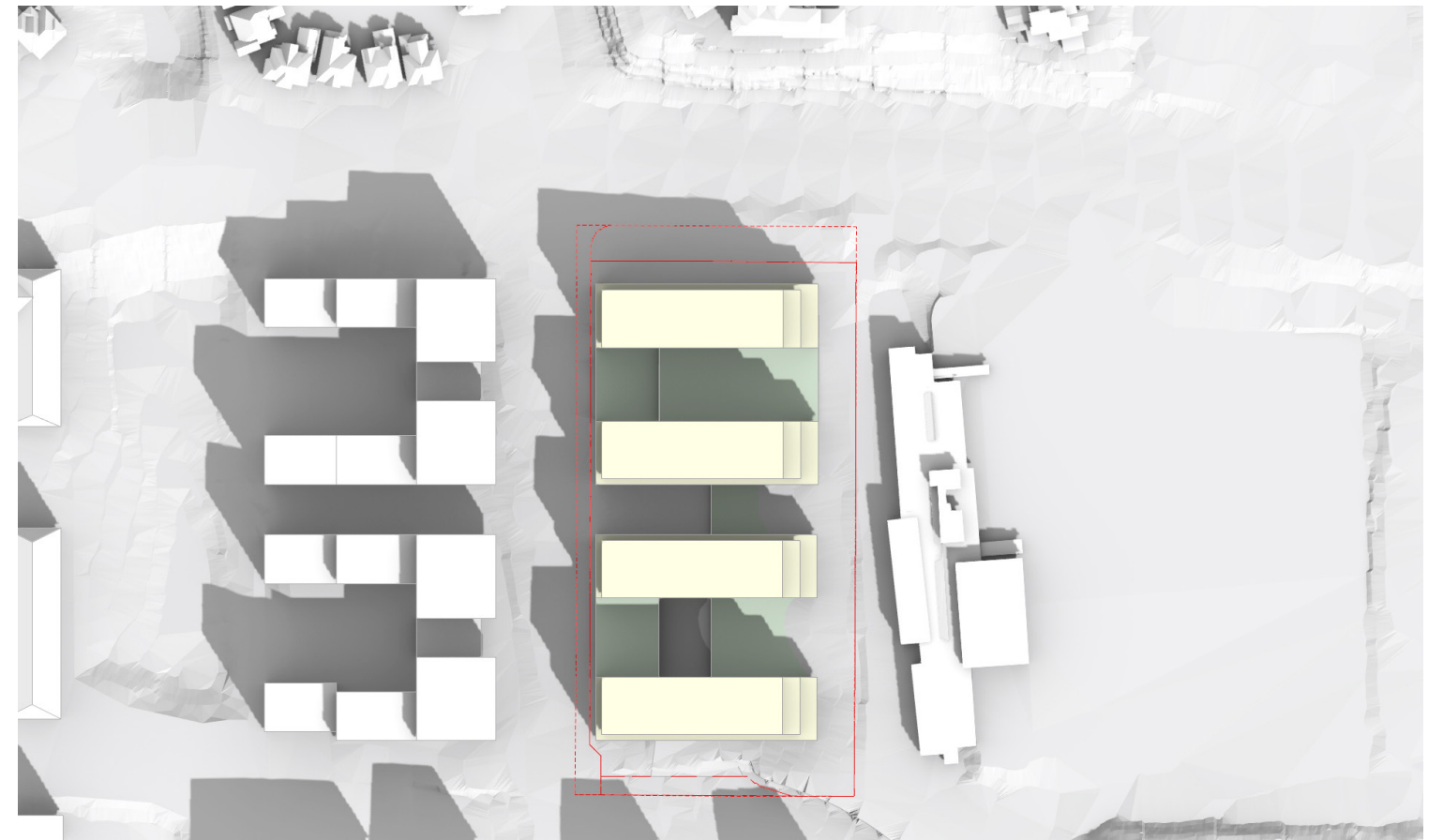


Appropriate land use district

The proposed DC district and building modifiers enable a context-sensitive mixed-use development with ground-floor retail



March 21 - 9am



March 21 - 12pm



March 21 - 3pm



March 21 - 4pm