

Applicant Submission

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On behalf of 18th Avenue SE Apartments GP Ltd, O2 is proposing to redesignate one parcel located at 121 17 Avenue SE from a Direct Control (DC24Z2007) to a Mixed Use – Active Frontage with a maximum density of 4.0 Floor Area Ratio, and a maximum building height of 24 metres. Redesignation of the subject site will enable a high-quality mixed-use development in an area well-served by transit, employment opportunities and community amenities.

Site Context

The subject site is located west of Macleod Trail SE, between Centre and 1st Street SE, along the south side of 17th Avenue SE in the community of Mission. The site is currently occupied by a vacant commercial building and surface parking lot. The surrounding area is characterized by a mix of medium and high density mixed-use and residential buildings as well as several commercial shops along 17th Avenue. The site is extremely well-served by transit, with nearby access to the Victoria Park LRT Station (270m) east on Macleod Trail. Bus connections are available along 1 Street SE, Macleod Trail SE, and along 17 Avenue, providing broader connections to Downtown Calgary, Macleod Trail, and South Centre Mall. On-street cycling is available on 14th and 15th Avenue SE and 2nd Street SE, supporting active travel to everyday destinations such as the Elbow and Bow River pathways, Lindsay Park, and MNP Community & Sport Centre. Future intensification on the site will benefit from nearby destinations such as Downtown Calgary, the BMO Centre, and retail/commercial amenities on 17th Avenue.

Policy Framework

The subject site is regulated by the Mission Area Redevelopment Plan (ARP), which designates the southern half of the site as 'Medium Density Residential' and the northern half as '17th Avenue Commercial.' The 'Medium Density Residential' designation supports apartment redevelopment that complements the community's character and architecture while providing a broad mix of dwelling types (Objective 6.1.2). The '17th Avenue Commercial' designation aims to support the continuation of 17th Avenue as a pedestrian-oriented commercial corridor through mixed-use development. Specifically, Objective 5.2.2 encourages mixed-use developments with ground-floor commercial uses and residential uses above. Additionally, Policy 5.2.3 promotes mixed-use developments with residential components that reinforce the pedestrian shopping street character. This includes measures such as continuous retail frontage at grade, pedestrian-sensitive building scale, sunlight access on north sidewalks, open spaces, and diverse building facades for visual interest. For this portion of 17th Avenue, the ARP recommends a maximum height of 46 meters (Policy 5.2.3.10) and a maximum residential density of 225 units per hectare (UPH). However, parcels within a 300-meter radius of the Victoria Park/Stampede LRT station, including the subject site, may be considered for increased density (Policy 5.2.3.9). The development vision for the site aligns with the ARP's vision, proposing a contextually appropriate mixed-use development that provides a diverse mix of housing while activating 17th Avenue with continuous at-grade retail frontage.

The subject site is also located on an identified Neighbourhood Main Street referenced in the Municipal Development Plan (Map 1). Neighbourhood Main Streets are intended to provide a broad mix of residential, employment, and retail uses and meet a minimum intensity of one hundred people and jobs per hectare. The proposed land use amendment aligns with the intent of the Neighbourhood Main Street, providing a mix of uses and built form that contribute activity and vibrancy to the 17th Avenue corridor.

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Proposed Land Use Amendment

The site is currently designated as Direct Control (24Z2007), which enables mixed-use development based on the RM-7 Residential High Density Multi-Dwelling District from Calgary's previous Land Use Bylaw 2P80 with a maximum building height of 40 metres and a maximum density of 4.4 FAR. While the current designation permits mixed-use development, it uses outdated regulations that do not align with the development direction of the existing landowner. To align the site with the current development vision, a land use amendment is required to re-designate the site to 'Mixed Use – Active Frontage' (MU-2) with a maximum density of 4.0 FAR and a maximum building height of 24 metres. The MU-2 district supports mixed-use developments and ground-floor commercial uses, contributing to 17th Avenue as a pedestrian-oriented area. Additionally, the proposed redesignation will transform the site from an existing vacant commercial space into a mixed-use development that increases housing stock close to transit, amenities, and employment opportunities.

Conclusion

In summary, the proposed land use will enable a development that will:

- Implements the policy vision of the Mission Area Redevelopment Plan, providing mixed use development that activates the street through continuous at-grade retail frontage.
- Provides commercial/retail uses to activate 17th Avenue and support the retail needs of the immediate neighbourhood and encourage pedestrian activity and natural surveillance.
- Increase available housing supply with new residential units in an area well-served by transit and community amenities.
- Increase density while mitigating emissions due to the availability of transit and active transportation infrastructure.