



17th and Broadway

Council Presentation | February 4th, 2025

Project Team

*Landowner, Developer,
Lead Applicant*

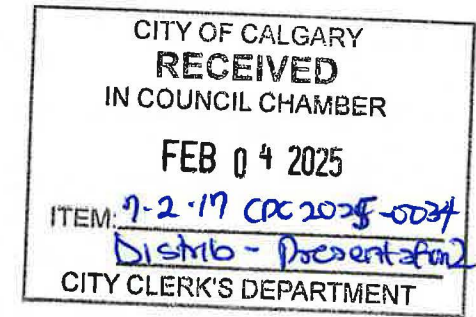
VESTA
PROPERTIES

*Urban Design, Master Planning,
Planning, Engagement, &
Landscape Architecture*

O2

*Architect,
Development Permit Applicant*

 **zeidler**
ARCHITECTURE



The Site

- Meeting place between two of Calgary's best neighbourhoods.
- Intersection of two of Calgary's most beloved main streets.
- Transition zone from the vibrant 17th Avenue experience west of 4th Street to the east.
- A blank-slate opportunity to create something great



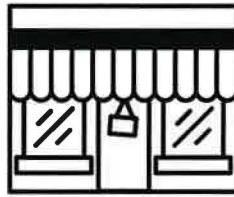
The creation of prominent new open spaces at the corner of 17th and 4th will elevate this important intersection's role as a gathering place for Calgarians.



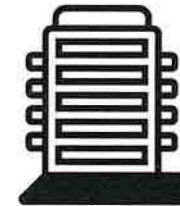
The Response



Add new interconnected open spaces on 17th Ave's longest block



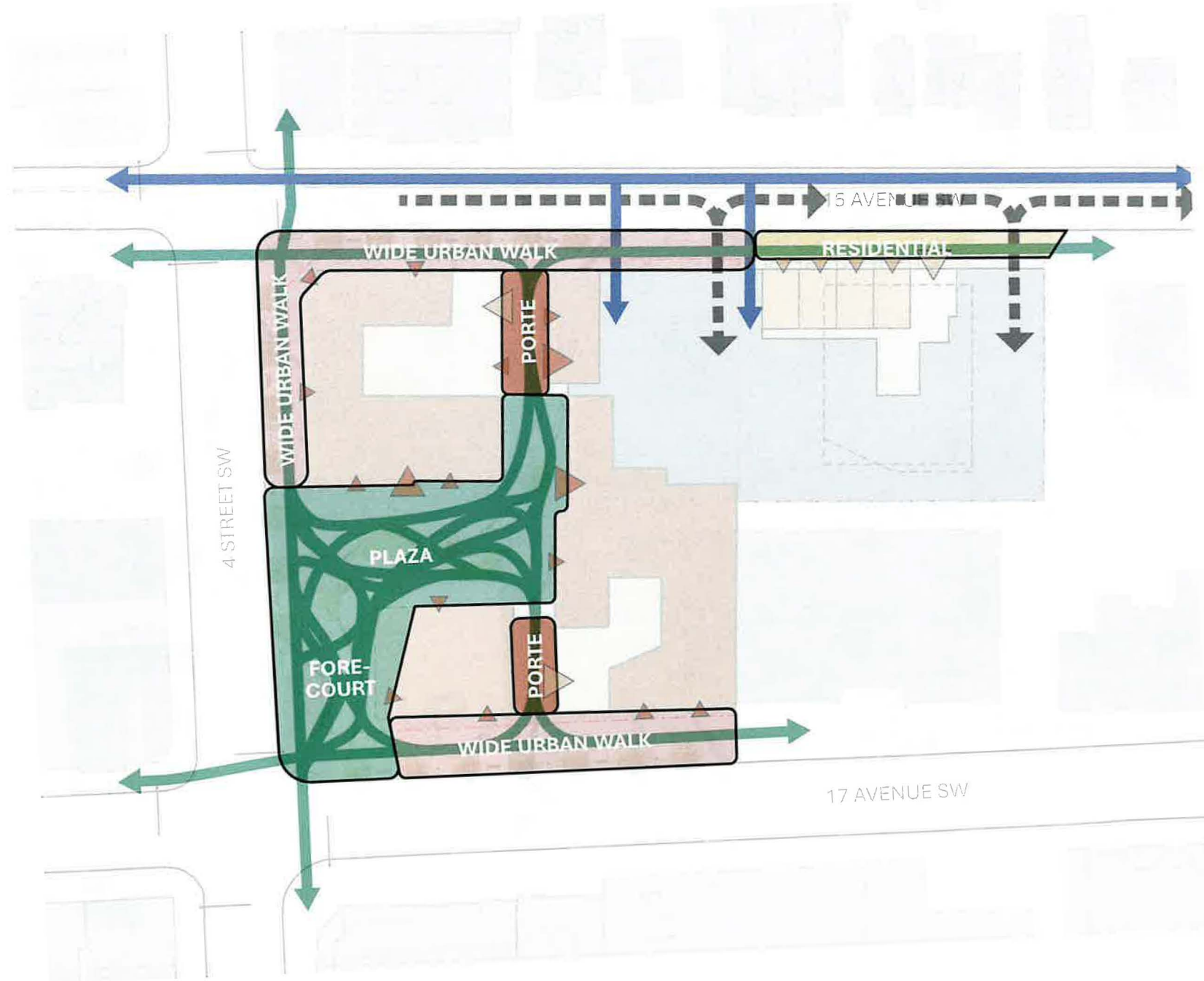
Introduce a multi-level retail complex at Calgary's centre ice (70,000 ft² of comm.)



Develop 3 residential towers (~1,100 units) with 3 bedroom + affordable units

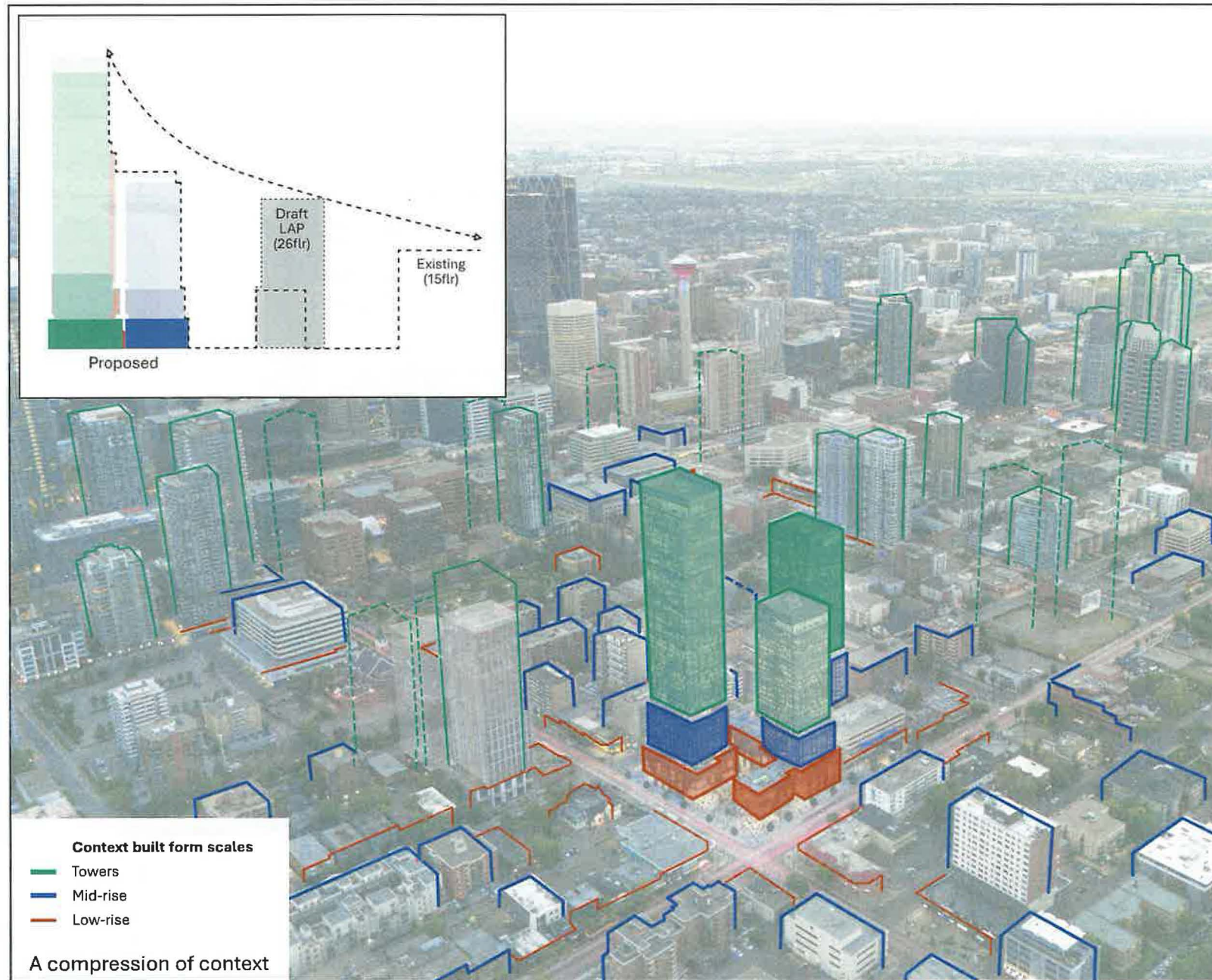
The Response

- A development that opens itself up, inviting the public in with generous, connected, and diverse open spaces.
- A development that expands and improves the public realm along all street frontages, creating one cohesive network of open spaces.
- A development that activates public life with commercial frontages on streets and plazas and grade-oriented residential on 15th.



The Response

- The buildings are designed to respond to and respect the past, present, and future of the surrounding urban context.
- Build heights are composed to sensitively transition to the south.
- Building setbacks are crafted to frame streets and plazas with human-scale forms.



The Response

The residents, employees, and guests will further expand activity and energy eastward towards 1st Street SW and beyond to Stampede Park.

An open space experience framed with new shops and restaurants will greatly contribute to the vibrancy of 17th and 4th, pulling people to the site throughout the day.



Application Process



December 2023

Initial Concept Development



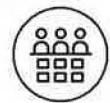
January 2024

Pre-application Submitted



January 2024

City DART Team Discussions



January 2024

UDRP Presentation



July 2024

Land Use Redesignation Submitted



August 2024

Pop-up Park Live



August 2024

Public Engagement Launched



Fall 2024

City Comments Received



Fall 2024

City Comments Addressed



Fall 2024

Engagement Continues



January 2025

Calgary Planning Commission



February 2025

Public Hearing & Council Decision

Proposed Land Use

DC based on CC-X

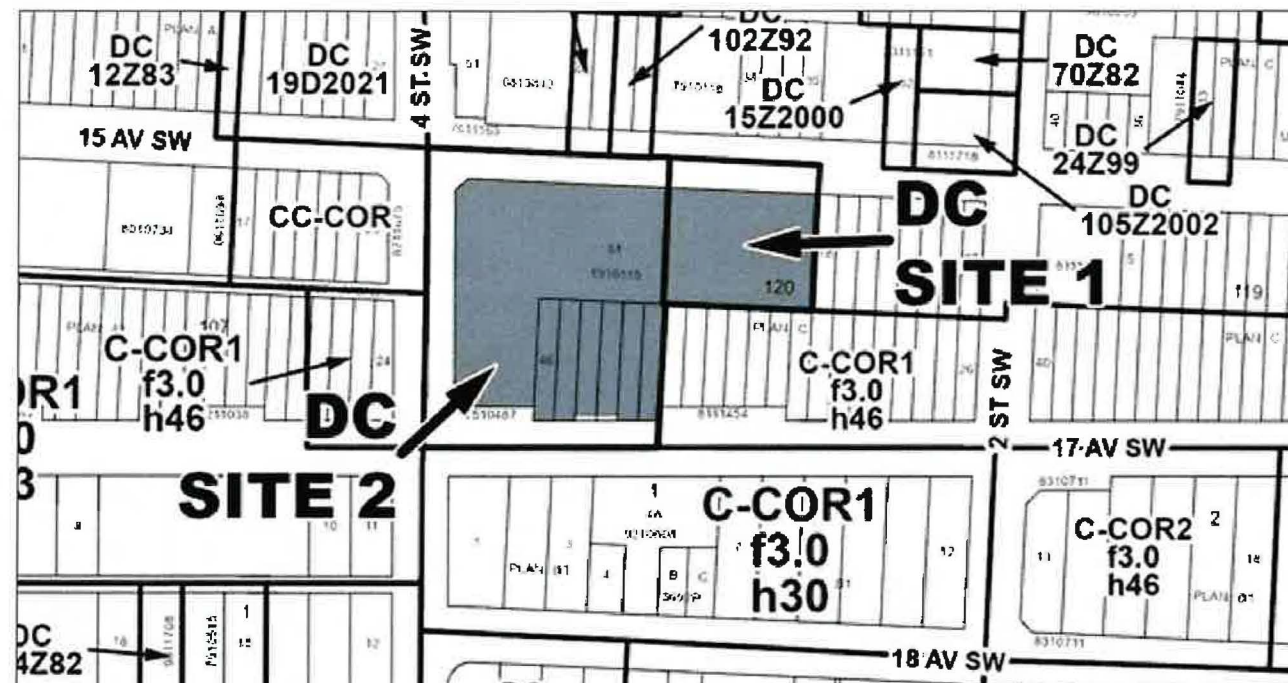
Key DC Rules

- Establishes two distinct Site areas for the purpose of assessing density.
 - Site 1 Max FAR: 7.0 (bonusable to 14.0)
 - Site 2 Max FAR: 7.0 (bonusable to 11.0)
- Implements the outlined design vision.
- Embeds custom rules for setbacks and tower floor plates.
- Outlines density bonusing strategy requirements.
- Adopts site-specific commercial regulations.

ARP Amendment

A minor amendment to the Beltline ARP is required to allow for:

- larger floor plates
- increased densities





Drop-in yoga activation on site



Pop-up market on a DJ Friday



On-site engagement



Pop-up info-sharing at the 4th Street Night Market



Residents enjoying a DJ Friday

Next Steps



February 2025

Beltline Bonspiel on-site



Summer 2025

Development Permit Approval



Fall 2025

Tentative Construction Launch





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