

An aerial photograph of a city street intersection. A red location pin is placed on a white rectangular background in the center of the image, marking a specific location. The surrounding area includes various buildings, parking lots, and green spaces.

121 17 Avenue SE.

Land Use Redesignation

Public Hearing of Council - LOC2024-0212

March 4, 2025

Site Context

The subject site is a single parcel at 121 17 Avenue SE, west of Macleod Trail, between Centre and 1st Street SE, on the south side of 17 Avenue SE in Mission.



CITY OF CALGARY
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IN COUNCIL CHAMBER

MAR 04 2025
ITEM: 7.3-2 CPC 2025-0081
District Presentation 2
CITY CLERK'S DEPARTMENT

- The site currently features a vacant commercial building and a surface parking lot.
- The surrounding area includes a mix of medium and high-density mixed-use and residential buildings, along with several commercial shops along 17 Avenue.
- The site is highly accessible by transit, with the Victoria Park LRT Station nearby on Macleod Trail and bus routes along 1 Street SE, Macleod Trail SE, and 17 Avenue.
- On-street cycling routes are available on 14 and 15 Avenue SE, as well as 2 Street SE.

- 400m Walking Radius
- Bus Stop
- Bikeway
- Bus Stop

Recreational Amenities

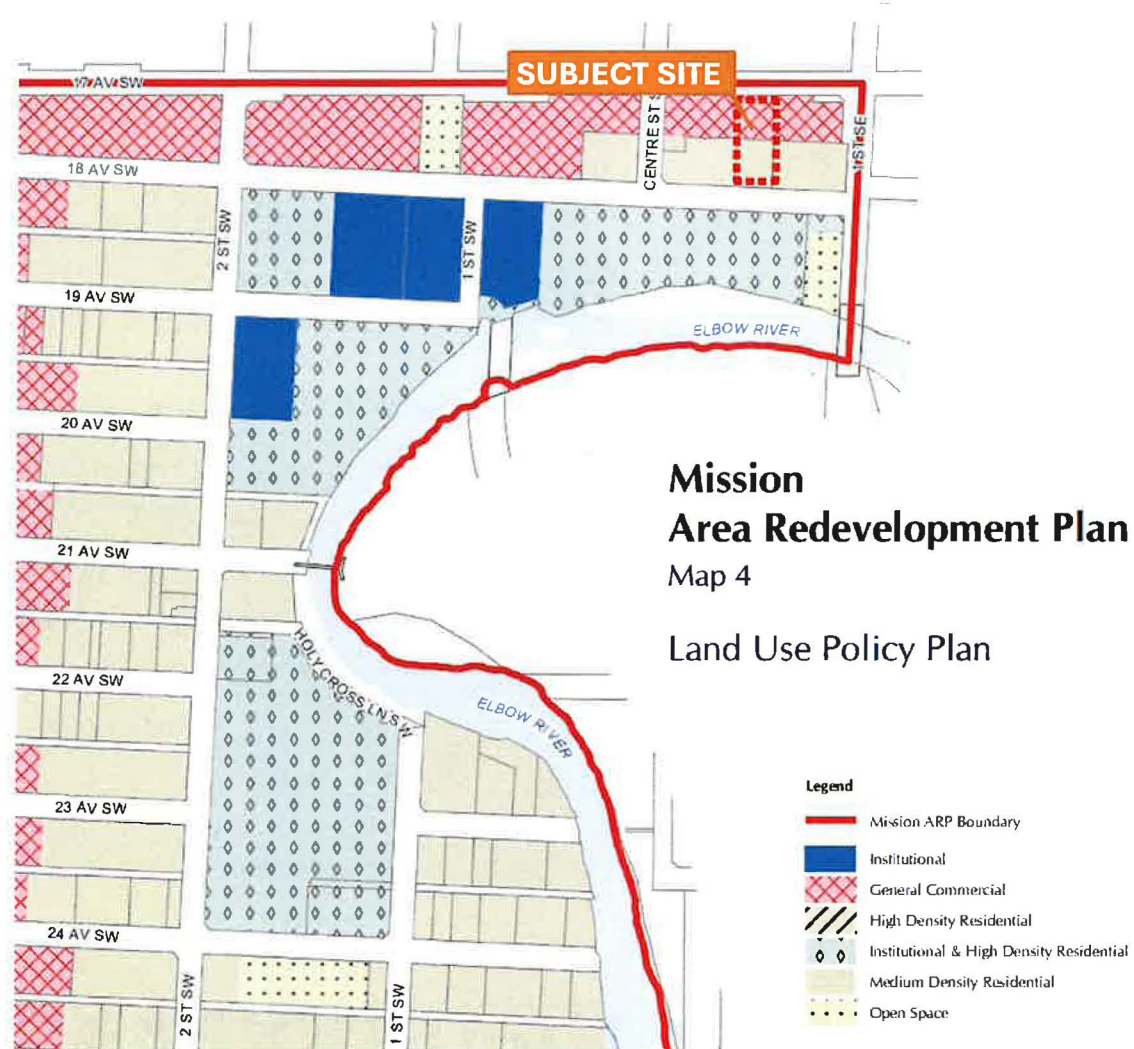
- 1 Lindsay Park
- 2 S-block Park
- 3 Haultain Park

Institutional Amenities

- 1 MNP Sport Centre
- 2 St. Monica School
- 3 Stampede Grounds

Policy Context

The northern half of the subject site is designated as '17th Avenue Commercial' and the southern half is designated as 'Medium Density Residential' in the Mission Area Redevelopment Plan.



Mission ARP Generalized Land Use Map

17th Avenue Commercial

- Promotes mixed-use development to maintain a pedestrian-oriented commercial corridor.
- Supports retail frontage, pedestrian-friendly building scale, sunlight access on north sidewalks, open spaces, and varied facades.

Medium Density Residential

- Supports apartment redevelopment that complements the community's character and architecture.
- Encourages new development to align with the area's scale and design.
- Promotes pedestrian-oriented elements like residential street entrances and windows.

Development Vision

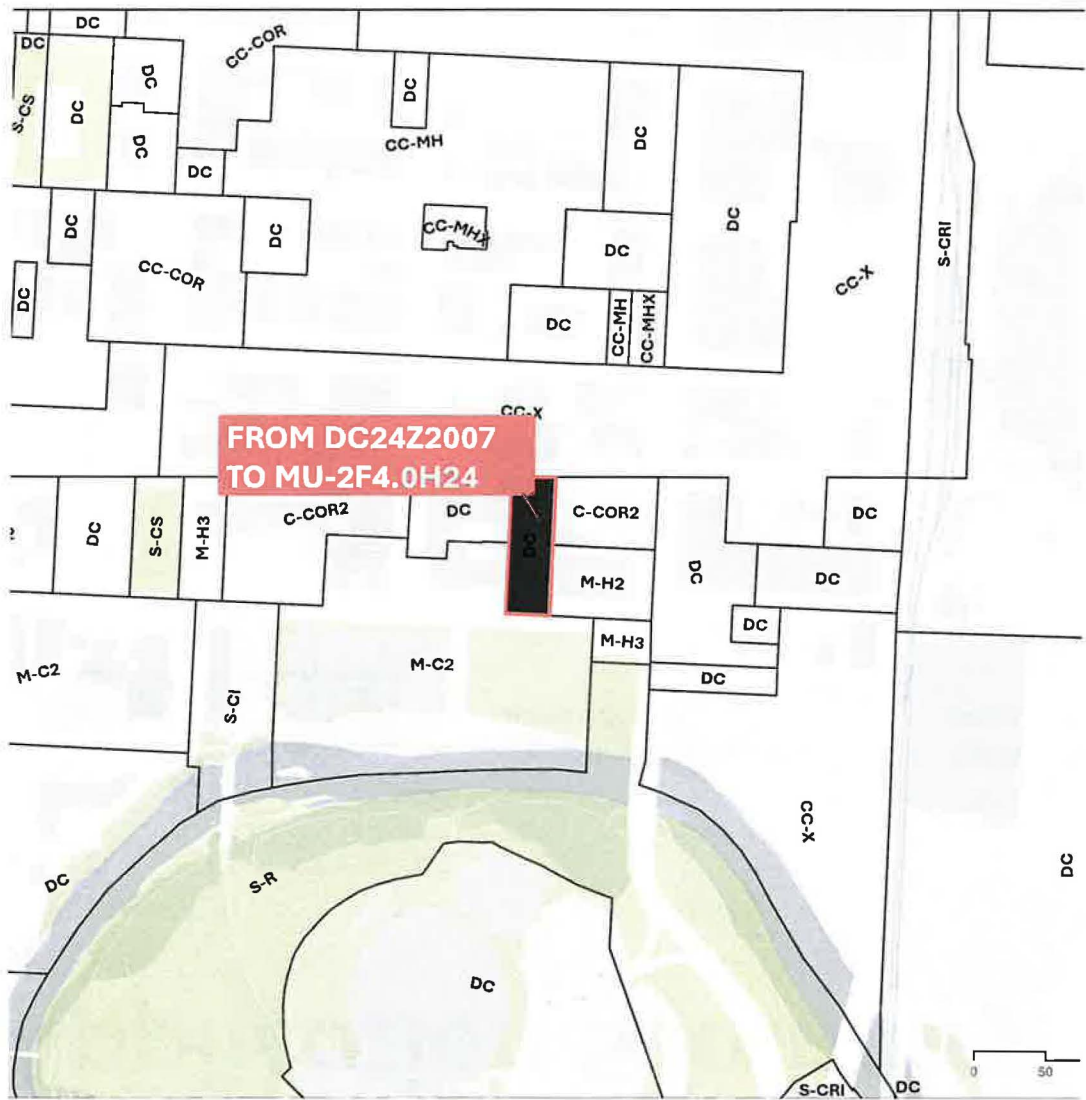


Conceptual Renderings - see DP2024-08922 for final renderings

- Convert the existing vacant commercial site into a six-storey mixed-use development, enhancing the local housing stock.
- Propose a new built form that enhances the 17th Avenue mixed-use district by incorporating active retail frontages along 17th Avenue and residential access along 18th Avenue, creating cohesive and vibrant streetscapes.
- Facilitate transit-oriented living by ensuring convenient access to the Victoria Park Stampede LRT Station, promoting sustainable transportation options.
- Ensure the proposed development is consistent with the overall intentions of the Area Redevelopment Plan (ARP), supporting the vision for community growth and vitality.

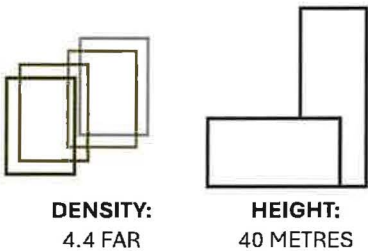
Proposed Land Use Change

A land use redesignation application is required to facilitate the desired mixed use, multi-family development.

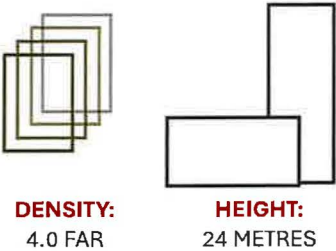


The application will redesignate the site from Direct Control (DC24Z2007) to **Mixed Use - Active Frontage (MU-2f4.0h24)**.

EXISTING
DC24Z2007



PROPOSED
MU-2f4.0h24

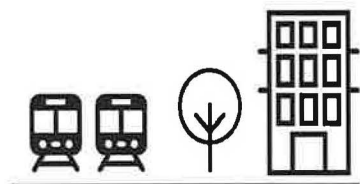


Application Summary



Appropriate scale of development

Increases residential and commercial offerings in proximity to existing transit and key amenities.



Supports transit-oriented development

Increasing available housing supply near transit, encouraging transit-oriented lifestyles.



Consistent with vision of the Mission ARP

Aligning with the dual designation’s general intent, supporting 17 Avenue’s role as a commercial hub while responding to 18 Avenue’s residential character.



Appropriate land use district

The Mixed Use - Active Frontage (MU-2) designation requires active frontages along the commercial street of 17 Avenue while allowing residential uses to the rear on 18 Avenue, aligning with the overall development vision.

Outreach Strategy & Project Timeline

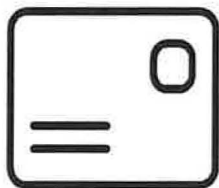
Tactics



Community
Association Meeting



Community
Information Session



Postcard
Circulation



On-Site Signage

Timeline



August 2024
Land Use
Application
Submission



October 2024
Community
Association Meeting



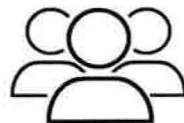
November 2024
Virtual Open
House



Fall 2024
City Circulation &
Application Review



January 2025
Calgary Planning
Commission



March 2025
City Council Public
Hearing