

**Land Use Amendment in Fairview (Ward 11) at 10 Frobisher Boulevard SE,  
LOC2024-0286**

**RECOMMENDATION:**

That Calgary Planning Commission recommend that Council:

Give three readings to the proposed bylaw for the redesignation of 1.43 hectares  $\pm$  (3.53 acres  $\pm$ ) located at 10 Frobisher Boulevard SE (Plan 2832HQ, Block 2, Lot A) from Direct Control (DC) District to Multi-Residential – High Density Low Rise (M-H1f3.3h24) District.

**RECOMMENDATION OF THE CALGARY PLANNING COMMISSION, 2025 APRIL 24:**

That Council give three readings to **Proposed Bylaw 90D2025** for the redesignation of 1.43 hectares  $\pm$  (3.53 acres  $\pm$ ) located at 10 Frobisher Boulevard SE (Plan 2832HQ, Block 2, Lot A) from Direct Control (DC) District to Multi-Residential – High Density Low Rise (M-H1f3.3h24) District.

**HIGHLIGHTS**

- This application seeks to redesignate the subject site to accommodate multi-residential development up to six storeys in height.
- The proposal would allow for an appropriate level of density in close proximity to an Urban Main Street and the Primary Transit Network and is in keeping with the applicable policies of the *Municipal Development Plan* (MDP) and *Heritage Communities Local Area Plan* (LAP).
- What does this mean to Calgarians? The proposed Multi-Residential – High Density Low Rise (M-H1f3.3h24) District would allow for greater housing choice within the community and a more efficient use of existing infrastructure, amenities and transit.
- Why does this matter? The proposal would allow for more housing options that may better accommodate the evolving needs of different age groups, lifestyles and demographics.
- No development permit has been submitted at this time.
- There is no previous Council direction related to this proposal.

**DISCUSSION**

This land use amendment, in the southeast community of Fairview, was submitted by Ace Architecture on behalf of the landowners, Boulevard Real Estate Equities Ltd. on 2024 November 27. No development permit has been submitted at this time; however, as noted in the Applicant Submission (Attachment 2), the proposal is intended to accommodate a six storey multi-residential development.

The approximately 1.43 hectare (3.53 acre) site is a long rectangular parcel located on the north side of Frobisher Boulevard SE. It is situated approximately 300 metres (a four-minute walk) east of Macleod Trail S, an Urban Main Street and about 300 metres (a four-minute walk) west of a MAX Teal Bus Rapid Transit (BRT) Station on Heritage Drive SE.

**Land Use Amendment in Fairview (Ward 11) at 10 Frobisher Boulevard SE,  
LOC2024-0286**

---

A detailed planning evaluation, including location maps and site context, is provided in the Background and Planning Evaluation (Attachment 1).

**ENGAGEMENT AND COMMUNICATION**

- ☒ Outreach was undertaken by the Applicant
- ☒ Public/interested parties were informed by Administration

**Applicant-Led Outreach**

As part of the review of the proposed land use amendment application, the applicant was encouraged to use the [Applicant Outreach Toolkit](#) to assess which level of outreach with the public/interested parties and the Community Association was appropriate. In response, the applicant contacted the Fairview Community Association (CA), the Ward 11 Councillor, distributed flyers to residents along Frobisher Boulevard SE, Fay Road SE, Fairview Drive SE and Fielding Drive SE, including the Heritage Gardens and Hillsboro Place apartments. The Applicant Outreach Summary can be found in Attachment 3.

**City-Led Outreach**

In keeping with Administration's practices, this application was circulated to the public/interested parties, notice posted on-site and published [online](#). Notification letters were also sent to adjacent landowners.

Administration received four letters of opposition and two letter of support from the public. The letters of opposition included the following areas of concern:

- increased traffic and parking issues;
- building height and massing;
- shadowing impacts on neighbouring properties;
- untidy waste and recycling areas at the rear lane; and
- lack of improvements to the aging building and amenities.

The letters of support noted that redevelopment and enhancement of the aging buildings are needed.

The CA provided a letter on 2024 December 18 (Attachment 4), noting that they could not support the application as they felt that development information and consultation was lacking. The CA expressed concerns about traffic and parking impacts, shadowing studies, lack of amenity and overall vision of the development. At that time, the applicant had not engaged the community but have since begun the outreach process and committed to engage the community throughout the development process.

Administration considered the relevant planning issues specific to the application and has determined the proposal to be appropriate. The building and site design, shadowing studies, number of units, amenity spaces, waste and recycling facilities and on-site parking of the comprehensive site will be reviewed and determined at the development permit stage.

**Planning and Development Services Report to  
Calgary Planning Commission  
2025 April 24**

**ISC: UNRESTRICTED  
CPC2025-0413  
Page 3 of 3**

**Land Use Amendment in Fairview (Ward 11) at 10 Frobisher Boulevard SE,  
LOC2024-0286**

---

Following Calgary Planning Commission, notifications for a Public Hearing of Council for the land use amendment will be posted on-site and mailed to adjacent landowners. In addition, Commission's recommendation and the date of the Public Hearing will be advertised.

**IMPLICATIONS**

**Social**

The proposal would contribute to the supply of diverse housing options that may better accommodate the needs of different age groups, lifestyles and demographics.

**Environmental**

This application does not include any actions that specifically address the objectives of the *Calgary Climate Strategy – Pathways to 2050*. Further opportunities to align future development on this site with applicable climate strategies will be explored and encouraged at subsequent development approval stages.

**Economic**

The proposal would provide for increased housing choice and diversity in the community and allow for a more efficient use of land, services and existing infrastructure.

**Service and Financial Implications**

No anticipated financial impact.

**RISK**

There are no known risks associated with this proposal.

**ATTACHMENTS**

1. Background and Planning Evaluation
2. Applicant Submission
3. Applicant Outreach Summary
4. Community Association Response
5. **Proposed Bylaw 90D2025**
6. **CPC Member Comments**
7. **Public Submissions**

Department Circulation

General Manager (Name)	Department	Approve/Consult/Inform