

**Land Use Amendment in Mission (Ward 8) at 101 and 109 – 17 Avenue SW,
LOC2024-0257**

RECOMMENDATION:

That Calgary Planning Commission recommend that Council:

Refuse and abandon the proposed bylaw for the redesignation of 0.14 hectares \pm (0.35 acres \pm) located at 101 and 109 – 17 Avenue SW (Plan B1, Block 3, Lots 30 to 32) from Commercial – Corridor 2 (C-COR2 f3.0h46) District to Direct Control (DC) District to accommodate a mixed-use high-density development, with guidelines (Attachment 2).

HIGHLIGHTS

- This application seeks to redesignate the subject site to enable a high-density, mixed-use development up to 70 metres in height (approximately 20 storeys) as outlined in the Direct Control (DC) District based on the Commercial – Corridor 1 (C-COR1) District.
- While Administration supports intensification of the site and acknowledges the need for housing, refusal is recommended due to the density and height of the proposed development, which creates a detrimental shadow impact on Humpy Hollow Park, contrary to relevant statutory planning policies in the *West Elbow Communities Local Area Plan* (LAP).
- What does this mean to Calgarians? This application highlights the importance of balancing the need for housing in the inner-city with the need to add new and protect existing public investment in parks and open space in the Greater Downtown
- Why does this matter? Approval of the proposal would set an undesirable precedent for tower-scale development shadowing adjacent public realm assets in a community that is already lacking open space.
- No development permit has been submitted at this time.
- There is no previous Council direction on this file.

DISCUSSION

This land use amendment application, located in the southwest community of Mission, was submitted by QuantumPlace Developments on behalf of Clearview Alberta Opportunity Fund GP Ltd. on 2024 October 17.

The subject site is located on the southwest corner of 17 Avenue SW and Centre Street S and consists of two parcels of land with a total site area of approximately 0.14 hectares (0.35 acres). The site fronts the 17 Avenue SW Neighbourhood Main Street corridor and is located directly across from Humpy Hollow Park, a public open space which recently received \$3.25 million worth of upgrades - which included partial funding from the Beltline Community Investment Fund - and McHugh House, a municipally designated heritage resource.

As identified in the Applicant Submission (Attachment 3), this application proposes to redesignate the site from Commercial – Corridor 2 (C-COR2 f3.0h46) District to a Direct Control (DC) District based on Commercial – Corridor 1 (C-COR1) District, to allow for a 20-storey (70.0 metre) mixed-use building, with a maximum floor area ratio (FAR) of 8.0. The proposed DC

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District permits a tower form with podium, with floor plates of up to 485 square metres above 12 metres in height. The tower may be located anywhere within the defined building envelope. The DC District removes the minimum commercial use area requirement and restricts a range of non-commercial uses from being located at grade along 17 Avenue SW and Centre Street S. The DC also introduces a height limit of 12 metres within six metres of the south property line and enables relaxations of certain rules at the development permit stage.

The proposed development, specifically the height and floor plate size, would cast prolonged shadows onto Humpy Hollow Park during key equinox hours and negatively impact the enjoyment and use of this amenity space. This is contrary to statutory planning policy in the *West Elbow Communities Local Area Plan* (LAP) which seeks to minimize shadow impacts on parks and open space. Humpy Hollow Park was redesigned to be a passive, community-serving space where solar access, comfort and social utility are prioritized. These characteristics reinforce the need for careful application of shadow mitigation policies.

A detailed planning evaluation of the application, 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 application review process, the applicant was encouraged to use the [Applicant Outreach Toolkit](#) to determine the appropriate level of engagement with the public, interested parties and relevant community associations. In response, the applicant submitted a What We Heard Report (June 2025) as part of the Applicant Outreach Summary (Attachment 4), summarizing their outreach efforts, which included postcard notifications, a virtual open house, and direct engagement with the Cliff Bungalow-Mission Community Association (CA) and the Beltline Neighbourhoods Association (BNA).

Key themes identified in the report include:

- broad concern regarding building height and shadow impacts, particularly in relation to Humpy Hollow Park;
- support for moderate intensification, generally in the range of six to eight storeys;
- mixed views on the building's design evolution, with some support for added vibrancy and housing choice, balanced by requests for improved transition and interface with the park; and
- calls for greater transparency and more robust public engagement.

The report characterized feedback as “mixed, but generally cautious”, noting that while many participants supported additional housing and amenities, there was significant opposition to the proposed 20-storey scale.

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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 15 letters of opposition, which cited the following concerns:

- excessive building height and massing;
- significant shadowing on Humpy Hollow Park and adjacent sidewalks;
- loss of sunlight;
- privacy impacts;
- increased traffic and insufficient parking;
- precedent-setting implications and perceived erosion of long-term planning goals; and
- inconsistency with the *West Elbow Communities Local Area Plan*.

Two letters of support were also received, highlighting:

- the benefits of increased density near transit and established amenities;
- improvements to walkability;
- increased vibrancy to the local area;
- opportunity for additional housing choice; and
- appreciation for the applicant's willingness to consult and adjust the proposal.

The CA expressed concern with the proposal. The BNA also submitted comments, outlining both strengths and weaknesses of the application. Full submissions from both associations are included in Attachment 5.

Administration has reviewed the public feedback and planning issues raised and has determined that while this application would bring more housing to the neighbourhood, this application is not supportable, primarily due to the detrimental shadow impacts on Humpy Hollow Park.

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

While the application would enable future residential and mixed-use development in a transit-accessible, inner-city location, the proposed scale is not considered to be compatible with the surrounding neighbourhood context and presents negative impacts on adjacent park. On balance, the anticipated shadow and massing impacts outweigh the potential benefits of added density at this location. The proposed land use amendment would facilitate a built form that undermines the character and usability of Humpy Hollow Park, diminishing the inclusivity, comfort and public enjoyment of these important community spaces.

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Environmental

This application does not include any actions that specifically address the objectives of the *Calgary Climate Strategy – Pathways to 2050*. Climate strategies could be explored at subsequent development approval stages.

Economic

The proposed land use may contribute to the vibrancy and revitalization of the 17 Avenue SW Neighbourhood Main Street by introducing additional housing and commercial opportunities. However, on balance, these potential economic benefits are outweighed by the anticipated negative impacts on the public realm and valued community assets.

Service and Financial Implications

No anticipated financial impact.

RISK

If the recommendation to refuse the application is supported, there is a risk that the site could sit vacant, resulting in a loss of potential housing, until such time as a more acceptable built form was proposed for the site.

If the recommendation to refuse the application is not supported and the land use amendment approved, the resulting building design, based on the proposed DC, would cast shadows over an area of open space which is valued by a community underserved by parks and open space and has received recent City investment.

ATTACHMENTS

1. Background and Planning Evaluation
2. Proposed Direct Control District Bylaw
3. Applicant Submission
4. Applicant Outreach Summary
5. Community Association Responses

Department Circulation

General Manager (Name)	Department	Approve/Consult/Inform