



1026 16 Ave NW, Suite 203
Calgary, AB T2M 0K6
587-350-5172

DC Intent Statement

According to Land Use Bylaw 1P2007, DC districts must only be used where a development's unique characteristics, innovative ideas, or unusual site constraints require specific regulation unavailable in other land use districts. We note that according to the File Manager, the side property lines of the site are shared with 17th Ave SW to the north and The Duke building to the south. Therefore, the DC district has been drafted with this consideration (i.e., the site fronts onto Centre St S).

Innovative Ideas: We have proposed an innovative shading and sun exposure strategy based on maximizing sun exposure while also providing shade during extreme heat events. A DC is required in order to restrict the tower plate, creating a slim tower with a fast-moving shadow across Humpy Hollow Park.

Unusual Site Constraints: The size of this site as well as the lack of an adjacent lane makes a successful mixed-use development unattainable within the bounds of the land use bylaw stock districts. Further, a DC will allow the customization of a massing envelope that could be further refined at DC in collaboration with neighbours and the CBMCA and BNA to refine the type of shading and sunlight exposure on Humpy Hollow Park. A DC would recognize the limitations of the existing mixed-use districts which are not currently addressed but are intended to be in the next iteration of the Land Use Bylaw.

Unique Characteristics: This site is uniquely located on the northern edge of the Mission District, adjacent to the Beltline community to the north along the southern edge of 17th Avenue. Its unique position acts as a transition from downtown (bonusing schemes are allowed directly to the north and east of the site) as well as a catalyst for future development in the area. Further, this site is located in an area identified with a maximum building scale of 26 storeys in the proposed West Elbow LAP however, it is also south of the newly redeveloped Humpy Hollow Park which requires unique, context-specific considerations.



Feasibility Study - June 18, 2025

101-109 17 Ave. SW
Calgary Alberta

Cover
17 Ave. SW
101-109 17 Ave. SW, Calgary
Alberta
SD-000
2025-06-18
PROJECT 260172





TOWER PROFILE A

70m HEIGHT _ 420m² Floorplate _ F.A.R. 7.0

PROJECT DATA
TOWER

SITE AREA: 1,418 SQ. M.
BUILDING HEIGHT: 70.0m

BUILDING GFA	
GROUND FLOOR	= 1200 m ²
L2 (TOWNHOUSE) FLOOR	= 1200 m ²
L3-L20	= 420 m ² x 18
TOTAL AREA	= 9,960 m²

F.A.R. = **7.0**

UNIT COUNT

CRU	4
1 BEDROOM	59
2 BEDROOM	42

TOTAL UNITS **101**

Parking 27 Stalls per level

SHADOW STUDIES
PROPOSED LAND USE - 70m

PROFILE A _ 420m² TOWER FLOOR PLATE - F.A.R 7.00



**PROJECT DATA
TOWER**

SITE AREA: 1,418 SQ.M.
BUILDING HEIGHT: 70.0m

BUILDING GFA	
GROUND FLOOR	= 1200 m2
L2 (TOWNHOUSE) FLOOR	= 1200 m2
L3-L20	= 420 m2 x 18
TOTAL AREA	= 9,960 m2

F.A.R. = 7.0

UNIT COUNT

CRU	4
1 BEDROOM	59
2 BEDROOM	42

TOTAL UNITS 101

Parking 27 Stalls per level

SHADOW STUDIES
PROPOSED LAND USE - 70m

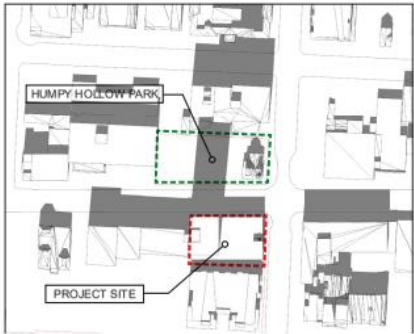
PROFILE A _420m² TOWER FLOOR PLATE - F.A.R 7.00



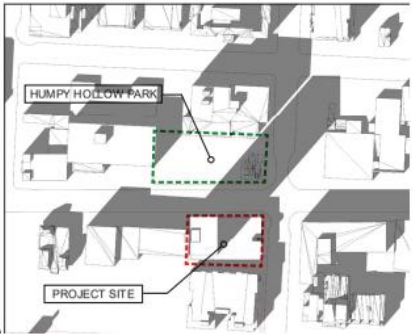
SPRING/AUTUMN EQUINOX
10:00 AM



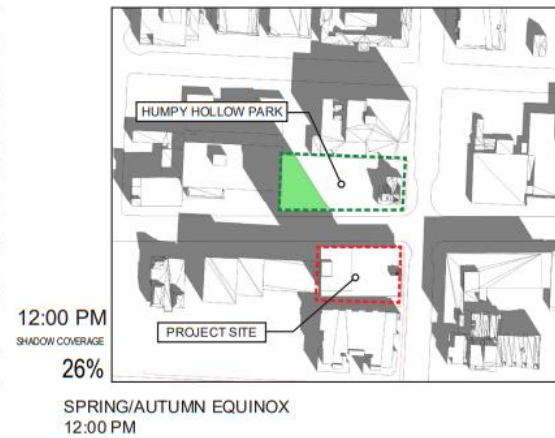
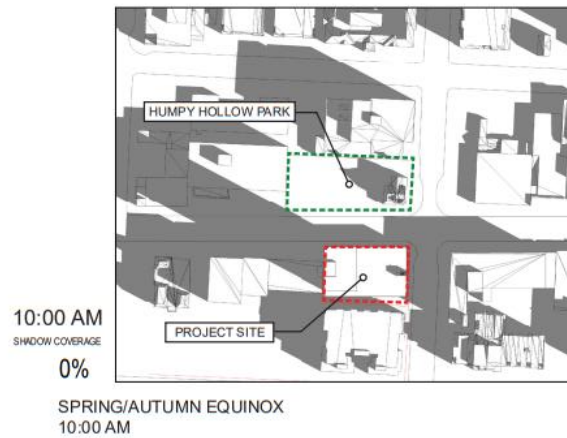
SPRING/AUTUMN EQUINOX
12:00 PM



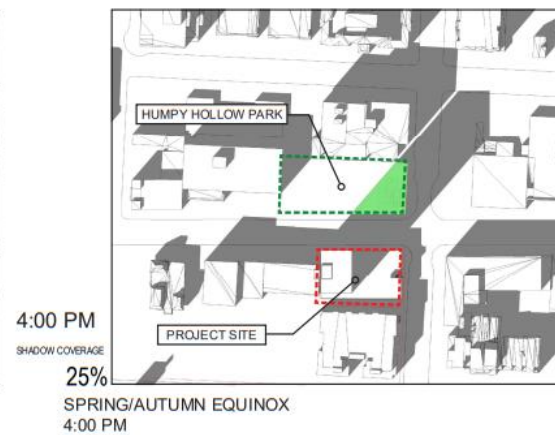
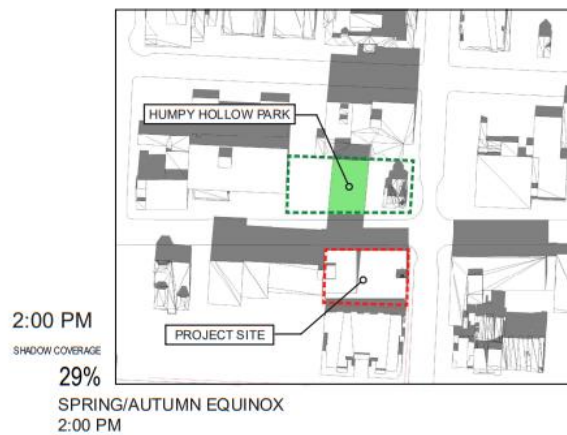
SPRING/AUTUMN EQUINOX
2:00 PM



SPRING/AUTUMN EQUINOX
4:00 PM



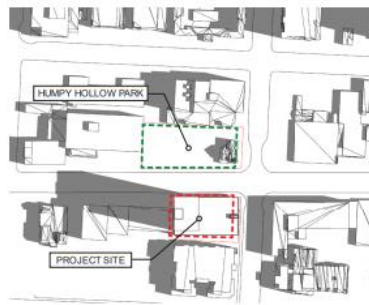
AVERAGE % OF PARK SHADOW
COVERAGE DURING DAYTIME HOURS
= 20.00%



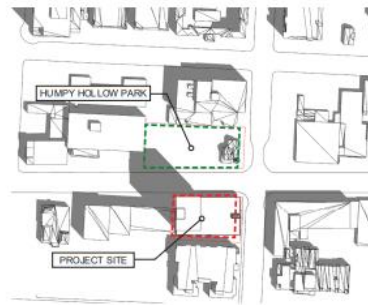
SHADOW STUDY HIGHLIGHT - SPRING EQUINOX _MARCH 20
PROFILE A _420m² TOWER FLOOR PLATE - F.A.R 7.00

20250514 Tower Massing
Shadow Study
17 Ave. SW
101-109 17 Ave. SW, Calgary
Alberta
SD-111
2025-06-18
PROJECT 260172

kasian



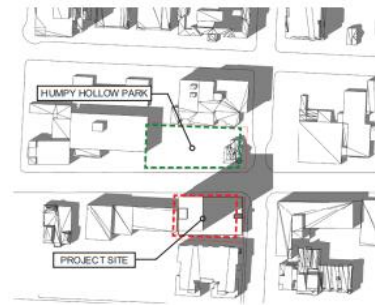
JUNE 21 10:00 AM



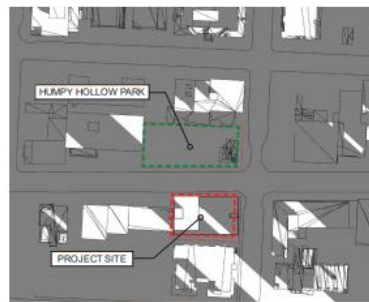
JUNE 21 12:00 PM



JUNE 21 2:00 PM



JUNE 21 4:00 PM



DECEMBER. 21 10:00 AM



DECEMBER. 21 12:00 PM

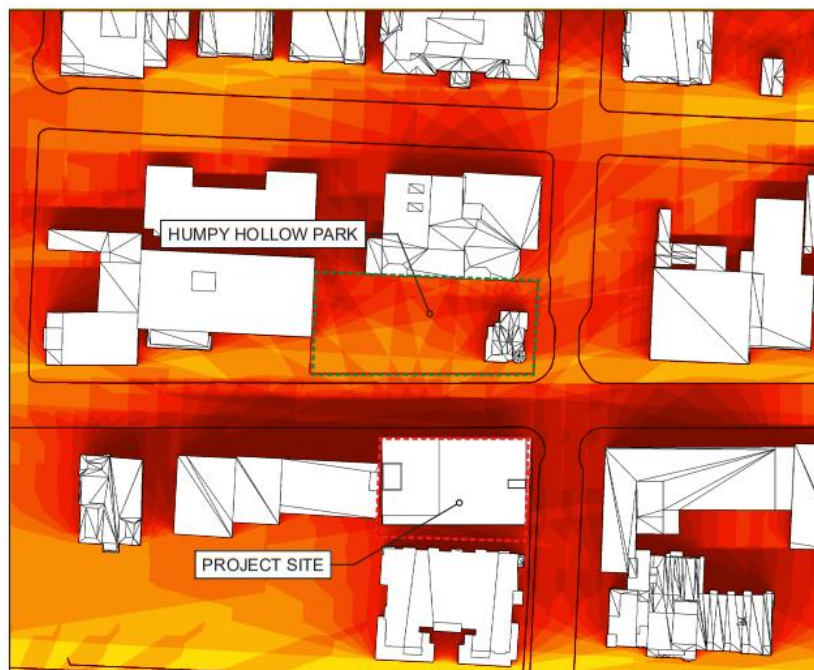


DECEMBER. 21 2:00 PM



DECEMBER. 21 4:00 PM

SUPPLEMENTAL SHADOW STUDIES
PROPOSED LAND USE - 70m
PROFILE A _420m² TOWER FLOOR PLATE - F.A.R 7.00



HOURS OF SUNLIGHT
 SPRING EQUINOX
 MARCH 20, 2024
 12 HOUR PERIOD
 8:00 AM - 8:00 PM



APPROX. AVERAGE DAYLIGHT HOURS ON HUMPY HOLLOW PARK*
9 HRS

*APPROXIMATED HOURS ACROSS A 12 HOUR PERIOD AS AN AVERAGE ACROSS ENTIRE PARK SITE AND INTERPRETED FROM SHADOW STUDY OVERLAYS.

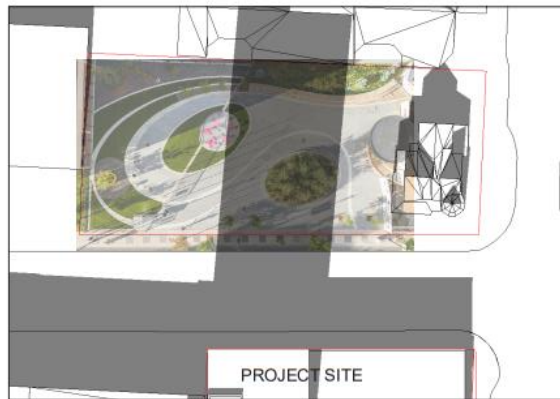
SHADOW HEAT MAP
 PROPOSED LAND USE - 70m
 PROFILE A _420m² TOWER FLOOR PLATE - F.A.R 7.00



SPRING/AUTUMN EQUINOX
10:00 AM



SPRING/AUTUMN EQUINOX
12:00 PM



SPRING/AUTUMN EQUINOX
2:00 PM



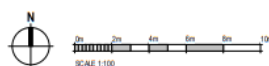
SPRING/AUTUMN EQUINOX
4:00 PM

SHADOW STUDY _HUMPY HOLLOW PARK OVERLAY
PROFILE A _420m² TOWER FLOOR PLATE - F.A.R 7.00





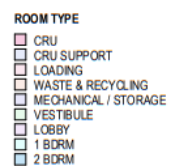
PROFILE A_420m² TOWER FLOOR PLATE - F.A.R 7.00



17 Ave. SW
101-109 17 Ave. SW, Calgary
Alberta

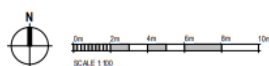
SD-102
2025-06-18
PROJECT 260172





TOWER - BASE

PROFILE A_420m² TOWER FLOOR PLATE - F.A.R 7.00



L3

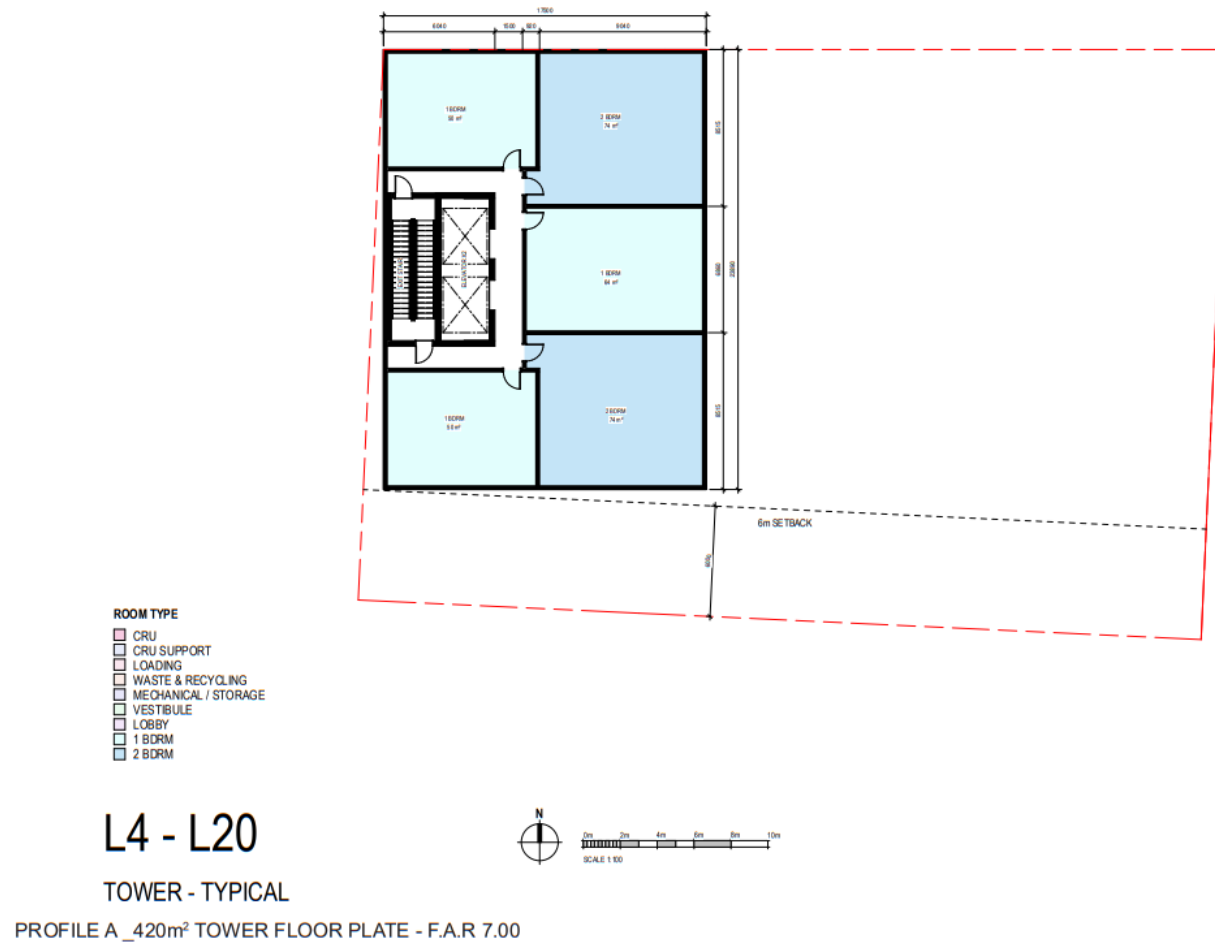
17 Ave. SW
101-109 17 Ave. SW, Calgary
Alberta

SD-103

2025-06-18

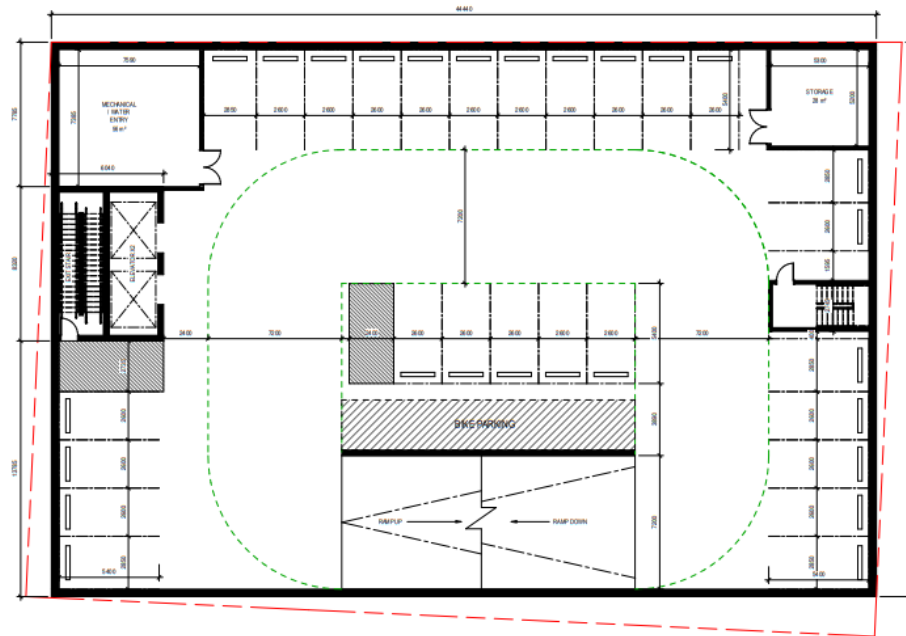
PROJECT 260172





L4
17 Ave. SW
101-109 17 Ave. SW, Calgary
Alberta
SD-104
2025-06-18
PROJECT 260172







TOWER PROFILE B

70m HEIGHT _485m² Floorplate _ F.A.R. 7.85

PROJECT DATA	
TOWER	
SITE AREA: 1,418 SQ.M.	
BUILDING HEIGHT: 70.0m	
BUILDING GFA	
GROUND FLOOR	= 1200 m2
L2 (TOWNHOUSE) FLOOR	= 1200 m2
L3-L20	= 485 m2 x 18
TOTAL AREA	= 11,130 m2
F.A.R.	= 7.85
UNIT COUNT	
CRU	4
1 BEDROOM	59
2 BEDROOM	42
TOTAL UNITS	101
Parking	27 Stalls per level

SHADOW STUDIES
PROPOSED LAND USE - 70m
PROFILE B _485m² TOWER FLOOR PLATE - F.A.R 7.85



**PROJECT DATA
TOWER**

SITE AREA: 1,418 SQ.M.
BUILDING HEIGHT: 70.0m

BUILDING GFA	
GROUND FLOOR	= 1200 m2
L2 (TOWNHOUSE) FLOOR	= 1200 m2
L3-L20	= 485 m2 x 18
TOTAL AREA	= 11,130 m2

F.A.R. = 7.85

UNIT COUNT

CRU	4
1 BEDROOM	59
2 BEDROOM	42

TOTAL UNITS **101**

Parking 27 Stalls per level

SHADOW STUDIES
PROPOSED LAND USE - 70m
PROFILE B _485m² TOWER FLOOR PLATE - F.A.R 7.85



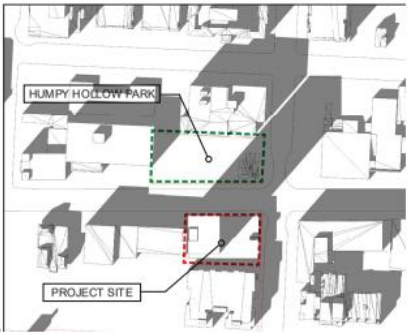
SPRING/AUTUMN EQUINOX
10:00 AM



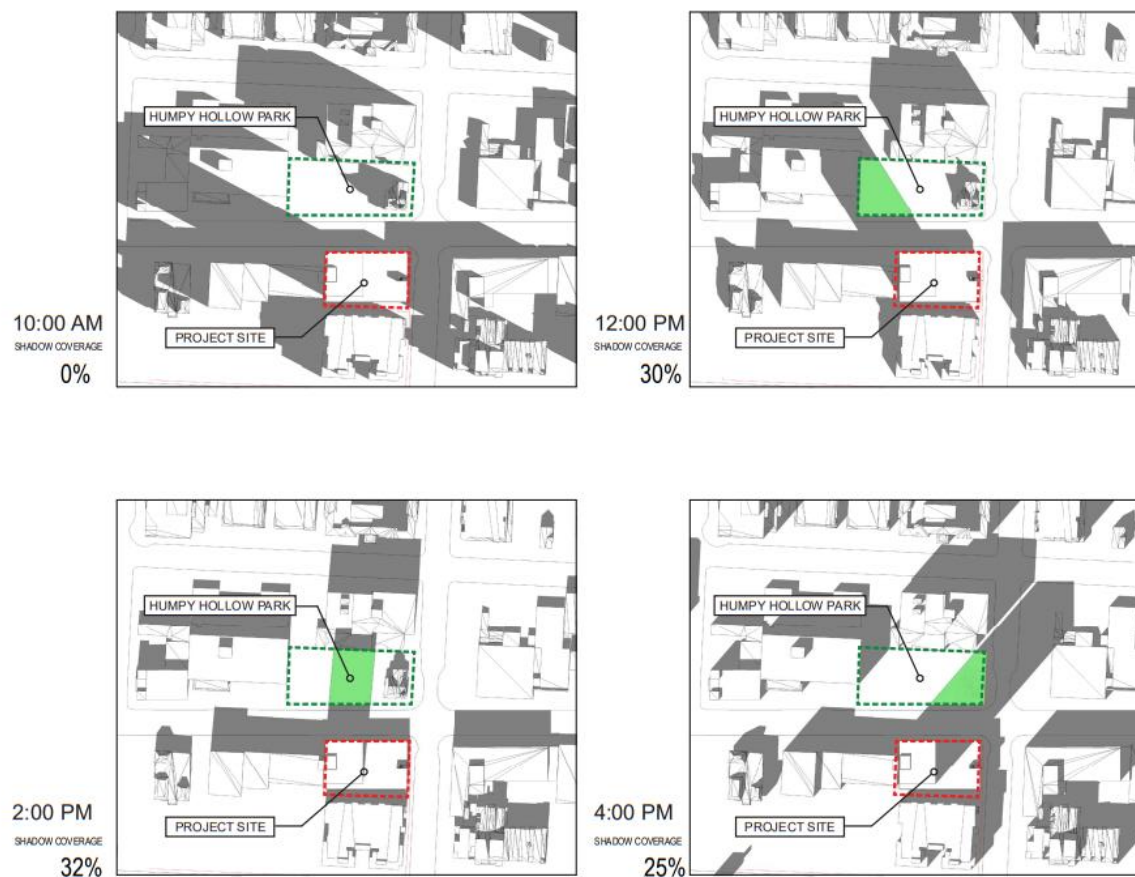
SPRING/AUTUMN EQUINOX
12:00 PM



SPRING/AUTUMN EQUINOX
2:00 PM



SPRING/AUTUMN EQUINOX
4:00 PM

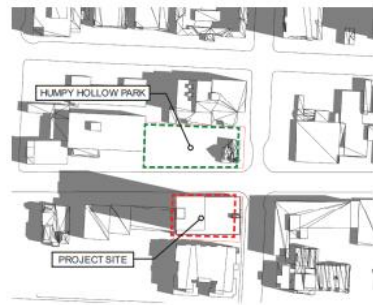


AVERAGE % OF PARK SHADOW
COVERAGE DURING DAYTIME HOURS
= 21.75%

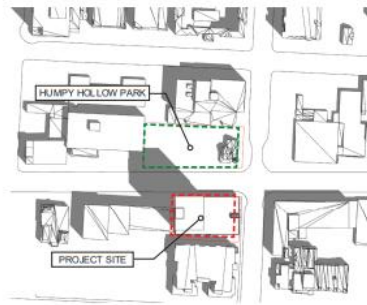
SHADOW STUDY HIGHLIGHT - SPRING EQUINOX _MARCH 20
PROFILE B _485m² TOWER FLOOR PLATE - F.A.R 7.85

20250514 Tower Massing
Shadow Study
17 Ave. SW
101-109 17 Ave. SW, Calgary
Alberta
SD-111
2025-06-18
PROJECT 260172





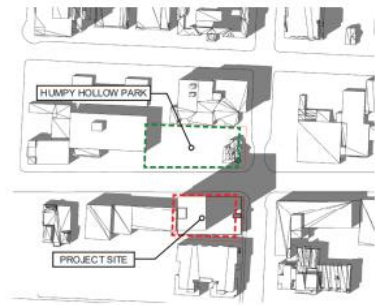
JUNE 21 10:00 AM



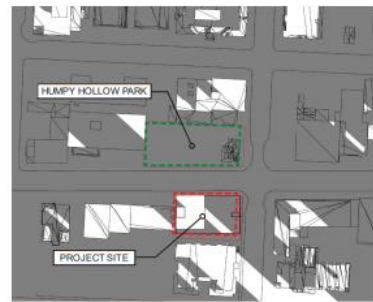
JUNE 21 12:00 PM



JUNE 21 2:00 PM



JUNE 21 4:00 PM



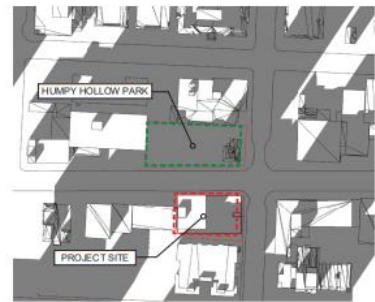
DECEMBER. 21 10:00 AM



DECEMBER. 21 12:00 PM



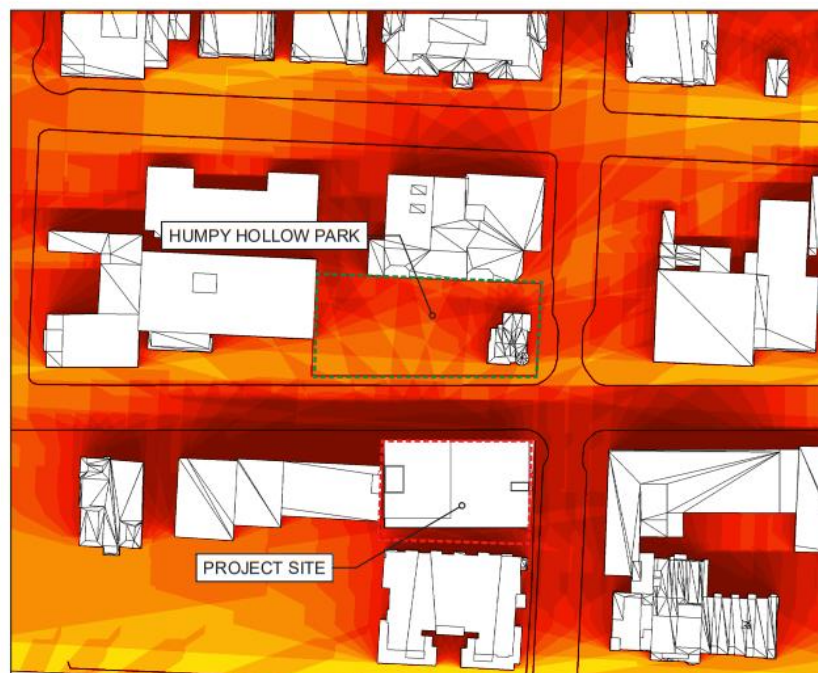
DECEMBER. 21 2:00 PM



DECEMBER. 21 4:00 PM

SUPPLEMENTAL SHADOW STUDIES
PROPOSED LAND USE - 70m

PROFILE B_485m² TOWER FLOOR PLATE - F.A.R 7.85



HOURS OF SUNLIGHT
 SPRING EQUINOX
 MARCH 20, 2024
 12 HOUR PERIOD
 8:00 AM - 8:00 PM



APPROX. AVERAGE DAYLIGHT HOURS ON HUMPY HOLLOW PARK*

9 HRS

*APPROXIMATED HOURS ACROSS A 12 HOUR PERIOD AS AN AVERAGE ACROSS ENTIRE PARK SITE AND INTERPRETED FROM SHADOW STUDY OVERLAYS.

SHADOW HEAT MAP
 PROPOSED LAND USE - 70m

PROFILE B _485m² TOWER FLOOR PLATE - F.A.R 7.85



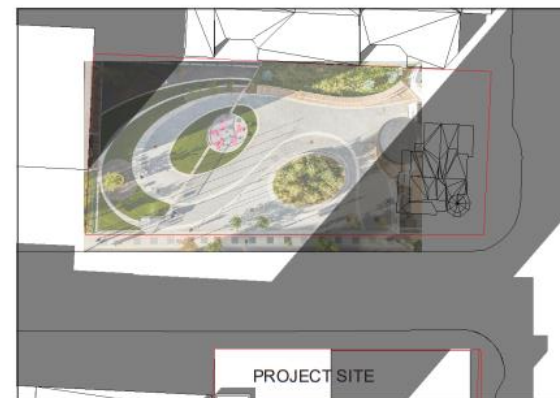
SPRING/AUTUMN EQUINOX
10:00 AM



SPRING/AUTUMN EQUINOX
12:00 PM

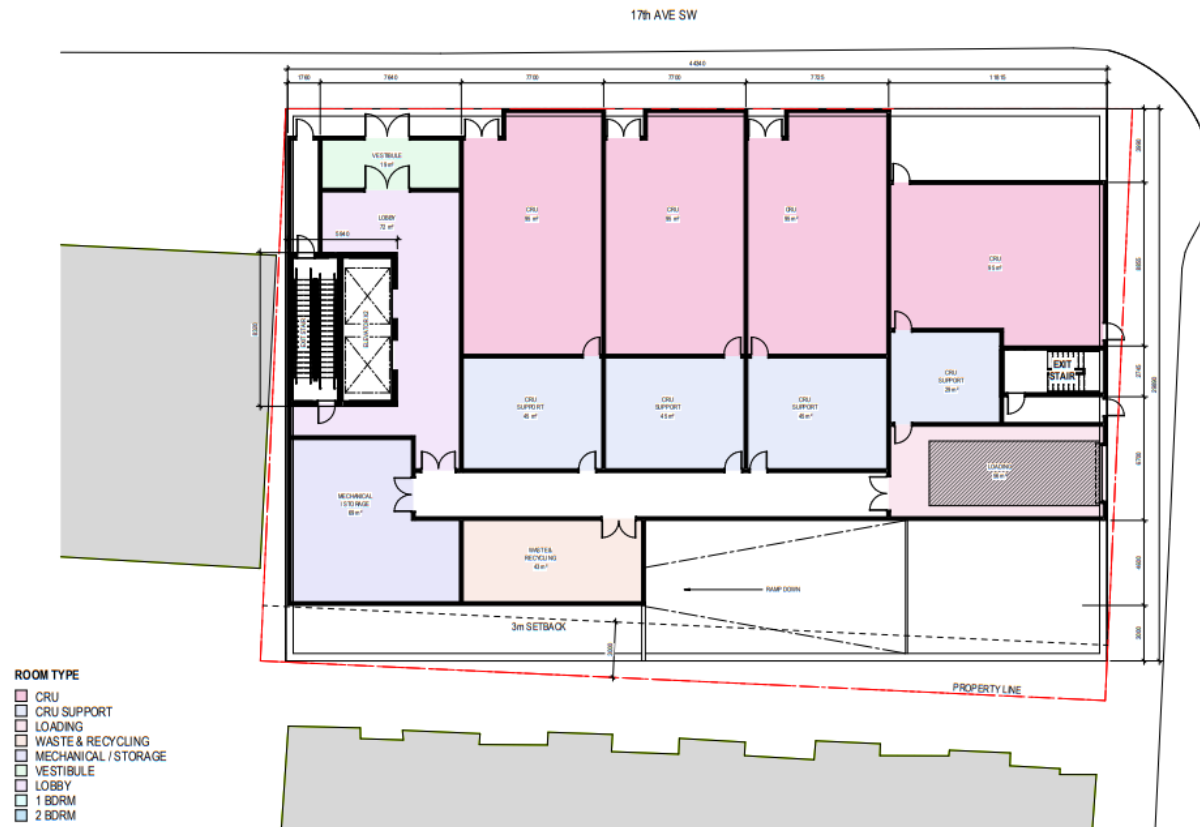


SPRING/AUTUMN EQUINOX
2:00 PM



SPRING/AUTUMN EQUINOX
4:00 PM

SHADOW STUDY _HUMPY HOLLOW PARK OVERLAY
PROFILE B _485m² TOWER FLOOR PLATE - F.A.R 7.85



GROUND FLOOR

COMMERCIAL AND SUPPORT

PROFILE B_485m² TOWER FLOOR PLATE - F.A.R 7.85

PROJECT DATA TOWER

SITE AREA: 1,418 SQ.M.
BUILDING HEIGHT: 70.0m

BUILDING GFA
GROUND FLOOR = 1200 m²
L2 (TOWNHOUSE) FLOOR = 1200 m²
L3-L20 = 485 m² x 18
TOTAL AREA = 11,130 m²

F.A.R. = 7.85

UNIT COUNT

CRU 4
1 BEDROOM 59
2 BEDROOM 42

TOTAL UNITS 101

Parking 27 Stalls per level

Ground Floor

17 Ave. SW
101-109 17 Ave. SW, Calgary
Alberta

SD-101

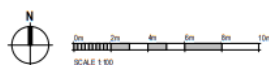
2025-06-18

PROJECT 260172





PROFILE B_485m² TOWER FLOOR PLATE - F.A.R 7.85

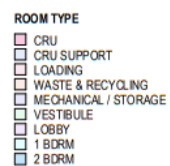


17 Ave. SW
101-109 17 Ave. SW, Calgary
Alberta

2025-06-18

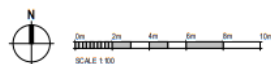
PROJECT 260172





TOWER - BASE

PROFILE B_485m² TOWER FLOOR PLATE - F.A.R 7.85



L3

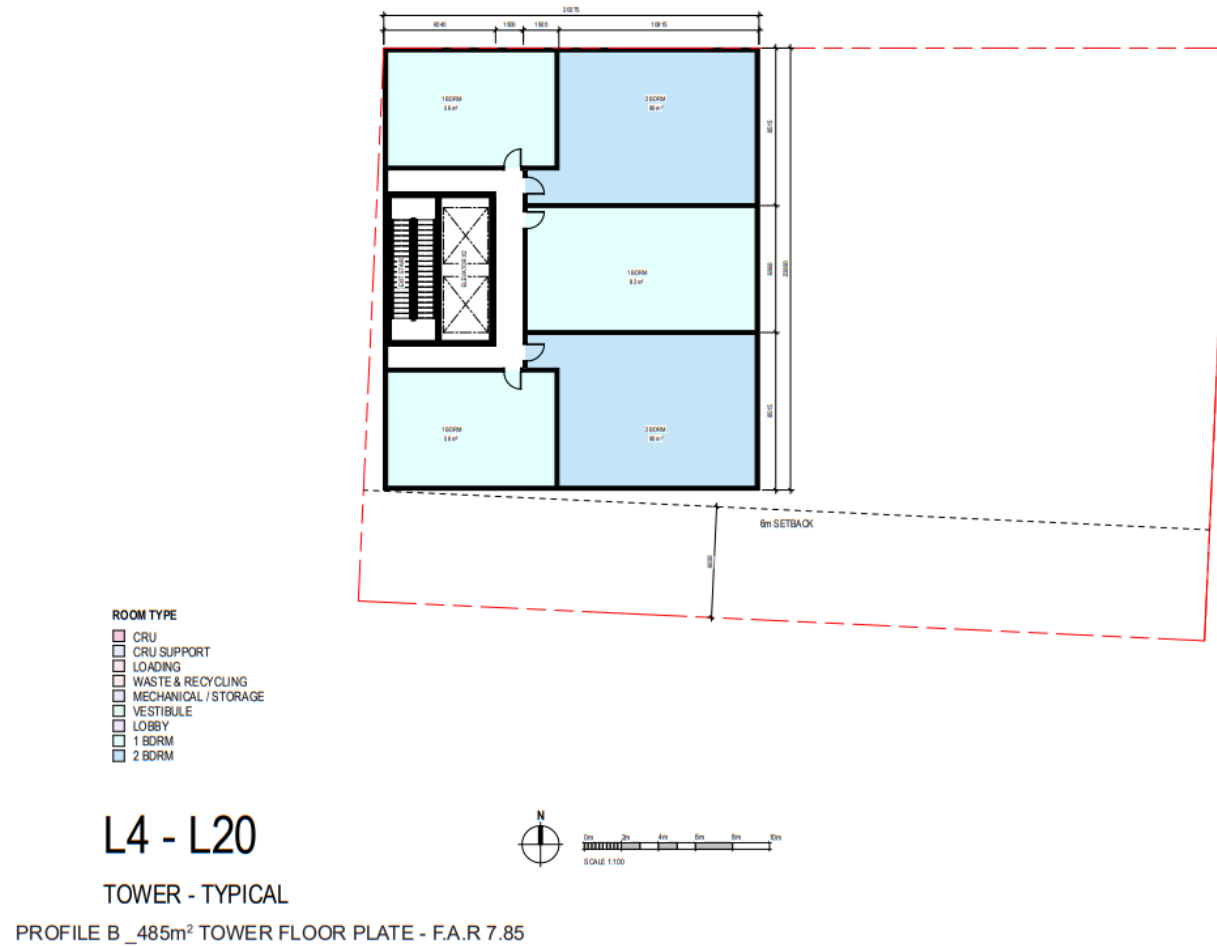
17 Ave. SW
101-109 17 Ave. SW, Calgary
Alberta

SD-103

2025-06-18

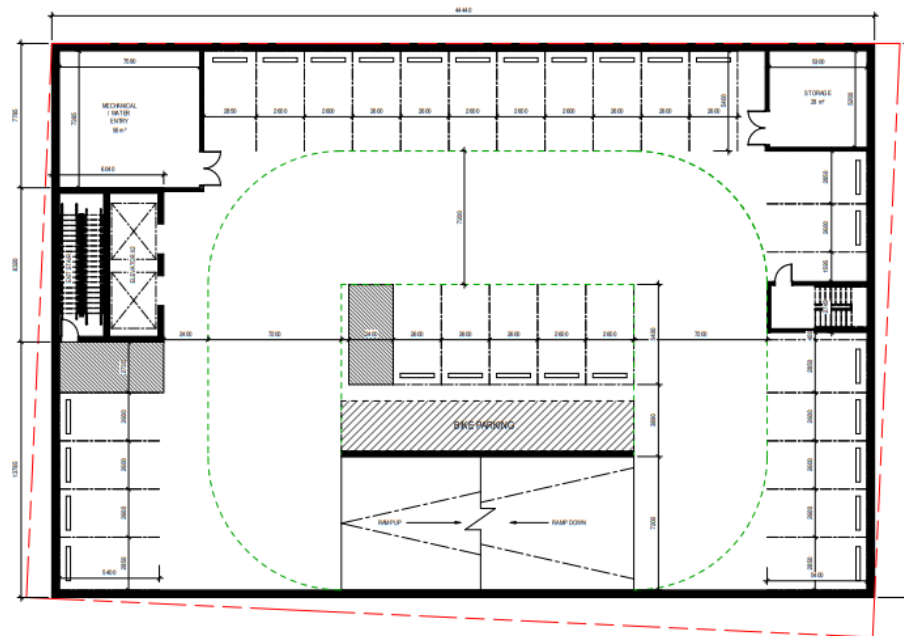
PROJECT 260172





L4
17 Ave. SW
101-109 17 Ave. SW, Calgary
Alberta
SD-104
2025-06-18
PROJECT 260172

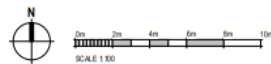




P1

PARKADE - TYPICAL

PROFILE B _485m² TOWER FLOOR PLATE - F.A.R 7.85



Typical Parkade Level

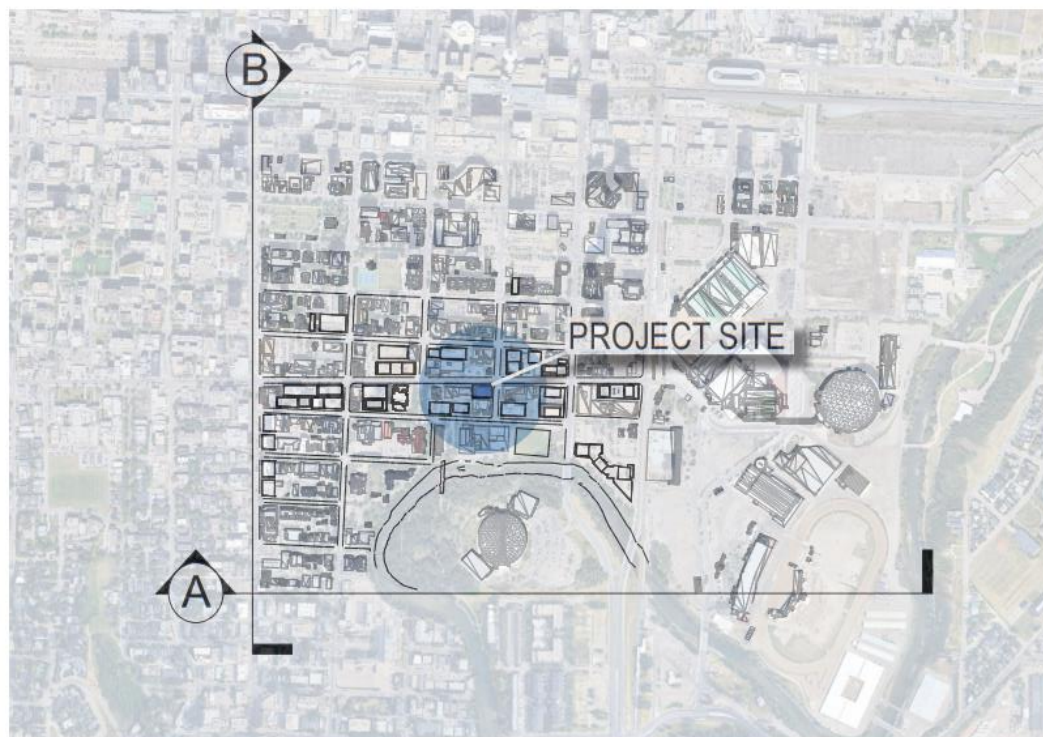
17 Ave. SW
101-109 17 Ave. SW, Calgary
Alberta

SD-109

2025-06-18

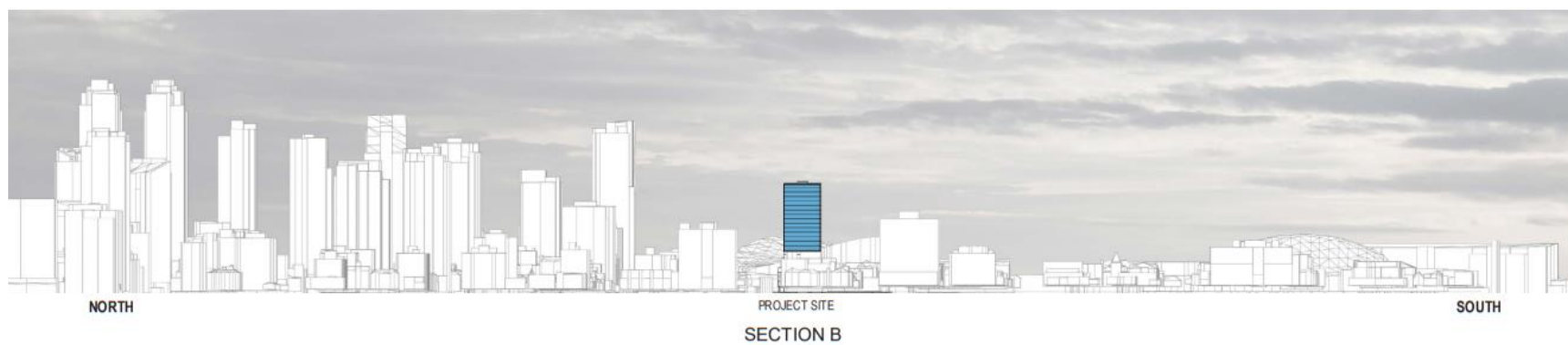
PROJECT 260172





KEYPLAN

SITE CONTEXT _SKYLINE ELEVATIONS



SITE CONTEXT _SKYLINE ELEVATIONS

V36K08/09 House
Pasel Kuenzel Architects
Leiden, Netherlands



Bent Cross South - Plot 13
Squire and Partners
London, U.K.



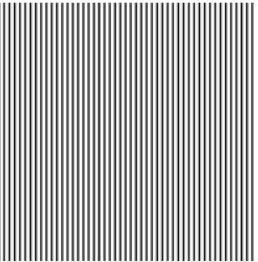
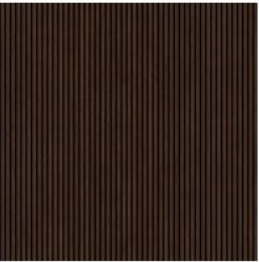
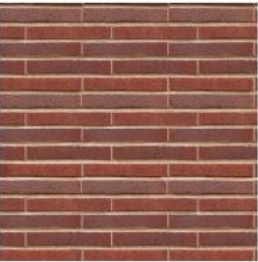
Zinkhaset (Zinc House)
Holsøe Arkitekter
Copenhagen, Denmark



Edison House
HKS Architects
Salt Lake City, Utah



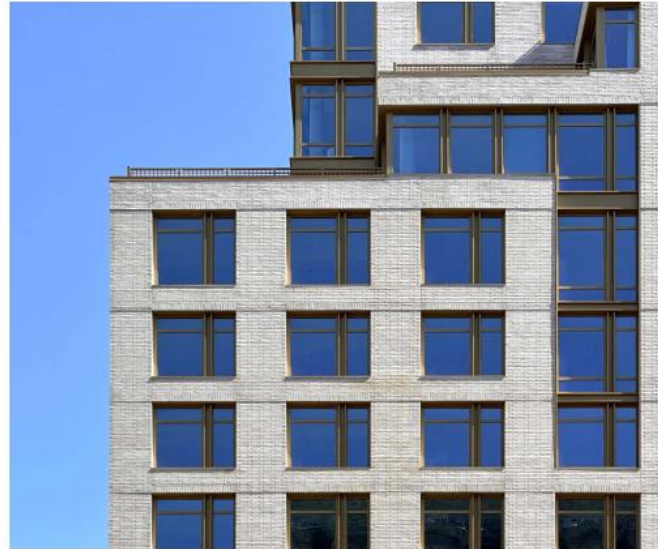
Edison House
HKS Architects
Salt Lake City, Utah



PALETTE



The Rockwell
Hill West Architects
New York, New York



The Rockwell
Hill West Architects
New York, New York



The Rockwell
Hill West Architects
New York, New York



La Fromagerie
London, U.K.



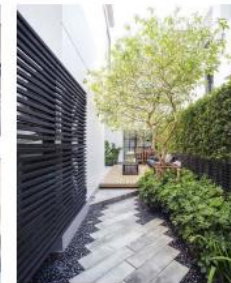
Allia Villa
Depth of Field Design Studio
Riyad, Saudi Arabia



The House of Courtyards
Modo Designs & Andblack Design Studio
Ahmedabad, India



Luxe Apartments
Cameron Chisholm Nicol Architects
Perth, Australia



The Marquina Lover - Gingsite 698
Gingganbai Architects
Bangkok, Thailand

INSPIRATION