

Applicant Outreach Summary

What We Heard Report 101 on 17 Ave (101 – 109 17 Ave SW) Mission, Calgary

June 2025



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Why Public Engagement

Why Is Public Engagement Important?

Public and community engagement provides the opportunity for focused conversations, allowing a structured step-by-step method of leading people through phases of reflection. Public engagement allows residents to be heard, provide feedback and inspiration for projects, and stay informed about what's happening in their community. Through a multi-pronged approach, the engagement strategy offers a variety of ways for residents and stakeholders to get involved.

What Can Participants Take Away?

Public engagement is centred around the idea that those who have the potential to be impacted by an issue or decision should be given the opportunity to be informed and provide feedback. Through engagement, residents and stakeholders can be knowledgeable about a project and follow along with every step of the project journey. If there are concerns surrounding any aspect of the project, engagement allows for participants to have a dialogue with the Project Team and for the project team to be able to understand and respond to adjacent neighbour concerns.

Engagement Summary

QuantumPlace undertook a comprehensive public engagement program for this project. The QuantumPlace Planning team, prior to embarking on engagement, met with the Cliff Bungalow-Mission Community Association (CBMCA) and presented a "pre-application" of the proposed land use application for 101 on 17 Ave (101 -109 17 Ave SW). This presentation included an overview of the application, and the engagement proposed to accompany the application.

A website was established at the beginning of the project and will continue to be updated as the development progresses through the municipal planning process.

QuantumPlace was invited to join the planning committee meeting to present the project to the community association members. This meeting took place on October 9, 2024. Attending the CBMCA meeting gave the team opportunity to engage with members of CBMCA, while providing an update on the application. Approximately eight Planning Committee members were in attendance. An overview of what we heard, and our responses is included in Appendix A.

- The QuantumPlace team met with the CBMCA Planning Committee on October 9, 2024 and has regularly communicated with them throughout the process including during each Detailed Review response.
- We reached out to the Beltline Community Association multiple times offering to meet with them and inviting them to the virtual information session. We received a reply in May 2025 and subsequently met with them to discuss the project on June 4, 2025. We have since been communicating regularly to keep them up to date with the application status.
- The QuantumPlace team has engaged with Councillor Walcott (Ward 8 councillor) periodically throughout the course of the application;
- A virtual open house was held on November 28, 2024;
- The website has been updated in alignment with each Detailed Review response and will be updated with CPC and Public Hearing dates.

Summary of promotional materials used:

- Project website launched at the beginning of the project <https://qpengage.ca/project/101-on-17th-101-109-17-ave-sw/>
- “Hello there” sign was placed at the subject site and will be present for the entirety of the application;
- Meeting with the CBMCA Planning Committee (October 09, 2024);
- An email invitation was sent to the management of the adjacent building to the south 'Duke at Mission' (November 15); and
- Virtual open house (November 28).



Hi There signs placed on the site

PROJECT LOCATION

The site is located within the Mission community at 101-109 17th Ave SW. The area is home to a variety of commercial, residential, and recreational opportunities, such as local cafes, restaurants, parks, and community services.

LAND USE REDESIGNATION

QuantumPlace has applied for a land use redesignation which would change the current designation from Commercial - Corridor 3 (C-COR3) to a Direct Control (DC) based on Commercial - Corridor 1 (C-COR1).

The change would reflect the pressing nature of housing affordability along one of Calgary's Main Streets, an area with substantial interest, investment, and opportunity. Additionally, the redesignation would lend itself to the future growth and connection between 17th Ave and surrounding areas, as well as an activation of the immediate streetscape.

FROM	TO
Commercial - Corridor 3 (C-COR3) (FAR 5)	Direct Control (DC F9 h70) based on C-COR1
Maximum Height: 46 metres	Maximum Height: 70 metres
Maximum Floor Area Ratio: 3	Maximum Floor Area Ratio: 9 (Maximum FAR 5 without bonusing)

Example of the materials used to advertise the public engagement events

Virtual Information Session

10 people registered for the information session and seven people attended. The session ran for approximately one hour and included a presentation from the QuantumPlace team. Afterwards the team fielded questions from the public. Attendees were able to write and submit their questions or ask them verbally which allowed for a back-and-forth discussion with the project team and a better understanding of attendee perspectives.

The open house was advertised via the following methods:

- Project website: <https://qpengage.ca/project/101-on-17th-101-109-17-ave-sw/>
- “Hello there” sign was placed at the subject site and will be present for the entirety of the application;
- Email invitation sent to Cliff Bungalow/Mission and Beltline community associations;
- Social media content was sent to the CBMCA and Beltline CA for their use;
- Email to the Ward 8 office; and
- City branded LOC notice posting placed on the project site.

Public Feedback

Below is a summary of the themes of questions and inquiries received from the emails, and during the open house.

The general themes of the questions were:

- Privacy and Setback Considerations: Concerns about maintaining privacy between proposed and neighboring buildings;
- Height and Shadowing Impact: Questions on justification for increased building height and minimizing shadows;
- Traffic and Parking Challenges: Questions about existing and future traffic congestion, parking demand, and management;
- Community Benefits and Housing Needs: Queries on benefits for local residents, affordable housing, and community vitality;
- Construction and Noise Concerns: Potential noise, disruption during construction, and compensation for affected properties; and
- Public Engagement and Approval Process: Interest in rezoning timelines, public participation, and council decision-making processes.

Ongoing Communication with the CBMCA and BNA

The QuantumPlace team reached out to CBMCA after the pre-application process to discuss the project, the team also shared updates with the board. As identified above, the team attended the October 9 CBMCA Planning Committee meeting which took place online to present the project and respond to questions from the committee.

The team will continue to engage with the CBMCA as the land use redesignation application progresses through the process. When Calgary Planning Commission and Public Hearing dates are determined, these will be shared with the CBMCA and posted on our website.

The QuantumPlace team reached out multiple times to BNA after the pre-application process. We received a reply in May, 2025 and met with BNA representatives on June 4, 2025. The team will continue to engage with the BNA as the land use redesignation application progresses through the process. When Calgary Planning Commission and Public Hearing dates are determined, these will be shared with the BNA and posted on our website.

Response to What We Heard throughout the engagement process

Key Theme	Applicant Response
Privacy and Setbacks: - Privacy impacts due to the close proximity between the proposed development and the residential building to the south. - Setbacks and their role in mitigating privacy concerns.	<ul style="list-style-type: none"> - The current stage focuses on land use redesignation, and specific building designs are yet to be finalized. - The existing site has a small setback, and additional setbacks can be reviewed during the Development Permit (DP) stage. - The proposed land use has building setbacks leading to a slender tower design to reduce building massing impacts.
Building Height and Economic Viability: - Why an increased height is needed, given the area's existing 12-storey limit, and whether a "skinny" design could work within that limit.	<ul style="list-style-type: none"> - Taller, slimmer buildings reduce shadowing and provide more flexibility for incorporating setbacks, creating less mass impact on surrounding buildings and Humpy Hollow Park. - The existing 12-storey height restriction combined with stringent shadowing restrictions has hindered redevelopment due to lack of economic feasibility. Increased height makes the project financially viable and aligns with the city's goals for urban densification and increased provision of housing. This project can act as a catalyst to revitalize a currently underdeveloped area of 17th Avenue.
Traffic and Parking: - Concerns about increased traffic congestion, especially in an area already impacted by its proximity to schools, churches, and event venues like Stampede Park	<ul style="list-style-type: none"> - Parking ratios and requirements, including provision of underground parking, will be addressed during the DP stage, with adherence to the City of Calgary's land use bylaws. The proposal aims to balance parking needs while encouraging sustainable modes of transportation. - The City's long-term vision emphasizes transit-oriented development, with increased pedestrian and bike connectivity and reduced car reliance. - Future improvements to nearby infrastructure, including the Green Line LRT, are expected to alleviate traffic challenges.
Construction Impacts and Compensation:	<ul style="list-style-type: none"> - A construction management plan will ensure compliance with City noise bylaws and safety standards.

<ul style="list-style-type: none"> - Construction-related noise, and disruption. - Whether property owners who lose their city view would receive compensation. 	<ul style="list-style-type: none"> - Views and property values are not addressed under the Municipal Government Act, and no compensation is planned for nearby property owners.
<p>Future Process and Public Input:</p> <ul style="list-style-type: none"> - Next steps in the rezoning process and opportunities for public input. 	<ul style="list-style-type: none"> - The proposal is under review by the City of Calgary administration, which will make recommendations for refinement before proceeding to Calgary Planning Commission and City Council. - Residents will have opportunities to provide feedback during public hearings, either online or in person, before a final decision is made.

Closing

The QuantumPlace team will continue to work with interested citizens and the CBMCA on the application. If there are any new engagement themes that emerge, an update to this report will be provided.

Appendix A – Oct. 9 CBMCA Meeting What We Heard

Key Theme	Applicant Response
Consultant and Client Information: Status of QuantumPlace as an active developer in Calgary and sought clarification on the identity of the client involved in the project.	<ul style="list-style-type: none"> - Quantum Place serves as the planning consultant and possesses development experience. - The client, ClearView, is actively developing in Calgary and holds several other sites in the city, demonstrating their involvement in the local real estate market.
Density Bonusing: Concept of density bonusing for the site, including whether pre-application meeting with the city or the councilor had taken place, and the origins of the density bonusing idea.	<ul style="list-style-type: none"> - The development team engaged with the city, including pre-application meeting and an Urban Design Review Panel meeting. Density bonusing was suggested as a strategy to provide community benefits in exchange for increased density, consistent with existing planning frameworks in the area.
Shadowing Impact: Residents expressed concerns about the potential shadowing effects on the park located across the street from the proposed development.	<ul style="list-style-type: none"> - The proposed massing includes step-backs to mitigate shadowing on the park. While we don't specify shadowing directly, the massing and design aim to prevent excessive shadowing of the park. - The stepback from the eastern edge of the site also preserves the downtown view for neighbours to the south of the site.
Site Logistics: The narrowness of the site and the absence of a back alley raised questions about how necessary infrastructure would be accommodated.	<ul style="list-style-type: none"> - The development plan includes provisions for underground infrastructure, including parking, to address space constraints. - A small loading area will be incorporated at grade, with access from Center Street S, ensuring it is screened from public view.
Floor Area and Building Height: Inquiries were made regarding the allowable height and floor area of the proposed building, as well as the dimensions of the parcel.	<ul style="list-style-type: none"> - The Mission ARP allows for approximately 13 to 14 floors, with the actual proposal featuring around 20 floors which will require ARP amendments. - The building's floor plate is designed to accommodate eight to ten units per floor, typical for the Beltline area. The parcel size is just under 1,500 square meters.

Affordable Housing: Community members highlighted the importance of affordable housing in the development and sought clarification on how density bonuses would facilitate this.	<ul style="list-style-type: none">- The decision on density bonuses will be made by the developer during the development permit stage, though there is potential for community engagement in this process.- The integration of affordable housing is a possibility, and the structure of density bonuses is designed to balance benefits for both the developer and the community, contributing to The City's broader goals of enhancing housing affordability.
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Appendix B – Response to Letters of Representation

The below table identifies concerns raised by the public and directed to The City during the circulation process for the land use application.

Key Theme	Applicant Response
Density and scale: The intended density and scale are perceived as disproportionate to the surrounding context.	<ul style="list-style-type: none"> - Taller, slimmer buildings reduce shadowing and provide more flexibility for incorporating setbacks, creating less mass impact on surrounding buildings and Humpy Hollow Park. - This proposal achieves a balance between what exists and what could exist on this stretch of 17 Avenue SW: it is designed to enhance and contribute to the surrounding community through well considered and designed streetscape, and a massing which is sensitive to local site conditions while also acting as a catalyst for future development in alignment with vision of the proposed West Elbow LAP.
Typology: The proposed high-rise typology is considered incompatible with the established character of 17 Avenue SW and the broader community.	<ul style="list-style-type: none"> - The West Elbow LAP (Local Area Plan) is in Phase 4 (Realize) and is scheduled to go before the Infrastructure and Planning Committee (IPC) in April 2025 which proposes heights up to 26 storeys in this area. - There is an approved development at 908 17 Ave SW, adjacent to Rouleauville Square, which is 13 storeys tall. The parcel southwest of the subject site proposes 12+ storeys, as do the parcels to the west along 18 Ave SW. Considering these factors, the proposed tower aligns with the future vision for the area and takes the surrounding context into account. - As this site is on the northern boundary of Mission, it will help provide a transition to the Beltline and Downtown as they continue to densify. - The building has the potential to enhance and contribute to the surrounding community through well considered and designed streetscape, and a massing which is sensitive to local site conditions. It can serve as both a home to many active residents; and as an amenity to compliment the current, and future developments of the area.
Parking pressures: Concerns about significant impacts on on-street parking availability, which is already beyond capacity.	<ul style="list-style-type: none"> - Parking ratios and requirements, including provision of underground parking, will be addressed during the DP stage, with adherence to the City of Calgary's land use bylaws. The proposal aims to balance parking needs while encouraging sustainable modes of transportation. - The City's long-term vision emphasizes transit-oriented development, with increased pedestrian and bike connectivity and reduced car reliance. - Future improvements to nearby infrastructure, including the Green Line LRT, are expected to alleviate traffic challenges.

Traffic congestion: Anticipated increases in traffic congestion on 17 Avenue SW and its vicinity, particularly near civic uses such as a school and a place of worship.	<ul style="list-style-type: none"> - The City's long-term vision emphasizes transit-oriented development, with increased pedestrian and bike connectivity and reduced car reliance. - Future improvements to nearby infrastructure, including the Green Line LRT, are expected to alleviate traffic challenges.
Privacy impacts: Potential loss of privacy for adjacent residential properties.	<ul style="list-style-type: none"> - The current stage focuses on land use redesignation, and specific building designs are yet to be finalized. - The existing site has a small setback, and additional setbacks can be reviewed during the Development Permit (DP) stage. - The proposed land use has building setbacks leading to a slender tower design to reduce building massing impacts.
Overshadowing: Concerns about overshadowing and reduced daylight for adjacent residential properties.	<ul style="list-style-type: none"> - The proposed massing includes step-backs to mitigate shadowing on the park. While we don't specify shadowing directly, the massing and design aim to prevent excessive shadowing of the park. - The setback from the eastern edge of the site also preserves the downtown view for neighbours to the south of the site.
Property value impacts: Perceived negative impact on the value of adjacent properties.	<ul style="list-style-type: none"> - This site is located in a desirable, inner-city location with relatively high property values, and there is market demand in this area. While we understand that homeowners may have concerns regarding their property values, there is no evidence to suggest that the construction of mixed-use buildings has a negative impact on neighbouring property values.
Lack of notification: Adjacent property owners were not aware of the virtual open house.	<ul style="list-style-type: none"> - Please see the section "Virtual Information Session" for details on how the session was advertised.