

Applicant Outreach Summary



sFrame - DP2025-01501 | 1503 1 ST SE Calgary

Introduction | Development Permit Application: DP2025-01501

Zoning: Centre City Mixed Use District (CC-X)

Discretionary Use : **Hotel**

DP application is submitted in the existing zoning of CC-X within the existing use of a hotel meaning. This is a compact boutique hotel with 12 suites with advanced features and in calgary C+E District - Beltline

"Hotel" means a use where sleeping accommodation, other than a Dwelling Unit, is provided to visitors for remuneration; and that may be combined with a use from the Eating and Drinking Group in Schedule A when such a use is contained within a Hotel; and is a use within the Residential Group in Schedule A to this Bylaw;

About Development | 1503 1 ST SE – Hotel Development (S Frame Project)

The parcel at 1503 1 ST SE, Calgary is a centrally located site in the heart of the Beltline – East Victoria Park neighbourhood. The lot spans approximately **154.6square metres (1,664 square feet)**(~33ft wide x 50 ft deep), making it one of the most compact yet high-potential development sites in the city's urban core.



Strategically positioned **proximity to Stampede Station**, the site is within **short walking distance to the BMO Centre, Scotiabank Saddledome, Calgary Stampede Grounds**, and the broader **C+E District**, which is undergoing significant reinvestment through City and public-private partnerships. The site sits within the **Centre City CC-X zoning district**, surrounded by mixed-use developments, major institutional investments, and vibrant pedestrian and transit activity.

Currently vacant, Its constrained width (approximately 33 feet) and lack of lane access present design and access challenges, but also offer a unique opportunity for a **highly efficient, design-forward infill**.

This proposed development seeks to introduce a **12-suite boutique hotel** catering to short-term urban stays. Designed in collaboration with **MoDA (Modern Office of Design + Architecture)**, the project leverages modern design, flexible space planning, and thoughtful urban integration. The hotel targets **business travelers and short-stay guests** who typically rely on rideshares, rental car services like Enterprise, and nearby public

parking—reflecting Calgary's growing demand for compact, well-located accommodations.

As a **discretionary use within the CC-X district**, the proposed development aligns with key policy goals under the **Centre City Plan**, including:

- Urban intensification on underutilized lots;
- Transit-oriented development with pedestrian-friendly interfaces;
- High-quality architecture contributing to the vibrancy and identity of the Beltline.

The project team is actively conducting community outreach as required by the City of Calgary's DTR Comments and welcomes feedback from nearby residents, stakeholders, and community groups to help shape this exciting redevelopment.

Public Engagement

This application is estimated to be a "1A" engagement rating on the [Outreach Assessment Matrix](#) from the City of Calgary requiring 2-3 outreach tools.

This application is utilizing 4+ [Outreach Tools & Tactics](#) are being used:

1. Website for online engagement – sframe.ca
2. Email feedback - hello@sframe.ca and Contact us form on sFrame.ca
3. Direct contact Phone provided (bottom of page)
4. Emailing of DP Details to Beltline Community Association
5. Social media :
<https://calgary.skyrisecities.com/database/projects/sframe.58302>
6. Public Display: Display of outreach details at site

Additional Urls: [DP Details](#) | [DP Submission Package](#)

Feedback Welcome

We value your input and welcome any questions, comments, or concerns you may have. You can share your feedback by visiting sframe.ca or by reaching out to us directly using the contact information below.

All feedback will be reviewed and shared with the assigned File Manager at the City of Calgary, and we'll do our best to respond to any inquiries promptly.

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