



History

Located at 320 - 19 Avenue Southwest, **Matrix** offers a rare opportunity not only in one of Calgary's most popular neighbourhoods, but is situated just off two of Calgary's most popular main streets (17th Avenue SW and 4th Street SW).

New multi-family developments are scarce in Mission. Developer Harold Sicherman has 20 years of experience in the neighbourhood, including his last multi-family in Mission -- District.

Today, Mission is a showcase of trendy cafes, restaurants and shops. However, Mission was not always a hub of urban village living. In 1884, two quarter-sections of land were given to the Oblates of Mary Immaculate to establish a French Canadian Catholic mission. Fifteen years later, the Mission was incorporated as the Village of Rouleauville, which was then annexed by Calgary in 1907.

Now, with more than 4,500 residents, Mission has a diverse population and attracts many young professionals and students. [42 percent of Mission's population](#) is between 25 to 34 years of age.

Originally known as Broadway Street, 4th Street SW is now one of the city's most popular main streets. One example is the Lilac Festival which has been taking place on 4th Street since 1989. The street festival attracts more than 100,000 attendees each May for a day of music, artisans, and foodie festivities.

It is not difficult to see why Mission is one of Calgary's most popular neighbourhoods. In [Avenue Magazine's "Best Neighbourhoods 2018" report](#), people surveyed cite access to parks and pathways; plenty of restaurants, cafes and bars; and walkability as some key ingredients in a great community. Of 185 Calgary communities, Mission ranks in the top 10 best neighbourhoods for access to restaurants, cafes and bars AND for neighbourhoods with the best transit.

The Mission area is constantly evolving, with new and innovative spots appearing for food and drink. One example is HOSTEL Bar, a new budget-friendly venue. The menu is full of food for \$10 and drinks for \$5, along with burgers named after familiar politicians. (933 - 17 Ave. SW)

Of course, there are also classic area favourites like Cilantro (338 - 17 Ave. SW) which has celebrated its 30th anniversary with a space and menu makeover.

Quickfacts

[Mission ranks as Calgary's 11th most walkable neighbourhood.](#)

Matrix's specific address in Mission is even better, boasting a walk score of 96 out of 100, and a bike score of 100, making it a walker's and biker's paradise.

Matrix is a short walk to and from the Victoria Park / Stampede C-Train.

[Residents in Mission can walk to an average of 18 restaurants, bars and coffee shops in 5 minutes.](#)

In April 2014, the median list price for a single-family home in Mission was \$650,000; the median list price for a condo was [\\$337,667.](#)

(<https://www.avenuecalgary.com/City-Life/Neighbourhoods/Mission/>)

Registration

Matrix - Show Suite & Sales Centre
117 - 17 Avenue SE, Calgary, Alberta
Open Mon - Thurs 12pm to 6pm/ Sat - Sun 12pm to 5pm
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Matrix - Development Location
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