Applicant's Submission

September 20, 2019







Applicant's Submission

On behalf of Trico Communities, O2 Planning + Design is submitting this application to redesignate the parcel located at 7779 Macleod Trail SW to accommodate additional discretionary uses that are not included in the site's existing Direct Control district (230D2018). The site was redesignated in 2018 from Commercial – Corridor 3 (C-COR3 f1.0h12) to a Direct Control based on the Multi-Residential – High Density district (M-H1). This was to enable the development of Kingsland Junction, a landmark mixeduse multi-residential project on the former Market on Macleod site.

Following the 2018 land use redesignation, a Development Permit was obtained and construction is now underway. As Trico Communities considers interest from potential commercial tenants this application proposes to amend the land use to accommodate the additional discretionary uses of **Medical Clinic**, **Cannabis Store**, and **Sign** – **Class G**.

Medical Clinic and **Cannabis Store** will be subject to the same rules applied to commercial multiresidential uses in the existing DC. Specifically, they must only be located on the two floors closest to grade with separate exterior entrances from any dwelling units. As Trico Communities has received interest from potential tenants offering these services, the proposed land use amendment will allow the development to secure commercial occupants and ensure a range of services and amenities are in place for future residents of Kingsland Junction.

This application also proposes to include **Sign – Class G** as a discretionary use in the DC. **Sign – Class G** allows for digital third party advertising signs. The subject site currently features a digital third party advertising sign that is oriented towards Macleod Trail. In 2017, The City of Calgary approved DP2016-4028 to allow for this sign. As per the Land Use Bylaw rules regarding digital third party advertising signs, a Development Permit for the **Sign – Class G** use may only be approved for a three-year period. As a result, the sign's existing Development Permit will expire in 2020.

Since the approval of DP2016-4028, the site's land use designation changed from C-COR3 (under which the **Sign - Class G** use was discretionary) to the current DC (under which the **Sign - Class G** use is not included). Upon expiry of the sign's existing Development Permit, the sign will not be able to continue operating unless the site's land use designation is changed to allow for the **Sign - Class G** use.

A digital third-party advertising sign is appropriate for the site's context and location along a major transportation corridor. Oriented towards traffic heading south on Macleod Trial, the sign is in keeping with the character of Macleod Trail and will complement the on-going redevelopment of the Kingsland Junction site. The sign can be accommodated within the planned redevelopment, and importantly, the sign will not impact the residential units that are planned and approved for Kingsland Junction, as the sign is oriented away from the Kingsland community and towards the northeast. In addition, any future approvals for a digital third-party advertising sign for the site will be in accordance with the Land Use Bylaw regulations, which specify requirements for distances from other digital third party advertising signs and from the view of residential units.

Applicant's Submission

In summary, the proposed land use amendment will enable Kingsland Junction to include a broader mix of uses that are consistent with development along Macleod Trail while maintaining the vision and intent for Kingsland Junction.

Throughout the application process, Trico Communities, along with O2 Planning + Design, will work collaboratively with officials at the City of Calgary, representatives from the local Councillor's office, and residents of Kingsland.

CPC2019-1443 - Attach 2 ISC: UNRESTRICTED