

Planning & Development Report to
Calgary Planning Commission
2020 June 04

ISC: UNRESTRICTED
CPC2020-0430

Land Use Amendment in Downtown (Ward 7) 622 - 1 Street SW LOC2020-0020

EXECUTIVE SUMMARY

This application was submitted on 2020 February 05 by O2 Planning and Design on behalf of the landowner Telus Communications Inc.

The application seeks to redesignate the subject parcel at the corner of 1 Street and 7 Avenue SW from an existing Direct Control District based on Part 10 of *Land Use Bylaw 1P2007*. The existing DC allowed for the mixed-use high-rise office and residential development of Telus SKY, and retained the existing office uses on the site.

A new Direct Control District is proposed to allow for a new use of digital installation for public art full motion picture signage, advertising and community message signage on the site.

A development permit for the digital installation was submitted on 2020 May 14 by Hindle Architects on behalf of the landowner Telus Communications Inc. and is currently under review.

This land use amendment complies with statutory and non-statutory planning policies contained in the *Municipal Development Plan, Centre City Plan, and The Civic District Public Realm Strategy*.

ADMINISTRATION RECOMMENDATION:

That Calgary Planning Commission recommend that Council hold a Public Hearing; and

1. **ADOPT**, by bylaw, the proposed redesignation of 0.35 hectares ± (0.86 acres ±) located at 622 - 1 Street SW (Plan 1513138, Block 43, Lot 43), from DC Direct Control District to DC Direct Control District to accommodate digital installation, with guidelines (Attachment 2); and
2. Give three readings to the proposed bylaw.

PREVIOUS COUNCIL DIRECTION / POLICY

None.

BACKGROUND

This application was submitted on 2020 February 05 by O2 Planning and Design on behalf of the landowner Telus Communications Inc.

This report relates to a land use amendment for 622 - 1 Street SW. This application seeks to:

Redesignate 622 - 1 Street SW from an existing Direct Control District 5D2014, to a new Direct Control District to allow for a new use of digital installation at the site. A development permit for the digital installation was submitted on 2020 May 14 by Hindle Architects on behalf of the

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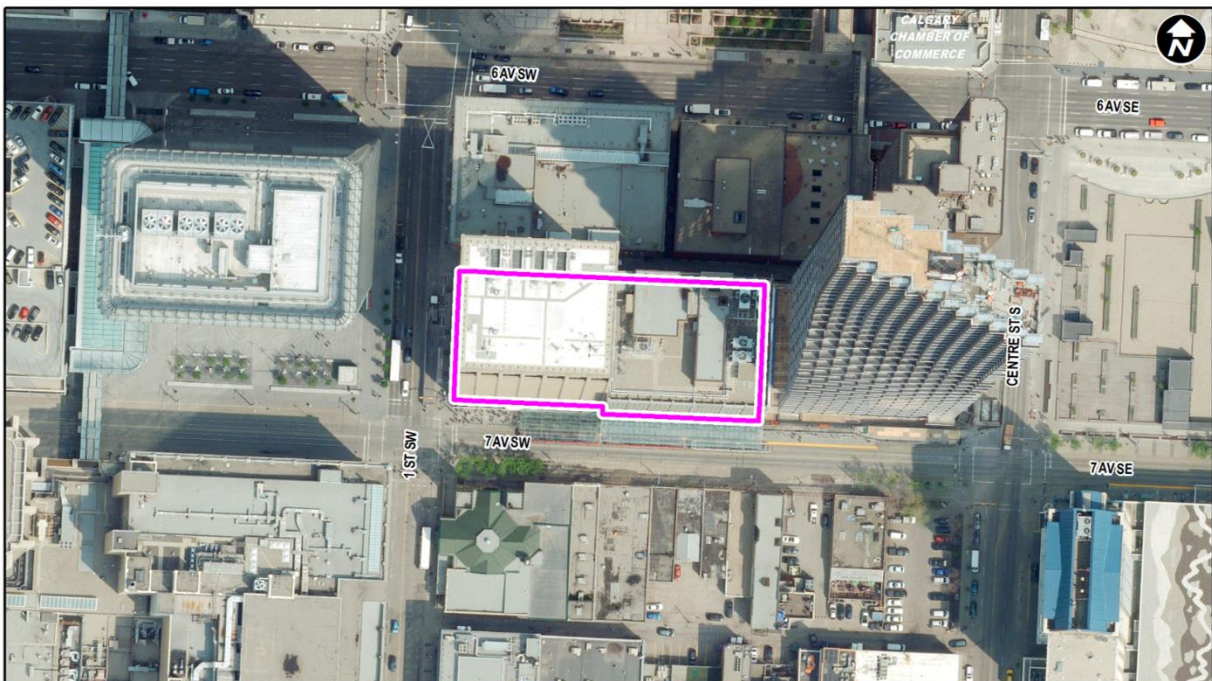
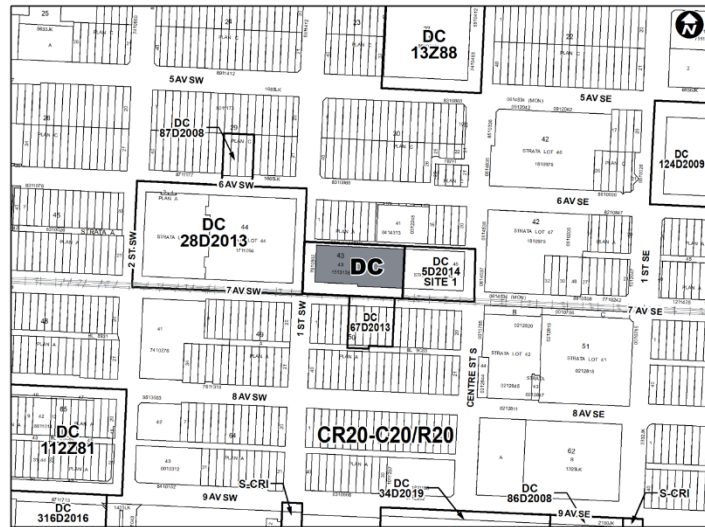
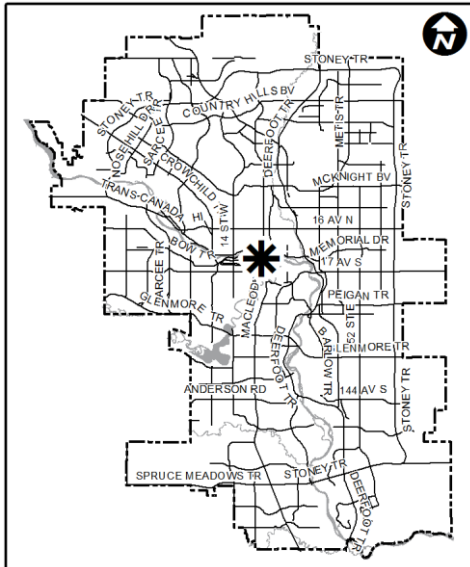
landowner Telus Communications Inc. and is under review (with City comments to be provided to the applicant on June 12 2020). The development permit shows one digital sign fronting 1 Street SW and five digital signs fronting 7 Avenue SW.

Community Planning will review the development permit with input from Transportation, Development Engineering and City Wide Urban Design staff.

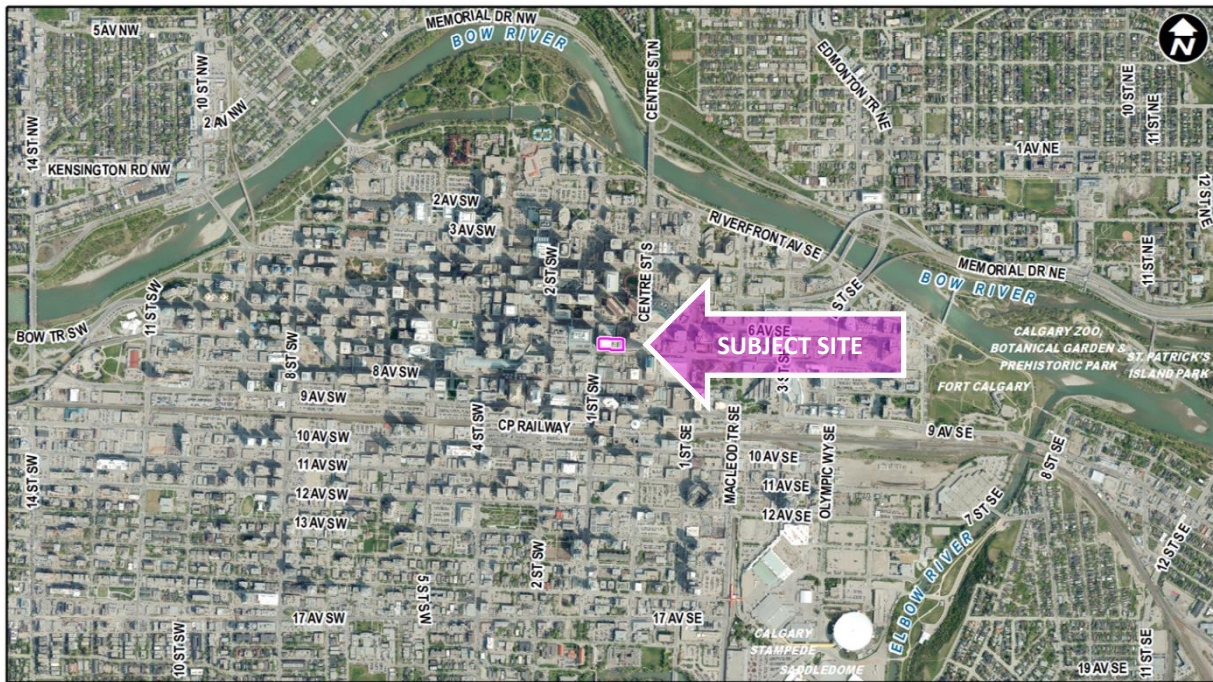
By virtue of the scale of the development this file will not go to Urban Design Review Panel.

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Location maps



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Site Context

The subject parcel comprises 622 - 1 Street SW which is known as the Len Werry Building and the 7 Avenue SW buildings are existing 17 and 10 storey high rise office towers in the downtown core. Owned and operated by Telus, the buildings house network operations and office space for Telus downtown. The parcel lies adjacent to a high-density office and mixed-use building to the east (Telus SKY), with the Brookfield Place office tower to the west. The southern building façade fronts the 1 Street SW LRT platform, with the Central United Church and heritage buildings located on the opposite side of the LRT tracks.

INVESTIGATION: ALTERNATIVES AND ANALYSIS

Land Use

The subject parcel is designated as Sites 2 and 3 in [Direct Control District \(Bylaw 5D2014\)](#). This Direct Control District was based on Part 10 of *Land Use Bylaw 1P2007* and sought to allow for the mixed-use high-rise office and residential development of Telus SKY on Site 1, while retaining the existing primarily office uses on Sites 2 (the 7 Avenue SW building) and 3 (the Len Werry Building).

This application takes Sites 2 and 3 out of the existing Direct Control District (Bylaw 5D2014) and creates a new Direct Control District on Sites 2 and 3. This new land use will be based on the Commercial Residential land use district (which applies to the downtown) and will create a new use of digital installation. This new use will allow for three types of signage on the parcel.

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The primary focus of the new use is to provide for public art which will be on display 70 percent of the time that the sign is in operation. The remainder of the time will be split between community advertising, which will occur 20 percent of the time that the sign is in operation and advertising specific to Telus – 10 percent that the sign is in operation.

Site Building and Landscape Design

The exact details of the signage will be resolved by Administration working with the applicant through the development permit process, according to the following:

- The general intent of the digital installation is to animate and activate the interface of the Len Werry Building with 7 Avenue SW and to a lesser degree 1 Street SW.
- The digital installation is intended to be installed, in place of the exterior façade, at grade in the first storey of the building and this is intended to complement the existing public art provided on the northern and southern facades of Telus SKY – Northern Lights.

Transportation

Administration has developed rules in this direct control district to ensure sufficient setbacks are achieved from nearby roads and the LRT tracks. The precise location of signage and technical details in terms of potential impact on the local transportation network, including the LRT, will be reviewed at the development permit stage.

Environmental Site Considerations

No environmental concerns have been identified at this time.

Utilities and Servicing

Public water, sanitary and storm exist within the adjacent public right-of-way.

Development servicing will be determined at the development permit stage.

Climate Resilience

Given the specific scope of this application, no climate resilience measures have been identified.

Stakeholder Engagement, Research and Communication

In keeping with Administration's standard practices, this application was circulated to relevant stakeholders, with notices posted on site and advertised online.

Calgary Downtown were circulated on this application and are generally supportive of this file. CDA provided comments relative to the proportion of public art and advertising provided and sought to ensure the proposal is not distracting to road users around the site.

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The comments are contained in full in Attachment 3.

With respect to comments received Administration would respond as follows:

- The rules in the Direct Control District limit the proportion of digital public art, community signage and advertising proposed;
- Transportation Planning were supportive of this land use amendment and will be circulated on any future development permit to ensure any signage proposed does not create any safety concerns.

Strategic Alignment

Administration assessed the proposal relative to the planning policies listed below and found the proposal to be acceptable.

South Saskatchewan Regional Plan (2014)

The recommendation by Administration in this report has considered and is aligned with the policy direction of the [South Saskatchewan Regional Plan](#) (SSRP), which directs population growth in the region to Cities and Towns and promotes the efficient use of land.

Interim Growth Plan (2018)

The recommendation aligns with the policy direction of the [Interim Growth Plan](#). This land use amendment builds on the principles of the *Interim Growth Plan* by means of promoting efficient use of land and establishing strong, sustainable communities.

Municipal Development Plan (Statutory – 2009)

The subject site is situated in the Centre City area as shown on [Map 1: Urban Structure](#) of the [Municipal Development Plan](#). This land use amendment is in alignment with applicable MDP policies.

Centre City Plan (Non-Statutory 2007)

The [Centre City Plan](#) provides broad planning policy direction for Calgary's centre city neighbourhoods, including the downtown core.

While there are no policies which are directly relevant to this land use amendment, this application is in alignment with the direction of the *Centre City Plan* planning policies which seek to encourage development in the downtown core, as a primary office location, with a high-quality public realm.

This land use amendment will allow for the opportunity for digital public art, which will animate and activate the interfaces of the building with 7 Avenue SW and 1 Street SW and will contribute to Telus' public art strategy on this block with existing public art on Telus SKY.

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The Civic District Public Realm Strategy (Non-Statutory 2016)

This land use amendment is supported by the [Civic District Public Realm Strategy](#) which seeks to encourage a digital corridor through the downtown along 7 Avenue SW, through provision of digital art and advertising creating a rich visual experience.

Social, Environmental, Economic (External)

None relevant to this application.

Financial Capacity

Current and Future Operating Budget

There are no known impacts to the current and future operating budgets.

Current and Future Capital Budget

This land use amendment does not trigger any capital infrastructure investments and therefore there are no growth management concerns.

Risk Assessment

There are no significant risks to the City of Calgary associated with this proposal.

REASONS FOR RECOMMENDATION:

This land use amendment complies with statutory and non-statutory planning policies contained in the *Municipal Development Plan*, *Centre City Plan* and *The Civic District Public Realm Strategy*.

In addition, the proposed Digital Installation will activate and animate the subject site providing a positive public realm along 7 Avenue SW and 1 Street SW.

ATTACHMENT(S)

1. Applicant Submission
2. Proposed Direct Control District
3. Calgary Downtown Association Comments