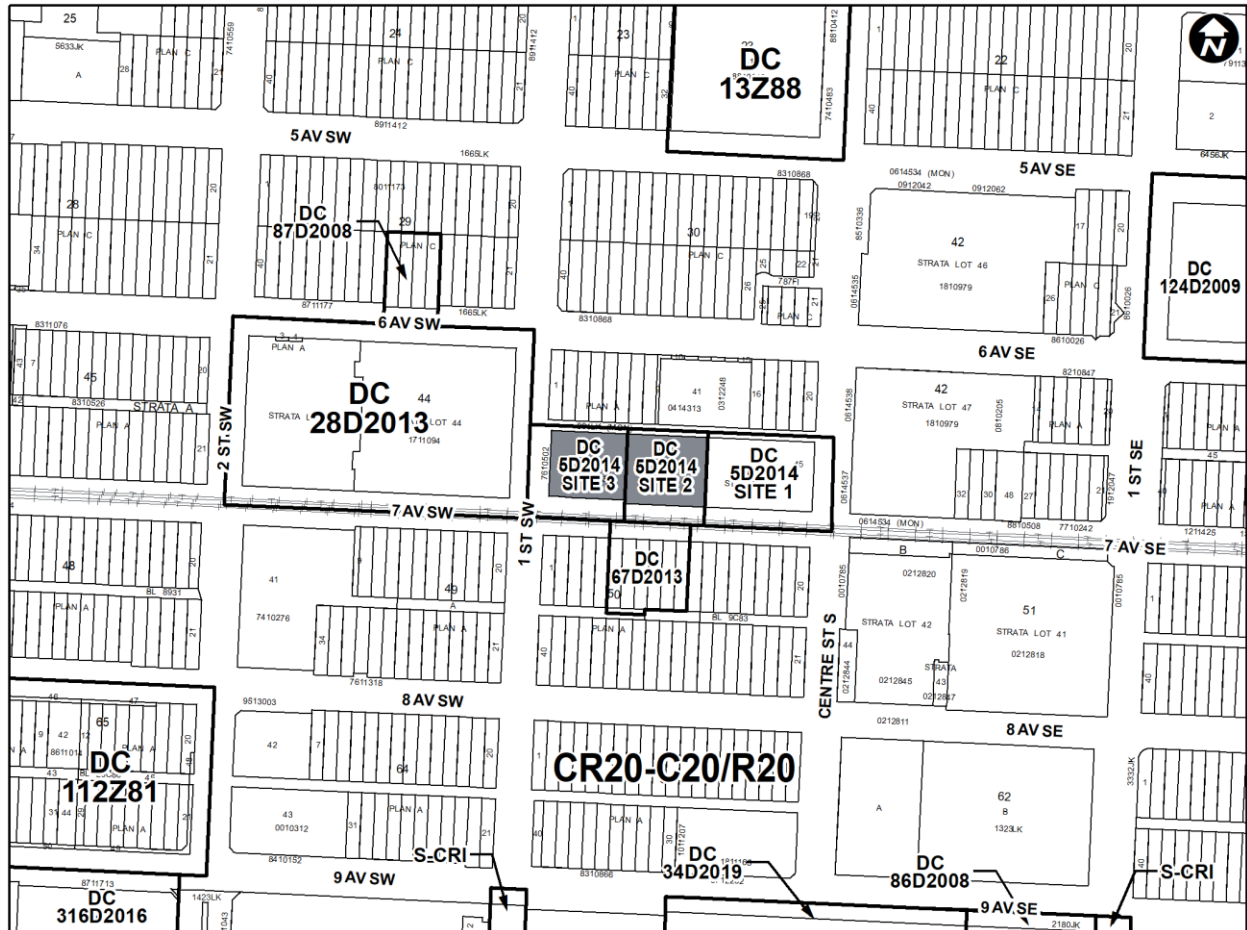


Proposed Direct Control District

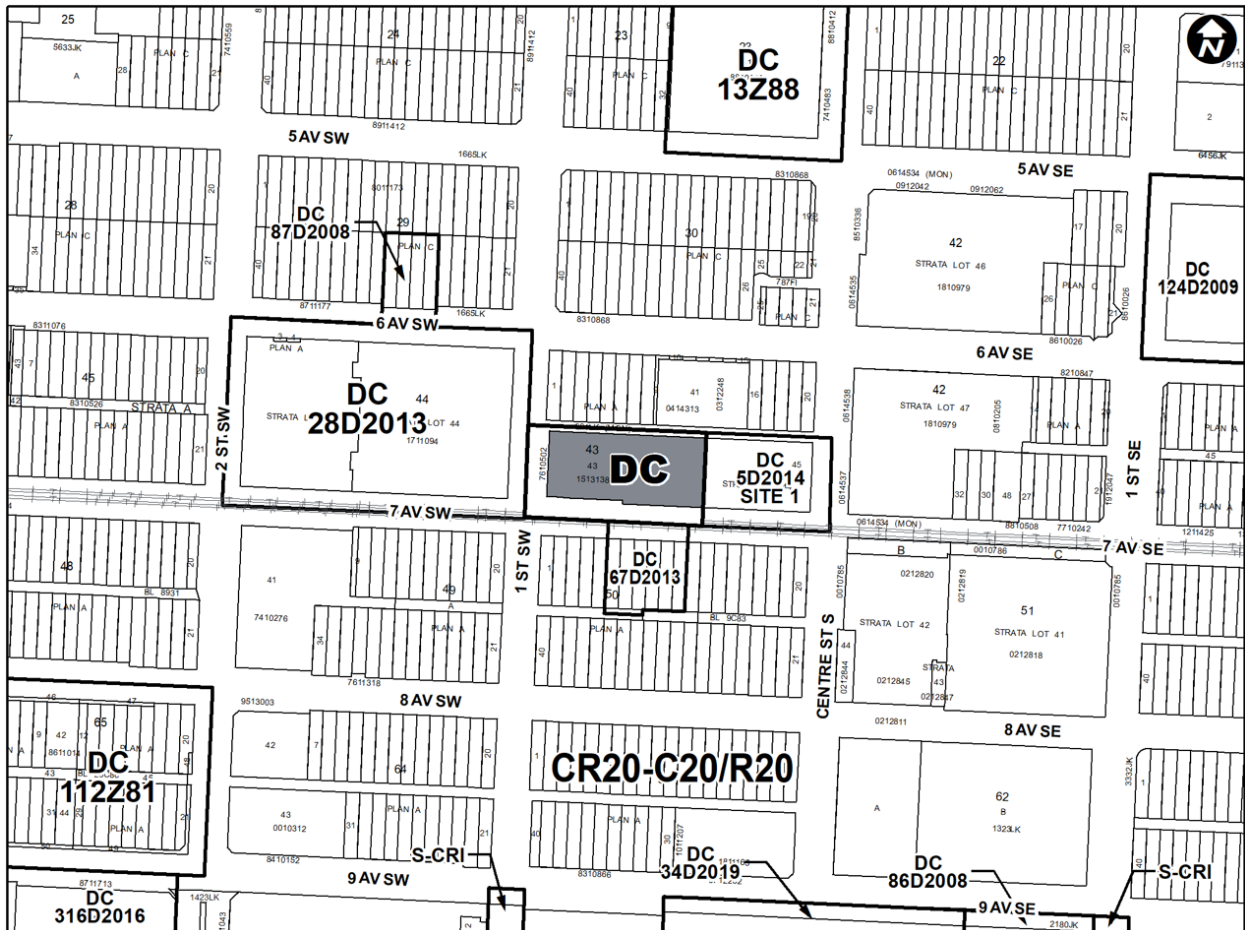
1. The Land Use Bylaw, being Bylaw 1P2007 of the City of Calgary, is hereby amended by deleting that portion of the Land Use District Map shown as shaded on Schedule "A" to this Bylaw and substituting therefor that portion of the Land Use District Map shown as shaded on Schedule "B" to this Bylaw, including any land use designation, or specific land uses and development guidelines contained in the said Schedule "B".

SCHEDULE A



Proposed Direct Control District

SCHEDULE B



DIRECT CONTROL DISTRICT

Purpose

1 This Direct Control District Bylaw is intended to:

- (a) allow for a new use - digital installation, which will provide a rich visual experience and contribute to an interactive public realm by delivering public art, activating the facades of the first storey of 622 - 1 Street SW and 120 - 7 Avenue SW; and
- (b) act as a catalyst to the creation of a digital corridor along 7 Avenue SW.

Compliance with Bylaw 1P2007

2 Unless otherwise specified, the rules and provisions of Parts 1, 2, 3 and 4 of Bylaw 1P2007 apply to this Direct Control District Bylaw.

Reference to Bylaw 1P2007

3 Within this Direct Control District Bylaw, a reference to a section of Bylaw 1P2007 is deemed to be a reference to the section as amended from time to time.

Proposed Direct Control District

General Definitions

4 In this Direct Control District Bylaw:

- (a) “**digital art installation**” means a digital screen that displays artistic content that is either dynamic, static, animated or full motion video by means of a **digital display**.
- (b) “**digital message installation**” means a digital screen that displays content that is either dynamic, static, animated or full motion video by means of a **digital display**.
- (c) “**digital special event installation**” means a digital screen that displays content that is either dynamic, static, animated and full motion video by means of a **digital display** and promotes a charitable, educational, community, civic, cultural, public health, recreational, or sporting event.

Defined Uses

5 In this Direct Control District Bylaw:

- (a) “**Digital Installation**” means a **use** where:
 - (i) a digital screen or screens displays letters, images, written material, structure, graphics, art, pictures, logo, symbols, full motion video or animation;
 - (ii) one or more digital screens is affixed to the exterior of a **building** that:
 - (A) operates as a “**digital art installation**” for a minimum of 70.0 per cent of the time the installation is operable per day;
 - (B) operates as a “**digital message installation**” for a maximum of 10.0 per cent of the time the installation is operable per day;
 - (C) operates as a “**digital special event installation**” for a maximum of 20.0 per cent of the time the installation is operable per day; and
 - (D) **Digital Third Party Advertising Sign** is not allowed.

Permitted Uses

6 The **permitted uses** of the Commercial Residential District (CR20-C20/R20) of Bylaw 1P2007 are the **permitted uses** in this Direct Control District.

Discretionary Uses

7 The **discretionary uses** of the Commercial Residential District (CR20-C20/R20) of Bylaw 1P2007 are the **discretionary uses** in this Direct Control District with the addition of:

- (a) **Digital Installation.**

Proposed Direct Control District

Bylaw 1P2007 District Rules

8 Unless otherwise specified, the rules of the Commercial Residential District (CR20-C20/R20) of Bylaw 1P2007 apply in this Direct Control District.

Digital Installation Rules

9 A Digital Installation:

- (a) has a maximum **sign area** of 200.0 square metres;
- (b) must not be located on or attached to a roof of a **building**;
- (c) must not interfere with any traffic control device in road rights-of-way;
- (d) must not display anything that represents a traffic control device visible in the immediate area; and
- (e) must not be located in an area that is both:
 - (i) within 15 metres from the centre line of 7 Avenue SW; and
 - (ii) within 30 metres from the centre line of 1 Street SW.

Relaxations

10 The **Development Authority** may relax the rules contained in Sections 8 and 9 of this Direct Control District Bylaw in accordance with Sections 31 and 36 of Bylaw 1P2007.