



Public Hearing of Council
Agenda Item: 8.1.11

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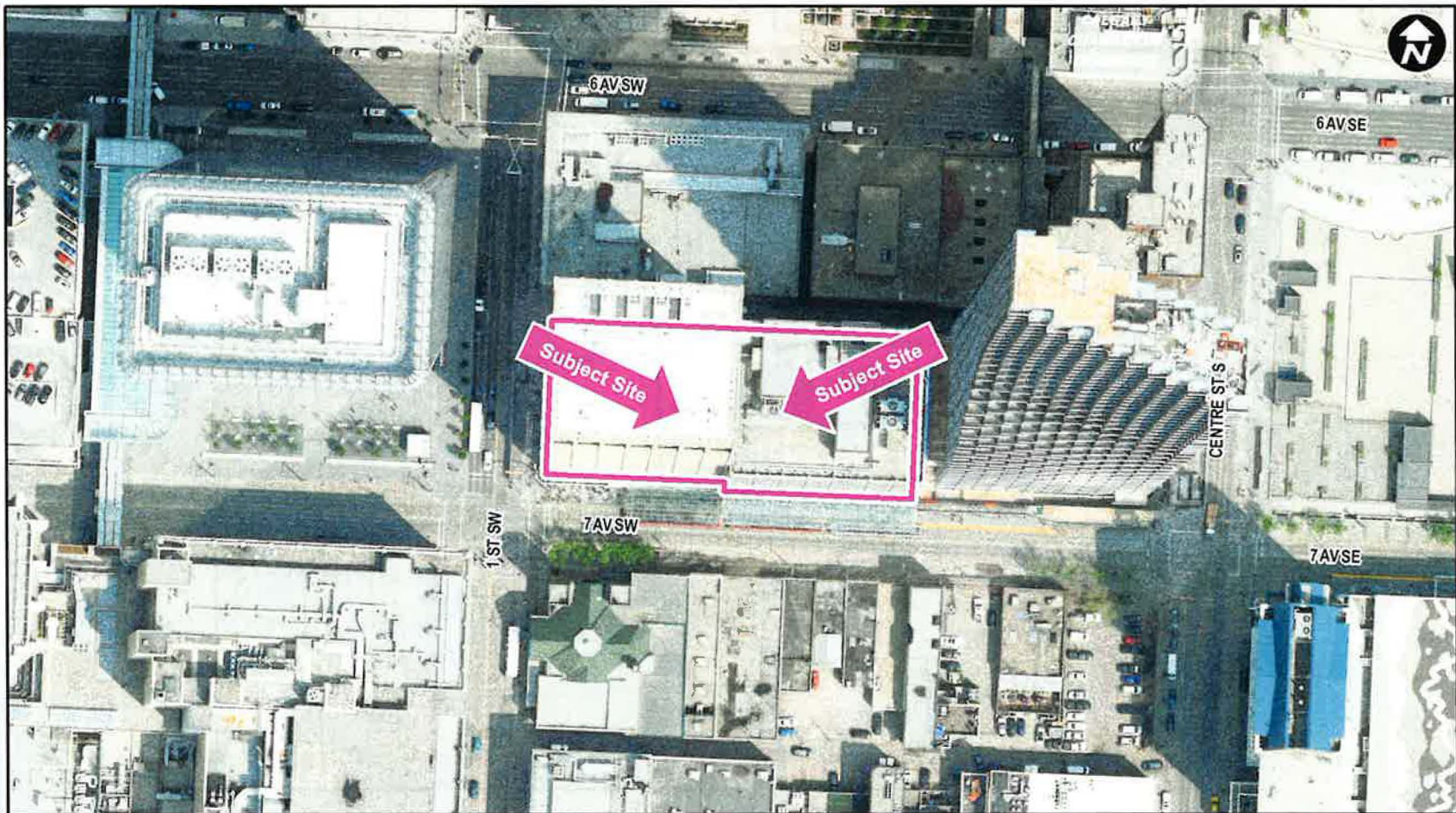
LOC2020-0020
Land Use Amendment





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PLAN View

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EXISTING Land Use

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PROPOSED Land Use

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Summary of DC

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Based on CR20

Applies to Len Werry and 7th Avenue Buildings

New use - digital installation (combination of public art and signage)

Attributes

- i) digital art installation = public art;
- ii) digital message event installation = signage for Telus (no 3rd party signs);
- iii) digital special event installation = community signage.

All signs full motion picture video

Setback rules from 1 St and 7 Av - for Roads traffic and Transit

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Calgary Planning Commission's Recommendation:

That Council hold a Public Hearing; and

1. **ADOPT**, by bylaw, the proposed redesignation of 0.35 hectares \pm (0.86 acres \pm) 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 93D2020**.



Supplementary Slides

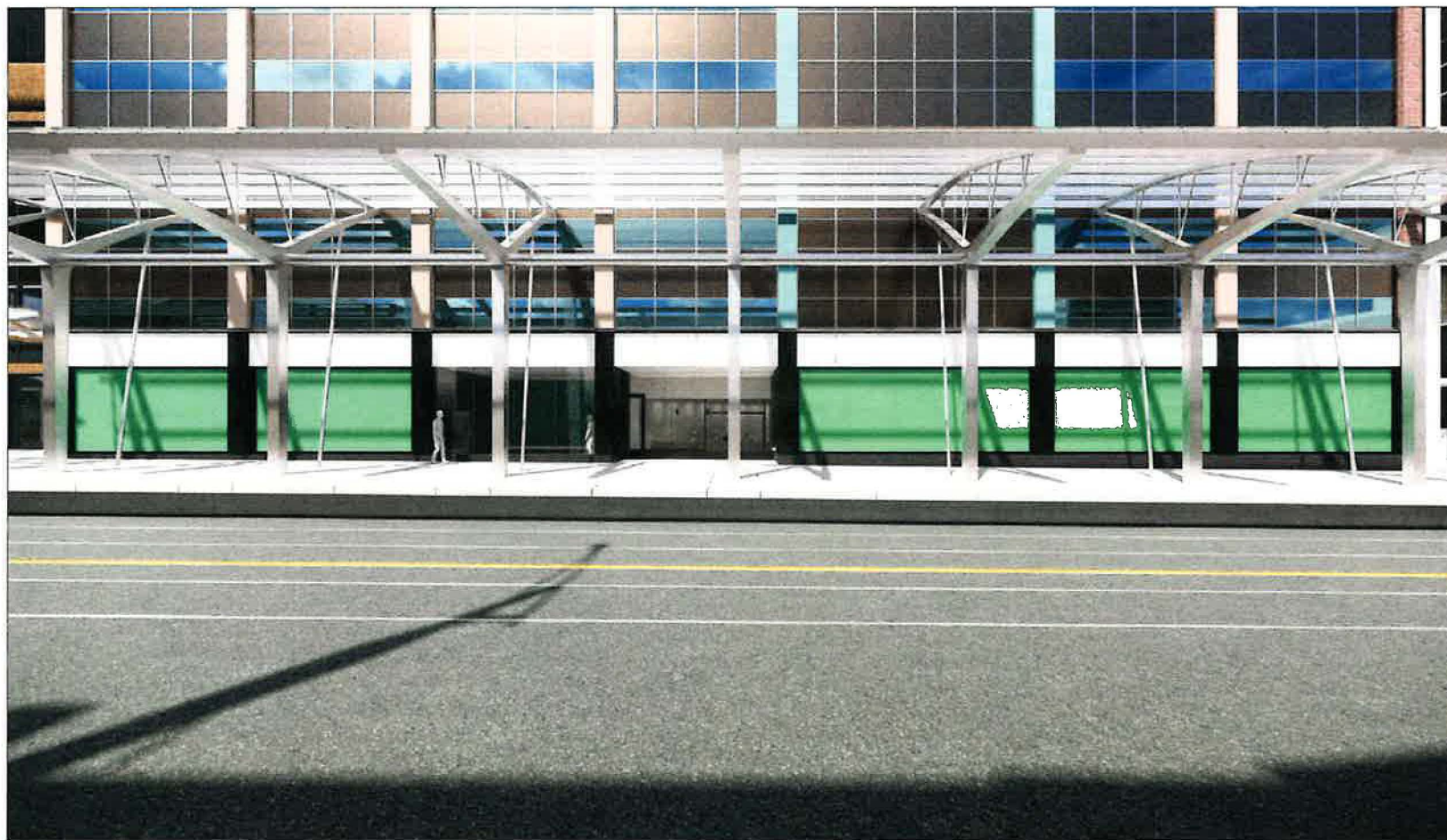
LEN WERRY COMPLEX - SOUTH ELEVATION - DIGITAL SCREEN LOCATIONS



Proposed Digital Screen Area

7TH AVENUE BUILDING - DIGITAL SCREEN LOCATIONS

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LEN WERRY BUILDING - DIGITAL SCREEN LOCATIONS



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