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CITY CLERK'S DEPARTMENT
CR 2-20-0430



TELUS Len Werry Complex

Council Presentation - July 20, 2020

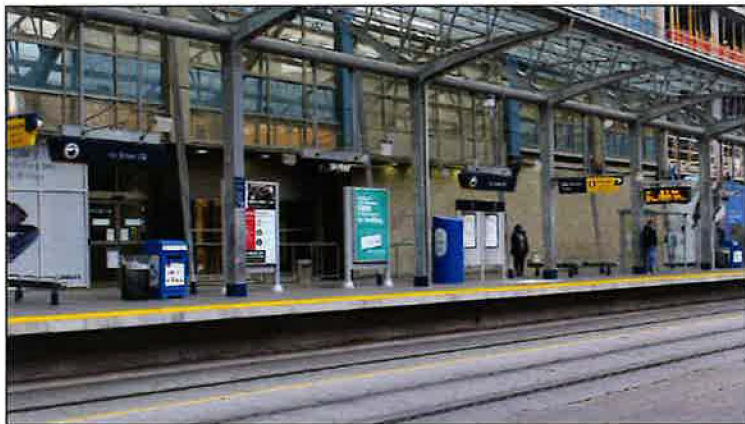
Land Use Amendment (LOC 2020-0020)

HINDLE ARCHITECTS

02

OVERVIEW

HINDLE ARCHITECTS
OZ PLANNING + DESIGN



BEFORE



AFTER

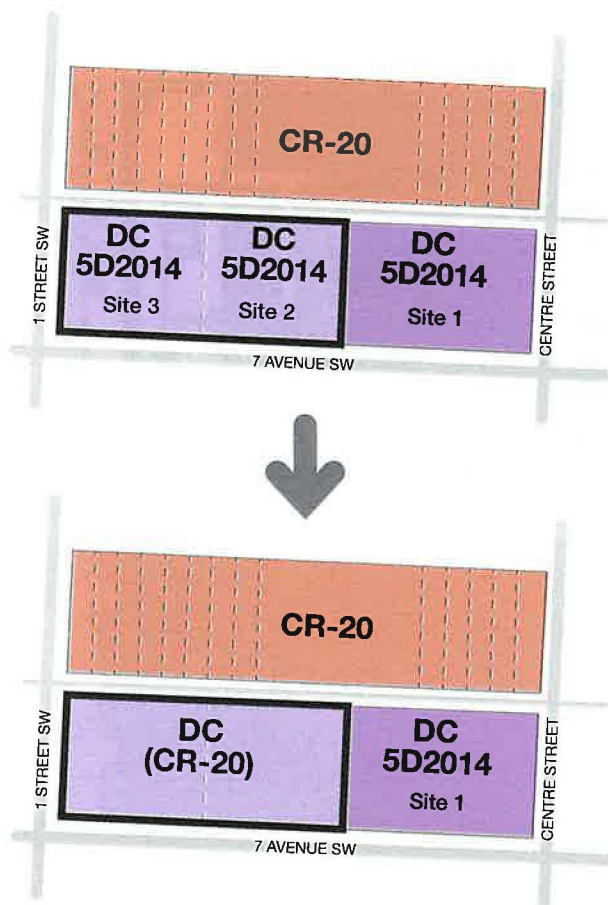
TELUS LEN WERRY COMPLEX LAND USE AMENDMENT

PROJECT HIGHLIGHTS

- Transform 7 Avenue SW into a one-of-a-kind digital corridor as envisioned in the Civic District Public Realm Strategy (PUD2015-0639)
- Improve 7 Avenue SW's economic and redevelopment prospects
- Improve the public experience of the 7 Avenue SW LRT station and the quality of the surrounding buildings
- Create a safe, unique, and attractive LRT platform edge
- Promote a wide range of artists, integrating the digital screens into the broader public art strategy for the TELUS Complex
- Celebrate TELUS' commitment to downtown Calgary

PROPOSED LAND USE

HINDLE ARCHITECTS
O2 PLANNING + DESIGN



TELUS LEN WERRY COMPLEX LAND USE AMENDMENT

DIRECT CONTROL (CR-20)

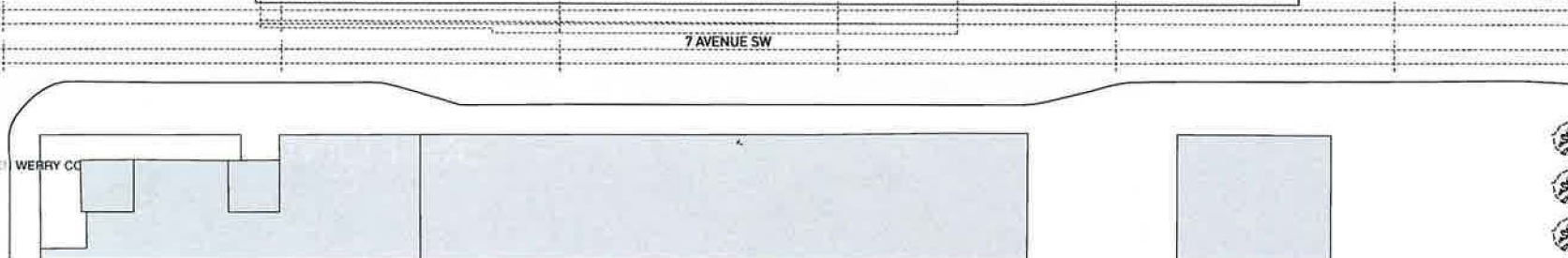
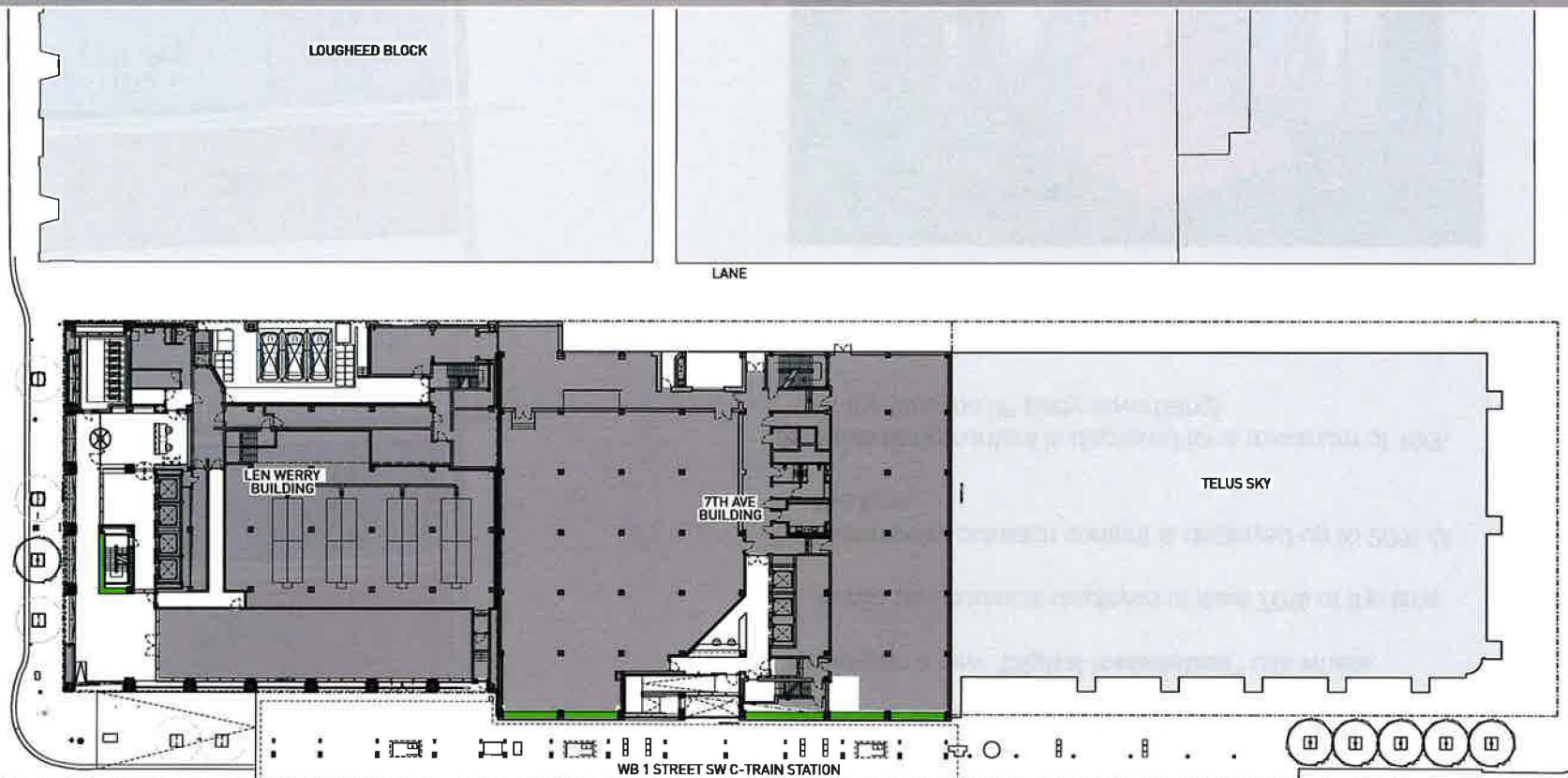
Introduces a new “**Digital Installation**” use where:

- Public art content is displayed at least 70% of the time
- Community outreach content is displayed up to 20% of the time
- Advertising content is displayed for a maximum of 10% of the time (no 3rd party advertising)
- The size, location, and orientation of the screens prioritize safety for road users



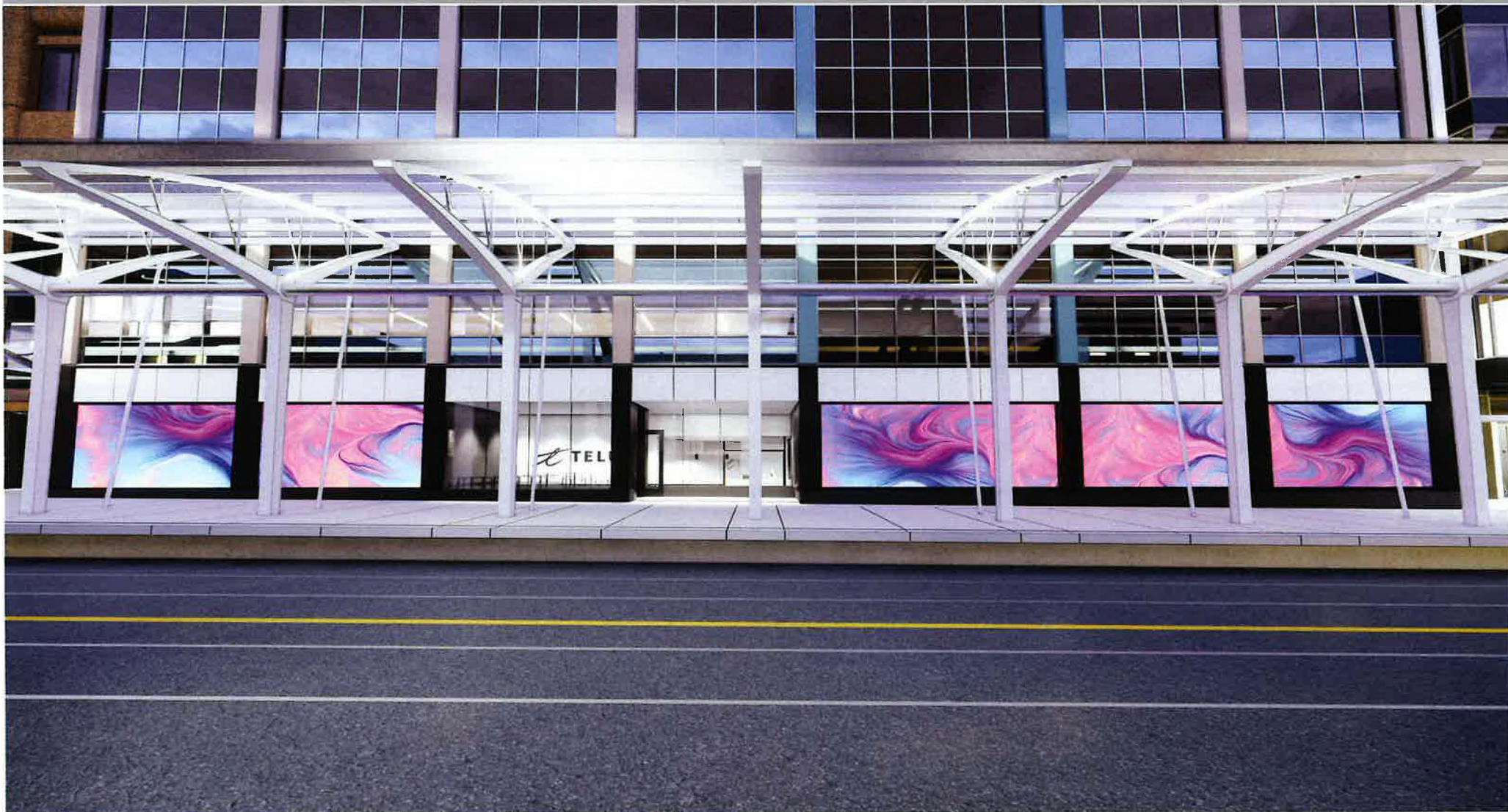
SITE PLAN

HINDLE ARCHITECTS
O2 PLANNING + DESIGN



VIEW FROM ACROSS 7 AVENUE SW

HINDLE ARCHITECTS
02 PLANNING + DESIGN



1 STREET SW LRT STATION - NIGHT

HINDLE ARCHITECTS
O2 PLANNING + DESIGN



LEN WERRY BUILDING COLONNADE

YINDLE ARCHITECTS
02 PLANNING + DESIGN

