

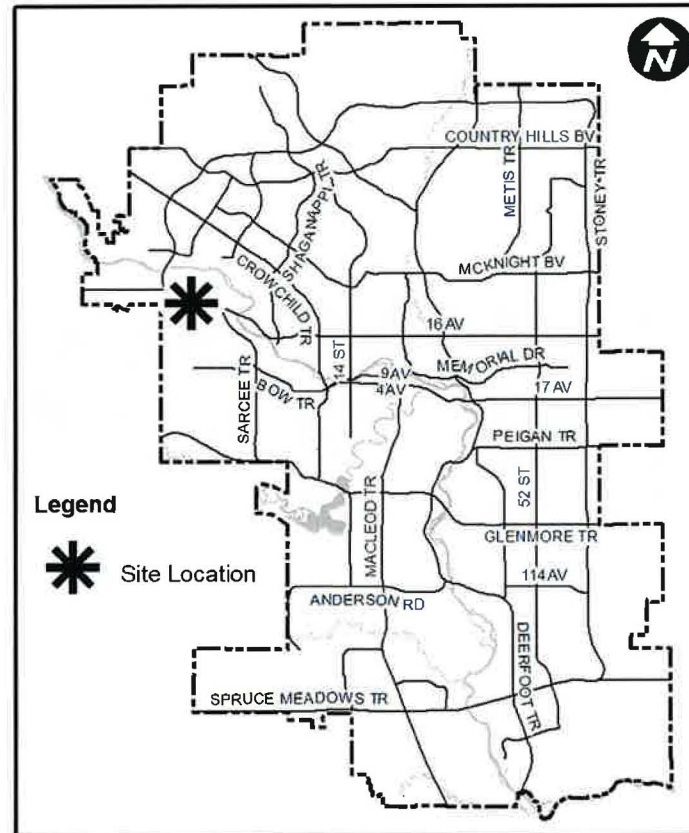
Public Hearing of Council
Agenda Item: 8.1.6

LOC2019-0177
Land Use Amendment



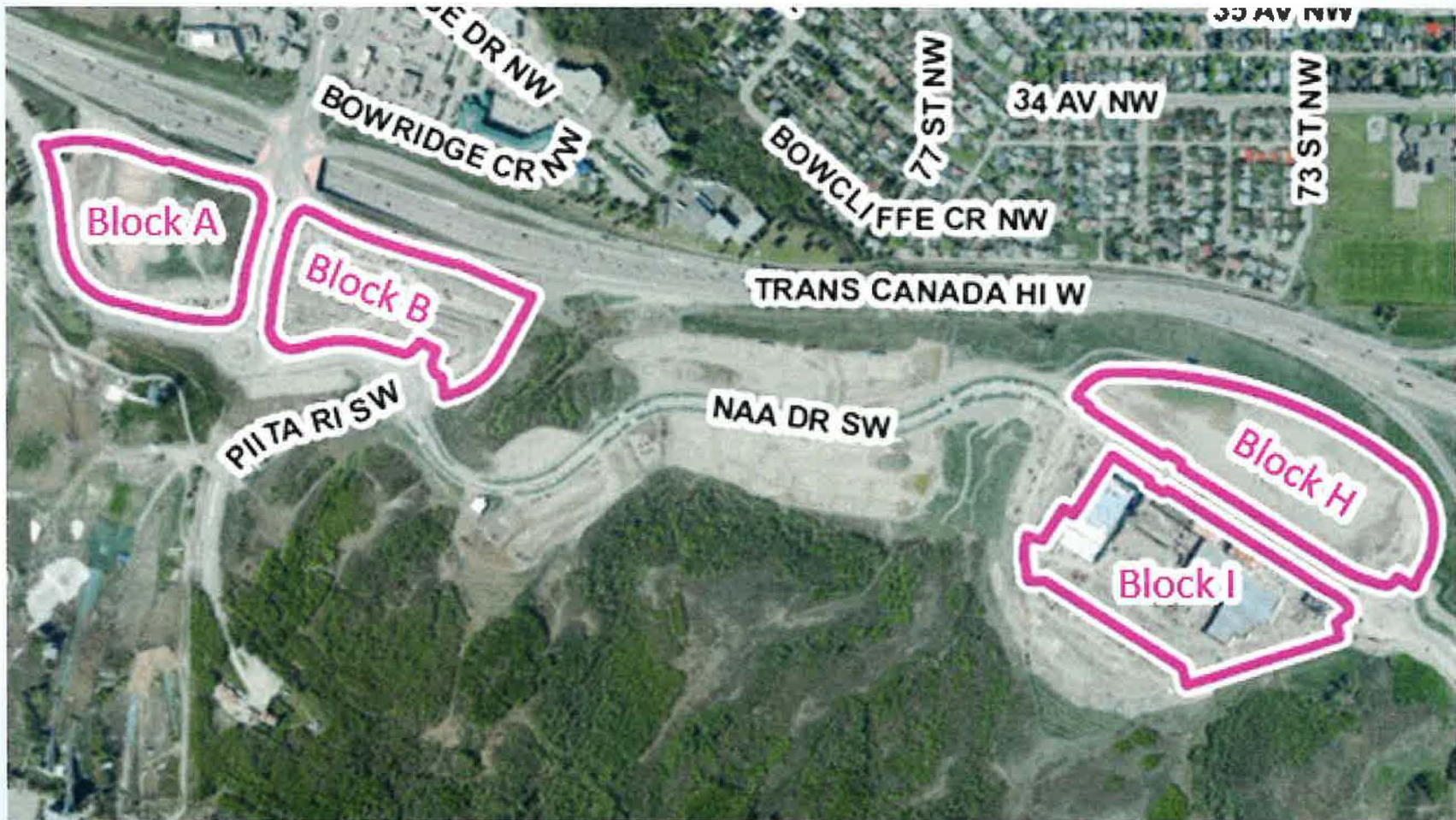
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Digital Third Party Advertising Signs

- The Development Authority must consider if the proposed digital third party advertising sign is compatible with the general architectural lines and forms of nearby buildings and the character of the streetscape or area within which it is to be located, and does not severely obstruct the horizon line;
- Prohibited from being visible from the Trans-Canada Highway;
- Must be 450 metres from major parks, escarpments and pathways, riverbanks, and natural area when the copy is visible;
- Restrictions on visibility from buildings with dwelling units;
- Restrictions on proximity to other sign types; and
- A development permit for a digital third party advertising sign may only be issued for a period not exceeding three (3) years.

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Calgary Planning Commission's Recommendation:

That Council hold a Public Hearing; and

1. **ADOPT**, by bylaw, the proposed redesignation of 6.60 hectares \pm (16.32 acres \pm) located at 862 Canada Olympic Drive SW and 2200 Na'a Drive SW (Plan 1910730, Block 1, Lot 1; Plan 1612946, Block 1, Lot 2) from DC Direct Control District **to** DC Direct Control District to accommodate a mixed use development, with guidelines (Attachment 4); and
2. Give three readings to the **Proposed Bylaw 85D2020**.
3. **ADOPT**, by bylaw, the proposed redesignation of 4.36 hectares \pm (10.78 acres \pm) located at 924 Na'a Drive SW (Plan 1612946, Block 3, Lot 1) from DC Direct Control District **to** DC Direct Control District to accommodate a mixed use development, with guidelines (Attachment 5); and
4. Give three readings to the **Proposed Bylaw 86D2020**.
5. **ADOPT**, by bylaw, the proposed redesignation of 4.50 hectares \pm (11.11 acres \pm) located at 885 Na'a Drive SW (Plan 1612946, Block 3, Lot 4) from DC Direct Control District **to** DC Direct Control District to a mixed use development, with guidelines (Attachment 6); and
6. Give three readings to the **Proposed Bylaw 87D2020**.



Supplementary Slides

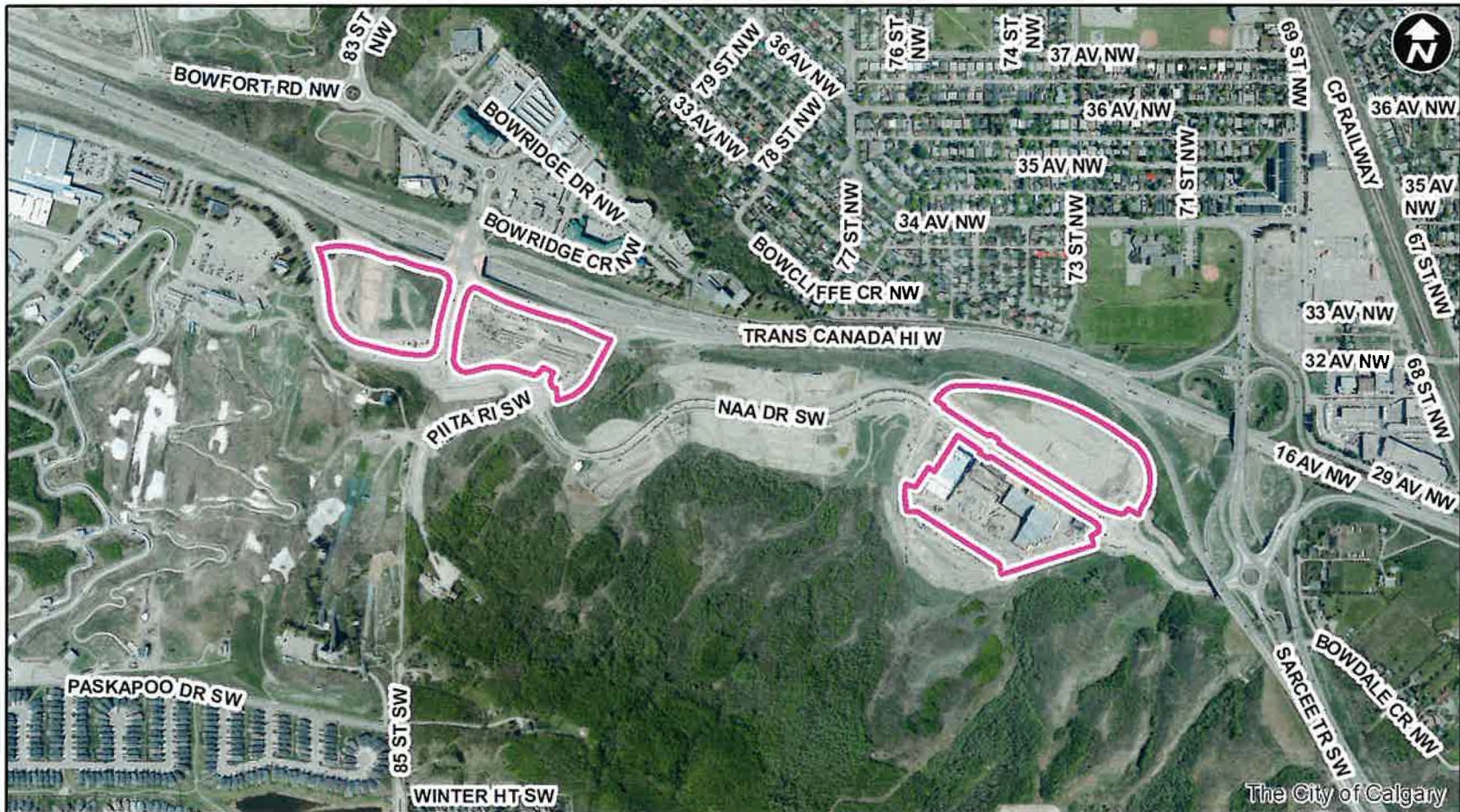
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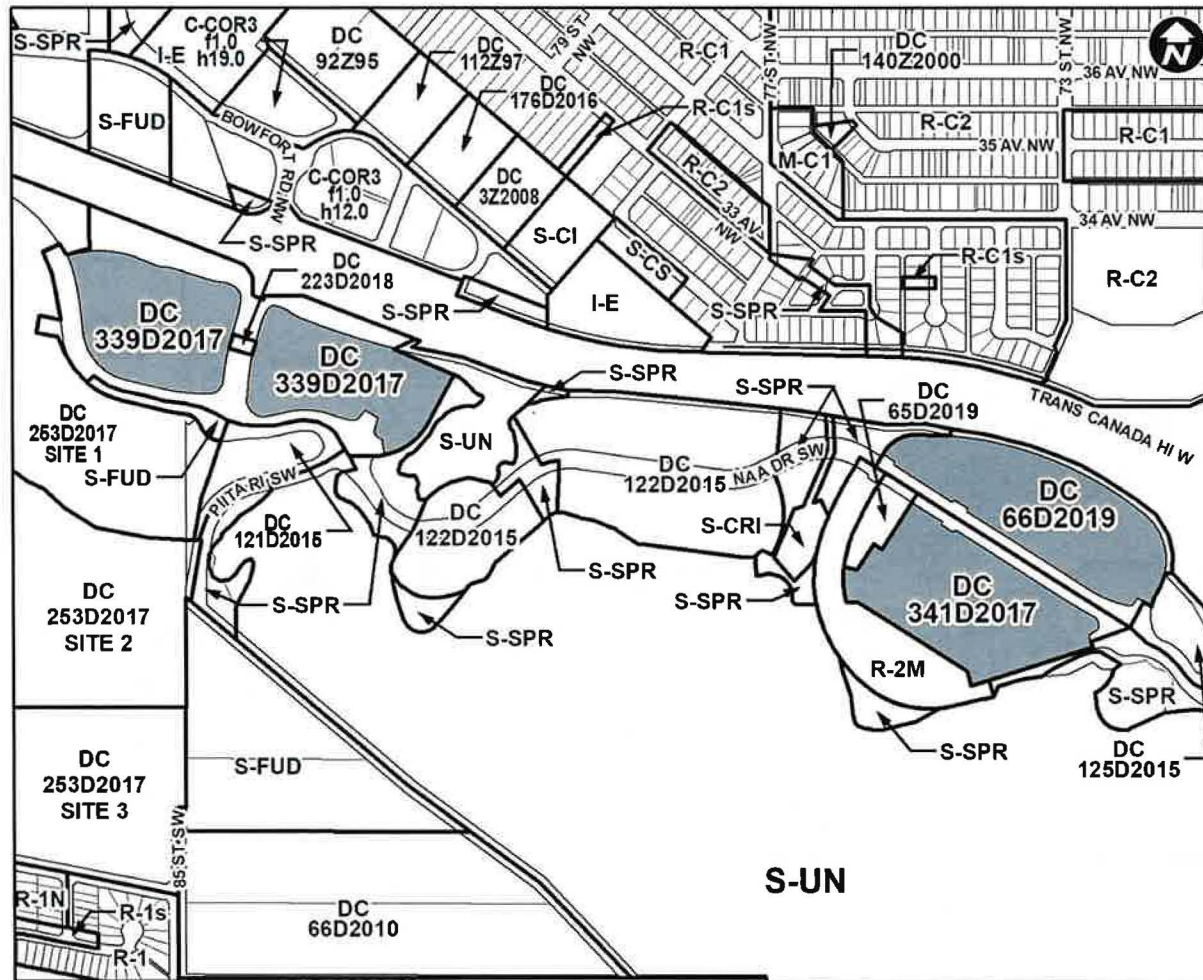
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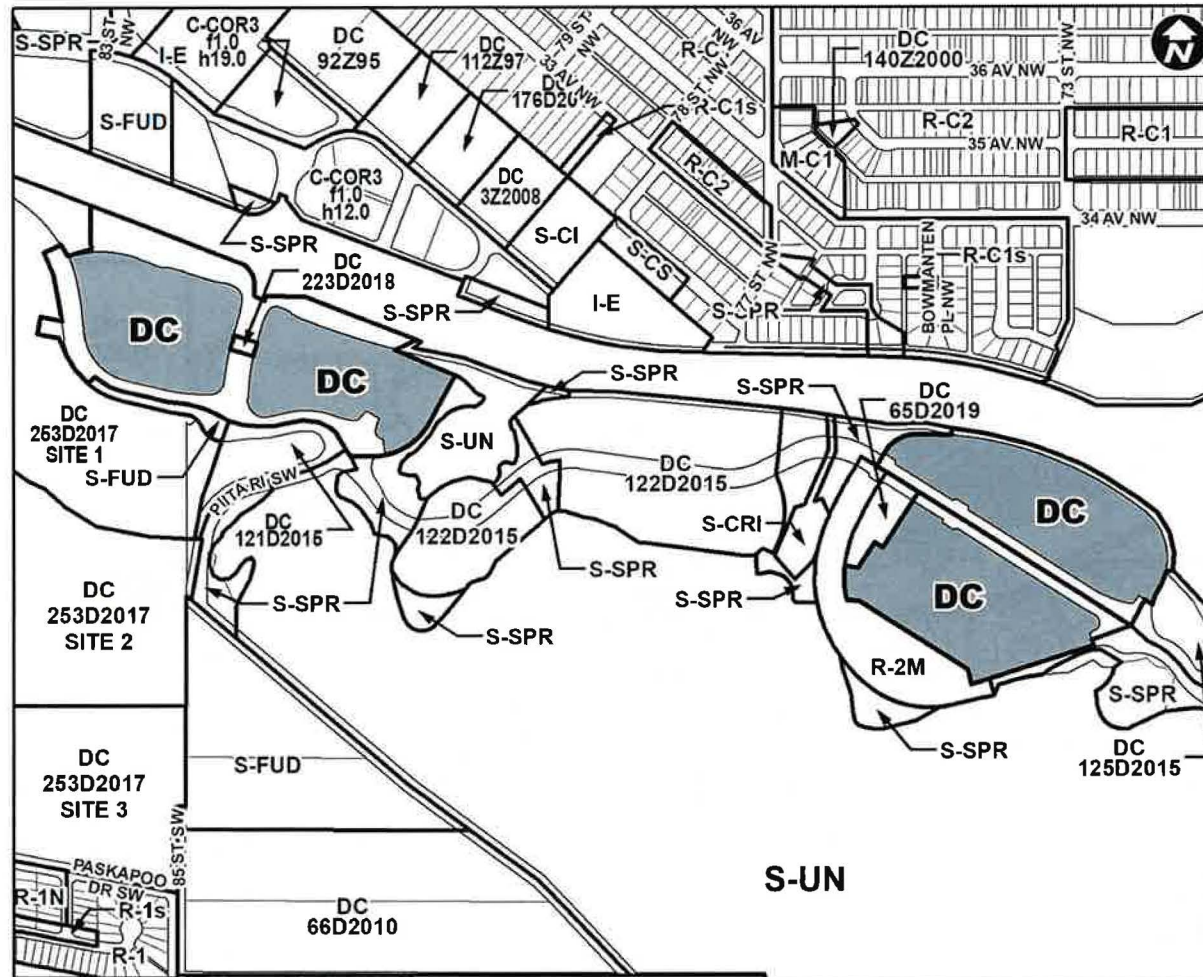
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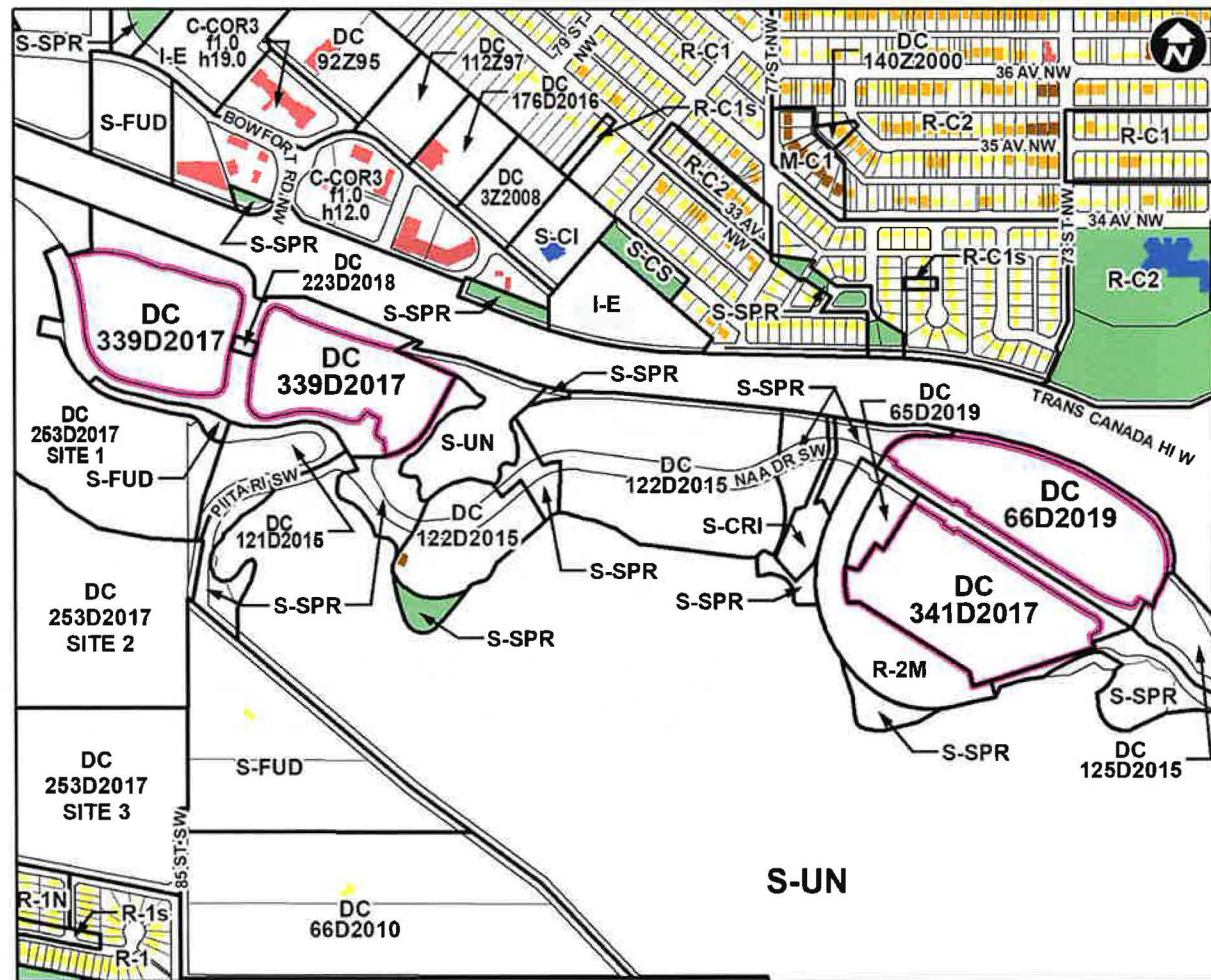


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LEGEND

- Residential Low Density
- Residential Medium Density
- Residential High Density
- Commercial
- Heavy Industrial
- Light Industrial
- Parks and Openspace
- Public Service
- Service Station
- Vacant
- Transportation, Communication, and Utility
- Rivers, Lakes
- Land Use Site Boundary



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Additional Uses			
	Blocks A and B	Block H	Block I
Discretionary	Amusement Arcade	Amusement Arcade	Live-Work Unit
	Dinner Theatre	Dinner Theatre	
	Performing Arts Centre	Performing Arts Centre	
	Vehicle Sales – Minor	Vehicle Sales – Minor	
	Vehicle Rental - Minor	Vehicle Rental - Minor	
Permitted			Artist's Studio

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Additional Sign Types		
	Blocks A and B	Block H
Discretionary	Digital Third Party Advertising	Digital Third Party Advertising
		Third Party Advertising

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West view of Block I along Na'a Drive SW

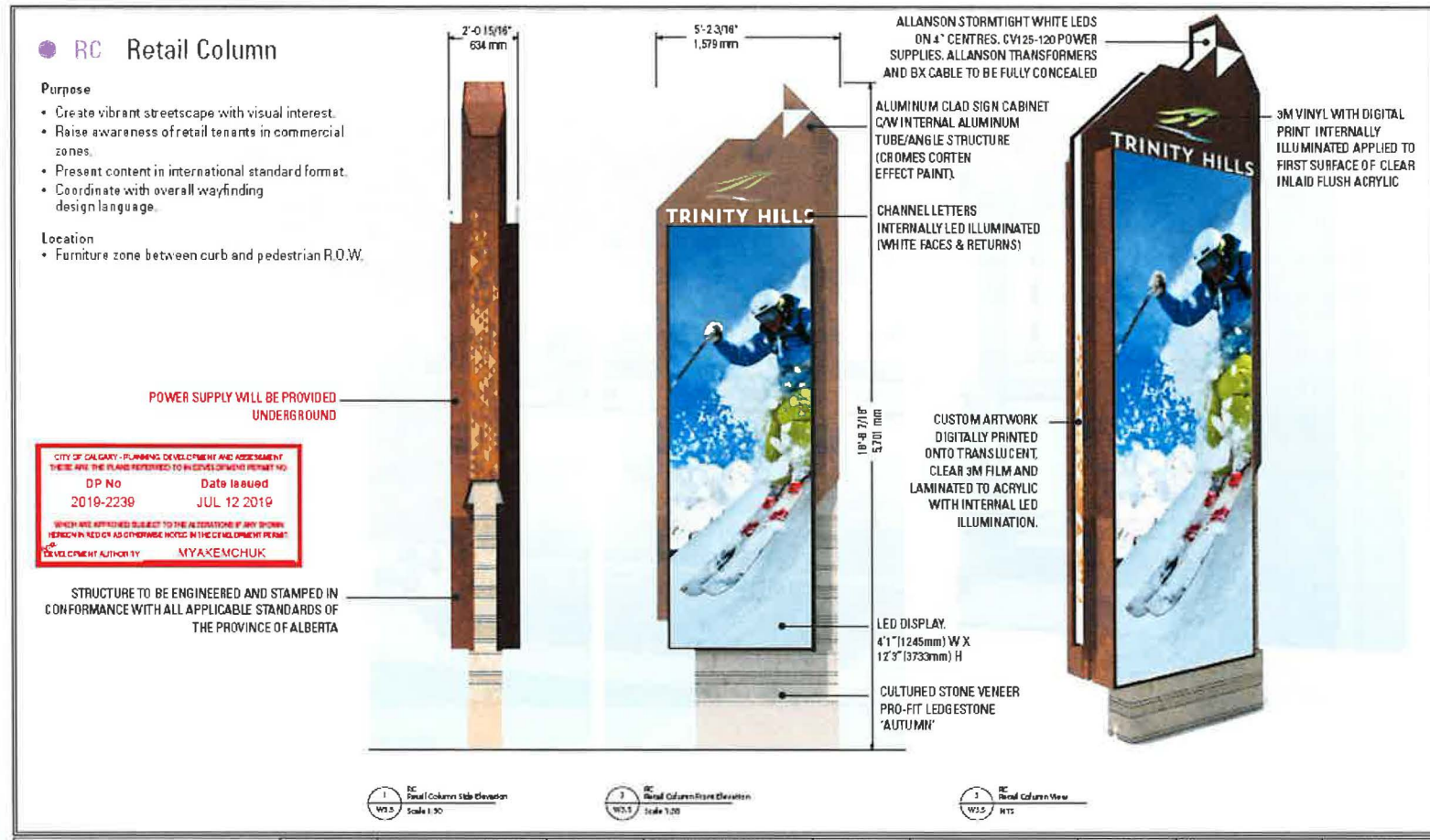


South view of Block B along the Trans-Canada Highway



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● PES-2 Parking Entrance Sign



100-2
Trinity Hills Signage

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	Basic Signs (Class A)	Fascia Signs (Class B)	Freestanding Signs (Class C)	Canopy and Projecting Signs (Class D)	Digital Message Sign (Class E)	Third Party Advertising (Class F)	Digital Third Party Advertising (Class G)
Blocks A&B	Permitted	Permitted	Discretionary	Permitted	Discretionary	Discretionary	Proposed
Block H	Permitted	Permitted	Discretionary	Permitted	Discretionary	Discretionary	Proposed
Block I	Permitted	Permitted	Discretionary	Permitted	Discretionary	Proposed	Proposed