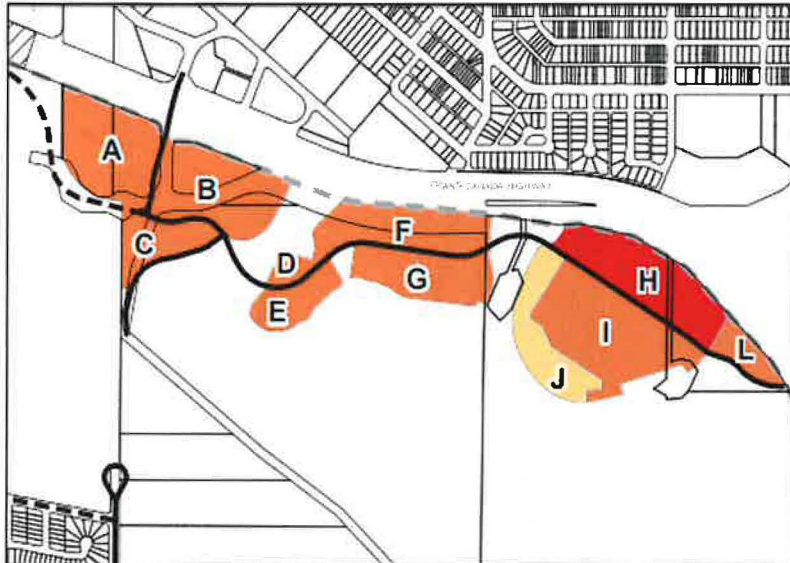


1

(LOC2019-0177)

# TRINITY HILLS

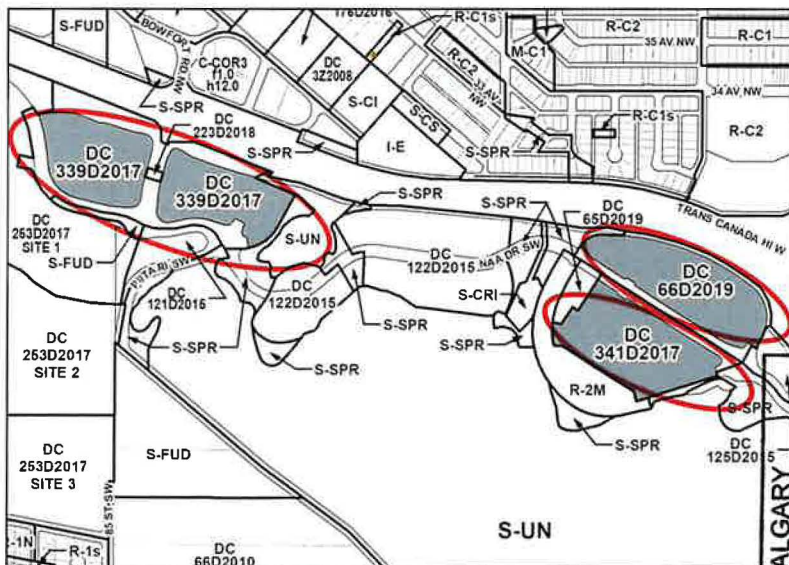
## LAND USE AMENDMENTS



### Proposed Land Use Amendments

Purpose of the application is to:

- include additional commercial uses;
- allow additional uses on ground floor in order to attract potential tenants, and;
- implement a sign package for the commercial portions of the development.

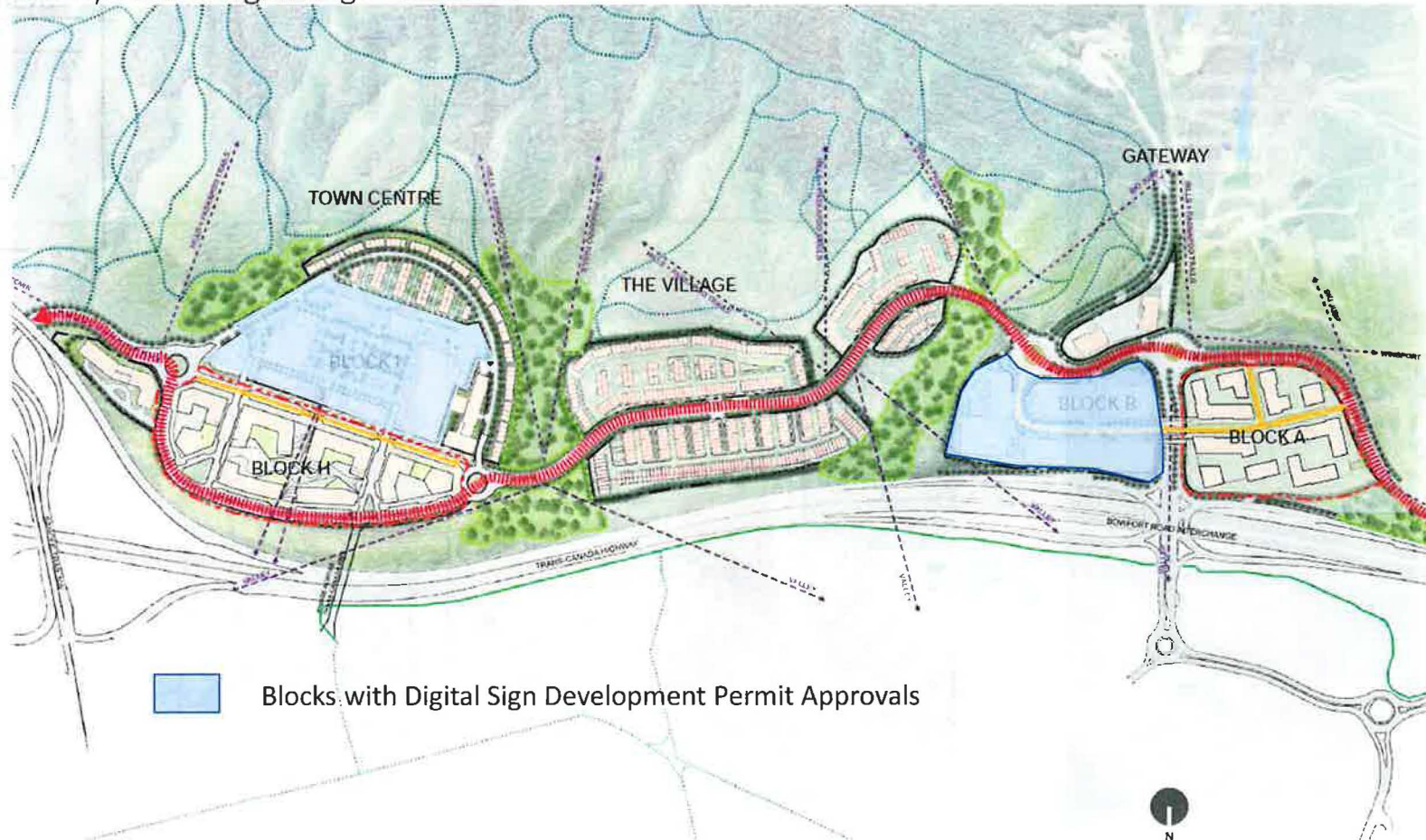




## Digital Third Party Signs

- a. Blocks A, B and H currently allow Digital Message Signs (Class E) and non digital Third Party Advertising Signs (Class F) as discretionary uses.
- b. Both Blocks B and I have Development Permit approval for Digital Message Signs (Class E).
- c. The client's plan is to seek conversions of some of the approved Class "E" signs to Digital Third Party Advertising Signs through a development permit application should this land use application be approved.
- d. The driver behind this plan is partly the fact that on-site business advertising may not be permitted unless a Digital Third Party Sign is allowed, and the desire of the client to advertise offsite events such as Winsport.

### Trinity Hills – Digital Sign Locations



## DC Digital Interactive Information Centre

### Purpose

- Provide comprehensive orientation map of the three districts.
- Identify all retail tenant locations, services, residential, points of interest and bicycle trails.
- Display exact path from location to destination.
- Promote community cultural and sports events.

### Location

- Adjacent to public walking paths for effective navigation.

ALLANSON STORMTIGHT WHITE LEDS  
ON 4" CENTRES, CV125-120 POWER  
SUPPLIES, ALLANSON TRANSFORMERS  
AND BX CABLE TO BE FULLY CONCEALED

CHANNEL LETTERS INTERNALLY LED  
ILLUMINATED (WHITE FACES & RETURNS)

TOUCH-SCREEN LED DISPLAY,  
3'7 11/16" (1109mm) W X  
6'3 11/16" (1923mm) H

ALUMINUM CLAD SIGN  
CABINET (CROMES CORTEN  
EFFECT PAINT) C/W INTERNAL  
ALUMINUM TUBE/ANGLE  
STRUCTURE

POWER SUPPLY WILL BE PROVIDED  
UNDERGROUND

3M VINYL WITH DIGITAL PRINT  
INTERNALLY ILLUMINATED APPLIED TO  
FIRST SURFACE OF CLEAR INLAID  
FLUSH ACRYLIC

1'-8"  
508 mm

CUSTOM ARTWORK  
DIGITALLY PRINTED  
ONTO TRANSLUCENT,  
CLEAR 3M FILM AND  
LAMINATED TO  
ACRYLIC WITH  
INTERNAL LED  
ILLUMINATION.

PAINTED ALUMINUM  
CLAD DISPLAY  
ENCLOSURE  
(CROMES CORTEN  
EFFECT PAINT).

CULTURED STONE VENEER  
PRO-FIT LEDGESTONE  
'AUTUMN'

4'-9 11/16"  
1,465 mm  
3'-7 11/16"  
1,109 mm

TRINITY HILLS



6'-3 11/16"  
1,923 mm  
11'-6 1/2"  
3,512 mm

1 DC Side Elevation  
Digital Interactive Information Centre  
W3.2  
Scale: 1:25

2 DC Front Elevation  
Digital Interactive Information Centre  
W3.2  
Scale: 1:25

3 DC Side Elevation  
Digital Interactive Information Centre  
W3.2  
Scale: 1:25

4 DC View  
Digital Interactive Information Centre  
W3.2  
NTS

STRUCTURE TO BE ENGINEERED AND STAMPED IN  
CONFORMANCE WITH ALL APPLICABLE STANDARDS OF  
THE PROVINCE OF ALBERTA



Kramer Tel: 416.921.1070  
Design Fax: 416.921.9934  
Associate: www.kramer-design.com

CLIENT	Trinity Development Group 3250 Bloor Street West, East Tower, Suite 1000, Toronto, ON, M8X 2X9 T/ 416 256 8800 F/ 416 686 0589	PROJECT	Trinity Hills Mixed Use Development 2200 No'a drive SW Calgary AB, T3B 2S6 Legal description Plan 1612946, Block 1, Lot 2
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DATE	TITLE
Issued for DP Application	10 July 2018
Issued for DP Application	13 Dec 2018
APPROVAL	

DC	Digital Interactive Information Centre
APPROVAL	

DWG No
W3.2



## Trinity Hills Approved Digital Signs

### ● RC Retail Column

#### Purpose

- Create vibrant streetscape with visual interest.
- Raise awareness of retail tenants in commercial zones.
- Present content in international standard format.
- Coordinate with overall wayfinding design language.

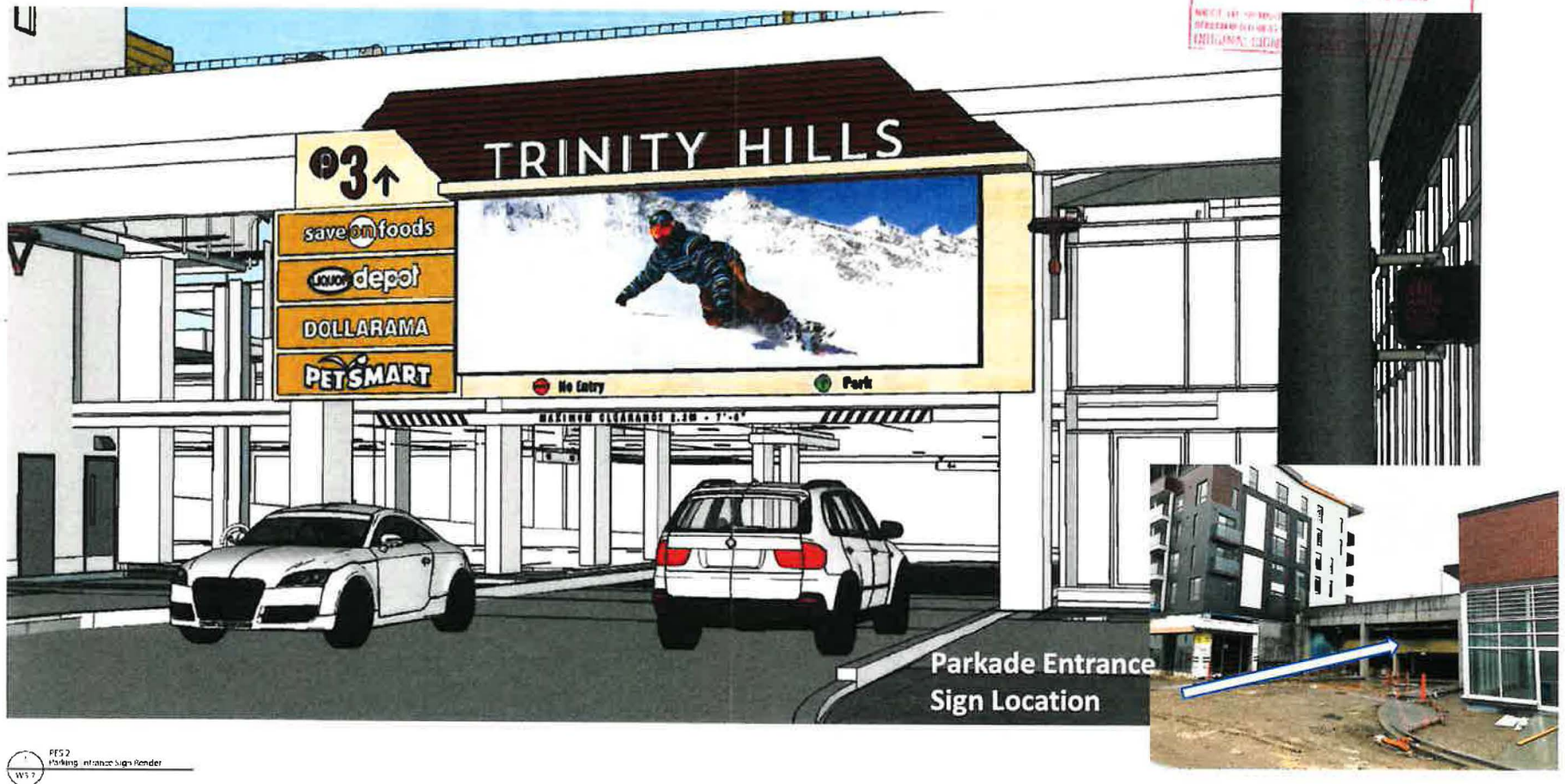
#### Location

- Alongside roads to get maximum visibility.



## Trinity Hills Approved Digital Signs

### ● PES-2 Parking Entrance Sign



PES-2  
Parking Entrance Sign Render  
WS17

### Calgary Planning Commission Member Comments



For CPC2020-0636 / LOC2019-0177  
heard at Calgary Planning Commission  
Meeting 2020 June 04



Member	Reasons for Decision or Comments
<b>Commissioner Scott</b>	<p>Reasons for Approval</p> <ul style="list-style-type: none"><li>• I am in support of the proposed redesignation to modify the list of uses in the DC bylaw, including third-party signs.</li><li>• I am satisfied through work done by the applicant and CPAG to locate the signs so they are inward-facing or have extremely limited external exposure, and through the sign bylaw and related policies that viewing of the proposed third party signs externally to the subject site from the TCH and parks will be appropriately managed through the DP process.</li><li>• Digital media are being used in creative ways increasingly throughout the City in various contexts, and when managed properly can be effective and appropriate mediums to convey information; precedents include the Anderson Station TOD DC bylaw (City of Calgary Real Estate Development Services) and Telus building (later on June 4<sup>th</sup> CPC agenda).</li></ul>