

**Land Use Amendment in Fairview Industrial (Ward 9) at 134 Forge Road SE,
 LOC2021-0049**

RECOMMENDATION(S):

That Calgary Planning Commission recommend that Council:

Give three readings to the proposed bylaw for the redesignation of 0.006 hectares \pm (0.01 acres \pm) located at 134 Forge Road SE (Portion of Plan 1543JK, Block 2, Lots 1 and 2) from Commercial – Corridor 2 f2.0h24 (C-COR2 f2.0h24) District to Industrial – General (I-G) District.

HIGHLIGHTS

- This application seeks to redesignate a portion of the northwest corner of 134 Forge Road SE to retain the existing Sign – Class G (Digital Third Party Advertising Sign).
- The proposal would allow for the Digital Third Party Advertising Sign to remain along with a set of uses that are complementary to the character of the surrounding area, and that conform to relevant policies of the *Municipal Development Plan* (MDP).
- What does this mean to Calgarians? This proposal promotes the efficient use of existing infrastructure.
- Why does this matter? The proposal will enable the Digital Third Party Advertising Sign to remain without conflicting with the existing land use and redevelopment plans for the parcel.
- A previous temporary development permit for the subject sign was approved and expires this year.
- There is no previous Council direction for this site.
- Strategic Alignment to Council's Citizen Priorities: A prosperous city.

DISCUSSION

This application, in the southeast community of Fairview Industrial, was submitted by Pattison Outdoor Advertising on behalf of the landowner, Central Organization for Jewish Education Lubavitch Alberta, on 2021 March 24.

The subject site consists of the 0.006 hectare (0.01 acre) northwest corner portion of a larger 0.78 hectare (1.93 acres) parcel. It is approximately 7.5 by 7.5 metres and is adjacent to Glenmore Trail SE in the north and accessed from Forge Road SE in the east. The site is located in an industrial area and within the prohibited landfill setback of the non-operating Springbank Landfill. The overall parcel is developed with a two-storey building for the non-profit organization Chabad Lubavitch of Alberta.

A temporary development permit application (DP2018-4633) was approved in 2018 for a Sign – Class G (Digital Third Party Advertising Sign) and is set to expire on 2021 November 01. The existing sign has prior approvals from 2011 under the previous land use of the I-G District as a discretionary use. The current land use of C-COR2 f2.0h24 District does not allow for Sign – Class G. As noted in the Applicant Submission (Attachment 2), the owner would like to retain the Sign – Class G by redesignating a 7.5 by 7.5 metre area as part of their long-term plans for

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the property without changing the current land use of C-COR2 f2.0h24 for the balance of the parcel.

A detailed planning evaluation of the application, including location maps and site context, is provided in Attachment 1, Background and Planning Evaluation.

STAKEHOLDER ENGAGEMENT AND COMMUNICATION (EXTERNAL)

- Outreach was undertaken by the Applicant
- Public/Stakeholders were informed by Administration

Applicant-Led Outreach

As part of the review of the proposed land use amendment application, the applicant was encouraged to use the [Applicant Outreach Toolkit](#) to assess which level of outreach with public stakeholders and the community association was appropriate. Given the industrial nature of the area no outreach was undertaken.

City-Led Outreach

In keeping with Administration's practices, this application was circulated to stakeholders, notice posted on-site and published [online](#), and notification letters were sent to adjacent landowners.

No comments from the Fairview Community Association or public were received at the time of writing this report.

Following Calgary Planning Commission, notifications for Public Hearing of Council for the land use amendment application will be posted on-site and mailed to adjacent landowners. In addition, Commission's recommendation and the date of the Public Hearing will be advertised.

IMPLICATIONS

Social

The social impact of the proposed land use district would remain unchanged from the current condition. The redesignation of a portion of the parcel allows for the opportunities that may serve the parcel to be retained while maintaining the industrial character and function of the area.

Environmental

This application does not include any actions that specifically address objectives of the [Climate Resilience Strategy](#). Encouraging the reuse of an existing structure conserves the energy and materials required to rebuild a structure in the future.

Economic

The proposed land use amendment enables additional flexibility of uses which may better accommodate the economic needs of the area and would utilize existing infrastructure and services more efficiently within an existing industrial area.

Planning & Development Report to
Calgary Planning Commission
2020 June 17

ISC: UNRESTRICTED
CPC2021-0882
Page 3 of 3

**Land Use Amendment in Fairview Industrial (Ward 9) at 134 Forge Road SE,
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Service and Financial Implications

No anticipated financial impact.

RISK

There are no known risks associated with this proposal.

ATTACHMENT(S)

1. Background and Planning Evaluation
2. Applicant Submission

Department Circulation

General Manager (Name)	Department	Approve/Consult/Inform