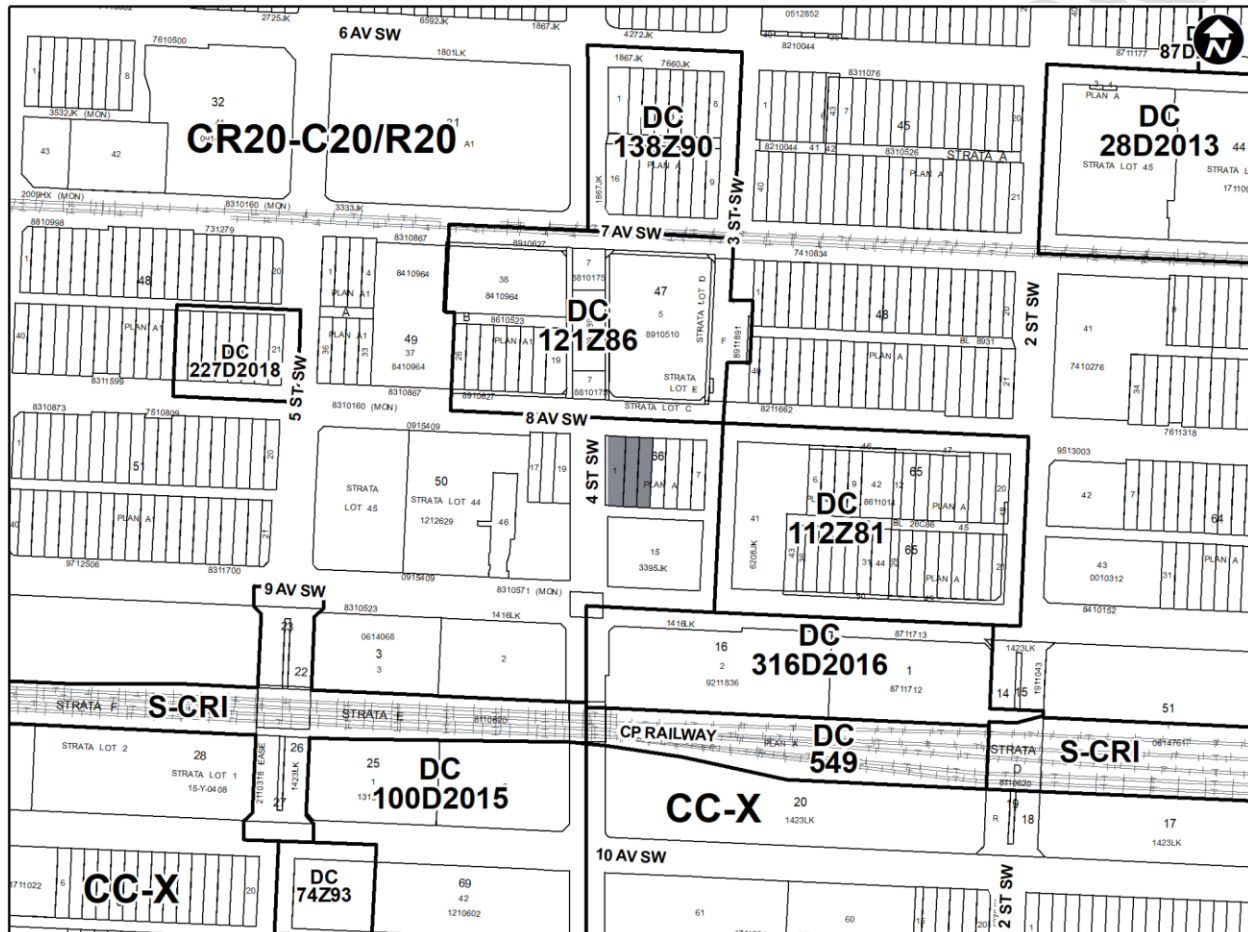
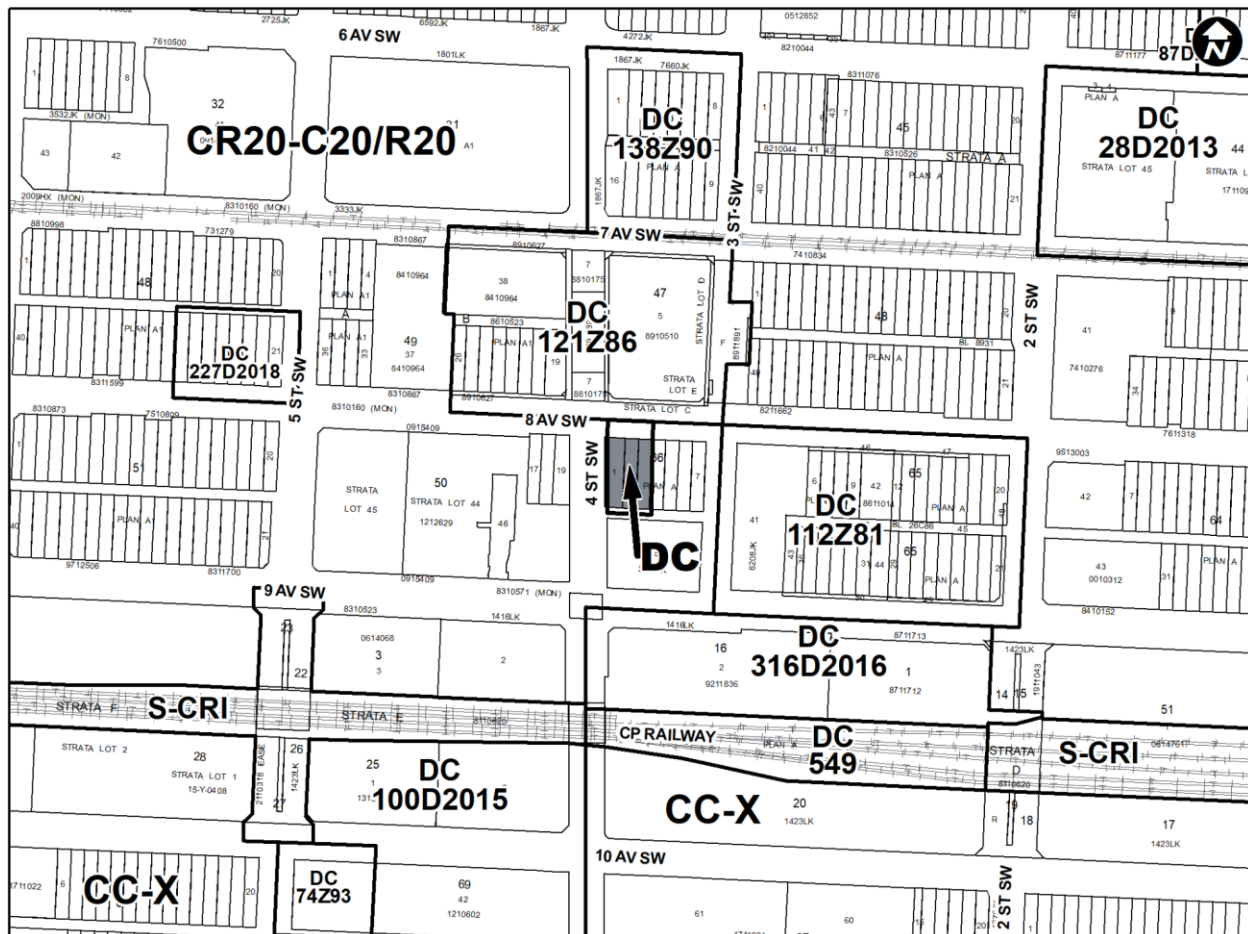


Proposed Direct Control District

1. The Land Use Bylaw, being Bylaw 1P2007 of the City of Calgary, is hereby amended by deleting that portion of the Land Use District Map shown as shaded on Schedule "A" to this Bylaw and replacing it with that portion of the Land Use District Map shown as shaded on Schedule "B" to this Bylaw, including any land use designation, or specific land uses and development guidelines contained in the said Schedule "B".

SCHEDULE A



SCHEDULE B**DIRECT CONTROL DISTRICT****Purpose**

- 1 This Direct Control District Bylaw is intended to allow for a new use of digital stock ticker sign and provide specific rules for the use.

Compliance with Bylaw 1P2007

- 2 Unless otherwise specified, the rules and provisions of Parts 1, 2, 3 and 4 of Bylaw 1P2007 apply to this Direct Control District Bylaw.

Reference to Bylaw 1P2007

- 3 Within this Direct Control District Bylaw, a reference to a section of Bylaw 1P2007 is deemed to be a reference to the section as amended from time to time.

Defined Uses

- 4 In this Direct Control District:

(a) **“Digital Stock Ticker Sign”** means a *sign* that:

- (i) is permanently attached to a **building** and is designed so that **copy** can be changed on a frequent basis;
- (ii) displays **copy** by means of **digital display** that comprises full motion video and animated letters, images, logos or symbols; and
- (iii) does not display advertising for events, activities or services offered including, but not limited to, third party advertising.

Permitted Uses

- 5** The **permitted uses** of the Commercial Residential District (CR20-C20/R20) of Bylaw 1P2007 are the **permitted uses** in this Direct Control District.

Discretionary Uses

- 6** The **discretionary uses** of the Commercial Residential District (CR20-C20/R20) of Bylaw 1P2007 are the **discretionary uses** in this Direct Control District with the addition of:

- (a) **Digital Stock Ticker Sign.**

Bylaw 1P2007 District Rules

- 7** Unless otherwise specified, the rules of the Commercial Residential District (CR20-C20/R20) of Bylaw 1P2007 apply in this Direct Control District.

Classification of Signs

- 8** In this Direct Control District, all **signs**, with the exception of **Digital Stock Ticker Signs**, are classified as belonging to either **Sign – Class A, Sign – Class B, Sign – Class C, Sign – Class D, Sign – Class E, Sign – Class F, or Sign – Class G.**

Digital Stock Ticker Sign Rules

- 9** (1) Section 74 of Bylaw 1P2007 does not apply to **Digital Stock Ticker Signs.**
- (2) **A Digital Stock Ticker Sign:**
- (a) has a maximum **sign area** of 60 square metres;
 - (b) must not have a vertical dimension exceeding 1.5 metres;
 - (c) must not be located below 2.4 metres above **grade**;
 - (d) must not be located on or attached to a roof of a **building**;
 - (e) must have its electrical power supply provided underground;
 - (f) must be equipped with an ambient light sensor; and
 - (g) must not increase the light levels adjacent to the the **digital display** by more than 3.0 LUX above the ambient light level.

- (3) The **sign owner** of a **Digital Stock Ticker Sign** must ensure that while the **sign** is in operation, the light output for the **digital display** must be set in accordance with the following maximum luminance levels when measured from the **sign** face at its maximum brightness:
- (a) from sunrise to sunset, 7500 Nits; and
 - (b) from sunset to sunrise, 300 Nits.
- (4) If any component on a **Digital Stock Ticker Sign** fails or malfunctions in any way or fails to operate as indicated on the approved **development permit** plans, the **sign owner** must ensure that the **sign** is turned off until all components are fixed and operating as required.
- (5) The **sign owner** must provide the **Development Authority** with a name and telephone contact information of a person(s) having access to the technology controls for the **sign**, who can be contacted 24 hours a day in the event that the **sign** malfunctions.
- (6) Unless otherwise provided in subsection (7), a maximum of one **Digital Stock Ticker Sign** may be located on a **parcel**.
- (7) Where a **building** on a **corner parcel** fronts both 8 Avenue SW and 4 Street SW, one **Digital Stock Ticker Sign** may be located on the façade of the **building** facing 8 Avenue SW and one **Digital Stock Ticker Sign** may be located on the façade of the **building** facing 4 Street SW, for a maximum of two **Digital Stock Ticker Signs** on the **parcel**.
- (8) A **development permit** for a **Digital Stock Ticker Sign** may only be issued for a period not exceeding three (3) years.

Relaxations

- 10 The **Development Authority** may relax the rules contained in Sections 7 and 9 of this Direct Control District Bylaw in accordance with Sections 31, 36 and 72 of Bylaw 1P2007.