

Response to Recommendation 2 from the *Review*
of *Calgary Transit Advertising Contracts Report* (TT2015-0289)

Background and Planning Rationale

In the original evaluation of whether Third Party Advertising signage (TPA) would be appropriate in S-CRI districts, existing and recent Council policy direction and the proximity of S-CRI to residential land use districts were considered.

Council's existing policy framework (Municipal Development Plan, Transit Oriented Development Policy Guidelines, and Calgary Third Party Advertising Sign Guidelines) suggests that large scale TPA signs are not appropriate in S-CRI districts, as lands that are for transit purposes should have a strong relationship to the human scale, and adjacent business should not have to compete for signage opportunities.

The S-CRI designated parcels are often in close proximity to residential areas. The rules for the district do not currently list Signs – Class F or G as uses. The Council approved framework removed large TPA signage from pedestrian areas, and there is a transition strategy to remove signage as pedestrian areas evolve. Generally, City owned Transit legal parcels designated S-CRI are intended to be pedestrian oriented. Transit signage for platforms and bus shelters/benches are typically located within road rights-of-way and not subject to the provisions of the Land Use Bylaw.

Decisions related to municipal lands are weighted the same as decisions on private parcels. In fact in some instances Administration receives direction to hold developments on municipal lands to a higher standard. The effect of the revised direction of the Standing Policy Committee on Transportation and Transit would be to create a lesser standard for City owned Transit parcels than is applied to privately owned lands.

Proposed Recommendation:

If Council chooses to provide advertising revenue sources for Calgary Transit, direct Administration to:

1. Develop and bring forward a Calgary Transit Policy to guide the placement and approval of Sign – Class F and Sign – Class G on City (Transit) owned lands prior to planning applications, and return to Standing Policy Committee on Transportation & Transit no later than Q2 2016.
2. Amend the Land Use Bylaw to add Sign – Class F and Sign – Class G as Permitted Uses on City (Transit) owned lands within the Special Purpose – City and Regional Infrastructure (S-CRI) District, and any other affected provisions in the Land Use Bylaw.

