

Background and Planning Evaluation

Background and Site Context

The subject site is located at the southeast corner of 8 Avenue SW and 4 Street SW in the Downtown Commercial Core. The site is approximately 0.10 hectares (0.24 acres) in size and is located on a single parcel. The site is developed with a low-rise commercial building (the Royal Bank of Canada building) that is listed on The City’s inventory of evaluated historic resources.

Surrounding development is characterized by high-density commercial uses. Parcels adjoining the subject site to the west, south, east and north are designated either Commercial Residential District (CR20–C20/R20) or a Direct Control (DC) District.

The subject site is located on the portion of 8 Avenue SW that allows for vehicular traffic and includes a separated bike lane on the south side of the street. The main LRT line, servicing both the Red and Blue Lines, runs through the downtown core on 7 Avenue S and is located one block north of this site. Fourth Street SW LRT Station is located on the corner of 7 Avenue SW and 4 Street SW one block north of the subject site. In addition, there are multiple bus connections within a short walking distance from the subject site.

Community Peak Population Table

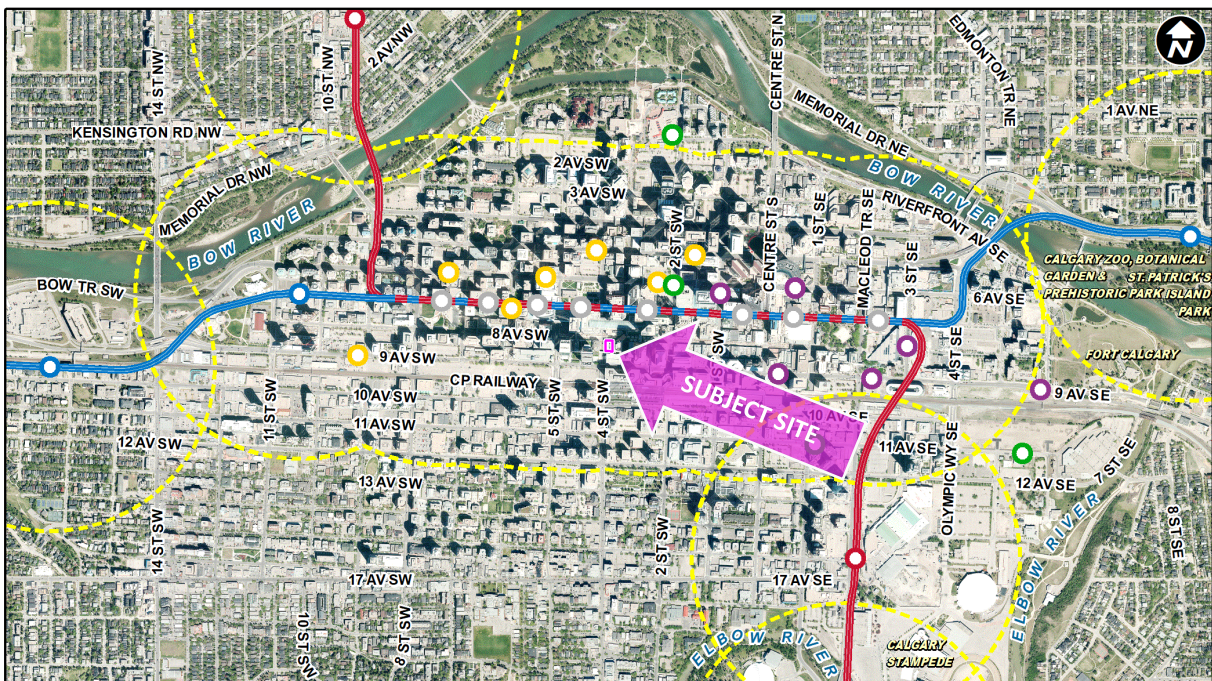
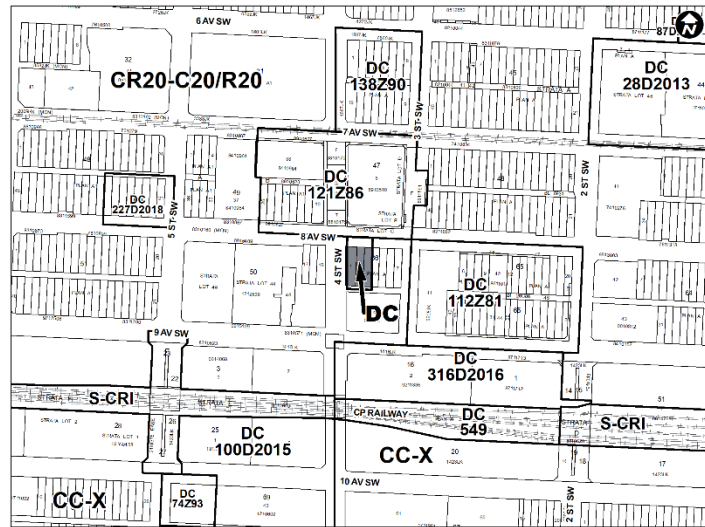
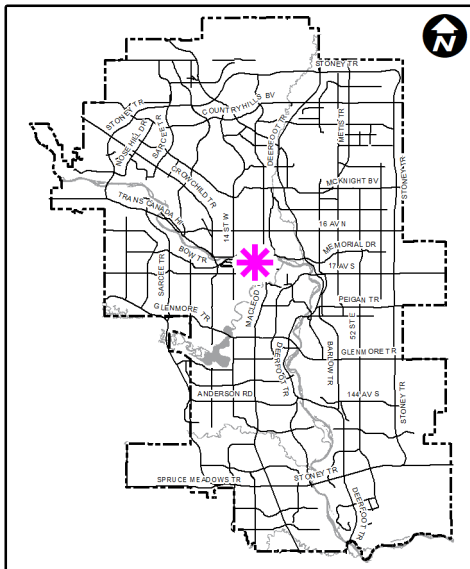
As identified below, the Downtown Commercial Core reached its peak population in 2015.

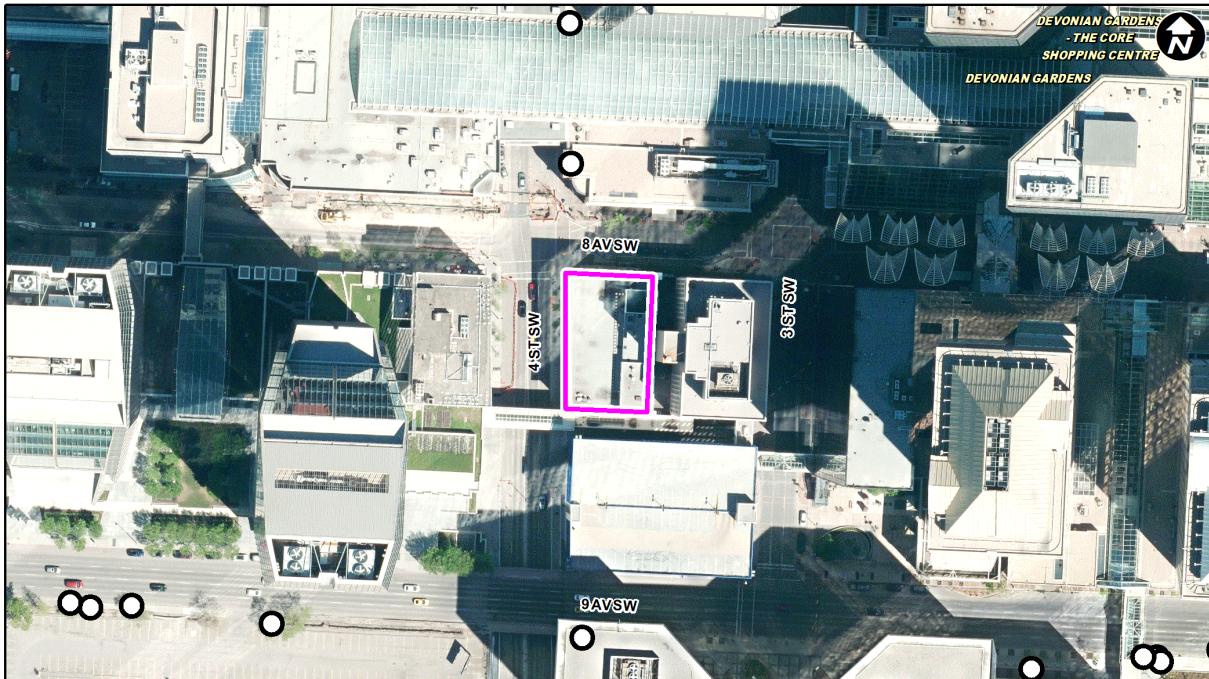
Downtown Commercial Core	
Peak Population Year	2015
Peak Population	9,083
2019 Current Population	8,683
Difference in Population (Number)	-400
Difference in Population (Percent)	-4.4%

Source: *The City of Calgary 2019 Civic Census*

Additional demographic and socio-economic information may be obtained online through the [Downtown Commercial Core](#) community profile.

Location Maps





Previous Council Direction

None.

Planning Evaluation

Land Use

The site is currently designated the CR20 District which applies to the majority of parcels in the downtown area. The CR20 District lists Sign – Class E as a discretionary use in the District which includes digital message signs. However, the rules governing these signs would not allow for the sign as proposed in this application, as it is intended to be continuously scrolling. Therefore, a DC District is proposed that includes a new use for Digital Stock Ticker Sign. This new use would have similar rules to those found in Land Use Bylaw 1P2007 for signs containing digital displays, but would allow for continuously moving digital sign within a large copy area. Rules have also been added to the proposed DC District which consider safety for vehicles passing by in the area, mirroring similar rules to those found in Land Use Bylaw 1P2007.

Development and Site Design

The exact details of the signage will be determined by Administration working with the applicant through the development permit process. At this point, the intent of the signage is to animate and activate the façades of the building within the public realm and would be installed mid-building, wrapping around both the 4 Street SW and 8 Avenue SW frontages.

Transportation

The proposed DC District maintains many of the rules governing safe traffic movement that are included in Part 3, Division 5 (Rules Governing All Districts) in Land Use Bylaw 1P2007. In addition, specific rules for this signage are included to minimize driver distraction. The precise sign location and technical details will be reviewed in detail at the development permit stage.

Environmental Site Considerations

No environmental concerns were identified.

Utilities and Servicing

This application does not have any anticipated impacts on utilities and servicing.

Legislation and Policy

South Saskatchewan Regional Plan (2014)

The recommendation by Administration in this report has considered, and is aligned with, the policy direction of the [South Saskatchewan Regional Plan](#) which directs population growth in the region to cities and towns, and promotes the efficient use of land.

Growth Plan (2022)

The recommendation aligns with the policy direction of the Calgary Metropolitan Region Board's [Growth Plan](#) (GP). The proposed land use amendment builds on the principles of the GP by promoting efficient use of land and regional infrastructure, and establishing strong, sustainable communities.

Municipal Development Plan (Statutory – 2009)

The subject site is situated in the Centre City area as shown on Map 1: Urban Structure of the [Municipal Development Plan](#) (MDP). This land use amendment is in alignment with applicable MDP policies, such as developments demonstrating a strong relationship to the human scale and contributing positively to the public realm and street.

Climate Strategy (2022)

This application does not include any specific actions that address the objectives of the [Calgary Climate Strategy – Pathways to 2050](#). Further opportunities to align development of this site with applicable climate strategies will be explored and encouraged at subsequent development approval stages.

Greater Downtown Plan (Non-Statutory – 2021)

This land use amendment is supported by [Calgary's Greater Downtown Plan](#) as there are several statements within the Plan that support placemaking to serve the ongoing evolution of downtown. In addition, the Plan supports options for expanding communication of information through various visual and digital means, as well as investment in digital infrastructure that supports economic development and collaboration.