

**Land Use Amendment in the Downtown Commercial Core (Ward 7) at 409 – 8 Avenue SW,
 LOC2022-0089**

RECOMMENDATION:

That Calgary Planning Commission recommend that Council:

Give three readings to the proposed bylaw for the redesignation of 0.10 hectares \pm (0.24 acres \pm) located at 409 – 8 Avenue SW (Plan A, Block 66, Lots 1 to 3) from Commercial Residential District (CR20-C20/R20) to Direct Control (DC) District to accommodate a continuously scrolling digital sign with guidelines (Attachment 4).

RECOMMENDATION OF THE CALGARY PLANNING COMMISSION, 2022 SEPTEMBER 1:

That Council give three readings to **Proposed Bylaw 153D2022** for the redesignation of 0.10 hectares \pm (0.24 acres \pm) located at 409 – 8 Avenue SW (Plan A, Block 66, Lots 1 to 3) from Commercial Residential District (CR20-C20/R20) to Direct Control (DC) District to accommodate a continuously scrolling digital sign with guidelines (Attachment 4).

HIGHLIGHTS

- This land use amendment application seeks to redesignate the property solely to allow for a continuously scrolling stock ticker digital message sign.
- This application would allow for animation of the façade of the existing building and is in keeping with the applicable policies of the *Municipal Development Plan* (MDP).
- What does it mean to Calgarians? This application would improve the visual experience of those passing by while providing useful information.
- Why does this matter? Animated means of sharing information may help to enhance the vibrancy of Greater Downtown.
- A development permit has not been submitted at this time.
- There is no previous Council direction related to this proposal.
- Strategic Alignment to Council's Citizen Priorities: A city of safe and inspiring neighbourhoods.

DISCUSSION

This land use amendment application was submitted on 2022 May 17 by Davignon Martin Architecture on behalf of the landowner, Dynasty HQ Inc. The subject site is approximately 0.1 hectares (0.24 acres) in size. It is located in the heart of the Downtown Commercial Core on the corner of 8 Avenue SW and 4 Street SW along the portion of Stephen Avenue Mall that allows for vehicular traffic.

This application proposes to redesignate the site from the Commercial Residential District (CR20-C20/R20) to a new Direct Control (DC) District solely to allow for a continuously moving digital stock ticker along both the west and north facades of the existing building (Attachment 2). No development permit has been submitted at this time.

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

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STAKEHOLDER ENGAGEMENT AND COMMUNICATION (EXTERNAL)

- Public Engagement was undertaken by 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 respective community association was appropriate. They determined that no outreach would be undertaken. Please refer to the Applicant Outreach Summary (Attachment 3) for rationale why outreach was not conducted.

City-Led Outreach

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

No comments from the Calgary Downtown Association were received.

Administration received one letter from an adjacent neighbour confirming regulations included in the proposed DC District (e.g., no third-party advertising).

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

IMPLICATIONS

Social

The proposed application would help to activate the public realm along both the 8 Avenue SW and 4 Street SW frontages, providing a better public experience along this section of Stephen Avenue.

Environmental

This application does not include any actions that specifically address the objectives of the *Calgary Climate Strategy – Pathways to 2050*.

Economic

As this signage would provide stock market information to the general public, this may help to facilitate investment opportunities and increase the economic prosperity of Calgarians.

Service and Financial Implications

No anticipated financial impact.

RISK

There are no known risks associated with this proposal.

**Planning & Development Services Report to
Calgary Planning Commission
2022 September 1**

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ATTACHMENTS

1. Background and Planning Evaluation
2. Applicant Submission
3. Applicant Outreach Summary
4. **Proposed Bylaw 153D2022**
5. **CPC Member Comments**

Department Circulation

General Manager/Director	Department	Approve/Consult/Inform