

**Land Use Amendment in Shaganappi (Ward 8) at multiple addresses, LOC2023-0071**

**RECOMMENDATION:**

That Calgary Planning Commission recommend that Council give three readings to the proposed bylaw for the redesignation of 0.18 hectares  $\pm$  (0.44 acres  $\pm$ ) located at 1750 and 1750Q – 29 Street SW and 2940 – 17 Avenue SW (Plan 2312030, Block 1, Lots 7 and 8; Plan 1712166, Block 1, Lot 6) from Direct Control (DC) District to Direct Control (DC) District to accommodate a small format digital sign, with guidelines (Attachment 2).

**RECOMMENDATION OF THE CALGARY PLANNING COMMISSION, 2023  
 NOVEMBER 16:**

That Council give three readings to **Proposed Bylaw 18D2024** for the redesignation of 0.18 hectares  $\pm$  (0.44 acres  $\pm$ ) located at 1750 and 1750Q – 29 Street SW and 2940 – 17 Avenue SW (Plan 2312030, Block 1, Lots 7 and 8; Plan 1712166, Block 1, Lot 6) from Direct Control (DC) District to Direct Control (DC) District to accommodate a small format digital sign, with guidelines (Attachment 2).

**HIGHLIGHTS**

- This land use amendment application proposes amendments to the existing Direct Control (DC) District to accommodate a Small Format Digital Sign, with guidelines.
- This application aligns with the *Municipal Development Plan (MDP)* and the *Westbrook Communities Local Area Plan (LAP)*.
- What does this mean to Calgarians? The proposal would allow a broader range of businesses to be advertised on the existing digital display on the building.
- Why does this matter? The ability to advertise a broader range of businesses on the existing digital display would allow for more businesses and community organisations to receive exposure along the 17 Avenue Neighbourhood Main Street.
- No development permit has been submitted at this time.
- There is no previous Council direction related to this proposal.

**DISCUSSION**

This application, located in the southwest community of Shaganappi, was submitted on 2023 March 23 by CivicWorks on behalf of the landowner, West 17 Holdings Inc.

This application proposes to add Small Format Digital Sign (a new use definition) to the list of discretionary uses in the Direct Control (DC) District. As noted in the Applicant Submission (Attachment 3), the landowner recently received development permit approval to install a Sign Class E: Digital Message Sign on the southwest corner façade of the existing mixed-use building. The Sign Class E: Digital Message Sign has since been installed and is currently advertising first party content (on-site businesses). The landowner is now seeking to use the existing sign to advertise third party content (off-site businesses and community organisations) alongside the first party content. Land Use Bylaw 1P2007 does not currently contain a sign classification that allows first and third-party advertising on the same sign. Administrations support for this proposal is based on the signs limited size of five square metres, the

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requirement for development permit renewal every three years, and the first-storey fixed location of the sign as demonstrated in Schedule “C” of the proposed DC District.

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

**ENGAGEMENT AND COMMUNICATION**

- Outreach was undertaken by the Applicant
- Public/interested parties 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 the public/interested parties and respective community association was appropriate. In response, the applicant reached out to the Shaganappi Community Association (CA) and the Ward 8 Councillor’s Office. A detailed summary of the applicant’s engagement can be found in the Applicant Outreach Strategy (Attachment 4).

**City-Led Outreach**

In keeping with Administration’s practices, this application was circulated to the public/interested parties, notice posted on-site and published [online](#). Notification letters were also sent to adjacent landowners.

Administration received seven letters of opposition from the public. The letters of opposition included the following areas of concern:

- distracting and visually unappealing for residents, pedestrians and vehicle traffic;
- increased competition for existing on-site businesses; and
- does not fit the character of the existing community.

The Shaganappi Community Association (CA) provided a letter of no objection on 2023 May 05, (Attachment 5) to the File Manager.

Administration considered the relevant planning issues specific to the application and has determined the proposal to be appropriate. Details pertaining to the proposed Small Format Digital Sign will be reviewed at the development permit stage.

Following Calgary Planning Commission, notifications for a 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 proposed land use amendment may provide residents in the area with more exposure to area businesses and emerging community events.

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**Environmental**

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

**Economic**

The proposed land use amendment would enable the landowner to advertise a wider range of area businesses, potentially increasing business competition and making more efficient use of the existing digital display.

**Service and Financial Implications**

No anticipated financial impact

**RISK**

There are no known risks associated with this proposal.

**ATTACHMENTS**

1. Background and Planning Evaluation
- 2. Proposed Bylaw 18D2024**
3. Applicant Submission
4. Applicant Outreach Summary
5. Community Association Response
- 6. CPC Member Comments**

Department Circulation

General Manager (Name)	Department	Approve/Consult/Inform