

Background and Planning Evaluation

Background and Site Context

The subject site is located in the southwest community of Shaganappi, north of 17 Avenue SW and east of 29 Street SW. The site is approximately 0.18 hectares ± (0.44 acres ±) in size and has approximately 40 metres of frontage along 17 Avenue SW and 45 metres of frontage along 29 Street SW. Vehicular access to the site is available from two separate laneways adjacent to the site. The site is currently developed with a nine-storey mixed-use building, with commercial uses at grade and residential units above. A five square metre Sign Class E: Digital Message Sign currently operates at the corner of 17 Avenue SW and 29 Street SW, on the main floor of the existing building.

Lands to the east and south are designated Mixed Use – General (MU-1f4.5h22) District and Mixed Use – General (MU-1f4.5h23) District, respectfully. Lands to the north are designated Residential – Grade-Oriented Infill (R-CG) District and lands to the west are designated Multi-Residential – Contextual Low Profile (M-C1) District. The Killarney Aquatics and Recreational Centre is located southwest of the subject site, designated Special Purpose – Recreation (S-R) District.

Community Peak Population Table

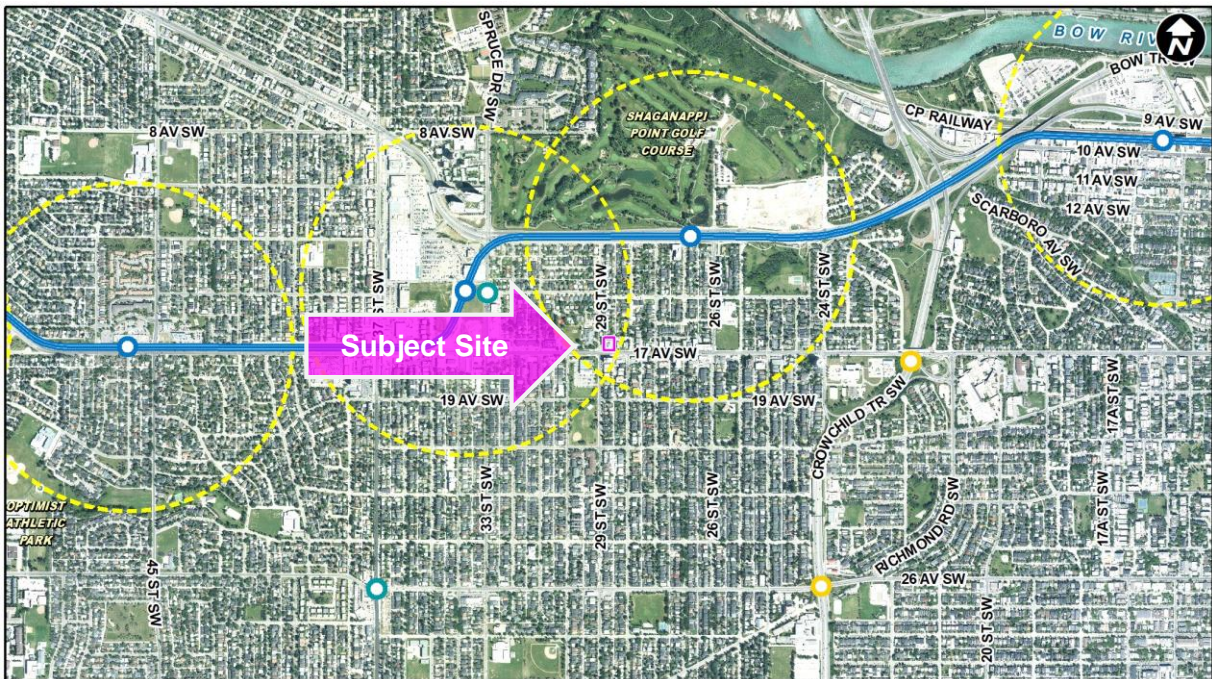
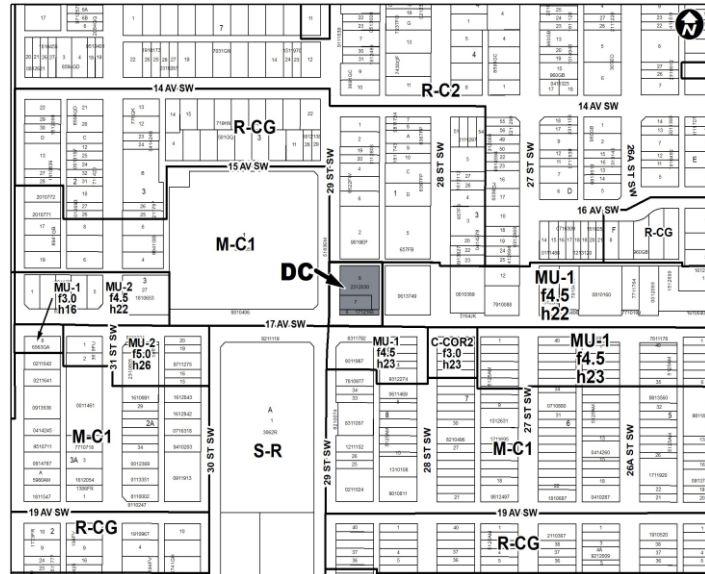
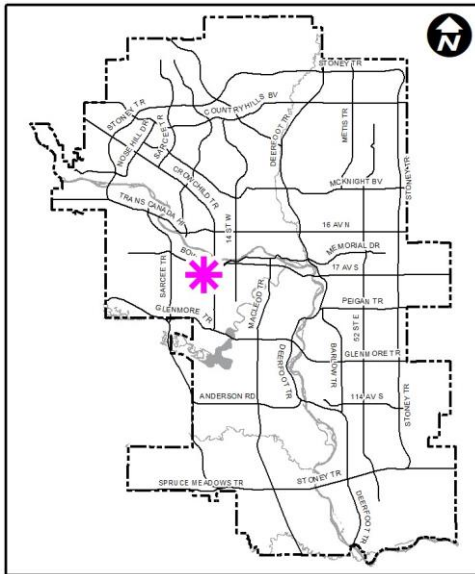
As identified below, the community of Shaganappi reached its peak population in 1969.

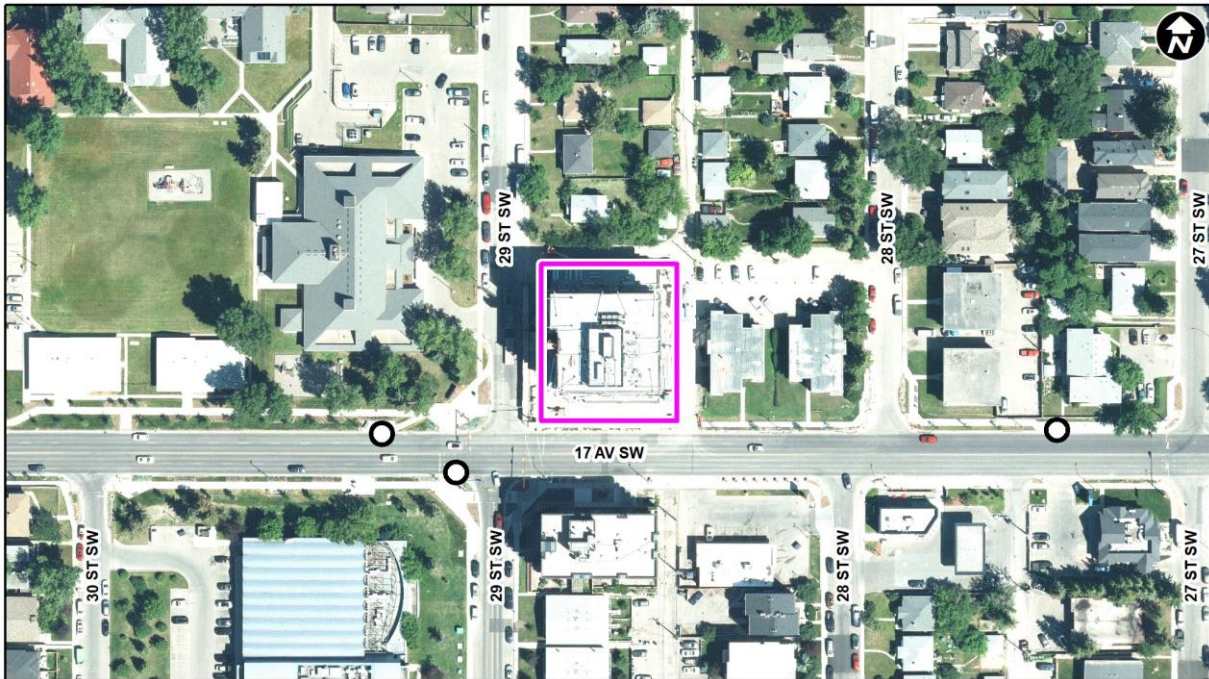
Shaganappi	
Peak Population Year	1969
Peak Population	2,132
2019 Current Population	1,626
Difference in Population (Number)	-506
Difference in Population (Percent)	-23.73%

Source: *The City of Calgary 2019 Civic Census*

Additional demographic and socio-economic information may be obtained online through the [Shaganappi Community Profile](#).

Location Maps





Previous Council Direction

None.

Planning Evaluation

Land Use

The existing Direct Control (DC) District ([Bylaw 306D2017](#)) is based on the Commercial – Corridor 1 (C-COR1) District of Land Use Bylaw 1P2007 and provides for commercial and multi-residential development in a pedestrian oriented mid-rise form.

The proposed DC District carries over the rules and uses of the existing DC District, with the addition of Small Format Digital Sign added as a discretionary use and rules to regulate the sign. The new DC District also includes minor textual amendment to align the new DC bylaw with the current version of Land Use Bylaw 1P2007.

Pursuant to Section 20 of Land Use Bylaw 1P2007, this application for a DC District has been reviewed by Administration and the use of a Direct Control District is necessary due to the innovative idea proposed by the applicant. As Land Use Bylaw 1P2007 does not contain a use definition that allows first-party advertising and third-party advertising on the same sign, the use of a DC District is necessary to facilitate the applicant's goals.

Administration's support for this proposal is based on the signs limited size of five square metres, the 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. Administration does not anticipate the proposed new use will increase digital light pollution as the sign is already existing. The new sign use will still be required to adhere to the applicable general rules for signs under Division 5 of Bylaw 1P2007, in addition to the rules outlined in the

proposed DC District. This proposal does not increase the amount of advertising or brightness of advertising, but rather increases the range of businesses and community organizations that can legally be advertised on the existing digital display.

The proposed DC District includes a rule that allows the Development Authority (DA) to relax Sections 8 through 17 of the DC District. Section 8 incorporates the rules of the base district in Bylaw 1P2007 where the DC District does not provide for specific regulation. In a standard district, many of these rules can be relaxed if they meet the test for relaxation. The intent of this DC District rule is to ensure the rules of Bylaw 1P2007 that regulate aspects of development that are not specifically regulated in this DC District can also be relaxed in the same way that they would be in a standard district.

Development and Site Design

The rules of the existing DC District (Bylaw 306D2017) provided guidance for the mixed-use development that is currently on the site. The amended DC District will not change the existing development. The rules of the amended DC District, the Westbrook Communities Local Area Plan (LAP), and the applicable rules governing signs in Division 5 of Bylaw 1P2007 will provide guidance for the proposed Small Format Digital Sign, including location, size, hours of operation, renewal etc.

Transportation

The site is bordered by 17 Avenue SW (classified as a Neighbourhood Boulevard) and 29 Street SW (a Collector street). Mobility Engineering will continue to work with the applicant through the development permit review process for the Small Format Digital Sign to ensure the sign will continue to operate in a safe manner.

Environmental Site Considerations

At this time, there are no known outstanding environmental concerns associated with the site and/or proposal.

Utilities and Servicing

Water, sanitary and storm (deep) utilities exist adjacent to the site (within public road rights-of-way). Servicing requirements will be determined at the time of development.

Legislation and Policy

South Saskatchewan Regional Plan (2014)

Administration's recommendation aligns 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)

Administration's 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 located in the Neighbourhood Main Street area as identified on Map 1: Urban Structure of the [Municipal Development Plan](#) (MDP). The applicable MDP policies encourage

mixed-use retail buildings that create a strong pedestrian streetscape environment. Furthermore, the urban design policies of the MDP aim to create safe pedestrian connections with clear wayfinding signage to facilitate all travel modes. The proposed application aligns with the applicable policies of the MDP.

Calgary 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 resilience strategies will be explored and encouraged at subsequent development approval stages.

Westbrook Communities Local Area Plan (Statutory – 2023)

The [Westbrook Communities Local Area Plan](#) (LAP) identifies the subject site as being part of the Neighbourhood Flex category (Map 3: Urban Form) with a ‘Mid’ building scale modifier (Map 4: Building Scale), which allows for development of up to 12 storeys. Neighbourhood Flex areas are characterized by a mix of commercial and residential uses where buildings are oriented to the street. The proposed DC District is in alignment with the LAP, as the proposed DC would fulfill many relevant objectives of the plan with respect to design, street interface, transition to adjacent dwellings, and building height.