

Background and Planning Evaluation

Background and Site Context

The site is located at 3939 – 17 Avenue SW, which is along a *Municipal Development Plan* (MDP) designated Arterial Street, which prioritizes automobile, transit and goods movement. The site contains a variety of commercial uses that serve the surrounding community and it is across the street from the LRT railway associated with the Blue Line (Saddletowne/69 Street).

The lands to the north are designated Multi-Residential – Contextual Grade-Oriented (M-CG) District, Multi-Residential – Contextual Low Profile (M-C1) District, Mixed Use – General (MU-1) District and Mixed Use – Active Frontage (MU-2) District. Lands to the east are Commercial – Corridor 1 (C-COR1) District, lands to the south are Multi-Residential – Contextual Grade-Oriented (M-CG) District, lands to the west are Residential – Grade-Oriented Infill (R-CG) District and Housing – Grade Oriented (H-GO) District.

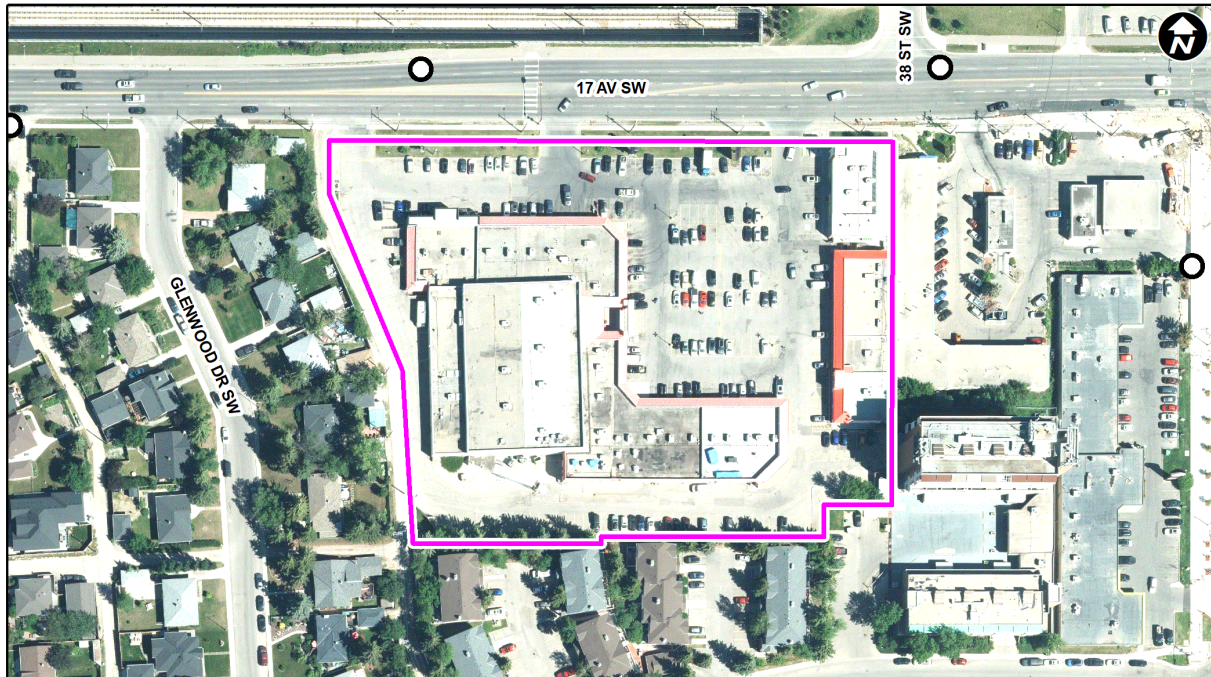
Community Peak Population Table

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

Glendale	
Peak Population Year	1969
Peak Population	3,950
2019 Current Population	2,765
Difference in Population (Number)	-1,185
Difference in Population (Percent)	-30%

Source: *The City of Calgary 2019 Civic Census*

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



Previous Council Direction

None.

Planning Evaluation

Land Use

The existing Commercial – Corridor 1 f5.0h26 (C-COR1f5.0h26) District accommodates storefronts along a continuous block face, where commercial developments are on both sides of a street and buildings are close to each other, the street and the public sidewalk.

The proposed Direct Control (DC) District would accommodate the proposed Digital Sign with Electric Vehicle Charging Facility beside an existing motor vehicle parking stall. The only proposed change to the C-COR1 District is to add this new use, and supporting regulations, while all other uses and rules of the C-COR1 District would remain the same. The proposal would allow for an additional use that would expand the electric vehicle (EV) charging network in the city, while providing a low impact, mitigated way to manage digital third-party advertising.

Pursuant to Section 20 of the Land Use Bylaw 1P2007, the use of a DC District is necessary to provide for the applicant's proposed development due to its innovated ideas. The proposal accommodates an additional use utilizing modern technology that combines the advertising of businesses on site and third parties, with an electric vehicle charging facility. Currently, digital third-party advertising is not possible in C-COR1 District and the proposal is to make the use discretionary with a maximum three year development permit approval with the option for renewal.

The proposed DC District includes a rule that allows the Development Authority to relax Sections 7 and 10 of the DC District Bylaw. Section 7 incorporates the rules of the base district in Bylaw 1P2007. In addition to the general rules for Sign – Class G, Section 10 includes specific rules for a Digital Sign with Electric Vehicle Charging Facility. In a standard district, many of these rules can be relaxed if they meet the test for relaxation of Bylaw 1P2007. The intent of this DC District rule is to ensure that 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. This may include the location of the proposed use, setbacks, distance to other signs, design and landscaping.

Development and Site Design

The rules of the proposed DC District will guide future development and include design and operational requirements, which will be reviewed through the development permit, such as:

- requirement that the digital sign is combined with the electric vehicle (EV) charging facility and is located next to a motor vehicle parking stall;
- reducing sign proliferation by restricting development to a single structure and by restricting its location in proximity of other types of advertising signs;
- establishing a minimum setback;
- limiting the size of the structure and copy displayed to reduce the potential for aesthetic and safety impacts;
- providing guidance to improve the aesthetics of the sign;
- ensuring the sign does not conflict with traffic control devices and information signs; and
- mitigating potential nuisances through the operation of the sign.

Transportation

Pedestrian access to the site is available from 17 Avenue SW. Access to the Always Available For All Ages and Abilities (5A) Network is available from a pathway along the north side of 17 Avenue SW. Vehicular access is from 17 Avenue SW via driveways.

The site is well served by Calgary Transit with a bus stop for Route 2 (Mount Pleasant/Killarney) located 150 metres to the east, a three-minute walk. In addition, the site is approximately 420 metre distance (a seven-minute walk) from the Westbrook LRT Station, where the following routes operate:

- MAX Teal (Westbrook/Douglas Glen);
- Route 9 (Dalhousie Station/Chinook Station);
- Route 93 (Coach Hill/Westbrook Station);
- Route 111 (Old Banff Coach Road); and
- Route 26 (Sarcee Trail Crosstown).

Neither a Transportation Impact Assessment (TIA) nor a parking study was required in support of this land use amendment application.

Environmental Site Considerations

No environmental concerns were identified.

Utilities and Servicing

Water and sanitary lines are available to serve future redevelopment on the site. Details of site servicing, as well as appropriate stormwater management will be considered and reviewed as part of any future development permit application.

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)

Administration's recommendation aligns with the policy direction of the [Municipal Development Plan](#) (MDP). The site is located within the Developed Residential – Established area, as shown on Map 1: Urban Structure.

The proposal is supported by the policies of Section 3.5.3, which supports modest redevelopment a mix of land uses and a pedestrian-friendly environment.

In addition, the following high-level policies support the proposal:

- Section 2.1.2: Creating a City Attractive to Business – supports innovation, flexibility to accommodate the changing needs of businesses and fostering economic diversification;
- Section 2.4: Urban Design – supports the city's urban design elements, which include place, scale, amenity, legibility, vibrancy and resilience; and
- Section 2.6: Greening the City – EV Charging contributes to high-level city goals for reducing greenhouse gas emissions by encouraging EV vehicle use through provision of a supporting charging infrastructure network.

Calgary Climate Strategy (2022)

Administration has reviewed this application in relation to the objectives of the [Calgary Climate Strategy – Pathways to 2050](#) programs and actions. The applicant has committed to providing one electric vehicle charging facility as part of a future development permit application. This supports Program F: Zero emissions vehicles of the *Climate Strategy*.

Calgary Third Party Advertising Sign Guidelines (Non-Statutory – 2018)

The [Calgary Third Party Advertising Sign Guidelines](#) addresses the appropriate use and location of third party advertising signs. It is intended to be used in conjunction with other applicable Council-approved policies, such as a Local Area Plan or Area Redevelopment Plan. The intent of the guidelines is to:

- promote community aesthetics and public safety in the approval and development of signs;

- prevent visual clutter arising from sign proliferation; and
- protect Calgary's communities and visual environment from unsuitable signs.

These goals can be addressed by rules in the Land Use Bylaw and through the proposed rules of the DC District Bylaw proposed by this application, which address the following:

- appropriate locations for third party advertising signs;
- requirements for the location and siting of signs;
- size and height limitations;
- illumination and operational characteristics; and
- details of the development permit review process.

The proposal is supported by four of the principles listed in the *Calgary Third Party Advertising Sign Guidelines*, including:

- the proposed site is commercial and fronts an Arterial Street (17 Avenue SW);
- the proposed sign structure is pedestrian-scaled and potential nuisances may be controlled through development permit conditions and regulations included within the DC District requirements;
- the orientation of the sign reduces visibility from nearby residential and its conceptual location may be changed so as to avoid conflict with the business owner's building signage; and
- the sign is scaled and can be oriented to fit well within the context and character of the area.

Westbrook Communities Local Area Plan (Statutory – 2023)

The [Westbrook Communities Local Area Plan](#) (LAP) identifies the site as being part of the Commercial Centre category within a Comprehensive Planning Site (Map 3: Urban Form) with a 12-storey building scale modifier along the edge of 17 Avenue SW and 6-storeys further to the south. The LAP speaks to supporting commercial intensification that frame public and private streets, improve connectivity and provide a comfortable pedestrian experience. While this is a Comprehensive Planning Site, the policies of Section 2.2.5 relate more to larger-scale redevelopment and the proposed sign is not anticipated to impact future redevelopment. The proposed land use is in alignment with applicable policy of the LAP.