

Background and Planning Evaluation

Background and Site Context

The site is located at 4337 Macleod Trail SW, at the northwest corner of Macleod Trail SW and 43 Avenue NW. The site is located within a *Municipal Development Plan* (MDP) designated Urban Main Street. This area is intended to accommodate a high level of residential and employment intensification with a strong focus on walking, cycling and transit, while accommodating moderately high traffic volume. The site contains a variety of commercial uses with parking and signage along Macleod Trail and there is a transit stop located near the northeast corner of the site.

The lands to the north and south are designated Commercial – Corridor 2 f3.0h30 (C-COR2 f3.0h30) District, with nearby Commercial – Corridor 3 f3.0h46 (C-COR3 f3.0h46) District to the northeast and southeast. Lands to the east are Direct Control (DC) District and lands to the west are Residential – Grade-Oriented Infill (R-CG) District.

Community Peak Population Table

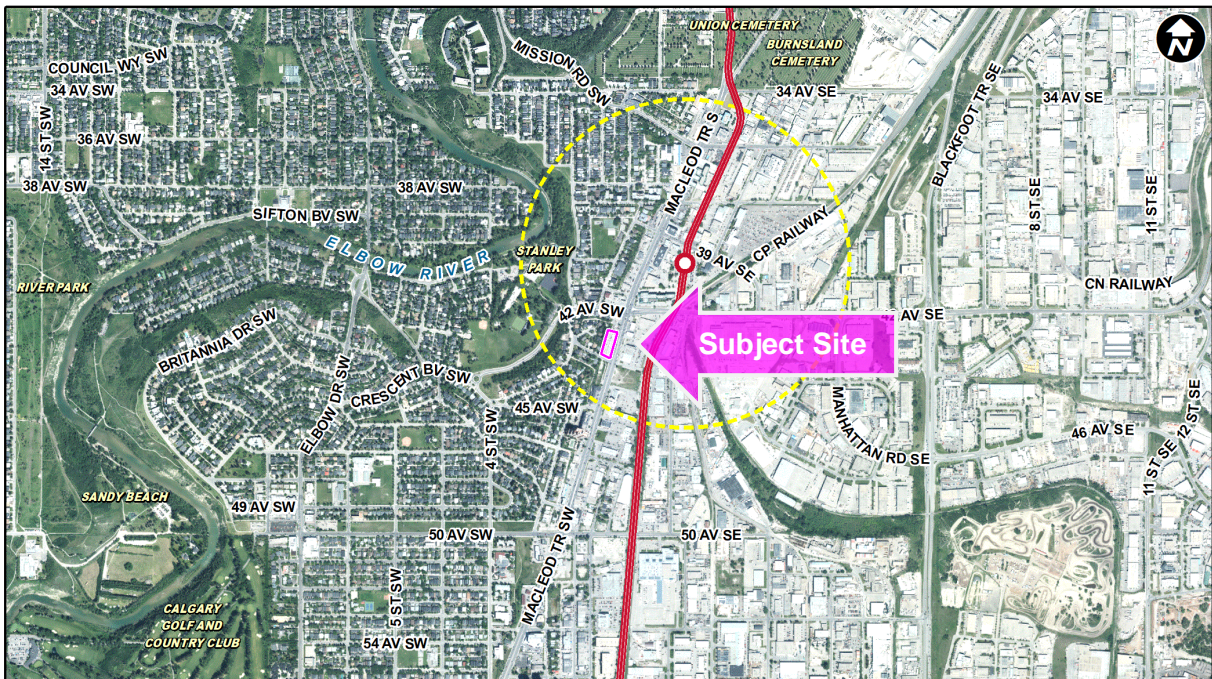
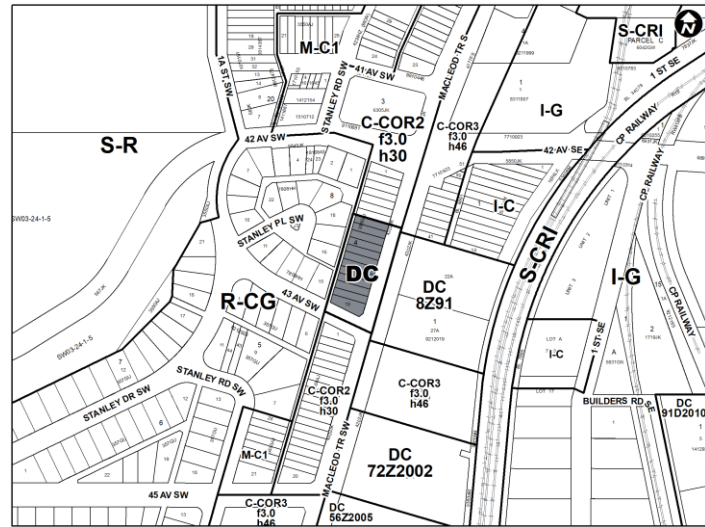
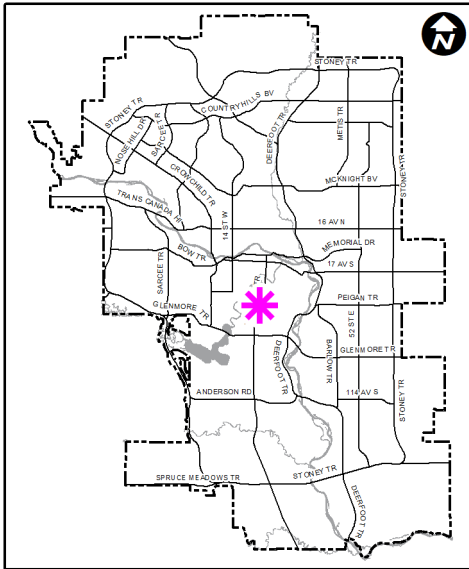
As identified below, the community of Parkhill reached its peak population in 1968.

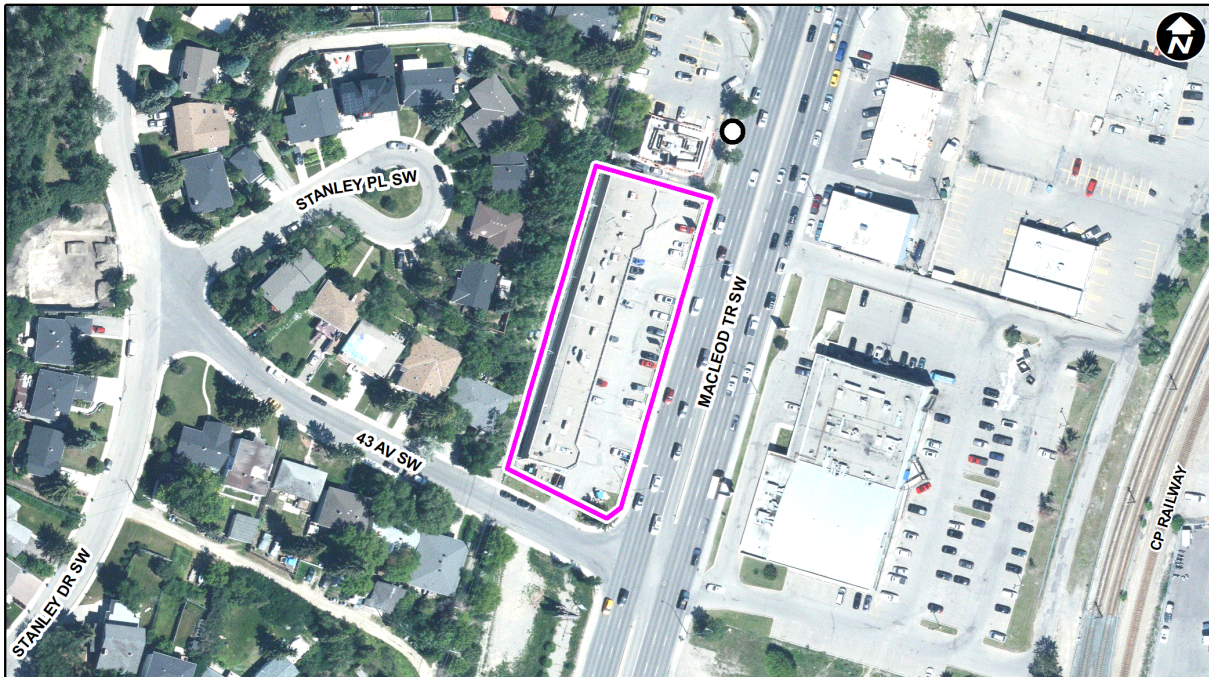
Parkhill	
Peak Population Year	1968
Peak Population	1,739
2019 Current Population	1,691
Difference in Population (Number)	-48
Difference in Population (Percent)	-2.8%

Source: *The City of Calgary 2019 Civic Census*

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

Location Maps





Previous Council Direction

None.

Planning Evaluation

Land Use

The existing Commercial – Corridor 2 f3.0h30 (C-COR2 f3.0h30) District accommodates commercial developments on both sides of the street, buildings located at varying distances from streets, and limited automotive uses.

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-COR2 District is to add this new use, and supporting regulations, while all other uses and rules of the C-COR2 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 innovative 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-COR2 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 Macleod Trail S and 43 Avenue SW. Access to the Always Available For All Ages and Abilities (5A) Network is available from an on-street bikeway on 43 Avenue SW. Vehicular access is from Macleod Trail SW.

The site is well served by Calgary Transit with a bus stop for Route 10 (City Hall/Southcentre) located adjacent to the site and the 39 Avenue LRT Station is located approximately 300 metres to the northeast (a five-minute walk), where the following routes operate:

- Route 201 (Somerset – Bridlewood/Tuscany);
- Route 30 (Highfield Industrial);
- Route 147 (Starfield Industrial); and
- Route 449 (Eau Claire/Parkhill).

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 an Urban Main Street area, along an Urban Boulevard street type, as shown on Map 1: Urban Structure.

The proposal is supported by the policies of Section 3.4.2, which supports a walkable pedestrian environment fronted by a mix of higher intensity residential and business uses.

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.

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
- protecting 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
- the development permit review process.

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

- the proposed site is commercial and fronts an Urban Boulevard (Macleod Trail 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.

Parkhill/Stanley Park Area Redevelopment Plan (Statutory – 1994)

The [Parkhill/Stanley Park Area Redevelopment Plan](#) (ARP) identifies the site as being part of the Regional Auto/General Commercial area (Map 3: Land Use Policy Areas). The ARP supports commercial and mixed-use development, including additional services that would cater to the nearby residential communities. Commercial development should be oriented to the Macleod Trail frontage and not to the residential avenues and temporary messages, resulting in signage, should be encouraged to be on permanent structures to reduce the number of temporary signs on the streetscape. The proposed structure may be supported by the ARP if located along the frontage of Macleod Trail, oriented away and screened from residential developments. In addition, temporary, on-site signage may be accommodated through the proposed digital signage, which could cycle through various ads and reduce the number of temporary signs on the property.

Chinook Communities Local Area Planning Project

This site is in Area 8 (Chinook Communities), which includes Parkhill and surrounding communities. Administration is currently developing the [Chinook Communities Local Area Plan project](#). Planning applications are being accepted for processing while the project is in progress; however, applications are reviewed using existing legislation and Council approved policy only including the existing ARP. The proposal is in alignment with the applicable urban form category and building scale modifier for the subject site in the draft *Chinook Communities Local Area Plan* (LAP).