

**Land Use Amendment in Glendale (Ward 6) at 3939 – 17 Avenue SW, LOC2023-0297**

**RECOMMENDATION:**

That Calgary Planning Commission recommend that Council:

Give three readings to the proposed bylaw for the redesignation of 1.73 hectares  $\pm$  (4.27 acres  $\pm$ ) located at 3939 – 17 Avenue SW (Plan 9010708, Block 7, Lot 1) from Commercial – Corridor 1 f5.0h26 (C-COR1f5.0h26) District to Direct Control (DC) District to accommodate a Digital Sign with Electric Vehicle Charging Facility, with guidelines (Attachment 2).

**HIGHLIGHTS**

- This application proposes to redesignate the parcel to a Direct Control (DC) District to allow for the additional discretionary use of a Digital Sign with Electric Vehicle Charging Facility in addition to the commercial uses already allowed.
- The proposal allows for development that may be compatible with the character of the existing neighbourhood and is in keeping with the applicable policies of the *Municipal Development Plan* (MDP) and the *Westbrook Communities Local Area Plan* (LAP)
- What does this mean to Calgarians? 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.
- Why does this matter? The proposal supports economic vitality by embracing innovation, technology and helping the City achieve its environmental sustainability goals.
- No development permit has been submitted at this time.
- There is no previous Council direction related to this proposal.

**DISCUSSION**

This application, in the southwest community of Glendale was submitted by Cypress Land Services Inc. on behalf of its client JOLT Charge Inc. and the landowner 17<sup>th</sup> Avenue Village Shopping Centre Ltd. on 2023 October 3. No development permit application has been submitted at this time. As noted in the Applicant Submission (Attachment 3), the landowner intends to construct a digital sign with an EV charging facility. This proposal is one of several sites included in JOLT's initiative to enhance Calgary's EV charging network. The inclusion of the digital third-party advertising sign covers the cost of providing the EV fast-charging infrastructure. EVs contribute to achieving greenhouse gas emissions reduction targets and JOLT's proposal supports the infrastructure needed to keep pace with increasing demand for EVs. The proposed DC District adds an additional discretionary use, Digital Sign with Electric Vehicle Charging Facility, while retaining the uses and rules of the current district.

The approximately 1.73 hectare (4.27 acre) site is located at 3939 – 17 Avenue SW. The site is currently developed with three, single storey commercial buildings containing a variety of uses, including: a financial institution, restaurants, veterinary hospital, health care service, retail and consumer services and a pharmacy. The proposed DC District would allow for EV charging, while patrons visit shops or restaurants nearby. The site is located on the south side of 17

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Avenue SW, approximately 100 metres west of 37 Street SW at a commercial shopping plaza (17<sup>th</sup> Avenue Village).

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. They determined that no outreach would be undertaken. Refer to the Applicant Outreach Summary (Attachment 4) for rationale why outreach was not conducted.

**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 did not receive any feedback from the public. The Glendale/Glendale Meadows Community Association (CA) provided a response on 2024 September 23, which is included in Attachment 5. The email included comments by CA members about the conceptual location of the sign, recommendations for alternative locations, concerns for screening, aesthetics, and on-site traffic operations.

Administration considered the relevant planning issues specific to the application and has determined the proposal to be appropriate. The location, screening, aesthetics and impact on operations of the site will be reviewed and determined at the development permit stage.

Following Calgary Planning Commission, notifications for a Public Hearing of Council 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 would allow for a Digital Sign with Electric Vehicle Charging Facility to be located at this commercial property at a scale that fits with the neighbourhood. The facility would provide EV charging to the public, while supporting economic activity.

**Environmental**

The applicant has indicated that they plan to pursue specific measures as part of a future development permit which will align with the *Calgary Climate Strategy – Pathways to 2050*

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(Program F). The proposal meets the city’s goal of achieving net zero emissions by 2050 by supporting development of EV fast-charging infrastructure.

**Economic**

The proposed land use amendment would allow for increased economic marketing of services off-site at an appropriate scale and with appropriate supporting regulations, while supporting the commercial landowner and customers’ EV charging needs, while they shop in the vicinity.

**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 Direct Control District
3. Applicant Submission
4. Applicant Outreach Summary
5. Community Association Response

Department Circulation

General Manager (Name)	Department	Approve/Consult/Inform