

Land Use Amendment in Oakridge (Ward 11) at 2515 – 90 Avenue SW, LOC2023-0296

RECOMMENDATION:

That Calgary Planning Commission recommend that Council:

Give three readings to the proposed bylaw for the redesignation of 1.68 hectares \pm (4.16 acres \pm) located at 2515 – 90 Avenue SW (Plan 440LK, Block G) from Commercial – Community 1 (C-C1) 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).
- 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 and technology, while 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 southwestern community of Oakridge was submitted by Cypress Land Services Inc. on behalf of its client JOLT Charge Inc. and the landowner Oak Bay Plaza Holding Corp. 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 the additional discretionary use, Digital Sign with Electric Vehicle Charging Facility, while retaining the uses and rules of the current district.

The approximately 1.68 hectare (4.16 acre) site is located at 2515 - 90 Avenue SW. The site is currently developed with three, single-storey commercial buildings containing a variety of uses, including: retail and consumer service, restaurant, liquor store and health care service. The proposed DC District would allow for EV charging, while patrons visit shops or restaurants nearby. The site is located on the southwest corner of 90 Avenue SW and 24 Street SW, a community commercial destination (Oak Bay Plaza) that is across from the entrance to Glenmore Park.

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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 received two statements of support from the public. The Oakridge Community Association (CA) provided a response on 2024 September 23, which is included in Attachment 5. The email states that the CA has no concerns with the proposed land use redesignation, provided that the only change is to add the proposed use to the district.

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

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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