

Background and Planning Evaluation

Background and Site Context

The site is located at 2515 – 90 Avenue SW, which is along a *Municipal Development Plan* (MDP) designated Parkway and an Arterial Street. 90 Avenue SW prioritizes pedestrians and cyclists at a high standard, while 24 Street SW 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 entrance to Glenmore Park.

The lands to the north are designated Special Purpose – Recreation (S-R) District, the lands to the east are Special Purpose – Community Institution (S-CI) District, lands to the south are Multi-Residential – Contextual Low Profile (M-C1) District and lands to the west are Special Purpose – School, Park and Community Reserve (S-SPR) District.

Community Peak Population Table

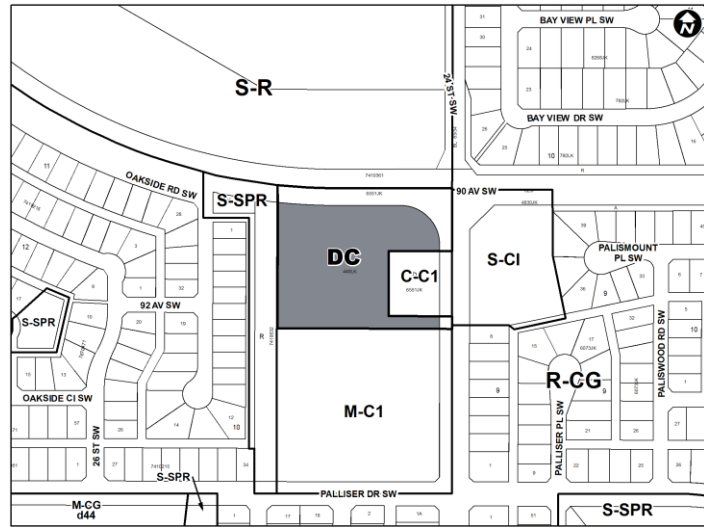
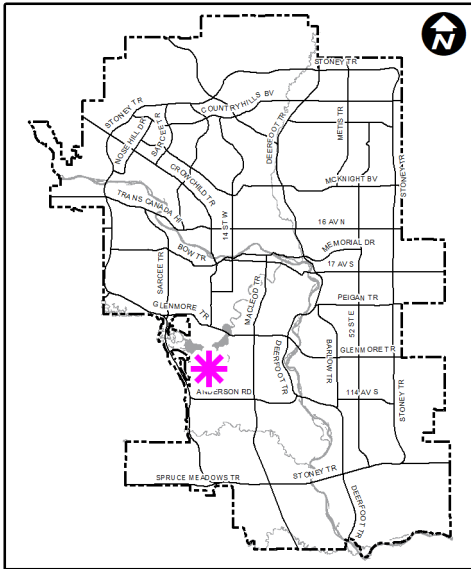
As identified below, the community of Oakridge reached its peak population in 1986.

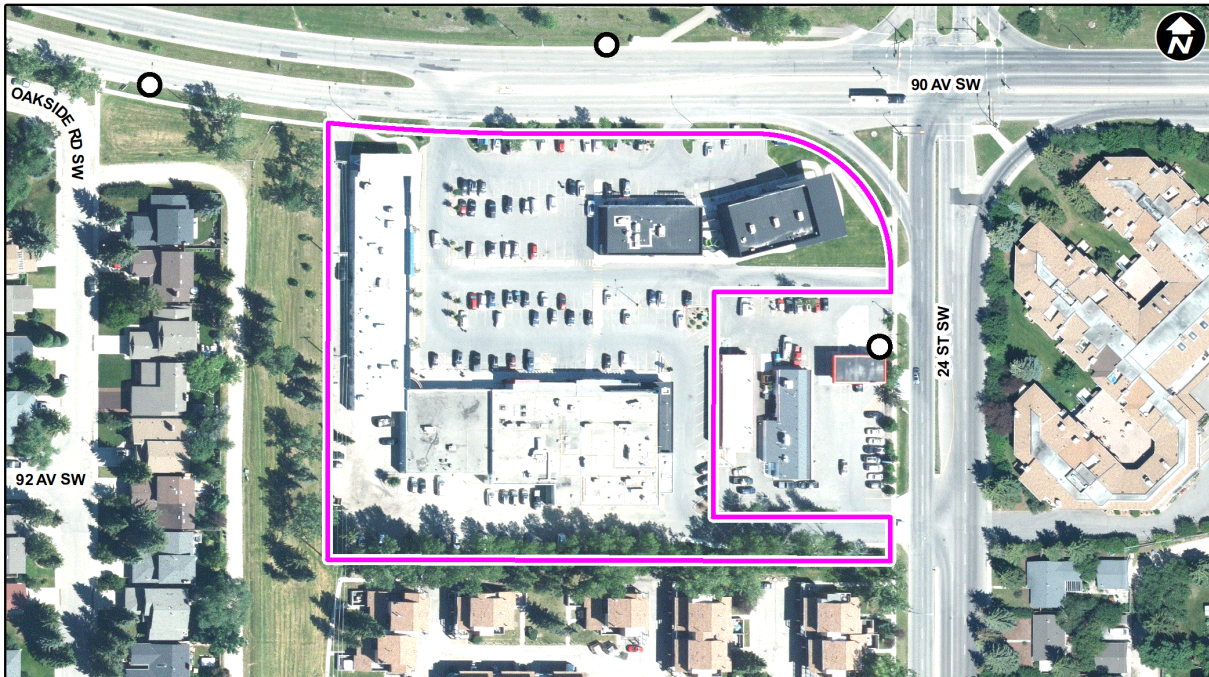
Oakridge	
Peak Population Year	1986
Peak Population	7,230
2019 Current Population	5,690
Difference in Population (Number)	-1,540
Difference in Population (Percent)	-21%

Source: *The City of Calgary 2019 Civic Census*

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

Location Maps





Previous Council Direction

None.

Planning Evaluation

Land Use

The existing Commercial – Community 1 (C-C1) District accommodates small to mid-scale commercial developments within a community or along a commercial street, where one or more commercial uses are within a building.

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-C1 District is to add this new use, and supporting regulations, while all other uses and rules of the C-C1 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-C1 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 8 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 8 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 through the 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 90 Avenue SW and 24 Street SW. Access to the Always Available for All Ages and Abilities (5A) Network is available from 24 Street SW (north of 90 Avenue SW) and from Palliser Drive SW. Vehicular access is from 90 Avenue SW and 24 Street SW via driveways.

The site is well served by Calgary Transit with bus stops for Route 56 (Woodbine) within 100 metres (a two-minute walk) and Route 99 (Acadia/Oakridge) within 190 metres (a three-minute walk).

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 with 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 five of the principles listed in the *Calgary Third Party Advertising Sign Guidelines*, including:

- the proposed site is commercial and fronts a Parkway (90 Avenue SW) and an Arterial Street (24 Street 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 Glenmore Park and the conceptual location minimizes its view from nearby residential developments;
- the sign is not anticipated to 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.