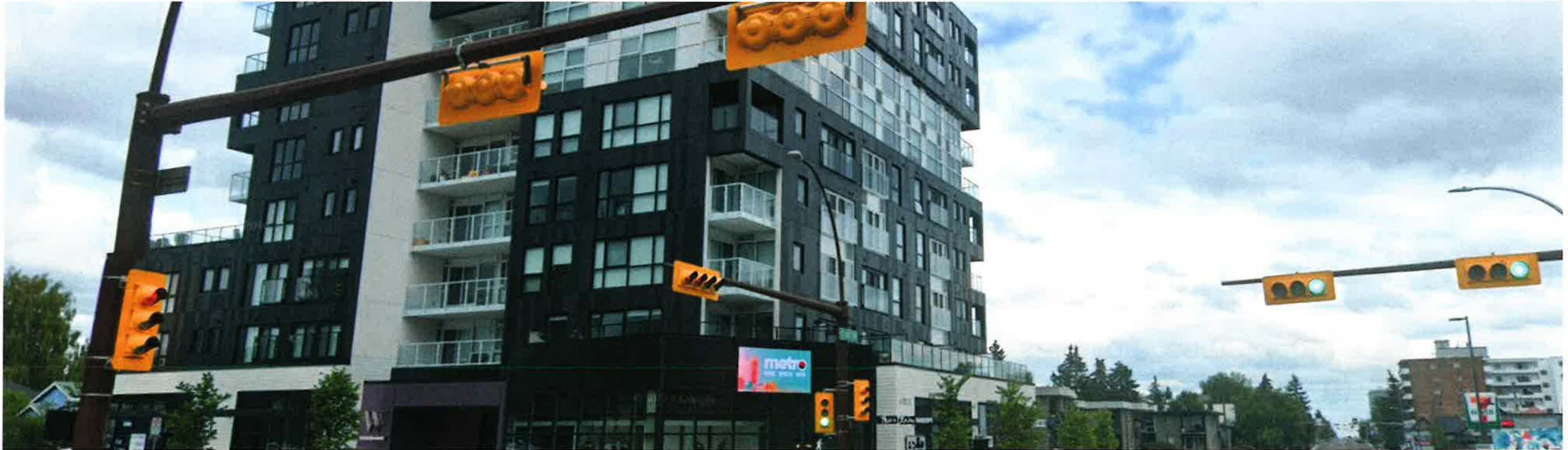




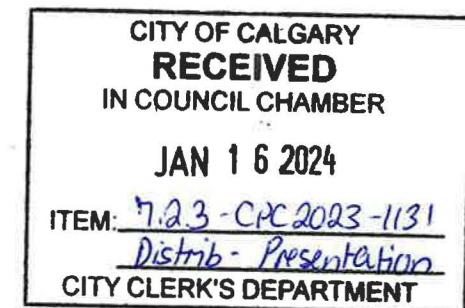
# Public Hearing of Council

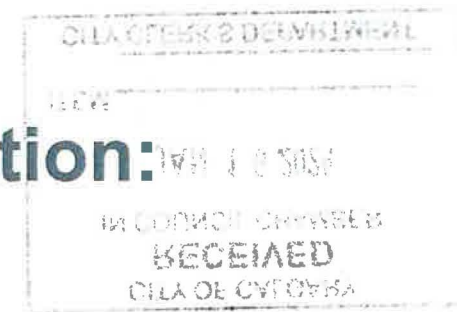
Agenda Item: 7.2.3



## LOC2023-0071 / CPC2023-1131 Land Use Amendment

January 16, 2024



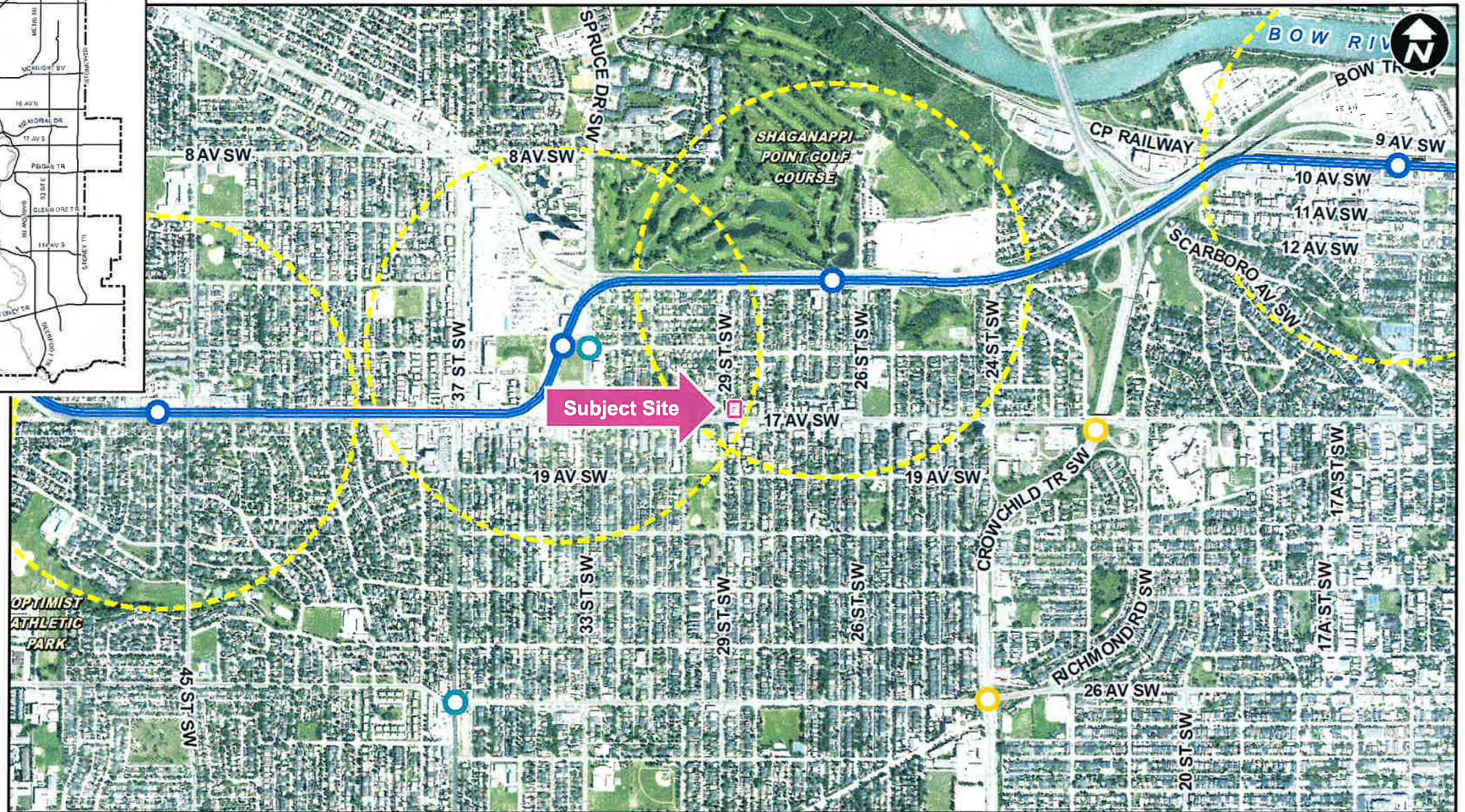
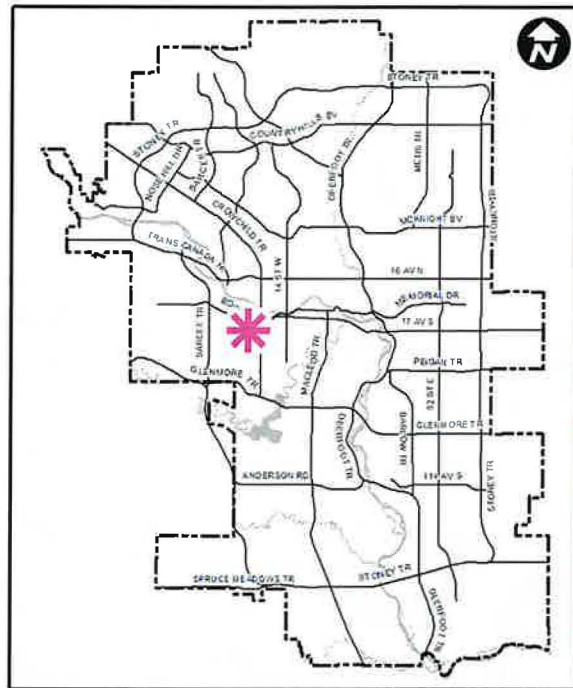


# Calgary Planning Commission's Recommendation:

That Council:

Give three readings to **Proposed Bylaw 18D2024** for the redesignation of 0.18 hectares ± (0.44 acres ±) located at 1750 and 1750Q – 29 Street SW and 2940 – 17 Avenue SW (Plan 2312030, Block 1, Lots 7 and 8; Plan 1712166, Block 1, Lot 6) from Direct Control (DC) District to Direct Control (DC) District to accommodate a small format digital sign.

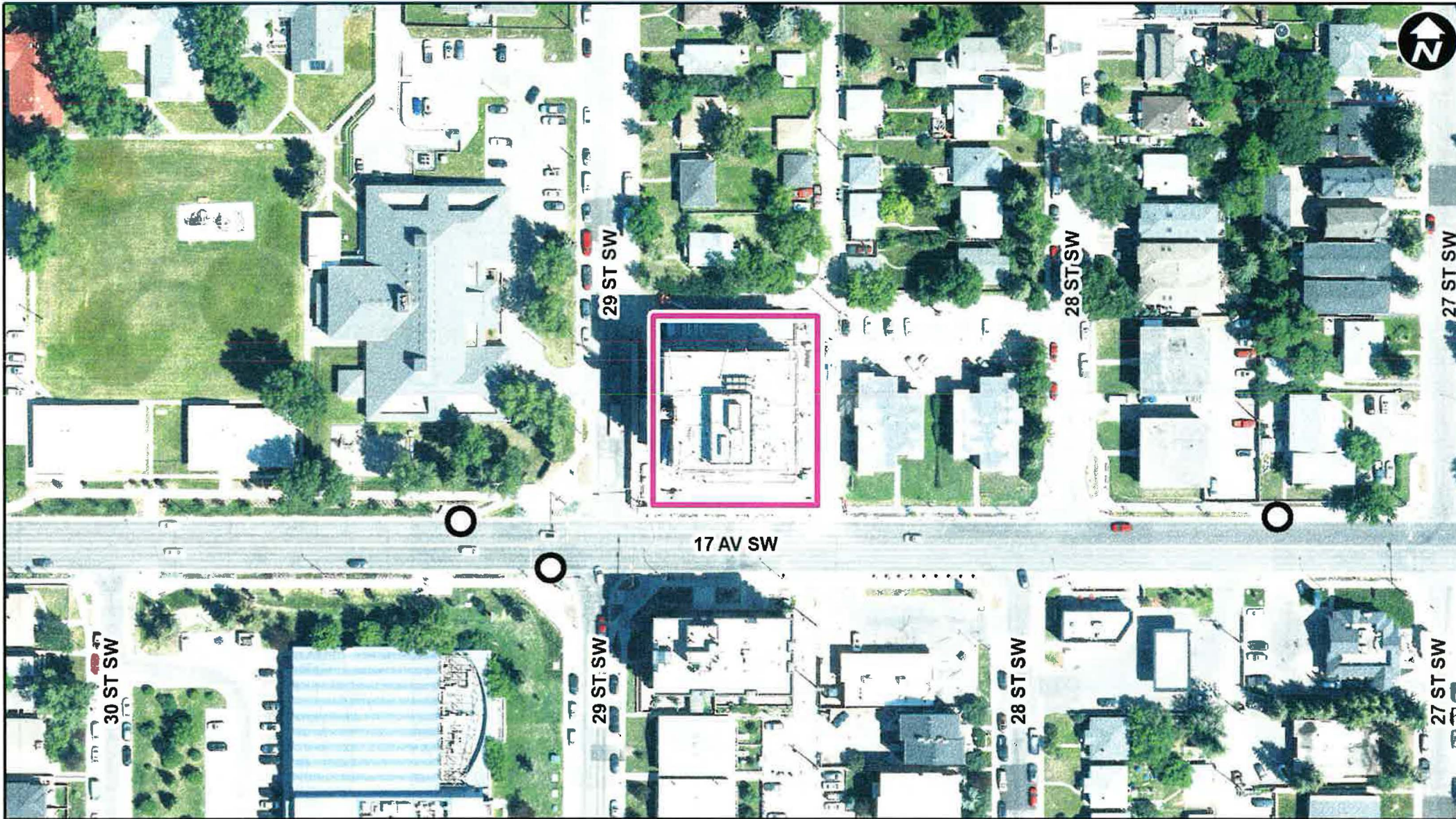




### LEGEND

- 600m buffer from LRT station
- LRT Stations**
  - Blue
  - Downtown
  - Red
  - Green (Future)
- LRT Line**
  - Blue
  - Blue/Red
  - Red
- Max BRT Stops**
  - Orange
  - Purple
  - Teal
  - Yellow





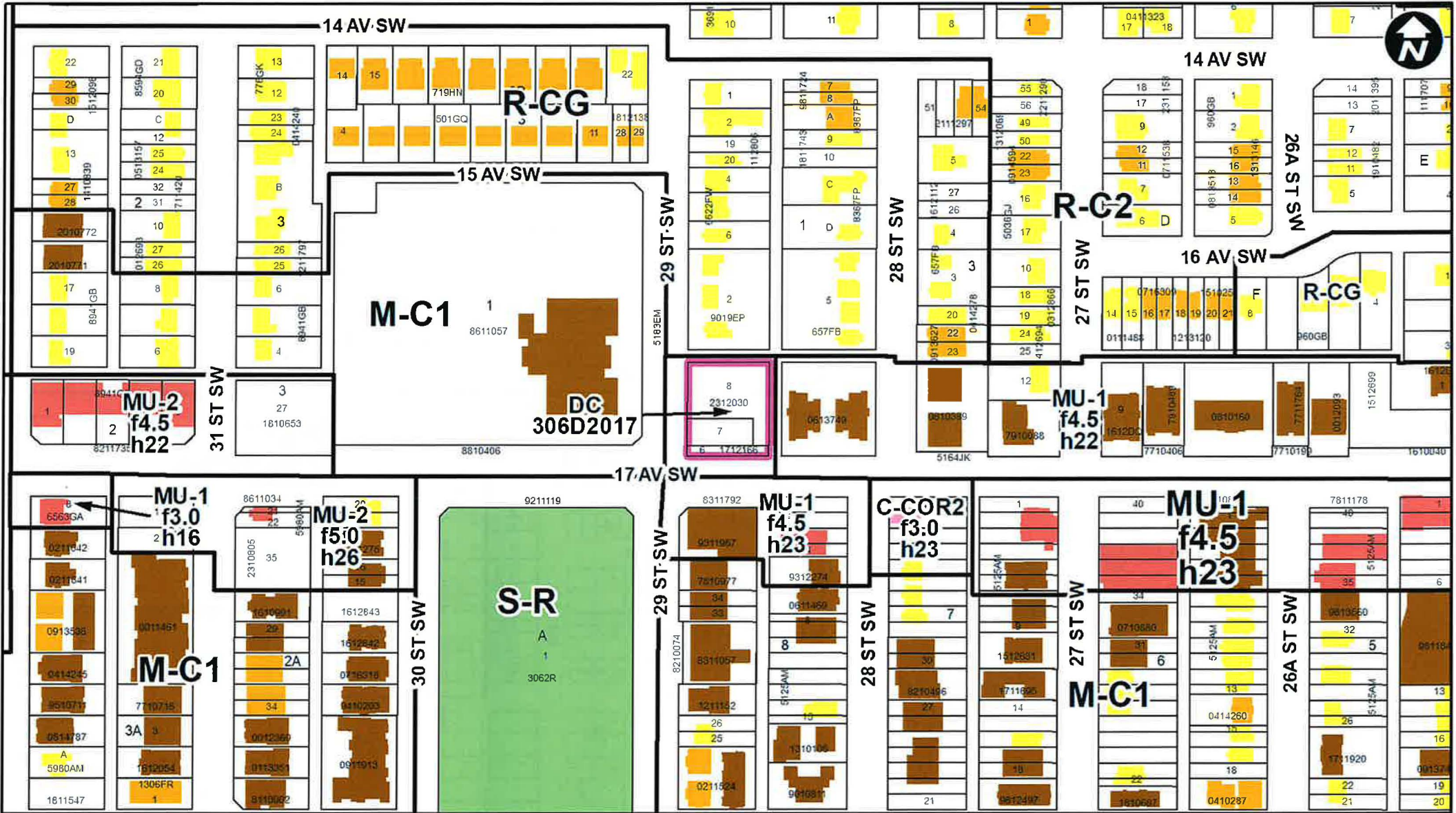
○ Bus Stop

Parcel Size:  
0.18 ha



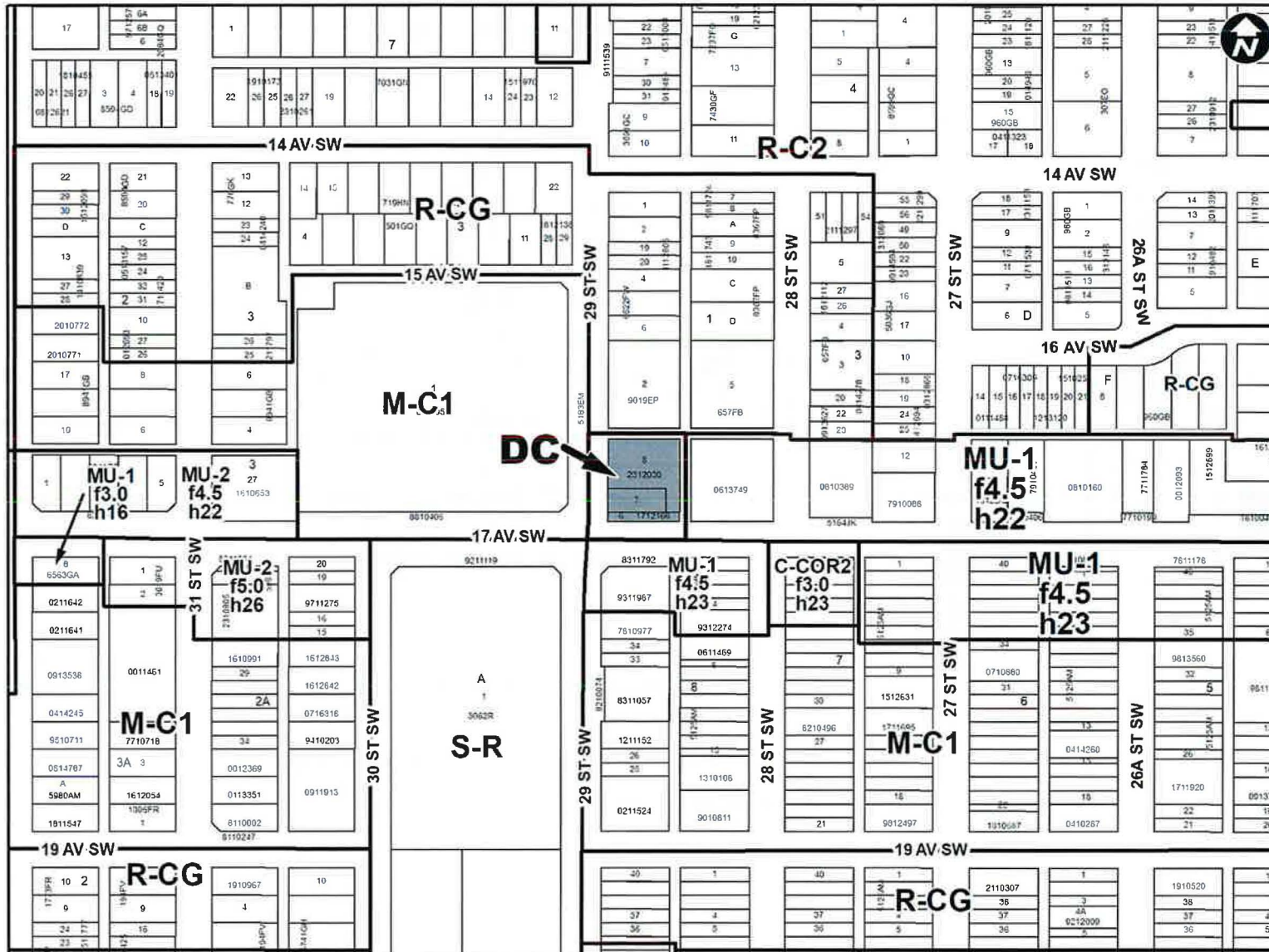
# Surrounding Land Use

- LEGEND**
- Single detached dwelling
  - Semi-detached / duplex detached dwelling
  - Rowhouse / multi-residential
  - Commercial
  - Heavy Industrial
  - Light Industrial
  - Parks and Openspace
  - Public Service
  - Service Station
  - Vacant
  - Transportation, Communication, and Utility
  - Rivers, Lakes
  - Land Use Site Boundary





# Proposed Land Use



## Proposed Direct Control (DC) District:

- Small Format Digital Sign (new discretionary use)
- First-party and Third-party Advertising on the same sign
- Minor textual amendments

## Calgary Planning Commission's Recommendation:

That Council:

Give three readings to **Proposed Bylaw 18D2024** for the redesignation of 0.18 hectares  $\pm$  (0.44 acres  $\pm$ ) located at 1750 and 1750Q – 29 Street SW and 2940 – 17 Avenue SW (Plan 2312030, Block 1, Lots 7 and 8; Plan 1712166, Block 1, Lot 6) from Direct Control (DC) District to Direct Control (DC) District to accommodate a small format digital sign.

## Supplementary Slides



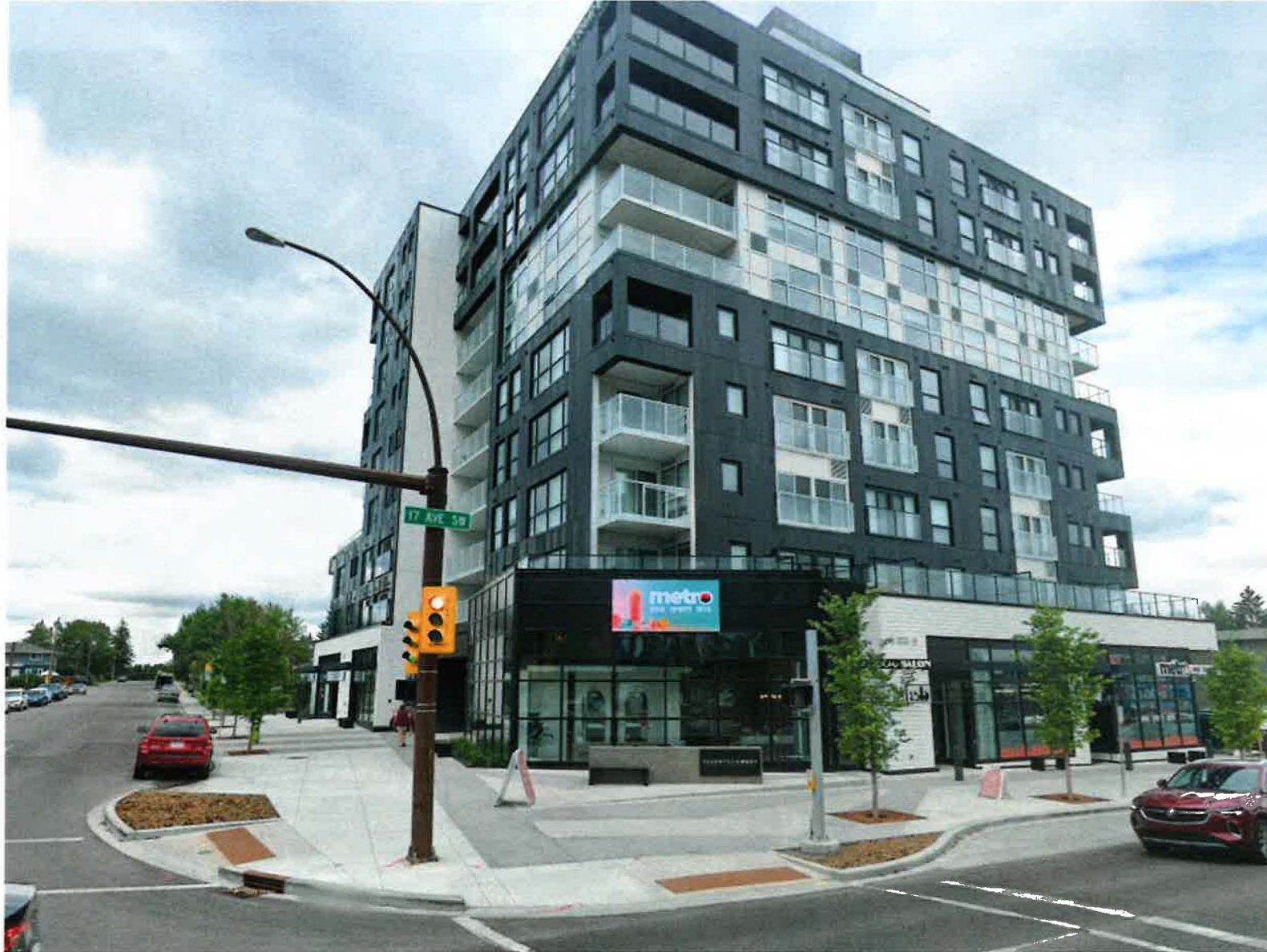
# Existing Land Use Map











View from 17 Avenue (northeast)





Aerial View (northeast)



## "Sign — Class E"

67P2008, 30P2011,  
35P2011

- (a) means only the following sign types:
- (i) "Digital Message Sign" which means a "Message Sign", referenced in subsection (iv) that:
    - (A) displays copy by means of a digital display; but does not contain copy that is full motion video or otherwise gives the appearance of full animation or movement; and
    - (B) does not display third party advertising;
  - (ii) "Flashing or Animated Sign" which means a sign with copy that flashes or is animated;
  - (iii) "Inflatable Sign" which means a sign consisting of, or incorporating, a display that is expanded by air or other gas to create a three-dimensional feature;
  - (iv) "Message Sign" which means a sign that is either permanently attached to a building or that has its own permanent structure and is designed so that copy can be changed on a frequent basis;
  - (v) "Painted Wall Sign" which means a sign that is painted directly onto an exterior wall of a building, but does not include an Art Sign;
  - (vi) "Roof Sign" which means a sign installed on the roof of a building or that projects above the eaveline or the parapet of a building;
  - (vii) "Rotating Sign" which means a sign that rotates or has features that rotate;
  - (viii) "Temporary Sign Marker" which means an area of a parcel that has been approved and demarked as a location for "Temporary Signs", which for the purposes of the rules regulating signs, is deemed to be a sign; and
  - (ix) any type of sign that:
    - (A) does not fit within any of the sign types listed in Sign — Class A, Sign — Class B, Sign — Class C, Sign — Class D, Sign — Class F or Sign — Class G; and
    - (B) does not contain a digital display; and
- (b) is a use within the Signs Group in Schedule A to this Bylaw.

4P2013



"Sign — Class G"

30P2011

(a) means only the following sign types:

(i) "Digital Third Party Advertising Sign" which means a sign that:

4P2013

(A) displays copy directing attention to a business, commodity, service or entertainment that is conducted, sold or offered elsewhere than on the site where the sign is located; and

(B) displays copy by means of a digital display but does not contain copy that is full motion video or otherwise gives the appearance of animation or movement; and

(b) is a use within the Signs Group in Schedule A to this Bylaw.



