



City of Calgary Public Hearing

LOC2023-0071 / CPC2023-1131 / LOC2023-0071

ITEM 7.2.3 JANUARY 16, 2024

CITY OF CALGARY
RECEIVED
IN COUNCIL CHAMBER

JAN 16 2024

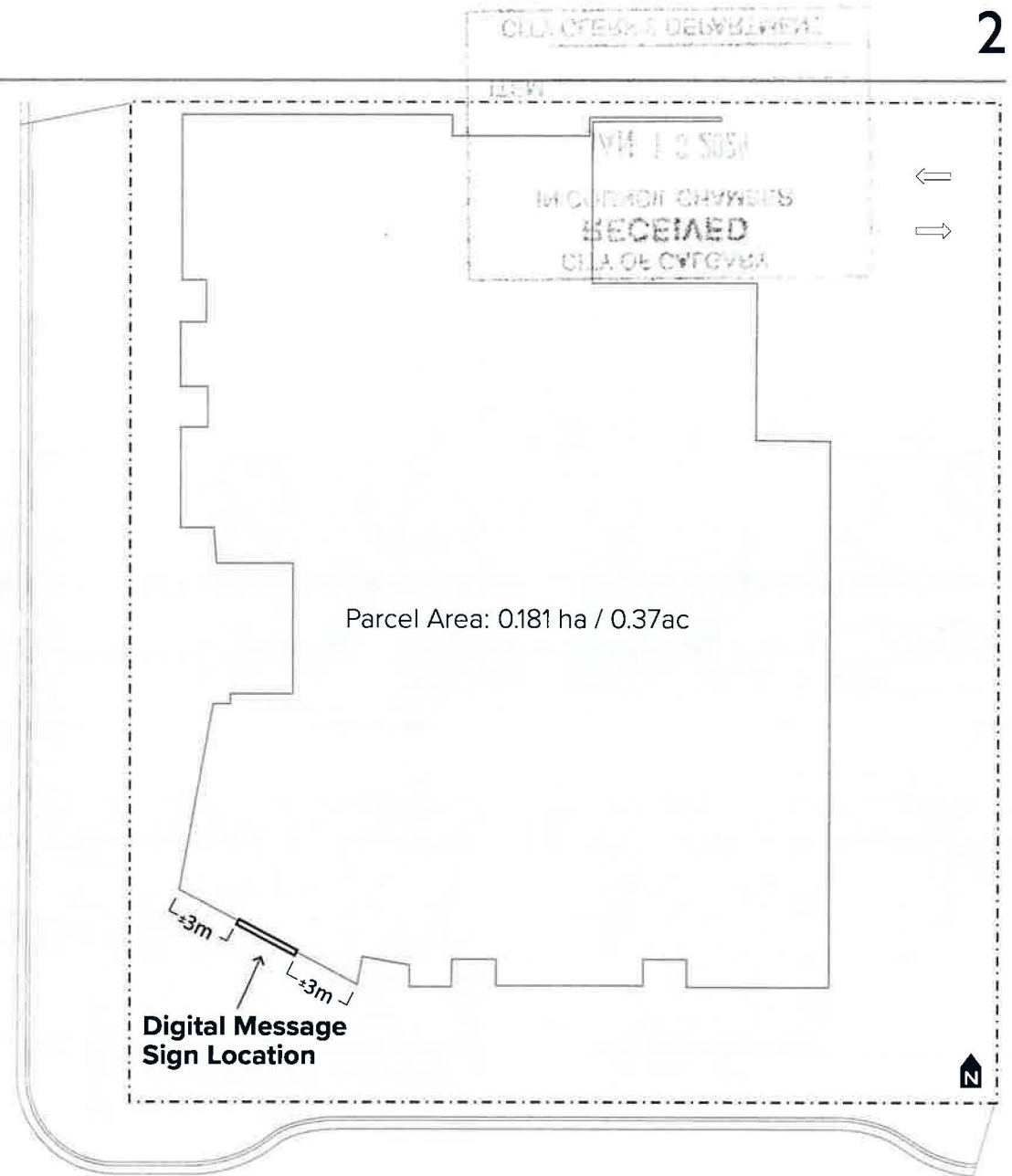
ITEM: 7.2.3 - CPC2023-1131
Distrib-Presentation 2
CITY CLERK'S DEPARTMENT

PAST APPROVALS

- 2017** Land Use Approval (Direct Control)
- 2018** Development Permit Approval (DP)
- 2022** Digital Message Sign Approval (DP)



29 ST SW



17 AV SW



Current Development Status

- Building Constructed & Occupied
- Digital Sign Installed & Operating

What's Proposed?

- 1st & 3rd Party Messaging on Digital Sign
New Discretionary Use: Small Format Digital Sign

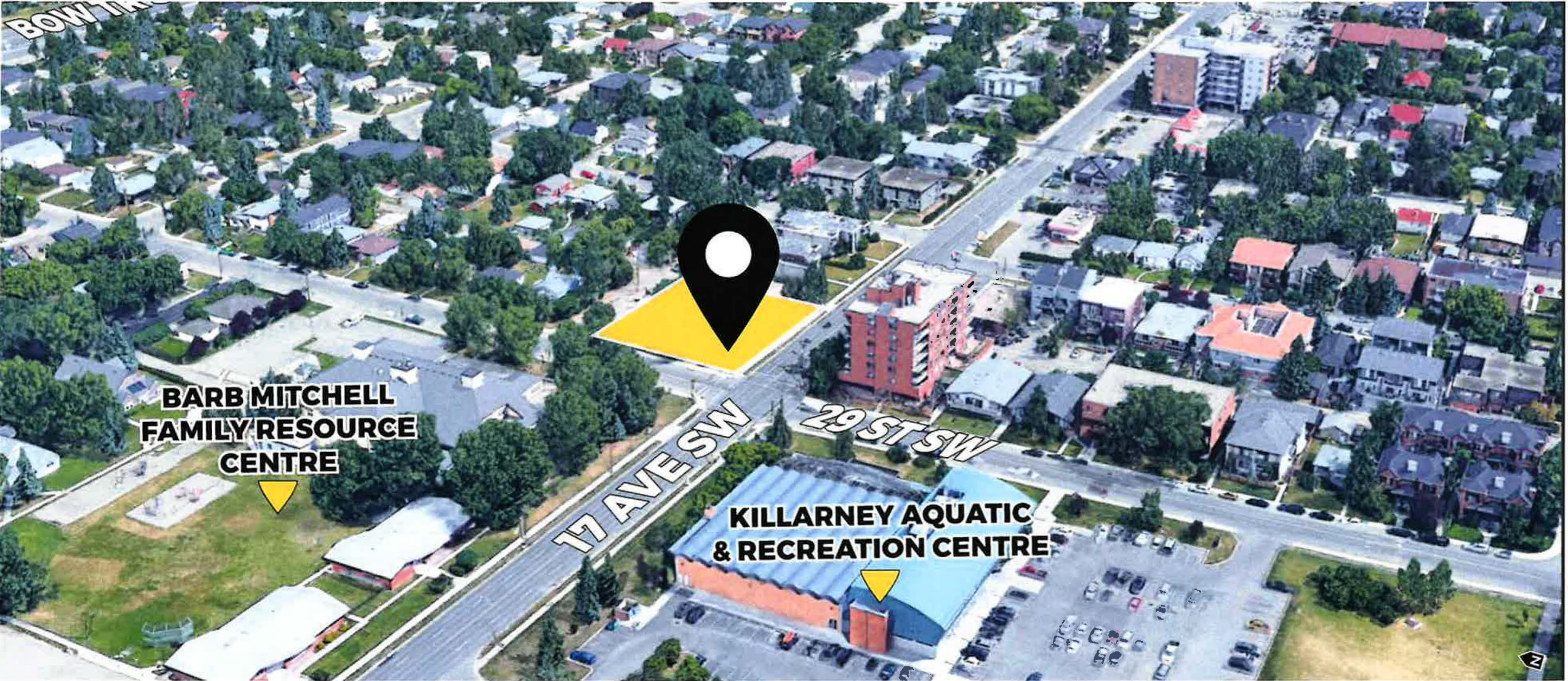
Sign Limitations

- Small size (max. 5m²)
- Location tied to plans
- Standard rules & regulations

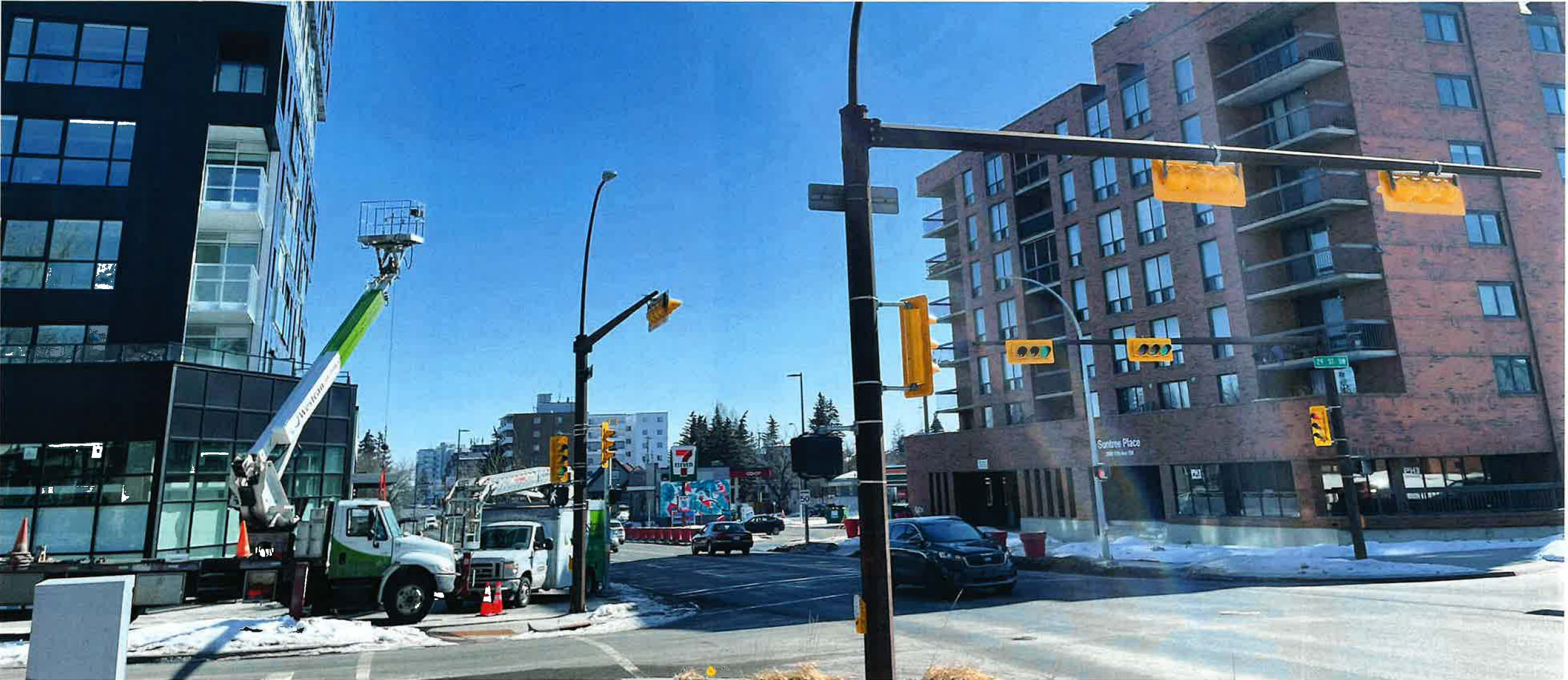


City of Calgary Digital Sign Rules

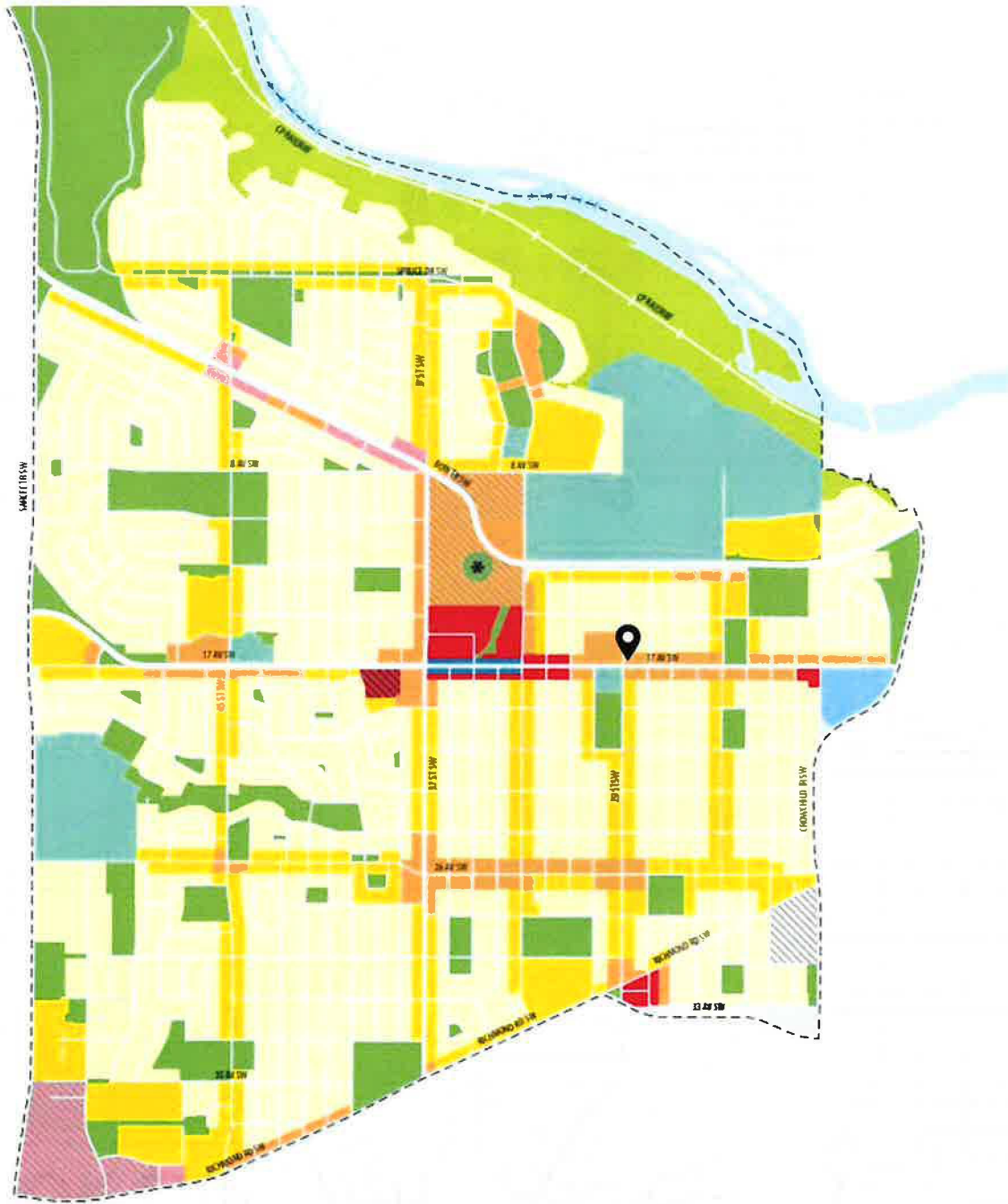
- DP renewal every 3 years
- Static Messaging
 - > 6 seconds static, < 0.25 seconds of transition, No animation, moving messages, sequential signage, or effects*
- High Maintenance Standards
 - with 24 hours contact*
- Limited Hours of Operation
 - 7:00am - 10:00pm*
- Low Light Emittance
 - < 7500 nits daytime, < 300 nits after sunset*
- Ambient Light Sensor
 - < 3.0 LUX brighter than ambient light*



SUPPLEMENTARY SLIDES

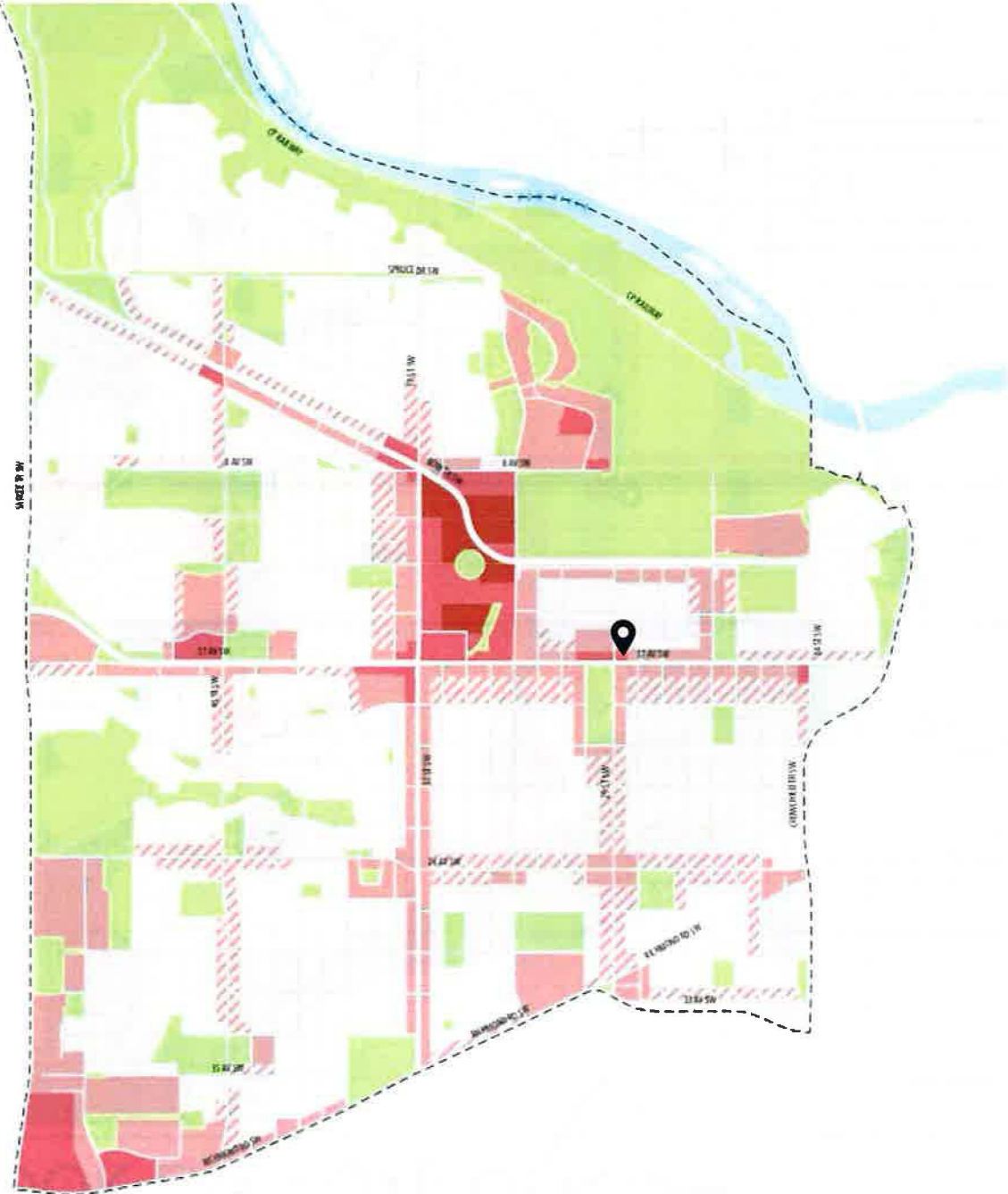






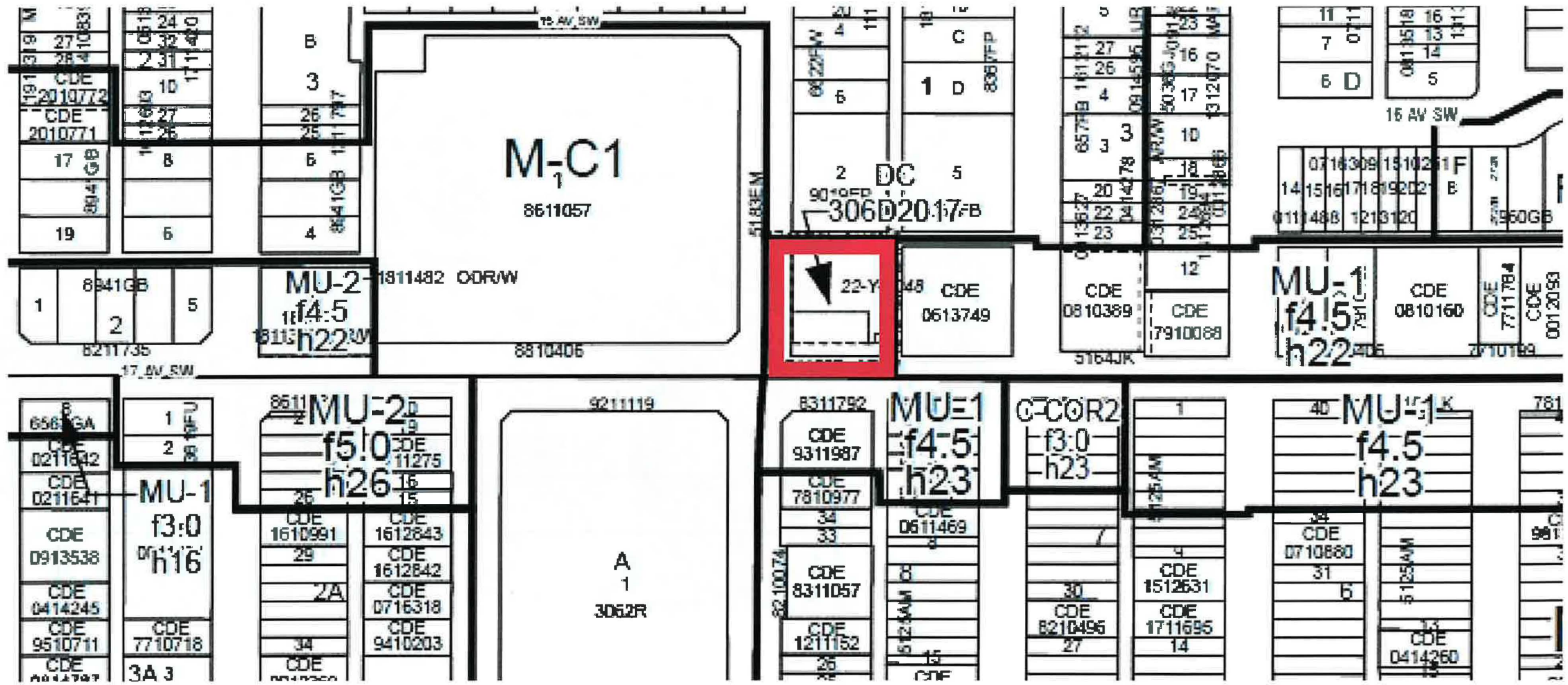
Legend

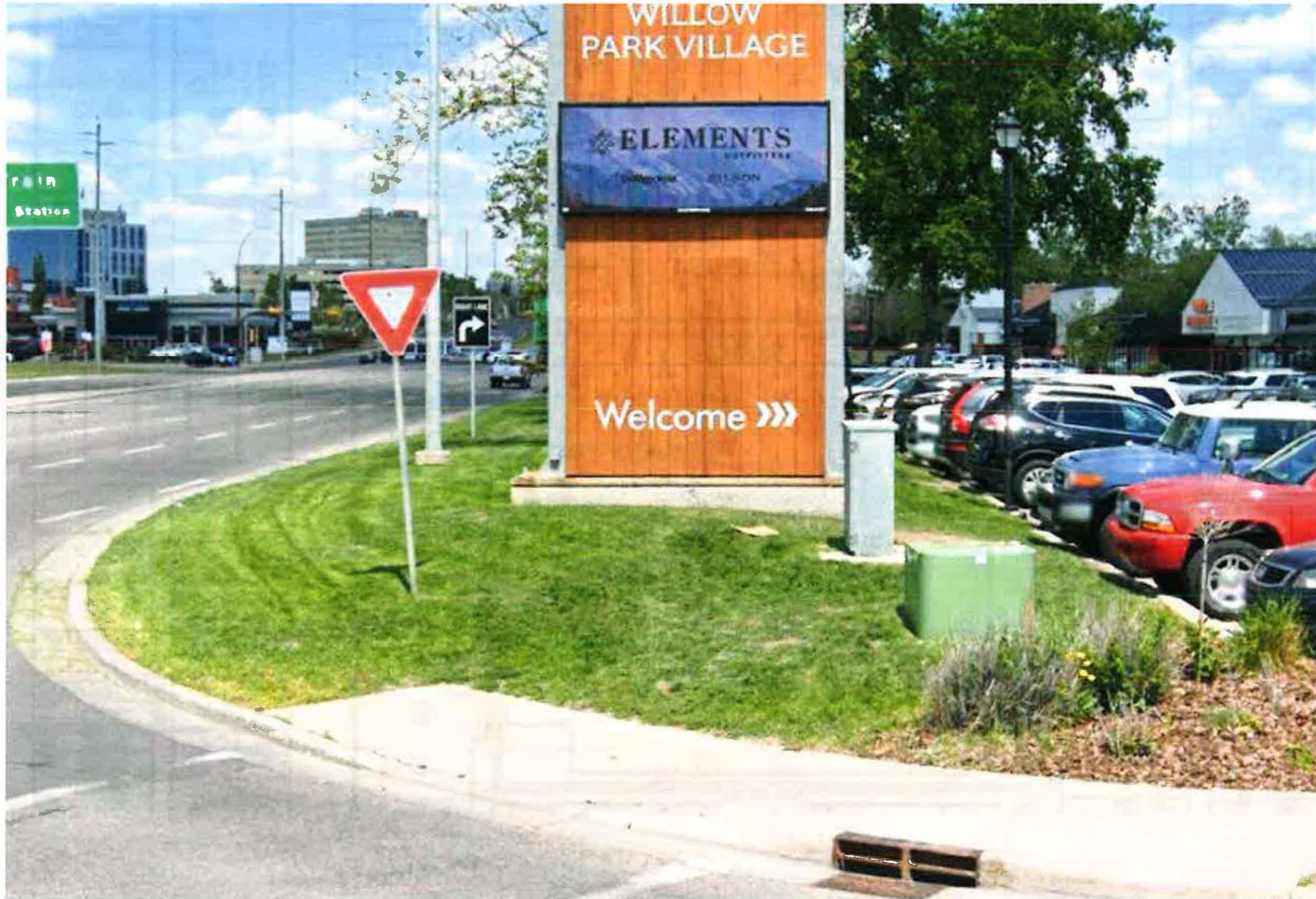
- | | |
|---------------------------|-----------------------------|
| Neighbourhood Commercial | Neighbourhood Local |
| Neighbourhood Flex | Commercial Centre |
| Neighbourhood Connector | Commercial Corridor |
| Parks and Open Space | Natural Areas |
| City Civic and Recreation | Active Frontage |
| Regional Campus | Comprehensive Planning Site |
| No Urban Form Category | Plan Area Boundary |
- Additional Policy Guidance**



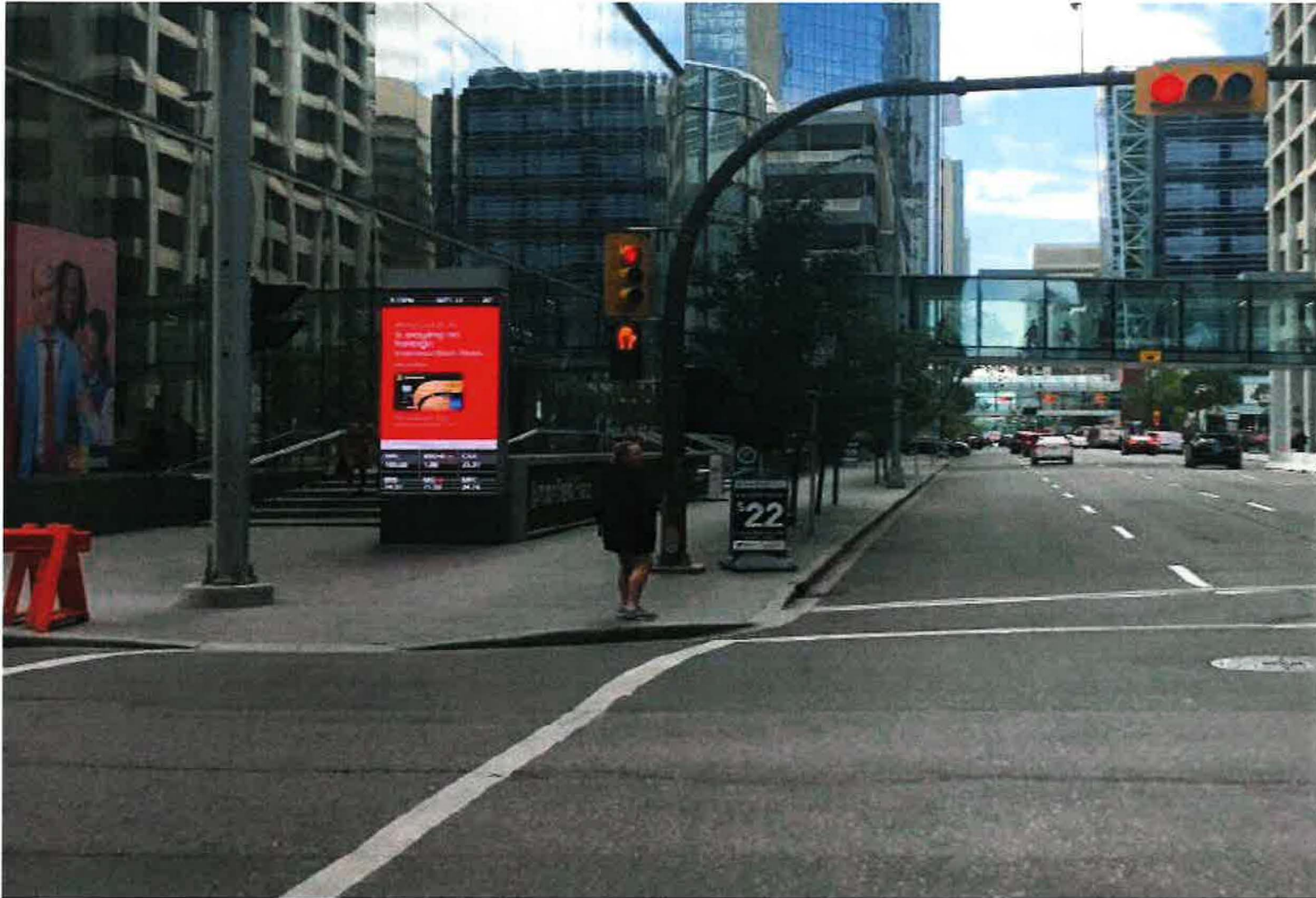
Legend

- Limited (up to 3 Storeys)
- Low - Modified (up to 4 Storeys)
- Low (up to 6 Storeys)
- Mid (up to 12 Storeys)
- High (up to 26 Storeys)
- No Scale Modifier
- Parks, Civic and Open Space
- Plan Area Boundary

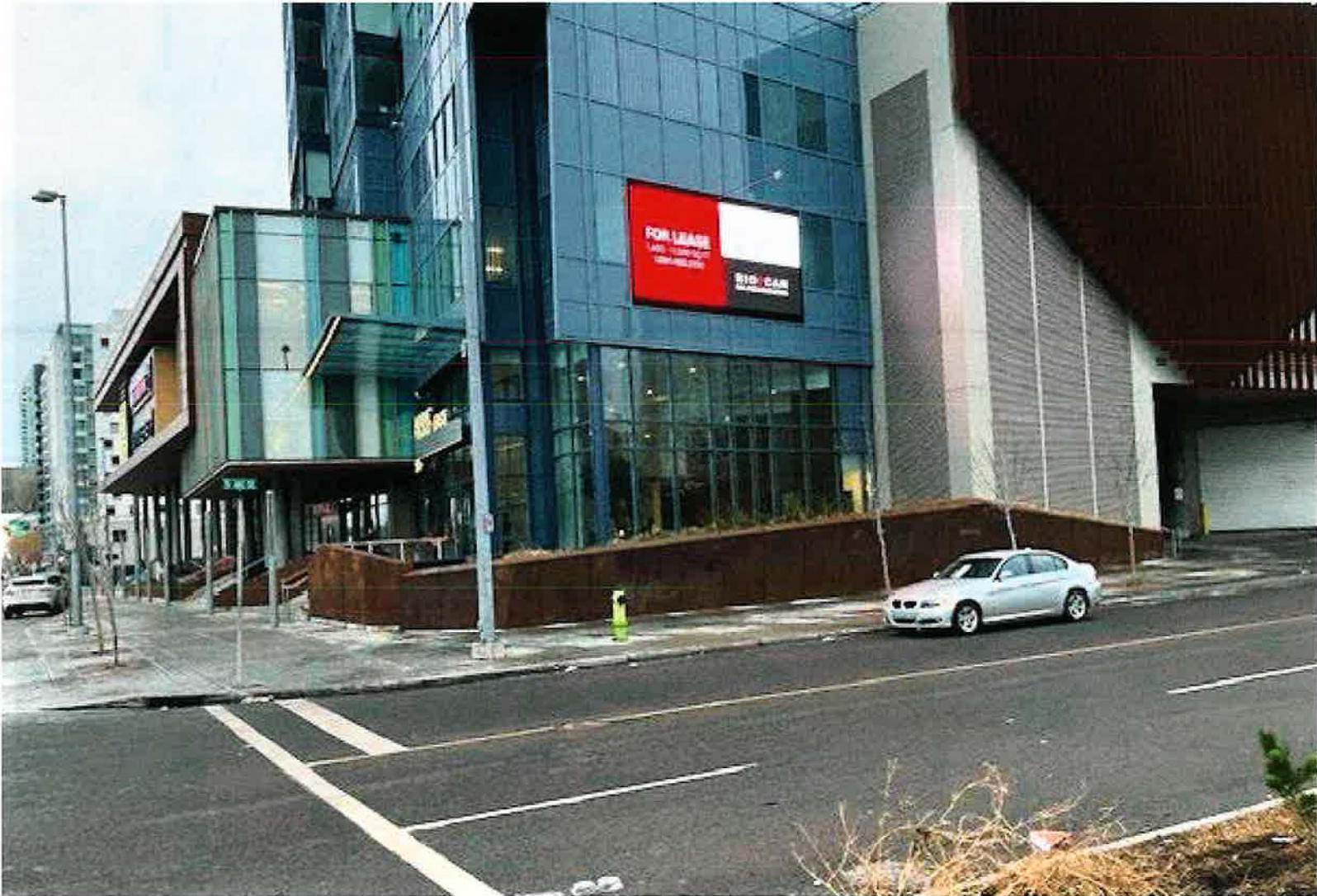




109 AV & Macleod TR SE
Willow Park Village Shopping Centre



1 ST & 6 AV SW
Brookfield Place



5 AV & 4 ST SE
Riocan East Village Shopping Centre