

Background and Planning Evaluation

Background and Site Context

The site is located at 1116, 1120 and 1124 – 17 Avenue SW, which is along a *Municipal Development Plan* (MDP) designated Neighbourhood Main Street and within the Greater Downtown Activity Centre. 17 Avenue SW is a vibrant primarily commercial corridor.

The lands to the north are designated Centre City Multi-Residential High Rise Support Commercial District (CC-MHX) and the lands in all other directions are Commercial – Corridor 1 (C-COR1) District. The site contains a single-story retail and consumer service business that fronts on 17 Avenue SW with a parking lot accessed from 16 Avenue SW. Adjacent properties contain primarily retail and restaurant uses, with multi-residential located to the southwest, across 17 Avenue SW and to the north, across 16 Avenue SW.

Community Peak Population Table

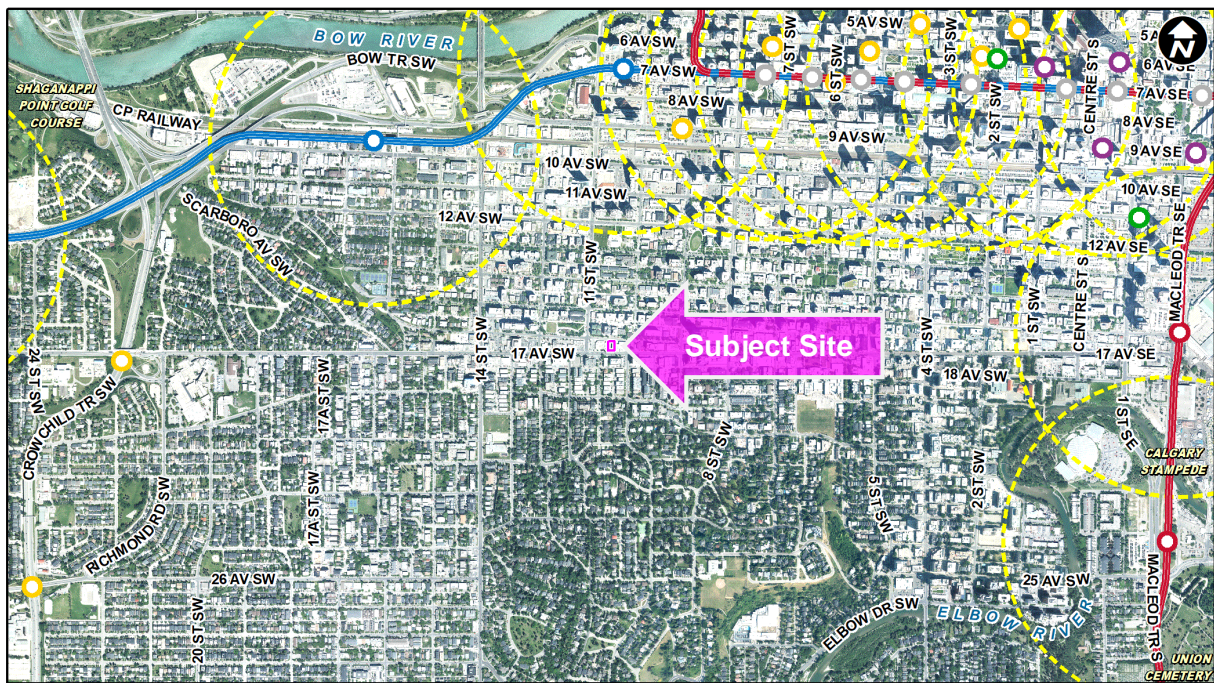
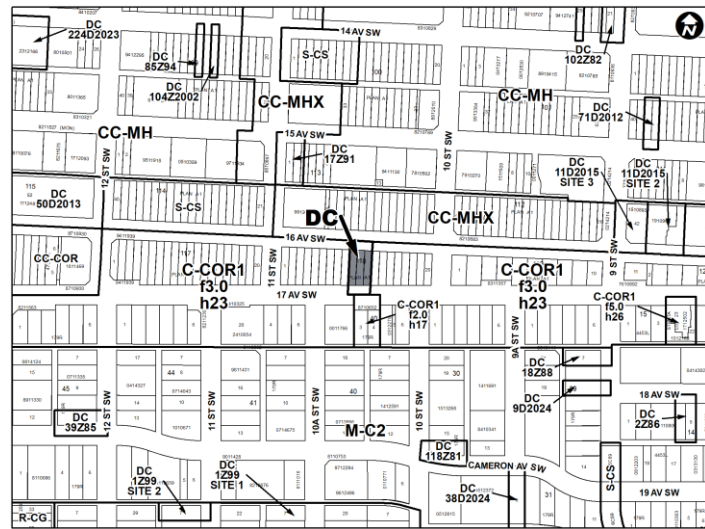
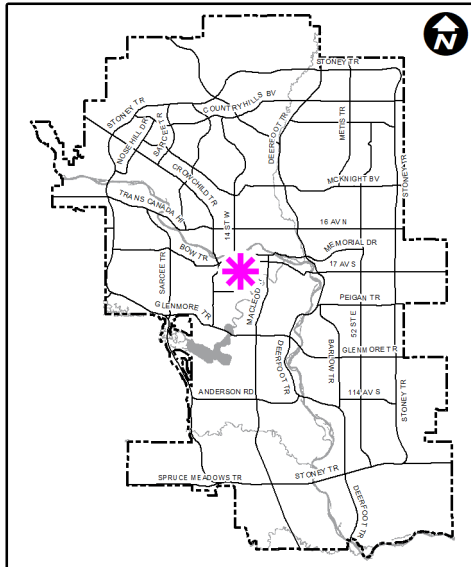
As identified below, the community of the Beltline reached its peak population in 2019.

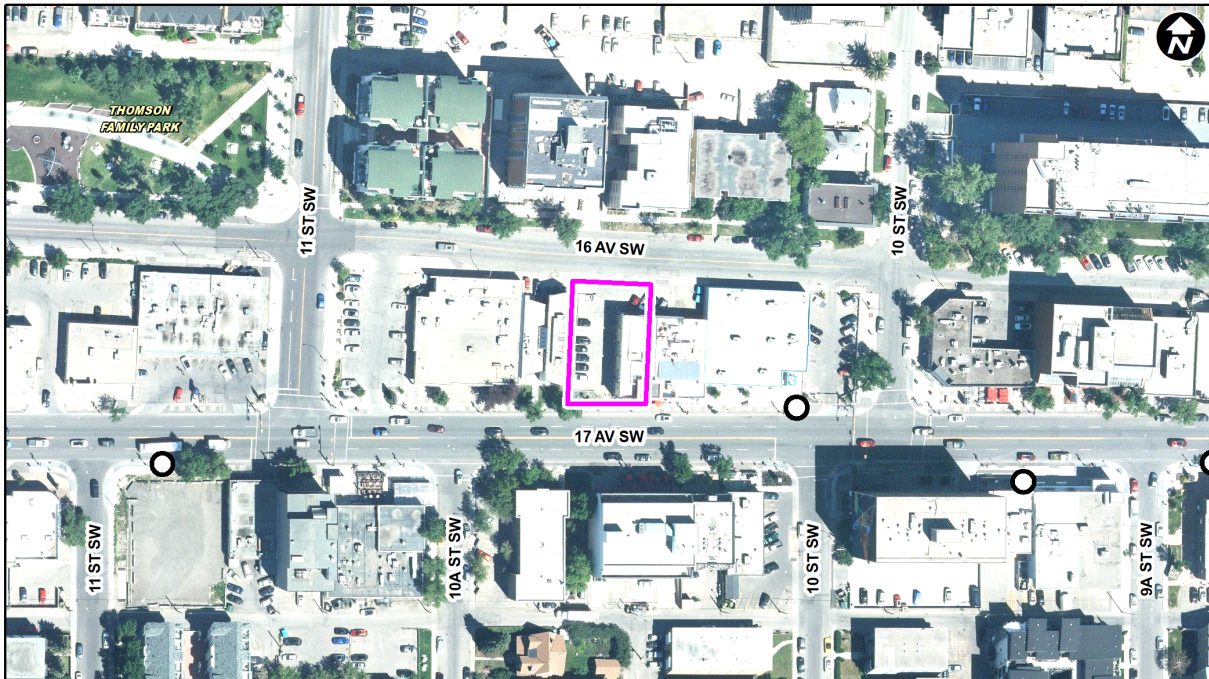
Beltline	
Peak Population Year	2019
Peak Population	25,129
2019 Current Population	25,129
Difference in Population (Number)	0
Difference in Population (Percent)	0%

Source: *The City of Calgary 2019 Civic Census*

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

Location Maps





Previous Council Direction

None.

Planning Evaluation

Land Use

The existing Commercial – Corridor 1 f3.0h23 (C-COR1f3.0h23) District accommodates commercial developments on both sides of a street and storefronts along a continuous block, while supporting residential and office uses on upper floors.

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-COR1 District is to add this new use, and supporting regulations, while all other uses and rules of the C-COR1 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-COR1 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 10 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 10 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 17 Avenue SW. Access to the Always Available for All Ages and Abilities (5A) Network is available from an on-street bikeway on 11 Street SW. Vehicular access is from 16 Avenue SW via a driveway.

The site is well served by Calgary Transit with bus stops for Route 2 (Mount Pleasant/Killarney 17 AV SW), Route 6 (Killarney/26 AV SW), Route 7 (Marda Loop), and Route 698 (17th Ave/Western Canada/St. Mary's) located within 115 metres, a two-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 Greater Downtown Activity Centre and along a Neighbourhood Main Street, as shown on Map 1: Urban Structure.

The proposal is supported by the policies of Sections 2.2.3 and 3.2, which support a vibrant downtown, economic vitality by embracing innovation and technology and a pedestrian-scaled development.

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 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*.

Beltline Area Redevelopment Plan (Statutory – 2006)

Administration's recommendation aligns with the policy direction of the [Beltline Area Redevelopment Plan](#) (ARP). The site is located within the Urban Mixed-Use District, shown on Map 3: Land Use Concept. The proposal complies with the intent of Section 4.3, which supports vibrant, pedestrian streets that are visually interesting and sensitive to nearby residential uses.

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
- protecting 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
- the development permit review process.

The proposal is supported by six of the principles listed in the *Calgary Third Party Advertising Sign Guidelines*, including:

- the proposed site is commercial and fronts a Neighbourhood Main Street (17 Avenue 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 the two closest residential developments;
- the conceptual location of the sign would not cause a visual obstruction and does not contribute to visual confusion with traffic control devices;
- 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.