



# LOC2023-0296 / CPC2024-1079

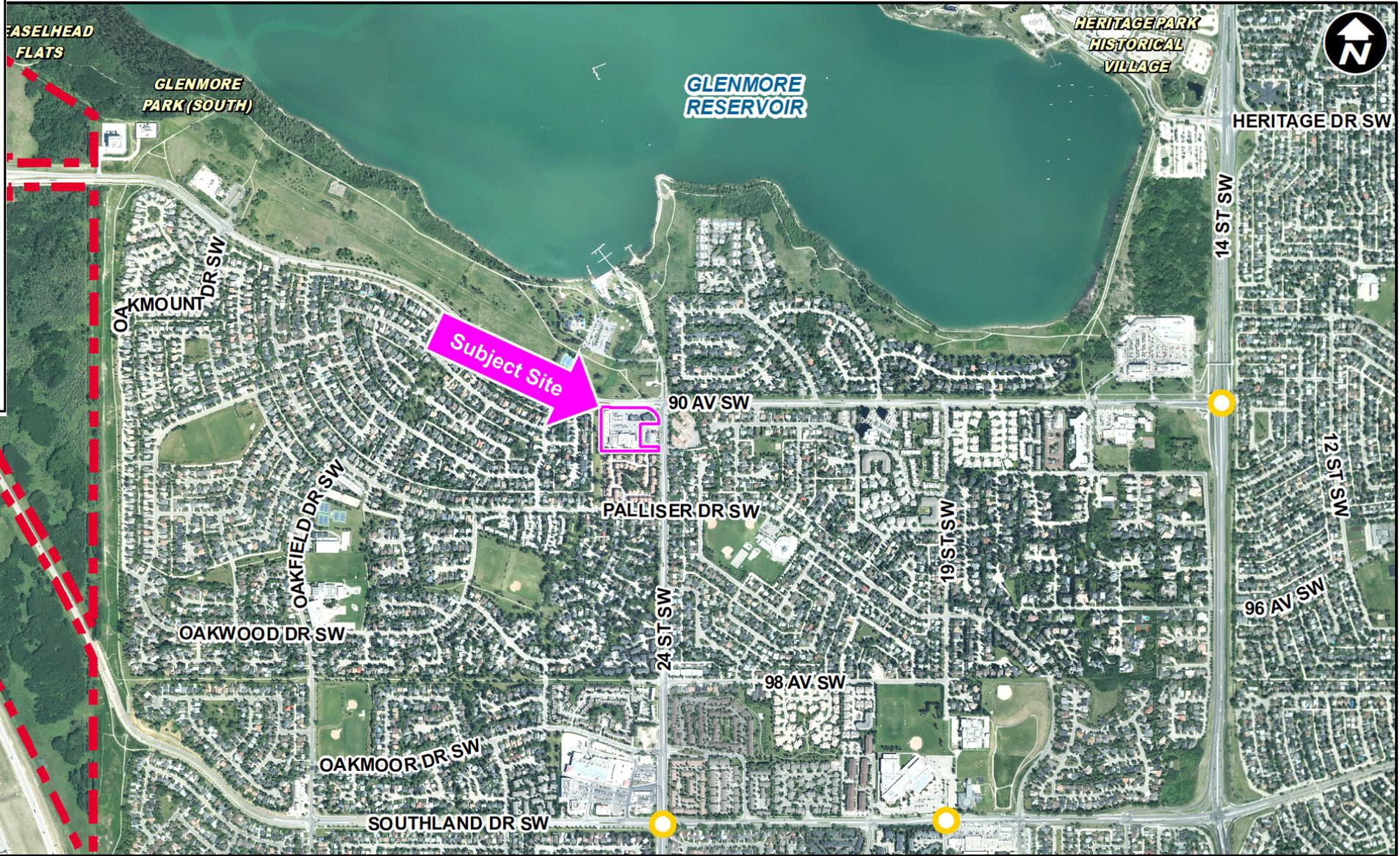
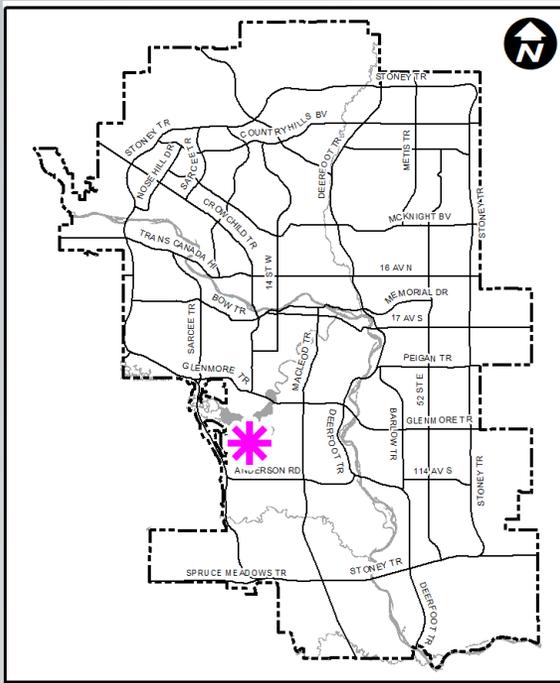
## Land Use Amendment

December 3, 2024

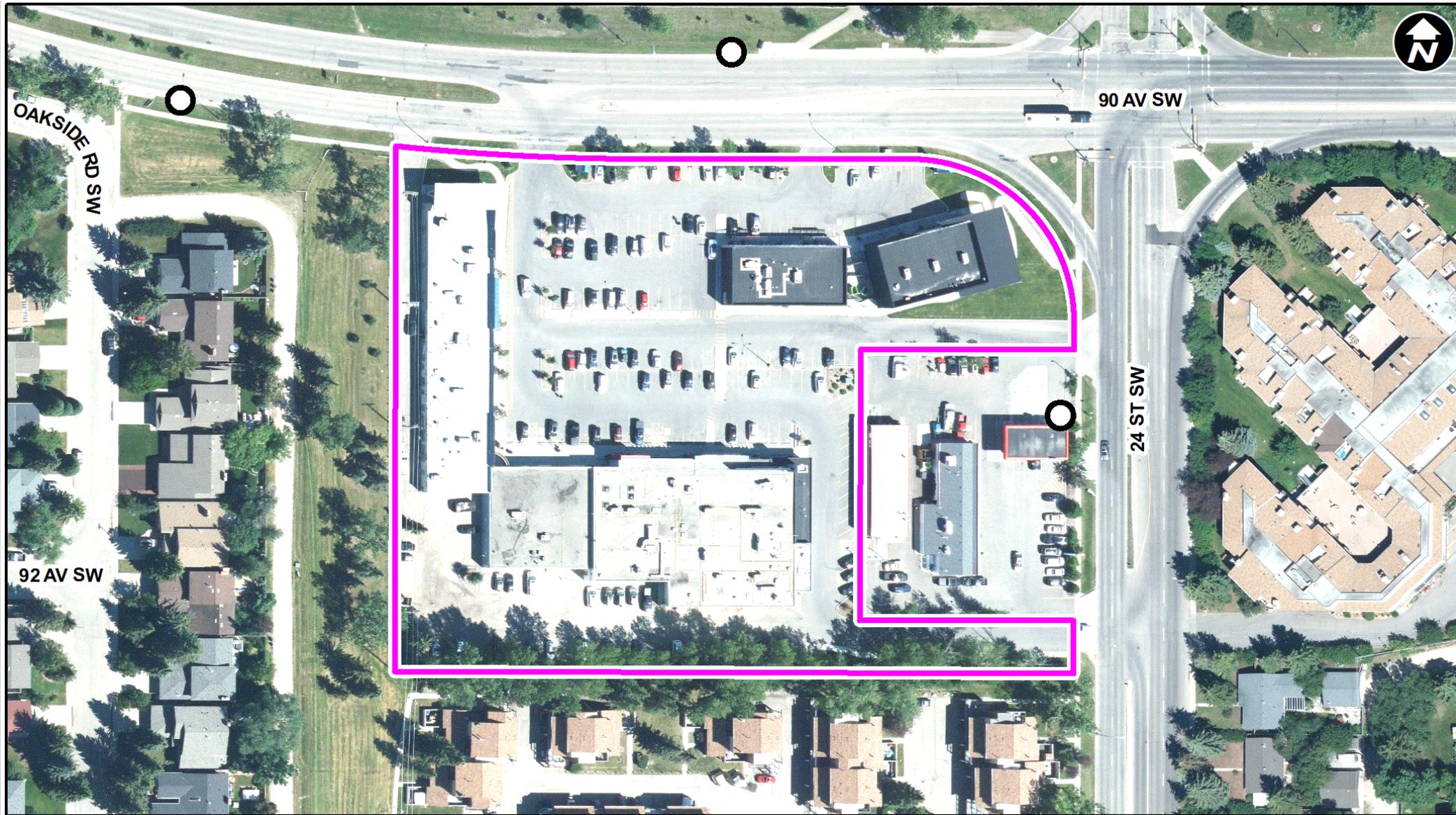
## Calgary Planning Commission's Recommendation:

That Council:

Give three readings to **Proposed Bylaw 291D2024** 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).



- 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

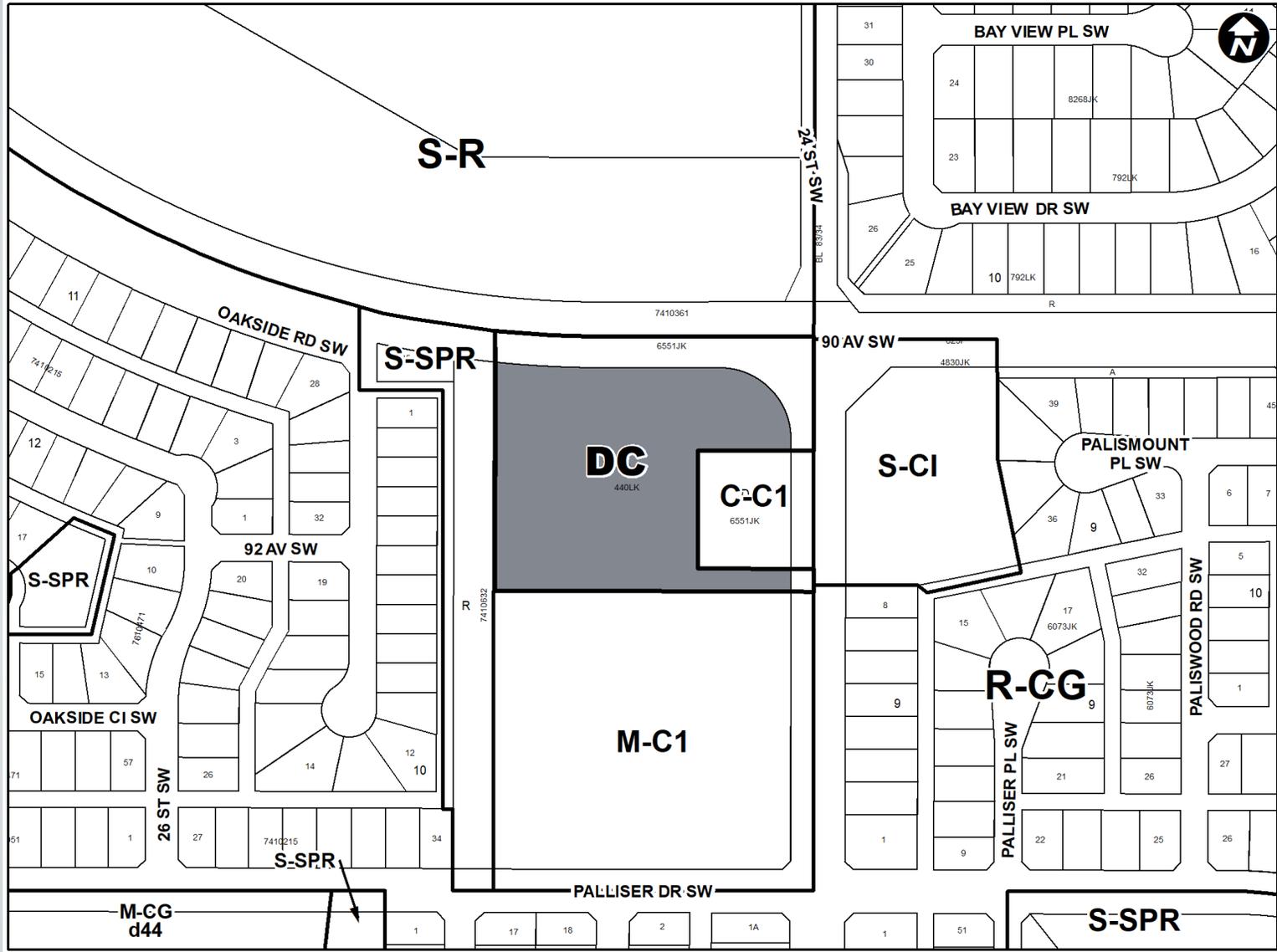


LEGEND

○ Bus Stop

Parcel Size:

1.68 ha



**Proposed Direct Control (DC) District:**

- Based on the Commercial – Community 1 (C-C1) District
- Allow a Digital Sign with Electric Vehicle Charging Facility as a discretionary use

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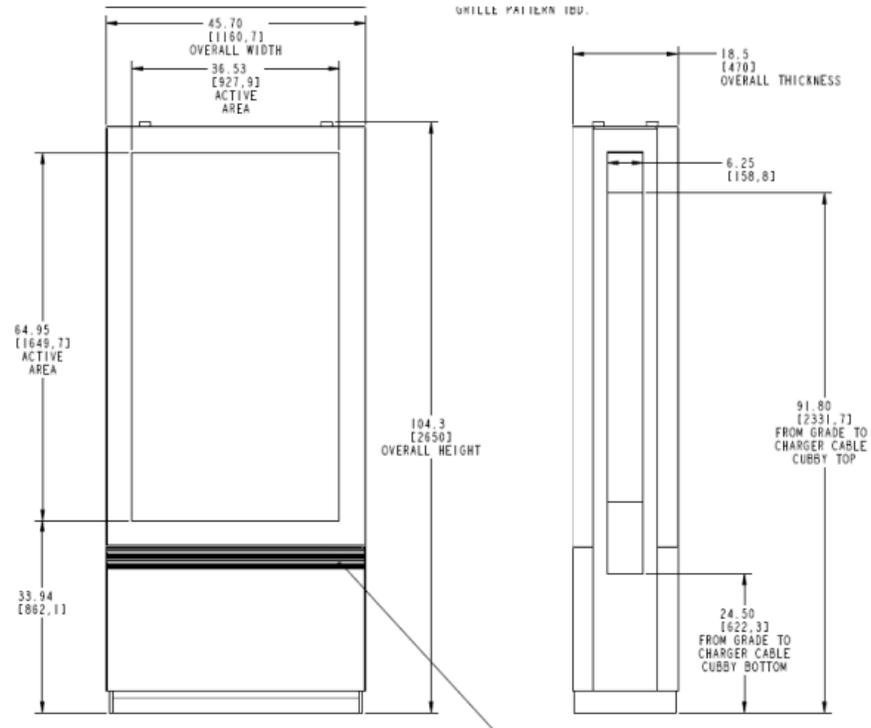
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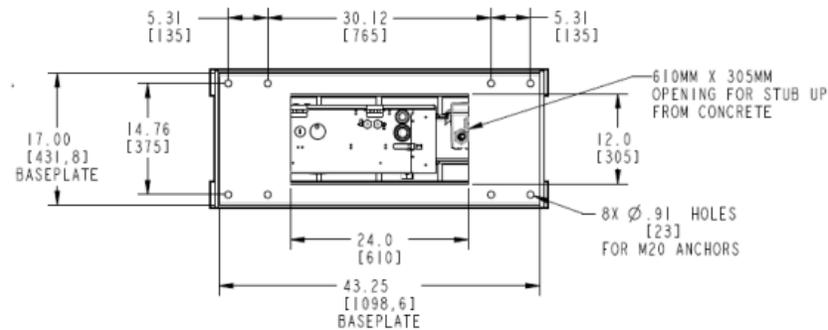
## Supplementary Slides



**DIMENSIONAL DRAWINGS**



12



**Proposed Electric Vehicle (EV) Charger:**

- Dimensions: 2.65 x 1.16 x 0.47 metres







## Purpose:

- Allow for an additional discretionary use of a Digital Sign with Electric Vehicle Charging Facility.

## Highlights from the DC Bylaw Rules:

- 15.0 metre separation from existing freestanding, third party and other digital signs on site.
- 300.0 metre separation from any other similar, digital signs and 75.0 metres from any other third-party advertising signs.
- Minimum 1.5 metre setback from any property line shared with a street.
- Must not operate or only display a black screen between 11 p.m. and 6 a.m.
- Temporary 3-year development permit approval with option to renew.
- Would allow advertisement of businesses on or off-site.

## Defined Uses

### 4 In this Direct Control District:

(a) “**Digital Sign with Electric Vehicle Charging Facility**” means a structure:

(i) that includes a **Sign – Class G** that:

(A) displays **copy** directing attention to a business, commodity, service or entertainment that is conducted, sold or offered on or off-site;

(B) must not exceed a height of 2.7 metres from **grade** when measured adjacent to the structure;

(C) includes a maximum of one **sign** on the parcel, which may be double-faced;

(D) has **copy area** facing each direction that must not exceed 1.6 square metres; and

(i) where electric vehicles are supplied with electricity for the purpose of charging.

## Intent

- Promote community aesthetics and public safety.
- Prevent visual clutter from sign proliferation.
- Protect Calgary’s communities and visual environment.

## Supporting Principles

**(A) I. The appropriate location is generally commercial, along Arterial Streets.**

*Review: The site is commercial and fronts a Parkway (90 Avenue SW) and an Arterial Street (24 Street SW).*



**(A) IV. Must be pedestrian-oriented, protect quality residential environment and consider competition with on-site businesses.**

*Review: The proposed sign structure is pedestrian-scaled and development permit conditions and DC District rules will manage visual impacts.*



**(A) V. Maintain the visual amenity of roads adjacent to or passing through residential communities.**

*Review: The orientation of the sign reduces visibility from nearby residential and the location will be reviewed through the development permit application process.*



**(B) I. The orientation, distance and location should minimize visual intrusion to residences, parks and natural areas**

*Review: The orientation of the sign may reduce visibility from Glenmore Park and the site location will be reviewed through the development permit application process.*



**(C) VI. Pedestal type signs are suitable where commercial development is on both sides of the street**

*Review: The scale and orientation of the sign fits well within the context and character of the area.*



