



LOC2023-0298 / CPC2024-1087

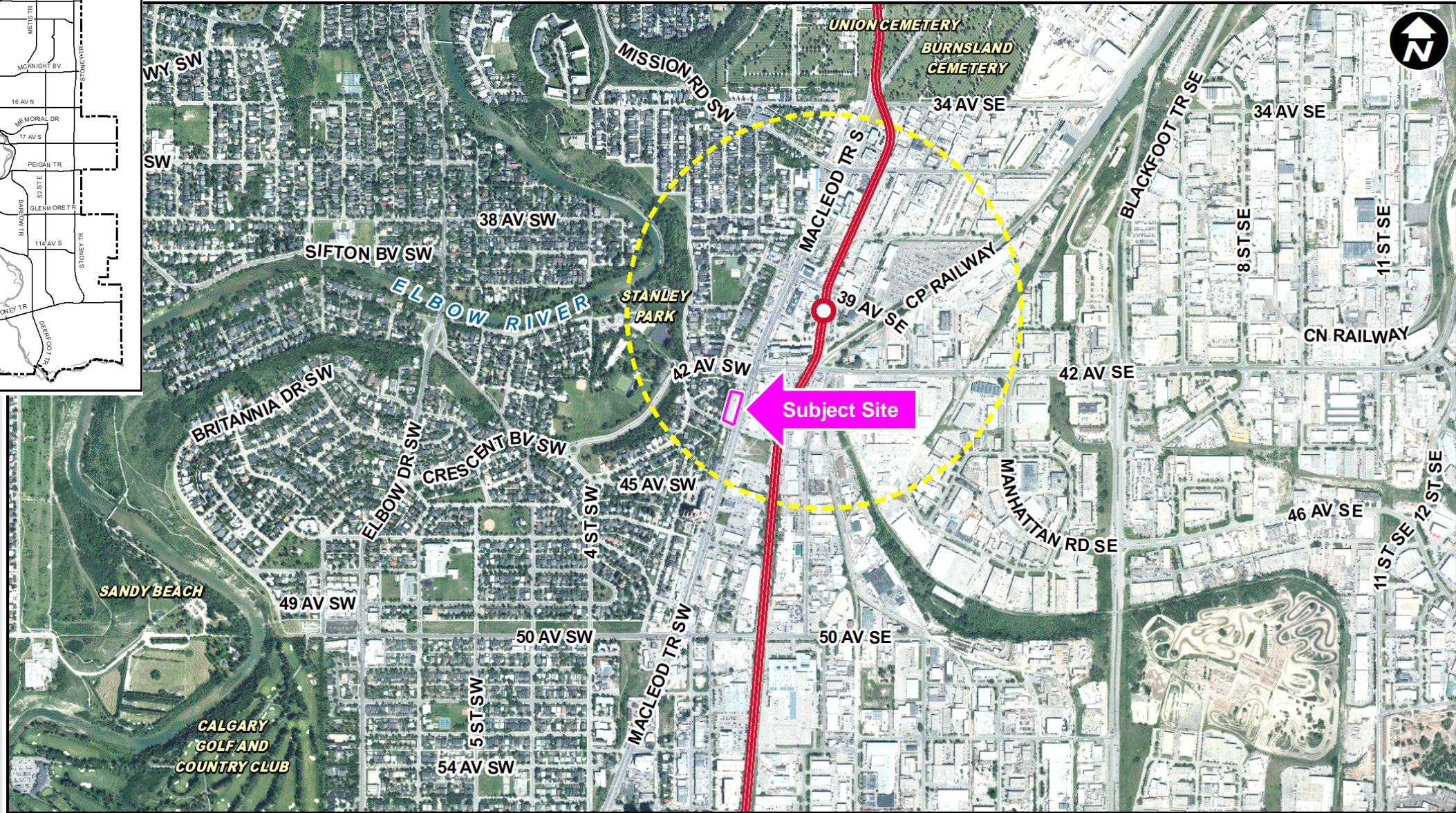
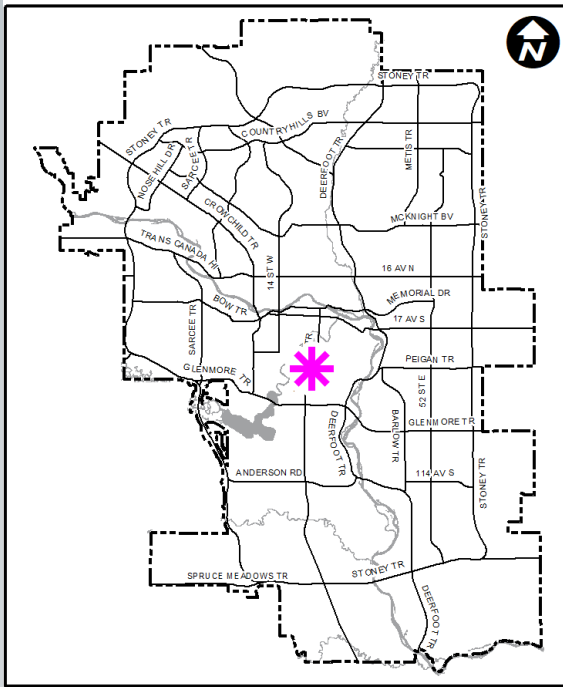
Land Use Amendment

December 3, 2024

Calgary Planning Commission's Recommendation:

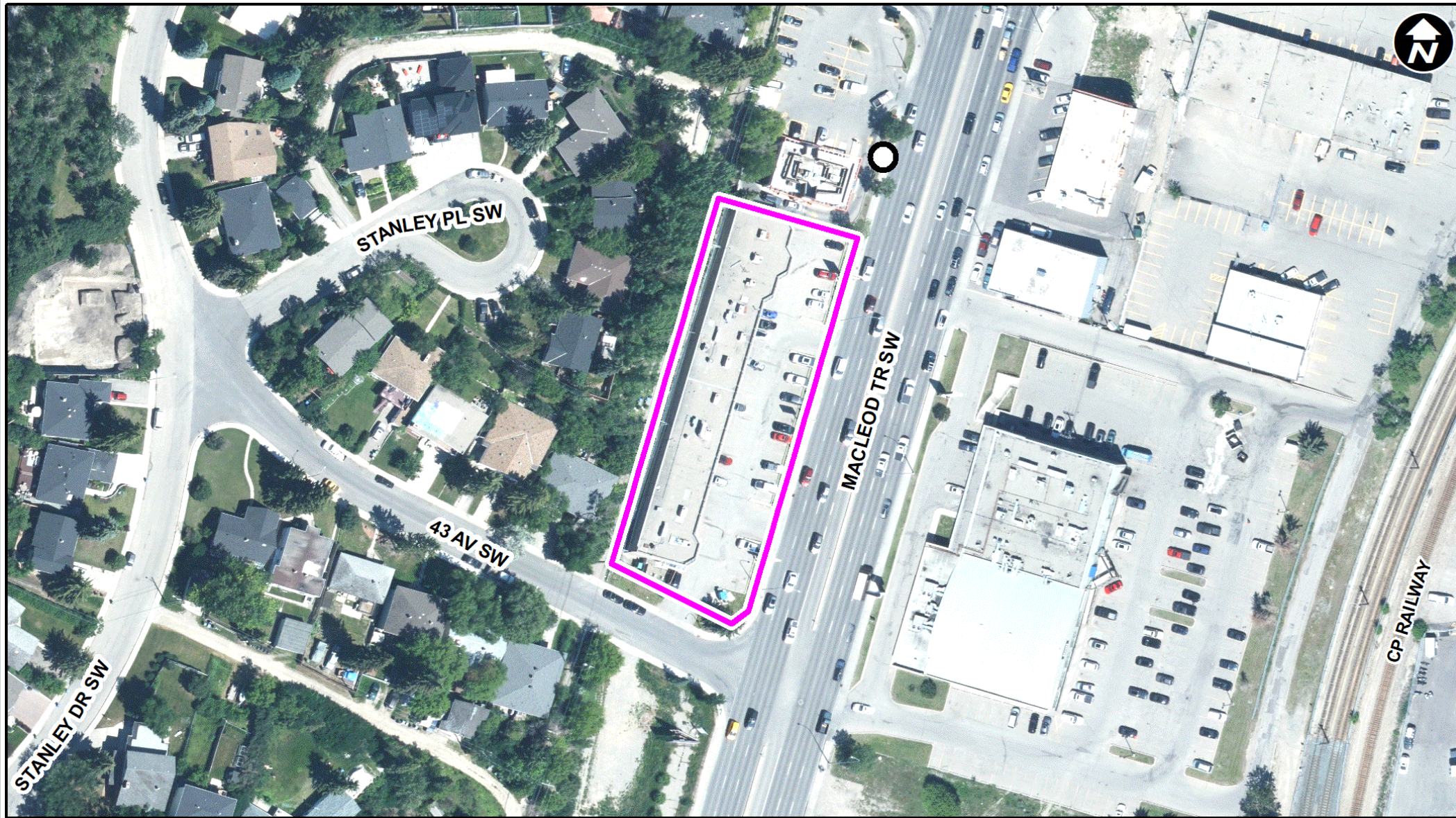
That Council:

Give three readings to **Proposed Bylaw 292D2024** for the redesignation of 0.33 hectare \pm (0.82 acre \pm) located at 4337 Macleod Trail SW (Plan 3550AJ, Block 4, portions of Lots 8 to 19) from Commercial – Corridor 2 f3.0h30 (C-COR2 f3.0h30) District to Direct Control (DC) District.



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

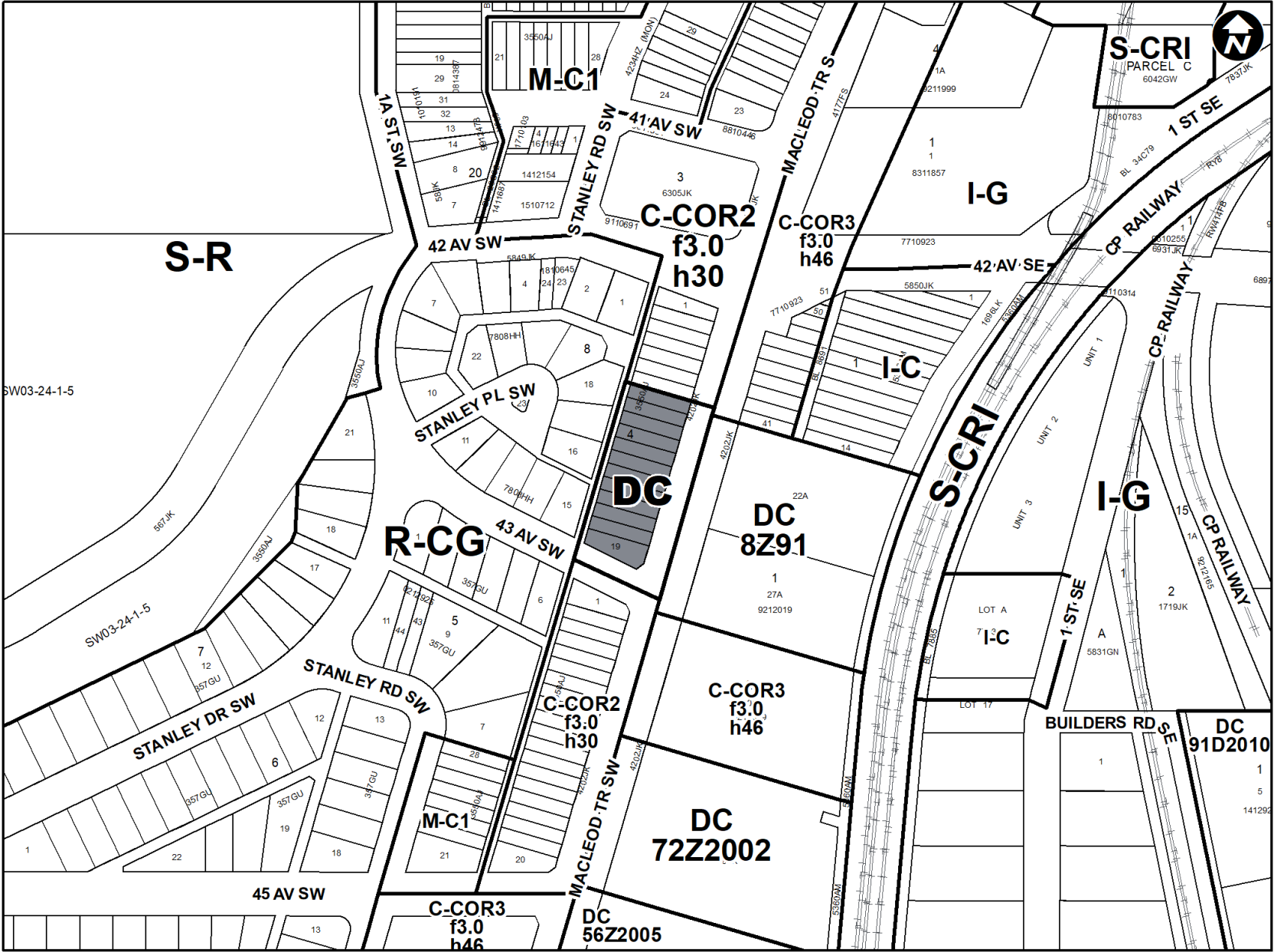


LEGEND

○ Bus Stop

Parcel Size:

0.82 ha



Proposed DC District:

- Based on C-COR 2 District
- Allow a Digital Sign with Electric Vehicle Charging Facility

Calgary Planning Commission's Recommendation:

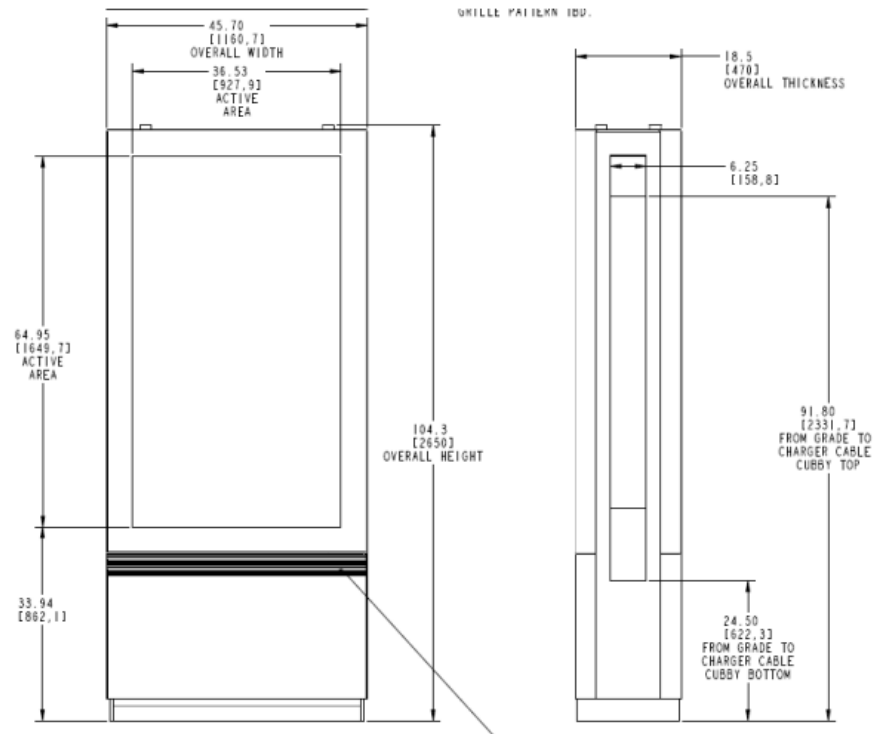
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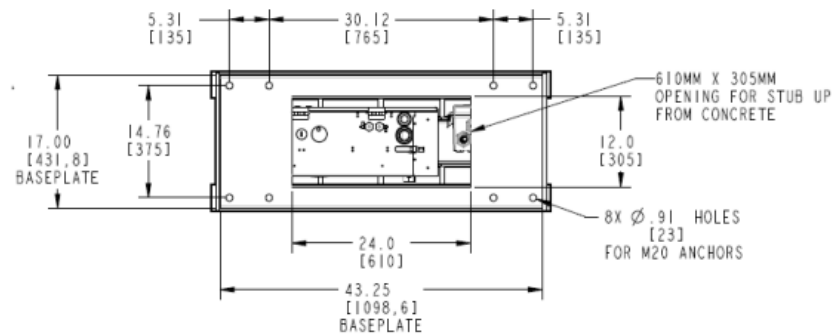
Supplementary Slides



DIMENSIONAL DRAWINGS



12



Proposed Electric Vehicle (EV) Charger:

- Dimensions: 2.65 x 1.16 x 0.47 metres

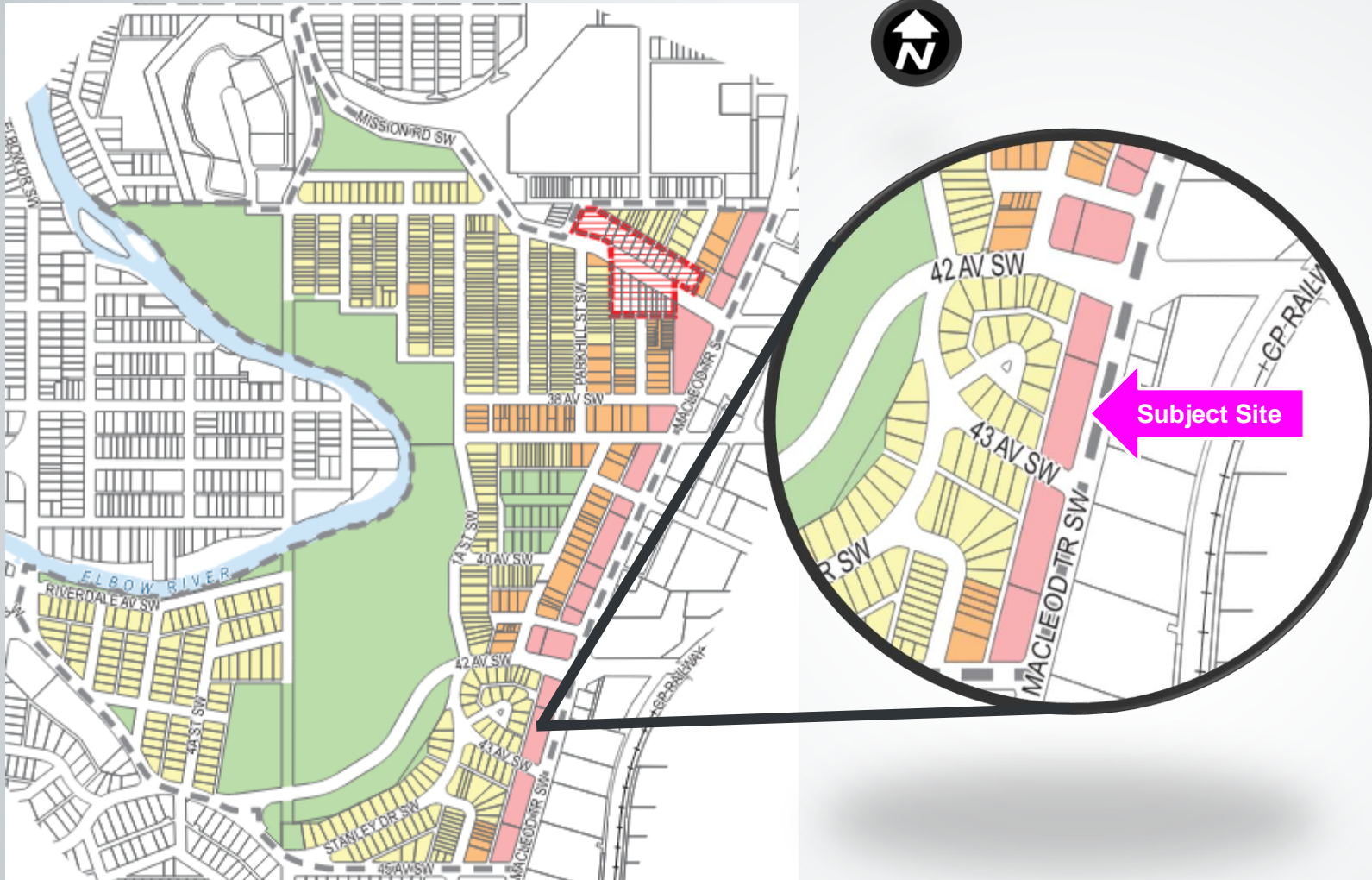




Parkhill/Stanley Park Area Redevelopment Plan

Map 3: Land Use Policy Areas

- Located in the Regional Auto/General commercial area
- Supports development oriented to Macleod Trail and signage on permanent structures to reduce the number of temporary signs



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 and Urban Boulevards.

Review: The site is commercial and fronts an Urban Boulevard (Macleod Trail).



(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, development permit conditions will manage visual impacts.

The sign could include advertising of on-site businesses, and its size limits its competition with existing on-site signage.



(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

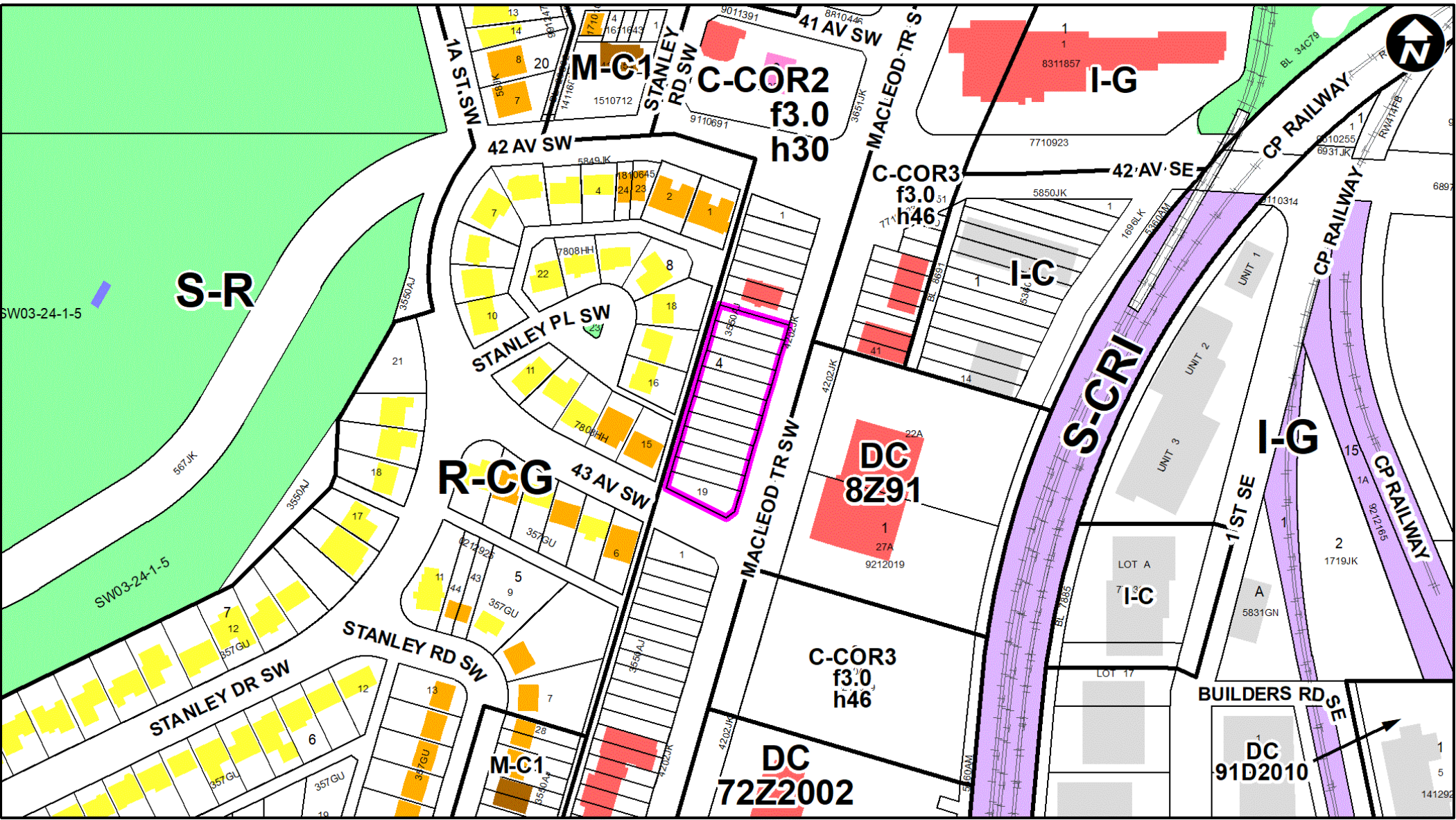
Review: The orientation of the sign, topography and vegetation may reduce visibility from nearby residential lands and the site location will be reviewed through the development permit application process.



(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.





- 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

