



Public Hearing of Council

Agenda Item: 7.2.22



LOC2023-0296 / CPC2024-1079

Land Use Amendment

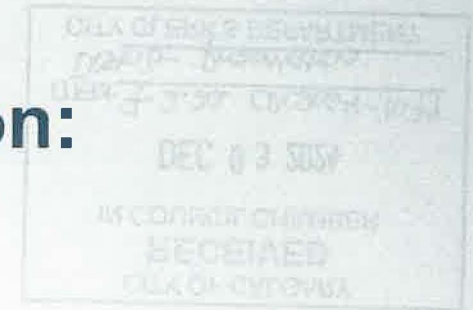
December 3, 2024

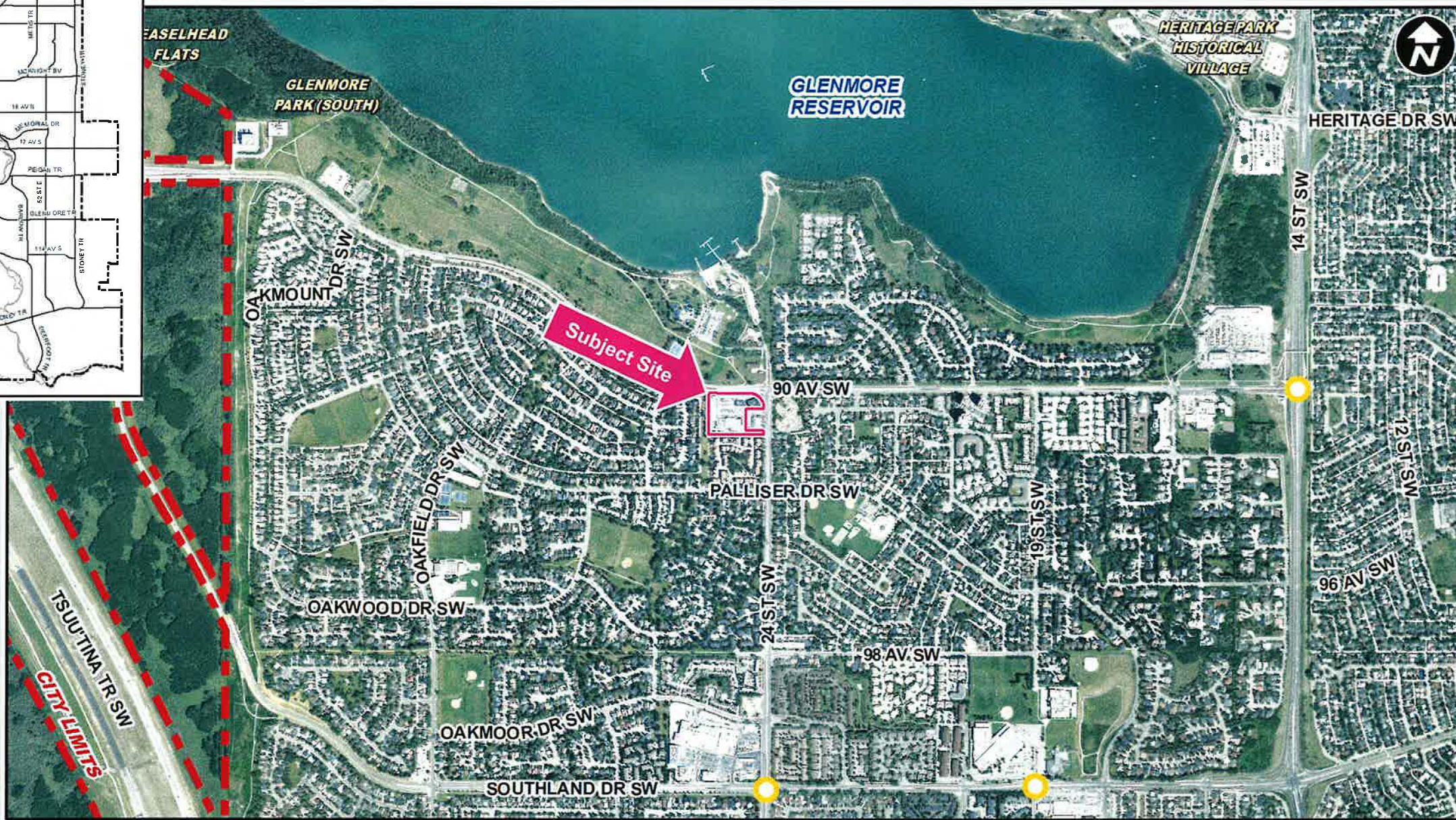
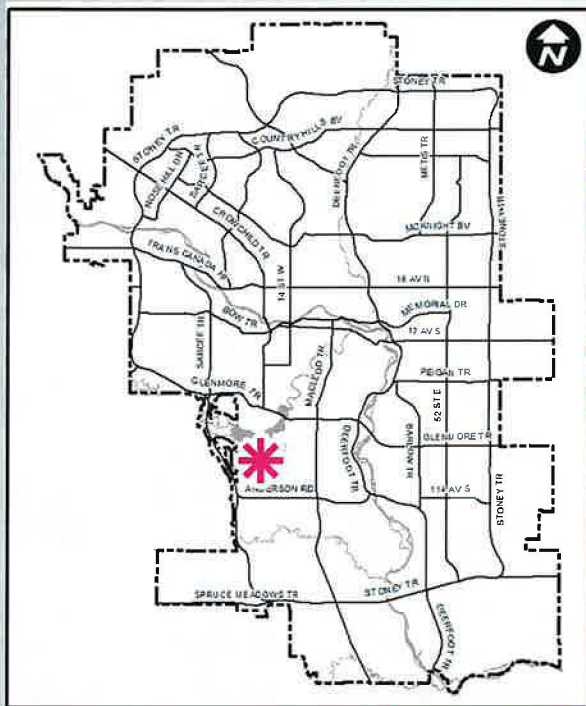
CITY OF CALGARY
RECEIVED
IN COUNCIL CHAMBER
DEC 03 2024
ITEM: 7.2.22 CPC2024-1079
Distrib- Presentation
CITY CLERK'S DEPARTMENT

Calgary Planning Commission's Recommendation:

That Council:

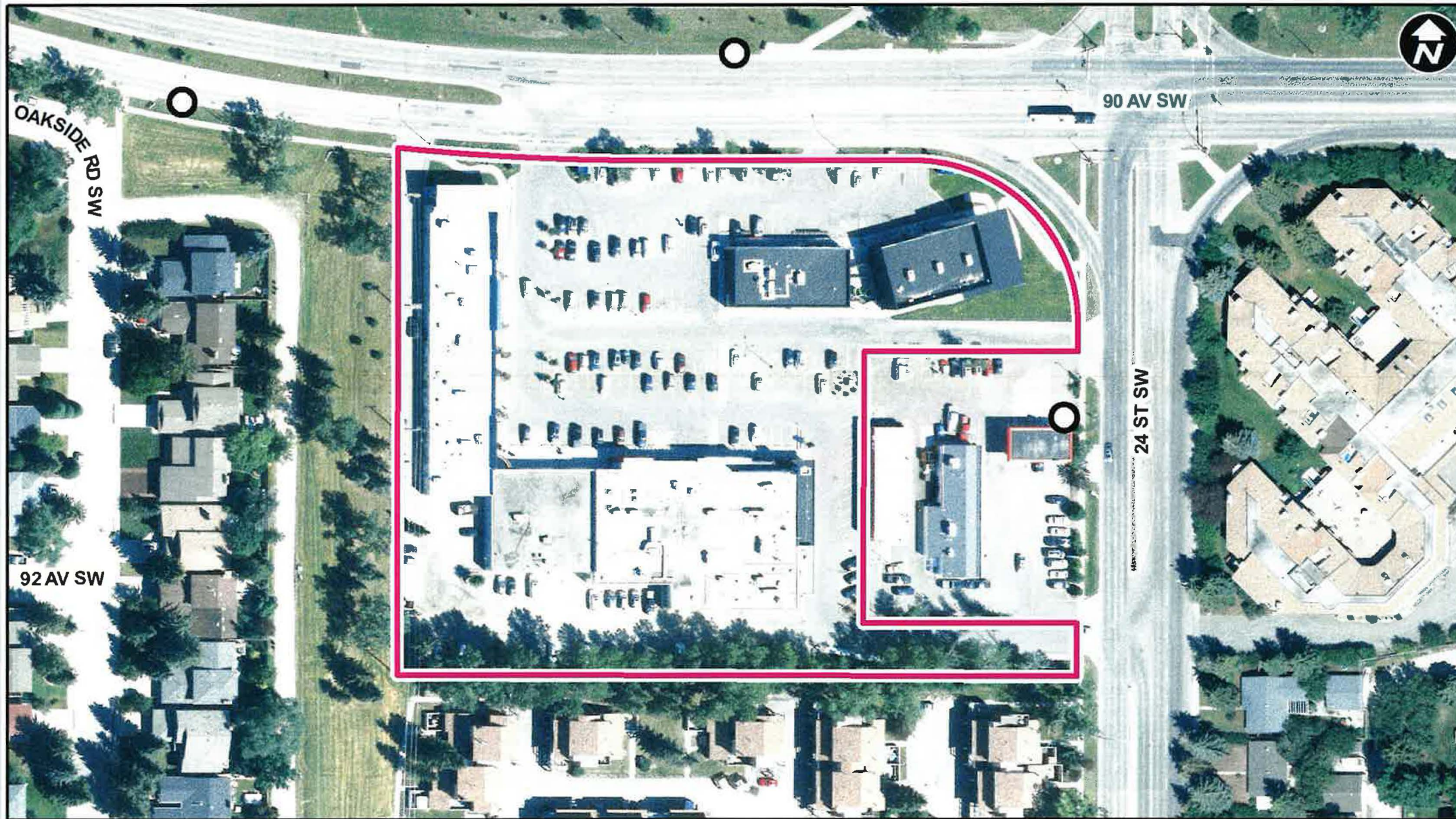
Give three readings to **Proposed Bylaw 291D2024** for the redesignation of 1.68 hectares \pm (4.16 acres \pm) located at 2515 – 90 Avenue SW (Plan 440LK, Block G) from Commercial – Community 1 (C-C1) District to Direct Control (DC) District to accommodate a Digital Sign with Electric Vehicle Charging 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

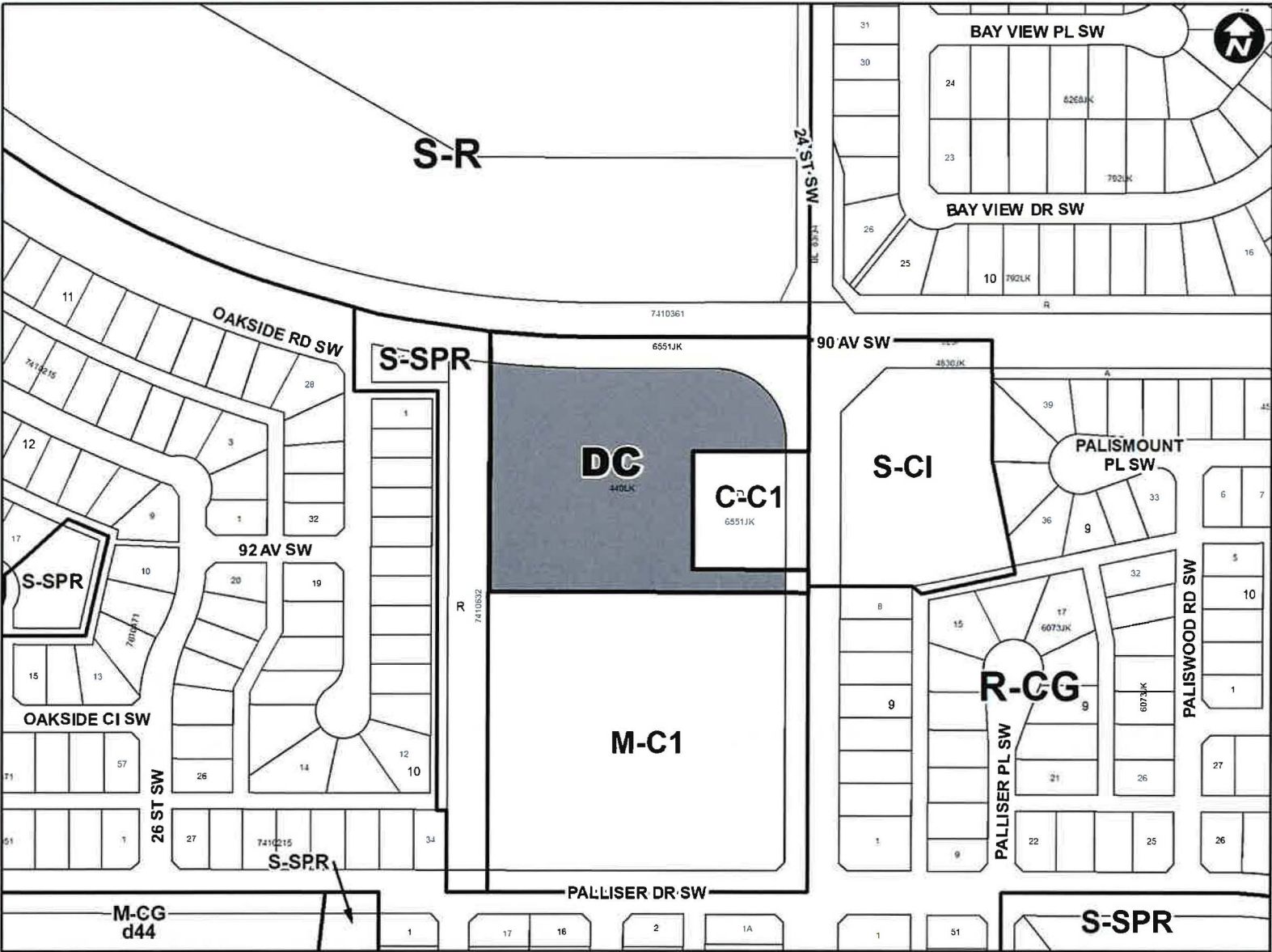


LEGEND

○ 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

Calgary Planning Commission's Recommendation:

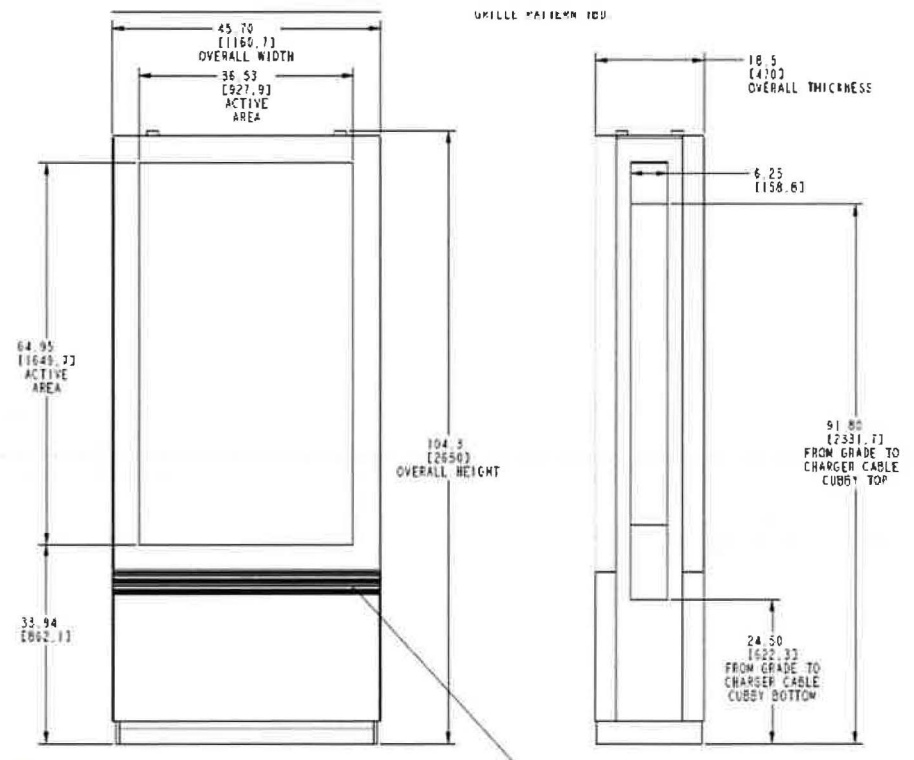
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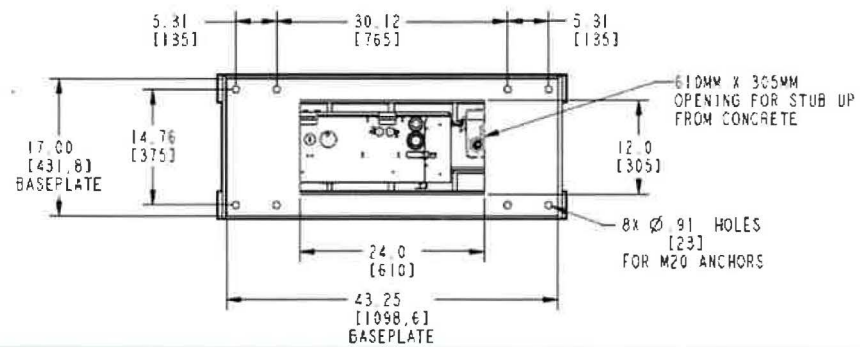
Supplementary Slides



DIMENSIONAL DRAWINGS



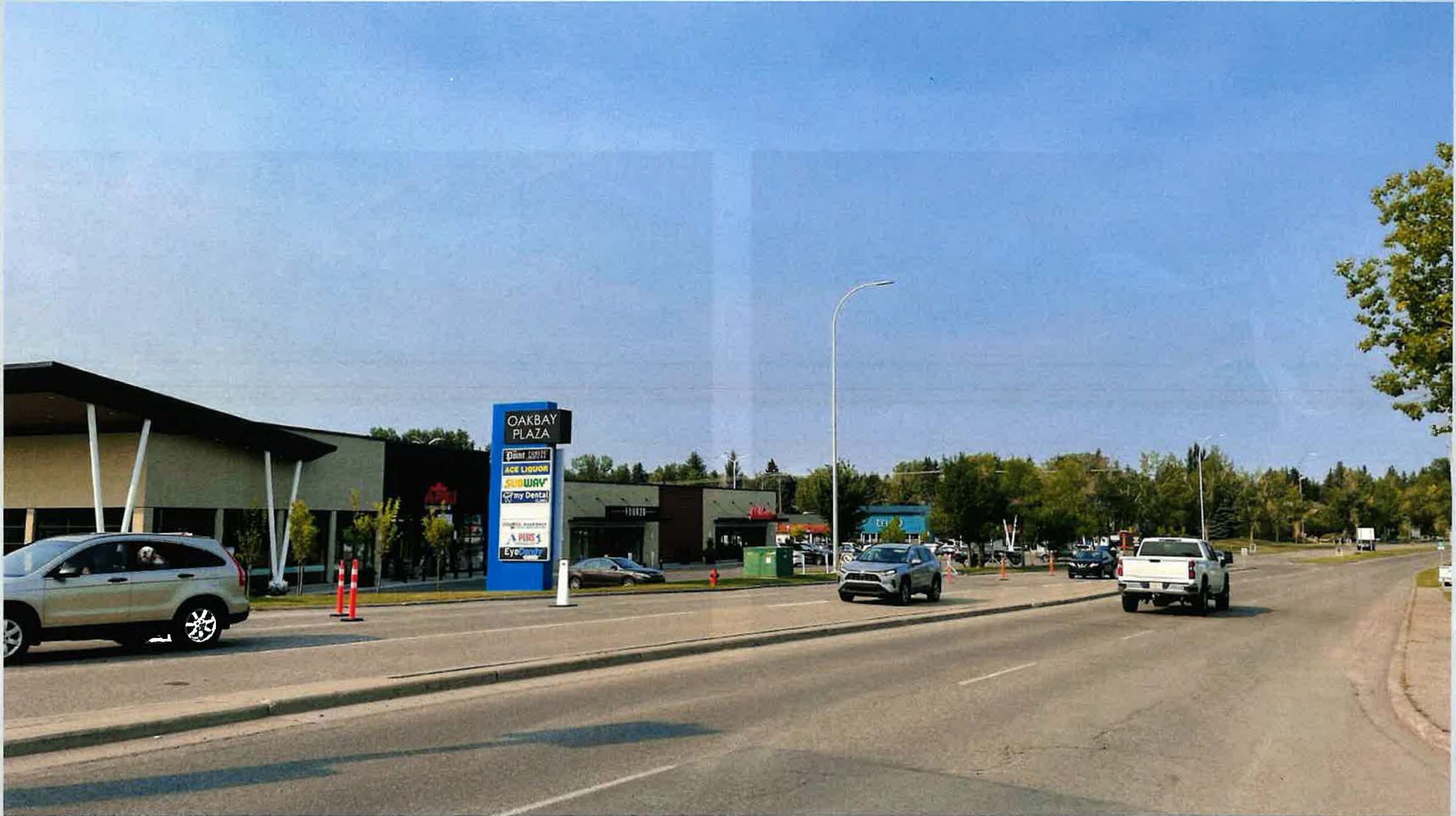
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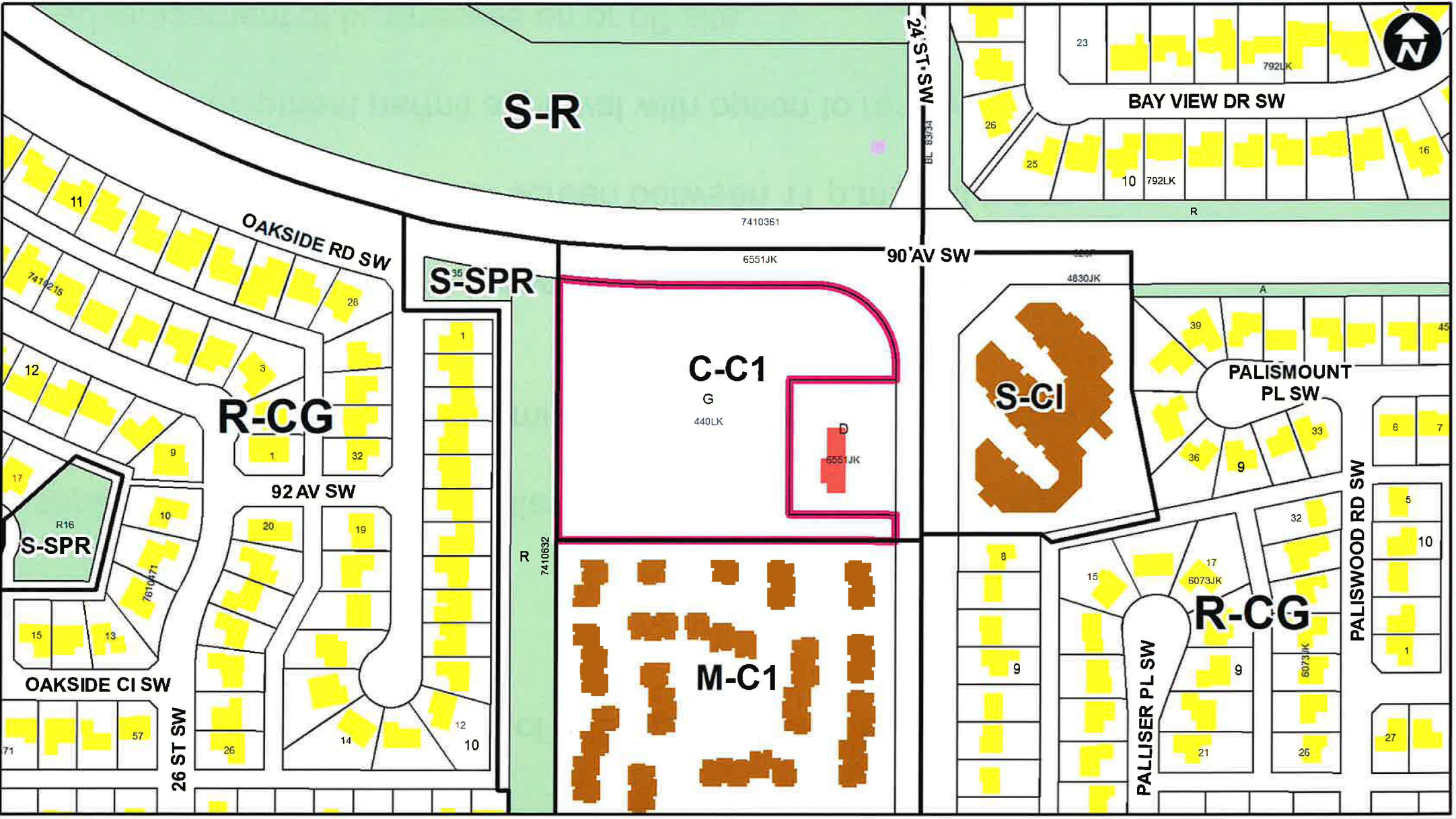
Proposed Electric Vehicle (EV) Charger:

- Dimensions: 2.65 x 1.16 x 0.47 metres





- 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



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.



