

Land Use Amendment in Parkhill (Ward 8) at 4337 Macleod Trail SW, LOC2023-0298

RECOMMENDATION:

That Calgary Planning Commission recommend that Council:

Give three readings to the proposed bylaw for the redesignation of 0.33 hectares \pm (0.82 acres \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 to accommodate a Digital Sign with Electric Vehicle Charging Facility, with guidelines (Attachment 2).

**RECOMMENDATION OF THE CALGARY PLANNING COMMISSION, 2024
 OCTOBER 17:**

That Council give three readings to **Proposed Bylaw 292D2024** for the redesignation of 0.33 hectares \pm (0.82 acres \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 to accommodate a Digital Sign with Electric Vehicle Charging Facility, with guidelines (Attachment 2).

HIGHLIGHTS

- This application proposes to redesignate the parcel to a Direct Control (DC) District to allow for the additional discretionary use of a Digital Sign with Electric Vehicle Charging Facility in addition to the commercial uses already allowed.
- The proposal allows for development that may be compatible with the character of the existing neighbourhood and is in keeping with the applicable policies of the *Municipal Development Plan* (MDP) and the *Parkhill/Stanley Park Area Redevelopment Plan* (ARP).
- What does this mean to Calgarians? 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.
- Why does this matter? The proposal supports economic vitality by embracing innovation, technology and helping the City achieve its environmental sustainability goals.
- No development permit has been submitted at this time.
- There is no previous Council direction related to this proposal.

DISCUSSION

This application, in the southwest community of Parkhill was submitted by Cypress Land Services Inc. on behalf of its client JOLT Charge Inc. and the landowner Uniko Commercial Corp. on 2023 October 3. No development permit application has been submitted at this time. As noted in the Applicant Submission (Attachment 3), the landowner intends to construct a digital sign with an EV charging facility. The proposal is one of several sites included in JOLT's initiative to enhance Calgary's EV charging network. The inclusion of the digital third-party advertising sign covers the cost of providing the EV fast-charging infrastructure. EVs contribute to achieving greenhouse gas emissions reduction targets and JOLT's proposal supports the

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infrastructure needed to keep pace with increasing demand for EVs. The proposed DC District adds an additional discretionary use, Digital Sign with Electric Vehicle Charging Facility, while retaining the uses and rules of the current district.

The approximately 0.33 hectare (0.82 acre) site is located at 4337 Macleod Trail SW. The site is currently developed with a single-storey commercial building containing a variety of uses, including: a liquor store, restaurants, retail and consumer services. The proposed DC District would allow for EV charging while patrons visit shops or restaurants nearby.

A detailed planning evaluation of the application, including location maps and site context, is provided in the Background and Planning Evaluation (Attachment 1).

ENGAGEMENT AND COMMUNICATION

- Outreach was undertaken by the Applicant
- Public/interested parties were informed by Administration

Applicant-Led Outreach

As part of the review of the proposed land use amendment application, the applicant was encouraged to use the [Applicant Outreach Toolkit](#) to assess which level of outreach with the public/interested parties and respective community association was appropriate. They determined that no outreach would be undertaken. Refer to the Applicant Outreach Summary (Attachment 4) for rationale why outreach was not conducted.

City-Led Outreach

In keeping with Administration's practices, this application was circulated to the public/interested parties, notice posted on-site and published [online](#).

Administration did not receive any feedback from the public. The Parkhill Community Association replied to Administration's standard circulation form, indicated no objection and noted that they had no additional comments (Attachment 5).

Administration considered the relevant planning issues specific to the application and has determined the proposal to be appropriate. The location, screening, aesthetics and impact on operations of the site will be reviewed and determined at the development permit stage.

Following Calgary Planning Commission, notifications for a Public Hearing of Council will be posted on-site and mailed to adjacent landowners. In addition, Commission's recommendation and the date of the Public Hearing will be advertised.

IMPLICATIONS

Social

The proposed land use would allow for a Digital Sign with Electric Vehicle Charging Facility to be located at this commercial property at a scale that fits with the neighbourhood. The facility would provide EV charging to the public, while supporting economic activity.

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Environmental

The applicant has indicated that they plan to pursue specific measures as part of a future development permit which will align with the *Calgary Climate Strategy – Pathways to 2050* (Program F). The proposal meets the city’s goal of achieving net zero emissions by 2050 by supporting development of EV fast-charging infrastructure.

Economic

The proposed land use amendment would allow for increased economic marketing of services off-site at an appropriate scale and with appropriate supporting regulations, while supporting the commercial landowner and customers’ EV charging needs while they shop in the vicinity.

Service and Financial Implications

No anticipated financial impact.

RISK

There are no known risks associated with this proposal.

ATTACHMENTS

1. Background and Planning Evaluation
2. **Proposed Bylaw 292D2024**
3. Applicant Submission
4. Applicant Outreach Summary
5. Community Association Response
6. **Public Submissions**
7. **CPC Member Comments**

Department Circulation

General Manager (Name)	Department	Approve/Consult/Inform