

Third Party Advertising Sign – Policy Excerpts

Municipal Development Plan

1.3 Alignment of the MDP

- 1.3.3 Alignment with other City policies and principles – Key Directions for Land Use and Mobility. These are the strategic moves that need to be accomplished in order to guide Calgary towards the imagineCALGARY vision and the Sustainability Principles for Land Use and Mobility. Key direction 4 below, may apply and represents the strategic moves that are needed to move Calgary towards imagineCalgary and the Sustainability Principles for Land Use and Mobility.

Key Direction

4. Link land use decisions to transit (i.e. Transit Oriented Development and higher density uses in proximity to facilities)

2.2 Shaping a more compact urban form

This policy supports key direction 4 above and the long-term pattern for growth and development.

2.2.2 A transit-supportive land use framework – Policies

Objective: Establish a land use framework that optimizes population and job growth with walking distance of transit. Design – Creating a quality pedestrian environment. Distance – Locating the right uses close to transit.

Policies - Design to encourage transit use

- e. Ensure that the design and mix of land uses surrounding transit stops and stations support transit and emphasize a pedestrian oriented environment.

2.4 Urban design

Urban design involves...

- The arrangement, shaping, appearance and functionality of urban public space,
- The complete collaboration and co-ordination of all related disciplines, including land use planning, transportation planning, architecture, engineering and landscape design, to achieve striking and effective results.

2.4.2 Built form

Objective: Promote site and building design that contributes to high quality living environments and attractive, walkable, diverse neighbourhoods and communities.

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Policies

Site and building design...

- b. The ground and lower levels of developments should demonstrate a strong relationship to the human scale and contribute positively to the public realm and street.

Transit Oriented Development Policy Guidelines

6.0 Policy Objective – Pedestrian-Oriented Design

Create convenient, comfortable, direct, and safe pedestrian linkages to and from all Transit Stations in order to support a walkable station area and promote the use of transit.

6.5 TOD Guideline – Human scaled architecture

Buildings should be designed to ensure that pedestrian comfort is of primary importance in station areas. *(This principle for buildings may be appropriate for signs.)*

Calgary Third Party Advertising Sign Guidelines

This is Council's most recent and relevant policy direction for Third Party Advertising Signs. Some excerpts from this document follow. For complete text please refer to the Calgary Third Party Advertising Sign Guidelines.

4. Principles of Third Party Advertising Sign (TPA) Regulation

(A) Land Use Districts

Principles

- I. The appropriate location for TPA signs is generally in commercial and industrial Land Use Districts.
- II. May be considered in the Special Purpose – Recreation District when associated with sponsorship of sport activities on playing fields.
- III. Where residential development is allowed, must have regard to maintaining and protecting quality living environments. The sign area must be oriented to a pedestrian and copy must be at the eye level of pedestrians. When in areas that have been specifically identified as pedestrian oriented areas, TPA Signs are not appropriate as they take away from limited opportunities for businesses to advertise.

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(B) Location and Siting

Principles

- I. Orientation of TPA signs and their distance from residential communities, major parks, natural areas and similar sensitive uses must be suitably regulated to minimize and limit their visual intrusion into these areas.
- III. Must satisfy appropriate minimum setbacks from buildings, street edges and parcel lines, other freestanding, TPA and digital message signs.
- IV. Priority must always be given to a business owner to advertise on their parcel over TPA signs. TPA signs that no longer meet the separation rules should be reviewed and discouraged upon renewal of a permit.
- V. Along a street or corridor, minimum separation distances between TPA signs on different properties will maintain proper visibility of all signs and avoid visual sign clutter along the streetscape.

(D) Illumination and Operational Characteristics

Principles

- I. Illumination of TPA signs must not adversely affect adjacent development, neighbouring residential communities and the character of the streetscape.
- III. Driver distraction is reduced by limiting the frequency of message changes.
- V. Minimum separation distance between signs maintains proper visibility and prevents a proliferation of signs with automatically changing messages that could impact area aesthetics and the streetscape.
- VI. Where a parcel in the City is identified through policy as an area where TPA signs will be part of the character or design, consideration may be given to the use of various types of TPA signs and the use of full animation and video. This may be considered through careful site design, paying attention to ensuring that signage is oriented to the site, ensuring that digital displays are not oriented to any adjacent residential development or the street, and ensuring that light trespass does not affect adjacent parcels.

(E) Development Permit Review Process

Principles

- I. The objective for the review of development permits for TPA signs is to maintain and improve the quality of Calgary's communities and its overall visual character.
- II. The Transportation Department reviews applications for visibility and public safety issues.
- IV. Prior to making a decision, the Development Authority must post a notice when the application is adjacent to a parcel that has the potential to contain a dwelling unit.
- VI. Conventional TPA signs may be approved for a maximum of five years.
- VII. Digital TPA signs may be approved for a maximum of three years.