

**Land Use Amendment in East Village (Ward 7) at 428 6 Avenue SE, LOC2017-0361
Bylaw 151D2018**

EXECUTIVE SUMMARY

This land use amendment application proposes the redesignation of a single parcel comprised of a full city block in East Village from Centre City East Village Transition District (CC-ET) to a DC Direct Control District. The application is intended to provide for expansive and more permissible digital signage regulations offering the necessary commercial exposure to future businesses operating on-site.

ADMINISTRATION RECOMMENDATION:

That Calgary Planning Commission recommend that Council hold a Public Hearing; and

1. **ADOPT**, by bylaw the proposed redesignation of 1.10 hectares \pm (2.71 acres \pm) located at 428 - 6 Avenue SE (Plan 1512633, Block 131, Lot 1) from Centre City East Village Transition District (CC-ET) **to** DC Direct Control District to accommodate expansive and more permissible digital signage regulations, with guidelines (ATTACHMENT 3); and
2. Give three readings to the proposed bylaw.

Moved by: L. Juan

Carried: 7 – 0

RECOMMENDATION(S) OF THE CALGARY PLANNING COMMISSION

That Council hold a Public Hearing on Bylaw 151D2018; and

1. **ADOPT** the proposed redesignation of 1.10 hectares \pm (2.71 acres \pm) located at 428 - 6 Avenue SE (Plan 1512633, Block 131, Lot 1) from Centre City East Village Transition District (CC-ET) **to** DC Direct Control District to accommodate expansive and more permissible digital signage regulations, in accordance with Administration's recommendation, as amended; and
2. Give three readings to the proposed Bylaw 151D2018.

PREVIOUS COUNCIL DIRECTION / POLICY

None.

BACKGROUND

This land use amendment application is seeking to redesignate a 1.10 hectare (2.71 acre) site known municipally as 428 - 6 Avenue SE in East Village. The change in the land use designation is intended to allow for site-specific permissive regulations for digital message signs in order to enable adequate commercial exposure is provided to future businesses that will locate on-site. Direct Control districts are only used for the purposes of providing for development that, due to their unique characteristics, innovative ideas or unusual site constraints, require specific regulation unavailable in

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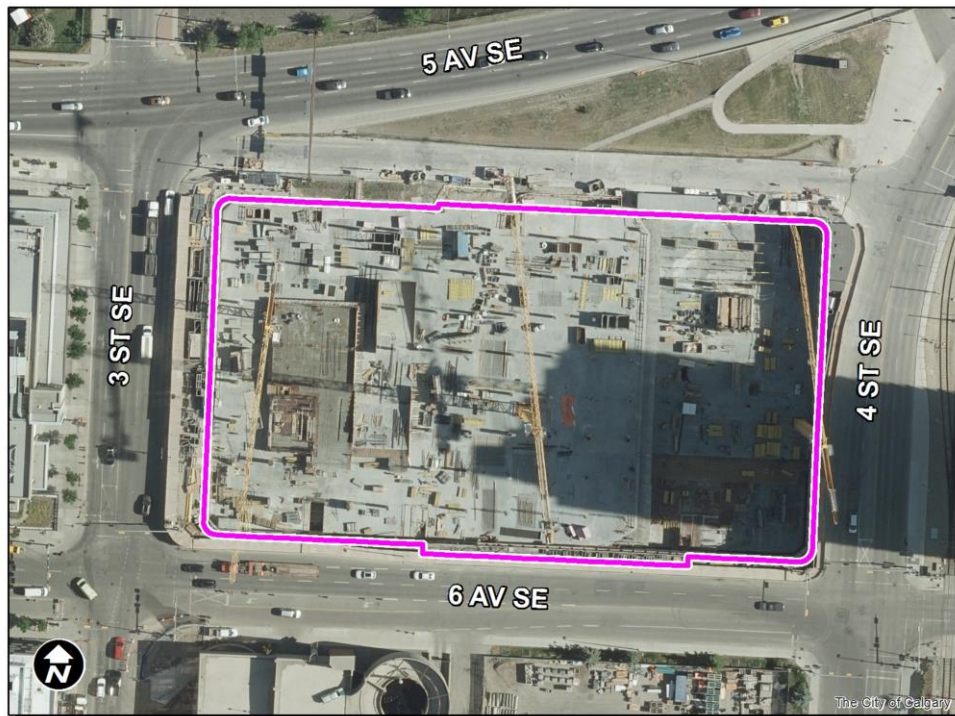
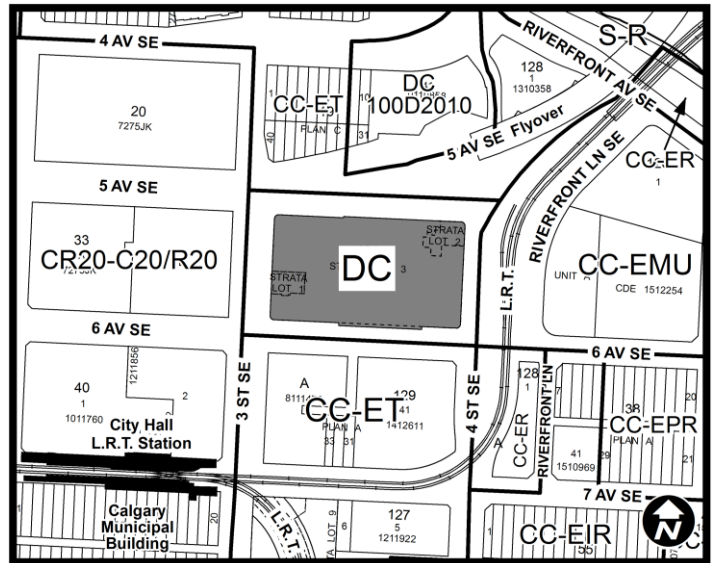
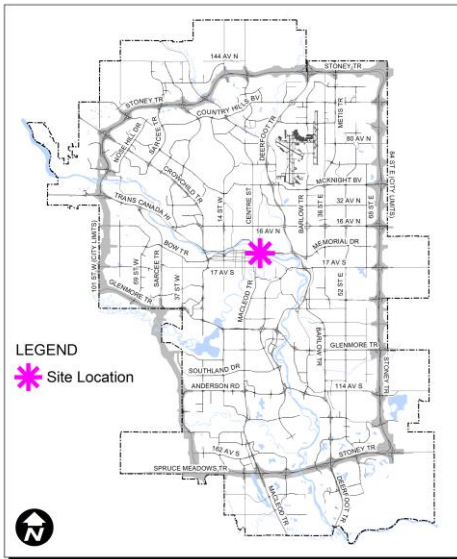
other districts. This application is being proposed due to the unique location of the site at edge of East Village. Active construction of a comprehensive mixed-use development (commercial podium and two residential towers) is currently underway on the subject site.

Site Context

The site is an entire city block bordered by 3 Street SE on the west, 4 Street SE on the east, 5 Avenue SE on the north and 6 Avenue SE on the south. The site is considered unique given its location at a junction between the downtown core and the community of East Village as well as the 5 Avenue flyover to the north and the C-Train tracks to the east. The site has an approved development permit for a mixed-use development, being DP2014-4997 that was released in March 2016. The development approval of a mixed-use project includes a two storey commercial podium and two towers of 42 and 25 storeys that will see the development of over 500 residential units. The podium will feature over 13,900 square metres (150,000 square feet) of commercial and retail space that includes a supermarket, liquor store, financial institution, restaurants and licensed establishments.

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Location Maps



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INVESTIGATION: ALTERNATIVES AND ANALYSIS

Land Use

The current Centre City East Village Transition District (CC-ET) is intended to provide for an important transition between the higher density commercial and office uses of the downtown core to the more residential character of East Village. Office, commercial, and institutional uses are discretionary subject to a mix of uses being achieved with residential uses. The current digital message sign regulations of the CC-ET District restrict commercial advertising as outlined in the applicant's submission (Attachment 1). Digital message sign regulations of the CC-ET District only allow the advertising and promotion of events tied to public uses such as community recreation facilities, libraries, museums and parks.

The proposed DC Direct Control District (Attachment 3), uses the CC-ET District as a base district and includes an additional purpose statement to allow commercial exposure by advertising goods and services sold on-site. Through additional site specific rules, the DC District enables the Development Authority to review application(s) for digital message signs with more expanded and permissive rules that are currently not allowed within the CC-ET District. At the time of report preparation, no formal development applications for digital message signs were under review.

Transportation Network

Upon review of this land use redesignation application, Transportation Development Services advised that future development permit applications for digital message signs should reinforce legibility and wayfinding for users of different travel modes. At the time of permit review, visual distraction and brightness of all proposed signs will need to comply with the stated regulations of Land Use Bylaw 1P2007, which may require adjustment to emitted light levels, orientation and proximity to other signs.

Stakeholder Engagement, Research and Communication

Prior to the submission of this redesignation application, the proponent shared its intent with the parent developer in East Village, being CMLC (Calgary Municipal Land Corporation). CMLC is supportive of the overall vision of an urban shopping centre and future tenants making use of digital displays. See Attachment 2 for CMLC's complete letter of support.

As part of Administration's review of this proposed Land Use amendment, the application was circulated to all adjacent neighbours and the Community Association. As a result an enquiry from Bow Valley College was received seeking access to the renderings that were submitted as supplementary information as part of the application. Besides the request from the college, no further letters were received from adjacent properties or the East Village Community Association.

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Strategic Alignment

South Saskatchewan Regional Plan (Statutory – 2014)

This provincial plan establishes a vision for the region using a cumulative effects management approach that requires alignment of local land use decisions with Alberta's long-term economic, environmental and social goals. The proposed redesignation complies with the overall goals of the provincial plan including the Land Use Patterns policies (subsection 8.14).

Municipal Development Plan (Statutory – 2009)

The subject site falls within the Centre City typology on the Urban Structure Map within the Municipal Development Plan (MDP). The intent of the Centre City policies is to reinforce this core area of the city as the focus of business, employment, cultural, recreation, retail and high density housing within Calgary. The Centre City Guidebook provides additional policy direction on MDP objectives by providing implementation policy at the community level.

The intent of Centre City Guidebook policies are to provide a common framework for how the Centre City is planned and developed today and into the future, and provides general policy to shape a more compact urban form that is well connected and supported by amenities and services to meet daily needs.

East Village Area Redevelopment Plan (Statutory – 2017)

This application was reviewed against the applicable policies of the East Village Area Redevelopment Plan, being the applicable local area plan. The Land Use Concept map of the ARP identifies the parcel as being "Mixed-Use High Density" and "Transition Area."

The intent of the Transition Area is twofold. One, allow more non-residential uses and larger uses at grade. Second, to accommodate larger building massing and development intensity to transition from Downtown and the rail corridor. The mixed-use area policies encourage higher density development and promote street-level pedestrian activity and support large non-residential uses to be vertically integrated with other uses when located in East Village.

Centre City Urban Design Guideline (Non-statutory – 2015)

Based on a review against the Centre City Urban Design Guidelines (CCUDG), digital signage is accepted as contributing to the defined streetscape. Location of specific signs, while subject to change, will be reviewed in more detail at the time of development permit review. Location of digital message signs along all facades of the development is considered suitable based on the site being identified as a Neighbourhood Centre and located along a retail node at 5 Avenue SE and 3 Street SE, and on a High Street along 4 Street SE.

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Social, Environmental, Economic (External)

This proposal has the potential to offer variety in the advertising of goods and services offered from new commercial uses expected to be located within the commercial podium. East Village is rapidly transitioning and developing into a complete urban community adjacent to the downtown core, and the expanded digital message signage regulations will help contribute to the defined streetscape for the site, which is identified as being on a retail node within Centre City Urban Design Guidelines.

Financial Capacity

Current and Future Operating Budget:

There are no known impacts to the current and future operating budgets at this time.

Current and Future Capital Budget:

The proposed amendment does not trigger capital infrastructure investment, and therefore there are no growth management concerns at this time.

Risk Assessment

There are no significant risks associated with this proposal.

REASON(S) FOR RECOMMENDATION(S):

The proposed land use amendment is in keeping with the relevant goals and policies of the Municipal Development Plan that reinforce the Centre City to be the focus of business, and employment. The proposal is in conformance with the stated policies of the East Village Area Redevelopment Plan and serves to accommodate more non-residential uses with larger at-grade uses. The DC Direct Control District is supported based on the location of the site at the western edge of East Village, which transitions to a more compact and well-connected urban area that is expected to support neighbourhood amenities and services.

ATTACHMENT(S)

1. Attachment 1 – Applicant's Submission
2. Attachment 2 – CMLC Letter of support
3. Attachment 3 – Proposed Direct Control District
4. Attachment 4 – Site renderings
5. Attachment 5 – Calgary Planning Commission Motions and Amendments
6. Attachment 6 – Proposed Bylaw 151D2018