Calgary

PUD2018-0381 Advertising Signs on Transit Property

SPC on Planning and Urban Development

2018 April 30

CITY OF CALGARY
RECEIVED
IN COUNCIL CHAMBER

APR 30 2018

ITEM: 7.5 PUD2018-0381
Distribution

CITY CLERK'S DEPARTMENT

Calgary

Purpose of Report

Responds to Council Direction and proposes:

Land Use Bylaw changes:

- Identifies twelve Calgary Transit properties
- Appropriate for Third Party Advertising Signs
- New definition and sizes for pedestrian scaled signage
- Allows for some additional vehicle scaled signage

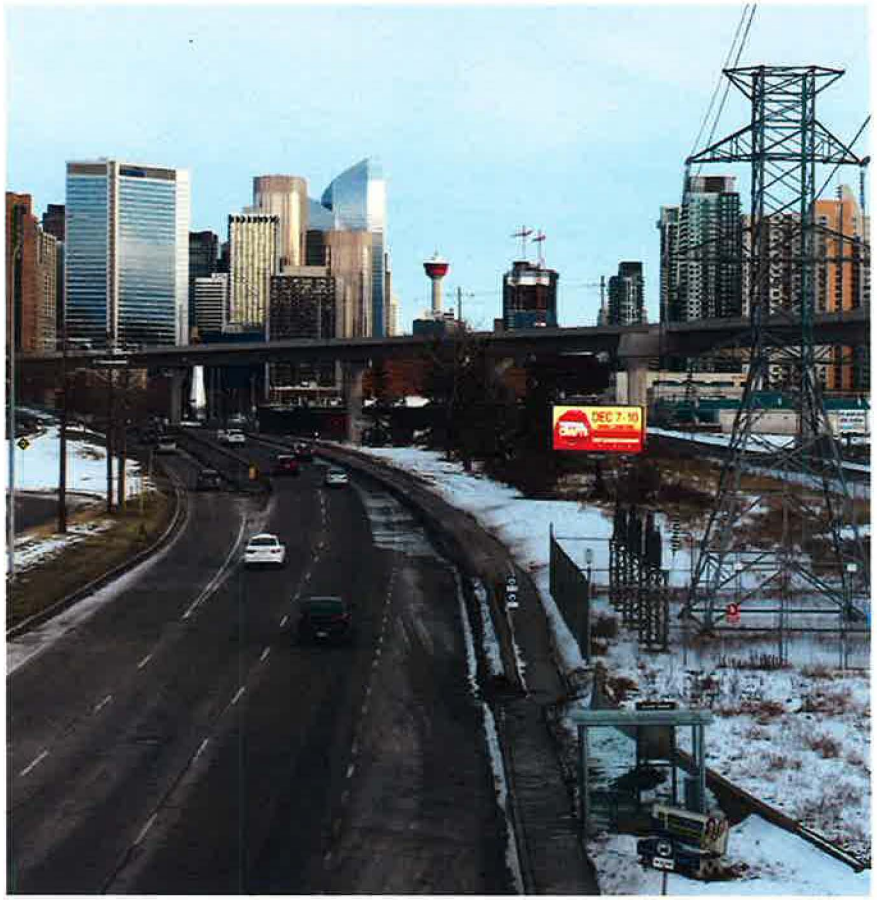
Calgary Third Party Advertising Sign Guideline changes:

- Updates to policy
- Location criteria
- Relaxation guidance

What is Third Party Advertising?

Pedestrian Scale

Vehicle (billboard) Scale

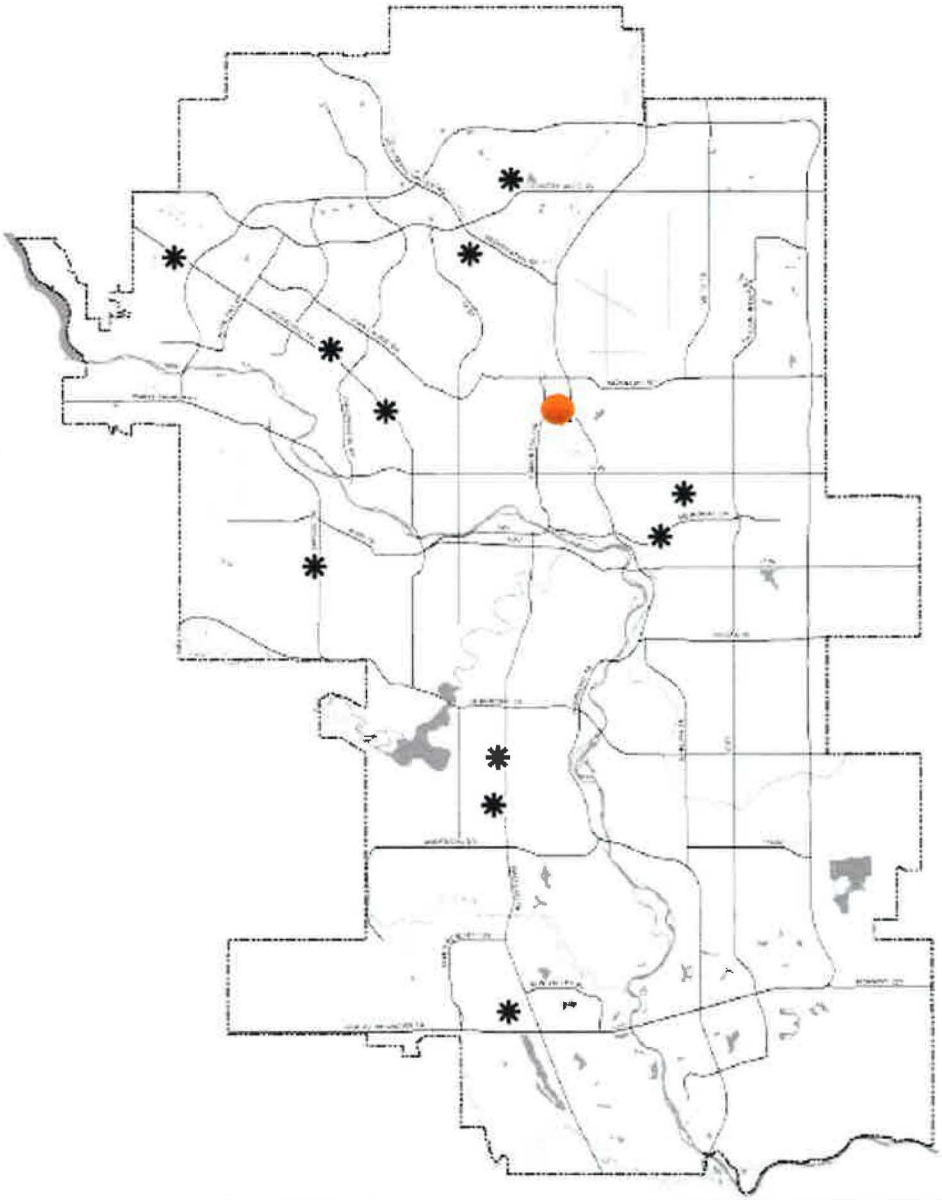


Third Party Advertising Signs market products, businesses or activities that are not located on the property

Calgary Transit Properties

Legend

- ✱ Park & Ride parcels
- ● Spring Gardens Garage



Proposed Land Use Bylaw Amendments

- Current sign rules apply.
- Amendments to the S-CRI District.
- New definition for pedestrian scaled third party advertising:
  - Maximum height of 2.0m;
  - Maximum sign area of 2.0m²; and
  - Minimum of 20m separation between signs on the same property.

- The Development Authority must refuse pedestrian scaled signs that do not meet the definition.
- Digital signs off at night; if sign is visible and within 125m of a dwelling unit.

Calgary

Proposed Policy Amendments

- Support new advertising sign opportunities on 12 Calgary Transit properties.
- Guidelines prioritize:
  - Locations that do not compete with businesses and building identification signs,
  - Signage for pedestrians at a human scale, and
  - Select Calgary Transit properties are appropriate for large (billboard) scaled Third Party Advertising Signs.

Calgary

Consultation

External Consultation

- Letters to 1,893 landowners
- Nine responses
- Concerns related to digital lighting

Federation of Calgary Communities

- No concerns reported

Building Industry and Land Development and Building Owners & Managers Association

- No concerns reported

Calgary

Reasons for Recommendation

- Provides additional signage opportunities for Calgary Transit
- Revenues to potentially offset transit fare increases
- Augment funding for service delivery

- Impacts mitigated:
  - New size rules (pedestrian scale)
  - Requiring lights to be turned off at night

Calgary

Administration Recommendation

Administration recommends that the Standing Policy Committee on Planning and Urban Development:

1. Direct Administration to:
   a) prepare an amending bylaw to Land Use Bylaw 1P2007, as outlined in Attachment1;
   b) prepare amendments to the Calgary Third Party Advertising Sign Guidelines, as outlined in Attachment 3; and
   c) forward this report, with the proposed bylaw and guideline amendments, directly to the 2018 June11 Public Hearing of Council to accommodate the required advertising.