

Calgary



**PUD2018-0381
Advertising Signs on Transit
Property**

**Council Public Hearing
2018 June 11**



June 11, 2018 | PUD2018-0381 Advertising Signs on Transit Property

CITY OF CALGARY
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IN COUNCIL CHAMBER

JUN 11 2018

ITEM: DUD2018-0381
Distribution
CITY CLERK'S DEPARTMENT

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:

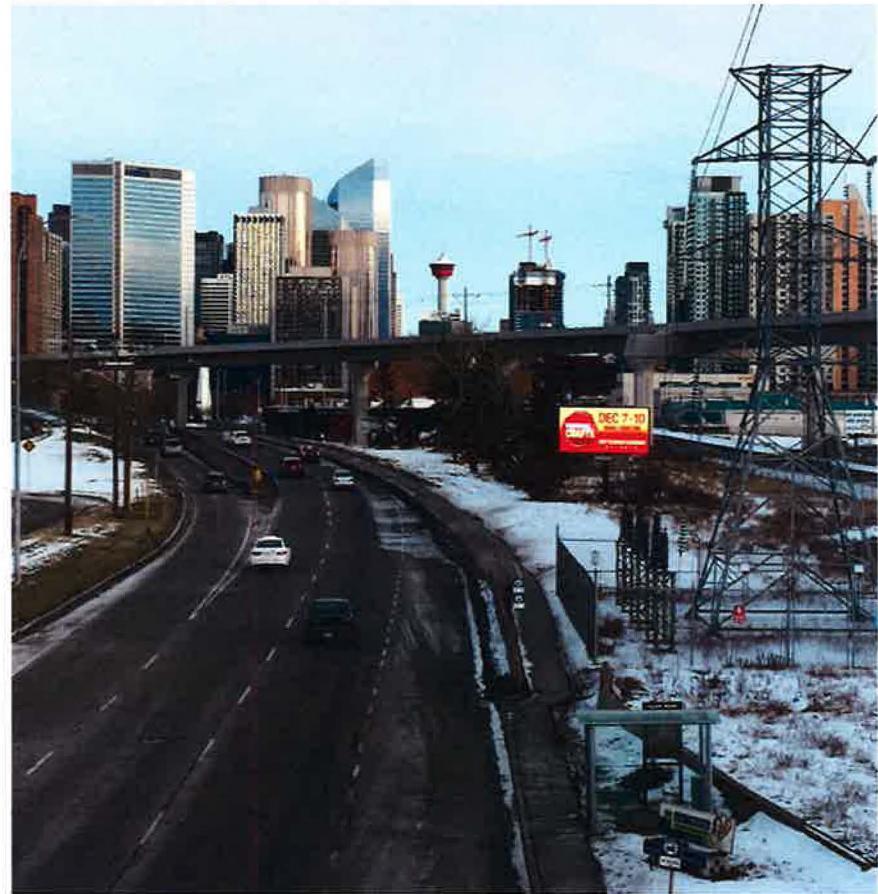
- Updates to policy
- Location criteria
- Relaxation guidance

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



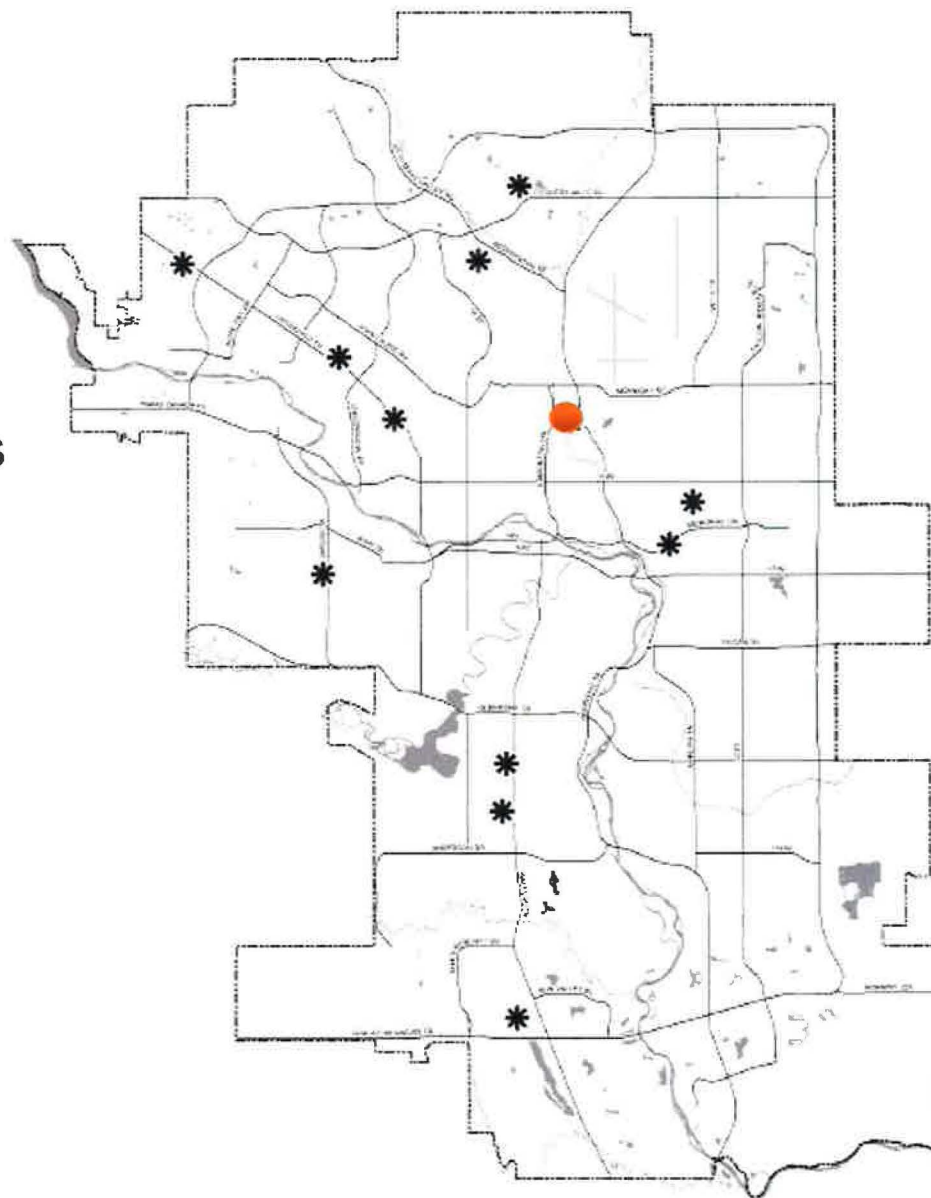
Legend



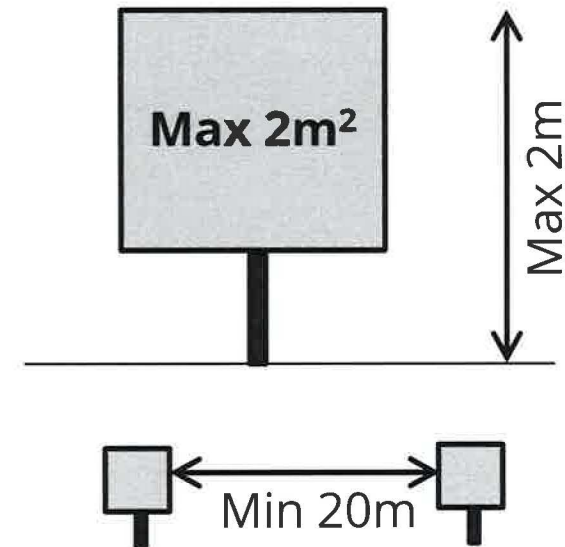
Park & Ride
parcels



Spring Gardens
Garage



- 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.



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.





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



- 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



Standing Policy Committee on Planning and Urban Development Recommendation

The Standing Policy Committee on Planning and Urban Development:

1. Recommends that Council hold a Public Hearing and adopt and give three readings to the proposed amending bylaw.
2. Recommends that Council adopt by resolution, amendments to the Calgary Third Party Advertising Sign Guidelines in Attachment 3.