

Planning & Development Report to  
Calgary Planning Commission  
2018 December 13

ISC: UNRESTRICTED  
Corrected CPC2018-1409

**Land Use Amendment in North Airways (Ward 10) at 2003 McKnight Boulevard  
NE, LOC2018-0198**

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**EXECUTIVE SUMMARY**

This application was submitted by Pattison Outdoor Advertising on 2018 August 29 on behalf of the landowner Heritage Christian Education Society Calgary. This application proposes to change the designation of the subject site from DC Direct Control District based on the Special Purpose – Community Institution (S-CI) District to DC Direct Control District based on the Special Purpose – Community Institution (S-CI) District to remove a restriction on development approvals for third party and digital third party advertising signs to accommodate an existing sign.

This proposal aligns with the applicable polices of the *Municipal Development Plan* and *Calgary Third Party Advertising Sign Guidelines*.

A development permit was submitted on 2018 April 19 by Pattison Outdoor Advertising and is on hold pending the outcome of this land use amendment.

**ADMINISTRATION RECOMMENDATION:**

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

1. **ADOPT**, by bylaw, the proposed redesignation of 0.006 hectares ± (0.015 acres ±) located at 2003 McKnight Boulevard NE (Portion of Plan 0310625, Block 1, Lot 17) from DC Direct Control District **to** DC Direct Control District based on the Special Purpose – Community Institution (S-CI) District to accommodate an existing third party and digital third party advertising sign, with guidelines (Attachment 2); and
2. Give three readings to the proposed bylaw.

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**RECOMMENDATION OF THE CALGARY PLANNING COMMISSION, 2018 DECEMBER 13:**

That Council hold a Public Hearing; and

1. **ADOPT**, by bylaw, the proposed redesignation of 0.006 hectares ± (0.015 acres ±) located at 2003 McKnight Boulevard NE (Portion of Plan 0310625, Block 1, Lot 17) from DC Direct Control District to DC Direct Control District based on the Special Purpose – Community Institution (S-CI) District to accommodate an existing third party and digital third party advertising sign, with guidelines; and
2. Give three readings to **Proposed Bylaw 44D2019**.

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Excerpt from the Minutes of the Regular Meeting of the Calgary Planning Commission, held 2018 December 13:

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“A clerical correction was noted to the Cover Report, on page 4 of 7, in the third paragraph of the 'Land Use' section by deleting both instances of "19 Street NE" and by substituting with "Deerfoot Trail NE". ”

### PREVIOUS COUNCIL DIRECTION / POLICY

None.

### BACKGROUND

Pattison Outdoor Advertising submitted this application to The City of Calgary on 2018 August 29 on behalf of the owners, Heritage Christian Education Society. This application seeks to redesignate a small portion of the subject parcel DC Direct Control District to accommodate an existing third party and digital third party advertising sign.

On 2018 April 19 a development permit was submitted to renew the temporary approval of the third party and digital third party advertising sign on this site. However, the applicant was informed that the current Direct Control District did not allow for development permit approvals beyond 2017 December 31. A land use amendment is required to allow further development permit approvals on this site.

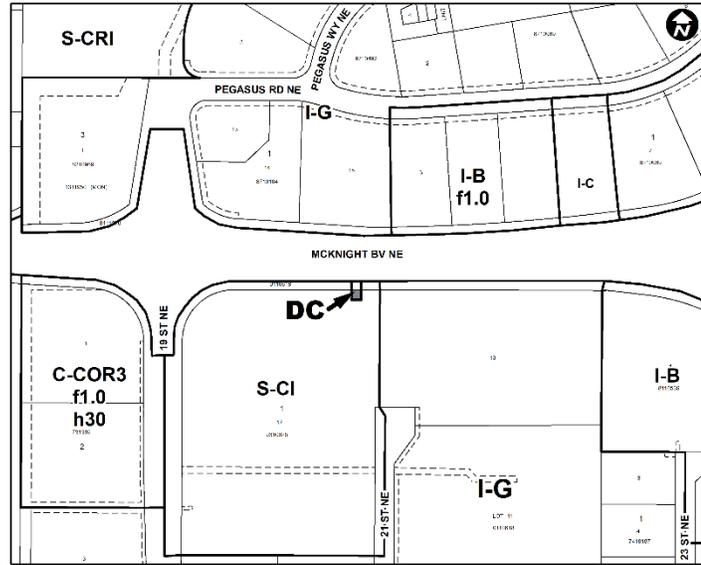
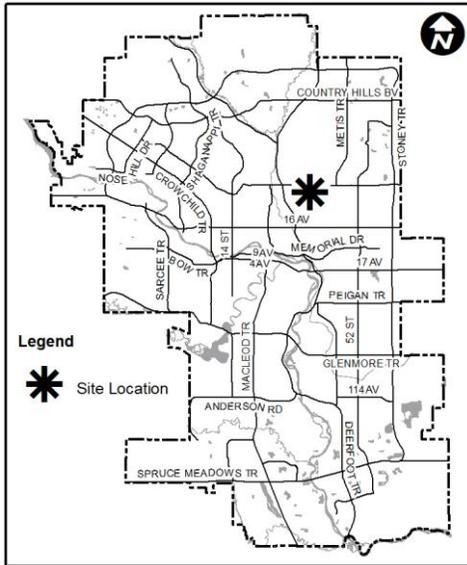
The existing sign structure was originally approved with a development permit in 1998 (DP1998-2243). The parcel carried an I-2 General Light Industrial District zoning under 2P80 at the time and the third party advertising sign (Sign – Class F) was a listed use. This temporary approval expired in 2003. In 2008, Land Use Bylaw 1P2007 became effective and the land use district on the subject site was transitioned to Special Purpose – Community Institution (S-CI) District based on the presence of the private school. The S-CI District did not list third party advertising signs as a use in the district. Thus, a land use amendment to a Direct Control District to accommodate the sign was approved by Council in 2011 (LOC2009-0096). The provision limiting development approvals to no later than 2017 December 31 was added by Calgary Planning Commission to account for impending updates to Bylaw 1P2007 that were intended to regulate digital technology city wide.

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Location Maps



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### Site Context

The subject site is a portion of land encompassing an existing third party and digital third party advertising sign (one structure) located adjacent to McKnight Boulevard NE in the industrial community of North Airways. The remainder of the site is occupied by a private school. Adjacent uses include industrial buildings to the east, industrial with support commercial to the north, across McKnight Boulevard, and a hotel to the west across 19 Street NE.

### INVESTIGATION: ALTERNATIVES AND ANALYSIS

This land use amendment is intended to accommodate the existing third party and digital third party sign located on a portion of the subject parcel which also contains a private school. This investigation considered the rationale for past development decisions for this sign. While Administration previously recommended refusal of the DC Direct Control District that exists on the site now, some of the contextual conditions have changed. This review in addition to the consideration provided in the following sections, has led to Administration's support for the proposed recommendation.

### Planning Considerations

The evaluation of this land use amendment application referenced historical records, site context, and the proposal's alignment with relevant policies and bylaws.

### Land Use

The subject portion of the site is currently designated DC Direct Control District based on the Special Purpose – Community Institution (S-CI) District with the additional uses of third party advertising sign and digital third party advertising sign. The DC also contains locational rules to allow for the existing sign. A “sunset clause” restricting development approvals to only be issued until 2017 December 31 was included in the DC to allow the existing sign to remain while the City of Calgary finished its review and recommendations for rules around digital third party advertising signs.

The proposed DC Direct Control District is also based on the Special Purpose – Community Institution (S-CI) District adding the uses of third party advertising sign and digital third party advertising sign. Additional rules in the DC District exempts the signs from meeting specific locational rules in 1P2007 to accommodate the existing location of the sign, such as setbacks from the property line and proximity to other third party advertising signs. These rules were not applicable when this sign was originally approved in 1998.

The proposed DC Direct Control District also exempts the sign from the 1P2007 prohibition of third party and digital third party advertising signs along McKnight Boulevard NE between **Deerfoot Trail** NE and Barlow Trail NE. In 2000, an amendment to the land use bylaw 2P80 added McKnight Boulevard NE from **Deerfoot Trail** NE to Barlow Trail NE to the list of prohibited sign locations for third party advertising signs. The rational was that this stretch

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“represents an important entranceway to the City with respect to the airport and provides a first impression for visitors” (M-2000-019). Since then, the Barlow Trail NE access to the Calgary International Airport terminal has been closed and the main airport access for visitors is along Airport Trail NE.

### ***Development and Site Design***

The sign is existing and the development permit process will continue to review its suitability to the context through temporary approvals as regulated by the Land Use Bylaw.

### ***Environmental***

There are no environmental concerns associated with the site or this proposal.

### ***Transportation***

A Transportation Impact Assessment was not required as part of this application.

### ***Utilities and Servicing***

Services exist for this site. No changes to servicing are proposed.

### **Stakeholder Engagement, Research and Communication**

In keeping with Administration’s practices, this application was circulated to stakeholders and notice posted on-site. Notification letters were sent to adjacent landowners and the application was advertised online.

There is no community association in the area and no comments were received as a result of the notice posting.

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

### **Strategic Alignment**

#### ***South Saskatchewan Regional Plan (Statutory, 2014)***

The recommendation by Administration in this report has considered and is aligned with the policy direction of the *South Saskatchewan Regional Plan*.

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### ***Municipal Development Plan (Statutory, 2009)***

The *Municipal Development Plan* identifies good urban design in city building as an important means toward achieving a livable, attractive, memorable and functional city. Section 2.4.1 provide policies towards creating a beautiful city and include considerations of such aspects as civic image, views and vistas, gateways, and urban design excellence.

The review of this application concluded that the existing sign does not contravene these principles as it does not confuse way-finding and fits within the surrounding context.

### ***Calgary Third Party Advertising Sign Guidelines (Non-statutory, 2012)***

The *Calgary Third Party Advertising Sign Guidelines* were approved by Council to provide support on the appropriate use and location of third party advertising signs in Calgary.

Principles for third party sign locations prioritize locating these signs in commercial and industrial land use districts, preferably on properties adjoining arterial streets, industrial arterial streets, urban boulevards, and a limited number of skeletal roads. The existing site is facing McKnight Boulevard, which is considered a skeletal road by the *Municipal Development Plan*'s Map 3 Road and Street Network. Surrounding development is characteristic of commercial and industrial land uses despite the subject site's Special Purpose – Community Institution (S-CI) District land use.

The guidelines advise that third party advertising signs must not be located at the major road entrance points to Calgary or along thoroughfares that pass through or adjacent to primarily residential communities. Views and vistas of Calgary's downtown skyline, the Foothills and Rocky Mountains are to be maintained. In this case, the subject site is not along an entryway or an entryway route as identified in the *Improving Calgary's Entranceways* guidelines or the *Municipal Development Plan*. Also, the change in access to the Calgary International Airport with the closure of Barlow Trail means that visitors are less likely to use this route when entering or leaving Calgary via the airport.

The location of this sign does not create an obstruction to vision or contribute to visual confusion with official traffic control devices.

### **Social, Environmental, Economic (External)**

The proposed land use amendment will allow the third party advertising to remain which contributes to creating a prosperous economy.

### **Financial Capacity**

#### ***Current and Future Operating Budget:***

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

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***Current and Future Capital Budget:***

The proposed land use 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 and operational and/or land use risks which have been identified will be managed at the time of development permit.

**REASONS FOR RECOMMENDATIONS:**

The proposal is in keeping with the applicable policies in the *Municipal Development Plan* and the *Calgary Third Party Advertising Sign Guidelines*. The proposed DC Direct Control District based on the Special Purpose – Community Institution (S-CI) District will allow for the continuation of an existing third party and digital third party advertising sign with temporary development approvals as regulated in the Land Use Bylaw.

**ATTACHMENT(S)**

1. Applicant's Submission
2. **Proposed Bylaw 44D2019**