

**REPORT TO THE SUBDIVISION AND  
DEVELOPMENT APPEAL BOARD**

<b>DATE:</b> October 31, 2024	<b>APPEAL NO.:</b> SDAB2024-0062 <b>FILE NO.:</b> DP2024-02136
<b>APPEAL BY:</b> Marcus Caney of Pattison Outdoor Advertising, represented by Rick Grol	
<b>FROM A DECISION OF THE DEVELOPMENT AUTHORITY for a</b>  Temporary Use: Sign - Class F & G (Third-Party Advertising Sign - south face, Digital Third- Party Advertising Sign - north face)  was refused at <u>4307 Blackfoot Trail SE.</u>	<b>LAND USE DESIGNATION: I-G</b>  Discretionary
<b>COMMUNITY OF:</b> Manchester Industrial	<b>DATE OF DECISION:</b> September 24, 2024
<b>APPLICANT:</b> Marcus Caney of Pattison Outdoor Advertising, represented by Rick Grol	<b>OWNER:</b> Bruce Gerald Hagel

**Notes:**

- Notice has been given of the hearing pursuant to the *Municipal Government Act* and Land Use Bylaw, including notices to parties who may be affected by the appeal. The final determination of whether a party is an “affected person” will be made by the Board if required.
- This Report is provided as a courtesy only. The Board’s record may include additional materials, including notifications to affected parties and correspondence of a procedural or administrative nature. The Board’s record may be viewed at the Appeal Board office at: 4<sup>th</sup> Floor, 1212 31 Avenue NE, Calgary, Alberta during regular office hours.

In accordance with Sections 678 and 686 of the Municipal Government Act and The City of Calgary Bylaw 25P95, as amended, an appeal to the Subdivision and Development Appeal Board must be filed within the legislated time frame and each Notice of Appeal must be accompanied by the legislated fee.

Municipal Address of Site Under Appeal [required]	4307 BLACKFOOT TR SE
Development Permit/Subdivision Application/File Number [required]	DP2024-02136
Name of Appellant [required]	Pattison Outdoor Advertising
Agent Name (if applicable)	Rick Grohl
Street Address [required]	274-1011 9th Avenue SE
hdnFullAddress	274-1011 9th Avenue SE Calgary AB T2G 0H7
City [required]	Calgary
Province [required]	Alberta
Postal Code [required]	T2G 0H7
Residential Phone # [required]	(780) 902-0527
Business Phone #	(780) 669-7710
Email Address [required]	mcaney@pattisonoutdoor.com

## APPEAL AGAINST

Required field. Check one item only: for multiple appeals you must submit another Notice of Appeal.

Development Permit Refusal

I do hereby appeal the decision of the Subdivision/Development Authority for the following reasons [required]

Please find attached Schedule A - Reasons for Appeal

In order to assist the Board in scheduling, please answer the following questions to the best of your ability:

Estimated Presentation Time                      1.5 hours

Will you be using an agent/legal counsel? [required]                      Yes

Do you anticipate any preliminary issues with your appeal? (i.e. jurisdiction, parties status as affected persons, adjournment, etc.)? [required]                      No

If yes, what are the issues?

Do you anticipate bringing any witnesses/experts to your hearing? [required]                      Yes

If yes, how many will you be bringing?                      2

*I confirm and acknowledge that*

- *I have read and understood this form;*
- *The information I have provided is accurate to the best of my knowledge; and*
- *I am responsible for paying the appeal fee and my notice of appeal will not be considered filed until my appeal fee has been received.*

Submission Date    2024-10-10 10:12:16 MST

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*This personal information is collected under the authority of the Freedom of Information and Protection of Privacy Act, section 33(c) and the Municipal Government Act, Sections 678 and 686. THIS INFORMATION WILL BE USED FOR PROCESSING YOUR APPEAL AND WILL BECOME PART OF A PUBLIC AGENDA. If you have any questions regarding the collection of this information, contact the Tribunal Coordinator, City Appeal Boards at 403-268-5312 or PO Box 2100, Stn "M", #8110, Calgary, AB, T2P 2M5.*

If you require further information regarding appeal deadlines and procedures, please contact the SDAB office at:

Website: [calgary.ca/sdab](https://calgary.ca/sdab)

Phone: (403) 268-5312

Email: [info@calgarysdab.ca](mailto:info@calgarysdab.ca)

## Schedule A

### Reasons for the Appeal

1. In refusing the development permit application, the Development Authority (DA) failed to properly:

- (a) Evaluate the application;
- (b) Exercise its discretion pursuant to the Land Use Bylaw;
- (c) Apply the applicable Land Use Bylaw provisions that govern the site;
- (d) Have regard to the applicable plans and policies affecting the parcel;
- (e) Review the merits of the application for the proposed development; and
- (f) Apply sound planning principles.

2. The proposed Third Party Advertising Sign (double sided, one static face/panel "Sign-Class F" and one digital face/panel "Sign-Class G") replaces a double sided static Third Party Advertising Sign that existed in the same location for many years without interruption. The DA renewed development permits for the existing sign and granted required Bylaw relaxations.

3. We respectfully disagree with the DA's review and assessment of the development permit application. The DA incorrectly determined that the digital face/panel of the proposed sign would pose a public safety risk and that rotating messages of the LED sign would be a distraction for drivers. There is no evidence that digital signs are more distracting than static third party advertising signs.

4. In our opinion, the location is an appropriate location for a third party advertising sign and the proposed sign is compatible with the adjacent developments. The proposed sign does not materially interfere with or affect the use, enjoyment and value of neighboring properties, and does not unduly interfere with the amenities of the neighborhood. At the hearing we will provide supporting evidence that demonstrates that the test for Bylaw relaxation is met and that the proposed sign is consistent with the Calgary Third Party Advertising Guidelines.

5. Such other grounds as may be submitted prior to and at the hearing.

6. We respectfully request that this appeal be scheduled for a Procedural and Jurisdictional Hearing. We require full disclosure from the DA regarding the DP application materials and all circulation reviews by City departments and other stakeholders, before being able to submit our written submissions for the merit hearing.

Respectfully,



Marcus Caney  
Senior Leasing Representative  
Pattison Outdoor Advertising

**From:** [Marcus Caney](#)  
**To:** [Calgary SDAB Info](#)  
**Cc:** [Rick Grol](#)  
**Subject:** [External] RE: Notice of Hearing: SDAB2024-0062 (4307 Blackfoot Trail SE, DP2024-02136)  
**Date:** Tuesday, October 15, 2024 10:46:08 AM  
**Attachments:** [image.png](#)  
[image.png](#)

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ATTENTION: Do not click links or open attachments from external senders unless you are certain it is safe to do so. Please forward suspicious/concerning email to [spam@calgary.ca](mailto:spam@calgary.ca)

Hello,

Our firm, Pattison Outdoor Advertising, is the appellant of appeal SDAB2024-0062 and Applicant of development permit application DP2024-02136 (regarding 4307 Blackfoot Trail SE. Temporary Use: Sign - Class F & G (Third-Party Advertising Sign - south face, Digital Third-Party Advertising Sign - north face). This appeal is scheduled for a Procedural & Jurisdictional hearing on October 31, 2024. Please be advised that Mr. Rick Grol (cc-ed herein) has been retained as the agent/representative for the appellant/applicant.

Thanks,

**Marcus Caney**

Senior Leasing Representative, Edmonton & Northern Alberta

**PATTISON Outdoor Advertising**

#390, 14055 West Block Drive NW

Edmonton, AB T5N 1L8

Direct: 780-669-7710

Mobile: 780-902-0527



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**From:** Calgary SDAB Info <[Info@calgarysdab.ca](mailto:Info@calgarysdab.ca)>

**Sent:** Friday, October 11, 2024 3:33 PM

**Cc:** Calgary SDAB Info <[Info@calgarysdab.ca](mailto:Info@calgarysdab.ca)>

**Subject:** [EXTERNAL] Notice of Hearing: SDAB2024-0062 (4307 Blackfoot Trail SE, DP2024-02136)

**This is an EXTERNAL email**

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**SDAB2024-0062**

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Hello,

Please see the attached documents pertaining to the upcoming Procedural & Jurisdictional hearing for **SDAB2024-0062**.

If you wish to participate in the hearing, you may do so by visiting our website at [www.calgarysdab.ca](http://www.calgarysdab.ca).

The video conference link, phone in number and access code are located at the bottom of our homepage and are also available on the Upcoming Meetings page.

Thank you,

SDAB Admin  
Municipal Boards & Governance  
Office: 4th Flr, 1212 31 Avenue NE  
Mail: PO Box 2100, Station M, MC #8110 | Calgary, AB T2P 2M5  
General Phone Line: 403.268.5312 | [calgarysdab.ca](http://calgarysdab.ca)

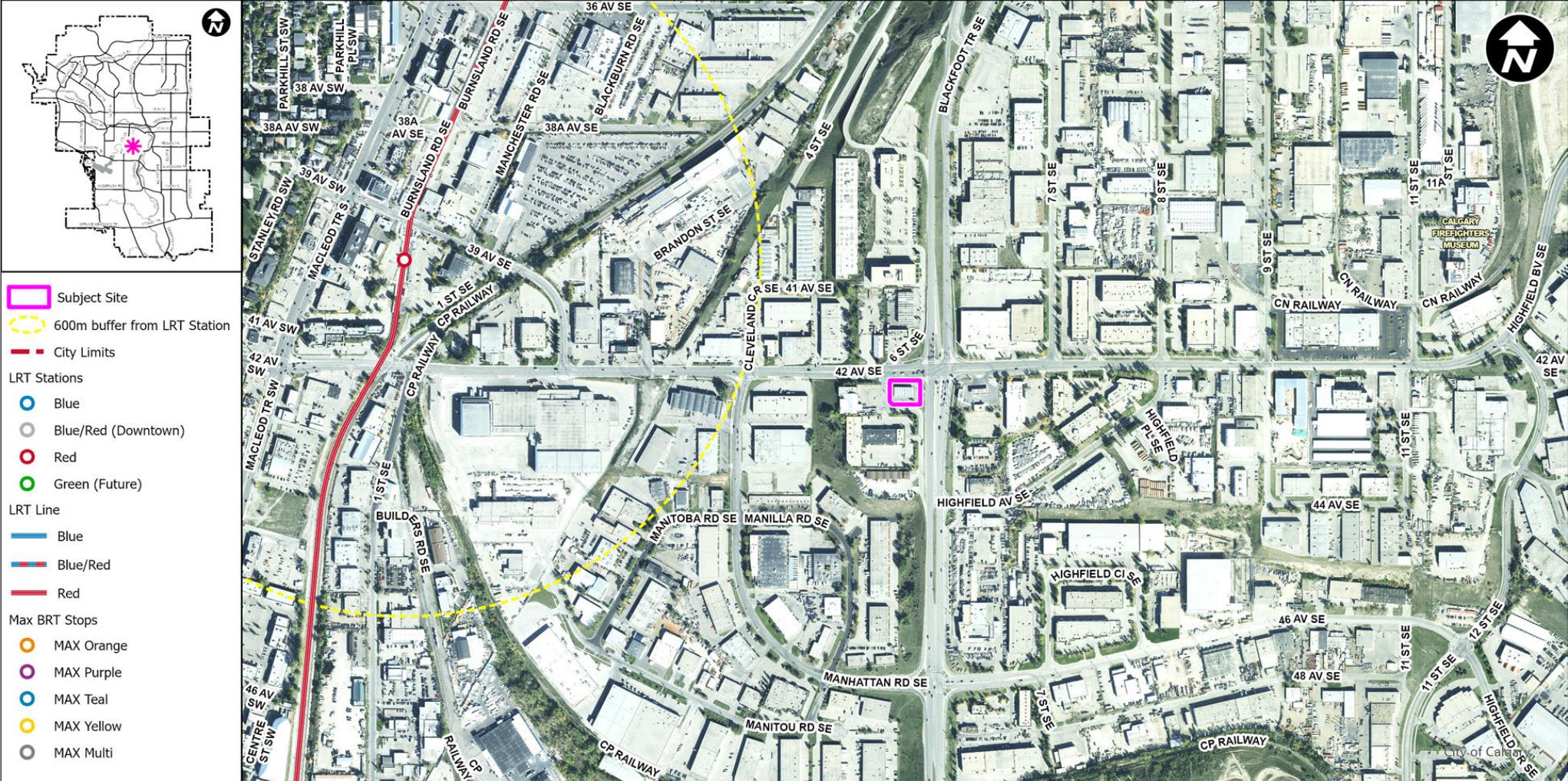
**SDAB Admin**  
Municipal Boards & Governance  
Office: 4<sup>th</sup> Flr, 1212 31 Avenue NE  
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General Phone Line: 403.268.5312 | [calgarysdab.ca](http://calgarysdab.ca)

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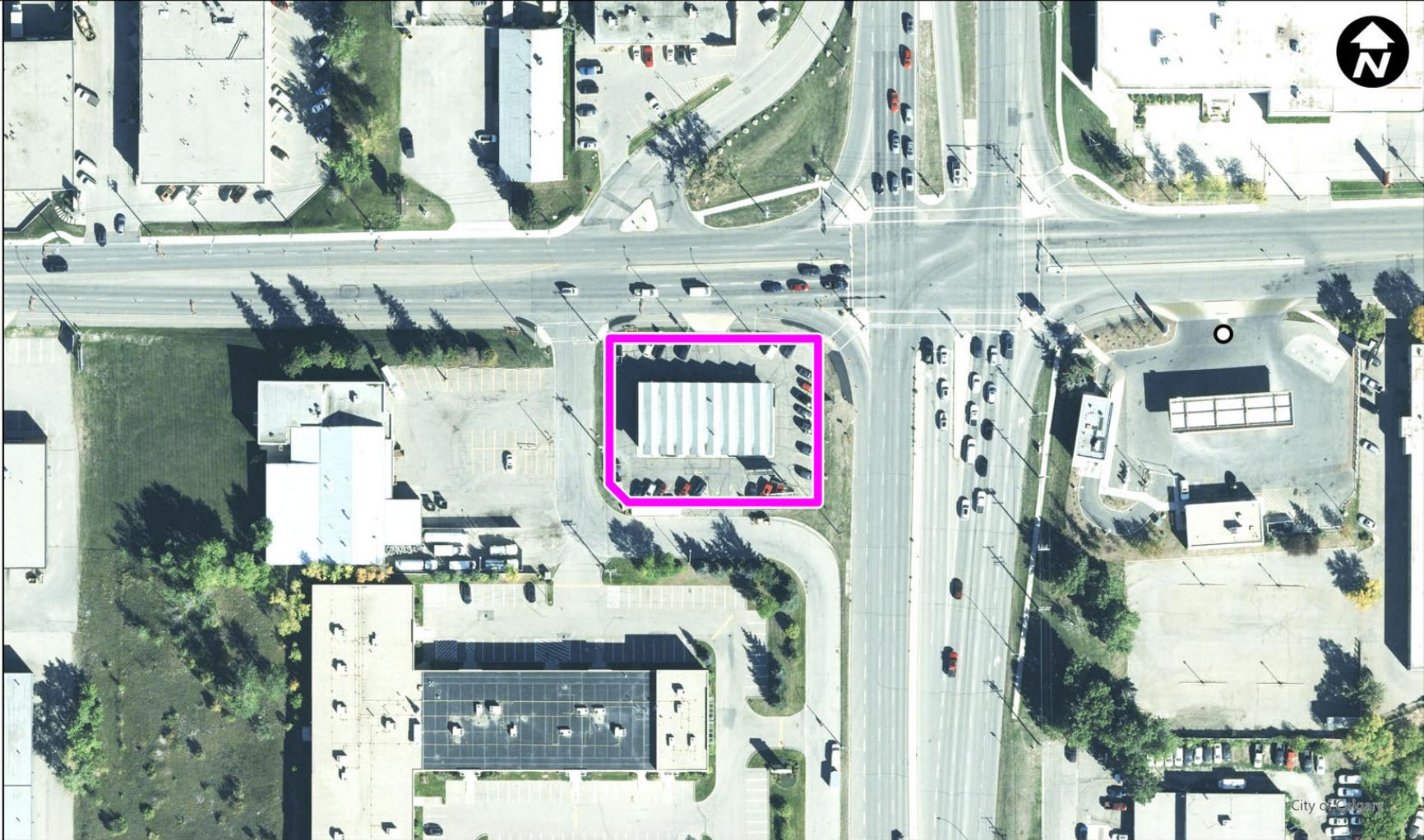
Email from outside Pattison, Proceed with caution while opening attachments and URL

### Community Context SDAB2024-0062

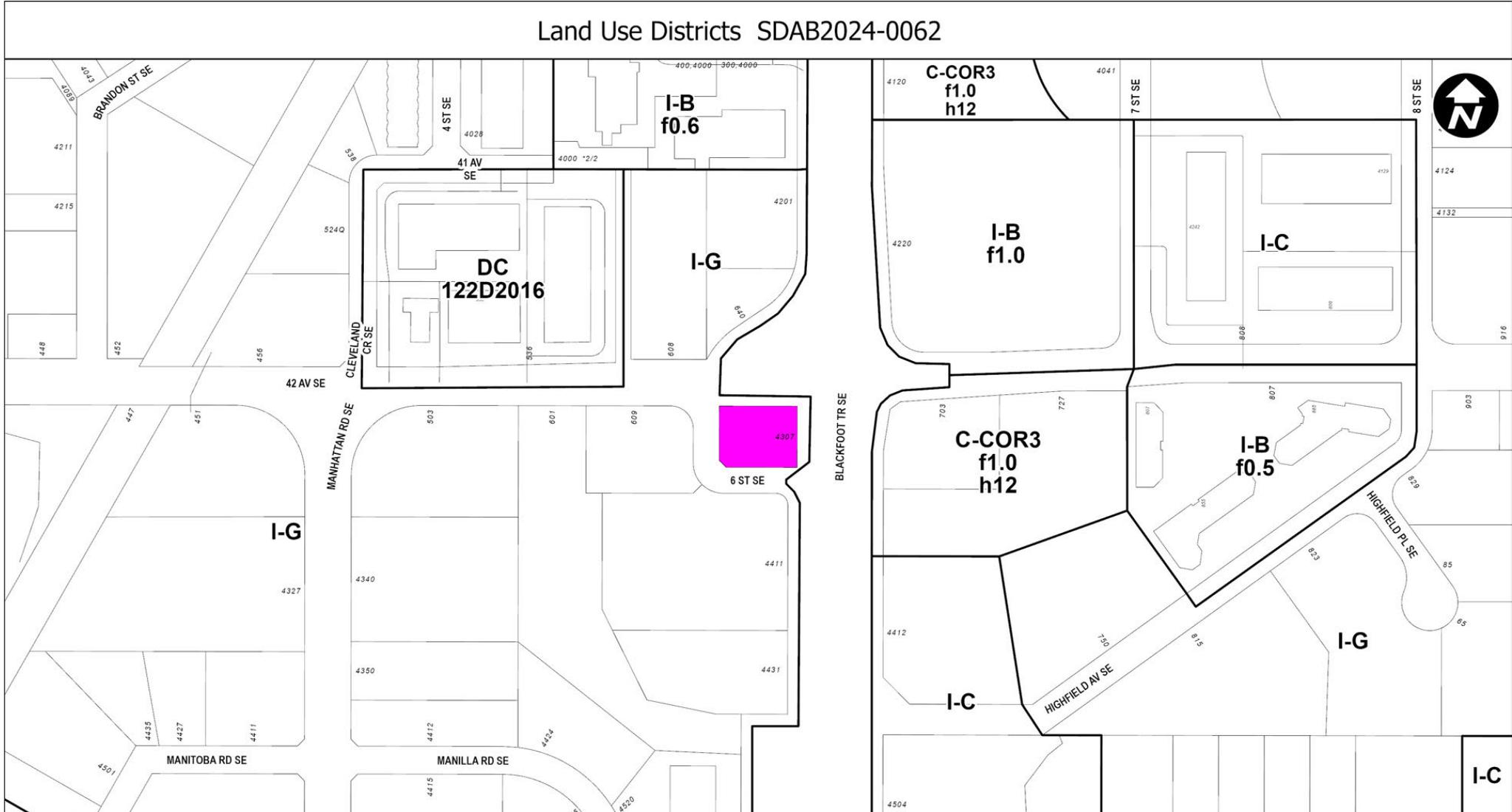


Site Context SDAB2024-0062

- Subject Site
- 600m buffer from LRT Station
- City Limits
- LRT Stations
  - Blue
  - Blue/Red (Downtown)
  - Red
  - Green (Future)
- LRT Line
  - Blue
  - Blue/Red
  - Red
- Max BRT Stops
  - MAX Orange
  - MAX Purple
  - MAX Teal
  - MAX Yellow
  - MAX Multi
  - Bus Stop

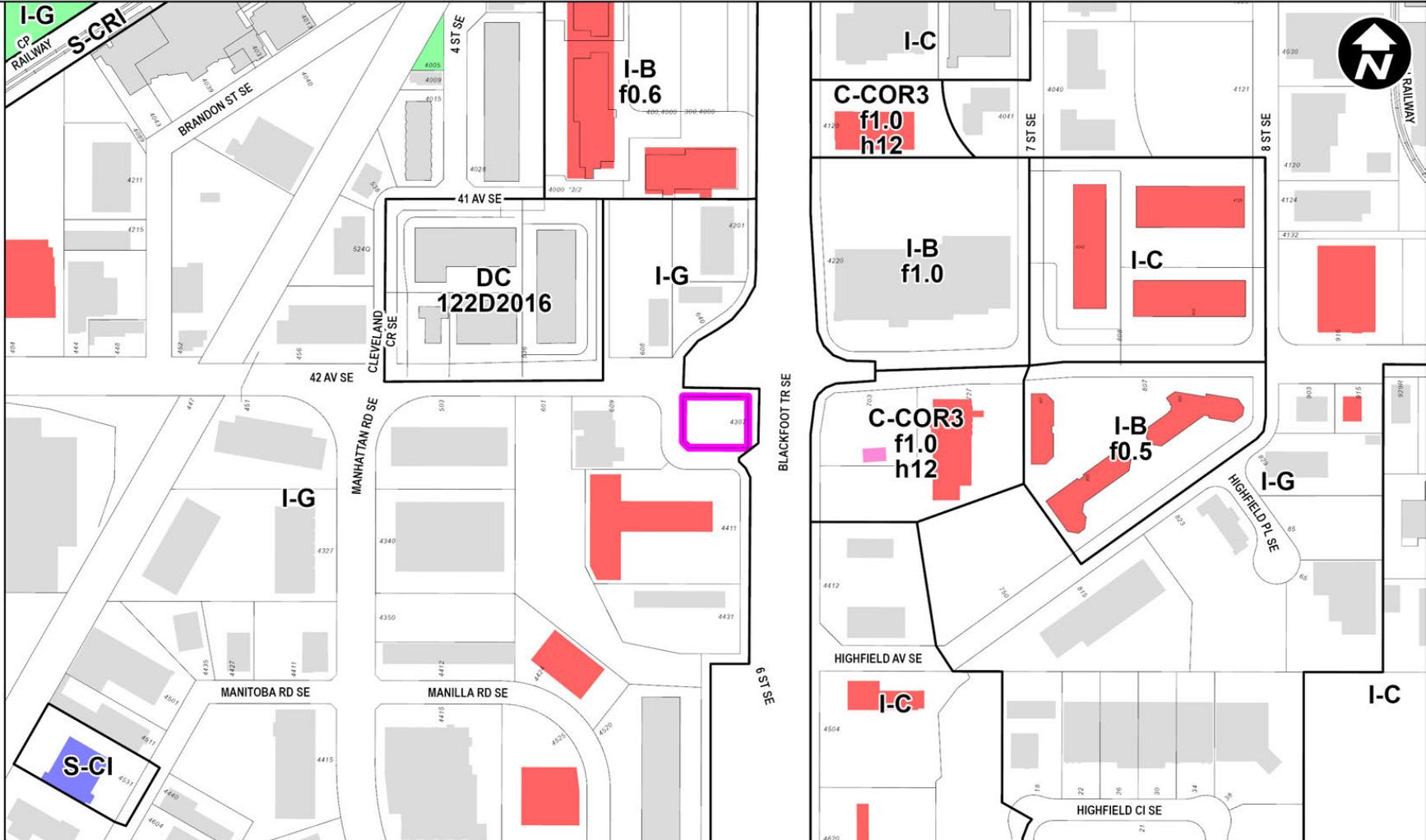


Land Use Districts SDAB2024-0062



Surrounding Land Use SDAB2024-0062

-  Subject Site
-  Land Use Designation Polygons
-  Single Detached Dwelling
-  Semi-Detached/Duplex Dwelling
-  Rowhouse/Multi-Residential
-  Commercial
-  Heavy Industrial
-  Light Industrial
-  Parks & Openspace
-  Service Station
-  Vacant
-  Transportation, Communication, and Utility
-  Rivers, Lakes
-  Public Service





September 24, 2024

CANEY, MARCUS



**RE: Notification of Decision for DP2024-02136**  
**Subject: Temporary Use: Sign - Class F & G (Third Party Advertising Sign - south face, Digital Third Party Advertising Sign - north face)**  
**Address: 4307 BLACKFOOT TR SE**

This is your notification of the decision by the Development Authority to refuse the above noted Development Permit application on September 24, 2024. Attached are the Reasons for Refusal.

If you wish to appeal, submit your appeal with reasons and the \$200.00 filing fee to the Subdivision and Development Appeal Board within 21 days of this notice of decision being given. The appeal may be filed online at [www.calgarysdab.ca](http://www.calgarysdab.ca) or in person or by mail.

Should you have any questions or concerns, please contact me at 403-651-5459 or by email at [Mathew.Wilkinson@calgary.ca](mailto:Mathew.Wilkinson@calgary.ca).

Sincerely,

MATHEW WILKINSON  
Senior Planning Technician  
Planning and Development



DEVELOPMENT PERMIT  
LAND USE BYLAW NO 1P2007

DP2024-02136

This permit relates to land in the City of Calgary municipally described as:

**4307 BLACKFOOT TR SE**

Community: **Manchester Industrial**

L.U.D.:I-G

and legally described as:

**486HV;1**

**VOID**

and permits the land to be used for the following development:

**Temporary Use: Sign - Plans F-10 (Third Party Advertising Sign - South face, Digital Third Party Advertising Sign - North face)**

**REFUSED**

The present owner and any subsequent owner of the above described land must comply with any attached conditions.

The development has been approved subject to any attached conditions and to full compliance with the approved plans bearing the stamp of approval and the above development permit number.

Decision By: **Development Authority**

Date of Decision: **September 24, 2024**

Development Authority: **Michele Yakemchuk**

File Manager: **Mathew Wilkinson**

Release Date: \_\_\_\_\_

**This permit will not be valid if development has not commenced by:**

**This is NOT a Building Permit**

In addition to your Development Permit, a Building Permit may be required, prior to any work commencing. further information, you should contact the City of Calgary, Planning, Development & Assessment - Building Regulations Division.

**WARNING**

**This permit does not relieve the owner or the owner's authorized agent from full compliance with the requirements of any federal, provincial or other municipal legislation, or the terms and conditions of any easement, covenant, building scheme or agreement affecting the building or land.**

Applicant: **CANEY, MARCUS**

Address:

City:

Phone:





**DEVELOPMENT PERMIT  
LAND USE BYLAW NO 1P2007**

**DP2024-02136**

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**Complete Address and Legal Description listing for Development Permit DP2024-02136**

<b>Address Type</b>	<b>Address</b>	<b>Legal Description</b>
Building	4307 BLACKFOOT TR SE	
Parcel	4307 BLACKFOOT TR SE	486HV;1



## The City of Calgary

Planning & Development Services

Development & Subdivision Application Services

### Reasons for Refusal for DP2024-02136

This document summarizes the development permit review and refusal reasons and includes information about the application process, Land Use Bylaw relaxations and other supporting information for the decision.

#### Proposed Use

This application seeks approval for a double-sided Third-Party Advertising Sign, at 4307 Blackfoot TR SE in the community of Manchester Industrial. The sign will have a digital panel on the north side (Sign – Class G) and a static panel on the south side (Sign – Class F). The proposed sign is intended to replace an existing double-sided Sign-Class F. The parcel is designated I-G; Industrial-General District under Land Use Bylaw 1P2007. Sign – Class F and Sign – Class G are discretionary uses in the I-G District.

#### Planning Review and Analysis

During the review, the Development Authority considered the rules of the Land Use Bylaw, the Calgary Third Party Advertising Guidelines and the expertise provided by the City Traffic Engineer. Also considered were the compatibility and impact of the proposed development concerning the area context.

The sign is located 5.79 metres from the east property line which runs parallel to Blackfoot Trail. It is intended to be viewed by northbound and southbound drivers on Blackfoot Trail. Each sign panel will be 6.09 metres wide by 3.05 metres high with a sign area of 18.58 square metres. The overall height of the structure will be 8.3 metres when measured from grade. This application is proposing to change the north facing static sign to a digital sign.

Promoting public safety, preventing sign proliferation, and protecting the visual environment from unsuitable signs are priorities of the Calgary Third Party Advertising Sign Guidelines (Guidelines). To achieve these priorities, the policy provides guidance on where and how third party advertising signs can be placed and considers the expertise of Traffic Engineering during the development permit process. The Guideline places a high value on public safety, stating "Third Party Advertising Signs must be located on private property along streets in such a way that their location mitigates or avoids risk to public safety. The location should not create an obstruction to vision or contribute to visual confusion with official traffic control devices." The Guideline also states that "Applications will be circulated to the Transportation Department for review of visibility and public safety issues".

The City Traffic Engineer analyzed the impact of the proposed sign on traffic safety. Concerns were raised as the sign is located within a restricted area of the southbound travel lane, which is not advisable given the posted speed of Blackfoot TR SE in this area at 70 km/hr. The review identified that the proposed sign falls within the southbound travel lane restricted area and the sign is located within a driver's cone of vision along with the traffic control device, specifically the traffic signal. A driver traversing southbound along Blackfoot Trail approaching the intersection needs to pay attention not only the signal head but also to on-coming traffic along the side streets; pedestrian activity surrounding the road; and any other vehicles surrounding the driver.

The Land Use Bylaw requires signs to be at least 10.0 meters from a property line shared with a street with a posted speed limit of 70 km/hr. The proposed sign is 3.49 meters from the property line shared with a street with a posted speed limit of 70 km/hr.

The Guidelines aim to "maintain proper visibility of all signs and avoid visual sign clutter along the streetscape" by recommending that minimum separation distances between third-party advertising signs be maintained. This guideline is reflected in the rules of the Land Use Bylaw, which requires a separation distance of 300 metres between any digital message or digital third-party advertising sign facing the same street. A digital third-party advertising sign must also not result in more than two signs displaying third-party advertising at this size within a 225-metre radius.



**The City of Calgary**  
Planning & Development Services  
Development & Subdivision Application Services

The proposed sign is 216.4 metres of an existing Digital Third Party Advertising Sign and will result in 3 Third Party Advertising Signs facing the same traffic within a 225 metre radius.

As a Discretionary Use, sections 35, 36 and 37 were applied. The Development Authority believes that the proposed development does not comply with the policies, purpose statement, context, or the relaxation test. The Development Authority believes the sign's location and size are conflict with the policy and Land Use Bylaw, as it poses a public safety risk.

**Decision**

For the above-noted reasons, this application is refused.

*M. Yakemchuk*  
Michele Yakemchuk, Development Authority

September 24, 2024  
Date



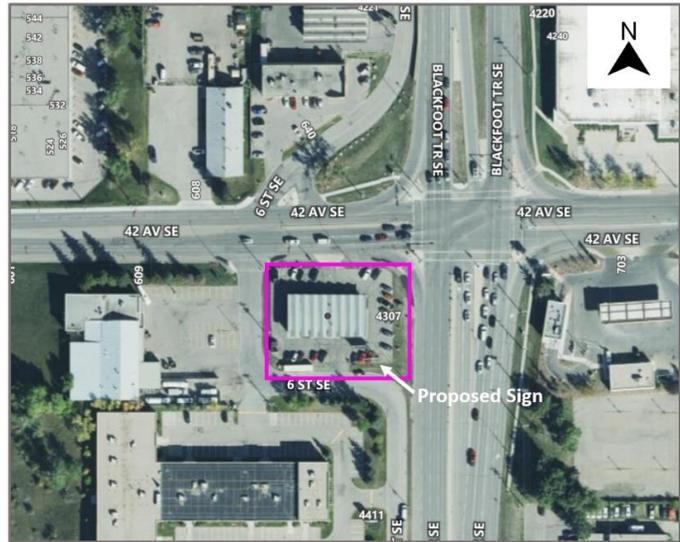
## Attachments for DP2024-02136

### Site and Context

The parcel is listed on the Inventory of Evaluated Historic Resources as the building, [Bank of Montreal, Highfield Branch](#) is significant for its distinct architecture.

The subject site is a stand alone parcel that shares property lines with 6 ST SE, 42 AV SE and Blackfoot TR SE.

The parcel accommodates one commercial building and its parking lot.



### Process

<b>Notice Posting</b>	Notice Posting was not required as per section 27 of the Land Use Bylaw.
<b>Circulation</b>	City Traffic Engineering Representative – Comments received. See below. Heritage Planning – Sign is not attached to main building. Ward 7 Councillor – No comments received.
<b>Public Responses Received</b>	None
<b>Bylaw Review</b>	The application does not comply with the bylaw as shown in the bylaw discrepancies table below.

### Key Land Use Bylaw Provisions

#### Discretionary Use Development Permit Application

**35** When making a decision on a *development permit* for a *discretionary use* the *Development Authority* must take into account:

- (a) any plans and policies affecting the *parcel*;
- (b) the purpose statements in the applicable land use district;
- (c) the appropriateness of the location and parcel for the proposed development;
- (d) the compatibility and impact of the proposed development with respect to adjacent development and the neighbourhood;
- (e) the merits of the proposed development;
- (g) access, parking and transportation requirements;
- (j) sound planning principles

#### Discretionary Use That Does Not Comply

**36 (1)** The *Development Authority* may approve a *development permit* application for a *discretionary use* where the proposed *development* does not comply with all of the applicable requirements and rules of this Bylaw if in the opinion of the *Development Authority*:



<p>(a) the proposed <b>development</b> would not unduly interfere with the amenities of the neighbourhood or materially interfere with or affect the use, enjoyment or value of neighbouring properties;</p> <p><b>Purpose</b></p> <p><b>67</b> This Division is intended to regulate <b>signs</b> in order to:</p> <ul style="list-style-type: none"> <li>(a) balance the need for signage and expression with safety and aesthetics;</li> <li>(b) support a hierarchy of <b>signs</b> which places informational and directional signs at a higher order than commercial <b>signs</b> through the regulation of the size, location and structure of <b>signs</b>;</li> <li>(c) provide many opportunities for identification of businesses and <b>buildings</b>; and</li> <li>(d) prevent sign proliferation, to ensure that the effectiveness of informational and identification signage is not undermined through visual clutter.</li> </ul> <p><b>Development Authority’s Discretion</b></p> <p><b>72 (2)</b> Where a type of <b>sign</b> is listed as a <b>discretionary use</b> in a District, the <b>Development Authority’s</b> exercise of discretion must be guided by the:</p> <ul style="list-style-type: none"> <li>(a) test for a relaxation referenced in section 36 where the relaxation of a rule is requested;</li> <li>(b) purpose statement of this Part;</li> <li>(c) rules relating to opportunities for signage;</li> <li>(d) character of the District where the <b>sign</b> is sought to be located; and</li> <li>(e) amount of signage in the nearby surroundings.</li> </ul>
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<b>Bylaw Discrepancies</b>		
	<b>Bylaw Requirement</b>	<b>Provided</b>
<b>73 Rules Governing All Signs</b>	(7) Signs must not be placed in or on motor vehicle parking stalls or loading stalls and must be placed to not reduce the number of motor vehicle parking stalls or loading stalls required pursuant to this Bylaw or a development permit	Plans show the sign panels will overhang parking stalls. Plans show the post will be in a no parking area.
<b>115.3 Siting of Digital Third Party Advertising Signs</b>	(3) A Digital Third Party Advertising sign: (a) must be located at least 300.0m from any other Digital Message Sign or Digital Third Party Advertising Sign when measured from the closest point of the sign containing the digital display to the closest point of another sign containing the digital display when the signs are facing the same oncoming traffic	Plans show the sign will be located 216.39m (-83.61m) from a Digital Third Party Advertising Sign facing the same oncoming traffic.
	3) A Digital Third Party Advertising sign: (b) must not be located within 75.0m of any Third Party Advertising Sign facing the same on-coming traffic and must not result in more than 2 signs displaying third party advertising greater than 4.6m in height and 4.5m <sup>2</sup> in area within a 225.0m radius of each other facing the same street;	Plans show the sign will result in 3 Third Party Advertising Signs within a 225m radius.
	(3) A Digital Third Party Advertising sign: (c) except where specified in subsection (d), must be located at least the following distances from any property line shared with a street: (ii) 10.0m where the posted speed limit of the public thoroughfare is 70 km/hr;	Plans show the sign is 5.79m (-4.21m) from the property line shared with a street.



	(6) A freestanding digital third party advertising sign must be separated from: (a) a Directional Sign, exceeding 3.0m <sup>2</sup> in sign area, in a street right-of-way; (c) the curblin e or edge of a major street, expressway or freeway, to the satisfaction of the General Manager transportation or his delegate.	Proposed sign is not supported by Traffic Engineer (GM Transportation delegate).
<b>115.5 General Rules for Digital Third Party Advertising Signs</b>	(6) The space between the faces of a double-faced digital third party advertising sign must be enclosed	The space between faces of the proposed double-faced digital third party advertising sign is not enclosed.

<h2 style="text-align: center;">Calgary Third Party Advertising Sign Guidelines</h2>	
<h3>4. Principles of Third Party Advertising Sign Regulations</h3> <p><b>(B) Location and Siting</b></p> <p>The appropriate location and placement of a Third Party Advertising Sign in an area produces a compatible relationship with other buildings, signs and the surrounding context. Achieving an appropriate distribution and spacing of Third Party Advertising Signs along a street or corridor promotes visibility, public safety and a sound streetscape. It also avoids creating visual sign clutter from the proliferation of too many signs.</p> <p><b>Principles</b></p> <p>III. The placement of a Third Party Advertising Sign on a property must satisfy appropriate minimum setbacks from other buildings and structures on the parcel, street edges and parcel lines, other Freestanding Signs, other Third Party Advertising Signs, and Digital Message Signs. This will reduce sign proliferation and clutter which should be discouraged.</p> <p>V. Along a street or corridor, minimum separation distances between Third Party Advertising Signs on different properties will maintain proper visibility of all signs and avoid visual sign clutter along the streetscape including the undue concentration of Third Party Advertising Signs along a street.</p> <p><b>(C) Size and Height</b></p> <p>Third Party Advertising Signs come in a variety of sizes. Third Party Advertising Sign size and height are factors for achieving an appropriate fit between the Third Party Advertising Sign with surrounding buildings and spaces so that it is in scale with its context and the character of the area.</p> <p><b>(D) Illumination and Operational Characteristics</b></p> <p><b>Principles</b></p> <p>V. Minimum separation distances between Digital Third Party Advertising Signs, Digital Message Signs and Third Party Advertising Signs will maintain proper visibility and prevent a proliferation of signs with automatically changing messages that could impact area aesthetics and the streetscape.</p> <p><b>(E) Development permit Review process</b></p> <p>The flexibility inherent in the development permit process for discretionary uses such as Third Party Advertising Signs allows The City to tailor the development permit approval to the specific circumstances of the location of the proposed Third Advertising Sign and its surrounding context.</p>	



The review of development permit applications involving Third Party Signs should take into account matters including: any relevant plans or policies, the suitability of the location and parcel for the Third Party Advertising Sign, compatibility and impact of the Third Party Advertising Sign on adjacent development, and principles of good planning.

**Principles**

- II. Applications will be circulated to the Transportation Department for review of visibility and public safety issues.
- III. Where a proposed Third Party Advertising Sign is located in an area that is subject to a specific policy or plan, any applicable policies on signage or urban design will be taken into consideration.

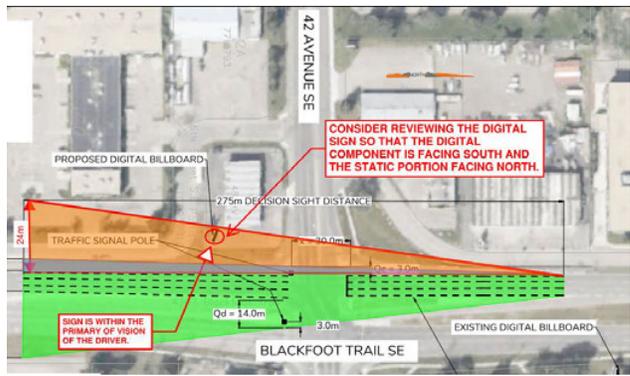
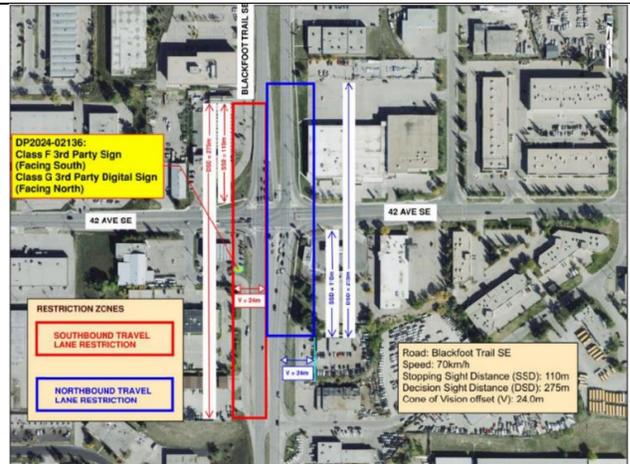
**Comments from Traffic Engineering**

Traffic engineering does not support the location of the proposed Class G digital sign. The sign is within the southbound travel lane restricted area (see attached PDF). We recommend that the digital portion of the two-way sign be switched (facing south instead of facing north). The proximity of the sign is deemed to be unsafe considering the posted speed of Blackfoot Trail SE in this region at 70 km/hr.

Mobility Operations is not in support of a digital sign located within a driver's cone of vision along with the traffic control device, specifically the traffic signal. A driver traversing southbound along Blackfoot Trail approaching the intersection needs to pay attention not only the signal head but also:

- On-coming traffic along the side streets;
- Pedestrian activity surrounding the road;
- Any other vehicles surrounding the driver

See sketch below highlighting the sign within a driver's 5-degree cone of vision, traveling southbound along Blackfoot Trail SE with a lateral offset of 24m and a design speed of 70 Km/hr.



# 21



## APPLICATION FOR A DEVELOPMENT PERMIT LAND USE BYLAW NO 1P2007

495897001-001  
Taken By:

Application Date **Mar 28, 2024**

**APPLICATION NO DP2024-02136**

I/We hereby make application for a Development Permit under the provisions of the Land Use Bylaw in accordance with these plans and supporting information submitted herewith and which form part of this application.

**Total Fees: \$0.00**

Cart #:

Applicant: **CANEY, MARCUS**

Address:

City:

Phone:

Parcel Address: **4307 BLACKFOOT TR SE**

Legal: **486HV;1**

Building Address: **4307 BLACKFOOT TR SE**

Legal:

L.U.D.: **I-G**

Community: **MANCHESTER INDUSTRIAL**

Sec. Number: **3C** Ward: **09**

Description: **Temporary Use: Sign - Class F & G (Third Party Advertising Sign - south face, Digital Third Party Advertising Sign - north face) Pattison Third Party Signs**

Proposed Development is: **Discretionary**

Proposed Use: **Sign - Class G**

I agree to receive correspondence via electronic message related to this application.

By signing below, I confirm that the contact information provided above is accurate and further, acknowledge the ability of the General Manager - Planning and Development to inactivate and cancel incomplete applications.

Applicant / Agent Signature: \_\_\_\_\_ Date: \_\_\_\_\_

The personal information on this form is being collected under the authority of The Municipal Government Act, Section 640, and The City of Calgary Land Use Bylaw 1P2007 (Part 2) and amendments thereto. It will be used for the permit review and inspection processes. It may also be used to conduct ongoing evaluations of services received from Planning, Development & Assessment. The name of the applicant and the nature of the permit will be available to the public. Please send inquiries by mail to the FOIP Program Administrator, Planning, Development & Assessment, PO Box 2100, Station M, Calgary, AB T2P 2H5 or contact us by phone at 311.

Track your application on-line with **VISTA** Go to: [www.calgary.ca/vista](http://www.calgary.ca/vista) and enter your **JOB ACCESS CODE (JAC) DP2024-02136** or call our Planning Support Centre at (403)268-5311.

## SDAB2024-0062



LAND TITLE CERTIFICATE

S  
 LINC                      SHORT LEGAL                      TITLE NUMBER  
 0015 421 365            486HV;1                      181 275 479 +1

LEGAL DESCRIPTION  
 PLAN 486HV  
 BLOCK 1  
 EXCEPTING THEREOUT ALL MINES AND MINERALS

ESTATE: FEE SIMPLE  
 ATS REFERENCE: 5;1;24;3;SE  
 MUNICIPALITY: CITY OF CALGARY  
 REFERENCE NUMBER: 031 198 130

REGISTERED OWNER(S)				
REGISTRATION	DATE (DMY)	DOCUMENT TYPE	VALUE	CONSIDERATION
181 275 479	21/12/2018	AFFIDAVIT OF SURVIVING JOINT TENANT		

OWNERS  
 BRUCE GERALD HAGEL  
 OF 724 LAKE PLACID DRIVE SE  
 CALGARY  
 ALBERTA T2J 4C1

ENCUMBRANCES, LIENS & INTERESTS		
REGISTRATION NUMBER	DATE (D/M/Y)	PARTICULARS
NO REGISTRATIONS		

TOTAL INSTRUMENTS: 000

THE REGISTRAR OF TITLES CERTIFIES THIS TO BE AN  
ACCURATE REPRODUCTION OF THE CERTIFICATE OF  
TITLE REPRESENTED HEREIN THIS 29 DAY OF AUGUST,  
2023 AT 01:58 P.M.

ORDER NUMBER: 48195939

CUSTOMER FILE NUMBER:



\*END OF CERTIFICATE\*

---

THIS ELECTRONICALLY TRANSMITTED LAND TITLES PRODUCT IS INTENDED  
FOR THE SOLE USE OF THE ORIGINAL PURCHASER, AND NONE OTHER,  
SUBJECT TO WHAT IS SET OUT IN THE PARAGRAPH BELOW.

THE ABOVE PROVISIONS DO NOT PROHIBIT THE ORIGINAL PURCHASER FROM  
INCLUDING THIS UNMODIFIED PRODUCT IN ANY REPORT, OPINION,  
APPRAISAL OR OTHER ADVICE PREPARED BY THE ORIGINAL PURCHASER AS  
PART OF THE ORIGINAL PURCHASER APPLYING PROFESSIONAL, CONSULTING  
OR TECHNICAL EXPERTISE FOR THE BENEFIT OF CLIENT(S).



Planning Department  
The City of Calgary  
P.O. Box 2100, Station M (#8108)  
Calgary, AB T2P 2M5

SUBJECT: 4307 Blackfoot Tr SE, 486HV ; 1

**BRUCE GERALD HAGEL**

Please be advised that, as owner(s) of the above mentioned property, I/we authorize **PATTISON Outdoor Advertising** to apply for any and all Third Party Sign Permits for the above mentioned property.

I/we further agree to immediately notify the City of Calgary, in writing, of any changes regarding the above information.

I am registered owner of the land.

OR

I am authorized agent of the registered owner(s).

Date Signed: March 20, 2024

Signature: 

Name and Title Bruce Hagel  
(Please Print)

Company Name \_\_\_\_\_  
(Please Print)

**Please note:** This form is to be signed by the titled owner(s) of the property or their authorized agents. The City of Calgary requires authorized agents to have documented proof from the titled owner(s) to sign on their behalf.

**PATTISON OUTDOOR ADVERTISING**  
#274, 1011 – 9th Avenue SE Calgary, AB T2G 0H7

Telephone : 403 – 770 – 5700 Fax : 403 – 770 – 5704



Facing North



Facing East



Facing West



Facing South



## Public Tree Disclosure Statement

The City of Calgary Street Bylaw (20M88) and the Tree Protection Bylaw (23M2002) protect trees growing on City (public) land. An approved Tree Protection Plan is required when construction activities occur within 6m of a public tree. More information regarding protecting trees during construction and development is found here. Public trees are required to be shown on plans submitted for this application.

1. Are there public trees on the City lands within six meters of and/or overhanging the development site?  Yes  No

**If you answered yes, ensure all trees identified are shown on the submitted plans.**

Note: if you are not sure how to determine which trees are yours and which are public, you can:

- Use the [City's tree map](#) (may not be up to date for your property)
- Contact 3-1-1 to put in a "development tree inquiry" to get confirmation from an Urban Forester
- Send inquiries to [tree.protection@calgary.ca](mailto:tree.protection@calgary.ca)

2. Who will be submitting the Tree Protection Plan for this development?

Applicant  Owner  Builder  Other:

If Other: Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Email: \_\_\_\_\_

The Tree Protection Plan must be submitted directly to Urban Forestry at [tree.protection@Calgary.ca](mailto:tree.protection@Calgary.ca) following the [Tree Protection Plan Guidelines](#).

**FOIP DISCLAIMER:** The personal information on this form is being collected under the authority of The Freedom of Information and Protection of Privacy (FOIP) Act, Section 33(c). It will be used to provide operating programs, account services and to process payments received for said services. It may also be used to conduct ongoing evaluations of services received from Planning, Development & Assessment. Please send inquiries by mail to the FOIP Program Administrator, Planning, Development & Assessment, PO Box 2100, Station M, Calgary, AB T2P 2M5 or contact us by phone at 311.



Site Contamination Statement

Application # \_\_\_\_\_ for office use only

Site Address: 4307 Blackfoot Trail SE

Legal Description: Plan 486HV, Block 1

The information provided in this disclosure statement will assist the Development, Land Use and Subdivision Authorities in processing planning applications. The Authorities rely on the information provided in this statement to assist in determining the potential for site contamination, which may have been caused by current or historic activities.

You are responsible for the accuracy of the information provided in this statement. The questions must be answered to the best of your knowledge based upon diligent inquiry and the thorough inspection and review of all documents and other information pertaining to the subject property. Please be aware that further site assessments may be required as part of the review of your application.

- 1. Are you aware of any environmental investigations (audits, assessments, tests, surveys or studies) for this site? [ ] Yes [x] No

If yes, please provide copy(s).

- 2. Are you aware of any environmental requirements associated with any previous planning applications on this site? (i.e. development permit, land use redesign or subdivision) [ ] Yes [x] No

If yes please provided a brief description and the associated development application number(s):

- 3. Has there been site remediation or a request for such on the site? [ ] Yes [x] No

If yes, please provide a brief description:

4. Are you aware of any regulatory actions, past or current, which have been applied to this site?  Yes  No

Examples include (but are not limited to):

- Environmental Protection Orders
- Reclamation Orders or Certificates
- Control / Stop Orders, fines, tickets or prosecutions
- Violations of environmental statutes, regulations and bylaws
- Administrative penalties and warning letters

If yes, please describe and provide copies of relevant documents:

5. Have any permits been issued or are you currently operating under a license or approval issued by federal or provincial authorities or the Calgary Fire Department for activities which may impact the property?  Yes  No  
(e.g. certificates of approval, storage tank regulations, plant operating permits)

If yes, please describe:

6. Has there been contact with Alberta Environment or Calgary Regional Health Authority regarding possible contamination on the site?  Yes  No

If yes, please provided a brief description:

**NOTE:** This form is to be signed by the titled owner(s) of the property or their authorized agents or consultants.

I, the  owner,  authorized agent,  authorized consultant, state that, to the best of my knowledge, the information provided in this statement is accurate, complete and is based on diligent inquiry and thorough inspection and review of all the documents and other information reasonably available pertaining to the subject property. I am not aware of any other information that may indicate that the subject property is potentially contaminated.

03/28/24

Date

Applicant Signature

Marcus Caney

Applicant Name (Please Print)

Pattison Outdoor Advertising

Company Name (Please Print)

**FOIP DISCLAIMER:** The personal information on this form is being collected under the authority of The Freedom of Information and Protection of Privacy (FOIP) Act, Section 33(c). It will be used to provide operating programs, account services and to process payments received for said services. It may also be used to conduct ongoing evaluations of services received from Planning, Development & Assessment. Please send inquiries by mail to the FOIP Program Administrator, Planning, Development & Assessment, PO Box 2100, Station M, Calgary, AB T2P 2M5 or contact us by phone at 311.



WATT CALGARY  
 1300 – 736 6th Ave SW  
 Calgary, AB, T2P 3T7

## MEMORANDUM

Date: March 14, 2024  
 To: Marcus Caney, Pattison Outdoor Advertising  
 From: Brendan Stevenson, WATT Consulting Group  
 Gaelan Patterson, WATT Consulting Group  
 Our File No: 4177.T01  
 Subject: 4307 Blackfoot Trail SE Digital Billboard Review

### 1.0 INTRODUCTION

WATT Consulting Group (WATT) was retained by Pattison Outdoor Advertising to review its proposed third-party digital advertising sign located at 4307 Blackfoot Trail SE in the City of Calgary (City).

Pattison Outdoor Advertising is proposing a digital third-party advertising sign (Class G) to be constructed at 4307 Blackfoot Trail SE. At the request of Pattison Outdoor Advertising, WATT reviewed the following elements:

- Sign location and context, particularly in relation to nearby digital advertising signs.
- Review of Transportation Association of Canada (TAC) Guidelines with respect to digital third-party advertising signs for:
  - Restricted area surrounding signalized intersection at Blackfoot Trail SE and 42 Ave SE.
  - Driver cone of vision for southbound vehicles on Blackfoot Trail SE.

### 2.0 SITE CHARACTERISTICS

The proposed third-party advertising sign is located west of Blackfoot Trail SE and north of 6 Street SE. The digital sign will replace the north face of an existing dual-sided static sign at the same location, and will be visible to southbound motorists on Blackfoot Trail SE.

Blackfoot Trail SE is classified as an Arterial Street with a posted 70 km/h speed limit and connects Southland Drive SE in the south with 17<sup>th</sup> Ave SE and Deerfoot Trail in the north. In the immediate vicinity of the sign is primarily industrial and commercial land uses. **Figure 1** illustrates the relative location of the digital advertising sign to Blackfoot Trail SE.

## MEMORANDUM

Date: 2024-03-14

To: Marcus Caney, Pattison Outdoor Advertising

Subject: 4307 Blackfoot Trail SE Digital Billboard Review

WATT CONSULTING GROUP

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Figure 1: Site Context

### 2.1 Proximity to Other Signs

The location of the proposed digital third-party advertising is in proximity to an existing digital third-party advertising sign located at 4220 Blackfoot Trail SE. The existing sign is located on the east side of Blackfoot Trail, 216m from the proposed sign location. This is less than the City bylaw requirement of 300m between digital third-party advertising signs. A review of the safety and operational impacts of the sign location and proximity to existing digital-third party signs is found in **Section 3.2.1**.

## MEMORANDUM

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To: Marcus Caney, Pattison Outdoor Advertising

Subject: 4307 Blackfoot Trail SE Digital Billboard Review

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### 3.0 REVIEW OF TRANSPORTATION ASSOCIATION OF CANADA GUIDELINES

In March 2015, the Transportation Association of Canada (TAC) published the *Digital and Projected Advertising Displays (DPAD): Regulatory and Road Safety Assessment Guidelines*. The guidelines are intended to assist jurisdictions in developing their own DPAD regulations, evaluating DPAD permit applications, and assessing their potential road safety impact. They are applicable for all road types and are specific to road safety. Applicable excerpts from the TAC Guidelines are provided in **Appendix A**.

The City's Land Use Bylaw has been updated to address many of the issues outlined within the TAC guidelines, such as recommended brightness, frequency of copy change, and restrictions around moving video or text. However, the guidelines are typically still referenced by the City when applying sign placement as it relates to a driver's cone of vision.

#### 3.1 Intersection Restricted Area

The TAC guidelines provide a restricted area near a signalized intersection determined by parameters such as Decision Sight Distance (DSD) and Stopping Sight Distance (SSD). The restricted area outlines the area in which a digital advertising sign may interfere with a driver's ability to see traffic signals. **Figure 2** provides a detailed plan of the restricted area, based upon the DSD and SSD criteria.

MEMORANDUM

Date: 2024-03-14

To: Marcus Caney, Pattison Outdoor Advertising

Subject: 4307 Blackfoot Trail SE Digital Billboard Review

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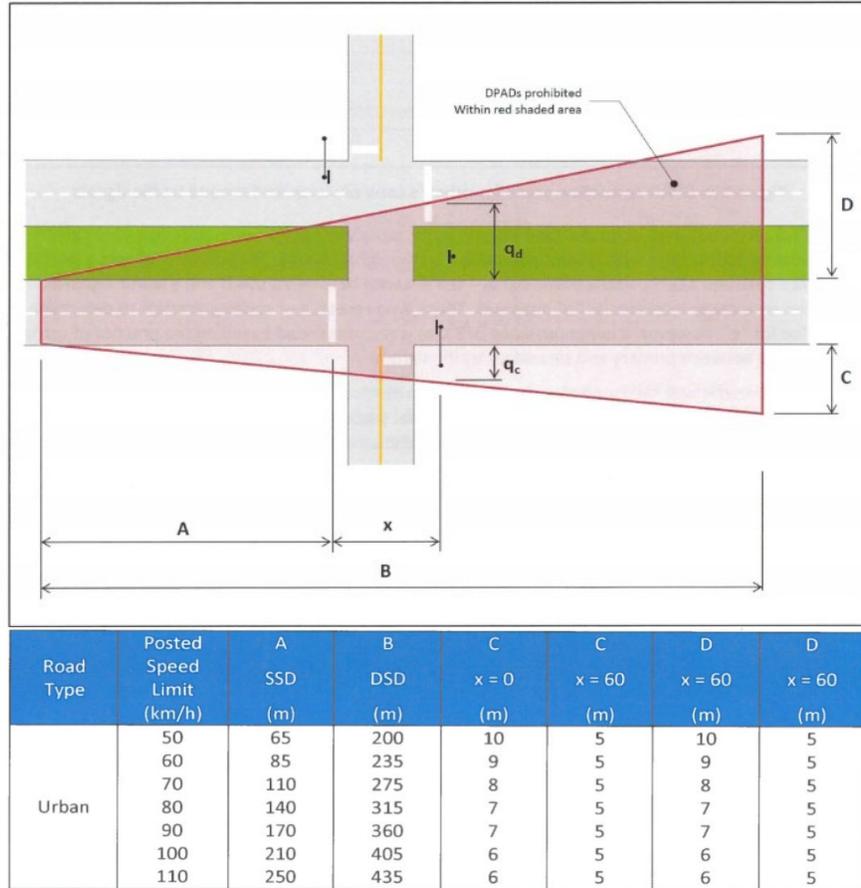


Figure 2: Diagram of Restricted Area and Associated Dimensions for a Signalized Intersection

The third-party digital sign's location was analyzed in relation to the restricted area, as per the TAC's DPAD's Regulatory and Road Safety Assessment Guidelines. The highlighted area in Figure 3 is the measured restricted area when the methodology outlined in the TAC guidelines is applied.

MEMORANDUM

Date: 2024-03-14

To: Marcus Caney, Pattison Outdoor Advertising

Subject: 4307 Blackfoot Trail SE Digital Billboard Review

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Figure 3: Restricted Area for Southbound Blackfoot Trail

As shown, the proposed advertising sign is located outside of the restricted area, as determined by the TAC guidelines.

MEMORANDUM

Date: 2024-03-14  
To: Marcus Caney, Pattison Outdoor Advertising  
Subject: 4307 Blackfoot Trail SE Digital Billboard Review

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3.2 Driver Cone of Vision

The TAC guidelines provide a recommended methodology on the placement of a digital third-party advertising sign as it pertains to a driver's horizontal cone of vision. This assessment is based upon the accepted industry standard of a varying cone of vision depending on speed of travel being the maximum adequate lateral vision, with a 10° cone representing good lateral vision. Placement of a sign within this cone means that a driver's glance time at an object is reduced, creating a shorter time-period that the driver's eyes will not be on the road. **Figure 4** indicates a diagram of the horizontal cone of vision.

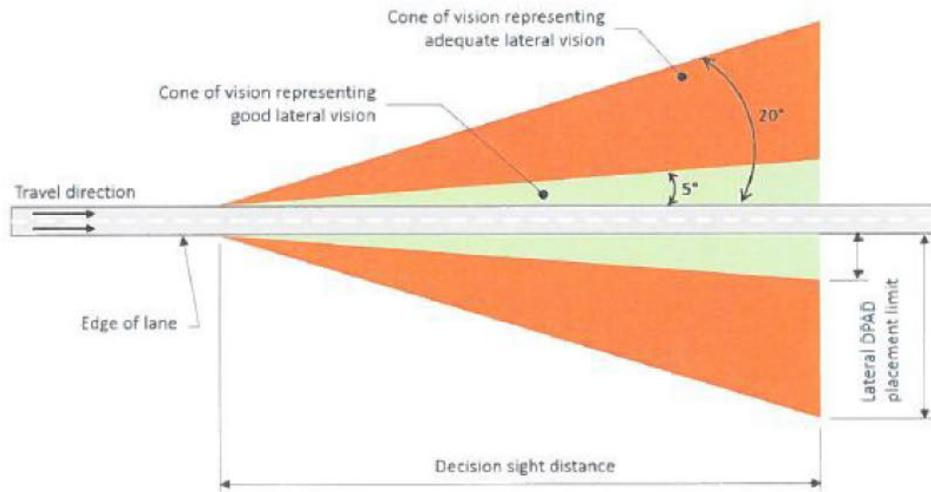


Figure 4: TAC Horizontal Cone of Vision

## MEMORANDUM

Date: 2024-03-14

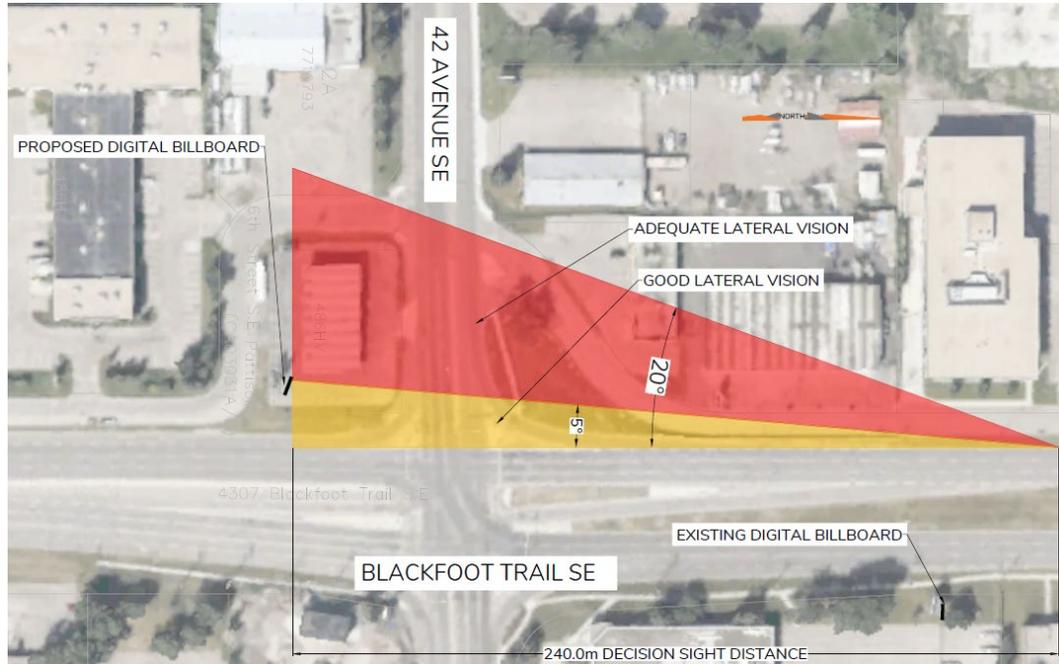
To: Marcus Caney, Pattison Outdoor Advertising

Subject: 4307 Blackfoot Trail SE Digital Billboard Review

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The third-party digital sign's location was analyzed in relation to the driver's cone of vision, as per the TAC's DPAD's Regulatory and Road Safety Assessment Guidelines. The highlighted area in **Figure 5** illustrates the driver's cone of vision when the methodology outlined in the TAC guidelines is applied.



**Figure 5: Horizontal Cone of Vision for Southbound Blackfoot Trail**

As shown, the third-party digital advertising sign is located within the southbound adequate lateral vision, as determined by TAC guidelines.

### 3.2.1 Proximity to Adjacent Digital Third-Party Advertising Signs

As noted in **Section 2.1**, the proposed digital third-party sign is located within 300m of an existing digital third-party sign for southbound vehicles on Blackfoot Trail SE. A review of TAC DPAD guidelines was conducted to determine if the proposed sign would impact driver workload or safety in relation to the proximity of the existing digital sign.

Appendix A, Table 7 of the TAC DPAD guidelines provides values for a driver's cone of vision for a given speed limit. As driver speed increases, the cone of vision narrows to focus further ahead, whereas as driver speed decreases, the cone of vision widens to focus hazards closer to the driver's vehicle.

## MEMORANDUM

Date: 2024-03-14

To: Marcus Caney, Pattison Outdoor Advertising

Subject: 4307 Blackfoot Trail SE Digital Billboard Review

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Blackfoot Trail SE has a posted speed limit of 70 km/h, which has an associated cone of vision of 70 degrees (35 degrees to each side). **Figure 6** illustrates a driver's cone of vision at DSD to the proposed digital third-party sign.



**Figure 6: Driver's Horizontal Cone of Vision at Driver's DSD to Proposed Digital Sign**

As shown, the existing digital billboard is located outside of a driver's cone of vision when travelling southbound on Blackfoot Trail SE. By the time a driver is at the DSD of the proposed digital third-party sign, the existing digital third-party sign will not be visible in their cone of vision.

#### 4.0 CONCLUSION

The following is a summary of our key conclusions:

- Applying the restricted area around traffic control devices from the TAC guidelines shows that the proposed digital third-party sign is located outside of the restricted area for southbound vehicles on Blackfoot Trail SE.
- Applying the cone of vision methodology from the TAC guidelines shows that the digital third-party sign is located within five degrees of a driver's direction of travel, which represents good lateral vision.

**MEMORANDUM**

Date: 2024-03-14  
To: Marcus Caney, Pattison Outdoor Advertising  
Subject: 4307 Blackfoot Trail SE Digital Billboard Review

**WATT** CONSULTING GROUP  
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- Applying the cone of vision methodology from the TAC guidelines shows that when drivers reach the decision sight distance for the proposed digital third-party sign, the existing digital third-party sign is outside their cone of vision.

Based upon the analysis contained within this memorandum and outlined in the conclusion, it is my professional opinion that the proposed digital third-party advertising sign will not cause safety or operational issues for vehicles on Blackfoot Trail SE. We trust that this letter sufficiently outlines the results of our assessment for the proposed sign location.

Sincerely,  
**WATT Consulting Group**

**Brendan Stevenson, P.Eng., PTOE, PMP**  
Regional Lead, Transportation



#WEAREWATT



ID#: 251987  
2024-03-14

<b>PERMIT TO PRACTICE</b>	
<b>WATT CONSULTING GROUP LTD.</b>	
RM Signature _____	<i>B. Wilby</i>
RM APEGA ID #: _____	79691
Date: _____	March 14, 2024
<b>PERMIT NUMBER: P003818</b>	
The Association of Professional Engineers and Geoscientists of Alberta (APEGA)	

**MEMORANDUM**

Date: 2024-03-14

To: Marcus Caney, Pattison Outdoor Advertising

Subject: 4307 Blackfoot Trail SE Digital Billboard Review

**WATT** CONSULTING GROUP

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**Appendix A – Applicable TAC Guidelines**

## APPENDIX A: CONE OF VISION MEASUREMENT AND LATERAL OFFSET LIMITS

This appendix provides instruction and illustrations for measuring a driver’s cone of vision. Guidance is also provided for establishing maximum lateral offset limits for different road classes (i.e., urban, suburban, and rural) and different posted speed limits.

Figure 14 illustrates a driver’s horizontal and vertical cone of vision. According to the MUTCDC, a 40° horizontal cone represents adequate lateral vision and a 10° horizontal cone represents good lateral vision. These guidelines favour placing DPADs within a driver’s cone of vision, specifically within 10° of the forward line of sight (i.e., 5° on either side). A vertical cone of vision of 15° is commonly used. Table 7 provides maximum lateral offset limits for DPADs for both horizontal cones of vision (adequate and good lateral vision). The minimum lateral offset uses a cone of vision of 10° and the maximum lateral offset uses the cone of vision associated with the posted speed limit. These limits are measured from the outside edge of the lane to the outside edge of the DPAD as illustrated in Figure 15.

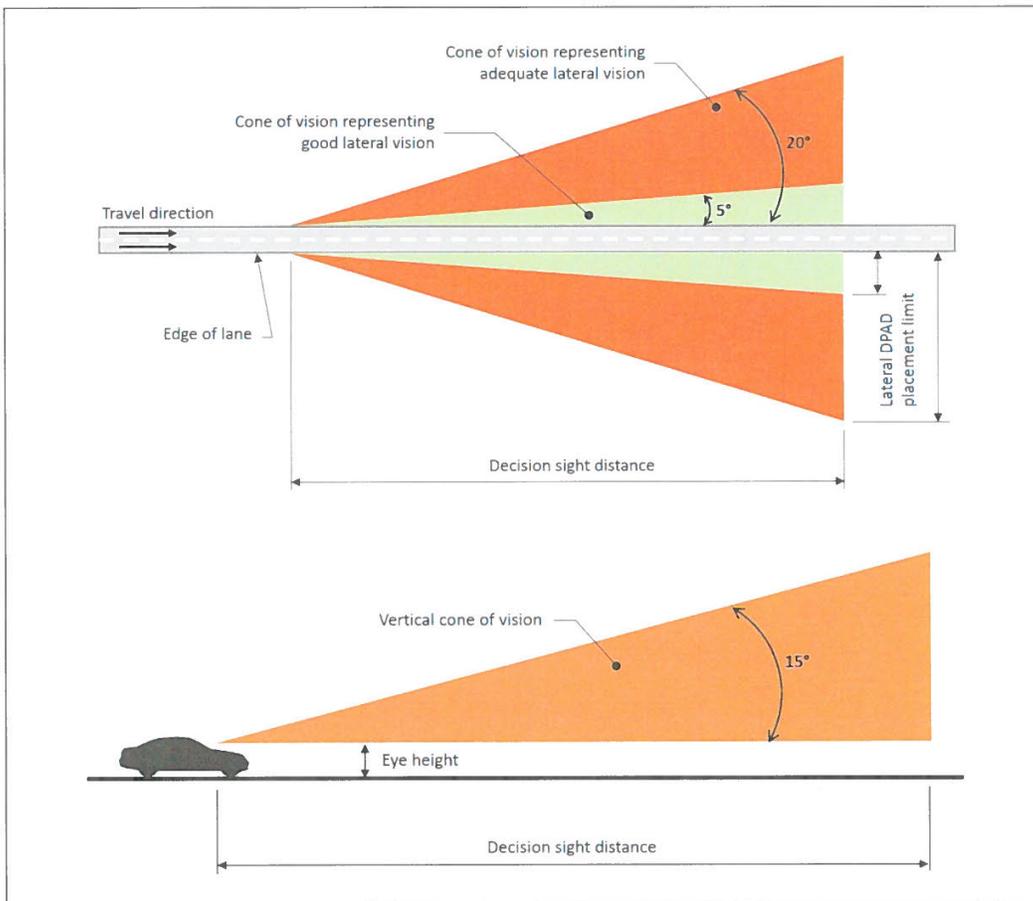


Figure 14: Horizontal and vertical cone of vision

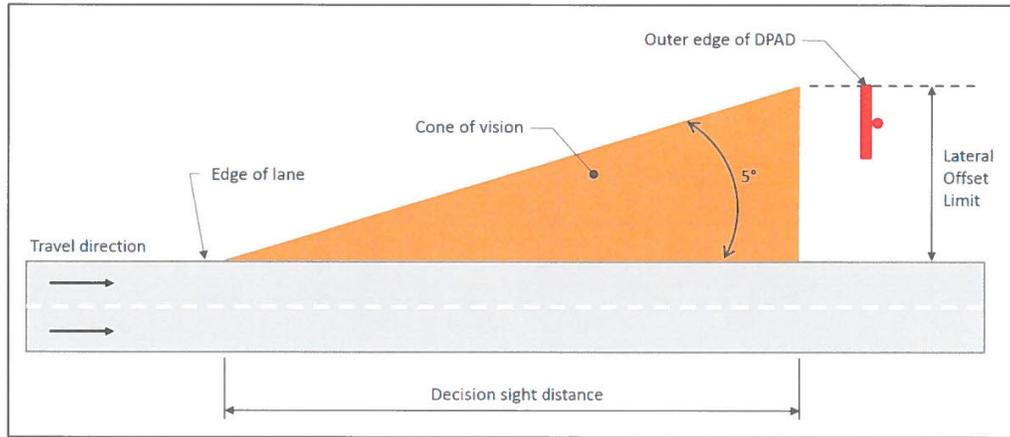


Figure 15: Lateral DPAD placement limit measurement

Table 7: Maximum lateral DPAD limits

Speed Limit (km/h)	Associated cone of vision (degrees)	Minimum DPAD offset from lane using 10° cone of vision (metres)	Maximum DPAD offset from lane using associated cone of vision (metres)
<b>URBAN</b>			
50	90	17	200
60	80	21	197
70	70	24	193
80	60	28	182
90	50	31	168
100	40	35	147
110	30	38	117
120	20	41	83
<b>SUBURBAN</b>			
50	90	14	160
60	80	18	172
70	70	21	168
80	60	24	159
90	50	28	149
100	40	32	133
110	30	34	105
120	20	36	73
<b>RURAL</b>			
50	90	13	145
60	80	15	147
70	70	17	140
80	60	20	133
90	50	24	128
100	40	28	115
110	30	29	90
120	20	33	66

## APPENDIX D: DPAD RESTRICTION AREA AROUND TRAFFIC CONTROL DEVICES

This appendix provides a method for defining a DPAD restriction area around traffic signals, certain pedestrian crossing control devices, and certain railroad crossing devices (and any other traffic control device identified by a jurisdiction; refer to Section 4.8). The area is defined by applying basic trigonometric relationships and incorporates practices used by other jurisdictions. Figure 16 shows the plan view of the DPAD restriction area and the variables and inputs required to calculate this area. Table 8 describes each of these variables. The DPAD restriction areas described in this Appendix supplement the basic lateral DPAD restriction area defined by jurisdictions in Section 3.1, Section 4.9, Appendix A, and Appendix E. Figure 17 provides an illustrative example of how these restriction areas are related. Jurisdictions are encouraged to consider future geometric modifications to the intersection prior to approving a DPAD permit. For example, relocating traffic signal heads could increase the DPAD restriction area. It is important to recognize that intersection configurations are variable and that this guideline provides an approach to defining a restriction area. Therefore the equations in this appendix may not be applicable to all situations and will require modification based on engineering judgment and analysis.

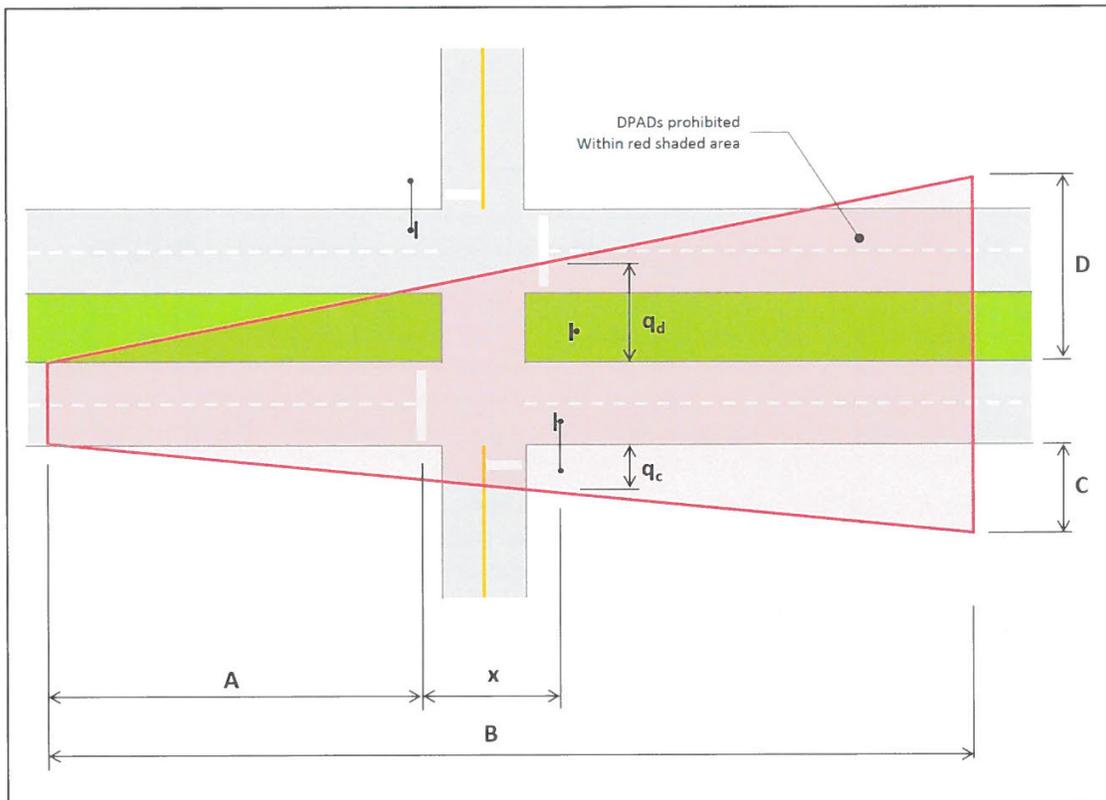


Figure 16: Plan view of DPAD restriction area

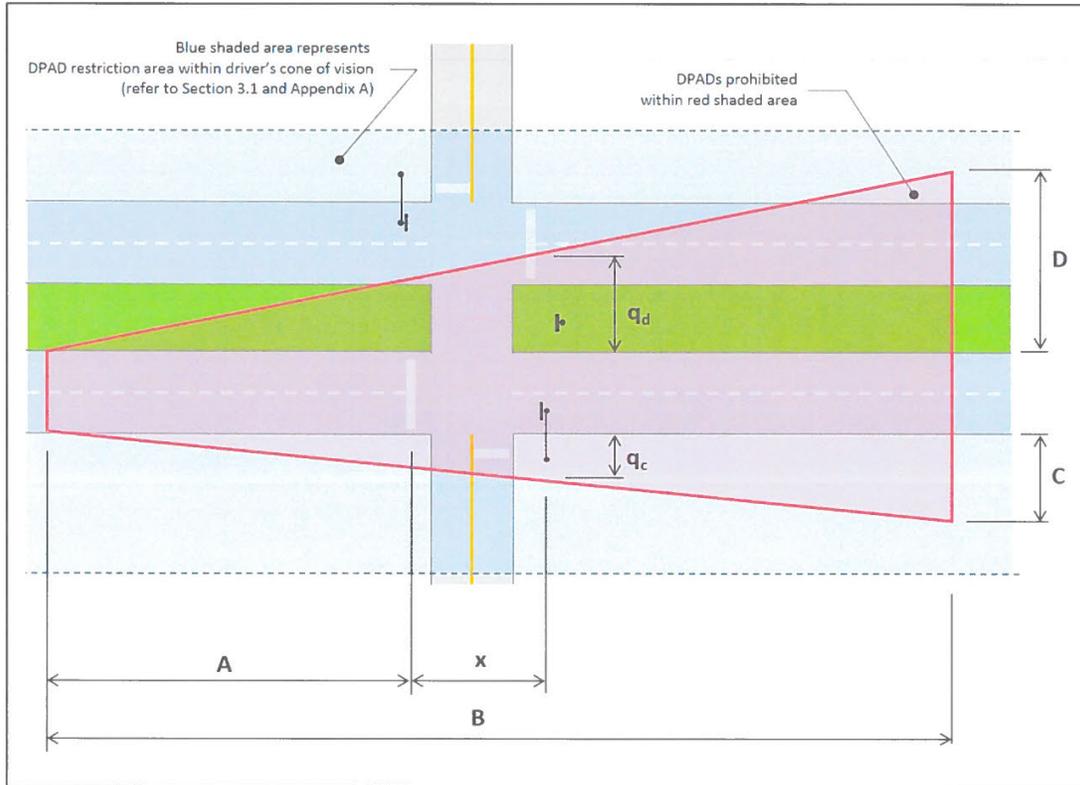


Figure 17: DPAD restriction areas for driver's cone of vision and around traffic signals

The DPAD restriction area defines a zone around traffic signals to minimize the potential for a DPAD frame change to interfere with drivers observing a traffic signal change. The value of “q” sets a lateral clearance between a DPAD and a traffic signal – the distance between a DPAD and a traffic signal as observed by a driver increases as “q” increases. There is no research or existing practice to determine the value for “q”; however, a minimum value of 3.0 m is recommended based on the practice of setting the distance between primary and secondary traffic signals.

The calculation of the DPAD restriction area begins at a distance “A” from the stop bar. This is the stopping sight distance for vehicles approaching the intersection. The length of the DPAD restriction area is equivalent to the decision sight distance and is shown as measurement “B” in Figure 17. These guidelines define decision sight distance (DSD) as a driver’s sight distance to a DPAD. A DPAD should not be visible behind a traffic signal during the time that a driver must decide to stop at the intersection. Therefore the DPAD restriction area longitudinal limit is measured from the start of the SSD and is equal to the DSD.

Table 8 describes each variable and input required for calculating the DPAD restriction area around traffic signals.

Table 8: Variables for calculating DPAD restriction area around traffic signals

Variable	Description	Source
x	Distance between the stop bar and the nearest traffic control signal (applies to both near and far side signals)	Given
q <sub>c</sub>	Lateral clearance from the traffic control device, measured from the curb line of the rightmost approach lane; minimum 3.0 m recommended	Chosen
q <sub>d</sub>	Lateral clearance from the secondary traffic control device, measured from the curb line of the leftmost approach lane to a distance of at least 3.0 m to the left of the traffic signal	Chosen
A	Stopping sight distance, measured to the stop bar	Given
B	Decision sight distance	Given
C	Maximum lateral dimension of the DPAD restriction area in the direction of travel	Calculated
D	Maximum lateral dimension of the DPAD restriction area in the opposite direction of travel	Calculated

The maximum lateral dimensions of the DPAD restriction area (i.e., C and D) can be calculated as follows for roadways without horizontal curvature:

$$C = q_c \times \left( \frac{B}{A + x} \right)$$

$$D = q_d \times \left( \frac{B}{A + x} \right)$$

Table 9 provides values for C and D for intersections where  $x = 0$  m and  $x = 60$  m and where  $q$  is 3.0 m. The values of A (stopping sight distance) and B (decision sight distance) are sourced from TAC's Geometric Design Guide for Canadian Roads (1999). The values of C and D in this table require adjusting for different values of  $x$  and  $q$ .

The same concept is applied for roadways with horizontal curvature; however, the above equations may not be applicable. In these situations practitioners should ensure that a driver observes at least a 3.0 m lateral clearance between the traffic signal head and the outer edge of a DPAD when viewing the traffic signal from the stopping sight distance away from the stop bar. For roadways that curve left, this will usually result in a larger D and smaller C (and vice versa for roadways that curve right).



Table 9: Values of C and D for DPAD restriction area around traffic signals

Road Type	Posted Speed Limit (km/h)	A SSD (m)	B DSD (m)	C x = 0 (m)	C x = 60 (m)	D x = 60 (m)	D x = 60 (m)
Urban	50	65	200	10	5	10	5
	60	85	235	9	5	9	5
	70	110	275	8	5	8	5
	80	140	315	7	5	7	5
	90	170	360	7	5	7	5
	100	210	405	6	5	6	5
	110	250	435	6	5	6	5
Suburban	50	65	160	8	4	8	4
	60	85	205	8	5	8	5
	70	110	240	7	5	7	5
	80	140	275	6	5	6	5
	90	170	320	6	5	6	5
	100	210	365	6	5	6	5
	110	250	390	5	4	5	4
Rural	50	65	145	7	4	7	4
	60	85	175	7	4	7	4
	70	110	200	6	4	6	4
	80	140	230	5	4	5	4
	90	170	275	5	4	5	4
	100	210	315	5	4	5	4
	110	250	335	5	4	5	4

Notes:

1.  $q_c$  and  $q_d$  assumed to be 3.0 m
2.  $x$  is the distance from the stop bar to the nearest traffic control signal (in metres)
3. C and D rounded up to the nearest metre
4. A and B are based on values provided in the TAC Geometric Design Guide (1999)
5. This table applies to roadways without curves only



April 29, 2024

CANEY, MARCUS



Dear Applicant:

**RE: Detailed Review (DR)**

**Development Permit Number: DP2024-02136**

Based on the plans received, your application has been reviewed in order to determine compliance with the Land Use Bylaw and applicable City policies. Any variance from the Land Use Bylaw or City policies may require further discussion or revision prior to a decision being rendered.

The City endeavors to render decisions on applications within specific service standards. Please assist us in meeting these targets by ensuring your resubmission is complete and made in a timely manner. Please submit a digital set of the amended plan, in PDF format, along with a detailed response letter on how each of the Prior to Decision and/or Prior to Release conditions have been addressed and/or resolved.

This information must be received, in its entirety, no later than May 29, 2024. If a complete submission is not received by this date, the development permit may be inactivated and subject to a reactivation fee. If the development permit application is not reactivated, it may be cancelled by Administration as per Land Use Bylaw 1P2007, Section 41.1. If you require additional time to respond to the conditions outlined in this Detailed Review document, please let me know by contacting me.

Should you have any questions or concerns, please contact me at 403-651-5459 or by email at [Mathew.Wilkinson@calgary.ca](mailto:Mathew.Wilkinson@calgary.ca).

Sincerely,

**MATHEW WILKINSON**  
Senior Planning Technician



## Detailed Review 1 – Development Permit

---

<b>Application Number:</b>	<b>DP2024-02136</b>
<b>Application Description:</b>	Temporary Use: Sign - Class F & G (Third Party Advertising Sign - south face, Digital Third Party Advertising Sign - north face)
<b>Land Use District:</b>	Industrial - General
<b>Use Type:</b>	Discretionary
<b>Site Address:</b>	4307 BLACKFOOT TR SE
<b>Community:</b>	MANCHESTER INDUSTRIAL
<b>Applicant:</b>	CANEY, MARCUS
<b>Date DR Sent:</b>	April 29, 2024
<b>Response Due Date:</b>	May 29, 2024
<b>Planning:</b>	MATHEW WILKINSON 403-651-5459 Mathew.Wilkinson@calgary.ca

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## General Comments

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A detailed review of the proposed Sign – Class F & G (Third Party Advertising Sign – south face, Digital Third Party Advertising Sign – north face) located at 4307 Blackfoot TR SE has been completed. During the review it was identified that the proposed sign conflicts with the bylaw requirements or the Calgary Third Party Advertising Sign Guidelines in terms of setbacks and sign proliferation. The proposed sign is also not supported by Traffic.

The proposed sign does not meet the required setbacks identified by the bylaw, as it will result in 3 Third Party Advertising Signs within the required 225m and is within 300m of another Digital Third Party Advertising Sign. The sign will also be located on parking stalls, and does not meet the required setback to the property line. These are echoed in the Calgary Third Party Advertising Sign Guidelines, as it will create sign proliferation and safety concerns. Lastly, the sign was circulated to a Traffic Engineer who identified the sign will create safety concerns as it is within the southbound travel lane restricted area and is not supported.

Please refer to the Prior to Decision Requirements below and advise how you wish to proceed.

## Calgary Third Party Advertising Sign Guidelines

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### 4. Principles of Third Party Advertising Sign Regulations

#### (B) Location and Siting

##### Principles

II. Third Party Advertising Signs must be located on private property along streets in such a way that their location mitigates or avoids risk to public safety. The location should not create an obstruction to vision or contribute to visual confusion with official traffic control devices.

- Sign not supported by Traffic Engineer. Sign is within required setback to side property line

III. The placement of a Third Party Advertising Sign on a property must satisfy appropriate minimum setbacks from other buildings and structures on the parcel, street edges and parcel lines, other Freestanding Signs, other Third Party Advertising Signs, and Digital Message Signs. This will reduce sign proliferation and clutter which should be discouraged.

- Sign is within required setbacks from other Third Party Advertising Signs and Digital Third Party Advertising Signs

V. Along a street or corridor, minimum separation distances between Third Party Advertising Signs on different properties will maintain proper visibility of all signs and avoid visual sign clutter along the streetscape including the undue concentration of Third Party Advertising Signs along a street.

- Sign does not meet required minimum separation distances between Third Party Advertising Signs

#### (E) Development Permit Review Process

##### Principles

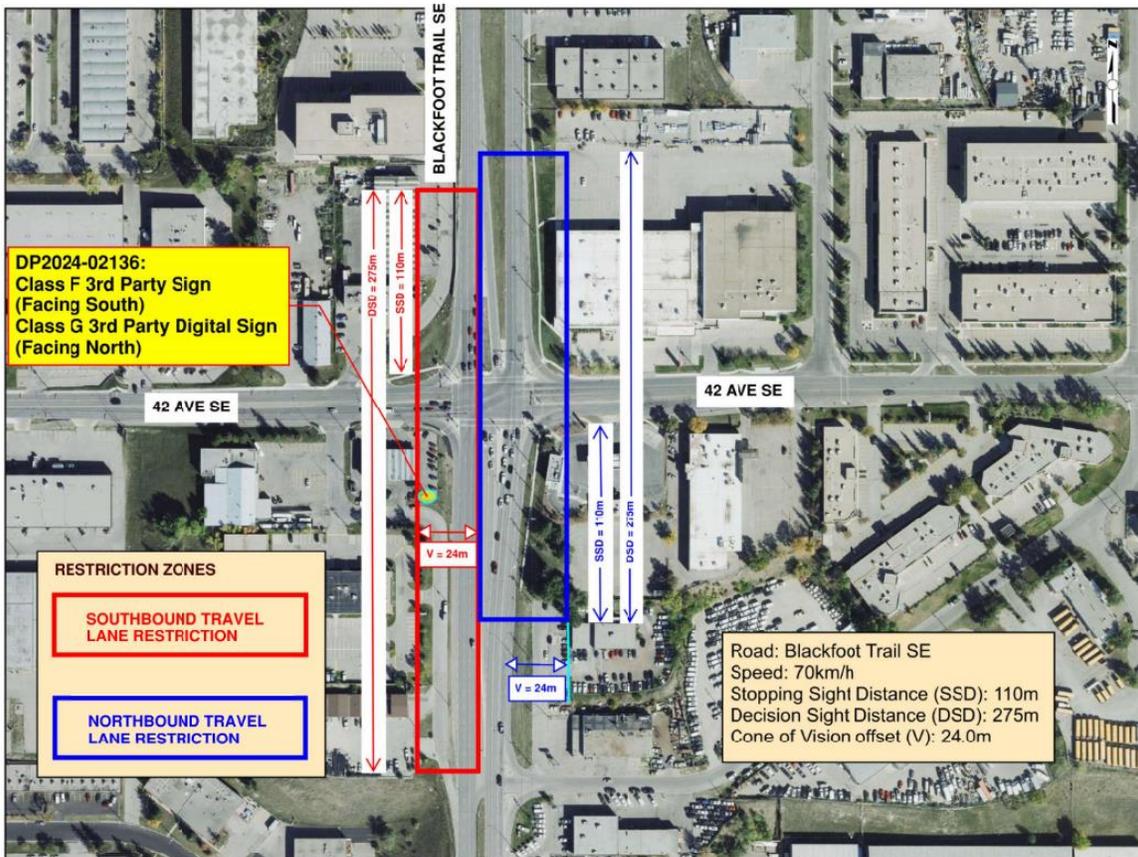
II. Applications will be circulated to the Transportation Department for review of visibility and public safety issues.

- Sign not supported by Traffic Engineer

## Comments from Traffic Engineer

Traffic engineering does not support the location of the proposed Class G digital sign.

The sign is within the southbound travel lane restricted area (see attached PDF). **We recommend that the digital portion of the two-way sign be switched (facing south instead of facing north).** The proximity of the sign is deemed to be unsafe considering the posted speed of Blackfoot Trail SE in this region at 70 km/hr.



<b>Bylaw Discrepancies</b>		
<b>Regulation</b>	<b>Standard</b>	<b>Provided</b>
<b>73 Rules Governing All Signs</b>	(7) Signs must not be placed in or on a required motor vehicle parking stall or loading stall, and must be placed so as to not reduce the number of required motor vehicle parking stalls or loading stalls required pursuant to this Bylaw or a development permit.	Proposed plans show sign is located on required motor vehicle parking stalls.
<b>115.3 Sitting of Digital Third Party Advertising Signs</b>	(3) A Digital third party advertising sign: (a) must be located at least 300.0m from any other Digital Message Sign or Digital Third Party Advertising Sign when measured from the closest point of the sign containing the digital display to the closest point of another sign containing the digital display when the signs are facing the same oncoming traffic;	Proposed plans show sign will be located 216.39m (-83.61m) from a Digital Third Party Advertising Sign facing the same oncoming traffic.
	(3) A Digital third party advertising sign: (b) must not be located within 75.0m of any Third Party Advertising Sign facing the same on-coming traffic and must not result in more than 2 signs displaying third party advertising greater than 4.6m in height and 4.5m <sup>2</sup> in area within a 225.0m radius of each other facing the same street;	Proposed plans show sign will result in 3 Third Party Advertising Signs within a 225m radius.
	(3) A Digital third party advertising sign: (c) except where specified in subsection (d), must be located at least the following distances from any property line shared with a street: (ii) 10.0m where the posted speed limit of the public thoroughfare is 70 km/hr; and	Proposed plan shows sign is 5.79m (-4.21m) from the property line shared with a street
	(3) A Digital third party advertising sign: (d) may be located closer to a property line shared with a street identified in subsection (c) provided that: (iii) the distance from the sign to any property line is not less than that of the existing approved Sign - Class F.	Proposed plans show the distance from the sign to the property line is less than the existing approved Sign – Class F.
	(6) A freestanding digital third party advertising sign must be separated from: (c) the curblineline or edge of a major street, expressway or freeway, to the satisfaction of the General Manager transportation or his delegate.	Proposed sign is not supported by Traffic Engineer
<b>115.5 General Rules for Digital Third Party Advertising Signs</b>	(6) The space between the faces of a double-faced digital third party advertising sign must be enclosed	Space between faces of proposed double-faced digital third party sign is not enclosed

Track your application on-line with VISTA. Go to: [www.calgary.ca/vista](http://www.calgary.ca/vista) and enter your JOB ACCESS CODE (JAC) from the application form or call Planning Services Counter at (403) 268-5311.

## Prior to Decision Requirements

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The following issues must be addressed by the Applicant through a written submission and amended plans prior to a decision by the Approving Authority:

### Planning

1. The development, as proposed, is not supported for the following reasons:
  - Does not meet bylaw requirements or policy with respect to sign proliferation/setback distances between Third Party Advertising Signs and Digital Signs. Not supported by Traffic.

Indicate, in writing, the manner in which the application will proceed:

(A) Request **cancellation** of the application. Any applicable fee refund will be determined at the time of cancellation.

(B) **Pursue** the application, as proposed, with a decision of refusal by the Development Authority. The refusal will be based on the comments listed above.

OR

(C) **Amend** the application to address all prior to decision conditions of this detailed review (DR).

If option (C) is pursued, the last day to respond to the detailed review is thirty days from the date the detailed review was issued (see cover page of detailed review for exact date).

## Permanent Conditions

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The following permanent conditions shall apply:

### Planning

2. The permanent conditions will be finalized at the time of Development Authority decision.
3. The development shall be completed in its entirety, in accordance with the approved plans and conditions. The stamped and signed plans are a legal document.
4. No changes to the approved plans shall take place unless authorized by the Development Authority. If changes to the development occur or are proposed, a new development permit or revised plan application may be required.
5. A Development Completion Permit shall be applied for and approval obtained, upon installation of the sign, before the use is commenced. Request a development completion permit inspection by visiting [inspections.calgary.ca](https://inspections.calgary.ca) or call 403-268-5311.
6. All electrical servicing for site signage must be provided from underground.
7. This permit is valid for a period **three (3) years** from the date of approval. On expiry of this period, the digital display shall be discontinued, and the site restored to a condition acceptable to the Development Authority. A new development permit must be applied for prior to the expiry date of this temporary permit for the use to continue without interruption.
8. The sign owner must provide a contact person and telephone number, who can be reached 24 hours a day and that, has access and control to the digital technology. If the contact person/information should change in the future, the sign owner must inform the Development Authority of any changes.
9. An ambient light sensor must be installed and actively used with the digital display at all times when the sign is in operation and must adjust the sign output to changes to the ambient light levels around the sign, throughout the day. At no time while the digital display is in operation may the ambient light level around the sign location exceed 3.0 LUX.

The maximum light output of the digital display must not exceed:

- **7500 nits (nt)** from sunrise and sunset; and,
- **500 nits (nt)** from sunset to sunrise in the industrial districts.

Sunrise and sunset will be determined based by the National Research Council of Canada Sunrise/Sunset calculator.

10. In the event of any malfunction of the technology of the sign, including the ambient light meter, the sign must be turned off and disabled until such time as the malfunction can be repaired and the sign returned to proper operation.
11. A digital display must not employ colours that could be confused as traffic directional or control devices. Colours, symbols or shapes that are the same or similar to those used by emergency vehicles, traffic lights or any traffic sign are prohibited.
12. The digital display must only employ the display of digital images in a static form, which must remain on the digital display for a minimum of six (6) seconds before switching to the next copy. The method of copy change must not include gradual fade, flashing, scrolling, animation or another method, to the satisfaction of the Development Authority.
13. The length of time between changes of advertising copy must not exceed 0.25 seconds.
14. The copy shown on the digital display must not include the display of full motion video, movies, Moving Picture Experts Group (MPEG) or non-static digital copy.
15. The copy shown on the digital display must not be shown in a way that intends for a message to be viewed or read over a series of sequential messages on the digital display or over multiple digital displays.
16. The digital display must be designed such that the sign supports are structurally sound and can support the weight of the sign, and movement of the sign during times of high wind, wet snow, and precipitation.
17. No trees nor shrubs that were approved by a development permit are permitted to be damaged or removed in order to make the sign more visible, to maintain a sign or to change the copy on the sign.
18. If a development permit for a freestanding sign is approved within 30.0 metres of this approved Digital Third Party Advertising Sign, the sign approved by this permit must be removed immediately upon expiry of this permit, at no risk and at no cost to the City of Calgary, and the ground surface restored to the satisfaction of the Development Authority.

## Advisory Comments

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The following advisory comments are provided as a courtesy to the Applicant and registered property owner. The comments represent some, but not all of the requirements contained in the Land Use Bylaw that must be complied with as part of this approval.

### Planning

19. The advisory comments will be finalized at the time of Development Authority decision.
20. The Applicant may appeal the decision of the Development Authority, including any of the conditions of the development permit. If you decide to file an appeal, please refer to the notification of decision letter for the appropriate appeal body and appeal process.
21. The approval of this development permit does not limit in any way the application of any federal, provincial, or municipal law, policy, code, regulation, bylaw, and/or guideline, nor does it constitute any permit or permission under any federal, provincial, or municipal law, policy, code, regulation, bylaw, and/or guideline.
22. There are many types of caveats and other agreements that can be registered on the title of the property that can restrict the ability to develop. The City has not reviewed or considered all instruments registered on the title to this property. Property owners must evaluate whether this development is in compliance with any documents registered on title.



Page 2		73 Rules Governing All Signs		D.P. # 2024-02136				
Rule	Requirements		Notes		Evaluation			
					Provided/Variance			
73 Rules Governing All Signs	(2) No sign, other than an approved Sign – Class F or Sign – Class G, may display third party advertising.				C	N/C	N/A	N/I
	(4) A sign must not:	(a) have the position, shape, colour, format or illumination which is similar to a traffic sign, signal or device; or			C	N/C	N/A	N/I
		(b) display lights which is similar to lights generally associated with danger or those used by police, fire, ambulance or other emergency vehicles.			C	N/C	N/A	N/I
	(5) Sign in residential districts must not be internally illuminated, but may be illuminated indirectly in a manner that prevents the trespass of light onto adjacent parcels				C	N/C	N/A	N/I
	(6) Signs, sign supports and structures for signs must be located a minimum of 0.75m back from a curb line.				5.79			
	(7) Signs must not be placed in or on a required motor vehicle parking stall or loading stall, and must be placed so as to not reduce the number of required motor vehicle parking stalls or loading stalls required pursuant to this Bylaw or a development permit.				C	N/C	N/A	N/I
	(8) Signs must not be placed within a corner visibility triangle where any part of the sign is higher than 0.75m and lower than 4.6m above the lowest elevation of the street.				C	N/C	N/A	N/I
	(9) Signs, sign supports and structures for signs must not be located in the required road rights-of-way setbacks as referenced in section 53 Table 1.				C	N/C	N/A	N/I
	(12) Trees and shrubs must not be removed or damaged to erect a sign, to make a sign more visible, to maintain a sign, or to change copy on a sign.				C	N/C	N/A	N/I
	(14) The Development Authority may only relax the requirement of subsection (12) if the Development Authority is satisfied that new trees or shrubs will be planted to replace any trees and shrubs that are removed or damaged and that the new plantings are consistent with any conditions respecting landscaping on a development permit for the parcel where the sign is located.				C	N/C	N/A	N/I

Page 3 74 Rules Governing Signs containing Digital Displays		D.P. # 2024-02136			
Rule	Requirements		Evaluation		
		Notes	Provided/Variance		
74 Rules Governing Signs containing Digital Displays	(1) Copy shown on a digital display must be static and remain in place for a minimum of 6 seconds before switching to the next copy		COA	N/A	N/I
	(2) The maximum transition time between each digital copy must not exceed 0.25 seconds		COA	N/A	N/I
	(4) Copy must not be shown on the digital display using full motion video or otherwise give the appearance of animation or movement, and the transition between each digital copy must not be displayed using any visible effects, including but not limited to action, motion, fading in and out, dissolving, blinking, intermittent, or flashing light or the illusion of such effects.		COA	N/A	N/I
	(5) Copy must not be shown in a manner that requires the copy to be viewed or read over a series of sequential copy messages on a single digital display, or sequenced on multiple digital displays.		COA	N/A	N/I
	(5.1) All signs containing a digital display must be equipped with an ambient light sensor.		COA	N/A	N/I
	(5.2) A sign containing a digital display must not increase the light levels adjacent to the digital display by more than 3.0 LUX above the ambient light level.		COA	N/A	N/I

Page 4 Digital Third Party Advertising Signs (Class G)			D.P. # 2024-02136			
Rule	Requirements		Evaluation			
		Notes	Provided/Variance			
115.2 Prohibited Locations for Digital Third Party Advertising Signs	(2) Digital third party advertising are prohibited on any site where the sign is positioned such that the copy on the sign is visible from roadways listed in 115.2(2)(a) through to (uu):		C	N/C	N/A	N/I
	(3) Digital third party advertising signs are prohibited on sites adjacent to Bowness Road from 62 street NW to 65 street NW.		C	N/C	N/A	N/I
	(4) Digital third party advertising signs are prohibited on street or utility rights-of-way.		C	N/C	N/A	N/I
	(5) Digital third party advertising signs must be a minimum 450.0m from; (a) major parks as identified In section 115 and in map 3; (b) escarpments and pathways; (c) riverbanks; and (d) natural areas. When the copy is visible.		C	N/C	N/A	N/I
	(6) A Digital Third Party Advertising Sign is prohibited if: (a) the digital display is visible from a building containing a Dwelling Unit; and (b) it is located less than 125.0m, measured from the face of the digital display to a building containing a Dwelling Unit.		C	N/C	N/A	N/I
115.3 Sitting of Digital Third Party Advertising Signs	(1) A digital third party advertising sign must not be located within 30.0m of any freestanding identification sign, facing the same oncoming traffic;		C			
		(a) must be located at least 300.0m from any other Digital Message Sign or Digital Third Party Advertising Sign when measured from the closest point of the sign containing the digital display to the closest point of another sign containing the digital display when the signs are facing the same oncoming traffic;	DP2023-02852	216.39	-83.61	
		(b) must not be located within 75.0m of any Third Party Advertising Sign facing the same on-coming traffic and must not result in more than 2 signs displaying third party advertising greater than 4.6m in height and 4.5m <sup>2</sup> in area within a 225.0m radius of each other facing the same street;	Will result in 3 Class F/G signs within 225m DP2023-02852 and DP2023-00548	N/C		
	(3) A Digital third party advertising sign:	(c) except where specified in subsection (d), must be located at least the following distances from any property line shared with a street:	(i) 17.0m where the posted speed limit of the public thoroughfare is 100km/hr or greater;			
			(ii) 16.0m where the posted speed limit of the public thoroughfare is 90 km/hr;			
		(ii) 14.0m where the posted speed limit of the public thoroughfare is 80 km/hr;				
		(ii) 10.0m where the posted speed limit of the public thoroughfare is 70 km/hr; and	5.79	-4.21		
		(ii) 6.0m where the posted speed limit of the public thoroughfare is 60 km/hr or less.				
	(d) may be located closer to a property line shared with a street identified in subsection (c) provided that:	(i) the sign replaces an existing approved Sign - Class F on a parcel;	C	N/C	N/A	N/I
		(ii) the development permit approving the Sign - Class F remains in effect; and	C	N/C	N/A	N/I
(iii) the distance from the sign to any property line is not less than that of the existing approved Sign - Class F.		DP2019-2687 (original approval) shows sign at 6m from PL. Current plans show sign will be 5.79m from PL.	C	N/C	N/A	N/I
(4) Tree required under an approved development permit must not be removed or altered in any way to accommodate the placement or visibility of a digital third party advertising sign		C	N/C	N/A	N/I	
(5) A digital third party advertising sign must not be located on, or attached to, a roof if a building.		C	N/C	N/A	N/I	

Page 5 Digital Third Party Advertising Signs (Class G)			D.P. # 2024-02136				
Rule	Requirements		Evaluation				
			Notes	Provided/Variance			
(6) A freestanding digital third party advertising sign must be separated from:	(a) a directional sign, exceeding 3.0m <sup>2</sup> in sign area, in a street right-of-way;			C	N/C	N/A	N/I
	(b) a street intersection or railway crossing by at least 30.0m; and			65.00		35.00	
	(c) the curbline or edge of a major street, expressway or freeway, to the satisfaction of the General Manager transportation or his delegate.		Not supported by Traffic	C	N/C	N/A	N/I

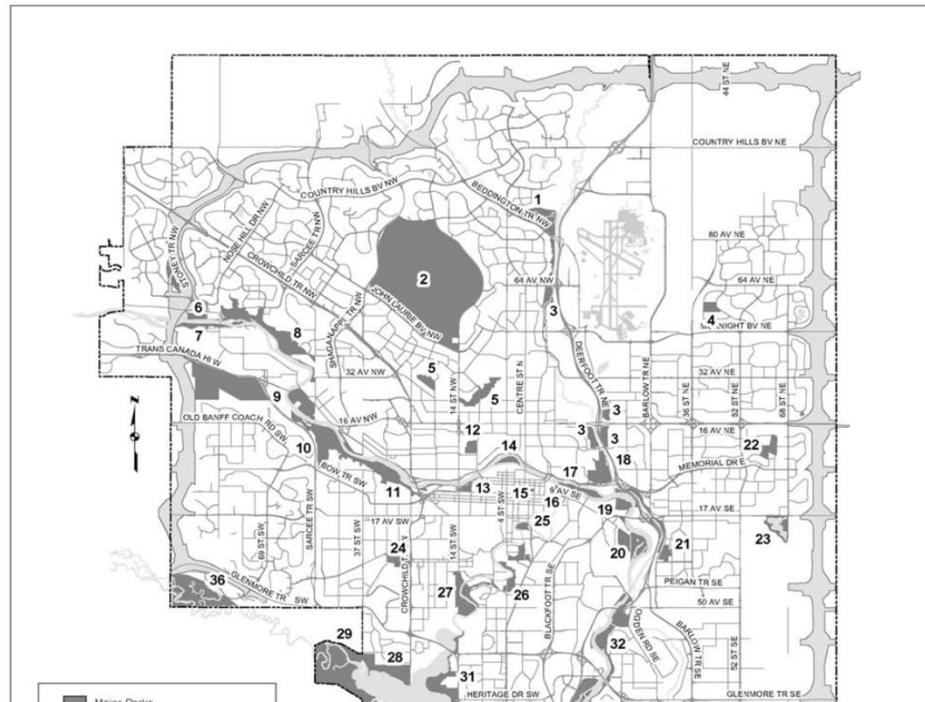
Page 6 Digital Third Party Advertising Signs (Class G)		D.P. # 2024-02136		
Rule	Requirements		Evaluation	
		Notes	Provided/Variance	
	(1) The maximum height of a wall-mounted or a freestanding-flush digital third party advertising sign is 10.5m and it must not extend above the eaveline.			
	(2) The maximum height of a freestanding digital third party advertising sign is 8.3m, and if any portion of a freestanding digital third party advertising sign is		8.30	0.00

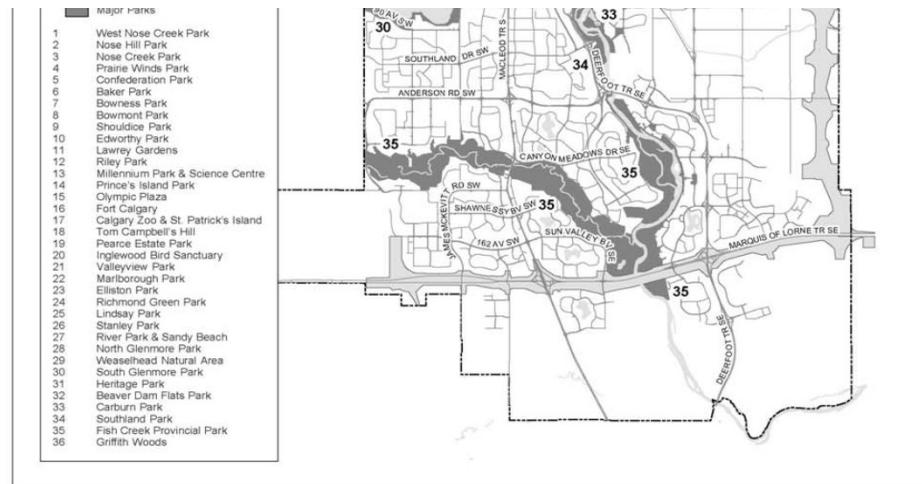
Page 7 Digital Third Party Advertising Signs (Class G)		D.P. # 2024-02136				
Rule	Requirements		Evaluation			
		Notes	Provided/Variance			
115.4 Height and Size of Digital Third Party Advertising Signs	located within 6.5m of a building less than 8.3m in height, the sign must not exceed the height of the building or 6.5m, whichever is greater.		6.50	6.50		
	(3) The dimensions of the sign area of a digital third party advertising sign must not exceed a vertical dimension of 5.8m by a horizontal dimension of 7.0m, with allowance for a 1.5m cut-out to the top and face and a 0.70m cut-out to the sides and bottom of the digital third party advertising sign.		Vertical (m)			
			3.05	-2.75		
			Horizontal (m)			
		6.10	-0.90			
	(4) The maximum area of a digital third party advertising sign must not exceed 25.0m <sup>2</sup> and only one face of a double-faced sign may be used to calculate sign area.		18.61	-6.39		
115.5 General Rules for Digital Third Party Advertising Signs	(1) The applicant for a development permit for a digital third party advertising sign must show, to the satisfaction of the development authority, that the digital third party advertising sign is compatible with the general architectural lines and forms of nearby buildings and the character of the streetscape or area within which it is to be located, and does not severely obstruct the horizon line.		C	N/C	N/A	N/I
	(1.1) Digital Third Party Advertising Signs with a sign area greater than 4.5m <sup>2</sup> may only be located in the CR20-C20/R20 District where: (a) it forms part of a comprehensive development; and (b) it has be incorporated into the design of a building or structure.		C	N/C	N/A	N/I
	(2) A digital third party advertising sign must not block natural light or the sky from surrounding buildings' windows and doors.		C	N/C	N/A	N/I
	(3) The lighting or orientation of a digital third party advertising sign must not adversely affect any neighbouring residential areas		C	N/C	N/A	N/I
	(4) An auxiliary sign or other material must not be attached to, on, above or below a digital third party advertising sign.		C	N/C	N/A	N/I
	(5) The backs of all digital third party advertising signs and all cut-outs must be enclosed to the satisfaction of the development authority.		C	N/C	N/A	N/I
	(6) The space between the faces of a double-faced digital third party advertising sign must be enclosed		C	N/C	N/A	N/I
(7) Electrical power supply to the digital third party advertising signs or base landscaping must be underground unless otherwise allowed by the development authority such as, but not limited to, situations where reasonable access to an underground power source is not available or the digital third part advertising sign is located in an area where underground power has not commenced.		C	N/C	N/A	N/I	
1068 S-CRI Discretionary Uses	(4) The following uses are discretionary uses when carried on by, or on behalf of, the City where located on parcels identified in subsections (5) and (6): (a) Sign – Class F; and (b) Sign – Class G					
	(5) The uses listed in subsection 1068 (4) may be located on a parcel identified as one or more of the following: (a) Block 1 Plan 7611002 excepting Road Plan 8211009 and Subdivision Plan 8911094; (b) Lot 1 Block 13 Plan 7810679; and (c) Block C Plan 7811204.		C	N/C	N/A	N/I

Page 8 <b>Digital Third Party Advertising Signs (Class G)</b>		D.P. # 2024-02136
Rule	Requirements	Evaluation
		Provided/Variance

- (a) 14 Street N.W. from John Laurie Boulevard, north to Country Hills Boulevard;
- (b) 14 Street S.W. from Glenmore Trail S.W., south to Canyon Meadows Drive S.W.;
- (c) 52 Street East, from 17 Avenue S.E., north to McKnight Boulevard;
- (d) 85 Street N.W. from Bowness Road, north to Bearspaw Dam Road;
- (e) 87 Street N.W. from Bearspaw Dam Road, north to Nose Hill Drive;
- (f) 17 Avenue South from the eastern **City** limit, west to the Canadian National Railway crossing of 17 Avenue South near 52 Street S.E.;
- (g) 32 Avenue N.E. from 36 Street N.E., east to the **City** limits;
- (h) 64 Avenue N.E. from 36 Street N.E., east to the **City** limits;
- (i) 96 Avenue NE from Harvest Hills Bv to Deerfoot Tr;
- (j) 144 Avenue N.W.;
- (k) 162 Avenue S.W. from 37 Street S.W., east to Macleod Trail;
- (k.1) Airport Trail;
- (l) Anderson Road;
- (m) Barlow Trail from the north **City** limits, south to the junction of McKnight Boulevard;
- (n) Bearspaw Dam Road from 87 Street N.W., east to 85 Street N.W.;
- (o) Beddington Trail;
- (p) Bow Bottom Trail;
- (q) Bow Trail from the junction of Sarcee Trail S.W., east to the junction of Crowchild Trail;
- (r) Canyon Meadows Drive;
- (s) Chaparral Boulevard;
- (t) Country Hills Boulevard;
- (u) Crowchild Trail;
- (v) Deerfoot Trail;
- (w) Falconridge Boulevard N.E.;
- (x) Glenmore Trail from Elbow Drive S.W., west to the **City** limits;
- (y) Glenmore Trail from the Bow River, east to Ogden Road S.E.;
- (z) Harvest Hills Boulevard;
- (aa) Heritage Drive from 14 Street S.W., east to Haddon Road S.W.;
- (bb) Heritage Drive from Bonaventure Drive S.E., east to Blackfoot Trail;
- (cc) John Laurie Boulevard from Nose Hill Drive, east to McKnight Boulevard;
- (dd) Macleod Trail from 162 Avenue S.W., south to the **City** limits;
- (ee) McKenzie Lake Boulevard S.E.;
- (ff) McKenzie Towne Boulevard S.E.;
- (gg) McKenzie Towne Drive S.E.;
- (hh) McKnight Boulevard from Deerfoot Trail east to Barlow Trail and from 36 Street N.E., east to the **City** limits;
- (ii) Memorial Drive N.E. from 39 Street S.E., east to the **City** limits;
- (ii.1) Metis Trail;

- (jj) Nose Hill Drive;
- (kk) Peigan Trail;
- (ll) Sarcee Trail N.W. from Crowchild Trail, north to the Transportation and Utility Corridor;
- (mm) Sarcee Trail from the Trans-Canada Highway, south to the junction of Glenmore Trail and from Southland Drive, south to the **City** limits;
- (nn) Shaganappi Trail;
- (oo) Shawnessy Boulevard from west **City** limits, east to Shawnessy Drive S.W.;
- (pp) Southland Drive from west **City** limits, east to Haddon Road S.W.;
- (qq) Southland Drive from Bonaventure Drive S.E., east to Deerfoot Trail;
- (rr) Sun Valley Boulevard from Macleod Trail, east to Chaparral Boulevard;
- (ss) the Transportation and Utility Corridor;
- (tt) Trans-Canada Highway from the Bow River, west to the **City** limits; or
- (uu) Trans-Canada Highway from 6 Street N.E., east to the **City** limits.





1. West Nose Creek Park
2. Nose Hill Park
3. Nose Creek Park
4. Prairie Winds Park
5. Confederation Park
6. Baker Park
7. Bowness Park
8. Bowmont Park
9. Shouldice Park
10. Edworthy Park
11. Lawrey Gardens
12. Riley Park
13. Millennium Park & Science Centre
14. Prince's Island Park
15. Olympic Plaza
16. Fort Calgary
17. Calgary Zoo & St. Patrick's Island
18. Tom Campbell's Hill
19. Pearce Estate Park
20. Inglewood Bird Sanctuary
21. Valleyview Park
22. Marlborough Park
23. Elliston Park
24. Richmond Green Park
25. Lindsay Park
26. Stanley Park
27. River Park & Sandy Beach
28. North Glenmore Park
29. Weaselhead Natural Area
30. South Glenmore Park
31. Heritage Park
32. Beaver Dam Flats Park
33. Carburn Park
34. Southland Park
35. Fish Creek Provincial Park
36. Griffith Woods

- 37. Ralph Klein Park
- 38. 12 Mile Coulee Park

Page 14 Pedestrian Scaled Third Party Advertising Signs (Class F)		D.P. #				
Rule	Requirements		Evaluation			
		Notes	Provided/Variance			
<b>NOTE: Pedestrian Scaled Third Party Advertising signs are limited to parcels located in Section 1068 (5) &amp; (6) which are transit property.</b>						
103.1 Pedestrian Scaled Third Party Advertising	(a) with a maximum height of 2.0m and a max sign area of 2.0m <sup>2</sup> ;		Height (m)			
			Area (m <sup>2</sup> )			
	(b) that may have copy visible from a pathway		F/M Discretion	N/A	N/I	
	(c) that must not be located within 20.0m of any Freestanding Sign, other than Third Party Advertising Signs or Digital Third Party Advertising Signs on the same parcel, when measured from the closest point of the sign, containing the digital display to the closest point of another sign; and					
	(d) that must be oriented to pedestrians and must not be legible from streets.		F/M Discretion	N/A	N/I	
1068 S-CRI Discretionary Uses	(4) The following uses are discretionary uses when carried on by, or on behalf of, the City where located on parcels identified in subsections (5) and (6): (a) Sign – Class F; and (b) Sign – Class G					
	(6) The uses listed in subsection 1068 (4) may be located on a parcel identified as one or more of the following, if they are pedestrian scaled third party advertising:  <i>(see 1068(6) locations tab)</i>		C	N/C	N/A	N/I
1073.1 Sign - Class F and Sign - Class G	(1) The rules contained in Part 3, Division 5: Signs apply to Sign - Class F and Sign - Class G, except as follows:	(a) Sign - Class F pedestrian scaled third party advertising may only be illuminated in a manner that prevents the trespass of light onto adjacent parcels;	Requires review by planner or technician		N/A	N/I
		(b) Notwithstanding subsections 115.2(6), where a Sign - Class G pedestrian scaled third party advertising is visible from and located within 125.0m of a building containing a Dwelling Unit, the sign must not operate, or must only display a blank screen between 10pm and 7am;	Requires review by planner or technician		N/A	N/I
		(c) In addition to any sign approved under subsections 1068(2), (3), and (5), a max of one Sign - Class F or Sign - Class G larger than a max height of 2.0m and a max sign area of 2.0m <sup>2</sup> may be located on each parcel identified in subsection 1068(5); and	Height (m)			
		(d) When a Third Party Advertising Sign or Digital Third Party Advertising Sign is located on a parcel identified in subsection 1068(5)(a), it must be a minimum of 200.0 metres from another Third Party Advertising Sign or Digital Third Party Advertising Sign, facing the same oncoming traffic.	C	N/C	N/A	N/I
		Area (m <sup>2</sup> )				

- (a) That portion of Research Road NW which lies east of 33 Street NW on Plan 8110138;
- (b) Lot 5 Block 5 Plan 8110138;
- (c) Lot 9 Block 5 Plan 9712289;
- (d) Block 4 Plan 9512418;
- (e) Block 1 Plan 7611002 excepting Road Plan 8211009 and Subdivision Plan 8911094;
- (f) Lot 1 Block 1 Plan 8510947;
- (g) Block 14 Plan Haysboro Industrial Calgary 5115HV;
- (h) Block 9 Plan Franklin Park Industrial Calgary 7410806; excepting Street Widening Plan 7811004;
- (i) Lot 10 Block 1 Plan 9912694;
- (j) Lot 1 Block 9 Plan 8211309;
- (k) Block 2 Plan 9911775;
- (l) Lot 106 Block 13 Plan 9710384;
- (m) Lot 1 Block 13 Plan 7810679;
- (n) Block C Plan 7811204; and
- (o) Lot 1 Block 39 Plan 0012045

**Samnick, Cyrille**

---

**From:** Marcus Caney [REDACTED]  
**Sent:** Wednesday, May 8, 2024 10:59 AM  
**To:** Wilkinson, Mathew  
**Subject:** RE: [EXTERNAL] DP2024-02136 Detail Review - 4307 BLACKFOOT TR SE

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Hi Mathew,

Custom timeline works great for us! Let's play it safe and go with 3 weeks.

We appreciate the flexibility!

Have a great day,

**Marcus Caney**

Senior Leasing Representative, Edmonton & Northern Alberta

**PATTISON Outdoor Advertising**

#390, 14055 West Block Drive NW  
Edmonton, AB T5N 1L8

Direct: [REDACTED]

Mobile: [REDACTED]



---

**From:** Wilkinson, Mathew <[Mathew.Wilkinson@calgary.ca](mailto:Mathew.Wilkinson@calgary.ca)>  
**Sent:** Wednesday, May 8, 2024 10:58 AM  
**To:** Marcus Caney <[MCaney@pattisonoutdoor.com](mailto:MCaney@pattisonoutdoor.com)>  
**Subject:** RE: [EXTERNAL] DP2024-02136 Detail Review - 4307 BLACKFOOT TR SE

This is an EXTERNAL email

---

Hi Marcus,

Yes, what we can do is put this on a custom timeline, which allows us to keep this on hold past our typical deadlines. All you need to do is agree to a custom timeline (can respond to this email) and we will keep it on hold for an additional 2 weeks, or more if you wish to have more time.

Thanks,

Mathew Wilkinson, AT  
Senior Planning Technician  
Development & Subdivision Application Services | Community Planning  
Planning and Development Services  
403-651-5459  
[Mathew.wilkinson@calgary.ca](mailto:Mathew.wilkinson@calgary.ca)



---

From: Marcus Caney <[REDACTED]>  
Sent: Wednesday, May 8, 2024 10:37 AM  
To: Wilkinson, Mathew <[Mathew.Wilkinson@calgary.ca](mailto:Mathew.Wilkinson@calgary.ca)>  
Subject: RE: [EXTERNAL] DP2024-02136 Detail Review - 4307 BLACKFOOT TR SE

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Hi Mathew,

I hope you are doing well!

Thank you for sending this along. Are you able to pre-emptively grant us an extension on our response? I will be out of town until May 29<sup>th</sup>, so we won't be able to meet the required deadline. If you're able to grant us an additional 2 weeks, this would be greatly appreciated.

Thank you!

**Marcus Caney**  
Senior Leasing Representative, Edmonton & Northern Alberta

**PATTISON Outdoor Advertising**

#390, 14055 West Block Drive NW  
Edmonton, AB T5N 1L8

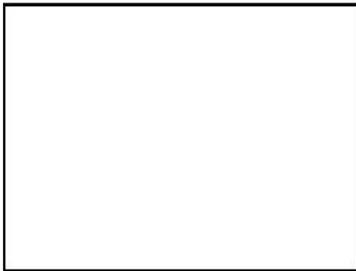
Direct: [REDACTED]  
Mobile: [REDACTED]





From: Mathew.Wilkinson@calgary.ca <Mathew.Wilkinson@calgary.ca>  
Sent: Monday, April 29, 2024 10:15 AM  
To: Marcus Caney <[REDACTED]>  
Cc: Mathew.Wilkinson@calgary.ca  
Subject: [EXTERNAL] DP2024-02136 Detail Review - 4307 BLACKFOOT TR SE

This is an EXTERNAL email



Dear Applicant,

The detailed review for your development permit has been completed and we require additional information before we are able to proceed to a decision. Please see the attached Detailed Review document for details.

This email contains the following information:

DETAILED REVIEW

For more information about the development permit process please visit [www.calgary.ca/dpprocess](http://www.calgary.ca/dpprocess).

For status updates and more information on your specific development permit please visit [www.calgary.ca/pdmap](http://www.calgary.ca/pdmap).

Please contact me if you have any questions or concerns about your development permit.

Regards,

MATHEW WILKINSON  
Senior Planning Technician  
[Mathew.Wilkinson@calgary.ca](mailto:Mathew.Wilkinson@calgary.ca)  
403-651-5459  
[www.calgary.ca/PDMap](http://www.calgary.ca/PDMap)

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**Samnick, Cyrille**

---

**From:** [REDACTED] >  
**Sent:** Tuesday, June 18, 2024 10:50 AM  
**To:** Wilkinson, Mathew  
**Subject:** RE: [EXTERNAL] DP2024-02136 Detail Review - 4307 BLACKFOOT TR SE

**Follow Up Flag:** Follow up  
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We agree! Thanks!

**Marcus Caney**  
Senior Leasing Representative, Edmonton & Northern Alberta

**PATTISON Outdoor Advertising**

#390, 14055 West Block Drive NW  
Edmonton, AB T5N 1L8



---

**From:** Wilkinson, Mathew <Mathew.Wilkinson@calgary.ca>  
**Sent:** Tuesday, June 18, 2024 10:47 AM  
**To:** Marcus Caney [REDACTED] - 4307 BLACKFOOT TR SE

This is an EXTERNAL email

---

Hi Marcus,

Yes, what we can do is put this on a Custom Timeline so we can keep it active for another month. To do this you just need to respond to this email to agree to that.

Thanks,

Mathew Wilkinson, AT  
Senior Planning Technician  
Development & Subdivision Application Services | Community Planning  
Planning and Development Services  
403-651-5459  
[Mathew.wilkinson@calgary.ca](mailto:Mathew.wilkinson@calgary.ca)



---

From: Marcus Caney <[REDACTED]>  
Sent: Monday, June 17, 2024 3:12 PM  
To: Wilkinson, Mathew <[Mathew.Wilkinson@calgary.ca](mailto:Mathew.Wilkinson@calgary.ca)>  
Subject: RE: [EXTERNAL] DP2024-02136 Detail Review - 4307 BLACKFOOT TR SE

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Hey Mathew,

I hope you had a nice weekend!

It appears we're going to be pressed up against the deadline for our response (I believe the date is this Wednesday) while we wait to hear back from Yusuf and the Traffic Safety team. Are we able to get another multi-week extension in place? I think 3 weeks would sufficiently cover us, if you have no objections.

Thanks!

**Marcus Caney**  
Senior Leasing Representative, Edmonton & Northern Alberta

**PATTISON Outdoor Advertising**

#390, 14055 West Block Drive NW  
Edmonton, AB T5N 1L8



---

From: Wilkinson, Mathew <[Mathew.Wilkinson@calgary.ca](mailto:Mathew.Wilkinson@calgary.ca)>  
Sent: Friday, June 7, 2024 7:50 AM

To: Marcus Caney [REDACTED] >  
Cc: Yusuf, Yusuf H. <[Yusuf.Yusuf@calgary.ca](mailto:Yusuf.Yusuf@calgary.ca)>  
Subject: RE: [EXTERNAL] DP2024-02136 Detail Review - 4307 BLACKFOOT TR SE

This is an EXTERNAL email

---

Hi Marcus,

Yup that will work, I'll set up the meeting and sent you an invite.

Thanks,

Mathew Wilkinson, AT  
Senior Planning Technician  
Development & Subdivision Application Services | Community Planning  
Planning and Development Services  
403-651-5459  
[Mathew.wilkinson@calgary.ca](mailto:Mathew.wilkinson@calgary.ca)



---

From: Marcus Caney <[REDACTED]>  
Sent: Thursday, June 6, 2024 9:59 AM  
To: Wilkinson, Mathew <[Mathew.Wilkinson@calgary.ca](mailto:Mathew.Wilkinson@calgary.ca)>  
Cc: Yusuf, Yusuf H. <[Yusuf.Yusuf@calgary.ca](mailto:Yusuf.Yusuf@calgary.ca)>  
Subject: RE: [EXTERNAL] DP2024-02136 Detail Review - 4307 BLACKFOOT TR SE

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Hey Mathew,

Fantastic! Would sometime before 3pm on Thursday June 13<sup>th</sup> work? The engineer we are working with is away a good portion of next week, so that would be his first available day.

Thanks,

**Marcus Caney**  
Senior Leasing Representative, Edmonton & Northern Alberta

**PATTISON Outdoor Advertising**

#390, 14055 West Block Drive NW  
Edmonton, AB T5N 1L8





From: Wilkinson, Mathew <Mathew.Wilkinson@calgary.ca>  
Sent: Wednesday, June 5, 2024 10:46 AM  
To: Marcus Caney [REDACTED] >  
Cc: Yusuf, Yusuf H. <Yusuf.Yusuf@calgary.ca>  
Subject: RE: [EXTERNAL] DP2024-02136 Detail Review - 4307 BLACKFOOT TR SE

This is an EXTERNAL email

Hi Marcus,

Yup I can facilitate this. What days/times would work for you? I can set up a meeting.

Thanks,

Mathew Wilkinson, AT  
Senior Planning Technician  
Development & Subdivision Application Services | Community Planning  
Planning and Development Services  
403-651-5459  
[Mathew.wilkinson@calgary.ca](mailto:Mathew.wilkinson@calgary.ca)



From: Marcus Caney [REDACTED]  
Sent: Monday, June 3, 2024 10:01 AM  
To: Wilkinson, Mathew <Mathew.Wilkinson@calgary.ca>  
Subject: RE: [EXTERNAL] DP2024-02136 Detail Review - 4307 BLACKFOOT TR SE

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Hi Mathew,

I hope you had a nice weekend!

We are interested in connecting with the Traffic Engineer who provided comments on the Detailed Review. Is this a possibility? If so, are you able to help facilitate this?

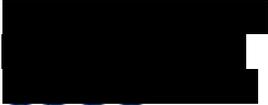
Thanks,

**Marcus Caney**

Senior Leasing Representative, Edmonton & Northern Alberta

**PATTISON Outdoor Advertising**

#390, 14055 West Block Drive NW



---

**From:** Wilkinson, Mathew <[Mathew.Wilkinson@calgary.ca](mailto:Mathew.Wilkinson@calgary.ca)>  
**Sent:** Wednesday, May 8, 2024 10:58 AM  
**To:** Marcus Caney <[REDACTED]>  
**Subject:** RE: [EXTERNAL] DP2024-02136 Detail Review - 4307 BLACKFOOT TR SE

**This is an EXTERNAL email**

---

Hi Marcus,

Yes, what we can do is put this on a custom timeline, which allows us to keep this on hold past our typical deadlines. All you need to do is agree to a custom timeline (can respond to this email) and we will keep it on hold for an additional 2 weeks, or more if you wish to have more time.

Thanks,

Mathew Wilkinson, AT  
Senior Planning Technician  
Development & Subdivision Application Services | Community Planning  
Planning and Development Services  
403-651-5459  
[Mathew.wilkinson@calgary.ca](mailto:Mathew.wilkinson@calgary.ca)



---

**From:** Marcus Caney <[REDACTED]>  
**Sent:** Wednesday, May 8, 2024 10:37 AM  
**To:** Wilkinson, Mathew <[Mathew.Wilkinson@calgary.ca](mailto:Mathew.Wilkinson@calgary.ca)>  
**Subject:** RE: [EXTERNAL] DP2024-02136 Detail Review - 4307 BLACKFOOT TR SE

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Hi Mathew,

I hope you are doing well!

Thank you for sending this along. Are you able to pre-emptively grant us an extension on our response? I will be out of town until May 29<sup>th</sup>, so we won't be able to meet the required deadline. If you're able to grant us an additional 2 weeks, this would be greatly appreciated.

Thank you!

**Marcus Caney**

Senior Leasing Representative, Edmonton & Northern Alberta

**PATTISON Outdoor Advertising**

#390, 14055 West Block Drive NW

Edmonton, AB T5N 1L8

Direct: 780-669-7710

Mobile: 780-902-0527



---

From: [Mathew.Wilkinson@calgary.ca](mailto:Mathew.Wilkinson@calgary.ca) <[Mathew.Wilkinson@calgary.ca](mailto:Mathew.Wilkinson@calgary.ca)>

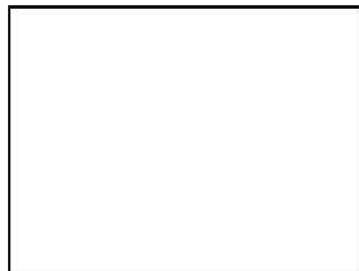
Sent: Monday, April 29, 2024 10:15 AM

To: Marcus Caney <[REDACTED]>

Cc: [Mathew.Wilkinson@calgary.ca](mailto:Mathew.Wilkinson@calgary.ca)

Subject: [EXTERNAL] DP2024-02136 Detail Review - 4307 BLACKFOOT TR SE

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---

Dear Applicant,

The detailed review for your development permit has been completed and we require additional information before we are able to proceed to a decision. Please see the attached Detailed Review document for details.

This email contains the following information:

**DETAILED REVIEW**

For more information about the development permit process please visit [www.calgary.ca/dpprocess](http://www.calgary.ca/dpprocess).

For status updates and more information on your specific development permit please visit [www.calgary.ca/pdmap](http://www.calgary.ca/pdmap).

Please contact me if you have any questions or concerns about your development permit.

Regards,

MATHEW WILKINSON  
Senior Planning Technician  
[Mathew.Wilkinson@calgary.ca](mailto:Mathew.Wilkinson@calgary.ca)  
403-651-5459  
[www.calgary.ca/PDMap](http://www.calgary.ca/PDMap)

---

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**Samnick, Cyrille**

**From:** Wilkinson, Mathew  
**Sent:** Friday, July 19, 2024 8:04 AM  
**To:** 'Marcus Caney'; Brendan Stevenson  
**Subject:** RE: DP2024-02136 - 4307 Blackfoot Trail SE Traffic Study

Hi Marcus and Brendan,

Apologies for the delay on our response. I do have Traffic's updated comments regarding the sign, as well as a response on behalf of the Development Authority.

With regards to your question below, yes removing one of the signs to reduce the number of signs facing the same traffic from 3 to 2 would solve that discrepancy. The remaining bylaw relaxations would be:

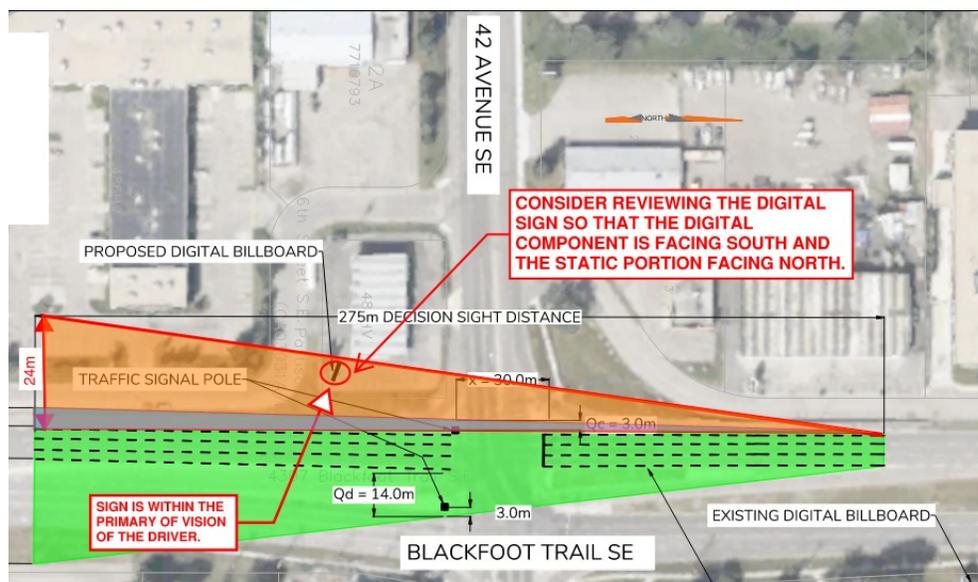
- Sign located on parking stall (this was granted on previous approval)
- Sign located within 300m of another Digital Third Party Advertising Sign facing same traffic (Not supported)
- Plans shows sign will be within required setback to PL. Might be supported if at same distance at previous approval. Previous approval showed sign was 6.0m to PL. Current plans shows sign will be closer (5.79m). I am not sure if this is an error as I imagine sign will be located at the same location but will need to be addressed.
- Space between double faced sign not enclosed (this was granted on previous approval)

Here are Traffic's updated comments:

*Mobility Operations is not in support of a digital sign located within a driver's cone of vision along with the traffic control device, specifically the traffic signal. A driver traversing southbound along Blackfoot Trail approaching the intersection needs to pay attention not only the signal head but also:*

- *On-coming traffic along the sidestreets;*
- *Pedestrian activity surrounding the road;*
- *Any other vehicles surrounding the driver*

*See sketch below highlighting the sign within a driver's 5-degree cone of vision, traveling southbound along Blackfoot Trail SE with a lateral offset of 24m and a design speed of 70 Km/hr:*



*We suggest reviewing the restriction area of the sign and rotating the sign 180 degree at the same location, facing Northbound traffic.*

For the reasons above, the Development Authority cannot support the proposed change to the sign. Please let me know how you wish to proceed with this application.

Thanks,

Mathew Wilkinson, AT  
Senior Planning Technician  
Development & Subdivision Application Services | Community Planning  
Planning and Development Services  
403-651-5459  
[Mathew.wilkinson@calgary.ca](mailto:Mathew.wilkinson@calgary.ca)



---

**From:** Marcus Caney <[REDACTED]>  
**Sent:** Thursday, July 18, 2024 11:18 AM  
**To:** Wilkinson, Mathew <Mathew.Wilkinson@calgary.ca>  
**Subject:** [External] RE: DP2024-02136 - 4307 Blackfoot Trail SE Traffic Study

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Hey Mathew,

I hope your week is going well!

I had a quick question that I was hoping you could answer for me.

In the Detailed Review, it is noted that "proposed plans show sign will result in 3 Third Party Advertising Signs within a 225m radius". While we don't necessarily agree with the discrepancy, we would be open to removing one of the structures to reduce the total sign count from 3 to 2. If we were to propose this to you, would we be able to get this discrepancy removed from the Detailed Review, with the removal of a conflicting sign a condition of any approval (should we receive it)?

Thanks,

Marcus Caney  
Senior Leasing Representative, Edmonton & Northern Alberta

**PATTISON Outdoor Advertising**

#390, 14055 West Block Drive NW  
Edmonton, AB T5N 1L8  
Direct: 780-669-7710  
Mobile: 780-902-0527



---

**From:** Wilkinson, Mathew <[Mathew.Wilkinson@calgary.ca](mailto:Mathew.Wilkinson@calgary.ca)>  
**Sent:** Wednesday, July 10, 2024 10:07 AM  
**To:** Brendan Stevenson <[REDACTED]>; Yusuf, Yusuf H. <[Yusuf.Yusuf@calgary.ca](mailto:Yusuf.Yusuf@calgary.ca)>  
**Cc:** Marcus Caney <[REDACTED]> Gaelan Patterson <[REDACTED]>  
**Subject:** [EXTERNAL] RE: DP2024-02136 - 4307 Blackfoot Trail SE Traffic Study

**This is an EXTERNAL email**

---

Hi Brendan,

We should have a respond to you by mid next week. Just to confirm, no changes to the location have been proposed and the outstanding bylaw relaxations remain.

Thanks,

Mathew Wilkinson, AT  
Senior Planning Technician  
Development & Subdivision Application Services | Community Planning  
Planning and Development Services  
403-651-5459  
[Mathew.wilkinson@calgary.ca](mailto:Mathew.wilkinson@calgary.ca)



---

**From:** Wilkinson, Mathew  
**Sent:** Thursday, July 4, 2024 7:34 AM  
**To:** Brendan Stevenson <[REDACTED]>  
**Subject:** RE: DP2024-02136 - 4307 Blackfoot Trail SE Traffic Study

Hi Brendan,

Apologies for the delay, I have been off sick this week. I will touch base with Yusuf and will respond to the additional information.

Thanks,

Mathew Wilkinson, AT  
Senior Planning Technician  
Development & Subdivision Application Services | Community Planning  
Planning and Development Services  
403-651-5459  
[Mathew.wilkinson@calgary.ca](mailto:Mathew.wilkinson@calgary.ca)



---

From: Brendan Stevenson <[REDACTED]>  
Sent: Tuesday, July 2, 2024 1:52 PM  
To: Wilkinson, Mathew <[Mathew.Wilkinson@calgary.ca](mailto:Mathew.Wilkinson@calgary.ca)>; Yusuf, Yusuf H. <[Yusuf.Yusuf@calgary.ca](mailto:Yusuf.Yusuf@calgary.ca)>  
Cc: Marcus Caney <[REDACTED]>; Gaelan Patterson <[REDACTED]>  
Subject: [External] RE: DP2024-02136 - 4307 Blackfoot Trail SE Traffic Study

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Good afternoon Mathew/Yusuf,

Hope you had a great long weekend! I just wanted to follow-up with you on this to see if you have any questions or comments on the review?

Thanks,



**Brendan Stevenson, P.Eng., PTOE, PMP**  
*Regional Lead Transportation*



[WATTCONSULTINGGROUP.COM](http://WATTCONSULTINGGROUP.COM)  
1300-736 6 Ave SW, Calgary, AB T2P 3T7



---

From: Brendan Stevenson  
Sent: Friday, June 14, 2024 3:45 PM  
To: Wilkinson, Mathew <[Mathew.Wilkinson@calgary.ca](mailto:Mathew.Wilkinson@calgary.ca)>; Yusuf, Yusuf H. <[Yusuf.Yusuf@calgary.ca](mailto:Yusuf.Yusuf@calgary.ca)>  
Cc: Marcus Caney <[REDACTED]>; Gaelan Patterson <[REDACTED]>  
Subject: RE: DP2024-02136 - 4307 Blackfoot Trail SE Traffic Study

Good afternoon Mathew/Yusuf,

Thanks again for meeting with us yesterday. As discussed, please find the revised drawings attached.

If you have any questions on this, or would like to meet to discuss further, please do not hesitate to let me know.

Hope you all have a great weekend!

Thanks,



**Brendan Stevenson, P.Eng., PTOE, PMP**  
Regional Lead Transportation

C [Redacted]  
[Redacted]  
[Redacted]

[WATTCONSULTINGGROUP.COM](http://WATTCONSULTINGGROUP.COM)  
1300-736 6 Ave SW, Calgary, AB T2P 3T7



-----Original Appointment-----

**From:** Wilkinson, Mathew <[Mathew.Wilkinson@calgary.ca](mailto:Mathew.Wilkinson@calgary.ca)>  
**Sent:** Friday, June 7, 2024 9:41 AM  
**To:** Wilkinson, Mathew; Brendan Stevenson; Yusuf, Yusuf H.; Marcus Caney  
**Subject:** DP2024-02136  
**When:** June 13, 2024 1:00 PM-2:00 PM (UTC-07:00) Mountain Time (US & Canada).  
**Where:** Microsoft Teams Meeting

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---

**From:** Wilkinson, Mathew  
**Sent:** Friday, June 7, 2024 7:51:38 AM  
**To:** Wilkinson, Mathew <[Mathew.Wilkinson@calgary.ca](mailto:Mathew.Wilkinson@calgary.ca)>; Yusuf, Yusuf H. <[Yusuf.Yusuf@calgary.ca](mailto:Yusuf.Yusuf@calgary.ca)>; Marcus Caney  
[Redacted]  
**Subject:** DP2024-02136  
**When:** June 13, 2024 1:00 PM-2:00 PM.  
**Where:** Microsoft Teams Meeting

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---

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Passcode: b6fP9v

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**Samnick, Cyrille**

---

**From:** Brendan Stevenson [REDACTED] >  
**Sent:** Friday, June 14, 2024 3:45 PM  
**To:** Wilkinson, Mathew; Yusuf, Yusuf H.  
**Cc:** Marcus Caney; Gaelan Patterson  
**Subject:** [External] RE: DP2024-02136 - 4307 Blackfoot Trail SE Traffic Study  
**Attachments:** 4307 Blackfoot Tr SE DBA\_R02\_2024-06-14.pdf

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**Flag Status:** Flagged

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Good afternoon Mathew/Yusuf,

Thanks again for meeting with us yesterday. As discussed, please find the revised drawings attached.

If you have any questions on this, or would like to meet to discuss further, please do not hesitate to let me know.

Hope you all have a great weekend!

Thanks,



**Brendan Stevenson, P.Eng., PTOE, PMP**  
Regional Lead Transportation



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-----Original Appointment-----

**From:** Wilkinson, Mathew <Mathew.Wilkinson@calgary.ca>  
**Sent:** Friday, June 7, 2024 9:41 AM  
**To:** Wilkinson, Mathew; Brendan Stevenson; Yusuf, Yusuf H.; Marcus Caney  
**Subject:** DP2024-02136  
**When:** June 13, 2024 1:00 PM-2:00 PM (UTC-07:00) Mountain Time (US & Canada).  
**Where:** Microsoft Teams Meeting

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---

**From:** Wilkinson, Mathew  
**Sent:** Friday, June 7, 2024 7:51:38 AM  
**To:** Wilkinson, Mathew <[Mathew.Wilkinson@calgary.ca](mailto:Mathew.Wilkinson@calgary.ca)>; Yusuf, Yusuf H. <[Yusuf.Yusuf@calgary.ca](mailto:Yusuf.Yusuf@calgary.ca)>; Marcus Caney [REDACTED] <[REDACTED]@[REDACTED].m>  
**Subject:** DP2024-02136  
**When:** June 13, 2024 1:00 PM-2:00 PM.  
**Where:** Microsoft Teams Meeting

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Passcode: b6fP9v

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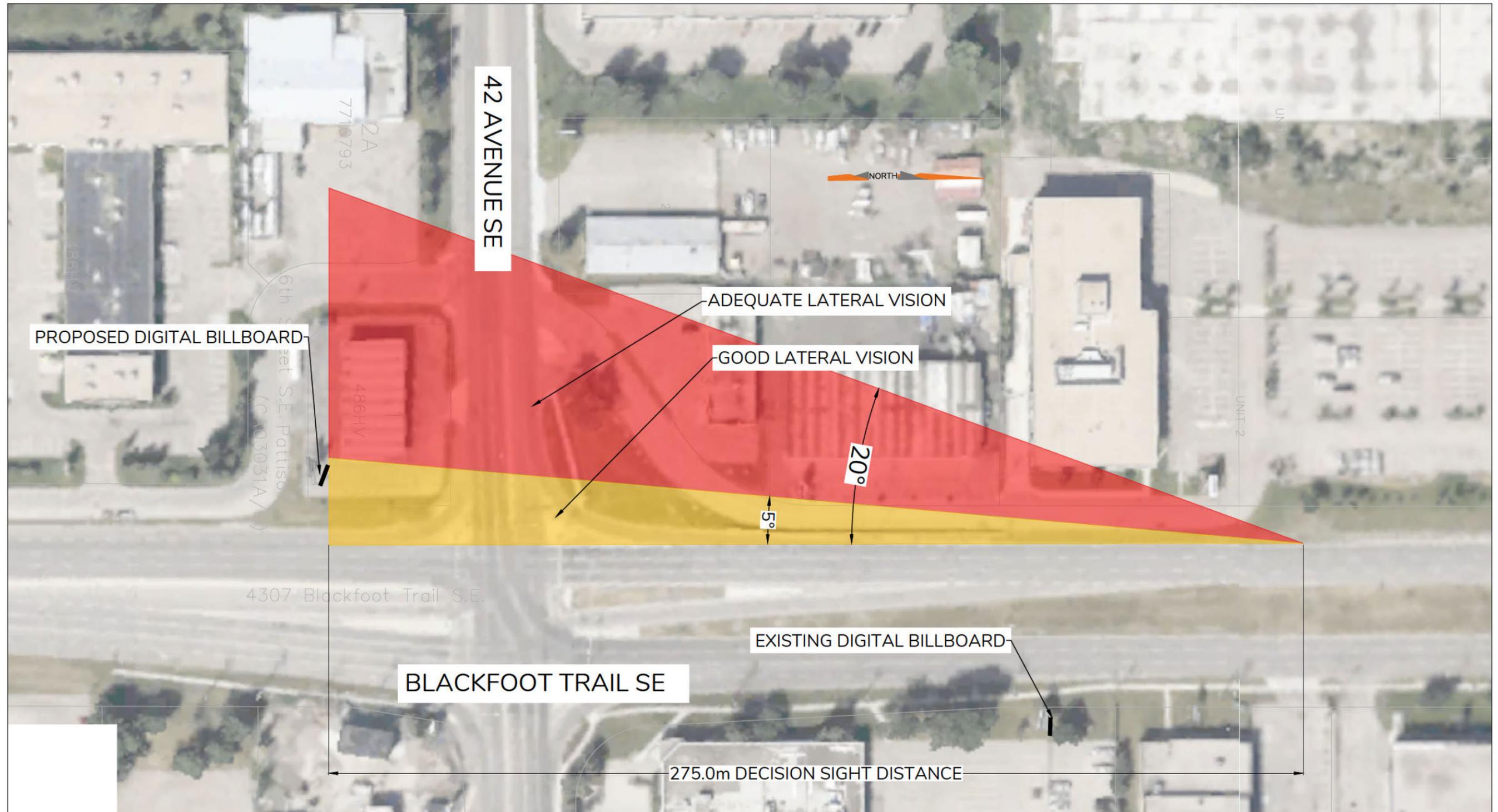
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LEGEND:	PERMIT TO PRACTICE:	SEAL:	REVISIONS		4307 BLACKFOOT TRAIL SE DIGITAL BILLBOARD ASSESSMENT DRIVERS CONE OF VISION			 WATTCONSULTINGGROUP.COM PROJECT NO: 4186.T01
	THESE DESIGN DOCUMENTS ARE PREPARED SOLELY FOR THE USE BY THE PARTY WITH WHOM THE DESIGN PROFESSIONAL HAS ENTERED INTO A CONTRACT, AND THERE ARE NO REPRESENTATIONS OF ANY KIND MADE BY THE DESIGN PROFESSIONAL TO ANY PARTY WITH WHOM THE DESIGN PROFESSIONAL HAS NOT ENTERED INTO CONTRACT.			0	ISSUED FOR COMMENTS	2024-02-14	DRAWING NO: COV-01	
			1	ISSUED FOR DRAFT	2024-03-07	DESIGN SPEED: 70 KM/H	DESIGN VEHICLE: -	CHECKED: BS
			2	ISSUED FOR SUBMISSION	2024-06-14			
			3					
			4					
			5					
			6					
			7					

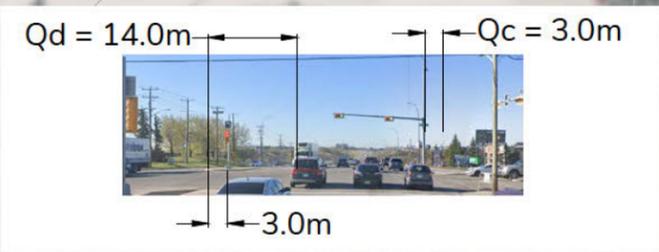
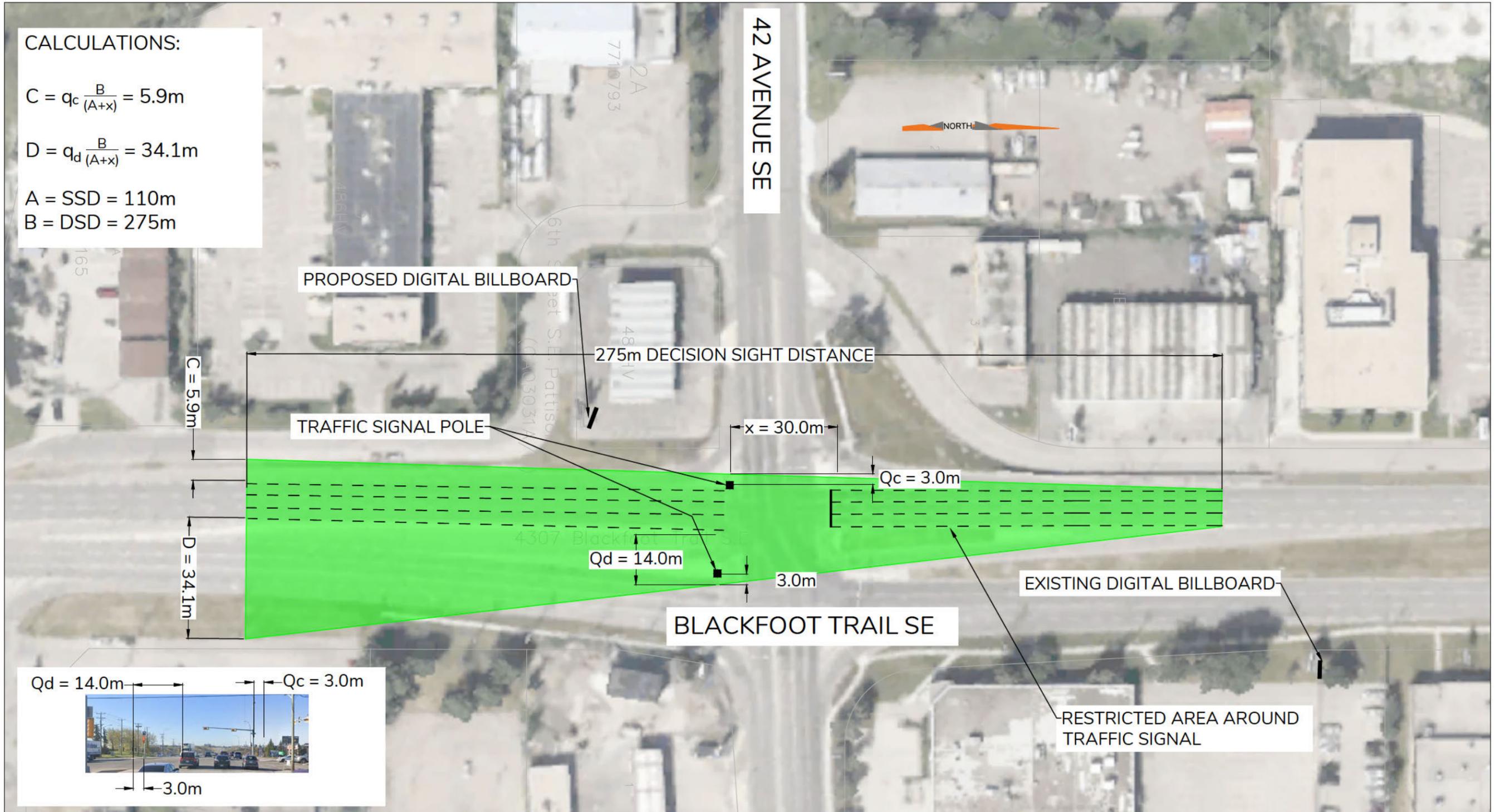
**CALCULATIONS:**

$$C = q_c \frac{B}{(A+x)} = 5.9\text{m}$$

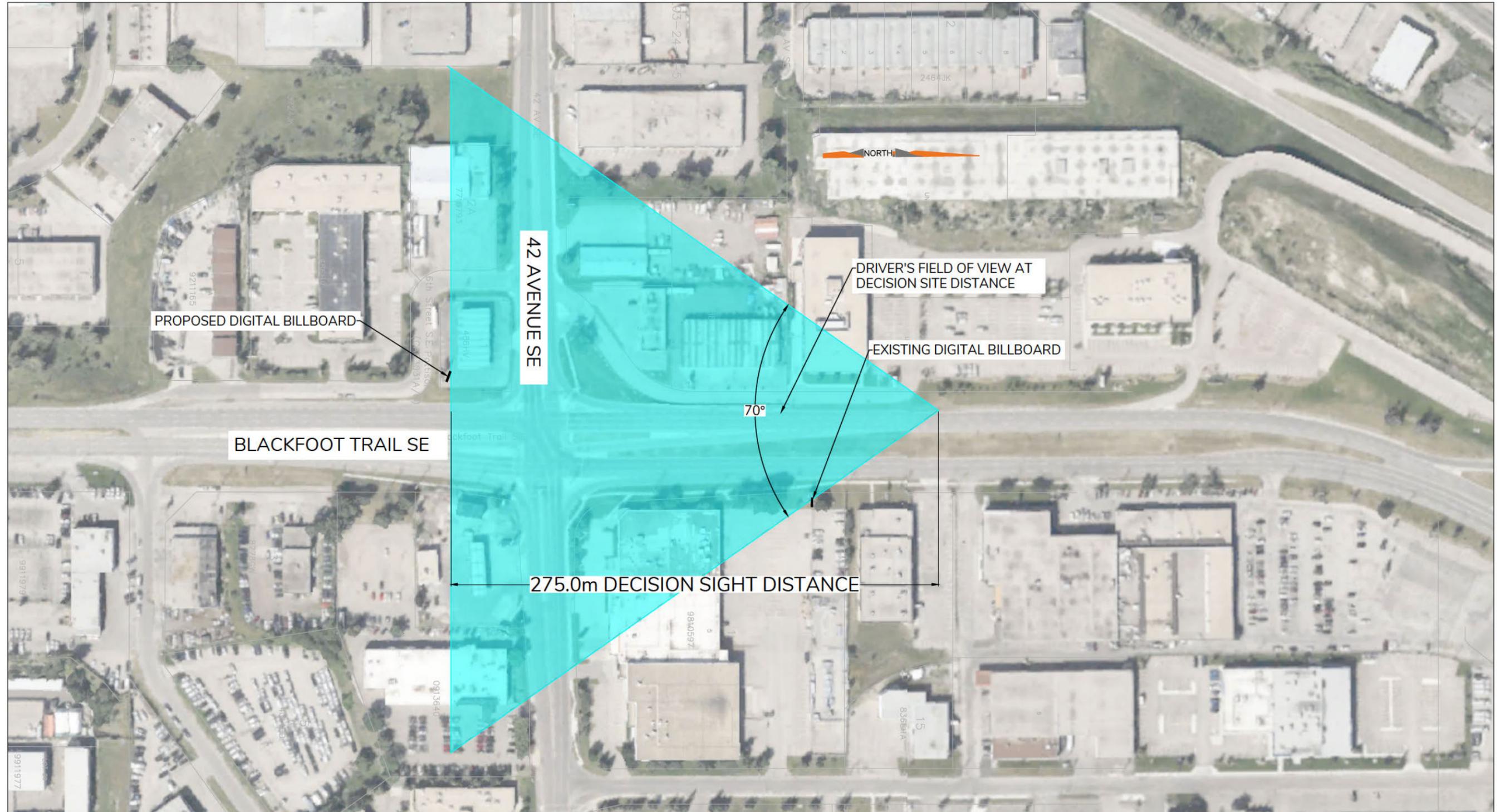
$$D = q_d \frac{B}{(A+x)} = 34.1\text{m}$$

$$A = \text{SSD} = 110\text{m}$$

$$B = \text{DSD} = 275\text{m}$$



LEGEND:	PERMIT TO PRACTICE:	SEAL:	REVISIONS		<b>4307 BLACKFOOT TRAIL SE DIGITAL BILLBOARD ASSESSMENT RESTRICTED AREA AROUND TRAFFIC CONTROLS</b>			 WATTCONSULTINGGROUP.COM
	THESE DESIGN DOCUMENTS ARE PREPARED SOLELY FOR THE USE BY THE PARTY WITH WHOM THE DESIGN PROFESSIONAL HAS ENTERED INTO A CONTRACT, AND THERE ARE NO REPRESENTATIONS OF ANY KIND MADE BY THE DESIGN PROFESSIONAL TO ANY PARTY WITH WHOM THE DESIGN PROFESSIONAL HAS NOT ENTERED INTO CONTRACT.			0				
			1	ISSUED FOR DRAFT	2024-03-07	RA-01	1:1000	GP
			2	ISSUED FOR SUBMISSION	2024-06-14	DESIGN SPEED:	DESIGN VEHICLE:	CHECKED:
			3			70 KM/H	-	BS
			4					
			5					
			6					
			7					
								PROJECT NO: 4186.T01



LEGEND:	PERMIT TO PRACTICE:	SEAL:	REVISIONS		<b>4307 BLACKFOOT TRAIL SE DIGITAL BILLBOARD ASSESSMENT DRIVERS FIELD OF VIEW</b>			 WATTCONSULTINGGROUP.COM
	THESE DESIGN DOCUMENTS ARE PREPARED SOLELY FOR THE USE BY THE PARTY WITH WHOM THE DESIGN PROFESSIONAL HAS ENTERED INTO A CONTRACT, AND THERE ARE NO REPRESENTATIONS OF ANY KIND MADE BY THE DESIGN PROFESSIONAL TO ANY PARTY WITH WHOM THE DESIGN PROFESSIONAL HAS NOT ENTERED INTO CONTRACT.			0				
			1	ISSUED FOR DRAFT	2024-03-07	DFV-01	1:2000	GP
			2	ISSUED FOR SUBMISSION	2024-06-14	DESIGN SPEED:	DESIGN VEHICLE:	CHECKED:
			3			70 KM/H	-	BS
			4					
			5					
			6					
			7					
								PROJECT NO: 4186.T01



LEGEND:	PERMIT TO PRACTICE:	SEAL:	REVISIONS		4307 BLACKFOOT TRAIL SE DIGITAL BILLBOARD ASSESSMENT SITE PLAN FOR REPORT			 WATTCONSULTINGGROUP.COM
	THESE DESIGN DOCUMENTS ARE PREPARED SOLELY FOR THE USE BY THE PARTY WITH WHOM THE DESIGN PROFESSIONAL HAS ENTERED INTO A CONTRACT, AND THERE ARE NO REPRESENTATIONS OF ANY KIND MADE BY THE DESIGN PROFESSIONAL TO ANY PARTY WITH WHOM THE DESIGN PROFESSIONAL HAS NOT ENTERED INTO CONTRACT.			0				
			1	ISSUED FOR DRAFT	2024-03-07	SP-01	NTS	GP
			2	ISSUED FOR SUBMISSION	2024-06-14	DESIGN SPEED:	DESIGN VEHICLE:	CHECKED:
			3			70 KM/H	-	BS
			4					
			5					
			6					
			7					
								PROJECT NO: 4186.T01

**Samnick, Cyrille**

**From:** Yusuf, Yusuf H.  
**Sent:** Tuesday, July 16, 2024 5:26 PM  
**To:** Wilkinson, Mathew  
**Cc:** Teh, Michael; Lin, Kennith  
**Subject:** RE: DP2024-02136 - 4307 Blackfoot Trail SE Traffic Study

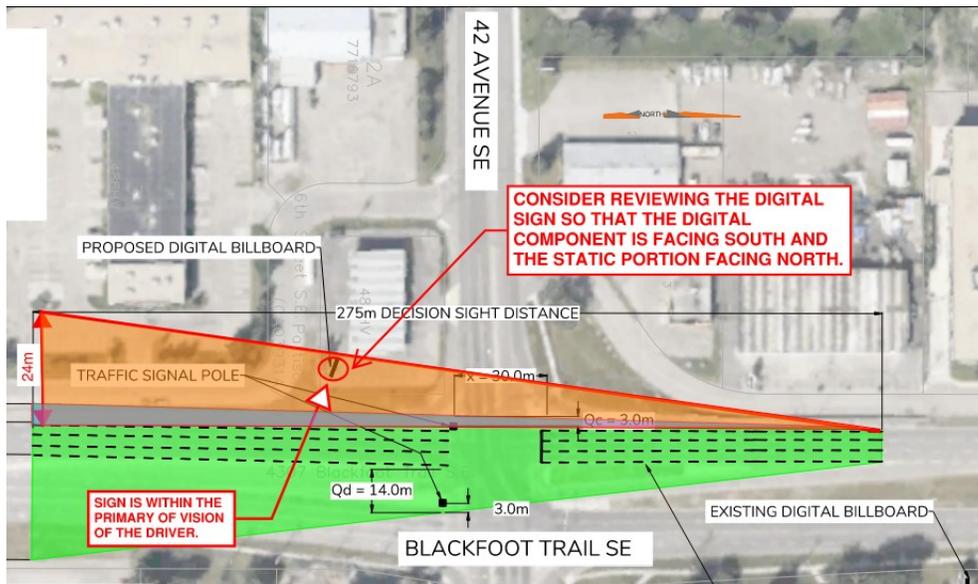
**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

Hi Mathew,

Mobility Operations is not in support of a digital sign located within a driver’s cone of vision along with the traffic control device, specifically the traffic signal. A driver traversing southbound along Blackfoot Trail approaching the intersection needs to pay attention not only the signal head but also:

- On-coming traffic along the sidestreets;
- Pedestrian activity surrounding the road;
- Any other vehicles surrounding the driver

See sketch below highlighting the sign within a driver’s 5-degree cone of vision, traveling southbound along Blackfoot Trail SE with a lateral offset of 24m and a design speed of 70 Km/hr:



We suggest reviewing the restriction area of the sign and rotating the sign 180 degree at the same location, facing Northbound traffic.

**Yusuf Yusuf, P.Eng.**  
 Traffic Engineer, Traffic Control & Parking  
 The City of Calgary - Mobility  
 C: 403-807-3257 | Mail Code: 4009

**From:** Wilkinson, Mathew <Mathew.Wilkinson@calgary.ca>  
**Sent:** Wednesday, July 10, 2024 10:07 AM

**To:** Brendan Stevenson [redacted]; Yusuf, Yusuf H. <Yusuf.Yusuf@calgary.ca>  
**Cc:** Marcus Caney [redacted]; Gaelan Patterson [redacted]  
**Subject:** RE: DP2024-02136 - 4307 Blackfoot Trail SE Traffic Study

Hi Brendan,

We should have a respond to you by mid next week. Just to confirm, no changes to the location have been proposed and the outstanding bylaw relaxations remain.

Thanks,

Mathew Wilkinson, AT  
Senior Planning Technician  
Development & Subdivision Application Services | Community Planning  
Planning and Development Services  
403-651-5459  
[Mathew.wilkinson@calgary.ca](mailto:Mathew.wilkinson@calgary.ca)



---

**From:** Wilkinson, Mathew  
**Sent:** Thursday, July 4, 2024 7:34 AM  
**To:** Brendan Stevenson [redacted]; Yusuf, Yusuf H. <[Yusuf.Yusuf@calgary.ca](mailto:Yusuf.Yusuf@calgary.ca)>  
**Cc:** Marcus Caney <[redacted]>; Gaelan Patterson <[redacted]>  
**Subject:** RE: DP2024-02136 - 4307 Blackfoot Trail SE Traffic Study

Hi Brendan,

Apologies for the delay, I have been off sick this week. I will touch base with Yusuf and will respond to the additional information.

Thanks,

Mathew Wilkinson, AT  
Senior Planning Technician  
Development & Subdivision Application Services | Community Planning  
Planning and Development Services  
403-651-5459  
[Mathew.wilkinson@calgary.ca](mailto:Mathew.wilkinson@calgary.ca)



---

**From:** Brendan Stevenson <[redacted]>  
**Sent:** Tuesday, July 2, 2024 1:52 PM  
**To:** Wilkinson, Mathew <[Mathew.Wilkinson@calgary.ca](mailto:Mathew.Wilkinson@calgary.ca)>; Yusuf, Yusuf H. <[Yusuf.Yusuf@calgary.ca](mailto:Yusuf.Yusuf@calgary.ca)>  
**Cc:** Marcus Caney [redacted]; Gaelan Patterson [redacted]  
**Subject:** [External] RE: DP2024-02136 - 4307 Blackfoot Trail SE Traffic Study

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Good afternoon Mathew/Yusuf,

Hope you had a great long weekend! I just wanted to follow-up with you on this to see if you have any questions or comments on the review?

Thanks,



**Brendan Stevenson, P.Eng., PTOE, PMP**  
Regional Lead Transportation

C [Redacted]  
[Redacted]  
[Redacted]

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1300-736 6 Ave SW, Calgary, AB T2P 3T7



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---

**From:** Brendan Stevenson  
**Sent:** Friday, June 14, 2024 3:45 PM  
**To:** Wilkinson, Mathew <[Mathew.Wilkinson@calgary.ca](mailto:Mathew.Wilkinson@calgary.ca)>; Yusuf, Yusuf H. <[Yusuf.Yusuf@calgary.ca](mailto:Yusuf.Yusuf@calgary.ca)>  
**Cc:** Marcus Caney [Redacted] >  
**Subject:** RE: DP2024-02136 - 4307 Blackfoot Trail SE Traffic Study

Good afternoon Mathew/Yusuf,

Thanks again for meeting with us yesterday. As discussed, please find the revised drawings attached.

If you have any questions on this, or would like to meet to discuss further, please do not hesitate to let me know.

Hope you all have a great weekend!

Thanks,



**Brendan Stevenson, P.Eng., PTOE, PMP**  
Regional Lead Transportation

C 587-432-3282  
T 403-273-9001 ext. 728  
E [bstevenson@wattconsultinggroup.com](mailto:bstevenson@wattconsultinggroup.com)

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-----Original Appointment-----

**From:** Wilkinson, Mathew <[Mathew.Wilkinson@calgary.ca](mailto:Mathew.Wilkinson@calgary.ca)>  
**Sent:** Friday, June 7, 2024 9:41 AM  
**To:** Wilkinson, Mathew; Brendan Stevenson; Yusuf, Yusuf H.; Marcus Caney  
**Subject:** DP2024-02136  
**When:** June 13, 2024 1:00 PM-2:00 PM (UTC-07:00) Mountain Time (US & Canada).  
**Where:** Microsoft Teams Meeting

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---

**From:** Wilkinson, Mathew  
**Sent:** Friday, June 7, 2024 7:51:38 AM  
**To:** Wilkinson, Mathew <[Mathew.Wilkinson@calgary.ca](mailto:Mathew.Wilkinson@calgary.ca)>; Yusuf, Yusuf H. <[Yusuf.Yusuf@calgary.ca](mailto:Yusuf.Yusuf@calgary.ca)>; Marcus Caney  
[REDACTED]  
**Subject:** DP2024-02136  
**When:** June 13, 2024 1:00 PM-2:00 PM.  
**Where:** Microsoft Teams Meeting

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Passcode: b6fP9v

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**Samnick, Cyrille**

---

**From:** Yusuf, Yusuf H.  
**Sent:** Thursday, August 15, 2024 1:11 PM  
**To:** Wilkinson, Mathew  
**Cc:** Teh, Michael; Lin, Kenneth  
**Subject:** RE: DP2024-02136 - 4307 Blackfoot Trail SE Traffic Study

Hi Mathew,

There isn't much we can comment back on as we don't agree with their stance that the cone of vision concept does not apply near intersections. Our original argument still applies.

Thanks,

**Yusuf Yusuf, P.Eng.**

Traffic Engineer, Traffic Control & Parking  
The City of Calgary - Mobility  
C: 403-807-3257 | Mail Code: 4009

---

**From:** Wilkinson, Mathew <Mathew.Wilkinson@calgary.ca>  
**Sent:** Wednesday, August 14, 2024 7:36 AM  
**To:** Yusuf, Yusuf H. <Yusuf.Yusuf@calgary.ca>  
**Subject:** FW: DP2024-02136 - 4307 Blackfoot Trail SE Traffic Study

Hi Yusuf,

Attached is the response from the applicant for DP2024-02136. They have not changed their sign location, but provided some additional information regarding traffic safety from their transportation engineer. I thought you might want to see it as it likely is still not going to be supported and potentially appealed. We cannot support the sign for 2 main reasons: proximity to another digital TPA and not being supported by Traffic.

I won't respond back to the customer until I've heard back from you. Let me know if this changes anything on your end.

Thanks,

Mathew Wilkinson, AT  
Senior Planning Technician  
Development & Subdivision Application Services | Community Planning  
Planning and Development Services  
403-651-5459  
[Mathew.wilkinson@calgary.ca](mailto:Mathew.wilkinson@calgary.ca)



---

**From:** Marcus Caney [REDACTED] >  
**Sent:** Thursday, July 25, 2024 11:14 AM

To: Wilkinson, Mathew <Mathew.Wilkinson@calgary.ca>  
Subject: [External] RE: DP2024-02136 - 4307 Blackfoot Trail SE Traffic Study

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Hi Mathew,

I hope your week is going well!

Please find attached our response & related attachments.

Thanks,

**Marcus Caney**  
Senior Leasing Representative, Edmonton & Northern Alberta

**PATTISON Outdoor Advertising**

#390, 14055 West Block Drive NW  
Edmonton, AB T5N 1L8



---

From: Wilkinson, Mathew <Mathew.Wilkinson@calgary.ca>  
Sent: Friday, July 19, 2024 8:04 AM  
To: Marcus Caney <[Redacted]>  
Subject: [EXTERNAL] RE: DP2024-02136 - 4307 Blackfoot Trail SE Traffic Study

This is an EXTERNAL email

Hi Marcus and Brendan,

Apologies for the delay on our response. I do have Traffics updated comments regarding the sign, as well as a response on behalf of the Development Authority.

With regards to your question below, yes removing one of the signs to reduce the number of signs facing the same traffic from 3 to 2 would solve that discrepancy. The remaining bylaw relaxations would be:

- Sign located on parking stall (this was granted on previous approval)
- Sign located within 300m of another Digital Third Party Advertising Sign facing same traffic (Not supported)

# 102

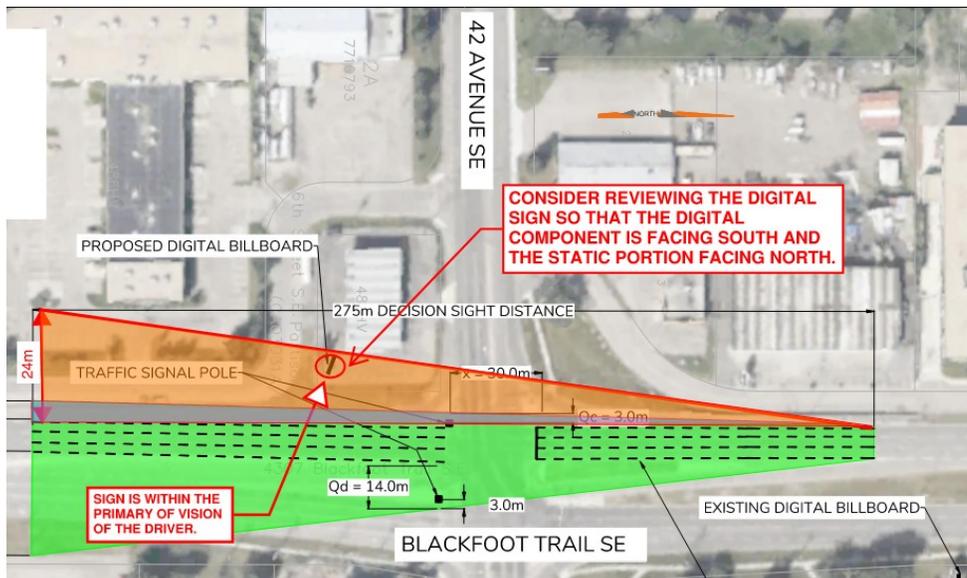
- Plans shows sign will be within required setback to PL. Might be supported if at same distance at previous approval. Previous approval showed sign was 6.0m to PL. Current plans shows sign will be closer (5.79m). I am not sure if this is an error as I imagine sign will be located at the same location but will need to be addressed.
- Space between double faced sign not enclosed (this was granted on previous approval)

Here are Traffic's updated comments:

*Mobility Operations is not in support of a digital sign located within a driver's cone of vision along with the traffic control device, specifically the traffic signal. A driver traversing southbound along Blackfoot Trail approaching the intersection needs to pay attention not only the signal head but also:*

- *On-coming traffic along the sidestreets;*
- *Pedestrian activity surrounding the road;*
- *Any other vehicles surrounding the driver*

*See sketch below highlighting the sign within a driver's 5-degree cone of vision, traveling southbound along Blackfoot Trail SE with a lateral offset of 24m and a design speed of 70 Km/hr:*



*We suggest reviewing the restriction area of the sign and rotating the sign 180 degree at the same location, facing Northbound traffic.*

For the reasons above, the Development Authority cannot support the proposed change to the sign. Please let me know how you wish to proceed with this application.

Thanks,

Mathew Wilkinson, AT  
Senior Planning Technician  
Development & Subdivision Application Services | Community Planning  
Planning and Development Services  
403-651-5459  
[Mathew.wilkinson@calgary.ca](mailto:Mathew.wilkinson@calgary.ca)



From: Marcus Caney [redacted] <[redacted]@m>  
Sent: Thursday, July 18, 2024 11:18 AM  
To: Wilkinson, Mathew <Mathew.Wilkinson@calgary.ca>  
Subject: [External] RE: DP2024-02136 - 4307 Blackfoot Trail SE Traffic Study

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Hey Mathew,

I hope your week is going well!

I had a quick question that I was hoping you could answer for me.

In the Detailed Review, it is noted that “proposed plans show sign will result in 3 Third Party Advertising Signs within a 225m radius”. While we don’t necessarily agree with the discrepancy, we would be open to removing one of the structures to reduce the total sign count from 3 to 2. If we were to propose this to you, would we be able to get this discrepancy removed from the Detailed Review, with the removal of a conflicting sign a condition of any approval (should we receive it)?

Thanks,

Marcus Caney  
Senior Leasing Representative, Edmonton & Northern Alberta

**PATTISON Outdoor Advertising**

#390, 14055 West Block Drive NW  
Edmonton, AB T5N 1L8



From: Wilkinson, Mathew <Mathew.Wilkinson@calgary.ca>  
Sent: Wednesday, July 10, 2024 10:07 AM  
To: Brendan Stevenson <[redacted]>

Cc: Marcus Caney <[REDACTED]>  
Subject: [EXTERNAL] RE: DP2024-02136 - 4307 Blackfoot Trail SE Traffic Study

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Hi Brendan,

We should have a respond to you by mid next week. Just to confirm, no changes to the location have been proposed and the outstanding bylaw relaxations remain.

Thanks,

Mathew Wilkinson, AT  
Senior Planning Technician  
Development & Subdivision Application Services | Community Planning  
Planning and Development Services  
403-651-5459  
[Mathew.wilkinson@calgary.ca](mailto:Mathew.wilkinson@calgary.ca)



From: Wilkinson, Mathew  
Sent: Thursday, July 4, 2024 4 AM  
To: Brendan Stevenson <[REDACTED]>; Yusuf, Yusuf H. <[Yusuf.Yusuf@calgary.ca](mailto:Yusuf.Yusuf@calgary.ca)>  
Cc: Marcus Caney <[REDACTED]>  
Subject: RE: DP2024-02136 - 4307 Blackfoot Trail SE Traffic Study

Hi Brendan,

Apologies for the delay, I have been off sick this week. I will touch base with Yusuf and will respond to the additional information.

Thanks,

Mathew Wilkinson, AT  
Senior Planning Technician  
Development & Subdivision Application Services | Community Planning  
Planning and Development Services  
403-651-5459  
[Mathew.wilkinson@calgary.ca](mailto:Mathew.wilkinson@calgary.ca)



From: Brendan Stevenson <[REDACTED]>  
Sent: Tuesday, July 2, 2024 1:52 PM  
To: Wilkinson, Mathew <[Mathew.Wilkinson@calgary.ca](mailto:Mathew.Wilkinson@calgary.ca)>; Yusuf, Yusuf H. <[Yusuf.Yusuf@calgary.ca](mailto:Yusuf.Yusuf@calgary.ca)>

Cc: Marcus Caney <MCaney@pattisonoutdoor.com>; Gaelan Patterson <gpatterson@wattconsultinggroup.com>  
Subject: [External] RE: DP2024-02136 - 4307 Blackfoot Trail SE Traffic Study

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Good afternoon Mathew/Yusuf,

Hope you had a great long weekend! I just wanted to follow-up with you on this to see if you have any questions or comments on the review?

Thanks,



**Brendan Stevenson, P.Eng., PTOE, PMP**  
Regional Lead Transportation

C [REDACTED]  
E [REDACTED]

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---

**From:** Brendan Stevenson  
**Sent:** Friday, June 14, 2024 3:45 PM  
**To:** Wilkinson, Mathew <Mathew.Wilkinson@calgary.ca>; Yusuf, Yusuf H. <Yusuf.Yusuf@calgary.ca>  
**Cc:** Marcus Caney <[REDACTED]>; Gaelan Patterson <[REDACTED]>  
**Subject:** RE: DP2024-02136 - 4307 Blackfoot Trail SE Traffic Study

Good afternoon Mathew/Yusuf,

Thanks again for meeting with us yesterday. As discussed, please find the revised drawings attached.

If you have any questions on this, or would like to meet to discuss further, please do not hesitate to let me know.

Hope you all have a great weekend!

Thanks,



**Brendan Stevenson, P.Eng., PTOE, PMP**  
Regional Lead Transportation

C [REDACTED]

T [REDACTED]  
[REDACTED]

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1300-736 6 Ave SW, Calgary, AB T2P 3T7



-----Original Appointment-----

**From:** Wilkinson, Mathew <[Mathew.Wilkinson@calgary.ca](mailto:Mathew.Wilkinson@calgary.ca)>  
**Sent:** Friday, June 7, 2024 9:41 AM  
**To:** Wilkinson, Mathew; Brendan Stevenson; Yusuf, Yusuf H.; Marcus Caney  
**Subject:** DP2024-02136  
**When:** June 13, 2024 1:00 PM-2:00 PM (UTC-07:00) Mountain Time (US & Canada).  
**Where:** Microsoft Teams Meeting

Get [Outlook for iOS](#)

---

**From:** Wilkinson, Mathew  
**Sent:** Friday, June 7, 2024 7:51:38 AM  
**To:** Wilkinson, Mathew <[Mathew.Wilkinson@calgary.ca](mailto:Mathew.Wilkinson@calgary.ca)>; Yusuf, Yusuf H. <[Yusuf.Yusuf@calgary.ca](mailto:Yusuf.Yusuf@calgary.ca)>; Marcus Caney  
[REDACTED]  
**Subject:** DP2024-02136  
**When:** June 13, 2024 1:00 PM-2:00 PM.  
**Where:** Microsoft Teams Meeting

**This is an EXTERNAL email**

---

## Microsoft Teams [Need help?](#)

### [Join the meeting now](#)

Meeting ID: 292 567 851 440  
Passcode: b6fP9v

---

### Dial in by phone

[REDACTED], Calgary

[Find a local number](#)

Phone conference ID: 402 033 278#

For organizers: [Meeting options](#) | [Reset dial-in PIN](#)

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This communication is intended ONLY for the use of the person or entity named above and may contain information that is confidential or legally privileged. If you are not the intended recipient named above or a person responsible for delivering messages or communications to the intended recipient, YOU ARE HEREBY NOTIFIED that any use, distribution, or copying of this communication or any of the information contained in it is strictly prohibited. If you have received this communication in error, please notify us immediately by telephone and then destroy or delete this communication, or return it to us by mail if requested by us. The City of Calgary thanks you for your attention and co-operation.

<b>Email from outside Pattison, Proceed with caution while opening attachments and URL</b>
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<b>Email from outside Pattison, Proceed with caution while opening attachments and URL</b>
<b>Email from outside Pattison, Proceed with caution while opening attachments and URL</b>

**Samnick, Cyrille**

---

**From:** Yusuf, Yusuf H.  
**Sent:** Thursday, April 25, 2024 3:34 PM  
**To:** Wilkinson, Mathew  
**Cc:** Lin, Kenneth; Teh, Michael  
**Subject:** DP2024-02136-3 - Class F (Non-digital) and G (Digital) Sign - 4307 Blackfoot Tr SE  
**Attachments:** DP2024-02136\_BlackfootTR\_42AveSE\_Review.pdf

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

Hi Mathew,

Traffic engineering does not support the location of the proposed Class G digital sign.

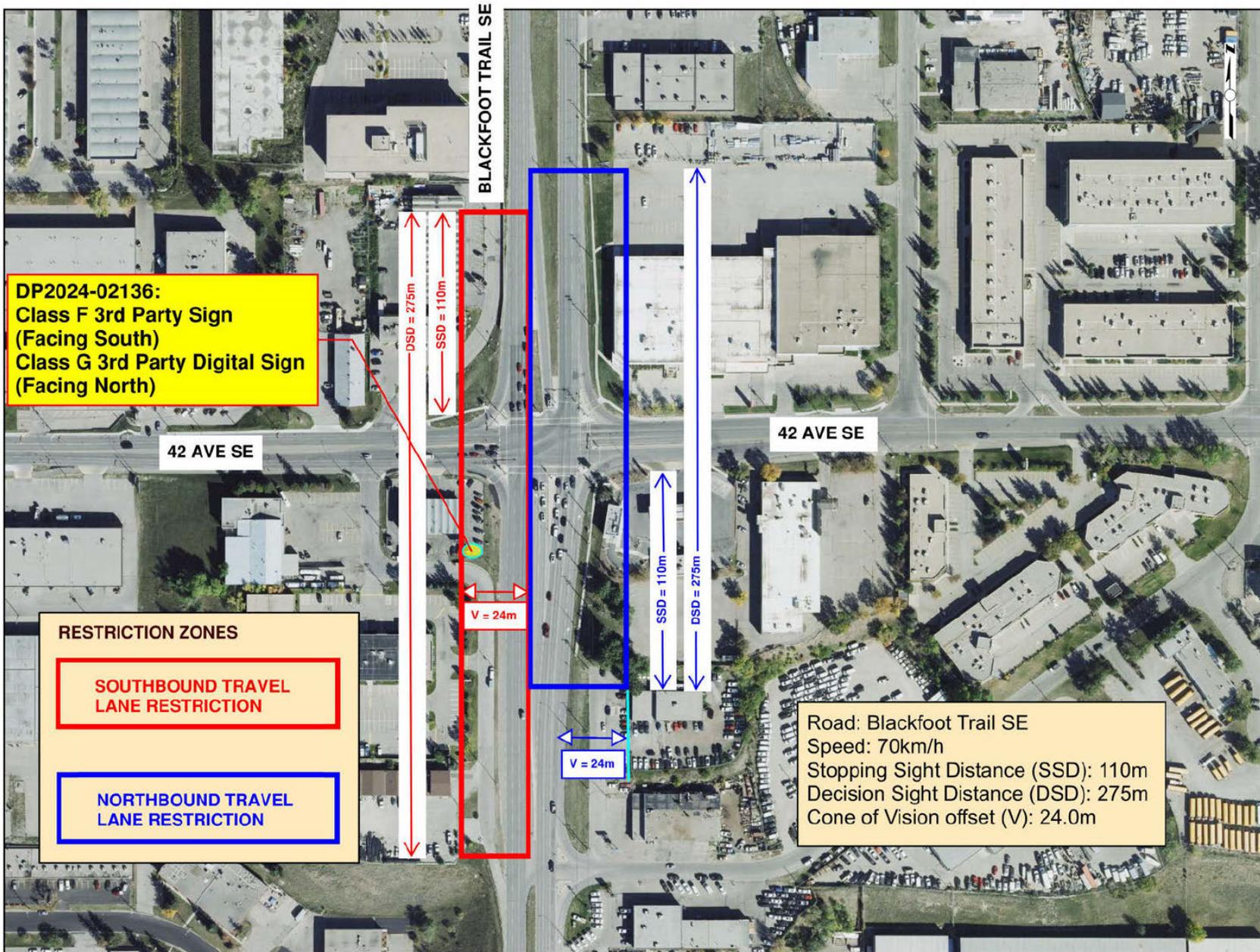
The sign is within the southbound travel lane restricted area (see attached PDF). **We recommend that the digital portion of the two-way sign be switched (facing south instead of facing north).** The proximity of the sign is deemed to be unsafe considering the posted speed of Blackfoot Trail SE in this region at 70 km/hr.

Let me know if you have any questions,

Thanks,

**Yusuf Yusuf, P.Eng.**

Traffic Engineer, Traffic Control & Parking  
The City of Calgary - Mobility  
C: 368-886-7931 | Mail Code: 4009





## Development Authority Appeal Response

**Appeal Number:** SDAB2024-0062

**Development Permit Number:** DP2024-02136

**Address:** 4307 BLACKFOOT TR SE

**Description:** Temporary Use: Sign - Class F & G (Third Party Advertising Sign - south face, Digital Third Party Advertising Sign - north face)

**Land Use:** Industrial – General (I-G)

**Community:** Manchester Industrial

**Identified Appeal Body:** Subdivision and Development Appeal Board (SDAB)

**Use:** Discretionary

**Notice Posted:** Notice posting was not required as per section 27 of the Land Use Bylaw.

**Public Response(s) Received?** No responses were received.

**Applicable Planning Policies:**

- Municipal Development Plan (MDP)
- Calgary Third Party Advertising Sign Guidelines

**Bylaw Relaxations:**

Bylaw Requirement		Provided
<b>73 Rules Governing All Signs</b>	(7) Signs must not be placed in or on motor vehicle parking stalls or loading stalls and must be placed to not reduce the number of motor vehicle parking stalls or loading stalls required pursuant to this Bylaw or a development permit	Plans show the sign panels will overhang parking stalls. Plans show the post will be in a no parking area.
<b>115.3 Siting of Digital Third Party Advertising Signs</b>	(3) A Digital Third Party Advertising sign: (a) must be located at least 300.0m from any other Digital Message Sign or Digital Third Party Advertising Sign when measured from the closest point of the sign containing the digital display to the closest point of another sign containing the digital display when the signs are facing the same oncoming traffic	Plans show the sign will be located 216.39m (-83.61m) from a Digital Third Party Advertising Sign facing the same oncoming traffic.
	3) A Digital Third Party Advertising sign: (b) must not be located within 75.0m of any Third Party Advertising Sign facing the same on-coming traffic and must not result in more than 2 signs displaying	Plans show the sign will result in 3 Third Party Advertising Signs within a 225m radius.



	third party advertising greater than 4.6m in height and 4.5m <sup>2</sup> in area within a 225.0m radius of each other facing the same street;	
	(3) A Digital Third Party Advertising sign: (c) except where specified in subsection (d), must be located at least the following distances from any property line shared with a street: (ii) 10.0m where the posted speed limit of the public thoroughfare is 70 km/hr;	Plans show the sign is 5.79m (- 4.21m) from the property line shared with a street.
	(6) A freestanding digital third party advertising sign must be separated from: (a) a Directional Sign, exceeding 3.0m <sup>2</sup> in sign area, in a street right-of-way; (c) the curblineline or edge of a major street, expressway or freeway, to the satisfaction of the General Manager transportation or his delegate.	Proposed sign is not supported by Traffic Engineer (GM Transportation delegate).
<b>115.5 General Rules for Digital Third Party Advertising Signs</b>	(6) The space between the faces of a double-faced digital third party advertising sign must be enclosed	The space between faces of the proposed double-faced digital third party advertising sign is not enclosed.

**Additional Factors, Considerations, and/or Rationale:**

1. Please refer to the Reasons for Refusal.
2. The Development Authority may submit additional materials prior to the merit hearing.

# SITE PLAN

**LEGAL DESCRIPTION:**

Block 1  
Plan 486 HV

**MUNICIPAL ADDRESS:**

4307 Blackfoot Trail S.E.  
Calgary, Alberta

**PREPARED FOR:**

Pattison Outdoor Advertising

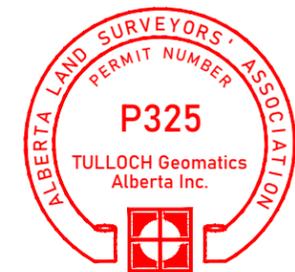
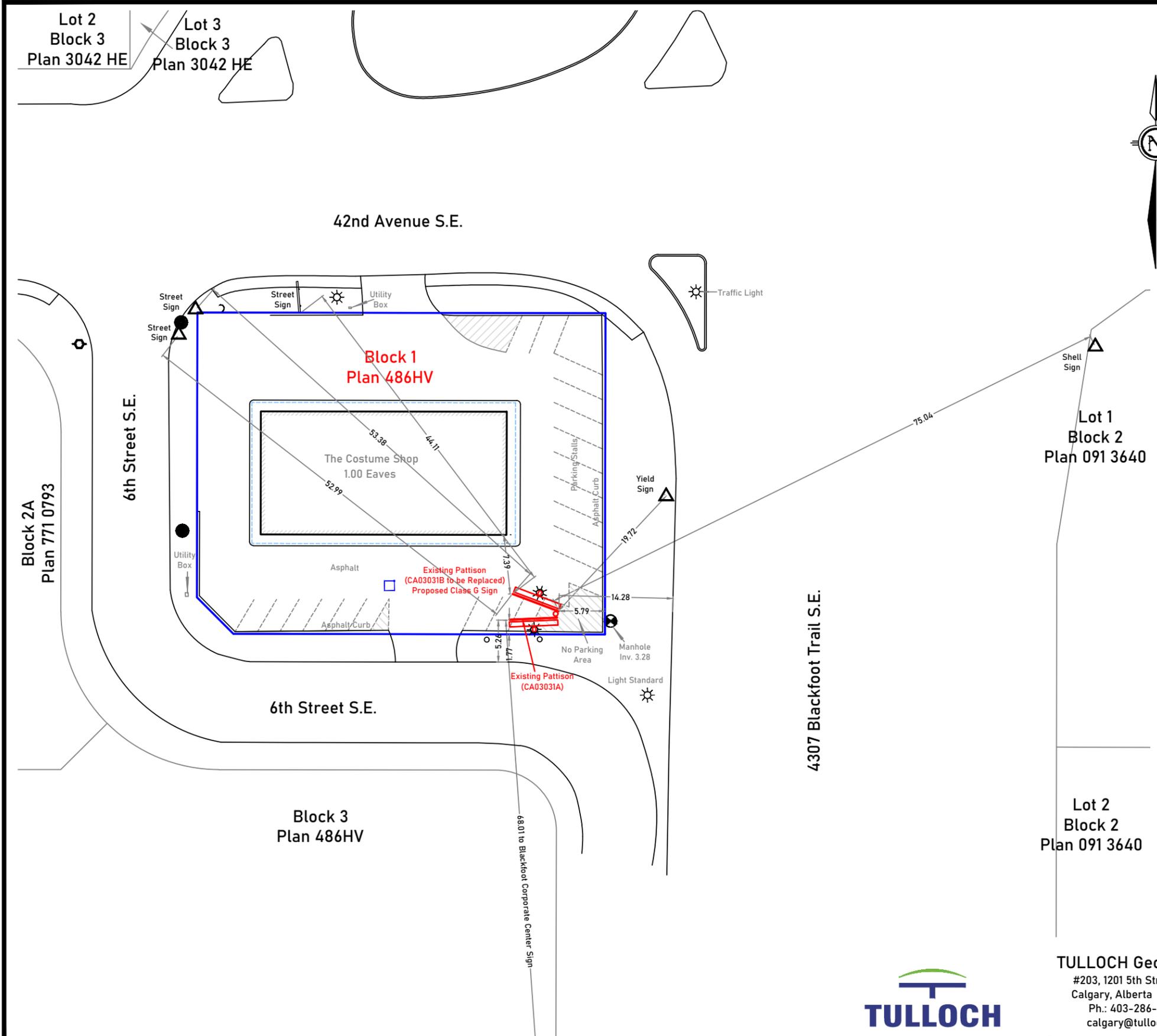
**SCALE:**

1: 500



**LEGEND**

- denotes Property line
- denotes Utility Right of Way line
- denotes Fence line
- denotes Eaves
- denotes Light Pole
- denotes Traffic Light Pole
- denotes Pedestals
- denotes Manhole
- denotes Power Pole
- denotes Power Anchor
- denotes Electrical Cabinet
- denotes Light Sweeps
- denotes Catch basin Cover
- denotes Sign
- denotes Utility Box
- denotes Power Pole With Light Sweep
- denotes Hydrant



**TULLOCH Geomatics**  
 #203, 1201 5th Street SW  
 Calgary, Alberta T2R 0Y6  
 Ph.: 403-286-7937  
 calgary@tulloch.ca

TULLOCH Project Number: 130841	
Surveyed by: UI	Survey Date: Jan. 25, 2024
Drawn: Wang	Date: Mar. 27, 2024
File Name: 130841-Sign-Rev10	

# BLOCK PLAN

**LEGAL DESCRIPTION:**

Block 1  
Plan 486 HV

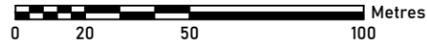
**MUNICIPAL ADDRESS:**

4307 Blackfoot Trail S.E.  
Calgary, Alberta

**PREPARED FOR:**

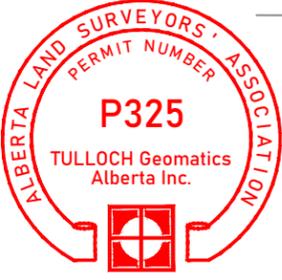
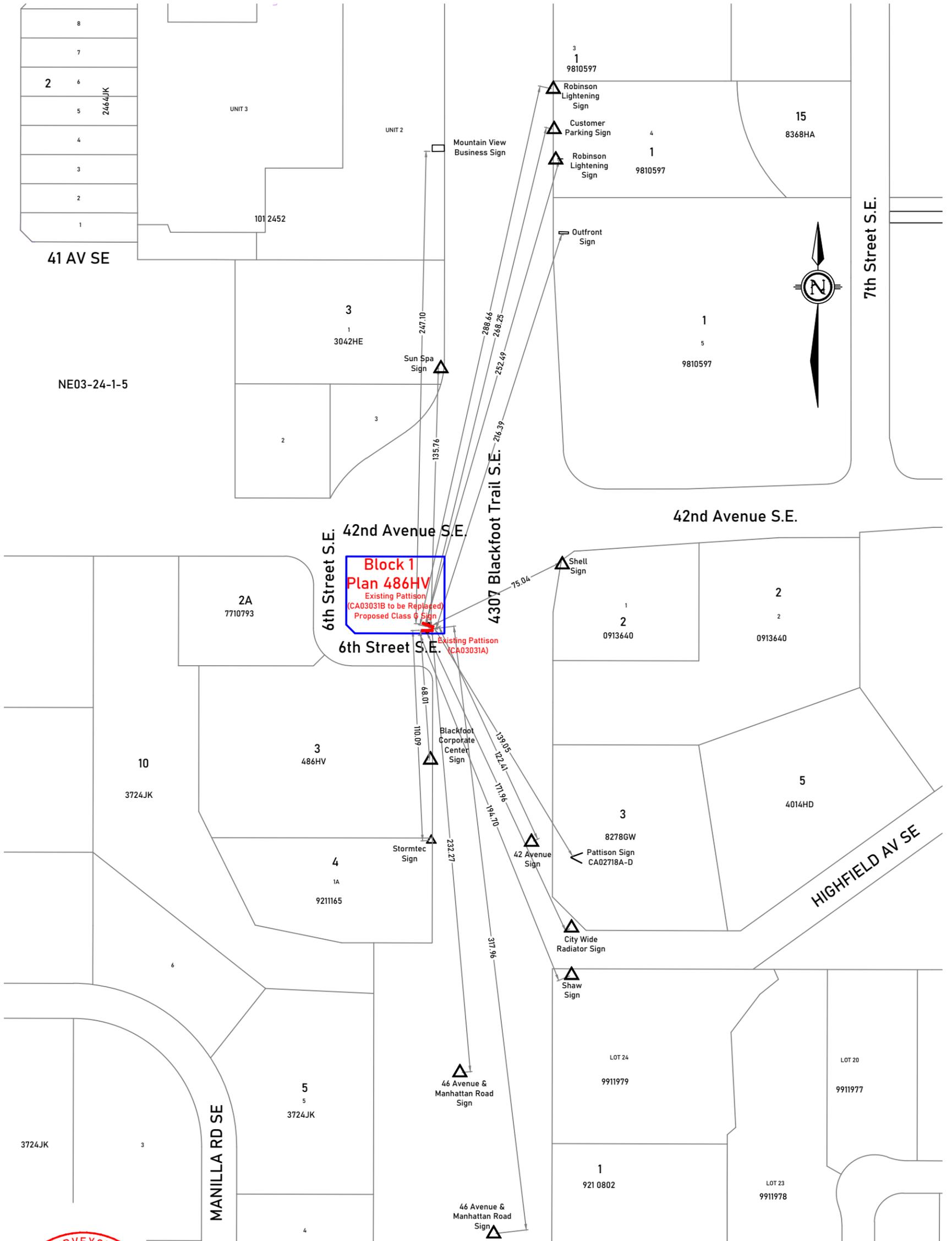
Pattison Outdoor Advertising

**SCALE:** 1 : 2000



**LEGEND**

- denotes Property line
- denotes Sign



**TULLOCH Geomatics**  
 #203, 1201 5th Street SW  
 Calgary, Alberta T2R 0Y6  
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Surveyed by: UI	Survey Date: Jan. 25, 2024
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File Name: 130841-Sign-Rev10	

4307 Blackfoot Trail SE  
 486HV;1  
 DP2019-2687  
 Underground Power

**TOP VIEW**

Digital Class G  
 facing North

Static Class F  
 facing South

Light

24hr monitoring  
 camera

Ambient Light Meter

Platform

6.096m face width

3.048m face height

8.3 m total height

5.25m clearance  
 from grade

**ELEVATION VIEW**  
 Front face removed

**GROUND**

Static  
 Class F facing  
 South

Digital  
 Class G facing  
 North

**SIDE VIEW**

24hr monitoring  
 camera

**PATTISON OUTDOOR ADVERTISING**  
**10' x 20' Horizontal Poster Panel and**  
**10' x 20' Digital panel**

Typical Flag Unipole "Vee" Flag Mount Structure  
 1:64 scale

[pattisonoutdoor.com](http://pattisonoutdoor.com)

E005451 OC12