

Applicants Submission

On August 27th, I finalized an offer to purchase the building at 2340 -1st Avenue NW (currently occupied and owned by Coleman Prosthetics and Orthotics). I have one remaining condition to finalize the purchase, and that is to change the land use designation to allow for my business, Joe Media Group Inc., to operate in the building. I would like to amend the current Direct Control District to include the defined use of "Office".

CURRENT LAND USE DESIGNATION

Currently the land use is regulated by DC 44Z94, Amendment No. 94/008, based on R-2 Residential Low Density District that allows discretionary uses from that use, with the additional use of a prosthetics and orthotics business and offices as discretionary uses only for the following professions: Architectural, Engineering, Financial, Investment, Legal, Accounting, Oil, Gas and Geological and Property Management.

PROPOSED BUSINESS OVERVIEW

Joe Media works in the Creative Industries. We produce distinctive, high quality screen based marketing and entertainment for domestic and international markets. We are a video production company-of-choice. Our operation has four distinct but collaborative departments; television (including live sports), commercials, corporate and editing. We specialize in the administration, logistics and production management for video projects of any size, including scheduling, casting, contracting, budgeting, scouting, filming, editing, graphics and delivery. Our office space is primarily used to coordinate video production and to creatively work on computers. If and when we need to film on location, we would follow the normal protocols established by Calgary Economic Development's creative industries office and obtain the necessary permits.

The current building owners Colman Prosthetics and Orthotics have been a long time member of the community. They have regular patients visiting their building during office hours. They currently have a staff of 21 people.

We believe that adding the Office use would not change or impact the community significantly. In fact, we believe it will reduce the intensity of traffic and parking for the following reasons:

- Currently Joe Media has 16 employees.
- We are an office environment and work in normal office spaces or in rooms that are sound proofed for editing purposes.
- We do have clients come to our offices for meetings and approvals however with technology advancements and the common use of the internet, it is becoming more normal for us to share our work with clients online.
- We do hold casting sessions once or twice a month where we would have various people scheduled for an appointment (similar to .

ENGAGEMENT

I live in Richmond Hill and initially met with Councilor Jeff Davison to get advice on navigating City Hall. He was very supportive and indicated that he would help in anyway he could. We are also an Action Calgary member of Calgary Economic Development (CED) and they introduced me to Steve Jones at the City Planning Department who has been very helpful with our preparations for our application. CED also helped me set up a meeting with Councilor Druh Farrell. She was very complimentary of Joe Media's work and was also very supportive of my company moving into the area.

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Finally, On September 17th, I met with the West Hillhurst Community Association's planning committee. They were also very supportive of my initiative. Attached is an email I received from one of the committee members.

CONCLUSION

In summary, I have one remaining condition to waive in order to finalize the purchase the building at 2340 -1st Avenue NW. That is to change the land use designation to allow for my business, Joe Media Group Inc., to operate in the building. I am applying for the land use designation to be amended to include the general "Office" use.