

From: magillh@shaw.ca
To: [Public Submissions](#)
Subject: 8620 CANADA OLYMPIC DR SW - LOC2019-0177 - Comment from Development Map - Mon 7/13/2020 9:36:25 AM
Date: Monday, July 13, 2020 9:36:27 AM

Application: LOC2019-0177

Submitted by: Paskapoo Slopes Preservation Society

Contact Information

Address: 8724 - 33 Ave NW Calgary, AB T3B 1M4

Phone:

Email: magillh@shaw.ca

Feedback:

We are opposed to the approval of third party advertising on large digital signs as proposed. These signs are for revenue generation and represent further commercialization of the area. They are not necessary or an improvement to the plan as currently approved and are not appropriate to the context of the area. Na'a Drive has been described by the Applicant as a pedestrian oriented street and should be properly designated as such in the Land Use By-Law. This would preclude these large digital third-party signs. Please see our submissions to Planning and the CPC for further details. Thank you for considering our concerns.



Public Submission

City Clerk's Office

Please use this form to send your comments relating to matters, or other Council and Committee matters, to the City Clerk's Office. In accordance with sections 43 through 45 of Procedure Bylaw 35M2017, as amended. The information provided may be included in written record for Council and Council Committee meetings which are publicly available through www.calgary.ca/ph. Comments that are disrespectful or do not contain required information may not be included.

FREEDOM OF INFORMATION AND PROTECTION OF PRIVACY ACT

Personal information provided in submissions relating to Matters before Council or Council Committees is collected under the authority of Bylaw 35M2017 and Section 33(c) of the Freedom of Information and Protection of Privacy (FOIP) Act of Alberta, and/or the Municipal Government Act (MGA) Section 636, for the purpose of receiving public participation in municipal decision-making. Your name, contact information and comments will be made publicly available in the Council Agenda. If you have questions regarding the collection and use of your personal information, please contact City Clerk's Legislative Coordinator at 403-268-5861, or City Clerk's Office, 700 Macleod Trail S.E., P.O Box 2100, Postal Station 'M' 8007, Calgary, Alberta, T2P 2M5.

✓ * I have read and understand that my name, contact information and comments will be made publicly available in the Council Agenda.

| | |
|---|---------------------------------|
| * First name | Linda |
| * Last name | Nesset |
| Email | planning@wscr.ca |
| Phone | 4038804918 |
| * Subject | LOC2019-0177 |
| * Comments - please refrain from providing personal information in this field (maximum 2500 characters) | Please see the attached letter. |



West Springs/Cougar Ridge Community Association

City of Calgary
P.O. Box 2100
Station M
Calgary T2P 2M5

July 13, 2020

RE: LOC2019-0177 Medicine Hill

Dear Councillors and Mayor Nenshi,

Further to our letter dated April 17, 2020, to file manager Mr. Brian Smith, the WSCRCA is not supportive of the addition of the Discretionary Uses of Sign-Class F (Third Party Sign) in Cell I, and Sign-Classe G (Digital Third Party Advertising) in Cells A, B, H and I. The WSCRCA is submitting these comments due to the reason that there is no Medicine Hill community to date that can speak up for planning policies that they, as residents, would like to see.

We have been informed that such signs will promote a more viable and active community in Medicine Hill and that the main purpose for third party signs is to allow a business in Medicine Hill to advertise in a different cell of the community. Permitting third party advertising signs as a discretionary use is simply a revenue generator and further commercializes this unique area. They are not necessary to the development of Medicine Hill as was proposed and approved by Council.

Residents and pedestrians of Medicine Hill deserve the same consideration as in other mixed-use and pedestrian-oriented areas in Calgary which PROHIBIT third party advertising signs. Class F and G signs may be of a significant size and imposing nature and are not appropriate to the context of Medicine Hill as they will significantly take away from the ambiance of area. The argument that these other areas in Calgary have separate ownership structure and no need for third party advertising signs belies the fact that Council has PROHIBITED such signs in mixed use and pedestrian oriented areas for specific reasons. For example, such signs are not allowed in our own community of West Springs/Cougar Ridge along the main street of 85th Street SW. They would be distracting to drivers and an eye sore to pedestrians and residents. We would argue that the same reasons apply to Medicine Hill.

We have also been informed that these signs are only granted temporary permits and must be renewed every 3 years. If complaints are received about a particular sign, its renewal will come into question. However, relying on citizens to complain as a way controlling the use of such signs is not reliable if citizens are not aware that such signs are not permanent. Also, looking at an obnoxious sign for three years could be intolerable for residents and frequenters of Medicine Hill. This over-commercialization of Medicine Hills May actually deter people from frequenting the area.

Therefore, the WSCRCA requests that Council reject the addition of Class F and G signs as requested in LOC19-0177. At the very least, we request that the renewal period be reduced and that a size restriction be placed on the Class F and G signs.

Sincerely,
Linda Nasset
Director
West Springs/Cougar Ridge Comm. Assoc.