

Applicant Submission



April 6, 2021

The City of Calgary
Planning & Development (#8108)
800 Macleod Trail SE
Calgary, AB T2P 2M5

Re: New Applicant Submission Letter – 134 Forge Road SE

To Whom it May Concern:

Further to our Applicant Submission letter dated March 23, 2021, we have been in consultation with Community Planning and wish to change our Land Use Application.

Instead of making a Direct Control application, we are now applying to re-designate the 7.5m x 7.5m area at the northwest corner of 134 Forge Road SE as Industrial General (I-G). For total clarity, it is **only** this 7.5m x 7.5m area that we are applying to re-designate.

This application is necessary because 134 Forge Road SE was re-designated from I-G to C-COR2 under File Number LOC2018-0166. The prior I-G zoning allowed for Class G sign as a discretionary use, but C-COR2 does not. The Landlord desires to retain the Class G sign in the 7.5m x 7.5m area as part of their long-term plans for the property. The sign was overlooked with the 2018 re-designation.

We respectfully propose that it is reasonable to re-designate the 56.25 square meter area of the sign for the following reasons:

1. A Digital Third Party Advertising Sign has been operated here for over a decade, approved by Development Permits DP2011-0942, DP2012-2231, DP2015-4170 and DP2018-4633
2. There is precedent for re-designating an area of a Class G sign on a property elsewhere in Calgary, to accommodate the continued use of such a sign. This has been approved at 2003 McKnight Boulevard under Direct Controls 44D2019 and 74D2011
3. The Landlord has installed high-quality landscaping features at 134 Forge Road SE, including a berm and trees, that act as a buffer between the northwestern corner and the rest of the site
 - a. The northwestern corner still retains more of an industrial character and abuts the Calgary-Fairmont Tesla dealership to the west, an I-G zoned site
 - b. A Class G sign use is the most logical continued use of this northwestern corner of the property

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4. The merits of the Class G sign itself would still be evaluated with a separate Development Permit Application to continue that discretionary use at the property. With this Land Use Application, we are merely asking for an opportunity to be able to go through that process
5. The Landlord, Chabad Lubavitch of Alberta, is an important not-for-profit organization in the community and reliant on annual revenue from the existing Class G sign to fund its programming and mission

Chabad re-designated the property specifically to C-COR2 in 2018/19 to support plans for redevelopment and expansion of the place of worship and complementary uses in the future. Unfortunately, the C-COR2 designation does not allow for Class G sign as a discretionary use. This sign use, however, is important to the Landlord and their long-term financial viability at the site. Therefore, re-designating the area of the sign, back to I-G, is the best remedy. We propose this is reasonable and ought to be approved.

Please find attached the required supporting documents for this application. Do not hesitate to contact me with any questions or concerns.

Thank you for your time and consideration,

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A handwritten signature in black ink, appearing to read "E Seniuk".

Eric Seniuk
Leasing Manager, Southern Alberta

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