

Applicant Submission

June 8, 2022

The proposed digital signage is intended to engage and inform the pedestrians on Steven Avenue about the current state of the energy stock market. The scrolling motion of the ticker sign above the main entry as well as along 4th street SW is designed to animate the façade, catch attention, and communicate with the public realm. Our client's activities in the trading world are an interesting complement to the various financial institutions located on 8th Avenue as well as being very relevant to Alberta's energy market segment.

Dynasty Power is a local successful energy trading company. Rather than advertisement, the primary intention behind the digital signage design proposal is to interact with and inform the public realm about the world trade market as it pertains to the state of energy value trading and its current transformation. It goes hand in hand with the proposed placemaking and contribution future goals for downtown Calgary as the digital signage will introduce a new vibrant very topically relevant element to the historic substance of the downtown core.

It is our intent to Activate the façade through digital animation and information about the local and global economy as it pertains to the trading of energy and its current transformation. The goal of this proposed rezoning is to allow for such contribution and change our 'inactive' façade.

It is important that historic and character buildings have the ability to serve new goals other than their original purpose so they can be maintained for their character AND desired as places of business. We disagree with the perspective that alterations are discouraged as it serves only the purpose of keeping the asset uninteresting for future generations. In several instance throughout Canada, especially in larger metropolitan centers, heritage or character structures have been allowed to undergo interesting architectural renovations and that have given these assets equal relevance and presence in a contemporary urban fabric and its function. As such our proposed such relevance by adopting 2 strategies: (1) Construction strategy: All of our proposed exterior alterations can be removed at a future date. Proposed architectural features, screens and signage are not destructive in nature but rather additive. Should Dynasty Power decide to sell and vacate the premises, all of or arches, canopies, screens and signage can be removed, and the façade reclaimed. (2) The design of the various proposed elements and specifically the signage have been developed based on the historic structure composition and to work within the fixed articulation / lines of the façade.

Heritage Calgary has identified the key heritage character elements of the Royal Bank of Canada Building to include its symmetrical facade, large flat wall surfaces, expressive modular grid patterns and large glazing panels with gridded panes (all features representative of its Modern style). As such, the signage is proposed as a band which is based on the horizontal lines of the façade stone pattern, it does not break the symmetry and does not disturb the stacking of the stone structure which is strongly articulated on the façade, but rather works within it. We believe the animated digital signage and the historic façade can coexist within a harmonious contrast and bring the future and past into a vibrant dialog with each other.

As per our construction strategy, any signs encroaching beyond the existing Property Line will be designed to be modular and. Our proposed plans have been amended to include the required note.