

# Applicant Submission



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## Proposed Land Use Change Applicant Summary

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**Project Location:** 1742, 1746 & 1750 29 ST SW; 2920 & 2912 17 AV SW

**Existing Land Use:** Direct Control (DC) District 306D2017

**Proposed Land Use:** Direct Control (DC) District

### APPLICATION SUMMARY

The subject site is home to a newly constructed 17 West building. On behalf of Truman Homes, CivicWorks has submitted a Land Use Redesignation (rezoning) application to update the existing Direct Control District rules of the 17 West site by including a new use - *Small Format Digital Sign*. Truman is not proposing any changes to the 17 West building or the built form rules in the Direct Control District.

### DIRECT CONTROL DISTRICT

Truman recently received Development Permit approval to install a *Class E: Digital Message Sign* on the southwest corner facade of 17 West; and plan to install in a small high quality LED sign which will initially be used to advertise units through the Temporary Sales Centre. The proposed change to the Direct Control rules would allow for this sign to stay in the same location to advertise local businesses both in the building and elsewhere after the Temporary Sales Centre is closed. The proposed Direct Control District rules will require that this sign remains small scale ( $\leq 5m^2$ ), stays in the same location on the SW facade of the building, and follows the City's standard hours of operations for digital displays (7:00am-10:00pm).

### APPLICANT-LED OUTREACH

We are committed to being good neighbours and having open, honest conversations within the communities we work. As part of our Applicant-led outreach process, and in addition to standard City of Calgary requirements, we provide local area organizations, surrounding area residents and broader community with multi-channel opportunities to learn more about a proposed change and share feedback directly with the project team.

Key application materials will be shared directly with the local area Ward Councillor's Office and Community Association, with opportunities to share feedback, find out more about the project or meet with the project team as helpful. Interested parties will be invited to connect with the project team through a dedicated phone line (587) 747-0317 and email inbox (engage@civicworks.ca) for public questions and comments.