

Calgary Planning Commission Member Comments



For CPC2023-1131 / LOC2023-0071
heard at Calgary Planning Commission
Meeting 2023 November 16



Member	Reasons for Decision or Comments
<p>Commissioner Hawryluk</p>	<p>Reasons for Approval</p> <ul style="list-style-type: none"> This application amends an existing Direct Control District by updating sections 1d, 5, and 17. The proposed Direct Control District would allow an existing digital sign that has been advertising for services that are located on the site to advertise for services that are located elsewhere. <p>On the one hand, this application is straightforward. There are no complaints on record about the current sign advertising for services that are onsite. It seems reasonable to suggest that there will not be any problems from allowing advertising that for services that are offsite. If there are problems, the Direct Control District requires the applicant to apply for a new Development Permit in three years. As Attachment 1, page 4 notes, "This proposal does not increase the amount of advertising or brightness of advertising, but rather increases the range of businesses and community organizations that can legally be advertised on the existing digital display."</p> <p>On the other hand, the Land Use Bylaw's digital signage rules seem to regulate for much more than nuisances. Apparently, the reason to distinguish between advertising for services onsite and offsite is to reduce people's confusion. Yet, service providers have skin in the game; if their advertising is unclear about the location, they will deal with the results.</p>