

Applicant Outreach Summary



Community Outreach on Planning & Development Applicant-led Outreach Summary

Please complete this form and include with your application submission.

Project name: West 17 - Small Format Digital Sign

Did you conduct community outreach on your application? YES or NO

If no, please provide your rationale for why you did not conduct outreach.

Outreach Strategy

Provide an overview of your outreach strategy, summary of tactics and techniques you undertook (Include dates, locations, # of participants and any other relevant details)

The Applicant team reached out to the local Community Association and Ward office directly to provide information on the proposal and invite further discussion. The project team made themselves available for meetings, questions and feedback as needed, but have not received a request for further information.

Applicant contact information was posted on the large format city notification signage installed on-site. The Applicant team did not receive any direct feedback from neighbours, however, the file manager shared feedback received via email and the City's DMap portal from five surrounding neighbours, including the Shaganappi Community association .

Stakeholders

Who did you connect with in your outreach program? List all stakeholder groups you connected with. (Please do not include individual names)

Shaganappi Community Association, Ward 8 office



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What did you hear?

Provide a summary of main issues and ideas that were raised by participants in your outreach.

A summary of what we heard and the applicant team response to this feedback is included in a "What We Heard Summary" . This document is intended to published on the public record in advance of a Public Hearing.

How did stakeholder input influence decisions?

Provide a summary of how the issues and ideas summarized above influenced project decisions. If they did not, provide a response for why.

The Applicant team considered the feedback received and has taken note of concerns related to sign messaging and operations. A response to feedback received is included in a "What We Heard Summary" . This document is intended to published on the public record in advance of a Public Hearing.

How did you close the loop with stakeholders?

Provide a summary of how you shared outreach outcomes and final project decisions with the stakeholders that participated in your outreach. (Please include any reports or supplementary materials as attachments)

A summary of what we heard and the applicant team response to this feedback is included in a "What We Heard Summary" . This document is intended to published on the public record in advance of a Public Hearing.



17 WEST

APPLICANT-LED OUTREACH SUMMARY

LOC2023-0071 at 1750 29 ST SW
May 2023



TRUMAN
Live better. Live Truman.



460 - 5119 Elbow Drive SW P 403 201 5305
Calgary, Alberta T2V 1H2 F 403 201 5344

Applicant-Led Outreach

OVERVIEW

Our outreach process was designed to provide opportunities for interested parties to learn about the vision for the site early on and to share their thoughts – all with the intent of maintaining a respectful and transparent conversation. Through our outreach channels, no individuals have reached out directly to the Applicant team; however, Administration shared feedback from five outreach participants (see verbatim feedback below), including the Shaganappi Community Association.

In reviewing the common themes of feedback provided by Administration and the Community Association, the themes outlined in the following page are broken into What We Heard and the project team's response.

OUR COMMITMENT

Since no single design solution can satisfy all stakeholder groups completely, the project team cannot integrate everything suggested by our neighbours and the community at-large. Our promise, however, is that we are transparent about how we reach our conclusions, making the following commitments to all who participate in our outreach process:

1. **We will provide you with information about the project.**
2. **We will ask for your thoughts on key areas of the project.**
3. **We will share what we have heard and our team's response**

Verbatim Feedback

I don't feel that this building needs a digital sign to advertise a liquor store that is on the main floor and in plain view of 17th Avenue. The digital sign cheapens the building and is distracting at a very busy intersection. This is not the Vegas strip.

Civicworks has done an excellent job of keeping us in the loop. We therefore have no comments on this application, and therefore have no objection. (Shaganappi Community Association)

I'm not in favour of this sign, worries about maintenance and who will approve the ads. Doesn't match the feel of the community

For a brand new Truman condo build, the digital sign looks tacky and adds an element of cheapness to the area. I feel for the condo dwellers across from this sign that have to see it lit up and changing colors at all times of the day and night night. This is not Times Square. Definitely OPPOSED

I've received a letter detailing an application for land use amendment at 1750 29 St. SW. The proposed change is to allow a Class E digital message sign on the exterior of the building. I live across the street from this sign, and would like to express my opposition.

When this sign was initially installed (perhaps just for a test), I noticed how distracting it was for those standing at the corner or sitting in vehicles at the lights at that intersection. In particular, it was distracting because the screen changed display frequently - no doubt to catch the eye. I am generally opposed to exterior screens in our neighbourhood - it's an eyesore and I feel it's important to be able to get away from screens. The neighbourhood isn't Times Square. But if the screen must be allowed to operate, I would strongly prefer that it displays one image consistently throughout a given day, rather than switching between advertisements, the current time and weather, or whatever else. This would help keep people focused on the road. You may already know that two people died at the intersection in question (17 Ave and 29 St) last year in a vehicle accident. The accident had nothing to do with any screens (as there were none at the time), but anything that could further compromise safety at this intersection (which sees a lot of pedestrian traffic) is a detriment to the neighbourhood.

What We Heard Themes + Team Response

01 DIGITAL DISPLAY OPERATIONS

WHAT WE HEARD

We heard feedback about the proposed sign's hours of operation, screen brightness and changes between digital display messaging. Outreach participants noted concerns around sign's potential to distract drivers or intrude on surrounding neighbours.

TEAM RESPONSE

What Is Being Proposed?

The 17 West building has a small format (5m²) digital display sign installed on the front corner facade (*see photo on front page*). This sign was approved by the Development Authority based on the rules outlined within the site's Land Use District (aka "zone"). Our sign follows all existing Land Use Bylaw rules around digital display operations and our proposed land use change would simply allow this existing sign to advertise for a broader range of local businesses and community organizations.

Land Use Bylaw Direction

The City of Calgary Land Use Bylaw provides very thorough direction and technical specifications around digital display signs, which our sign will be required to follow. These well established best practices are designed to mitigate any potential negative impacts on passing vehicles and surrounding neighbours. City bylaw rules around hours of operation, screen brightness, and digital display content are already in place to prevent Calgary's Main Streets and corridors from becoming the next Vegas Strip or Times Square.

Digital Display Hours of Operation

The Land Use Bylaw's typical hours of operation for digital display signs are between 6:00am and 11:00pm. Our proposed Direct Control District Bylaw rules exceed this standard and require that our sign is turned off (with a black screen) between 10:00pm and 7:00am.

Digital Display Brightness

The Land Use Bylaw requires that all Digital Displays lower their brightness in the evening and these rules provide specific limits around the maximum brightness of digital displays (7500 nits during day and 300 nits from sunset to sunrise). Digital Displays are also required to be equipped with an ambient light sensor which adjusts the screen brightness to a maximum of 3.0 LUX more than the surrounding ambient light level. These Land Use Bylaw rules mitigate the sign's brightness and result in our digital display blending more seamlessly with the 17 West facade.

Digital Display Messaging

The Land Use Bylaw includes rules that are designed to prevent digital displays from distracting drivers. Specifically, our sign will not be allowed to display moving messages, animation, sequential messaging, or any other effects (such as fading between messages). All messages must be static and remain in place for at least 6 seconds before switching to a new message.

02 SIGN CONTENT

WHAT WE HEARD

We heard questions from outreach participants on who approves the sign messaging and whether a digital sign is needed to advertise the limited number of on-site businesses.

TEAM RESPONSE

Our sign currently may only advertise for the businesses located within the 17 West building, however, our application seeks to allow this existing sign to advertise for a broader range of local businesses and community organizations.

Truman is the builder, owner and operator of the 17 West Building and is responsible for approving sign messaging, and ensuring that advertisements follow all Land Use Bylaw rules. Truman welcomes messaging for local community initiatives on this sign and has reached out to the Shaganappi Community Association with this opportunity.

03 SIGN MAINTENANCE & MONITORING

WHAT WE HEARD

We heard concerns about future impacts of the sign including questions around accountability for sign maintenance.

TEAM RESPONSE

The City of Calgary has very stringent rules around sign maintenance in the Land Use Bylaw. As the owner and operator of the 17 West building, Truman is responsible for the safety and maintenance of the sign. Should the sign ever become unsafe or unsightly it must be immediately turned off, repaired and/or replaced. The Development Authority requires that a contact is available for sign malfunctions on a 24 hours basis.

In addition, our sign is classified as a Discretionary use in the proposed Direct Control District, and will require a Development Permit review and renewal every three years for the foreseeable future. This allows the City to monitor, evaluate, and provide additional Conditions of Approval as needed should any issues arise.