

## Applicant's Submission

This application is for a land use amendment of 1.098 ha (2.71 acres) in the community of East Village. The parcel is referred to as 5<sup>th</sup> & Third towers in Calgary's East Village and is bounded by 5<sup>th</sup> Avenue SE to the north, 6<sup>th</sup> Avenue SE to the South, 3<sup>rd</sup> Street SE to the west and 4<sup>th</sup> Street SE to the east. The purpose of this land use amendment application is for more permissible digital signage on the project.

The 5<sup>th</sup> & Third project is in Calgary's up-and-coming East Village near land mark locations, transit, residential, institutional and employment concentrations. The development is unique in that on the edge of East Village, it is providing 150,000 ft<sup>2</sup> of commercial and mixed uses and is not solely a high-density multi-family tower. It is the only development of its type in East Village and serves as a transition area to the downtown core.

The current CC-ET land use district allows for 1<sup>st</sup> party digital signage (Signs – Class E) to be developed, however the specific design guidelines cannot accommodate the specific nature of this proposed signage. Therefore, this proposal is to revise the current CC-ET land use district to a DC district (DC(CC-ET)). We are requesting, through the successful adoption of a DC bylaw, that the development guidelines of the CC-ET district (and of the associated digital sign guidelines) be amended to be more permissible for 1<sup>st</sup> party digital signage on the project.

A detailed concept package and video have been provided with this letter which demonstrates how the signs can be integrated in the building design.

In conclusion, East Village will be a vibrant, pedestrian focused and interactive area that is expected to be frequented due to its appealing storefronts and abundance of commercial development and mixed uses. Because of this vitality, we strongly believe that allowing digital signage to meet the developers' intentions will only serve to further this vitality and is also complimentary to the neighbourhood.

On behalf of RioCan Real Estate Investment Trust, Urban Systems Ltd. respectfully submits and requests approval of the amendment to the existing CC-ET to DC District (DC(CC-ET)).