

CMLC Letter of Support



October 30, 2017

RE: Letter of Support, RioCan Project in East Village - PE2017-01134

To Whom It May Concern:

I am sending this letter to express CMLC's support for the proposed exterior signage for **5th & Third** – the urban shopping centre RioCan is currently developing in East Village at 5th Avenue and 3rd Street SE.

As depicted in the following images and accompanying video, some of the building's signs are video-capable, and their intent is to display animated images and copy. As such, the developer is seeking a relaxation of the regulations for billboards and digital signage as currently stated in Land Use Bylaw 1P2007. <https://vimeo.com/235449756/383b430350>

As the City of Calgary acknowledges on its website, the current regulations concerning digital signage need to be reviewed and updated, taking into account "the development trends in signage and changes in technology over the last 30 years" and ensuring the signage regulations "are appropriate for the Centre City context and ultimately have a positive contribution towards making Calgary's Centre City a vibrant place to live, work and play."

As the developers and stewards of the vision for East Village and the Rivers District, CMLC feels strongly that the proposed signage for 5th & Third aligns perfectly with these goals: it adds to the vibrancy and energy that's now so palpable in East Village, and it is perfectly suited to the context of the Entertainment and Cultural District that is now taking shape on downtown Calgary's east end.

RioCan's vision for **5th & Third** is intelligent and progressive, and the proposed signage reflects current best retail practices that can be seen in cosmopolitan centres all across North America.

I urge you to consider RioCan's Pre-Application Enquiry (file number PE2017-01134) and afford RioCan the latitude they require to implement their exciting retail vision for Calgary's Centre City.

Sincerely,

Susan Veres, SVP Strategy & Business Development, CMLC

cc: Michael Brown, President & CEO, CMLC
Stuart Craig, SVP, RIOCAN

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