

June 8, 2018

Planning and Urban Development

#8110 P.O Box 2100, Station M
Calgary, AB T2E 7S8

Attention: Members of the Committee

Re: PUD 2018-0381 Advertising Signs on Transit Property

Dear Members of the Board,

OUTFRONT Media is fully supportive of Calgary Transit's initiative to propose amendments to Land Use Bylaw (LUB) 1P2007 to add both Sign – Class F (conventional paper) and Sign – Class G (digital) Third Party Advertising Signs as discretionary uses.

As a media partner, we feel allowing the amendments for both vehicle and pedestrian scaled signs will add vibrancy to the City of Calgary for a use that is forward moving, which many major cities in Canada have already adopted. It also increases revenue for the City of Calgary. We also agree it assists in alleviating extra taxes and riders fares. Furthermore, the amendment on park and ride locations propose a pedestrian scaled size of 2.0 square meters, with limit to the time of certain hours of the day, it effectively doesn't compete with businesses or ID signs. We believe it causes no proliferation to the surrounding area or impact to residential dwellings. The land use bylaw should be aligned on how to apply these bylaws accordingly as such to its current parcel state.

This allows the City of Calgary to give back to its citizens in a few ways, and we believe these Transit owned locations are appropriate for third party advertising, given the character of the area.

Please accept this letter from OUTFRONT Media as a support for this proposed change as we fully believe this supports and services the community.

Should you have any questions or concerns, please don't hesitate to contact me at (416) 255-1392 ext.6517 or by email at blair.murdoch@outfrontmedia.ca

Kindest Regards,



for
Blair Murdoch
Chief Development Officer
OUTFRONT Media Canada LP

