

Applicant Engagement What We Heard Report

WHAT WE HEARD
Van Horne Outdoor
Engagement Report
Phase 1: Spring 2016-June 2018

General Overview:

Van Horne Outdoor has been working closely with city staff on a proposal to remove 10 outdated static third party signs, to be replaced by seven modern digital signs on CP bridges in the City of Calgary. Our proposal, seeks to take a place-based approach that carefully and respectfully engages with the unique character of the City of Calgary. As such, we have developed an in-depth engagement process, with two phases of engagement that ensures a two-way dialogue. Building on the City of Calgary's Engage guidelines, as well as recommendations from staff, we have sought a process that promotes authentic engagement and directly addresses and responds to feedback from all stakeholders.

Van Horne Outdoor began engagement with business associations, community organizations, and the City of Calgary (including former councilors) in the spring of 2016. Our long-term phased approach is one that encouraged dialogue and allowed us to provide stakeholders with necessary information about the project in order to generate informed responses.

This document summarizes the first phase of engagement, initiated by the applicant. The second phase of engagement is a direct response to the City of Calgary Engage framework and will take place between July 11-August 2, 2018. This includes a survey conducted by a third-party research group, social media engagement by the City of Calgary, and a pop-up testing of the project. Findings from the second phase will be reported in early August.

Stakeholder Report

Stakeholder Name	Relevant Context/Notes	What We Heard	Our Response
Inglewood BIA	Proposed sign in ward: 9th Avenue SE	In our June 14, 2018 meeting, the BIA asked questions about how the signage integrates with the proposed 9th Avenue public art installation under Blackfoot Trail and asked if a neighborhood specific logo could be installed instead	We are only installing new signage on the west side of the bridge to avoid any visual conflict with their proposed public art project. We also would look forward to working with the BIA and community to install a neighbourhood logo.

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		of a City of Calgary logo.	
Victoria Park Business Revitalization Zone President	1st Street SE, 4th Street SW, Macleod, and 9th Avenue SE (on border)	Sent two letters of support in August 2016 and May 2018. One concern addressed in their letter was how to integrate their lighting initiative with the lighting on the bridge. They also inquired about how community content would be approved for display on the signage.	We would be happy to explore ways to integrate lighting that fits with Victoria Park's initiative, as long as it aligns with City of Calgary approvals. We also answered questions around approval of content.
Beltline Neighbourhood Association	4 th Street SW and 8 th Street SW	Opposed. General concerns about third party advertising and lack of integration with Underpass Enhancement Guidelines were outlined in a letter that was sent to the City of Calgary in May 2018.	We have outlined our efforts to integrate the program with the Underpass Enhancement Guidelines in our application with the City of Calgary and have sought feedback around CPTED and design from a local expert. Our program compliments the City's enhancement program through similar use of materials and lighting.
Mountain Equipment Co-Op	At the direction of Councillor Woolley	Interested in potential for local advertising opportunities	We answered questions about opportunities for advertising.

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		and ability for the sign program to address current safety issues with the bridges.	
Strategic Group	At the direction of Councillor Woolley	Interested in potential of project to further improve bridges, where needed and community oriented messaging. Also suggested we meet with local CPTED expert, Kelly Sundberg.	Adhered to request to speak to Dr. Sundberg and followed-up to shared back what we heard from Dr. Sundberg.
Dr. Kelly Sundberg	At the direction of Strategic Group	Enthusiastic about project, especially in relation to CPTED, lighting, and improvements to deteriorated bridges. Expressed distaste for CPTED lighting.	Increased lighting via light spires and signage avoids the need for added CPTED lighting. The new lighting also provides an additional deterrent from those trying to access the tracks or seeking shelter under the bridge where it is unsafe.
Inglewood Community Association	Proposed sign in ward: 9th Avenue SE	Waiting on reply	
Calgary Downtown Association	Relevant for gateway to downtown core	Sent letter of support to City Council. Expressed concerns around the current state of underpasses (the aesthetics) and see the project as an opportunity to improve the look	We discussed opportunities to address the concerns around the look of the bridges as well as support the Downtown Association's efforts to support local businesses with advertising.

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		of the bridges. Previous CEO and current CEO were engaged.	
Beltline Community Association	4 th Street SW and 8 th Street SW	Requested meeting; waiting on reply	

Common concerns and questions

Across stakeholder groups and municipalities, similar concerns arise around digital signage. In Calgary, questions around pedestrian experience, lighting impacts on residential buildings, and community benefit emerged in our engagement process.

Pedestrian and cyclist experience: The City of Calgary has made a significant commitment to the Underpass Enhancement program on several underpasses across the City. Our program seeks to improve the overall look of the bridges (including addressing rust and chipped paint) and the pedestrian and cyclist experience by creating a holistic design that incorporates the bridges with added cladding, appropriate lighting, and the most up-to-date technology. This program is not just about signage, but overall design and modernization efforts that contribute to a more welcoming urban environment.

Lighting: Lighting was a general overarching concern from stakeholders. Most stakeholders, in some form, inquired if “the signs are going to be too bright?” Light pollution and “bright” signage is a common concern, across locales. Our response is to develop solutions that mitigate any concern about light pollution for residents, pedestrians, and drivers. Not only will we commit to operating our signs at a lower nit level at night (as conditioned by our agreement via the Land Use Bylaw), but we also employ the latest technology that prevents light pollution. Our investment in the Optical Down Angle technology (outlined in our application), addresses stakeholder concerns around light pollution. We not only commit to this in our application, but believe that demonstrating how the technology operates is key to the engagement process. Therefore, as part of our second phase of engagement, we will host a testing of the project that offers all stakeholders, including residents, to see how the technology addresses any concern around lighting and other project aspects.

Community benefit: Like most municipal issues, residents are concerned about the impact of such proposals (i.e. lighting) as well as community benefits and the value they might generate. The primary community benefits, as outlined in our applications, include: improved bridge aesthetics and a stronger urban realm, the overall reduction of existing vinyl based signage, smaller signs that better match the bridge structure, community messaging (i.e. amber alerts, road closures, etc.), local advertising, possible gateway markers/logos, better lighting, and deterring those from seeking shelter under the bridge from having access (overall safety).

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Conclusion

Our first phase of engagement, lasting from spring 2016-June 2018, allowed us to engage in dialogue with various stakeholders. With exception of one group, we received support and enthusiasm about the project, most notably in relation to the opportunity to improve the bridges at no cost to taxpayers. Stakeholders asked questions around lighting, safety, cost, bridges, and community benefits. In general, stakeholders were most persuaded by the modernized bridge aesthetics and opportunity for community messaging and local advertising. We look forward to the second phase of engagement and reporting our findings.

Attached: Please see attached for letters of support.