

Victoria Park Business Revitalization Zone Letter



May 24, 2018

Re: CP rail underpass digital signage

To Whom it May Concern:

Pursuant and in addition to our letter of August 31, 2016 (attached), The Victoria Park Business Improvement Area (formerly BRZ), would like to reiterate our support.

The Victoria Park BIA has made a point of generally opposing most large format 3rd party commercial advertising because there is no public benefit. In this case, the flexible nature of the digital platform can allow for this and it has expressly been communicated, unlike with other advertising agencies, that there will be opportunities for community, not-for-profit and public service content.

A new factor that has emerged in solidifying our support is the mitigation of waste and environmental impact. Not continually reproducing hard copies, trucking and installing/de-installing does have benefits.

We would request further discussion and engagement around what integration may be possible. The Victoria Park BIA is about to launch the longest wirelessly controlled experiential lighting project in western Canada and we will be able to mimic the colours and patterns of any lighting installation in the city (Calgary Tower for example). For special events, the cumulative impact of being able to use one colour palate across multiple locations and platforms can be quite impactful. We also would request further detail of how community/NFP content will be submitted and approved.

To reiterate again, we believe the proposal will be a welcome addition to Centre City underpasses, will benefit our member businesses, local residents, and the wider Calgary community.

Kind regards,

A handwritten signature in black ink that reads "David Low".

David Low
Executive Director

Victoria Park Business Revitalization Zone Letter



August 31, 2016

Re: CP/All Vision Proposal

To Whom it May Concern:

The Victoria Park Business Revitalization Zone (BRZ) is pleased to support CP and All Vision's joint proposal. Digital signage along downtown rail underpasses will build on current revitalization efforts, and contribute positively to the public realm.

We are please to note CP and All Vision's offer of complimentary advertising to local festivals and events, which will further benefit residents and employees by connecting them to their community. We are also very pleased about the opportunity for the digital signs to feature parking, roads and traffic information to benefit commuters.

The proposed digital signage will furthermore provide welcome, additional lighting and visual interest to downtown Calgary's underpasses.

In summary, we believe the proposal will be a welcome addition to Centre City underpasses, and will benefit our member businesses, local residents, and the wider Calgary community alike.

Kind regards,

A handwritten signature in black ink that reads "David Low".

David Low
Executive Director