

Calgary Downtown Association Letter



May 14, 2018

The City of Calgary
P.O. Box 2100, Station M
Calgary, AB, T2P 2M5

Attn: Mayor & Members of Council

Re: Digital Signage – CP Rail Underpass Improvement Project in the Downtown

Please accept this letter on behalf of the Calgary Downtown Association (CDA) in support of the proposed introduction of digital signage where existing vinyl banner-type signs are in place, namely on the CP Rail underpasses on 1st Street, 8th Street, 9th Avenue, 4th Street and Macleod Trail.

We understand the new technology will provide more flexibility to the advertising space, allowing real time information on traffic and public service announcements, such as Amber Alerts, parking, etc to be displayed. There would also be more flexibility for advertisers to engage in dynamic creative campaigns, including complimentary display times for city and community groups as well as preferred rates for local businesses. We believe that light from these signs will enhance safety of the areas where they are located, in addition to becoming complimentary to the pedestrian and cycling experience. Moreover, we are pleased to see this project uphold urban design principles in the downtown underpass guidelines as well as land use bylaws governing digital displays.

We support this digital signage project to improve CP Rail underpasses in the downtown and trust our comments will be helpful. Should you require anything further, please call me directly at (403) 215-1565.

Yours truly,

A handwritten signature in blue ink that reads 'Brad Krizan'.

Brad Krizan
Board Chair & Interim Executive Director

cc: Mr. Christopher Bentler, Van Horne Outdoor
Mr. Jeff Fielding, City Manager, City of Calgary
CDA Urban Development Committee

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