

## PROPOSAL HIGHLIGHTS

- Removal of ten outdated static signs currently located on the underpasses
- Installation of seven smaller modern digital displays running static (non-moving) content

ALL AT NO COST  
TO THE CITY OF CALGARY

### PROPOSED LOCATIONS

**1st Street SE**  
display facing north

**1st Street SW**  
1 display facing south

**8th Street SW**  
1 display facing south

**8th Street SW**  
1 display facing north

**9th Ave SE 1**  
display facing west

**4th Street SW**  
1 display facing south

**Macleod Trail**  
1 display facing south



Van Horne Outdoor

Questions?

Email

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# CALGARY UNDERPASS IMPROVEMENT PROJECT

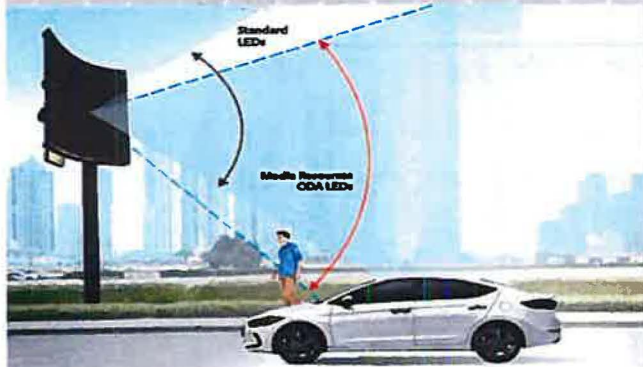
**Van Horne Outdoor** (VHO)  
is proposing to modernize  
the downtown underpasses by  
eliminating the outdated displays  
(installed and unchanged since 1962)  
in favour of modern digital displays  
on the face of the bridges.





## Mitigating Residential Impact

Technology is the key



### OPTICALLY DOWN ANGLE LED TECHNOLOGY

- Increased visual uniformity & quality for viewers
- Decreased light pollution upwards
- Better light utilization & power efficiency
- Any viewer from above the display will have difficulty seeing content (almost appears blacked-out)
- The Calgary Land-Use Bylaw regulates the brightness of digital displays and Van Horne will operate at even lower levels than the by-law permits

## Community Benefits

- Emergency Messaging
- Amber Alerts
- Community Updates
- Traffic information
- Community events
- City access to non-digital areas on bridge face for Calgary or neighborhood specific logo

## Calgary Underpass Improvement Project VANHORNE OUTDOOR

