

## **Applicant's Submission**

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We request a new land use re-designation in the form of a Direct Control District under a Direct Control (DC) Bylaw that would accommodate the existing third party advertising sign on the site. The site is owned by the Heritage Christian Education Society Calgary and contains a school.

In November 7, 2011, Council enacted DC Bylaw 74D2011 to allow the discretionary uses of "Sign – Class F" and "Sign – Class G" in this DC District.

DC Bylaw 74D2011 contains a sunset clause that limits the issuance of a Development Permit for "Sign – Class F" and "Sign – Class G" until December 31, 2017. A result, a land use re-designation would be necessary to allow the existing sign to continue.

Since the enactment of DC Bylaw 74D2011, the Development Authority granted subsequent development permits for a term of three years for the existing third party advertising sign on the site. The sign, which has a digital west facing billboard panel and a static east facing billboard panel, has existed for many years on the parcel and has been part of the fabric of the area. This is a commercial area where third party advertising signs are very common and are not out of character. From a planning perspective, there has been no change in the physical environment surrounding the property.

We respectfully request a land use re-designation that would allow the third party advertising sign to continue on the site through development permit approvals. The sign provides added revenue for the school as they are a not-for-profit society.