

Frequently Asked Questions

How bright will the lights be? I don't want the light shining in my living room.

The City of Calgary regulates how bright digital billboards can operate. The applicant for this proposal, however, has committed to operating the signs at an even lower level than what The City permits to give residents and the city added assurance that the signs won't be unnecessarily bright.

Additionally, the new signs will use advanced optical LED down angle technology to ensure there is no light that will illuminate above the sign or impact surrounding areas. The optical down angle LED decreases light pollution, by redirecting light downward and with more power efficiency. The lighting thus creates a positive experience for passersby, mitigating any adverse impacts of bright lights. These lights have been tested and are significantly less bright than car tail lights or traffic lights (average traffic lights are at least 30x brighter on average).

What are the benefits to the community?

Because the signs are operated digitally, they can be used to communicate important emergency messaging, such as amber alerts or road closures. They can also be used for community messaging and advertisements for local businesses. Along with the installation of more modern signs, new cladding will be installed to improve the current dilapidated appearance of the bridges (rust, chipped paint, etc).

Lastly, this signage modernization program will bring an overall reduction in third party advertising signs in the downtown core, resulting in the removal of 10 outdated signs on rail bridges, and replacing them with seven smaller modern displays.

How can I learn more and offer feedback?

The applicant for the signage program will be holding a pop-up demo where an actual display will be on-site for you to see on August 2nd from 7 p.m.-midnight. The sign will be turned on at various intervals during this time and we will be available to answer questions. We encourage you to come out and ask questions and share your feedback.

How were stakeholders engaged in the process?

The applicant has been working closely with City staff on their proposal. Additionally, the applicant met with relevant BIAs, neighborhood associations, businesses, and other interested parties. If your group would like to learn more or share your thoughts, please feel free to contact Christopher Bentler at cbentler@vanhorneoutdoor.com.