

## CHARTER BYLAW 19127

### To rezone the West Edmonton Mall site to allow for additional signage opportunities.

#### Purpose

To update and add detailed sign regulations to the West Edmonton Mall site Specific Development Control Provision, Summerlea.

#### Readings

Charter Bylaw 19127 is ready for three readings after the public hearing has been held. If Council wishes to give three readings during a single meeting, Council must unanimously agree “That Charter Bylaw 19127 be considered for third reading.”

#### Advertising and Signing

This Charter Bylaw has been advertised in the Edmonton Journal on February 4, 2022 and February 12, 2022. The Charter Bylaw can be passed following third reading.

#### Position of Administration

Administration supports this proposed Charter Bylaw.

#### Report

This application proposes to add a detailed signage schedule to the existing (DC2) Site Specific Development Control Provision for West Edmonton Mall. The application will update the current sign regulations in the Provision to include newer sign types (specifically digital signs) and allow for some signs that are larger than the current bylaw permits. No changes to the structure of the mall are proposed within this bylaw beyond the sign schedule.

The update recognizes the many faces of the buildings and the possible locations for the various types of signage and the facades of the structure including the parkade.

Extensive review of the proposed signage has been undertaken by the Administration that has considered potential issues and concerns with digital signage such as possible light pollution in proximity to the abutting residential areas and hospital.

Overall, the revised DC2 introduces comprehensive on-site signage regulations that would allow for greater flexibility in the number and kinds of signs permitted on the site and the proposed

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regulations contain several provisions to mitigate potential light pollution impacts, mitigate traffic hazards, and help improve how on-site signage integrates with the surrounding community.

All comments from selected civic departments or utility agencies regarding this proposal have been addressed.

### **Community Insights**

Advance Notice was sent to surrounding property owners and the Summerlea, Belmead, and Thorncliff Community League on August 21, 2019. There were two responses received which are summarized in the attached Administration Report.

Due to the pandemic, no public meeting was held for this application. However, the Department created an Engaged Edmonton website. Notice was mailed Sept 19, 2021. The website was open for comments until Oct 17, 2021. The notice of the Engaged Edmonton Website generated two emails and two comments were submitted on the website. Issues raised were related to the height, size of digital components and brightness (light spillover in the community). There were no concerns from the abutting commercial sites.

### **Attachments**

1. Charter Bylaw 19127
2. Administration Report