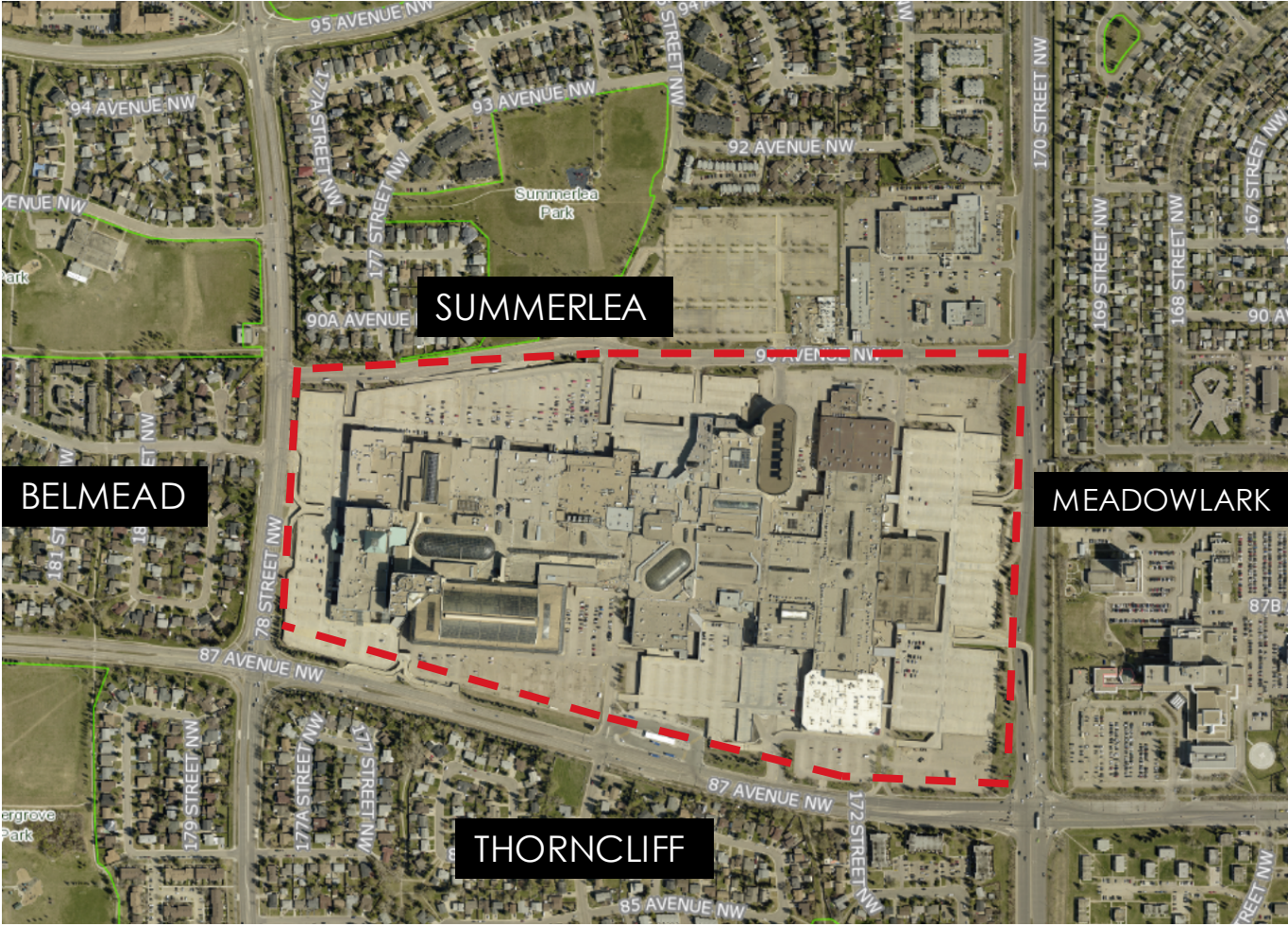


# West Edmonton Mall Rezoning DC2 to DC2

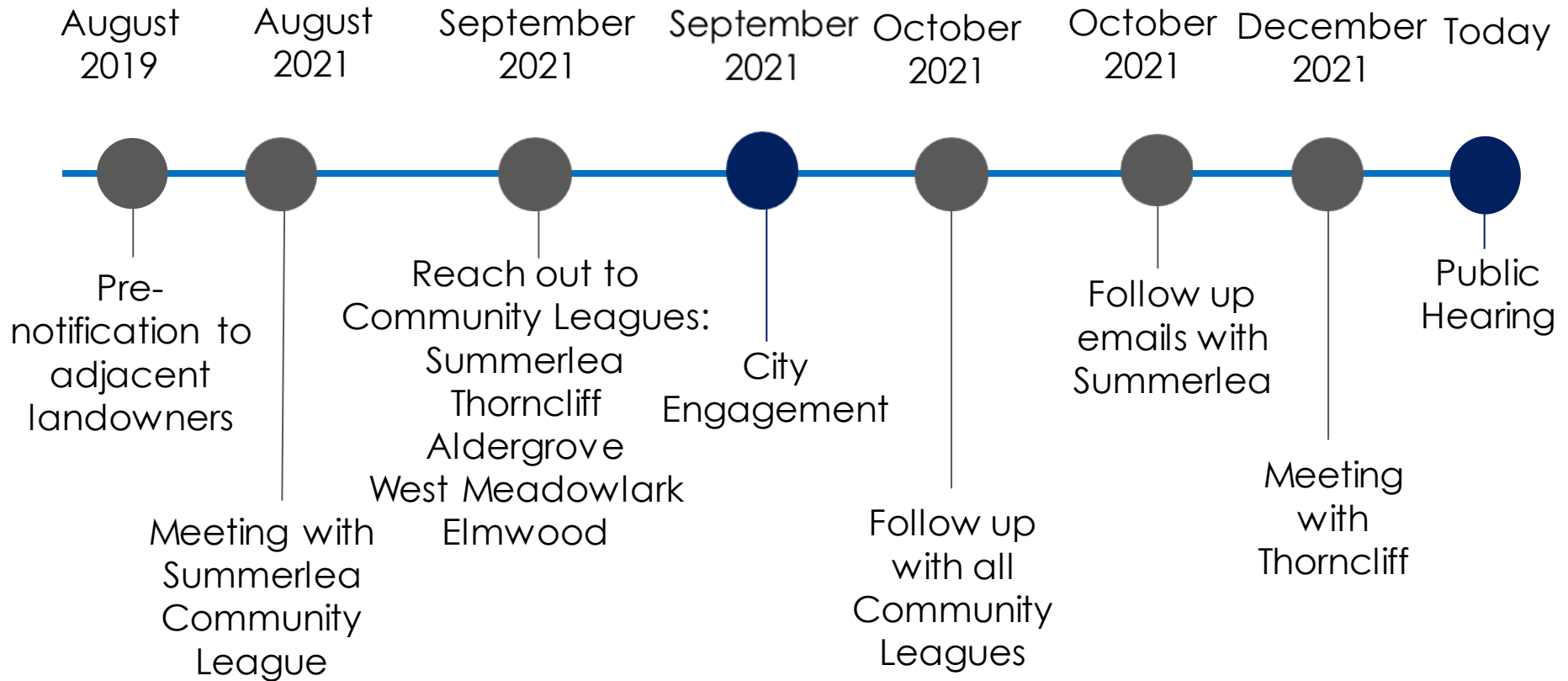
Bylaw 19127  
February 23, 2021



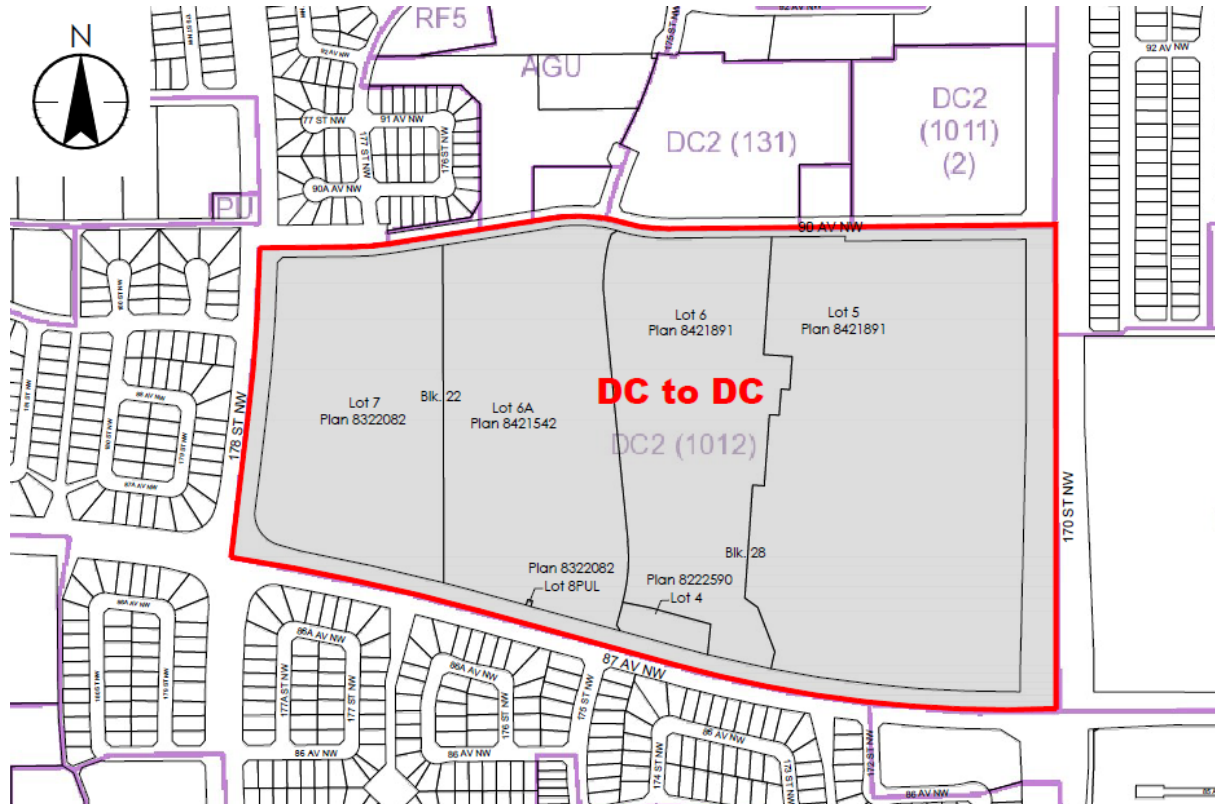
# PROJECT LOCATION



# PUBLIC ENGAGEMENT



# REZONING – DC2 to DC2



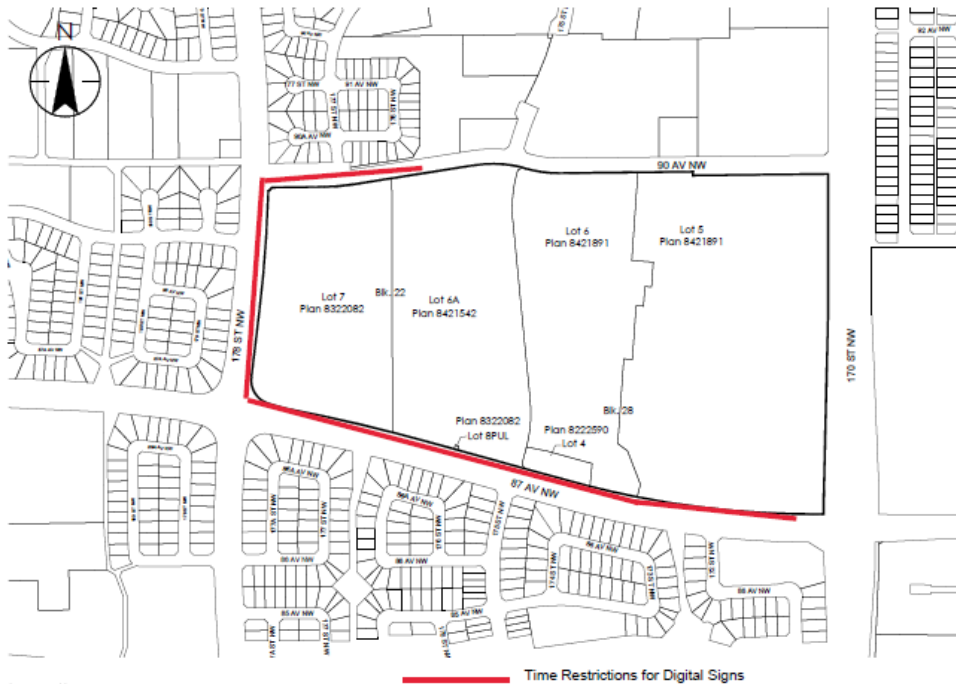
Changes to Signage regulations only  
(no changes to any other regulations)

# REZONING – DC2 to DC2

	Existing DC2	Proposed DC2
Comprehensive Sign Design Plan	Optional	Required
Digital Sign Uses	Currently permitted	No Changes
Freestanding Signs	Maximum 24	Maximum 22
Freestanding On-Premises Signs	Maximum Height 12 m	Maximum Height 11 m and 12 m
Signage on Parkade	- Not permitted	- Permitted (no digital signage permitted)
Roller Coaster Wall	- Digital Signage 20 m <sup>2</sup> to a maximum of 25% wall coverage	- 25% Digital Signage wall coverage permitted
Signs at NE and SE Corners (170 Street)	Maximum Digital 20 m <sup>2</sup>	- 90 degrees to 170 Street - Maximum Digital 32 m <sup>2</sup>
Digital Sign Time Restrictions	No restrictions	Time restrictions added

# REZONING – DIGITAL SIGNS

## TIME RESTRICTIONS



CALE 1:7500  
MAY 2014

## November 1 – March 1

- 12:00 am – 5:00 am
  - De-energized
- 5:00 am – 8:00 am
  - Static Image Only
- 8:00 am – 8:00 pm
  - Regular Digital Content
- 8:00 pm – 12:00 am
  - Static Image Only

## March 2 – October 31

- 12:00 am – 5:00 am
  - De-energized
- 5:00 am – 7:00 am
  - Static Image Only
- 7:00 am – 10:00 pm
  - Regular Digital Content
- 10:00 pm – 12:00 am
  - Static Image Only

THANK YOU



WEST EDMONTON MALL

