

## Bylaw 17352

To allow for new sign use classes, South Edmonton Common

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### Purpose

Rezoning from DC2 to DC2, generally located between Gateway Boulevard and Parsons Road NW, south of 23 Avenue NW, South Edmonton Common

### Readings

Bylaw 17352 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 Bylaw 17352 be considered for third reading."

### Advertising and Signing

This Bylaw has been advertised in the Edmonton Journal on Friday, October 2, 2015, and Saturday, October 10, 2015. The Bylaw can be passed following third reading.

### Position of Administration

Administration supports this Bylaw.

### Report

This application proposes to amend the regulations of DC2.625, 722, 834, and 835 Site Specific Control Provisions in South Edmonton Common to include digital sign use classes. The rezoning complies with the South Edmonton Common and Edmonton Research and Development Park Area Structure Plan. All comments from affected City departments and utility agencies have been addressed.

### Policy

This application complies with *The Way We Grow* Municipal Development Plan, which identifies this area as a "Major Commercial Node".

### Corporate Outcomes

The proposed rezoning supports the City's strategic goal identified in *The Way Ahead*, to transform Edmonton's urban form.

### Public Consultation

Advance notification of the rezoning application was sent to surrounding property owners, the Yellowbird (East) Community League, and the Ellerslie Community League Association on May 7, 2015. Sustainable Development received no responses to the advance notification.

### Attachments

1. Bylaw 17352
2. Sustainable Development report
3. Mark-up of Proposed Amendment