



Legislation Details (With Text)

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**Title:** Bylaw 18/2016 Digital Display Signs  
Presented by: Michelle Brooking, Development Officer II

**Sponsors:**

**Indexes:**

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**Attachments:** 1. Bylaw 18/2016 - Land Use Bylaw Amendment, 2. Schedule C Sign Regulations (amendments highlighted), 3. Agenda Report 03April2017 (Previously Distributed)

Date	Ver.	Action By	Action	Result
4/24/2017	1	City Council	received third reading	Pass

TAMRMS#: B06

**Bylaw 18/2016 Digital Display Signs**

Presented by: Michelle Brooking, Development Officer II

**RECOMMENDATION(S)**

That Bylaw 18/2016 be read a third and final time.

**PURPOSE OF REPORT**

To consider third reading of Bylaw 18/2016.

**COUNCIL DIRECTION**

On April 3, 2017 Council passed the following motions:

That Bylaw 18/2016 be amended by amending section C.5 (1) General regulations (v) to a minimum of 30.5 m from an intersection.

That Bylaw 18/2016 be amended by amending section C.5 (1) General Regulations (xiii) to a minimum of six (6) seconds before switching copy.

That Schedule C.5.1(a) (vi) of Bylaw 18/2016 be modified by removing "or a freestanding sign with a digital display" and any other reference that precludes third party advertising on free standing digital displays.

That schedule C.5 2(b)(iii) of Bylaw 18/2016 be modified by adding "facing the same oncoming traffic" after "display".

That schedule C.5 2 (b)(iv) of Bylaw 18/2016 be modified by changing 500m to 300m.

That the Public Hearing on Bylaw 18/2016 be closed.

That Bylaw 18/2017, being amendment 134 to Land Use Bylaw 9/2005, as amended, be read a second time.

## **BACKGROUND AND DISCUSSION**

The amendments passed by Council at the April 3, 2017 Council Meeting have been incorporated into the draft of the Bylaw that has been provided as an attachment to this agenda report.

## **ALTERNATIVES AND IMPLICATIONS CONSIDERED**

Additional Alternatives:

- a) Provide feedback and/or suggestions for further amendments to the proposed Land Use Bylaw and postpone consideration of third reading to a later date.
- b) Defeat third reading.

Report Date: April 24, 2017  
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General Manager: Gilles Prefontaine  
City Manager: Kevin Scoble