

Proposed Direct Control District Guidelines

Purpose

- 1 This Direct Control District is intended to provide for:
 - (a) expansive and more permissible digital signage regulations offering the necessary commercial exposure to businesses operating on-site in East Village.

Compliance with Bylaw 1P2007

- 2 Unless otherwise specified, the rules and provisions of Parts 1, 2, 3 and 4 of Bylaw 1P2007 apply to this Direct Control District.

Reference to Bylaw 1P2007

- 3 Within this Direct Control District, a reference to a section of Bylaw 1P2007 is deemed to be a reference to the section as amended from time to time.

Permitted Uses

- 4 The **permitted uses** of the Centre City East Village Transition District (CC-ET) of Bylaw 1P2007 are the **permitted uses** in this Direct Control District.

Discretionary Uses

- 5 The **discretionary uses** of the Centre City East Village Transition District (CC-ET) of Bylaw 1P2007 are the **discretionary uses** in this Direct Control District.

Bylaw 1P2007 District Rules

- 6 Unless otherwise specified the rules of the Centre City East Village Transition District (CC-ET) of Bylaw 1P2007 apply in this Direct Control District.

Additional Digital Message Sign Rules

- 7 Notwithstanding Section 104 of Bylaw 1P2007, the **Development Authority** may approve a **development permit** for **Digital Message Signs**:
 - (a) that advertise goods, events, activities and services offered by businesses operating on-site;
 - (b) to a maximum of eight (8) **signs** on-site;
 - (c) where no one **sign area** exceeds 24.0 square metres;
 - (d) where the **sign area** of all existing and proposed **Digital Message Signs** in this Direct Control District does not exceed a cumulative area of 465.0 square metres; and
 - (e) with a **sign area** greater than 2.0 square metres provided it does not impede or obstruct the visibility and function of information **signs** located near an intersection, pedestrian crosswalk or railway crossing.