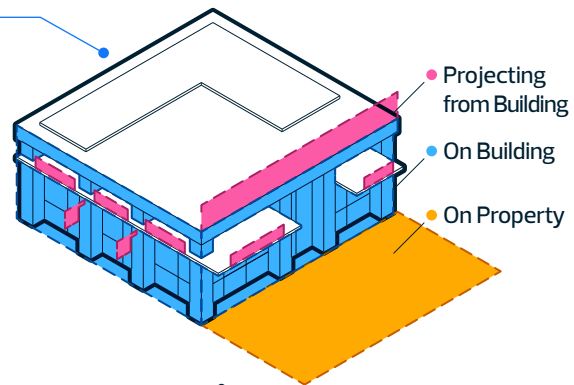


CONVERSATION STARTER

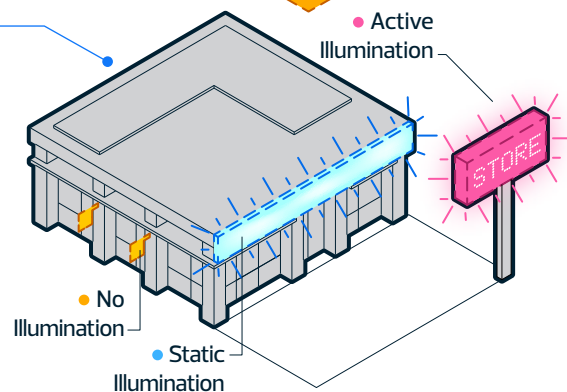
How can the new Zoning Bylaw incorporate **applicable signs regulations**?

This paper shows that the new Zoning Bylaw can incorporate them by

- 1 Simplifying existing overlapping sign types, definitions, and regulations into **three main categories based on location or placement**



- 2 Applying additional regulations based on **three main categories of sign illumination**



- 3 Integrating Sign Regulations into **each new land-use zone**

This will aid the users by providing all applicable development regulations **precisely where they need them.**

- 4 Aligning with upcoming **Sign Design Guidelines**

Principles

- + Quality
- + Visual
- + Integrated
- + Safe

Next Steps

Stakeholder engagement with the sign industry and community will provide key users with an opportunity to comment on the proposed approach to sign regulations. This feedback will be used to further refine this approach. This work will be informed by the development of the Sign Design Guidelines.