



## THIS IS NOT A DEVELOPMENT PERMIT

Please note that the appeal period *must* end before this permit can be issued and that any Prior to Release conditions (if listed) *must* be completed.

## NOTICE OF DECISION

Priority Permits (Chris West)

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Tuesday, July 15, 2025

Roll: 03222827

RE: Development Permit #PRDP20251691

Lot 1, Block 14, Plan 2111497, NW-22-23-27-04; (240 VALE VIEW ROAD)

The Development Permit application for Signs, ancillary to Establishment (Eating), installation of three non-illuminated and six illuminated fascia signs, onsite non-illuminated and illuminated business identification/wayfinding signage including digital menu boards and digital and non-digital pylon inserts, relaxation to the maximum term, and relaxation to the maximum luminance level requirements from sunset to sunrise has been **conditionally-approved** by the Development Officer subject to the listed conditions below (**PLEASE READ ALL CONDITIONS**):

### Description:

1. That Signs, ancillary to Establishment (Eating) [*existing McDonald's*], installation of all proposed signage may take place on the subject parcel in general accordance with the application drawing package, as prepared by Pattison, Project ID FD1-93135E (Drawings 30), as submitted with the application, *as amended to meet the prior to release conditions* and includes:
  - i. That this approval includes all proposed *McDonald's* mounted building fascia, digital and non-digital inserts in the existing pylon signage, onsite wayfinding signage and digital Drive-through Menu Boards, per the application drawing package;
  - ii. Building Mounted Gooseneck Exterior Lighting;
  - iii. Relaxation to the maximum term a Development Permit is issued from **three (3) years to permanent**;
  - iv. Relaxation to the maximum luminance level, for all onsite digital signage not mounted on the building, from sunset to sunrise in a Commercial District from **350 Nits to 1500 Nits**.

### Prior to Release:

2. That prior to release of this development permit, the Applicant/Owner shall submit revised application drawings, incorporating the proposed amendments as detailed on June 27, 2025 email correspondence, in accordance with Section 100 of the County's Land Use Bylaw C-8000-2020 (LUB).
  - i. The drawings shall also include a detailed specification sheet or operating standards from the manufacturers must be included that identifies both the NITS and that there is a dimming option for night time hours, in accordance with Section 212.2 of the LUB.



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**Permanent:**

*General Conditions:*

3. That if the prior to release conditions have not been met by **DECEMBER 31, 2025**, or through an approved extension date, then this approval is null and void and the Development Permit shall not be issued.
4. That all signage shall be kept in a safe, clean, and tidy condition at all times.
  - i. That any on-site wayfinding signage including for direction and information purposes shall be permitted, where in keeping with the design of the overall development.
  - ii. That no temporary signs shall be placed on the site at any time except any temporary signs required during development or building construction.
  - iii. That if any component on the any signage breaks, malfunctions in any way or fails to operate as indicated on the approved development permits plans, the sign shall be turned off until all the components are repaired and operating as approved.
5. That all on-site lighting and all private lighting, including site security lighting and parking area lighting, shall meet Sections 225-230 of the LUB. Lighting shall be designed to conserve energy and reduce glare and uplight. All development will be required to demonstrate lighting design that reduces the extent of spill-over glare and minimizes glare as viewed from nearby residential properties.
6. That any new business signage shall require a separate Development Permit.
7. That if the development authorized by this Development Permit is not commenced with reasonable diligence within 12 months from the date of issue, and completed within 24 months of the issue, the permit is deemed to be null and void, unless an extension to this permit shall first have been granted by the Development Officer.

*Digital Pylon Insert & Menu Board Displays:*

8. That the Light-Emitting Diode digital display [digital reader board] (LED) shall have a static copy with a hold time of a minimum of six (6) seconds or more and that the maximum transition time between each digital copy must not exceed 0.25 seconds.
9. That the LED digital display shall be equipped with an ambient light detector.
10. That the LED digital display shall not increase the light levels adjacent to the digital display be more than 3.0 LUX above the ambient light level.
11. That the LED digital display shall not display moving, flashing or animated images and shall not otherwise give the appearance of animation or movement:
  - i. That any images or transition between images shall not be displayed using any visible effects, including but not limited to action, motion, fading in and out, dissolving, blinking, intermittent or flashing light or the illusion of such effects.
  - ii. That any copy displayed on the digital sign shall not be shown in a manner that requires the copy to be viewed or read over a series of sequential copy message on a single digital display or sequenced on multiple digital displays.
12. That the LED digital display shall at no time display an image or transition between images in such a manner as to be potentially distracting to drivers, the identification of a potentially distracting image, or image transition shall be at the sole discretion of the Development Authority.



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13. That the LED digital display shall at no time display third party advertisement.
14. That the light output of the LED digital display shall be a maximum luminance level of 3000 Nits at all times when measured from the sign face at its maximum brightness.
15. That the light output of a digital display shall be set in accordance with the following maximum luminance levels, when measured from the sign face at its maximum brightness:
  - i. From sunrise to sunset, **7500 Nits**; and
  - ii. From sunset to sunrise: **1500 Nits**.

**Advisory:**

- That any other federal, provincial, or County permits, approvals, and/or compliances, are the sole responsibility of the Applicant/Owner.

If Rocky View County does not receive any appeal(s) from you or from an adjacent/nearby landowner(s) by **Tuesday, August 5, 2025**, a Development Permit may be issued, unless there are specific conditions which need to be met prior to release. If an appeal is received, then a Development Permit will not be issued unless and until the decision to approve the Development Permit has been determined by the County's Subdivision and Development Appeal Board.

Regards,

A handwritten signature in black ink, appearing to read "D. K. [unclear]".

Development Authority

Phone: 403-520-8158

Email: [development@rockyview.ca](mailto:development@rockyview.ca)

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