

**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**

Integrated Signs Solutions (Gary Perry)

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Tuesday, April 7, 2026

Roll: 03222827

**RE: Development Permit #PRDP20261058**

**Lot 20, Block 14, Plan 2511447, NW-22-23-27-04; (2, 300 VALE VIEW ROAD NW)**

The Development Permit application for Signs, installation of one (1) illuminated and two (2) non-illuminated fascia signs, has been **conditionally-approved** by the Development Officer subject to the listed conditions below (**PLEASE READ ALL CONDITIONS**):

**Description:**

1. That Signs, installation of one (1) illuminated and two (2) non-illuminated fascia signs may commence and all proposed “Sobeys Liquor” and “Spirits | Wine | Cold Beer” signage may take place on the subject parcel in general accordance with the application drawing package, as prepared by Blanchett Signage Solutions, for Sobeys Liquor; Design #: 250492-08, dated May 27, 2025, as submitted with the application, as amended, and includes:
  - i. One (1) illuminated fascia sign (North façade) with a face area of approximately 2.45 sq. m. (26.37 sq. ft.), with illumination not to exceed 350 Nits;
  - ii. One (1) non-illuminated fascia sign (North façade) with a face area of approximately 3.76 sq. m. (40.47 sq. ft.); and
  - iii. One (1) non-illuminated fascia sign (West façade) with a face area of approximately 2.45 sq. m. (26.37 sq. ft.).

**Permanent:**

2. That all conditions of PRDP20241592 shall remain in effect unless otherwise conditioned within this approval.
3. That any plan, technical submission, agreement, matter, or understanding submitted and approved as part of the application, shall be implemented and adhered to in perpetuity.
4. That the Fascia signage on North façade shall not exceed the luminance of 350 Nits at any time.
5. That the Applicant/Owner may, upon commencement of the development, be required to adjust or dim the illumination levels during regular business operating hours, in accordance with seasonal constraints, as determined by the Development Authority.
6. That all fascia signs must be mounted on raceways that match the materials, colour, and finish of the existing building façade.
7. That all signage shall be kept in a safe, clean, and tidy condition at all times.

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8. 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;
  - i. That no temporary signs shall be placed on the site at any time except any temporary signs required during development or building construction; and
  - ii. 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.
9. That any new business signage shall require a separate Development Permit.
10. That signs not maintained to the satisfaction of the Development Authority may be required to be renovated or removed.
11. That the signage shall not be digital, flashing, or animated at any time.
12. That no sign or any part of the sign shall be within 3.00 m (9.84 ft) of overhead power and service lines.
13. That the sign shall not distract/pose a nuisance to adjacent parcels and/or vehicular traffic.
14. That all on-site lighting, including private, site security and parking area lighting, shall be designed to conserve energy, reduce glare, and reduce uplight, in accordance with Sections 225-231 of the County's *Land Use Bylaw C-8000-2020*. All lighting shall be full cut-off (shielded) and be located and arranged so that no direct rays of light are directed at any adjoining properties, that may interfere with the use and enjoyment of neighbouring lands or interfere with the effectiveness of any traffic control devices or the vision/safety of motorists.
15. 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.

**Advisory:**

- That no signs, permanent or temporary, shall be allowed in a road allowance or County Road right-of-way at any time.
- 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, April 28, 2026**, 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,



Development Authority  
Phone: 403-520-8158  
Email: [development@rockyview.ca](mailto:development@rockyview.ca)