



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

Jones Neon Displays (Brittany Andrews)

Page 1 of 2

Tuesday, August 11, 2026

Roll: 03222827

RE: Development Permit #PRDP20264094

Lot 20, Block 14, Plan 2511447, NW-22-23-27-04; (270 VALE VIEW ROAD NW)

The Development Permit application for Signage, installation of three (3) 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 three (3) illuminated and two (2) non-illuminated fascia signs for *Rexall*, may commence, may take place on the subject parcel in general accordance with the application drawing package, as prepared by Jones Neon Displays, dated February 24, 2026, as submitted with the application, as amended to meet prior to release conditions of this approval, and includes:
 - i. Two (2) illuminated fascia signs (West façade), "*Rexall*" with a face area of approximately 8.05 sq. m. (86.64 sq. ft.), and & "*Walk-In Clinic*", with a face area of approximately 4.24 sq. m. (45.63 sq. ft.); *both with a maximum illumination level of 350 nits outside of operating hours and seasonal sunset.*
 - ii. One (1) illuminated fascia sign (North façade) with a face area of approximately 9.67 sq. m. (104.15 sq. ft.), "*Rexall*"; *with a maximum illumination level of 350 nits outside of operating hours and complete shutoff after seasonal sunset; and*
 - iii. Two (1) non-illuminated fascia signs (East façade), "*Rexall*" & "*Walk-In Clinic*," with a face area of approximately 3.29 sq. m. (35.45 sq. ft.).

Prior to Release:

2. That prior to release of this permit, the Applicant/Owner shall submit a revised drawing elevation for the proposed non-illuminated fascia signs along the east façade only, that incorporates enhanced signage design that would further align with the materials, colour, and finish of the building facade, while keeping the intent of the business identification, as it is facing a residential district. Enhanced signage design could include elements such as a texture wood grain PVC, wood or black frame, business channel lettering only etc., in accordance with Sections 100 and Section 151(a) of the County's *Land Use Bylaw C-8000-2020* (LUB).

Permanent:

3. That if the prior to release conditions have not been met by **MARCH 31, 2027**, or through an approved extension date, then this approval is null and void and the Development Permit shall not be issued.
4. That all conditions of PRDP20241592 shall remain in effect unless otherwise conditioned within this approval.
5. 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.
6. That all noted illuminated fascia signage shall not exceed the noted luminance levels/nits at any time.



Jones Neon Displays (Brittany Andrews) #PRDP20264094

Page 2 of 2

7. 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.
8. That all signage shall be kept in a safe, clean, and tidy condition at all times.
9. That any new business signage shall require a separate Development Permit.
 - 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; and
 - iii. That if any component on the 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.
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 LUB. 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, September 1, 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,

A handwritten signature in black ink, likely belonging to the Development Authority.

Development Authority
Phone: 403-520-8158
Email: development@rockyview.ca