

## **PLANNING AND DEVELOPMENT SERVICES**

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<b>TO:</b>	Municipal Planning Commission Development Authority	<b>DIVISION:</b> 6
<b>DATE:</b>	February 10, 2021	<b>APPLICATION:</b> PRDP20203975
<b>FILE:</b>	08422005	
<b>SUBJECT:</b>	Digital Signage / Discretionary use, with no Variances	

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**APPLICATION:** The proposal is for Signs, installation of three (3) freestanding digital signs

**GENERAL LOCATION:** Located approximately 0.41 km (¼ mile) south of Twp. Rd. 284 and on the east side of Hwy. 2.

**LAND USE DESIGNATION:** Commercial, Highway District (C-HWY)

**EXECUTIVE SUMMARY:** This application is for three freestanding digital signs to replace existing non-digital signs. These signs will provide food information for the drive thru on site.

**ADMINISTRATION RECOMMENDATION:** Administration recommends Approval in accordance with Option #1.

**OPTIONS:**

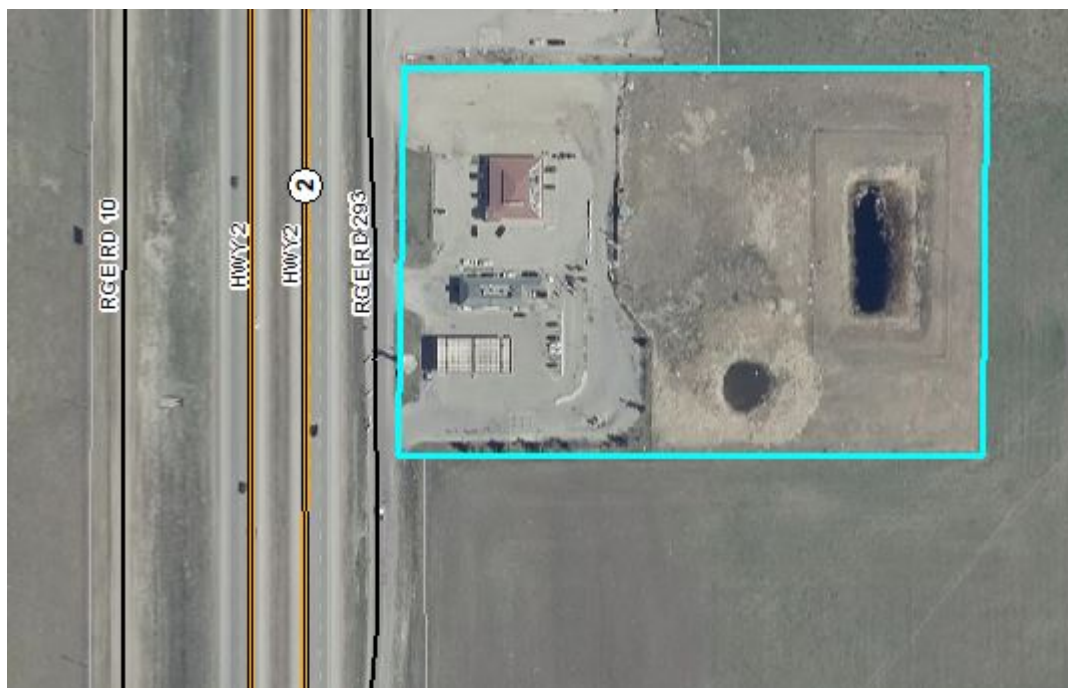
- Option #1: THAT Development Permit Application PRDP20203975 be approved with the conditions noted in Attachment 'A'.
- Option #2: THAT Development Permit Application PRDP20203975 be refused for the following reasons:
1. That in the opinion of the Municipal Planning Commission, the development unduly interferes with the amenities of the area and materially interferes with and affects the use, enjoyment, and value of neighbouring parcels of land.

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**Administration Resources**

Camilo Conde, Planning and Development Services

**AIR PHOTO & DEVELOPMENT CONTEXT:**



**APPLICATION EVALUATION:**

The application was evaluated based on the site plan submitted with the application and the Land Use Bylaw C-8000-2020.

<b>APPLICABLE POLICY AND REGULATIONS:</b> <ul style="list-style-type: none"> <li>• <i>Municipal Government Act</i></li> <li>• Land Use Bylaw C-8000-2020</li> </ul>	<b>TECHNICAL REPORTS SUBMITTED:</b> <ul style="list-style-type: none"> <li>• Site plan</li> <li>• Sign specifications</li> </ul>
<b>DISCRETIONARY USE:</b> <ul style="list-style-type: none"> <li>• Digital Signs</li> </ul>	<b>DEVELOPMENT VARIANCE AUTHORITY:</b> <ul style="list-style-type: none"> <li>• Municipal Planning Commission (MPC)</li> </ul>

Additional Review Considerations

The application was reviewed under the regulations pertaining to signage, from sections 212 to 212.2, and section 217 of the Land Use Bylaw.





**CONCLUSION:**

Subject to the proposed conditions of approval, the application is recommended for APPROVAL.

Respectfully submitted,

Concurrence,

“Theresa Cochran”

“Al Hoggan”

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Executive Director  
Community Development Services

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Chief Administrative Officer

CC/llt

**ATTACHMENTS:**

ATTACHMENT ‘A’: Development Permit Report Conditions

ATTACHMENT ‘B’: Maps and Other Information

ATTACHMENT ‘C’: Application Referrals



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**ATTACHMENT 'A': DEVELOPMENT PERMIT CONDITIONS****Option #1**

APPROVAL, subject to the following conditions:

**Description:**

1. That three (3) freestanding digital signs may be installed on the subject property located at Block:B Plan:7410680, NE-22-28-29-W04M, in accordance with the site plan provided within the application.
  - i. One (1) digital pre-sale board 1.84 m (6.03 ft.) in height by 0.67 m (2.19 ft.) in width, installed at the start of the drive thru.
  - ii. Two (2) digital menu boards 1.84 m (6.03 ft.) in height by 1.84 m (6.03 ft.) in width, installed at the end of the drive thru queue.

**Permanent:**

2. That the signs shall be kept in a safe, clean and tidy condition at all times.
3. That the LED signs shall not display any moving, flashing or animated images and shall not otherwise give the appearance of animation or movement;
  - i. That any images or transitions 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 LED signs shall not be shown in a manner that requires the copy to be viewed or read over a series of sequential copy messages on a single digital display, or sequenced on multiple digital displays
4. A digital display shall not increase the light levels adjacent to the digital display by more than 3.0 LUX above the ambient light level.
5. The LED signs shall at no time display an image or any transition between images in such a way 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.
6. The light output of the LED signs 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.
  - ii. From activation to sunrise: 300 Nits.
  - iii. From sunset to deactivation: 300 Nits.
7. The electrical power supply to the LED Signs shall be provided underground on the subject parcel.
8. That if any component on the signs fails or malfunctions in any way, or fails to operate as indicated on the approved development permit plans, the sign shall be turned off until all components are fixed and operating as approved.

**Advisory:**

9. That any other government permits, approvals, or compliances are the sole responsibility of the Applicant/Owner.



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10. That if the development authorized by this Development Permit is not commenced with reasonable diligence within twelve (12) months from the date of issue, and completed within twenty-four (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.



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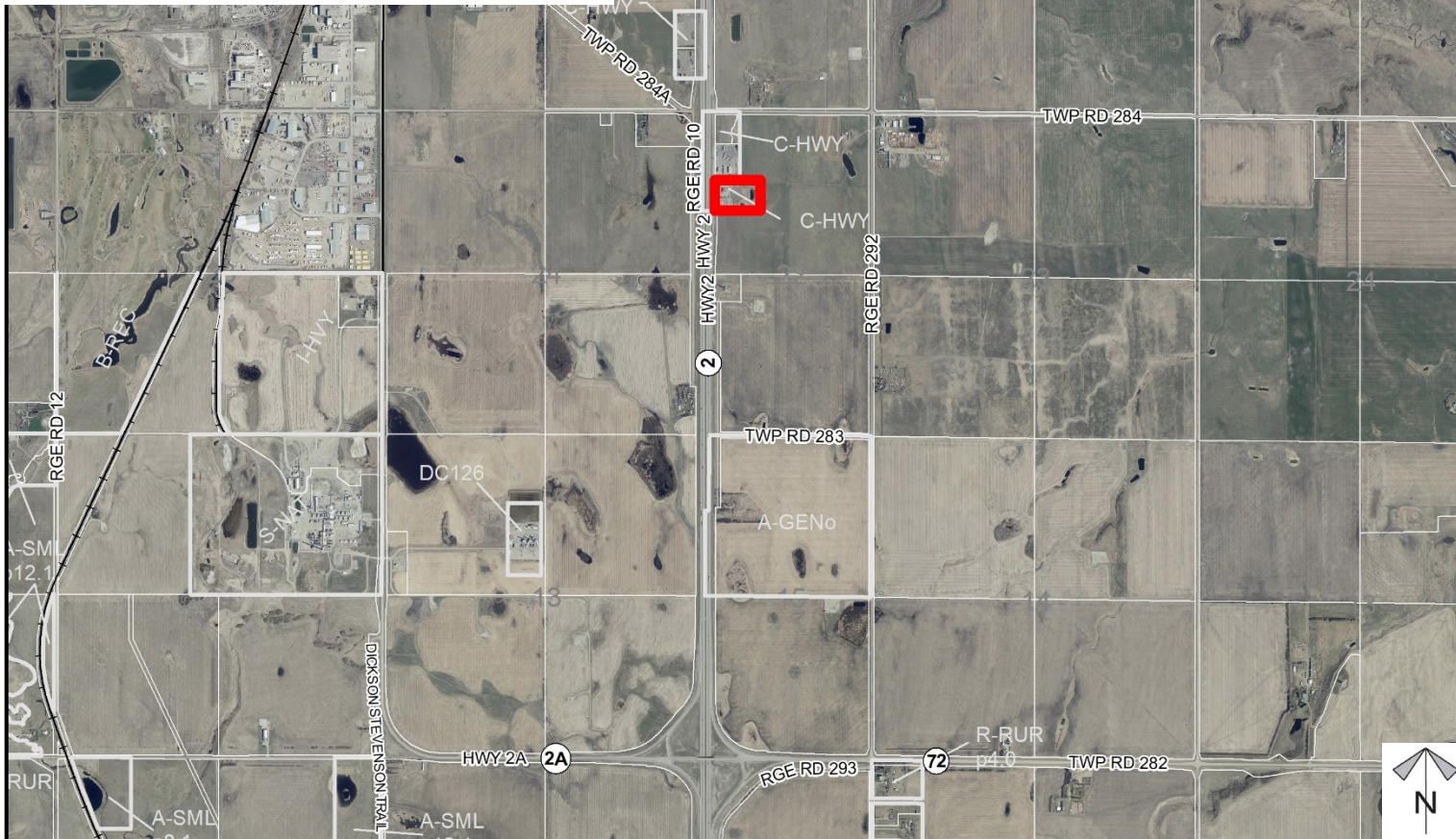
## ATTACHMENT 'B': MAPS AND OTHER INFORMATION

<b>APPLICANT:</b> Donna Thomson	<b>OWNER:</b> 7-Eleven Canada Inc
<b>DATE APPLICATION RECEIVED:</b> December 18, 2020	<b>DATE DEEMED COMPLETE:</b> December 18, 2020
<b>GROSS AREA:</b> ± 3.48 hectares (± 8.61 acres)	<b>LEGAL DESCRIPTION:</b> N-22-28-29-W04M
<b>APPEAL BOARD:</b> Subdivision and Development Appeal Board	
<p>Planning Applications</p> <ul style="list-style-type: none"> <li>• There are no Planning related application on file for this parcel</li> </ul> <p>Development Permits</p> <ul style="list-style-type: none"> <li>• There are no other Development Permits on file for this parcel</li> </ul> <p>Building Permits</p> <ul style="list-style-type: none"> <li>• There are no Building Permits issued for this parcel</li> </ul>	
<p><b>PUBLIC &amp; AGENCY SUBMISSIONS:</b></p> <p>The application was circulated to a number of internal and external agencies and, where appropriate, conditions of approval have been proposed based on these comments.</p>	

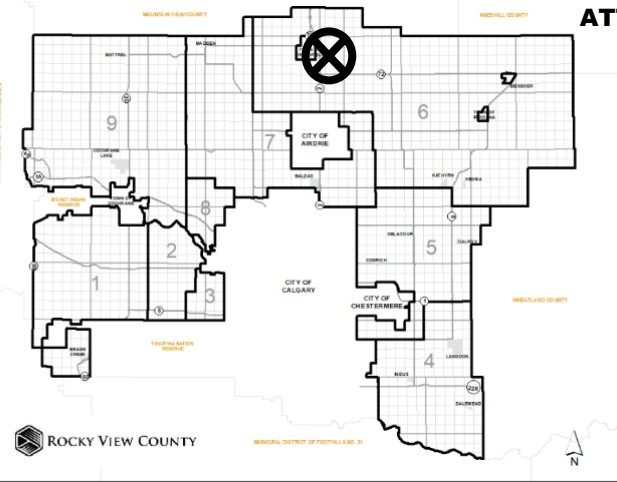
## Location & Context

### Development Proposal

The installation of one (1) digital pre-sale board, and two (2) digital menu boards.



Division: 06  
 Roll: 08422005  
 File: PRDP20203975  
 Printed: Jan 14, 2021  
 Legal: Block:B Plan:7410680  
 within NE-22-28-29-W04M





## Development Proposal

The installation of one (1) digital pre-sale board, and two (2) digital menu boards.

### Legend

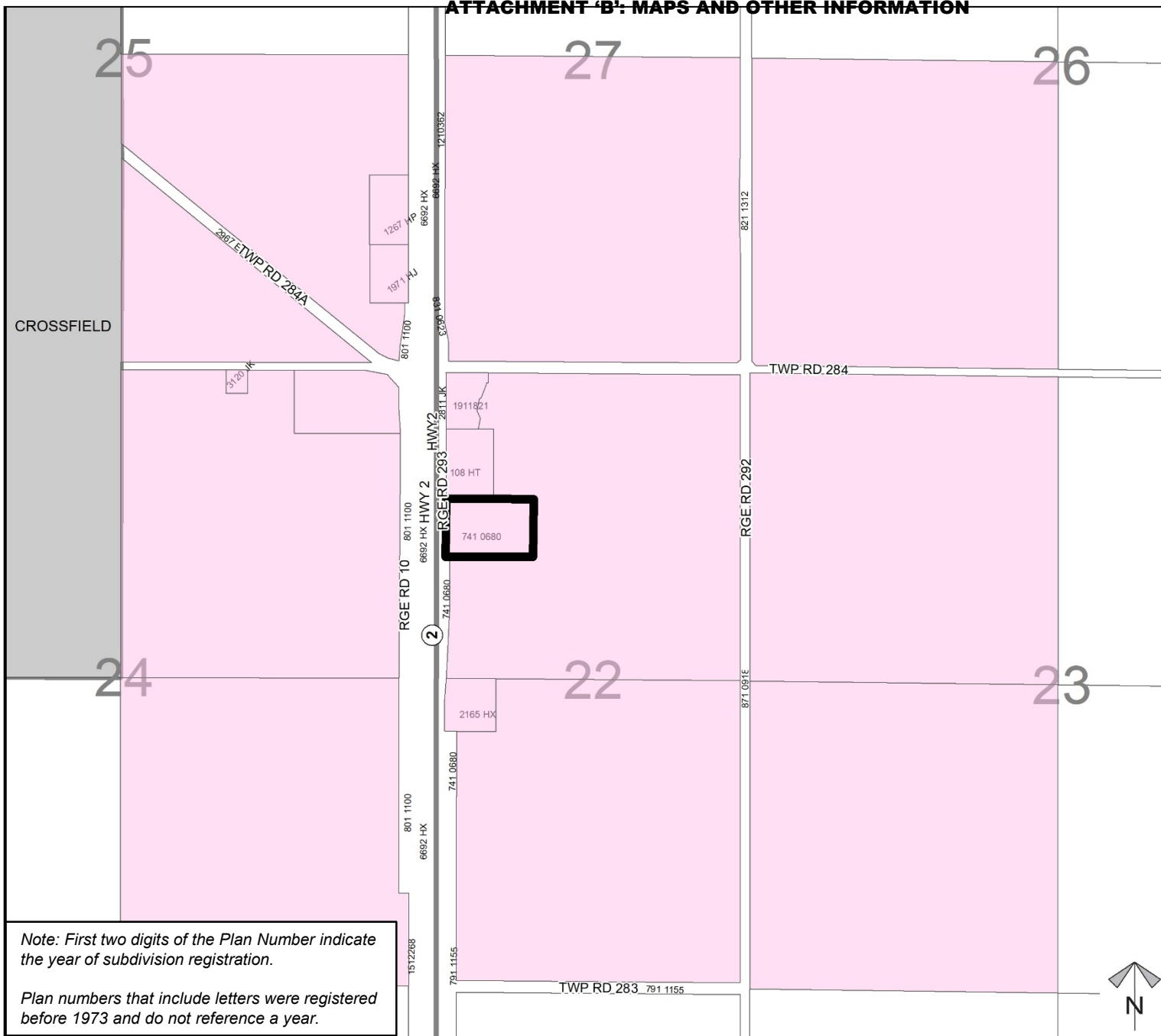
## Support



### Opposition



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## Site Plan

## Development Proposal

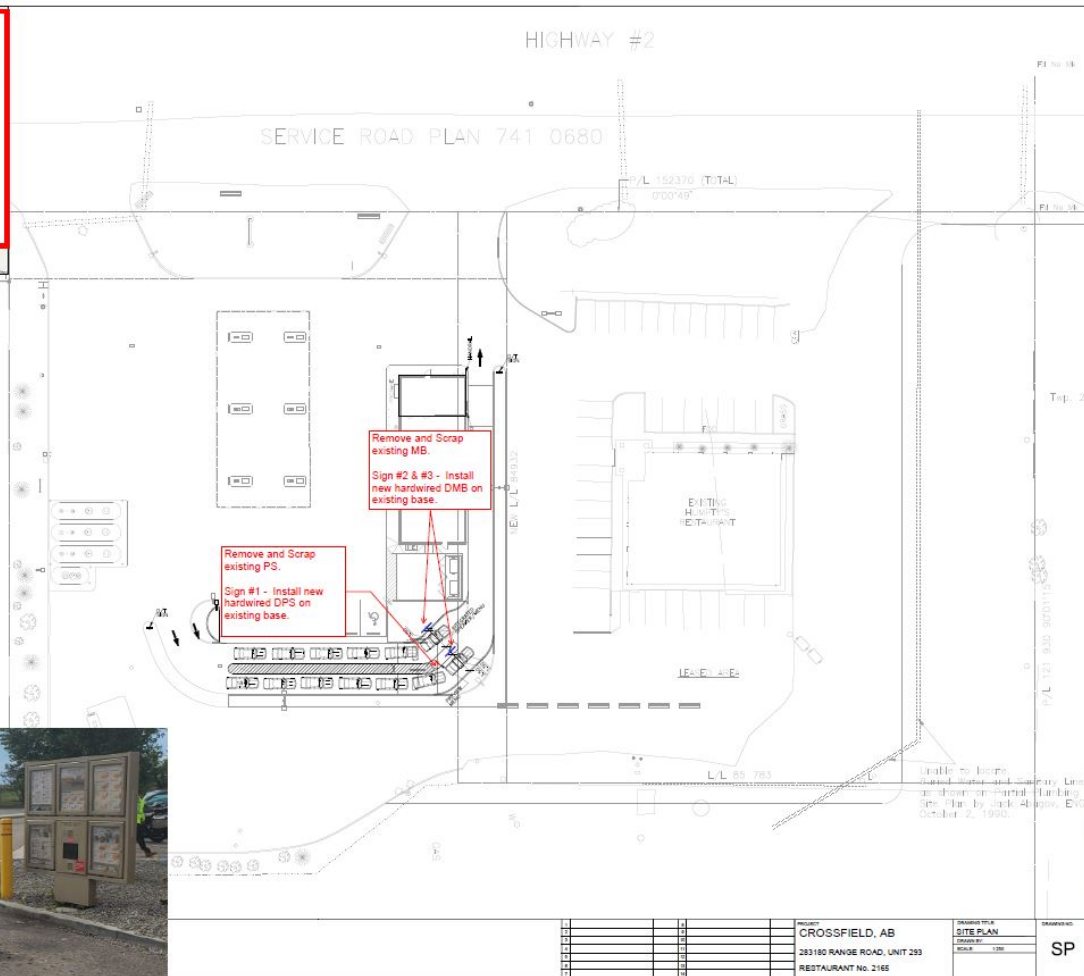
The installation of one (1) digital pre-sale board, and two (2) digital menu boards.

**Legend:**

- new DMB (digital menu board)
- new DPS (digital presell)

**Note:** All existing non digital menu boards and speaker post will be removed.

## Proposed Scenario 1B



Division: 06  
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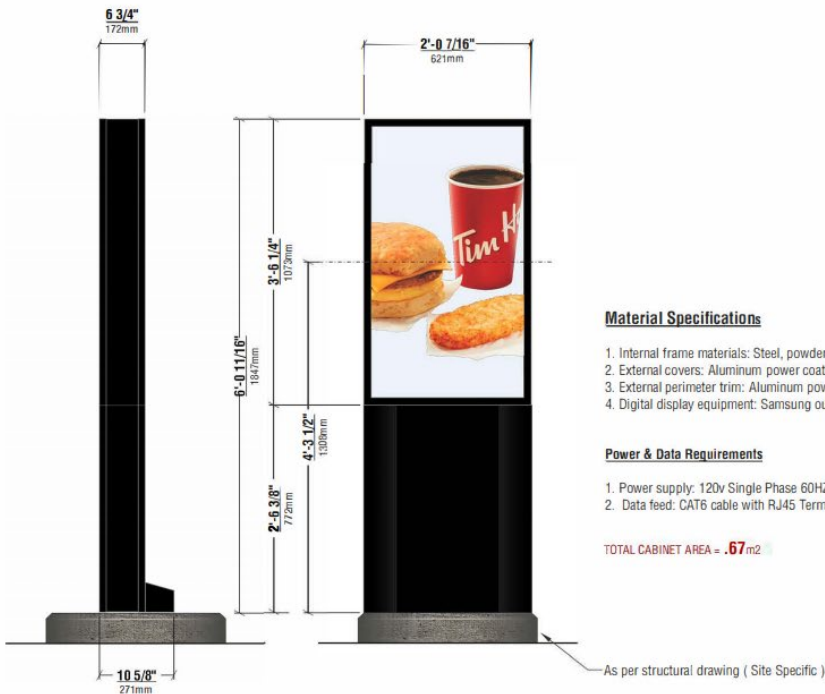


## Digital Pre-Sale Board

### Development Proposal

The installation of one (1) digital pre-sale board, and two (2) digital menu boards.

**S/s Digital Pre-Sale Board**  
 Scale: 3/4" = 1'-0"



Crawing No.  
**QM46F - Single Display**

Electrical Requirements  
**120V**

**Sign 1**

Structural Reference:  
**TIMS\_-MB102165.150A1**

May 21, 2020 8:21 AM  
 Done  
 REVISED DIMS TO STRUCTURAL

Preliminary artwork  
 Approved for Production

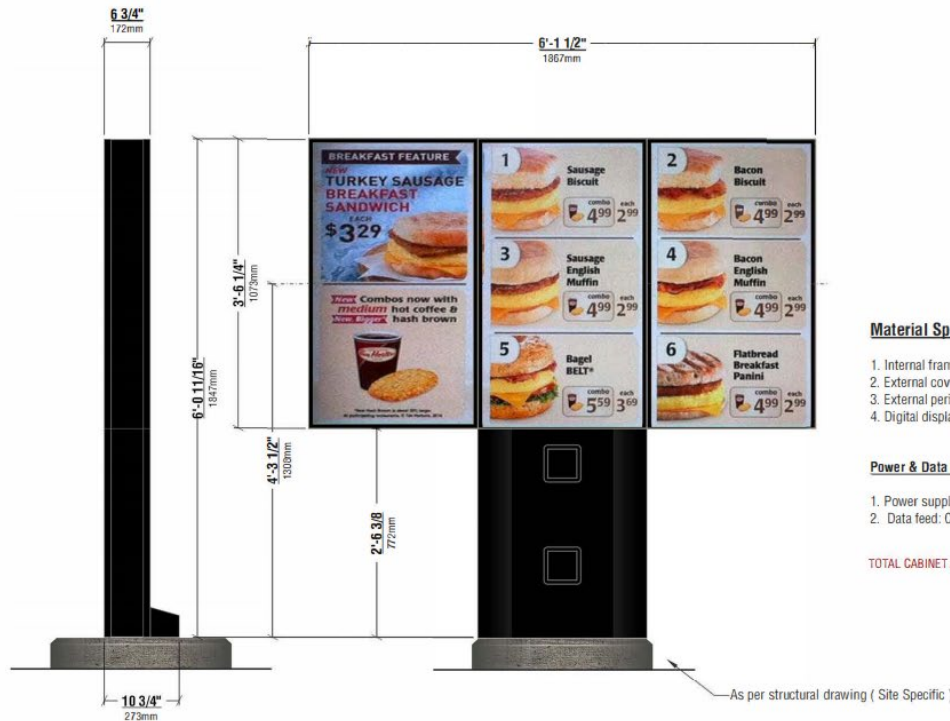
Graphic condition is representative of specific signage.  
 Color / dimensional / material details should be verified  
 using reference drawing specifications. Pride Signs Ltd. is  
 not responsible for different variations caused by display  
 and / or print variations.

## Digital Menu Board

### Development Proposal

The installation of one (1) digital pre-sale board, and two (2) digital menu boards.

**S/s Digital Menu Board**  
 Scale: 3/4" = 1'-0"



#### Material Specifications

1. Internal frame materials: Steel, powder coated Pantone 425 ( Matte Grey )
2. External covers: Aluminum power coated Pantone 2479CP ( Matte Black )
3. External perimeter trim: Aluminum power coated Pantone 425 ( Matte Grey )
4. Digital display equipment: Samsung outdoor display model OH46F (3)

#### Power & Data Requirements

1. Power supply: 120v Single Phase 60HZ 20A
2. Data feed: CAT6 cable with RJ45 Termination

TOTAL CABINET AREA = 2.00m<sup>2</sup>

Drawing No.  
**0M46F - Triple Display**

Electrical Requirements

120V

**Sign 2**

Structural Reference:  
 TMS\_-MB102165.150B1

May 21, 2020 8:23 AM  
 B. Guse  
 REVISED DIMS TO STRUCTURAL

☒ Preliminary Network  
☐ Approved for Production

Client's revision is representation of specific signage. Color / dimension / material. While client is responsible for providing complete information, Pride Signs Ltd. is not responsible for omissions. Variations caused by display and signage variations.

**Tim Hortons**

DRAWN BY: T. Dodge  
 DATE: October 31, 2019

**PRIDE SIGNS**  
 235 PINEBUSH ROAD CAMBRIDGE ONTARIO CANADA TEL: 519 622 4040 FAX: 519 622 4031 WWW.PRIDESIGNS.COM

**sacace**  
 235 PINEBUSH ROAD CAMBRIDGE ONTARIO CANADA TEL: 519 622 4040 FAX: 519 622 4031 WWW.PRIDESIGNS.COM

Division: 06  
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21 01 2021





21 01 2021





21 01 2021





21 01 2021





21 01 2021





21 01 2021





ROCKY VIEW COUNTY

AGENCY	CIRCULATED	RESPONSE RECEIVED
<b>School Authority</b>		
Rocky View Schools	No	No
Calgary Catholic School District	No	No
Public Francophone Education	No	No
Catholic Francophone Education	No	No
<b>Province of Alberta</b>		
Alberta Environment and Parks	No	No
Alberta Transportation	Yes	Yes
Alberta Sustainable Development (Public Lands)	No	No
Alberta Culture and Community Spirit (Historical Resources)	No	No
Energy Resources Conservation Board	No	No
Alberta Health Services	No	No
<b>Public Utility</b>		
ATCO Gas	No	No
ATCO Pipelines	No	No
AltaLink Management	No	No
FortisAlberta	No	No
Telus Communications	No	No
TransAlta Utilities Ltd.	No	No
<b>Adjacent Municipality</b>		
The City of Calgary	No	No
Tsuut'ina Nation	No	No

## ATTACHMENT 'C': APPLICATION REFERRALS

AGENCY	CIRCULATED	RESPONSE RECEIVED
<b>Other External Agencies</b>		
EnCana Corporation	No	No
<b>Rocky View County Boards and Committees</b>		
ASB Farm Members	No	No
<b>Internal Departments</b>		
Recreation, Parks and Community Support	No	No
Development Authority	No	No
GIS Services	No	No
Building Services	Yes	Yes
Fire Services & Emergency Management	No	No
Development Compliance	Yes	Yes
Planning and Development Services (Engineering)	Yes	Yes
Transportation Services	Yes	Yes
Capital Project Management	Yes	Yes
Utility Services	Yes	No
Agricultural and Environmental Services	No	No

Circulation Period: December 18, 2020 to January 8, 2021.

Agencies that were not required for distribution are not listed.