
PLANNING AND DEVELOPMENT SERVICES

TO:	Municipal Planning Commission Development Authority	DIVISION: 5
DATE:	April 28, 2021	APPLICATION: PRDP20203527
FILE:	04207003/11	
SUBJECT:	Signs, Billboards / Discretionary use, with Variances	

APPLICATION: Signs, installation of five Billboard signs, relaxation of the maximum sign area (5 signs), relaxation of the distance between billboards (2 signs), relaxation of the distance from a highway (Hwy. 1) (4 signs), and relaxation of the distance from a highway (Hwy. 791) (3 signs).

GENERAL LOCATION: Located at the southeast junction of Highway 1 and Highway 791.

LAND USE DESIGNATION: Agricultural, General District (A-GEN) under Land Use Bylaw C-8000-2020.

EXECUTIVE SUMMARY: This application is for the installation of five (5) dual-faced billboard signs. The signs will be used for third-party commercial advertising, directed at Highway motorists. Four (4) signs are proposed to be located on NW-07-24-27-04 and one (1) sign will be located on NE-07-24-27-04. The signs are proposed to be non-digital, include base lighting, will be 62.43 sq. m (672.00 sq. ft.) in area and 7.96 m (26.11 ft.) in height. The signs will be mounted on steel poles, supported by concrete foundations.

Billboard signs are a discretionary use within an Agriculture district. Each Billboard sign requires variances to the maximum sign area and multiple setback variances from a Highway and/or other Billboard signage.

The application as proposed would appear to not be compatible with the general character of the A-GEN district. With the requested variances and expressed concerns from external agencies of the signs potentially being a safety concern and pose as a distraction to motorists on both Highway 1 and Highway 791, Administration is not supportive of this application.

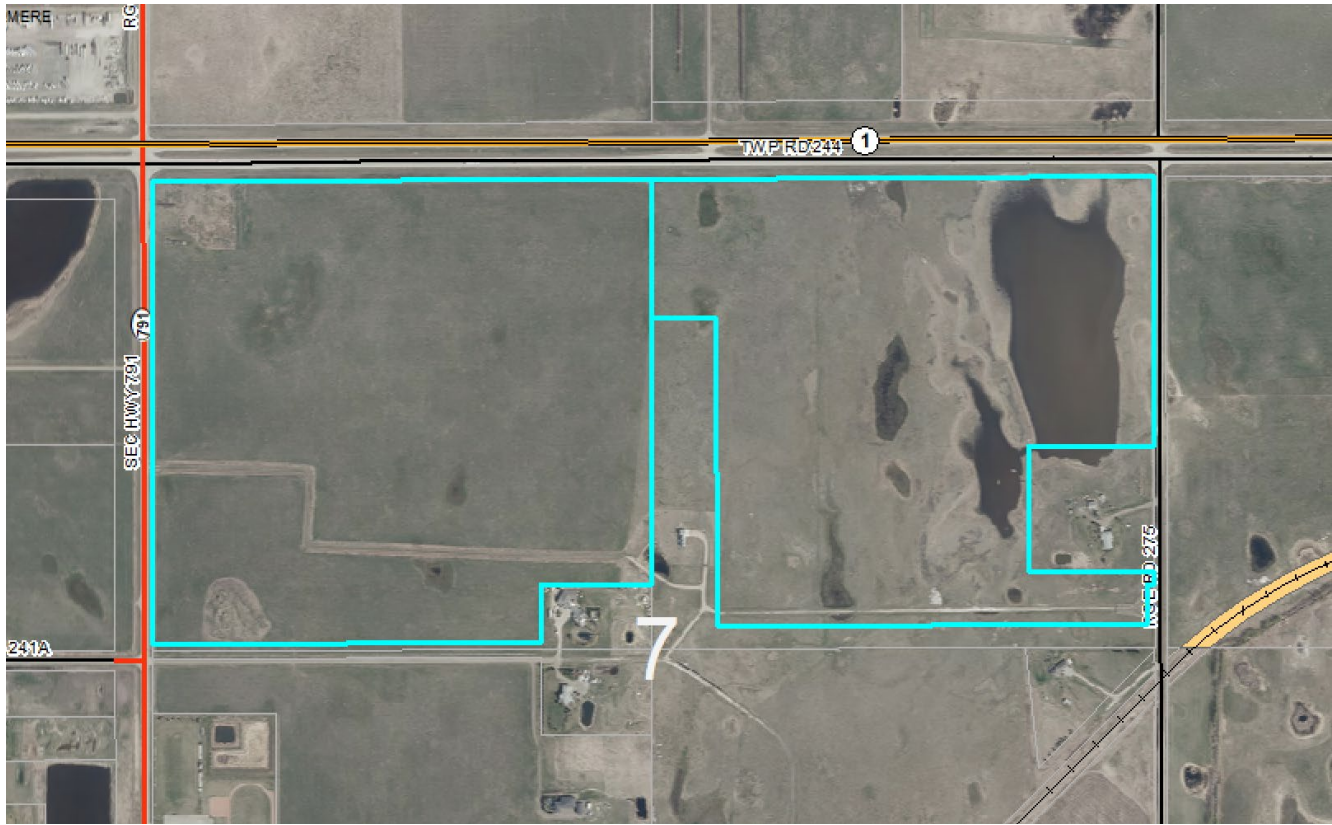
ADMINISTRATION RECOMMENDATION: Administration recommends refusal in accordance with Option #2.

OPTIONS:

- Option #1: THAT Development Permit Application PRDP20203527 be approved with the conditions noted in Attachment 'A'.
- Option #2: THAT Development Permit Application PRDP20203527 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 neighbourhood and materially interferes with and affects the use, enjoyment, and value of neighbouring parcels of land and poses a potential distraction to motorists.

Administration Resources

Jacqueline Targett, Planning and Development Services

**AIR PHOTO & DEVELOPMENT CONTEXT:****VARIANCE SUMMARY:**

Variance	Requirement	Proposed	Percentage (%)
214 Billboard Maximum Sign Area (Signs x5)	35.00 sq. m (376.74 sq. ft.)	62.43 sq. m (672.00 sq. ft.)	78.37%
214 Billboard Standards – Distance between Billboards (Signs x2)	300.00 m (984.25 ft.)	~100.00 m (328.08 ft.)	66.66%
214 Billboard Standards – Distance from Highway 1 (Signs x3)	300.00 m (984.25 ft.)	30.00 m (98.42 ft.)	90.00%
214 Billboard Standards – Distance from Highway 1 (Signs x1)	300.00 m (984.25 ft.)	~130.00 m (426.50 m)	56.66%
214 Billboard Standards – Distance from Highway 791 (Signs x2)	300.00 m (984.25 ft.)	30.00 m (98.42 ft.)	90.00%



214 Billboard Standards – Distance from Highway 791 (Signs x1)	300.00 m (984.25 ft.)	~140.00 m (459.31 ft.)	53.33%
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APPLICATION EVALUATION:

The application was evaluated based on the information and site plan submitted with the application and the applicable policies and regulations.

APPLICABLE POLICY AND REGULATIONS: <ul style="list-style-type: none"> • <i>Municipal Government Act</i>; • Subdivision and Development Regulations; • City of Chestermere Notification Zone; • Land Use Bylaw C-8000-2020 [LUB]; and • County Servicing Standards. 	TECHNICAL REPORTS SUBMITTED: <ul style="list-style-type: none"> • Application Package
DISCRETIONARY USE: <ul style="list-style-type: none"> • Signs, Billboards 	DEVELOPMENT VARIANCE AUTHORITY: <ul style="list-style-type: none"> • Municipal Planning Commission

Additional Review Considerations

The application was assessed in accordance with Sections 151 to 154, Section 214 and Section 301 of the LUB.

The City of Chestermere have expressed concerns over safety considerations while driving and submitted supporting studies, which would indicate Signage on the Road might cause distracted driving and motor vehicle accidents.

Alberta Transportation have noted a Roadside Development Permit would be required and have expressed concerns with the Billboard signage could pose as a distraction to motorists along both highways. Highway 1 is a freeway for roadside management purposes and carries significant traffic volumes at high rates of speed, the intersection of Highway 1 & Highway 791 has existing safety issues that could be intensified with the installation of the signs, and a future interchange is planned that would require the removal of the signage.

CONCLUSION:

Subject to the proposed conditions, the application is recommended for Refusal.

Respectfully submitted,

Concurrence,

“Brock Beach”

“Kent Robinson”

Acting Executive Director
Community Development Services

Acting Chief Administrative Officer



ROCKY VIEW COUNTY

ATTACHMENTS

ATTACHMENT 'A': Development Permit Report Conditions

ATTACHMENT 'B': Maps and Other Information



ROCKY VIEW COUNTY

ATTACHMENT 'A': DEVELOPMENT PERMIT REPORT CONDITIONS

*Option #1:***Description:**

- 1) That Signs, installation of five (5) Billboard signs, for third-party advertising, may commence on the subject properties, in accordance with the submitted application and includes:
 - a) Four (4) Dual-sided Billboards on NW-07-24-27-04
 - i) That the maximum Sign Area for all **four** signs, shall be relaxed from **35.00 sq. m (376.74 sq. ft.) to 62.43 sq. m (672.00 sq. ft.)**.
 - ii) That the maximum Distance between Billboards, for signs referred on the site plan as **#2 & #3**, shall be relaxed from **300.00 m (984.25 ft.) to 100.00 m (328.08 ft.)**.
 - iii) That the maximum Distance from Highway 1, for the sign referred on the site plan as **#2**, shall be relaxed from **300.00 m (984.25 ft.) to 130.00 m (426.50 ft.)**.
 - iv) That the maximum Distance from Highway 1, for signs referred on the site plan as **#3 & #4**, shall be relaxed from **300.00 m (984.25 ft.) to 30.00 m (98.42 ft.)**.
 - v) That the maximum Distance from Highway 791, for signs referred on the site plan as **#1 & #2**, shall be relaxed from **300.00 m (984.25 ft.) to 30.00 m (98.42 ft.)**.
 - vi) That the maximum Distance from Highway 791, for the sign referred on the site plan as **#3**, shall be relaxed from **300.00 m (984.25 ft.) to 140.00 m (459.31 ft.)**.
 - b) One (1) Dual-sided Billboard on NE-07-24-27-04
 - i) That the maximum Sign Area, for the sign referred on the site plan as **#5**, shall be relaxed from **35.00 sq. m (376.74 sq. ft.) to 62.43 sq. m (672.00 sq. ft.)**.
 - ii) That the maximum Distance from Highway 1, for the sign referred on the site plan as **#5**, shall be relaxed from **300.00 m (984.25 ft.) to 30.00 m (98.42 ft.)**.

Permanent:

- 2) That the signs (Billboards) shall be maintained in accordance with the design drawings and site plan, as submitted with the application.
- 3) That the signs (Billboards) shall be kept in a safe, clean and tidy condition at all times.
- 4) That the signs (Billboards) shall not be digital at any time and shall only be illuminated in accordance with the application drawings.
- 5) That this permit shall be valid until **May 19, 2024**.

Advisory:

- 6) That no temporary or permanent signage shall be placed within the adjacent Highway Road Allowances at any time.
- 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.
- 8) That any other Federal, Provincial, or County permits, approvals, and/or compliances, are the sole responsibility of the Applicant/Owner.
 - a) That the Applicant/Owner shall obtain a Roadside Development Permit through Alberta Transportation.

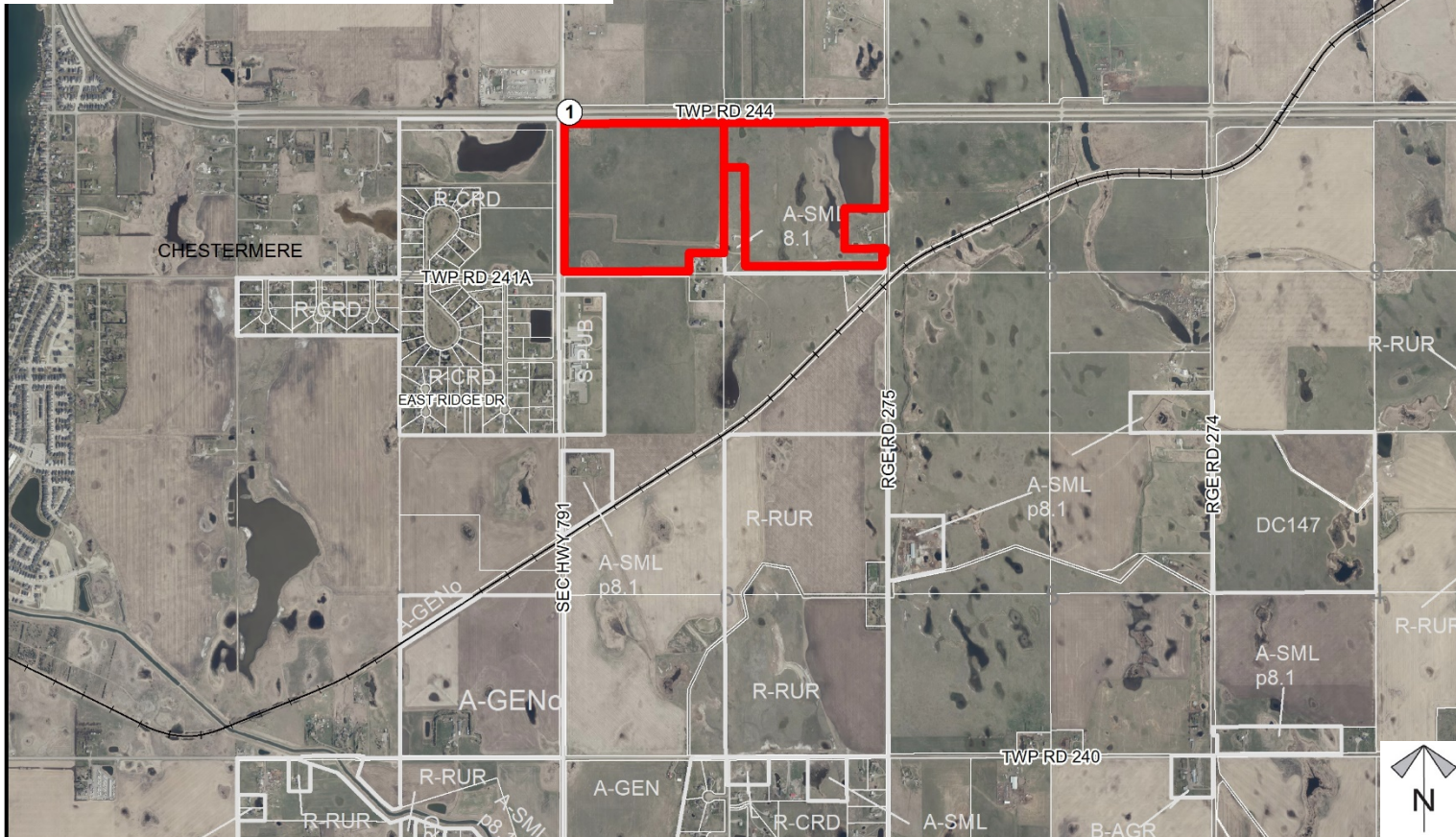


ROCKY VIEW COUNTY

ATTACHMENT 'B': MAPS AND OTHER INFORMATION

APPLICANT: Bedaux Real Estate Inc. (Feroz Bandali)	OWNER: Glen Prairie Estates Inc. Prairie Mountain Developments Inc.
DATE APPLICATION RECEIVED: November 3, 2020	DATE DEEMED COMPLETE: December 3, 2020
GROSS AREA: ± 106.16 hectares (± 262.34 acres) [combined]	LEGAL DESCRIPTION: NW & NE-07-24-27- W04M
APPEAL BOARD: Municipal Government Board	
HISTORY: No relevant history on either property	
PUBLIC & AGENCY SUBMISSIONS: 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.	

Division: 05
Roll: 04207003 & 04207011
File: PL20200105-130
Printed: Jan 27, 2021
Legal: Portions of NW/NE-
07-24-27-W04M

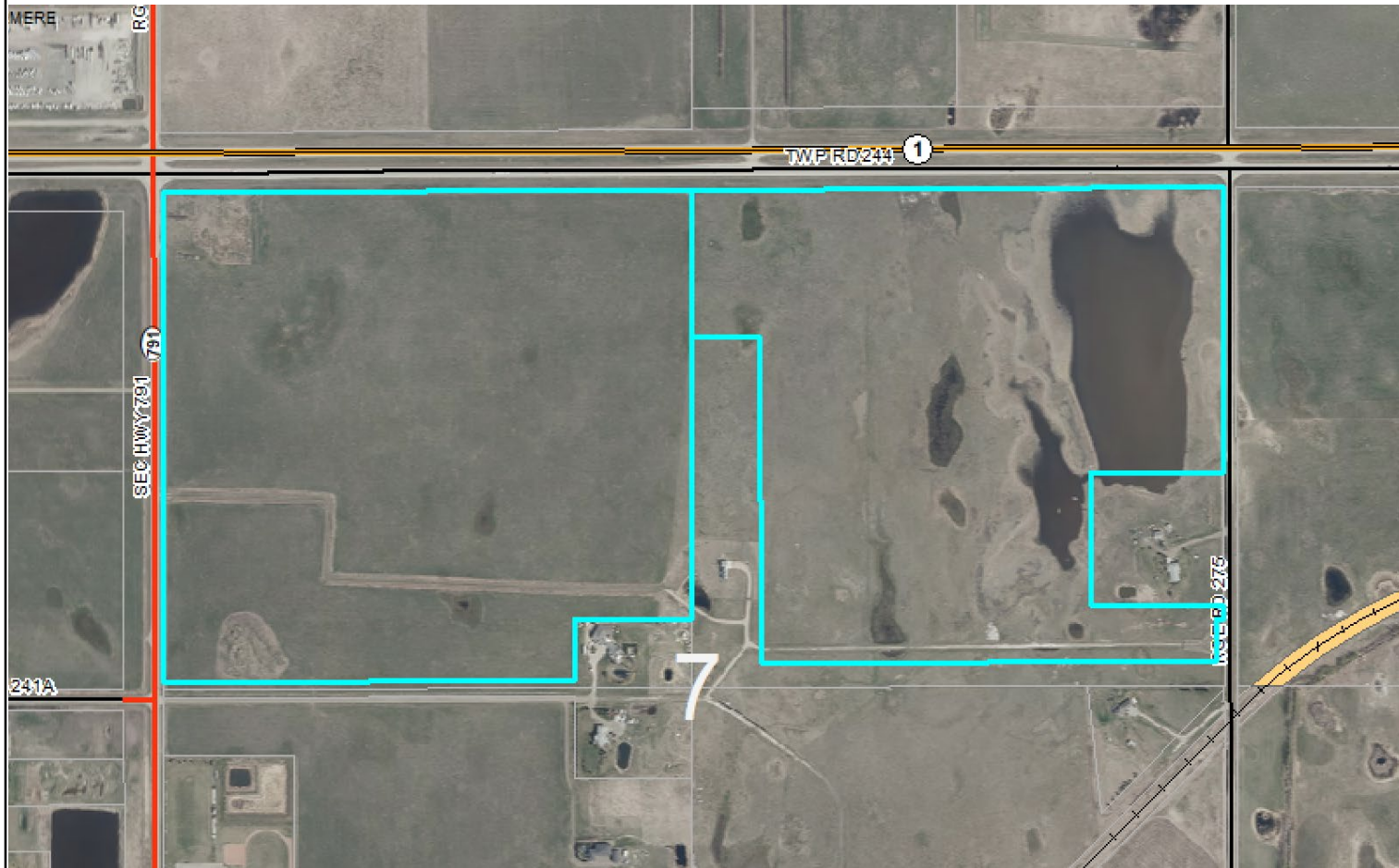




Location & Context

Development Proposal

Sign, installation of five Billboard signs, relaxation of the maximum sign area (5 signs), relaxation of the distance between billboards (2 signs), relaxation of the distance from a highway (Hwy. 1) (4 signs), and relaxation of the distance from a highway (Hwy. 791) (3 signs).



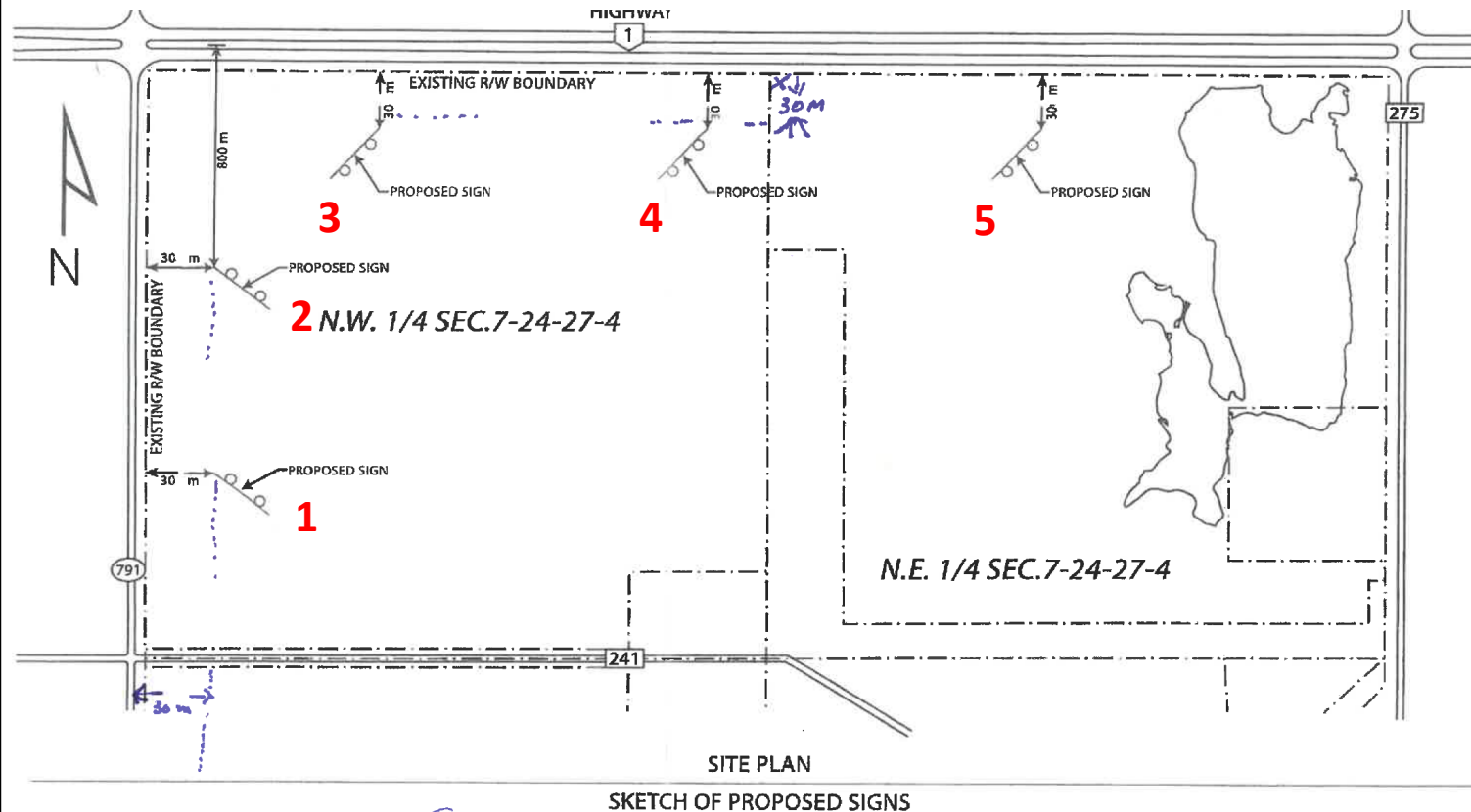
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Site Plan

Development Proposal

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= Proposed Sign Location

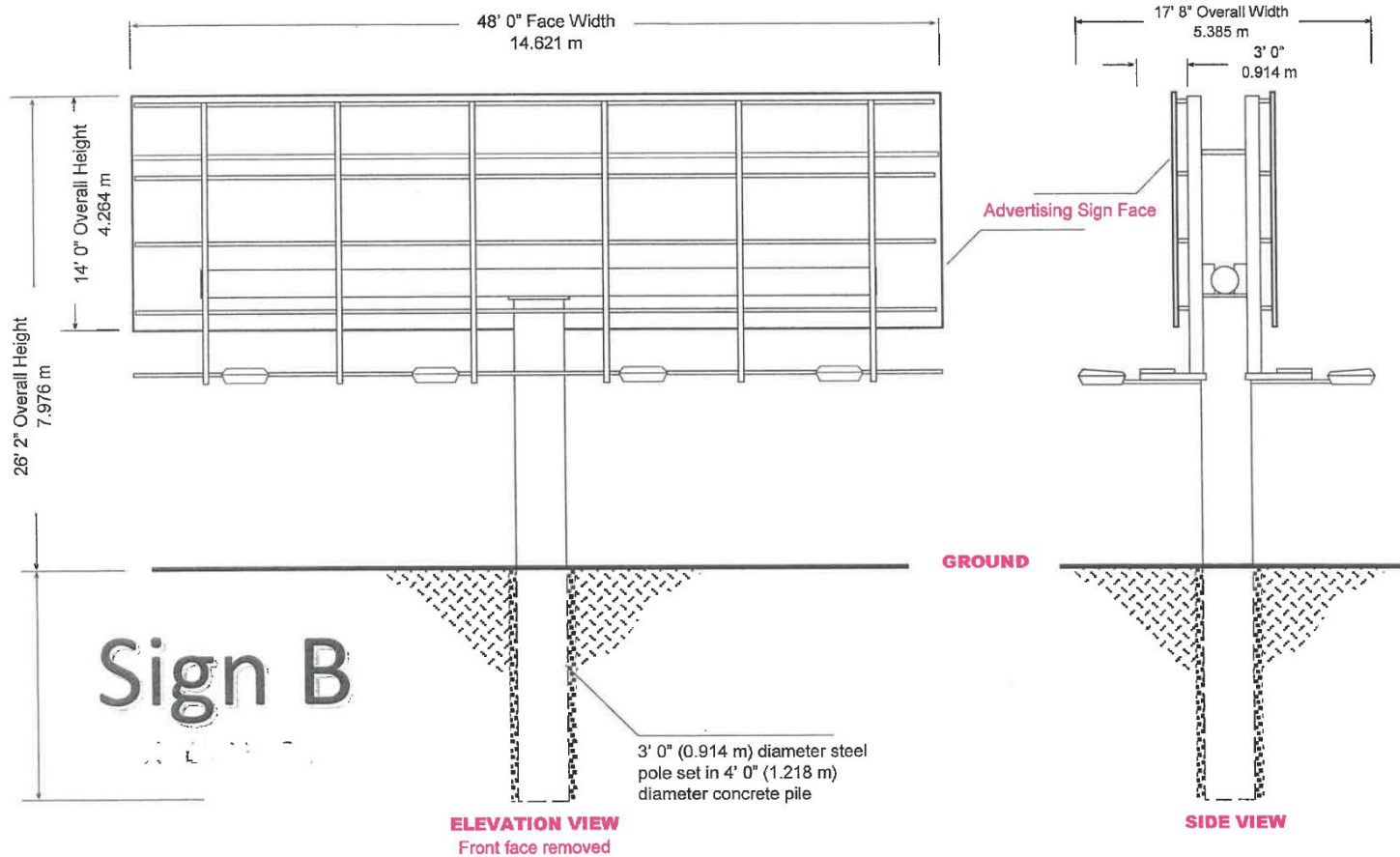


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Sign Details

Development Proposal

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PATTISON OUTDOOR ADVERTISING
14' x 48' Series 14 Superboard

Typical Unipole Back to Back Structure
 1:100 scale

 **pattisonoutdoor.com**
 E00545 OC12



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Site Inspection

December, 2020

Development Proposal

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