

**SUBDIVISION  
AND  
DEVELOPMENT APPEAL BOARD  
AGENDA**

**Thursday, 9:00 A.M.  
November 27, 2025**

**Hearing Room No. 3  
Churchill Building, 10019 - 103 Avenue NW, Edmonton, AB**

**SUBDIVISION AND DEVELOPMENT APPEAL BOARD**  
**HEARING ROOM NO. 3**

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I 9:00 A.M. SDAB-D-25-163

To install a Major Digital Signs in the form of a  
Ground Sign limited to On-premises Advertising  
(McDonald's)

10305 - 80 Avenue NW  
Project No.: 606759055-002

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**NOTE:** *Unless otherwise stated, all references to "Section numbers" in this Agenda refer to the authority under the Edmonton Zoning Bylaw 12800.*

ITEM I: 9:00 A.M.FILE: SDAB-D-25-163AN APPEAL FROM THE DECISION OF THE DEVELOPMENT PLANNER

APPELLANT:

APPLICATION NO.: 606759055-002

APPLICATION TO: To install a Major Digital Signs in the form of a Ground Sign limited to On-premises Advertising (McDonald's)

DECISION OF THE  
DEVELOPMENT AUTHORITY: Refused

DECISION DATE: November 3, 2025

DATE OF APPEAL: November 5, 2025

MUNICIPAL DESCRIPTION  
OF SUBJECT PROPERTY: 10305 - 80 Avenue NW

LEGAL DESCRIPTION: Plan 8520056 Lot 6

ZONE: MU - Mixed Use Zone

OVERLAY: N/A

STATUTORY PLAN: N/A

DISTRICT PLAN: Scona District Plan

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***Grounds for Appeal***

The Appellant provided the following reasons for appealing the decision of the Development Authority:

The sign has existed since August 2018 and we are just trying to renew it. The DA refused due to the sign being too tall (Max 6m) but the digital portion is actually under that height (4.6m) so it is my opinion that the reasoning behind the refusal is flawed.

***General Matters***

**Appeal Information:**

The *Municipal Government Act*, RSA 2000, c M-26 states the following:

**Grounds for Appeal**

**685(1)** If a development authority

- (a) fails or refuses to issue a development permit to a person,
- (b) issues a development permit subject to conditions, or
- (c) issues an order under section 645,

the person applying for the permit or affected by the order under section 645 may appeal the decision in accordance with subsection (2.1).

...

**(2)** In addition to an applicant under subsection (1), any person affected by an order, decision or development permit made or issued by a development authority may appeal the decision in accordance with subsection (2.1).

**(3)** Despite subsections (1) and (2), no appeal lies in respect of the issuance of a development permit for a permitted use unless the provisions of the land use bylaw were relaxed, varied or misinterpreted or the application for the development permit was deemed to be refused under section 683.1(8).

**Appeals**

**686(1)** A development appeal is commenced by filing a notice of the appeal, containing reasons, with the board hearing the appeal

- (a) in the case of an appeal made by a person referred to in section 685(1)
  - (i) with respect to an application for a development permit,
    - (A) within 21 days after the date on which the written decision is given under section 642, or
    - (B) if no decision is made with respect to the application within the 40-day period, or within any extension of that period under section 684, within 21 days after the date the period or extension expires,

or

- (ii) with respect to an order under section 645, within 21 days after the date on which the order is made, or
- (b) in the case of an appeal made by a person referred to in section 685(2), within 21 days after the date on which the notice of the issuance of the permit was given in accordance with the land use bylaw.

### **Hearing and Decision**

**687(3)** In determining an appeal, the board hearing the appeal referred to in subsection (1)

...

- (a.1) must comply with any applicable land use policies;
- (a.2) subject to section 638, must comply with any applicable statutory plans;
- (a.3) subject to clause (a.4) and (d), must comply with any land use bylaw in effect;
- (a.4) must comply with the applicable requirements of the regulations under the *Gaming, Liquor and Cannabis Act* respecting the location of premises described in a cannabis licence and distances between those premises and other premises;

...

- (c) may confirm, revoke or vary the order, decision or development permit or any condition attached to any of them or make or substitute an order, decision or permit of its own;
- (d) may make an order or decision or issue or confirm the issue of a development permit even though the proposed development does not comply with the land use bylaw if, in its opinion,

- (i) the proposed development would not

- (A) unduly interfere with the amenities of the neighbourhood, or
- (B) materially interfere with or affect the use, enjoyment or value of neighbouring parcels of land,

and

- (ii) the proposed development conforms with the use prescribed for that land or building in the land use bylaw.

**General Provisions from the Zoning Bylaw 20001:**

Under section 2.80.2.32, a **Major Digital Sign** is a **Permitted Use** in the **MU - Mixed Use Zone**.

Under section 2.80.2.33, a **Minor Digital Sign** is a **Permitted Use** in the **MU - Mixed Use Zone**.

Under section 8.10, a **Major Digital Sign** means:

a Ground Sign or Wall Sign, generally used for short-term advertising, that contains Digital Copy and may include static images, moving effects, message transition effects, video images, or animation.

Typical examples include: digital billboards, digital posters, and junior panels.

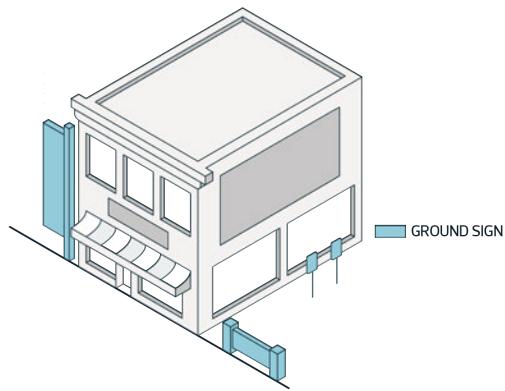
Under section 8.10, a **Minor Digital Sign** means:

a Ground Sign or Wall Sign, generally used for short-term advertising, that contains Digital Copy where the Message Duration is 6 seconds or more, and does not include moving effects, message transition effects, video images, or animation.

Typical examples include: digital billboards, digital posters, and junior panels.

Under section 8.10, a **Ground Sign** means:

a Sign supported independently of a building.



Under section 8.20, **On-premises Advertising** means “Copy that relates only to a business, activity or organization that has a Development Permit to operate on the Site where the Sign is located.”

Section 2.80.3.22 states “Signs must comply with Section 6.90.”

Section 2.80.1 states that the **Purpose of the MU - Mixed Use Zone** is:

To allow for varying scales of mixed use development that enables the growth and development anticipated in the Nodes and Corridors as directed by statutory plans. This Zone allows for a range of Uses and supports housing, recreation, commerce, and employment opportunities. Site and building design in this Zone promotes development that enhances the public realm and publicly accessible amenities to create vibrant, walkable destinations at a scale inviting to pedestrians.

#### ***6.90.5 Minor Digital Signs and Major Digital Signs - Specific Regulations for Large Scale Residential, Mixed Use and Neighbourhood Commercial Zones***

Section 6.90.5.23 states “Minor Digital Signs and Major Digital Signs must be located on Sites greater than or equal to 1 ha.”

Section 6.90.5.24 states “The maximum Height of Minor Digital Signs and Major Digital Signs is 6.0 m.”

Under section 8.20, **Height** means:

a vertical distance between 2 points.

Where described as a Modifier in a regulation, this is represented as the letter “h” and a number on the Zoning Map.

**Development Planner's Determination**

**1. Subsection - 6.90.5.23. Minor Digital Signs and Major Digital Signs must be located on Sites greater than or equal to 1 ha.**  
**Site Area: 3,515.774 m<sup>2</sup> | 0.35 ha**  
**Deficient By: 0.65 ha**

**2. Subsection - 6.90.5.24. - The maximum Height of Minor Digital Signs and Major Digital Signs is 6.0 m.**  
**Proposed: 9.73 m**  
**Exceeds by: 3.73 m**

[unedited]

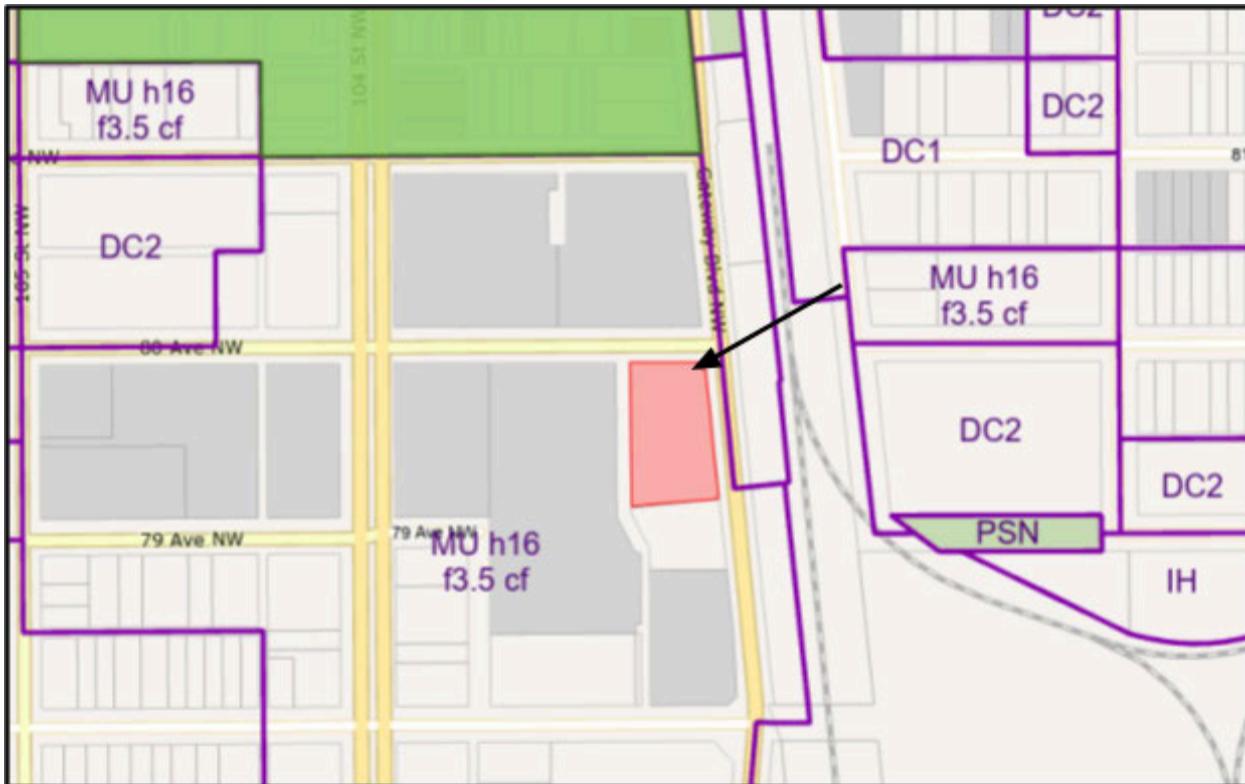
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**Notice to Applicant/Appellant**

Provincial legislation requires that the Subdivision and Development Appeal Board issue its official decision in writing within fifteen days of the conclusion of the hearing.

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Edmonton	Project Number: <b>606759055-002</b> Application Date: JUN 06, 2025 Printed: November 3, 2025 at 8:41 AM Page: 1 of 1																				
<h2 style="margin: 0;">Application for</h2> <h3 style="margin: 0;">Sign Permit</h3>																					
<p>This document is a Development Permit Decision for the development application described below.</p>																					
<b>Applicant</b>	<b>Property Address(es) and Legal Description(s)</b> 10305 - 80 AVENUE NW Plan 8520056 Lot 6																				
<b>Scope of Application</b> To install a Major Digital Signs in the form of a Ground Sign limited to On-premises Advertising (McDonald's).																					
<b>Details</b> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%; padding: 5px;">           ASA Sticker No./Name of Engineer:            Development Category: Discretionary Development         </td> <td style="width: 50%; padding: 5px;">           Construction Value: 500            Expiry Date:         </td> </tr> </table>		ASA Sticker No./Name of Engineer: Development Category: Discretionary Development	Construction Value: 500 Expiry Date:																		
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<b>Development Application Decision</b> Refused <b>Issue Date:</b> Nov 03, 2025 <b>Development Authority:</b> MERCIER, KELSEY																					
<b>Reason for Refusal</b> <ol style="list-style-type: none"> <li>1. Subsection - 6.90.5.23. Minor Digital Signs and Major Digital Signs must be located on Sites greater than or equal to 1 ha.            Site Area: 3,515.774 m<sup>2</sup>   0.35 ha            Deficient By: 0.65 ha</li> <li>2. Subsection - 6.90.5.24. - The maximum Height of Minor Digital Signs and Major Digital Signs is 6.0 m.            Proposed: 9.73 m            Exceeds by: 3.73 m</li> </ol>																					
<b>Rights of Appeal</b> THE Applicant has THE RIGHT OF appeal TO THE Subdivision AND Development Appeal Board (SDAB) WITHIN 21 days AFTER THE date ON which THE decision IS made AS outlined IN Chapter M-26, SECTION 683 THROUGH 689 OF THE Municipal Government Act.																					
<b>Fees</b> <table style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 25%;"></th> <th style="width: 25%; text-align: center;">Fee Amount</th> <th style="width: 25%; text-align: center;">Amount Paid</th> <th style="width: 25%; text-align: center;">Receipt #</th> </tr> </thead> <tbody> <tr> <td>Sign Development Application Fee - Digital Signs</td> <td style="text-align: center;">\$1,880.00</td> <td style="text-align: center;">\$1,880.00</td> <td style="text-align: center;">024941001001438</td> </tr> <tr> <td>Variance Fee</td> <td style="text-align: center;">\$470.00</td> <td style="text-align: center;">\$470.00</td> <td style="text-align: center;">048661001001718</td> </tr> <tr> <td>Total GST Amount:</td> <td style="text-align: center;">\$0.00</td> <td></td> <td></td> </tr> <tr> <td>Totals for Permit:</td> <td style="text-align: center;"><u>\$2,350.00</u></td> <td style="text-align: center;"><u>\$2,350.00</u></td> <td></td> </tr> </tbody> </table>			Fee Amount	Amount Paid	Receipt #	Sign Development Application Fee - Digital Signs	\$1,880.00	\$1,880.00	024941001001438	Variance Fee	\$470.00	\$470.00	048661001001718	Total GST Amount:	\$0.00			Totals for Permit:	<u>\$2,350.00</u>	<u>\$2,350.00</u>	
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<b>THIS IS NOT A PERMIT</b>																					
<small>PG702003</small>																					



### SURROUNDING LAND USE DISTRICTS

Site Location ←

File: SDAB-D-25-163



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