

**Meeting Date:** July 8, 2025**Subject:** Bylaw No. 25/023 – Site Specific Land Use Bylaw Amendment to add Billboard Sign as Discretionary Use in PR – Parks and Recreation District – 1st reading**Approvals:** Amanda OwensDirector  
Planning & Development  
ServicesJody Butz

Interim Chief Administrative Officer

**Recommendation(s):**

1. THAT Bylaw No. 25/023, being a text amendment to the Land Use Bylaw No. 99/059, specific to Part 12 – Signs, and Land Use Bylaw No. 26/001, specific to Part 8 - Signs, be read a first time; and
2. THAT the required Public Hearing be scheduled for September 9, 2025.

**Summary | Background:**

On May 7, 2025, Planning and Development Services received an application to amend Part 12 of Land Use Bylaw No. 99/059, and Part 8 of the Land Use Bylaw No. 26/001.

The applicant is proposing a site-specific amendment to add “Billboard Sign” as a Discretionary Use to the ‘PR – Parks and Recreation District’ on eight quarter sections north of Fort McMurray, as shown in Attachment 2. If approved, this amendment would allow the applicant to submit development permit applications for 20 Billboard Signs (10 on each side of Highway 63).

The authority to amend the Land Use Bylaw is vested with Council under the *Municipal Government Act*.

In 2018, the applicant applied for a similar Land Use amendment to comply with the Land Use bylaw and to allow existing 8 Billboard Signs in ‘PR – Parks and Recreation District’ in seven quarter-sections along Highway 63 north. This amendment was approved by Council, and subsequently, Development Permits for 20 Billboard signs along Highway 63 north were approved. The Development Permit expired in 2024, and through the adoption of new signage regulations (Bylaw No. 24/002), the amendment of 2018 was repealed, making the existing signs non-compliant.



The applicant has obtained the leases from Alberta Environment and Parks and approvals from Alberta Transportation for the existing and proposed Billboard Signs. The applicant is seeking Municipal approvals through a Land Use Bylaw amendment, and subsequent development permits, to bring the 10 existing signs into compliance and to install an additional 10 signs.

The proposed amendment was circulated to internal municipal departments and external agencies and no concerns were received. The applicant also hosted an open house on June 17, 2025, in Fort McMurray and has informed administration that 23 letters of support and no objections were received.

### **Budget | Financial Considerations:**

There are no anticipated budgetary impacts related to the adoption of this bylaw.

### **Strategic Plan Alignment | Impact:**

The proposed amendment aligns with Council's Strategic Plan, which identifies support for the Local Economy as a core value.

### **Rationale for Recommendation(s):**

The proposed amendment would allow Billboard advertising along Highway 63 north and south. The amendment aligns with the Municipal Development Plan policies that promote regional growth and support regional economic development. Administration recommends adding 'Billboard Sign' as a Discretionary Use for the specified quarter sections within the PR – Parks and Recreation District.

### **Attachment(s):**

1. Bylaw No. 25/023
2. Subject Area Map
3. Images of Existing Signs







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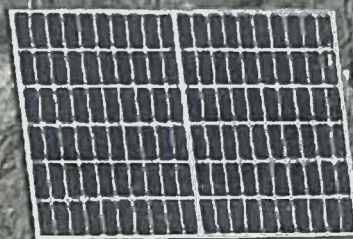
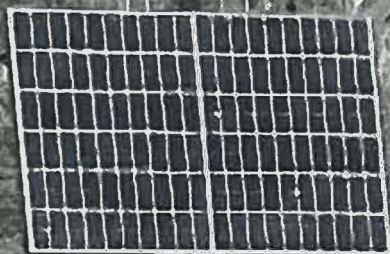
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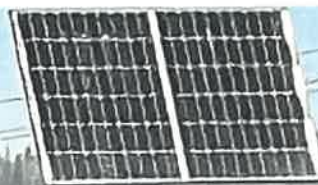
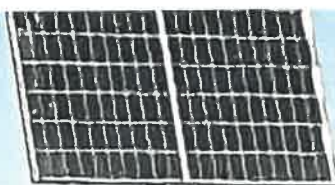


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