

# In the Court of Appeal of Alberta

**Citation: Pattison Outdoor Advertising Ltd v Edmonton (City), 2025 ABCA 210**

**Date:** 20250613

**Docket:** 2503-0086AC

**Registry:** Edmonton

**Between:**

**Pattison Outdoor Advertising Ltd**

Applicant

- and -

**City of Edmonton and City of Edmonton Subdivision and Development Appeal Board**

Respondents

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**Reasons for Decision of  
The Honourable Justice Frans Slatter**

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Application for Permission to Appeal

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[1] The applicant seeks permission to appeal a decision of the Subdivision and Development Appeal Board, which denied its application for a development permit for a sign. Neither the Board nor the City of Edmonton responded to the application.

[2] The test is whether the proposed appeal involves a question of law of sufficient importance to merit a further appeal and has a reasonable chance of success: *Municipal Government Act*, RSA 2000, c. M-26, s. 688(3).

[3] The subject sign was approved in 2014, and again in 2019, but the 2025 renewal application was dismissed. The sign is apparently a “hybrid”, having characteristics of a Minor Digital Sign and a Roof Sign. That implies it is deemed to be a discretionary use. However, the sign does not meet the criteria of either sign definition.

[4] The issue is said to be whether detailed requirements, such as the prohibition of digital copy, are a “use” or merely a “development standard”. The Board held that it was the former, meaning it had no authority to approve the requested variance. This is not an issue that has been directly confronted by this Court.

[5] The applicant has met the test on the following issue:

Did the Board err in law by concluding that it had no authority to grant the requested variance?

Application heard on June 12, 2025

Reasons filed at Edmonton, Alberta  
this 13th day of June, 2025

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Slatter J.A.

**Appearances:**

J.W. Murphy, KC  
for the Applicant

K.A. Haldane (no appearance)  
for the Respondent City of Edmonton

K.L. Hurlburt, KC (no appearance)  
for the Respondent City of Edmonton Subdivision and Appeal Board