



Planning & Building Safety Department  
 638 Princess Avenue, Brandon MB, R7A 0P3  
 T: 204.729.2110 F: 204.728.2406  
 www.brandon.ca/planning

**Conditional Use**

Name of Property Owner: McDonald's Restaurants of Canada  
 Name of Applicant: Priority Permits (Ryan Matthews)  
 Civic Address of Property: 1907 Richmond Ave.  
 Legal Description of Property: Lot 3, Plan 2419 BLTO

**References:**

BAPD Development Plan By-law No. 78/01/04  
 Applicable Secondary Plan By-law  
 City of Brandon Zoning By-Law No. 6642

*\*\*Prior to submitting a formal application, the Planning & Building Safety Department strongly recommends that all applicants meet with a Community Planner to complete a pre-application review\*\**

Conditional Use Request: Replace existing readograph sign box on existing freestanding sign with full colour Electronic Message Board. See attached Plans for details

*I undertake to observe and perform all provisions of The Planning Act, the Development Plan, the Zoning By-law, and the provisions of other relevant laws, by-laws or agreements.*

Signature of Owner: see attached Date: \_\_\_\_\_

Address: 4400 Still Creek Dr Burnaby, BC V5C 6C6 E-Mail: \_\_\_\_\_  
Street Address City/Province Postal Code

Home Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_ Work Phone: \_\_\_\_\_

Signature of Applicant: [Signature] Date: 03/04/2015

Address: 25 Begbie St. New Westminister, BC V3M 1B2 E-Mail: \_\_\_\_\_  
Street Address City/Province Postal Code

Home Phone: 289-389-8951 Cell Phone: 778-397-1394 Work Phone: \_\_\_\_\_

The personal information which you are providing is being collected under the authority of The Planning Act and will be used for the purpose of approving this application. Information is also being collected for the purpose of statistical reporting. It is protected by the Protection of Privacy provisions of The Freedom of Information and Protection of Privacy Act. If you have any questions about the collection and/or use of information, contact Jennifer Houlihan, FIPPA Coordinator, City of Brandon Planning & Building Safety Department, 638 Princess Avenue, Brandon, Manitoba, R7A 0P3, Telephone 204-729-2116

FOR PLANNING DEPARTMENT USE ONLY:			
Community Planner:	<u>As for RZ</u>	Planning File No.:	<u>C-11-15-B</u> CityView No.: <u>2015-72</u>
Date Application Received:	<u>14/30/15</u>	Payment Date:	<u>11/31/15</u> Receipt No.: <u>2015-3037</u> Amount: <u>\$260.00</u>
Conditional Use - Application			REV01/13



Priority Permits  
Signage Division

Planning & Building Safety Department.  
City of Brandon  
638 Princess Ave.  
Brandon, MB R7A 0P3

**Re: McDonald's - 1907 Richmond Ave.**

We are proposing to replace the existing readograph sign on the existing freestanding sign for McDonald's located at 1907 Richmond Ave.

Replacing the existing readograph sign allows McDonald's to advertise multiple promotions at the same time without requiring employees to change the letters on the sign manually.

The size of the proposed Electronic Message Board is significantly smaller than the readograph that is replacing. Because of this smaller size, the proposed sign will not draw excessive attention, and maintains the overall character of the surrounding area. Additionally, the LED lighting can be set to a level that shall not distract motorists of 1907 Richmond Ave. Because of this, public safety is not jeopardized in any way, and the proposed sign shall not impinge on the general welfare of those in the surrounding area.

The proposal is generally consistent with the provisions of the development plan by-law.

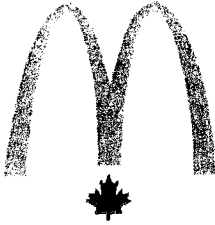
For these reasons and more, we are seeking to allow for the addition of an Electronic Message Board to replace the existing readograph for McDonald's at 1907 Richmond Ave.

Thank you,



0724.15

Jeff Sudnicki on behalf of Ryan Matthews,  
Priority Permits  
Ph: 778-397-1394  
Fax: 1-888-738-3846  
Email: [jordan@prioritypermits.com](mailto:jordan@prioritypermits.com)



McDonald's Restaurants of Canada Limited  
4400 Still Creek Drive  
Burnaby, BC  
V5C 6C6

## LANDLORD LETTER OF APPROVAL

Name: McDonald's Restaurants of Canada Ltd.  
*(Company Name or Full Name of Property Owner)*

Date: 03/04/2015  
*(mm/dd/yy)*

Site Address: 1907 Richmond Ave.  
*(Civic No., Street Name, Street Type)*

Phone: \_\_\_\_\_

Brandon, MB  
*(City, Province, Postal Code)*

Fax: \_\_\_\_\_

City of Brandon - Planning Department  
*(To Whom It May Concern: City of.... Building or Permit Department)*

With this letter, we/ I McDonald's Restaurants of Canada confirm ownership of the above mentioned project address  
*(Landlord Name or Company Name)*

and give authorization to Priority Permits to apply and pull necessary permits for the installation of  
*(permit expeditor / installation company)*

new signage at the above said address.

This letter shall also serve as authorization for Brandon Signs to proceed with the installation of signage.  
*(Name of Installer / contractor)*

Regards,

Ian Seton  
Regional Construction Manager  
604-297-4310  
McDonald's Restaurants of Canada Limited