



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

Variance to Zoning By-law No. 7124

Name of Property Owner: Jacobson & Greiner Ltd.
 Name of Applicant: Jacobson & Greiner Ltd.
 Civic Address of Property: 2404 Park Avenue
 Legal Description of Property: Pt of Lots 1 to 28 Block 39 SS Plan 720 BLTO

References:

BAPD Development Plan By-law No. 95/01/12
 Applicable Secondary Plan By-law
 City of Brandon Zoning By-Law No. 7124

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

Variance Request(s):

To increase the maximum sign surface area of an electronic identification sign from 4.7 square metres to 11.9 square metres in the IR Industrial Restricted Zone.

+ reduce min. distance of an electronic sign to a residential zone boundary from 92m to 21m.

As the applicant, I confirm and verify to the City that the information provided in this application is true and complete, and 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 Applicant: _____ Date: _____
 Address: _____ Postal Code: _____
 Phone No.: (Primary) _____ (Secondary) _____
 Email Address: _____

Signature of Owner: Date: July 27, 2017
 Address: 2404 Park Avenue Brandon Manitoba Postal Code: R7B 0S3
 Phone No.: (Primary) 2047282235 (Secondary) 2047610904
 Email Address: Steve@VBJDevelopments.ca

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>Am</u>	Planning File No.: <u>V-10-17-B</u>	CityView No.: <u>2017-66</u>	
Date Application Received: <u>Aug 15/17</u>	Payment Date: <u>Aug 15/17</u>	Receipt No.: <u>17-5626</u>	Amount: \$ <u>575.00</u> <u>625.00</u>
	Variance Application	<u>17-5639</u>	REV 01/2016 <u>Am</u>



Planning & Building Safety Department
638 Princess Avenue. Brandon MB. R7A 0P3
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Conditional Use

Name of Property Owner: Jacobson & Greiner Ltd.
Name of Applicant: Jacobson & Greiner Ltd.
Civic Address of Property: 2404 Park Avenue
Legal Description of Property: Pt of Lots 1 to 28 Block 39 SS Plan 720 BLTO

References:

BAPD Development Plan By-law No. 95/01/12
Applicable Secondary Plan By-law
City of Brandon Zoning By-Law No. 7124

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:

To allow for an Electronic Identification Sign in the General Commercial Zone.

As the applicant, I confirm and verify to the City that the information provided in this application is true and complete, and 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 Applicant:
Date:
Address:
Postal Code:
Phone No.: (Primary) (Secondary)
Email Address:

Signature of Owner: [Signature] Date: FEB 6, 2017
Address: 2404 Park Avenue Brandon Manitoba Postal Code: R7B 0S3
Phone No.: (Primary) 2047282235 (Secondary) 2047610904
Email Address: Steve@VBJDevelopments.ca

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FOR PLANNING DEPARTMENT USE ONLY:
Community Planner: Am Planning File No.: C-09-17-B CityView No.: 2017-65
Date Application Received: Aug 15/17 Payment Date: Aug 15/17 Receipt No.: 17-5626 Amount: \$265.00
Conditional Use - Application REV 01/2016



2404 Park Avenue | Brandon, MB | R7B 0S3
Office: 204.728.2235 | Fax 204.728.5036
www.jandghomes.ca

August 16, 2017

City of Brandon Planning & Building Safety Department
638 Princess Avenue
Brandon Manitoba
R7A 0P3

LETTER OF INTENT

Re: Conditional Use & Variance Application for Electronic Identification Sign

Jacobson & Greiner Ltd. is applying to erect an Electronic Identification Sign on the north façade of their building located at 2404 Park Avenue. The addition of the Electronic Identification Sign is part of the overall interior and exterior renovation of the Rona Store. For the sign to be allowed under the current City of Brandon Zoning Bylaw 7124, we will require a Conditional Use for the Electronic Identification Sign along with Variance Application that will include two items: firstly, the increase in the maximum sign surface area from 4.7m² to 11.9m² and secondly, to reduce the distance of an electronic sign to a Residential Zone boundary from 92m to 21m.

The sign is to be located on the north building face which is finished with AL-13 panels that are 4 feet by 8 feet in size. The size of the proposed sign is 8' x 16' = 128ft² (11.9m²). The sign was sized by the manufacturer based on the distance to the street and it also worked out to be close to the size of four AL-13 panels, making it look built into the façade. The size of a standard façade sign can be 20% of the building face. Our proposed sign is 6.86% of the building face.

The reason for the increase in the maximum size surface area is that electronic identification signs are normally attached to a new or existing Pylon Sign, which can be located at a 0m setback adjacent to a street right of way property boundary, and very close to vehicles travelling on the road. Our proposed sign will be attached to the north building face of the Rona store, which is located 11m from the edge of the Park Avenue right of way. Based on the setback distance from the road, it was deemed this size of sign would be required from the manufacturer, and would look proportionate to the façade.

In comparison; a Freestanding Electronic Advertising Signs can have a maximum sign surface area of 18.6m² and is permitted in an Industrial Zone but are not allowed in a required yard setback. These types of signs are normally setback further from road right of ways than identification signs. J&G and the sign manufacturer believe the setback distance of the sign from the right of way justifies the increase in sign size. There are no intersections or crosswalks within viewing distance of the sign that could potentially cause a safety hazard.

The second variance is required for the sign to reduce the minimum required distance to a Residential Zone Boundary from 92m to 21m. There is one single family home located across the street that has one small window facing the street. The main windows in the house face the other direction towards 24th Street. The distance from the sign to the window is 35m and looks to be a kitchen window. The JR Reid school yard is located across the street, but there is no access to the site in the viewing area of the proposed sign.

If the Variance and Conditional Use applications are approved for the new sign, the electronic sign currently located on the Creasy's building at 2500 Park Avenue would be removed; as the City of Brandon Zoning By-law states only one Electronic Identification Sign is permitted per site. Currently the Creasy's building and Rona are located on the same property. Attached to the submission is an email from Creasy's indicating they will remove their sign.

Development Plan & Zoning By-Law

The property is designated as Commercial as indicated on Map 1: Urban Land Use in the Brandon & Area Planning District Development Plan 2013 By-law 95/01/12. The property is zoned Industrial Restricted (IR) per the City of Brandon Zoning By-law 7124. The industrial zoning of the property allows for an Electronic Identification Sign with an approved Conditional Use Order.

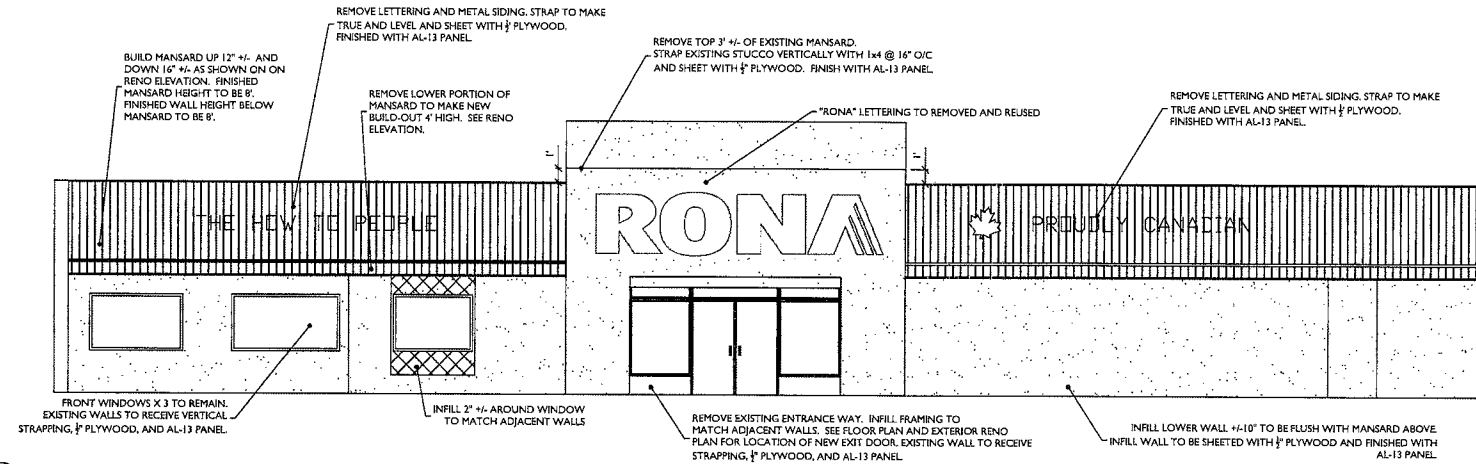
There are no environmental issues on the property.

If there are any questions related to our applications, please feel free to contact me.

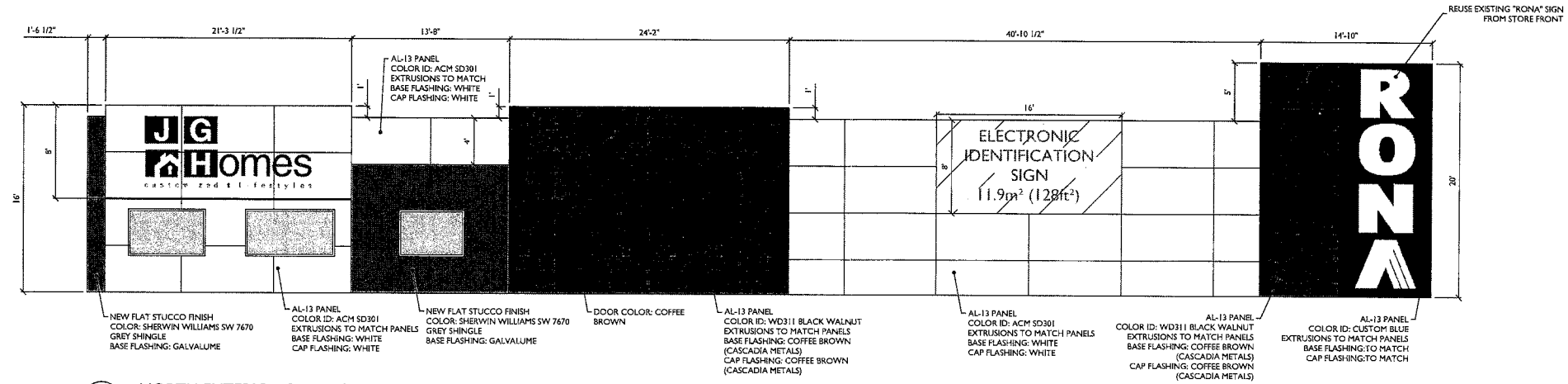
Sincerely,



Steve McMillan, MCIP, RPP
VP of Planning Services
VBJ Developments Ltd.



E1 NORTH EXTERIOR ELEVATION
1/4" = 1'-0" DEMO PLAN



E1a NORTH EXTERIOR ELEVATION
1/4" = 1'-0" RENO PLAN

ENGINEER STAMP:

JG
J&G Homes
CUSTOMER SERVICE
2404 PARK AVE - BRANDON, MB
R7B 0S3
P.204.728.2235 - F.204.728.5036
E.jandg@jandghomes.ca

DATE	BY	COMMENT
11/17/24	AW/EM	REVIEW & REVISIONS DISPLAY BEGARE ADDED

DIRECTION:

DESIGNED: BY: KC
DRAWN: 2016.11.30 BY: AW/EM

REVIEWED: BY: KC

DO NOT SCALE DRAWINGS. CONTRACTOR SHALL RELY ON WRITTEN DIMENSIONS AS GIVEN. CONTRACTOR TO NOTIFY DESIGNER FOR ANY CLARIFICATIONS IF REQUIRED. ALL DIMENSIONS SHALL BE FIELD VERIFIED AND ANY OCCURRING DISCREPANCIES SHALL BE REPORTED TO THE DESIGNER FOR CLARIFICATION BEFORE COMMENCEMENT OF RESUMPTION OF WORK.

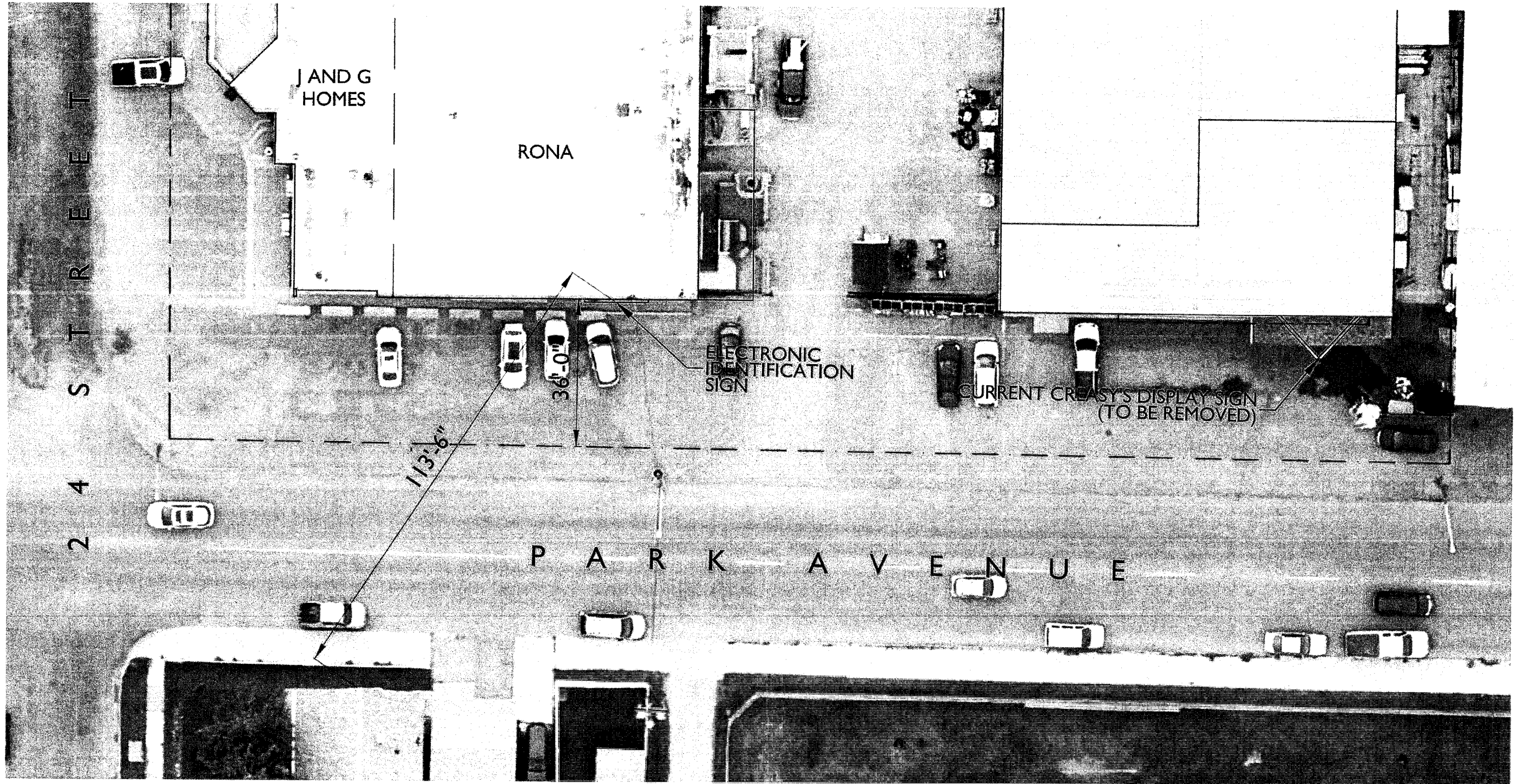
PROJECT NAME:
RONA RENOVATION
2404 PARK AVE.

SHEET NAME:
NORTH ELEVATION
DEMO & RENO

SHEET NUMBER:

A2
FILE NUMBER: 2016-068

THIS DRAWING IN ITS ENTIRETY IS PROPERTY OF J & G Homes Ltd. AND MAY NOT BE REPRODUCED WITHOUT WRITTEN CONSENT OF THE DESIGNER



PROJECT NAME:
 RONA ELECTRONIC IDENTIFICATION SIGN
 SITE PLAN

DATE: 2017.02.06

SCALE: N.T.S.

16mm LED Sign

The 16mm LED sign produces images that are both amazingly sharp and incredibly bright. In both XVS and W series, this sign is a brilliant way to attract customers.

The 16mm LED sign modules follow the same form factor as Watchfire's other high-resolution models. The universally sized modules make design, market comparison, upgrade and installation easier.

Features

Through-hole LED construction is proven to maximize image clarity and lengthen LED life.

Tight pixel pitch gives signs superior image quality and high resolution for close-range viewing and slower traffic speeds.

High-efficiency components deliver eye-catching brightness and reduce operating costs to maximize return on investment.

Vivid colors produce true-to-life images on every XVS and W series sign.

Beveled module edges offer near-seamless installation, even around curves.

The XVS advantage is an available option, providing live video capability, multi-channel data, whole-sign calibration and automated sign diagnostics.



W 16mm 72 x 144 - 4'5" x 8'3"
Kegerreis Stoves • Bernville, PA

16mm Sign Features	W	XVS
Pixel Pitch	16.93 mm (0.667")	16.93 mm (0.667")
Pixel Configuration	True Pixel, 1R, 1G, 1B	True Pixel, 1R, 1G, 1B
Character Height	4" & larger	4" & larger
Module Dimensions (HxW)	12" x 12"	12" x 12"
Matrix Configuration	18 x 18 pixels	18 x 18 pixels
LED Lifetime (50% brightness)	100,000 hours	100,000 hours
Color Capability	18 quadrillion	73.8 quintillion
Viewing Angle	140° horizontal x 70° vertical	140° horizontal x 70° vertical
Video Frame Rate	Up to 30 frames/second	Up to 60 frames/second
Field-Adjustable Brightness	Up to 10,000 NITs	Up to 10,000 NITs
Power	120 or 240 volt single phase 60Hz	120 or 240 volt single phase 60Hz
Communications Options	RWF, High Security Radio, broadband wireless & DSL, XVS fiber, FiberCom, phone control	RWF, High Security Radio, broadband wireless & DSL, FiberCom, phone control

Watchfire manufactures LED signs to fit almost any application. Sign sizes are based on a module size of approximately 12" x 12". Contact your Watchfire representative for more information.

"The sign has been very effective in advertising used stoves. It's so flexible. We advertise trade-ins, which sell quickly, then we can easily change the sign and advertise something else."

BRIAN KEGERREIS
KEGERREIS STOVES | BERNVILLE, PA

Engineered and Built for Reliability and Quality

Every module is encapsulated in silicone to be ruggedly durable in all kinds of weather.

Components are rigorously tested for 180 consecutive days of underwater immersion and 60 consecutive days of salt spray. Cabinets are rated for temperatures ranging from -40°F to 140°F. Electronics are rated from -40°F to 185°F.

Extruded aluminum, precision-mitered corners, solid welds, and stainless steel fasteners make our cabinets strong, yet lightweight and stand up to corrosion for years of worry-free performance.

Average energy use equals about 1/3 of maximum amperage. All signs are UL 48 and CUL48 listed and UL Energy Efficiency Certified.

Ignite®

Ignite® software comes free with every sign, offering convenient scheduling and content management. We made improvements to the user interface, and enhanced our free EasyArt package, data feed integration and advanced diagnostics. Ignite is a comprehensive content manager for digital novices and tech-savvy programmers, now with a cloud-based option.

	Ignite OP v. 12+	Ignite OPx v. 2+
Installed software	✓	
Cloud-based platform		✓
Internet connection required		✓
Advanced content creator	✓	COMING SOON
Upload, schedule and manage content	✓	✓
EasyArt, 1000+ stills and animations	✓	COMING SOON
Control multiple Watchfire signs	✓	✓
Access sign diagnostics	✓	✓
Create conditional and dynamic content	✓	✓
Access data through RSS	✓	✓
Manage multiple data feeds		✓
Structured user rights management		✓

Warranty

Watchfire's industry best 5-year warranty covers all Watchfire manufactured parts and factory labor. It comes standard with every LED sign we sell.

For more information, contact your Watchfire representative.



XVS 16mm 90 x 126 • 5'6" x 7'6"
Orange Park Medical Center • Orange Park, FL



XVS 16mm 128 x 240 • 7'4" x 13'4"
Tri-County Towne Center • Springdale, OH

"The new sign is the first LED approved for our market, and we believe it gives us a competitive edge. We can promote specials our tenants have. We also remind customers about shopping events."

CLARK GILHART
TRI-COUNTY TOWNE CENTER | SPRINGDALE, OH