



Planning, Property & Buildings 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: B. J. Nelson Development Ltd.
 Name of Applicant: Eric Seniuk Pattison Outdoor Advertising
 Civic Address of Property: 845 18th Street
 Legal Description of Property: Lots 11-14, Block 4 Plan 16 in NW 1/4 14-10-12 WPM

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, Property & Buildings Department strongly recommends that all applicants meet with a Community Planner to complete a pre-application review

Conditional Use Request:

To install an Electronic Advertising Sign (with a Static backside) on a CAR-Zoned site.

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: Eric Seniuk Date: _____
 Address: Unit 100, 1 Portage Ave East, Winnipeg MB Postal Code: R3B 3N3
 Phone No.: (Primary) 204 285 3525 (Secondary) 204 479 3500
 Email Address: esenik@pattisonoutdoor.com

Signature of Owner: _____ Date: _____
 Address: P.O. Box 22055 Brandon MB Postal Code: R7A 6Y9
 Phone No.: (Primary) 204 725 3147 (Secondary) 204 730 0115
 Email Address: bcnelson@westman.wave.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, Property & Buildings 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>C-16-18-B</u>	CityView No.: <u>PLCV2018-151</u>	
Date Application Received: <u>Oct. 23/18</u>	Payment Date: <u>10/23/18</u>	Receipt No.: <u>2018-6936</u>	Amount: <u>\$780.00</u>
Conditional Use - Application			REV 05/2017



October 23, 2018

Brandon and Area Planning District
638 Princess Avenue
Brandon, MB R7A 0P3

RE: Letter of Intent for 845 18th Street in Brandon, MB

Dear Mr. Ryan Nickel, Mr. Andrew Mok, and Mr. Sam Van Huizen:

Thank you for taking the time to discuss our company's new proposal for 845 18th Street. As you are aware, we recently underwent an extensive application process for a proposed Electronic Advertising Sign at 601 18th Street in Brandon. That application was ultimately rejected by Brandon's City Council.

Throughout that process, we listened to your concerns, as well as those of members in the Community. While we were disheartened to see that project rejected, and disagree with the result, we respect and appreciate the Public Hearing process. We, as a company, learned valuable lessons in that process.

We are proud to submit, as a result, an application for 845 18th Street that we are confident you will find to be more appropriate for your City. We have deliberately looked for a more suitable property further South, closer to larger-scale signage and more intensive commercialization and auto-orientation. More importantly, we have selected a new property that is not near the pedestrian crosswalk adjacent to Earl Oxford School.

Please note our following comments on the Conditional Use Requirements regarding our new application for an Electronic Advertising Sign:

1. Will it be compatible with the general nature of the surrounding area?

Yes. 18th Street is Brandon's most highly commercialized, high-traffic thoroughfare. There are a number of static and electronic signs nearby with a large surface area. An Electronic Advertising Sign of the same dimensions and smaller Front Yard setback, also operated by Pattison, is located nearby, on the CN-owned property South of 905 18th Street. The subject property is zoned CAR, as well as the adjacent properties to the North, South, and West.

2. Will it be detrimental to the health or general welfare of people living or working in the surrounding area, or negatively affect other properties or potential development in the surrounding area?



No. The Electronic Advertising Sign would not be visible from any nearby residential properties. Its view would be entirely blocked by buildings on 18th Street. The digital sign face would be angled toward Northbound vehicular traffic only, and operated within the Lighting Standards of the IESNA (Illuminating Engineering Society of North America). The digital face would utilize automatic dimming technology, and comply with illumination, hold times and transition rules stipulated in Zoning By-Law 7124, as well as Regulatory and Road Safety Guidelines recommended for DPADs by the Transportation Association of Canada.

Potential development of surrounding properties would not be adversely affected. As Identification Signs and Advertising Signs are regulated separately under Zoning By-Law 7124, the ability to establish Identification Signage for nearby businesses on 18th Street would be unaffected.

3. Is it generally consistent with the applicable provisions of the development plan by-law, the zoning by-law and any secondary plan by-law?

Yes. If the intention of the Zoning By-Law is to have Electronic Advertising Signs only on the most highly-commercialized, auto-intensive properties in the City, then the subject property fits that intention for the City.

Mr. Mok asked us in our pre-application discussions if we would be willing to move the existing freestanding Tenant Identification Pylon Sign to 827 18th Street (the neighboring property to the North also owned by B.J. Nelson Development Ltd). Yes, we intend to move this ID Sign if we are granted a Conditional Use for our Electronic Advertising Sign. We have been authorized by B.J. Nelson Development Ltd. to move the ID Sign, and I have enclosed for your reference the land titles for both properties, as well as authorization forms for both properties. We have discussed the relocation of the ID Sign with Off The Wall Signs, a local Brandon company, and intend to hire them to complete this work.

Thank you for your time and consideration. Please do not hesitate to contact me with any additional questions or concerns.

Sincerely,

A handwritten signature in cursive script that reads "Eric Seniuk".

Eric Seniuk
Account Executive - Leasing
204-285-3525
eseniuk@pattisonoutdoor.com



Zoning Development Officer
Planning Department
City of Brandon

SUBJECT: 827 - 18 Street, Lots 7 - 10, Block 4, Plan 16 BLTO in NW 1/4 14-10-18 WPM

B.J. NELSON DEVELOPMENT LTD.

Please be advised that, as owner(s) of the above mentioned property, I/we authorize PATTISON Outdoor Advertising to apply for any and all Third Party Sign Permits for the above mentioned property.

I/we further agree to immediately notify the City of Brandon, in writing, of any changes regarding the above information.

I am registered owner of the land.

OR

I am authorized agent of the registered owner(s).

Date Signed: July 5 / 2017

Authorized Representative: B. J. Nelson Development Ltd.
(signature)

Brian Nelson
(print name)
BRIAN NELSON



Zoning Development Officer
Planning Department
City of Brandon

SUBJECT: 845 - 18 Street, Lots 11 - 14, Block 4, Plan 16 BLTD in NW 1/4 14-10-19 WPM

B.J. NELSON DEVELOPMENT LTD.

Please be advised that, as owner(s) of the above mentioned property, I/we authorize PATTISON Outdoor Advertising to apply for any and all Third Party Sign Permits for the above mentioned property.

I/we further agree to immediately notify the City of Brandon, in writing, of any changes regarding the above information.

I am registered owner of the land.

OR

I am authorized agent of the registered owner(s).

Date Signed:

July 5 / 2017

Authorized Representative:

B. J. Nelson Development Ltd.

(signature)

BRIAN NELSON

(print name)

PATTISON OUTDOOR ADVERTISING

Suite 100, 1 Portage Avenue East, Winnipeg, Manitoba R3B 3N3

Telephone: 204-285-3500 Fax: 204-285-3509