



November 2, 2018

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

RE: Community Outreach Update for 845 18th Street in Brandon, MB

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

As previously reported on October 23rd, the registered owner(s) of all 30 properties within a 100-metre radius of 845 18th Street were mailed an informational package two weeks ago, on October 19th.

I included my contact information in this package, inviting the recipient to call or email if they had any questions or concerns about the project.

At the present date, two weeks later, I have not received any responses from the Community about the proposal for 845 18th Street. Moving forward, if I do receive any responses, I will inform you via email.

Please let me know if you have any further questions about our Community Outreach efforts.

Sincerely,

A handwritten signature in blue ink that reads "Eric Seniuk".

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

ADDRESSES TO WHICH INFORMATIONAL PACKAGE WAS MAILED ON OCTOBER 19, 2018

PUBLIC HEARING INFO	1 FOX PLACE	BRANDON	MB R7B 3H3
PUBLIC HEARING INFO	10 WRIGHT BLVD	STRATFORD	ON N5A 7X9
PUBLIC HEARING INFO	1016 ROSSER AVE	BRANDON	MB R7A 0L6
PUBLIC HEARING INFO	107 OAK BLUFF RD	BRANDON	MB R7C 1A3
PUBLIC HEARING INFO	1604 COLLEGE AVE	BRANDON	MB R7A 1H6
PUBLIC HEARING INFO	1625 PARK AVE	BRANDON	MB R7A 1J6
PUBLIC HEARING INFO	1635 PARK AVE	BRANDON	MB R7A 1J6
PUBLIC HEARING INFO	1824 COLLEGE AVE	BRANDON	MB R7B 0P9
PUBLIC HEARING INFO	24 AURORA CRES	BRANDON	MB R7B 4G4
PUBLIC HEARING INFO	420 7TH STREET	BRANDON	MB R7A3K6
PUBLIC HEARING INFO	48 WAVERLY DR	BRANDON	MB R7B 3X8
PUBLIC HEARING INFO	51 OAK BLUFF RD	BRANDON	MB R7C 1A2
PUBLIC HEARING INFO	60 MAIN ST SOUTH	MINNEDOSA	MB R0J 1E0
PUBLIC HEARING INFO	700 - 352 DONALD ST	WINNIPEG	MB R3B 2H8
PUBLIC HEARING INFO	745 17TH ST	BRANDON	MB R7A 5A1
PUBLIC HEARING INFO	809 17TH ST	BRANDON	MB R7A 5A2
PUBLIC HEARING INFO	814 16TH ST	BRANDON	MB R7A 4Y9
PUBLIC HEARING INFO	817 17TH ST	BRANDON	MB R7A 5A2
PUBLIC HEARING INFO	823 19TH ST	BRANDON	MB R7B 1L1
PUBLIC HEARING INFO	824 16TH ST	BRANDON	MB R7A 4Y9
PUBLIC HEARING INFO	825 17TH ST	BRANDON	MB R7A 5A2
PUBLIC HEARING INFO	831 19TH ST	BRANDON	MB R7B 1L1
PUBLIC HEARING INFO	833 17TH ST	BRANDON	MB R7A 5A2
PUBLIC HEARING INFO	836 LORNE AVE	BRANDON	MB R7A 0T8
PUBLIC HEARING INFO	840 16TH ST	BRANDON	MB R7A 4Y9
PUBLIC HEARING INFO	849 19TH ST	BRANDON	MB R7B 1L1
PUBLIC HEARING INFO	905 18TH ST	BRANDON	MB R7A 6W8
PUBLIC HEARING INFO	934A DOUGLAS ST	BRANDON	MB R7A 7B2
PUBLIC HEARING INFO	PO BOX 20117	BRANDON	MB R7A 6Y8
PUBLIC HEARING INFO	PO BOX 456	ONANOLE	MB R0J 1N0



This letter and accompanying rendering mailed as part of Community Outreach on Oct 19

October 19, 2018

Dear Property Owner(s):

I am writing to inform you that there will be an upcoming Public Hearing regarding a proposed Electronic Advertising Sign at 845 18th Street in Brandon. My name is Eric Seniuk, and I represent Pattison Outdoor Advertising, the Applicant for this project. We are working in conjunction with the landowner and Brandon resident, Brian Nelson of B.J. Nelson Development. At the Hearing, the City's Planning Commission will vote on whether to approve the Conditional Use required to permit this sign.

Pattison has been a proud member of the Brandon community for over twenty years. We take great pride in promoting commerce within the local economy. In 2014, Pattison installed the first Electronic Advertising Sign in Brandon, located immediately South of the Wendy's restaurant at 905 18th Street. In addition to our billboard locations, we have partnered with the City to provide advertising for Brandon's transit fleet and shelters, as well as its Municipal Airport.

The proposed Electronic Advertising Sign at 845 18th Street would be our second in Brandon. There would be a digital sign-face oriented towards northbound traffic on 18th Street, and a traditional poster-paper sign-face on the backside, oriented towards southbound traffic. I have enclosed a three-page rendering for your review.

As the industry leader in Canada, Pattison utilizes automatic dimming technology with all of our digital sign-faces. We are proud to follow guidelines set by Transport Canada, based on their research. These guidelines cover a variety of safety-related variables such as brightness and sign location. Safety is always a top priority for our company. Pattison also adheres to the regulations of Advertising Standards Canada regarding advertising content. If you would like to see how our proposed sign would operate, I encourage you to look at our existing Electronic Advertising Sign on 18th Street. It has operated for over four years, and, to our knowledge, we have received no concerns or complaints from surrounding businesses or residents.

The City of Brandon will mail additional information to owners of properties located near 845 18th Street once the Public Hearing has been scheduled. In the meantime, please do not hesitate to contact me directly if you have any questions or concerns about the project. Thank you for your time and consideration.

Sincerely,

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



PATTISON OUTDOOR ADVERTISING

Proposed 10' x 20' Electronic Advertising Sign, Freestanding
845 18TH Street, Brandon, Manitoba





PROPOSED 10' X 20' ELECTRONIC ADVERTISING SIGN, FREESTANDING
845 18TH Street :: Driving North on 18TH Street
Brandon, Manitoba



PROPOSED 10' X 20' ELECTRONIC ADVERTISING SIGN, FREESTANDING
845 18TH Street :: Aerial View
Brandon, Manitoba