


TITLE: CONDITIONAL USE 845 – 18TH STREET OWNER: B.J. NELSON DEVELOPMENT LTD. APPLICANT: PATTISON OUTDOOR ADVERTISING (ERIC SENIUK)		
MEETING DATE: December 5, 2018		Page 1 of 3
DEPARTMENT: Planning & Buildings	ATTACHMENTS: A. Application related documents B. Map, air photo & drawings C. Public participation report	
PRESENTER: Andrew Mok, RPP, Senior Planner	MANAGER: Ryan Nickel, RPP, Chief Planner	

RECOMMENDATIONS:

That Conditional Use Application C-16-18-B to allow for an electronic advertising sign in the Commercial Arterial (CAR) Zone be approved at 845 – 18th Street (Lots 11/14, Block 4, Plan 16 BLTO) in accordance with the intent of the application “Attachment A-1”, the letter of intent “Attachments A-2 and A-3” the site plan “Attachment B-2” and elevation plan “Attachment B-4”, subject to the existing freestanding identification sign on the site being relocated to 827 – 18th Street (Lots 7/10, Block 4, Plan 16 BLTO).

BACKGROUND:

Request

The applicant, Eric Seniuk of Pattison Outdoor Advertising, on behalf of the property owner, B.J. Nelson Development Ltd., is applying to allow for an electronic advertising sign for a site located at 845 – 18th Street in the Commercial Arterial (CAR) Zone.

Development Context

The subject site has a multi-unit commercial building on the east half of the site with parking in front of the building, and is located mid-block on the east side of 18th Street between College and Park Avenues. Uses surrounding the site include commercial uses along 18th Street and Park Avenue with residential uses on other nearby streets. 17th and 18th Streets provide access to the site through 827 – 18th Street, the northerly adjacent site.

History

This site was previously redeveloped from residential to commercial development. Two residential dwellings were demolished in 2011 to allow for the construction of the existing commercial building. Developed a year after the northerly adjacent site of 827 – 18th Street, the site relies on 827 – 18th Street to access 17th and 18th Streets and convey drainage off the site.

ANALYSIS:

The applicant proposes an advertising sign at the southwest corner of the site with the sign faces oriented towards 18th Street (Attachment B-2). Only the south side will have an electronic advertising sign, the north side will have a conventional static sign face. Each sign face will be 18.6m² in sign surface area.

Consistency with Part 7, Section 106(1)(b) of The Planning Act and Demonstration that the Use:***1. Will be compatible with the general nature of the surrounding area;***

The 800-block of 18th Street has several tall and large signs. The electronic advertising sign's surface area and height are comparable to the scale of signage in the area. The applicant further proposes to relocate the existing freestanding identification sign at the northwest corner of the site to the northwest corner of 827 – 18th Street, providing more even spacing between the existing and proposed signs on the east side of the 800-block of 18th Street (explained further under the next criterion). The proposal is compatible with the general nature of the surrounding area.

2. Will not 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;

The advertising sign structure will be placed for viewing along 18th Street, away from the residential areas flanking both sides of 18th Street. Under the Transportation Association of Canada's "Digital and Projected Advertising Displays: Regulatory and Road Safety Assessment Guidelines" (electronic sign guidelines), the advertising sign structure is also located outside the cone of influence for drivers leaving the intersection of 18th Street and Park Avenue. The electronic sign guidelines recommends each message be displayed statically for at least eight seconds before transitioning instantaneously to another message.

The proposed electronic advertising sign will be about 23.0m from the existing freestanding identification sign at the northwest corner of the site. Given their proximity to each other and their sizes, both sign structures may impede each other's visibility to drivers along 18th Street. By relocating the existing freestanding identification sign to the northwest corner of 827 – 18th Street, the distance between both sign structures will increase to about 54.0m, and the relocated sign will be about 45.0m from the existing freestanding identification sign on 809 – 18th Street. Drivers along 18th Street will be able to view the signs from a further distance due to the greater separation between them, allowing drivers more time to react.

Subject to relocation of the site's existing freestanding identification sign, the proposal will not have detrimental effects on the surrounding area.

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

The proposal complies with all applicable Zoning By-law provisions for advertising signs and electronic advertising signs, including setbacks and sign surface area. Pursuant to Subsection 32(e) of the Zoning By-law, the electronic advertising sign shall be subject to the City Engineer's approval to confirm compliance with recommendations under Transportation Association of Canada's Digital and Projected Advertising Displays (DPAD): Regulatory and Road Safety Assessment Guidelines (e.g. 8 second static display time).

Commenting Agencies

All comments have been addressed and summarized below.

City of Brandon

- Referring to Transportation Association of Canada's Digital and Projected Advertising Displays (DPAD): Regulatory and Road Safety Assessment Guidelines,
 - The proposed sign falls outside of the cone of influence of the 18th Street/Park Avenue intersection
 - These same guidelines recommend minimum static message display time of eight seconds
 - These guidelines will be enforced under the subsequent building permit should this conditional use application be approved
- Relocation of existing freestanding identification sign from the site to 827 – 18th Street should be a condition of approval
 - Site owners may need to update existing agreements between these sites to accommodate the sign relocation

LEGISLATIVE REQUIREMENTS:

Notification

In accordance with Section 169 of The Planning Act, notice of this Public Hearing regarding this application was sent to owners of property within 100 metres (328 feet) of the subject site and notice posters were posted on the site.

Public Outreach

In accordance with Section 13 of the Zoning By-law, the applicant mailed their proposal to owners of nearby properties. As of the writing of this report, the Planning & Buildings Department has not received representation in favour of or in opposition to this application.