



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: Army, Navy, Air Force Veterans in Canada, Brandon Unit No. 10  
 Name of Applicant: Eric Seniuk, Pattison Outdoor Advertising  
 Civic Address of Property: 1340 Pacific Avenue  
 Legal Description of Property: Lots 13 to 18 Both Inclusive Block 81 Plan 2 W/2 23-10-19

**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):**

We are requesting a variance to Zoning By-Law 7124 to permit a free-standing advertising sign within a HUB Mixed Use property.

*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: July 8 2016  
 Address: Suite 100, Portage Ave E, Winnipeg MB Postal Code: R3B 3N3  
 Phone No.: (Primary) 204 285 3525 (Secondary) \_\_\_\_\_  
 Email Address: esenik@pattisonoutdoor.com

Signature of Owner: \_\_\_\_\_ Date: \_\_\_\_\_  
 Address: Unit 10, 31 - 14th Street, Brandon MB Postal Code: R7A 6R2  
 Phone No.: (Primary) 204 727 4747 (Secondary) \_\_\_\_\_  
 Email Address: anavets10@wcgwave.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: S. Van Huizen Planning File No.: V-18-16-13 CityView No.: PLVA2016-80  
 Date Application Received: 25 July 16 Payment Date: July 25/16 Receipt No.: 2016-4017 Amount: \$550.00  
 Variance - Application REV 01/2016



July 20, 2016

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

**RE: Letter of Intent for 1340 Pacific Avenue, Brandon MB**

As discussed with Community Planner Andrew Mok, **Pattison Outdoor Advertising** propose to convert our existing vertically-oriented advertising sign at 1340 Pacific Avenue into one that is horizontally-oriented. The surface area of each face of the existing sign is 192 square feet (12' long x 16' tall). The surface area of each face of our proposed horizontal sign would be 200 square feet (20' long x 10' tall). The existing pole would be used, and the total height, from the ground to the top of the sign, would decrease from 26' to 24'. Each face of the proposed horizontal sign would be oriented in the same direction as the existing faces of the vertical sign.

Pattison is proposing to convert to a horizontal sign because that orientation is preferred by advertisers and, as a result, vertical signs are being phased out throughout Manitoba. Therefore, the existing sign at 1340 Pacific Avenue, in its vertical form, will be removed if we are unable to convert it to a horizontal sign. Conversion to a horizontal design would enable Pattison to preserve its partnership with the **Army, Navy, Air Force Veterans in Canada, Brandon Unit No. 10**.

The existing sign was constructed with **Development and Building Permit 102 / 98**, approved on March 12, 1998. Since the existing sign was constructed, 1340 Pacific Avenue has been designated HUB Mixed-Use. For a horizontal conversion, Pattison is requesting a Variance to Zoning By-Law 7124 to permit a free-standing advertising sign within a HUB Mixed-Use property. Pattison consulted with community members residing at 1300 Pacific Avenue and 1400 Pacific Avenue, and have included eight letters of support with this application. Our opinion is that neither the welfare of nearby residents, nor the aesthetics of Pacific Avenue, will be adversely affected.

I have included Variance and Building Application Forms, a Status of Title, a Letter of Authorization, a Site Survey, and Stamped Engineering Drawings. Please do not hesitate to contact me if you have any questions or concerns.

Sincerely,

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

Eric Seniuk  
Account Executive – Leasing