


TITLE: CONDITIONAL USE 1930-1ST STREET OWNER: THE BRANDON SCHOOL DIVISION APPLICANT: CARDINAL SIGNS LTD.		
MEETING DATE: August 1, 2018		Page 1 of 3
DEPARTMENT: Planning & Buildings	ATTACHMENTS: A. Application related documents B. Map, air photo & drawings C. Community Participation Report	
PRESENTER: Shengxu Li, Community Planner	MANAGER: Ryan Nickel, Chief Planner	

RECOMMENDATIONS:

That Conditional Use Application C-10-18-B to allow for an electronic sign in the Educational & Institutional (EI) Zone be approved at 1930-1st Street (Lots 1/50 of Blocks 7/9, & Lots 1/40 of Blocks 16/18, Plan 300 BLTO and all portions of streets, avenues and lanes (now closed) shown on Plan 300 BLTO exc. Land in Block 6) in accordance with the intent of the application “Attachment A-1”, the letter of intent “Attachment A-2” the site plan “Attachment B-2” and elevation plan “Attachment B-3”, subject to the electronic sign displaying static images for a period of at least 20 seconds.

BACKGROUND:

Request

The applicant, Jason Alston of Cardinal Signs Ltd., on behalf of the property owner, the Brandon School Division, is applying for a conditional use for an electronic sign for a site located at 1930-1st Street in the Educational and Institutional (EI) Zone. Approval of this application will allow for the construction of a freestanding electronic identification sign on the site.

Development Context

Crocus Plains Regional Secondary School is located on the site at the southwest corner of 1st Street and Maryland Avenue. Uses surrounding the site include a storm water retention pond immediately to the south and some houses to the north across Maryland Avenue, undeveloped lands to the east across 1st Street and a curling club to the west. Both 1st Street and Maryland Avenue provide vehicle access to the site.

ANALYSIS:

The applicant proposes to construct a freestanding pylon electronic sign on the northeastern portion of the site. The electronic sign will be used to promote school events and information. The sign will be 4.6m² in surface area and will be oriented in a north-south direction, viewed primarily along 1st Street.

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 proposed electronic sign has an automatic dimmer in reducing the light and will not have any flashing or scrolling content. The surrounding area includes undeveloped properties across 1st street to the east and residential more than 110m to the north. The proposed sign is compatible with general nature of the 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 intent of the provisions within the Zoning By-law on electronic signs is to ensure that the location and intensity of electronic signs does not adversely impact vehicle or pedestrian safety and residential properties. The sign is oriented the north and south with the nearest residential more than 110m to the north. The location the sign is more than 90m from the intersection of 1st Street and Maryland Avenue and outside the intersection cone of influence to distract drivers. The sign will not be detrimental to 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 proposed electronic sign complies with most of applicable provisions in the Zoning By-law except for the height of freestanding sign for the following reasons:

- The proposed sign height is 4.9m which is 0.4m taller than permitted 4.5m height City administration approved a minor variance order for sign height on June 26th, 2018.

Commenting Agencies

All comments have been addressed and summarized below.

City of Brandon

- The proposed sign shall comply with the Transportation Association of Canada (TAC)'s Digital and Projected Advertising Displays (DPAD): Regulatory and Road Safety Assessment Guidelines for the design, location and operation of a digital sign as per

Section 32(g) of the City of Brandon Zoning By-law No. 7124

- The 20 seconds transition time will be supportable for the proposed on premise sign at 1930-1st Street, based on TAC's DPAD Guidelines and the assumption that special speed zone 30km/h is enforced.

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 sent the letters to adjacent property owners to inform them about the conditional use application on electronic sign. No comments received as of submission of the community participation report. As of the writing of this report, the Planning, Property & Buildings Department has not received representation in favour of or in opposition to this application.