

April 26, 2021

City of Brandon Planning & Building Safety Department
638 Princess Avenue
Brandon Manitoba
R7A 0P3

LETTER OF INTENT

Re: Conditional Use for Electronic Advertising Sign

VBJ Developments, on behalf of the owner, Accent Stripping Ltd, is applying for a Conditional Use Application to erect an Electronic Advertising Signs at 356-1st Street.

The sign will be located in the parking island, located at the north end of the parking area as per the attached site plan with this application. The size of the proposed sign is 10' x 20' = 200ft² (18.6m²). The sign will meet the allowable size under the zoning bylaw for an electronic sign. The sign will have two faces. The electronic sign will face north towards the intersection of 1st Street and Victoria Avenue, while the other side of the sign will face south and will be a standard advertising sign.

Planning Act Requirements for a Conditional Use

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

1st Street is a major Arterial street with moderate to high traffic flow and is highly commercialized. All types of standard identification and advertising signs are permitted in these areas. An electronic sign will be compatible with the surrounding area, similar to other major arterial streets in the city such as 18th Street, Richmond Avenue and Victoria Avenue.

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 developments in the surrounding area:

The sign will not have a negative impact to any commercial properties as electronic signs have become common in commercialized areas. There is no animation allowed on these signs making them very similar to standard advertising signs. The images will be static and changed at the approved rate. The brightness is also automatically controlled so that once it becomes darker in the evenings, the brightness of the sign is reduced.

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 property is designated as Commercial as indicated on Map 1: Urban Land Use in the Brandon & Area Planning District Development Plan 2013 By-law 95/01/12. The property is zoned Commercial Arterial Zone (CAR) per the City of Brandon Zoning By-law 7124. The Commercial zoning of the

property allows for an Electronic Advertising Sign with an approved Conditional Use Order. The proposed sign will meet the size and setback requirements for an Electronic Advertising Sign.

Additional Information

Electronic Signage from Watchfire Signs is equipped with the latest technology including automatic dimming technology that automatically adjusts the signs brightness to outside lighting conditions. Digital Billboard signs are the modern way to advertise. They are more effective and less expensive for local businesses than TV, Newspaper, Radio or internet advertising. Advertisements can be updated in minutes rather than days or weeks to change standard advertising signs.

Electronic signage can also be used by Municipal Government, Police, Emergency Services and Emergency Preparedness. With advancements in technology, in cases of emergency the City could be given the capability to take control of the sign to show important information in the event of an emergency such as tornado warning, flooding or any other natural disaster. Emergency Services could also use electronic signs for missing persons, fugitives or even traffic safety messages.

We look forward to working with the City of Brandon on this application.

If there are any questions related to our applications, please feel free to contact me.

Sincerely,



Steve McMillan, MCIP, RPP
VP of Planning Services
VBJ Developments Ltd.

It begins with a plan.

February 11, 2020

Background on Optical Measurements and Calculations

Watchfire Signs has manufactured outdoor electric signs since 1932 and led signs since 1996. We have more than 60,000 led signs in operation worldwide.

Incandescent signs were commonly measured using illuminance measurements, partly because the light bulb is ideally a point source of light, illuminating equally in all directions, and illuminance meters are commonly available and inexpensive. Foot-candle measurements are made at a defined distance from the sign and the magnitude depends on the physical size of the sign.

LED signs are highly directional however, which is an advantage in an urban setting since the light can be directed more precisely to the intended audience. Luminance measurements have been used to specify LED signs by the industry. The candela per square meter (NITs) unit allows a specification that does not depend on size or viewing distance.

The study done on the sign adjacent to a residential area used actual lab measurements made on modules using an illuminance meter. These measurements and extrapolations are then scaled up to the size of the sign and the distance corrections are made using the inverse square law.

Watchfire adopted brightness standards set forth by both the ISA (International sign Association) and OAAA (Outdoor Advertising Association of America). The standards used are based on the studies of Dr. Lewin and the IESNA (Illuminating Engineering Society of North America).

Below is a list of some of the measurement equipment used by Watchfire engineers.

Equipment used by Watchfire engineers to make lighting measurements:

Foot-candles/Lux - Minolta Illuminance Meter T-10

NITs/candela/sq. m – Minolta Luminance Meter LS-100

Sign Calibration – Minolta CS-1000 Spectra radiometer

SIGN LIGHTING STUDY

Sign Details

Size: 10' x 20' Digital Billboards

Location: *532 1st Street*

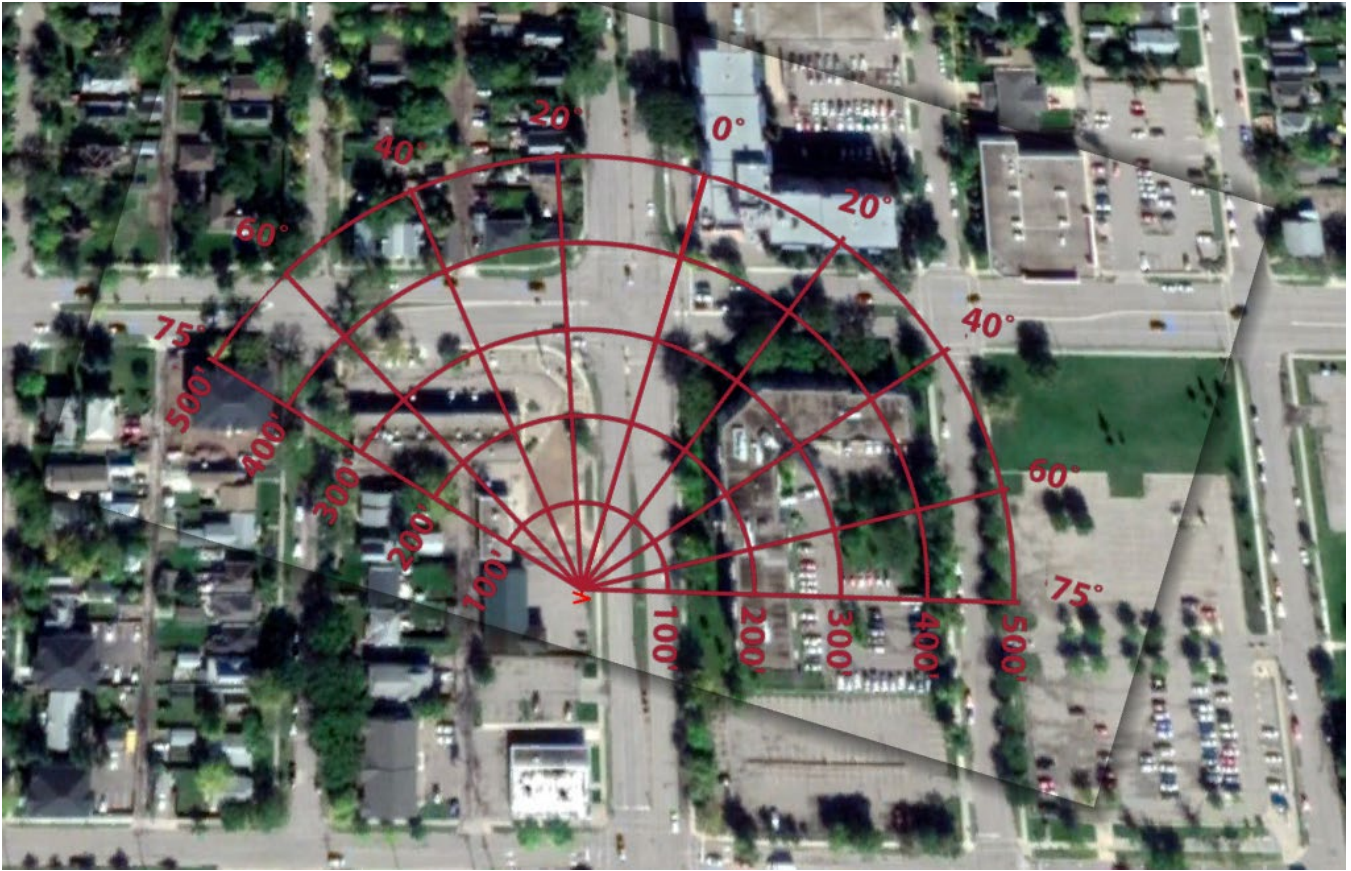
Light measurements are completed in foot-candles. A foot-candle is the amount of light produced by a single candle when measured from 1 foot away. For reference, a 100-watt light bulb produces 137 foot-candles at 1 foot away, .0548 foot-candles at 50 feet and .0137 foot-candles at 100 feet.

The table represents the total increase in ambient light produced by the sign under normal or typical operation at night. The ambient light increases will be less than shown in the chart since they fail to consider any objects blocking the line of site to the sign. Obstructions such as trees would further reduce real world overall ambient light increases. In addition to obstructions any existing light within the viewing cone will further diminish any light increase.

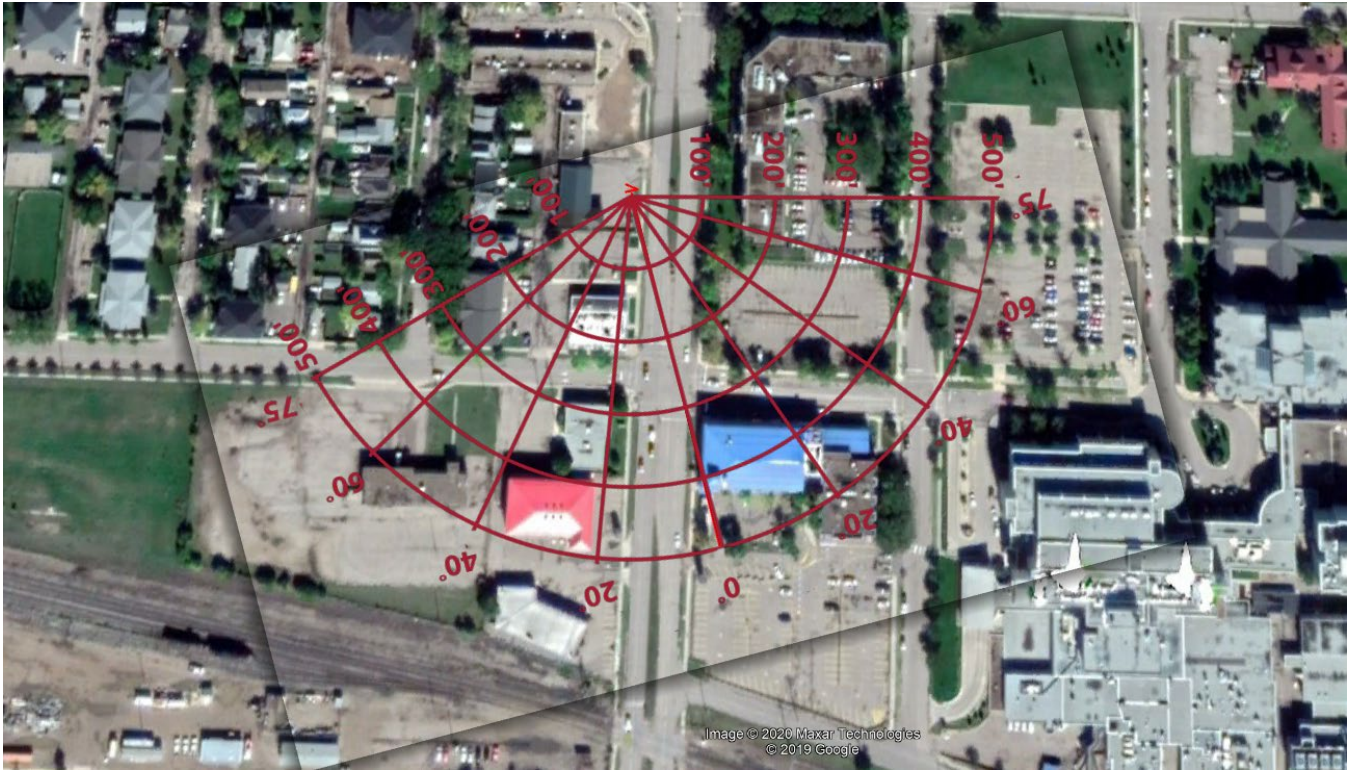
	<i>0 degrees</i>	<i>20 degrees</i>	<i>40 degrees</i>	<i>60 degrees</i>	<i>75 degrees</i>
<i>100'</i>	0.1907	0.1573	0.1062	0.0481	0.0095
<i>200'</i>	0.0477	0.0393	0.0266	0.0120	0.0024
<i>300'</i>	0.0212	0.0175	0.0118	0.0053	0.0011
<i>400'</i>	0.0119	0.0098	0.0066	0.0030	0.0006
<i>500'</i>	0.0076	0.0063	0.0042	0.0019	0.0006

Light values in foot-candles at night under typical operation

Proposed Digital Billboard, North facing



Proposed Digital Billboard, South facing



Conclusion

Given the above comparisons and measurements, the area will see an almost undetectable difference in ambient light after installation of the digital billboards. Ambient light levels are more heavily impacted by street, building, and landscape lights than the increases produced by a digital billboard.

Ray Digby

Ray Digby

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ray.digby@watchfiresigns.com

Steve McMillan

From: Blake Trotter <bt@8jag.ca>
Sent: Friday, March 5, 2021 2:56 PM
To: Steve McMillan
Subject: Fwd: correspondence on our behalf

Hi Steve c below

As Always,

Blake Trotter
bt@8jag.ca
Want a FASTER response?
TEXT
(204)7214101

From: accounting@accentautotrim.ca <accounting@accentautotrim.ca>
Sent: Wednesday, March 3, 2021 4:07:14 PM
To: Blake Trotter <bt@8jag.ca>
Subject: correspondence on our behalf

I am giving Steve McMillan and VBJ Developments permission to act on your behalf as the property at 532 1st street, Brandon,. MB, Canada, the location of Accent Striping for a large reader sign installation.

Talk Soon,
Lori Grebinski



Accent Striping & Lettering Co Ltd
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Brandon, Manitoba
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