

## Steve McMillan

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**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

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**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 1<sup>st</sup> street, Brandon,. MB, Canada, the location of Accent Striping for a large reader sign installation.

Talk Soon,  
Lori Grebinski



Accent Striping & Lettering Co Ltd  
532-1<sup>st</sup> Street  
Brandon, Manitoba  
R7A 2X1  
2047298660  
Accentautotrim.ca  
accounting@accentautotrim.ca

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 356-1<sup>st</sup> 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' = 200ft<sup>2</sup> (18.6m<sup>2</sup>). 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 1<sup>st</sup> 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:**

1<sup>st</sup> 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 18<sup>th</sup> 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.

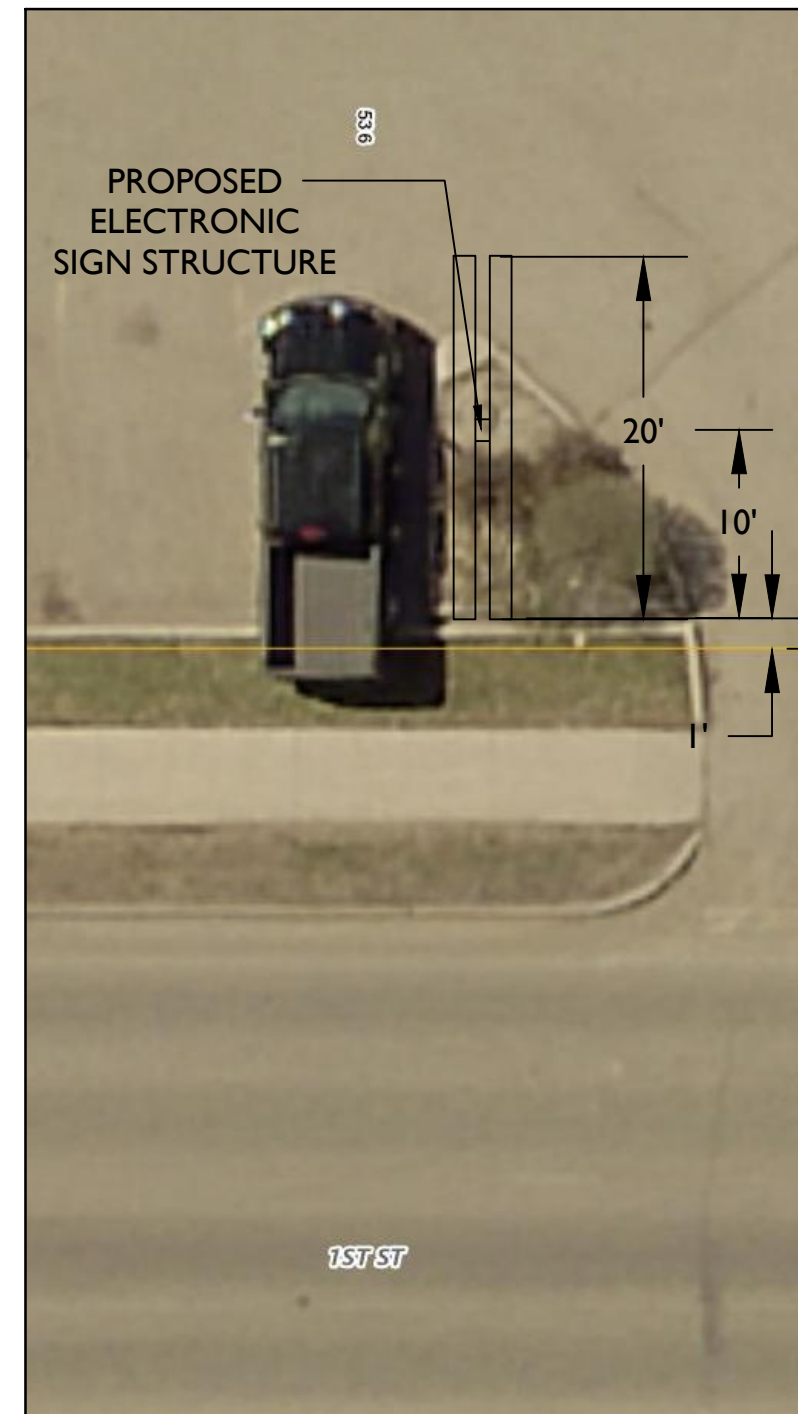
We look forward to working with the City of Brandon on this application.

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.



LEGEND:

PROPOSED ELECTRONIC SIGN



PROJECT NAME:

536 1ST ST

DATE:

06.29.2021

COMPLETED BY:

TE