



June 10, 2021

City of Brandon Planning & Building Safety Department
638 Princess Avenue
Brandon, Manitoba R27 0P3

RE: LETTER OF INTENT – 3409 VICTORIA AVENUE – BRANDON, MANITOBA

It is the intent of McGowan Russell Group Inc. to apply, on behalf of Landstar Development Ltd. (hereinafter referred to as the “Developer”) the owner of the subject property, for this Conditional Use Application. Pursuant to Zoning By-Law 7124, the Developer is applying for conditional use approval as required for:

- 1) Commercial developments over 4, 645 sq. m (50,000 sq. ft.)

The Developer intends to add up to 5 stand alone pad sites (total area 3,008 sq. m, 32,383 sq. ft.) fronting Victoria Avenue and 34th Street as shown on attached Conceptual Master Plan (Schedule A). Conceptual pad site uses include Convenience Store, CRU, Medical Offices Drive Through Restaurant, and Sit-down Restaurants.

The civic address for the property is 3409 Victoria Avenue in Brandon, Manitoba, and is legally described as THE ELY 746.75 FEET OF BLOCK 7 PLAN 1517 BLTO EXC ALL PETROLEUM, NATURAL GAS AND RELATED HYDROCARBONS OTHER THAN COAL AS SET FORTH IN TRANSFER R31075 IN SE ¼ 21-10-19 WPM (hereinafter referred to as “**WestVic Common**”). WestVic Common has existed as a retail shopping centre for over 40 years and over those years has included such retail uses as: K-Mart, IGA & Turbo Gas Bar. The renovation of the existing 10, 884.35m (117, 161 sq. ft) building to accommodate new commercial tenants would NOT trigger a commercial use and require off-site and on-site improvements. Only a building permit would be required.

Pursuant to Section 106 (1) of The Planning Act, the Developer is of the opinion that the Proposed Use meets or exceeds the applicable criteria for approval, as demonstrated herein:

i. The Proposed Use will be compatible with the general nature of the surrounding area;

WestVic Common has been a retail use for the past 45 years, acting as the long-standing commercial centre for the surrounding area since 1971. Past tenants of WestVic Common include: “*Kmart/Zellers/Fields*” occupying approximately 83,000 sq. ft.; “*IGA/Sobeys*” currently occupies approximately 34,611 sq. ft. and finally “*Turbo*” operated a Gas Station on the southeast pad site fronting 34th Street (which was decommissioned and the site remediated prior to 2012). The general nature and use of WestVic Common as a retail site has not changed since its original construction. The Proposed Use will redefine WestVic Common as a community hub by renovating in phases the existing CRU & Existing Sobeys, addition of new custom pad buildings, new asphalt topcoat, new parking lot lighting, new landscaping, enhanced life safety and pedestrian & traffic controls.

The Proposed Use will provide modern retail facilities which will be safely accessed, and furthermore, enhance retail services available to the surrounding area.

The existing implied cross access agreement with the neighbour to the west will be maintained with a driveway on the south end of the development and through the parking north of the main drive aisle.

ii. ***The Proposed Use 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; and***

The Proposed Use is expected to significantly benefit the people living and working in the surrounding area. The Proposed Use offers a more modern shopping experience to enhance convenience for the surrounding area. Significant improvements include: site landscaping, site lighting, internal pedestrian walkways including a new pedestrian walkway from Victoria Ave to Centennial Blvd along 34th Street will provide a safe and visible landscaped pedestrian path which connects pedestrian access to and from Centennial Blvd. – Victoria Ave. – something that does not exist today.

In more specific detail, the Proposed Use affects the adjacent property as follows:

North: WestVic Common is completely bordered by Centennial Boulevard to the north with a pedestrian sidewalk abutting the property (spanning East-West) with two ingress/egress points providing semi-truck access. North of Centennial Boulevard is existing single-family and medium density residential properties.

East: WestVic Common is completely bordered by 34th Street to the east, currently offering (2) two ingress/egress points (1) one full-turn access (in line with existing buildings) and (1) one right-in, right-out access point (in line with north edge of pads) as well as a new pedestrian sidewalk along the west side of 34th St. Located on the east side of 34th Street is an existing pedestrian corridor (spanning North –South) which backs on to existing single-family residential properties.

South: WestVic Common is completely bordered by Victoria Avenue to the South which features a new asphalt pedestrian (1) one right-in, right-out and (1) one full-turn intersection aligned with 36th Street. Along the south side of Victoria Avenue are existing commercial/retail properties.

West: The south half of the west property line abuts an existing retail property (Leon’s Furniture) and along the north half of the west property line is an existing medium density residential community. Both West abutting properties feature separate legal access from Victoria Avenue, and secondary access located on Centennial Boulevard. No cross-access/cross-parking arrangements affect WestVic Common.

In addition to the foregoing, the Developer expects the Proposed Use to increase both the pedestrian and vehicular traffic around WestVic Common – all to the benefit of the surrounding community and commercial property owners.

iii. ***The Proposed Use is generally consistent with the applicable provisions of the development plan by-law, the zoning by-law and any secondary plan by-law.***

- a. The Proposed Use has been designed in accordance with the requirements set out in the zoning by-laws and secondary plan by-laws or as requested by Sobeys and commonly found within comparable shopping centres, including the following:
 - i. New CRU is (in existing building), Existing Sobeys & pad site additions;
 - ii. Landscaping islands & trees;
 - iii. Site lighting & asphalt parking layout;
 - iv. Pedestrian connectivity; and
 - v. Vehicular access.
- b. The development will be phased with each building developed with leasing. The phasing plan indicates the general areas and scope of each phase. The order of phases will depend on the market demand for sites and may change from the order shown.

In summary, please find the Proposed Development plan included in the application and the design analysis attached herein.

It is our understanding that Community Participation and a Community Participation Report are not needed for this development for the following reasons:

- a. There is no development proposal within the frontages along adjacent residential (Low Density and Moderate Density)
- b. Proposed commercial pad sites, along 34th Street and Victoria Avenue south of existing mall building, bring a pedestrian scale and vitality to the 34th Street and Victoria Avenue frontages, including internal pedestrian walkway system that ties into the new asphalt active transportation path system.
- c. New Pad sites act as a buffer to internal parking areas.
- d. The parking provided exceeds the by-law requirement

Thank you for your consideration of this Conditional Use application. The Developer has engaged the following design team to commence preparation of construction drawings upon approval:

We look forward to the approval of this application.

The attached drawings include a site plan of the proposed work.

Yours truly

MCGOWAN RUSSELL GROUP INC.



Jackie Wilkie, M.A.L.A, C.S.L.A.
Vice President

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May 13, 2021

City of Brandon

Re: Applications to the COB - 3409 Victoria Ave. Brandon, MB - AKA - WestVic Common

6825738 MANITOBA LTD. are hereby authorizing McGowan Russell Group Inc. to represent us in submissions to the City of Brandon for West Vic Common. They have permission to supply all information required for the applications and will be representing us at all hearings.

Should you have any concerns please contact the writer.

6825738 MANITOBA LTD.



Mark Olson
President