

ANALYSIS:

The applicant proposes to install an electronic sign on the recently constructed freestanding sign structure at the southwest corner of the subject site. This electronic sign will be used exclusively by the site's sole tenant, Andrew Agencies Ltd., to advertise its products and services. The sign will be 2.9m² in surface area, and will be oriented in an east-west direction, viewed primarily along Victoria Avenue.

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 intent of the provisions within the Zoning By-law on electronic signs is to ensure that the location and intensity of electronic signs do not adversely impact residential properties, and that the amount and size of electronic signage is appropriate for the affected area. Victoria Avenue is an arterial street intended for commercial uses, commercial signage, such as the proposed electronic sign, are appropriate along this arterial commercial corridor. The electronic sign, as proposed, is compatible with the existing multiple identification signs in the immediate 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; and

Residential properties north of the subject site, though less than 92.0m from the proposed electronic sign's location, will not be adversely impacted, as the light from the sign will not be directed towards those properties. The nearest residential properties are located immediately north of the subject site and will not be within the electronic sign's viewing angles. Other nearby residential properties will not have direct view of the electronic sign as they will be blocked by the existing commercial developments.

However, the electronic sign is proposed to be located next to a signalized intersection, a higher-risk traffic area, where the existence of the sign may be distracting to travelling motorists. To mitigate the adverse visual impacts of the sign, as a condition of approval, there will be restrictions on the intensity of lighting, display times for static messages and transition times.

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 is located in an area designated "Commercial" in the Development Plan, but the Development Plan does not specifically address signage. The proposed electronic sign complies with the bulk and siting requirements in the Zoning By-law for electronic identification signs.

Commenting Agencies

All comments have been addressed and summarized below.

City of Brandon

There are concerns about the proposed electronic sign becoming a distraction for traffic at the intersection of 26th Street and Victoria Avenue, as signalized intersections are higher-risk traffic areas. As a condition of approval, the following restrictions shall apply to the proposed electronic sign:

1. The display of static messages only (no animation or flashing) for a period of at least ninety (90) seconds (this is the typical length of time of a full cycle of the traffic lights at this intersection);
2. A maximum transition time between messages of three (3) seconds; and
3. Prior to the issuance of a development permit for the electronic sign, submission of information to the City of Brandon Planning & Building Safety Department demonstrating that all messages displayed on the electronic sign will be maintained to a maximum light intensity of 3.0 lux above ambient light level.

Notification

As required under s. 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 property and notice posters were posted on the property.

Public Outreach

Pursuant to provision (b)(2)(iv) of Appendix D: Public Outreach Requirements in the Zoning By-law, public outreach is not a requirement as the conditional use application does not result in the increase of intensity or density of the use of the land.

As of the writing of this report, the Planning & Building Safety Department has not received representation in favour of or in opposition to this application.

RECOMMENDATIONS:

That the Public Hearing for Conditional Use Application C-01-15-B at 2533 Victoria Avenue be concluded.

That Conditional Use Application C-01-15-B to allow for an electronic identification sign in the CAR Commercial Arterial Zone be approved at 2533 Victoria Avenue (Lots 36/38, Block 49, Plan 15 BLTO) in accordance with the intent of the application “Attachment A-1”, the attached letter of intent “Attachment A-2” and the attached site plan “Attachment B-2” and elevation plans “Attachments B-4 & B-5”, subject to:

1. the owner or successor, prior to the issuance of a development permit, submitting information to the City of Brandon Planning & Building Safety Department demonstrating that all messages displayed on the electronic sign will be maintained to a maximum light intensity of 3.0 lux above ambient light level;
2. The electronic sign shall only display of static messages for a period of at least ninety (90) seconds; and
3. The electronic sign shall have a maximum transition time between messages of three (3) seconds.