

UNDER THE AUTHORITY OF THE PLANNING ACT

NOTICE OF PUBLIC HEARING

On the date and at the time and location shown below, a **PUBLIC HEARING** will be held to receive representations from any persons who wish to make them in respect to the following matter:

**APPLICATION FOR VARIATION under the
Town of Arborg Zoning By-Law #6-2011, as amended.**

**HEARING
LOCATION:** Town of Arborg Council Chambers
337 River Road,
Arborg, MB

**DATE &
TIME:** September 10, 2025
9:30 a.m.

APPLICATION: TA-25-22V

**AREA
AFFECTED:** Lot 1, Plan 23376
273 Sunset Blvd.
Roll No. 54320

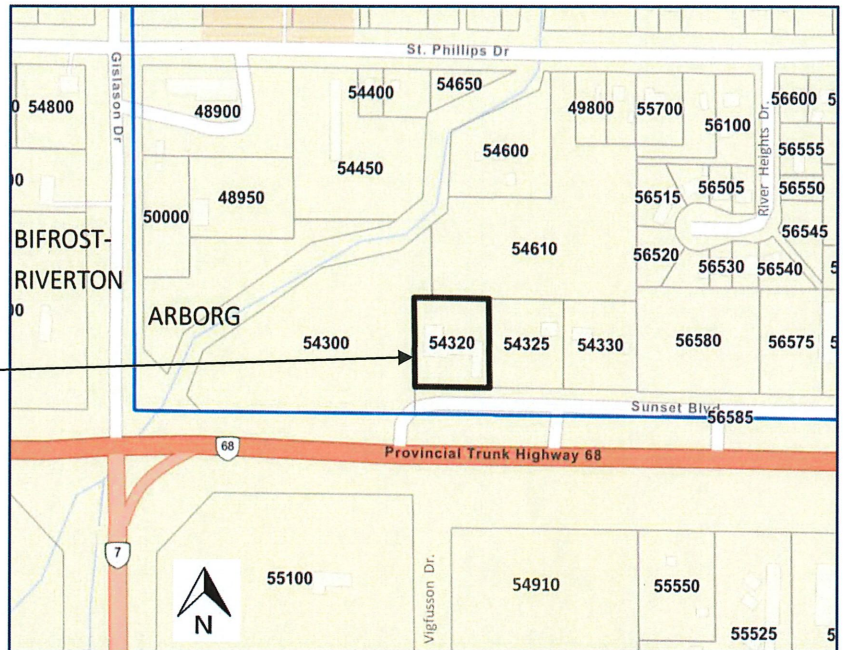
**OWNER:
APPLICANT:** 10001706 MB Ltd.
Priority Permits

ZONE: "CH" Commercial
Highway Zone

PROPOSAL: To increase the
maximum allowed size of a free-standing sign from 32 sq. ft. to 136 sq. ft.

AMENDED TO: Create a legal site under the Zoning By-Law.

**CONTACT FOR
INFORMATION:** Nancy Thom, Chief Administrative Officer/Development Officer
Eastern Interlake Planning District
62 2nd Avenue, P.O. Box 1758, Gimli, MB R0C 1B0
Phone: 204-642-5478 Fax: 204-642-4061
E-mail: eipd@mymts.net Web: www.interlakeplanning.com



A copy of the circulation package may be provided/inspected at the location noted above during normal office hours, Monday to Friday; alternatively, a copy may be emailed upon request.

Please note, if you have received this notice in the mail, it includes the circulation package.

E.I.P.D. recommends that property owner's notify lessee/renter if applicable.

CONDITIONAL USE and/or VARIANCE PROCESS

This is to notify you that an application has been made for a Conditional Use and/or Variance, which is a requirement of the Zoning By-Law, and governed by ***the Planning Act***.

THE FOLLOWING POINTS HIGHLIGHT THE PROCESS:

1. Notices are sent to property owners within 100 meters of the affected property, setting out what the applicant is proposing.
2. If you have comments, for or against the application, you may attend the hearing as set out in the notice; and/or.
3. Send a letter to the Eastern Interlake Planning District **attention to the Municipal Council** as follows:
 - Send by regular mail, hand delivery or by e-mail to the Eastern Interlake Planning District (contact information above in our letterhead).
 - All letters must contain your name(s) and civic address, for a fair portrayal of submissions. Note that submissions are deemed public documents and may be disclosed during the process.
 - Letters shall be received in our office **no later than 4:00 p.m.** the day before the hearing. Letters not meeting this minimum time will have to be submitted directly to Council at the hearing.

*Please note that **Council is not to be contacted for information** regarding this application. They should remain impartial until all information has been submitted and reviewed at the hearing.
4. Council shall then, after all considerations, approve or reject the application.
5. As per *the Planning Act* the decision of Council is final and is not subject to appeal.

24.6 Signs

The following signs shall be permitted and regulated in the Commercial Zones as follows:

- (1) Identification and business signs, total sign surface are not to exceed 20% of the area of the building face, or thirty-two (32) square feet in the case of a freestanding sign shall be permitted for any permitted and conditional use in the Commercial zones;

Sign Variance Request — Esso Gas Station

Applicant's Proposal

Subject: Request for Variance — Electronic Free-Standing Sign

Dear Town of Arborg,

We respectfully request the Town's consideration of a variance to allow for the installation of a new free-standing sign at 272 Sunset Blvd, zoned CH – Commercial Highway Zone. Specifically, the request is:

- To permit the installation of a fuel price display sign within the CH Zone.
- To increase the maximum allowable size for a free-standing sign from 32 sq. ft. to 136 sq. ft.

1. Branding and Corporate Identity

- The Esso brand is nationally recognized, and its signage is designed to meet consistent corporate standards.
- The proposed sign reflects these standards, ensuring customers can quickly identify the gas station as a trusted service provider.

2. Highway Location and Readability

- Sunset Blvd functions as a major traffic corridor where vehicles travel at higher speeds.
- The by-law's 32 sq. ft. limit is not practical in this context, as fuel price digits would be too small to be safely read by motorists.
- Increasing the size to 136 sq. ft. ensures legibility at highway speeds, allowing drivers to make informed decisions without abrupt stops or distractions.

3. Public Convenience and Clarity

- The sign's primary purpose is to display fuel pricing clearly and accurately.
- A larger display minimizes confusion for drivers, prevents sudden lane changes, and supports safer traffic movement.

4. Community and Economic Benefit

- As a major fuel provider in Arborg, Esso serves both residents and highway travelers.
- Improved visibility ensures motorists do not miss the station, encouraging traffic to stop locally rather than bypass the community for other fuel options.

5. Appropriate Scale for the Setting

- At 136 sq. ft., the sign remains proportionate to the property, the building scale, and the commercial highway context.
- The design is clean and functional, avoiding unnecessary clutter while fulfilling its essential purpose of price communication.

Conclusion:

The proposed sign is not promotional in nature but a functional, static price display required for clear communication with the traveling public. Its increased size is necessary to meet visibility needs along a highway corridor, ensuring safety, clarity, and continued support of the community's economic activity.

We trust that these considerations warrant the Town's approval of this variance request.

Sincerely,

Chris West, Priority Permits

47.60m +/-

Approximate location of sign placement

SCENE ONE

Duck Blvd

Provincial Trunk Hwy 68

