

Husky Oil Operations Limited

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Calgary, AB T2P 3G7

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March 26, 2019

DELIVERED VIA EMAIL

Village of Pemberton, BC Site #040069

Building Department

7400 Prospect Street
Pemberton, BC
V0N 2L0

Attention: Building/Planning Department

To Whom It May Concern:

RE: Application for Signage

Tenant Name: McDonald's Restaurants of Canada Limited ("McDonald's")

Site Address: 1441 Vine Road, Pemberton BC, V0N 2L1 (the "Husky Property")

Please be advised that, provided they are in compliance with applicable municipal bylaws, Husky Oil Operations Limited, being the owner of the above-referenced Husky Property, hereby authorizes McDonald's, through its contractor Pride Signs Ltd., to obtain necessary permits for the signage requirements for its menu boards.

In addition, if required, we also hereby authorize Pride Signs Ltd. to obtain site plans & elevation drawings from the Village of Pemberton archives.

Should you have any questions, please do not hesitate to contact the undersigned.

Should you have any questions, please do not hesitate to contact me to discuss.

Yours very truly,

**Husky Oil Marketing Company,
A Division of Husky Oil Operations Limited**


Angela Sahota
*Real Estate Advisor
Downstream Marketing*

Village of Pemberton
Development Services
7400 Prospect Street
Pemberton, BC V0N 2L0

August 7, 2020

Re: McDonald's #40069 – 1441 Vine Road – Request for Development Variance Permit

To whom it may concern,

Please accept the following in addition to the provided drawings in support of the proposed Development Variance Permit for the McDonald's site located at 1441 Vine Road. McDonald's is proposing to replace the existing drive-thru signage with a new electronic sign which feature electronic changeable copy. This site currently has one menu board which serves the existing single lane drive through.

Proposal:

The sign is proposed to replace the existing sign. The proposed menu-board features a dual display and is intended to show the current menu. The menu-board also features changing images of varying products which may phase in and out in areas of the screen, along with varying components of the menu. The menu-board sign also features an order confirmation screen that will display text confirming the order to the patron as it is entered.

Sign #1: Drawing reference: ODMB, 55in Dual Display – Single sided Dual Menu Order Board

- Overall Height: 2.362m
- Overall Area: 1.85m²
- Electronic Ground Sign

Summary of Relief Requested

- To permit one (1) electronic changeable copy drive-thru menu-board sign, with a total display area of 1.85m² and a height of 2.362m where the bylaw does not permit electronic changeable copy.



Proposed menu board sign

Site Location:

The subject lands are located at the southeast corner of Pemberton Portage Rd and Vine Road. The property is generally surrounded by various commercial retailers. The site is currently developed with a McDonald's Restaurant.



Approximate site location indicated in red outline.

Rationale:

McDonald's proposes to replace the existing drive-thru signage for their sites across Canada. These modern signs allow for a more compact and streamlined design, are fully controllable relating to the messaging and content, and allow for complete control of the brightness.

McDonald's is a permitted commercial use for this lot, and as such the restaurant operates from 6am until 10pm daily. Part of their business includes the existing drive thru which operates legally from 4am until midnight daily and in order to effectively serve patrons, the signage needs to be illuminated and be visible during business hours. The sign is completely controllable in terms of brightness and includes a built in ambient light sensor so that the brightness can be controlled above the ambient light levels at varying times of the day. The sign is internal to the site and is not intended to create light spill outside of the site. McDonald's is happy to work with the Village of Pemberton on illumination levels for the proposed sign.

The sign requires content change to effectively promote McDonald's menu offerings to their patrons in a timely fashion. The menu board shows the varying menu offerings, as well as images

of products which may change in portions of the screen. The menu board also has an order confirmation display, which allows patrons to view their orders as they are entered as a means of confirmation and quality control. As the drive-thru is designed to provide for efficient service, the content of the signage is required to change more quickly so it is visible to the patrons during their limited exposure to the sign. The signage is not proposed to contain obnoxious flashing, and with the sign location oriented to the drive-thru lane it will not present a distraction off-site.

The sign is incidental to the operation of the drive-thru and is not intended to be readily visible or legible from the street. The new sign is single sided and is also located facing into the parking lot and the screen would not be visible from the street as it is facing an interior lot of the neighboring property. Based on the foregoing, the sign will not alter the existing character of the area and is compatible with the existing development. The site currently has some landscaping in place to shield from the townhomes that are over 200 feet away. If required by the Village, McDonald's is open to adding additional screening or landscaping in order to help alleviate any concerns.



Example of a completed dual lane site from a recent installation.

Conclusion:

Pride Signs Ltd formally requests your support and approval of this application. The signage program represents a significant investment into the site and enhances the on-site experience

for patrons while increasing business for the restaurant. The existing menu board sign is 8.73' high with the display area of 10'-0" x 6.25' for a sign area of 62.5 sq.ft. (5.81m²) per side as the existing sign is double sided (total existing sign area 11.62m²). The new menu board is 1.85m² in area and has an overall height of 7.75' and 4.80' in width. Overall, the sign area is a significant reduction from the existing drive-thru sign and the overall aesthetics are improved significantly. The proposal represents a reduction in sign area relative to the existing drive through sign. Through dimming measures and reduced illuminated sign area relative to the existing, McDonald's will mitigate impact to the night sky. The proposal will not have a detrimental impact on the surrounding neighbourhood or streetscape due to the internal siting of the sign and site layout which helps provide a buffer from the adjacent roadways. The restaurant requires operational signage during its business hours, and not permitting such would prove to be detrimental to their business. We thank the Village of Pemberton for their consideration of this proposal, and should you have any questions, please contact the undersigned.

Thank you,

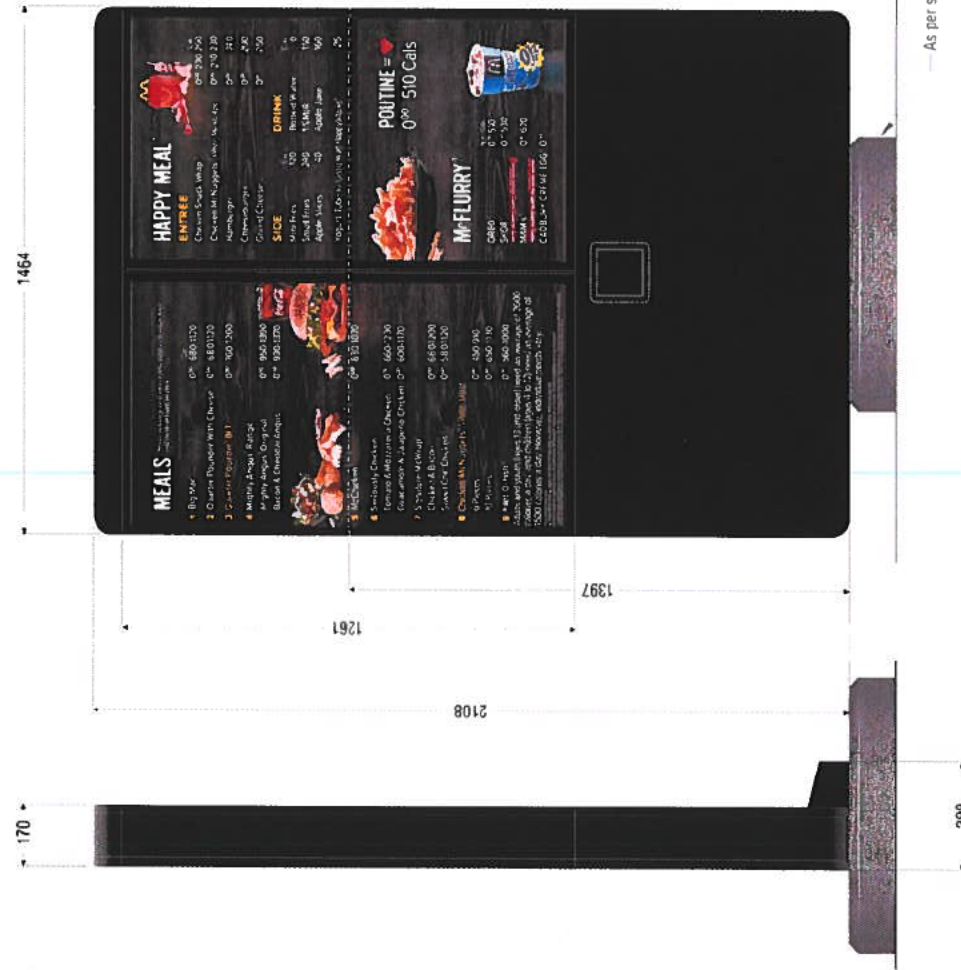


Isabella Cerelli

Manager, Government Relations & Permit Services

T: 416.518.3556

E: icerelli@pridesigns.com



As per structural drawing (Site Specific)

Sign 1

Structural Reference:
MCD_MB040069.150B1

TOTAL SIGN AREA = 1.85m²

Material Specifications

1. Internal frame material: s. Steel, powder coated Pantone 425 (Matte Grey)
2. External covers: Aluminum powder coated Pantone 2479CP (Matte Black)
3. External perimeter trim: Aluminum powder coated Pantone 425 (Matte Grey)
4. Digital display equipment : Samsung outdoor display model OHF (two included)

Power & Data Requirements

1. Power supply: 120v Single Phase 60hz 20A
2. Data feed: CAT6 cable with RJ45 Termination (2 Required)

Electrical Requirements

120v

Preliminary Approval

Approved for Production

July 13, 2017

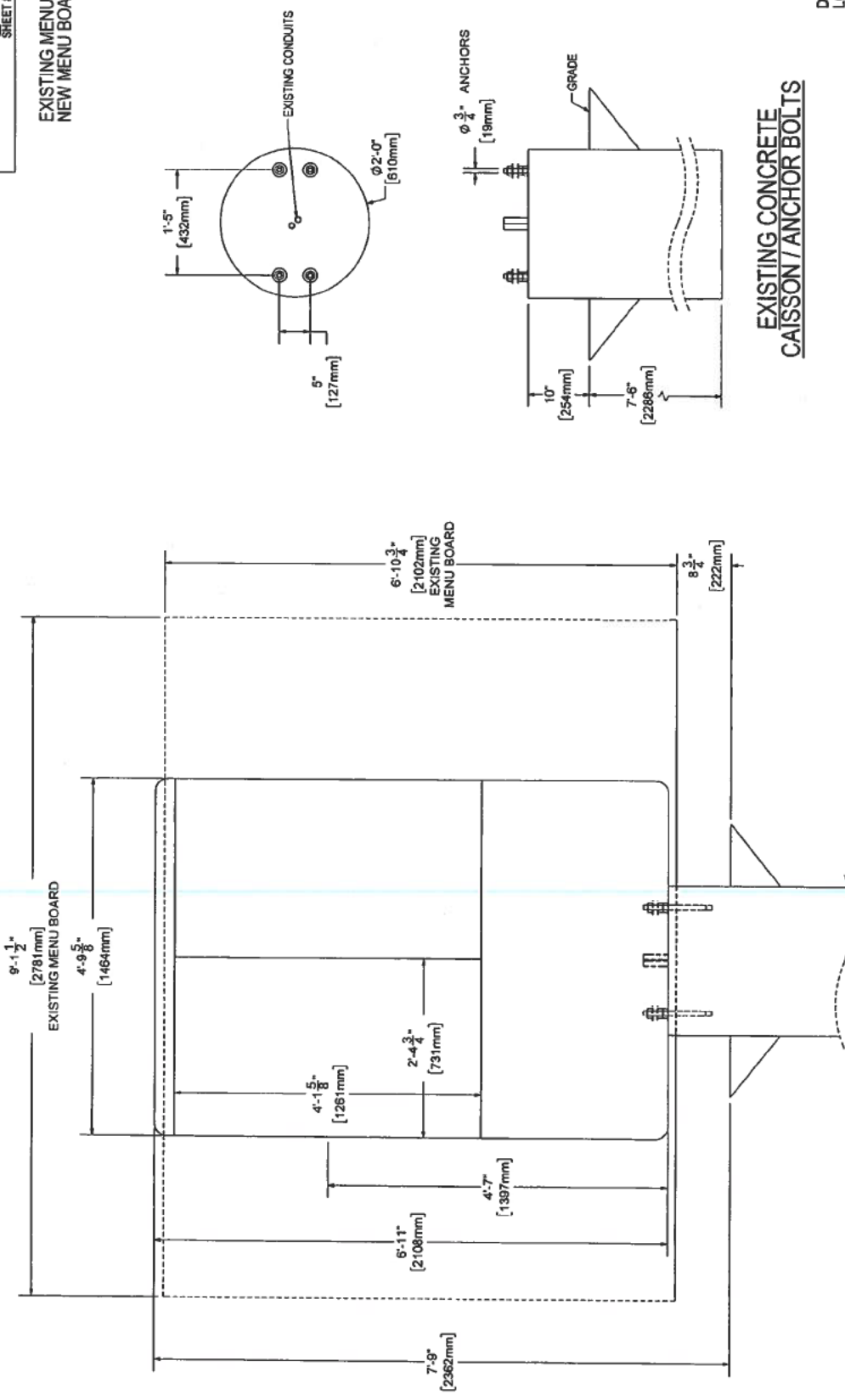
T. Dodge

0 date: include a representative of local municipality / contractor / material manufacturer and sign-off on drawings for review / approval. Governed by display wall or floor conditions.

REVISION DATES

MCD -MB040069.150 B1
SHEET #: 1 OF 1

EXISTING MENU BOARD AREA = 67 SF
NEW MENU BOARD AREA = 33 SF



EXISTING CONCRETE
CAISSON / ANCHOR BOLTS

DESIGN NOTES:
LOADS AS PER 2012 BCBC FOR
PEMBERTON, BCBC AREA:

WIND $q(150) = 0.4 \text{ kPa}$
SNOW $S_s = 1.8 \text{ kPa}$
 $S_r = 0.2 \text{ kPa}$



PROPOSED MENU BOARD HAS SIGNIFICANTLY LESS
WIND LOAD THAN EXISTING MENU BOARD

<p>PRIDE SIGNS THIS STRUCTURAL DRAWING IS THE PROPERTY OF PRIDE SIGNS LIMITED AND MAY NOT BE USED IN WHOLE OR PART WITHOUT THE WRITTEN CONSENT FROM PRIDE SIGNS LIMITED. ©2018 251 PINEBUSH ROAD, CAMBRIIDGE, ON. CANADA M1T 8B1 • TEL: 519.822.0200 • WWW.PRIDESIGNS.COM</p>	<p>McDONALDS 1441 VINE RD PEMBERTON, BC</p>	<p>ODMB, 55" DOUBLE MENU DISPLAY</p>
	<p>DRAWN BY: F. BERGER CHECKED BY: TOTAL AMP DRAW:</p>	<p>24052019</p>

REV	DATE	DESCRIPTION
NOV 2015		ISSUED FOR CONSTRUCTION
NOV 2015		ISSUED FOR PERMITS
OCT 2015		ISSUED FOR PERMITS
OCT 2015		ISSUED FOR PERMITS
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McDonald's RESTAURANTS OF CANADA LIMITED
4400 STILL CREEK DRIVE, BURNABY, BC V5C 6C6

3707 1st AVENUE
BURNABY, BRITISH COLUMBIA
V5C 2V6 1-MAIL: pjl@pjlarchitect.com
TEL: 604-298-3700 FAX: 604-298-4001
Number of the sheet: 1 of 1
Number of the block: 1
Number of the plan: 1
DATE: 05/17/2015

PJL ARCHITECT LTD
ARCHITECTS

McDonald's Restaurant
3707 1st Avenue
Burnaby, BC
V5C 2V6
PROJECT NO: 15-001
DATE: 05/17/2015
SCALE: 1" = 10'-0"
DRAWN BY: JPL
CHECKED BY: JPL
DATE: 05/17/2015

PROJECT STANDARDS
APPROVED BY: [Signature]
DATE: [Date]

GENERAL NOTES:
1. ALL WORK SHALL BE IN ACCORDANCE WITH THE BC BUILDING ACT AND REGULATIONS.
2. ALL WORK SHALL BE IN ACCORDANCE WITH THE BC ELECTRICAL ACT AND REGULATIONS.
3. ALL WORK SHALL BE IN ACCORDANCE WITH THE BC PLUMBING ACT AND REGULATIONS.
4. ALL WORK SHALL BE IN ACCORDANCE WITH THE BC GAS ACT AND REGULATIONS.
5. ALL WORK SHALL BE IN ACCORDANCE WITH THE BC FIRE ACT AND REGULATIONS.
6. ALL WORK SHALL BE IN ACCORDANCE WITH THE BC ENVIRONMENTAL ACT AND REGULATIONS.
7. ALL WORK SHALL BE IN ACCORDANCE WITH THE BC OCCUPATIONAL SAFETY AND HEALTH ACT AND REGULATIONS.
8. ALL WORK SHALL BE IN ACCORDANCE WITH THE BC WASTE MANAGEMENT ACT AND REGULATIONS.
9. ALL WORK SHALL BE IN ACCORDANCE WITH THE BC WATER ACT AND REGULATIONS.
10. ALL WORK SHALL BE IN ACCORDANCE WITH THE BC LAND USE ACT AND REGULATIONS.

SITE PLAN NOTES:
1. ALL EXISTING UTILITIES (PILING AND CONCRETE) SHALL BE REMOVED.
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