

Township of Esquimalt  
Development Services  
3rd Floor, 1229 Esquimalt Road  
Esquimalt, BC V9A 3P1



August 10, 2020

Re: McDonald's #40125 – 1149 Esquimalt Road / Request for Development Variance Permit

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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 1149 Esquimalt Road. McDonald's is proposing to replace the existing drive-thru signage with a new electronic sign which features 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: 2.108m
- Overall Area: 1.85m<sup>2</sup>
- Electronic Ground Sign

### **Summary of Relief Requested**

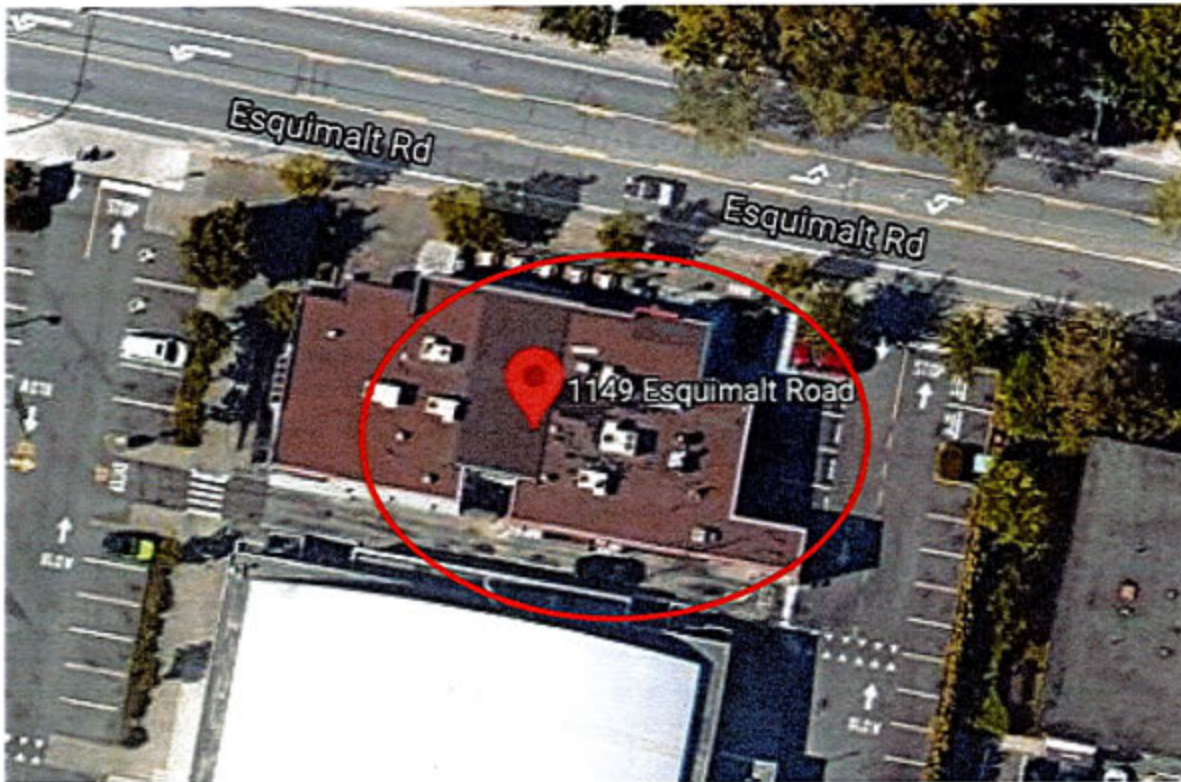
- To permit one (1) electronic changeable copy drive-thru menu-board sign, with a total display area of 1.85m<sup>2</sup> and a height of 2.108m where the bylaw does not permit electronic changeable copy.



Proposed menu board sign

#### Site Location:

The subject lands are located at the south side of Esquimalt Road just west of Fraser Street. The property is generally surrounded by various commercial retailers of the Esquimalt Plaza and there is residential directly north of the site. 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 8pm daily. Part of their business includes the existing drive thru which operates legally from 5am 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 Township of Esquimalt 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



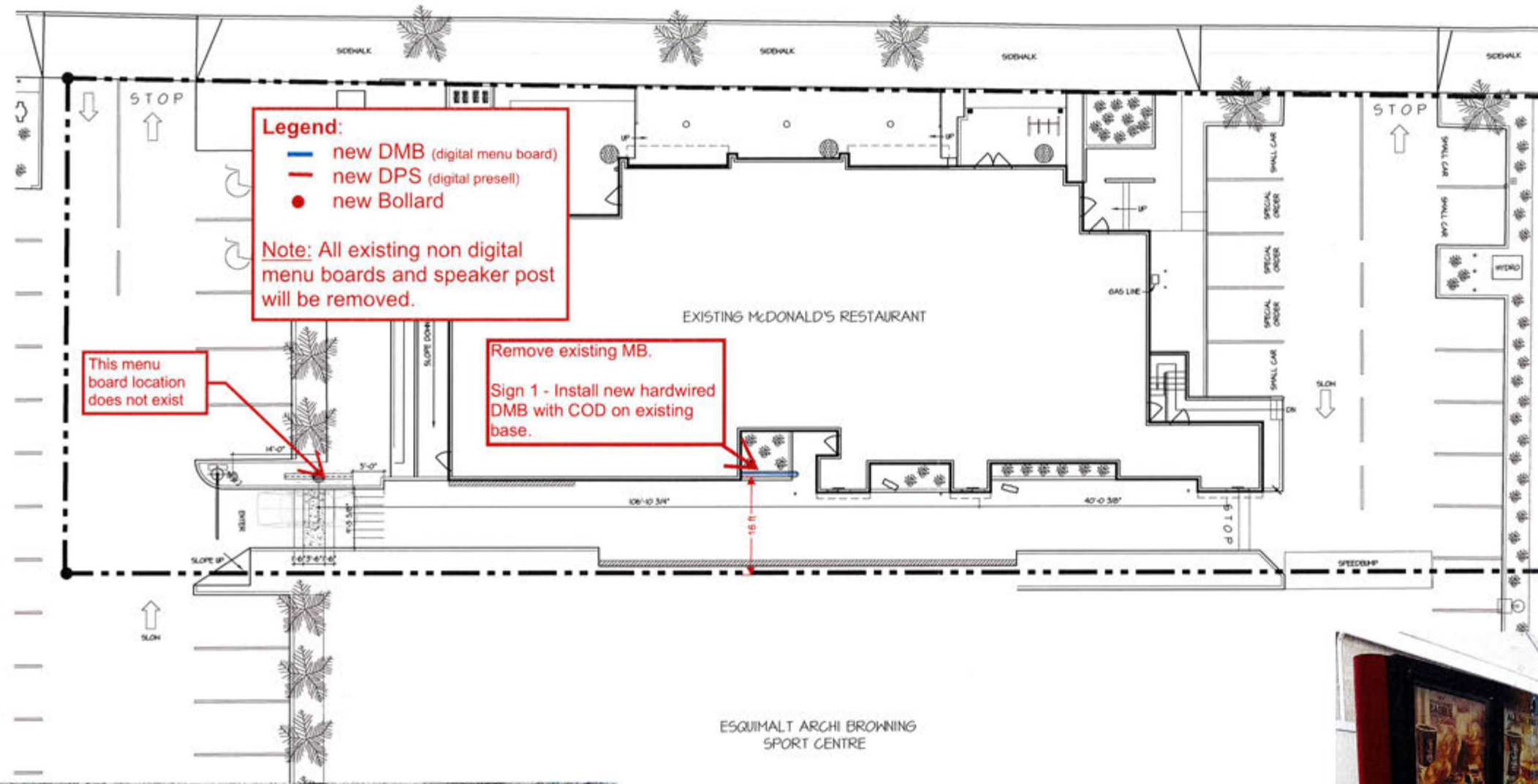
confirmation display, which allows patrons to view their orders as they are entered as a means of confirmation and quality control. As the drive-thru is designed to provide for efficient service, the content of the signage is required to change more quickly so it is visible to the patrons during their 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 rear of the property and is directly facing the stairwell of the Sports Centre. Based on the foregoing, the sign will not alter the existing character of the area and is compatible with the existing development.





# ESQUIMALT ROAD



REV	DATE	DESCRIPTION
1	APR 10/15	ISSUED FOR B.P. 4 TENDER
2	FEB 2015	ISSUED FOR COUNCIL
3	JAN 2015	REVISED FOR DP
4	DEC 2014	ISSUED FOR FINAL DESIGN REVIEW
5	SEP 2014	ISSUED FOR DESIGN REVIEW COMMITTEE
6	AUG 2014	ISSUED FOR DP

**McDonald's®**  
 McDONALD'S RESTAURANTS OF CANADA LIMITED,  
 4400 STILL CREEK DRIVE, BURNABY B.C. V5C 6C6

**R. Vornbrock & Associates**  
 550 LOVINGHEAD HWY, COQUITLAM B.C. V3K 3S3  
 TEL: (604) 780-0175 FAX: (604) 469-8913  
 E-MAIL: r.vornbrock@vornbrock.com

**RECEIVED**  
 SEP 16 2020  
 CORP. OF TOWNSHIP  
 OF ESQUIMALT  
 DEVELOPMENT SERVICES

**P. J. LOVICK**  
 ARCHITECT LTD

3707 1st AVENUE  
 BURNABY, BRITISH COLUMBIA  
 V5C 3V6 E-MAIL: pjlovick@pjlovick.com  
 TEL: 604-298-3700 FAX: 604-298-6081  
 Member of the ABC Member of the SAA  
 Member of the RAC Member of the AAA  
 Certified Professional Member of the NWTAA  
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DRAWN BY: D56 APPROVED: P.J.L.

PROJECT: McDonald's Restaurant  
 1149 ESQUIMALT ROAD  
 VICTORIA, B.C.

EXISTING SITE PLAN

PROJECT NUMBER: 14-62 DRAWING NUMBER: ASI

SCALE: 1" = 10'-0"

DATE: MAY 2010 REVISION:





S/s Main Menu Board  
Scale: 3/4" = 1'-0"



TOTAL SIGN AREA = 1.85m<sup>2</sup>

### Material Specifications

1. Internal frame materials: Steel, powder coated Pantone 425 (Matte Grey)
2. External covers: Aluminum power coated Pantone 2479CP (Matte Black)
3. External perimeter trim: Aluminum power 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)

Drawing No.  
ODMB, 55in Dual Display

### Sign 1

Structural Reference:  
MCD\_-MB040125.150A1



### Electrical Requirements

120v

Preliminary Artwork

Approved for Production

July 13, 2017

T. Dodge

Graphic rendition is representative of specific signage. Colour / dimensional / material details should be verified using reference drawing specifications. Pride Signs Ltd. is not responsible for inherent variations caused by display and / or print variations.

REVISION DATES:



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INTERNATIONAL  
SIGN ASSOCIATION

sacace



Various Locations  
Canada

McDonald's

DRAWN BY: T. Dodge  
DATE: May 1, 2017

# MCD -MB040125.150 B1

SHEET #: 1 OF 1

#	PART	QTY	DESCRIPTION	LENGTH
1	BOLT146	4	3/4" x10" WEDGE BOLT	
2	NUT011	12	3/4" STEEL HEX NUT - GRADE 5	
3	WASH047	12	Ø3/4" STEEL WASHER	
4	PLY002	1	ROUTED PLYWOOD PATTERN	1'-8"

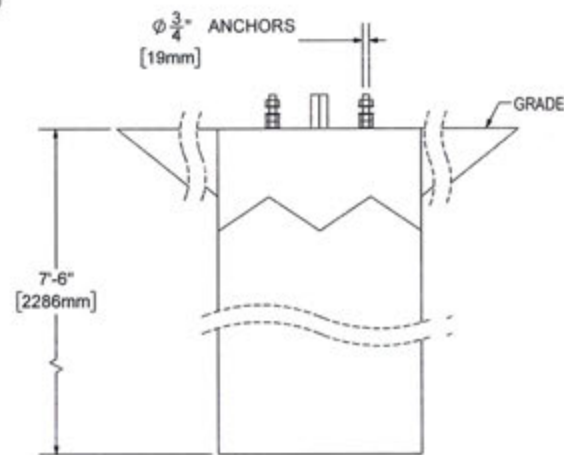
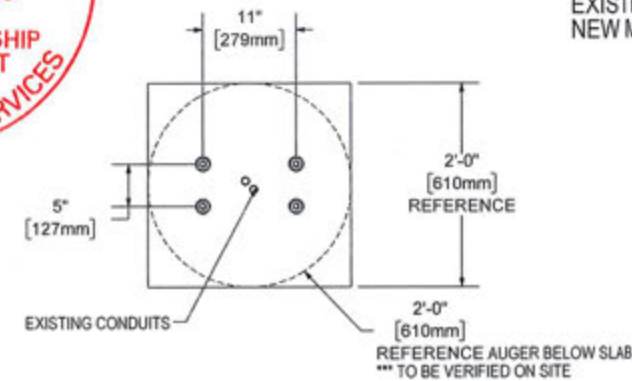
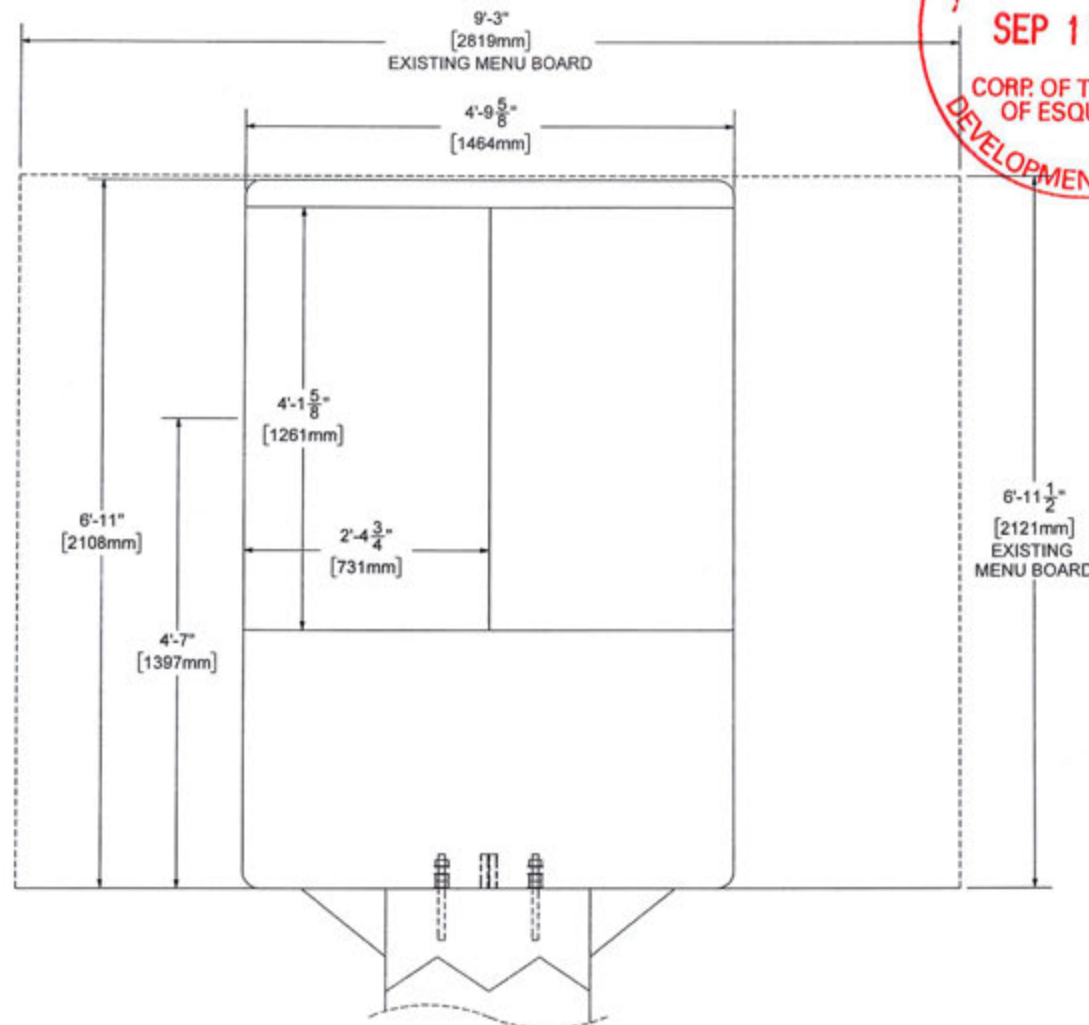
ITEM #4 NOT SHOWN

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

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SEP 16 2020

CORP. OF TOWNSHIP  
OF ESQUIMALT  
DEVELOPMENT SERVICES



EXISTING CONCRETE BASE  
/ NEW WEDGE BOLTS

## WEDGE BOLT INSTALLATION PROCEDURE

- CUT ANY EXISTING BOLTS FLUSH TO GRADE
- DRILL Ø3/4" HOLE - 7" INTO EXISTING CONCRETE USING PLYWOOD PATTERN PROVIDED
- BLOW OUT HOLE / CLEAN HOLE
- PLACE WEDGE BOLTS INTO DRILLED HOLES
- PLACE WASHER AND NUT
- TIGHTEN INTO PLACE - MIN 4" ABOVE GRADE
- MINIMUM EMBEDMENT OF 5.625" BELOW TOP OF BASE

DESIGN NOTES:  
LOADS AS PER BCBC - 2018 FOR  
ESQUIMALT, BC AREA:

WIND  $q(1/50) = 0.57 \text{ kPa}$   
SNOW  $S_s = 1.1 \text{ kPa}$   
 $S_r = 0.2 \text{ kPa}$



DRAWN BY: C. LENZ 04-Aug-20  
CHECKED BY:  
TOTAL AMP DRAW: -

McDONALDS  
1149 ESQUIMALT RD  
ESQUIMALT, BC

## ODMB, 55" DOUBLE MENU DISPLAY

01 REVISED PER P.ENG. C. LENZ 04-Aug-20  
CUT FILE: WEIGHT: 728 LBS