



City of  
**Peterborough**

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**TO: Members of the Planning Committee**

**FROM: Malcolm Hunt, Director, Planning and Development Services**

**MEETING DATE: February 19, 2013**

**SUBJECT: Report PLPD13-007(A)  
Shopper's Drug Mart, Charlotte Street – Site Plan Approval**

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## **PURPOSE**

A report to recommend site plan approval for a revised Site Plan filed by Shoppers Drug Mart.

## **RECOMMENDATIONS**

That Council approve the recommendations outlined in Report PLPD13-007(A) dated February 19, 2013, of the Director, Planning and Development Services, as follows:

That the Site Plan Application submitted by BJC Architects Inc. for the construction of a commercial building (Shoppers Drug Mart) with a total floor area of 1,619 square metres (17,427 square feet) be approved with necessary modifications to reflect the principles of the revised site concept prepared by Michael Spaziani Architects Inc. appended to Report PLPD13-007(A) as Appendix A, subject to the following conditions:

- a) Payment of \$110,000 to the City for the purchase of the City property at 331 Aylmer Street,
- b) The deposit of a parkland levy in accordance with The Planning Act, as amended,
- c) The deposit of site performance security in the amount of \$60,000,

- d) The conveyance of daylighting triangles at the north east corner of Charlotte Street and Bethune Street, and the north west corner of Charlotte Street and Aylmer Street,
- e) The design and construction of a new public walkway between the subject property and the Peterborough Public Library property.

## BUDGET AND FINANCIAL IMPLICATIONS

The owner will pay \$110,000 to the City to purchase the property at 331 Aylmer Street, in accordance with the recommendations of Report PLPD11-081 approved by Council. A parkland levy will be paid to the City in accordance with The Planning Act.

## BACKGROUND

At the meeting of Council held on February 4, 2013, the following resolution was passed:

**“That report PLPD13-007 be referred back to staff to allow consultation between staff, the developer and interested parties and that staff provide an update report at a special Planning Committee meeting on February 19, 2013.”**

In response, a meeting was convened on Monday, February 11, 2013 to facilitate discussion between Shoppers Drug Mart representatives, City staff, and a group of concerned citizens who had advised Council on February 4, 2013 that they were agreeable to a further discussion.

Representing Shoppers Drug Mart was Bill Bilkas and Peter Kulkarni. Shoppers also retained an independent architect, Michael Spaziani, to listen to the opinions of the citizen representatives in order to provide a fresh design perspective on community concerns and Shoppers Drug Mart expectations.

Representing the community was Ivan Bateman, David Madill, Brad Smith, Brian Basterfield, Mark Seasons (in lieu of Thomas Miller) and Stephen Hill.

Ward Councillors Bill Juby and Dean Pappas attended as well as Ken Hetherington and Malcolm Hunt on behalf of staff.

The community representatives acknowledged the positive aspects of the Shoppers proposal as represented in the most recent site plan, specifically, the front façade of the building directly on the Charlotte Street right of way, the significant investment Shoppers is prepared to make in the Downtown and the fact that the block face is being redeveloped with a new building.

The community representatives however cited the loss of opportunity to really celebrate the arrival to Downtown at the Aylmer/Charlotte intersection, the suburban ‘feel’ of the overall approach to development, the apparent preference to accommodate the automobile, the single-purpose nature of the development, and the complicating traffic impacts with an Aylmer only ingress/egress as the primary disadvantages of the proposal. For most participants, “flipping” the building to the Aylmer Street side of the property and the parking lot to Bethune, was only marginally more attractive and therefore largely unacceptable. This position spoke clearly to the size of the gulf between the Shoppers current proposal and the citizen representatives who participated.

Shoppers Drug Mart representatives indicated their need to get on with the construction of the project in a timely manner and a willingness to consider reasonable adjustments to the development plan which did not unduly complicate their corporate development standards.

The meeting concluded with a helpful discussion on ways to make the street profile look more complete and to de-emphasize the priority of parking from the street view. In response to the input received, Shoppers committed to evaluate the feedback and tasked Michael Spaziani Architects with the challenge of finding common ground.

## **The Revised Site Plan**

The Revised Site Plan prepared by Michael Spaziani Architects, as presented in Appendix A, addresses many of the stated concerns in the following manner:

### **1. Bethune Street**

The Bethune Street edge of the site can be visually softened if Council is agreeable to the restoration of the east boulevard on Bethune Street. Presently there are 5 angled parking spaces between Charlotte Street and the proposed Bethune Street driveway to the site. There is no defined boulevard. Shopper’s Drug Mart has offered to restore the boulevard at its cost, subject to the approval of the City.

### **2. Building Depth**

The depth of the building has been reduced by moving the receiving and storage area required to operate the retail store from the rear of the building to the side of the building at Bethune Street. This has allowed Shoppers Drug Mart to move the prime storefront face towards Aylmer Street. The elongated building form retains the necessary geometry of the retail pad and shifts the traditional “back of house” receiving area to the west side of the building.

As a result, the streetline coverage of the building increases by an additional 40 feet. Approximately 3/4 of the available building frontage, given that the zoning bylaw prohibits building within 20 feet of the Aylmer Street right-of-way, is now occupied by building.

### **3. Parking Lot Redistribution**

The shifting of the building towards Aylmer Street and the depth reduction of the overall building has allowed Shoppers to introduce a single-loaded row of parking behind the building stretching from Aylmer Street to Bethune Street. The adjustment now redistributes the parking field from all 37 spaces on the east side of the building to a modest supply of 16 spaces on the east side of the building plus 19 spaces behind the building. 2 parking spaces have been eliminated. The revised site plan reduces the exposed Charlotte Street streetline coverage by parking from 100 feet to 60 feet.

### **4. Internal Traffic Circulation**

The reduction in building depth has now permitted the installation of an east-west driveway connecting Bethune Street and Aylmer Street. This provides a choice of entry and exit for patrons.

### **5. Receiving Bay**

The redesign of the building has placed the loading bay directly against Bethune Street. Shoppers have agreed to install a wing wall on the west side of the loading bay to fully enclose it from public view. The receiving and storage area is distributed over 2 floors to recognize the need for compact development in a downtown setting.

### **6. Store Entry**

The main entrance to the store moves from the Bethune Street side of the Charlotte Street frontage to the east corner of the revised building pad, placing the front doors as close as possible to the Aylmer/Charlotte intersection and the on-site supply of accessible parking. This will encourage pedestrians to approach the store via the signalized intersection for greater safety.

### **7. Store Entry Landscaping**

The smaller field of parking on the east side of the building has been set back from Charlotte Street by more than 20 feet. Shoppers has offered to screen the parking using decorative fencing with brick pillars or to allow the space to be an extension of the adjoining public sidewalk space through the inclusion of hard-scaping, planters, benches to create a more typical urban edge. Both approaches are acceptable to Shoppers and the retailer has suggested that this be resolved to the City's satisfaction prior to the execution of a site plan agreement.

### **8. Pedestrian Circulation**

The revised plan depicts generous internal sidewalks to move pedestrians through the site and around the site including the installation of a sidewalk along Bethune Street where none presently exists.

## **9. Charlotte Street Elevations**

Shoppers Drug Mart has provided 2 optional elevations for the Charlotte Street façade and are equally prepared to implement the approach deemed preferable by the City. Option 1 is an all brick façade. Option 2 introduces stucco panels in the middle section so that the single building begins to read as 3 buildings with variable heights and architectural finishes. The placement of the receiving/storage area on the Bethune Street side of the building has allowed the installation on spandrel window panels at the second storey.

## **SUMMARY**

The objective of the referral was the engage in direct dialogue and find, where possible, common ground. Shoppers Drug Mart has offered an alternative site plan to achieve that purpose. If Planning Committee supports the restoration of the Bethune Street Boulevard and the elimination of the angled parking spaces adjacent to the site it would be appropriate for the Committee to indicate that preference.

Submitted by,

Malcolm Hunt, MCIP, RPP  
Director, Planning and Development Services

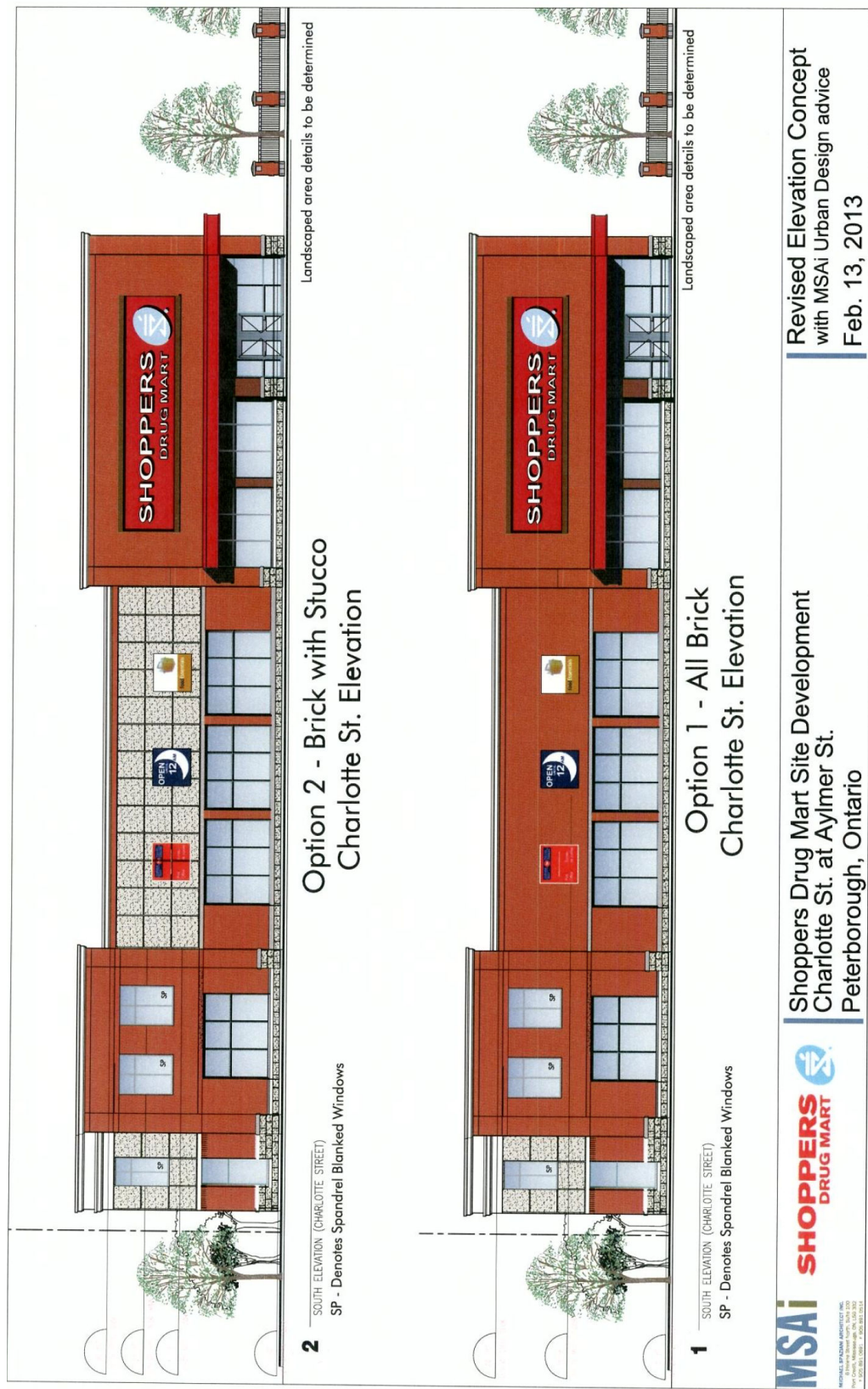
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Attachments:  
Appendix A – Revised Site Concept, Michael Spaziani Architects  
Appendix B – Letter from Shoppers Drug Mart dated February 13, 2013 with attachments

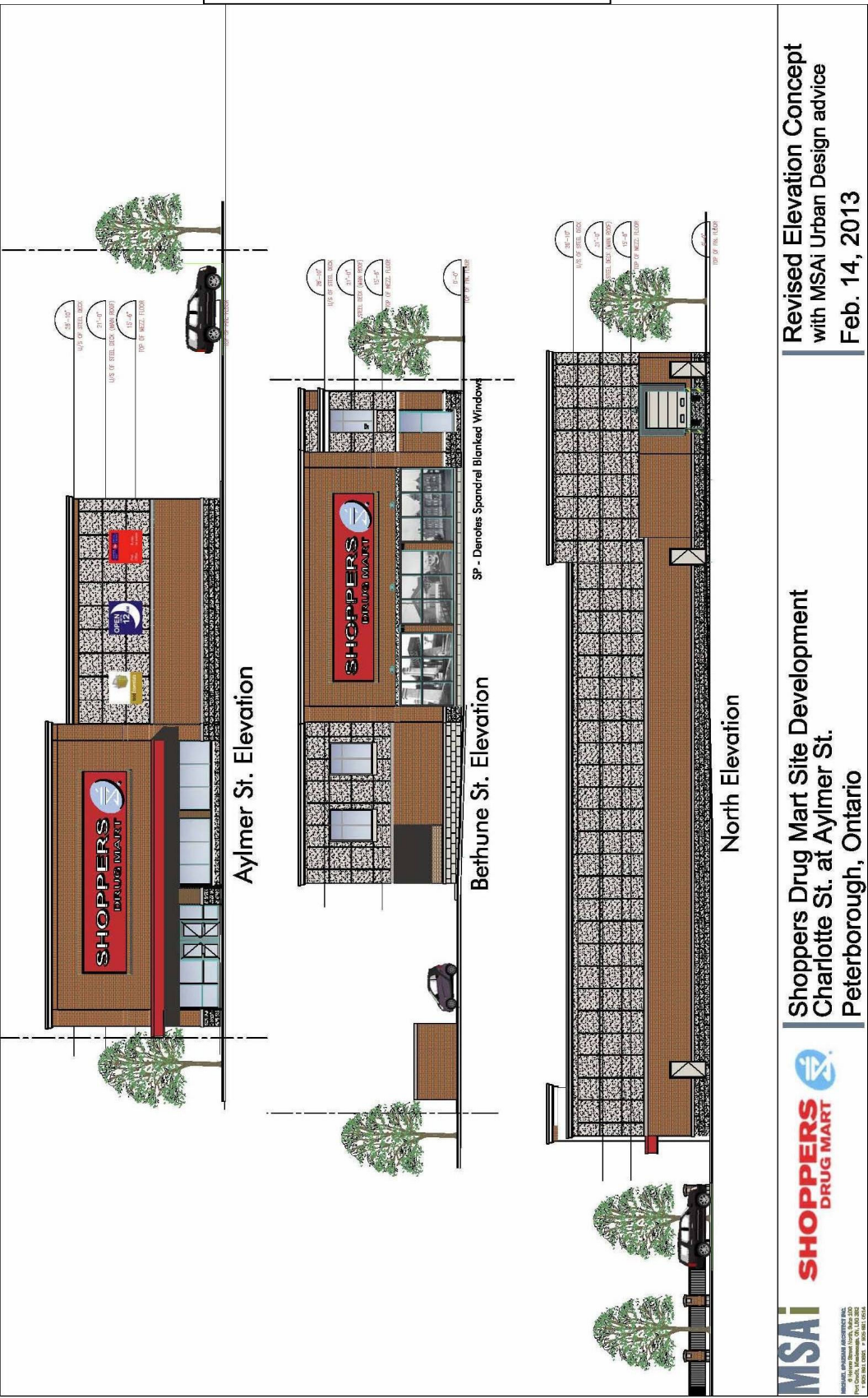




APPENDIX A (2 of 3)



APPENDIX A (3 of 3)





**APPENDIX B (1 of 7)**



243 Consumers Road  
Toronto, Ontario, M2J 4W8

February 13, 2013

Mr. Malcolm Hunt  
Director, Planning & Development Services  
City of Peterborough  
City Hall, 500 George St. North  
Ontario K9H 3R9

Dear Mr. Hunt,

**Re: Report PLPD13-007  
Application for Site Plan Approval  
242-248 Charlotte Street & 321-331 Aylmer Street  
Proposed Shoppers Drug Mart**

We are writing this letter as a follow-up to the community consultation meeting held on February 11, 2013 at City Hall with Councillors Juby and Pappas, representatives of the Peterborough community, and planning staff, as was requested by Council at their meeting on January 22, 2013.

We believe this meeting was very constructive and informative. Although not required under current planning laws based on the application submitted for site plan approval, we participated in the meeting to give those opposed to our site plan proposal an opportunity to voice their concerns. We have done our best to accommodate the concerns that were addressed during the meeting and although we feel we have made significant progress based on the attached submission, we recognize not all of the requests can be accommodated due to our store design requirements. Our proposed changes were made in an effort to balance our business needs with the local for downtown. In addition to the aesthetics of the building and site plan, we have to ensure the design is functional to ensure a sustainable business for years to come.

After much deliberation with city staff, local residents, business owners, and senior management we have made the following significant changes to our site plan application. We are hopeful that the City sees this as the final step forward to grant site plan approval and allow us to invest in downtown Peterborough.

We have considered the various ideas and suggestions put forward at the community consultation meeting, and the attached site plan, labeled as Revised Site Concept with MSAI Urban Design advice Feb. 13, 2013, is a plan we would be willing to build. As you can see, we have made major compromises to our store layout to deliver on what we heard through the community process. These changes include:

1. Access,
  - a. In addition to the Aylmer Street access we have added a second access from Bethune Street. This allows many parking spaces to be hidden behind

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the building thereby reducing the extent of the parking lot visible from Charlotte and Alymer Streets.

2. Building Frontage,
  - a. Charlotte Street façade has increased from 50% to approximately 67% of the entire frontage. We have maintained Charlotte as the primary façade from a glazing perspective as well. We have also added 3 Spandrel Panel windows starting on the Bethune corner and wrapping around Charlotte Street on the western corner of the building to balance out the elevation.
  - b. Increased Brick work on the Charlotte Street façade (see attached elevations). Option 1 shows the front in all brick where as Option 2 introduces stucco as a different material on the Charlotte façade to create the impression of multiple stores vs one large store. We are happy to go with either frontage.
  - c. Bethune Street we have enclosed our loading facilities and repositioned the second floor storage and offices to front along Bethune Street vs. at the rear of the building which will allow for the introduction of second floor windows along Bethune Street and Charlotte as well as hide our delivery trucks from the rear laneway. The second floor massing will be visible from the west when approaching the site along Charlotte St. creating a stronger gateway statement as one enters the downtown precinct (see attached elevations labeled Revised Elevation Concept with MSAI Urban Design advice Feb. 13, 2013).
  - d. Shifted our main entrance to the East side of the building to allow for better interaction with the traffic light at the corner of Alymer and Charlotte as well as introduced a second door on the corner of the building to allow for some glazing fronting the pathway and Alymer Street parking lot.
3. Landscaping & Pedestrian Interaction,
  - a. We have introduced enhanced landscaping along Charlotte St. near Alymer Street to better transition between the sidewalk and the parking lot, and strengthen the public realm at this important intersection, while minimizing distractions to motorists.
  - b. We have widened the sidewalk between the store and the easterly parking lot to facilitate pedestrian movement from Charlotte St right across to the Public Library and pedestrian walkways that service this public facility.
  - c. The Bethune St. public parking spaces will be removed (subject to City approval) and we will soften the sidewalk with new landscaping on this city owned land.
4. Signage,
  - a. We did revise the elevations to replace brick with red stucco behind the signage panels (see attached elevations) as the colour red is part of our branding and trademark, and is absolutely required from a corporate perspective given the different approach taken on this site. We are hopeful the City would grant us this allowance.

We have also attached our current site plan (labeled as Original Site Plan as well as the Original Elevations prepared by BJC Architects), which would be our preferred option if the Revised Site Concept and Revised Elevation Concepts Option 1 or Option 2 is not approved by Council. We feel we have made major concessions to achieve a fine balance between the community's desires and our retail requirements.

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We trust you will find this in order and we look forward to Council approving our site plan application on February 19<sup>th</sup>.

Yours truly,  
**Shoppers Drug Mart/Pharmaprix**

A handwritten signature in red ink, appearing to be 'B. Bilkas', with a horizontal line extending to the right.

Bill Bilkas  
Senior Director, Real Estate

c.c. (via email):      David Taras, Gendor Developments



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**2** SOUTH ELEVATION (CHARLOTTE STREET)  
SP - Denotes Spandrel Blanked Windows

Option 2 - Brick with Stucco  
Charlotte St. Elevation

Landscaped area details to be determined

**1** SOUTH ELEVATION (CHARLOTTE STREET)  
SP - Denotes Spandrel Blanked Windows

Option 1 - All Brick  
Charlotte St. Elevation

Landscaped area details to be determined



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APPENDIX B (7 of 7)

