

Design Rationale Statement

Project Title: Shoppers Drug Mart

Address: 988 Frost Rd, Kelowna, BC, V1W 5H6

Date: November 23, 2023

Shoppers Drug Mart is applying for a Development Variance Permit to existing regulations governing exterior sign displays in its strategic effort to enhance visibility and brand recognition.

With the zoning restrictions currently only allowing businesses to install a maximum of two signs with a maximum area of 4.0m² each, the proposed adjustment reflects the company's commitment to creating a distinctive presence in the community.

The architectural form and character of the enhanced signage have been meticulously considered to align with the brand's objectives, emphasizing effective communication and brand recognition in the retail landscape.

Material selection prioritizes durability and aesthetic appeal, contributing to the longevity of the signage. In responding to the neighbourhood context, the design ensures harmonious integration with the surroundings, respecting the existing character of the community. Positive interactions with adjacent properties are facilitated through measures to minimize adverse impacts and enhance the overall streetscape. The project aligns with Official Community Plan objectives, fostering a vibrant and recognizable commercial environment. In summary, the proposed adjustment not only adheres to regulations but also elevates the retail landscape, contributing positively to the community while meeting Shoppers Drug Mart's strategic branding goals.

CLIENT NAME/
LOCATION ADDRESS

SDM#2132
[THEPONDS]
KELOWNA, BC

Date: June 6, 2023
Scale: 3/8"=1'
Sales: CAM SMITH
Design: TB

Revision
Date:

CONCEPTUAL

PLEASE NOTE:
COLOURS IN THIS PROPOSAL MAY VARY
SLIGHTLY FROM THOSE ACTUALLY USED
IN FINAL PRODUCTION.

FINAL

ELECTRICAL
 120V
 347V
 OTHER (to be determined)

CLIENT APPROVAL

SIGNATURE

DATE (MM/SS/YYYY)

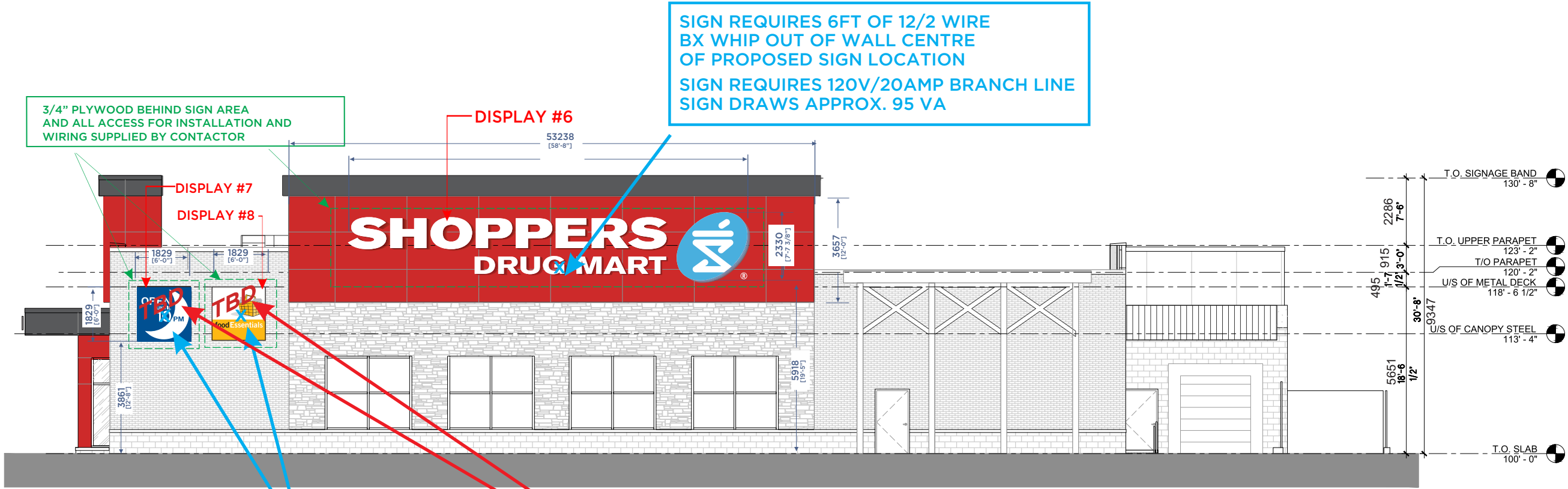
DESIGN No

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JOB No

25326

2



SIGN REQUIRES 6FT OF 12/2 WIRE
BX WHIP OUT OF WALL CENTRE
OF PROPOSED SIGN LOCATION
SIGN REQUIRES 120V/20AMP BRANCH LINE
SIGN DRAWS APPROX. 95 VA

3/4" PLYWOOD BEHIND SIGN AREA
AND ALL ACCESS FOR INSTALLATION AND
WIRING SUPPLIED BY CONTACTOR

FOR EACH SIGN -
SIGN REQUIRES 6FT OF 12/2 WIRE
BX WHIP OUT OF WALL CENTRE
OF PROPOSED SIGN LOCATION
SIGN REQUIRES 120V/20AMP BRANCH LINE
SIGN DRAWS APPROX. 95 VA

SUBJECT TO CHANGE

**PROPOSED: SUPPLY AND INSTALL
THREE [3] EXTERIOR DISPLAYS
ONE [1] SET INDIVIDUAL CHANNEL LETTERS READING
"SHOPPERS DRUG MART WITH LOGO",
TWO [2] INTERNALLY ILLUMINATED SERVICE LOGOS.**

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 347 V
 OTHER (to be determined)

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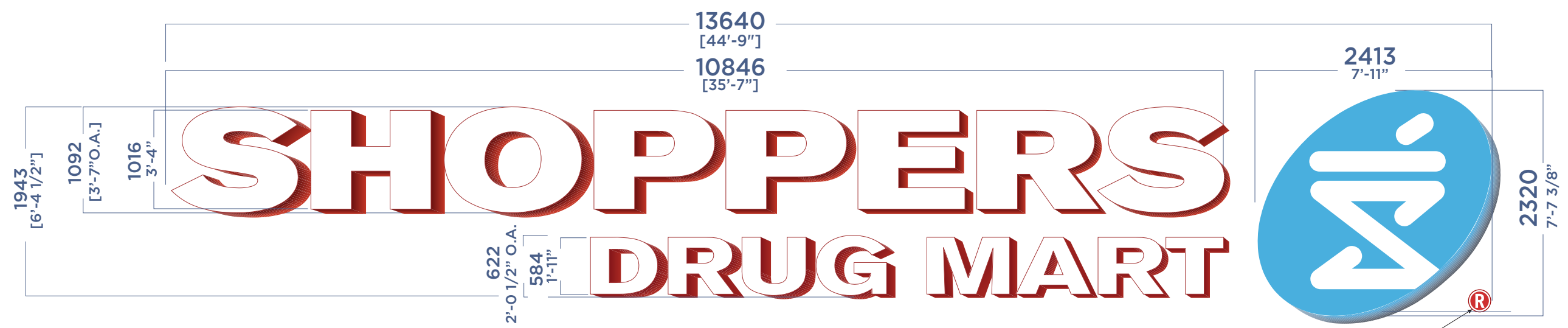
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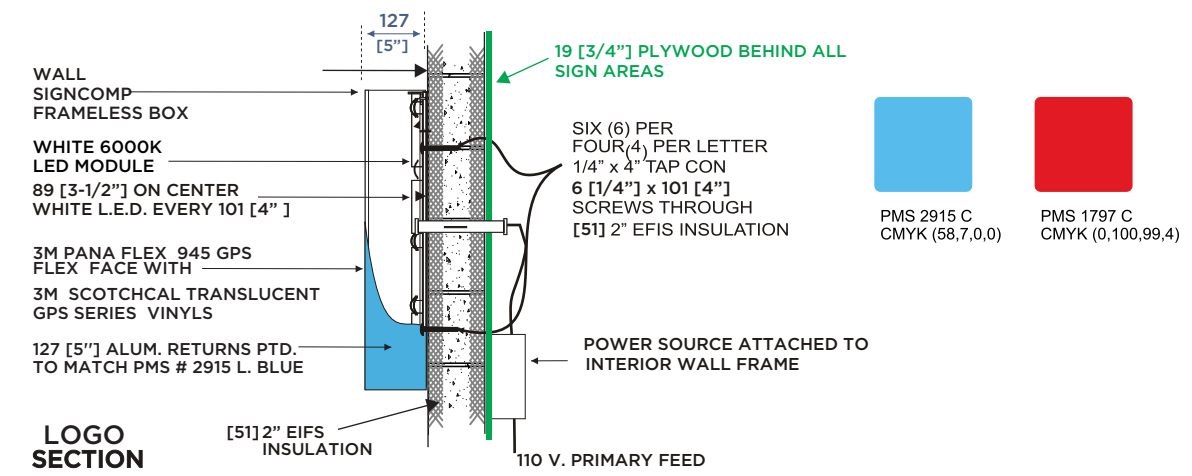
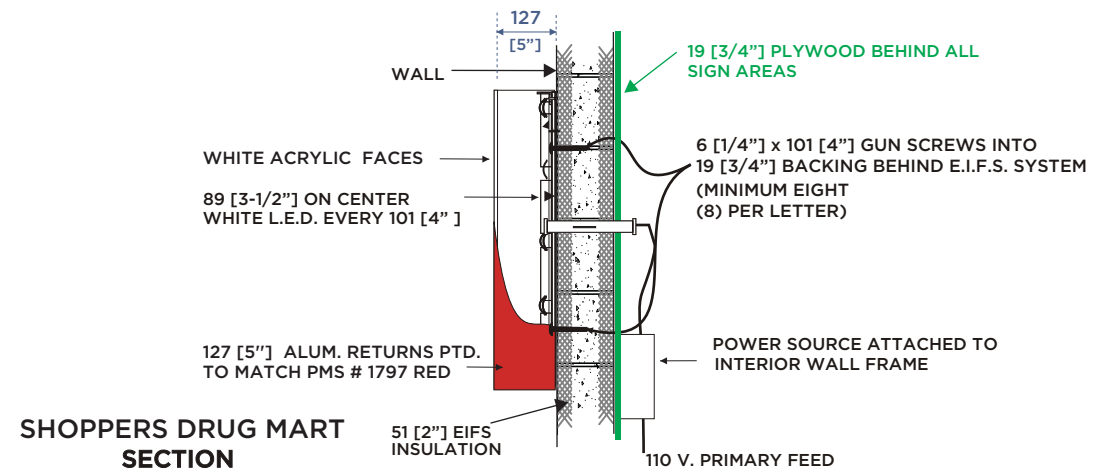
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3



ELEVATION
DISPLAY #1, DISPLAY #6



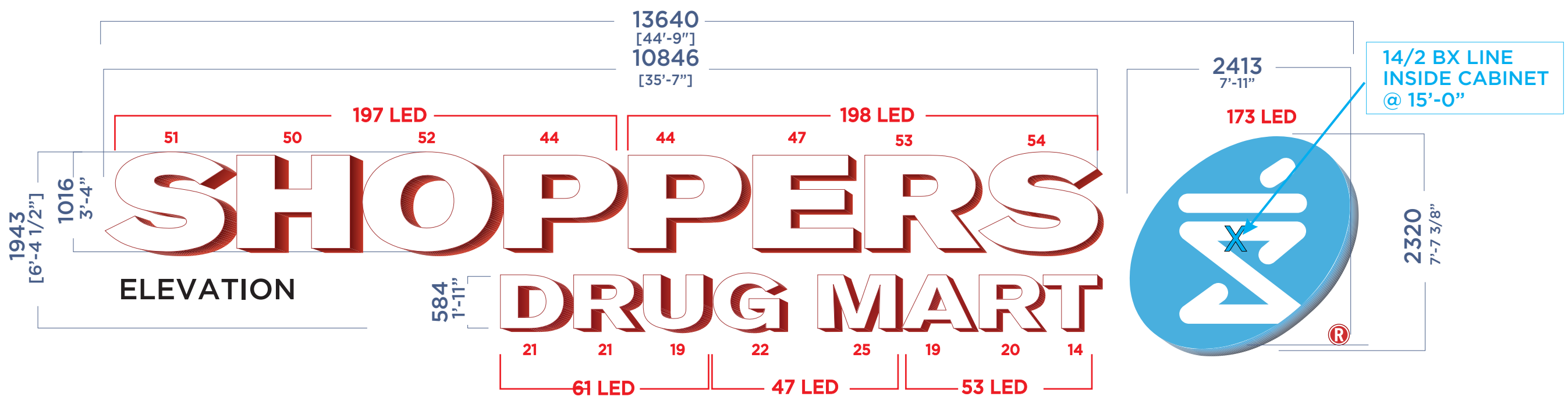
“SHOPPERS ” INTERNALLY ILLUMINATED CHANNEL LETTERS-
25 [1”] RED TRIM CAP, 5 [3/16”] #2447 WHITE ACRYLIC
FACES WITH 127 [5”] DEEP RED ALUMINUM RETURNS TO MATCH PMS# 1797C
INTERNALLY ILLUMINATED WITH HANLEY PF-2080 7000K WHITE LED’S.

“DRUG MART” INTERNALLY ILLUMINATED CHANNEL LETTERS-
25 [1”] RED TRIM, 5 [3/16”] #2447 WHITE ACRYLIC FACES WITH
127 [5”] DEEP ALUMINUM RETURNS PTD. TO MATCH #1797 RED ,
INTERNALLY ILLUMINATED WITH HANLEY PF-2080 7000K WHITE LED’S.

“M&P” ELLIPSE LOGO, 127 [5”] SIGNCOMP DEEP FRAMELESS 3M 945 PANAFLEX FLEX FACE
WITH REVERSED OUT 3M VQ11060 SCOTCHCAL TRANSLUCENT GPS SERIES (LIGHT BLUE),
127 [5”] DEEP ALUMINUM RETURNS PTD. SKY BLUE TO MATCH PMS# 2915 BLUE,
INTERNALLY ILLUMINATED WITH HANLEY PF-2080 7000K WHITE LED’S.

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**SIGN REQUIRES 120V/20AMP BRANCH LINE
SIGN WITH LOGO DRAWS APPROX. 600VA.**



**LED - HANLEY PF 2080 PURE WHITE 7000K
POWER SUPPLY - HANLEY H60W -
PP S5 60 WATT /12V POWER SUPPLY**

**LOGO -
SELF CONTAINED
3 HANLEY
H60 -PPS5
POWER SUPPLIES**

**TRANSFORMER BOX 1 - SHOP - 4 POWER SUPPLIES
TRANSFORMER BOX 2 - PERS - 4 POWER SUPPLIES
TRANSFORMER BOX 3 - DRUG MART - 3 POWER SUPPLIES:**
 DRU - LOAD 1
 GM - LOAD 2
 ART - LOAD 3

DISPLAY #1, DISPLAY #6

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KELOWNA, BC**

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DISPLAY#2
DISPLAY#7



BLUE
PMS 541 C



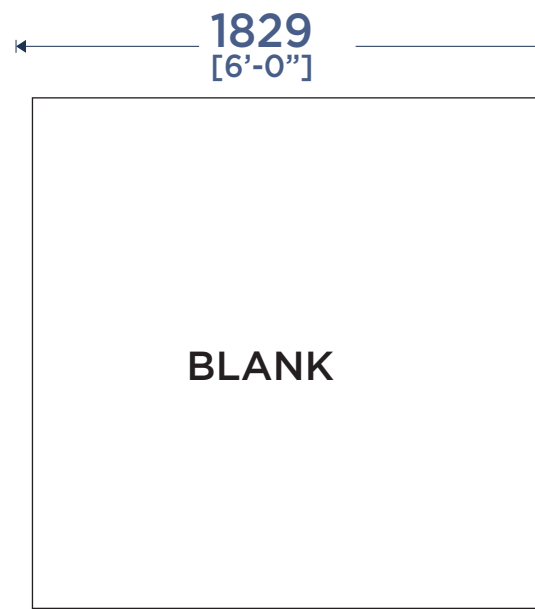
DISPLAY#3
DISPLAY#8



GOLDEN
YELLOW A9143-T



SUNFLOWER
YELLOW A6140-T



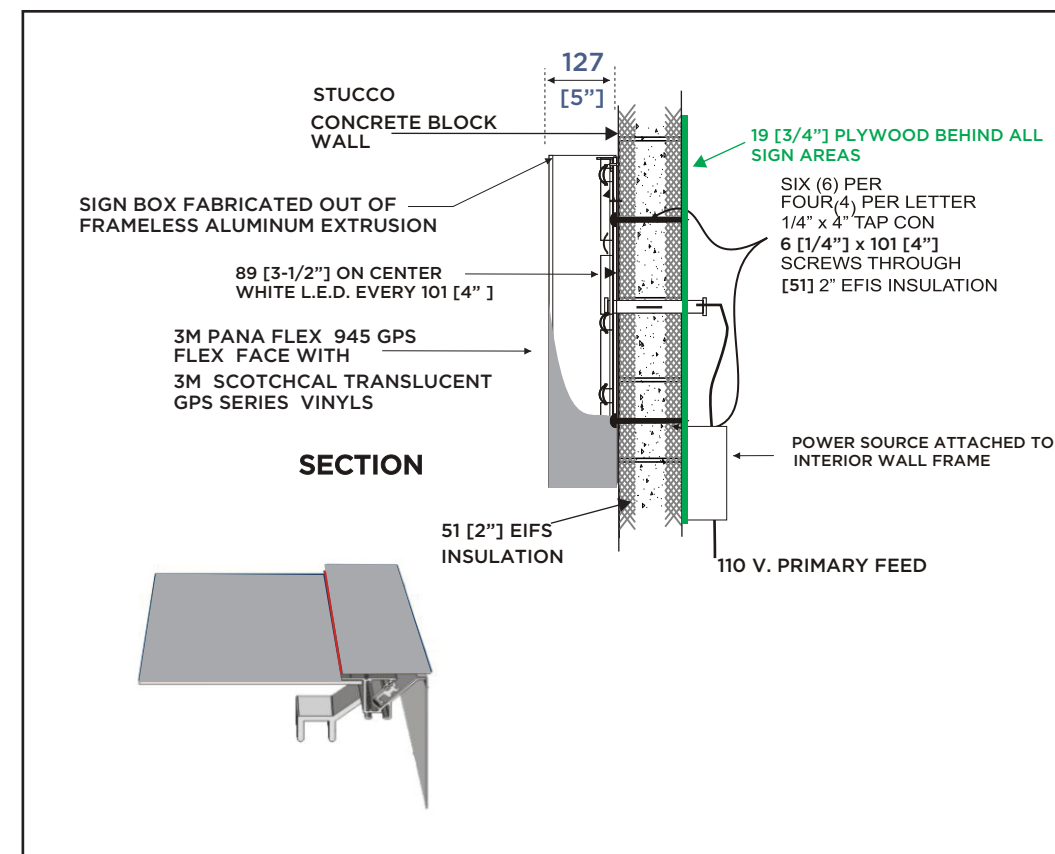
DISPLAY#4

PROPOSED:
SUPPLY AND INSTALL FIVE [5]
EXTERIOR INTERNALLY ILLUMINATED SIGN DISPLAYS
SIGNCOMP FRAMELESS 2105 AND 2122 FACE FRAME
AND COVER, 3M 945 PANAFLEX FLEX FACE

1829 x 1829 [72"W x 72"H] ILLUMINATED FASCIA SIGN

- ALUMINUM FILLER RETURN AND COVER TO BE PAINTED TO SPECIFICATIONS
- WHITE FLEX WITH VINYL GRAPHICS APPLIED 1ST SURFACE
- ILLUMINATED WITH PF-2080 7000K WHITE LED'S

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SDM#2132
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Scale: 3/8" = 1'
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Revision
Date: SEPT 18, 2023

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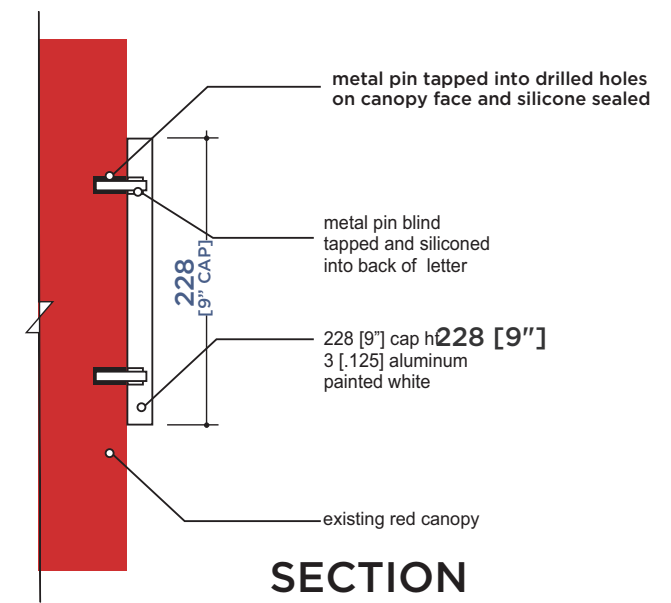
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STOREFRONT -

DISPLAY #5

PROPOSED: SUPPLY AND INSTALL
ONE [1] SET NON ILLUMINATED LETTERS IN
3 [0.125] ROUTED SINTRA LETTERS [228] 9" CAP HEIGHT)
PAINTED WHITE AND PIN MOUNTED FLUSH TO EXISTING CANOPY.



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Design: TB

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Date:

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-  ELECTRICAL
-  120 V
-  347 V
-  OTHER (to be determined)

CLIENT APPROVAL

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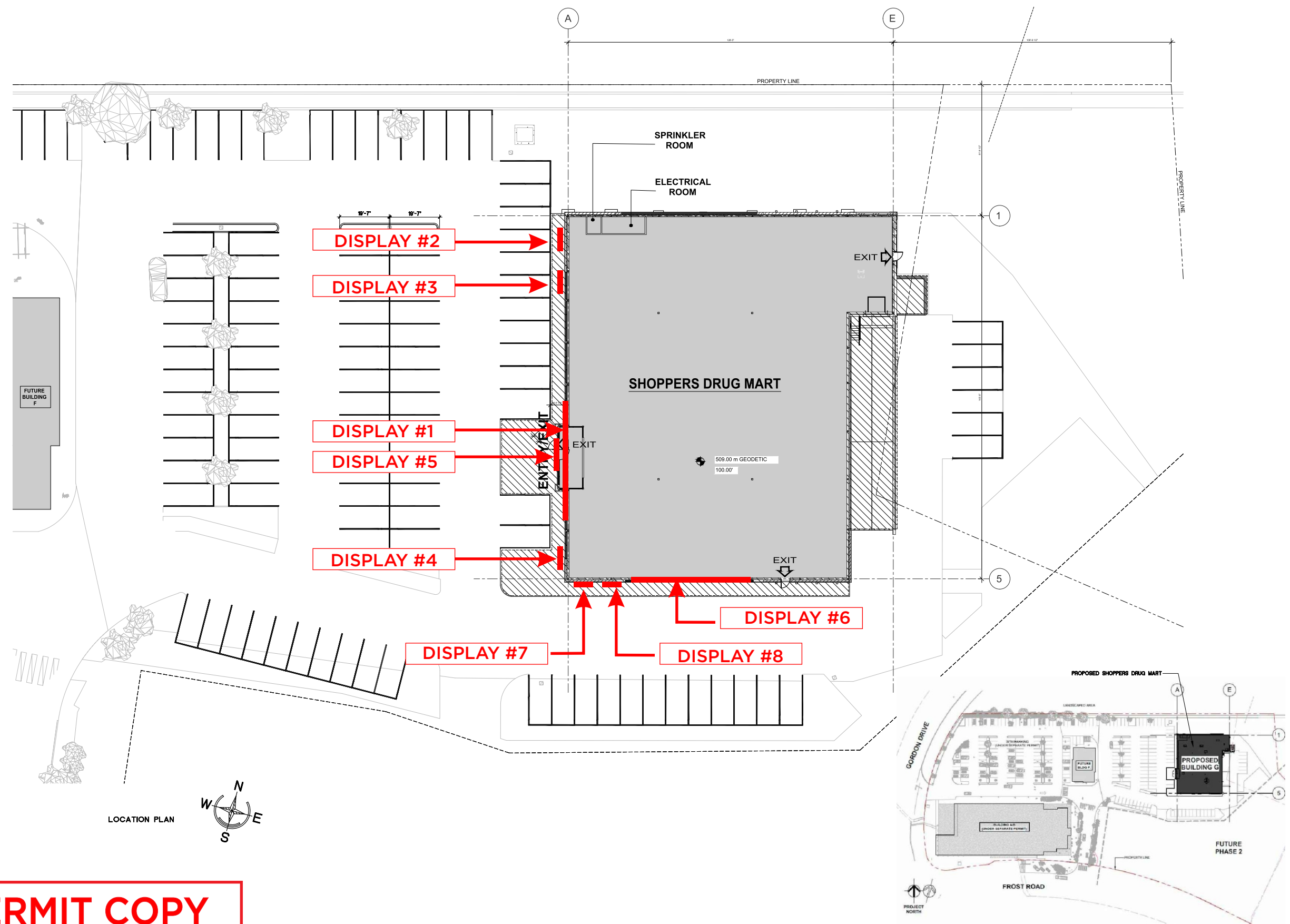
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8

ISSUED FOR
CONSTRUCTION

NO.	DATE	DESCRIPTION
8	MAR 20 2023	ISSUED FOR CONSTRUCTION
7	FEB 14 2023	ISSUED FOR TENDER
6	FEB 14 2023	ISSUED FOR BUILDING PERMIT AMENDMENT & TENDER
5	FEB 2 2023	PRE ISSUED FOR SDM 90% REVIEW
4	DEC 08 2022	ISSUED FOR SDM 90% REVIEW
3	OCT 28 2022	ISSUED FOR BUILDING PERMIT (FUNDING ONLY)
2	OCT 28 2022	90% REVIEW SET R1
1	OCT 21 2022	90% REVIEW SET
0		ISSUE



PROJECT
KELOWNA RETAIL DEVELOPMENT Building G
1030 Frost Road, Kelowna, BC.

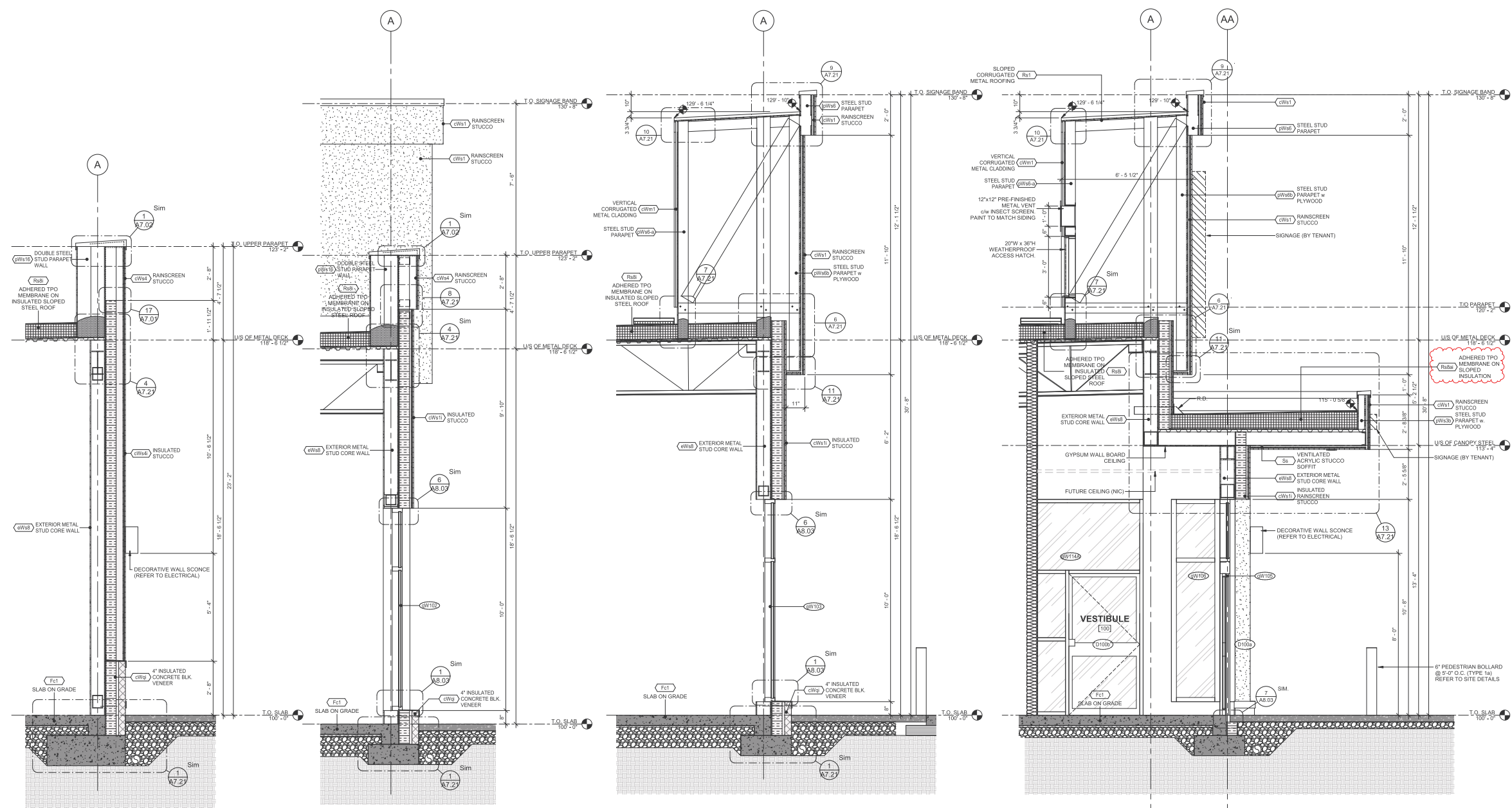
VENDOR
• 484 487 3300
• 1000-1000-0-0-0
• The North Building
100, 300 Burrard Street
Vancouver, BC, Canada V6C 2G8

DATE: 09/08/22
SCALE: 1/2" = 1'-0"
DESIGN: Author
SHEET:

WALL SECTIONS

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ARCHITECTURE + DESIGN (British Columbia) INC.

PROJECT: 22005
ISS: REV: DRAWING: A4.01
2023-03-20 2:17:46 PM



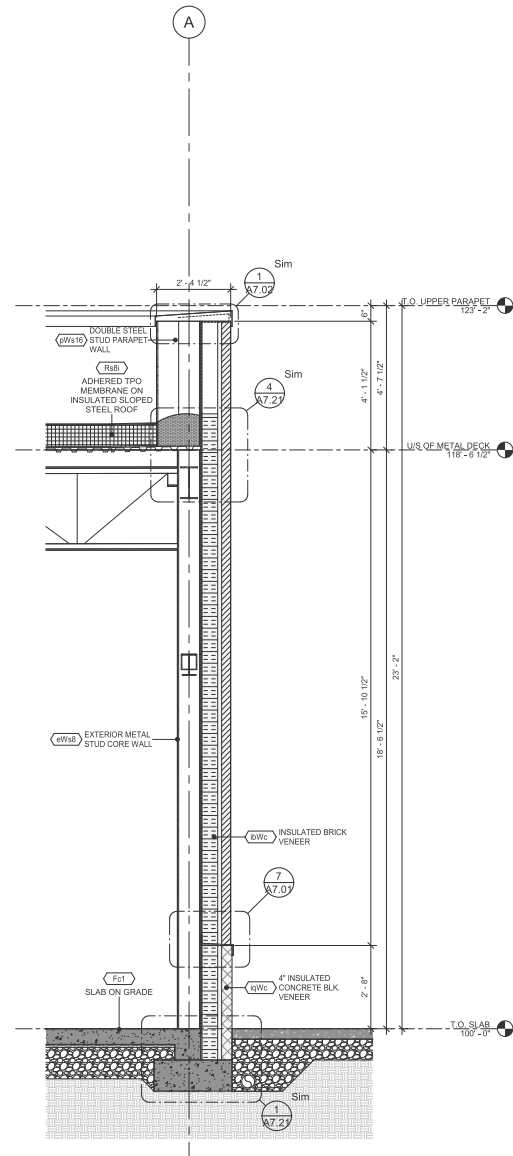
1 WALL SECTION-WEST
1/2" = 1'-0"

2 WALL SECTION-WEST
1/2" = 1'-0"

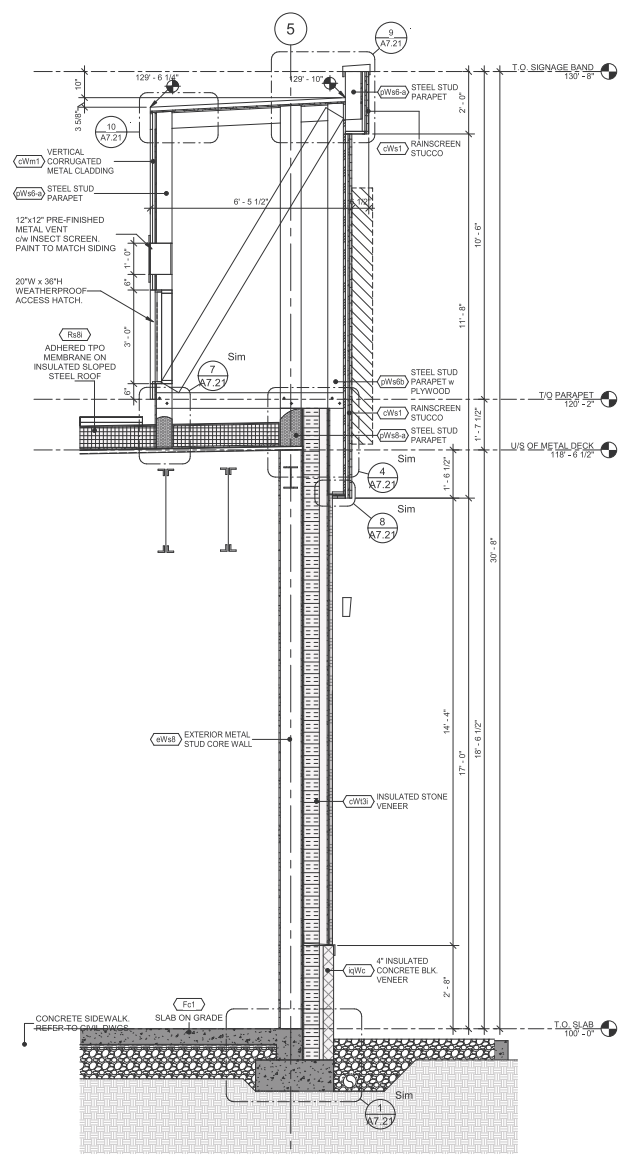
3 WALL SECTION-WEST
1/2" = 1'-0"

4 WEST WALL SECTION AT VESTIBULE
1/2" = 1'-0"

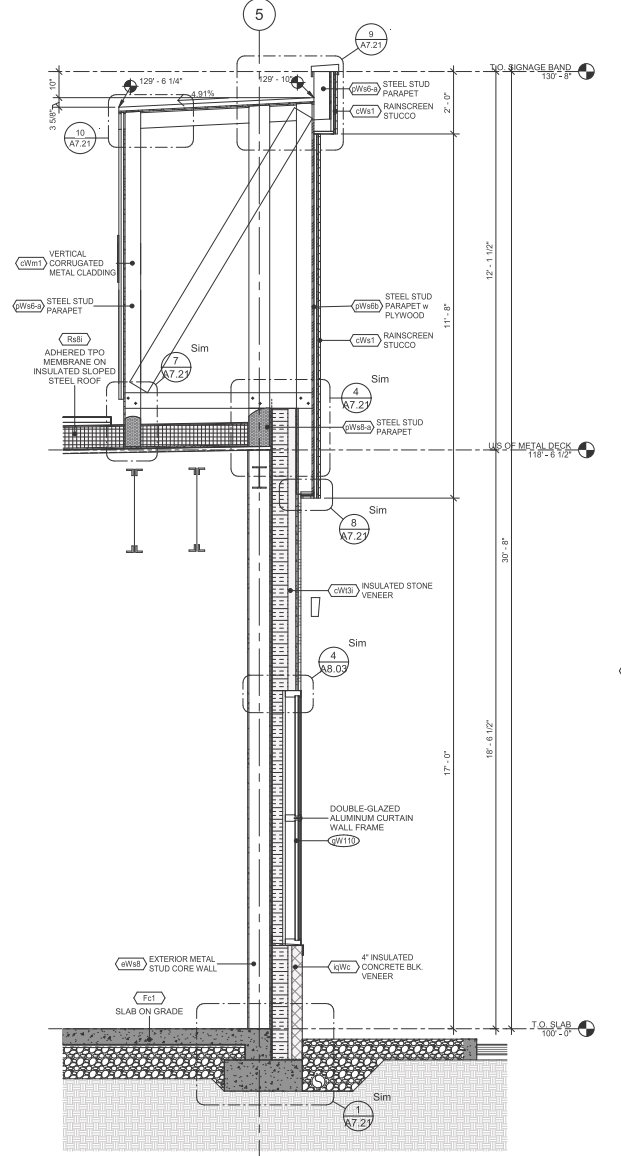
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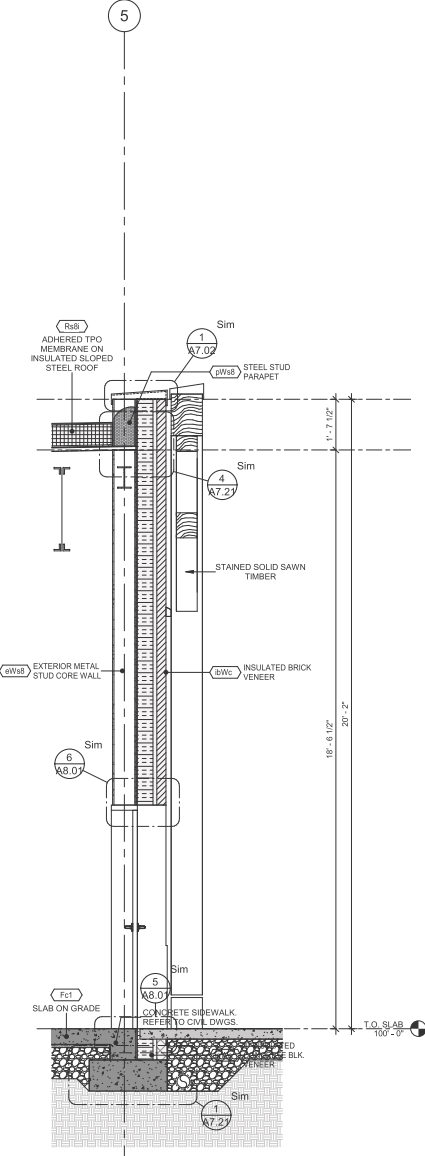
1 WALL SECTION-WEST
1/2" = 1'-0"



2 WALL SECTION-SOUTH
1/2" = 1'-0"



6 WALL SECTION-SOUTH
1/2" = 1'-0"



3 WALL SECTION-SOUTH
1/2" = 1'-0"

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ISSUED FOR CONSTRUCTION

NO.	DATE	DESCRIPTION
1	MAR 20 2023	ISSUED FOR CONSTRUCTION
2	FEB 17 2023	ISSUED FOR TENDER
3	FEB 9 2023	ISSUED FOR BUILDING PERMIT AMENDMENT & TENDER
4	FEB 2 2023	ISSUED FOR 50% REVIEW
5	DEC 20 2022	ISSUED FOR 50% REVIEW
6	DEC 14 2022	ISSUED FOR 50% REVIEW
7	OCT 26 2022	ISSUED FOR BUILDING PERMIT (Foundation Only)
8	OCT 20 2022	50% REVIEW SET
9	OCT 13 2022	50% REVIEW SET



KELOWNA RETAIL DEVELOPMENT Building G
1030 Frost Road, Kelowna, BC.

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WALL SECTIONS

DATE: 10/12/22
SCALE: 1/2" = 1'-0"
DRAWN: Author
SHEET

PROJECT: 22005
ISS: REV: DRAWING: A4.02

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120 V
347 V
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