

SUBJECT: RECOMMENDATION REPORT
McDonald's Restaurants of Canada Limited
7600 Kennedy Road
Application for Site Plan Approval to permit restaurant façade improvements at Milliken Mills Community Centre

File No. SC 11 123112

PREPARED BY: Michael Fry, ext. 2331
Michael Sraga, ext. 2437

REVIEWED BY: Richard Kendall, Manager, Markham Centre, ext. 6588

RECOMMENDATION:

- 1) That the report dated October 4, 2011, titled "RECOMMENDATION REPORT, McDonald's Restaurants of Canada Limited, 7600 Kennedy Road, Application for Site Plan Approval to permit restaurant façade improvements at Milliken Mills Community Centre, File No. SC 11 123112" be received.
- 2) That the application for site plan approval (SC 11 123112) be endorsed;
- 3) That site plan approval be delegated to the Director of Planning and Urban Design, or his designate. Site plan approval is issued only when the Director or his designate has signed the plan;
- 4) That this site plan endorsement shall lapse after a period of three (3) years from the date of endorsement;
- 5) And that Staff be authorized and directed to do all things necessary to give effect to this resolution.

PURPOSE:

The purpose of this report is to provide background and information on the proposed exterior elevation changes. No changes to the site plan, landscaping or the operation of the drive-through facility are proposed.

BACKGROUND:

The subject property municipally known as 7600 Kennedy Road is located on the west side of Kennedy Road and south side of 14th Avenue (Figure 1). The property is approximately 8.5ha (21 acres) in area. On the property is the Milliken Mills Community Centre which includes a community centre, an arena, a library and a McDonald's restaurant and drive-through facility (Figure 2). The McDonald's restaurant is located at the northeast corner of the building, opposite the main entrance driveway from Kennedy Road to the site (Figure 3).

In May of 1988 McDonald's Restaurants of Canada Limited entered into a lease agreement with the Town of Markham for the subject premises at the community centre. The lease agreement had a term of 20 years with an option of two lease renewal periods of ten years. Planning staff have been advised that McDonald's has exercised a lease renewal option.

The lease agreement makes provisions for alterations and improvements to the premises in accordance with McDonald's "distinctive" architectural design standards, with such alterations and improvements subject to the approval of the landlord (Town of Markham).

On April 1, 2011 Turner Fleischer Architects Inc. submitted a building permit application for interior alterations and exterior façade improvements to the McDonald's restaurant. Town staff identified that the exterior façade improvements would require site plan approval and met with McDonald's and their consultants on May 27, 2011 to discuss the site plan approval process. Town staff identified the need for the plans to recognize the community centre as the primary use of the site and the need for the applicant to confer with the local councillor. It was also identified at the meeting that there were preliminary expansion plans in the works for the community centre.

Town staff met with Councillor Alex Chui, McDonald's and their consultants on July 13, 2011. At the meeting, the tenant agreed to review potential façade options at the suggestion of Town staff.

The proposal that was presented to the Development Services Committee on September 20th was the result of McDonald's consultation with the Town. At that meeting the Committee requested that staff provide a memo outlining the details of the proposed exterior elevation changes.

Proposed Exterior Elevation Changes

Working with Town staff, the applicant's architects agreed to modify the façade treatment in a manner that would simplify the material palette on the primary frontage. This included the application of chestnut brown fiber cement planks, whose colour will complement the existing brick veneer of the community centre. This will provide a simple and distinctive treatment of a key frontage for both the restaurant and the community centre (Figure 4a).

In addition, the proposed signage is discreet and appropriately scaled using white lettering against the chestnut brown cladding. McDonald's signature red and gold signage is appended to secondary frontages, at appropriately scaled dimensions (Figure 4b).

The restaurant's primary entrance will be characterized by a reconfiguration of the existing 23-foot entrance feature through a combination of charcoal grey, chestnut brown

and bone white cladding. While emphasizing the entrance, the structure is of an appropriate scale and restrained colouration in relation to the community centre and to the remainder of the restaurant's main façade. It will terminate the sight line from Lee Avenue and contribute significant visual interest to the primary façade as seen from Kennedy Road.

FINANCIAL CONSIDERATIONS AND TEMPLATE:

There are no financial considerations associated with this report.

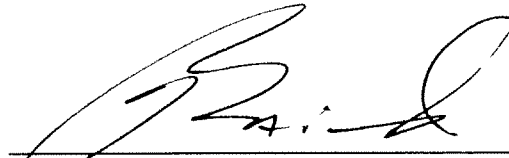
BUSINESS UNITS CONSULTED AND AFFECTED:

The application has been circulated to Urban Design, Community Services and York Region Transportation for comment.

RECOMMENDED BY:



Rino Mostacci, MCIP, RPP
Director of Planning and Urban Design



Jim Baird, MCIP, RPP
Commissioner of Development Services

ATTACHMENTS:

- Figure 1 – Key map
- Figure 2 – Aerial photograph
- Figure 3 – Existing building photo
- Figure 4 – Proposed elevations