Agenda Lord Selkirk-West Kildonan Community Committee – June 23, 2026

REPORTS

Item No. 2 Plan Approval – 2777 McPhillips Street, Bldg C (CRU 3)
(Old Kildonan Ward)
File DASZ 40/2015

WINNIPEG PUBLIC SERVICE RECOMMENDATION:

The Urban Planning and Design Division recommends approval of the submitted plans.

ADMINISTRATIVE REPORT

Title: Plan Approval 26-147995 – 2777 McPhillips Street, Bldg C (CRU 3)

Issue: For consideration at the Public Meeting of the plan approval drawing package for a commercial building.

Critical Path: Lord Selkirk - West Kildonan Community Committee per DASZ 40/2015

AUTHORIZATION

Author	Division Head	Department Head	CFO	CAO
S. Jerez, RPP MCIP	n/a	n/a	n/a	

RECOMMENDATIONS

The Urban Planning and Design Division recommends approval of the submitted plans.

REASONS FOR REPORT

Plan Approval is a requirement under the Zoning Agreement registered on the property under file DASZ 40/2015 (By-law 57/16).

The applicant has submitted a dimensioned site plan, a landscape plan with plant list, and colour elevations.

IMPLICATIONS OF THE RECOMMENDATIONS

If the recommendations of the Urban Planning and Design Division are concurred in, the proposal can proceed.

HISTORY

Precinct F Secondary Plan By-law No. 67/2010

- On March 26, 2014, the Precinct F Secondary Plan (North Point Village Precinct Plan; SP 04/2013) received third reading and was approved by Council to allow for the development of commercial uses and a mix of residential uses.

DASZ 40/2015

- On April 27, 2016, Council approved the rezoning of the subject land from "A" Agriculture to an "C4" Commercial Regional District as part of DASZ 40/15 (By-law 57/2016).

- Approval of DASZ 40/2015 included a Zoning Agreement requiring that any proposed development, including plan approval per Clause 2, as follows:

For those portions of the Owner's Land zoned "RMF-M" or "RMF-L" or "C4", the Owner must submit plans showing the location and design of any and all proposed buildings (including articulation and exterior materials and finishes), the accessory parking areas, bicycle parking, pedestrian pathways and sidewalks, private approaches, garbage enclosures, loading areas, fencing, landscaping, light and freestanding signage ("Works") to the City's Director of Planning, Property and Development ("Director") and the City's Lord Selkirk-West Kildonan Community Committee for approval prior to the issuance of any building or development permit, and thereafter must construct and maintain the Works to the satisfaction of the Director."

- A Sightline Easement is also caveated to all lots on the subject site, restricting the placement of buildings, structures, fences, and landscaping along the most southerly property line, along North Point Boulevard.

DASSF 554/2016

- The land was further subdivided under former plan of subdivision, File No. DASSF 554/2016, to create Block 2, Plan 60581.

Plan Approval 22-160786

- On June 22, 2022, the Lord Selkirk - West Kildonan Community Committee approved plans for the development of six commercial buildings clustered around a parking lot with a total of 271 parking spaces.

FILE/APPLICANT DETAILS

FILE:	**ZR-PA 26-147995**
COMMUNITY:	Old Kildonan
NEIGHBOURHOOD #:	3.333 - West Kildonan Industrial
SUBJECT:	Plans of Proposed Commercial Building C (CRU 3)
LOCATION:	2777 McPhillips Street, Bldg C
LEGAL DESCRIPTION:	LOT 1 PLAN 74428
APPLICANT:	Landmark Planning & Design Inc. (Carolina Herrera)
OWNER:	Whiteland Services Inc.

DISCUSSION

SITE DESCRIPTION

- The subject property is located on the west side of McPhillips Street at the north corner of the intersection with North Point Boulevard in the West Kildonan Industrial neighbourhood of the Old Kildonan ward.
- The subject site is approximately 293,805 square feet (+/-6.44 acres) in area, with approximately 524 feet of frontage along McPhillips Street and 550 feet of frontage along North Point Boulevard.
- The site is zoned “C4” Commercial Regional. The site is designated “Recent Community” under the Complete Communities Direction Strategy 2.0 (CCDS 2.0) and designated “Commercial Mixed-Use” under the North Point Village Local Area Plan (Precinct ‘F’).



Figure 1: Air photo of subject site and surrounding context (*Flown, 2024*)

DESCRIPTION OF THE PROPOSED DEVELOPMENT

- Plan Approval File 22-160786 approved plans for the development of six commercial buildings clustered around a parking lot having a total of 271 parking spaces. All buildings would have primary entrances oriented towards the primary accessory parking area, which would be generally in the centre of the planned development area.
- The subject application proposed the following changes to the previously approved Plans for Building C (CRU 3), the final building in Polaris Place:
    - The size of the proposed building has increased from 11,447 square feet to 13,165 square feet.
    - The proposed building has been rotated to a north-south alignment along North Point Boulevard rather than the previously approved east-west alignment along the internal private road south of the site. This change in orientation provides better screening of the accessory parking area from North Point Boulevard and improves the overall site design of Polaris Plaza.
    - The proposed elevations are in keeping with the previously approved design. The building will be accented with metallic red panels that contrast with dark gray brickwork around the corners and base of the buildings. For the other walls, a smooth EIFS finish is applied in off-white, light gray, and dark gray colours, with metal panels above some sections of glazing.
    - The proposed changes do not result in a reduction in parking from the previously approved 288 parking spaces.
    - Pathway connections and landscaping have been modified to accommodate the changes and provide direct pedestrian access from the internal walkway network along the private road to CRU 3, improving on-site circulation and connectivity.
    - The proposed landscaping has been modified to accommodate the proposed building enlargement, reorientation, and updated site layout. Drawings show landscaping along the south (rear) and east side elevations to add visual interest and a soft edge to the site. Based on feedback from the Public Service, the applicant has added landscaping between south facing parking stalls and the internal roadway south of the subject site. The landscaping design continues to meet City requirements for plantings and trees without necessitating additional variances.
    - Plans show a seating area along the North Point Boulevard (south) façade of the proposed building.

ANALYSIS AND ISSUES

COMPLETE COMMUNITIES DIRECTION STRATEGY 2.0

- The *Complete Communities Direction Strategy 2.0* is one of four direction strategies supporting OurWinnipeg, the city's long-range development plan, and has statutory authority as a secondary plan. The strategy guides land use and development in Winnipeg.

- The subject property is located in an Established Neighbourhood designated as a “Recent Community” as outlined in Complete Communities 2.0. Goal 4 states:
    - *Ensure neighbourhoods accommodate a range of commercial services and amenities within walking distance to meet daily needs*.
- Other relevant policies:
    - *Support commercial development where residential neighbourhoods are not well served by local and community commercial amenities*
    - *New commercial development should be complementary and context-sensitive to nearby uses.*
- The general commercial area policies of CCDS 2.0 relevant to the subject proposal include:
    - *Encourage the redevelopment infill and expansion of existing commercial areas as the preferred method of accommodating new commercial development, while still providing local commercial opportunities in new neighbourhoods.*

PRECINCT ‘F’ LOCAL AREA PLAN - NORTH POINT VILLAGE

- Key applicable policies under the Commercial mixed-use policy designation include the following:
    - *The final design of the Commercial Mixed-Use Area shall be determined through the Development Application process and may be implemented through the use of a variety of methods including plan approval, development agreement, or a planned development overlay*
    - *The following guidelines will inform the design of the Commercial Mixed-Use Area:*
    - *Building articulation, glazing, a variety of materials and finishes, and landscaping should be used to create a unique and appealing commercial character.*
    - *Sites and buildings should be designed such that their use will not significantly compromise the privacy of residential uses in or near the Commercial Mixed-Use Area.*
    - *Sites and buildings should be designed to minimize any potential adverse effects of lighting or sound on adjacent residential uses, which may include (but not be limited to) establishing landscaping such as plantings and fencing.*
    - *Exterior lighting should be shielded to minimize any potential light trespass into adjacent dwellings.*
    - *Pedestrian-oriented lighting may be provided on pedestrian routes in the Commercial Mixed-Use Areas.*
    - *On-site parking area landscaping should include trees and should be designed and maintained such that pedestrian – motorist sight-lines are not compromised.*

REASONS FOR THE RECOMMENDATIONS

The Urban Planning and Design Division recommends **approval** because:

- The proposed development is consistent with the *Complete Communities Direction Strategy 2.0*, *Precinct 'F' Local Area Plan*, and compatible with the area.
- The proposed site plan is sensitive in terms of massing, orientation and landscaping to adjacent properties.

SUBMITTED BY

Department:	Planning, Property and Development
Division:	Urban Planning and Design
Prepared by:	Simi Jerez, RPP MCIP
Date:	June 15, 2026
File No:	ZR-PA 26-147995