

January 29, 2019

Mayor & Council
#1 Centennial Square
Victoria, BC

Dear Mayor and Council

DP Variance Application for 3147 Douglas Street - Mayfair Mall

The Burnside Gorge LUC wishes to express our disagreement to any variance relaxation to the allowed signage at 3147 Douglas Street.

The Burnside Gorge LUC had a previous opportunity to comment but missed the deadline due to confusion with another sign permit application at the same time, for 2882 Douglas Street on August 09, 2108. We ask that this letter be entered as our feedback for the signage variance at 3147 Douglas Street.

The requested signage variance is unnecessary in our opinion and the rationale that the additional signage will provide safety for motorists and pedestrians while reducing traffic congestion is not supportable.

The requested high contrast signage lighting especially with the freestanding signs will cause serious driver distraction in the evenings along the adjoining streets.

The extent of this signage was never shown on any of the development permit applications for this project. In addition this development has already been granted an encroachment relaxation for a canopy and this signage would only add to the excessive massing on the streetscape.

In the opinion of the BG LUC this application should be rejected by Council outrightly without forwarding to a public hearing as it will be sure to have strong public opposition.

Respectfully,



Avery Stetski
Land Use Committee Chair
Burnside Gorge Community Association

cc: Sustainable Planning and Community Development Department