

I. REPORTS OF COMMITTEES

I.1 Committee of the Whole

I.1.b Report from the January 31, 2019 COTW Meeting

I.1.b.I Development Variance Permit No.00214 for 3147 Douglas Street (Burnside)

Moved By Councillor Collins

Seconded By Councillor Alto

That Council, after giving notice and allowing an Opportunity for Public Comment at a meeting of Council, consider the following motion:

"That Council authorize the issuance of Development Variance Permit Application No.00214 for 3147 Douglas Street, in accordance with:

1. Plans date stamped September 17, 2018.
2. The following variances to the Sign Bylaw:
 - i. Vary the size of the maximum permitted sign area from 9m² to:
 - a. 9m² for "Mayfair" sign (fronts Douglas Street)
 - ii. Vary the total sign allowance area from 73m² to 131m² along Douglas Street.
3. That Council direct staff to amend point 2 accordingly.
4. The Development Permit lapsing two years from the date of this resolution."

FOR (6): Mayor Helps, Councillor Alto, Councillor Collins, Councillor Loveday, Councillor Thornton-Joe, and Councillor Young

OPPOSED (3): Councillor Dubow, Councillor Isitt, and Councillor Potts

CARRIED (6 to 3)

E.5 Development Variance Permit No.00214 for 3147 Douglas Street (Burnside)

Committee received a report dated January 15, 2019 from the Acting Director of Sustainable Planning and Community Development proposing new signage on the exterior of Mayfair Mall located at 3147 Douglas Street.

Moved By Mayor Helps

Seconded By Councillor Dubow

That Council, after giving notice and allowing an Opportunity for Public Comment at a meeting of Council, consider the following motion:

"That Council authorize the issuance of Development Variance Permit Application No.00214 for 3147 Douglas Street, in accordance with:

1. Plans date stamped September 17, 2018.
2. The following variances to the Sign Bylaw:
 - i. Vary the size of the maximum permitted sign area from 9m² to:
 - a. 36.9m² for "Mayfair" sign (fronts Douglas Street)
 - b. 21.71m² for "Indigo" sign (fronts Douglas Street)
 - c. 21.71m² for "Indigo" sign (fronts Finlayson Street)
 - d. 13.83m² for "Indigo Kids" sign (fronts Douglas Street)
 - e. 25.33m² for "SportChek" sign (fronts Douglas Street)
 - f. 14.73m² for "SportChek" sign (fronts Tolmie Avenue)
 - g. 26.52m² for future tenant sign (fronts Douglas Street)
 - ii. Vary the total sign allowance area from 73m² to 131m² along Douglas Street.
3. The Development Permit lapsing two years from the date of this resolution."

Amendment:

Moved By Councillor Collins

Seconded By Councillor Isitt

delete point b, c, d, e, f and g but leave point a: Mayfair Mall

FOR (7): Mayor Helps, Councillor Collins, Councillor Dubow, Councillor Isitt, Councillor Loveday, Councillor Thornton-Joe and Councillor Potts

OPPOSED (2): Councillor Alto and Councillor Young

CARRIED (7 to 2)

Amendment:

Moved By Mayor Helps
Seconded By Councillor Collins

that Council direct staff to amend point 2 accordingly

CARRIED UNANIMOUSLY

On main motion:

That Council, after giving notice and allowing an Opportunity for Public Comment at a meeting of Council, consider the following motion:

"That Council authorize the issuance of Development Variance Permit Application No.00214 for 3147 Douglas Street, in accordance with:

1. Plans date stamped September 17, 2018.
2. The following variances to the Sign Bylaw:
 - I. Vary the size of the maximum permitted sign area from 9m² to:
 - a. 36.9m² for "Mayfair" sign (fronts Douglas Street)
 - II. Vary the total sign allowance area from 73m² to 131m² along Douglas Street.
3. That Council direct staff to amend point 2 accordingly.
4. The Development Permit lapsing two years from the date of this resolution."

FOR (6): Mayor Helps, Councillor Alto, Councillor Collins, Councillor Loveday, Councillor Thornton-Joe and Councillor Young

OPPOSED (3): Councillor Dubow, Councillor Isitt and Councillor Potts

CARRIED (6 to 3)

Committee recessed at 11:52 a.m. and returned at 12:25 p.m.



Committee of the Whole Report

For the Meeting of January 31, 2019

To: Committee of the Whole **Date:** January 15, 2019

From: Andrea Hudson, Acting Director, Sustainable Planning and Community Development

Subject: Development Variance Permit No. 00214 for 3147 Douglas Street

RECOMMENDATION

That Council, after giving notice and allowing an Opportunity for Public Comment at a meeting of Council, consider the following motion:

"That Council authorize the issuance of Development Variance Permit Application No. 00214 for 3147 Douglas Street, in accordance with:

1. Plans date stamped September 17, 2018.
2. The following variances to the Sign Bylaw:
 - i. Vary the size of the maximum permitted sign area from 9m² to:
 - a. 36.9m² for "Mayfair" sign (fronts Douglas Street)
 - b. 21.71m² for "Indigo" sign (fronts Douglas Street)
 - c. 21.71m² for "Indigo" sign (fronts Finlayson Street)
 - d. 13.83m² for "Indigo Kids" sign (fronts Douglas Street)
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 - g. 26.52m² for future tenant sign (fronts Douglas Street)
 - ii. Vary the total sign allowance area from 73m² to 131m² along Douglas Street.
3. The Development Permit lapsing two years from the date of this resolution."

LEGISLATIVE AUTHORITY

In accordance with Section 498 of the Local Government Act, Council may issue a Development Variance Permit that varies other land use regulation powers provided such permit does not vary the use or density of land from that specified in the Zoning Regulation Bylaw.

EXECUTIVE SUMMARY

The purpose of this report is to present Council with information, analysis and recommendations for a Development Variance Permit Application for the proposed new signage on the exterior of Mayfair Mall located at 3147 Douglas Street. The recent expansion and improvements to Mayfair Mall have resulted in a need for new and additional signage. This signage is regulated

by the Sign Bylaw and does so through limitations in individual and cumulative area allowances specifying the typography of signage within defined areas throughout the City and limits the quantities of certain sign types. The proposed signage includes seven (7) new signs, each in excess of 9m², as well as, free-standing signage in excess of that permitted per building frontage.

The Sign Bylaw limits the cumulative sign area on each building frontage as a function of an assigned ratio applied to business' building frontage. Based on this criterion, the cumulative sign allowance on Douglas Street is 73m². The proposed cumulative sign area along Douglas Street is 131m².

Lastly, the Sign Bylaw permits one freestanding sign per street frontage. The proposal includes three (3) freestanding signs along Douglas Street; two (2) along Finlayson Street and two (2) along Tolmie Avenue. Given the policies outlined in the Burnside Gorge Neighbourhood Plan regarding place-making and public realm, and the importance of enhancing the pedestrian and human scale experience along streets, staff have concerns about the number of large freestanding signs being proposed along street frontages (over 2.4m/8ft. high). In addition, there would be minimal information on these proposed signs and would be predominantly blank surfaces. The recommendation for Council's consideration does not support the proposed variances to increase the number of free-standing signs on each street frontage; however, an alternate motion has been provided should Council support these variances.

Staff generally support these variances as the signage scales appropriately in context of each building elevation, thereby, making its size seemingly appropriate.

BACKGROUND

Description of Proposal

The proposed signage requires the following variances

- building fascia signs greater than the maximum permitted area of 9m²
- cumulative signage area exceeding permitted total building fascia signage area along Douglas Street
- more than 1 free standing sign on a building frontage.

Specifically:

(a) Building fascia sign areas on:

West building face (Douglas Street)

- 36.9m² for "Mayfair" sign
- 26.52m² for future tenant signage
- 25.33m² for "SportChek" sign
- 21.71m² for "Indigo" sign
- 13.8 m² for "Indigo Kids" sign

South building face (Finlayson Street)

- 21.71m² for "Indigo" sign

North building face (Tolmie Avenue)

- 14.73m² for "SportChek" sign.

(b) Total Building Signage Area along Douglas Street is 131m²:

Sign Description	Area (m ²)
Blank Tenant ID sign	3.72
"Hudson's Bay"	9.7
"Hudson's Bay"	2.75
Blank Tenant ID sign	5.57
"Starbucks Coffee"	5.57
"Indigokids"	13.83
"Indigo"	21.71
"TD"	3.25
Blank Anchor Tenant ID sign	26.52
Blank Tenant ID sign	3.25
Blank Tenant ID sign	3.25
"SportChek"	25.33
Blank Tenant ID sign	3.25
Blank Tenant ID sign	3.25
TOTAL	130.95

(c) More than one free-standing sign per street frontage is proposed in the following locations.

- Douglas Street
 - 2 x "Mayfair Mall" (new signs) (3.06m² & 6.60m²)
 - 1 x multi-tenant (new sign) (6.60m²)
- Finlayson Street
 - 2 x "Mayfair Mall" (new signs) (5.31m²)
- Tolmie Avenue
 - 1 x "Mayfair Mall" (existing sign) (9.41m²)
 - 1 x "Mayfair Mall" (new sign) (3.06m²).

Community Consultation

Consistent with the *Community Association Land Use Committee (CALUC) Procedures for Processing Rezoning and Variances Applications*, on August 9, 2018 the application was referred for a 30-day comment period to the CALUC. No comments were received in response from the CALUC.

This application proposes variances, therefore, in accordance with the City's Land Use Procedures Bylaw, it requires notice, sign posting and a meeting of Council to consider the variances.

ANALYSIS

The recent expansion to Mayfair Mall includes new anchor tenants and other new, smaller tenants, and the building owner is proposing external building signage including fascia signs and free-standing signage. The proposed signage is also a result of work to modernize the building exterior as a part of the expansion project and the proposed signage

While the overall proposal has been described in technical detail, the proposal can be categorized into three main areas, each requiring variances. The variances include signs in excess of 9m², cumulative allowance being exceeded, and the amount of individual freestanding signs per frontage.

The Sign Bylaw limits fascia sign areas to 9m²; the proposal includes seven (7) fascia signs, each greater than 9m². Consideration has been given to the size of the building and site, as well as, setbacks from the street and the building's purpose as a retail destination. The size of individual signs is considered appropriate in proportion and scale and provides some visual interest to the building by breaking-up the large blank walls.

The sign bylaw restricts the cumulative amount of fascia signage; this is a function of linear frontage and an applied ratio. The cumulative fascia signage area is exceeded along Douglas Street. The Sign Bylaw limits the cumulative fascia display area to 73m² and the proposed fascia area is 131m². The proposed signage is compatible in context of each elevation as it is proportionate to the size of the building and is moderate in terms of its impact to the street.

The Sign Bylaw restricts freestanding signage to one (1) per street frontage. Two (2) freestanding signs have been proposed for both Finlayson Street and Tolmie Avenue, and three (3) freestanding signs are proposed along Douglas Street. Given the policies outlined in the Burnside Gorge Neighbourhood Plan regarding place-making and public realm, and the importance of enhancing the pedestrian and human scale experience along streets, staff have concerns with the number of large freestanding signs being proposed along street these frontages (over 2.4m/8ft high). In addition, there would be minimal information on these proposed signs and would be predominantly blank surfaces. The recommendation for Council's consideration does not support the proposed variances to increase the number of free-standing signs on each street frontage; however, an alternate motion has been provided should Council support these variances.

While the proposed signage requires multiple variances, the overall proposal is supportable in consideration of the size of the parcel, the purpose of the building as a retail destination and the size of the building. The proposed building signage appears to be scaled well in context of each elevation and is thought to have a modest impact to the street frontages, and is seemingly appropriate, indicative of the retail activities inside.

CONCLUSIONS

Staff generally supports the variances associated with the signage on the building given the function, location and size of the building; however, staff have concerns regarding the number of large free-standing signs being proposed on the three street frontages. The current Sign Bylaw permits one free-standing sign on each frontage and the recommendation for Council's consideration reflects the requirements in the current bylaw.

ALTERNATE MOTIONS

OPTION ONE

That Council, after giving notice and allowing an opportunity for public comment at a meeting of Council, consider the following motion:

"That Council authorize the issuance of Development Variance Permit Application No. 00214 for 3147 Douglas Street, in accordance with:

1. Plans date stamped September 17, 2018.
2. The following variance to the Sign Bylaw
 - i. Vary the size of the maximum permitted sign area from 9m² to:
 - a. 36.9m² for "Mayfair" sign (fronts Douglas Street)
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 - e. 25.33m² for "SportChek" sign (fronts Douglas Street)
 - f. 14.73m² for "SportChek" sign (fronts Tolmie Avenue)
 - g. 26.52m² for future tenant sign (fronts Douglas Street).
 - iii. Vary the total sign allowance area from 73m² to 131m² along Douglas Street
 - iv. Vary the number of free-standing signs on each frontage from one (1) to:
 - a. three (3) freestanding signs along Douglas Street
 - b. two (2) freestanding signs along Finlayson Street
 - c. two (2) freestanding signs along Tolmie Street.
3. The Development Permit lapsing two years from the date of this resolution."

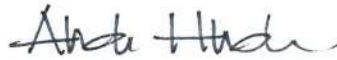
OPTION TWO

That Council decline Development Variance Permit Application No. 00214 for the property located at 3147 Douglas Street.

Respectfully submitted,



Calvin Gray, P.Eng.
Chief Building and Plumbing Inspector
Permits and Inspections



Andrea Hudson, Acting Director
Sustainable Planning and Community
Development Department

Report accepted and recommended by the City Manager:



Date:

Jan 25, 2019

List of Attachments:

- Attachment A: Letter from applicant dated November 21, 2018
- Attachment B: Plans date stamped January 15, 2019.

Nov 21, 2018

Dear City of Victoria;



Please accept this application for a Variance to allow the installation of 5 oversized wall signs and a total of 7 ground signs. In order to address any possible concerns, we have prepared this letter of rationale which I hope you will consider.

FASCIA SIGNS: The City of Victoria Bylaw States:

- **33-(2) A fascia sign shall not have a display surface exceeding 9 m2 (96.88 sq ft)**
 - 1x "Mayfair" sign is oversized with the dimension of 16.73m x 2.21m (**36.94 sq m**)
 - 2x "Indigo" signs are oversized with the dimension of 6.54m x 3.32m (**21.71 sq m**).
(West and South)
 - 1x "Indigo Kids" sign is oversized with the dimensions of 5.67m x 2.45m (**13.83 sq m**)
 - 2x "SportChek" signs are oversized with the dimensions of;
 - 8.88m x 2.85m (**25.33 sq m** - West) and;
 - 6.88m x 2.14m (**14.73 sq m** - North)
 - 1x Future Anchor Tenant sign is oversized with the dimensions of 9.14m x 2.9m (**26.52 sq m**)
 - West elevation exceeds max tenant sign area: 130.96 sq m proposed – 71 sq m allowed
 - The North elevation tenants use just 31.4 sq m of the 72.5 sq m allowance
 - The East elevation tenants use just 51.7 sq m of the 71 sq m allowance
 - The South elevation tenants use just 70.8 sq m of the 72.5 sq m allowance

We are requesting that fascia signs at Mayfair mall be allowed larger than what the sign bylaw permits. The proposed signage is appropriately sized given the setbacks from the street as well as the scale of the building. The additional sign area for the West elevation has been taken from the remaining allowances for the other the elevations. (60.1 sq m total leftover sign area on the North, East, and South elevations.) leaving a total site (combined) un-used sign allowance of 2.14 sq m.

FREESTANDING SIGNS: The City of Victoria Sign Bylaw States:

- **17-(3) A person shall not erect more than one free-standing sign on the street frontage of a building.**
 - Sign 2 and 4 are on the North frontage
 - Sign 13 on the East frontage
 - Sign 14 and 18 are on the south frontage
 - Sign 32, 30, and 26 are on the West frontage

We are requesting the allowance of more than one freestanding sign on each frontage for Mayfair mall. The length of the lot frontage is over 200m on each side, and with multiple entrances to the mall, one freestanding directional sign per frontage is not sufficient to provide clear wayfinding to the mall entrances and appropriate parking. The additional signage we have proposed will provide safety for motorist and pedestrians traveling in the area while helping to reduce vehicle congestion within the surrounding area.

Furthermore, the proposed signs are of a class that is permitted in the current sign district, public safety is not jeopardized in any way, and there are no contentions to the public interest. The wording of the signage is not flamboyant or attention-seeking, and it has been carefully designed to maintain a uniform and modern brand identity for Mayfair Mall while maintaining a high contrast design for easy legibility.

For these reasons and more, I sincerely request your support and ask that a variance for the bylaw sections noted above as well as any additional bylaw deficiencies not disclosed be approved for the proposed wall signs and directional ground signs at Mayfair Mall.

Thank you for your time and consideration,

A handwritten signature in black ink that reads "Jason Noseworthy".

Jason Noseworthy

Priority Permits

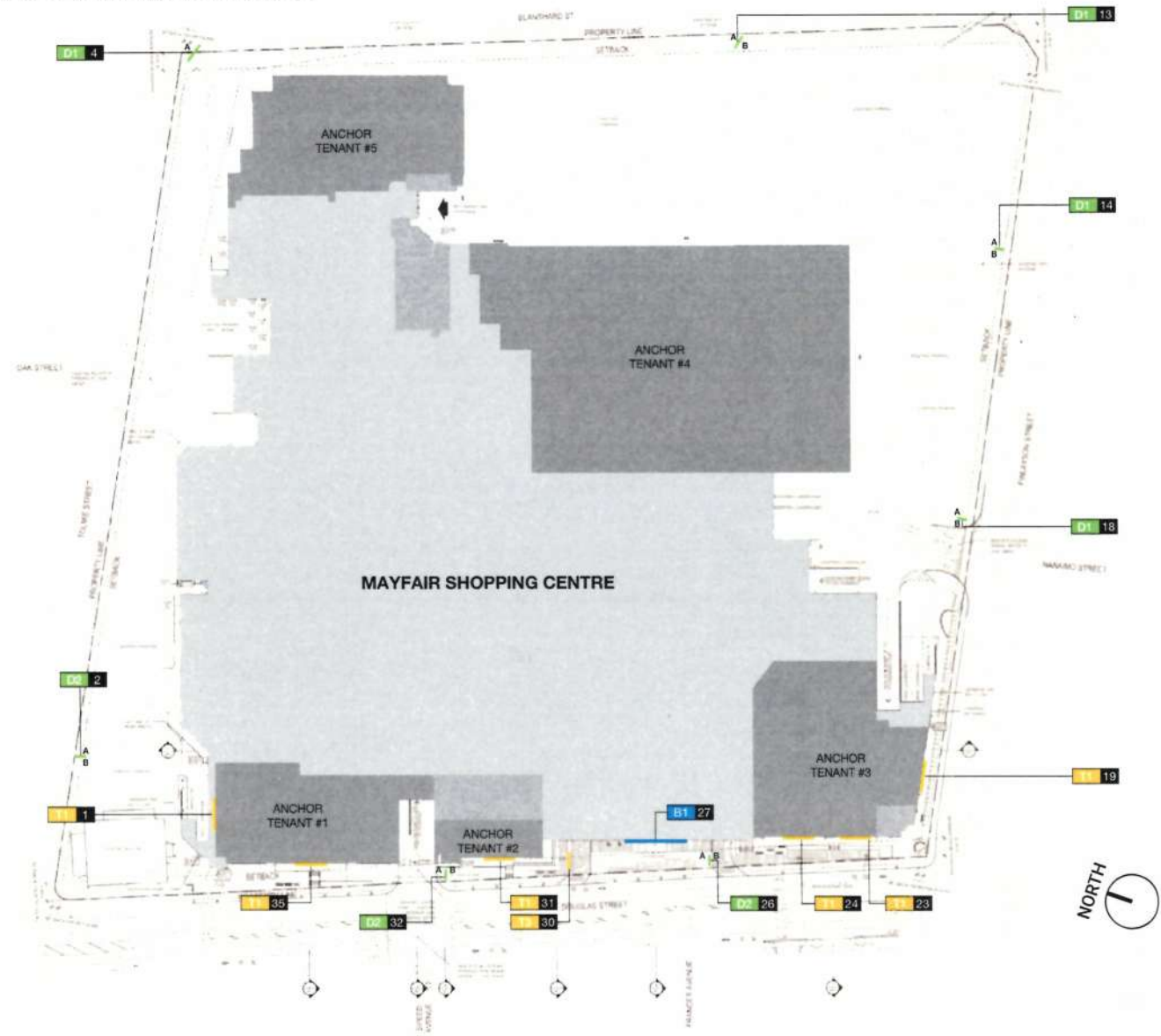
Ph: 289-389-8951

Email: jason@prioritypermits.com

LOCATION PLAN

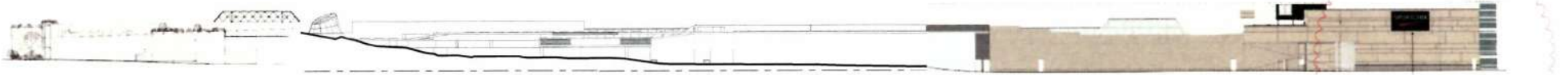
LOCATIONS OF SIGNAGE REQUIRING VARIANCES FROM BYLAW STANDARDS

Legend		
<div> <div>A1</div> <div>01</div> </div> <div> <div>Sign Number</div> <div>Sign Type</div> </div>		
Sign Type	Mounting	
B1	Mall ID	Fascia
D1	Primary Site Directional	Freestanding
D2	Secondary Site Directional	Freestanding
T1	Anchor Tenant ID	Fascia
T2	Tenant ID	Freestanding



ELEVATIONS
LOCATIONS OF SIGNAGE REQUIRING VARIANCES FROM BYLAW STANDARDS

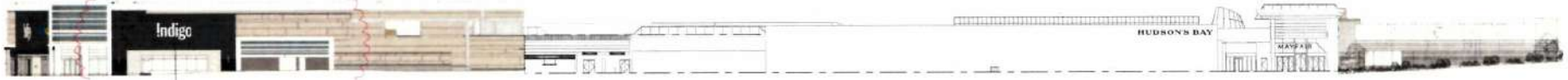
Legend	
AT 1	Sign Number
—	Sign Type
Sign Type	
Wall ID	Mounting
Anchor Tenant ID	Face



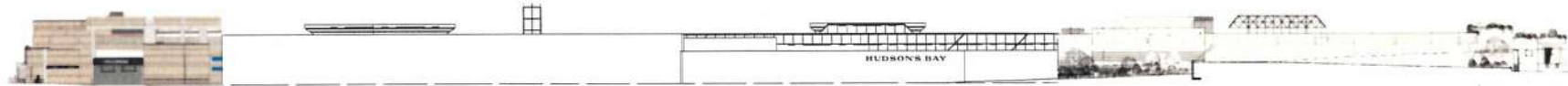
Sign Location - Central Store
Date: 11/11/19



Sign Location - Central Store
Date: 11/11/19



Sign Location - Premium Store
Date: 11/11/19



Sign Location - Premium Store
Date: 11/11/19



ANCHOR TENANT #1
• Max. Sign Size = 12' x 23' = (276 sq ft)

ANCHOR TENANT #1
• Max. Sign Size = 9' 4" x 30' = (285 sq ft)

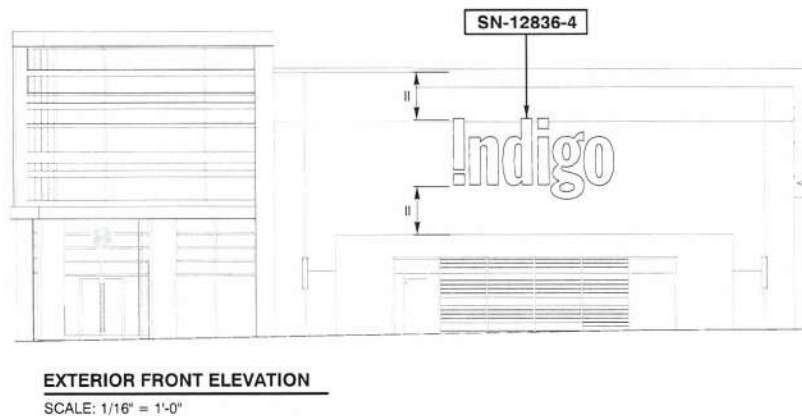
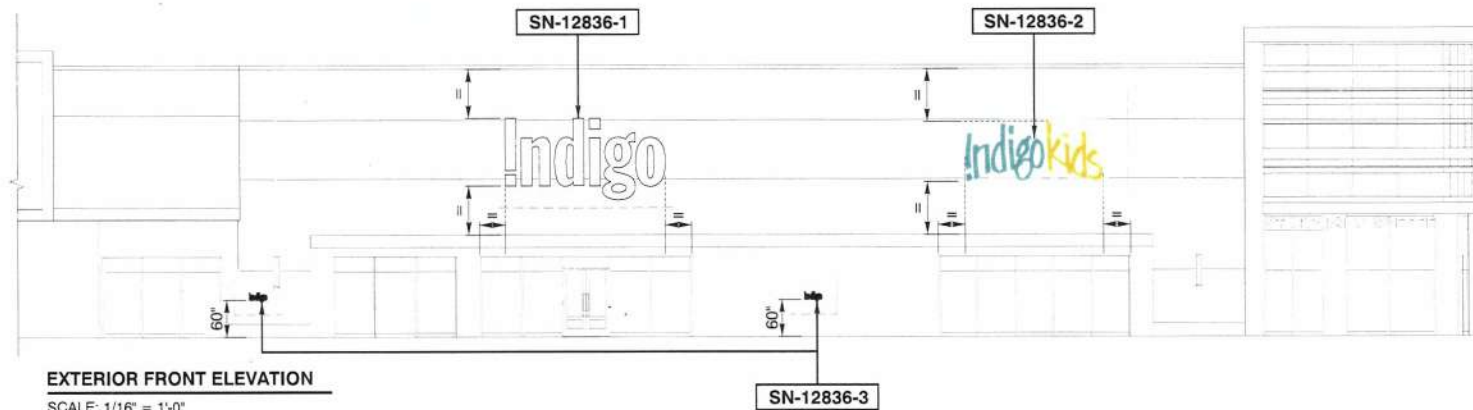
ANCHOR TENANT #2
• Max. Sign Size = 9' 4" x 30' = (285 sq ft)

BUILDING IDENTIFICATION
• Max. Sign Size = 7' 0" x 50' = (350 sq ft)

ANCHOR TENANT #3
• Max. Sign Size = 12' x 23' = (276 sq ft)

ANCHOR TENANT #5
• Max. Sign Size = 12' x 23' = (276 sq ft)

ANCHOR TENANT #3
• Max. Sign Size = 12' x 23' = (276 sq ft)



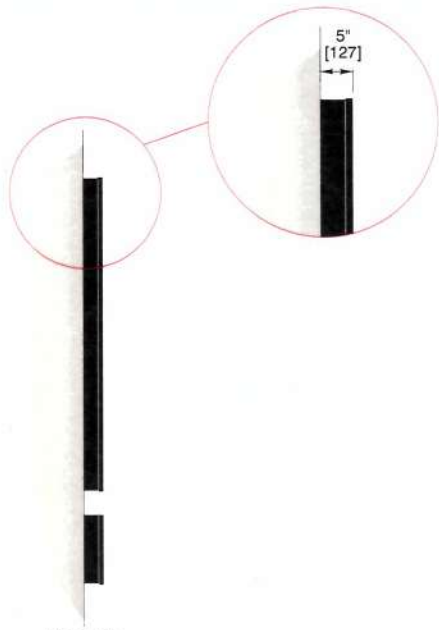
REVISIONS

No.	DESCRIPTION	Init.	Ver.	DATE
00	PRODUCTION	MV		18-05-03
01	PRODUCTION	MV		18-08-22
02	PRODUCTION	MV		18-09-05

m 4130, Highway 440 West
South service road
Laval (Quebec) H7T 0H3
montreal neon signs Phone: 450 668 4888
Phone: 514 955 3333
Fax: 450 668 8822

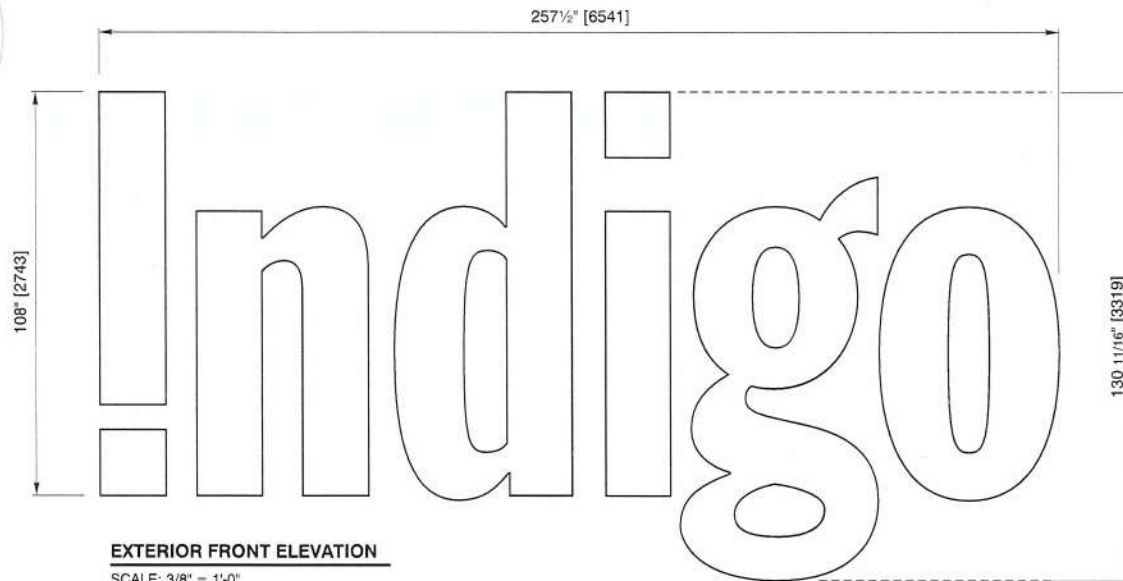
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THE PERMISSION OF MONTREAL NEON

ACCOUNT EXEC.	RICHARD MONETTE
PROJECT MANAGER	CATHERINE QUESNEL-DUPRAS
CLIENT	INDIGO BOOKS & MUSIC INC 468 KING STREET WEST SUITE 500 TORONTO, ON
SITE/PROJECT	INDIGO - 963 MAYFAIR SHOPPING CENTRE 3147 DOUGLAS STREET - UNIT N116 VICTORIA, BC
TITLE	EXTERIOR FRONT ELEVATION
FILE	12836_ELEVATIONS_R02
	01 02



PROFILE

SCALE: 3/8" = 1'-0"



EXTERIOR FRONT ELEVATION

SCALE: 3/8" = 1'-0"

CHANNEL LETTERS

QTY	1	SN-12836-1
QTY	1	SN-12836-4
MODEL	I-EXT-108	
INSTALLATION		
EXTERIOR	ILLUMINATED	

Indigo

REVISIONS

No.	DESCRIPTION	Init.	Ver.	DATE
00	PRODUCTION	MV		18-05-03
01	PRODUCTION	MV		18-08-22
02	PRODUCTION	MV		18-09-05



4130, Highway 440 West
South service road
Laval (Québec) H7T 0H3
Phone: 450 668 4888
Phone: 514 955 3333
Fax: 450 668 8822

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AUTHORIZATION OF MONTREAL NEON

ACCOUNT EXEC.

RICHARD MONETTE

PROJECT MANAGER

CATHERINE QUESNEL-DUPRAS

CLIENT

INDIGO BOOKS & MUSIC INC

468 KING STREET WEST
SUITE 500
TORONTO, ON

SITE/PROJECT

INDIGO - 963
MAYFAIR SHOPPING CENTRE
3147 DOUGLAS STREET - UNIT N116
VICTORIA, BC

TITLE

GRAPH. ELEVATIONS

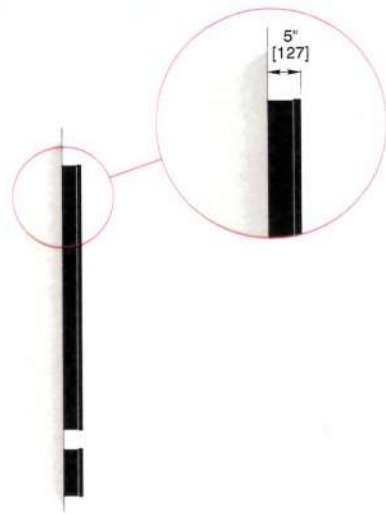
FILE

12836-1-4_R02

01
03

POSTING SURFACE		ft ²	m ²	lb	kg
130 11/16" x 257 1/2"		3319mm x 6541mm	203.29	18.89	XXX
# NOTES					
N1 ELECTRIC OUTLETS (TO BE DETERMINED)					
#	CLIENT COLOURS	PRODUCTION COLOURS	BY	FINISH	
M1	WHITE	#7328	BASE	TRANS.	
M2	BLACK	PREPAINTED BLACK (COIL)	BASE	MAT	
M3	BLACK	PIGMENTED BLACK TRIM	BASE	MAT	

COLOURS PRINTED ON THIS DRAWING COULD BE DIFFERENT FROM THE REAL COLOURS



PROFILE

SCALE: 3/8" = 1'-0"



EXTERIOR FRONT ELEVATION

SCALE: 3/8" = 1'-0"

CHANNEL LETTERS

QTY	1	SN-12836-2
INSTALLATION		
EXTERIOR		ILLUMINATED



POSTING SURFACE		ft²	m²	lb	kg
96 1/8" x 223"	2442mm x 5664mm	148.86	13.83	XX	XX
# NOTES					
N1	ELECTRIC OUTLETS TO BE DETERMINED				
#	CLIENT COLOURS	PRODUCTION COLOURS	BY	FINISH	
M1	WHITE	#7328		BASE	TRANS.
M2	BLACK	PREPAINTED BLACK (COIL)		BASE	MAT
M3	BLACK	PIGMENTED BLACK TRIM		BASE	MAT
V1	CLEAR	CLEAR LAMINATE BY OTHERS		BASE	MAT
D1	DIGITAL PRINTING PMS 2232C	PRINT ON CLEAR VINYL BY OTHERS		BASE	CLEAR
D2	DIGITAL PRINTING PMS 7758C	PRINT ON CLEAR VINYL BY OTHERS		BASE	CLEAR

COLOURS PRINTED ON THIS DRAWING COULD BE DIFFERENT FROM THE REAL COLOURS

REVISIONS

No.	DESCRIPTION	Init.	Ver.	DATE
00	PRODUCTION	MV		18-05-03
01	PRODUCTION	MV		18-08-22
02	PRODUCTION	MV		18-09-05



4130, Highway 440 west
South service road
Laval (Québec) H7T 0H3
Phone: 450 668 4888
Phone: 514 955 3333
Fax: 450 668 8822

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ACCOUNT EXEC.

RICHARD MONETTE

PROJECT MANAGER

CATHERINE QUESNEL-DUPRAS

CLIENT

INDIGO BOOKS & MUSIC INC

468 KING STREET WEST
SUITE 500
TORONTO, ON

SITE/PROJECT

INDIGO - 963
MAYFAIR SHOPPING CENTRE
3147 DOUGLAS STREET - UNIT N116
VICTORIA, BC

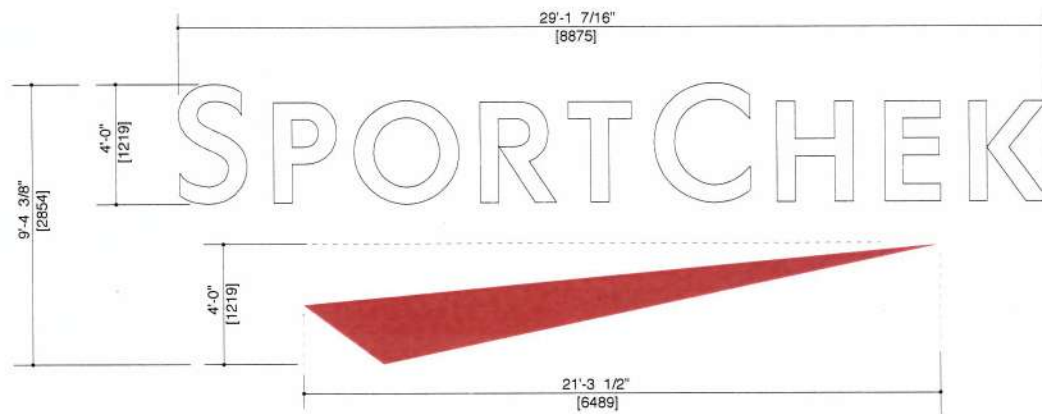
TITLE

GRAPH. ELEVATIONS

FILE

12836-2_R02

01
03



Graphics Layout

Scale: 1/4"=1'-0"

NOTE: STEEL ART TO SUPPLY & INSTALL INTERIOR CARRIER BOX BEHIND 'SPORTCHEK' SIGN ON THIS ELEVATION. REFER TO ENGINEERING DRAWINGS FOR DETAILS. ALL EXPOSED COMPONENTS PTD. TO MATCH BENJAMIN MOORE 2124-70 DISTANT GREY

ONE (1) SET ILLUMINATED LETTERS (EXTERIOR)

- 3/16" #7328 WHITE ACRYLIC FACE
- 1" WHITE TRIM CAP
- 5" DEEP, .040 ALUMINUM PRE-PAINTED WHITE COIL RETURNS
- .063" PRE-PAINTED WHITE ALUMINUM LETTER BACKS
- WHITE LED ILLUMINATION
- INSTALL ON METAL PANELS IN POSITION AS SHOWN (PLYWOOD BACKING)

ONE (1) ILLUMINATED LOGO (EXTERIOR)

- 3/16" CLEAR LEXAN FACE C/W RED 3M #3630-33 TRANSLUCENT VINYL APPLIED TO FIRST SURFACE
- 3M #3635-70 WHITE DIFFUSER APPLIED TO SECOND SURFACE OF FACE
- 5" DEEP, .064 ALUMINUM RETURNS (WITH 1/2" LIPS ON FACE) PAINTED INSIDE WHITE, OUTSIDE RED TO MATCH PMS #485C WELDED TO BACK
- .063" ALUMINUM BACK PAINTED INSIDE WHITE
- 1" x 1" x .063" ALUMINUM ANGLE FRAME PAINTED RED TO MATCH PMS #485C
- RED LED ILLUMINATION
- INSTALL ON METAL PANELS IN POSITION AS SHOWN (PLYWOOD BACKING)

*SITE CHECK REQUIRED

steel art
signs

130
Performance Dr
Richmond Hill
Ontario
L4B 2H5
905.474.1678
905.474.0515
www.steelart.com

SportChek Client

Mayfair Mall - Unit #N106 Location

2215-3147 Douglas St

Victoria Project Title

BC

Store #336

SignType(s)

S/F Illuminated Letters & Logo

Scale Date

1/4" = 1' - 0" 03.08.2018

Drawn Approved

I.A. /

Drawing No. Revision

TH 18020-A-2 2

Revision Notes

No. Description Date

1 - show updated elevation 04.25.2018

2 - install letters centred over 05.03.2018

louver

Approvals:

x:

Approved By:

x:

Date:

COLOURS / FINISHES

• TRANSLUCENT VINYL

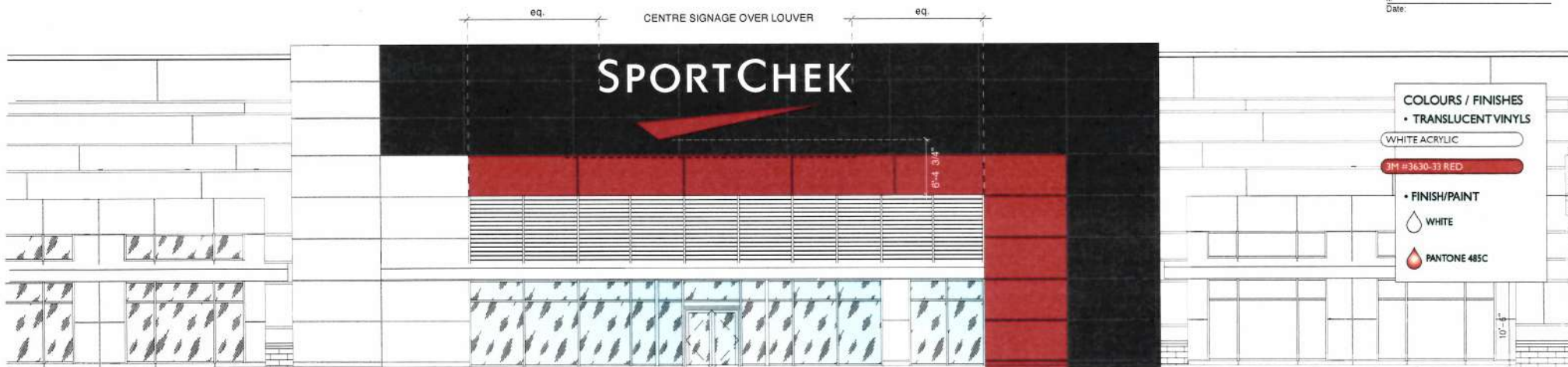
WHITE ACRYLIC

JM #3630-33 RED

• FINISH/PAINT

WHITE

PANTONE 485C



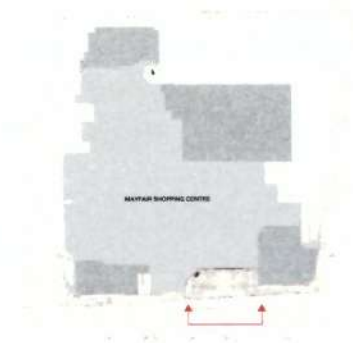
Douglas St. Elevation

(3/32" = 1'-0")

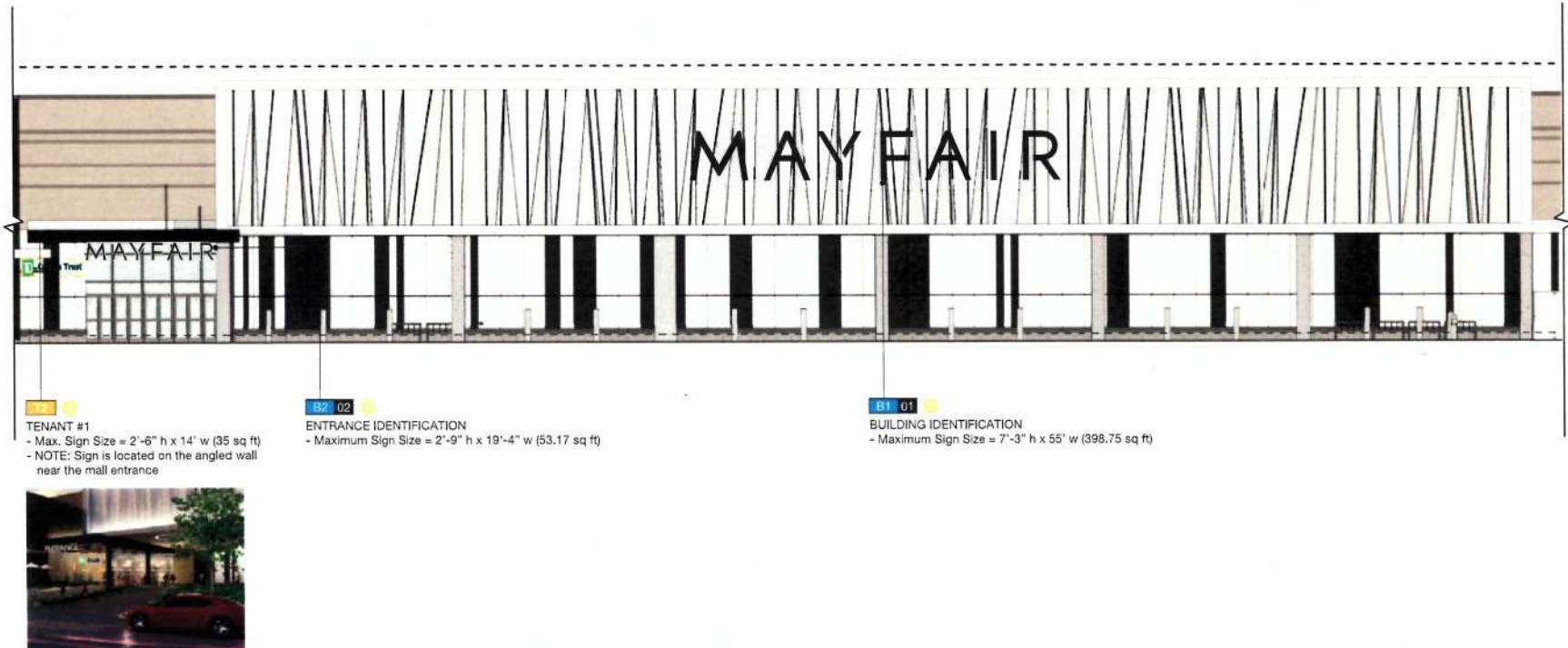
DOUGLAS STREET Copyright

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ELEVATIONS
PARTIAL WEST ELEVATION

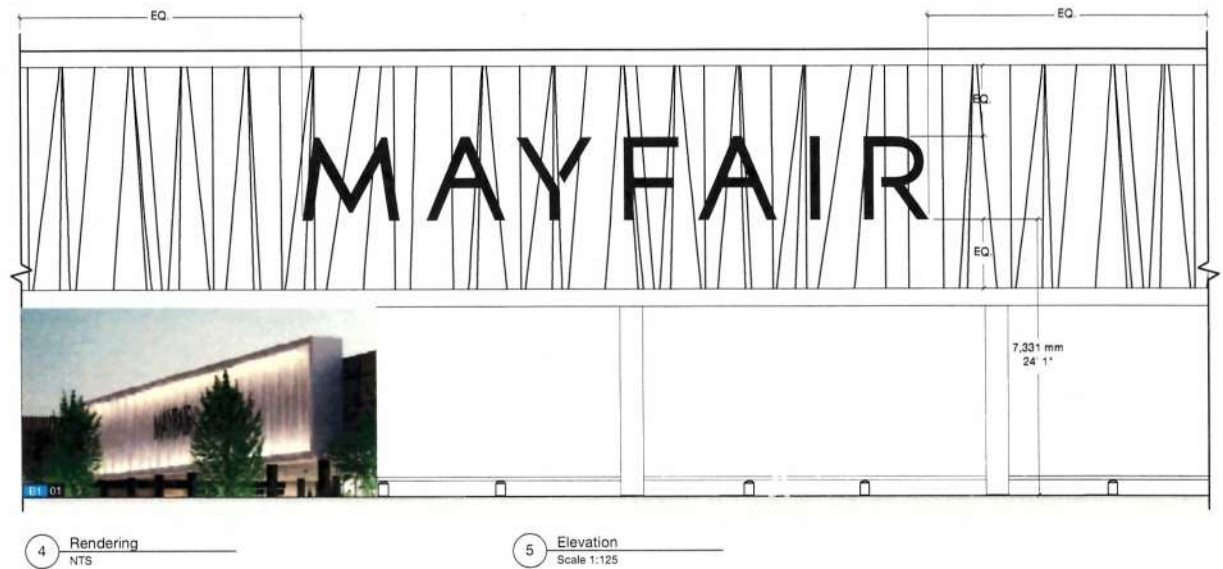
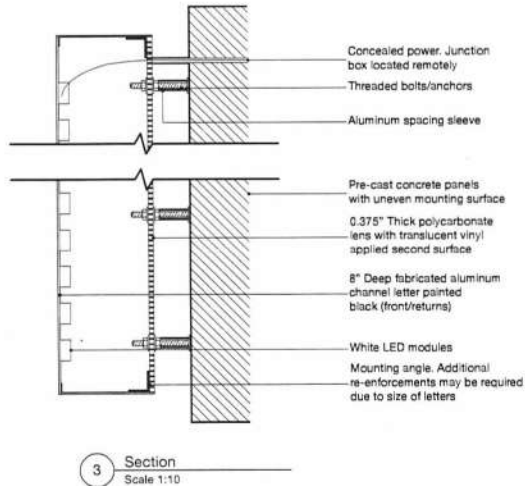
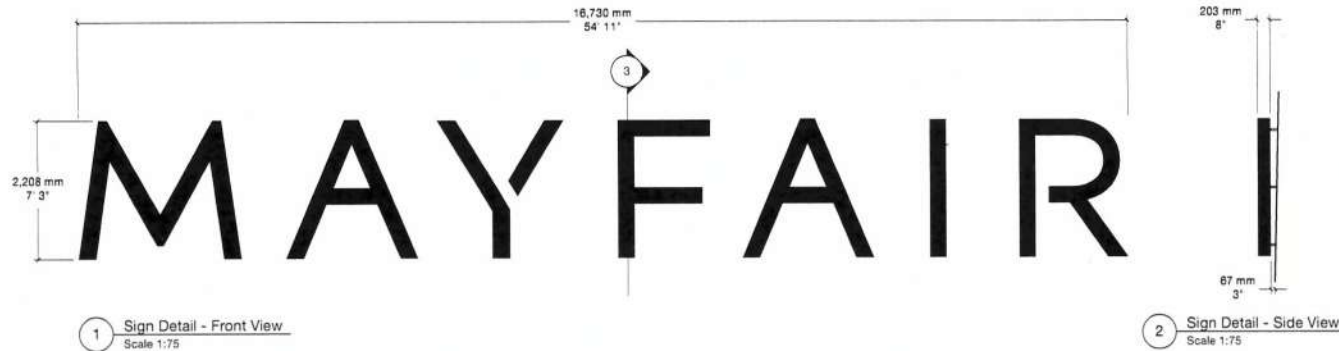


Legend		
A1 01	Illuminated	Maximum Sign Size
	Sign Number	Sign Placement Area
Sign Type	Mounting	
B1	Mall ID	Fascia
B2	Entrance ID	Suspended
D1	Primary Site Directional	Freestanding
D2	Secondary Site Directional	Freestanding
P1	Parking Entrance ID	Fascia
P2	Parking Entrance ID	Freestanding
P3	Parking Height Restriction	Suspended
P4	Parking Zone ID	Freestanding
P5	Parking ID	Freestanding
P6	Parking Information	Freestanding
L1	Loading Bay ID	Fascia
A1	Anchor Tenant ID	Fascia
T1	Tenant ID	Fascia or Suspended
T2	Tenant ID	Freestanding



SIGNAGE SPECIFICATIONS

SIGN TYPE B1

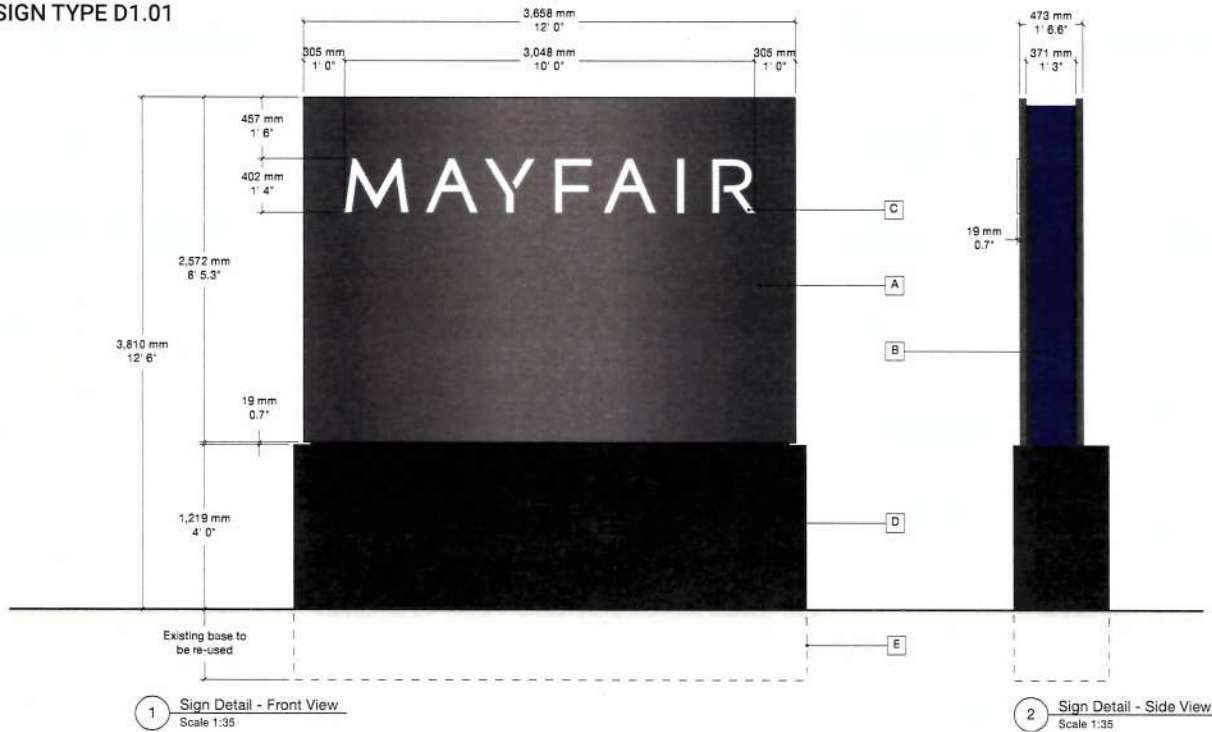


B1 Sign Type B1: Mail ID Fascia (Single Sided)

- A Channel Letters:
8" Deep fabricated aluminum channel letters painted black (front/returns). Halo-lit with white LED illumination.
- B Installation:
Stud mounted to uneven pre-cast concrete panels. Power/bolts concealed with sleeves. Engineered shop drawings required.
- Notes:
- Signage contractor to confirm all dimensions on site prior to fabrication.
 - Attachment method to be confirmed by the signage contractor and approved by the GC/Client.
 - Engineered shop drawings required.
 - All building penetrations to be sealed and watertight.
 - Full size mock-up required for review on site.

SIGNAGE SPECIFICATIONS

SIGN TYPE D1.01



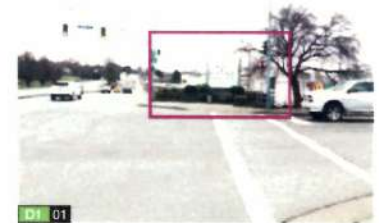
3 Exploded View
NTS

D1 Sign Type D1.01: Primary Site Directional Freestanding (Single Sided)

- A Sign Cabinet:
1'-6.625" Deep frameless aluminum sign cabinet painted dark grey. LED illumination. No visible fasteners on face.
- B Sign Cabinet (Returns):
0.5" Thick clear acrylic panels (sides) with translucent purple vinyl applied to second surface, 0.25" acrylic diffusers. Illuminated from behind with Rosco light panels.
- C Logo/Branding:
0.75" Thick push-through clear acrylic logo with translucent white vinyl applied to first surface.
- D Base:
Existing base/power to be used. Sign to hide existing lights in base.
- E Footing:
Existing concrete foundation to remain.

Notes:

- Signage contractor to confirm all dimensions on site prior to fabrication.
- Attachment method to be confirmed by the signage contractor and approved by the GC/Client.
- Engineered shop drawings required.
- Full size paper mock-up required for review on site.
- Existing sign to be removed by signage contractor.

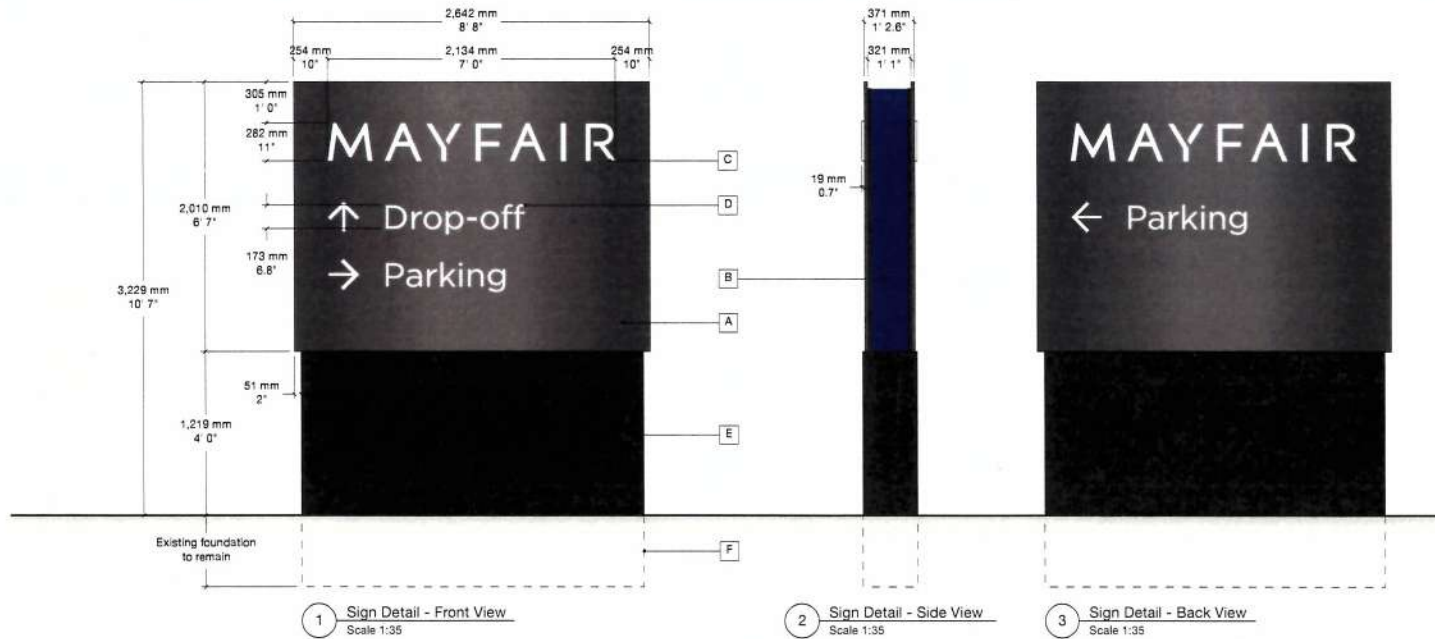


D1 01

4 Sign Location
NTS

SIGNAGE SPECIFICATIONS

SIGN TYPE D1.03



D1 Sign Type D1.03: Primary Site Directional Freestanding (Double Sided)

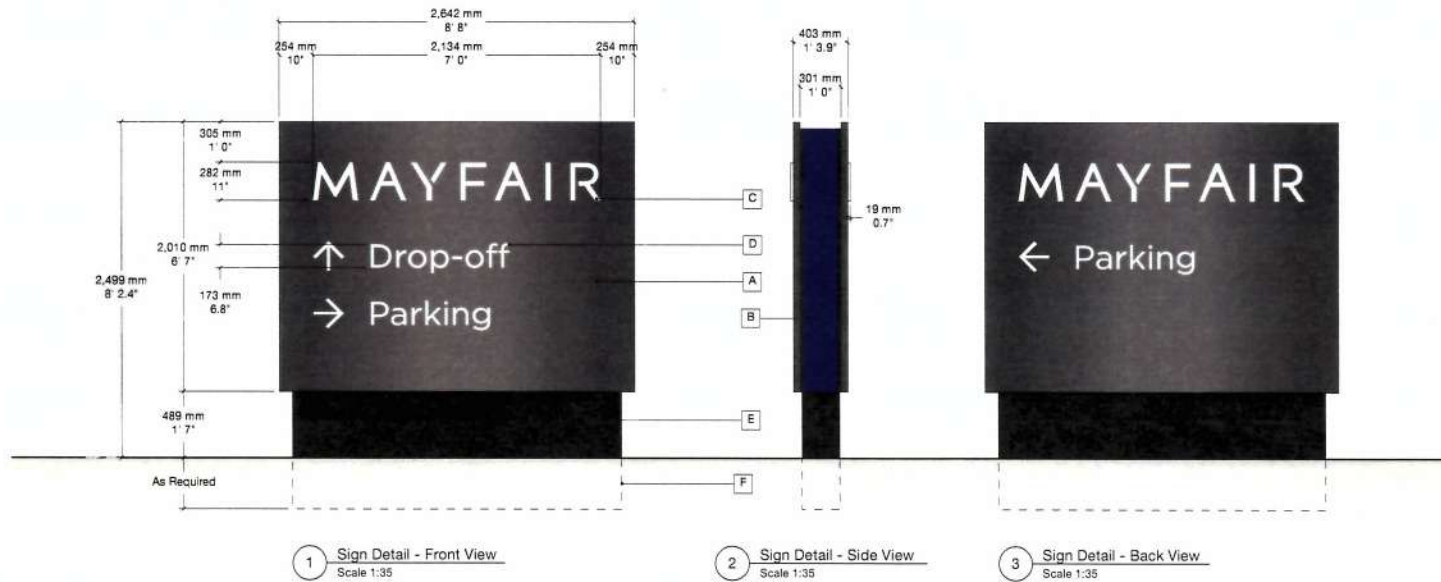
- A** Sign Cabinet:
1'-2.625" Deep frameless aluminum sign cabinet painted dark grey. LED illumination. No visible fasteners on face.
- B** Sign Cabinet (Returns):
0.5" Thick clear acrylic panels (sides) with translucent purple vinyl applied to second surface. 0.25" acrylic diffusers. Illuminated from behind with Rosco light panels.
- C** Logo/Branding:
0.75" Thick push-through clear acrylic logo with translucent white vinyl applied to first surface.
- D** Arrows/Type:
Cut-through text/graphics backed with clear acrylic. Translucent white vinyl applied to first surface of acrylic.
- E** Base:
Existing base/power to be used. Sign to hide existing lights in base.
- F** Footing:
Existing concrete foundation to remain.

- Notes:**
- Signage contractor to confirm all dimensions on site prior to fabrication.
 - Attachment method to be confirmed by the signage contractor and approved by the GC/Client.
 - Engineered shop drawings required.
 - Existing sign to be removed by signage contractor.



5 Sign Location
NTS

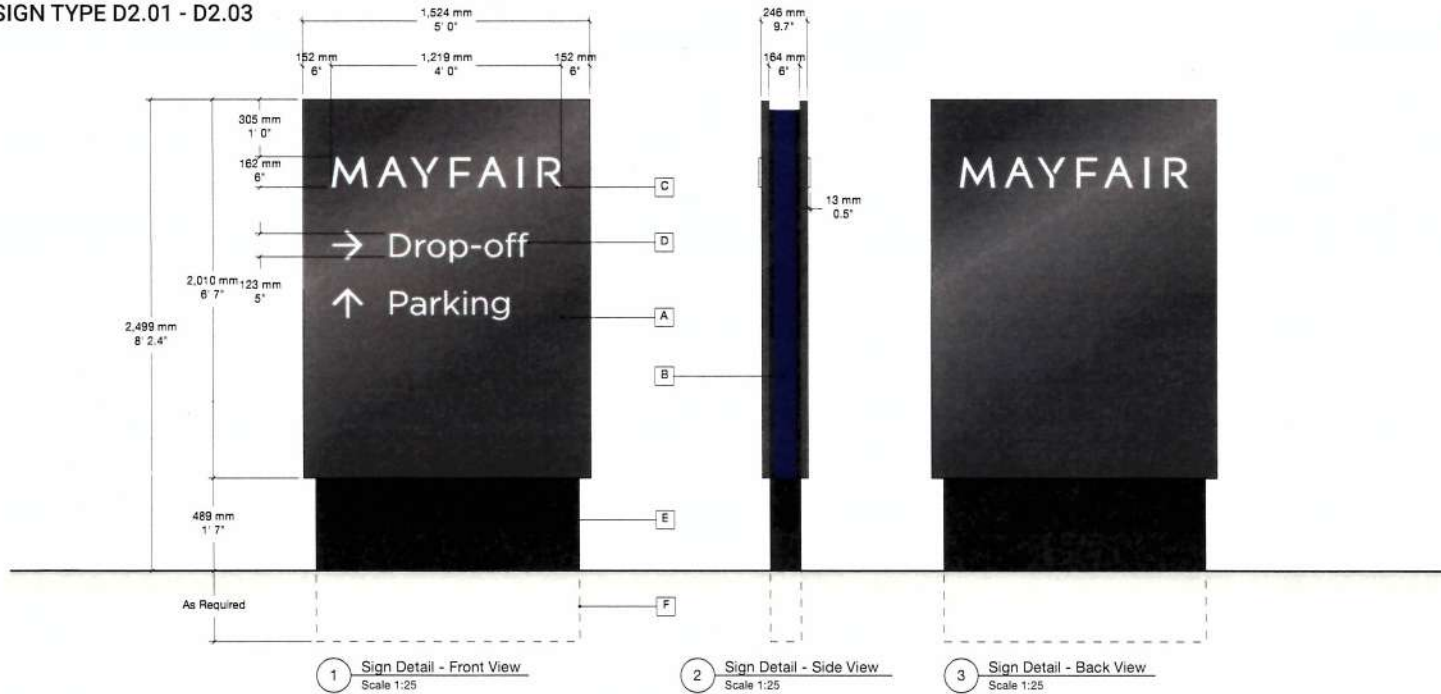
SIGNAGE SPECIFICATIONS
SIGN TYPE D1.04



- D1 Sign Type D1.04: Primary Site Directional**
Freestanding (Double Sided)
- A Sign Cabinet:**
1'-4" Deep frameless aluminum sign cabinet painted dark grey. LED illumination. No visible fasteners on face.
- B Sign Cabinet (Returns):**
0.5" Thick clear acrylic panels (sides) with translucent purple vinyl applied to second surface. 0.25" acrylic diffusers. Illuminated from behind with Rosco light panels.
- C Logo/Branding:**
0.75" Thick push-through clear acrylic logo with translucent white vinyl applied to first surface.
- D Arrows/Type:**
Cut-through text/graphics backed with clear acrylic. Translucent white vinyl applied to first surface of acrylic.
- E Base:**
11" Deep aluminum base with structural supports for sign cabinet. Base painted black.
- F Footing:**
Signage fabricator to confirm footing details and provide stamped engineered drawings.
- Notes:**
- Signage contractor to confirm all dimensions on site prior to fabrication.
- Attachment method to be confirmed by the signage contractor and approved by the GC/Client.
- Engineered shop drawings required.

SIGNAGE SPECIFICATIONS

SIGN TYPE D2.01 - D2.03



D2 Sign Type D2: Secondary Site Directional Freestanding (Double Sided)

- A** Sign Cabinet:
9.75" Deep frameless aluminum sign cabinet painted dark grey.
LED illumination. No visible fasteners on face.
- B** Sign Cabinet (Returns):
0.25" Thick clear acrylic panels (sides) with translucent purple
vinyl applied to second surface, 0.25" acrylic diffusers.
Illuminated from behind with Rosco light panels.
- C** Logo/Branding:
0.5" Thick push-through clear acrylic logo with translucent white
vinyl applied to first surface.
- D** Arrows/Type:
Cut-through text/graphics backed with clear acrylic. Translucent
white vinyl applied to first surface of acrylic.
- E** Base:
6.5" Deep aluminum base with structural supports for sign
cabinet. Base painted black.
- F** Footings:
Signage fabricator to confirm footing details and provide
stamped engineered drawings.

Notes:

- Signage contractor to confirm all dimensions on site prior to fabrication.
- Attachment method to be confirmed by the signage contractor and approved by the GC/Client.
- Engineered shop drawings required.
- See message schedule for text to appear on each sign.



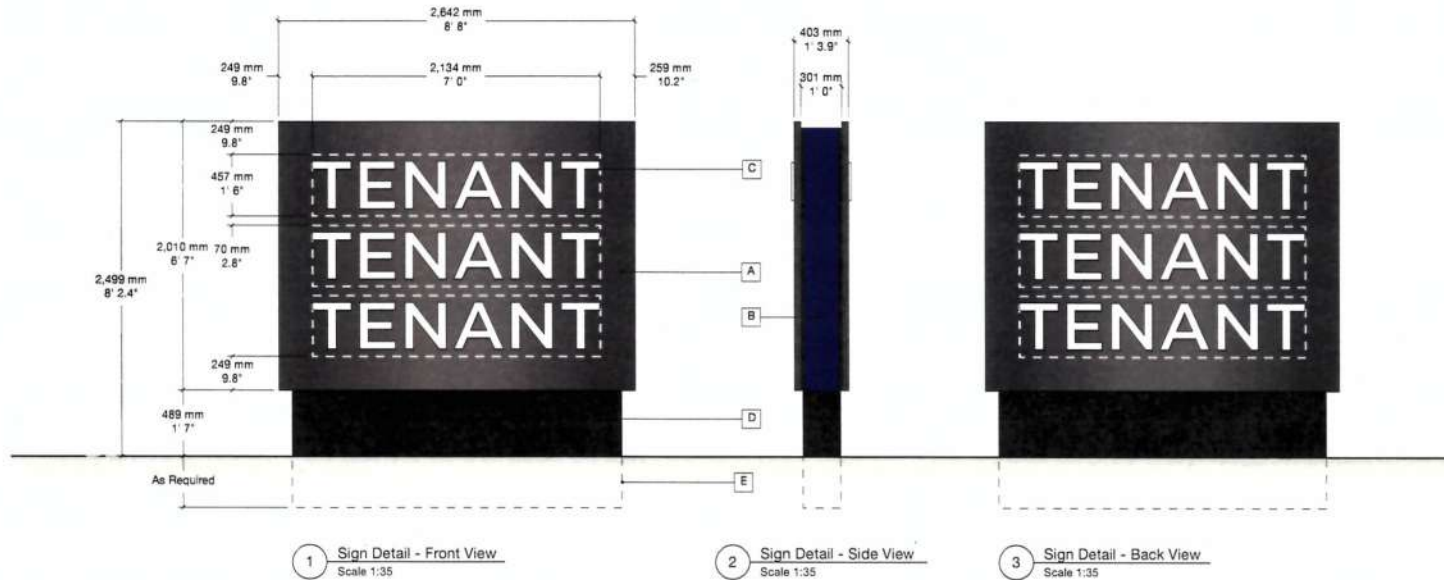
4 Exploded View
Scale NTS



5 Sign Locations
Scale NTS



SIGN TYPE T3



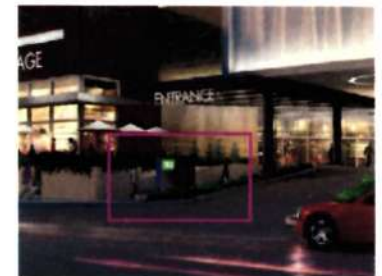
T3 Sign Type T3: Tenant ID

Freestanding (Double Sided)

- A** Sign Cabinet:
1'-4" Deep frameless aluminum sign cabinet painted dark grey.
LED illumination. No visible fasteners on face.
- B** Sign Cabinet (Returns):
0.5" Thick clear acrylic panels (sides) with translucent purple vinyl applied to second surface. 0.25" acrylic diffusers.
Illuminated from behind with Rosco light panels.
- C** Logo/Branding:
0.5" Thick push-through clear acrylic logos with translucent white/coloured vinyl applied to first surface. Tenant graphics area is 7' wide x 1'-6" high.
- D** Base:
11" Deep aluminum base with structural supports for sign cabinet. Base painted black.
- E** Footings:
Signage fabricator to confirm footing details and provide stamped engineered drawings.

Notes:

- Signage contractor to confirm all dimensions on site prior to fabrication.
- Attachment method to be confirmed by the signage contractor and approved by the GC/Client.
- Engineered shop drawings required.



4 Rendering
Scale NTS

Development Variance Permit Application

3145 Douglas Street

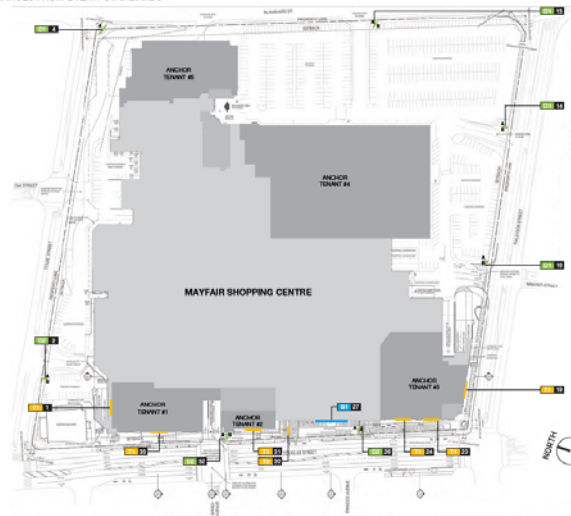
Mayfair Mall – Signage Variances

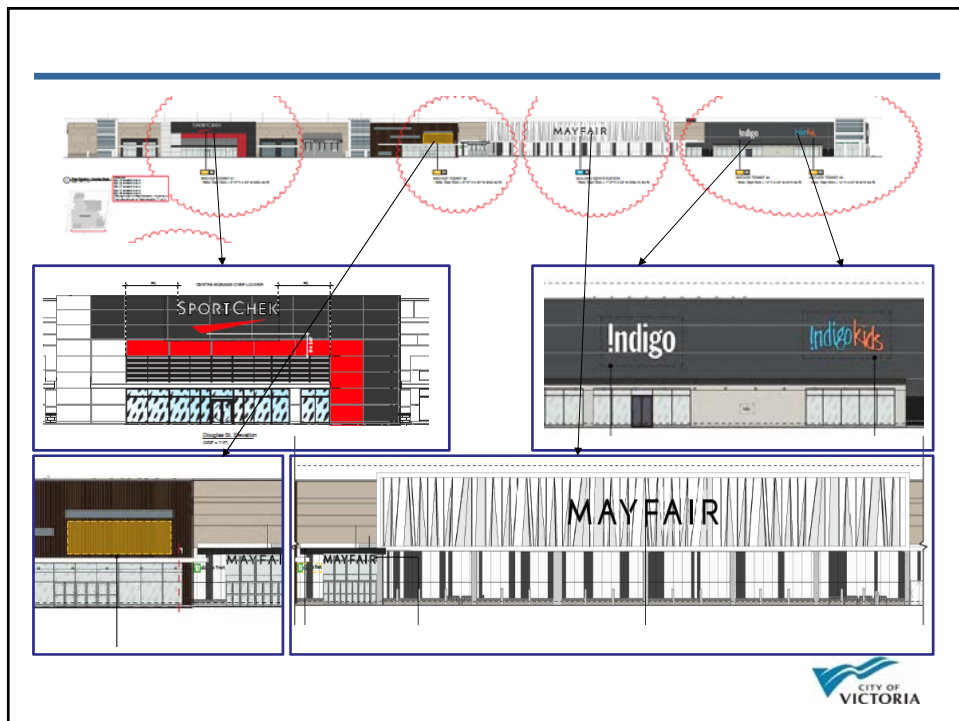
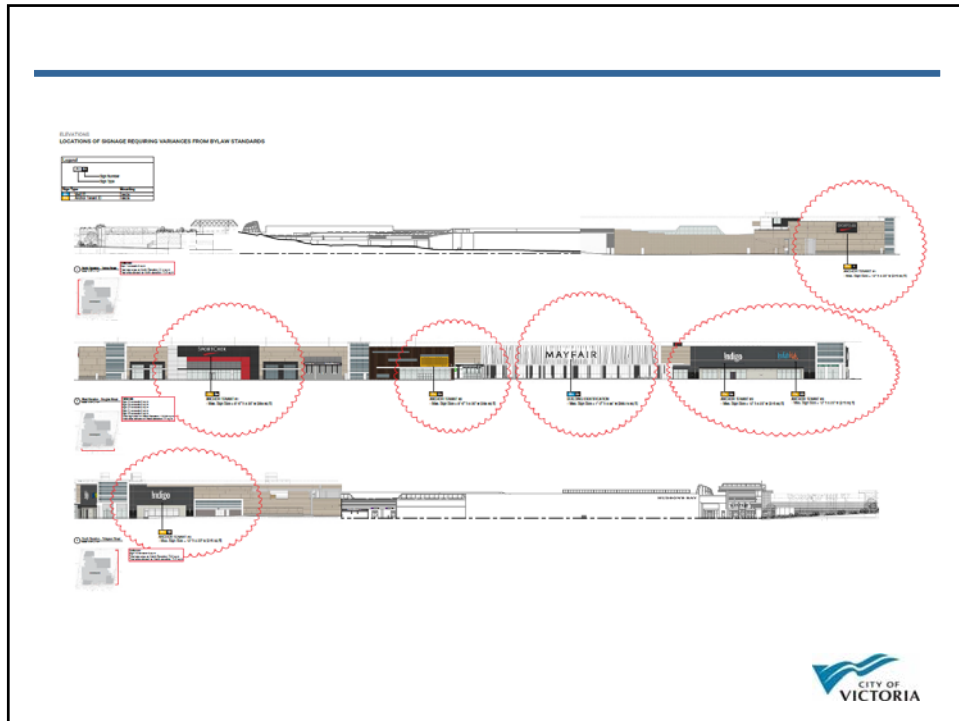


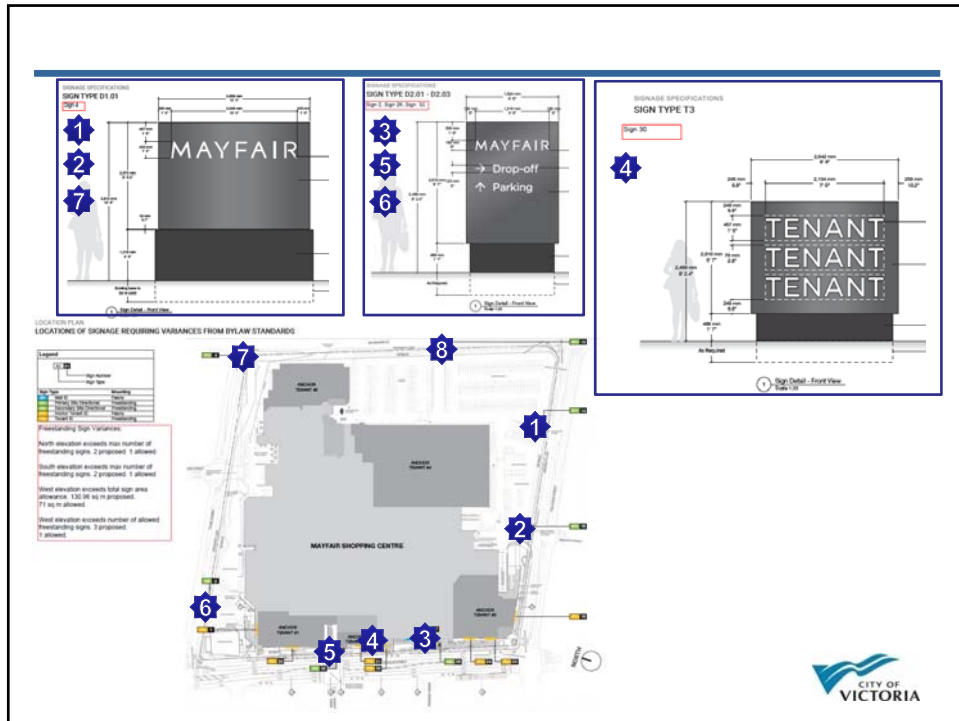
LOCATION PLAN
LOCATIONS OF SIGNAGE REQUIRING VARIANCES FROM BYLAW STANDARDS

Sign Type	Sign Number	Sign Type
Billboard	1	Freestanding
Primary Signage	2	Freestanding
Primary Signage	3	Freestanding
Primary Signage	4	Freestanding
Primary Signage	5	Freestanding
Primary Signage	6	Freestanding
Primary Signage	7	Freestanding
Primary Signage	8	Freestanding
Primary Signage	9	Freestanding
Primary Signage	10	Freestanding
Primary Signage	11	Freestanding
Primary Signage	12	Freestanding
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Primary Signage	91	Freestanding
Primary Signage	92	Freestanding
Primary Signage	93	Freestanding
Primary Signage	94	Freestanding
Primary Signage	95	Freestanding
Primary Signage	96	Freestanding
Primary Signage	97	Freestanding
Primary Signage	98	Freestanding
Primary Signage	99	Freestanding
Primary Signage	100	Freestanding

Freestanding Sign Variances:
 North elevation exceeds max number of freestanding signs. 2 proposed. 1 allowed.
 South elevation exceeds max number of freestanding signs. 2 proposed. 1 allowed.
 West elevation exceeds total sign area allowance. 130.96 sq m proposed. 71 sq m allowed.
 West elevation exceeds number of allowed freestanding signs. 3 proposed. 1 allowed.







Recommendation

That Council, after giving notice and allowing an opportunity for public comment at a meeting of Council, consider the following motion:

That Council authorize the issuance of Development Variance Permit Application No. 00214 for 3147 Douglas Street, in accordance with the terms identified in the report.

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