

**I. REPORTS OF COMMITTEES**

**I.1 Committee of the Whole**

**I.1.b Report from the July 25, 2019 COTW Meeting**

**I.1.b.a 1175 Douglas Street - Development Permit with Variance  
Application No. 00225 (Downtown)**

**Moved By** Councillor Potts

**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. 00225 for 1175 Douglas Street, in accordance with:

1. Plans date stamped May 22, 2019
2. The following variance to the Sign Bylaw
  - i. Vary the cumulative size allowance for the north elevation from 16.37 m<sup>2</sup> to 38.26 m<sup>2</sup>.
  - ii. Vary the cumulative size allowance for the west elevation from 11.19 m<sup>2</sup> to 23.68 m<sup>2</sup>."

**CARRIED UNANIMOUSLY**

**E.4     1175 Douglas Street - Development Permit with Variance Application No. 00225 (Downtown)**

Committee received a report dated June 7, 2019 from the Acting Director of Sustainable Planning and Community Development regarding the proposed Development Permit with Variance application No. 00225 for 1175 Douglas Street in order to replace signage at street level on both the north and west elevations and recommending it move forward to an opportunity for public comment.

**Moved By** Councillor Alto

**Seconded By** Councillor Thornton-Joe

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. 00225 for 1175 Douglas Street, in accordance with:

1. Plans date stamped May 22, 2019
2. The following variance to the Sign Bylaw
  - i. Vary the cumulative size allowance for the north elevation from 16.37 m<sup>2</sup> to 38.26 m<sup>2</sup>.
  - ii. Vary the cumulative size allowance for the west elevation from 11.19 m<sup>2</sup> to 23.68 m<sup>2</sup>.

**CARRIED UNANIMOUSLY**



## Committee of the Whole Report For the Meeting of July 25, 2019

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**To:** Committee of the Whole **Date:** June 7, 2019  
**From:** Andrea Hudson, Acting Director, Sustainable Planning and Community Development  
**Subject:** Development Variance Permit Application No. 00225 for 1175 Douglas Street

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### 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. 00225 for 1175 Douglas Street, in accordance with:

1. Plans date stamped May 22, 2019
2. The following variance to the Sign Bylaw
  - i. Vary the cumulative size allowance for the north elevation from 16.37 m<sup>2</sup> to 38.26 m<sup>2</sup>.
  - ii. Vary the cumulative size allowance for the west elevation from 11.19 m<sup>2</sup> to 23.68 m<sup>2</sup>.

### LEGISLATIVE AUTHORITY

In accordance with Section 498 of the *Local Government Act*, council may issue a Development Variance Permit that varies a *Zoning Regulation Bylaw* provided the 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 1175 Douglas Street. The applicant proposes to replace signage at street level on both the north and west elevations and the cumulative amount of signage proposed requires a variance. Anchor tenant signage is existing at the top of the building on both facades and a variance was last issued in 2013 for the roof level signs used by anchor tenants CIBC and CGI. However, the 2013 variance did not consider the contributory area of lower level signage, which was existing at the time. The applicant's proposal to replace lower level signage necessitates a new variance to permit both existing and proposed signage on the north and west elevations as the cumulative amount of lower level signage had not been considered previously.

Staff recommend that the variance be granted as it rectifies the cumulative amount of signage on each façade, it results in an overall reduction in signage from that which currently exists, and is consistent with applicable planning policy.

## **BACKGROUND**

### **Description of Proposal**

New fascia signage is proposed on the west and north building facades at the lower level. Proposed signage on the north elevation includes retention of the existing CIBC sign (24.4 m<sup>2</sup>) and eight new street level signs to replace existing signage. The cumulative amount of all signage for the north elevation is 38.26 m<sup>2</sup>.

The signage on west elevation includes retention of the anchor tenant sign for CGI (12.36 m<sup>2</sup>) and five new street level signs to replace existing signage. The cumulative amount of all signage for the west elevation is 23.68 m<sup>2</sup>.

### **Relevant History**

A sign variance permit application (DVP00124) was previously approved in October 24, 2013 to:

- increase the maximum individual sign area from 9m<sup>2</sup> to 24.4m<sup>2</sup>, and
- increase the total sign area from 9.3m<sup>2</sup> to 24.4m<sup>2</sup> for each face of the building

This 2013 variance was for the CIBC signs (24.4 m<sup>2</sup>) at the top of the building and did not account for the street level signage areas.

Consideration of the current proposal requires a variance to permit the total amount of signage on the building.

### **Community Consultation**

Consistent with the *Community Association Land Use Committee (CALUC) Procedures for Processing Rezoning and Variance Applications*, on March 7, 2019 the Application was referred for a 30-day comment period to the Downtown Residents Association (DRA). At the time of writing this report, a letter from the DRA had not been received.

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**

### **Official Community Plan**

The subject property is within Development Permit Area 2 (Heritage Conservation), Core Business. The relevant objectives of this designation are to conserve and enhance the heritage value, special character and the significant historic buildings, features and characteristics of this area and to enhance the area through a high quality of architecture. The Advisory Design Guidelines for Buildings, Signs and Awnings provide the applicable policy against which this application is reviewed.

The design guidelines set out criteria that encourages proposals to minimize signage to perform the simple function of identifying respective businesses or activities without detracting from the architecture of a building or adding to a visually busy streetscape appearance. To help achieve this objective the Sign Bylaw sets out maximum allowable signage sizes. Together, the design guidelines and bylaw have generally encouraged signage within Victoria to be minimal in nature and have contributed positively to the look, feel and character of the downtown area.

### **Variances**

This variance is necessary for the purpose of capturing all signage on each elevation as previous variances did not, and therefore the current proposal to update lower level signage is triggering a need for a new variance. While the variance is necessary, the signage proposal results in an overall reduction in signage from that which currently exists.

On the north elevation, the actual amount of existing signage is 45.12 m<sup>2</sup> and the total amount of proposed signage is 38.26 m<sup>2</sup>.

On the west elevation, the actual amount of existing signage is 38.25 m<sup>2</sup> and the total amount of proposed signage is 23.68 m<sup>2</sup>.

### **CONCLUSIONS**

The proposal to update and modernize signage at street level and install a new anchor tenant sign requires a variance as the cumulative amount of signage on the north and west elevation is in excess of that which would be allowed by the sign bylaw. The need for the variance is largely due to the incompleteness of the previous variance application (DVP00124), which was discovered during analysis of this application. As such, staff recommend for Council's consideration that the application be supported and advanced for consideration at a meeting of Council.

### **ALTERNATE MOTION**

That Council decline the issuance of Development Permit with Variance Application No. 00225 for 1175 Douglas Street.

Respectfully submitted,




Calvin Gray, Chief Building Inspector  
Sustainable Planning and Community  
Development



Andrea Hudson, Acting Director  
Sustainable Planning and Community  
Development

Report accepted and recommended by the City Manager:

  
Date: July 16, 2019

## **List of Attachments**

- Appendix A: Variance Application (January 30, 2019)
- Appendix B: Drawing Package (May 22, 2019)
- Appendix C: Letter from Applicant to Mayor and Council (dated May 22, 2019)
- Appendix D: Drawing Package – Existing signage details (dated June 24, 2019)

## Declaration of Complete Application

Please confirm that your application is complete by filling in the checklist below and signing the declaration. **Incomplete applications will not be accepted.**

### a. Owner's Authorization Form and Explanatory Letter

- ☒ Owner must sign Owner's Authorization Form allowing applicant to act on his/her behalf, if applicable.
- ☒ Letter addressed to Mayor and Council explaining details of your proposal and justification for any variances.

### General Requirements for the Site Plan and Landscape Plan and Building Plans

All applications will require the submission of a Site Plan. .

The following are the general requirements for both the Site Plan.

- The Site Plan is preferred to be 1:200 or 1:100 scale and dimensioned in metric.
- The standard is to include a north arrow, which should point to the top or right of the page.
- Include a title block that identifies the project name (if any), civic address, applicant and contact information, date of plans and space to indicate any plan revision dates.

### b. Site Plan – Existing Site

- ☒ Parcel size and dimensions showing all property lines
- ☒ Size and location of all existing buildings, signage locations and other structures on the property, clearly dimensioned and labeled

### c. Site Plan – Proposed Development

- ☒ Parcel size and dimensions showing all property lines
- ☒ Location of all proposed signage and structures, highlighting proposed variances
- ☐ Where applicable, illustrate compliance with *Tree Preservation Bylaw #05-106*, showing size, species and location of protected trees and measures to protect trees. Bylaw is available at <http://www.victoria.ca/EN/main/departments/parks-rec-culture/parks/urban-forest/tree-preservation-bylaw.html>. Please ensure that the drip line of all existing trees on the right-of-way and all protected trees on the lot are shown.

### d. Building plans and information showing:

- ☒ Elevations on all sides applicable to variance
- ☒ Photos or illustrations of buildings
- ☒ Any photographs to support your submission clearly identifying location and views

### e. Plan Submission Requirements

- ☒ Three sets of plans are required
- ☒ All plans are dated. Any revisions are to be bubbled and dated.



**f. Declaration**

- ☒ I hereby submit this Development Variance Permit Application with the supporting documents as required.
- ☒ I hereby acknowledge that all the information provided is considered public information and available for public viewing and distribution.
- ☒ I hereby submit the application fee as calculated below.
- ☒ I hereby declare that all the above statements and the information contained in the supporting documents are to the best of my belief true and correct in all respects.



\_\_\_\_\_  
Signature of Applicant

Brian McCall

\_\_\_\_\_  
(PRINT NAME)

January 30, 2019

\_\_\_\_\_  
Date

\_\_\_\_\_  
End of application – the next sections are for information purposes



## **Development Variance Permit Fees**

The base fee is \$500 plus \$250 for each variance. A large project fee applies to projects over \$2 million in construction value.

A \$200 Public Hearing fee is required, if the application proceeds to Public Hearing.

The fees are non-refundable.

## **General Information on fees:**

- The application fees are set out in the *Land Use Procedures Bylaw*. See Bylaw for details.
- The fees are non-refundable.
- If an application is advanced to a Public Hearing, an additional fee of \$200 for advertising is required and payable at the Public Service Centre before setting a Public Hearing date.

## **Digital Plan and Copy Submission Requirements**

In order for your application to proceed to City Council's Committee of the Whole, a digital copy of your submission is required 7 working days prior to the scheduled meeting date. The information contained in your digital submission must be consistent with the plans provided to City Staff. **Only** prepare your digital submission after the staff review of your application and once any required changes are incorporated into the plans.

## **Standards**

- Provide a digital format (eg. email, CD)
- Label the disk with the project address
- Maximize the slide space (enlarge images) to ensure the slides are clear and legible
- Slide background to be kept white, descriptive text kept simple, use only Arial font and do not use any special effects or transitions

## **Required Plan Information**

Please provide the slides in the order shown below:

- photographs showing existing buildings, adjacent properties and any other relevant material that may support your proposal
- site plan showing buildings and locations of all signs
- landscape plan showing both existing trees and trees to be removed if applicable
- elevation plan showing all signs including dimensions

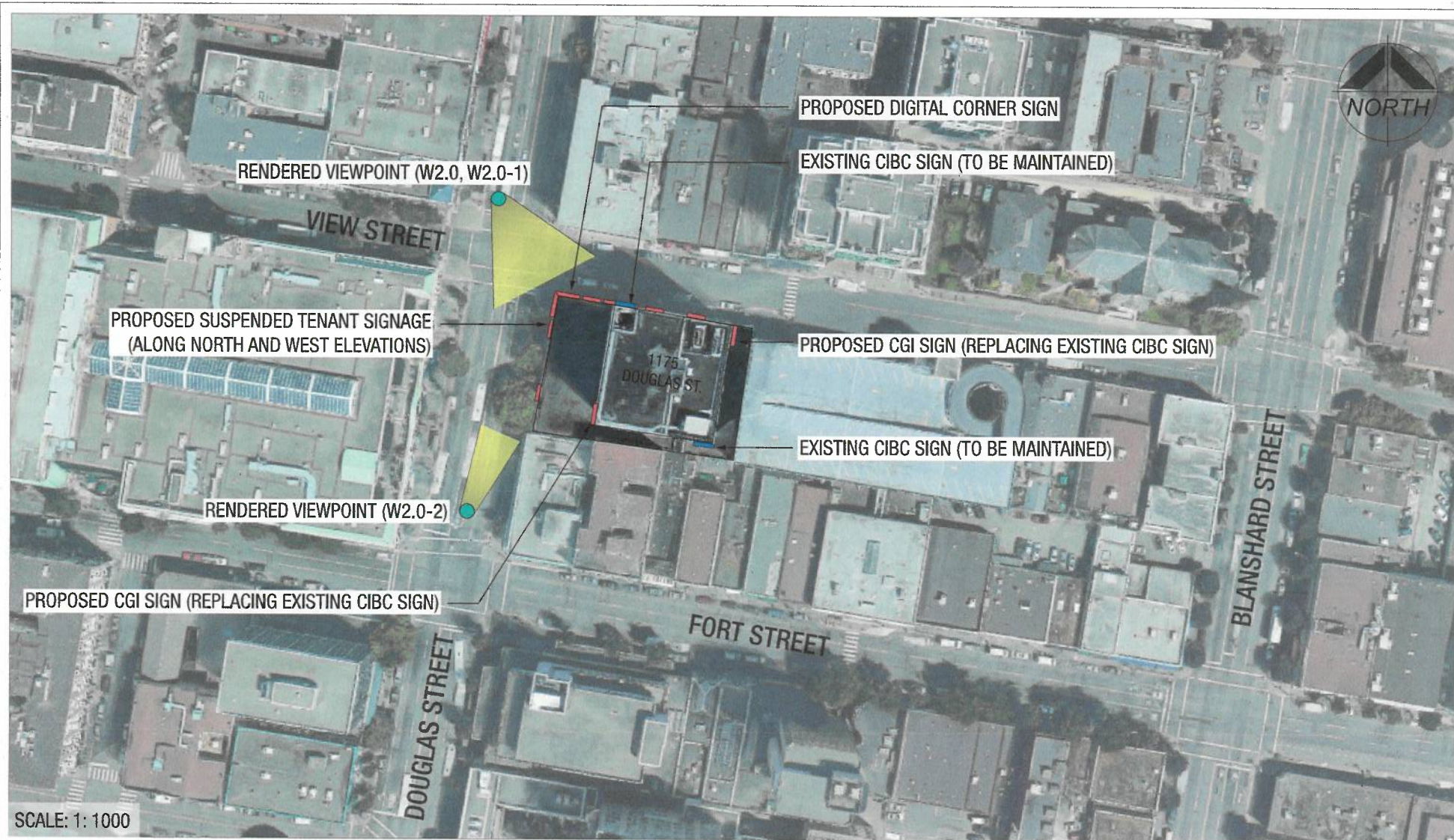
# Development Variance Permit Application

Drawing Package

May 22, 2019

## APPENDIX B





Kramer Tel: 416.921.1078  
Design Fax: 416.921.9934  
Associates www.kramer-design.com

CLIENT Manulife Real Estate

PROJECT Tenant Signage Program  
1175 Douglas Street  
Victoria, British Columbia V8W 2C9

DATE	
Issued for Variance	November 08, 2018
Issued for Variance	May 22, 2019

TITLE Area Map

DWG No

W1.0

These documents are not to be scaled. The design and documents remain the property of KDA and are protected by law. They may not be altered, issued or reproduced without expressed written consent from KDA. All documents to be returned to KDA at completion of work. Contractor to also verify all details and dimensions and report any and all discrepancies to KDA before commencing with that related portion of the work. Only signed, sealed and stamped documents are to be used for construction purposes.



### Plan Legend

- Extent of Building Footprint
- Property Line

### Sign Legend

- Proposed New Signage
- Existing Signage (to remain)
- Existing Internal Property tenant signs not considered in Display Surface Area Calculations due to setback

### Sign Totals

**Tenant Wall Signs (TWS): 4**  
 2 - Proposed New Signs (CIB)
   
2 - Existing Signs (CIBC)

**Tenant Corner Brand (TCB): 1**  
 1 - Existing Sign (CIBC)

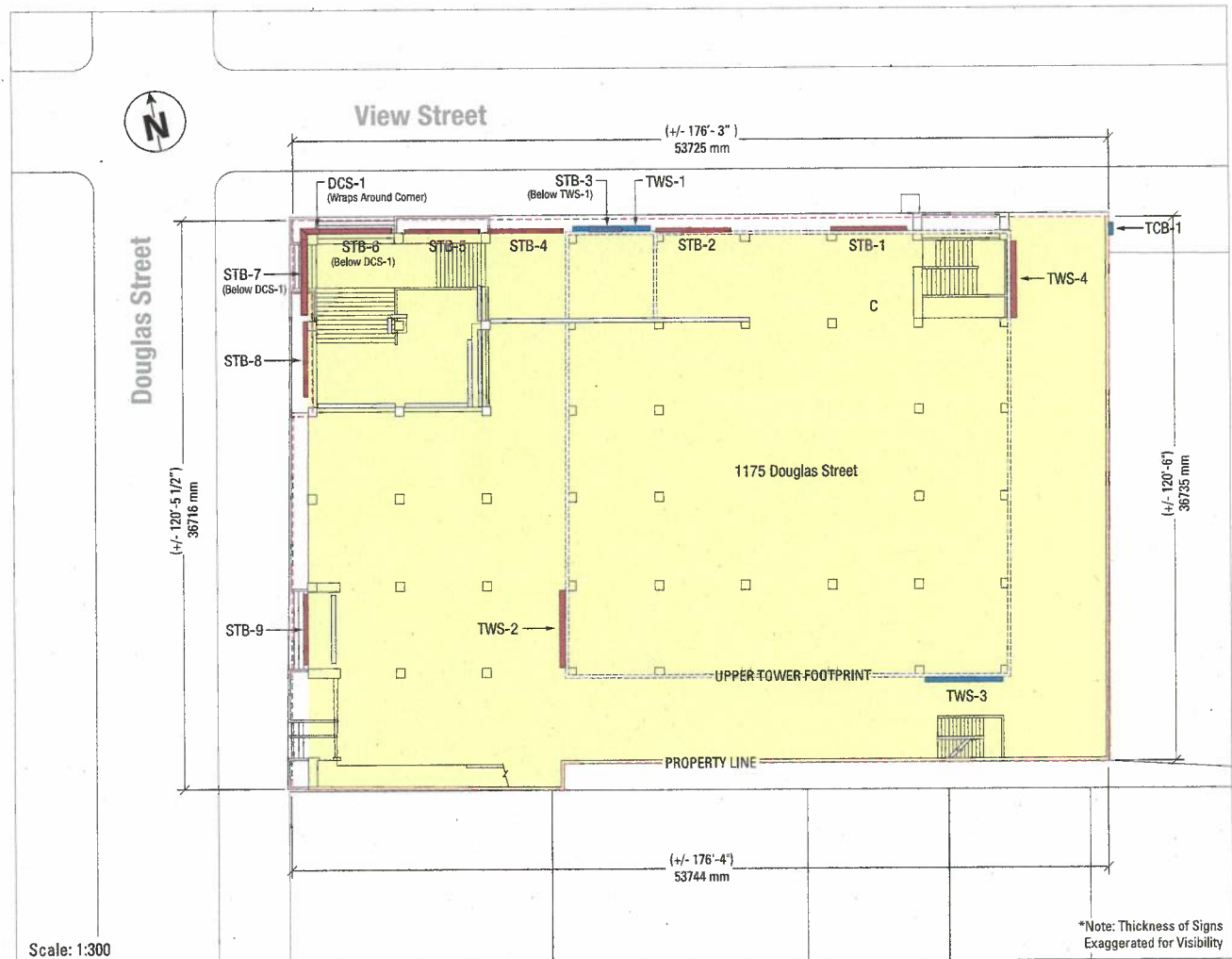
**Digital Corner Sign (DCS): 1**  
 1 - Proposed New Sign (First-Party Digital Content, Min. Hold Time 30s)

**Suspended Tenant Brands (STB): 9**  
 9 - Proposed New Signs (Various Tenants)

### Removals/Replacements

TWS-2: Replacing Existing CIBC Sign  
 TWS-4: Replacing Existing CIBC Sign

STB-5: Replacing Existing "James Joyce Bistro" Sign  
 STB-6: Replacing Existing "Peacock Billiards" Sign  
 STB-7: Replacing Existing "James Joyce Bistro" Sign  
 STB-8: Replacing Existing "Peacock Billiards" Sign



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CLIENT Manulife Real Estate

PROJECT Tenant Signage Program  
 1175 Douglas Street  
 Victoria, British Columbia V8W 2C9

DATE  
 Issued for Variance November 08, 2018  
 Issued for Variance May 22, 2019

TITLE Site Plan

DWG No

W1.1

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CLIENT	Manulife Real Estate	PROJECT	Tenant Signage Program 1175 Douglas Street Victoria, British Columbia V8W 2C9	DATE		TITLE	Proposed Rendering	DWG No
				Issued for Variance	November 08, 2018			W2.0
				Issued for Variance	May 22, 2019			
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CLIENT	Manulife Real Estate	PROJECT	Tenant Signage Program 1175 Douglas Street Victoria, British Columbia V8W 2C9	DATE		TITLE	Close-up Rendering Douglas St.	DWG No
				Issued for Variance	November 08, 2018			
				Issued for Variance	May 22, 2019			
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W2.0-2								





PROPOSED NEW SUSPENDED TENANT BRANDS  
(STB-1, STB-2, STB-3, STB-4, STB-9)

PROPOSED SUSPENDED TENANT BRANDS  
(STB-5, STB-6, STB-7, STB-8)  
(REPLACING EXISTING TENANT SIGNS)



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CLIENT

Manulife Real Estate

PROJECT

Tenant Signage Program  
1175 Douglas Street  
Victoria, British Columbia V8W 2C9

DATE

Issued for Variance

November 08, 2018

Issued for Variance

May 22, 2019

TITLE

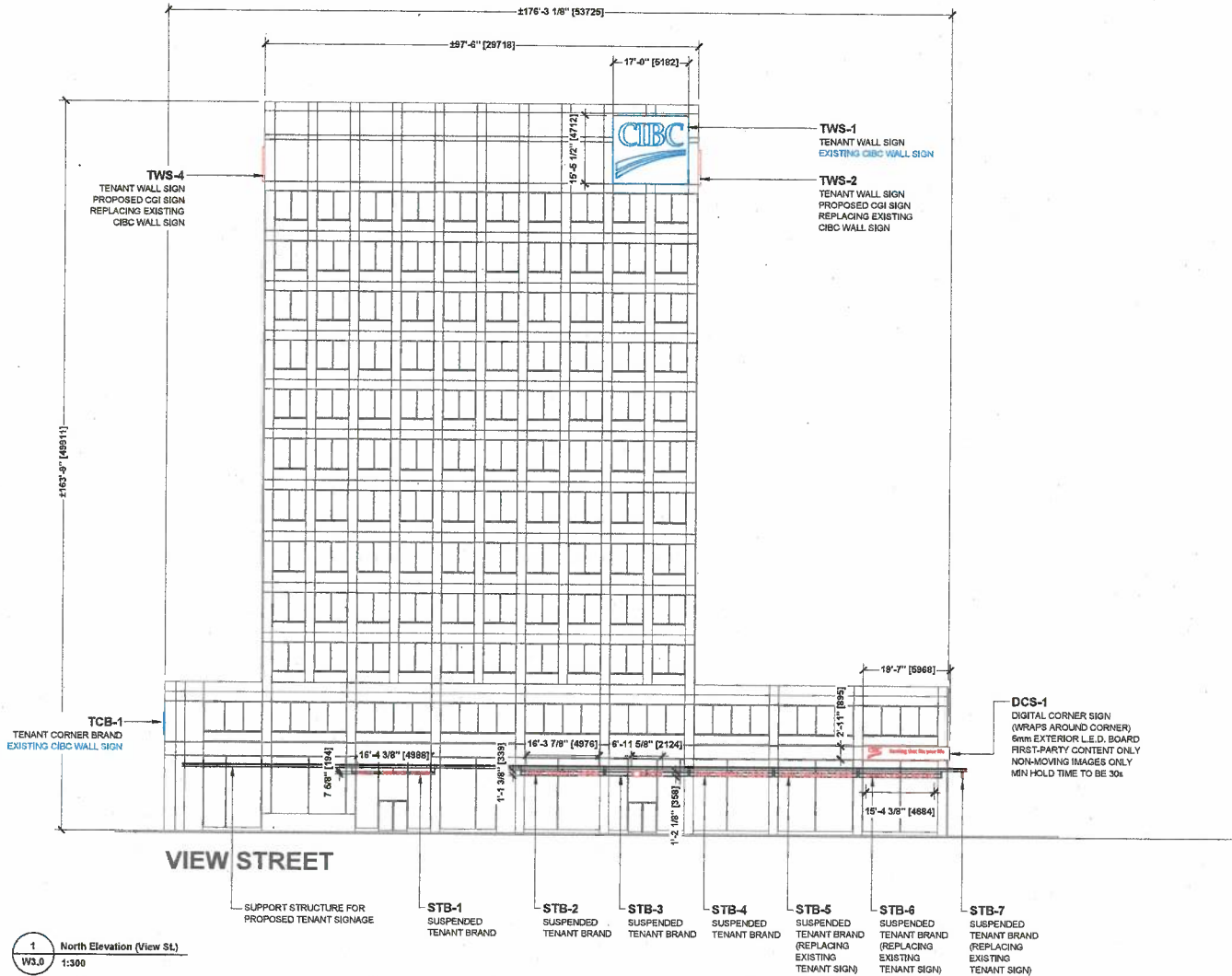
Proposed Signage Summary  
(North & West Elevations)

DWG No

W2.1

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# **NORTH ELEVATION**



## **SIGN AREA CALCULATION (NORTH ELEVATION)** Arterial Commercial Zone - 1 to 1 Ratio Requirement

North Frontage: 176.25 ft. (53.72 m)

Max. Allowed Total

Display Surface Area: 176.25 sq. ft. (16.37 m<sup>2</sup>)

### **Sign Display Surface Areas**

TWS-1 (Existing): 24.42 m<sup>2</sup>

DCS-1: 5.34 m<sup>2</sup>

STB-1: 0.97 m<sup>2</sup>

STB-2: 1.69 m<sup>2</sup>

STB-3: 0.76 m<sup>2</sup>

STB-4: 1.69 m<sup>2</sup>

STB-5: 1.69 m<sup>2</sup>

STB-6: 1.70 m<sup>2</sup>

Proposed Total Display Surface Area: 38.26 m<sup>2</sup>

Proposed Total Display Surface Area  
exceeds Max. Allowed by 21.89 m<sup>2</sup>

### **COLOUR LEGEND**

- PROPOSED NEW SIGNAGE
- EXISTING SIGNAGE TO REMAIN



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**CLIENT** Manulife Real Estate

**PROJECT** Tenant Signage Program  
1175 Douglas Street  
Victoria, British Columbia V8W 2C9

**DATE**  
Issued for Variance November 08, 2018  
Issued for Variance May 22, 2019

**TITLE** North Elevation (View St.)

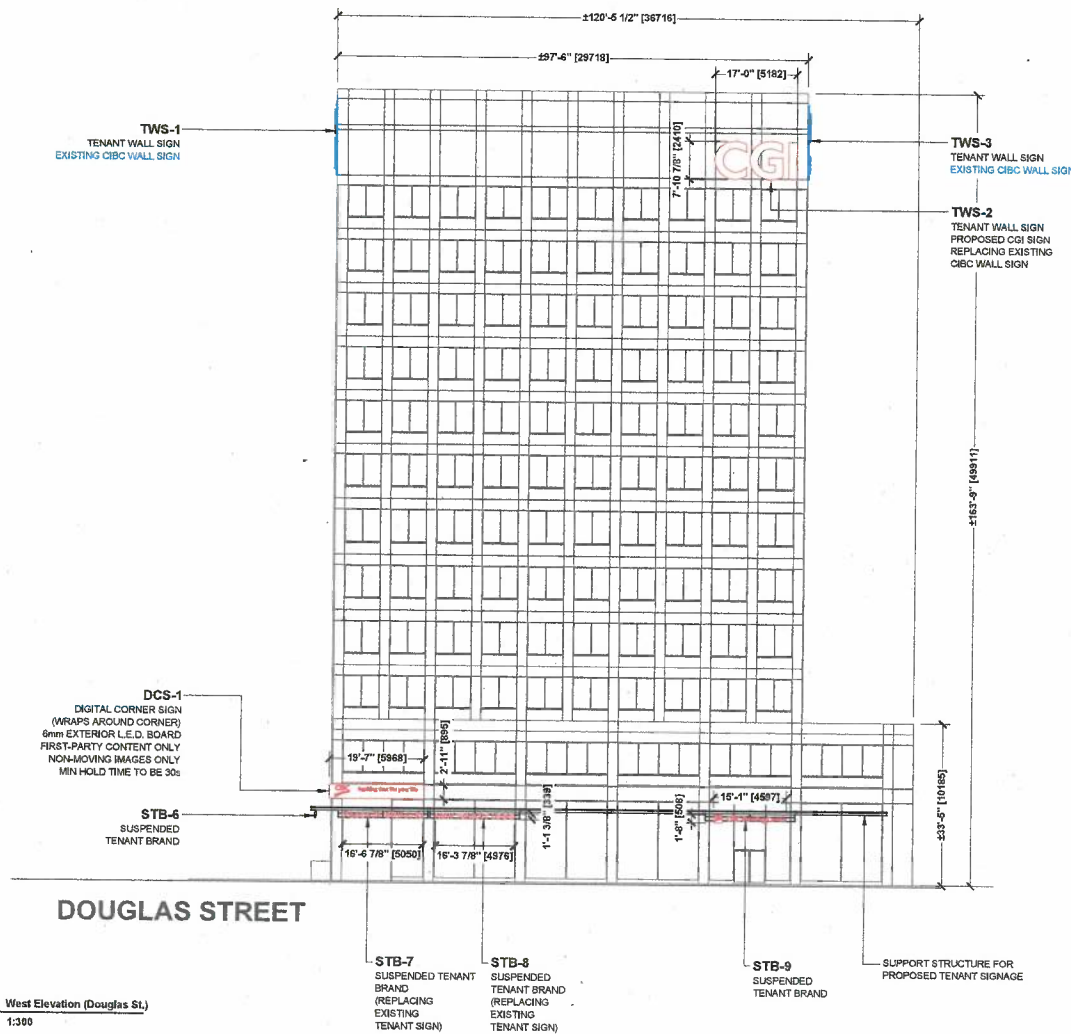
**DWG No**

**APPROVAL**

**W3.0**

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# WEST ELEVATION



## SIGN AREA CALCULATION (WEST ELEVATION) Arterial Commercial Zone - 1 to 1 Ratio Requirement

West Frontage: 120.46 ft. (36.72 m)

Max. Allowed Total

Display Surface Area: 120.46 sq. ft. (11.19 m<sup>2</sup>)

### Sign Display Surface Areas:

TWS-2: 12.36 m<sup>2</sup>

DCS-1: 5.34 m<sup>2</sup>

STB-7: 1.96 m<sup>2</sup>

STB-8: 1.69 m<sup>2</sup>

STB-9: 2.33 m<sup>2</sup>

Proposed Total Display Surface: 23.68 m<sup>2</sup>

Proposed Total Display Surface Area  
exceeds Max. Allowed by 12.49 m<sup>2</sup>

\*Note: Current Total Display Surface Area is  
24.42 m<sup>2</sup>; which already exceeds the Max.  
Allowed Display Surface Area. The proposed  
changes affect a reduction in Sign Total  
Display Area of 0.74 m<sup>2</sup>, bringing this  
elevation closer to compliance.

### COLOUR LEGEND

- PROPOSED NEW SIGNAGE
- EXISTING SIGNAGE TO REMAIN

1 West Elevation (Douglas St.)  
W3.1 1:300



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CLIENT **Manulife Real Estate**

PROJECT **Tenant Signage Program**  
1175 Douglas Street  
Victoria, British Columbia V8W 2C9

DATE  
Issued for Variance November 08, 2018  
Issued for Variance May 22, 2019

TITLE **West Elevation (Douglas St.)**

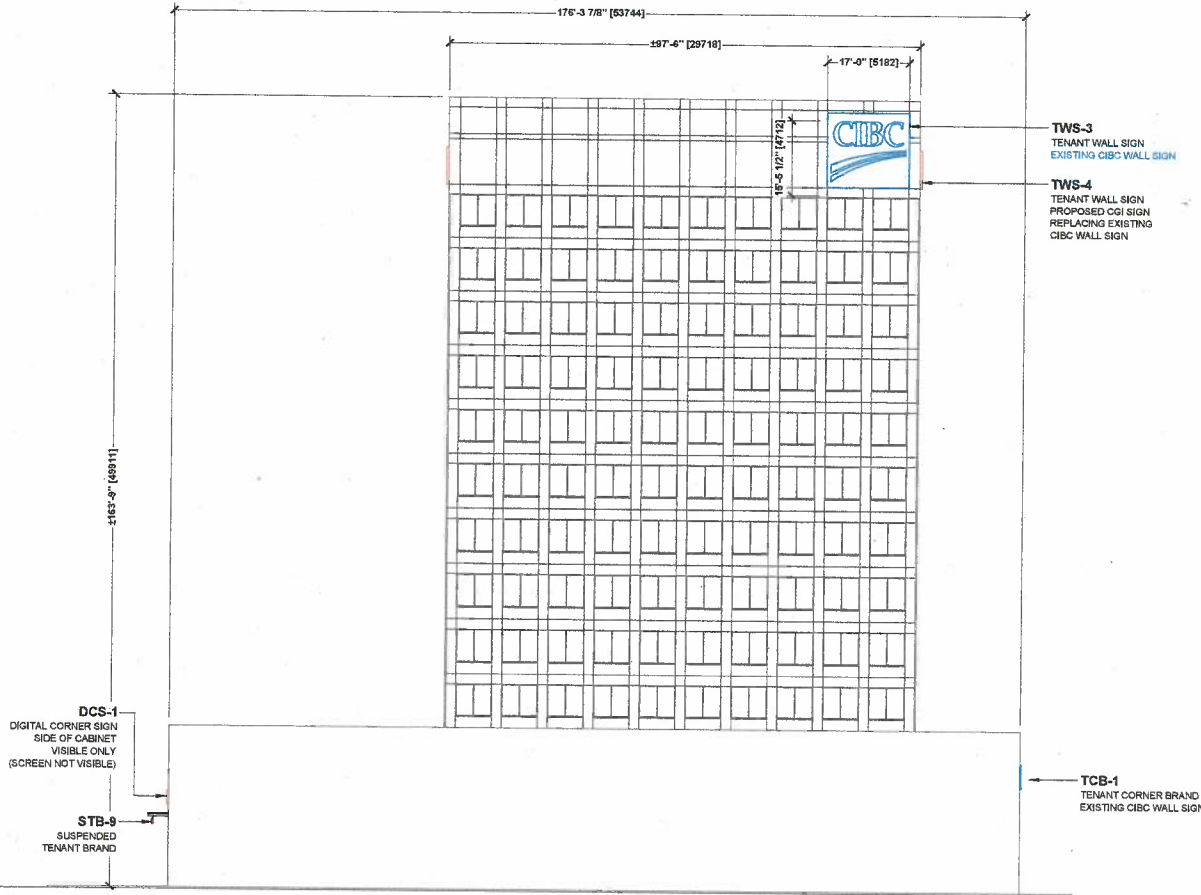
APPROVAL

DWG No

**W3.1**

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# **SOUTH ELEVATION**



## **SIGN AREA CALCULATION (SOUTH ELEVATION)** Arterial Commercial Zone - 1 to 1 Ratio Requirement

North Frontage: 176.32 ft. (53.74 m)

Max. Allowed Total

Display Surface Area: 176.32 sq. ft. (16.38 m<sup>2</sup>)

### **Sign Display Surface Areas:**

TWS-3 (Existing): 24.42 m<sup>2</sup>

Proposed Total Display Surface Area: 24.42 m<sup>2</sup>

Proposed Total Display Surface Area exceeds  
Max. Allowed by 8.04 m<sup>2</sup>

\*Note: There are no proposed changes or  
additions to signage on the South Elevation;  
current signage already exceeds Display  
Surface Area allowance.

**DCS-1**  
DIGITAL CORNER SIGN  
SIDE OF CABINET  
VISIBLE ONLY  
(SCREEN NOT VISIBLE)

**STB-9**  
SUSPENDED  
TENANT BRAND

**TWS-3**  
TENANT WALL SIGN  
EXISTING CIBC WALL SIGN

**TWS-4**  
TENANT WALL SIGN  
PROPOSED CGI SIGN  
REPLACING EXISTING  
CIBC WALL SIGN

**TCB-1**  
TENANT CORNER BRAND  
EXISTING CIBC WALL SIGN

1 South Elevation  
W3.2 1:300

### **COLOUR LEGEND**

PROPOSED NEW SIGNAGE  
EXISTING SIGNAGE TO REMAIN

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**CLIENT** Manulife Real Estate

**PROJECT** Tenant Signage Program  
1175 Douglas Street  
Victoria, British Columbia V8W 2C9

**DATE**  
Issued for Variance November 08, 2018  
Issued for Variance May 22, 2019

**TITLE** South Elevation

**DWG No**

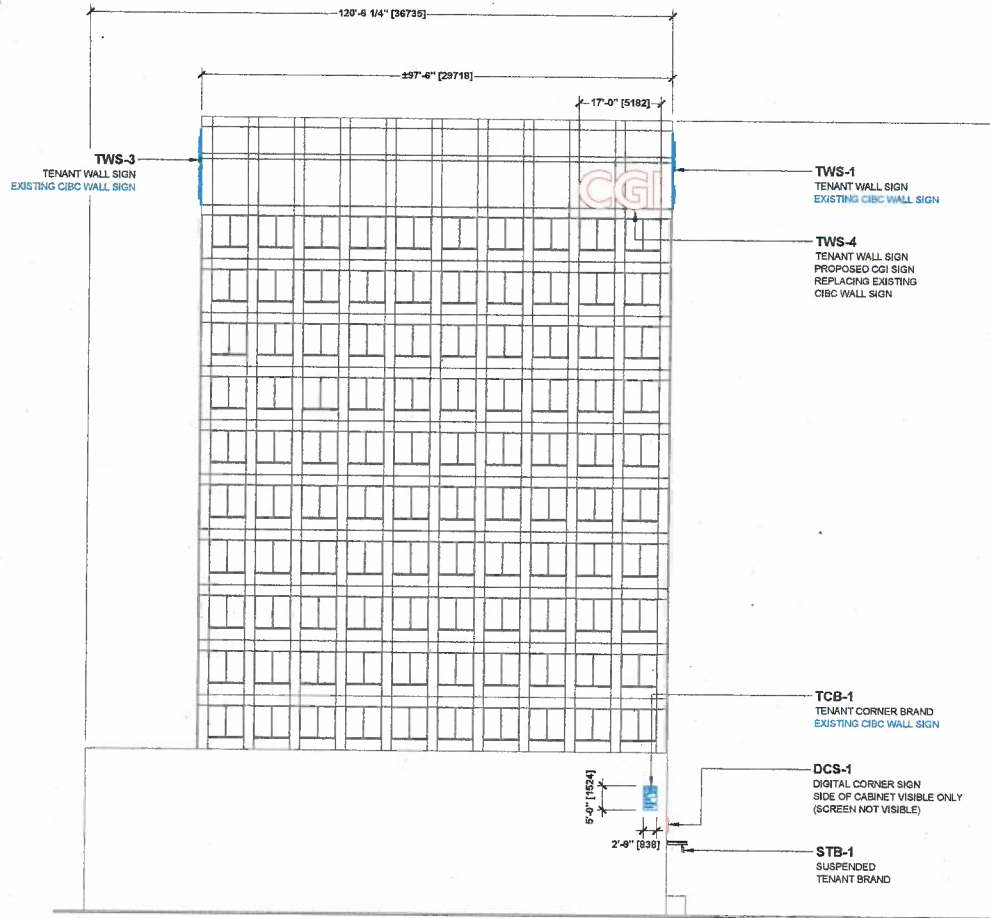
APPROVAL

W3.2

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# EAST ELEVATION



## SIGN AREA CALCULATION (EAST ELEVATION) Arterial Commercial Zone - 1 to 1 Ratio Requirement

North Frontage: 120.5 ft. (36.73 m)

Max. Allowed

Total Sign Area: 120.5 sq. ft. (11.19 m<sup>2</sup>)

### Sign Display Surface Areas:

TWS-4: 12.36 m<sup>2</sup>

TCB-1: 1.28 m<sup>2</sup>

Proposed Total Display Surface Area: 13.64 m<sup>2</sup>

Proposed Total Display Surface Area exceeds  
Max. Allowed. by 2.45 m<sup>2</sup>

\*Note: Current signage Total Display Surface Area is 25.7 m<sup>2</sup>; which already exceeds the Max. Allowed Display Surface Area. The proposed changes affect a reduction in Sign Total Display Area of 12.06 m<sup>2</sup>, bringing this elevation much closer to compliance.

1 East Elevation  
W3.3 1:300



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Associates [www.kramer-design.com](http://www.kramer-design.com)

CLIENT Manulife Real Estate

PROJECT Tenant Signage Program  
1175 Douglas Street  
Victoria, British Columbia V8W 2C9

DATE  
Issued for Variance November 08, 2018  
Issued for Variance May 22, 2019

TITLE East Elevation

DWG No

APPROVAL

W3.3

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info@kramer-design.com

May 22<sup>nd</sup>, 2019

Mayor and City Council  
Victoria City Hall  
1 Centennial Square  
Victoria, British Columbia  
V8W 1P6

Re: Development Variance Permit Application  
Bank of Commerce Building - CGI Tenant Wall Sign  
1175 Douglas Street, Victoria

Dear Mayor and Members of City Council,

Manulife Real Estate (Manulife) is the owner of a Commercial Office Building municipally known as 1175 Douglas Street. The building is one of only five Class "A" office buildings in Victoria.

Kramer Design Associates (KDA), are writing on behalf of Manulife Real Estate to request minor variances from Bylaw No. 14-097 (the "Sign Bylaw") to permit the erection of two identical tenant identification fascia signs affixed to the 13<sup>th</sup> storey / mechanical penthouse of 1175 Douglas Street. The proposed signs would display the brand icon of one of the building's two principal tenants, CGI Group Inc. (CGI), and would replace two of the four CIBC tenant signs currently erected on the building.

In addition, and to compensate for the decrease in exposure CIBC will experience, a digital sign featuring static messaging is proposed for on the Northwest corner of the building. The proposed digital sign would feature only first-party static content (non-moving images), with a minimum hold time of 30s, and with a higher percentage of the timeshare being dedicated to CIBC. This solution was arrived at after discussion with City of Victoria personnel.



Figure 1.1: Existing Conditions



Figure 1.2: Proposed Signage

### Background

The subject property is a 13 Storey Commercial Office Building located in the heart of the financial and business district of Victoria, in a Core Business sub-designation. KDA has worked with Manulife to develop an updated signage program for the property, in order to better represent tenants and more effectively serve the public. In regards to signage, the subject property is located in an Arterial Commercial Sign zone, and the proposed signs are Fascia Signs and Suspended Signs, which are both permitted in such a sign zone.



### Background (con't)

The minor variances required for the implementation of the proposed signage program are as follows:

- a) allowance for the total aggregate area of signs on the North, South, East, and West elevations to exceed the maximum sign ratio indicated for the sign zone. The proposed variance would allow CGI's brand to be installed on the upper tower level / mechanical floor, replacing two of the existing CIBC signs, and providing similar exposure for both primary building tenants.  
It should be noted that the proposed replacement of the existing CIBC signs with CGI signs would affect a decrease in Total Display Surface area of 12.06 m<sup>2</sup>, which brings the concerned elevations closer to compliance with the Sign Bylaw.
- b) Allowance for the Display Surface Area of a fascia sign to exceed 9 sq. m. The proposed size of the two CGI signs (to 12.5 sq.m each) allows for a visually consistent appearance with the existing CIBC wall signs. From an architectural perspective, the size of the proposed CGI signs is limited to match the maximum spread of two window bays, which in turn matches the width of the current CIBC signs.

### Official Plan Compliance

The proposed CGI fascia signs contribute to the Official Community Plan Value of "Downtown Vibrancy" (Official Community Plan of Victoria, 3.9) by reinforcing Downtown Victoria as a vibrant and engaging centre for business.

CGI is a longstanding Canadian company, employing over 70,000 people in 400 locations worldwide and actively expanding their workforce in Victoria. The company is publicly traded on the TSX and NYSE. As a net creator of jobs within the Core Business sub-designation, KDA asserts that is reasonable that CGI should have visual brand representation of their office premises.

The approval of this Development Variance Permit Application would be in keeping with Official Community Plan directives for Economy in that it would support the function of the urban core as the primary regional centre of employment (Official Community Plan of Victoria, 14 (f)), by maintaining and enhancing it with high-quality facilities. It would also attract jobs by promoting an image of a vibrant, diverse, and creative city (Official Community Plan of Victoria, 14.1).

The proposed signs would also respect Victoria's character by complying with land management directives, as CGI is an advanced technology company, located in a designation intended for the advanced technology economic sector (Official Community Plan of Victoria, 14.19 & Figure 17).

### Impact to Adjacent Premises

The proposed CGI signs would be internally illuminated dimensional characters displaying CGI's company name and brand identity, and would be installed on wall the 13<sup>th</sup> storey of the subject property, replacing two of the four existing CIBC signs.

The size, construction, and location of the proposed CGI signs have been carefully considered to offer equal salience to the existing CIBC signage, and would not negatively affect the area by causing undue visual impact.

The proposed digital sign on the Northwest corner of the property was arrived at as an appropriate solution after discussion with City personnel, and would feature only static content (non-moving images/copy) with a hold time of 30s minimum. This sign is an improved and less wasteful solution for the display of temporary messages, such as available office space, and also can feature semi-permanent messaging representing tenants. Due to only displaying static content, this proposed sign would maintain consistency with existing signage in the corridor.





### Impact to Adjacent Premises (con't)

The images below compare the view from Fort St. before and after the change to the tower signage, and the existing signage on the Northwest Corner versus the proposed signage.



Figure 3.1: Current view of SE Corner from Fort St.



Figure 3.2: Proposed CGI sign replacing CIBC sign.



Figure 3.3: Current view of NW Corner.



Figure 3.4: View of NW corner showing proposed signage.

### Variance Provisions

An approval requiring variance relief was granted in 2013 allowing for the erection of the existing CIBC Signs on the property. The presently requested variances require less overall relief for overages in Sign Display Surface Area than those granted in 2013, and are less of a departure from the Sign Bylaw. KDA asserts that there is clear precedent for the granting of the presently-requested variances.

The below chart identifies the minor variances required to implement the proposed tenant fascia signage.

Sign No.	Codes	Bylaw	Variance Requested
TWS-2, TWS-4, DCS-1	14-097 9 (1)	No sign shall be installed or added on a building or property where the area of the proposed sign, when added to the aggregate area of all other signs lawfully displayed, exceeds the permitted maximum sign ratio indicated for each sign zone.	Allowance for the erection of two signs (TWS-2 and TWS-4) (replacing existing signs), on the East and West elevations, and allowance for the erection of a digital sign on the NW corner of the building, and with faces on the North and West elevations.
TWS-2, TWS-4, DCS-1	14-097 33 (1)	The sign allowance permitted in the Arterial Commercial Sign Zone is a 1 to 1 ratio requirement.	Allowance for the erection of three fascia signs which would cause the aggregate area of all signs to exceed the 1 to 1 ratio requirement. (By less than it is currently exceeded in 2 of 4 cases)



### Variance Provisions (con't)

TWS-2, TWS-4,	14-097 33 (2)	A fascia sign shall not have a display surface exceeding 9 sq.m. (96.88 sq ft).	Allowance for the erection of two fascia signs with display surfaces of 12.15 sq.m. (requested additional area allowance of 3.15 sq.m. per sign)
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### Conclusion

The addition of the proposed signs would be in keeping with the Official Community Plan directives and values, and would maintain the character of the area as a Core Business sub-designation, and there is strong precedent and strong Official Plan support for the granting of the requested variance relief.

Please find the following enclosed as part of this application

1. A copy of the completed application form and checklist
2. A copy of the completed and signed Owner's authorization form
3. Drawing Package including Site Plan, Building Plans, and renderings

Please contact the undersigned should you require any further information.

Sincerely,

Brian McCall / Sr. Associate & Project Manager, KDA

cc. Kathryn J. Ireland, Property Director, BC, Manulife Real Estate, Vancouver  
 Paula Wright, Leasing Director, BC, Manulife Real Estate, Vancouver  
 Phil Sibbald, Senior Property Manager, Colliers International, Victoria  
 Jeremy J. Kramer / Principal & Creative Director, KDA  
 Grayson Shnier / Industrial Designer, KDA

## Appendix A – Reference from Official Community Plan of Victoria

URL: <http://www.victoria.ca/EN/main/residents/community-planning/official-community-plan.html>

Updated: July 13, 2017

Accessed: February 28, 2018

### 3.9, Section 3: Vision, Values and Goals

#### Under "Plan Values"

- 3.9 **Downtown Vibrancy:** Reinforce the regional role of Downtown Victoria as a vibrant, engaging centre for employment, living, arts, culture, entertainment, tourism, and business.

### 14 (f), Section 14: Economy

#### Under "Broad Objectives"

- 14 (f) That the function of the Urban Core as the primary regional centre of employment, learning, arts, culture, entertainment, recreation and specialty retail is maintained and enhanced with high quality facilities, services and events.

### 14.1, Section 14: Economy

#### Under "City Image"

- 14.1 Work with partners to attract jobs, residents and visitors to Victoria by promoting a new image as a vibrant, diverse and creative city in a maritime setting, while retaining the importance of heritage, history and tradition in defining Victoria's character.

### 14.19, Section 14: Economy

#### Under "Employment Lands"

- 14.19 Consider the place-based conditions for economic sectors generally as described in Figure 17 in support of Victoria's economic structure, as identified on Map 14.

Figure 17: Urban Place Designations – Economic Guidelines, Section 14: Economy

Designation	Economic Sector
Core Business	<ul style="list-style-type: none"> <li>› Transportation and warehousing</li> <li>› Public administration</li> <li>› Finance, insurance, real estate</li> <li>› Advanced technology</li> <li>› Healthcare services</li> <li>› Tourism and visitor services</li> <li>› Arts, culture and entertainment</li> <li>› Residential goods and services (retail, commercial and community services)</li> </ul>

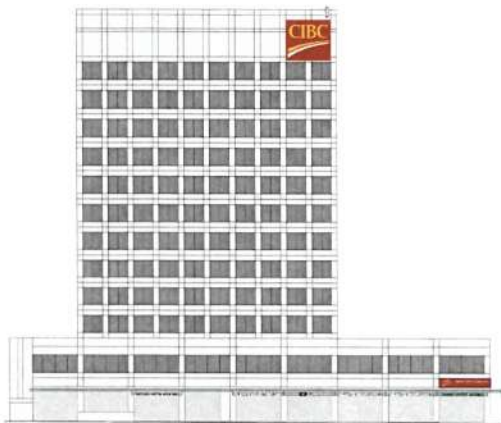
Development Variance Permit Application

Drawing Package

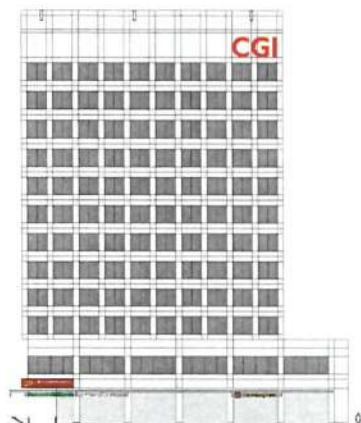
June 24, 2019







**Proposed Signage**  
North Elevation  
Cumulative Sign Display Surface Area: 38.26 m<sup>2</sup>



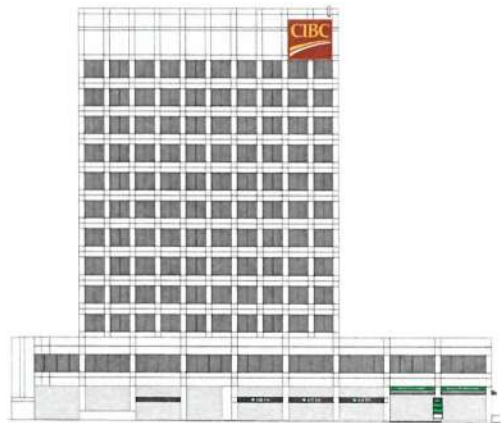
**Proposed Signage**  
West Elevation  
Cumulative Sign Display Surface Area: 23.68 m<sup>2</sup>

The proposed signage program for 1175 Douglas St. was developed with the intent to unify the presentation of signage on the property, and in order to give appropriate exposure to CGI and CIBC as the two anchor tenants.

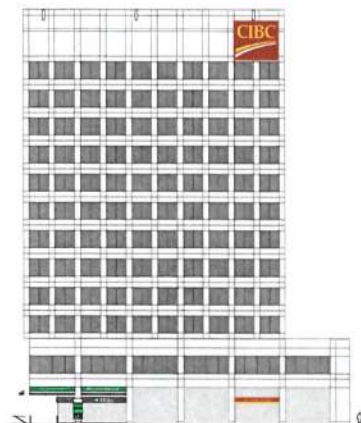
The new program was developed with input from the City of Victoria, and affects an overall decrease in the signage areas visible to the street.

Area calculations can be found on Pages W3.0-W3.5.

\*Please note: Due to the technical interpretation of the sign display surface areas (in-set signs are not counted), the North elevation shows an increase, even though the actual amount of signage visible from the street has decreased when considering all visible signs.



**Existing Signage**  
North Elevation  
Cumulative Sign Display Surface Area: 28.62 m<sup>2</sup>  
Area of all Visible Signs: 45.12 m<sup>2</sup>



**Existing Signage**  
West Elevation  
Cumulative Sign Display Surface Area: 28.62 m<sup>2</sup>  
Area of all Visible Signs: 38.25 m<sup>2</sup>



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CLIENT Manulife Real Estate

PROJECT Tenant Signage Program  
1175 Douglas Street  
Victoria, British Columbia V8W 2C9

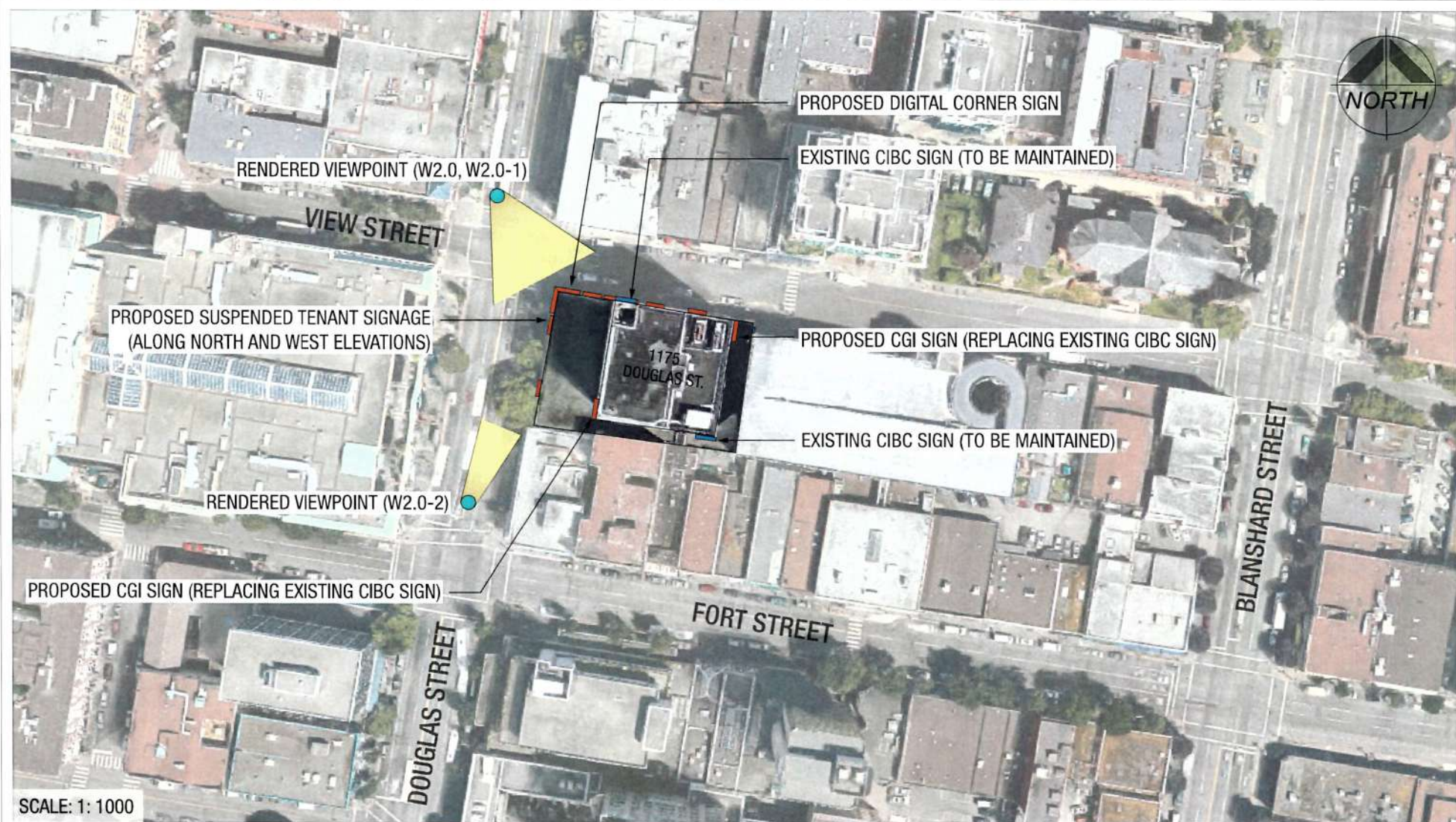
DATE	
Issued for Variance	November 08, 2018
Issued for Variance	May 22, 2019
Issued for Variance	June 24, 2019

TITLE Proposed Signage Changes  
Summary

DWG No

W0.1

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SCALE: 1: 1000



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CLIENT	Manulife Real Estate	PROJECT	Tenant Signage Program 1175 Douglas Street Victoria British Columbia V8W 2C9	DATE		TITLE	Area Map	DWG No
				Issued for Variance	November 08, 2018			W1.0
				Issued for Variance	May 22, 2019			
				Issued for Variance	June 24, 2019			
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## Plan Legend

- Extent of Building Footprint
- Property Line

## Sign Legend

- Proposed New Signage
- Existing Signage (to remain)
- Existing Internal Property tenant signs not considered in Display Surface Area Calculations due to setback

## Sign Totals

### Tenant Wall Signs (TWS): 4

- 2 - Proposed New Signage (DCS)
- 2 - Existing Signage (CIBC)

### Tenant Corner Brand (TCB): 1

- 1 - Existing Sign (CIBC)

### Digital Corner Sign (DCS): 1

- 1 - Proposed New Sign (First-Party Digital Content, Min. Hold Time 30s)

### Suspended Tenant Brands (STB): 9

- 9 - Proposed New Signage (Various Tenants)

## Removals/Replacements

TWS-2: Replacing Existing CIBC Sign

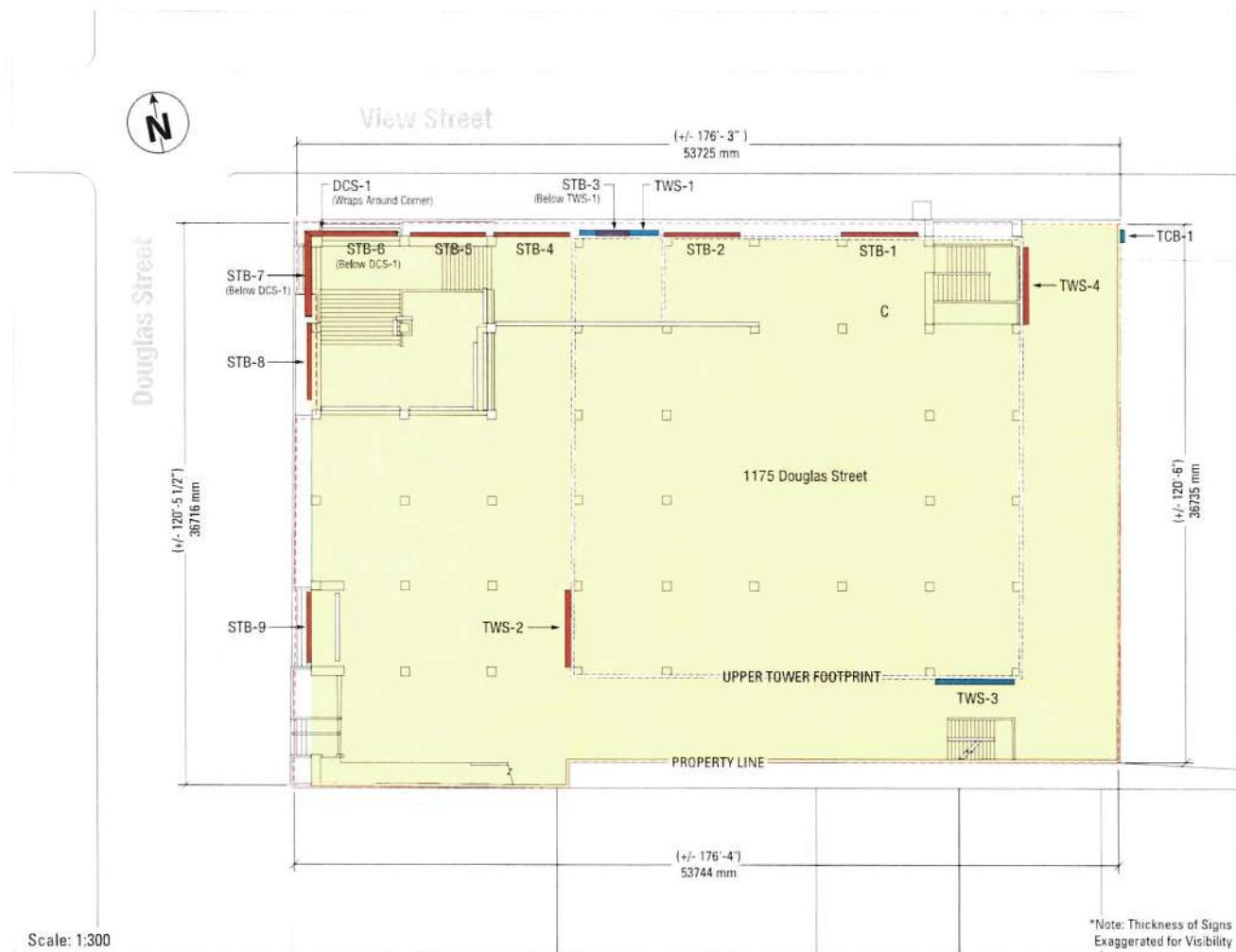
TWS-4: Replacing Existing CIBC Sign

STB-5: Replacing Existing "James Joyce Bistro" Sign

STB-6: Replacing Existing "Peacock Billiards" Sign

STB-7: Replacing Existing "James Joyce Bistro" Sign

STB-8: Replacing Existing "Peacock Billiards" Sign



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CLIENT

Manulife Real Estate

PROJECT

Tenant Signage Program  
1175 Douglas Street  
Victoria, British Columbia V8W 2C9

DATE

Issued for Variance November 08, 2018  
Issued for Variance May 22, 2019  
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TITLE

Site Plan

DWG No

W1.1

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CLIENT	Manulife Real Estate	PROJECT	Tenant Signage Program 1175 Douglas Street Victoria, British Columbia V8W 2C9	DATE		TITLE	Proposed Rendering	DWG No
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				Issued for Variance	May 22, 2019			
				Issued for Variance	June 24, 2019			





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DATE	
Issued for Variance	November 08, 2018
Issued for Variance	May 22, 2019
Issued for Variance	June 24, 2019

TITLE Proposed Rendering, Northwest  
Corner of Property

DWG No

W2.0-1

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Victoria, British Columbia V8W 2C9

DATE  
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Issued for Variance May 22, 2019  
Issued for Variance June 24, 2019

TITLE Close-up Rendering Douglas St.

DWG No

W2.0-2

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DATE	
Issued for Variance	November 08, 2018
Issued for Variance	May 22, 2019
Issued for Variance	June 24, 2019

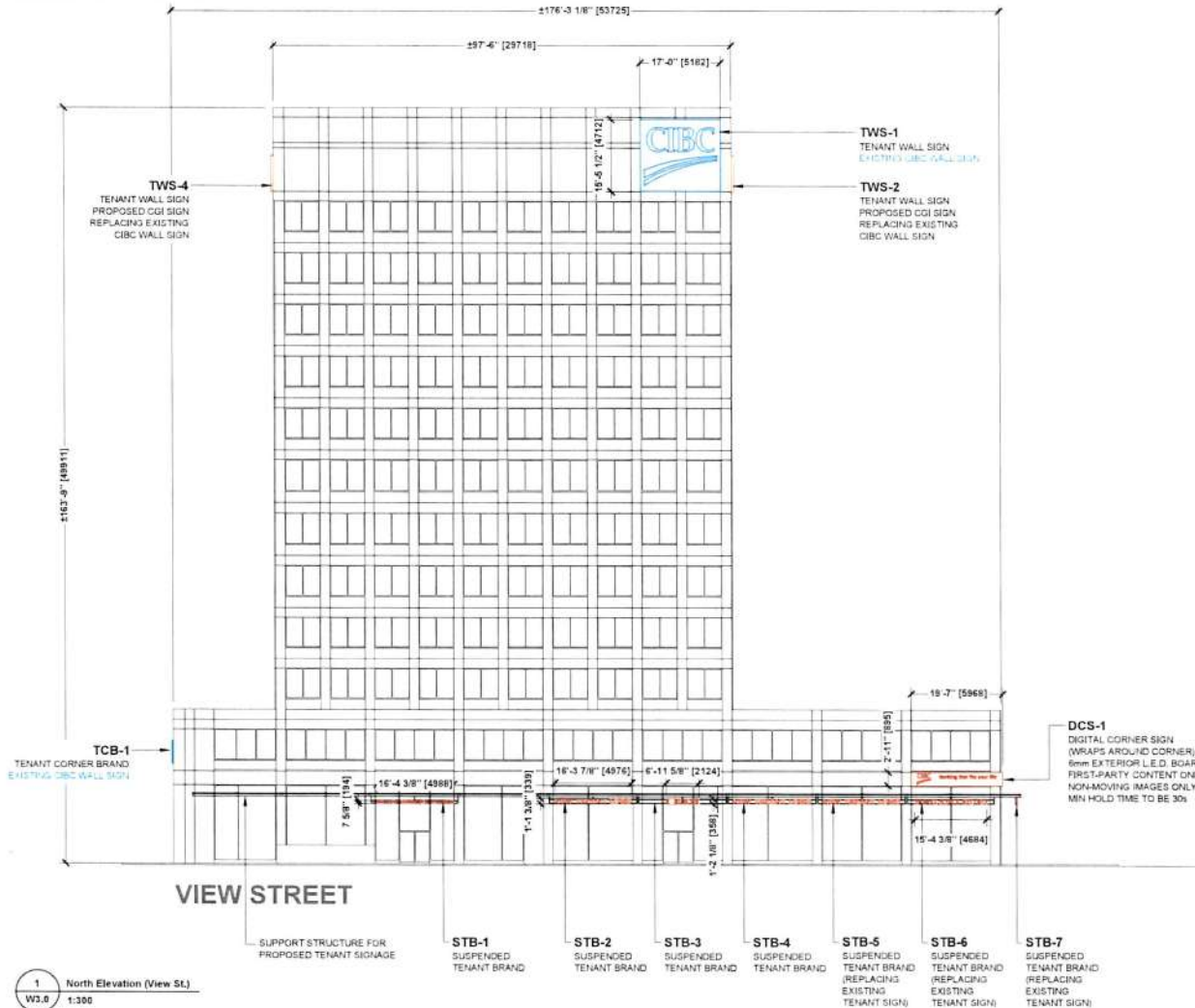
TITLE Proposed Signage Summary  
(North & West Elevations)

DWG No

W2.1

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# NORTH ELEVATION



## **SIGN AREA CALCULATION (NORTH ELEVATION)** Arterial Commercial Zone - 1 to 1 Ratio Requirement

North Frontage: 176.25 ft. (53.72 m)

Max. Allowed Total  
Display Surface Area: 176.25 sq. ft. (16.37 m<sup>2</sup>)

### **Proposed Sign Display Surface Areas**

TWS-1 (Existing): 24.42 m<sup>2</sup>

DCS-1: 5.34 m<sup>2</sup>

STB-1: 0.97 m<sup>2</sup>

STB-2: 1.69 m<sup>2</sup>

STB-3: 0.76 m<sup>2</sup>

STB-4: 1.69 m<sup>2</sup>

STB-5: 1.69 m<sup>2</sup>

STB-6: 1.70 m<sup>2</sup>

Proposed Total Display Surface Area: 38.26 m<sup>2</sup>

Proposed Total Display Surface Area  
exceeds Max. Allowed by 21.89 m<sup>2</sup>

### **Existing Sign Display Surface Areas**

TWS-1 (Existing): 24.42 m<sup>2</sup>

James Joyce Bistro Fascia Sign: 2.1 m<sup>2</sup>

Peacock Billiards Fascia Sign: 2.1 m<sup>2</sup>

Existing Total Display Surface Area: 28.62 m<sup>2</sup>

### **COLOUR LEGEND**

PROPOSED NEW SIGNAGE  
EXISTING SIGNAGE TO REMAIN

1 North Elevation (View St.)  
W3.0 1:300



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PROJECT **Tenant Signage Program**  
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Victoria, British Columbia V8W 2C9

DATE	TITLE
Issued for Variance	November 08, 2018
Issued for Variance	May 22, 2019
Issued for Variance	June 24, 2019

TITLE North Elevation (View St.)

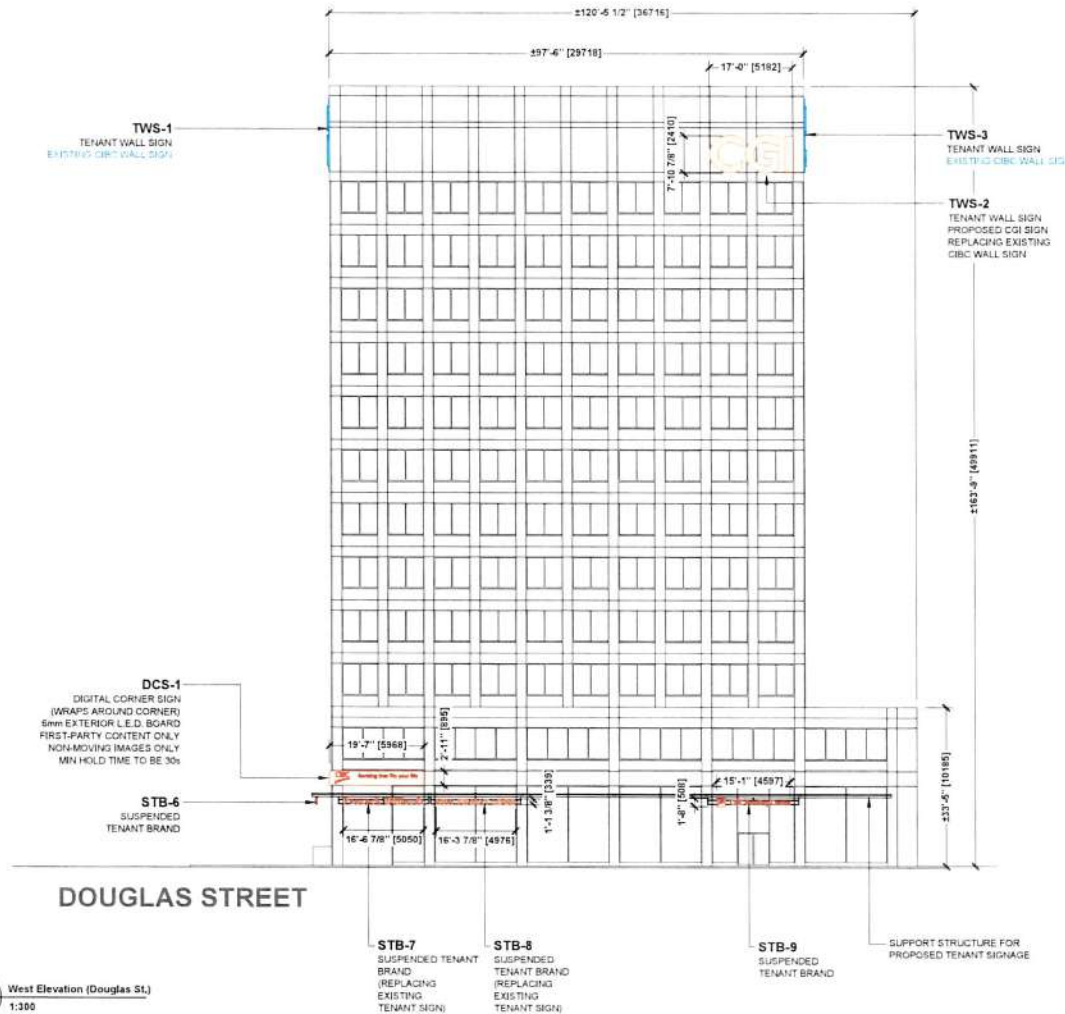
DWG No

W3.0

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## WEST ELEVATION



## SIGN AREA CALCULATION (WEST ELEVATION)

Arterial Commercial Zone - 1 to 1 Ratio Requirement

West Frontage: 120.46 ft. (36.72 m)

Max. Allowed Total  
Display Surface Area: 120.46 sq. ft. (11.19 m<sup>2</sup>)

### Proposed Sign Display Surface Areas:

TWS-2: 12.36 m<sup>2</sup>

DCS-1: 5.34 m<sup>2</sup>

STB-7: 1.96 m<sup>2</sup>

STB-8: 1.69 m<sup>2</sup>

STB-9: 2.33 m<sup>2</sup>

Proposed Total Display Surface: 23.68 m<sup>2</sup>

Proposed Total Display Surface Area  
exceeds Max. Allowed by 12.49 m<sup>2</sup>

### Existing Sign Display Surface Areas

CIBC Tower Sign: 24.42 m<sup>2</sup>

James Joyce Bistro Fascia Sign: 2.10 m<sup>2</sup>

Peacock Billiards Fascia Sign: 2.10 m<sup>2</sup>

Existing Total Display Surface Area: 28.62 m<sup>2</sup>

\*Note: Current Total Display Surface Area is 28.62 m<sup>2</sup>; which already exceeds the Max. Allowed Display Surface Area. The proposed changes affect a reduction in Sign Total Display Area of 4.94 m<sup>2</sup>, bringing this elevation closer to compliance.

### COLOUR LEGEND

PROPOSED NEW SIGNAGE  
EXISTING SIGNAGE TO REMAIN

1 West Elevation (Douglas St.)  
W3.1 1:300



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Victoria, British Columbia V8W 2C9

DATE  
Issued for Variance November 08, 2018  
Issued for Variance May 22, 2019  
Issued for Variance June 24, 2019

TITLE West Elevation (Douglas St.)

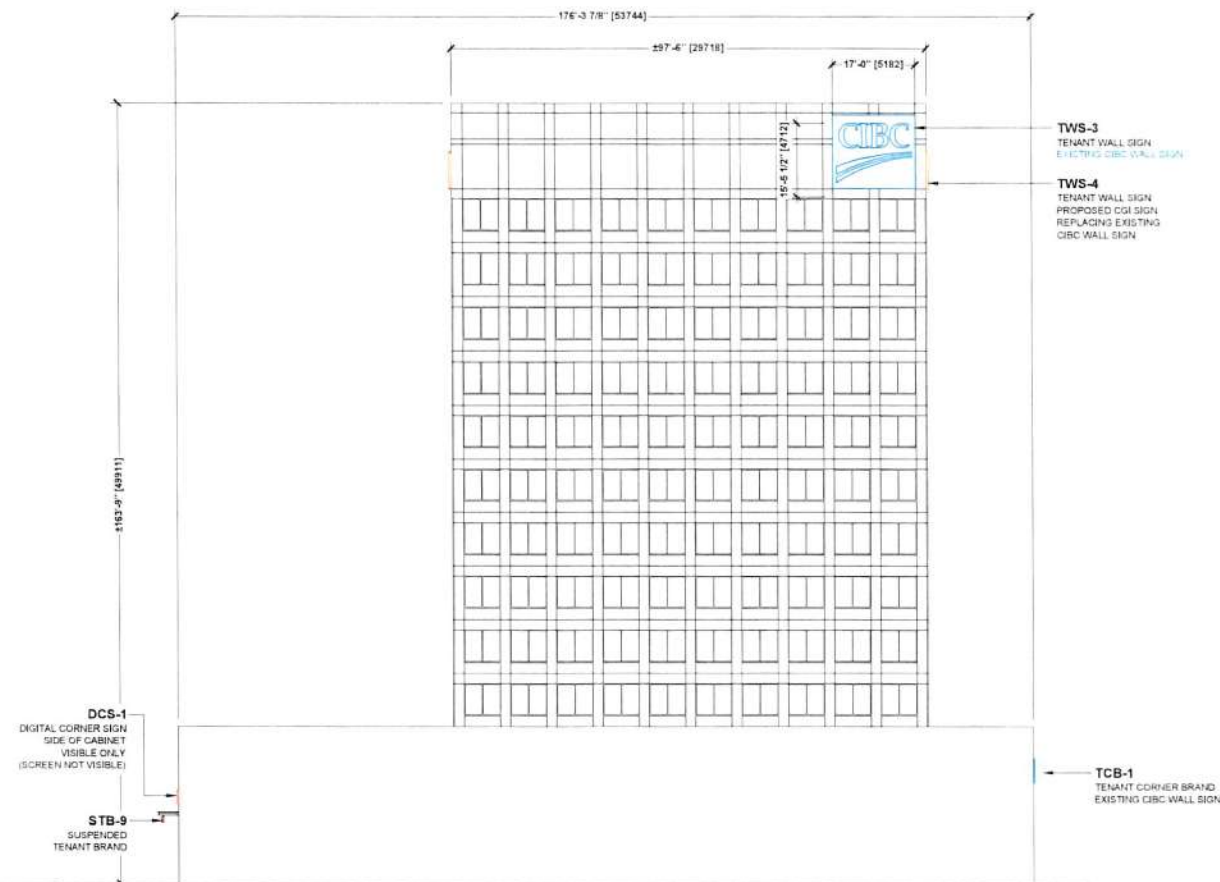
DWG No

W3.1

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APPROVAL

# SOUTH ELEVATION



## **SIGN AREA CALCULATION (SOUTH ELEVATION)** Arterial Commercial Zone - 1 to 1 Ratio Requirement

North Frontage: 176.32 ft. (53.74 m)

Max. Allowed Total  
Display Surface Area: 176.32 sq. ft. (16.38 m<sup>2</sup>)

### **Sign Display Surface Areas:**

TWS-3 (Existing): 24.42 m<sup>2</sup>

Proposed Total Display Surface Area: 24.42 m<sup>2</sup>

Proposed Total Display Surface Area exceeds  
Max. Allowed by 8.04 m<sup>2</sup>

\*Note: There are no proposed changes or  
additions to signage on the South Elevation;  
current signage already exceeds Display  
Surface Area allowance.

**DCS-1**  
DIGITAL CORNER SIGN  
SIDE OF CABINET  
VISIBLE ONLY  
(SCREEN NOT VISIBLE)

**STB-9**  
SUSPENDED  
TENANT BRAND

**TCB-1**  
TENANT CORNER BRAND  
EXISTING CIBC WALL SIGN

1 South Elevation  
W3.2 1:300

COLOUR LEGEND	
<span style="border: 1px solid orange; display: inline-block; width: 20px; height: 10px;"></span>	PROPOSED NEW SIGNAGE
<span style="border: 1px solid blue; display: inline-block; width: 20px; height: 10px;"></span>	EXISTING SIGNAGE TO REMAIN



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CLIENT **Manulife Real Estate**

PROJECT **Tenant Signage Program**  
1175 Douglas Street  
Victoria, British Columbia V8W 2C9

DATE	
Issued for Variance	November 08, 2018
Issued for Variance	May 22, 2019
Issued for Variance	June 24, 2019

TITLE **South Elevation**

DWG No

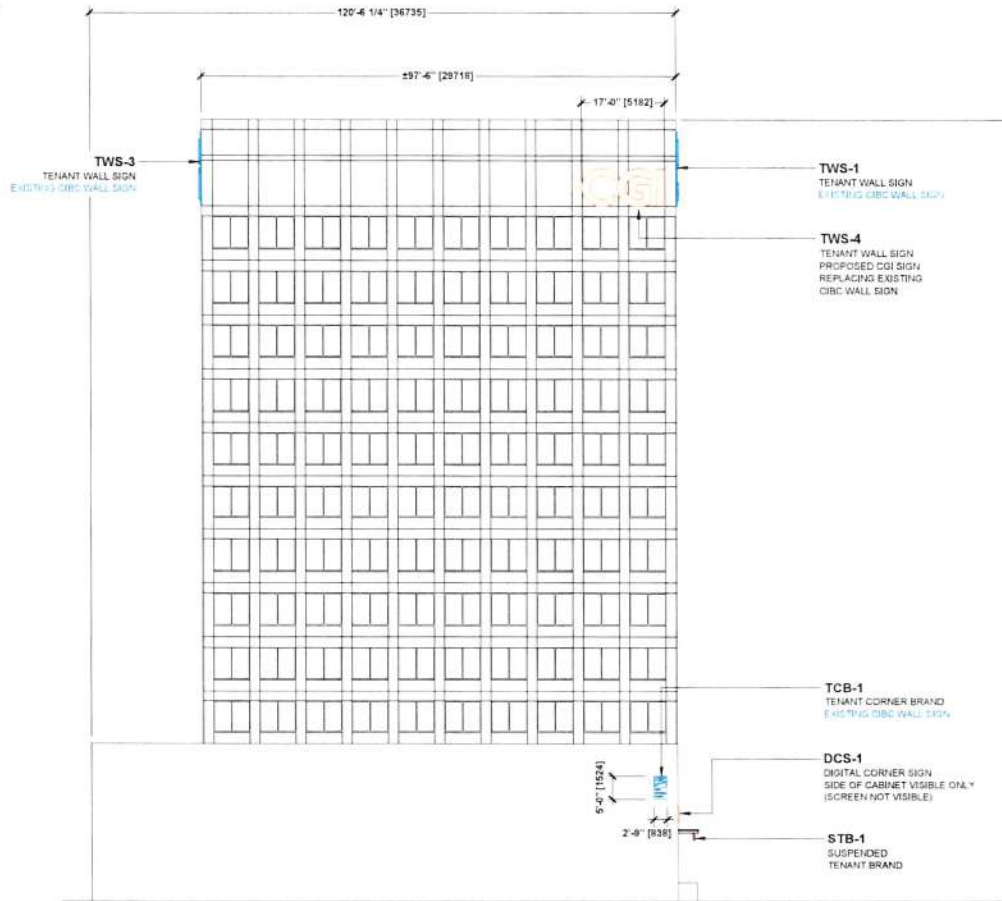
APPROVAL

**W3.2**

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# EAST ELEVATION



## SIGN AREA CALCULATION (EAST ELEVATION) Arterial Commercial Zone - 1 to 1 Ratio Requirement

North Frontage: 120.5 ft. (36.73 m)

Max. Allowed

Total Sign Area: 120.5 sq. ft. (11.19 m<sup>2</sup>)

### Proposed Sign Display Surface Areas:

TWS-4: 12.36 m<sup>2</sup>

TCB-1: 1.28 m<sup>2</sup>

Proposed Total Display Surface Area: 13.64 m<sup>2</sup>

Proposed Total Display Surface Area exceeds  
Max. Allowed. by 2.45 m<sup>2</sup>

### Existing Sign Display Surface Areas

CIBC Tower Sign: 24.42 m<sup>2</sup>

TCB-1: 1.28 m<sup>2</sup>

Existing Total Display Surface Area: 25.7 m<sup>2</sup>

\*Note: Current signage Total Display Surface Area is 25.7 m<sup>2</sup>; which already exceeds the Max. Allowed Display Surface Area. The proposed changes affect a reduction in Sign Total Display Area of 12.06 m<sup>2</sup>, bringing this elevation much closer to compliance.

1 East Elevation  
W3.3 1:300



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Associates www.kramer-design.com

CLIENT **Manulife Real Estate**

PROJECT **Tenant Signage Program**  
1175 Douglas Street  
Victoria, British Columbia V8W 2C9

DATE	TITLE
Issued for Variance	November 08, 2018
Issued for Variance	May 22, 2019
Issued for Variance	June 24, 2019

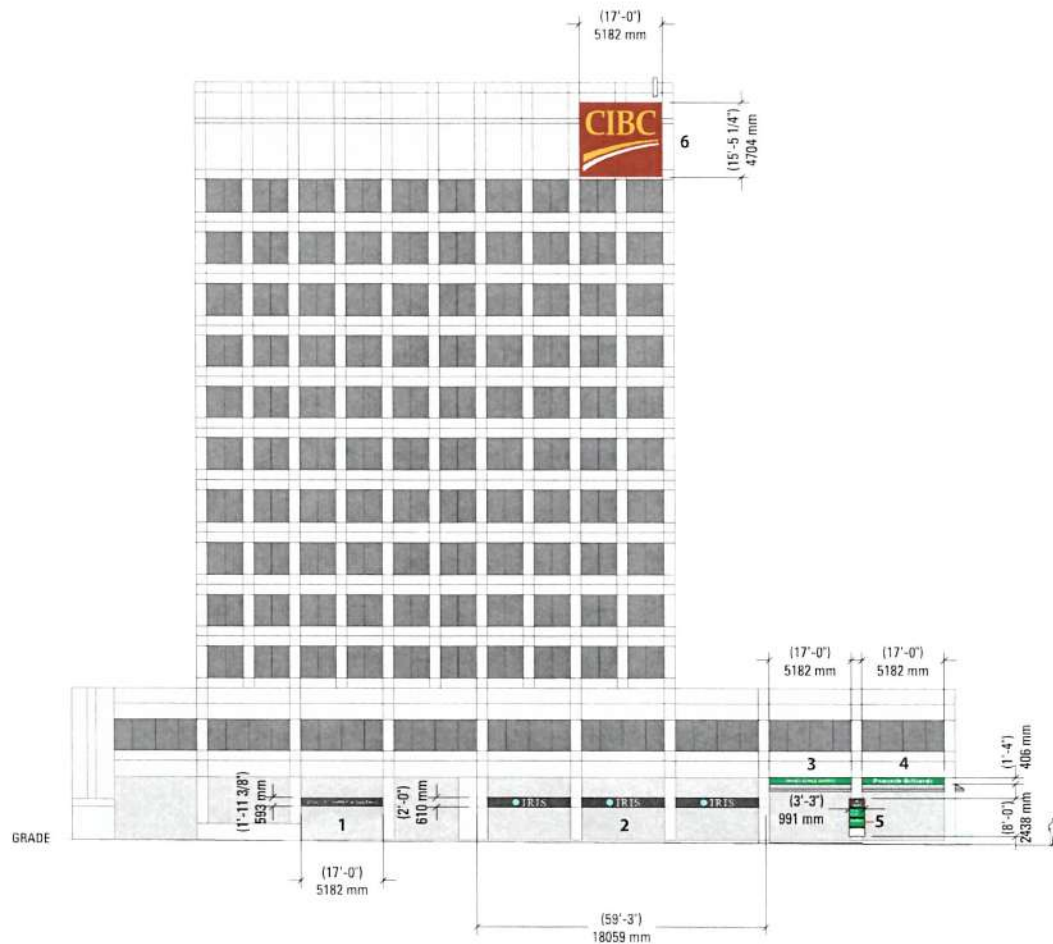
East Elevation

DWG No

W3.3

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APPROVAL



#### All Existing Signs Visible from Street

1 - 3.07 m<sup>2</sup>  
 2 - 11.02 m<sup>2</sup>  
 3 - 2.10 m<sup>2</sup>  
 4 - 2.10 m<sup>2</sup>  
 5 - 2.41 m<sup>2</sup>  
 6 - 24.42 m<sup>2</sup>  
 Total - 45.12 m<sup>2</sup>

#### Existing Signs Counted in Sign Display Surface Area

3 - 2.10 m<sup>2</sup>  
 4 - 2.10 m<sup>2</sup>  
 6 - 24.42 m<sup>2</sup>  
 Total - 28.62 m<sup>2</sup>

Scale: 1:300



Kramer Tel: 416.921.1078  
 Design Fax: 416.921.9934  
 Associates www.kramer-design.com

CLIENT Manulife Real Estate

PROJECT Tenant Signage Program  
 1175 Douglas Street  
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North Elevation  
 (Existing Signage)

DWG No

W3.4

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#### All Existing Signs Visible from Street

1 - 2.10 m<sup>2</sup>  
 2 - 2.10 m<sup>2</sup>  
 3 - 1.25 m<sup>2</sup>  
 4 - 3.16 m<sup>2</sup>  
 5 - 2.41 m<sup>2</sup>  
 6 - 2.81 m<sup>2</sup>  
 7 - 24.42 m<sup>2</sup>  
 Total - 38.25 m<sup>2</sup>

#### Existing Signs Counted in Sign Display Surface Area

1 - 2.10 m<sup>2</sup>  
 2 - 2.10 m<sup>2</sup>  
 7 - 24.42 m<sup>2</sup>  
 Total - 28.62 m<sup>2</sup>

Scale: 1:300



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CLIENT	Manulife Real Estate	PROJECT	Tenant Signage Program 1175 Douglas Street Victoria, British Columbia V8W 2C9	DATE	TITLE	West Elevation (Existing Signage)	DWG No
<small>These documents are not to be scaled. The design and documents remain the property of KDA and are protected by law. They may not be altered, issued or reproduced without expressed written consent from KDA. All documents to be returned to KDA at completion of work. Contractors to verify all details and dimensions and report any and all discrepancies to KDA before commencing with that related portion of the work. Only signed, sealed and stamped documents are to be used for construction purposes.</small>				Issued for Variance	November 08, 2018		W3.5
				Issued for Variance	May 22, 2019		
				Issued for Variance	June 24, 2019		



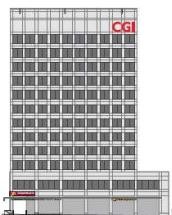
# Development Variance Permit Application

1175 Douglas Street

Signage Variances



**Proposed Signage**  
North Elevation  
Cumulative Sign Display Surface Area: 38.26 m<sup>2</sup>



**Proposed Signage**  
West Elevation  
Cumulative Sign Display Surface Area: 23.08 m<sup>2</sup>

The proposed signage program for 1175 Douglas St. was developed with the intent to unify the presentation of signage on the property, and in order to give appropriate exposure to CGI and CBC as the two anchor tenants.

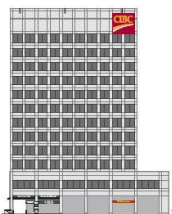
The new program was developed with input from the City of Victoria, and effects an overall decrease in the signage areas visible to the street.

Area calculations can be found on Pages W3.6-W3.5.

\*Please note: Due to the technical interpretation of the sign display surface areas (in-set signs are not counted), the North elevation shows an increase, even though the actual amount of signage visible from the street has decreased when considering all visible signs.



**Existing Signage**  
North Elevation  
Cumulative Sign Display Surface Area: 28.62 m<sup>2</sup>  
Area of all Visible Signs: 45.12 m<sup>2</sup>



**Existing Signage**  
West Elevation  
Cumulative Sign Display Surface Area: 28.62 m<sup>2</sup>  
Area of all Visible Signs: 36.25 m<sup>2</sup>





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## 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. 00225 for 1175 Douglas Street, in accordance with the terms identified in the report.

