



1715 Government Street  
Victoria, BC V8W 1Z4

October 23<sup>rd</sup>, 2020

Mayor and Council  
City of Victoria  
No.1 Centennial Square  
Victoria, BC V8W 1P6

**Re: 535 Yates - Development Variance Permit**

Dear Mayor Helps and Council,

The DRA LUC has reviewed relevant materials for the Development Variance Permit application to vary the Sign Bylaw to accommodate a fascia sign for a current tenant, Regus, at 535 Yates Street in the Old Town District. Regus is a multinational provider of serviced offices, business lounges and conferencing facilities founded in Brussels, Belgium, headquartered in Switzerland and incorporated in Jersey.

The applicant proposes to locate their sign just below the windows of the fourth (top) storey of the building. However, the sign bylaw requires that signs be below the windowsill of the second storey. Currently, a large awning is located over the entrance to the building at the ground level.

Comments and concerns by the DRA LUC members are as follows:

- The Sign Bylaw for Old Town prohibits signage above the sill of the second storey of buildings. The intent is to avoid a proliferation of signs on the facades of historic buildings.
- If the intent of Sign Bylaw for Old Town is to eliminate the proliferation of signs on historic buildings, then regardless of size or material, this sign should not be positioned where the applicant has requested.
- The illumination of the sign is also problematic as this further collides with the historic resonance of the building.
- The awning on the building may present a challenge but does not, as the applicant states in their letter “prevents Regus from having a sign that conforms to the bylaw”.
- Regus and other tenants of 535 Yates Street all have signs that comply with the Sign Bylaw for Old Town. See attached two images.
- Currently, Regus has no fewer than five signs at ground level. See attached two images.

The DRA LUC does not support this application as it contravenes the Sign Bylaw for Old Town.

Sincerely,



Ian Sutherland  
Chair Land Use Committee  
Downtown Residents Association

cc Sustainable Planning and Community Development Department

Regus Signs

Other Tenant Signs



