



## Planning and Land Use Committee Report

For the Meeting of October 29, 2015

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**To:** Planning and Land Use Committee                      **Date:** October 14, 2015

**From:** Jonathan Tinney, Director, Sustainable Planning and Community Development

**Subject:** Development Variance Permit Application No. 00160 for 1581 Hillside Avenue

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### RECOMMENDATION

Staff recommend that Committee forward this report to Council and that after giving notice and allowing an opportunity for public comment, that Council consider the following motion:

"That Council authorize the issuance of Development Variance Permit Application No. 00160 for 1581 Hillside Avenue, in accordance with:

1. Plans date stamped September 17, 2015.
2. The following variances to the *Sign Bylaw*:  
Vary the size of the total allowable signage from 33.07 m<sup>2</sup> to 50.82m<sup>2</sup> on Hillside Avenue and from 12.90 m<sup>2</sup> to 21.05m<sup>2</sup> on Shakespeare Street.

### LEGISLATIVE AUTHORITY

In accordance with the *Land Use Procedures Bylaw*, variances to the *Sign Bylaw* are processed as a Development Variance Permit application.

### EXECUTIVE SUMMARY

The purpose of this report is to present Council with information, analysis and recommendations regarding a requested variance to the Sign Bylaw for the property located at 1581 Hillside Avenue.

The *Sign Bylaw* restricts cumulative amount of signage based on the business frontage or lot frontage. There are exterior renovations in progress at this property and the renovation work includes the removal of signage and installation of new LED backlit fascia signage for each tenant throughout with exception of the following; three freestanding signs and two fascia signs (one for McDonalds' and one for Romeos') are to remain and are unchanged. The proposed new signage to replace previous signage has triggered a reassessment of the signage for the entire property. The five existing signs utilize nearly all of the signage allotment for the property. No individual sign, proposed or existing, is in excess of the allowance for an individual sign (9m<sup>2</sup>), however, the cumulative amount of signage for both proposed and existing signs is in

excess of the total allowable signage. The owners have confirmed that there is no additional sign allotment required over and above that which is sought for in this application.

Previous to this application and the exterior renovations of the building, the approved signage covered the entire fascia of the building and was 3.0 m<sup>2</sup> larger on Hillside Avenue and 5.0 m<sup>2</sup> larger on Shakespeare Street than the current proposed signage. I.e. The current application represents an overall reduction in signage for the property. The combined amount of sign area for the entire property still does not conform to today's *Sign Bylaw*.

| Sign Bylaw Criteria – Hillside Avenue |                     |                     |
|---------------------------------------|---------------------|---------------------|
| Previously Approved Signage           | Proposed Signage    | Bylaw Standard      |
| 53.83m <sup>2</sup>                   | 50.83m <sup>2</sup> | 33.07m <sup>2</sup> |

| Sign Bylaw Criteria – Shakespeare Street |                     |                     |
|--|---------------------|---------------------|
| Previously Approved Signage              | Proposed Signage    | Bylaw Standard      |
| 26.05m <sup>2</sup>                      | 21.05m <sup>2</sup> | 12.90m <sup>2</sup> |

## BACKGROUND

### Description of Proposal

### Relevant History

The owner of the mall property, has voluntarily prepared a comprehensive signage plan to facilitate allocation of permitted signage for each business which has street frontage facing one of the two streets adjacent to the mall. The owner has confirmed that several of the businesses are not, or will not, be using the full display area permitted. A majority of the allowable signage is dedicated to the two anchor tenants, McDonalds and Romeo's.

### Community Consultation

Consistent with the *Community Association Land Use Committee (CALUC) Procedures for Processing Rezoning and Variances Applications*, on September 29, 2015 the application was referred for a 30-day comment period to the Oaklands CALUC. At the time of writing this report, a letter from the CALUC 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

The variance requested is for the installation of signage that has a total cumulative display surface of 50.82m<sup>2</sup> on Hillside Avenue and 21.05m<sup>2</sup> on Shakespeare Street.

In this instance, staff recommend consideration of the request:

- The proposed fascia signage is buffered by a 32m parking lot along Hillside Avenue and 83m from the property line along Shakespeare Street.
- The cumulative display surface is decreasing from previously approved signage

## CONCLUSIONS

The previous, existing signage at 1581 Hillside Avenue was approved under a previous signage bylaw. The signage proposed through this application is cumulatively smaller in area than the previously approved signage and is buffered by a 32m parking lot along Hillside Avenue and 83m from the property line along Shakespeare Street. Staff recommends for council's consideration that the variance is supportable as proposed.

## ALTERNATE MOTION

That Council decline Development Variance Permit Application No. 00160 for the property located at 1581 Hillside Avenue.

Respectfully submitted,



Ryan Morhart  
Manager of Permits and Inspections



Jonathan Tinney, Director  
Sustainable Planning and Community  
Development Department

Report accepted and recommended by the City Manager:



Date: October 21, 2015

## List of Attachments

- Plans date stamped September 17, 2015.
- Letter from applicant dated September 17, 2015



1581 Hillside Avenue  
Development Variance Permit #00160





17 September 2015

Mayor and Council  
CITY OF VICTORIA  
1 Centennial Square  
Victoria BC V8W 1P6



101 1831 Oak Bay Avenue  
Victoria BC V8R 1C3

phone: 250 . 592 . 9198  
fax: 250 . 592 . 9178

RE: **Comprehensive Sign Plan**  
1581 Hillside Avenue, Victoria BC

Development Variance Permit Application

Mayor and Council,

On behalf of Tristin Holdings, the owners of the commercial centre located at 1581 Hillside Avenue, on the corner of Shakespeare Street and across from Hillside Mall, we hereby submit a development variance permit application with regard to a comprehensive sign plan. The owners' have recently completed exterior building upgrades over the course of the summer, in an effort to revitalize the mall, improve its street appeal, support existing tenants and attract new ones. The site is located within DPA 4: Town Centre – Hillside. A development variance permit is required to address, not only, existing freestanding pylon signs which have been in place for decades [30-40 years], but also, a new approach to fascia signage for individual commercial tenants, following the removal of old sign boxes/cans.

Detailed calculations, in accordance with current sign bylaw standards, were required for both lot frontages and it was determined that a development variance permit was required to reconcile the area of existing signs, approved over many years, in order to accommodate new and replacement fascia signs. The owners are requesting an additional 17.8 sq.m. of signage fronting Hillside Avenue, and 8.2 sq.m. of signage fronting Shakespeare Street, for fascia signage, to be shared proportionally among their main and second floor commercial tenants.

#### CONSIDERATION

1. While an increase in the maximum permitted signage area is being requested, the overall extent of signage will decrease with the removal of the continuous 2' high sign boxes, which extended the full length [and almost the full height] of the lower fascia. The increase is more of a technical requirement to address three previously approved pylon signs, erected on behalf of anchor tenants such as McDonald's and Romeo's, which remain to this day. They consume much of the permitted signage allowance under the current sign bylaw, technically leaving no opportunity for fascia tenant signage. However, fascia tenant signage, also historically a part of the development, is integral to their individual identities within the mall setting, and forms a critical part of their corporate branding.

Despite requested increases, overall signage fronting Shakespeare will be reduced by 5.0 sq.m. Overall signage fronting Hillside Avenue will be reduced by over 3.0 sq.m.

2. New fascia signs will define individualized tenant signage, consisting of LED backlit channel lettering and logos; fascia signs will be mounted and spaced to reveal the new clear finish cedar siding behind.

SEP 17 2015

Planning & Development Department  
Development Services Division

3. The new approach to fascia signage is more refined, elegant and energy efficient.
4. No changes are proposed to the area allocations of the existing freestanding pylon signs.
5. Much of the proposed fascia signage fronting Shakespeare Street is located over 83 m back from the property line along Shakespeare Street. Much of the proposed fascia signage fronting Hillside Avenue is located over 32 m back from the property line along Hillside Avenue, and 35 m back at the upper fascia level.
6. The property has never had a comprehensive sign plan.
7. With the loss of existing sign boxes at the start of exterior building upgrades, existing tenants, who have submitted sign permit applications for new and replacement fascia signs are anxious to proceed with their work, which is now subject to the approval of a comprehensive sign plan.
8. The end result will be less commercial signage on the property; a technical increase is required to acknowledge what was previously approved and to permit a comprehensive sign plan that gives tenants less than what they had before .....

This past summer, modest changes were undertaken to revitalize the exterior finishes of the building. Most notably, forest green metal roofing and siding were replaced with new galvalume standing seam metal roofing and clear finish cedar siding was introduced to define the lower and upper horizontal fascias. Stone veneer was used to highlight the entrance to the second floor office space and the existing concrete block and stucco-clad walls were painted. The existing anodized aluminium storefront framing remained and new recessed soffit lighting was installed to illuminate the pedestrian walkways and storefronts. To complete their goal of revitalizing their property and improving the streetscape, the owners remain committed to their tenants with the preparation of a comprehensive sign plan for reference now and in the future.

We trust that the foregoing provides you with enough information to proceed with your review process. Should you require additional information or clarification, please do not hesitate to contact us.

Regards,  
Hillel Architecture Inc.,



Karen Hillel Architect AIBC

Let Frontage = 100.885m  
23.07 m<sup>2</sup> of signage permitted | 100.885 / 0.3 = 0.003 |

**FREESTANDING SIGNAGE (existing)**  
 1. McDonald's / Tall-lantern pylon signage (7.35 + 6.72)  
 19-07 m2

2. Two (2) McDonald's directional signs  
0.7 m<sup>2</sup> each = 1.40 m<sup>2</sup>
3. Farmer's nylon sign  
4.28 m<sup>2</sup>
- Total Freestanding Signs = 13.28 m<sup>2</sup>**

1. Two (7) Underside signs (1 2 + 4 40) (reading)  
9.78 = 2

- California Gold signage (new/replacement)  
1.33 m2
- Panor's signage (existing)  
4.89 m2
- Duplex Post signage (new/replacement)  
2.09 m2
- Four (4) brand sign structures at 15 m2 each (new/replacement)  
6.0 m2 total maximum
- UPS signage (new/replacement)  
2.00 m2
- Three (3) 2nd floor brand signs at 3.0 m2 each (new)  
9.00 m2 total maximum

**Signage Volume:** = 17.78 m<sup>2</sup> for Hillside Avenue

## Let Frontage = 4,320 m

READOGRAPH SIGNAGE [existing]  
 2.35 m<sup>2</sup> readograph signage consumes 22.74 m of lot footage  
 [22.74 / 0.3 = 0.001] leaving  
 41.54m of lot footage remains  
 12.9 m<sup>2</sup> of signage permitted [41.54 / 0.3 = 0.003]

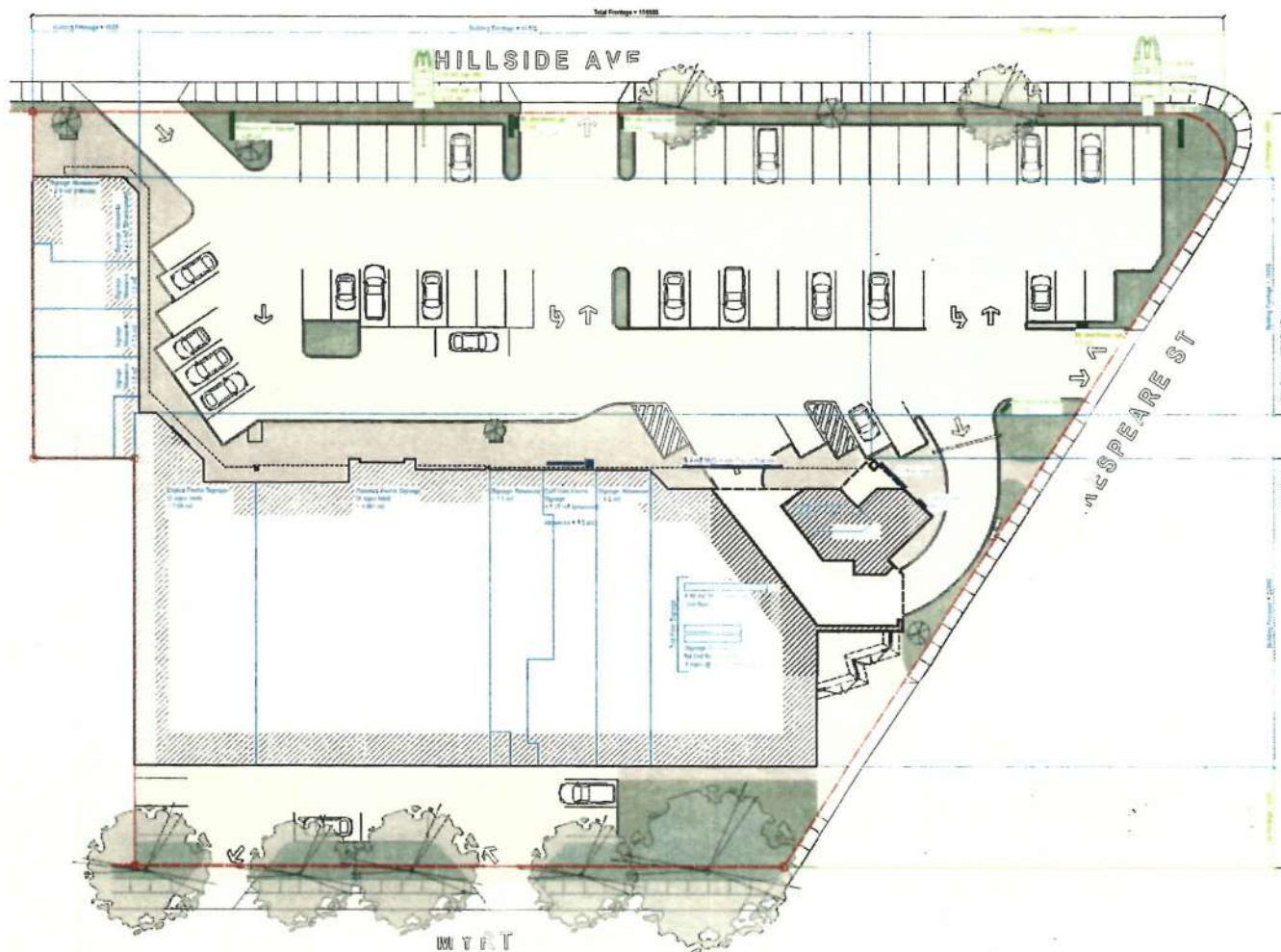
- FREESTANDING SIGNAGE** (existing)
1. Balance of McDonald's pylon signage (5.5 x 1.81 = 1.07)  
0.00 m<sup>2</sup>
  2. Two (2) freestanding McDonald's directional signs  
0.7 m<sup>2</sup> each = 1.40 m<sup>2</sup>

**FASCIA-MOUNTED SIGNAGE**

1. Building and 2nd floor tenant signage (existing)  
2.33 m<sup>2</sup>
2. Fascia-mounted McDonald's "M" sign (existing)  
0.34 m<sup>2</sup>
3. Three (3) tenant sign allowances at 1.5 m<sup>2</sup> each (new/replacement)  
4.50 m<sup>2</sup> total maximum
4. UPS signage (new/replacement)  
2.00 m<sup>2</sup>

**Total Fascia-mounted Signage = 9.17 m<sup>2</sup>**

|                         |   |
|-------------------------|---|
| Total signage permitted | • 12.00 m <sup>2</sup>                            |
| Total signage required  | • 21.05 m <sup>2</sup> (signs and fascia-mounted) |
| Signage Variance        | • 8.15 m <sup>2</sup> for Shakespeare Street      |



1 Comprehensive Signage Plan  
Scale 1:200

**Project Description**  
Landlord Improvements to upgrade the exterior finishes of an existing commercial building.

**Building Owner**  
Floyd Collins, aka  
Trust Holdings Ltd  
1800 Seawood Place, Victoria BC V8N 1Z9

**Architect**  
Hill Architecture Inc.  
121-1021 Oak Bay Avenue, Victoria BC V8P 1C2  
Tel: 250-582-9190 Fax: 250-582-9178

**Legal Description**  
Lot 1, Section 25-26, Victoria Plan 42160

**Chile Address**  
1881 Hubble Avenue  
Victoria, BC  
V8T 2C3

**Zaring**  
C-3.4

[illegible]

project  
**Exterior Landlord Improvements**  
1581 Hillside Avenue, Jersey City, NJ  
Drawing title  
**Comprehensive Signage Plan**

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