

1581 HILLSIDE AVENUE

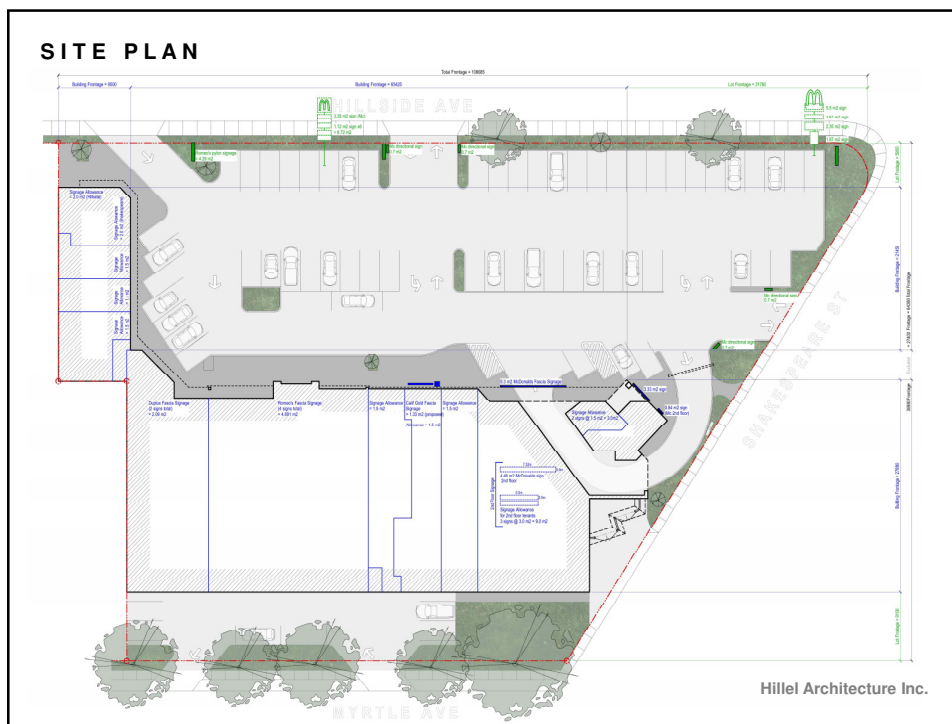
Comprehensive Signage Plan, Victoria BC

Hillel Architecture Inc.

NEIGHBOURHOOD CONTEXT



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SIGNAGE CALCULATIONS & DATA

HILLSIDE AVENUE

Lot Frontage = 106.685m
33.07 m² of signage permitted [106.685 / 0.3 x 0.093]

FREESTANDING SIGNAGE (existing)

1. McDonald's / Multi-tenant pylon signage (3.35 + 6.72)
10.07 m²
2. Two (2) McDonald's directional signs
0.7 m² each = 1.40 m²
3. Romeo's pylon sign
4.29 m²

Total Freestanding Signage = 15.76 m²

FASCIA-MOUNTED SIGNAGE

1. Two (2) McDonald's signs (5.3 + 4.46) (existing)
9.76 m²
2. California Gold signage (new/replacement)
1.33 m²
3. Romeo's signage (existing)
4.89 m²
4. Duplex Paint signage (new/replacement)
2.08 m²
5. Four (4) tenant sign allowances at 1.5 m² each (new/replacement)
6.0 m² total, maximum
6. UPS signage (new/replacement)
2.00 m²
7. Three (3) 2nd floor tenant signs at 3.0 m² each (new)
9.00 m² total, maximum

Total Fascia-mounted Signage = 35.07 m²

Total signage permitted = 33.07 m²
Total signage required = 50.83 m² (pylon and fascia-mounted)

Signage Variance = 17.76 m² for Hillside Avenue

SHAKESPEARE STREET

Lot Frontage = 64.380 m

READOGRAPHY SIGNAGE (existing)

2.35 m² readograph signage consumes 22.74 m of lot frontage
[22.74 / 0.3 x 0.031] leaving

41.64m of lot frontage remains
12.9 m² of signage permitted [41.64 / 0.3 x 0.093]

FREESTANDING SIGNAGE (existing)

1. Balance of McDonald's pylon signage (5.5 + 1.61 + 1.87)
8.98 m²
2. Two (2) freestanding McDonald's directional signs
0.7 m² each = 1.40 m²

Total Freestanding Signage = 10.38 m²

FASCIA-MOUNTED SIGNAGE

1. Building and 2nd floor tenant signage (existing)
3.33 m²
2. Fascia-mounted McDonald's "M" sign (existing)
0.84 m²
3. Three (3) tenant sign allowances at 1.5 m² each (new/replacement)
4.50 m² total, maximum
4. UPS signage (new/replacement)
2.00 m²

Total Fascia-mounted Signage = 10.67 m²

Total signage permitted = 12.90 m²
Total signage required = 21.05 m² (pylon and fascia-mounted)

Signage Variance = 8.15 m² for Shakespeare Street

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ELEVATION DIAGRAMS



Reference Elevation - Hillside Avenue



Reference Elevation - Shakespeare Street

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CONTEXT PHOTOS



Shakespeare Street Elevation Prior To Renovations



Hillside Avenue Elevation Prior To Renovations



Shakespeare Street Elevation After Renovations



Hillside Avenue Elevation After Renovations

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Thank You.