



Planning and Land Use Committee Report For the Meeting of August 27, 2015

To: Planning and Land Use Committee **Date:** August 13, 2015

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

Subject: **Development Variance Permit Application No. 00154 for 1610 Hillside Avenue – Variance to the *Sign Bylaw***

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. 00154 for 1610 Hillside Avenue, in accordance with:

1. Plans date stamped July 29, 2015.
2. The following variances to the *Sign Bylaw*:
Vary the size allowance for two of the Canadian Tire signs from 9m² each to 12.9m² and 14.2m² each.

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 provide Council with information, analysis and recommendations regarding a requested variance to the *Sign Bylaw* for the property located at 1610 Hillside Avenue (Hillside Centre).

Hillside Centre Holdings (the owners) have confirmed that there is no additional sign allowance required for the business frontage to accommodate the total amount of signage needed for their tenant, the Canadian Tire store.

The *Sign Bylaw* restricts the size of each individual fascia sign on this property to a maximum of 9m² and an accumulative maximum signage area of 31.5m². The maximum signage area is derived from Canadian Tire's business frontage of 101.6m. The aggregate total display area is 31.5m². Sign 1 (Customer Pick Up) is 4.4m² and does not require a variance. Signs 2 (Canadian Tire) and 3 (Triangle Logo) measure 14.2m² and 12.9m² respectively. Signs 2 and 3 are in excess of 9m² and require a variance. Cumulatively, the three signs do not exceed the overall allowance 31.5m².

With consideration that there was a similar sign previously located on this property for the Target store, it is recommended that Council approve the Sign Development Variance Permit.

Sign Bylaw Criteria		
Description	Proposed	Bylaw Standard
Cumulative Sign Area	31.5 m ² (339.06 sq. ft.)	31.5 m ² (339.06 sq. ft.) Based on 101.6m (333'-4") frontage.
Sign 1 – Customer Pick Up	4.4m ² (47.4 sq. ft.)	9m ² (96.9 sq. ft.)
Sign 2 – Canadian Tire	14.2 m ² (152.8 sq. ft.)	9m ² (96.9 sq. ft.)
Sign 3 – Triangle Logo	12.9 m ² (138.9 sq. ft.)	9m ² (96.9 sq. ft.)

BACKGROUND

Description of Proposal

Relevant History

Bentall Kennedy (Canada) LP, 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 four 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, based on their individual store frontage calculations. The owner is allowing the Canadian Tire store to use the unused sign allowances from other businesses fronting Hillside Avenue; however, because the proposal for one of the signs exceeds the maximum permitted display area, the proponent needs to apply for a variance.

In January of 2014, a variance to the *Sign Bylaw* was permitted for Target. The information regarding this approval is included in the following table.

Sign Bylaw Criteria		
Description	Proposed	Bylaw Standard
Maximum size of each individual sign	23.78m ² (255.97 sq. ft.)	9m ² (96.9 sq. ft.)
Maximum signage area allocated to Target	39.34m ² (423.47 sq. ft.)	39.34m ² (123.47 sq. ft.) Based on 126.9m (416'-4") frontage

Community Consultation

Consistent with the *Community Association Land Use Committee (CALUC) Procedures for Processing Rezoning and Variances Applications*, on August 6, 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 (August 6, 2015).

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

Development Permit Area and Design Guidelines

The variance requested is for the installation of three signs that have a total display surface of 31.5m² (339.06 sq. ft.), which as a whole will comply with the allowable percentage of the *Sign Bylaw* and the Canadian Tire Frontage. The area of focus is that of the three signs, two are over the allowable maximum sign size of 9 m² (96.9 sq. ft.).

In this instance, the variance is supportable for the following reasons:

- Sign 3 (Triangle Logo) is 1.4 times the permitted size. It is proposed to be located on the upper portion of a two-storey section of the mall.
- The proposed location of the signage is buffered by a 40 meter parking lot which itself faces a busy arterial road, thereby lessening the impact of the proposed signage.
- Sign 2 (Canadian Tire) is 1.58 times the permitted size. It is centralized on the façade and has a clear easy to read font.
- The cumulative area of signage is not in excess of the overall permitted sign allowance.

The *Official Community Plan* (OCP) identifies this property with in DPA 4, Town Centre Hillside. The Design Guidelines that apply to the signage are the *Advisory Design Guidelines for Buildings, Signs and Awnings* (1981). The signs respond to these guidelines by minimizing text, by providing only the company name and logo. The signs are also integrated into the design and do not conflict with the colours of the building. Given the context of a town centre and major mall, the size is appropriate.

CONCLUSIONS

As Canadian Tire is within the total allowable signage size, based on the amount of frontage as stated in the *Sign Bylaw*, this Development Variance Permit is brought to Council under a technicality of the signage not exceeding the 9m² for each sign.

ALTERNATE MOTION

That Council decline Development Variance Permit Application No. 00154 for the property located at 1610 Hillside Avenue

Respectfully submitted,



Ryan Morhart
Supervisor – Building Inspections



Jonathan Tinney, Director
Sustainable Planning and Community Development

Report accepted and recommended by the City Manager:

Jason Johnson

Date: August 19, 2015

List of Attachments

- Aerial photo
- Plans date stamped July 29, 2015.



1580-1644 Hillside Avenue
Development Variance Permit #00154



ALLOWABLE SIGNAGE
0.093 m² per 300 mm

NORTH ELEVATION

TOTAL = 357 000 mm @ 110.67 m²

- | | | |
|----------------|---|-----------------------------------|
| 1. SEARS | = | 32 355 mm @ 10.03 m ² |
| 2. BCCA | = | 19 840 mm @ 6.14 m ² |
| 3. SCOTIA BANK | = | 15 645 mm @ 4.85 m ² |
| 4. MARSHALLS | = | 33 645 mm @ 10.43 m ² |
| 5. SHOPPERS | = | 33 450 mm @ 10.37 m ² |
| SUBTOTAL | = | 134 935 mm @ 41.82 m ² |

REMAINDER = 222 065 mm @ 68.85 m²

EAST ELEVATION

STREET FRONTAGE = 217 000 mm @ 67.27 m²

- | | | |
|------------------|---|-----------------------------------|
| 1. SEARS | = | 32 355 mm @ 10.03 m ² |
| 2. SHOPPERS | = | 45 775 mm @ 14.19 m ² |
| 3. MARSHALLS | = | 33 645 mm @ 10.43 m ² |
| 4. HILLSIDE (SE) | = | 24 485 mm @ 7.59 m ² |
| 5. SPORT CHECK | = | 13 680 mm @ 4.24 m ² |
| SUBTOTAL | = | 149 940 mm @ 46.48 m ² |

REMAINDER = 67 060 mm @ 20.79 m²

SOUTH ELEVATION

STREET FRONTAGE = 372 000 mm @ 115.32 m²

- | | | |
|------------------------|---|-----------------------------------|
| 1. THRIFTY FOOD | = | 19 130 mm @ 5.93 m ² |
| 2. CANADIAN TIRE | = | 102 129 mm @ 31.66 m ² |
| 3. CIBC | = | 26 775 mm @ 8.30 m ² |
| 4. HILLSIDE (SW) | = | 10 450 mm @ 3.24 m ² |
| 5. BOLEN BOOKS | = | 23 665 mm @ 7.34 m ² |
| 6. TIM HORTONS | = | 9 000 mm @ 2.79 m ² |
| 7. HILLSIDE (Food Crt) | = | 19 840 mm @ 6.15 m ² |
| 8. STARBUCKS | = | 19 290 mm @ 5.98 m ² |
| 9. LIQUOR STORE | = | 41 515 mm @ 12.87 m ² |
| 10. HILLSIDE (Bike) | = | 6 935 mm @ 2.15 m ² |
| SUBTOTAL | = | 278 729 mm @ 86.41 m ² |

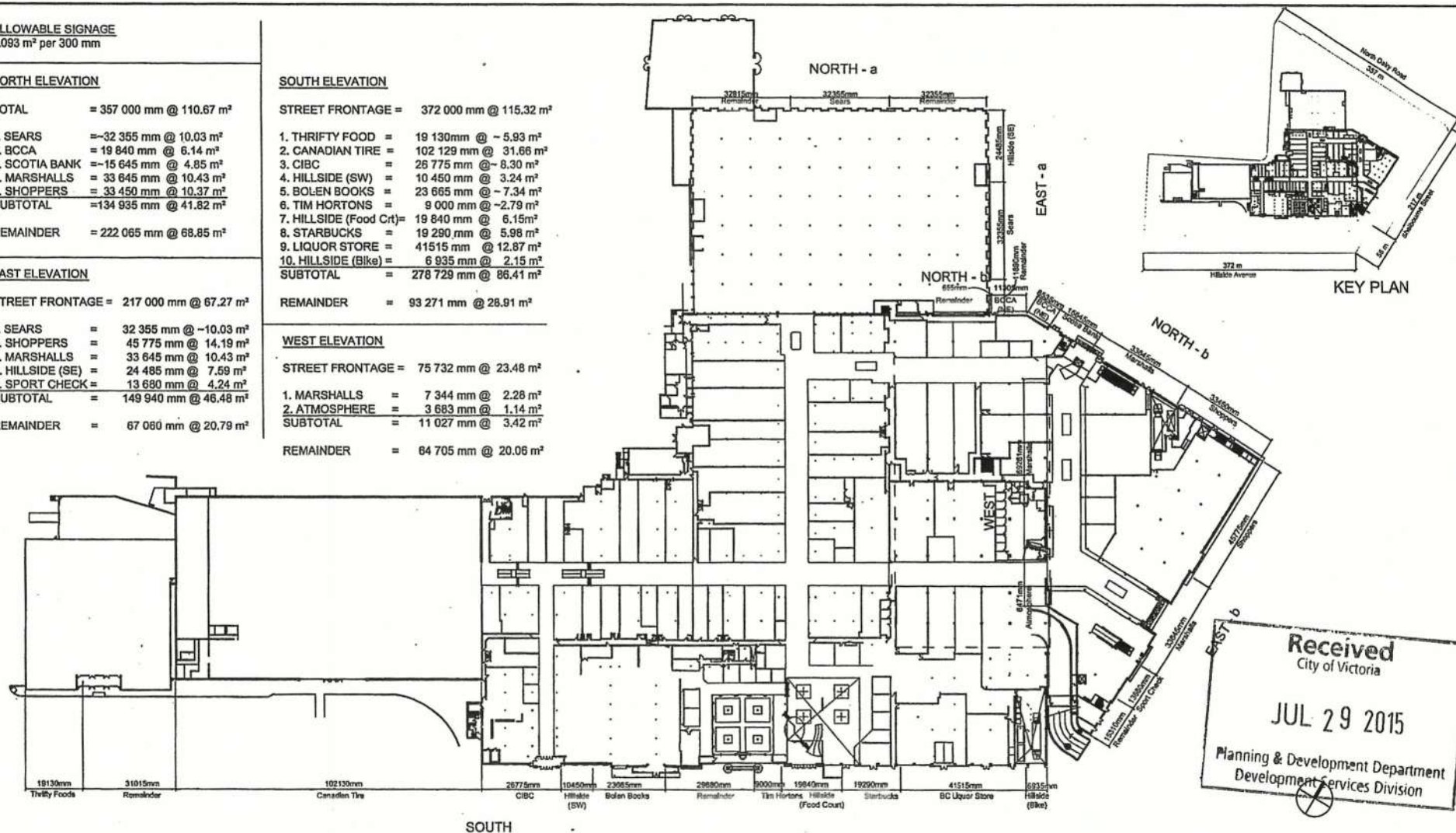
REMAINDER = 93 271 mm @ 28.91 m²

WEST ELEVATION

STREET FRONTAGE = 75 732 mm @ 23.48 m²

- | | | |
|---------------|---|---------------------------------|
| 1. MARSHALLS | = | 7 344 mm @ 2.28 m ² |
| 2. ATMOSPHERE | = | 3 683 mm @ 1.14 m ² |
| SUBTOTAL | = | 11 027 mm @ 3.42 m ² |

REMAINDER = 64 705 mm @ 20.06 m²



PROJECT: HILLSIDE PHASE 02

DRAWING TITLE: COMPREHENSIVE SIGNAGE PLAN

SCALE: N.T.S.

PROJECT No: 2011-065

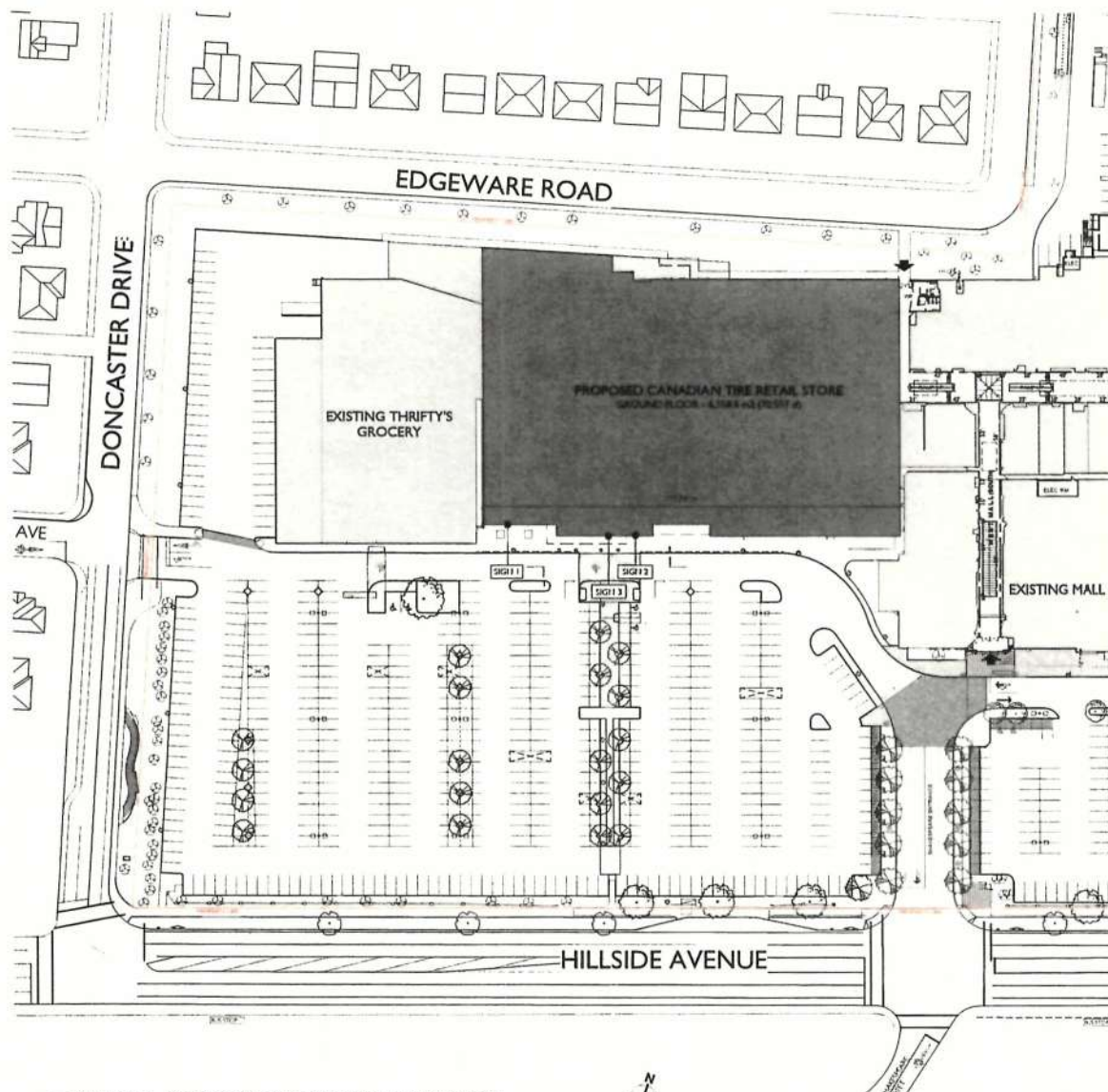
DATE: 2014.01.23

DRAWING No: **A1**

REFERENCE:

CEI Architecture

250 Westford
Victoria BC V8A 6K3
250 Westford
250 Westford



1 SITE PLAN - PROPOSED CANADIAN TIRE RENOVATION
1:500



2 CONTEXT AERIAL
NTS

MGBA



DATE	2015-07-09
TIME	10:00 AM
BY	15052
FOR	15052

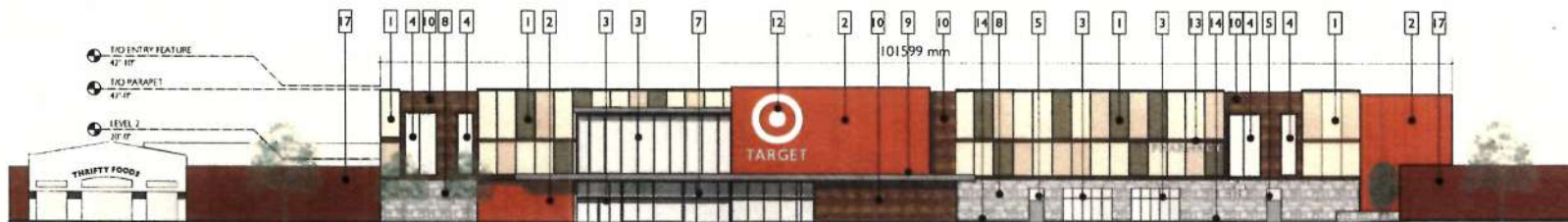
Canadian Tire
Signage Variance
+8800-441-1111
Victoria, B.C.

SIGNAGE PLAN

DATE	2015-07-09
TIME	10:00 AM
BY	15052
FOR	15052

SK-01

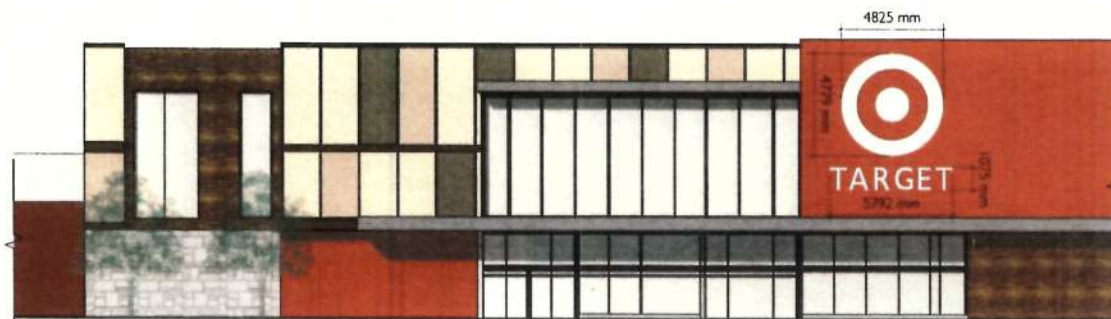




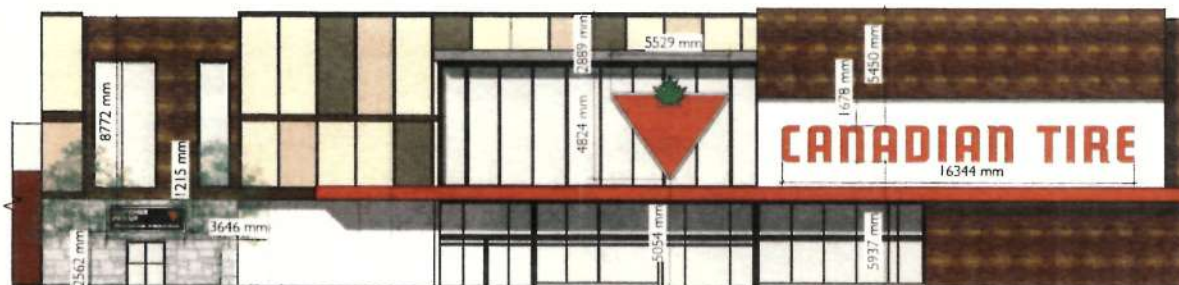
1 EXISTING SOUTHEAST ELEVATION
1:200



2 PROPOSED SOUTHEAST ELEVATION
1:200



3 EXISTING PARTIAL SOUTHEAST ELEVATION
1:100



4 PROPOSED PARTIAL SOUTHEAST ELEVATION
1:100

EXISTING MATERIAL LEGEND:	LEGEND OF CHANGES:
1. TRESPA TECTORE PANELS CONCEALED FASTENERS	A. NEW CANADIAN TIRE SIGNAGE
2. STUCCO - TARGET RED	B. NEW CANADIAN TIRE SIGNAGE
3. CLEAR GLASS	C. NEW CANADIAN TIRE SIGNAGE
4. FROSTED GLASS	D. NEW CANADIAN TIRE SIGNAGE
5. ALUMINUM STOREFRONT DOOR	E. NEW CANADIAN TIRE SIGNAGE
6. INSULATED METAL PANEL & FRAME	F. NEW CANADIAN TIRE SIGNAGE
7. SLIDING GLAZED ALUMINUM DOOR	G. NEW CANADIAN TIRE SIGNAGE
8. VICTORIA LEDGESTONE	H. NEW CANADIAN TIRE SIGNAGE
9. METAL & CEDAR CANOPY	I. NEW CANADIAN TIRE SIGNAGE
10. CEDAR SHIMS	J. NEW CANADIAN TIRE SIGNAGE
11. BRICK VENEER - GOLDEN ROCK & SEA GRAY	K. NEW CANADIAN TIRE SIGNAGE
12. RED-PRINTED TARGET LOGO - 100% DIAMETER	L. NEW CANADIAN TIRE SIGNAGE
13. RED-PRINTED CANADIAN TIRE SIGN	M. NEW CANADIAN TIRE SIGNAGE
14. ARCHITECTURAL CONCRETE BASE	N. NEW CANADIAN TIRE SIGNAGE
15. METAL ROOF STRUCTURE	O. NEW CANADIAN TIRE SIGNAGE
16. PREFABRICATED DOOR	P. NEW CANADIAN TIRE SIGNAGE
17. EXISTING BRICK	Q. NEW CANADIAN TIRE SIGNAGE
18. FROSTED GLASS	R. NEW CANADIAN TIRE SIGNAGE

SIGNAGE AREAS	
SIGN 1	4.4 sq m
SIGN 2	14.2 sq m
SIGN 4	12.9 sq m
	31.5 sq m Total



MGBA



Canadian Tire
Signage Variance
- Allude Mall
Victoria, B.C.

ELEVATIONS

SK-02

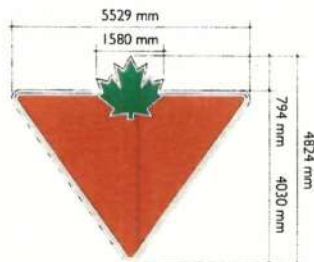


1 SIGN 1
Scale: 1:20

SUPPLY AND INSTALL

ONE (1) SELF-ILLUMINATED FASCIA (EXTERIOR)

- 3/16" THICK WHITE SG ACRYLIC FACE WITH 1/4" VINYL GRAPHICS APPLIED TO FRONT SURFACE
- WHITE LED ILLUMINATION
- 120 VOLT CIRCUIT
- SITE CHECK REQUIRED



3 SIGN 3
Scale: 1:50

SUPPLY AND INSTALL

ONE (1) SELF-ILLUMINATED LOGO

- FLEXIBLE VINYL FACE
- 5" DEEP FULLER (PLUS FRAME)
- WHITE LED ILLUMINATION
- 120 VOLT CIRCUIT
- SITE CHECK REQUIRED



2 SIGN 2
Scale: 1:50

SUPPLY AND INSTALL

ONE (1) SELF-CONTAINED ILLUMINATED LETTERS

- 3/16" WHITE SG FACE WITH 1/4" VINYL APPLIED TO FRONT SURFACE
- WHITE LED ILLUMINATION
- 0.7 AMPS PER LETTER
- SITE CHECK REQUIRED

SIGNAGE AREA CALCULATIONS								
SIGN	SIGN TYPE	FRONTAGE	ALLOWABLE RATIO	MAXIMUM AREA ALLOWED	HEIGHT	WIDTH	AREA	DISTANCE FROM BOTTOM OF SIGN TO GRADE
SIGN 1	FASCIA LED ILLUMINATED	101599 mm	1:1	3150 sq. m	1215 mm	3646 mm	4.4 sq. m	2511 mm
SIGN 2	FASCIA LED ILLUMINATED	101599 mm	1:1	3150 sq. m	1678 mm	16344 mm	142 sq. m	5928 mm
SIGN 3	FASCIA LED ILLUMINATED	101599 mm	1:1	3150 sq. m	4824 mm	5529 mm	12.9 sq. m	5060 mm
							31.5 sq. m	TOTAL
NOTES: 1. AREA REFLECTS TOTAL SIGNAGE AREA, NOT BASED ON SIGNAGE DIMENSIONS								

MGBA



Canadian Tire
Signage Variance
4444 Main Mall
Victoria, B.C.

SIGN ELEVATIONS



PROJECT: 15001
 DATE: 15001
 SK-03



① SOUTHEAST ELEVATION
FROM HILLSIDE AVENUE



② NORTHEAST STREETSCAPE
FROM SIDEWALK



③ WEST STREETSCAPE
FROM DONCASTER DRIVE

MGBA



REV	DATE	DESCRIPTION	BY	CHK
1	2015-07-29	ISSUED FOR PERMIT	SK-04	

Canadian Tire
Signage Variance
-Alfred H. Hall
Victoria, B.C.

EXISTING CONDITIONS

PROJECT NO.	2015-07-29	ISSUED BY	SK-04
DATE	2015-07-29	ISSUED BY	SK-04
ISSUED BY	SK-04	ISSUED BY	SK-04

