

REPORTS OF THE COMMITTEES

2. Planning and Land Use Committee – August 27, 2015

7. Development Variance Permit Application No. 00154 for 1610 Hillside Avenue

It was moved by Councillor Alto, seconded by Councillor Loveday, 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.”*

Councillor Isitt said the Canadian Tire sign could conform to the Sign Bylaw.

Carried

For:

***Mayor Helps, Councillors Alto, Coleman,
Lucas, Madoff and Thornton-Joe and Young***

Against:

Councillors Isitt and Loveday

6. DEVELOPMENT APPLICATION REPORTS

6.1 Development Variance Permit Application No. 00154 for 1610 Hillside Avenue

Committee received a report dated August 13, 2015 from Sustainable Planning & Community Development for 1610 Hillside Avenue outlining an application to allow the placement of a sign facing Hillside Avenue for the Canadian Tire store.

Committee discussed:

- Giving community associations adequate time to respond.
- The Oaklands Community Association had no concerns regarding the size of the sign as this is a reduction in size compared to the previous Target sign.
- Concerns of ignoring the intent of the *Sign Bylaw* at it was put in place to allow signs of less than 9m².

Action:

It was moved by Councillor Thornton-Joe, seconded by Councillor Alto, that Committee recommends 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.”

Committee discussed the motion:

- A 9m² sign may not be clearly visible from Hillside Avenue.
- Larger signage will make it easier for people to locate the store, which reduces driving and improves convenience.

CARRIED 15/PLUC/192

For: Mayor Helps; Councillors Alto, Coleman, Loveday, Lucas, Madoff, Thornton-Joe and Young

Against: Councillor Isitt



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 m² (152.8 sq. ft.) | 9m ² (96.9 sq. ft.) |
| Sign 3 – Triangle Logo | 12.9 m² (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.

MUNICIPALITY OF SAANICH



MUNICIPALITY OF SAANICH



1580-1644 Hillside Avenue
Development Variance Permit #00154



ALLOWABLE SIGNAGE
0.093 m² per 300 mm

NORTH ELEVATION

| | |
|----------------|--------------------------------------|
| TOTAL | = 357 000 mm @ 110.67 m ² |
| 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 m ² |

EAST ELEVATION

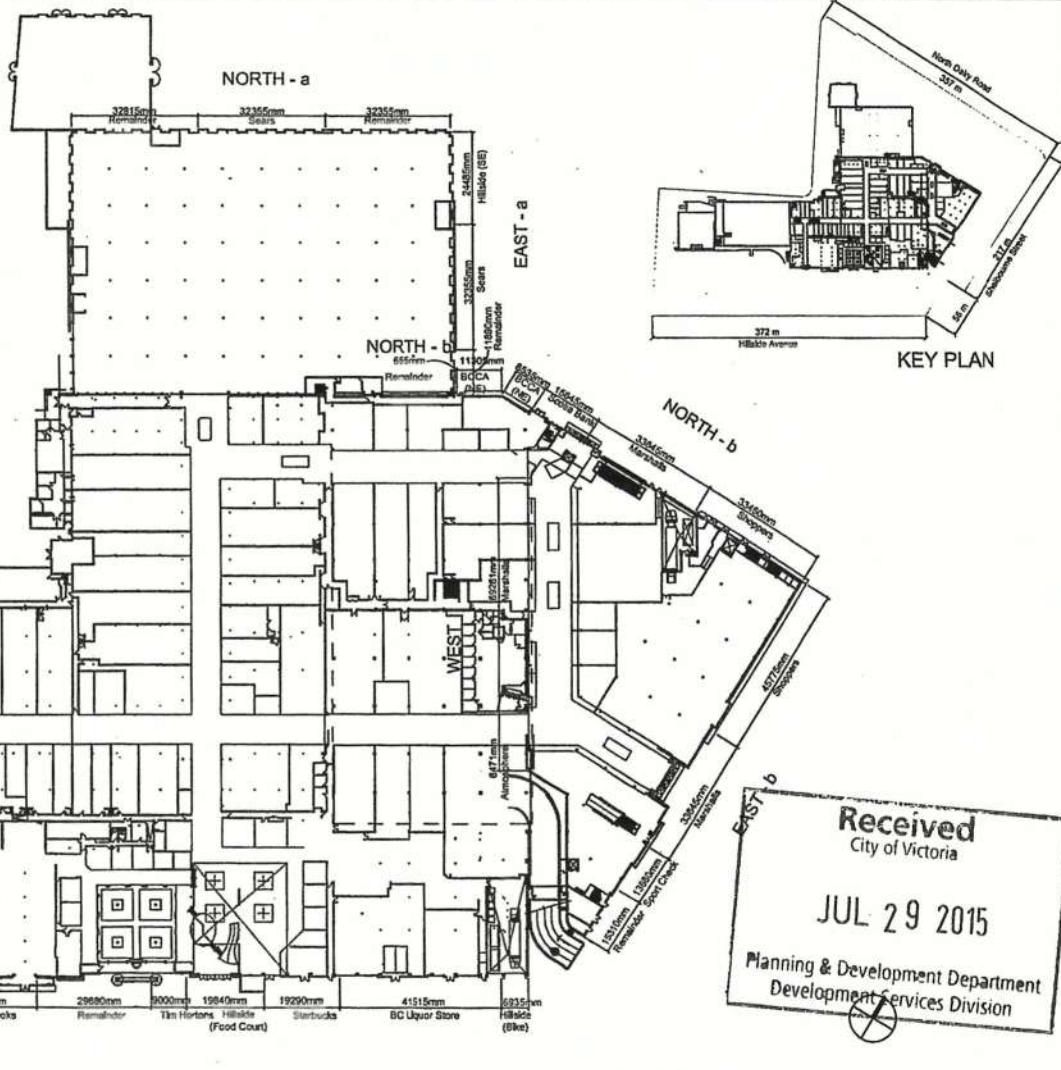
| | |
|-------------------|-------------------------------------|
| STREET FRONTAGE = | 217 000 mm @ 67.27 m ² |
| 1. SEARS | = 32 355 mm @ -10.03 m ² |
| 2. SHOPPERS | = 45 775 mm @ 14.19 m ² |
| 3. MARSHALLS | = 33 645 mm @ 10.43 m ² |
| 4. HILLSIDE (SE) | = 24 485 mm @ 7.59 m ² |
| 5. SPORT CHECK | = 13 680 mm @ 4.24 m ² |
| SUBTOTAL | = 149 940 mm @ 46.48 m ² |
| REMAINDER | = 67 060 mm @ 20.79 m ² |

SOUTH ELEVATION

| | |
|------------------------|-------------------------------------|
| STREET FRONTAGE = | 372 000 mm @ 115.32 m ² |
| 1. THRIFTY FOOD | = 19 130mm @ -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 Cr.) | = 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 m ² |

WEST ELEVATION

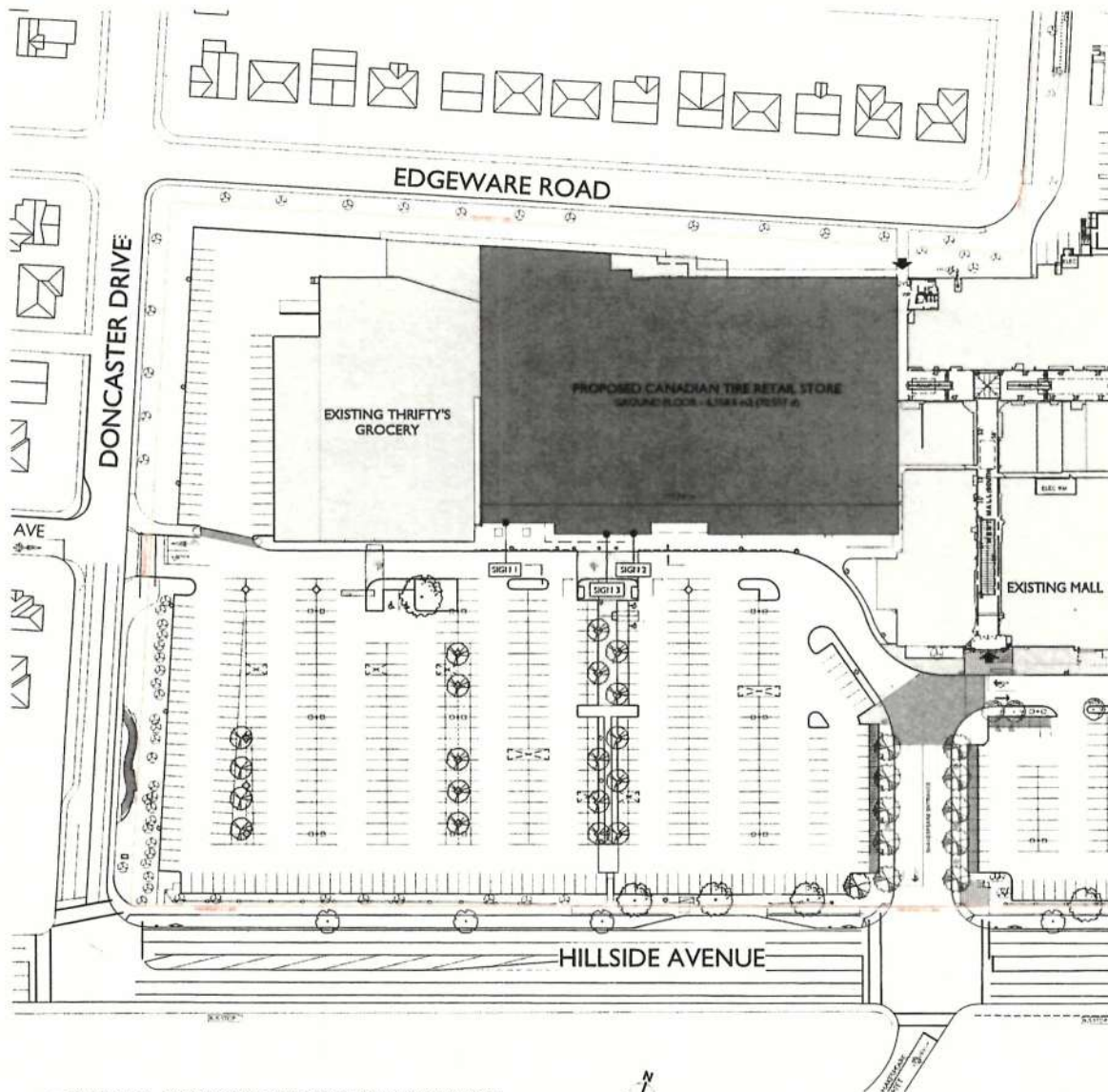
| | |
|-------------------|------------------------------------|
| STREET FRONTAGE = | 75 732 mm @ 23.48 m ² |
| 1. MARSHALLS | = 7 344 mm @ 2.28 m ² |
| 2. ATMOSPHERE | = 3 683 mm @ 1.14 m ² |
| SUBTOTAL | = 11 027 mm @ 3.42 m ² |
| REMAINDER | = 64 705 mm @ 20.06 m ² |



Received
City of Victoria
JUL 29 2015
Planning & Development Department
Development Services Division

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 Fort Road
Victoria BC V8A 6E3
Tel: 250-596-1200 Fax: 250-596-4478



1 SITE PLAN - PROPOSED CANADIAN TIRE RENOVATION
1:500



2 CONTEXT AERIAL
NTS

MGBA



| | | |
|------|-------------|----|
| DATE | DESCRIPTION | BY |
| | | |
| | | |
| | | |

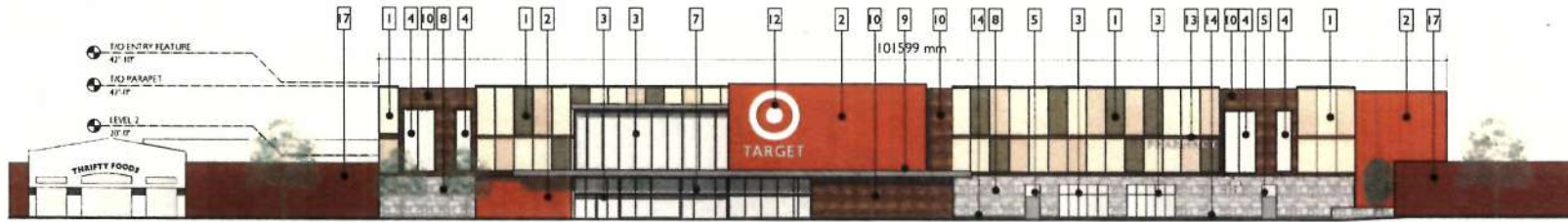
Canadian Tire
Signage Variance
4800-1111
Victoria, B.C.

SIGNAGE PLAN

| | | |
|------|-------------|----|
| DATE | DESCRIPTION | BY |
| | | |
| | | |
| | | |

RECEIVED
JUL 29 2015
PERMITS & INSPECTIONS
CITY OF VICTORIA

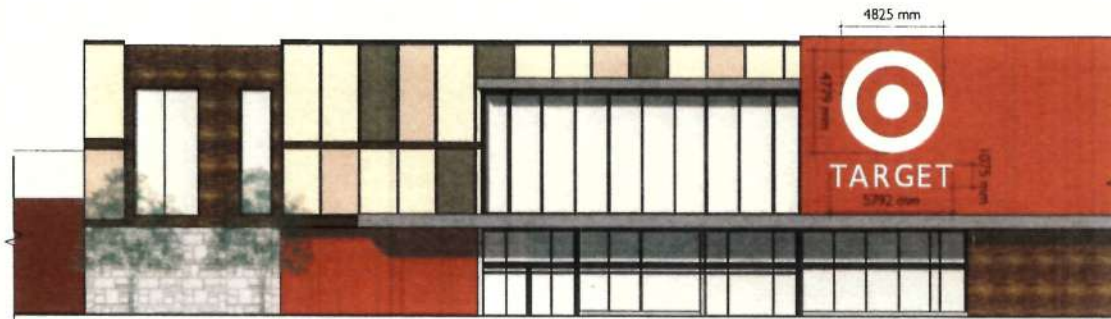
SK-01



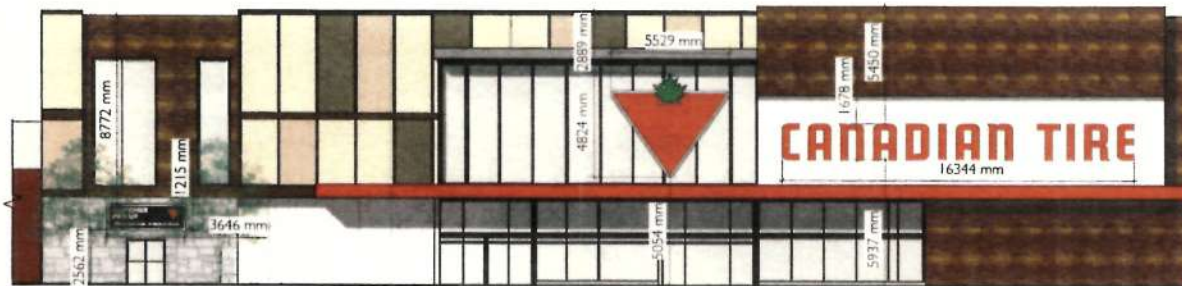
1 EXISTING SOUTHEAST ELEVATION
1:200



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. TRISPA P-TETRO PANELS CONCEALED FASTENERS | A. NEW 100% POLYURETHANE INSULATION |
| 2. STUCCO - TARGET RED | B. NEW 100% POLYURETHANE INSULATION |
| 3. CLEAR GLASS | C. NEW 100% POLYURETHANE INSULATION |
| 4. FROSTED GLASS | D. NEW 100% POLYURETHANE INSULATION |
| 5. ALUMINUM STOREFRONT DOOR | E. POSITION OF EXISTING STUCCO PANELS TO MATCH EXISTING MATERIALS |
| 6. INSULATED METAL PANEL & DRAFT | F. INSULATED CANOPY FROM MANUFACTURED NET |
| 7. SLIDING GLAZED ALUMINUM DOOR | |
| 8. VICTORIA LEDGESTONE | |
| 9. METAL & CEDAR CANOPY | |
| 10. CEDAR SIDING | |
| 11. BRICK VENEER - GOLDEN ROOF & SEA GRAY | |
| 12. EX-PRINTED TARGET LOGO - 100% DRAFT | |
| 13. EX-PRINTED CANOPY SIGN | |
| 14. ARCHITECTURAL CONCRETE BASE | |
| 15. METAL ROOF STRUCTURE | |
| 16. PREFABRICATED CANOPY | |
| 17. EXISTING BRICK | |
| 18. ROOF ATTENATION WALL | |



| 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 | |

RECEIVED
JUL 29 2015
PERMITS & INSPECTIONS
CITY OF VICTORIA

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

ELEVATIONS

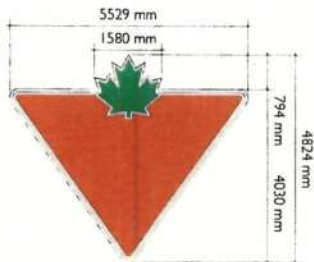
DATE: JUL 13 2015
SCALE: AS NOTED
PROJECT: 15052
SK-02



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
- FIXABLE VINYL FACE
 - 9" 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
- .07 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 | 31.50 sq. m | 1215 mm | 3646 mm | 4.4 sq. m | 2511 mm |
| SIGN 2 | FASCIA, LED ILLUMINATED | 101599 mm | 1:1 | 31.50 sq. m | 1678 mm | 16344 mm | 142 sq. m | 5928 mm |
| SIGN 3 | FASCIA, LED ILLUMINATED | 101599 mm | 1:1 | 31.50 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



| | |
|-------------|-------------|
| PROJECT NO. | 15002 |
| DATE | JUL 29 2015 |
| BY | ALAN J. COO |
| CHECKED BY | |
| APPROVED BY | |

Canadian Tire
Signage Variance
4444-4th St
Victoria, B.C.

SIGN ELEVATIONS

| | |
|-------------|-------------|
| DATE | JUL 29 2015 |
| BY | ALAN J. COO |
| CHECKED BY | |
| APPROVED BY | |

SK-03





① **SOUTHEAST ELEVATION**
FROM HILLSIDE AVENUE



② **NORTH-EAST STREETScape**
FROM SIDEWALK



③ **WEST STREETScape**
FROM DONCASTER DRIVE

MGBA



| NO. | DATE | REVISION | BY | CHK |
|-----|------------|--------------------|----|-----|
| 1 | 2015.07.29 | ISSUED FOR PERMITS | AM | AM |

Canadian Tire
Signage Variance
-Alford Mall
Victoria BC

EXISTING CONDITIONS

| | |
|-------------|------------|
| PROJECT NO. | 15052 |
| DATE | 2015.07.29 |
| ISSUED BY | AM |
| REVISION | |

SK-04

RECEIVED
JUL 29 2015
PERMITS & INSPECTIONS
CITY OF VICTORIA