



The Corporation of the District of Saanich

Report

To: Mayor and Council

From: Lindsay Chase, Director of Planning

Date: February 18, 2025

Subject: 805 Cloverdale Avenue (780 Tolmie Avenue) - Staples - Development Permit Amendment

File: DPA01070

RECOMMENDATIONS

That Development Permit Amendment DPA01070 be approved to allow one additional fascia sign on the north elevation of the Staples building.

PURPOSE

The purpose of this Report is to seek direction from Council on the subject application. The application is for a Development Permit Amendment to vary the provisions of the Sign Bylaw, 2006, to accommodate an additional fascia sign for 'Staples Kids' at 805 Cloverdale Avenue (the parcel has multiple addresses, the address for Staples is 780 Tolmie Avenue). The development on the site is subject to Development Permit DPR87-0061 which regulates the "form and character" of the overall development. The applicant is Priority Permits Ltd. (Ryan Matthews).

BACKGROUND

Land Use and Neighbourhood Context

The C-6UD (Uptown Douglas Highway Commercial) Zoned site is located within the Uptown Core and is bounded by Blanshard Street on the east, Tolmie Avenue on the south, Oak Street on the west, and Cloverdale Avenue on the north (see Figure 1). The subject business (Staples) is located on the upper level in the southwest corner of the Island Home Centre at 780 Tolmie Avenue. Surrounding land use is primarily commercial. Mayfair Shopping Centre is located across Tolmie Avenue in the City of Victoria.

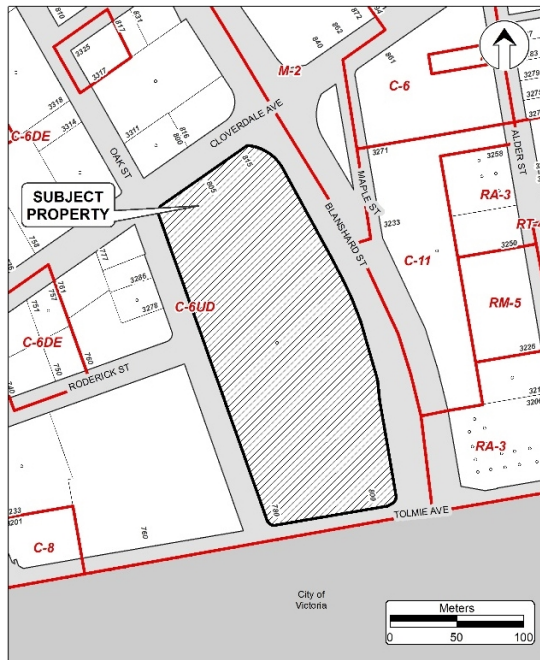


Figure 1: Neighbourhood Context

Sign Design

Staples seeks to install a non-illuminated fascia sign to the north building face at their business location on the subject site. The proposed sign was designed to be modest in size to not detract from the area's appearance while enhancing the store's visibility.



Figure 2: Existing North Elevation (from Development Permit Amendment Elevation Plans DPA01038)



Figure 3: Proposed North Elevation (from plans prepared by Priority Permits Ltd.)



Figure 4: Detail of Proposed Sign (from plans prepared by Priority Permits Ltd.)

DISCUSSION

Proposed Variances

The applicant has requested a Sign Bylaw, 2006, variance to allow three total fascia signs on the north building face of the Staples building. The site is located within Sign District D. Sign District D permits one fascia sign per business per building face. The variance analysis is as follows:

	Bylaw Permitted	Approved DPA01038	Proposed	Variance (Difference)
Total Fascia Signs on the North Building Face	1	2	3	1

If there were multiple different businesses in this building, each business would be permitted to have their own fascia sign, however, the cumulative total copy area of all the signs could not exceed 0.6m² for each metre of horizontal building face. The total copy area of the two existing fascia signs and the proposed fascia sign meets the permissible maximum for the subject building face. The applicant has suggested that similar logic that was applied to the approval of the fascia sign for Bell Canada should be applied in this case as Staples Kids operates as a special division under the corporate umbrella of the Staples brand. Essentially, if these three signs were for three individual businesses, a sign bylaw variance would not be required.

PLANNING POLICY IMPLICATIONS

Policy

The following District of Saanich Planning Policy is most applicable to the subject proposal:

Uptown-Douglas Plan (2022)

9.2.8 xv. Signage should be designed to be consistent with the architectural style, scale and materials of the development and its surrounding context.

Policy Analysis

The proposed additional sign is of comparable scale with surrounding businesses and the entrance of the Staples building is not street-facing but rather is oriented towards the upper-level parking lot. Approval of this Variance would support the specialized division of Staples Kids and is not anticipated to impact the character of the development or the streetscape.

COUNCIL OPTIONS

1. That Council approve the proposed Development Permit Amendment with the requested variance.
2. That Council reject the recommendations as outlined in the staff Report.
3. That Council provide alternate direction to staff.

FINANCIAL IMPLICATIONS

There are no immediate implications to the District of Saanich 2024 – 2028 Financial Plan.

STRATEGIC PLAN IMPLICATIONS

There are no implications related to the District of Saanich 2023 – 2027 Strategic Plan.

CONCLUSION

The subject application is for a Development Permit Amendment to vary the provisions of the Sign Bylaw, 2006, to allow an additional fascia sign for a total of three fascia signs on the north building face. The proposed sign was designed to be modest in size while enhancing the visibility of Staples Kids, a specialized division within Staples. The proposed fascia sign is consistent with the architectural style and scale of the development with no anticipated impact to the streetscape, as recommended in the Uptown-Douglas Plan (2022). The total copy area of the two existing fascia signs and one proposed fascia sign does not exceed the permissible maximum as prescribed within the Sign Bylaw, 2006. For these reasons, the Variance can be supported.

Prepared by: Caitlin Yancoff, Senior Planning Technician

Reviewed by: Carl Purvis, Manager of Current Planning

Approved by: Lindsay Chase, Director of Planning

CY/kb

Attachments: Development Permit Amendment

ADMINISTRATOR'S COMMENTS:

I endorse the recommendation from the Director of Planning.

Brent Reems, Chief Administrative Officer