

2024-10-17

Town of View Royal  
45 View Royal Avenue  
Victoria, BC, V9B 1A6

ATTN: Development services

**Subject: Variance - BC Transit 2401 Burnside Rd W View Royal BC**

Dear town of View Royal.

We hope that you will consider allowing relaxation for the installation of the signage at the above address.

**Known Deficiencies:**

### **BYLAW NO. 950 (Sign bylaw)**

**7.2 (b) The maximum character size as sign in the district listed in the lefthand column of the following table is the set out in the center column of the following table, with an allowance for extensions as set out in the righthand column:**

- **Local Institutional: 45cm Base character size and a character size extension allowance of 70cm for 20% of the message area.**

**Our proposed sign has a base character size of 63.5cm and a character size extension of 111.1cm**

**Rationale:**

- 1. Visibility from the Highway for Visitor Orientation:**  
The proposed sign requires larger characters to ensure that visitors can easily identify the building from the highway. With increased speed limits and limited time to observe, a larger character size will improve readability, contributing to public safety by reducing last-minute lane changes or sudden stops.
- 2. Support for Public Service and BC Transit Operations:**  
The sign is essential for BC Transit, which provides an essential public service. Clear signage improves accessibility and ensures users of the transit system, including new riders, tourists, and locals, can quickly locate the facility, promoting the use of public transportation and minimizing confusion.
- 3. Compliance with Other Bylaw Requirements:**  
The design of the sign adheres to all other aspects of the View Royal bylaw, such as lighting, placement, and overall design aesthetics. This demonstrates the project's commitment to following regulations while only requesting an exception for character size to serve a specific public need.
- 4. Architectural Integration with the Building**  
The architect designed the sign to complement the building's architecture, ensuring it blends harmoniously with the overall structure. This thoughtful design enhances the visual appeal and reflects a cohesive, professional look that benefits the community's aesthetic.

In summary, the proposed sign with larger character sizes ensures visibility from the highway, supports BC Transit's public service operations, and complements the building's design. With full compliance to other bylaw requirements, this exception will improve accessibility and benefit both the community and transit users. We earnestly seek your backing for relaxation to the sign bylaw for the proposed signs. The signage maintains a high standard while harmonizing with the surrounding area.

Thank you,

**Ryan Matthews**

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