
Subject: Additional Information for Sign Variances – 622 Admirals Road / DVP00167

Dear

Kirsten Dafoe

Planner II Development

Township of Esquimalt | Development Services

Thank you for your initial review of our variance application for signage at 622 Admirals Road. We appreciate the opportunity to provide further clarification on several aspects of the proposal.

In this sense, our customer has decided to move forward with the two (2) fascia signs only (LB1 and LB2) and not to proceed with the banner (B). Furthermore, the customer has also decided to change characteristics of these lightboxes (LB1 and LB2). Now they will be just regular non-illuminated signs. This way, these signs will comply with the restriction that the sign cannot be back-lit and that they cannot project more than 23mm from the wall. We are attaching the updated shop drawings reflecting these changes and now the lightboxes 1 and 2 (LB1 and LB2) are named sign box 1 and sign box 2 (SB1 and SB2).

If they do decide in the future to move forward with the banner, we would apply for it on a separate application.

in regards to your points:

1. Section 9.17.1 – Number of Permitted Signs: Two Wall Signs Proposed on South Building Façade

Not an issue anymore as there is only one proposed new sign on the South Building Façade.

2. Section 9.17.2 – Location: Signs 'LB2' and 'B' Face Side Lot Line, Not Street

The neighboring property is a retail business, not a residential one, and consists of a single-story building occupying only the north half of the lot. The southern half of the lot is an open, paved parking area. The sign box 1 (formerly LB2) will be located on the ground floor, directly in front of the building's driveway leading to the underground parking lot. It will face the neighbor's open parking lot at the rear of their property, an area that is quite far from

their building's parking spaces. We would also like to point out that this sign is now non-illuminated which means there is no light flowing toward the neighbor's parking lot.

3. Section 9.17.3(a) – Area and Dimension: Sign 'B' Exceeds 6m²

Not longer an issue as customer is not longer applying for the banner.

4. Section 9.17.3(b) – Area and Dimension: Signs 'LB1' and 'LB2' Project More Than 25mm

The proposed new signs will be 1” deep which complies with the city's specifications.

5. Section 9.17.4 – Illumination: Signs 'LB1' and 'LB2' Are Internally Lit / Backlit, Which is Not Permitted for Wall Signs

Not longer an issue as the two news signs will not be illuminated.

We hope these changes and additional information addresses your concerns. If you require any further details or clarification, please don't hesitate to contact us. We are happy to provide any additional information needed.

Thank you for your consideration.

Sincerely,
Carlos Rengifo

Signarama Tri Cities
