

It's Your Neighbourhood



1 Centennial Square, Victoria, BC V8W 1P6 | 250.361.0571

NOTICE OF DEVELOPMENT VARIANCE PERMIT APPLICATION

May 29, 2026

The City of Victoria is seeking your input on the proposed changes to 780 Kings Road:

Development Variance Permit Application No. 00294

The Council of the City of Victoria will consider issuing a Development Variance Permit for the land known as 780 Kings Road, for purposes of allowing variances to the *Sign Bylaw* to allow the installation of electronic rooftop signs not meeting rooftop signage requirements, to allow third party advertising, and to allow an increase in maximum individual and cumulative sign allowances on the Kings Road and Hill Street frontages.

The Development Variance Permit will vary the following requirements of the *Sign Bylaw*:

1. Hill Street frontage sign (north)
 - allow for third-party signage on the proposed sign facing the Hill Street frontage (north)
 - increase the cumulative sign allowance for the Hill Street frontage from 15.3m² to 33.8m²
 - Allow a maximum sign allowance of 16.5m² for the Hill Street frontage sign
 - allow a rooftop sign which is not a fascia sign on the property's Hill Street frontage (north).
2. Kings Road frontage sign (north)
 - allow for third-party signage on the proposed sign facing the Kings Road frontage (south)
 - increase the cumulative sign allowance for the Kings Road frontage (south) from 18.9m² to 24.2m²
 - allow a maximum sign allowance of 16.5m² for the Kings Road frontage sign
 - allow a rooftop sign which is not a fascia sign on the property's Kings Road frontage (south).

Legal description of the land: Lot 1, Section 4, Victoria District, Plan 28383
PID: 000-156-507

Members of the public interested in this matter may provide written submissions to be published on the agenda for consideration at the meeting of Council at which this application will be considered.

This application will be considered by Council on:

Date: Thursday, June 11, 2026

Time: After the conclusion of the Committee of the Whole meeting beginning at 9:00 a.m.

Location: Council Chambers, Victoria City Hall, 1 Centennial Square, Victoria, BC

How to Participate:

1. **Submit written comments:**
 - Email written comments to legislativeservices@victoria.ca

- Mail: Legislative Services, #1 Centennial Square, Victoria, BC V8W 1P6
- Drop off: to the Ambassador in City Hall Lobby (entrance off Pandora Ave)
- Submissions must be received by 12:00 p.m. the Tuesday before the meeting

2. Watch the meeting live at the following link: victoria.ca/councilmeetings

Please note that correspondence you submit will form part of the public record and will be published on the agenda when this matter is before Council. The City considers your address relevant to this matter and will disclose this personal information, as it informs Council’s consideration of your opinion in relation to the subject property and is authorized under section 26(c) of FOIPPA Act. Your email address will not be disclosed. For more information on the FOIPPA Act please email privacy@victoria.ca.

How to view the relevant documents, proposed permit, and information about this application:

1. Council Agenda: available the Friday before the meeting date at: victoria.ca/councilmeetings.
2. City Development tracker: at victoria.ca/devtracker.
3. In person: inspect documents at City Hall by making an appointment by phoning 250.361.0571 or by emailing legislativeservices@victoria.ca.

